

Comprehensive Digital Marketing Project Work On Haldiram's

Team members:

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**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 savories and sweet
- **Tagline:** Delicious bhi Dooriyaan bhi

BRAND STUDY

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



<https://www.facebook.com/photo.php?fbid=706193151313566&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./1566464520532439/?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 flavors, quality and quantity

BUYER PERSONA

The Power MBA

PERSONAL INFO

- Age
- Gender
- Hobbies
- Location
- Interests
- Income

CHALLENGES

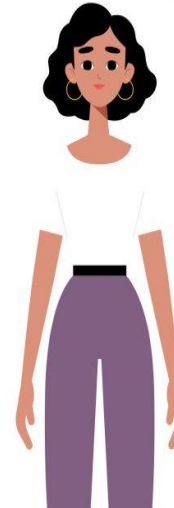
- What problems are they trying to solve?
- What's stopping them from achieving their goal?
- What specific pain points do they have?

PROFESSIONAL GOALS

- What are their career goals?
- What does success look like for them?
- What is their "endgame"?

HOW YOU CAN HELP

- How does your product meet their needs?
- What questions might they ask?
- Does your language, match theirs?




Part 2: SEO & Keyword Research

SEO AUDIT


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

Overview:

Authority Score 

 **41**

Semrush 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  -3%


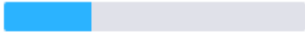
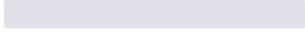
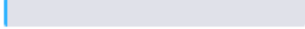
Referring Domains

1.1K  -9%


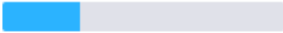
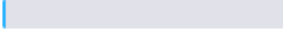
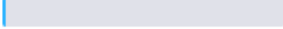
Referring IPs

1K

Backlink Types

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

Link Attributes

Follow		78%	8.3K
Nofollow		22%	2.3K
Sponsored		<1%	25
UGC		<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 flavours

Haldiram's restaurant

Haldiram's menu

Haldiram's festive treats

Haldiram's Indian snacks

Haldiram's street food

Keyword Research

<input type="checkbox"/>	KEYWORDS ?		VOLUME ?	CPC ?	PD ?	SD ?	UPDATED ?
<input type="checkbox"/>	handi snacks 90s	≡Q ▾ Generate Content With AI	260	\$0.00	95	59	2 weeks ↻
<input type="checkbox"/>	haldiram snacks usa	≡Q ▾ Generate Content With AI	30	\$0.45	100	43	3 months ↻
<input type="checkbox"/>	haldiram snacks in costco	≡Q ▾ Generate Content With AI	10	\$0.00	1	5	3 months ↻
<input type="checkbox"/>	haldiram sweets and snacks	≡Q ▾ Generate Content With AI	10	\$0.00	1	5	3 months ↻
<input type="checkbox"/>	haldiram baked snacks	≡Q ▾ Generate Content With AI	10	\$0.00	100	44	3 months ↻
<input type="checkbox"/>	haldiram ready to eat snacks	≡Q ▾ Generate Content With AI	10	\$0.00	1	5	3 months ↻
<input type="checkbox"/>	haldiram snacks uk	≡Q ▾ Generate Content With AI	10	\$0.00	1	13	3 months ↻
<input type="checkbox"/>	haldiram snacks frozen	≡Q ▾ Generate Content With AI	0	\$0.00	1	12	3 months ↻
<input type="checkbox"/>	haldiram snacks 10 rs	≡Q ▾ Generate Content With AI	0	\$0.00	1	4	3 months ↻
<input type="checkbox"/>	haldiram snacks 5 rs	≡Q ▾ Generate Content With AI	0	\$0.00	1	4	3 months ↻
<input type="checkbox"/>	haldiram snacks sector 67 noida	≡Q ▾ Generate Content With AI	0	\$0.00	1	4	3 months ↻
<input type="checkbox"/>	haldiram snacks sector 62 noida	≡Q ▾ 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

Haldirams namkeen varieties and prices

Where to buy Haldirams bhujia near me

Haldiram's menu for breakfast

Haldiram's international flavors selection

Haldirams gift packs for celebrations

Haldiram's street food favourites

Haldirams 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

August 2023

Today

Month ▾

<

>

See records ≡

Mon

Tue

Wed

Thu

Fri

⌘ Sat

⌘ Sun

31

Video · Aim: about new launc...

1

2

3

4

Creative · Aim: funny meme · ...

5

6

7

Blog article · Journey of Haldir...

8

9

10

11

Post · Products of Haldirams · ...

12

13

14

Post · Independence day · 15/...

15

16

17

18

REEL · Aim: collaboration of n...

19

20

21

22

Story · Aim: polls on product...

23

24

25

26

27

28

29

30

Reel · Aim: Ready to eat prod...

31

1

2

3

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 savories 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: 4st 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: Haldirams 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.

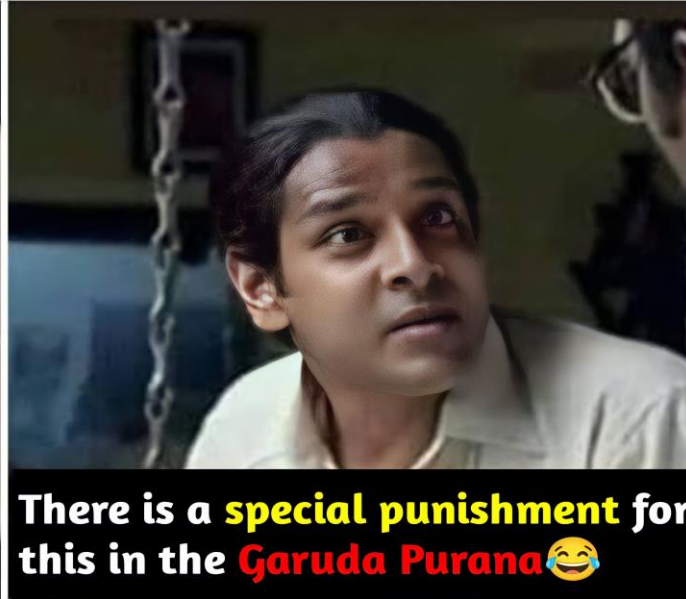
- **FORMAT 3:-**

Creative:

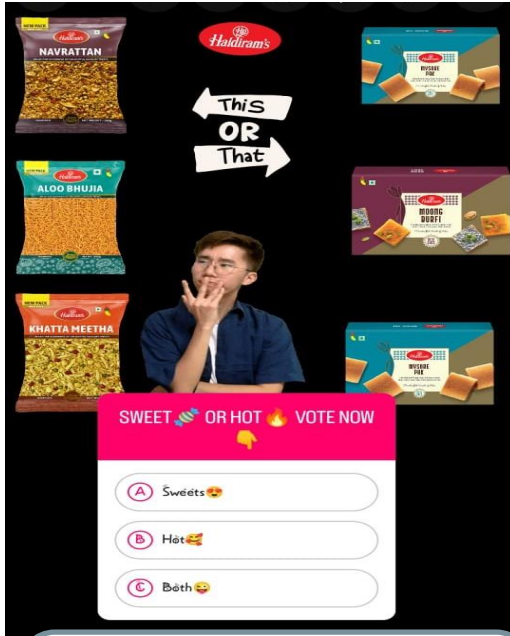
Aim: Brand awareness and reach

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

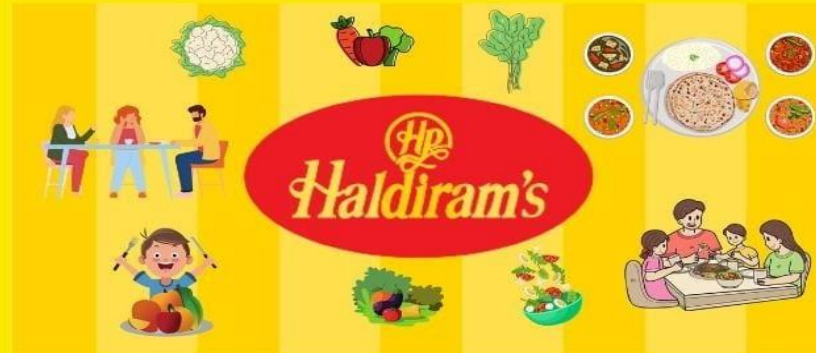
Primary text: Unlock the Flavorful World of Haldiram's!
Join Our Community Today.



Email Ad Campaign 1 - Brand Awareness

Welcome!

"Embark on a Taste Expedition with Haldiram's"



Want to have tasty food, but are cautious about health?

Then, welcome to Haldiram's - "the home to nutritious food with your favourite dishes."

Haldiram's stores is present Pan India.

[visit Now](#)

Email Ad Campaign 2 - Lead Generation



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

Sign Up

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