



KAIZEN

DEPARTMENT OF COMMERCE

PRESENTS

PROJECTS

2023-24



www.kaizenhindu.in

ABOUT THE COMPANY

Kyari Innovations Ltd. is a tech-driven startup that manufactures innovative smart walking sticks.

Kyari's mission is centered on a deeply held belief that humans are inseparable from nature. Nature is meant to be explored, cherished and protected. Kyari Innovations Ltd. appeared on Shark Tank India Season 2 in early 2023.

KYARI FOR ADVENTURE- They make products for people who love adventure and prioritize safety.

KYARI FOR WILDLIFE- They innovate wildlife tech solutions to help protect the wildlife and its protectors.



PROJECT SYNOPSIS

This Project aimed at analyzing various Inbound Marketing strategies which could be applied by the Kyari to increase its online presence, drive organic traffic and generate quality leads.



1

Comparative Analysis

Conducted a comparative analysis of several other competitive and non-competitive companies applying various Inbound



2

Development of a Timeline

Formulated a comprehensive timeline portraying the step-by-step process for analyzing and finding out the best Strategies



3

Brainstorming and Research

Conducted brainstorming meetings and researched various strategies to prepare a healthy mix of Category and Product based approaches.



4

Preparation of Documents

Prepared detailed documents on strategies for 6 focus areas of Inbound Marketing which could be applied by Kyari.

METHODOLOGY

The research methodology adopted for this initiative was comprehensive and multifaceted, encompassing a blend of comparative analysis, timeline formulation, documentation preparation, and detailed research.

The prime focus was on providing Inbound Marketing Strategies that consisted of a healthy mix of Product and Category based approaches. These strategies were developed for various focus areas like SEO, Influencer collaboration, social media marketing, etc. Deep analysis of each category was conducted to develop a SMART strategy.



TEAM

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