



Comprehensive Digital Marketing Project Work

BAJAJ ELECTRONICNIC

- **Bajaj Electricals Ltd** is an Indian consumer electrical equipment manufacturing company based in Mumbai, Maharashtra. It is a part of the ₹380 billion(US\$4.8 billion) Bajaj Group. It has diversified with interests in lighting, luminaries, appliances, fans, LPG based generators engineering and projects. Its main domains are lighting, consumer durable, engineering and projects. Lighting includes lamps, tubes and luminaire .Consumer durable include appliances and fans. Engineering and projects include transmission line towers, telecommunications towers, high-mast, poles and special projects, and others include die casting, wind energy & solar energy. Some notable projects include lighting works at the Commonwealth Games stadium and the Bandra Worli SeaLink. It has 19 branch offices spread in different parts of the country with a chain of about 1000 distributors, 4000 authorized dealers, over 400,000 retail outlets and over 282 Customer Care



COMPANY/ TOPIC FOR PROJECT : BAJAJ ELECTRICALS
BRAND MASSAGE :- BUILT FOR LIFE

<https://instagram.com/bajaelectronicsondia?igshid=MzRIODBiNWFIZA==>





Analyze Brand Messaging:

- **Brand Positioning:** Understanding how Bajaj Electronics positions itself in the market and how it differentiates its products and services from competitors. This includes identifying the brand's unique selling points and value propositions.
- **Target Audience:** Analyzing who the primary target audience of Bajaj Electronics is and how well the messaging resonates with their needs, desires, and pain points.
- **Brand Voice and Tone:** Assessing the tone and language used in Bajaj Electronics' communications, whether it's formal, friendly, technical, or casual. Consistency in brand voice is crucial for building recognition and trust.
- **Messaging Channels:** Evaluating the different channels through which Bajaj Electronics communicates its brand messages, such as social media, advertising, website, email campaigns, etc. Each channel may require different messaging adaptations.
- **Consistency:** Ensuring that the messaging is consistent across all channels and touchpoints. Inconsistency can lead to confusion among consumers and dilute the brand's image.
- **Emotional Appeal:** Identifying the emotional appeal of Bajaj Electronics' messaging. Emotional connections play a significant role in customer loyalty and brand advocacy.

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Your living, bajaj electronics."

"Empowering smart choices, bajaj electronics

Examine the brand's tagline:

- Innovating your lifestyle, bajaj electronics."
- "Your trusted tech companion, bajaj electronics."
- "Elevate
- **Mission/values:**
- Enhancing quality of life and bringing happiness with sustainability.
- Integrity. Having complete integrity alignment in what we feel what we speak and what we do, thereby demonstrating honesty and having strong moral principles.
- Team work. ...

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Competitor 1:-Reliance Digital: A retail chain offering a wide range of electronics and home appliances in India.

USP:- Trusted quality and strong backing of parent company

Communication:- Your Trusted Destination for Cutting-Edge Electronics, Exceptional Service, and Unbeatable Deals." <https://www.reliancedigital.in/>

Competitor 2 :-Croma: A large retail chain known for its electronics and home appliance offerings across India.

USP:- Trusted service

Communication :- Elevating Your Tech Shopping Experience with Unparalleled Variety and Expert Assistance." <https://www.croma.com/>

Competitor 3:-Vijay Sales: Another established electronics retail chain with a presence in various Indian cities.

USP:-extensive range of top-quality electronics and appliances

Communication:- Your Ultimate Tech Partner, Unleashing Innovation and Unbeatable Deals." <https://www.vijaysales.com/>

Here the three Competitor OF BAJAJ ELECTRICALS

Reliance Digital :-

- Is an indian consumer electronics retailer. It is a subsidiary of reliance retail, a wholly owned subsidiary of reliance. digital opened its first store on 24 april 2007 in delhi . Currently there are more than 8,600 reliance digital and 1,800 my jio stores in around 800 cities in india in addition to an online presence. The stores are spread across the states of andhra pradesh.



CROMA

- **Croma** is a well-known retail chain in India that offers a wide range of consumer electronics and durables. To develop a compelling content strategy for Croma, consider the following content ideas that can highlight the brand's products, expertise, and connect with the target audience.



VIJAY SALES

- **Vijay sales** is a well-known retail chain in india that specializes in consumer electronics and appliances. It operates multiple stores across various cities in the country and offers a wide range of products from popular brands. Vijay sales is known for its competitive pricing, product variety, and customer service.





BUYERS PERSONA :-

- Buyer personas are fictional representations of your ideal customers based on market research and data about your existing customers . they help you understand your target audience better and create more personalized and effective marketing strategies. Here's an example of a buyer persona:
- User persona are based on real life data and reflect the wants and needs of the audience or users.
- We have collected the user persona of a person who is working in it sector and by this we understood what are the improvements to do for the organization.



Job Title

LEADING SALES PERSON

Age :- 24 years

Highest Level of Education

Bachelor's degree (BAA BUSINESS MANAGEMENT)

Social Networks



Industry

RETAIL

Organization Size

10 ,001+ employees

M. SHIVA SHANKAR

Preferred Method of Communication

- Phone
- Email
- Face-To-face
- Social media

Tools They Need to Do Their Job

- Content Management system
- Cultivate strong relationship with customers

Job Responsibilities

- Content creation
- People management

Their Job Is Measured By

- Leads generation

Reports to

- TEAM LEADER

Goals or Objectives

- To achieve higher level in their field

They Gain Information By

- By consulting seniors
- Taking online courses

Biggest Challenges

- Navigating Client Relationships & Communications
- Problem Solving & Decision Making
- Project Management & Disorganization
- Communication
- Change Management

Part 2: SEO & Keyword Research

On page Optimization : F

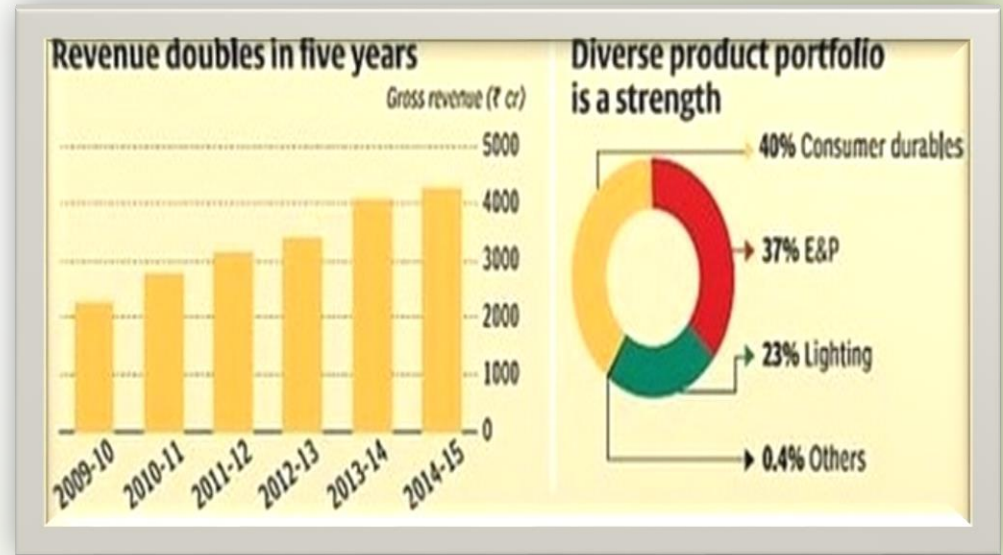
- Your on-page SEO could be better your page has some level of on-page SEO optimization but could be improved further. On-page SEO is important to ensure search engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML tag content is completed correctly and align text content to target keywords.
- SEO means Search engine Optimization.
- By performing seo audit on the company website we have seen the condition and performance of the website

Part 2: SEO & Keyword Research

Seo Audit : <https://www.bajajelectricals.com/>







Keyword Research:

- Bajaj Electricals
- Bajaj Group
- Consumer electrical equipment
- Lighting solutions
- Fans
- Home appliances
- Kitchen appliances
- Consumer electronics
- Electrical products
- Lighting fixtures



Keyword Positions









This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	499	
Position 2-3	575	
Position 4-10	1,252	
Position 11-20	2,314	
Position 21-30	2,580	
Position 31-100	21,322	

Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
bajaj electrical	 HI	1	110,000	33,440
bajaj electricals	 EN	1	110,000	33,440
bajaj electricals	 HI	1	110,000	33,440
electricals shop near me	 EN	3	201,000	19,557
bajaj electric	 EN	2	110,000	17,820
bajaj electronic	 EN	2	110,000	17,820
bajaj electronic	 HI	2	110,000	17,820
bajaj electronics	 EN	2	110,000	17,820
bajaj electronics	 HI	2	110,000	17,820
bajaj	 EN	4	246,000	16,211

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



957,803
Monthly Traffic
Volume

Performance Results



Your performance needs improvement

Your page's performance has various issues that may be adversely affecting users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Optimize Images

Your page appears to include images which are poorly optimized.

Properly formatting and compressing images can have a significant impact on page load performance.

Show details

Usability



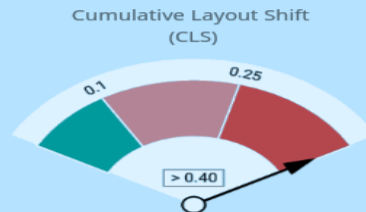
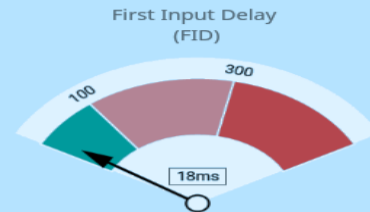
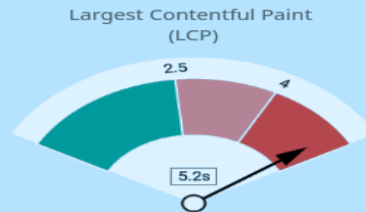
Your usability needs improvement

Your page has usability issues across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Google's Core Web Vitals

Your page has failed Google's Core Web Vitals assessment.

Core Web Vitals are UI metrics created by Google that measure page experience and are becoming increasingly important as a ranking factor.



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.

Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.




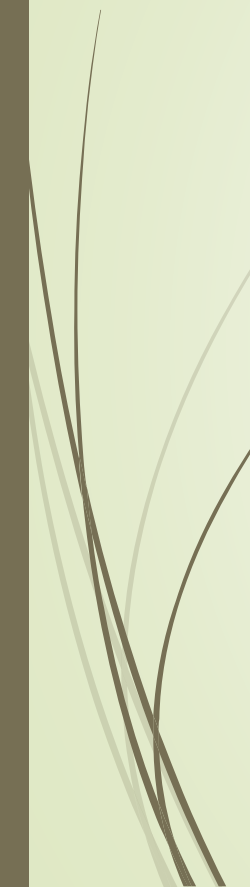
CONTENT



- Content is the key to marketing, to advertise a brand or to create interest on that brand marketing plays a vital role.
- Our team had designed a content calendar in order to produce wonderful content within the limited time.
- This calendar helped us a lot and saved our time.

JULY 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 VISTING THE SHOWROOM	4	5	6	7 GROUP MEETING	8
9	10	11 GROUP ANALYSIS	12	13	14	15
16	17 BUILD BRAND AWARENESS	18	19	20	21 DISCUSSING ABOUT MARKETING STRATEGY	22
23	24	25 EXECUTING THE STRATEGY	26	27	28	29
30	31					

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- 
- By following the calendar, we have reached our objectives. As the part of marketing, we have designed few posters and advertising videos.
 - Attracting the people towards the organization totally depends on the way we showed about the organization. It's been a tough challenge to our team to get thoughts regarding content.
 - We have explored different faces of the organization, like their infrastructure, about their clients and we heard the reviews of the employees of the organization.
 - After this we have discussed together and made this content.

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Bajaj Electricals is a well-known brand in the consumer electrical appliances industry. To develop a compelling content strategy, consider the following content ideas that can showcase the brand's offerings, expertise, and connect with the target audience:
- **Product Demonstrations and Reviews:** Create videos showcasing the features and benefits of Bajaj Electricals' products. Include customer testimonials and reviews to build trust and credibility.
- **How-to Guides and Tutorials:** Produce step-by-step guides or videos on using and maintaining Bajaj Electricals' products. This content can be shared on the website and social media channels.
- **Energy Efficiency and Sustainability:** Develop content highlighting the brand's commitment to energy-efficient and eco-friendly products. Share tips and information on reducing energy consumption.



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

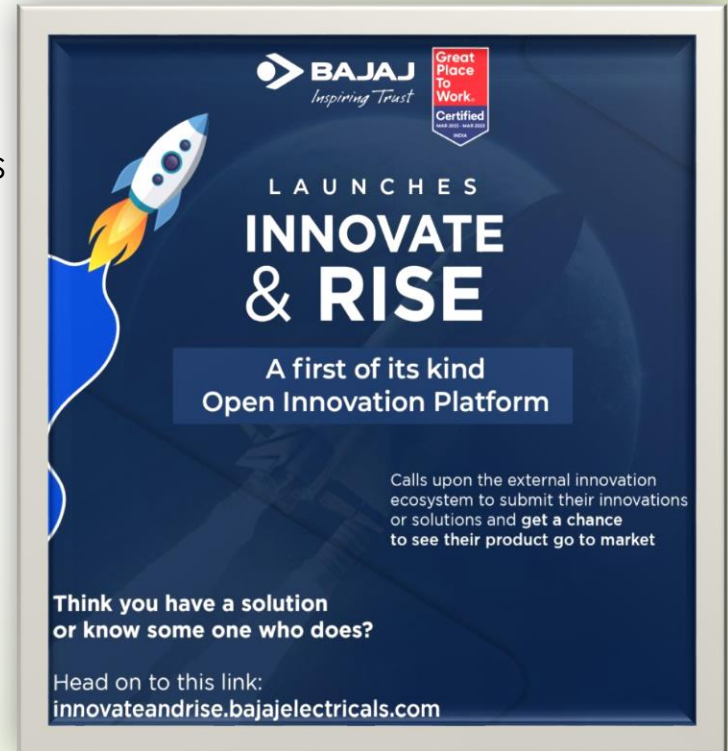
Format 1 :- Blog article

Format 2 :- video

Format 3 :- creative

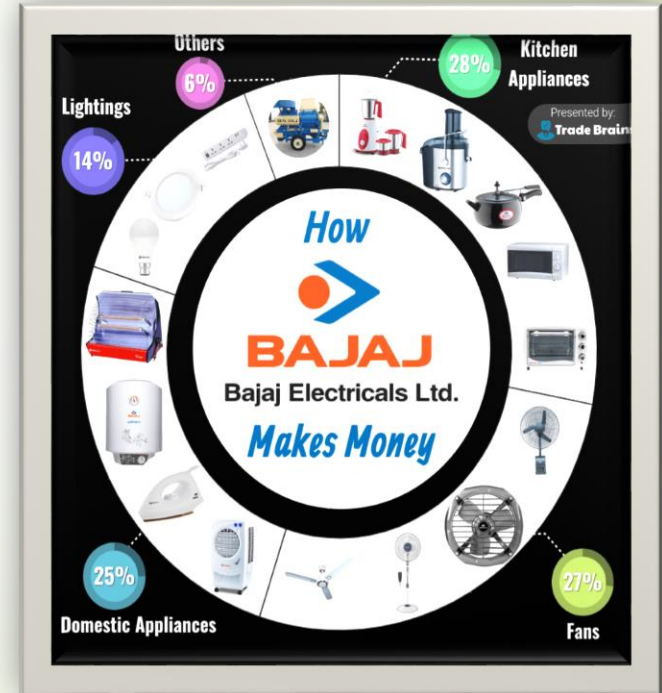
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- **Format 1 :- Blog Article**
- **Aim** :-Title: “Bajaj electrical: illuminating lives with innovation and responsibility”
- **Date** : 20th July 2023
- **Idea** :-Bajaj electricals, a leading electrical appliance manufacturer, shines with innovative ideas and responsible practices. Embracing technological advancements, the company offers energy-efficient LED lighting and smart home appliances, contributing to a greener future.



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- **Format 2 : video**
- Aim - watch the trust worthy production of bajaj electronics.
- Date: 22nd July 2023
- **Idea** :- understanding the quality and durability



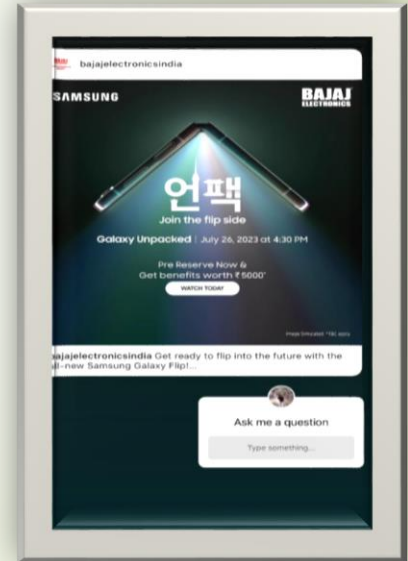
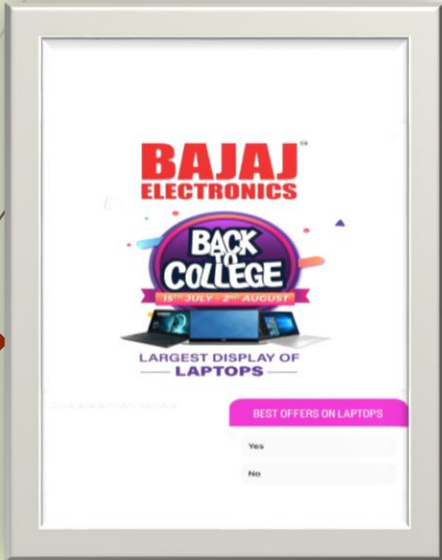
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

➤ Format 3 : Creative

- **Aim** :- to showcase the wide range products of bajaj electronics
- **Date** :- 25th july 2023
- **Idea** :- to introduce bajaj electronics to all the families




Instagram Story



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.



Link :- ↓

Video https://www.mediafire.com/file/72yeyzoysc1tden/VN20230727_120210.mp4/file

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Social Media Ad Campaigns

- **Ad Campaigns over Social Media:**
- Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

For every campaign clearly define:

- **Advertising Goals:** Increase brand awareness and market presence for Bajaj Electrical through targeted digital and print advertising campaigns .Drive sales growth and expand market share by promoting the innovative features and superior quality of Bajaj Electrical products. Position Bajaj Electrical as a trusted and reliable choice in the electrical appliances industry through persuasive and engaging advertisements. Foster customer loyalty and repeat purchases by highlighting Bajaj Electrical 's commitment to customer satisfaction and after-sales support.
- **Audience Targeting:** Primary audience targeting: Middle to upper-middle-class households, aged 25-55, seeking high-quality electrical appliances for their home. Secondary audience targeting: Commercial and business establishments, including hotels, restaurants, and offices, looking for reliable and durable electrical solutions .taudience targeting: Tech-savvy millennials and young professionals interested in modern, energy-efficient appliances that complement their contemporary
- **Ad Creation:** Unleash the power of convenience with Bajaj Electricals' advanced appliances. Experience seamless performance and unmatched durability for a more efficient and enjoyable lifestyle. Elevate your home with Bajaj Electricals today! Explore our diverse range of appliances and make every moment at home a delightful experience. Shop now and embrace the future of smart living.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

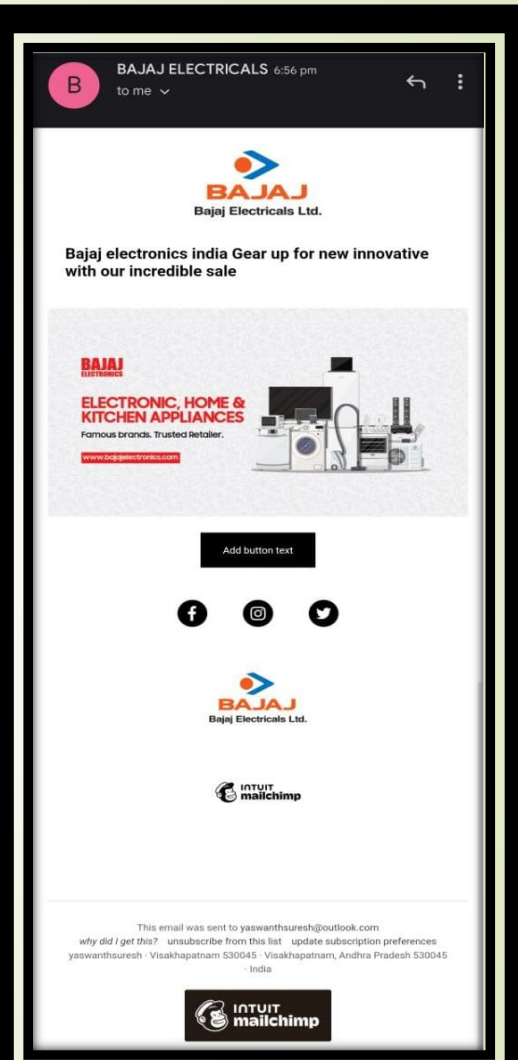
Email Ad Campaigns

- **Ad Campaigns for email marketing:** To create effective email marketing campaigns for Bajaj Electricals, start by building a segmented email list based on customer preferences and demographics. Craft personalized and engaging content showcasing the latest products, promotions, and customer testimonials. Utilize eye-catching visuals, clear call-to-action buttons, and mobile-responsive designs to enhance user experience. A/B test different email variations to optimize open and click-through rates. Lastly, monitor campaign performance, analyze results, and make data-driven improvements to maximize lead generation and conversions

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)

- Increase brand awareness for Bajaj Electricals in the single location through targeted social media campaigns, local partnerships, and engaging events to showcase their unique product offerings and benefits.



Email Ad Campaign 2 - Lead Generation (insert emailer image)

- To generate leads for Bajaj Electricals, implement targeted online advertising campaigns across various platforms, create compelling content showcasing their products, and offer exclusive promotions or discounts to attract potential customers. Additionally, collaborate with industry influencers and use social media to engage with the audience, capturing their interest and driving them towards lead generation forms or landing pages.





Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.
- The content creation and curation process for bajaj electricals was an enriching journey. Understanding the audience's preferences and needs was crucial, and we learned to strike a balance between creativity and brand identity. Simplifying technical information and incorporating emotional storytelling helped connect with customers effectively. Adapting to market dynamics and measuring content performance guided continuous improvement.
- **Challenges I have faced** : Positive challenges prompt the project team to evaluate their processes and identify areas for improvement. This leads to a culture of continuous improvement within the project and the organization.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- Overcoming challenges efficiently and delivering successful project outcomes can lead to increased client satisfaction and the potential for future business opportunities.

