

# **Comprehensive Digital Marketing Project Work**

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

COMPANY/TOPIC FOR PROJECT : **HALDIRAMS**

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

**Brand Colours :**

Red, Yellow

**Logo:**



**Mission/Values:**

Mission : Review, recreate and rediscover the trend of healthy eating and innovate and invent fresh new methods to nourish and delight everyone we serve.

Vision :Achieve continuous and sustainable growth in the business, within India and abroad, organically and inorganically

**USP:**

Wide range of hygienic, tasty and authentic Indian savorys and sweet

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

COMPANY/TOPIC FOR PROJECT : **HALDIRAMS**

- **Analyze Brand Messaging:**

Promoting through Funny Memes, user generated Content, Information through funny & Creative ideas



<https://www.instagram.com/p/CuHdsV3xUx1/?igshid=MzRIODBiNWFIZA==>

<https://www.instagram.com/p/CtrHsq8PKrh/?igshid=MzRIODBiNWFIZA==>

- **Examine the brand's tagline:**

Delicious bhi Dooriyaan bhi

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

## **Competitor 1: BUNIYAA(Buy Indian Grocery Online of USA)**

<https://www.buniyaa.com/>

### **USP:**

I would need access to real-time information, which is beyond my capabilities

### **ONLINE COMMUNICATION:**

Provided toll free number

## **Competitor 2: themintleaves**

<https://themintleaves.com/>

### **USP:**

The USP typically refers to the unique aspect or value proposition that sets a product, service, or brand apart from its competitors in the market.

### **ONLINE COMMUNICATION:**

Perform an online search, Social media platforms, Company directories.

### **Competitor 3: fastindiangrocery**

<https://fastindiangrocery.us/>

#### **USP:**

I recommend conducting an online search for their website or social media pages to learn more about their products, services, and what sets them apart from other grocery stores.

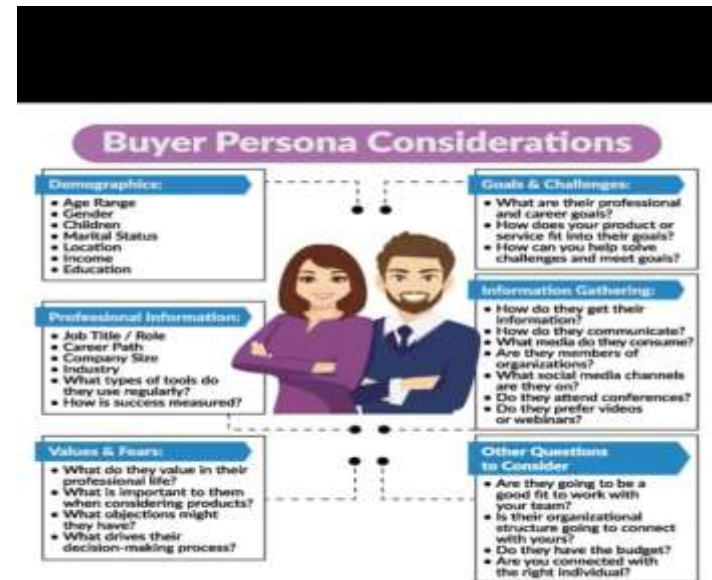
#### **ONLINE COMMUNICATION:**

Common communication channels for businesses include websites, Facebook, Twitter, Instagram, LinkedIn, and others.

# Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

- **AGE RANGE:** Above 3years
- **GENDER:** Any Gender
- **CHILDERN:** Yes
- **MARITAL STATUS:** Married/Unmarried
- **LOCATION:** Cities ,metro cities , towns ,villages Not in remoted villages But sometimes it may reach
- **INCOME:** Over INR 500 cr
- **EDUCATION:** Educated/Non Educated
- **WHAT DO THEY VALE IN THEIR PROFESSIONAL LIFE?**– Quality, Customer Satisfaction, Brand Reputation, Hygiene and Food Safety.
- **WHAT IS IMPORTANT TO THEM WHEN CONSIDERING PRODUCTS?**– Variety, Packaging, Affordability, Brand Trust, Suitability for Gifting.
- **WHAT OBJECTIONS MIGHT THEY HAVE?**–Price Point, Lack of Healthy Snack Options, Consistency Issues.
- **HOW DO THEY GET THEIR INFORMATION?**– Market Research, Customer Feedback, Sales Data and Analytics.
- **HOW DO THEY COMMUNICATE?**–Sales Data and Analytics, Social Media, Customer Care and Helpline



## Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

## SEO Audit: Do an SEO audit of the brands website

### On-Page SEO Results



#### Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

##### Title Tag



You have a title tag, but ideally it should be shortened to between 10 and 70 characters (including spaces).

Haldirams Nagpur | Haldiram Nagpur | Home of Haldiram Products | Sweets, Namkeen

Length : 81

Title tags are very important for search engines to correctly understand and categorize your content.

##### Meta Description Tag



Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

Welcome to the home of all your favourite haldiram products. Haldiram sweets, namkeen, bhujia, soan papdii, snacks & more. Free Shipping on orders above ₹500/-



Welcome to the home of all your favourite haldiram products. Haldiram sweets, namkeen, bhujia, soan papdii, snacks & more. Free Shipping on orders above ₹500/-

Length : 163

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

### SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.haldirams.com> :

#### Haldirams Nagpur

Welcome to the home of all your favourite haldiram products. Haldiram sweets, namkeen, bhujia, soan papdii, snacks & more. Free Shipping on ...

### Hreflang Usage



Your page is not making use of Hreflang attributes.

### Language



Your page is using the lang attribute.

Declared: English

### H1 Header Tag Usage



## H1 Header Tag Usage



Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

## H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	8	<div></div>
H3	1	<div></div>
H4	8	<div></div>
H5	8	<div></div>
H6	0	<div></div>

Show details

## Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

## ✓SWEETS

Keyword	Avg. monthly searches	Competition
kaju sweets	5000	High
baklava sweet	50000	High
papdi sweet	500	High

### META TITLE

Explore Delicious kaju sweets , Baklava sweets , Papdi sweet 56

### META DESCRIPTION

Buy Tasty & Delicious kaju sweets , Baklava sweets , Papdi sweets at our Haldirams website 86

## ✓CHIKKI

Keyword	Avg. monthly searches	Competition
peanut chikki	5000	High
crushed peanut chikki	500	High
peanut jaggery chikki	500	High

### META TITLE

Explore peanut chikki , Crushed peanut chikki ,Peanut jaggery chikki 66

### META DESCRIPTION

Buy & Taste peanut chikki , Crushed peanut chikki& Peanut jaggery chikki at Haldirams 84

## ✓BURFI

Keyword	Avg. monthly searches	Competition
orange burfi	5000	High
peanut burfi	500	High
groundnut burfi	500	High

### META TITLE

Explore foods like Orange burfi, Peanut burfi & Groundnut burfi 62

### META DESCRIPTION

Buy & Taste our various items like Orange burfi, Peanut burfi & Groundnut burfi at Haldirams 92

## ✓SOAN PAPDI

Keyword	Avg. monthly searches	Competition
chocolate soan papdi	5000	High
soan papdi mithai	500	High
rose soan papdi	500	High

### META TITLE

Explore snacks like Chocolate, Rose soan papdi & Soan papdi mithai 66

### META DESCRIPTION

Pick up Various delicious snacks like Chocolate soan papdi, Rose Soan papdi & Soan papdi mithai at Haldirams 108

## ✓CAKES

Keyword	Avg. monthly searches	Competition
milk cake	50000	Low
sweet cake	5000	Low
kaju cake	500	Low

### META TITLE

Explore Tasty Milk cake , Sweet cake , Kaju cake at Haldirams 57

### META DESCRIPTION

Buy delicious Milk cake, Sweet cake, Kaju cake for Occations at Haldirams 73

## Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

[Content Calendar Example](#) (Try creating a table for the month of July)

# AUGUST

# 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 National Respect for Parents Day #RespectForParentsDay	2 National Coloring Book Day #NationalColoringBookDay	3	4	5
6	7	8  International Cat Day #InternationalCatDay	9 National Book Lovers Day #NationalBookLoversDay	10 National Lazy Day #LazyDay	11	12  International Youth Day / World Elephant Day #YouthDay #WorldElephantDay
13 International Left-Handers Day #LeftHandersDay	14	15 National Relaxation Day #NationalRelaxationDay	16 National Tell a Joke Day #NationalTellAJokeDay	17	18	19  World Photography Day / World Humanitarian Day #WorldPhotoDay #WorldHumanitarianDay
20	21	22	23	24 National Waffle Day #NationalWaffleDay	25	26 National Dog Day #NationalDogDay
27	28	29	30	31		

## Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

✓ **Date:** 21/08/2023

Provide information about certain new products

I recommend visiting their official website or checking recent news and updates about their product launches



✓ **Date:** 22/08/2023

To promote newly & fabulous products in Haldiram's

Information about the different types of products on Haldiram's



✓ **Date:** 23/08/2023

To Awareness On Expiry Date

To create a Awareness poster on expiry date



Creating content ideas and devising effective marketing strategies is a dynamic process that involves continuous learning and adaptation. Throughout this journey, several challenges and valuable lessons can be encountered.

1. **Understanding the Audience:** One of the primary challenges is comprehending the target audience's preferences, needs, and pain points.
2. **Generating Unique Ideas:** Coming up with fresh and innovative content ideas can be difficult, especially in saturated markets.
3. **Consistency and Quality:** Maintaining a consistent flow of high-quality content can be demanding. Setting up an editorial calendar and adhering to a content creation schedule helps in maintaining quality and meeting deadlines.
4. **Content Promotion:** Even the best content may not gain traction without proper promotion. Crafting effective marketing strategies to reach the target audience across various channels is crucial for success.
5. **Collaboration:** Collaborating with influencers or other brands can amplify the reach of content and strengthen marketing efforts.

The content ideas and marketing strategies process is an iterative and learning-oriented journey



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1: Blog Article

Format 2: Video

Format 3: Creative

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Format 1 : Blog Article

**Aim:** Provide information about certain new products

**Date:** 21/08/2023

**Idea:** I recommend visiting their official website or checking recent news and updates about their product launches.

**Topic:**

#### A Step by Step Guide To Information About Haldirams

**Step 1:** *Visit Haldirams' Official Website* : Go to the official website of Haldirams ([www.haldirams.com](http://www.haldirams.com)) to access the most recent and official information about their products.

**Step 2:** *Explore the Products Section* : Look for a "Products" or "Product Catalog" section on Haldirams' website. This section should list their various product categories.

**Step 3:** *Check for New Product Releases* : Within the "Products" section, see if there is a subsection or page specifically dedicated to new product releases or updates. Companies often highlight their latest offerings on such pages.

**Step 4:** *Read Press Releases and News Updates* : Navigate to the "News" or "Press Releases" section of Haldirams' website. Here, you might find official announcements about new product launches.

**Step 5:** *Follow Haldirams on Social Media* : Follow Haldirams on social media platforms like Twitter, Facebook, Instagram, etc. Companies often share updates about their latest products and promotions on their social media accounts.

**Step 6:** *Subscribe to Haldirams' Newsletter* : Check if Haldirams offers a newsletter subscription option on their website. Subscribing to their newsletter can keep you informed about new products and offers.

**Step 7:** *Look for Public Announcements* : Keep an eye on general news sources, food industry publications, and local media outlets. They might cover new product launches by Haldirams.

**Step 8:** *Visit Haldirams Stores* : If you have a Haldirams store nearby, visit it to explore their product offerings. Sometimes, new products are introduced in physical stores before they are widely promoted online.

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Format 2 : Video**

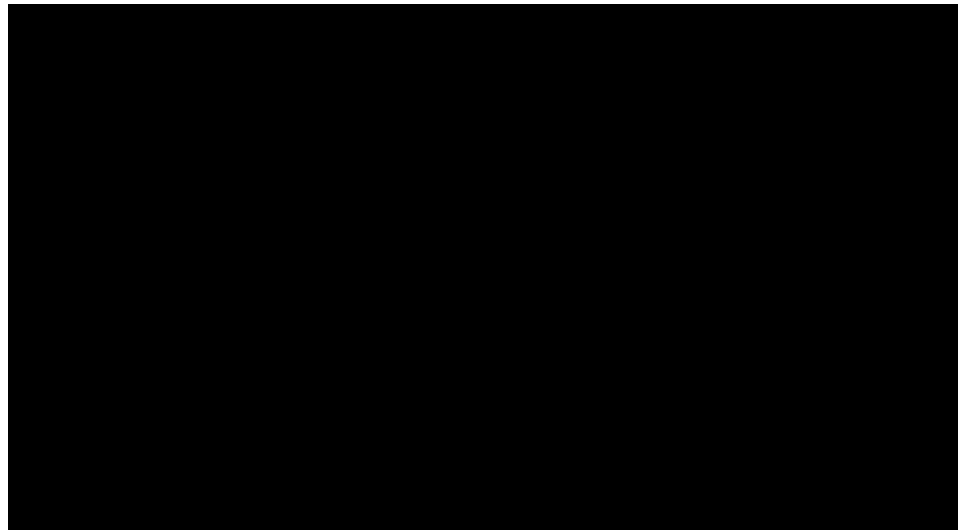
**Aim:** To promote newly & fabulous products in Haldirams

**Date:** 22/08/2023

**Idea:** Information about the different types of products on Haldirams

**Topic:**

**This video visualised about different types of products on Haldirams**



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

### Format 3 : Creative

**Aim:** To Awareness On Expiry Date

**Date:** 23/08/2023

**Idea:** To create a Awareness poster on expiry date

### Topic: Informative Poster



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

# Instagram Story

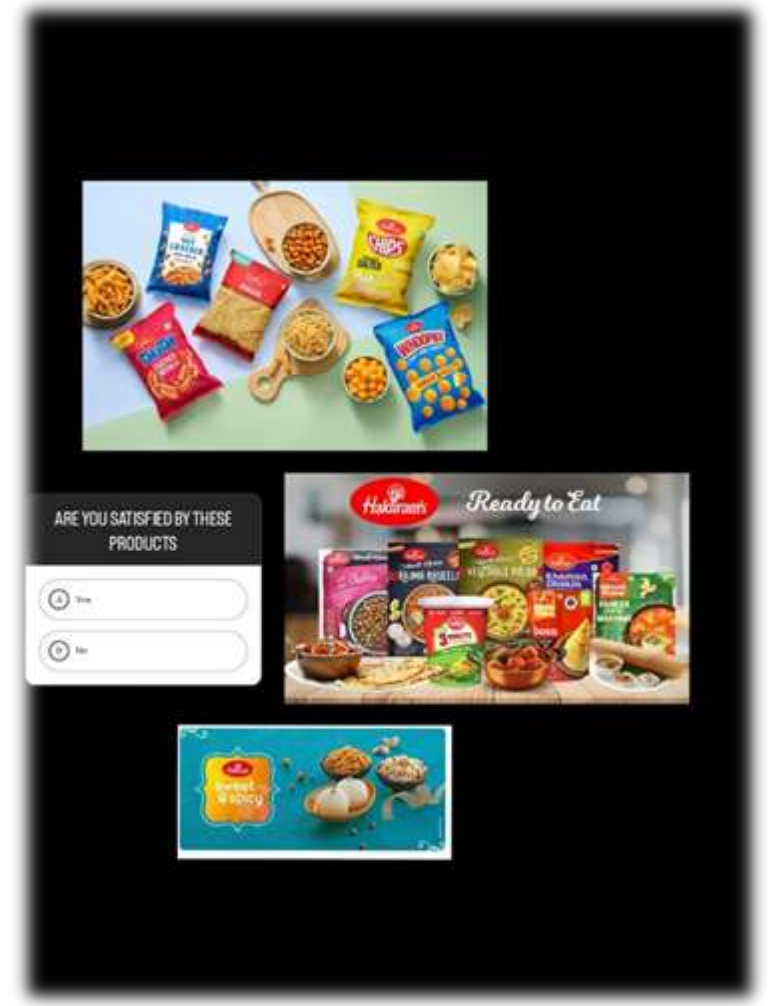
Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

### **Note:**

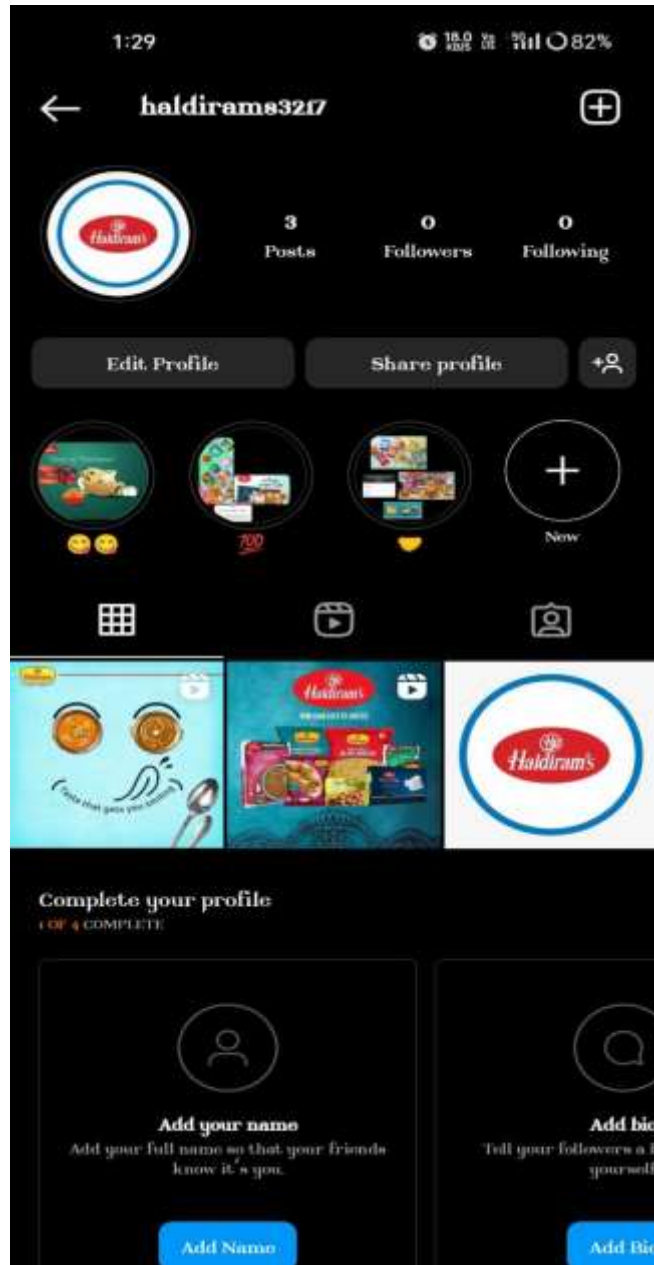
Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

# Instagram Story





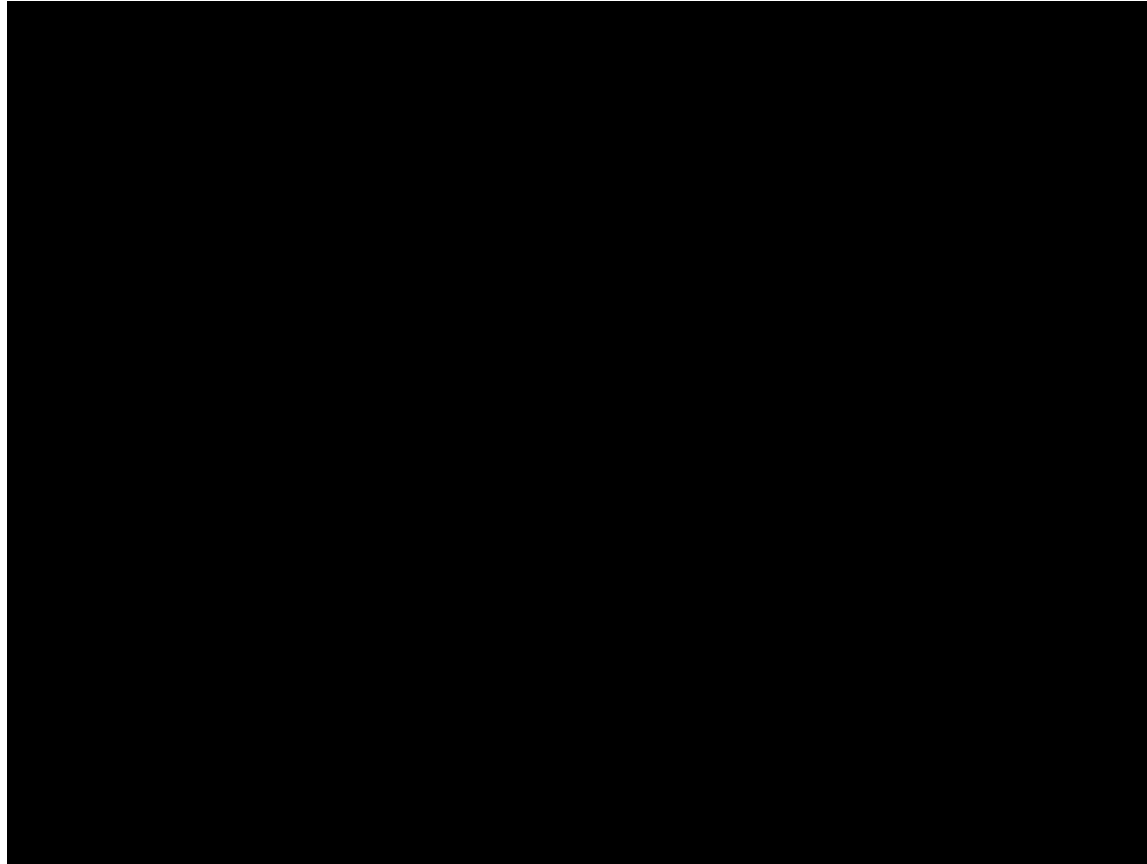




## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

# Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.



## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

### **Social Media Ad Campaigns**

#### **Ad Campaigns over Social Media:**

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads


## ✓ Brand awareness:

Targeting– Location: India, All Genders  
Interests: Bajaj Sweets, Sairams Sweets.

View preview

FOOD ED  
Sponsored ·

Crunch, munch, and savor the flavors at Haldiram's!



It's a **SNACK TIME!**

FOOD ED  
Food stall

Learn more

Like Comment Share

Close

The advertisement is a Facebook post from 'FOOD ED', a sponsored page. The main visual is a creative image of a wristwatch with a brown leather strap. The watch face is replaced by a bowl of orange-red chutney or soup, garnished with green herbs and a small white cube. Three pieces of golden-brown fried snacks are placed around the bowl. The background of the ad is a warm orange color with a faint line-art illustration of a city skyline at the bottom. The text 'It's a SNACK TIME!' is prominently displayed in white, bold, sans-serif font. The post includes a 'Learn more' button and standard social media interaction icons (Like, Comment, Share) at the bottom.

## ✓ Driving website traffic :

**Targeting**– Location: India, All Genders  
Interests: Bajaj Sweets, Sairams Sweets.

View preview

×

**F** **FOOD ED**  
Sponsored · 🌐

Indulge in the Irresistible Delights of Haldiram's Feast!

**HR Haldiram's**  
NAGPUR


Cravings will be over when  
**Haldirams** is there

**FOOD ED**  
Food stall

CONTACT US

👍 Like    💬 Comment    ➦ Share

Close

A Facebook advertisement for Haldiram's. The ad features a central image of a person's hands holding a tablet that displays a bowl of food. Surrounding the tablet are other food items: a plate of snacks on the left and a bowl of soup on the right. The background is a textured, light-colored surface. The ad includes the Haldiram's logo at the top left of the image area, the text 'Cravings will be over when Haldirams is there' in the center, and a 'CONTACT US' button at the bottom right. The ad is sponsored by 'FOOD ED' and is targeted towards users in India interested in sweets.


## ✓ Generating leads :

**Targeting**– Location: India, All Genders  
Interests: Bajaj Sweets, Sairams Sweets.

View preview

**F** FOOD ED  
Sponsored · 🌐

From mouthwatering bites to pure blissful delights, food is my passport to eternal happiness.



fb.me  
a perfect treat for any occasion

**Get Offer**

Like Comment Share

Close

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

**For every campaign clearly define:**

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

## **Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)**

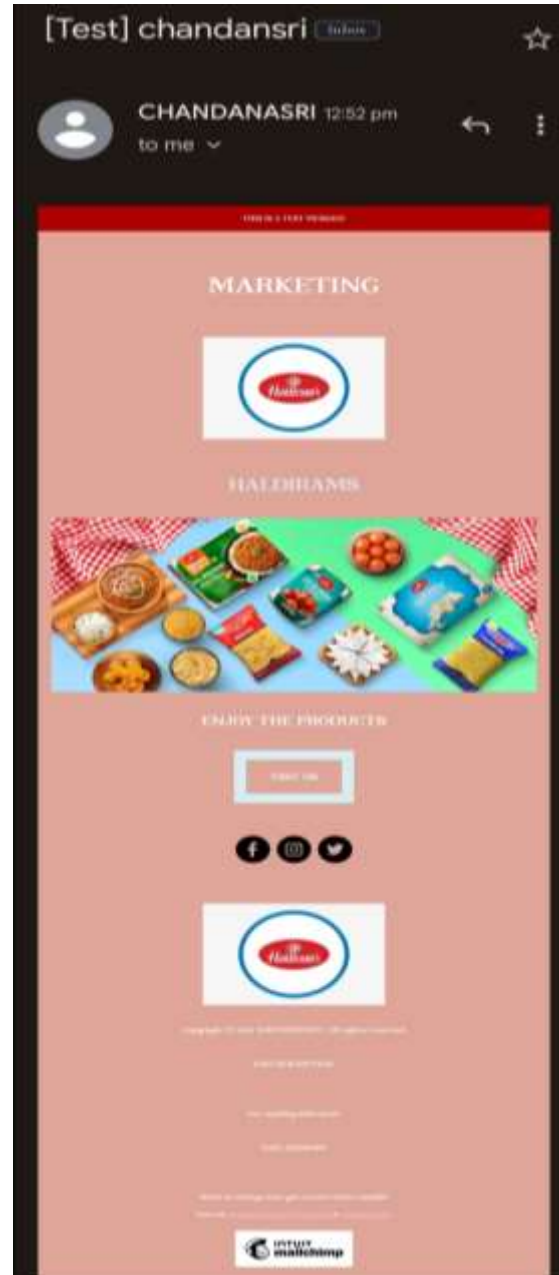
### **Email Ad Campaigns**

#### **Ad Campaigns for email marketing:**

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

# Email Ad Campaign 1 - Brand Awareness

(insert emailer image)





# Email Ad Campaign 2 - Lead Generation

(insert emailer image)



## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

**1. Consistency is Key:** Maintaining a consistent tone, style, and frequency of content across platforms helps reinforce brand identity and improves audience recall.

**2. Visual Appeal:** Eye-catching visuals, well-designed graphics, and professionally edited videos can significantly enhance the impact of content and ad campaigns.

**3. A/B Testing:** Regularly conducting A/B + tests for ad campaigns and email subject lines allows for data-driven optimization and better results.

**4. Know our Audience:** Understanding the target audience's interests, pain points, and preferences is fundamental in creating relevant and engaging content.

**5. Engage with the Audience:** Responding to comments, messages, and feedback from the audience fosters a sense of community and builds trust.

**6. Long-Term Approach:** Content creation and marketing are not one-time endeavors. A long-term, strategic approach is necessary to build brand awareness and achieve sustainable growth.

In conclusion, content creation and curation, along with thoughtful design, video editing, and well-executed ad campaigns, play a pivotal role in a successful marketing strategy. By understanding the challenges and incorporating the lessons learned, businesses can create compelling content that resonates with their target audience and drives results