

INTRODUCTION

DIGITAL MARKETING:-

It refers to the use of various digital channels and technologies to promote and advertise products, services, (or) brands to a target audience.

It encompasses all marketing efforts that utilize electronic devices (or) the internet. It includes strategies like SEO, social media marketing, email marketing and many more.

As a part of Digital Marketing Internship. We should a project with a team of 5 members. Every team were given a Brand to do the project.

The ultimate goal of this Digital Marketing Internship is to drive specific actions, such as increasing website traffic, generating leads, driving sales (or) Building Brand awareness.

By leveraging various digital strategies and tools, businesses aim is to achieve measurable and impactful results. Digital marketing ^{is} methods cost effective, highly measurable, and capable of reaching a global audience.

OVERVIEW:-

As a part of our Digital marketing Internship from The Smart Bridge, we are directed to do a comprehensive project for Digital Marketing, every team were given a brand to do the project, we were allotted with "Haldiram's".

This project is all about what ever we covered in the 3 internship classes. That we have to reciprocate what we understood in the form of project with our given brand, by increasing the business growth, through the social media ad campaigns and the email ad campaigns.

The Digital marketing project includes Brand study, competitor analysis and Audience Persona. Continued with SEO Audit, keyword research. We can come forward with content ideas and marketing strategies regarding our brand. And about content creation and ~~creation~~ which is about Post creations, Video editing, Ad Campaigns over social media, Emails. With all the topics above we are going to deal in the project.

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The overall project report summarises the objectives, strategies, results and challenges faced while during the project about the brand Haldiram's.

PURPOSE OF THE PROJECT

The main goal of this project is to increase the online presence and visibility of the brand, products and services.

We used various tools for increasing the sales and business growth by SEO, social media marketing, email marketing and many more to achieve the desired goal. We can also monitor our performance of the brand after using all the tool of digital marketing by using key metrics and indicators.

This project will help Haldiram's to reach targeted audience reach, improve's customer interaction and engagement, improves conversions and sales.

Digital marketing is essential in today's digital age. It enables businesses to connect with their target audience, build brand awareness, drive sales and stay competitive in a rapidly evolving marketplace. By harnessing the power of digital channels and data-driven strategies, businesses can achieve their marketing goals effectively.

LITERATURE SURVEY

A literature survey in the context of digital marketing can be highly beneficial for marketers and businesses. It provides valuable insights, knowledge, and data that can inform and enhance digital marketing strategies and the tactics.

It helps to gain a deep understanding of the current state of knowledge in ~~their~~ field. With the help of this digital marketers can make well-informed decisions, develop more effective strategies, and achieve better results in their digital marketing efforts. It allows them to continuously adapt and optimize their approaches based on the latest insights and findings in the dynamic world of the digital marketing.

In this project it helps to define the research problem, formulate the research questions, and justify the research objectives and methodology, understanding trends and best practices, gaining knowledge on Digital platforms and tools.

EXISTING PROBLEM:-

Haldiram's, a popular Indian sweets and snacks brand, have faced many problems till now like

1) Quality control & consistency:-

Ensuring consistent product quality across various outlets and production facilities is crucial for maintaining customer satisfaction and brand reputation.

2) Food safety and hygiene:-

Ensuring food safety and hygiene practices are followed is essential to maintain consumer confidence and comply with the regulations.

3) Competition:-

The Indian Snacks and sweets market is highly competitive, with numerous local and international brands vying for market share, putting pressure on Haldiram's to differentiate itself and stand out.

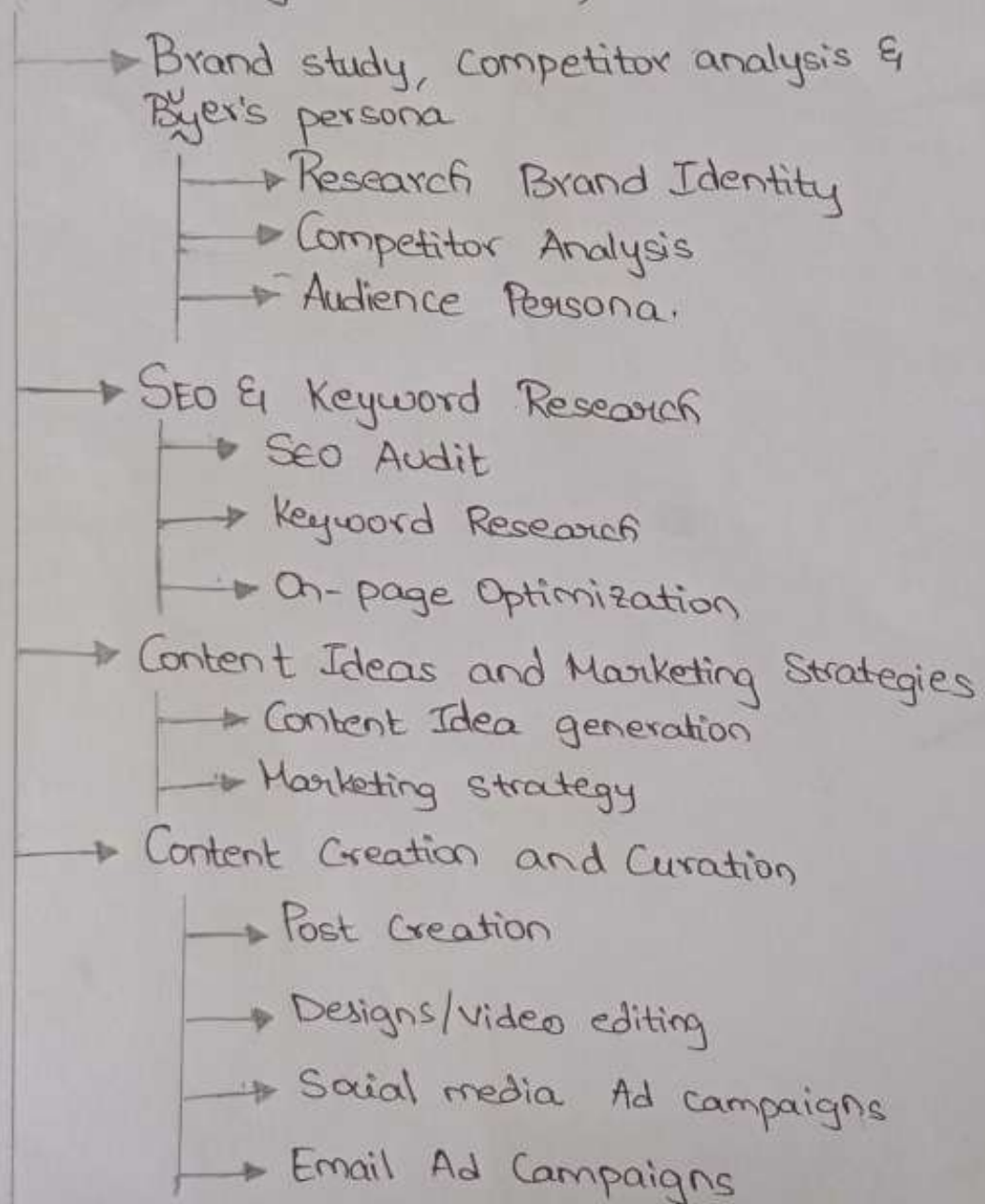
PROPOSED SOLUTION:-

- 1) Solution for quality control and consistency is by implementing dedicated quality assurance teams, standardized operating procedures, supplier quality management, invest in technology, and could also integrate consumer feedback for the effective control and higher customer satisfaction.
- 2) To improve food safety and hygiene, Haldiram's can implement HACCP system, ensure cleanliness and sanitization, conduct quality check, maintain temperature control, manage allergens, undergo audits and certifications. These measures will enhance food safety standards and reinforce consumer trust in their products.
- 3) To tackle competition, Haldiram's can focus on product innovation, quality differentiation, consumer engagement, digital presence, strategic partnership, these measures will help them stand out and maintain strong position in the market.

THEORETICAL ANALYSIS

BLOCK DIAGRAM:-

COMPREHENSIVE DIGITAL MARKETING FOR HALDIRAM'S



HARDWARE & SOFTWARE DESIGNING:-

Hardware requirements:-

1) Computer/ Laptop:-

While doing project we require computer/ laptop with sufficient processing power and memory to handle various marketing tasks and software applications.

2) Mobile Devices:-

With the increasing mobile marketing, having smartphones and tablets for testing and optimizing mobile campaigns is crucial.

3) Internet:-

A high speed internet is needed for online research and staying connected with online audiences.

Software requirements:-

1) SEO Tools:-

SEO softwares like SEMrush (or) Moz is used to conduct keyword research, track rankings and optimize website content.

2) Email marketing platforms:-

Email marketing software, such as mailchimp (or) constant contact, is used for creating managing email campaigns and tracking email performance.

3) Social media management tools:-

Platforms like Hootsuite (or) Buffer help schedule, manage social media posts.

RESULT

A successful digital marketing requires careful planning, execution and continuous optimization. Additionally, digital marketing is just one part of a comprehensive marketing strategy, and brands often benefit from integrating digital efforts with traditional marketing channels for holistic approach

The results of Haldiram's digital marketing efforts are:

- Improves brand's online visibility, reaching a broader audience and increasing brand awareness.
- It can drive more traffic to brand's website, increasing the potential for customer engagement and conversions
- Through social media, email marketing, brands can engage directly with their customers fostering stronger relationship.
- It can generate more leads and conversions, resulting in increased sales and revenue.
- Results can be tracked about campaigns and can make necessary adjustments.

**Comprehensive Digital Marketing
Project Work
On
Haldiram's**

Team members:

- 1. D.Govardhini Bhavya**
- 2. Prema Madan**
- 3. I.Anu Deepika**
- 4. M.Satish**

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

BRAND STUDY

COMPANY/TOPIC for project: HALDIRAMS

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



- **Mission/Values:**
 - Review, recreate and rediscover the trend of healthy eating and innovate and invent fresh new methods to nourish and delight everyone we serve.
- **USP:** Wide range of hygienic, tasty and authentic Indian savorys and sweet
- **Tagline:** Delicious bhi Dooriyaan bhi

BRAND STUDY

- **Brand messaging:**
Fun, Creative and Informative
Example:



<https://www.facebook.com/photo.php?fbid=706193151313586&set=pb.100057686635323-2207520000.&type=3>



<https://www.facebook.com/haldirams.snacks/photos/pb.100057686635323-2207520000.1568376920341199/?type=3>



<https://www.facebook.com/haldirams.snacks/photos/pb.100057686635323-2207520000.1568464520532439/?type=3>

Competitor Analysis

- **Competitor 1:** <https://www.bikaji.com/>
- **USP:** Wide range products, All round sale, Innovative offerings
- **Communication:** Brand collaborations, Events and promotions,
- **Competitor 2:** <https://bikanervala.com/>
- **USP:** Extensive product ranging, Global reach, Artisanal Craftsmanship
- **Communication:** Customer engagement events, Brand ambassador and influencer collaborations
- **Competitor 3:** <https://bingosnacks.com/>
- **USP:** On-the-Go Convenience, Extensive Product Range, Quality and freshness
- **Communication:** Influencer collaboration, Memes, Interactive Campaigns and Contests

Buyer's/Audience's Persona

❖ HALDIRAMS:-

- **Age:** 10-60
- **Gender:** All
- **Children:** Yes
- **Location:** Both urban and rural areas
- **Salary:** Irrespective of salary
- **Marketing platforms:** Youtube, Instagram, Facebook, Television etc
- **Characteristics:** Tasty, healthy, innovative flavours, quality and quantity

BUYER PERSONA



Part 2: SEO & Keyword Research

SEO AUDIT

Website: <https://www.haldiram.com/>

Overview:

Authority Score

41

Sertrust Domain Rank: 583.2K ↑

Organic Search Traffic

156.8K +7.4%

Keywords: 10.7K ↓

Paid Search Traffic

0 -100%

Keywords: 0 ↓

Backlinks

10.6K

Referring Domains: 1.1K

Backlinks:

Backlinks

10.6K -1%

Referring Domains

1.1K -9%

Referring IPs

1K

Backlink Types

Text	<div></div>	77%	8K
Image	<div></div>	22%	2.3K
Form	<div></div>	0%	0
Frame	<div></div>	<1%	2

Link Attributes

Follow	<div></div>	78%	8.3K
Nofollow	<div></div>	22%	2.3K
Sponsored	<div></div>	<1%	25
UGC	<div></div>	<1%	14

RESEARCH OBJECTIVE

Haldiram's can vary depending on the specific context and scope of their research initiatives. As a popular food brand, Haldiram's may have various research objectives, some of which could include:

- **Consumer Preferences:** To understand the preferences, tastes, and demands of their target consumers, enabling them to develop products that cater to their needs and preferences effectively.
- **Market Analysis:** To conduct market research and analysis to identify new trends, potential market opportunities, and areas for expansion.
- **Product Development:** To research and develop new food products that align with changing consumer preferences and meet quality and safety standards.
- **Quality Assurance:** To ensure the consistent quality and safety of their existing products, Haldiram's might conduct research and quality control measures.
- **Brand Perception:** To gauge the perception of their brand among consumers and identify areas for improvement in branding, messaging, and marketing strategies.
- **Competitive Analysis:** To monitor and assess the actions and strategies of their competitors in the food industry.

BRAINSTORM SEED KEYWORD

SEED KEYWORDS

Haldiram's snacks

Haldiram's sweets

Haldiram's ready-to-eat

Haldiram's flavors

Haldiram's restaurant

Haldiram's menu

Haldiram's festive treats

Haldiram's Indian snacks

Haldiram's street food

Keyword Research

KEYWORDS			VOLUME	CPC	PD	SD	UPDATED
haldi sweets 50g	🔍	Generate Content with AI	260	\$0.00	95	39	2 months
haldi sweets 100g	🔍	Generate Content with AI	30	\$0.45	100	43	3 months
haldi sweets 200g	🔍	Generate Content with AI	10	\$0.00	1	5	3 months
haldi sweets and snacks	🔍	Generate Content with AI	10	\$0.00	1	5	3 months
haldi sweets 100g	🔍	Generate Content with AI	10	\$0.00	100	44	3 months
haldi sweets 100g and snacks	🔍	Generate Content with AI	10	\$0.00	1	5	2 months
haldi sweets 100g	🔍	Generate Content with AI	10	\$0.00	1	13	3 months
haldi sweets 100g	🔍	Generate Content with AI	0	\$0.00	1	12	3 months
haldi sweets 100g	🔍	Generate Content with AI	0	\$0.00	1	4	3 months
haldi sweets 100g	🔍	Generate Content with AI	0	\$0.00	1	4	3 months
haldi sweets 100g	🔍	Generate Content with AI	0	\$0.00	1	4	3 months
haldi sweets 100g	🔍	Generate Content with AI	0	\$0.00	1	4	3 months
haldi sweets 100g	🔍	Generate Content with AI	0	\$0.00	1	4	3 months

LONG TAIL KEYWORD SEARCH

LONG TAIL KEYWORDS

Best Haldiram's snacks for parties

Haldiram's sweets online delivery

Haldiram's namkeen varieties and prices

Where to buy Haldiram's bhujia near me

Haldiram's menu for breakfast

Haldiram's international flavors selection

Haldiram's gift packs for celebrations

Haldiram's street food favorites

Haldiram's new launches and latest products

ON PAGE OPTIMIZATION

Meta tag optimization of Haldiram's:

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

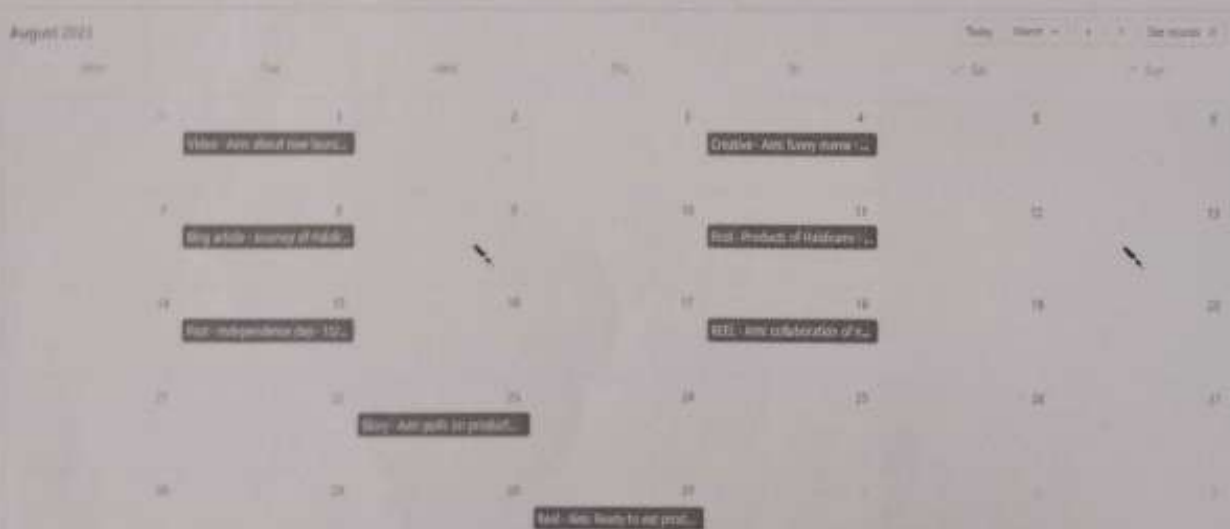
1. **Title tag:** Evolving with India's tastes to deliver the finest Flavors.
2. **Description tag:** "Welcome to the world of Haldiram's, where taste meets tradition! Indulge in a delightful journey of authentic Indian flavors with our wide range of snacks, sweets, and ready-to-eat meals. Each bite embodies the rich culinary heritage of India, meticulously crafted to perfection."
3. **Keywords tag:** Tasty, namkeen, spicy snacks, aloo bhujia, ready to eat.

CONTENT OPTIMIZATION FOR HALDIRAM'S

1. **Homepage:** The homepage content should be engaging, informative, and visually appealing, as it serves as the first impression of a website. Highlight the main benefits and features of the products/services. Include a clear and prominent CTA that encourages visitors to take the desired action, such as "Shop Now," "Learn More," or "Subscribe."
2. **Product page:** The content on the product page should be informative, persuasive, and customer-centric. It should clearly display the product name and provide a detailed description that highlights its key features, benefits, and usage.
3. **About us page:** The "About Us" page of Haldiram's provides an inspiring glimpse into the brand's journey of excellence and its commitment to delivering authentic Indian flavors. With a humble beginning as a small sweets shop in Bikaner, Haldirams has grown into a renowned name, capturing the hearts of millions with its delectable snacks, sweets, and ready-to-eat meals.
4. **Contact page:** It includes essential contact details such as phone no., email address and physical address etc.

Part 3: Content Ideas and Marketing Strategies

CONTENT CALENDER



Content Ideas

Haldirams: "When tradition meets innovation, which makes a perfect snack".

Our journey celebrates the authentic flavors of India while embracing the spirit of creativity. From time-honored recipes to cutting-edge culinary creations, our snacks offer a delightful experience that honors our heritage and excites the modern palate. At Haldiram's, we take pride in crafting wholesome and high-quality snacks that unite people through the joy of food.

Imagine savoring classic Indian spices combined with international herbs, creating an explosion of flavors on your plate. Each snack in our Innovation Flavors range is a work of art, crafted to surprise and excite your taste buds.

"But innovation doesn't end with savorys alone; it extends to our sweet treats too".



Marketing Strategies

- **Engaging Online Campaigns:**

Launch interactive online campaigns such as "Flavor Voting" or "Create Fusion" contests, where consumers can vote for their favorite flavors or suggest their own innovative combinations.

So that we could know what type of fusions people would love to try. Which helps our brand to launch new stuff.

- **Digital Recipe Exchange:**

By hosting a digital recipe exchange where customers can share their unique recipes incorporating Haldiram flavor foods. Feature the best recipes on the official website.

This inspire's and showcase's the creativity of our customers as they share their favorite recipes featuring Haldiram's scrumptious snacks.

This helps the brand to explore new flavor combinations and come up with new ideas for product development.

- **Memes:**

By creating memes that humorously highlight the delicious and diverse flavors of its snacks. Cleverly designed memes can showcase the joy and satisfaction of enjoying Haldiram's products, encouraging customers to share the memes with their friends.

"Memes have the potential to go viral, which can significantly increase brand visibility and reach as users share and engage with the content."

- **Content marketing:**

By creating valuable and relevant content to attract, engage, and retain a target audience. Blogs serve as a powerful tool within this strategy to achieve various marketing objectives.

By the journey of Haldiram's blog we could highlight the rich heritage of traditional recipes while exploring new and exciting flavor combinations that resonate with modern consumers and many more.

Part 4: Content Creation and Curation

**(Post creations, Designs/Video Editing, Ad Campaigns over
Social Media and Email Ideation and Creation)**

CONTENT CREATION

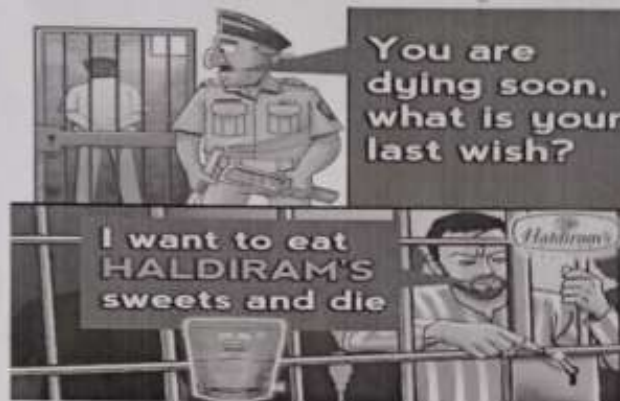
Format-1

Creative:-

Aim: To increase brand visibility

Date: 4th August 2023

Idea: To create a relatable and humorous connection with the target audience.



Format-2

Blog Article:

Aim: To boost SEO

Date: 8th August 2023

Idea: Haldiram's have variety of fusion flavours and this blog will cover the details about it.

Topic:

"Fusion Flavors: Exploring the Culinary Adventure of Haldiram's Snacks"

Haldiram's has combined the richness of Indian flavors with international ingredients, creating a unique and exciting snacking experience for all. In this blog, we delve into the world of fusion flavors, exploring the delightful combinations that make Haldiram's snacks a treat like no other.

Haldiram's International Fusion Delights through this we could discover the global appeal of Haldiram's snacks as we explore fusion flavors inspired by cuisines from around the world. From the tangy Salsa Chaat to the exotic Thai Curry Namkeen, indulge in the tantalizing tastes that bring together the best of both worlds.

You want to Spice Up Your Snack Game then you should try the Magic of Fusion Namkeens. Go on a flavor expedition as we dive into Haldiram's fusion namkeens. Experience the fiery Wasabi Chana Chur, the zesty Chinese Bhel, and more, as we take your taste buds on an unforgettable journey.

Without a sweet twist the fusion is just incomplete. So delight in the fusion mithais that combine age-old recipes with innovative ingredients. From Toffee Rabri Gulab Jamun to Chocolate Sandesh, explore the contemporary sweetness that Haldiram's brings to traditional Indian sweets.

Fusion flavour will connect to many cultures with the language food. Haldiram's snacks act as a snacking bridge, bringing people together through shared tastes and experiences. It is not just a snack but a emotion to most.

By infusing traditional Indian snacks with global inspirations, Haldiram's continues to delight snack enthusiasts with a palate-pleasing assortment of fusion delights. Embrace the adventure of fusion snacking and savor the delectable combinations that make Haldiram's an unrivaled choice for those seeking extraordinary flavors.

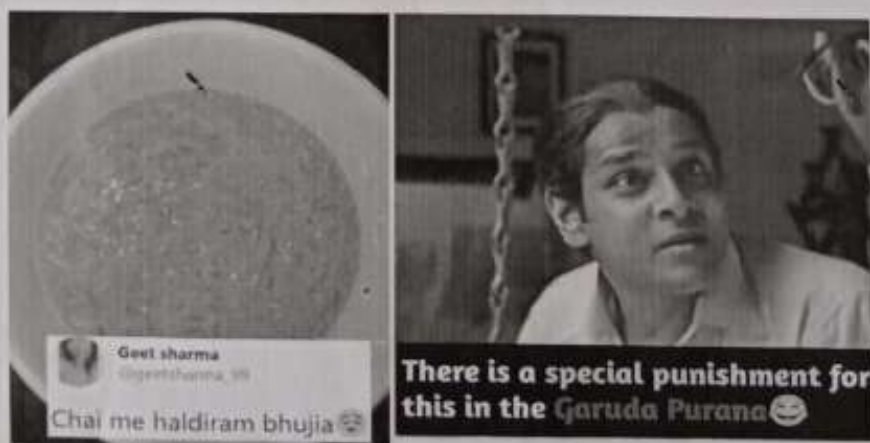
• **FORMAT 3:-**

Creative:

Aim: Brand awareness and reach

Date: 16th August 2023

Idea: To create a meme.



INSTAGRAM STORY



Views: 54
Likes: 23
Polling Result: both



Views: 26
Likes: 10



Views: 20
Likes: 10

Designs/Video Editing



Social Media Ad Campaigns

BRAND AWARENESS CAMPAIGNS:

Targeting

Campaign objective: Awareness

Location: India

Age: 18-60

Gender: All genders

Performance goal: Maximise reach of ads

Interests: Food and drink, snack food

Primary text: Savor the flavours of India



DRIVING WEBSITE TRAFFIC CAMPAIGN

Targeting: -

Campaign objective: Traffic

Location: India

Age: 18-60

Gender: All genders

Conversion location: Website

Performance goal: Maximise number of link clicks

Daily budget: 500Rs

Estimated reach: 5.1K-15K

Estimated link clicks: 150-435

Interests: food and drink, snacks mix, snacking

Primary text: "Taste the magic of Haldiram's Festive Feasts!"



LEAD GENERATION CAMPAIGN

Targeting:-

Campaign objective: Leads

Location: India

Age: 18-60

Gender: All genders

Conversion location: Instant forms

Performance goal: Maximise number of leads

Daily budget: 800Rs

Estimated reach: 3.2K-9.1K

Estimated leads: 13-39

Interests: food and drink, snacks mix, snack food

Primary text: Unlock the Flavorful World of Haldiram's!
Join Our Community Today.



Email Ad Campaign 1 - Brand Awareness



Email Ad Campaign 2 - Lead Generation



MITHAI MAZA
HAIKAL, MITHAI, MAZA, MAZA, MAZA
MAHA MAHA MAHA MAHA

Lets Connect

Sign up for email alerts and you will get updates, exclusive offers and new products details. Get 10% off just for signing up today!

Email Address:

First Name:

Last Name:

Phone Number:

Birthday:

Challenges in content creation:

Consistency, audience relevance, originality, diversification, promotion, and adaptation. Lessons learned: Plan content calendar, conduct audience research, focus on quality, diversify formats, promote effectively, analyze feedback, stay relevant, balance SEO and creativity, and establish content governance. Improve content strategy with these insights.

THE END

ADVANTAGES AND DISADVANTAGES

Advantages of proposed solutions:-

1) Product Innovation:-

Introducing new and innovative products can attract more customers, increase market share and drive revenue growth.

2) Quality Differentiation:-

Maintaining superior product quality like Haldiram's is not easy, it builds trust and loyalty among customers.

3) Partnerships and Collaborations:-

Strategic partnerships can enable access to new markets, expand product offerings, digital recipe through collaborations are very useful.

4) Digital Presence:-

As Haldiram's is in all marketing platforms like youtube, Instagram, Television etc will strengthen brand's digital presence and can tap into growing online consumer base and boost online sales.

Disadvantages of proposed solutions:-

1) Cost and Investment:-

Implementing some proposed solutions may require substantial investment, which could impact profitability in the short term.

2) Digital marketing risks:-

We know that digital marketing have many benefits, but it also comes with risks such as negative online feedback and reputational damage.

3) Customer retention:-

Acquiring new customers is important, but it's also crucial to retain existing customers, which can be challenging in a competitive market.

4) Execution Challenges:-

Successfully implementing proposed solutions requires effective execution and coordination across various departments, which can be very challenging.

It's important for Haldiram's to carefully assess and strategize the implementation of solutions to maximize advantages and mitigate disadvantages effectively.