



DIGITAL MARKETING PLAN

TOPIC: NESTLE MAGGI

NAME: MELWIN SHAJAN

BATCH: BILL GATES

ROLL NO:021330224024

OBJECTIVES

- Increase Brand Awareness: Boost Maggi's visibility and recognition in the market.
- Engage with Consumers: Foster a strong community of Maggi enthusiasts through interactive and engaging content.
- Drive Sales: Enhance online sales by 20% over the next 12 months.
- Promote New Flavors/Variants: Create buzz around new product launches and variants.
- Strengthen Brand Loyalty: Build a loyal customer base through targeted promotions and engagement.

BUYER PERSONA

- Name: Sharvari Wagh
- Age: 28
- Occupation: Working professional (mid-level)
- Location: Urban areas in India
- Income: ₹50,000 - ₹70,000 per month
- Interests: Quick meals, convenience, cooking, social media, healthy living
- Challenges: Busy work schedule, limited time for meal preparation
- Goals: To find quick, easy, and tasty meal solutions
- Preferred Channels: Instagram, Facebook, YouTube, Twitter

CONTENT TO POST ON SOCIAL MEDIA

- Recipe Videos: Quick and creative recipes using Maggi products.
- Behind-the-Scenes: Insights into the production process or the making of new flavours.
- Promotional Offers: Announcements of special discounts, bundles, or contests.
- Health Tips: Information about nutritious ingredients and how Maggi can be part of a balanced diet.
- Influencer Collaborations: Videos and posts by influencers creating unique recipes with Maggi.

CALENDAR FOR SOCIAL MEDIA CONTENT

Month 1-3:

- Week 1: Recipe video featuring a quick breakfast using Maggi.
- Week 2: Poll on favourite Maggi flavours.
- Week 3: User-generated content spotlight.
- Week 4: Behind-the-scenes look at Maggi production.

Month 4-6:

- Week 1: Interactive quiz about Maggi variants.
- Week 2: Health tips about balanced eating with Maggi.
- Week 3: Influencer collaboration video.
- Week 4: Promotional offer announcement.

Month 7-9:

- Week 1: Recipe video featuring a seasonal dish.
- Week 2: Customer testimonial post.
- Week 3: Live cooking session with a chef.
- Week 4: Survey about new flavour preferences.

Month 10-12:

- Week 1: Recap of the year's best recipes.
- Week 2: Interactive poll on favourite recipe challenges.
- Week 3: New product launch teaser.
- Week 4: Holiday-themed recipe or offer.

CHANNELS FOR DIGITAL PRESENCE

- Social Media: Instagram, Facebook, Twitter, YouTube.
- Website: Optimize for SEO and provide a blog section for recipes and tips.
- Email Marketing: Monthly newsletters featuring recipes, offers, and news.
- Paid Advertising: Google Ads, Facebook Ads, Instagram Ads.
- Influencer Partnerships: Collaborate with food bloggers and chefs.
- Content Marketing: Engage with food-related websites and forums.

MONTH-WISE TIMELINE FOR DIGITAL MARKETING ACTIVITIES

Month 1-3:

- Launch content calendar.
- Initiate social media campaigns.
- Start influencer outreach and collaborations.
- Implement email marketing strategy.

Month 4-6:

- Introduce new flavours/variants.
- Run targeted ad campaigns.
- Host interactive events or live sessions.
- Analyse performance and adjust strategies.

Month 7-9:

- Continue content and promotional campaigns.
- Launch customer feedback surveys.
- Update website content with new recipes and tips.
- Review marketing performance and optimize.

Month 10-12:

- Execute end-of-year campaigns.
- Announce holiday specials and offers.
- Evaluate annual performance and prepare for next year's plan.

BUDGET ALLOCATION FOR DIGITAL MARKETING ACTIVITIES

- Social Media Advertising: 30%
- Content Creation (Videos, Graphics): 25%
- Influencer Collaborations: 20%
- Website Maintenance & SEO: 15%
- Email Marketing Tools: 5%
- Paid Search Ads: 5%

Total Budget: ₹20,00,000

- Social Media Advertising: ₹6,00,000
- Content Creation: ₹5,00,000
- Influencer Collaborations: ₹4,00,000
- Website & SEO: ₹3,00,000
- Email Marketing: ₹1,00,000
- Paid Search Ads: ₹1,00,000

Management Cost

- Project Manager: ₹1,00,000 per month
- Content Creators: ₹50,000 per month
- Social Media Managers: ₹40,000 per month
- Ad Specialists: ₹30,000 per month
- Total Management Cost per Month: ₹2,20,000
- Total Management Cost for Year: ₹26,40,000

CONCLUSION

This comprehensive digital marketing plan aims to enhance Maggi's brand presence, engage with consumers, and drive sales through a strategic mix of content creation, targeted advertising, and influencer partnerships. By leveraging social media channels and aligning content with the needs and interests of the target audience, Maggi can build stronger connections with its consumers and achieve its marketing objectives effectively. Regular evaluation and adjustment of strategies will ensure that the plan remains dynamic and responsive to market trends and consumer preferences.