

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=Mlwh500t1bGg5a0Z0ag==



<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.