

DIGITAL MARKETING PROJECT

COMPANY:-AMUL- THE TASTE OF INDIA

Brand Logo-



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

COMPANY:- AMUL- THE TASTE OF INDIA

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

BRAND LOGO-



MISSION & VALUES-

- **MISSION:** GCMMF endeavour to satisfy the taste and nutritional requirements of the customer of the world via the excellence in the marketing.
- **VISION:** To provide more satisfaction to the farmers, employees and distributors.
- **VALUES:** Cooperative spirit, integrity and quality.
- **USP {UNIQUE SELLING PROPOSITIONS}:-**

India's most trusted and popular dairy product brand.

BRAND OBJECTIVE:

Building of brand loyalty and trust through an emotional connection between consumers and the brand.

COMPETITOR'S ANALYSIS-

Competitor:1 [https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449 &url=HERITAGE|NATURAL FOODS| HEALTHY FOODS|LOYAL|AUTHENTIC|TRANSPARENT](https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=HERITAGE|NATURAL FOODS| HEALTHY FOODS|LOYAL|AUTHENTIC|TRANSPARENT).

Competitor :2 <https://www.nestle.com>||NUTRITION BASED PRODUCTS|AFFORDABLE SALES|HEALTHY|ALL YEAR ROUND AVAILABLE.

Competitor 3: <https://www.kwality walls.com>|| ALL ROUND SALES WITH AFFORDABLE PRICES |LOWER CONTENT OF SATURATED FATS.

HERITAGE BRAND: Heritage and Amul are both popular brands known for their dairy products. While heritage is a regional brands based in India, Amul is a well-known national and international dairy cooperative. Both brands offer a variety of products like milk, butter, cheese and ice cream, but their availability and market presence might vary. Ultimately, the choice between Heritage and Amul depends on personal preferences and availability in your area.

NESTLE BRAND: Nestle and Amul are two well-known multinational companies that produce a wide range of food and beverage products. Nestle is a global brand with a diverse portfolio that includes chocolates, coffee, infant formula and more, while Amul is a popular dairy cooperative known for its dairy products like milk, butter, cheese and ice cream.

The choice between Nestle and Amul depends on your preferences and the specific products you are interested in. Both companies have their unique factors like taste, quality and availability to make an informed decision.

KWALITY BRAND: Kwality brands and Amul are two popular brands known for their ice cream products in India.

Amul has a significant advantage in brand recognition due to its long-standing presence in the market and iconic advertising campaigns featuring the Amul girl. It is widely recognized and trusted by consumers across India and has a strong international presence as well. Kwality walls also enjoys good brand recognition but might not be as persuasive as Amul.

Both Amul and Kwality walls offer a diverse range of dairy [products and ice creams. Amul's product portfolio includes mlk, butter, ghee, cheese, ice creams and frozen dessert offerings, but they also have a range of dairy products.

Amul is a dairy cooperative that involves farmers in its ownership and decision- making process, which has a positive social implications. Kwality Walls is a part of Hindustan Unilever, a large multinational corporation.

Audience persona-

5-80 years

Everyone

Everyone

Both

Widely available all over the India

5,00,000-10,00,000 per month

At least 10+2

Ads Facebook, Twitter, Instagram, YouTube and television

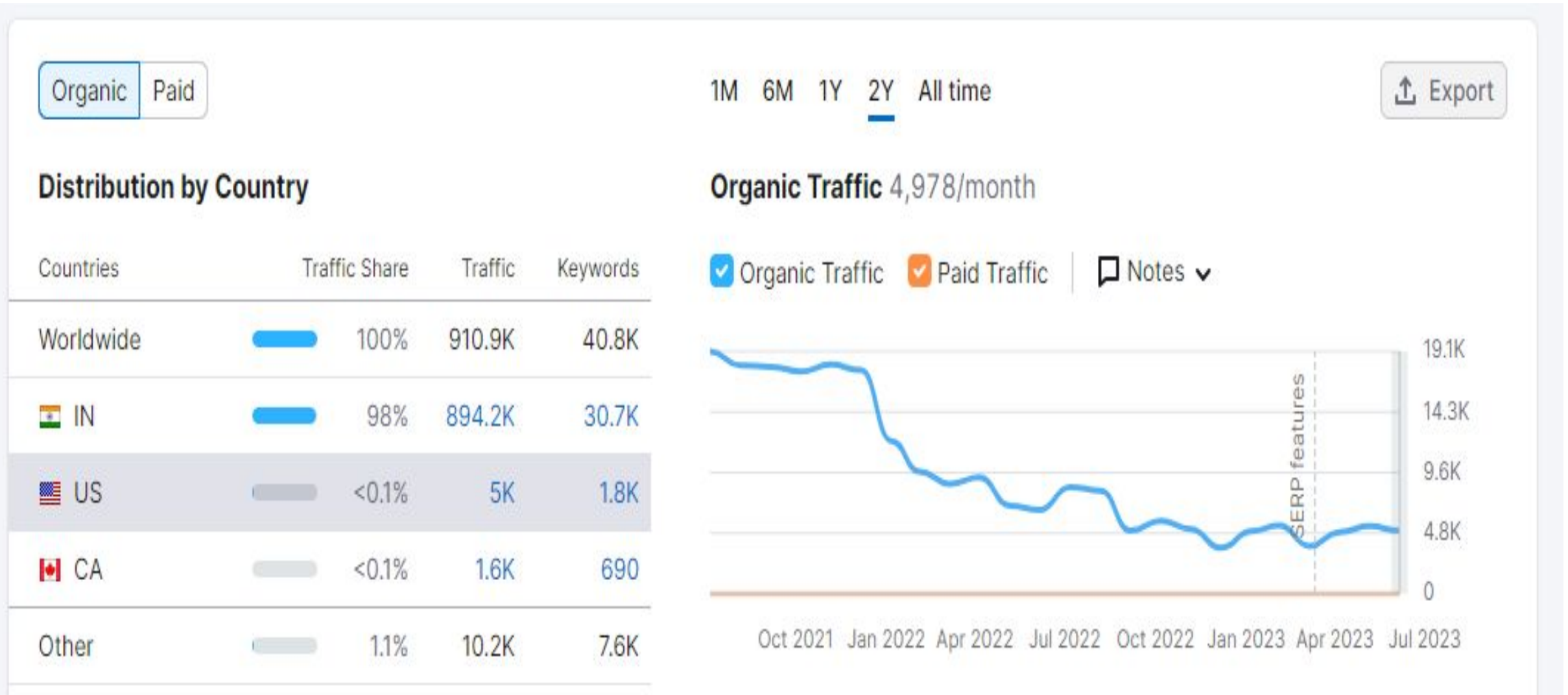
Healthy, rich in protein, prominent brand, system regulation decades worth.



Founded by a few farmers to eliminate the exploitation by middlemen, the company has gradually grown into the number of one brand in the country. Amul has changed the lives of poor farmers. It all started 65 years ago when a poor and hardworking farmers where exploited and promoted by local merchants day after day. Facing the unfair and manipulative behaviour of local businessman, farmers lead by tribhuvandas patel turned to sardar Vallabh Bhai. Innovation: amul continuous to innovate ,whether it is a new product launches or creative marketing activities or fighting traditional social trends to seek the best. In the 1960's, Amul was the first brand in the world to use buffalo milk to produce skimmed milk powder. With a diversified product portfolio, Amul can meet the needs of all market segments. By providing benefits to target market segments.

Part 2: SEO & Keyword Research

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



SERP Features and Organic keywords-

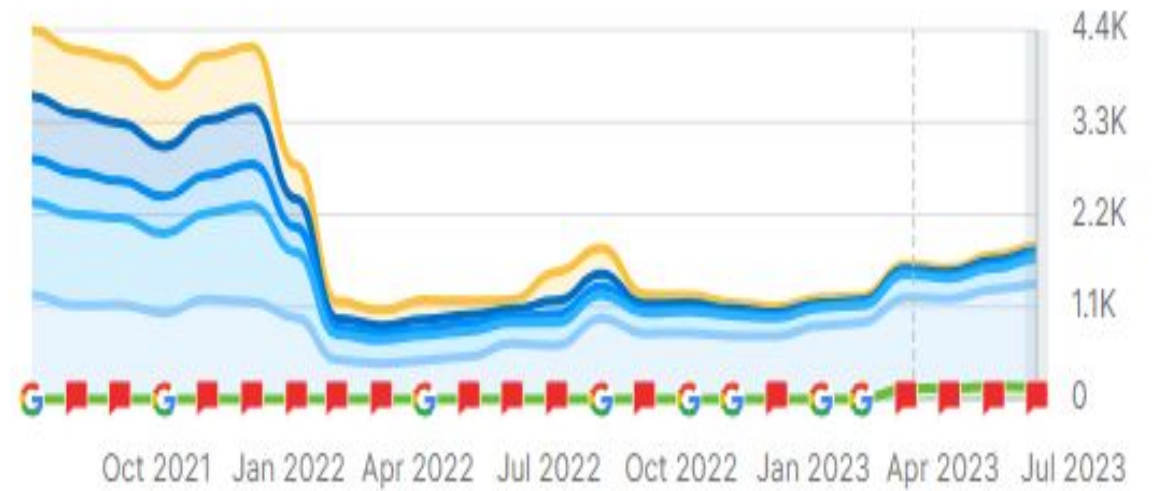
Compare

SERP features



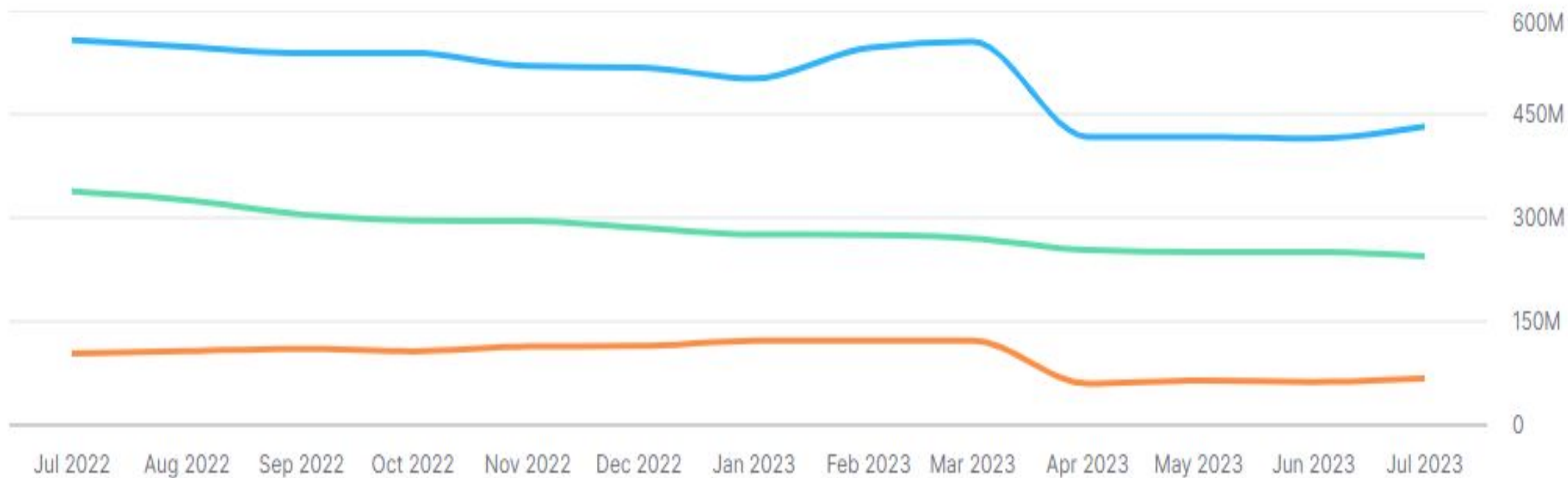
Organic Keywords 1,819

☒ Top 3
 ☒ 4-10
 ☒ 11-20
 ☒ 21-50
 ☒ 51-100
 ☒ SERP features



Organic traffic-

Organic Traffic



Keyword research-

Top Organic Keywords 1,680

Keyword	Intent	Pos.	Volume	CPC (US...	Traffi...
amul cheese >>	I	1	1.6K	0.47	25.71
amul >>	N	1	1.6K	0.00	25.71
amul ice cream >>	I T	1	320	0.80	5.14
amul milk >>	I	1	320	0.00	5.14
amul cream >>	I T	1	260	0.19	4.17

[View details](#)

Organic Position Distribution



Positions on Google SERP

On page optimization-

- Meta tag optimization and content optimization.
- Create meta tags & meta titles using keywords.
- META TAG: Not every gem comes in life with an expensive price.
- META DESCRIPTION: Explore our website to discover our wide range of products, mouth watering recipes and more.
- WEBSITE COPY: In the world of Amul icecream, happiness and excitement go hand in hand with good health and delicious flavours.
- Crofted with the finest natural ingredients, Amul ice creams will simply melt in your mouth leaving a smooth aftertaste.
- It's perfect for your tastebuds.

Part 3: Content Ideas and Marketing Strategies

Content Idea Generation & Strategy

Content Idea Generation and strategy: Create a content calendar for the remaining month of july by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcast and interactive quizzes and scheduling publication dates mainly on facebook and instagram.

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

Part 3: Content Ideas and Marketing Strategies

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



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

Format 1: Blog.

Format 2: Video.

Format 3: Poster.



Formate-1 BLOG

Amul, India's beloved dairy cooperative, has been an integral part of the country's culinary journey for decades. Founded in 1946 in the city of Anand, Gujarat, Amul has grown into a household name synonymous with quality, taste and reliability. The Amul cooperative model is a shining example of successful rural development, empowering millions of farmers and revolutionizing the dairy industry in India.

The cooperative model proved to be a game- changer. Farmers became the owners, and their contributions directly impacted their earnings. Amul provided them with necessary infrastructure, technical support, and a guaranteed market for their milk. The White Revolution, spearheaded by Amul, turned India from a milk- deficient nation to the largest milk producer globally.

Format 2 VIDEO

AMUL

Format 3 POSTER



**GIVE US THIS DAY OUR DAILY BREAD :
WITH AMUL BUTTER**

**Cook the chicken in butter and
never forget the taste!!!!**

A taste, which can't be
forgotten.

*No Fats Butter Can Be
Found*

Social media ad campaigns.

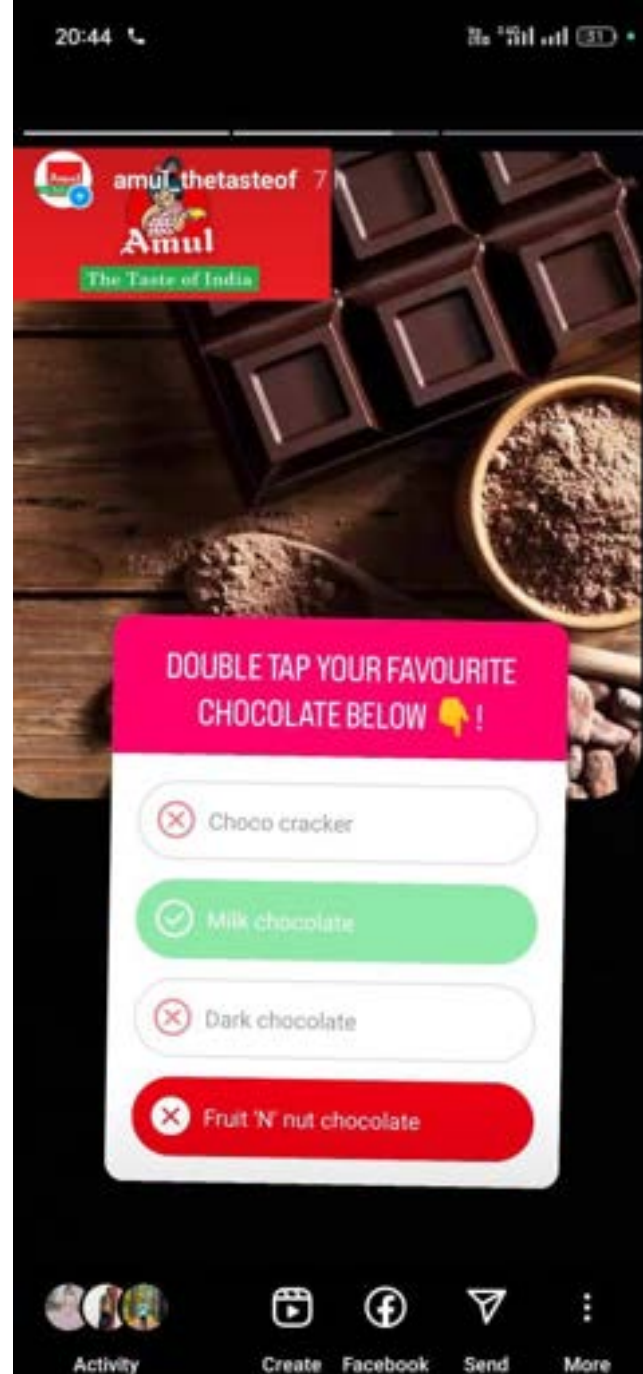
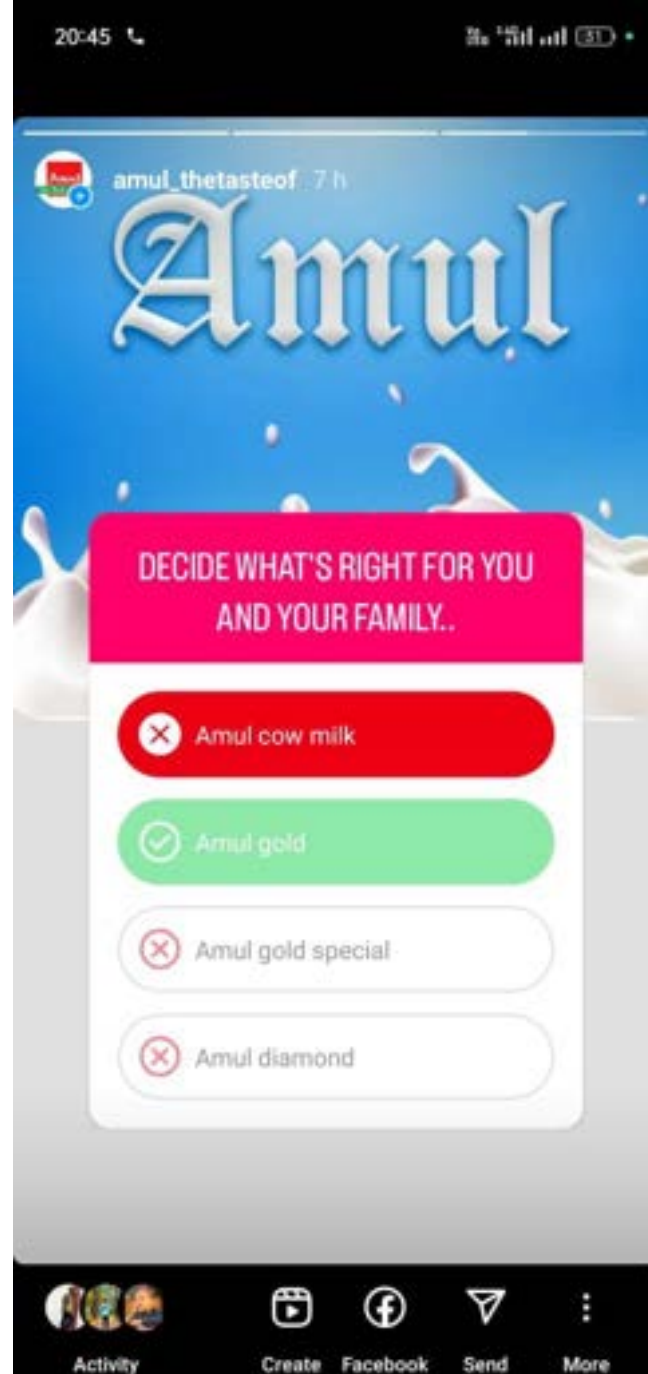
Instagram and facebook-

Instagram page-

https://instagram.com/amul_the_tasteof?igshid=ZGUzMzM3NWJiOQ==

Facebook page-

<https://www.facebook.com/profile.php?id=100094751751459&mibextid=ZbWKwL>



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

Design tools familiarization [use canva for creating visually appealing graphics].

VIDEO CREATION: Utilize VN or any other video editor of your choice to create videos related to your chosen topic.

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FACEBOOK-

Amul campaign-

Target audience- 15- 60 years

Target audience is a wide spectrum in Facebook as the audience ranges from 15 years to 60 years.

Facebook is widely and globally used by various types of people.

As people connect globally with each other on social media like facebook, campaigning is quite easily as it reaches a large number of people in relatively less time.



Amul traffic campaign-

https://instagram.com/amul_the taste of?igshid=ZGUzMzM3NWJiOQ

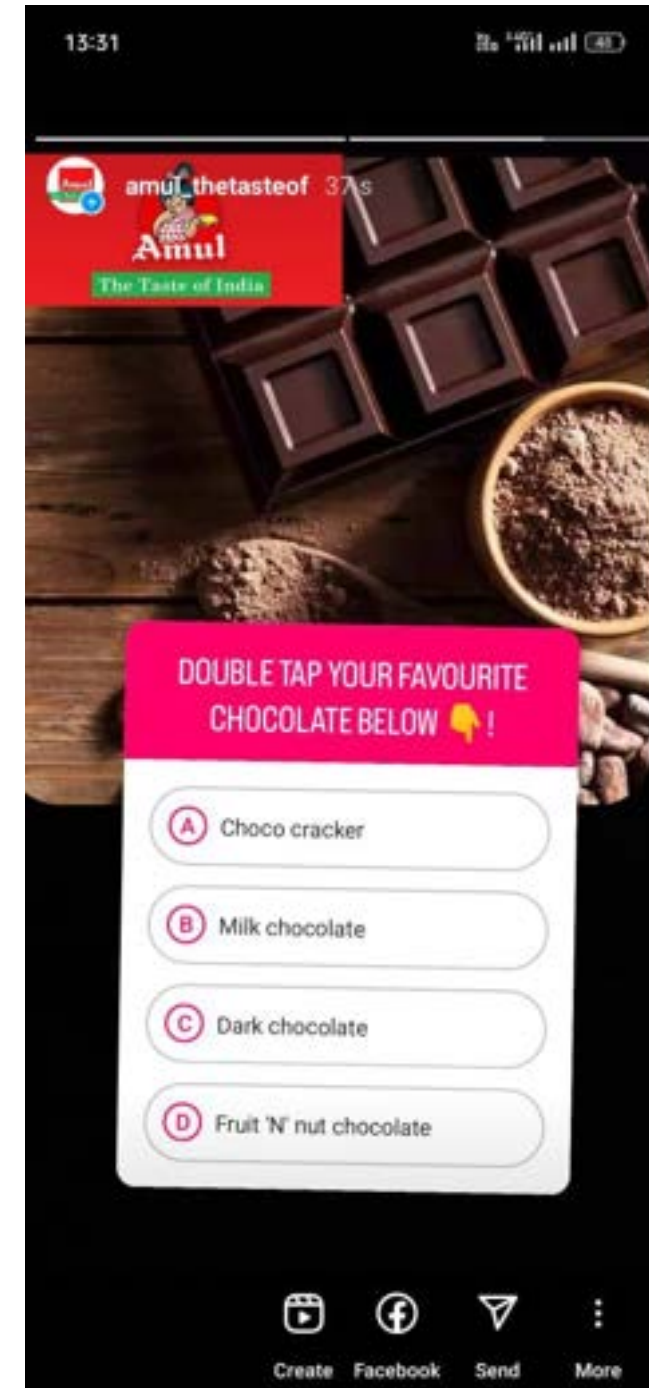
Target audience- 15- 50 years

Instagram is a place where users want to discover brands.

In fact, 90% of instagram users follow at least one business.

And 23% of users say they use social media to see content from their favorite brands. That makes instagram a natural social platform for building brand awareness.

Instagram measures the success of your campaign based on awareness ,reach and recall instead of follower counts, likes or comments.



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

Advertising Goals: To increase brand awareness among broad spectrum of audience, driving traffic for instagram and facebook to engage the audience.

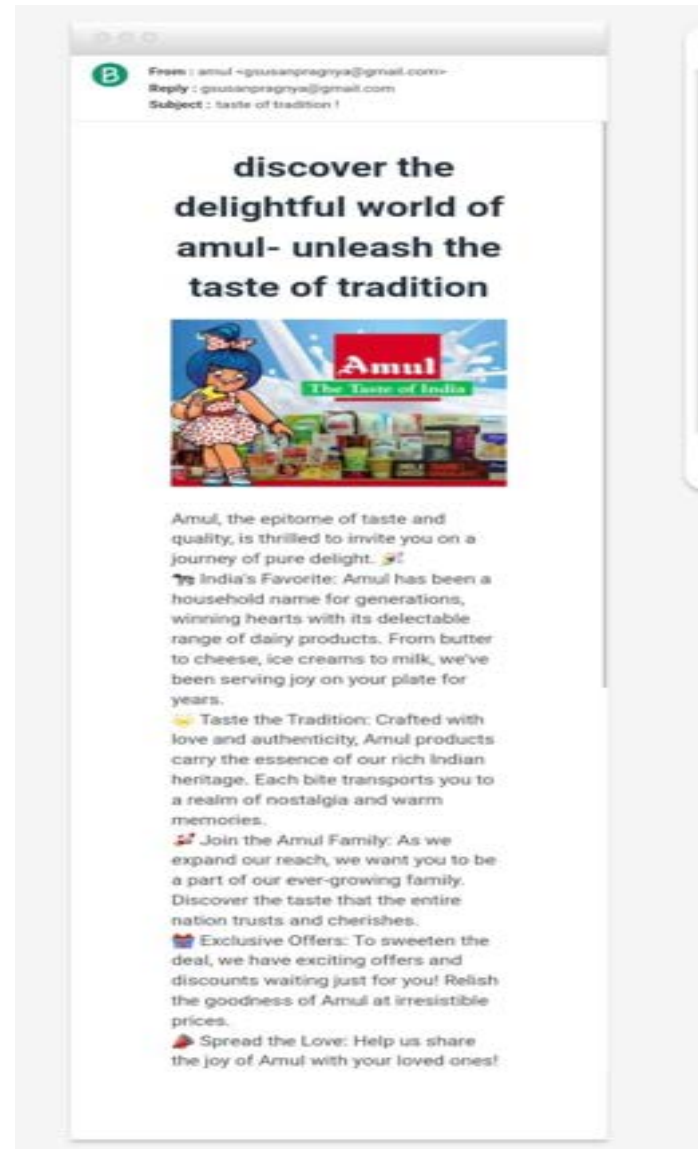
Target Audience: They range from 5-80 years of age, they com from all class range groups and audience having similar taste in food mainly in India.

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

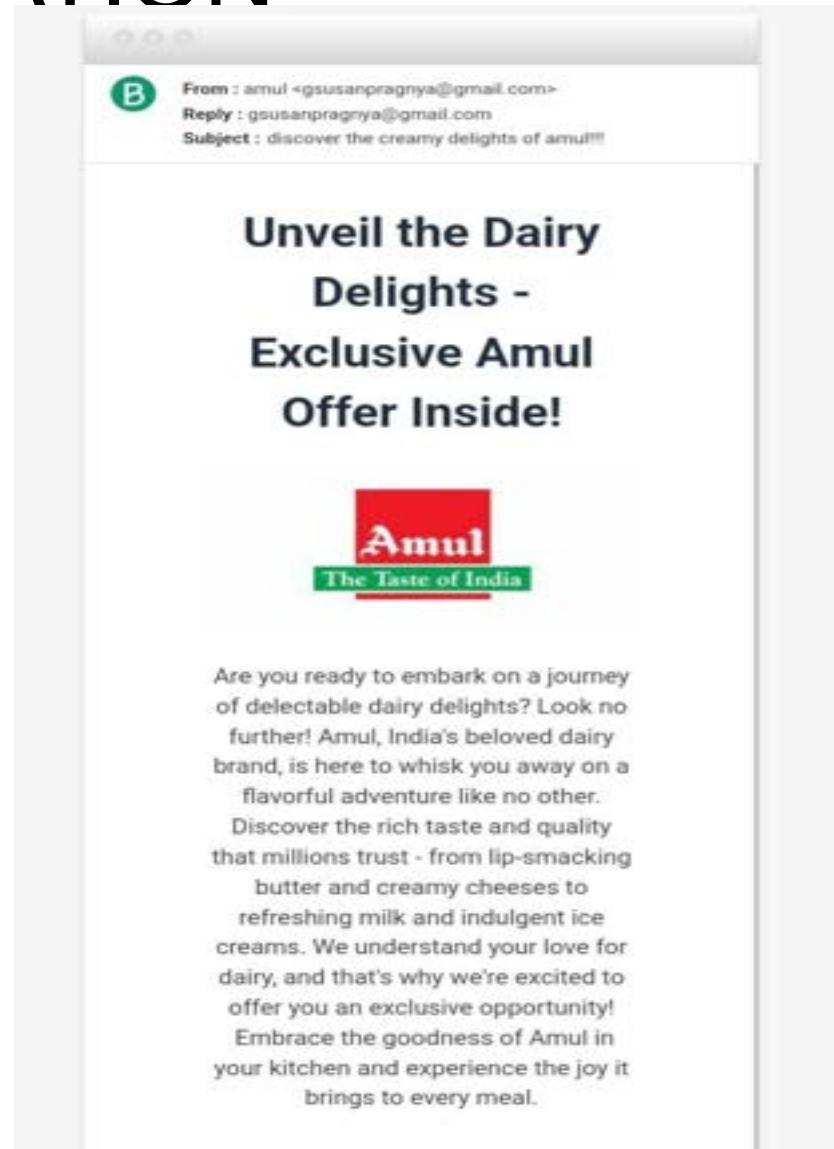
EMAIL ID CAMPAIGNS

Come up with two email campaigns with mentioned goals: Brand awareness and generating leads.

EMAIL AD CAMPAIGN 1- BRAND AWARENESS



EMAIL AD CAMPAIGN 2- LEAD GENERATION



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

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- Reflect on content creation and curation process, discussing the challenges faced and lessons learned.
- Our team, consisting of Shalini, Dileep, Pragnya and Jayasree have learned a lot from content creation and curation process.
- Some of the challenges we faced were finding reliable sources, organizing the information and presenting it in an attractive way.
- We overcome these challenges by conducting effective research, evaluating the credibility of sources and using various tools viz; canva & VN editor and techniques to create and edit content.
- This process helped us improve our skills and knowledge in digital marketing in our progressing world.

BEST REGARDS!!