

Digital Marketing project Phase 2

Comprehensive Digital Marketing For Amul



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SI No	PARTICULARS
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Topic 4	Content creation and curation

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Topic 1:

- Brand Study,
Competitor Analysis &
Buyer's Audience's
persona

Research Brand Identity

- Amul was established in Anand , Gujarat in 1946 to prevent the exploration of farmers by middlemen.
- The Amul Corporation was founded by Dr .Vergese Kurien , who is popularly known as the father of White Revolution in india .
- it was certified as the longest advertising campaign by Guinness World Record.

Mission:

The primary mission is to provide quality dairy products to vast populace at a reasonable price while ensuring fair return to the producers.

Amul's unique Selling Proposition include:

- **Purity & Freshness:** They ensure that their dairy products are pure , fresh and free from adulterants.
- **Wide Range of products:** From milk to ice cream to traditional Indian sweets they have a diverse product range.
- **Farm to Table:** Direct linkage from farmers to consumers ensures the freshness of product.

Analyze Brand Messaging:

- Amul's brand messaging is unique ,topical and touches upon on current socio- political events and popular culture. Their advertising campaigns often have a sense of humor ,are satirical, and represent the voice of common man.

- **Amul girl:**

Amul girl is the advertising charm used by company to promote its brand .the brand is cleverly used cartoons in the long-lasting advertising campaign.



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AMUL MARKETING STRATEGIES



BRANDING

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PRODUCT PORTFOLIO

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25-PERCENT ADVERTISING

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DIGITAL MARKETING

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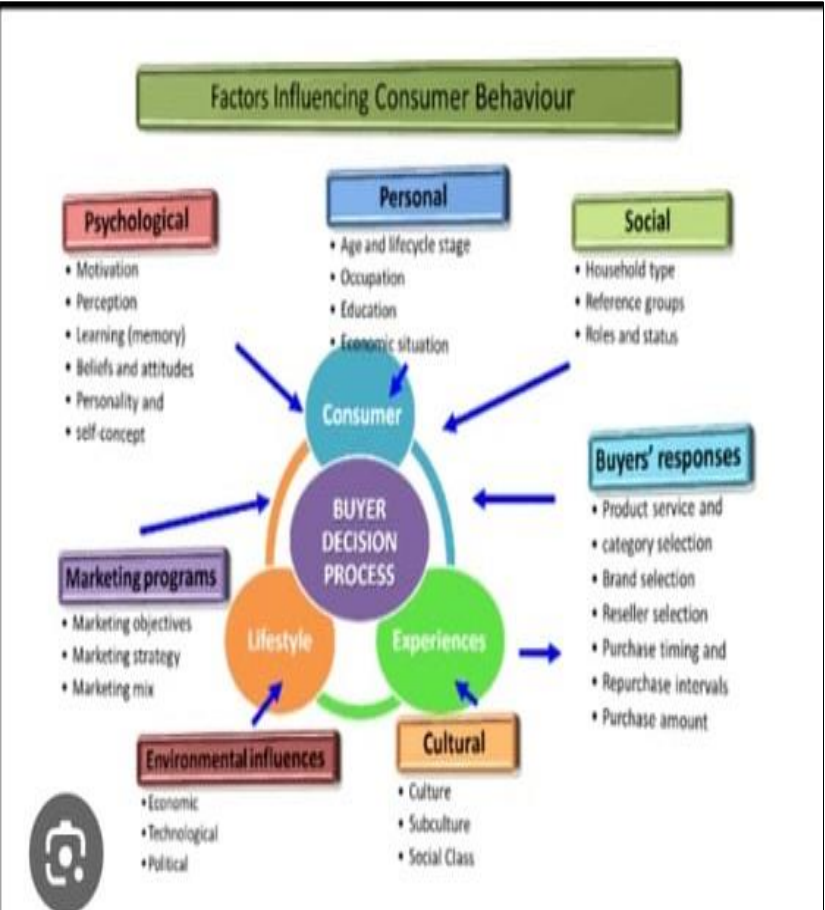
SWOT Analysis Of Amul:

SWOT ANALYSIS OF **Amul**



Buyer's /Audience's Persona:

- Name: Priya
demographics:
Age:28 years
gender :female
location : Urban city, Mumbai
occupation : IT professional
purchasing behaviour : prefers buying trusted brands , often looks for products that have multiple health benefits and are free from harmful additives.
consumption products: regular consumer of milk and dairy products
brand loyalty: high once she trusted a brand , she sticks to it unless there's a significance reason to switch.



ANALYSIS

In the mind of the Indian consumer, butter is synonymous with the Amul brand

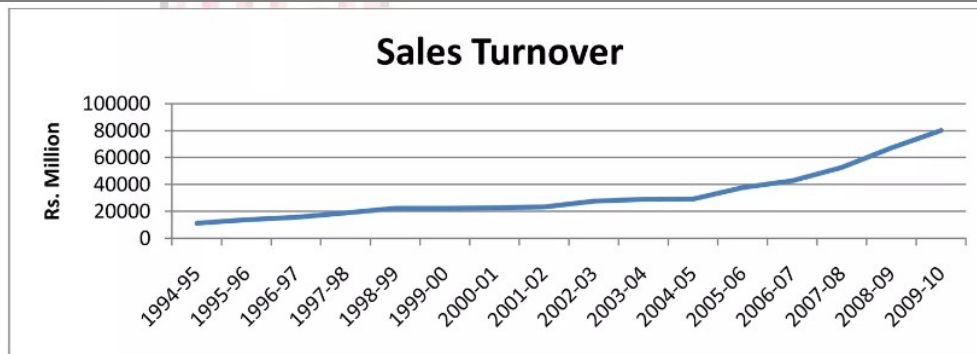
Amul is inherently associated with the image of its logo, the Amul Butter Girl. Serving as a functional as well as image brand, over the past 40 years, it has cultivated into a brand of its own, and is a very strong asset for the firm. This is the brand concept map of the Amul Butter girl moppet.



TOPIC 2:

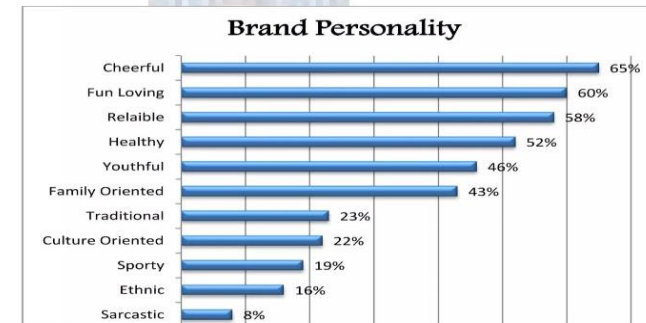
SEO & keyword Research:

- SEO Audit:



Picture 1 Sales Growth

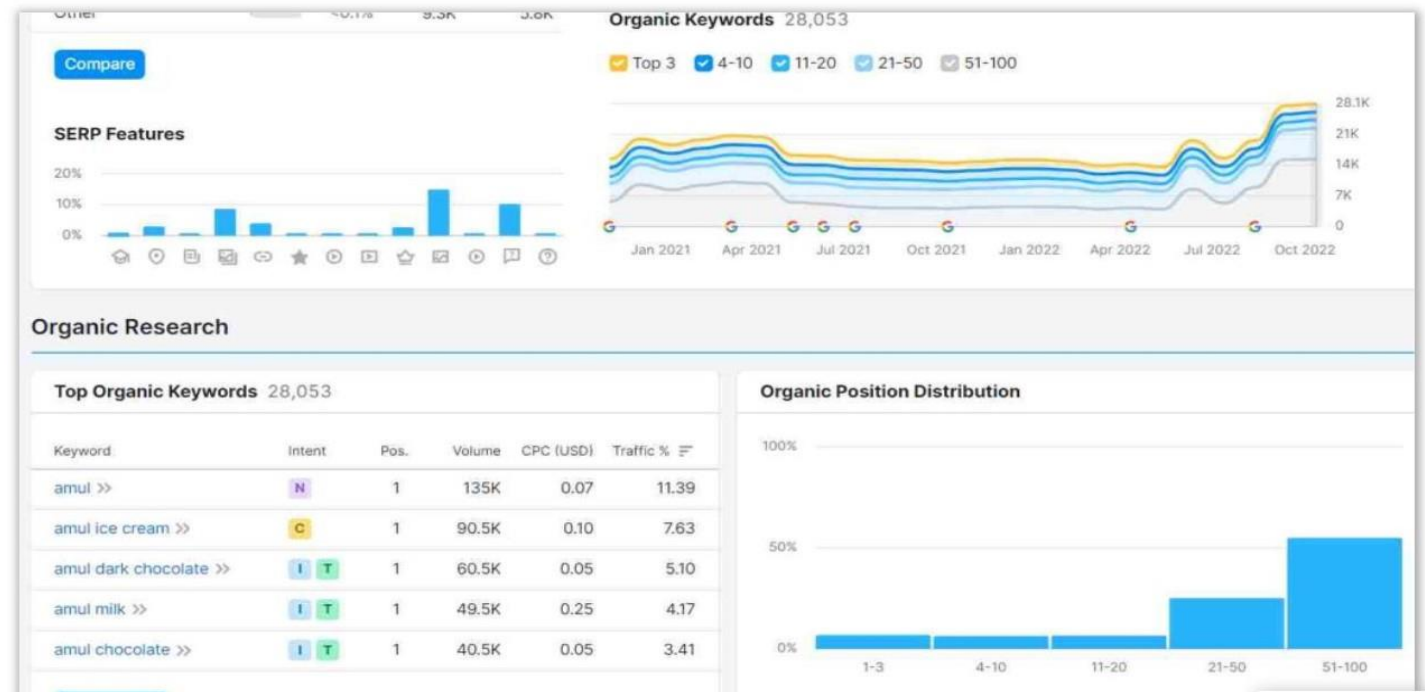
If AMUL is made your friend, what will be his/her qualities?



Key word research:

Year	Sales Turnover (Rs. Mln)	Sales Turnover (\$. Mln)
1994-95	11140	355
1995-96	13790	400
1996-97	15540	450
1997-98	18840	455
1998-99	22192	493
1999-00	22185	493
2000-01	22588	500
2001-02	23365	500
2002-03	27457	575
2003-04	28941	616
2004-05	29225	672
2005-06	37736	850
2006-07	42778	1050
2007-08	52554	1325
2008-09	67113	1504
2009-10	80053	1700

Table 1: Sales Performance



On Page optimization

Title Tag

Amul : The taste of India and India's leading
Dairy Cooperative

Meta Description

Discover the diverse range
of dairy products from Amul
India's leading brand. From milk
delightful deserts, experience the
true taste of India.

Topic 3:

Content idea generation & Marketing Strategies:

- Content idea generation:

The content idea generation is taken from facebook, Instagram

What is Amul's Instagram Engagement Rate?

Amul's Instagram engagement rate is 2.85%, with an average of 11,325 likes and 25 comments.



What is Amul's Facebook Engagement Rate?

Amul's Facebook engagement rate is 2.43%, with an average of 39,000 likes and 481 comments.



Marketing strategies :



Diverse Audience



Content Saturation

E

Topic 4:

Content Creation & Curation:

- The motive behind this strategy is to deliver consistent information to the consumers, in return of their loyalty and business.
- Amul sells all its product under one name i.e Amul. We can get Amul Ghee, Amul dahi, and Amul cheese.



Post creation ,Digital/Video Editing , Social media Ad campaign & Email Campaigns



AMUL - Anand Milk Union Limited



#industrial visit

DID YOU KNOW?

@research_developmentfoodsafety



The logo of “Amul” is the wordmark written in white colour on a red background. The slogan “The Taste of India” is placed under the wordmark. The meaning of the slogan, according to Amul is that it will always supply quality food and product to rural India.

Conclusion :

- Amul has risen from Indian soil and it remains Indian in every sense
- Amul can venture out new products like Toned milk , Condensed milk that can be used for sweets , Baby food products .
- Amul has the opportunity to capture the more evolved young adults children who are open to new products provided they meet their expectations.

