DIGITAL BRAND RESEARCH OF INDIAN INDUSTRY

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ABSTRACT

The purpose of the study is to Identify the Digital behavior of 2 Industries

Leather and Bio-technology

As Digital Marketing is the rising marketing form especially since Covid era the company need to be adaptable to the latest trends to stay and compete in the market. In this study we used questionnaires and parameters to rate the current Digital Marketing behavior of the companies and where they should Improve themselves for better future.

Introduction.

Digital Brand Audit is a method through which you assess how effectively the communication of the brand suits the business objectives. It is a comprehensive analysis of the overall market place of a company when opposed to its rivals, and a summary of its efficacy. It lets you recognize the brand 's power along with its shortcomings or contradictions, and potential for change and new innovations.

Literature Review

A number of research papers and articles provide a detailed insight on Internet Marketing. The findings from the literature are presented below:- Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies' (Chaffey et al., 2009).

Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013).

In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996).

Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998).

Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001)

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013).

Key Objective

- To understand the performance or reach of the Indian Industry in Social Media and Website
- To understand the most preferred social media platform by the mentioned industry.
- To study the dependence of the industry on various digital platforms.

Sample Design

Simple Random Sampling was followed as sample design. 22 companies functioning in India, belonging to the Bio-Technology Industry and Leather Industry were chosen for conducting this Research.

Sample Size

The sample size was of 2 Industries which includes 18 companies in total. The selected 18 Companies are:

Bio Technology Companies

- Adinath Bio Labs Ltd
- Alpa Laboratories Ltd
- Biocon Ltd
- Camson Bio Technologies Ltd
- Celestial Bio Technologies Ltd
- Celestial Bio labs Ltd
- Genesis LRBC Ltd
- Genomic Valley Biotech Ltd

- Mavens Bioteh Ltd
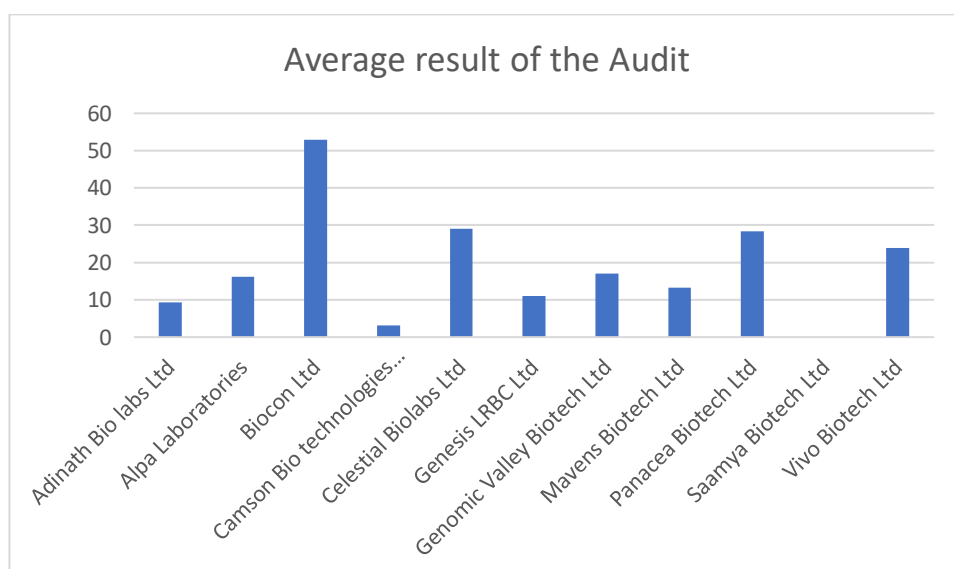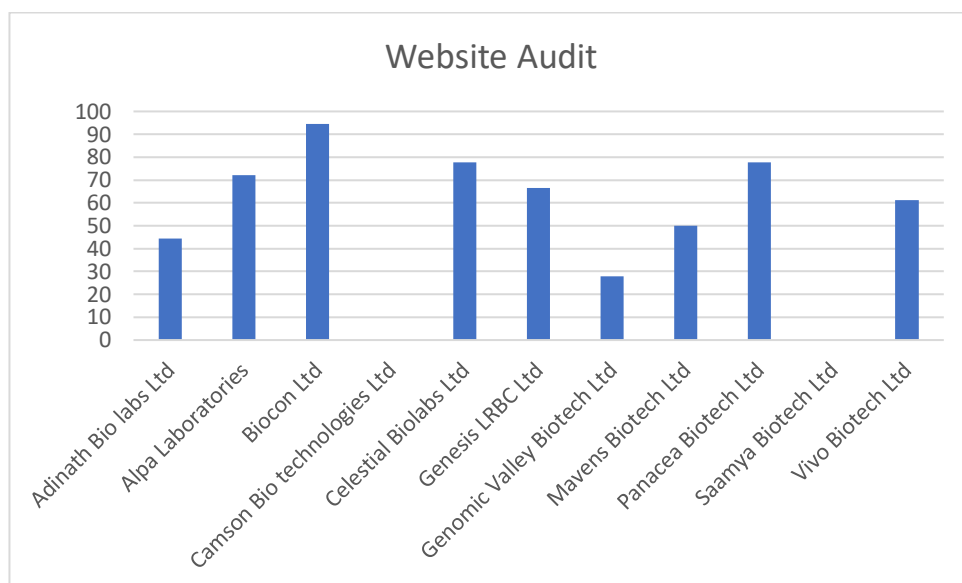- Panacea Biotech Ltd
- Saamya Biotech Ltd
- Vivo Biotech Ltd
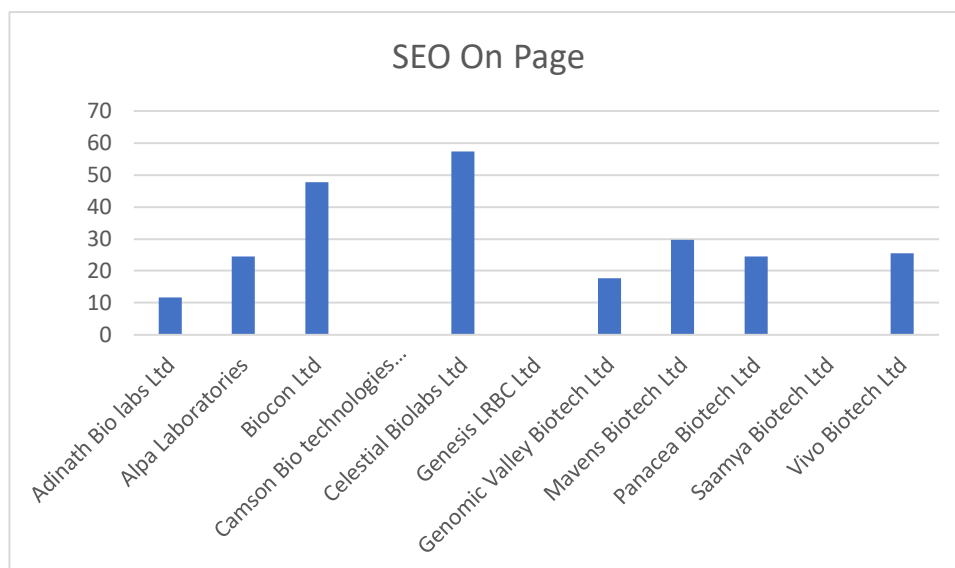
Indian Leather Industry
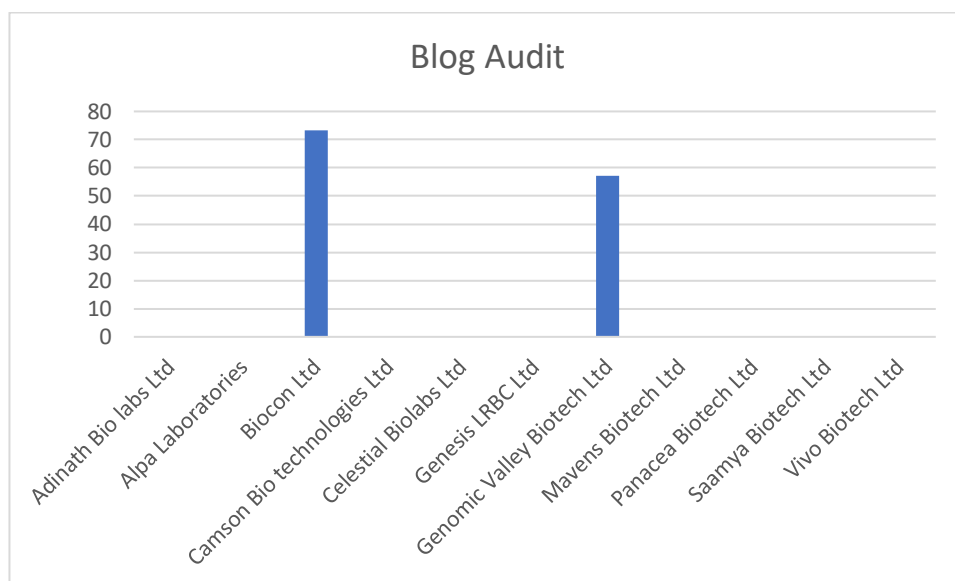- Acknit Industries
- Bata India Ltd
- Bhartiya International Ltd
- Farida Group
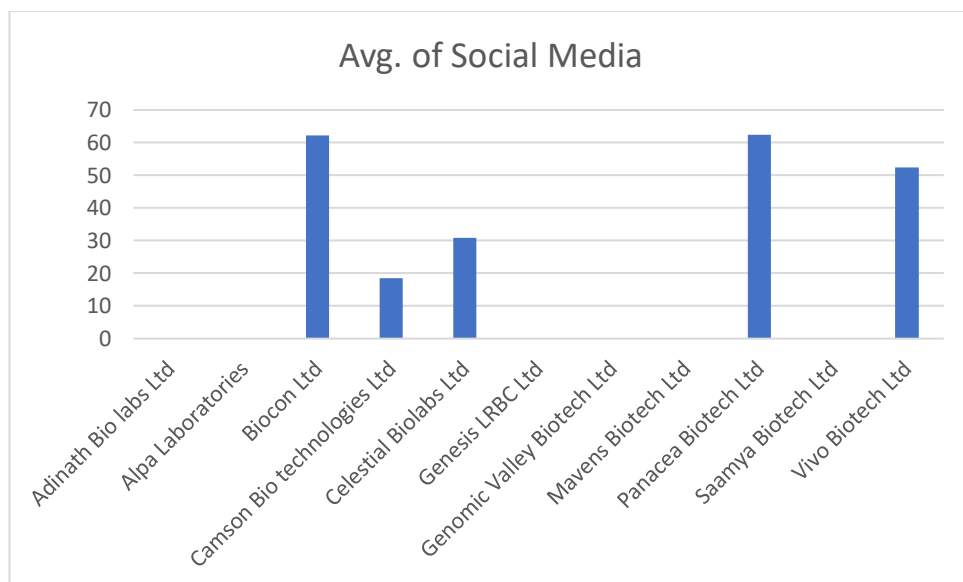- Lakhani Armaan Group
- Sharia International
- Superhouse Group

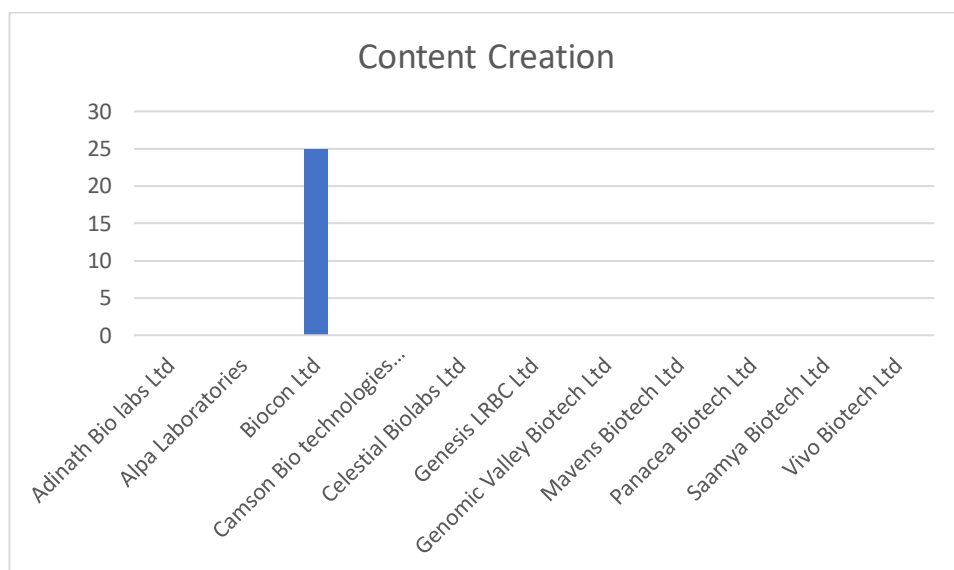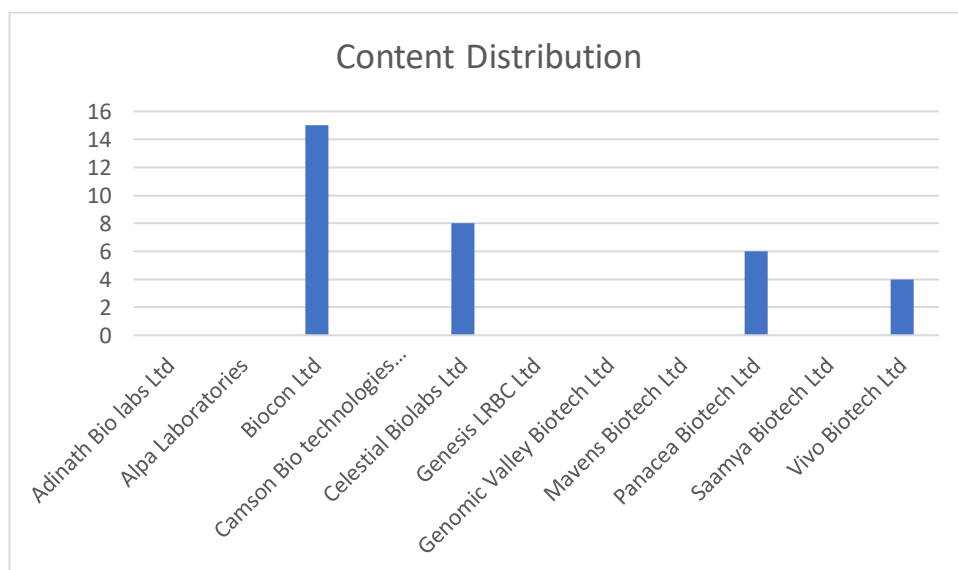**Charts and Representation**

Overall Brand Audit Report- Bio Technology Industry							
		Parameters(fig. in %)					
1	Adinath Bio labs Ltd	44.44	0	11.78	0	0	0	**9.37**
2	Alpa Laboratories	72.22	0	24.5	0	0	0	**16.12**
3	Biocon Ltd	94.44	73.33	47.7	25	62.22	15	**52.9483**
4	Camson Bio technologies Ltd	0	0	0	0	18.5	0	**3.08333**
5	Celestial Biolabs Ltd	77.77	0	57.3	0	30.9	8	**28.995**
6	Genesis LRBC Ltd	66.66	0	0	0	0	0	**11.11**
7	Genomic Valley Biotech Ltd	27.77	57.1	17.6	0	0	0	**17.0783**
8	Mavens Biotech Ltd	50	0	29.75	0	0	0	**13.2917**
9	Panacea Biotech Ltd	77.77	0	24.5	0	62.35	6	**28.4367**
10	Saamya Biotech Ltd	0	0	0	0	0	0	**0**
11	Vivo Biotech Ltd	61.11	0	25.5	0	52.38	4	**23.8317**

Website Audit

Average result of the Audit

Blog Audit

SEO On Page

Content Creation

Avg. of Social Media

Content Distribution

Overall Brand Audit Report- Indian Leather Industry

Serial NO.	Brand Names	Parameters(fig. in %)						
		Website	Blogs	SEO	Content Creation	Avg. of Social Media	Content Distribution	Avg. of All major
1	Ackit Industries Ltd	44	0	32	0	42	0	19.67
2	Bata India Ltd	72	0	15	0	65	13	27.50
3	Bhartiya International Ltd	33	0	16	0	7	25	13.50
4	Farida Group	11	0	11	0	4	25	8.50
5	Lakhani Armaan Group	88	66	30	0	42	10	39.33
6	Sharia International	55	0	35	0	0	0	15.00
7	Superhouse Group	72	0	14	0	15	4	17.50

Website
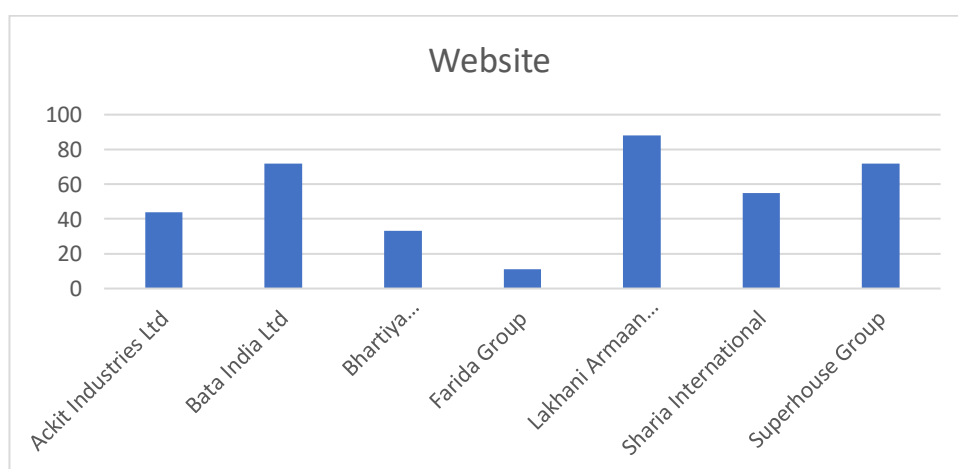
Blogs
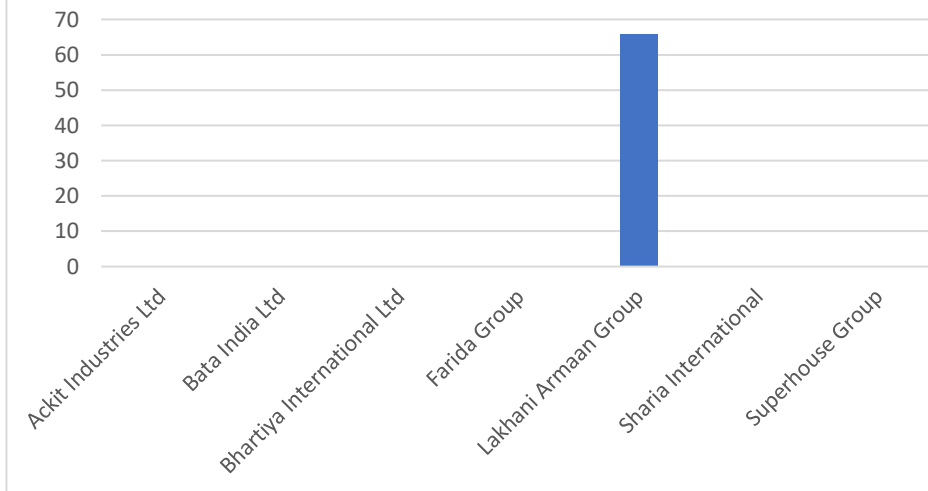
SEO
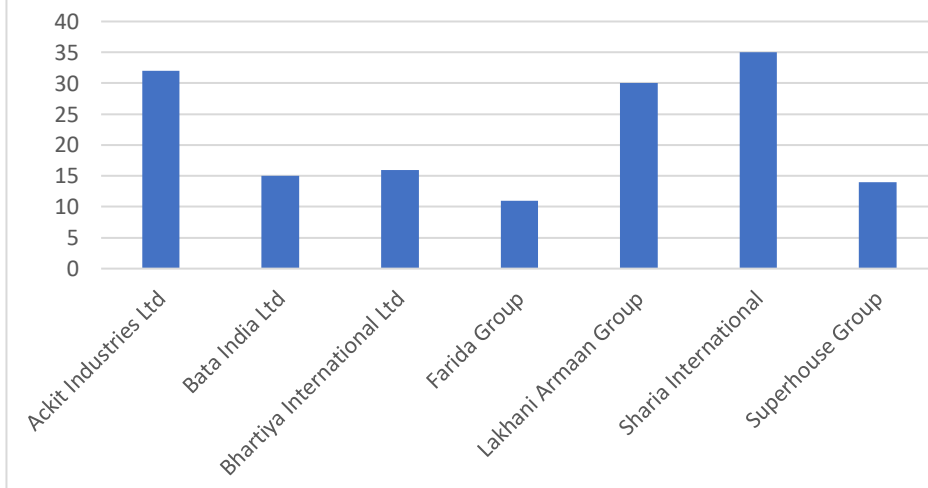
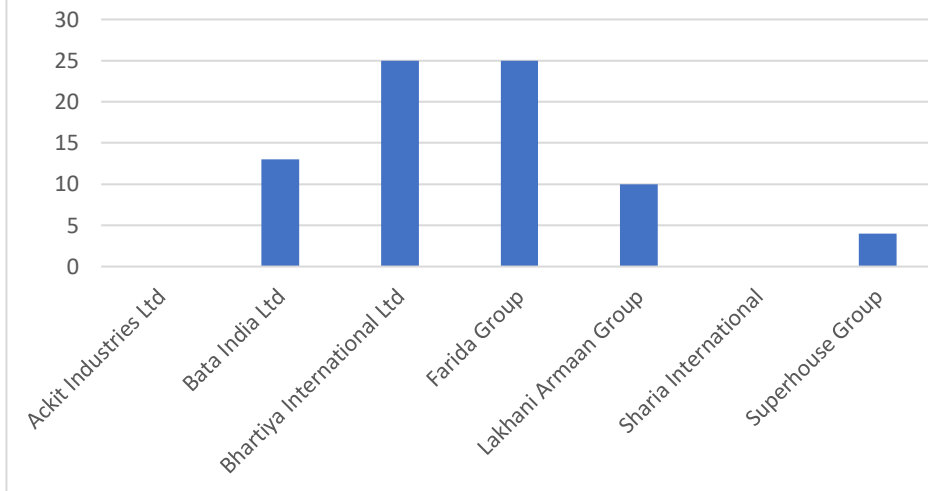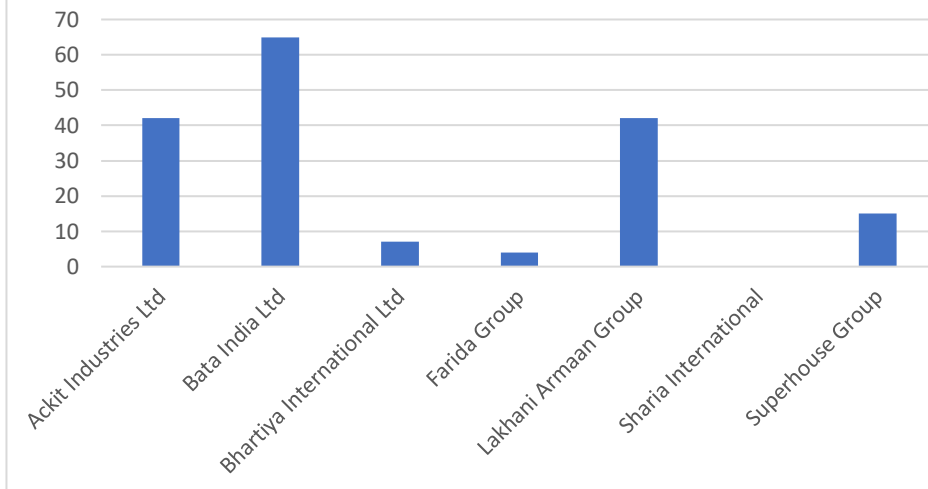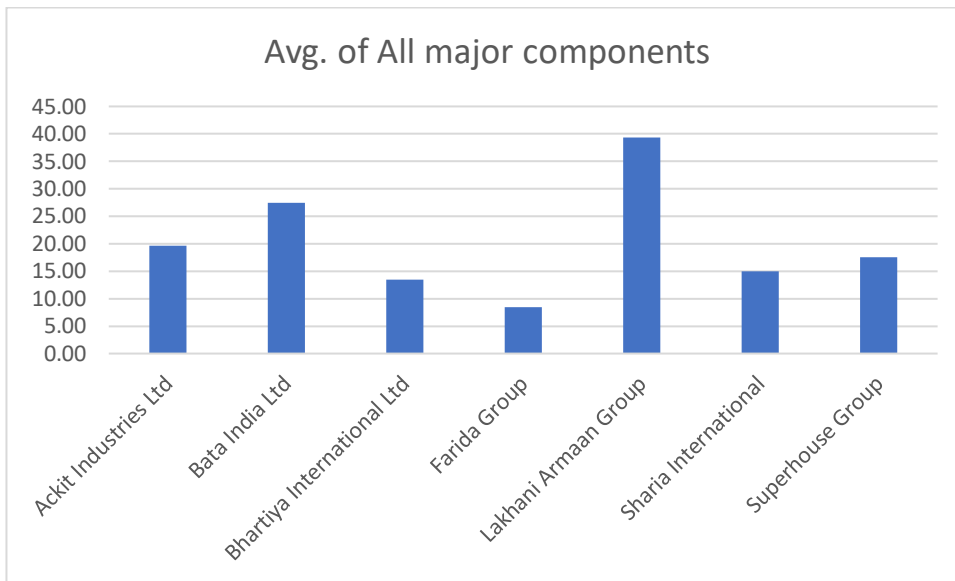**Content Distribution**

Avg. of Social Media

Parameters of Brand Research

Blog Writing best practices	
Features	**Remarks**
1. Buyers' Journey followed	✓
2. Length of Headline	✓
3. Best Practices of writing a headline	✓
4. Best practices for Introduction	✓
5. Sub-headings	✓
6. Visual Elements	X
7. Trigger words used (e.g. why, how)	X
8. Keywords Best Practices	✓
9. Bullet Points	X
10. Bolded Sections	✓
11. Images every 250 Words	X
12. Relevant Images	✓
13. Keywords in Title	✓
14. CTA	✓
15. Sharing elements	✓

Facebook: Audit Report	
Features	**Remarks**
1. Profile Photo	X
2. Cover Photo	X
3. Company About	✓
4. Company Overview	✓
5. Website	✓
6. Contact info (fully filed)	✓
7. Our Story	X
8. Reviews & Recommendation	X
9. Total Followers > = Page Likes	✓
10. Verified account	X
11. Post Description – Relevant Text	✓
12. Post Description – Emoji - Relevant & Best Practice	X
13. Post Description - Hashtags	X
14. Post Type - Image - Relevance to Post	✓
15. Post Type - Image - Quality	✓
16. Post Type - Image - Linked to Company	✓
17. Post Type - Video - Quality	✓
18. Post Type - Video - Relevance to Post	✓
19. Post Type - Video - Linked to Company	✓
20. Post Type - Video - Captions/ Subtitles	X
21. Posting Frequency & Consistency	✓

Twitter: Audit Report

Features	Remarks
1. Profile Photo	X
2. Cover Photo	X
3. Company About	X
4. Post & Followers Ratio Posts - X, Followers - 10X	X
5. Verified account	X
6. No Fake followers	X
7. Post Description - Text	✓
8. Post Description - Hashtags	X
9. Post Description - Emoji - Relevant & Best Practice	X
10. Post Type - Image - Quality	✓
11. Post Type - Image - Relevance to Post	✓
12. Post Type - Image - Linked to Company	✓
13. Post Type - Video – Captions & Subtitles	X
14. Posting Frequency & Consistency	X
15. Brand Replies to Comment	X

Instagram: Audit Report

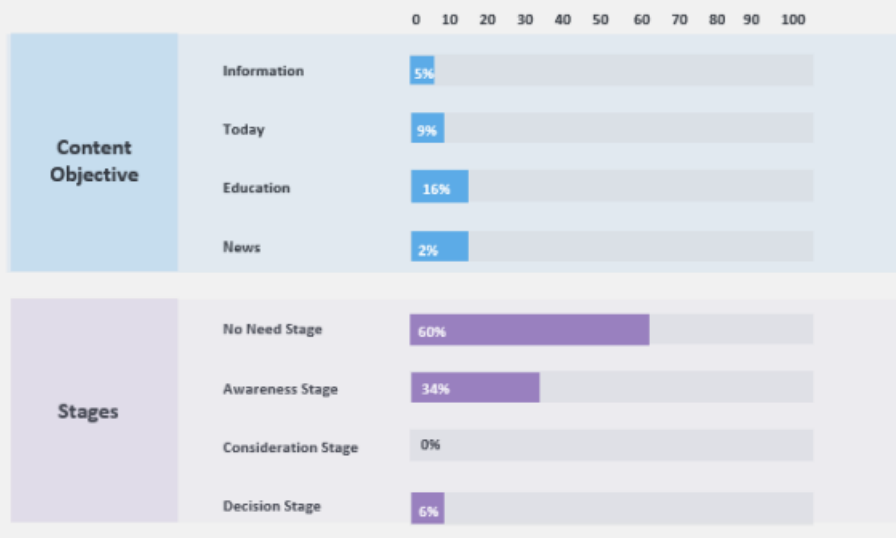| Features	Remarks
1. Profile Photo	✓
2. Company Bio	✓
3. Post & Followers Ratio Posts - X, Followers - 10X	✓
4. Verified Account	X
5. Post Description - Text	✓
6. Post Description - Hashtags	✓
7. Post Description - Emoji - Relevant & Best Practice	X
8. Post Type - Image - Quality	✓
9. Post Type - Image - Relevance to Post	✓
10. Post Type – Video - Quality	✓
11. Post Type - Video - Linked to Company	✓
12. Post Type - Video - Relevance to Post	✓
13. Post Type - Image - Linked to Company	✓
14. Post Type - Video – Captions & Subtitles	✓
15. Posting Frequency/Consistency	✓
16. Brand Replies to Comment	✓

LinkedIn: Audit Report

Features	Remarks
1. Profile Photo	X
2. Cover Photo	X
3. Company Bio	✓
4. Employees at Company	✓
5. Post Description - Text	X
6. Brand Replies to Comment	X
7. Post Description - Hashtags	X
8. Post Description - Emoji - Relevant & Best Practice	X
9. Post Type - Image - Quality	X
10. Post Type - Image - Relevance to Post	X
11. Post Type - Image - Linked to Company	X
12. Post Type - Video - Quality	X
13. Post Type - Video - Relevance to Post	X
14. Post Type - Video - Linked to Company	X
15. Post Type - Video - Captions/ Subtitles	X
16. Posting Frequency & Consistency	X

YouTube: Audit Report

Features	Remarks
1. Profile Photo	X
2. Company Bio	X
3. Verified Account	X
4. Post Description – Text (>300 characters)	X
5. Post Description - Hashtags	✓
6. Post Type - Video - Quality	✓
7. Post Type - Video - relevance to Post	✓
8. Post Type - Video - Subtitles	X
9. Video Tags	X
10. Channel Tags	X
11. Keyword in title	✓
12. Keywords in description	X
13. Cold Open	X
14. Posting Frequency & Consistency	X
15. Brand Replies to Comment	X
16. End screen & Annotations	X
17. Engagement : Comments	X
18. Thumbnail	X

Content Distribution Audit Report

Parameters and their evaluation

		0 10 20 30 40 50 60 70 80 90 100
Content Objective	Information	5%
	Today	9%
	Education	16%
	News	2%
Stages	No Need Stage	60%
	Awareness Stage	34%
	Consideration Stage	0%
	Decision Stage	6%

SEO Audit: Methodology

Website Audit SEO

1. Title
   a. Keyword in title
   b. How strong the keywords are?
2. Meta description
   a. Character
   b. Keywords in Meta description
   c. How strong the keywords are?
3. Keyword of Each page
   a. Are keywords used according to buyer persona and buyers' journey of the brand?
4. URL Optimization
   a. Is Keyword used in URL?
5. H1
   a. Character counts
   b. How strong keywords are?
6. H2
   a. Character counts
   b. How strong keywords are?
7. Alt tag
   a. Are alt tags used correctly?
8. Page Size
9. Backlinks of Each page
   a. Types of backlinks
   b. Domain Authority of backlinks
   a. Quality of backlinks

Technical SEO

1. Sitemap.xml
2. HTML Sitemap in footer
3. All footer & header links working
4. Sitemap Errors
5. Schema Markups
   a. Organization Markup
   b. Local Business Markup
   c. About Markup
   d. Contact Markup
   e. Blog Markup
   f. News article markup
   g. Event Markup
6. Broken link (across website)

Analysis

From the Research we can analyse that Companies are moving into Digital Marketing Slowly and among the sample 22 Companies of 2 different Industries Biocon Ltd of Bio Tech Industry and Lakhani Armaan Group of Leather Industry has the best results so far as they have adopted themselves and made a big Digital Presence which is a huge step and other Companies need to look at their Present situation and thus to Develop in near Future they need to adapt to the change and the biggest change currently is Go Digital as this makes peoples life easier and it has the Highest Potential to grow the Business.