Social Media Profile

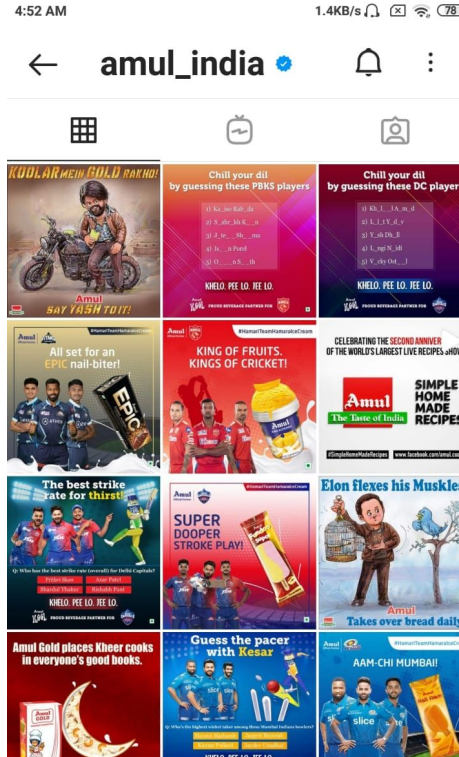Social Media Marketing Course

Brand Chosen: AMUL

Group Members
1. Deep Thakkar | 19110009
2. Meet Thumar | 19110172
3. Mitesh Solanki | 21520017
4. Nikharv Shah | 19110125
5. Vashisth Patel | 19110158

Current Statistics of Social Media Profiles of Amul
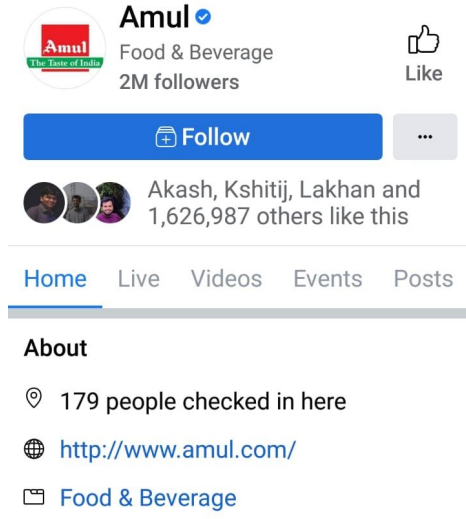

Instagram

Statistics:
1. Number of posts: 6497
2. Number of followers: 398k
3. Number of Comments
4. Number of Likes

Areas where we can improve:
1. Unorganized Posts
2. Too many and irrelevant highlights
3. Random Placement of Logo
4. No fixed color scheme used
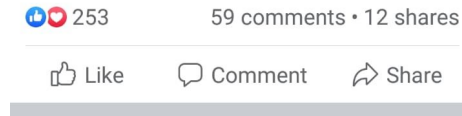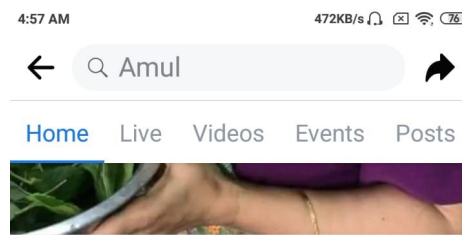5. More challenges and collaborations

Current Statistics of Social Media Profiles of Amul
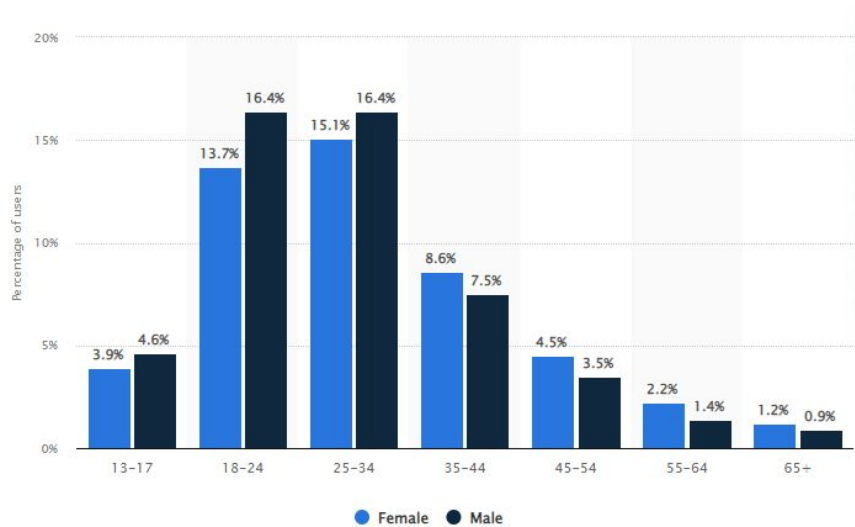
Facebook

Areas where we can improve:

1. More information on products and prices
2. More challenges and engagements
3. Better live broadcasts
4. Content about how Amul makes it's products
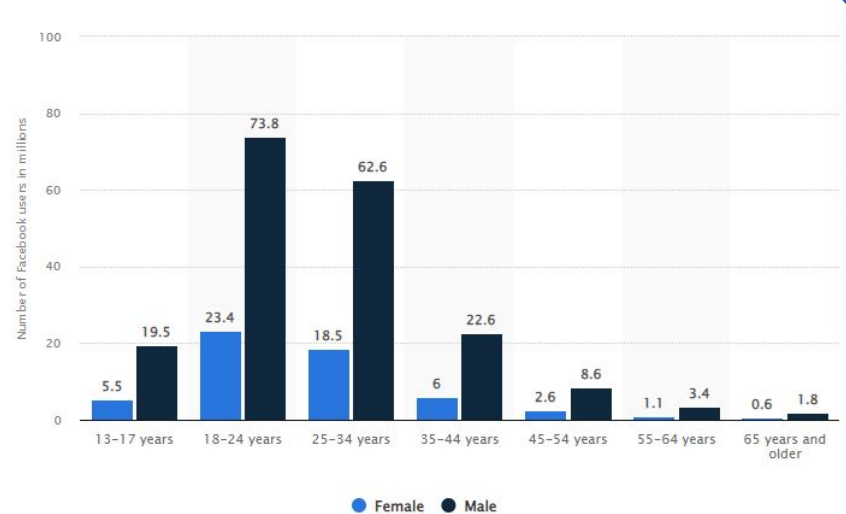
Knowing the Audience

Instagram

Facebook

Interpretation:
As we can see from the graphs, the age groups 18-24 and 25-34 years are the most active users on the social media handles. So, we need to capture this audience.

Selectively Promoting Content based on audience

Instagram

- Most of the users of Instagram are the younger generations. Students, young job aspirants, fun and thrill seeking individuals
- Respond Better to Egoistic Range and sometimes emphatic Range.
- Marketing strategies for these group should be used. Like,
  - Bottle Flip Challenge
  - Student quotes
- Advertisement of products relevant to this age group should be used, like
  - Cold drinks, Protein shakes
  - Chocolates
  - Icecreams

FaceBook

- Most of the users of Facebook are the older generations. They are well settled with families, stable, planned life.
- Respond better to Emphatic Range, and Dynamic Range.
- Marketing strategies for these group should be used. Like,
  - Cooking Recipes
  - Political Jokes
- Advertisement of products relevant to this age group should be used, like
  - Quality Food
  - Dairy Products

Organized Posts

- Here we have tried to organize the posts in an alternating pattern
- Every alternate post is a cartoon post
  - These are related to current affairs
  - Capture attention of a wide audience
  - Relates to the trend
- The colour pattern of posts is alternating and gradient from top to bottom
  - The cartoon posts have very light background
  - Remaining posts have same colour if there are 2 non-cartoon posts in the same row
  - The background colour is gradient if there is single non-cartoon post in same row

Curated highlights

- The current Amul Instagram page has too many and irrelevant Highlights.
- We have tried to club together stories in broad domains that attract people.
- Broad domains help people find stuff they are searching for.
- The page seems organized and less chaotic.

Post Specifications

- Position of Logo
  - It was observed that on Facebook and Instagram in may posts and videos logos were either randomly placed or not present at all.
  - Consistency of logos will create an impression of trust and stability among the Consumers.
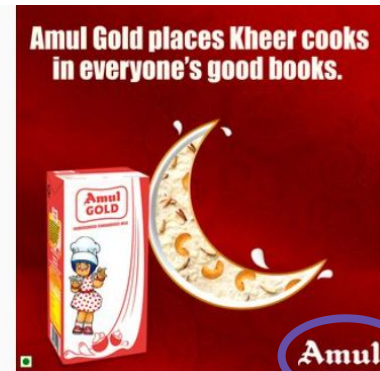
- Using a Consistent Color Combination
  - The chosen color combination should go well with the coors in the logo.
  - It would make the overall page look more consistent and appealing. This would work especially well for instagram which has an option of grid view.
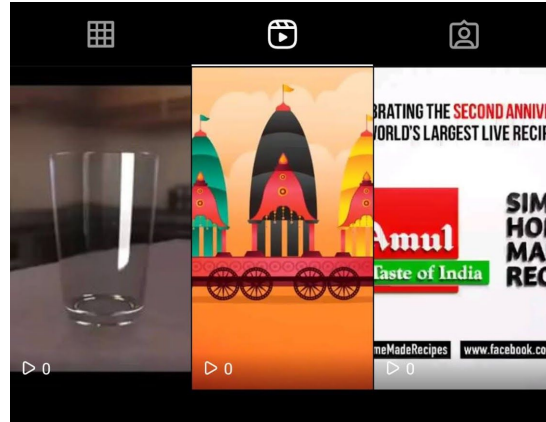
Amul - Not Just a Brand but a Revolutionary Force

- Social Context - Practice of Untouchability & Stigma attached to Milk.

- Introduction to Technology and Uniformity in Prices.

- Democratization of Markets.

- Dignity of Labor.

- Equitable and Sustainable Model.

- Social Cause as a Marketing Strategy.

Our Designed Instagram Page

Link: https://www.instagram.com/amul___iitgn/

References

- Almost all the posts and stories used by us on our designed Instagram page are taken from Amul's Social Media handles:
  https://www.instagram.com/amul_india/
- https://amul.com/
- https://www.statista.com/statistics/248769/age-distribution-of-worldwide-in
- https://www.statista.com/statistics/717615/india-number-of-facebook-users-by-age-and-gender/

Thank you

We are now open to any questions and suggestions you have on our work!