

PROJECT TITLE

Comprehensive Digital Marketing for Mother Dairy

SUBMITTED BY : S Arun

Hall-ticket No :202200154021

E-mail :arunarun9443@gmail.com

Here's a comprehensive digital marketing strategy for **Mother Dairy**, focusing on brand awareness, engagement, and sales growth

CONTENT



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



SEO & Keyword Research



Content Ideas and Marketing Strategies



Content Creation and Curation



Brand Study of Mother Dairy

- Mother Dairy has built a strong reputation in India's dairy and food industry by focusing on **quality, trust, and affordability**. Below is a detailed study of its **Mission, Vision, Values, and Unique Selling Propositions (USPs)**.

1. Mission of Mother Dairy

- ❖ **"To provide safe, nutritious, and affordable dairy products while ensuring fair benefits to farmers."**
- ❖ Ensuring **high-quality** and **safe dairy products** for consumers.
 - . Strengthening the **direct milk procurement system** to support Indian farmers.
 - . Providing **affordable dairy products** to Indian households.
 - . Innovating to introduce **healthy and value-added products**.
 - . Maintaining **sustainability and ethical sourcing** in dairy production.

2. Vision of Mother Dairy

- ❖ ***To be the most trusted dairy and food brand in India, ensuring purity, innovation, and consumer satisfaction.***
- ❖ **Key Focus Areas:**
- ❖ ✓ **Consumer Trust:** Ensuring transparency in sourcing, processing, and distribution.
- ✓ **Product Innovation:** Expanding into **value-added dairy, frozen foods, and beverages.**
- ✓ **Farmer Welfare:** Strengthening the **direct farmer procurement model.**
- ✓ **Sustainability:** Reducing the **carbon footprint** and promoting **eco-friendly dairy farming.**

3. Core Brand Values of Mother Dairy

- ❖ Mother Dairy operates on strong ethical principles, ensuring long-term success and consumer trust.
 - ❖ **Purity & Quality**
- ❖ Uses **advanced processing technology** for dairy products.
- ❖ **Trust & Transparency**
- ❖ Strong **direct farmer relationships** ensure **ethical dairy sourcing**.
- ❖ **Affordability & Accessibility**
- ❖ Provides dairy products at **competitive and reasonable prices**.
- ❖ **Sustainability & Social Responsibility**
- ❖ Supports **farmer livelihoods** by direct milk procurement at fair prices.

4. Unique Selling Propositions (USPs) of Mother Dairy

- ❖ Mother Dairy differentiates itself from competitors through its **strong USPs**:
- ❖ **Direct Farmer Sourcing Model**
- ❖ **Eliminates middlemen**, ensuring **fair prices for farmers** and **fresh, high-quality milk** for consumers.
- ❖ **Trusted & Government-Backed Brand**
- ❖ Operates under the **National Dairy Development Board (NDDB)**, reinforcing consumer trust.
- ❖ **Exclusive Retail Presence**
- ❖ **1,000+ exclusive Mother Dairy booths in Delhi-NCR and other major cities**, providing **direct access to consumers**.
- ❖ **Affordable & High-Quality Dairy Products**
- ❖ Offers **affordable milk and dairy products** while maintaining **high nutritional value**.
- ❖ **Strong Distribution & Availability**
- ❖ Available across **supermarkets, retail stores, and e-commerce platforms** like Amazon and BigBasket.
- ❖ **Product Innovation & Diversification**
- ❖ Expanding beyond dairy into **juices, frozen foods, and value-added dairy** (probiotic drinks, flavored milk, etc.).



Competitor Analysis

- ① Amul (Gujarat Cooperative Milk Marketing Federation - GCMMF)
- ② Nestlé India
- Parag Milk Foods (Brands: Gowardhan, Go Cheese, Topp Up, Pride of Cows)

2. Comparative Analysis: Mother Dairy vs. Competitors

| Factor | Mother Dairy | Amul | Nestlé India | Parag Milk Foods |
|------------------|---|------------------------------------|---------------------------------|-----------------------------------|
| Market Share | Strong in North India | Largest in India | Premium dairy market | Growing in cheese & premium dairy |
| Distribution | Exclusive booths, supermarkets, online | Pan-India presence | Supermarkets, e-commerce | Premium outlets, supermarkets |
| Product Range | Dairy, ice creams, frozen food, beverages | Dairy, bakery, chocolates | Dairy, baby food, confectionery | Cheese, high-protein dairy |
| Brand Perception | Affordable, high-trust | Most trusted, aggressive marketing | Premium, high-quality | Premium, urban-focused |
| USP | Direct farmer sourcing, government-backed | Largest dairy cooperative | R&D and premium nutrition | Cheese & organic dairy |

Buyer's/Audience's Persona – Mother Dairy

1. Primary Target Audience

-  **Families & Homemakers** (Core Consumer Segment)
-  Health-Conscious & Fitness Enthusiasts
-  Kids & Teens (Indirect Consumers)

2. Secondary Target Audience

- Young Professionals & Students
- Hotel, Restaurant & Café (HoReCa) Industry

SEO & Keyword Research OF Mother Dairy

1. SEO Audit of Mother Dairy

- *An SEO audit evaluates the current state of Mother Dairy's website to identify areas for improvement. Key components include:
 - ❖ ***Website Performance:** Assess loading speed, mobile responsiveness, and overall user experience.
 - *Content Analysis:** Review the quality, relevance, and uniqueness of existing content.
 - *Technical SEO:** Examine site architecture, URL structure, and the presence of XML sitemaps and robots.txt files.
 - *On-Page Elements:** Analyze title tags, meta descriptions, header tags, and image alt texts for optimization.
 - *Backlink Profile:** Evaluate the quantity and quality of inbound links to the website

2. Keyword Research for Mother Dairy

Identifying relevant keywords is crucial for attracting the target audience.

Steps include:

- **Industry Analysis:** Understand the dairy industry's landscape and consumer search behavior.
- **Competitor Analysis:** Examine competitors' keyword strategies to identify gaps and opportunities.
- **Keyword Selection:** Choose a mix of high-volume and long-tail keywords related to dairy products, such as "milk products," "ice cream," "paneer," and "ghee."

3. On-Page Optimization for Mother Dairy

1. Optimizing individual web pages ensures higher rankings and better user engagement. Key practices include:
 - 2. Title Tags and Meta Descriptions:** Incorporate primary keywords naturally while maintaining compelling and concise descriptions.
 - 3. Header Tags (H1, H2, H3):** Structure content with appropriate headers to enhance readability and SEO value.
 - 4. Content Optimization:** Develop high-quality, informative content that addresses user intent and integrates relevant keywords seamlessly.
 - 5. Internal Linking:** Establish a logical internal linking structure to guide users and search engines through the site.
 - 6. Image Optimization:** Use descriptive file names and alt texts for images to improve accessibility and search visibility.

Content Ideas and Marketing Strategies





July 2024 Content Calendar – Mother Dairy

| WEEK | MONDAY | WEDNESDAY | FRIDAY |
|--------|---|--|--|
| WEEK 1 | 🥛 Dairy Nutrition Carousel – "5 Reasons Why Dairy is Essential" | 📘 Brand Story – "Our Journey Since 1974" (Story Series) | 📊 Interactive Poll – "How Do You Enjoy Your Dairy?" (Poll & Story) |
| WEEK 2 | 🎥 Recipe Video – "5-Min Homemade Paneer Tikka" (Reel) | 📸 Customer Feature – "Happy Customer Enjoying Ice Cream" | ➡ Infographic – "Milk Myths vs Facts" (Carousel) |
| WEEK 3 | 🍹 Summer Drink Poll – "Which Dairy Drink is Your Favorite?" | 🎉 Promo Offer – "Buy 1 Get 1 Free Ice Cream" | 🎥 BTS Video – "How We Ensure Milk Quality" (Reel) |
| WEEK 4 | 💡 Fun Dairy Quiz – "Guess the Dairy Product" (Quiz + Poll) | ❤️ Testimonial Video – "Why Customers Love Mother Dairy" | ☕ Monsoon Special – "Hot Chocolate with Dairy Milk" (Recipe Video) |
| WEEK 5 | 🌟 Community Love – "Thank You for Your Support!" | - | - |

Marketing Strategies

1. Product Strategy:

2. Mother Dairy offers a diverse range of products, including various types of milk, dahi (curd), chach (buttermilk), lassi, flavored milk, butter, paneer, cheese, ghee, dairy whitener, ice cream, and yogurt. Additionally, under the brands Safal and Dhara, it provides frozen vegetables, fruits, edible oils, and processed foods. This extensive portfolio caters to a broad spectrum of consumer needs and preferences.

3. Price Strategy:

4. The company employs a competitive pricing strategy, which includes dynamic pricing based on fluctuating raw material costs. This approach ensures that products remain affordable for consumers while maintaining profitability.

5. Promotion Strategy:

6. The company's promotional efforts are comprehensive, utilizing a mix of traditional media (television, radio, print) and digital platforms to engage consumers. Emphasis is placed on highlighting the quality and nutritional benefits of its products, creating an emotional connection with the audience. Additionally, Mother Dairy has implemented customer loyalty programs to enhance customer retention and foster loyalty.

A minimalist 3D rendering of geometric shapes in a monochromatic red-orange color palette. It features a large sphere resting on a rectangular base, a smaller cube positioned below it, a tall cone to the left, and a cylinder at the bottom right. The shapes are arranged on a light gray surface against a solid red-orange background.

Content Creation and Curation

- 1. Post creations,
- 2. Designs/Video Editing,
- 3. Ad Campaigns over Social Media
- 4. Email Ideation and Creation

Post creations

1. Mother Dairy actively engages its audience through creative and timely social media content across various platforms.
2. **Instagram:** On Instagram, Mother Dairy shares a variety of content, including product highlights, recipes, and festive greetings. For instance, during election periods, they posted reminders encouraging people to vote, integrating their products into the message. Their posts often feature vibrant visuals and relatable themes that resonate with their followers.
3. **Twitter:** On Twitter, Mother Dairy combines promotional content with interactive posts. They share updates about new products, special offers, and engage in trending conversations. For example, during Holi, they posted about enhancing festive dishes with Mother Dairy ghee, connecting their product to traditional celebrations.
4. **Facebook:** On Facebook, Mother Dairy focuses on community engagement, sharing stories about their commitment to quality and the journey of their products from farm to table. They also post about corporate social responsibility initiatives and customer testimonials, fostering a sense of trust and loyalty among their audience.



Designs/Video Editing

Editing with VN Video Editor:

- 1. Import Footage:** Load your recorded clips into the VN app.
- 2. Trim and Arrange:** Cut unnecessary parts and sequence clips as per your storyboard.
- 3. Add Transitions:** Use smooth transitions to enhance the viewing experience.
- 4. Incorporate Text and Graphics:** Highlight key messages, product names, or calls to action.
- 5. Background Music:** Add royalty-free music that complements the video's tone.
- 6. Color Correction:** Adjust brightness, contrast, and saturation to make the visuals appealing.



Social Media Ad Campaigns

- **Campaign 1: "Pure Love in Every Sip"**
- **Advertising Goal:** Increase brand awareness.
- **Audience Targeting:**
 - **Demographics:** Individuals aged 18-35, both genders, residing in urban areas.
 - **Interests:** Health and wellness, fitness, organic products, family values.
 - **Behavior:** Active social media users who engage with content related to healthy living and family-oriented brands.
- **Ad Creation:**
 - **Visuals:** Heartwarming images and videos depicting families enjoying Mother Dairy products during daily routines and special moments.
 - **Ad Copy:** "Experience the purity and love in every sip with Mother Dairy. Nourishing your family, just like a mother's love. #PureLove #MotherDairy"
 - **Call-to-Action (CTA):** "Discover Our Story"

Campaign 2: "From Our Farms to Your Table"

- 1. Advertising Goal:** Drive website traffic.
- 2. Audience Targeting:**
- 3. Demographics:** Adults aged 25-45, both genders, with families, residing in metropolitan areas.
- 4. Interests:** Cooking, culinary arts, sustainable living, organic food.
- 5. Behavior:** Users who frequently search for recipes, visit cooking websites, and show interest in farm-to-table concepts.
- 6. Ad Creation:**
- 7. Visuals:** Engaging videos showcasing the journey of Mother Dairy products from local farms to consumers' tables, emphasizing quality and freshness.
- 8. Ad Copy:** "Ever wondered how our dairy products make their way from our farms to your table? Explore the journey of purity and taste with Mother Dairy. #FarmToTable #MotherDairy"
- 9. Call-to-Action (CTA):** "Learn More on Our Website"

Campaign 3: "Join the Mother Dairy Family"

- 1. Advertising Goal:** Generate leads.
- 2. Audience Targeting:**
- 3. Demographics:** Individuals aged 22-40, both genders, residing in urban and suburban areas.
- 4. Interests:** Healthy eating, nutrition, family activities, community involvement.
- 5. Behavior:** Users who engage with health blogs, participate in community events, and show interest in family-oriented brands.
- 6. Ad Creation:**
- 7. Visuals:** Inviting images of community events sponsored by Mother Dairy, families enjoying products together, and interactive workshops.
- 8. Ad Copy:** "Become a part of the Mother Dairy family! Sign up for exclusive updates, delicious recipes, and special offers crafted just for you. Let's nurture health and happiness together. #MotherDairyFamily"
- 9. Call-to-Action (CTA):** "Sign Up Today"

Email Ad Campaigns

Campaign 1: "Experience
the Purity of Mother Dairy"

Campaign 2: "Join the
Mother Dairy Community"

Campaign 1: "Experience the Purity of Mother Dairy"

1. Advertising Goal: Increase brand awareness.

2. Email List:

3. Current Customers: Existing Mother Dairy customers who have opted in for communications.

4. Prospective Subscribers: Individuals who have shown interest in dairy products, healthy eating, or related topics through website sign-ups or event participation.

5. Email Content:

6. Subject Line: "Discover the Essence of Purity with Mother Dairy"

7. Body:

- Introduce Mother Dairy's commitment to quality and purity in all products.
- Highlight the range of products available, emphasizing freshness and nutritional value.
- Incorporate engaging visuals showcasing products in everyday use.

8. Call-to-Action (CTA): "Learn More About Our Products"

9. Measure Performance:

10. Open Rate: Percentage of recipients who open the email.

11. Click-Through Rate (CTR): Percentage of recipients who click on links within the email.

Campaign 2: "Join the Mother Dairy Community"

1. Advertising Goal: Generate leads.

2. Email List:

3. Website Visitors: Individuals who have visited the Mother Dairy website but have not yet subscribed or made a purchase.

4. Event Attendees: Participants from recent events or promotions hosted by Mother Dairy.

5. Email Content:

6. Subject Line: "Become a Part of the Mother Dairy Family – Exclusive Offers Inside!"

7. Body:

- Invite recipients to join the Mother Dairy community for exclusive benefits.
- Offer a limited-time discount or free sample upon sign-up.
- Share testimonials from satisfied customers to build trust.

8. Call-to-Action (CTA): "Sign Up Now and Enjoy Exclusive Benefits"