



HALDIRAM'S:

[SWEETS AND SNACKS]

DIGITAL MARKETING STRATEGY





PRESENTED BY :

Team ID : LTVIP2025TMID24123

College : DR .LANKPALLI BULLAYYA COLLEGE

TEAM MEMBER : B. JYOSHNA LAKSHMI (TEAM LEADER)

CH. V K D SAI TARUN

B SANJANA

K MOUNIKA





Introduction :

■ RESEARCH BRAND IDENTITY :

Brand History : Haldiram's was founded in 1937 by Ganga Ram Agrawal in Bikaner, Rajasthan, India. The company started as a small shop selling traditional Indian sweets and snacks.

Brand Vision: Haldiram's vision is to become the leading brand in the Indian sweets and snacks industry, synonymous with quality, authenticity, and tradition.

Brand Mission: Haldiram's mission is to provide high-quality, traditional Indian sweets and snacks that delight customers and create memorable experiences

Brand Identity :

Brand Positioning : Haldiram's is a trusted and beloved Indian snack food brand that offers a wide range of delicious and authentic products. We are committed to providing high-quality products that bring people together and make every occasion special.

Brand Personality ; Warm Haldiram's is a brand that evokes feelings of warmth and hospitality.
Authentic: We are committed to using only the finest ingredients and traditional recipes to create authentic Indian snacks.
Innovative: We continuously innovate and expand our product range to cater to changing consumer preferences.

Brand Messaging ; Tagline: "Savoring the Tradition"
Brand Essence : "Haldiram's Bringing People Together, One Delicious Bite at a Time."

Competitors Analysis :

A. Direct Competitors (Traditional Indian Snacks & Sweets)

a) Bikaji Foods International Founded by a member of the Haldiram family, Bikaji is a strong competitor.

b) Bikanervala Focuses on sweets and traditional snacks. Has a strong presence in North India and overseas.

B. Indirect Competitors (Packaged Snacks & FMCG Giants) :

a) PepsiCo (Lay's & Kurkure) Lay's competes with Haldiram's potato chips. Kurkure is a direct competitor..

b) ITC (Bingo!) Bingo! Mad Angles and Tedhe Medhe compete with Haldiram's namkeens. ITC's Aashirvaad brand also offers ready-to-eat meals, competing with Haldiram's frozen food segment.

Search Engine optimization : [SEO]

Keyword Research:

How to identify relevant keywords for

Halidram sweets and snacks.

On-Page/off- Optimization:
optimizing website elements like title tags, meta descriptions, and headings for Halidram-related ..

Off-page optimization refers to the techniques used to improve a website's ranking and visibility on search engines through external means, outside of the website itself.

Technical SEO:

Ensuring the website selling Halidram sweets and snacks is technically sound, with fast loading speeds, mobile-friendliness, and secure browsing.



key word Research :

KEYWORDS	SEARCH VOLUME	KEYWORD DIFFICULTY %	COST PER CLICK (CPC) IN \$
haldiram	450,000	63	0.03
haldiram near me	246,000	39	0.08
haldiram connaught place	49,500	32	0.03
haldiram menu	22,200	23	0.02
haldiram lajpat nagar	18,100	34	0.05
haldiram owner	18,100	45	0.00
haldiram karol bagh	14,800	38	0.06
haldiram namkeen	14,800	28	0.02
haldiram share price	14,800	23	0.00
haldiram soan papadi	14,800	30	0.07

Platforms for Paid Advertising :

Google Ads ;

Target users searching for related keywords or browsing relevant websites.

Facebook Ads

Target users based on demographics, interests, behaviors, and connections.

Influencer Ads

Collaborate with influencers to offer exclusive discounts or promotions to their followers.



social media marketing

Content Strategy:

High-quality images and videos of Halidram products.

Engaging content featuring Halidram products in various recipe content showcasing Halidram's manufacturing process, employees, and company events.

platform optimization::

Create engaging content that resonates with the target audience and encourages interactions.

Use e-commerce analytics track revenue, sales and customer behavior.



POST CREATION :



<https://www.instagram.com/stories/haldiram241/3585744050743369416?igsh=cjJ6aWh6ZDk5b2w=>



E-mail marketing:



CONTENT STRATEGY

1. E-mail marketing is a form of digital marketing.
- 2.that involves sending targeted and personalized messages to customers or potential customers via email. Here are some key aspects of email marketing:

segmentation

IT is the process of dividing a larger group into smaller, more specific groups based on shared characteristics, behaviors, or preferences. In the context of email marketing, segmentation allows you to tailor your messages to specific groups of subscribers, increasing the relevance and effectiveness of your campaigns.

EMAIL AD'S CAMPAIGN'S

Celebrate with Haldiram's –
Special Offers Inside!

Add label



Haldiram 1:22 pm
to Boyidapu ▾



CONTENT STRATEGY

- Blog Posts :** Blog is a type of online platform that focuses on publishing informative, engaging, and valuable content on a specific topic, industry, or niche. The primary purpose of a content blog is to attract and retain a clearly defined audience, drive traffic, generate leads, and ultimately, drive business growth.
- Videos :** Recipe videos, product demos, and behind-the-scenes footage on YouTube and social media.
- Infographics :** Visual representations of recipes, cooking tips, and product information.



Marketing strategies:

Online Marketing :

1. **Website optimization:** Enhance user experience, improve navigation, and ensure mobile responsiveness
2. **Search Engine Optimization (SEO):** Optimize website content for relevant keywords to improve search engine rankings.
3. **Social Media Marketing:** Leverage platforms like Facebook, Instagram, Twitter, and LinkedIn to engage with customers, share product information, and promote offers.
4. **Influencer Marketing:** Partner with social media influencers and bloggers to promote Haldiram's products.
5. **Email Marketing:** Send regular newsletters and promotional emails to subscribers .

Offline Marketing :

1. **Advertising:** Use print, television, and outdoor media to reach a wider audience.
2. **Event Marketing:** Participate in food festivals, trade shows, and other events to showcase products and build brand awareness.
3. **In-Store Promotions:** Offer discounts, free samples, and other promotions to encourage customers to try Haldiram's products.
4. **Partnerships:** Collaborate with restaurants, cafes, and other food establishments to offer Haldiram's products.



website optimization and analytics :

User Experience (UX)

:

Ensure website design is visually appealing, intuitive, and easy to navigate..
Optimize content for readability, clarity, and concision.
Use clear and prominent CTAs to guide users through the website.

Conversion Rate Optimization(CRO)

:

Conduct A/B testing to identify which website elements perform better.
Landing page optimization: Optimize landing pages for specific campaigns or promotions to improve conversion rates.
Form optimization: Optimize forms to reduce friction and improve completion rates.

Google Analytics

:

Analyze audience demographics, behavior, and technology to better understand users.



Budget Allocation And [ROI] PROJECTION :

\$5,000

SEO

5 × ROI with in one year

\$7,500

Email

4 × ROI with one year

\$7,500

Content

3.5 × ROI with in one year

\$15,000

Social Media

3 × ROI with in one year

\$10,000

Influencer

3.5 ×ROI with onne year

\$5,000

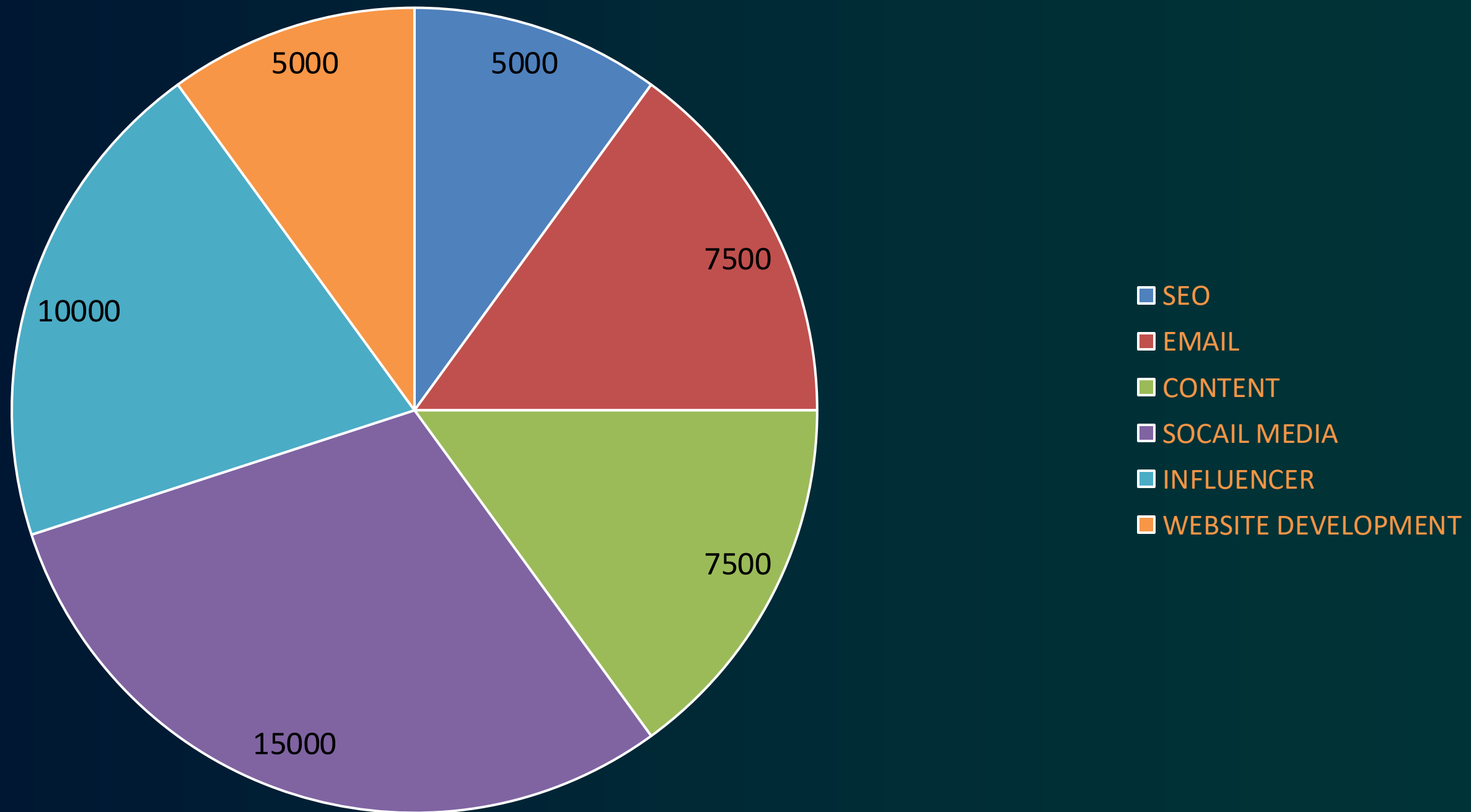
Website Development

3.5 × ROI With one year

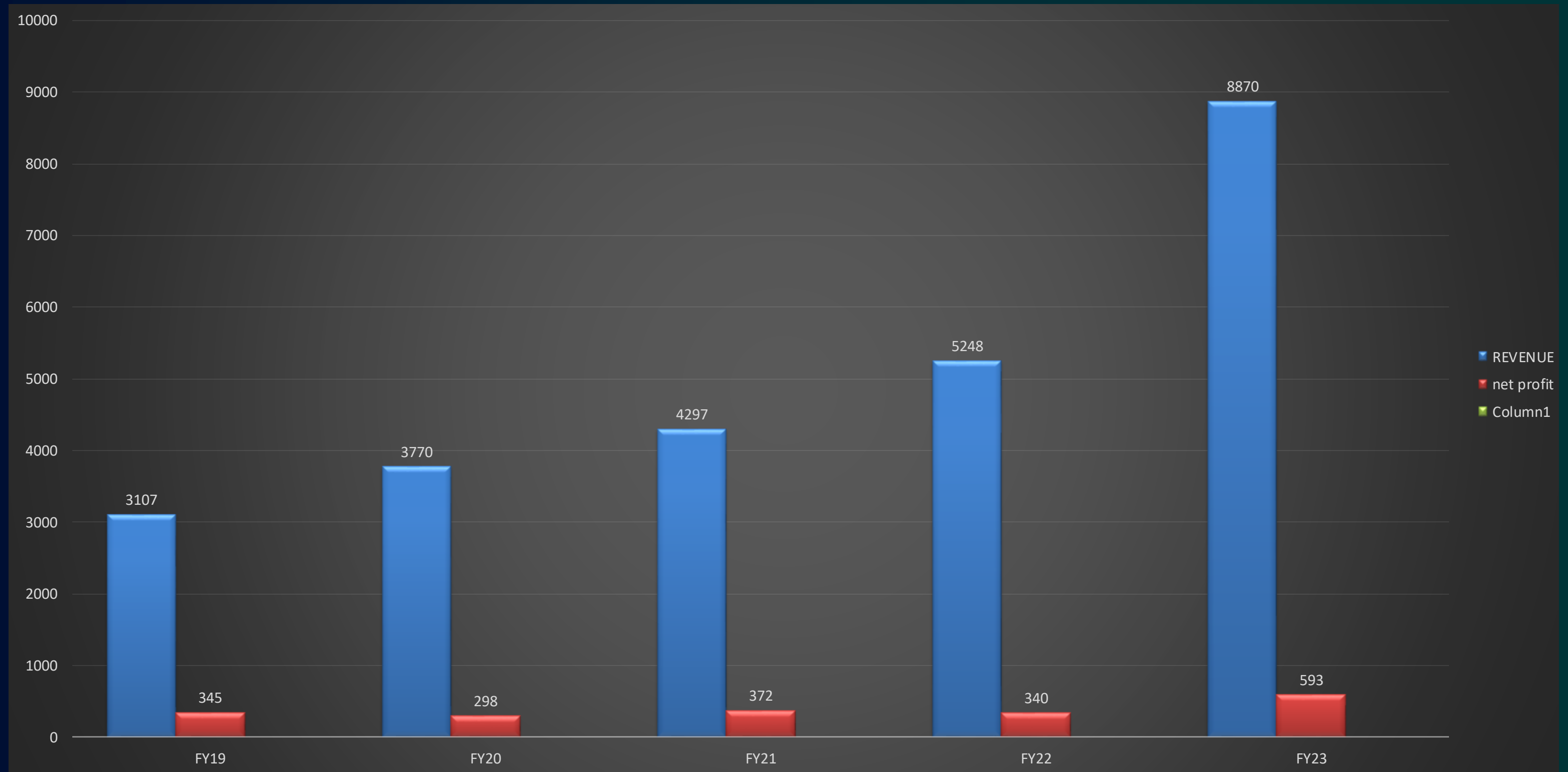
Based on the budget allocation and ROI calculation, Haldiram's digital marketing efforts are expected to generate a total revenue of \$161,250, with a total budget of \$50,000. This represents a return on investment (ROI) of 322.5%



BUDGET ALLOCATION AND ROI PROJECTION



SALES GROWTH OF LAST FIVE YEARS'S



Conclusion :

Haldiram's is a renowned Indian snack food brand that has been a household name for over eight decades. With a strong presence in India and a growing global footprint, Haldiram's has established itself as a leader in the snack food industry.





THANK YOU

