



NUT CRACKER  
CRISPY COUNTRY

BHUJIA

Takatak  
CHATPATA MASALA

CHIPS  
classic SALTED

WHEATOS  
LIGHT AND CRISPY

# Digital Marketing

## For

 Haldiram's





# Team Members

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**K.V.S Preetham**

**M. Pravallika**

**K. Mercy**



# Comprehensive Digital Marketing for Haldiram's

- Brand Study, Competitor Analysis & Buyer Persona
- SEO & Keywords Research
- Content Ideas & Marketing Strategies
- Content Creation & Curation

# **1. Brand Study, Competitor Analysis & Buyer Persona**



# Research Brand Identity.

Since 1937, Haldiram's has been a symbol of taste, tradition, and trust evolving into India's most beloved brand for snacks and sweets.

With an extensive product portfolio including authentic Indian sweets, crispy savories, frozen delights, and ready-to-eat meals Haldiram's masterfully blends heritage with innovation, catering to evolving consumer preferences.

The brand's unwavering commitment to quality and taste has established its presence in over 80 countries, with growing demand in the US, UK, and the Middle East.

Rooted in tradition, driven by innovation Haldiram's is more than just food; it's an experience that unites generations



# Competitor Analysis



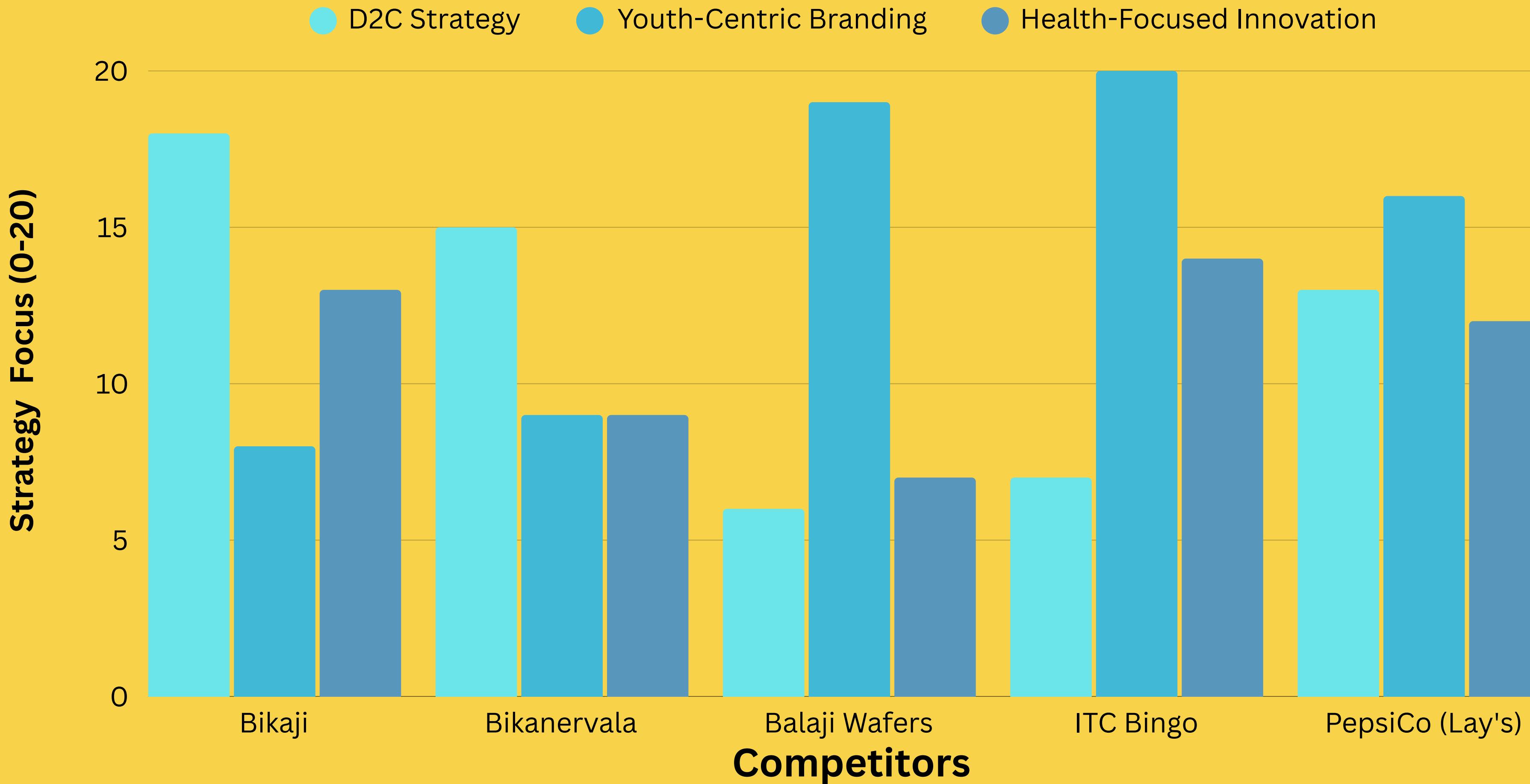
**Major Competitors:** Bikaji, Bikanervala, Balaji Wafers, ITC Bingo, and PepsiCo (Lay's).

## Insights:

- ✓ Competitors like Bikaji and Bikanervala are investing in aggressive D2C (Direct-to-Consumer) strategies, strengthening their e-commerce platforms.
- ✓ Balaji Wafers and ITC Bingo are leveraging youth-centric branding, focusing on affordable pricing and wide flavor variety to attract younger audiences.
- ✓ The rise of health-conscious snacking (e.g., baked snacks, millet-based snacks) is pushing brands to reformulate products with lower oil and sodium content.



# Competitor Analysis -Strategy Focus Areas



# Buyer's/Audience Persona



- 1. Traditional Snack Lovers:** Indian families, aged 30+, preferring authentic flavors, often purchase in bulk.
- 2. Health-Conscious Consumers:** Young professionals (18-35) looking for low-fat, high-protein snacks like baked bhujia or roasted nuts.
- 3. Festive & Gift Buyers:** Individuals purchasing premium hampers for Diwali, Rakhi, and weddings, often seeking customizable gifting options.
- 4. NRI & Global Market:** Indians abroad seeking authentic, preservative-free Indian snacks, especially during cultural festivals.



# Haldiram's Buyers & Audience Persona Distribution

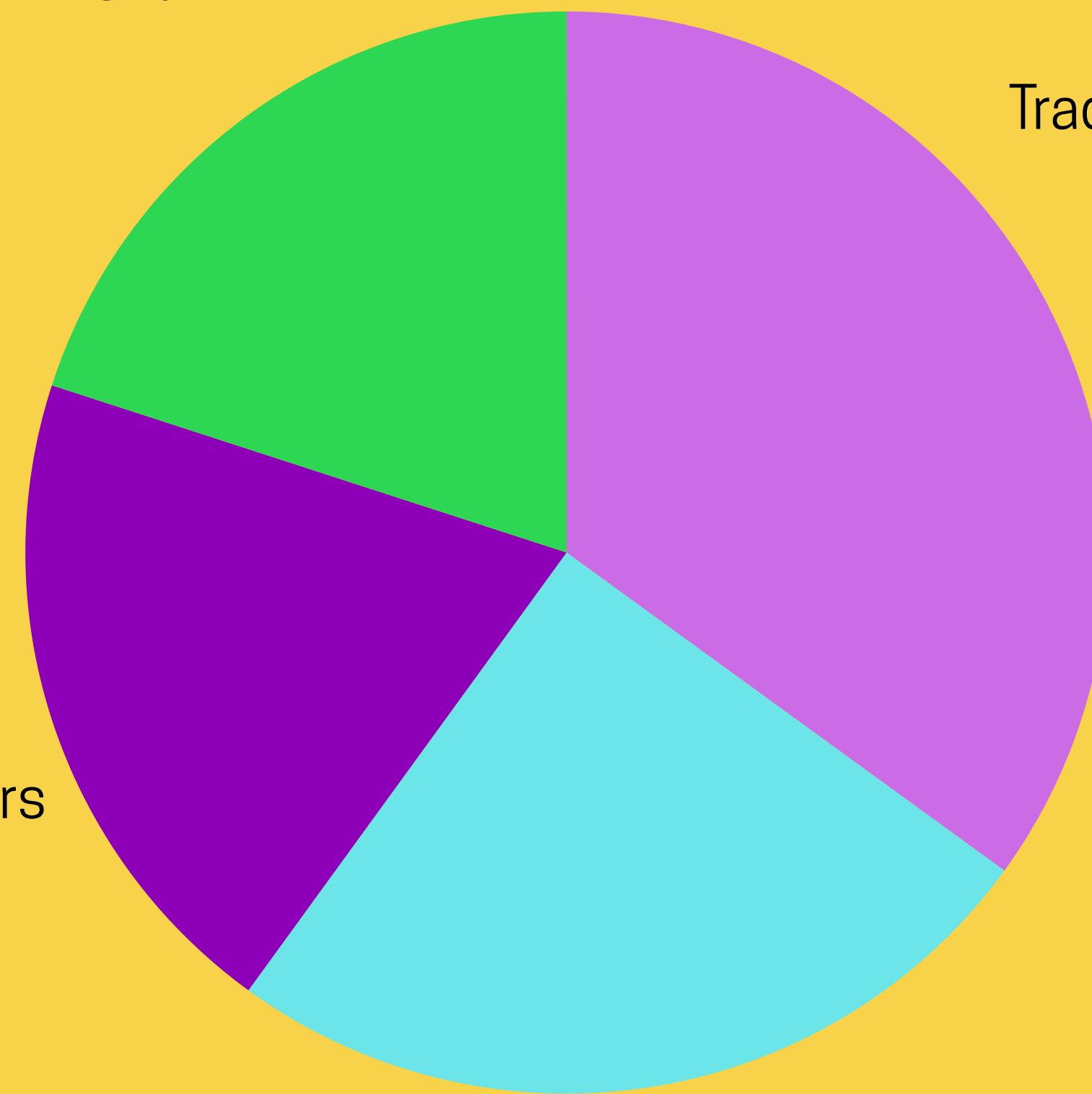
Festival & Gifting Segment

20%

Traditional Indian Snack Lover  
35%

Millennial & Gen Z Snackers  
20%

Health- Conscious Consumer  
25%



## 2. SEO & Keyword

# Research



# SEO Audit

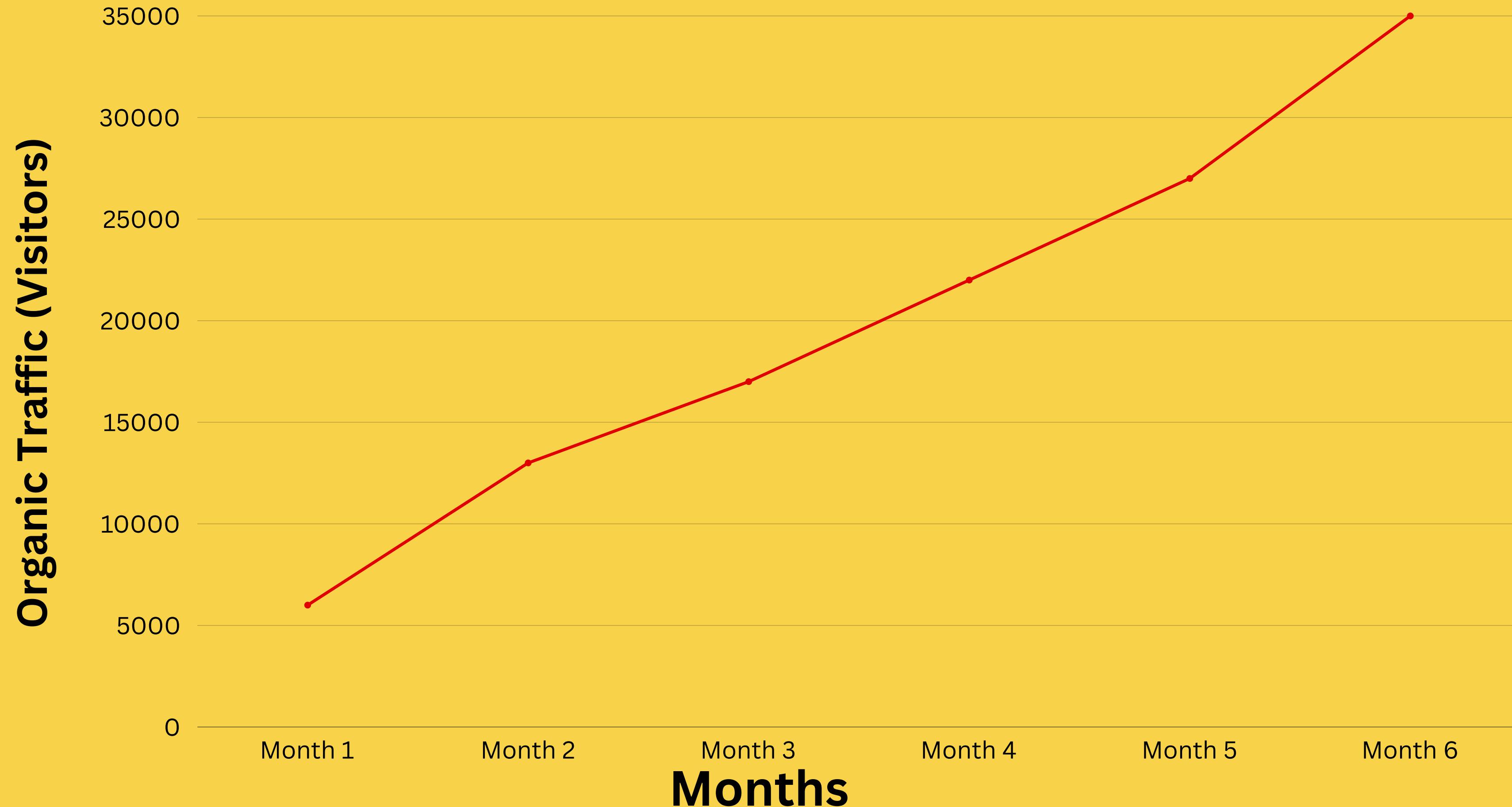


## Current Website Issues:

- ✖ **Slow loading speed** – High bounce rate due to delayed page responses.
- ✖ **Missing meta descriptions & alt texts** – Reducing discoverability in search engines.
- ✖ **Poor mobile responsiveness** – Suboptimal experience for smartphone users, impacting conversion rates.
- ✖ **Weak internal linking strategy** – Resulting in lower engagement per session.



# SEO Growth Projection for Haldiram's

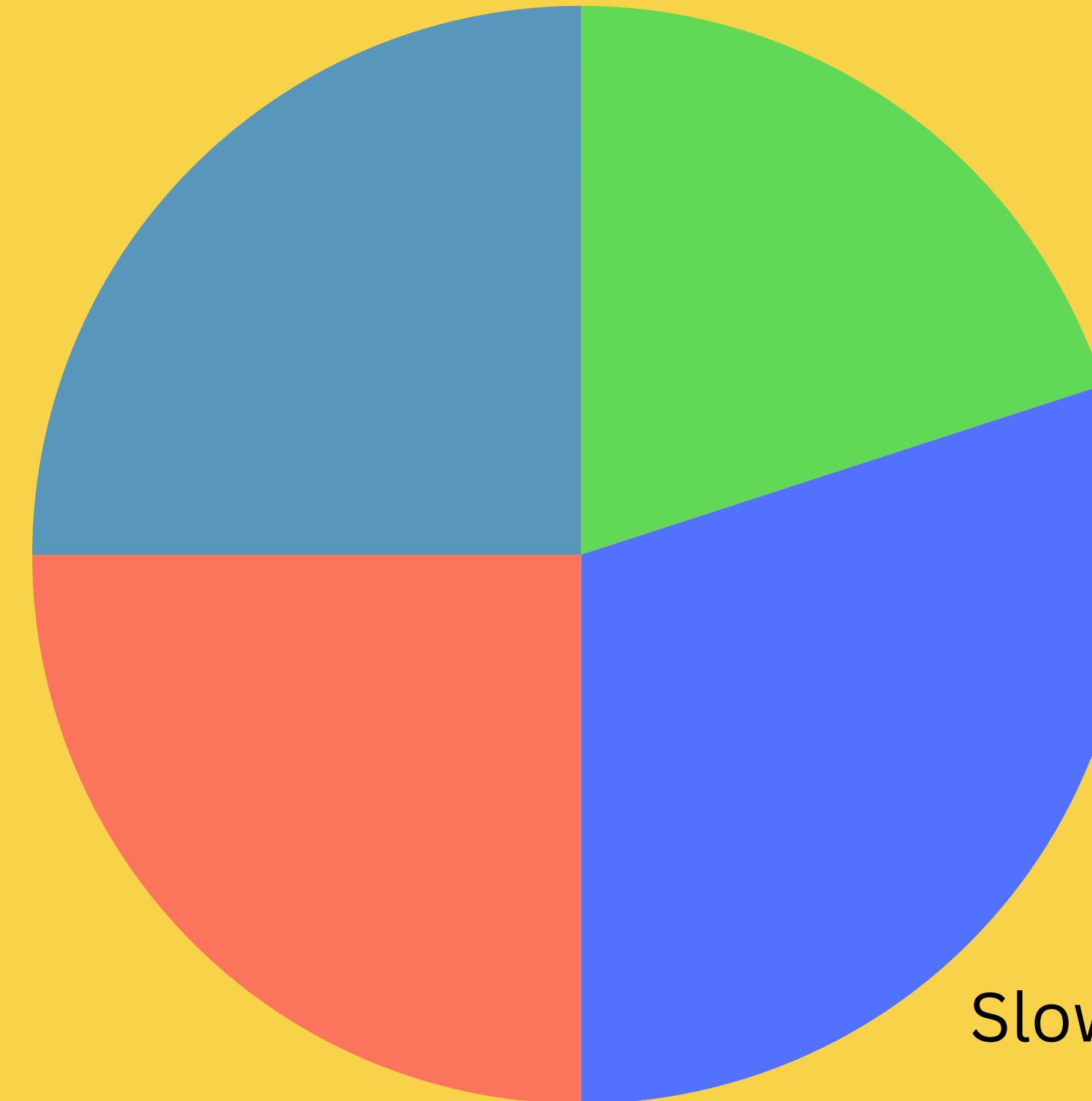


# SEO Audit: Website Issues Breakdown

Missing meta description & alt texts    Weak internal linking strategy

25%

20%



Poor Mobile responsiveness

25%

Slow loading speed

30%

# Keyword Research



- ✓ **High-volume Keywords:** "Haldiram snacks online," "buy Haldiram sweets," "best Indian namkeen."
- ✓ **Long-tail Keywords:** "Healthy Indian snacks for diet," "Diwali gift hampers Haldiram," "low-fat bhujia alternative."
- ✓ **Trending Keywords:** "Millet snacks India," "best gluten-free namkeen," "Diwali sweets combo online."



# SEO Keyword Research for Haldiram's

Keywords



Search Volume (per Month)

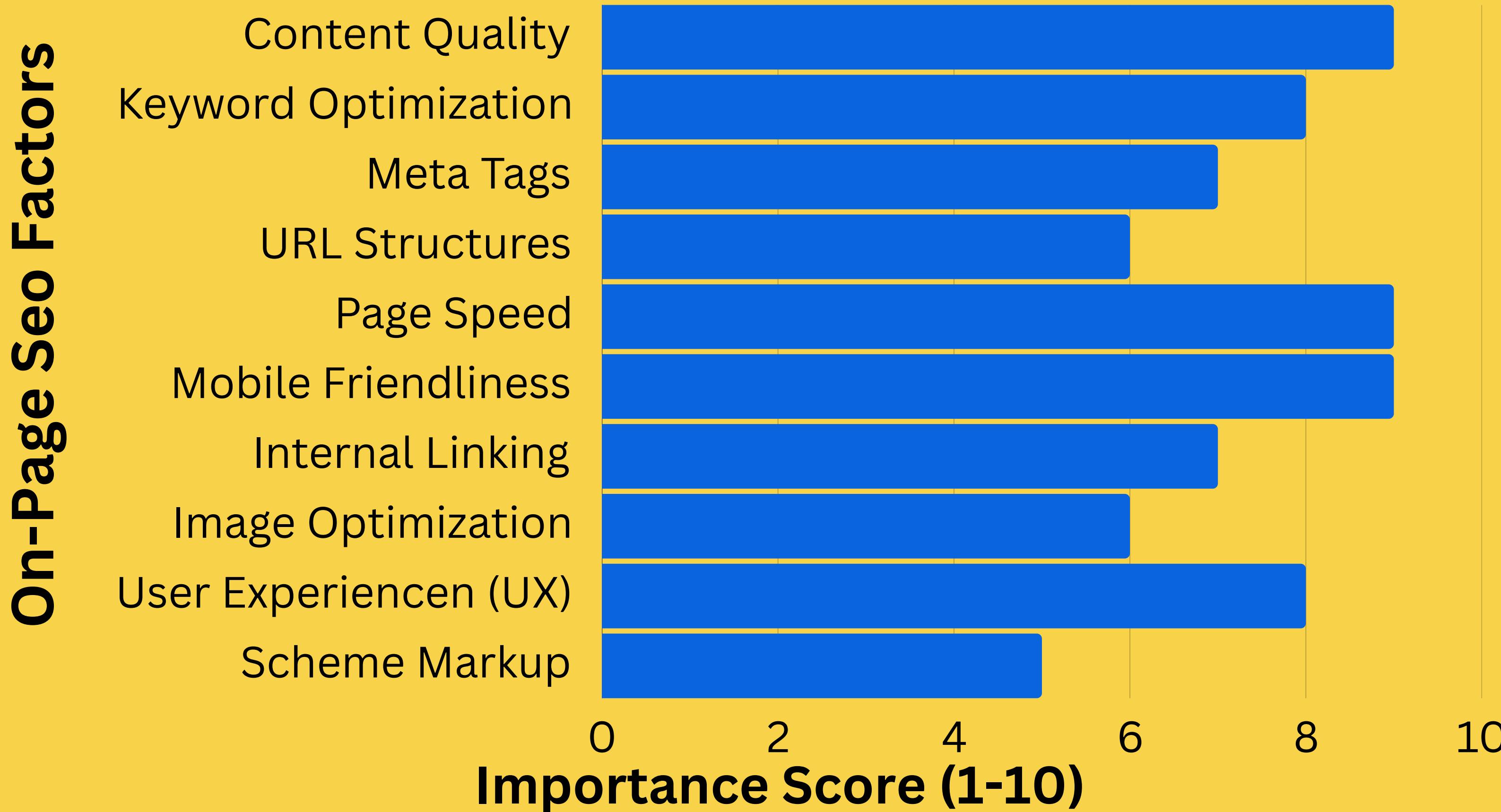
# On-Page Optimization



- ✓ **Improve website speed & mobile UX** – Implement lazy loading and optimize images for faster performance.
- ✓ **Add structured data (schema markup)** – Enabling rich snippets for better Google rankings.
- ✓ **Update SEO-friendly product descriptions** – Using power words like "authentic," "premium," and "healthy choice."
- ✓ **Enhance blog strategy** – Introduce informative articles like “Best Indian Snacks for Weight Loss” and “Regional Indian Snacks You Must Try.”



# Importance of On-Page Optimization Factors



## 3. Content Ideas &

# Marketing Strategies

# Content Idea Generation & Strategy.



- ✓ **Festive & Seasonal Content** – “Top 5 Diwali Gift Hampers with Haldiram’s,” “Ramzan Special Sweets from Haldiram’s.”
- ✓ **Recipe & How-To Videos** – “Quick Snacks Using Haldiram’s Bhujia,” “5-Minute Chaat Recipes with Haldiram’s.”
- ✓ **Behind-the-Scenes (BTS)** – “How Haldiram’s Ensures Freshness in Every Pack,” “A Day Inside a Haldiram’s Factory.”
- ✓ **User-Generated Content (UGC)** – “Customer stories on nostalgic Haldiram moments,” “Instagram challenges with #HaldiramCravings.”
- ✓ **Sustainability Campaigns** – “Eco-Friendly Packaging Initiatives,” “Reducing Plastic Use in Snack Packaging.”



# Marketing Strategies



- ✓ **Influencer Collaborations** – Partner with food bloggers, chefs, and fitness influencers promoting Haldiram's healthier snack options.
- ✓ **E-commerce Promotions** – Flash sales on Amazon, Flipkart, BigBasket, and Swiggy Instamart to drive urgency-based purchases.
- ✓ **Localized Ads** – Digital campaigns in Hindi, Tamil, Bengali, and Telugu, targeting regional consumers.
- ✓ **Referral & Loyalty Programs** – Rewarding repeat customers with discounts and exclusive early access to new products.



# Comparison of Marketing Strategies for Haldiram's - 1

Marketing Strategies

Influencer Collaborations



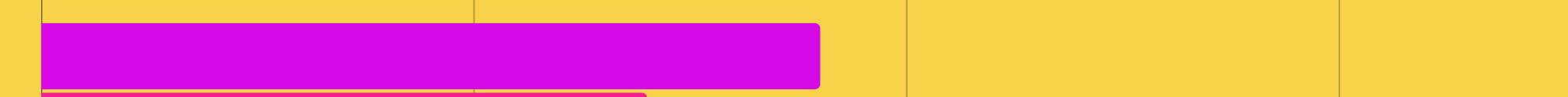
E-commerce Promotions



Localized Ads



Referral & Loyalty Programs



0

5

10

15

20

Score (out of 20)

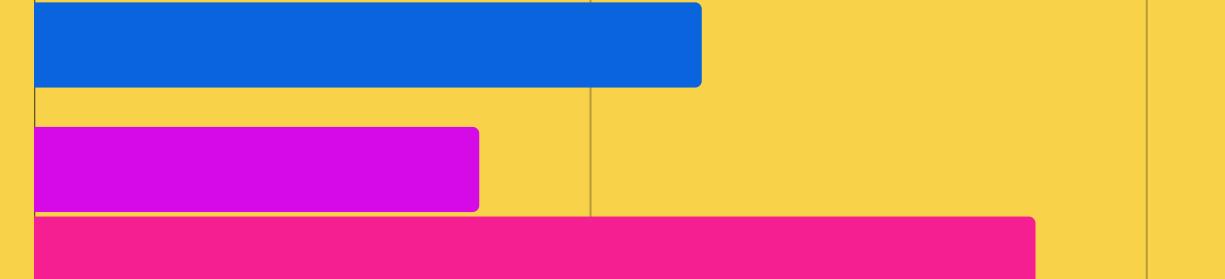
# Comparison of Marketing Strategies for Haldiram's - 1

Marketing Strategies

Market Penetration



Product Development



Market Expansion



Competitive Pricing



Score (out of 20)

# 4. Content Creation & Curation



# Post Creation

- ✓ **Engaging Instagram Reels featuring street-style food using Haldiram's products** – Create quick, mouth-watering recipes using Haldiram's snacks. Use trending music, fast cuts, and influencer collaborations to boost engagement.
- ✓ **Festival-themed posts & interactive polls** – Celebrate festivals with vibrant snack combos, contests, and user polls like “Which Haldiram’s snack is your Holi favorite?” to spark engagement.
- ✓ **Regional meme marketing tapping into pop culture trends** – Use viral dialogues, cricket moments, and regional humor to make Haldiram’s snacks more relatable and shareable.



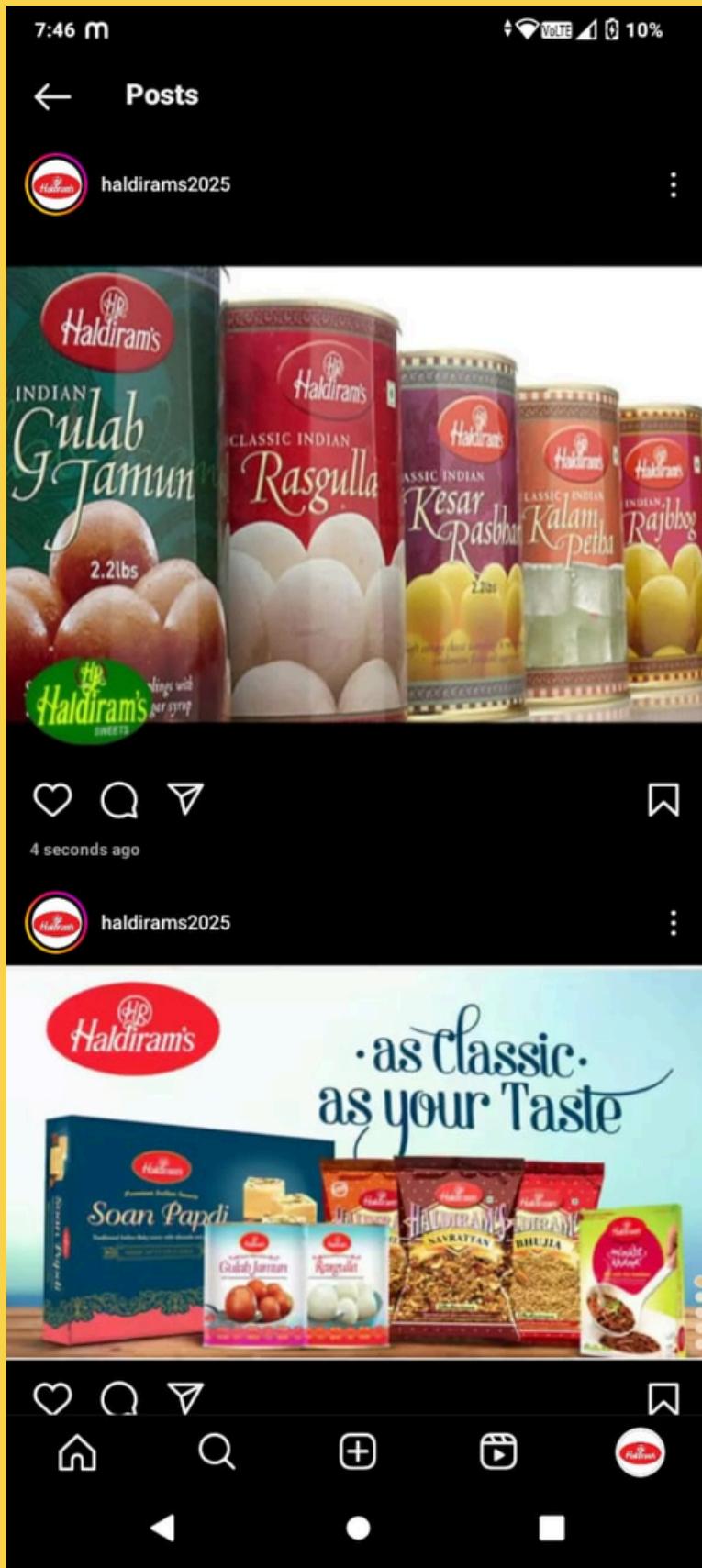
# Post Creation



- ✓ **Recipe Challenges** - Host a “Snack Attack” challenge where users create recipes using Haldiram’s products and tag your account. Offer prizes to boost participation.
- ✓ **Snack Trivia & Fun Facts** - Post engaging snack-related trivia or interesting facts about Haldiram’s legacy, products, and innovations.
- ✓ **Collaboration with Food Bloggers** - Partner with regional food creators for authentic reviews and creative snack recipes. Collaborations drive credibility and reach.
- ✓ **Festive Snack Hampers** - Promote limited-edition festive hampers for Diwali, Holi, or regional festivals. Use vibrant visuals and emotional storytelling to highlight gifting options.



# Instagram Post



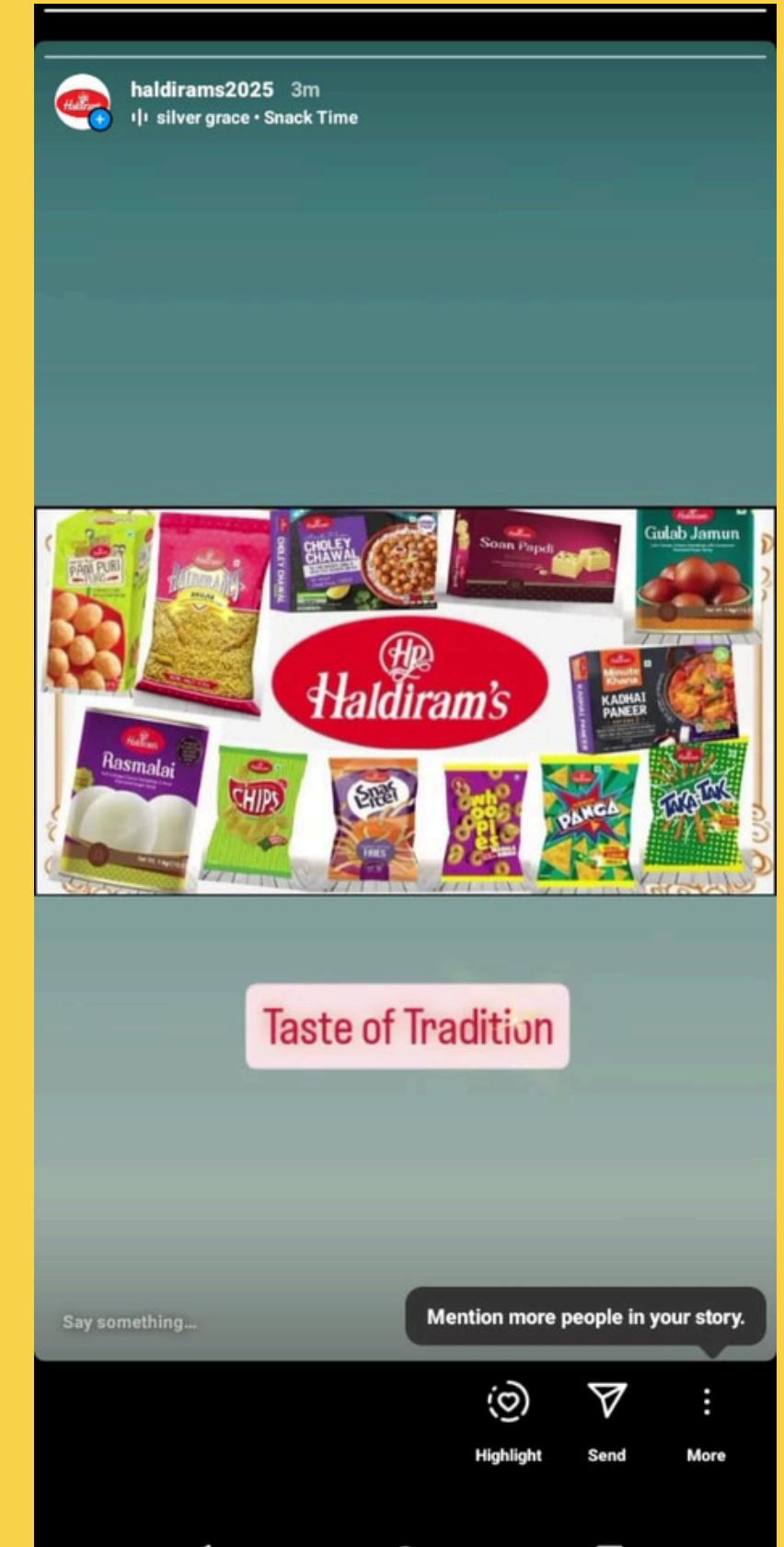
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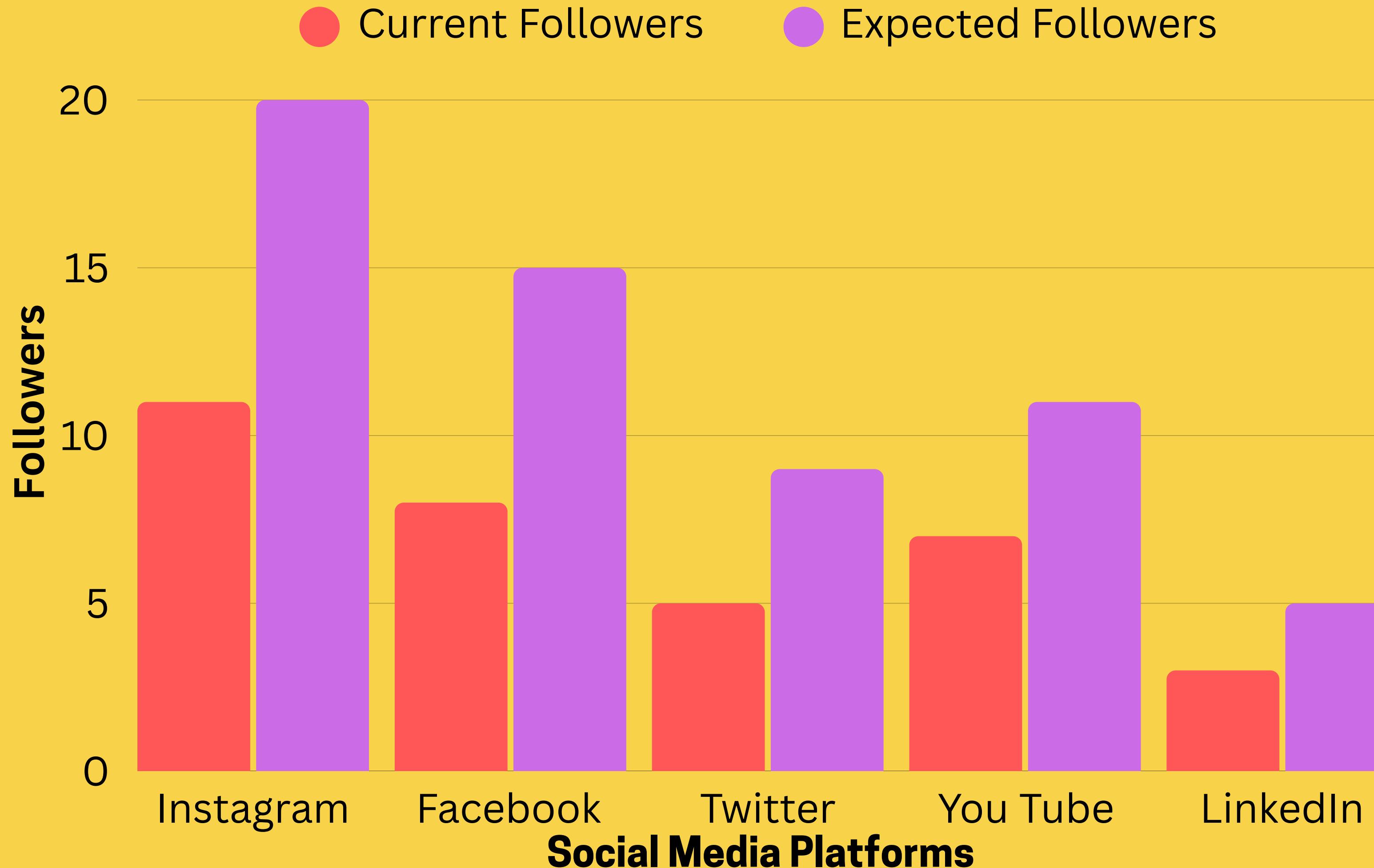
# Designs/Video Editing



- ✓ **Festive Banners & Promo Videos** – Eye-catching visuals showcasing Haldiram's festive collections with vibrant designs and engaging taglines.
- ✓ **Short-form Content** – Quick, engaging videos for YouTube Shorts, Reels, and Stories featuring recipes, unboxings, and snack moments with trending music.
- ✓ **Stop-Motion Animations** – Creative clips highlighting Haldiram's product quality, ingredients, and authenticity in a fun, engaging way.



# Expected Social Media Engagement Growth for Haldiram's



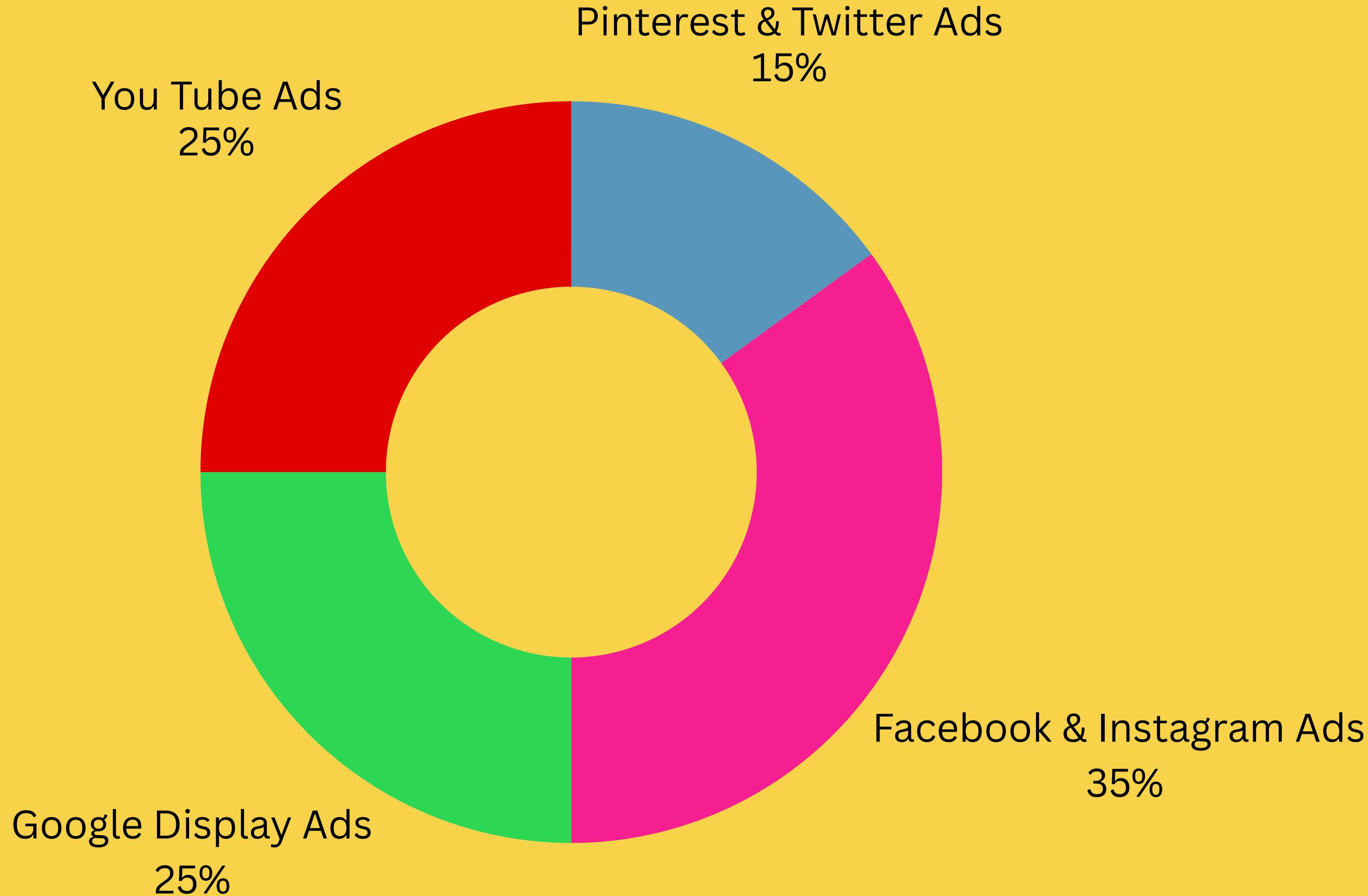
# Social Media Ad Campaigns



- ✓ **Facebook & Instagram Ads** – Eye-catching creatives promoting new product launches and limited-edition Haldiram's snacks with compelling CTAs.
- ✓ **YouTube Ads** – Short 10-15 second recipe tutorials featuring Haldiram's snacks to engage food lovers.
- ✓ **Google Display Ads** – Retargeting visitors who browsed Haldiram's website but didn't make a purchase, reminding them of their favorite snacks.
- ✓ **Pinterest & Twitter Ads** – Targeting recipe enthusiasts and festival shoppers with snack ideas and festive food inspiration.



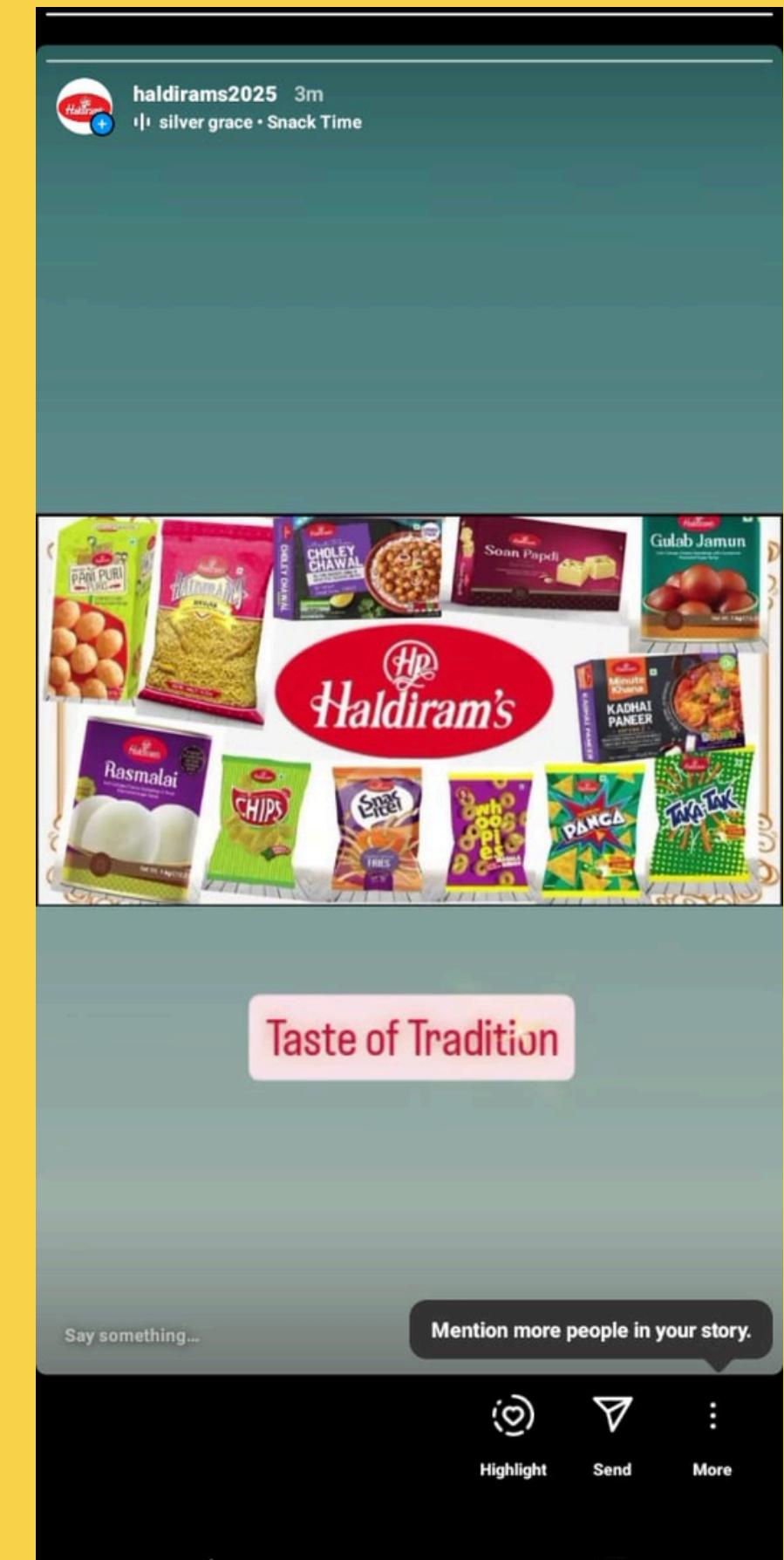
# Focus Distribution in Social Media Ad Campaigns



# Instagram Stories



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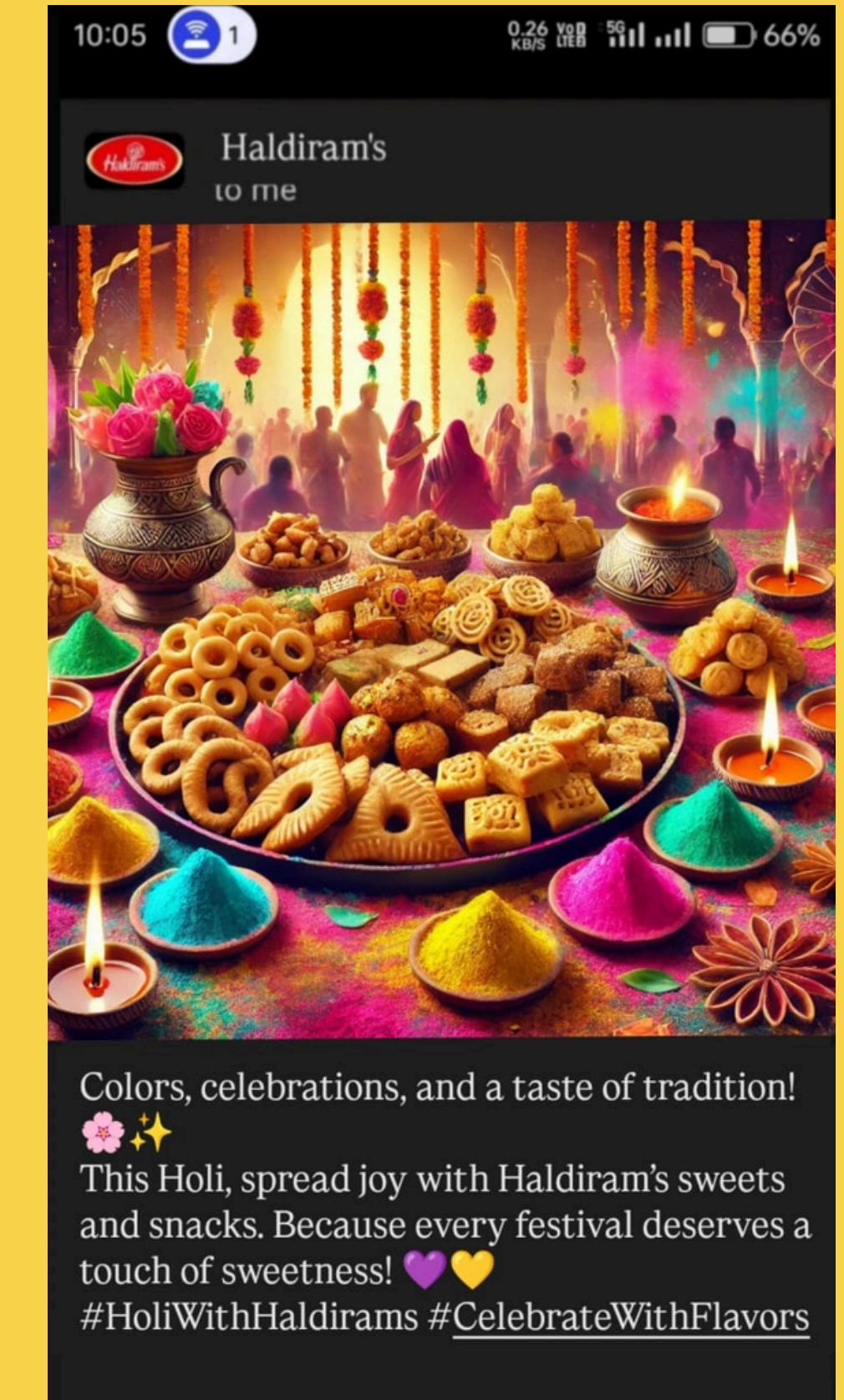
# Email Ad Campaigns



- ✓ **Personalized Discounts & Festival Alerts** – Targeted offers and festive deals to encourage repeat purchases.
- ✓ **Cart Abandonment Emails** – Reminders with exclusive discounts to bring back potential buyers and recover lost sales.
- ✓ **Subscription Snack Boxes** – Special promotions for loyal customers, offering curated Haldiram's snack boxes on a subscription basis.



# Email Marketing



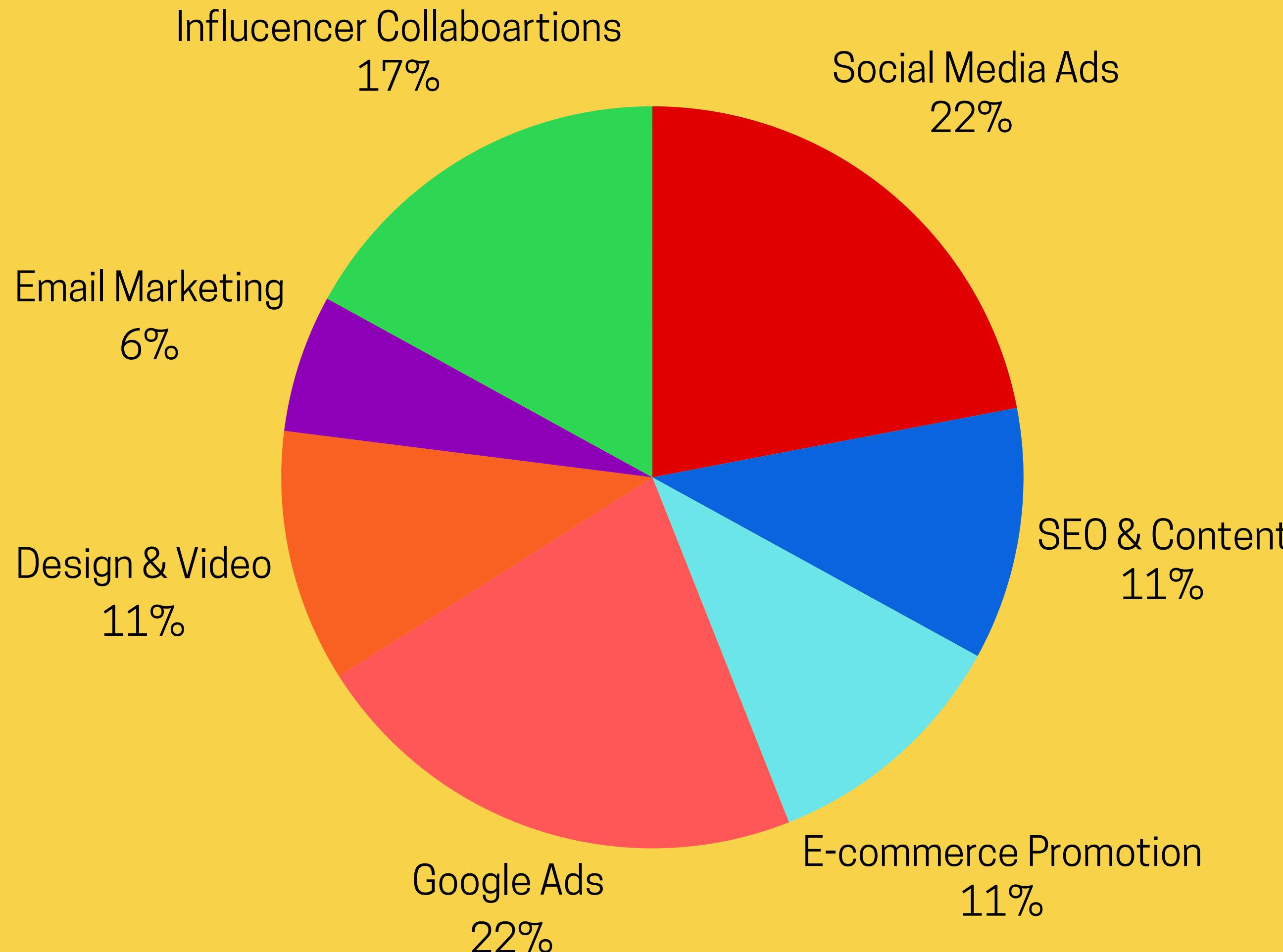
# Conclusion

Haldiram's digital marketing strategy is designed to drive visibility, engagement, and sales through SEO, targeted ads, and influencer collaborations. Optimized retargeting, cart abandonment emails, and personalized discounts will help boost conversions and customer retention. Festival promotions, interactive content, and subscription snack boxes will strengthen brand recall and loyalty.

By leveraging data-driven insights and continuously optimizing campaigns, Haldiram's can achieve sustainable growth, ensuring a 20-25% increase in online sales. With a strong focus on customer experience and market trends, the brand will maintain its leadership in the competitive snack industry while expanding its digital footprint.



# Digital Marketing Budget Breakdown For Haldrim's





## Expected Outcomes

- ✓ **30-40% Increase in Organic Traffic** – Focus on SEO improvements, including keyword optimization, high-quality blog content, and backlink strategies.
- ✓ **Higher Conversion Rates** – Refine ad targeting with audience segmentation and retargeting to turn more visitors into buyers.
- ✓ **Stronger Brand Recall** – Leverage influencer collaborations and interactive content (quizzes, polls, and UGC campaigns) to make Haldiram's more memorable.
- ✓ **20-25% Growth in Online Sales** – Drive e-commerce success with limited-time festive discounts, bundle offers, and seamless checkout experiences



# Video



# Video



# Thanking You!

