

DIGITAL MARKETING

AMUL



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Dr. B.r Ambedkar university

Team members:

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Part 1:

Brand study, competitor Analysis
& buyer's/Audience persona

Research brand:

The largest food brand in India and world
largest pouched milk brand at annual
turnover of usd6200 million dollars(2021
-22) .



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MISSION/VALUES:

Amul vision statement to provide more satisfaction. Amul statement to manufacturers A1 class with better quality and provide good services.

Values:

- * Customer orientation
 - * Give customer good, fair deal great customer relationships take time. Don't try to maximize short term profits at the expense of the building those enduring relationships.
- 



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Usp:

*The competitive advantage is it's "backward integration strategy".which helps substantially in cost of reduction.

*The main usp of amul is it's low pricing.

Analyse brand tone & Identity

Brand study (Brand tone & kpl)



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Amul kpls may include:

Sales growth:

financial year 2023, Amul reported a sales turnover of over 550 billion Indian rupees. Anand Milk Union Limited (Amul) is one of the largest dairy companies in the world with an increasing growth rate since 2011.10 Oct 2023

Customer satisfaction:

40% of the respondents frequently purchased amul ice cream and 40% are satisfied by quality. 30% respondents are satisfied by packaging.

Brand awareness:

Amul branding strategy is nothing less than a win. The tagline "Taste of India"

The brand commitment to providing authentic and delicious dairy products.

Market share:

Amul has the largest manufacturers and brand of cheese. Market share is more than 70 in the range of 70-75% which is about 85%.



Buyer/Audience persona:

Amul has a broader target audience from a toddler to aged people.

The widest range of products like buttermilk, amul milk, chhese.

For every social group and society by keeping their best interest in mind to meet their needs at affordable prices.

Demographics:

Demographics based on age, gender education and income and also nationality.



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Psychographics:

Psychographic based on lifestyle, social classes, personal values and attributes.

Colorie conscious:

*Amul light *Amul life slim and trim milk

Health conscious

*Nutramul *Amul health mix

Behaviour:

*Buying behaviour involves both individual and group process.

*Buyer's behaviour include and purchasing.

Goals:

Amul value added products contribute to farmer's livelihood and provide value for money to consumers. The aim to become biggest dairy brand globally focusing on competitive pricing and strong distribution.

Challenges:

Some of significant challenges are follows:

competition: amul faces fierce competition from both national and international player's in dairy industry.

Many large players have entered in Indian market with significant investment in marketing, distribution and products innovation.



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Competitor Analysis

Competitor 1: Kwaliti Walls

Usp:

A famous brand of ice cream, Kwaliti Walls, is a frozen dessert that is owned by Hindustan Unilever, an Indian consumer goods company. It is a famous company for producing and distributing frozen dessert in places like India, Nepal, Bhutan, Brunei, Malaysia, and Sri Lanka.



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Swot:

Swot analysis for kwality walls

Strengths:

- *The backing of Hul
- *The wide range of products
- *positioning
- *presence in the health category

Weakness:

- *Focus on metros only
- *legal wars
- *Image of the multinational company



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Opportunities:

- *Demand for healthy ice creams
- * change of consumer preferences

Threats:

Competitors:

Some of the major competitor of Kwality Walls are Vadial Icecreams and Amul and Mother Dairy.



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Competitor 2: Baskin Robbins

strong Amul competitor, Baskin Robbins was founded in the year 1945. It is the largest specialty store chain and the company is headquartered in Massachusetts, United States.

Swot analysis for Baskin Robbins
Strengths:

- *Great customer service
- *They are a global ice cream chain
- *Easy availability and different options



Weakness:

- *less vegan options and their availability
- *Expensive price

Opportunities:

- *Increasing more internationality
- *using better advertising
- *Introduction to healthier options and more vegan options.
- *Typing up with restaurants and fast food chains

Threats:

- *Negativity associated with sugar and dairy
- *Availability of alternative ice cream



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Competitor 3:Havmor

a top Amul competitor, Havmor was established in the year 1944 when a young engineer of British Airways, Satish Chona planned to establish a popup ice cream shop in Pakistan.

Swot analysis for Havmor:

Strengths: *strong brand name

*The customer base is high

*Experience&learning curve



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Weakness:

- *Advertising is less
- *lack of professionalism
- *price parity

Opportunities:

- *Economies of scale and expansion

Threats:

- *competition
- *Rising cost of raw material

Part 2:

SEO audit & keyword Research

SEO Audit:

SEO audit for Amul We'll take a look at different aspects to improve their online visibility. We'll check keywords, on-page optimization, content quality, site structure, mobile-friendliness, backlinks, and technical SEO.

Research objectives:

- *understanding customer preferences
- *Assessing brand perception
- *customer satisfaction and loyalty
- *Market analysis



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Brainstrom keywords:

*Dairy

*Milk

*Butter

*cheese

*Ice cream

*India

*Amul girl

*milk powder

*chocolate

*Paneer

*Ghee

*Flavoured milk

*Nutritional products

*Brand

*Quality

*Distribution network

*Marketing



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Long tail keywords exploration:

- * "amul dairy products in my city "
- * "where to buy amul ice cream near me"
- * "Amul butter price comparison"
- * "Is amul cheese is suitable for vegetarians"
- * "Amul chocolate flavors and reviews"
- * "Amul ghee recipes"
- * "Amul flavored milk for kids"
- * "Amul cooperative success story"





On page optimization:

Meta tag optimization:

When it comes to meta tag optimization we consider

- *Title tag

- *Keywords

- *Meta description

Metatags plays an crucial role attracting users to click on your website in search results.

Content optimization





*Know your target audience

*keywords research

*valuable and engaging content

*visual appeal

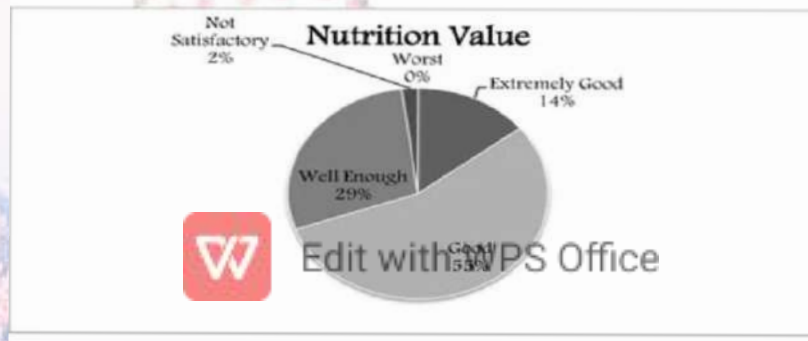
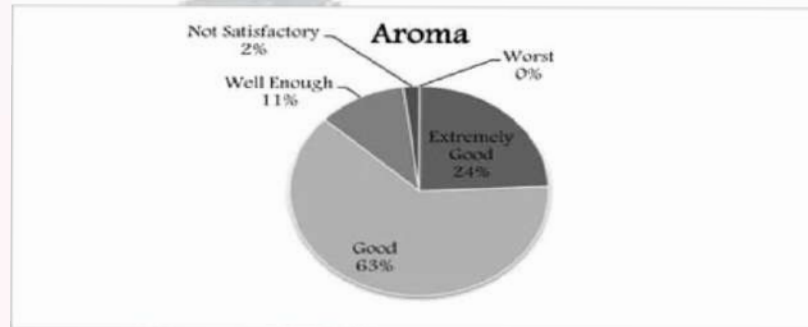
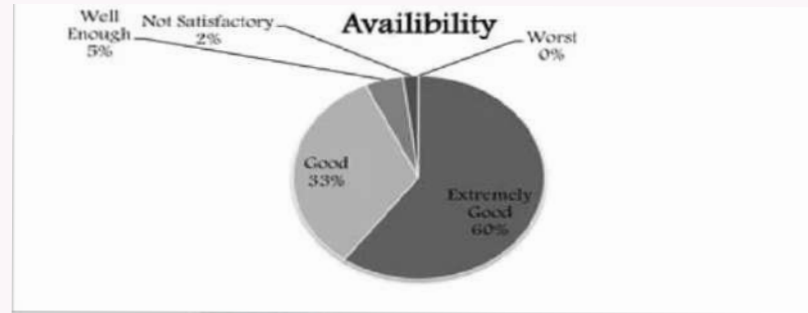
*consistency and freshness



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SEO Audit:



Keyword sale oriented:

[illegible]

amul		United States		Score
<input type="checkbox"/>	amul cheese spread	135	8	768
<input type="checkbox"/>	amul cow ghee	135	5	768
<input type="checkbox"/>	amul dairy	135	29	58
<input type="checkbox"/>	amul full form	135	23	67
<input type="checkbox"/>	amul ghee price in india	135	9	-606
<input type="checkbox"/>	amul india menu	135	27	67
<input type="checkbox"/>	amul india restaurant	135	48	21
<input type="checkbox"/>	amul india restaurant colum...	135		—
<input type="checkbox"/>	amul india restaurant dublin ...	135	43	22
<input type="checkbox"/>	amul is champs 2019	135	4	3,070
<input type="checkbox"/>	amul logo	135	24	85
<input type="checkbox"/>	amul probiotic leaves sales a...	135		—
<input type="checkbox"/>	amul r thapar	135	24	8.97
<input type="checkbox"/>	amul restaurant	135	48	22
<input type="checkbox"/>	amul restaurant anand	135		—
<input type="checkbox"/>	amul shrihand	135	7	1,002
<input type="checkbox"/>	amul thapar wife	135	20	123
<input type="checkbox"/>	amul thapar	135		—
<input type="checkbox"/>	amule server	135		—
<input type="checkbox"/>	amulent	135	17	170
<input type="checkbox"/>	what kind of cheese is amul ...	135		—
<input type="checkbox"/>	why amul is a success story	135		—
<input type="checkbox"/>	amul careers	130		—
<input type="checkbox"/>	amul doodh matrix shampoo	130		—
<input type="checkbox"/>	amul butter kansas city	125		—
<input type="checkbox"/>	amul wiki	125		—
<input type="checkbox"/>	amulence band	125		—
<input type="checkbox"/>	essay on amul dairy	125		—
<input type="checkbox"/>	information about amul dairy	125		—
<input type="checkbox"/>	what religion is amul thapar	125		—
<input type="checkbox"/>	amul business overview	110		—
<input type="checkbox"/>	amul cartoons	110		—
<input type="checkbox"/>	amul columbus	110	48	28
<input type="checkbox"/>	amul galaxy	110		—
<input type="checkbox"/>	amul india dublin on usa	110		—
<input type="checkbox"/>	amul ki agency	110		—
<input type="checkbox"/>	amul milk storage and trans...	110		—
<input type="checkbox"/>	amul products information	110		—
<input type="checkbox"/>	amul sawmill	110		—
<input type="checkbox"/>	amul thapar abortion	110		—
<input type="checkbox"/>	amulists at nighty night	110		—
<input type="checkbox"/>	enjoy amul dairy	110		—
<input type="checkbox"/>	fresh cream amul	110	8	738
<input type="checkbox"/>	implementation plan for amul	110		—
<input type="checkbox"/>	resume marketing analyst a...	110		—



On page optimization: Focus keywords:

- *Amul brand *Amul dairy products
- *Amul and milk dairy *Amul nutritional value

Meta titles:

- * "Explore the delicious world of amul dairy products"
- * "Amul: your trusted source of quality dairy delights".
- * "Get fresh and nutritious with amul dairy products".





Meta description:

"Amul is all about delicious dairy goodness from fresh milk to mouth watering cheese, butter and ice cream, Amul has been a go to brand for tasty treats".





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Content calendar for Amul:

3							
4							
5		PLATFORM	CONTENT TYPE	THEME	STRATEGY	AIM	IDEA BEHIND
6	April 8	Instagram	Image	Amul butter	Fall delights	promote Amul products	share a Amul products
7	April 10	Facebook	Blog post	seasonal recipes	Informative content	share autumn recipes using amul products	publish a blog post with delicious fall recipes using amul products
8							
9	April 15	Instagram	video	Behind the scenes	Brand transparency	show case the production process	offers behind the scenes video of a tour of a amul production facility
10							
11	April 18	Facebook	Info graphy	Nutritional benefits	Educational content	Highlight products, nutrition and benefits	share an info graphics showcasing the nutritional value of amul products
12							
13	April 22	Instagram	Recipes of the week	user engagement	Encourage user interaction	share a recipes using amul cheese	
14							



Strategy, aim and the idea behind the story:

The strategy behind the story of amul is to provide high quality dairy products while empowering the farmers.

The idea behind the amul story is to show case of the success of a cooperative model that benefits both farmers and consumers.



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Part 3:

Content ideas and marketing strategies challenges faced:

*content diversity:

Amul is a really cool brand that offers a wide range of dairy products like milk, butter, cheese and ice cream.

*challenges faced:

*Ensuring a steady supply of milk from farmers.

*competition from other brands in the market.



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Competitive marketing:

The food industry is highly competitive standing out from competitors and reacts unique content can be challenged.

Lessons learned:

Content calender

A well structured content calendar is required.

Data analysis:

Regularly analyse data to understand the performance of different content pieces.



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Part 4: Content creation and curation



Post creation:

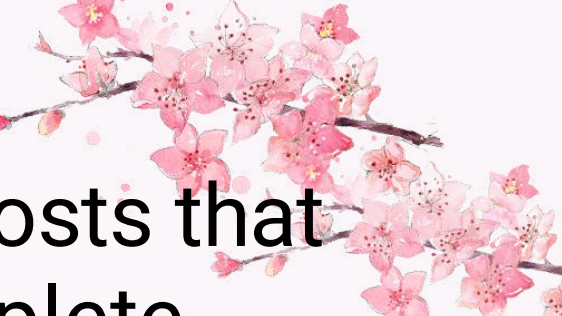
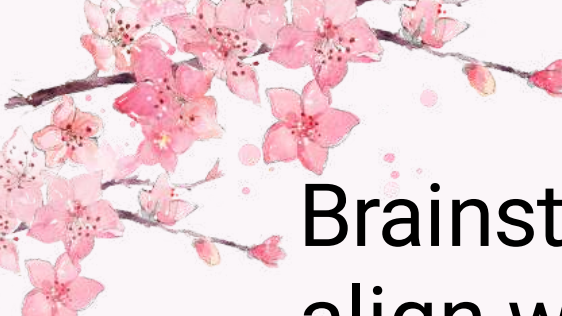
Select content categories:

Come up with three different content formats relevant to the chosen topic or industry.

Research and brainstorm:

Research trending topics, industry news, or audience interest within each category.





Brainstorm ideas for social media posts that align with each category. Write complete content/caption along with CTAs.

Format 1:

Format 2:

Format 3:



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Format 1: Static post on Amul ice cream

Caption: The taste of India

Link:

<https://www.instagram.com/p/C6Dn1sALYxb/?igsh=MXNkMWo2anF0aW9zZg==>



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Format 2: Reel post on Amul products

Caption: The taste of India

Link:

<https://www.instagram.com/reel/C6DoIoQLt0b/?igsh=eWo1aWRvcmxwbjNu>



Format 3: Carousel post On milkshake

Caption: enjoy the milkshake

link:

<https://www.instagram.com/p/C6DogYXr4ew/?igsh=MXE1cmwwNm1tMXJvaA==>



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Part 4:content and curation

Instagram story:

[http://www.instagram.com/stories/amul58577/3351702238734909172?](http://www.instagram.com/stories/amul58577/3351702238734909172?utm_source=ig_story_item_share&igsh=MTdmazR1Y3Z2bmo5eQ==)

[utm_source=ig_story_item_share&igsh=MTdmazR1Y3Z2bmo5eQ==](http://www.instagram.com/stories/amul58577/3351702238734909172?utm_source=ig_story_item_share&igsh=MTdmazR1Y3Z2bmo5eQ==)

[https:](https://www.instagram.com/stories/amul58577/3351703249360986878?utm_source=ig_story_item_share&igsh=bGxwajgyN2l1NTNm)

[//www.instagram.com/stories/amul58577/3351703249360986878?](https://www.instagram.com/stories/amul58577/3351703249360986878?utm_source=ig_story_item_share&igsh=bGxwajgyN2l1NTNm)

[utm_source=ig_story_item_share&igsh=bGxwajgyN2l1NTNm](https://www.instagram.com/stories/amul58577/3351703249360986878?utm_source=ig_story_item_share&igsh=bGxwajgyN2l1NTNm)



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Highlights for story:



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THANK YOU



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