

# Title : Digital Marketing Project

## Report - Amul

Amul is an acronym of the Indian multinational cooperative society named Gujarat Milk Marketing Federation based in Anand, Gujarat. The brand is mostly frequently characterized by:

→ Amul Girl

→ Tagline : The taste of India.

Amul represents not just a ~~project~~ <sup>product</sup> but a movement that has brought about a significant social change in India. As we go deep to see its competitor analysis we will get to see companies like Kwalitywalls, Vadilal, Baskin Robins etc. The detailed SEO audit of Amul is as follows :-

### 1. Technical SEO Analysis

- Site speed & performance
- Mobile friendliness

### 2. On-Page SEO Analysis

- Content Quality
- Keyword Optimization

### 3. Off-page Analysis

- Backlink profile
- Local SEO



11. Content Strategy Analysis

12. Analytics & Reporting

5. Competitor Analysis

7. Recommendations & Action Plan

Basically, keyword research is essential for understanding what terms & phrases potential customers are using for Amul. Some are:-

→ Seed keywords

→ Long tail keywords

→ Keyword Mapping etc.

Implementing

some like URL structure, Internal Linking, on-page strategies can help Amul improve its online visibility, increase conversions.

Some content ideas that can resonate with different target audiences:-

\* Health & Wellness

\* Educational content

\* Fun & Interactive Content

Amul's marketing strategy will be like:-

→ Digital & Social media strategy

→ Global expansion

& many more.

We all know that Amul is known for its creative & engaging social media ad campaigns.

Email ad campaigns are significant for Amul like:-

→ Cost-effective Marketing.

→ Personalized marketing.

→ Educating consumers.

→ Crisis communication.



## Challenges faced by Amul :-

1. Competition :- Intense competition in the dairy industry, with numerous brands vying for online attention.
  2. Content creation :- Developing engaging, relevant content for diverse audiences.
  3. Rural reach :- Effectively targeting rural audiences with limited digital access.
- Impacts by Amul :-
- Sales growth :- Incremental sales through e-commerce & online promotions.
  - Cost effective :- Reduced marketing costs compared to traditional methods.

## Conclusion :-

- Amul has effectively leveraged digital marketing to :-
- Enhance brand visibility & engagement.
  - Drive sales growth & expansion.
  - Gather valuable customer insights.
- To sustain momentum, Amul should :-
- Continuously monitor & adapt to changing digital landscapes.
  - Strengthen online reputation management.

By embracing digital marketing, Amul has fortified its position as a leader in the dairy industry, ensuring continued success & growth in the digital age.