

MARKETING STRATEGIES

- HAVMOR EMPLOYS A MIX OF TRADITIONAL AND MODERN MARKETING STRATEGIES TO MAINTAIN AND GROW ITS MARKET SHARE IN THE COMPETITIVE INDIAN ICE CREAM INDUSTRY. HERE'S A SUMMARY OF THEIR KEY APPROACHES:
- **KEY MARKETING STRATEGIES:**
- OCCASION-SPECIFIC MARKETING: HAVMOR STRATEGICALLY ALIGNS ITS PRODUCT LAUNCHES AND PROMOTIONS WITH KEY INDIAN FESTIVALS AND CELEBRATIONS. THIS ALLOWS THEM TO CAPITALIZE ON SEASONAL DEMAND AND CULTURAL RELEVANCE. FOR EXAMPLE, THEY CREATE SPECIAL FLAVORS AND PACKAGING FOR FESTIVALS LIKE DIWALI, NAVRATRI, AND JANMASHTAMI.
- PRODUCT INNOVATION: HAVMOR PLACES A STRONG EMPHASIS ON DEVELOPING UNIQUE AND APPEALING ICE CREAM FLAVORS, CATERING TO DIVERSE CONSUMER PREFERENCES. THEY FOCUS ON BOTH TRADITIONAL INDIAN FLAVORS AND INNOVATIVE, MODERN CREATIONS.
- FOCUS ON QUALITY: THE BRAND EMPHASIZES THE QUALITY OF ITS INGREDIENTS AND THE "GOODNESS" OF ITS PRODUCTS, BUILDING TRUST AND LOYALTY AMONG CONSUMERS.

- **DIGITAL MARKETING AND SOCIAL MEDIA:** HAYMOR UTILIZES SOCIAL MEDIA PLATFORMS TO ENGAGE WITH ITS TARGET AUDIENCE, PARTICULARLY YOUNGER CONSUMERS. THEY USE DIGITAL CAMPAIGNS TO PROMOTE NEW PRODUCTS, RUN CONTESTS, AND BUILD BRAND AWARENESS.
- **EXPERIENTIAL MARKETING:** HAYMOR FOCUSES ON CREATING MEMORABLE EXPERIENCES FOR CUSTOMERS, BOTH IN THEIR PARLORS AND THROUGH PROMOTIONAL EVENTS. THIS INCLUDES FOCUSING ON THE EXPERIENCE OF EATING THE ICE CREAM.
- **REGIONAL FOCUS:** HAYMOR HAS A STRONG REGIONAL PRESENCE, PARTICULARLY IN GUJARAT, AND TAILORS ITS MARKETING EFFORTS TO LOCAL PREFERENCES.
- **PRICING STRATEGIES:** HAYMOR USES A COMBINATION OF VALUE-BASED, COMPETITIVE, AND PROMOTIONAL PRICING STRATEGIES TO ATTRACT CUSTOMERS AND REMAIN COMPETITIVE.
- **DISTRIBUTION AND AVAILABILITY:** THEY ARE WORKING TO IMPROVE DISTRIBUTION SO THAT THEIR PRODUCTS ARE MORE READILY AVAILABLE.
- **EMPHASIS ON CUSTOMER FEEDBACK:** HAYMOR USES CUSTOMER FEEDBACK TO HELP DRIVE PRODUCT DEVELOPMENT.
- **KEY TRENDS IN HAYMOR'S MARKETING:** A GROWING EMPHASIS ON DIGITAL MARKETING AND SOCIAL MEDIA ENGAGEMENT. INCREASED FOCUS ON OCCASION-SPECIFIC MARKETING. CONTINUED FOCUS ON PRODUCT INNOVATION AND QUALITY. BY COMBINING THESE STRATEGIES, HAYMOR AIMS TO STRENGTHEN ITS BRAND PRESENCE AND MAINTAIN ITS POSITION IN THE COMPETITIVE INDIAN ICE CREAM MARKET.

CONTENT IDEA GENERATION & STRATEGIES

- GENERATING ENGAGING CONTENT IS CRUCIAL FOR HAVMOR TO CONNECT WITH ITS AUDIENCE AND BUILD BRAND LOYALTY. HERE'S A BREAKDOWN OF CONTENT IDEAS AND A STRATEGY:

- **CONTENT IDEA GENERATION:**

- **FLAVOR-FOCUSED CONTENT:**

"FLAVOR SPOTLIGHT" SERIES: HIGHLIGHT A SPECIFIC FLAVOR EACH WEEK/MONTH, DETAILING ITS INGREDIENTS, ORIGIN, AND UNIQUE CHARACTERISTICS.

"FLAVOR PAIRINGS": SUGGEST CREATIVE WAYS TO PAIR HAVMOR ICE CREAM WITH OTHER DESSERTS OR SNACKS.

"BEHIND THE FLAVORS": SHARE THE STORY BEHIND HOW NEW FLAVORS ARE DEVELOPED.

"SEASONAL FLAVORS": PROMOTE LIMITED-TIME SEASONAL FLAVORS WITH THEMED CONTENT.

- **LIFESTYLE AND OCCASION-BASED CONTENT:**

"HAVMOR FOR CELEBRATIONS": CREATE CONTENT AROUND HOW HAVMOR ICE CREAM ENHANCES CELEBRATIONS LIKE BIRTHDAYS, HOLIDAYS, AND FESTIVALS.

"ICE CREAM RECIPES": SHARE RECIPES FOR ICE CREAM-BASED DESSERTS, MILKSHAKES, AND SUNDAES.

"SUMMER TREATS": DEVELOP CONTENT AROUND REFRESHING SUMMER TREATS AND WAYS TO BEAT THE HEAT WITH HAVMOR. * "FAMILY FUN": SHOWCASE HOW HAVMOR ICE CREAM BRINGS FAMILIES TOGETHER.

- **INTERACTIVE AND ENGAGING CONTENT:**

"FLAVOR POLLS AND QUIZZES": ENGAGE USERS WITH INTERACTIVE CONTENT LIKE "WHAT'S YOUR FAVORITE HAVMOR FLAVOR?" OR "WHICH ICE CREAM PERSONALITY ARE YOU?"

USER-GENERATED CONTENT (UGC): ENCOURAGE CUSTOMERS TO SHARE PHOTOS AND VIDEOS OF THEIR HAVMOR EXPERIENCES USING A BRANDED HASHTAG.

"ASK ME ANYTHING" (AMA) SESSIONS: HOST LIVE Q&A SESSIONS WITH HAVMOR CHEFS OR FLAVOR EXPERTS. * CONTESTS AND GIVEAWAYS: RUN CONTESTS AND GIVEAWAYS TO GENERATE EXCITEMENT AND ENGAGEMENT

- **INFORMATIVE AND EDUCATIONAL CONTENT:**

"ICE CREAM MAKING TIPS": SHARE TIPS AND TRICKS FOR MAKING HOMEMADE ICE CREAM OR SERVING ICE CREAM PERFECTLY.

"NUTRITIONAL INFORMATION": PROVIDE CLEAR AND ACCESSIBLE NUTRITIONAL INFORMATION ABOUT HAVMOR PRODUCTS. * "THE HISTORY OF ICE CREAM": SHARE INTERESTING FACTS AND STORIES ABOUT THE HISTORY OF ICE CREAM AND HAVMOR'S OWN HISTORY.

"INGREDIENT SOURCING": SHOW THE QUALITY OF THE INGREDIENTS USED. *

- **VISUAL CONTENT:**

HIGH-QUALITY PHOTOGRAPHY: SHOWCASE HAVMOR PRODUCTS WITH VISUALLY APPEALING PHOTOS.

VIDEO CONTENT: CREATE SHORT VIDEOS FEATURING PRODUCT DEMOS, FLAVOR INTRODUCTIONS, AND BEHIND-THE-SCENES GLIMPSES.

"ICE CREAM ART": SHOWCASE CREATIVE WAYS TO PRESENT AND DECORATE ICE CREAM.

- **CONTENT STRATEGY:**

TARGET AUDIENCE: TAILOR CONTENT TO THE SPECIFIC INTERESTS AND PREFERENCES OF HAVMOR'S TARGET AUDIENCE.

PLATFORM OPTIMIZATION: ADAPT CONTENT FOR DIFFERENT PLATFORMS (E.G., INSTAGRAM, FACEBOOK, YOUTUBE, WEBSITE).

CONTENT CALENDAR: CREATE A CONTENT CALENDAR TO PLAN AND SCHEDULE CONTENT RELEASES.

SEO OPTIMIZATION: OPTIMIZE CONTENT FOR RELEVANT KEYWORDS TO IMPROVE SEARCH ENGINE VISIBILITY.

SOCIAL MEDIA ENGAGEMENT: ACTIVELY ENGAGE WITH FOLLOWERS ON SOCIAL MEDIA BY RESPONDING TO COMMENTS AND MESSAGES.

INFLUENCER MARKETING: PARTNER WITH FOOD BLOGGERS AND INFLUENCERS TO PROMOTE HAVMOR PRODUCTS.

DATA ANALYSIS: TRACK CONTENT PERFORMANCE USING ANALYTICS TOOLS AND ADJUST THE STRATEGY ACCORDINGLY.

CONSISTENT BRANDING: ENSURE ALL CONTENT ALIGNS WITH HAVMOR'S BRAND IDENTITY AND MESSAGING.

LOCAL FOCUS: CREATE CONTENT THAT IS RELEVANT TO LOCAL COMMUNITIES AND EVENTS, ESPECIALLY IN AREAS WHERE HAVMOR HAS A STRONG PRESENCE.

PROMOTE SPECIAL OFFERS: CREATE CONTENT THAT BRINGS AWARENESS TO SPECIAL OFFERS, AND NEW PRODUCTS. BY IMPLEMENTING THESE CONTENT IDEAS AND STRATEGIES, HAVMOR CAN CREATE A STRONG ONLINE PRESENCE AND BUILD MEANINGFUL CONNECTIONS WITH ITS CUSTOMERS.

POST CREATION



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