## MARKETING STRATEGIES

Marketing Strategies for Hatsun - Simple Guide

1. Digital Marketing:

Promote on Instagram, Facebook, YouTube using engaging posts & reels.

Use Google Ads & Facebook Ads to reach more customers.

· Create SEO-friendly blogs & videos on dairy benefits and recipes.

Send email & WhatsApp promotions to customers.

2. Traditional Marketing:

Advertise on TV, radio, and newspapers to reach mass audiences.

Use billboards & banners in high-traffic areas.

Offer free samples & discounts in supermarkets.

3. Local & Rural Marketing:

Conduct nutrition awareness campaigns in villages.

· Partner with local tea stalls & grocery stores for distribution.

4. Customer Engagement & Loyalty:

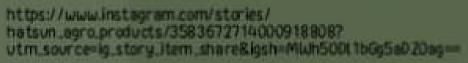
· Launch a loyalty program with special discounts. .

Run interactive social media contests & challenges.

By using a mix of online and offline marketing, Hatsun can increase brand awareness, sales, and customer loyalty.

### STORY & POST CREATION







https://www.instagram.com/share/p/84WHsF0g.q

### SOCIAL MEDIA AD CAMPAIGNS







# EMAIL AD CAMPAIGN



# EMAIL MARKETING

#### Uses of Email Marketing for Hatsun:

- Promote Dairy Products Send emails about fresh milk, butter, ghee, curd, and cheese to increase sales.
- Announce Discounts & Offers Notify customers about special promotions and discounts to drive purchases.
- Share Festive Campaigns Encourage customers to buy dairy products for festivals like Diwali, Pongal, and Christmas.
- Engage with Customers Send personalized emails, customer testimonials, and usergenerated content.
- Build Brand Loyalty Keep customers updated with newsletters, dairy recipes, and health benefits.
- Drive Online & Offline Sales Redirect customers to online stores or local retail shops.

## EMAIL MARKETING

- Benefits of Email Marketing for Hatsun:
- Cost-Effective Marketing Compared to ads, email marketing is a low-cost way to reach customers.
- Direct Customer Engagement Emails create a personal connection with customers, increasing loyalty.
- Higher Conversion Rates Promotional emails with discounts or new products lead to higher sales.
- Increases Brand Awareness Regular emails keep Hatsun top-of-mind among dairy consumers.
- Easy Tracking & Optimization Email performance (opens, dicks, purchases) can be measured for better strategies.
- Strengthens Customer Relationships Sending useful tips (like how to use dairy in cooking)
  makes customers trust the brand more.