

COMPREHENSIVE DIGITAL MARKETING FOR

HAP

HATSUN AGRO PRODUCTS LTD

OUR TEAM

COLLEGE :- Dr. LANKAPALLI BULLAYYA COLLEGE

TEAM LEADER :- TIKKANA KALYANI

TEAM MEMBERS :- AMBATI ABHILASH

ALLAM SANKAR SAI GANESH

PUCHHA TRUPTI

TEAM ID :- LTVIP2025TMID24176

- COMPANY/TOPIC FOR PROJECT : HATSUN AGRO PRODUCTS LTD

- BRAND LOGO : The logo consists of the letters 'HAP' in a bold, sans-serif font. The 'H' and 'A' are dark purple, while the 'P' is a lighter shade of purple. The letters are slightly shadowed, giving them a 3D appearance as if they are floating above a light green rectangular base.

- BRAND TAGLINE : “It all begins with a single drop”

- BRAND WEBSITE : hap.in

INTRODUCTION

Hatsun Agro Product Ltd (HAP), established in 1970 by R.G. Chandramogan, is a prominent private-sector dairy company in India, headquartered in Chennai, Tamil Nadu. Over the decades, Hatsun has developed a robust brand identity, characterized by its commitment to quality and a diverse product portfolio that resonates with consumers. Hatsun's brand identity has evolved to reflect its expansion from dairy-centric products to a broader agro-food portfolio. Product Portfolio and Sub-Brands Hatsun's brand identity is also reflected through its diverse range of products, each catering to different consumer needs:

***Arun Ice creams:** A leading ice cream brand in South India, offering a variety of ice cream bars, cups, shakes, tubs, cones, and sandwiches.

***Arokya Milk:** A popular milk brand known for its quality and purity, contributing significantly to the company's revenue.

- **Hatsun Curd, Ghee, and Dairy Whitener:** Products that reinforce the brand's presence in the dairy segment, emphasizing quality and trust. Retail PresenceTo enhance consumer accessibility and reinforce its brand identity, Hatsun established "HAP Daily" outlets. These stores provide a hygienic and convenient shopping environment, offering the company's diverse product range under one roof..

BRAND STUDY

Company Overview

- Hatsun Agro Products Ltd. (HAPL) is one of India's leading private sector dairy companies, headquartered in Tamil Nadu. Established in 1970, it has grown into a trusted name in dairy products, known for quality, innovation, and strong distribution.

Brand Portfolio

- Hatsun Agro operates under multiple brand names, each catering to different segments of the market:
- **Arokya Milk** – Fresh milk brand known for quality and consistency.
- **Arun Ice Creams** – One of India's largest private ice cream brands, popular in South India.
- **Ibaco** – Premium ice cream parlors offering customizable flavors.
- **Hatsun Dairy Products** – Includes curd, ghee, paneer, and dairy-based products.
- **Santosa** – Cattle feed brand aimed at improving dairy farming efficiency.

BRAND STUDY

Brand Positioning & Unique Selling Proposition (USP)

- **Quality Assurance:** Focus on purity and freshness with stringent quality control.
- **Widespread Distribution:** Strong rural and urban supply chain across South India and expanding nationally.
- **Innovation & Diversification:** Regularly introducing new products and flavors to meet changing consumer demands.
- **Farmer-Centric Approach:** Direct procurement from farmers ensures high-quality raw milk supply.

Future Outlook

- Hatsun Agro Products Ltd. is poised for growth through continuous innovation, digital expansion, and increased market penetration. With a strong brand identity and a commitment to quality, it is well-positioned to maintain leadership in the dairy industry.
- Would you like any additional insights, such as a SWOT analysis or branding recommendations

COMPETITOR ANALYSIS

Hatsun Agro Product Ltd (HAP) is a prominent private-sector dairy company in India, offering a diverse range of dairy products such as milk, curd, ice creams, dairy whitener, skimmed milk powder, ghee, and paneer. To understand its position in the market, it's essential to analyze its key competitors, including their market presence, product offerings, and financial performance. Key Competitors

- 1.AMUL:** India's largest dairy cooperative and a key competitor.
- 2. Mother Dairy:** Strong player in North India with a similar product range.
- 3.Dodla Dairy:** A competitor in the dairy sector, Dodla Dairy's financial performance for the recent quarter is yet to be reported.
- 4.Prabhat Dairy:** Another player in the dairy industry, competing with similar product lines.
- 5.Heritage Foods:** An Indian dairy products maker, Heritage Foods reported a consolidated profit of ₹486.3 million in the quarter ending September 30, 2024, marking its seventh consecutive quarter of earnings growth. The company's revenue from operations rose 4% to ₹10.2 billion during the same period.

BUYER'S AND AUDIENCE'S PERSONA

Buyer & Audience Persona for Hatsun Agro Product Ltd Hatsun Agro Product Ltd is India's largest private-sector dairy company, catering to a diverse customer base. Understanding its audience helps refine marketing strategies and product offerings.

1. Buyer Persona :

- A. Household Consumers (Primary Buyers)
- B. Health-Conscious Consumers
- C. Parents with Young Children
- D. Restaurants & Bulk Buyers (B2B Segment)

2. Audience Persona :

- A. Demographic
- B. Psychographic

Hatsun Agro's brand identity revolves around purity, nutrition, and innovation, ensuring a strong connection with its diverse audience.

TARGET AUDIENCE

Hatsun Agro targets a broad range of consumers, including:

- **Households & Families:** For daily dairy consumption.
- **Young Consumers & Children:** Ice creams and flavored milk products.
- **Health-Conscious Individuals:** Products like probiotic curd and high-quality ghee.
- **Cafes & Restaurants:** B2B customers for dairy and ice cream supplies.

PRODUCTS



SEO AUDIT

Conducting an SEO audit for Hatsun Agro Products Limited (HAP) involves assessing various aspects of their online presence to enhance visibility, user experience, and search engine rankings. Below is an analysis based on available information:

1. Website Overview:

- HAP's official website, hap.in, serves as the primary digital platform for the company. The site provides insights into their products, corporate information, infrastructure, investor relations, and more.

2. Site Structure and Navigation:

- **Homepage:** The homepage is well-organized, offering quick access to essential sections such as corporate details, infrastructure, investor corner, brands, media, and contact information.
- **Navigation:** The main navigation menu is clear, facilitating easy access to various sections. However, ensuring that all links are functional and lead to relevant content is crucial for user experience.

SEO

3. Mobile Responsiveness

- In today's digital landscape, mobile responsiveness is vital. While specific data on HAP's mobile optimization isn't provided, it's essential to ensure that the website is accessible and user-friendly across all devices.

4. Local SEO

- Given HAP's significant presence in South India, optimizing for local search is crucial:
- **Google My Business (GMB):** Ensuring HAP's GMB profile is claimed, verified, and updated with accurate information can enhance local visibility.
- **Local Keywords:** Incorporating location-based keywords, such as "dairy products in Tamil Nadu," can attract regional traffic.

5. Backlink Profile

- Building a robust backlink profile from reputable sources can boost domain authority:
- **Partnerships:** Collaborating with industry-related websites for guest posts or features can generate quality backlinks.
- **Press Releases:** Announcing new products or company milestones can attract media coverage and backlinks.

KEYWORD RESEARCH

| KEYWORDS | SEARCH VOLUME | TRAFFIC PERCENTAGE | URL | COST PER CLICK |
|--|---------------|--------------------|-----------------------|----------------|
| Hatsun agro product limited | 6,600 | 20.30 | www.hatsun.com/ | 0.54\$ |
| Hatsun store | 140 | 11.18 | www.hatsun.com/ | 1.71\$ |
| Ibaco selaiyur | 210 | 16.86 | hatsun.com/ibaco/ | 0.31\$ |
| Arokya milk head office contact number | 260 | 35.80 | www.hatsun.com/ | 0.85\$ |
| Ibaco velachery | 590 | 3.44 | www.hatsun.com/ | 0.47\$ |
| Ibaco nagercoil | 320 | 2.92 | www.hatsun.com/ibaco | 0.25\$ |
| Ibaco guntur | 480 | 2.75 | www.hatsun.com/ibaco/ | 0.04\$ |
| Hatsun dairy | 880 | 2.06 | www.hatsun.com/ | 1.50\$ |
| Ibaco chennai | 590 | 1.37 | hatsun.com/ibaco/ | 0.44\$ |
| Hatsun agro product limited chennai | 260 | 1.37 | www.hatsun.com/ | 0.69\$ |

ON PAGE OPTIMIZATION

1. Keyword Optimization:

- *Use relevant keywords (e.g., "fresh dairy products," "best milk in India").
- *Place keywords in titles, headings, content, and URLs.

2. Meta Tags Optimization:

- ***Title Tag:** Short, keyword-rich (50-60 characters).
- ***Meta Description:** Clear, engaging (under 160 characters).
- ***URL Structure:** Simple and keyword-focused (e.g., hatsun.com/fresh-milk).

3. Content Optimization:

- *Create high-quality content (blogs, product pages, recipes).
- *Use headings (H1, H2, H3) and short paragraphs for readability.
- *Add internal links (e.g., blog to product pages).

4. Image & Multimedia Optimization:

- *Use clear, high-quality images with ALT tags.
- *Add videos for better engagement.

ON PAGE OPTIMIZATION

4. Image & Multimedia Optimization:

- Use clear, high-quality images with ALT tags.
- Add videos for better engagement.

5. Technical SEO:

- Ensure mobile-friendly design.
- Improve page speed (compress images, use caching).
- Use HTTPS for security.

6. User Experience (UX) Improvements:

- Add clear CTAs (Buy Now, Contact Us).
- Use breadcrumb navigation for easy browsing.
- Show customer reviews for credibility.

7. Local SEO:

- Optimize Google My Business (GMB) listing.
- Use location-based keywords (e.g., "best dairy in Chennai").
- Encourage customer reviews & responses.

Following these steps will boost Hatsun's website rankings, traffic, and user engagement!

CONTENT IDEA GENERATION & STRATEGIES

Hatsun Agro is a leading dairy and FMCG company known for its dairy products, ice creams, and other food-related offerings. To create an effective content strategy for Hatsun, we should focus on engaging, informative, and promotional content that aligns with the brand's values and target audience.

Content Pillars

To ensure consistency and engagement, the content can be categorized into key themes:

1.Product-Focused Content:

- New Product Launches: Announcements, behind-the-scenes production glimpses.
- Nutritional Benefits: Posts or videos explaining the health benefits of dairy products.
- Comparative Analysis: Why Hatsun's products are better than competitors.

2.Educational Content:

- Farm to Table Series: Showcasing the journey of milk from dairy farms to consumers.
- Health & Wellness: Benefits of dairy in daily diets.
- Myths vs Facts: Debunking dairy-related myths.

3.Recipes & Cooking Inspiration:

- Quick & Easy Recipes: Using Hatsun dairy products in everyday meals.
- Celebrity Chef Collaborations: Cooking shows featuring famous chefs using Hatsun products.
- Regional Specialties: Recipes from different Indian cuisines

CONTENT CALENDAR

OF THE MONTH OF MARCH

| | MON | TUE | WED | THU | FRI | SAT | SUN |
|--|--|--|---|---|---|--|---|
| WEEK 1 SEO & Brand Awareness | Blog Post – “The Journey of Hatsun Agro: Pioneering Dairy Excellence” | Keyword Research – Identify top-ranking keywords for “dairy products in India” & “best ice cream brands.” | On-Page Optimization – Update website content with SEO keywords for latest dairy innovations. | Pinterest Board – “Farm to Table: The Purity of Hatsun Dairy Products” | Instagram Reels – “Behind the Scenes: A Day at Hatsun Dairy Farm” | Instagram Reels – “Behind the Scenes: A Day at Hatsun Dairy Farm” | YouTube Video – “Hatsun Ice Creams vs. Dairy Delights – Which One’s Your Favourite?” |
| WEEK 2 Social Media Marketing & Community Building | Instagram Poll – “Which Hatsun dairy product do you use daily?” | LinkedIn Article – “Hatsun Agro’s Role in Transforming India’s Dairy Industry” | Instagram Live – Q&A with a dairy expert from Hatsun on milk quality & nutrition. | • Twitter Thread – “5 Reasons Why Fresh Dairy Products Matter for a Healthy Life” | Facebook Engagement Post – “Share your favorite Hatsun dairy moment!” | Instagram Stories – “This or That” (Choose between two Hatsun products) | Pinterest Infographic – “The Journey of Milk: From Farm to Your Home” |
| WEEK 3 Paid Marketing & Product Highlights | Google Ads – Target keywords “best dairy brand in India” & “nutritious milk products.” | Google Ads – Target keywords “best dairy brand in India” & “nutritious milk products.” | Instagram Collaboration – Partner with a food influencer for a recipe video using Hatsun products. | Instagram Collaboration – Partner with a food influencer for a recipe video using Hatsun products. | Instagram Carousel Post – “Which Hatsun dairy product is a staple in your home?” | Instagram Carousel Post – “Which Hatsun dairy product is a staple in your home?” | Pinterest Product Pins – Showcase best-selling dairy products & new launches. |
| WEEK 4 Seasonal Campaigns & Offers | Festive Sales Teaser – Instagram & Facebook countdown posts for special dairy deals. | Limited-Time Offer – “Exclusive Festive Discounts on Hatsun Dairy Products – Stock Up Now!” | Instagram Giveaway – “Win a Month’s Supply of Hatsun Dairy Products! (Tag friends to enter.)” | Email Marketing – “Special Festive Offers on Hatsun Ice Creams & Dairy Essentials” | Instagram Reels – “Top 3 Dairy-Based Recipes to Try This Festive Season” | Customer Feature Post – Share UGC (User-Generated Content) from Hatsun customers. | Customer Feature Post – Share UGC (User-Generated Content) from Hatsun customers. |
| WEEK 5 – Engagement & Customer Loyalty | Sustainability Spotlight – Highlight Hatsun’s eco-friendly dairy farming & packaging initiatives. | Plan Ahead Post – “What’s Next for Hatsun? Stay Tuned for Exciting Announcements!” | Thank You Post – Appreciate loyal Hatsun customers with a heartfelt message & exclusive offers. | | | | |

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/stories/hatsun_agro_products/3583672714000918808?utm_source=ig_story_item_share&igsh=MWh5ODI1bGg5aDZ0ag==



https://www.instagram.com/share/p/BANHsFOg_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 user-generated 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, clicks, 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.

THANK YOU