



Comprehensive Digital Marketing Project Work

Part 1: Brand Study ,Competitor Analysis

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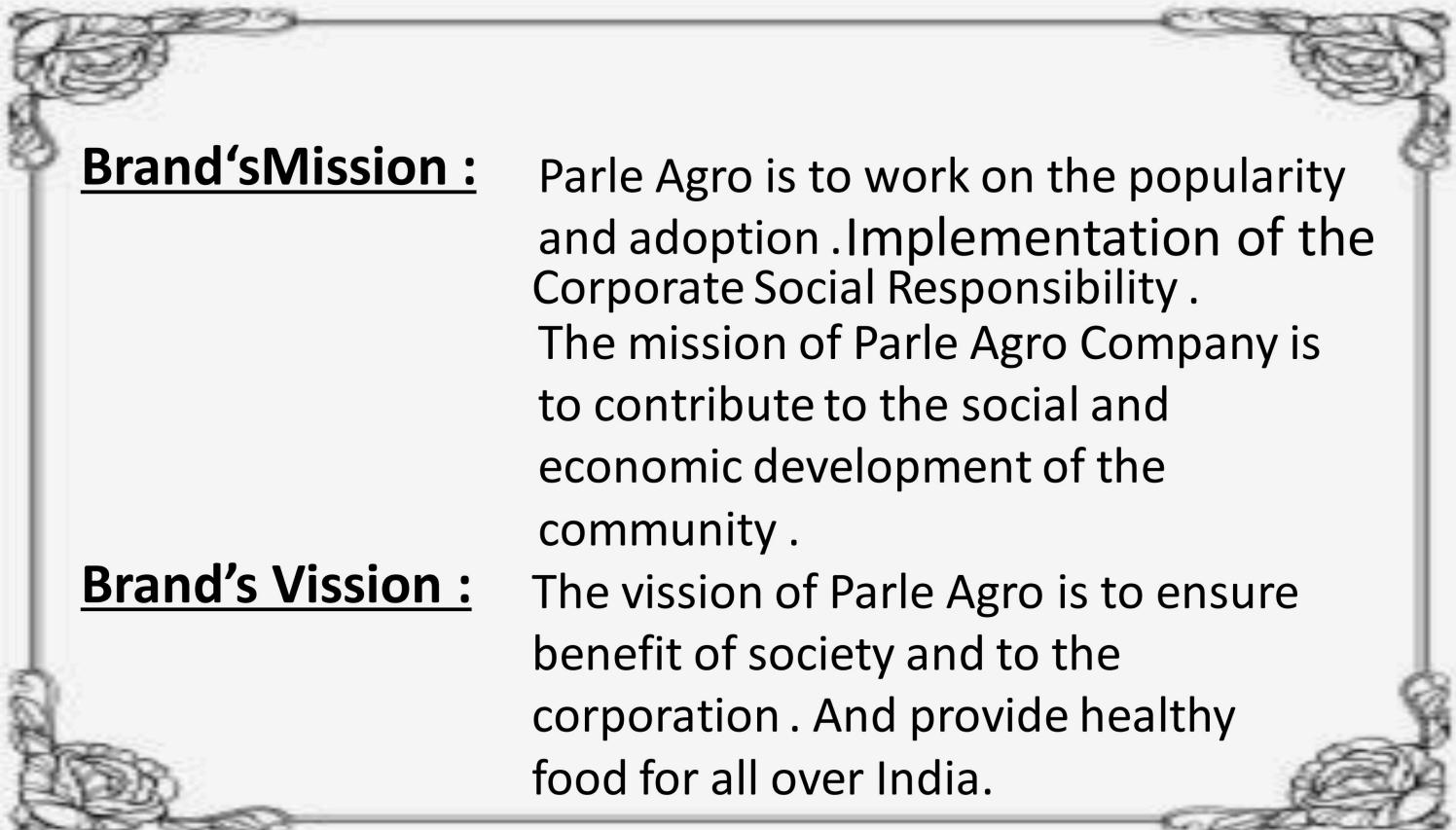
Buyer's/ Audience's Persona

Research Brand Identity:

Brand Colour : Red and Green

Logo :





Brand's Mission :

Parle Agro is to work on the popularity and adoption .Implementation of the Corporate Social Responsibility .
The mission of Parle Agro Company is to contribute to the social and economic development of the community .

Brand's Vission :

The vission of Parle Agro is to ensure benefit of society and to the corporation . And provide healthy food for all over India.

Brand's Unique Selling Proposition (USP) :

The unique selling proposition of Parle Agro is one of India's most trusted, affordable and most sold foods brand. It focuses on introducing new products and categories of india .

Analyze Brand's Messaging :

- > Quality products
- > Lowest price of products
- > Amazing testey foods
- > Popular beverage food

Examine the brand's tagline :

The Parle Agro's tagline is

"BE THE FOOD –FOR THE BOLD " .

Competitor 's Analysis :

* **Competitor 1:** <http://PepsiCo.com/>

USP :

- > Global reach of sales
- > Wide variety of customer s

Communication :

- > Digital and traditional media
- > Value Based content

*** Competitor 2 :** <https://www.danone.com/>

USP :

- > World leader in dairy products
- > Good quality and healthy products
- > Various loyalty programs
- > Telephone communication

*** Competitor 3 :** <https://www.dabur.com/>

USP :

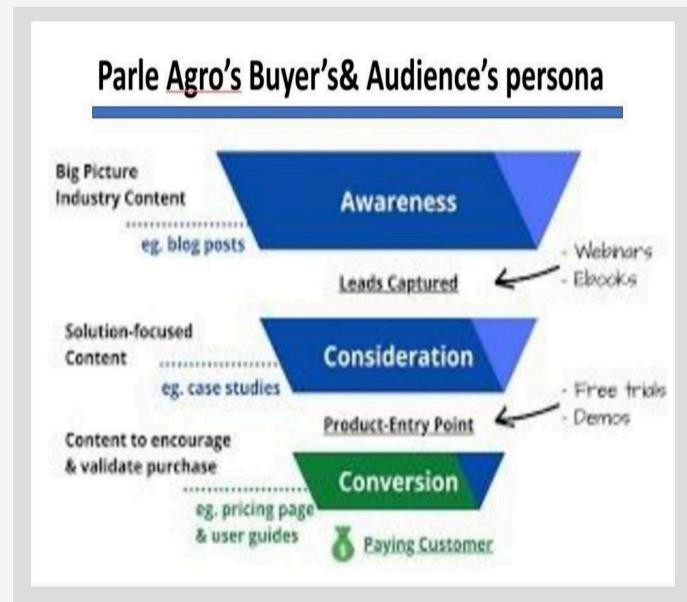
- > Natural ingredients
- > Emphasis on health and wellness
- > Social media Advertising
- > Customer care services

Communication :

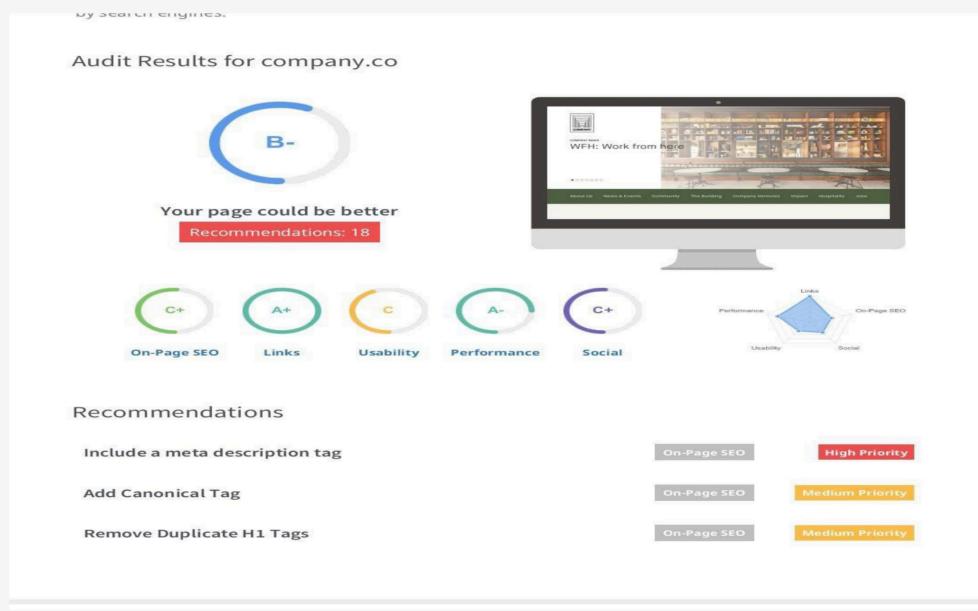
Buyer's/ Audience's Persona :

Parle Agro's customer of age group of six to twelve years old children 's and their mother 's.

School children 's & kid's etc. Teasty biscuit 's , Chips , Drink 's, Snack's, and Cake's. Healthy food and Lowest price products.



Part 2: SEO & Key word Research



Keyword Research :

Individual Keywords

Keyword	Title	Meta Description	Headings Tag	Page Frequency
company	✓	✗	✓	14
news	✗	✗	✓	8
community	✗	✗	✓	7
impact	✗	✗	✗	5
covid-19	✗	✗	✓	4
events	✗	✗	✓	3
building	✓	✗	✓	3
skip	✗	✗	✗	3

Phrases

Phrase	Title	Meta Description	Headings Tag	Page Frequency
company news	✗	✗	✗	4
news events	✗	✗	✗	3
screen-reader mode	✗	✗	✗	2
enter skip	✗	✗	✗	2
remote internships	✗	✗	✗	2
lindsay siegel	✗	✗	✗	2
siegel director	✗	✗	✗	2
impact company	✗	✗	✗	2

Part 3 : Content Ideas and Marketing Strategies

JULY 2023



SUN	MON	TUE	WED	THU	FRI	SAT
						1
2	3	4	5 Work holick day	6	7 World chocolate day	8
9	10		National cheer up and the Lehely day	12	13	Completion Day Fizz
16	17	18	19	20	21	22
23	24	25	26	27		Talk in an ellavetor
30	31					29

www.parleagro.com

Marketing Strategy :

Ruler- Urban Penetration of Parle Agro:

Urban Market : 75% to 85%

Rural Market : 50% to 65%

Per capita Consumption :

- > India 8.1 kg
- > South East Asian Countries 2.5 to 5.5 kg
- > US 7.5 kg

Content Ideas of Parle agro :

- > locality product delivery approach.
- > Intelligent way of Ad promotion.
- > Vocal for local.
- > Limit impact on Natural resources.
- > Eliminate waste and reduce on carbon foot print.
- > No 1 beverage company in India.

Challenges of Parle Agro :

- > Ascend to the number one position.
- > Through competition with Competitors.
- > Planning of Marketing Offensive to compete with the deep pocketed MNC's.
- > Direct Marketing for the brand.
- > Developing products on the health plank.
- > Focus on Customer Ideology.
- > Focus on Customer Innovation.

Part 4 : Content Creation And Curation

Post Creation :

Select Content Category :

Format 1 : Blog Article

Format 2 : Video

Format 3 : Creative

Format 1 :

Blog Article

Aim :

New products are bought forward by the customer

Date :

22th July 2023

Idea :

Parle Agro has launched new smooth fruit lassi and this blog will cover the details about flavours of fruit lassies.

Topic :

3 different flavours you can drink smooth fruit lassies this monsoon .

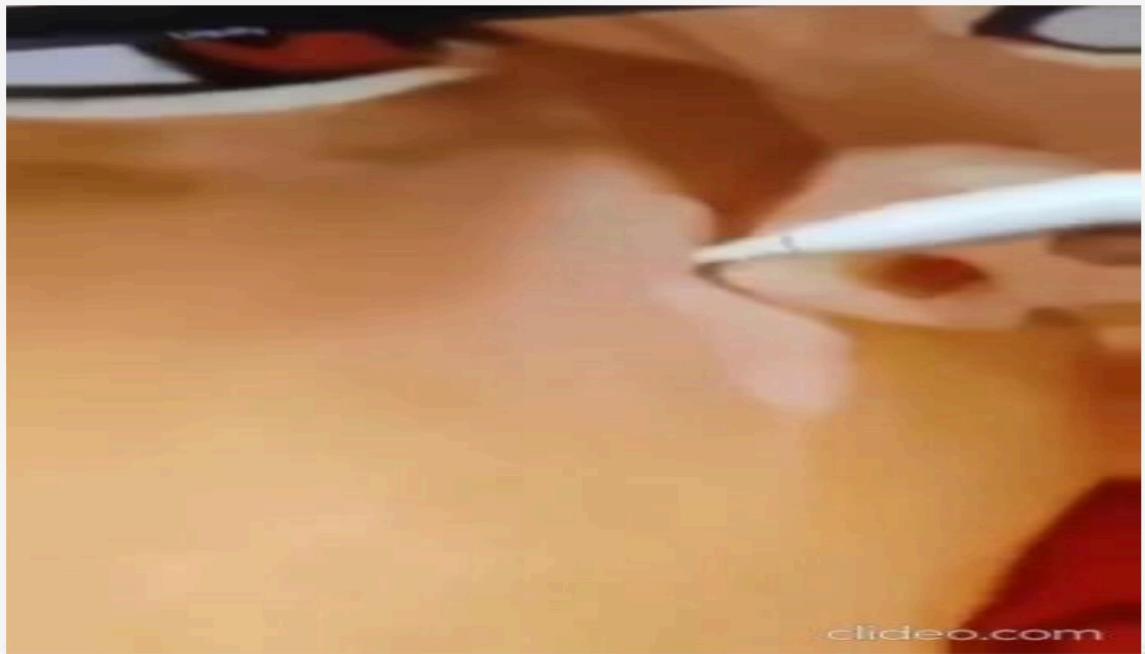
Blog Article

Parle agro has always sourced fruits from India .

While importing from China too meet their apple juice content needs ,but now the company has completely stopped sourcing apple juices imports from China and are sourcing them entirely from India alone through its networks of Indian Now it produces drinks, lassies, biscuits, chocolate s,ice cream s to India.And it also produced it's in different flavours and these products are helpful for our health. And also it is interested to purchase the customers.And it targets only kids, children s, and their mother s for most over purchase products.

<u>Format 2 :</u>	Video
<u>Aim :</u>	Bringing new products in customers with Visualization.
<u>Date :</u>	24 July 2023
<u>Idea :</u>	Parle agro has launched new Parle-G biscuits and video will cover about the details of the product.
<u>Topic :</u>	Know what are the flavours of Parle – G biscuits.

Video



Format 3 : Creative

Aim : Quality awareness & healthy

Date : 26 th July 2023

Idea : To create a advertising on the
trending topic of Parle -G

Topic : Parle –G Advertising

Creative Advertising



Instagram Story



Designs / Video Editing

⌚ The day list

take photo ○



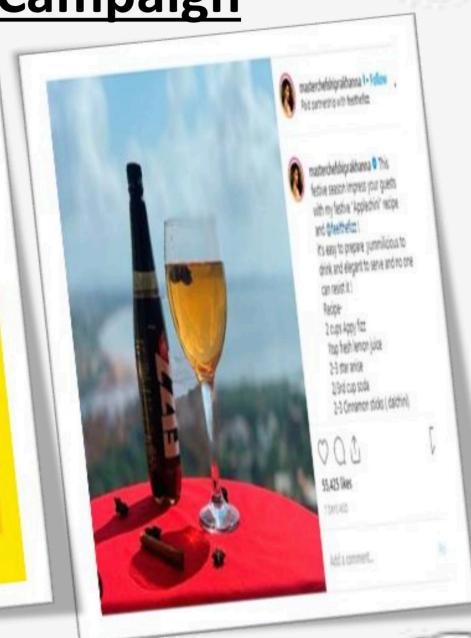
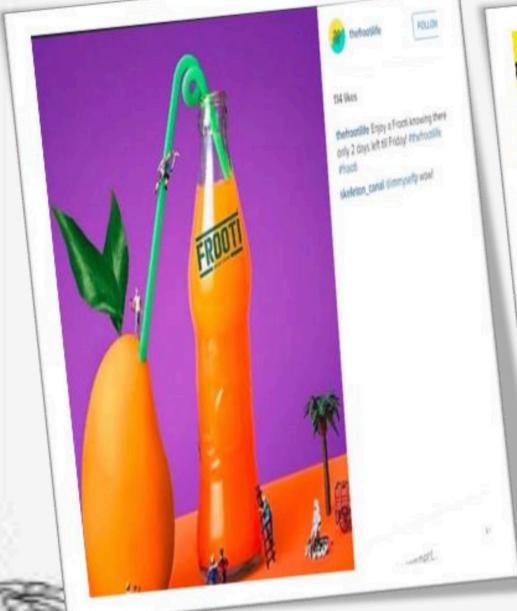
read a book ○



coffee ○



Social Media Advertising Campaign



Advertising Goals :

Brand Awareness : Digital Marketing services can also be used to increase brand awareness . By creating videos and share with your target audience . This can help you build a strong and positive reputation for your business and you reach your target audience.

Website Traffic : The website Traffic is depends upon a consumer if it is opened and viewed .

Leads Generation : Lead generation is the process of generating consumer interest for a product.

Audience Target :

The target audience s of Parle agro company is six to twelve years children's and their mother's.They view the product with advertising on social media and television then try teast it and again and again purchase .And the company provide healthy food for children's then their mothers purchase it Example : Children Advertising.

Ad Creation :

Usually ad creative , compelling and ad copy and relevant call to action :



E-mail Ad Campaign

Brand awareness : Email marketing campaign a set of individual email messages and that are deployed across a specific period of time with one specific purpose. It is also used for business advertising to reach our target audience .Then you reached your brand awareness.

Generation Lead : Email lead generation involves gathering potential customer information via an opt – in format that typically request a name and email address. This helps a future marketing campaign.And allowing a target interested individuals.

Brand Awareness



Generation Lead





THE END