

Comprehensive Digital Marketing Project Work

Himalaya herbals



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

Brand color : orange, green, white

Logo :



Mission/Values:

Drawing from ayurvedic principles, Himalaya Herbals may have a mission to preserve and promote the ancient wisdom of Ayurveda and incorporate it into their products. Some values of Himalaya Herbals are innovation and research Integrity etc.....

USP:

Himalaya Herbals is a company its main focus on the health care products and Personal care products. Some key elements of USP are herbal formulations, Ayurvedic expertise, scientific research, quality assurance, Sustainability and Ethics, Consumer trust.

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Analyze Brand Messaging:

Informative and mostly use green color as background



Examine tagline : The Himalaya Drug Company, India's leading Wellness company, today launched its first Brand campaign, - 'Khush Raho, Khushaal Raho' bringing to life its vision of "Wellness in Every Home, Happiness in Every Heart".

- Discover the power of Himalaya's nature
Pure and simple Himalaya goodness
- Bringing you nature's best for the best version of you
Live life to the Himalayan way
- Nature's secret, Himalaya health
Your body deserves Himalaya
Discover a journey of healing
Experience the magic of the Himalayas in every product
Explore the healing wonders of the Himalayas
Himalaya: A way of life



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: **zandu care**

Zandu Care focuses on the principles of Ayurveda and aims to provide effective and reliable natural remedies for various health issues.

Unique Selling Proposition (USP) of Zandu Care: zandu care follows the traditional ayurveda and utilise the traditional and amends the ancient knowledge to create herbal solutions for modern health concerns with a heritage dating back to 1910, Zandu Care leverages its long-standing presence and experience in the herbal healthcare industry. While both Zandu Care and Himalaya Herbals may have overlapping product categories and target markets, their individual brand identities, product formulations, and marketing strategies differentiate them in the competitive herbal healthcare sector.

<https://zanducare.com/>



Competitor 2: **Organic india**

Organic India is a company that specializes in organic herbal supplements and wellness products. Organic India's product range includes herbal supplements, teas, and various health and wellness products. They place a strong emphasis on sourcing organic and natural ingredients to create their products. It is ideal for its healthy packed food, supplements, while both Organic India and Himalaya Herbals operate in the herbal healthcare industry, they have distinct brand identities and unique selling propositions. Organic India is particularly focused on organic and sustainable practices, while Himalaya Herbals emphasizes a broader range of herbal products and a blend of traditional Ayurveda with modern research.



Competitor 3: **Pathanjali Ayurveda Limited**

Patanjali Ayurved was founded by Baba Ramdev and Acharya Balkrishna and has gained significant popularity and market share in a relatively short period. Patanjali offers herbal medicines, personal care items, cosmetics, food products, and more. They have a strong focus on promoting Ayurveda as a way of life and often highlight their products' natural and traditional formulations.

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Both companies have unique marketing approaches. Patanjali has gained popularity through its endorsements by Baba Ramdev and aggressive advertising campaigns, while Himalaya Herbals has built its reputation over the years with a focus on quality and trust.

The choice between the two brands often depends on individual consumer preferences, brand loyalty, and specific product requirements.



<https://www.patanjaliayur>

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Buyer's/Audience's Persona:

Himalaya herbals has a unique approach to their customers .The audience persona of Himalaya Herbals can vary depending on the specific product lines and target markets they cater to. However, based on their wide range of herbal healthcare products and their positioning as a trusted brand, here is a general overview of their target audience persona.

It's important to note that Himalaya Herbals' target audience may evolve based on their product launches, marketing strategies, and other factors .Companies often conduct market research and customer analysis to refine their audience persona and better meet the needs of their consumers.

Health-Conscious Consumers:

Himalaya herbals focus on the health counsious audience these consumers may be seeking alternatives to conventional medicine or synthetic products and have a preference for natural ingredients.

Ayurveda Enthusiasts:

This brand attracts audience who are interested in ayurvedic products by following traditional ayurvedic measures and their customers appreciate the blend of ancient wisdom and modern science that Himalaya Herbals incorporates into their product formulations.



<https://www.youtube.com/watch?v=UZYLIwpYWCs>

Ethical and Sustainable Shoppers:

Himalaya Herbals' commitment to sourcing natural and safe ingredients and engaging in social and environmental responsibility aligns with the values of this audience. The brand resonates with environmentally conscious consumers who value ethical and sustainable practices.

Beauty and Personal Care Enthusiasts:

As this company mainly deals with beauty products Himalaya Herbals offers a range of skincare and personal care products. As such, they attract consumers who prioritize natural beauty products that are gentle on the skin and free from harsh chemicals.

Global and Diverse Consumers:

As their products are globally popular their products to be healthy to use, and the brand perfected in producing healthy products. Their products cater to diverse audiences, and their marketing efforts often focus on addressing region-specific needs.

Families and Parents:

When in the debate of health and parenting the Himalaya Herbals approved and passed all safety measures and product checking organisations. With a diverse product line that includes products for infants, children, and mothers, Himalaya Herbals also appeals to families and parents who seek safe and natural healthcare solutions for their loved ones.



Maintaining over 20% CAGR wellness firm himalaya drug company is looking at rs 2,500 crore revenue next fiscal and plans to hire around thousand people as it enters new verticals and expands distribution networks.

The home grown firm had posted Rs 1800 crores turn over last fiscal and is expecting Rs2,100 crores saes in 2016-2017

We are expecting revenues off upto 2,500 crore in the next fiscal FY18 maintaining a compounded annual growth ratee (CAGR) of over 20percent year-on-year and dthe present market rate of himalaya herbals are more than 3000 crore growth increase after the 2019 and 2020.

In 2021 and 2022 himalaya herbals plans more growth in increasing its market growth.

At present, Himalaya's biggest vertical is personal care contributing 42 per cen ..

Read more at:

<https://brandequity.economictimes.indiatimes.com/news/business-of-brands/himalaya-is-going-for-rs-2500-crore-revenue-in-fy18/54511779>



Founded

1930; 93 years ago

Founder

Muhammad Manal

Revenue

₹35.5 billion (US\$440 million) (FY21)^[2]

Number of employees

10,000

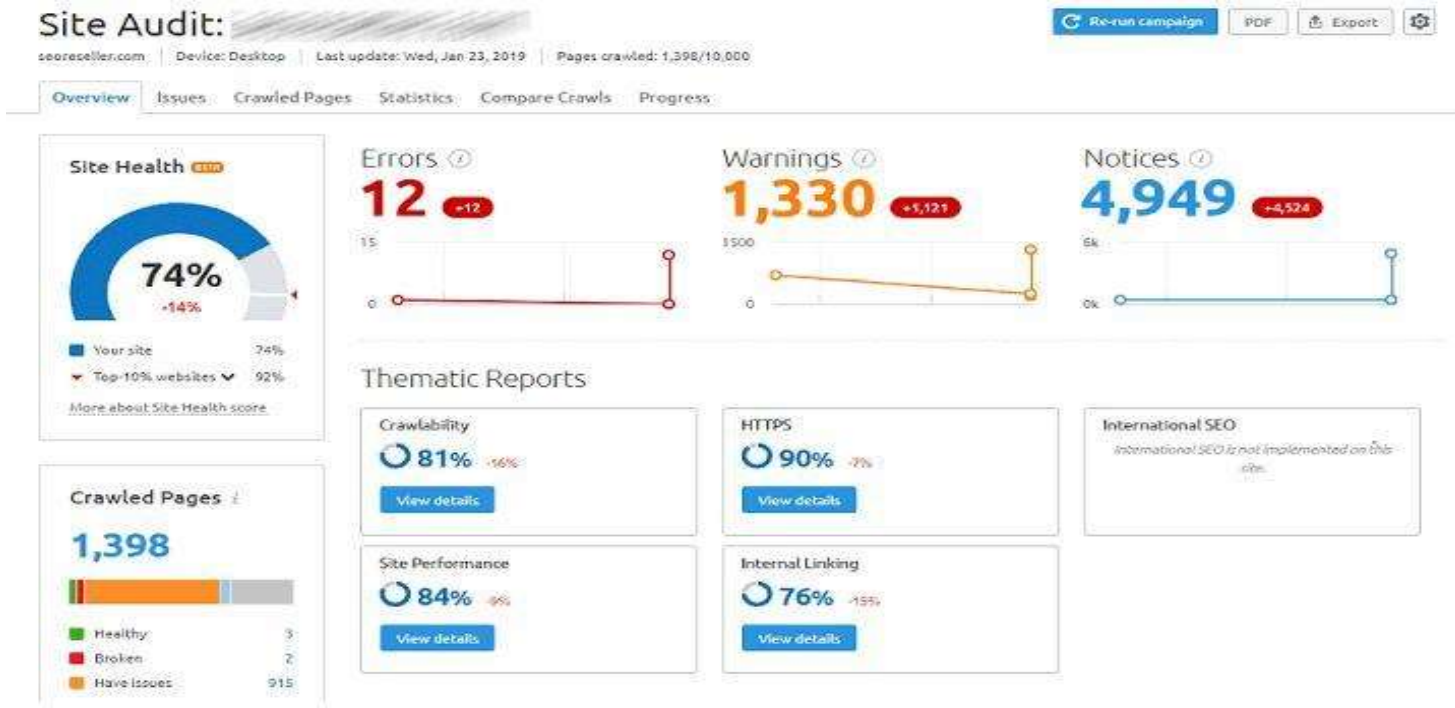
Website

www.himalayawellness.com

Part 2: SEO & Keyword Research

- **SEO audit:** SEO which stands for search engine optimization, is the practice of optimizing a website or online content to improve its visibility and ranking through a (SERPS) in search engine result page. (Himalaya herbals)

<https://youtube.com/shorts/6R8cD0kuW9Y?feature=share>



Audit Results for himalayawellness.ae



Your page could be better

Recommendations: 16



Website Audit Report

On-page Score: 93.41%

Performance: 0%

Accessibility: 0%

SEO: 0%

Best practices: 0%

Internal Links: 88

External Links: 8

Number of Images: 23

Images Size: 6640573

Scripts: 58

Scripts Size: 2766994

Plain Text Size: 1597

Plain Text Rate: 0.01

Plain Text Word Count: 252

Automated Readability Index: 8.42

Coleman Liau Readability Index: 11.25

Dale Chall Readability Index: 8.58

Flesch Kincaid Readability Index: 47.09

Smog Readability Index: 17.52

Description to Content Consistency: 0.45

Title to Content Consistency: 1

Duplicate Title



Duplicate title tags are bad for SEO. They confuse search engines and make it harder to rank for specific keywords.

Duplicate Description



Duplicate meta descriptions are bad for SEO. They confuse search engines and make it harder to rank for specific keywords.

Duplicate Content



Duplicate content is bad for SEO. It confuses search engines and makes it harder to rank for specific keywords.

Size



The size of your page is too large. This can negatively impact your page load speed and user experience.

Cache Control



Your page does not have a cache control header. This can negatively impact your page load speed and user experience.

Canonical



Your page does not have a canonical tag. This can negatively impact your page load speed and user experience.

No H1 Tag



Your page does not have an H1 tag. This can negatively impact your page load speed and user experience.

HTTAS to HTTP Links



Your page has links to HTTP pages. This can negatively impact your page load speed and user experience.

Is 2xx Code



Your page has a 2xx status code. This can negatively impact your page load speed and user experience.

Is 5xx Code



Your page has a 5xx status code. This can negatively impact your page load speed and user experience.

Part 2: Keyword Research

Keyword results for "Himalaya herbals"

Showing 25 of 480 keywords

[Download all Keywords](#)

Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
himalaya toothpaste	1,600	\$0.46	\$1.03	HIGH
livercare	720	\$0.69	\$2.48	HIGH
livercare by himalaya	720	\$0.44	\$1.15	HIGH
himalaya products	590	\$0.28	\$1.20	HIGH
himalaya herbals	480	\$0.29	\$1.68	HIGH
himalaya kajal	210	\$0.25	\$0.33	HIGH
diabecon	170	\$0.43	\$2.78	HIGH
himalaya evecare	140	\$0.40	\$1.10	HIGH
himalaya herbals purifying neem face wash	140	\$0.72	\$3.40	HIGH

- **Keyword Research:**
Keywords, also commonly called search terms, are the words that you enter into the database search boxes. They represent the main concepts of your research topic and are the words used in everyday life to describe the topic.

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
himalaya	 EN	1	5,400	1,641	<div></div>
himalaya	 AR	1	5,400	1,641	<div></div>
ashvagandha	 AR	3	14,800	1,440	<div></div>
face wash himalaya	 EN	13	110,000	649	<div></div>
face wash himalaya	 EN	1	1,600	486	<div></div>
himalaya face wash	 AR	1	1,600	486	<div></div>
himalaya face wash	 EN	1	1,600	486	<div></div>
himalaya facial wash	 AR	1	1,600	486	<div></div>
bonnisan syrup uses	 UR	2	2,900	469	<div></div>
herbals	 AR	2	2,900	469	<div></div>

Track Keyword Rankings

ON PAGE OPTIMISATION:

The urls descriptive down in the instructions were the meta tags which have to be used in personal website or the website which we are working with these meta tags are the reason for the website security By these meta tags the reachabilty of the website and the brand availability.

Meta Tag Generator

Try out our fast and free meta tag and meta description generator.

Page Title:

www.himalayaherbals.com

Meta Description:

himalaya herbals is a company its main focus on the health care products and Personal care products. Some key elements of usp are herbal formulations, Ayurvedic expertise, scientific research, quality assurance, Sustainability and Ethics, Consumer trust.

Instructions

Copy these lines of code and insert them between the <head> and </head> tags of your webpage.

```
<title>www.himalayaherbals.com</title>  
<meta name="description" content="himalaya herbals is a company its main focus on  
the health care products and Personal care products. Some key elements of usp are
```

Social media optimization

While it's true that a well created video can prompt many a potential consumers into buying products, optimizing it for social media can amplify it further. The Himalaya men face wash teaser was viewed by over a million viewers on YouTube on the first day of the launch. The video featured men's growing concern about their looks and that a small pimple bothers a man as much as it does a woman. Moreover the launch time perfectly accorded with IPL start and video featuring the star cricketer and style icon Virat Kohli hit the bull's eye.



july

MONTHLY PLANNER

/ 07 /

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 Himalaya brand analysis	18 Competitor analysis and audience persona	19 Seo audit,keyword research and on page optimization	20 Content idea generation and strategy, marketing and strategies	21 Post creation and design/video editing	22 Social media add campaigns and email add campaign
23	24	25	26	27	28	29
30						

Understanding Marketing Strategies

- A clear marketing strategy should revolve around the company's value proposition, which communicates to consumers what the company stands for, how it operates, and why it deserves their business.
- This provides marketing teams with a template that should inform their initiatives across all of the company's products and services. For example, Walmart ([WMT](#)) is widely known as a discount retailer with “everyday low prices,” whose business operations and marketing efforts are rooted in that idea.¹

Strategies vs. Marketing Plans

The marketing strategy is outlined in the [marketing plan](#)—a document that details the specific types of marketing activities that a company conducts and contains timetables for rolling out various marketing initiatives.

Marketing strategies should ideally have longer life spans than individual marketing plans because they contain value propositions and other key elements of a company's brand, which generally hold constant over the long haul. In other words, marketing strategies cover big-picture messaging, while marketing plans delineate the logistical details of specific campaigns.

Mission and Value Proposition

A marketing plan considers the [value proposition](#) of a business. The value proposition is the overall promise of value to be delivered to the customer and is a statement that appears front and center of the company website or any branding materials.

Types of Marketing Plans

- There are a variety of different marketing plans that suit different businesses and different business needs.
- **New Product Launch:** This is a marketing plan that outlines how a new product will enter the market, who it will target, and in what way advertising will be done.
- **Social Media:** A social media marketing plan focuses on the advertising strategies on different social media platforms and how to engage with the users on these platforms.
- **Time-Based:** Time-based marketing plans, such as those that are executed quarterly or annually, focus on the time of the year, the current condition of the business, and the best strategies in that period.

<https://www.youtube.com/watch?v=N5P6N3g3568>



Marketing Plan vs. Business Plan

- A [business plan](#) details how a business will operate and function in its entirety. A business plan is a roadmap for a business. It will cover the goals, [missions](#), values, financials, and strategies that the business will use in day-to-day operations and in the achievement of its objectives.
- A business plan will include an executive summary, the products and services sold, a marketing analysis, a marketing strategy, financial planning, and a [budget](#), to name but a few items.
- As mentioned, a business plan will include a marketing plan, which focuses on creating a market for the company's products and services, reaching out to the public of the market, and generate sales.



Benefits of a Marketing Strategy

- The ultimate goal of a marketing strategy is to achieve and communicate a sustainable [competitive advantage](#) over rival companies by understanding the needs and wants of its consumers. Whether it's a print ad design, [mass customization](#), or a social media campaign, a marketing asset can be judged based on how effectively it communicates a company's core value proposition.
- [Market research](#) can help chart the efficacy of a given campaign and can help identify untapped audience segments and increase sales.



Part 4 :content creation and curation(post creation,design and video editing,ad campaigns over social media and email ideation and creation)

Post creation:

Format1:blog;himalayaherbals

<https://wordpress.com/post/himalayaherbals1.wordpress.com/15>



Format 2: video

<https://youtube.com/shorts/O9xTKiPZ9HQ?feature=share>



Format 3: creative meme



Instagram Story

Promoting the brand content through instagram stories and posting Them on instagram and other online platforms to increase the fow of brand content and making the products viral along the internet.

Partner with influencers who align with the brand's values and target audience.

2. Showcase the natural ingredients and benefits of Himalaya Herbals products through visually appealing content such as flat lays and lifestyle photography.

3. Utilize Instagram's sponsored posts and stories features to reach a wider audience and drive traffic to the brand's website.

4. Encourage user-generated content by creating a branded hashtag and featuring the best posts on the brand's Instagram page.

https://instagram.com/stories/local_boy_krishna/3151578716698710984?utm_source=ig_story_item_share&igshid=NjZiM2M





From neem and turmeric to aloe vera and tea tree oil, we use the best of nature to bring you effective and gentle skincare solutions.

#HimalayaHerbals #NaturalIngredients #Skincare #Haircare

Online campaigning and promoting brand content through social accounts And availing the brand values and the health care products that the brand made,through social campaigning through our fb page and blogging the brand content and the new cosmetics that the brand made through blogging.

Eco-Friendly and Cruelty-Free Products

Himalaya Herbals is committed to sustainability and ethical practices, which is reflected in their eco-friendly and cruelty-free products.

Influencer Collaboration

To promote these values and products, we will collaborate with influencers who share our commitment to sustainability and ethical practices. The influencers will create Instagram posts showcasing Himalaya Herbals products and emphasizing their eco-friendly and cruelty-free features.

[https://instagram.com/stories/ local boy krishna /3151592814836633615?utm_source=ig_story_item_share&igshid=NjZiM2M3MzIxNA==](https://instagram.com/stories/local_boy_krishna/3151592814836633615?utm_source=ig_story_item_share&igshid=NjZiM2M3MzIxNA==)

Collaboration with Beauty Experts

Partnering with beauty experts and influencers can help create engaging and informative content that resonates with the target audience. These collaborations can include product reviews, tutorials, and Q&A sessions.

Targeted Content

Creating targeted content is crucial for engaging with the target audience. This includes highlighting the benefits of Himalaya Herbals products, sharing tips for healthy skin, and addressing common skin concerns.

Based on the analysis of past Facebook posts, it is recommended that future posts focus on promoting seasonal products and celebrating holidays or events related to wellness and beauty.

Collaboration Opportunities

Based on the analysis of competitor collaborations, it is recommended that Himalaya Herbals explore partnerships with influencers in the wellness and beauty space to increase brand awareness and reach a wider audience

<https://www.facebook.com/photo.php?fbid=138690172593341&set=a.138690192593339&type=3&mibextid=NEfrCadCncT1EUS5>



Benefits

- Increased brand awareness and reach among the target audience.
- Improved engagement with customers through user-generated content and influencer partnerships.
- Enhanced brand image through visually appealing and informative content.

Micro-Influencers in the Beauty Industry

Micro-influencers are social media users with a following of 10,000 to 50,000 people. They have a highly engaged audience and can be more effective in promoting a brand than macro-influencers or celebrities. In the beauty industry, micro-influencers are especially valuable as they can provide honest and authentic reviews of products.

Collaboration Strategy

To extend Himalaya Herbals' reach and credibility on Instagram, the brand should collaborate with micro-influencers in the beauty industry. The following steps can be taken to implement this strategy:

1. Identify micro-influencers in the beauty industry who align with Himalaya Herbals' brand values and target audience.
2. Reach out to the identified micro-influencers and propose a collaboration, such as a sponsored post or product review.
3. Provide the micro-influencers with Himalaya Herbals' products and encourage them to share their honest opinions and experiences on Instagram.
4. Monitor the collaborations and engage with the micro-influencers' posts to increase visibility and credibility.

Designs/Video Editing

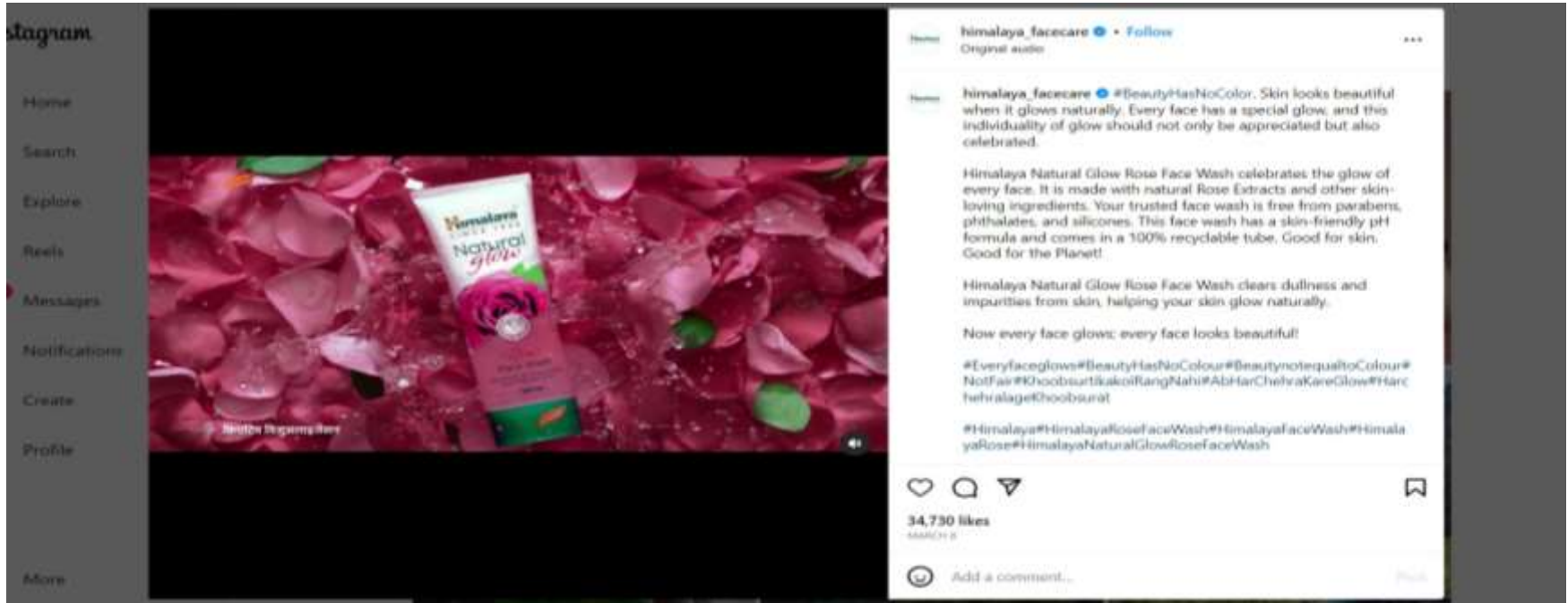
https://instagram.com/stories/local_boy_krishna/3151578716698710984?utm_source=ig_story_item_share&igshid=NjZiM2M3MzIxNA==

<https://www.facebook.com/photo.php?fbid=138690172593341&set=a.138690192593339&type=3&mibextid=NEfrCqdcncT1EUS5>

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Social Media Ad Campaigns:

<https://www.instagram.com/p/CphTuUevhB4/>



← Tweet



Himalaya Wellness Company

@HimalayaIndia

...

Join us on [#WorldEnvironmentDay](#) as we [#BeatThePlastic](#). At Himalaya Wellness Company, we're committed to a Circular Economy.

Let's REDUCE, REUSE, and RECYCLE to foster a sustainable future by adopting a mindful approach to plastic consumption and making a difference. Together, we can protect our planet. 🌍

[#WorldEnvironmentDay](#) [#HimalayaWellnessCompany](#) [#BeatThePlastic](#)
[#SustainableLiving](#)



3:23 PM · Jun 4, 2023 · 489 Views



Search Twitter

Relevant people



Himalaya Wellne...



@HimalayaIndia

Following

A contemporary Ayurveda brand that offers head-to-heel range of wellness products enriched with the goodness of herbs. Made in India | Since 1930

What's happening

Unscripted reality · Trending

...

#ElvishBBWinner

538K Tweets

Trending in India

...

#ManipurHorror

18.2K Tweets

Trending in India

...

#ManipurIncident

5,954 Tweets

Politics · Trending

...

Smriti Irani

10.5K Tweets


Politics · Trending

...








Nupur Sharma


<https://twitter.com/HimalayaIndia/status/1665295728820776961>

<https://twitter.com/HimalayaIndia/media>




Search Facebook



Himalaya Wellness

...

Most popular



Happy
DOCTOR'S
DAY

SINCE 1930

Himalaya Wellness Company

On this day, we honour the heroes in white coats. Happy Doctor's Day! #HappyDoctorsDay #DoctorsDay #DoctorsDay2023 #DoctorsLife #NationalDoctorsDay #Superhero #Himalaya #HimalayaWellness



Himalaya has special social media accounts under the 'Himalaya Face Care' brand name on certain platforms. This is where they market the neem face wash. We browsed their official pages and learnt the following:

- They have 52.1k followers on Instagram, 14K followers on Twitter, 136k subscribers on YouTube and 227k likes on Facebook.



- Another one was #Facepack&What, where they encouraged customers to post selfies of the activities they do whilst wearing a face pack.

- They conduct customer engaging campaigns on their social media. For example, the #MyFirstPimple campaign was one where they asked customers to share the stories of their first pimples and use the hashtag



Advertising goals: To increase the brand reach and brand availability, brand awareness, driving website traffic, generating leads.

Audience Targetting : Creating targeted content is crucial for engaging with the target audience. This includes highlighting the benefits of Himalaya Herbals products, sharing tips for healthy skin, and addressing common skin concerns.

Advertisements /AD's: By creating ads and developing blogs definitely increases the brand reach and web traffic among the people through ad marketing.





NEW ARRIVALS



FACE WASH



HAIR SERUM



MOISTURIZER

FLAT 50% DISCOUNT ON NEW PRODUCTS

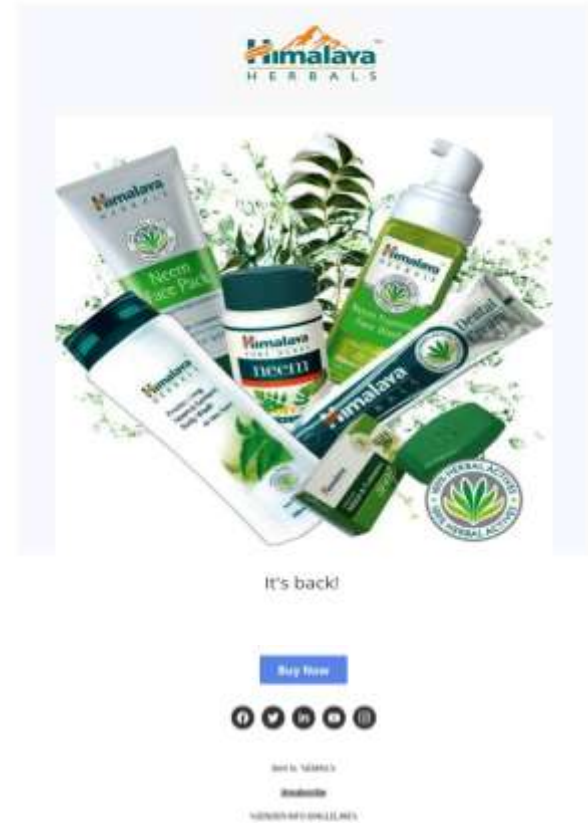
<https://himalayaherbals1.wordpress.com/>

Email ad campaign:

Brand awareness

Email campaigns are designed to reach subscribers at the best time and provide valuable content and relevant offers.

Email campaigns allow you to build deep and trusting relationships with your customers.himalaya herbals followed many better marketing strategies in many other domains.



Email ad campaign:

Lead generation through email

Online campaigning and promoting brand content through social accounts

And availing the brand values and the health care products that the brand made, through social campaigning through our fb page and blogging the brand content and the new cosmetics that the brand made through blogging.



The all new himalaya mens fave wash is back in market pre order for 50% off and find new range of himalaya herbal products in our website

preorder now and get 30% cash back on all products.

Add the new products to cart and the discount is deducted immediately from the cost price.

Hurry up

[Buy Now](#)



Sent to: %EMAIL%

[Unsubscribe](#)

%SENDER INFO SINGLELINE%

LEAD GENERATION

Lead generation is the process of gaining the interest of potential customers to increase future sales. It is a critical part of the sales process of many companies. Understanding lead generation and how to use it effectively can be essential in moving leads through the sales funnel to become paying customers.



"Wellness in every home happiness in every heart."

<https://himalayaherbals1.wordpress.com/>
