

case study 3

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Crafting a Digital Marketing Strategy for Urban Fresh

Understanding the business

Target Market : Urban consumers seeking fresh, organic, and locally sourced groceries.

Competitive landscape : Established grocery delivery services.

Goals :

- Expand market presence.
- Build a strong digital footprint.
- Increase brand awareness.
- Drive traffic to the website.
- Increase online sales.

Digital Marketing Strategy.

1) Website Optimization :

Mobile - first Design : Ensure the website is mobile - friendly and loads quickly.

User Experience: Focus on intuitive navigation, clear product information, and a seamless checkout process.

SEO Optimization: Implement relevant keywords in the title tags, meta descriptions, and content.

Page Speed: Optimize images and website structure for fast loading times.

2) Social Media Strategies:

Platform selection: Prioritize platforms where the target audience is active (e.g., Instagram, Facebook, and Pinterest for visuals, and Twitter for quick updates.)

Engaging content: Share visually appealing posts showcasing fresh produce, recipes, and behind-the-scenes glimpses.

3) SEO Techniques:

Keyword Research: Identify relevant keywords related to organic food, local sourcing, and online grocery shopping.

On-page SEO: Optimize title tags, meta descriptions, header tags, and content with the

Selected Keywords:

4) Paid Advertising

Google Ads: Use search and display ads to target potential customers actively searching for groceries.

Social Media Ads: Run targeted ads on platforms like Facebook and Instagram to reach specific demographics.

5) Email Marketing

Welcome email: Offer a discount code for exclusive content to new subscribers.

Promotional emails: Highlight special offers, new products, and seasonal deals.

6) Content Marketing

Blog post: Share informative content on topics like healthy eating, sustainable farming, and local food sources.

Recipes: Create visually appealing and easy-to-follow recipes using fresh products.

Implementation plan:

Timeline: Develop a detailed timeline for each digital marketing activity.

Budget: Allocate a budget for each channel and activity.

Team: Assign responsibilities to team members for content creation, social media management, SEO and email marketing.

Analytics: Set up tracking tools to measure website traffic, engagement, and sales.

Testing and optimization: Continuously test and optimize different strategies to improve results.