

# **DIGITAL MARKETING**

## ***For Mother dairy***

# **\*\*TEAM INTRODUCTION\*\***

**TEAM LEADER:**

*Byreddy Pallavi*

**TEAM MEMBERS:**

1.*Batha Moony Spoorthi*

2.*Avala Srilakshmi*

3.*Chinthala Hemanth*

# *Logo Of Mother Dairy Brand*



# COMPREHENSIVE DIGITAL MARKETING FOR MOTHER DAIRY

- .BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA*
- .SEO & KEYWORD RESEARCH*
- .CONTENT IDEAS AND MARKETING STRATEGIES*
- .CONTENT CREATION AND CURATION*



BRAND STUDY, COMPETITOR  
ANALYSIS &  
BUYER'S/AUDIENCE'S PERSONA

# **\*\*RESEARCH BRAND IDENTITY\*\***

*Mother Dairy, a well-established brand in India, has built a strong identity based on trust, quality, and sustainability. Known for its dairy products like milk, butter, and ice cream, the brand emphasizes freshness, health, and nutrition. With a focus on customer satisfaction, it connects emotionally with consumers through its emphasis on purity and the well-being of families. Mother Dairy's consistent marketing and packaging highlight its commitment to delivering high-quality, safe products, making it a trusted name in households across the country.*

## BRAND NAME AND POSITIONING:

*Mother Dairy* conveys a nurturing, maternal figure, positioning the brand as a trustworthy and caring entity in the dairy sector.

## EMOTIONAL CONNECTION:

Marketing emphasizes themes of care, love, and reliability, resonating with consumers on an emotional level, such as with the *Maa Jaisi* campaign.

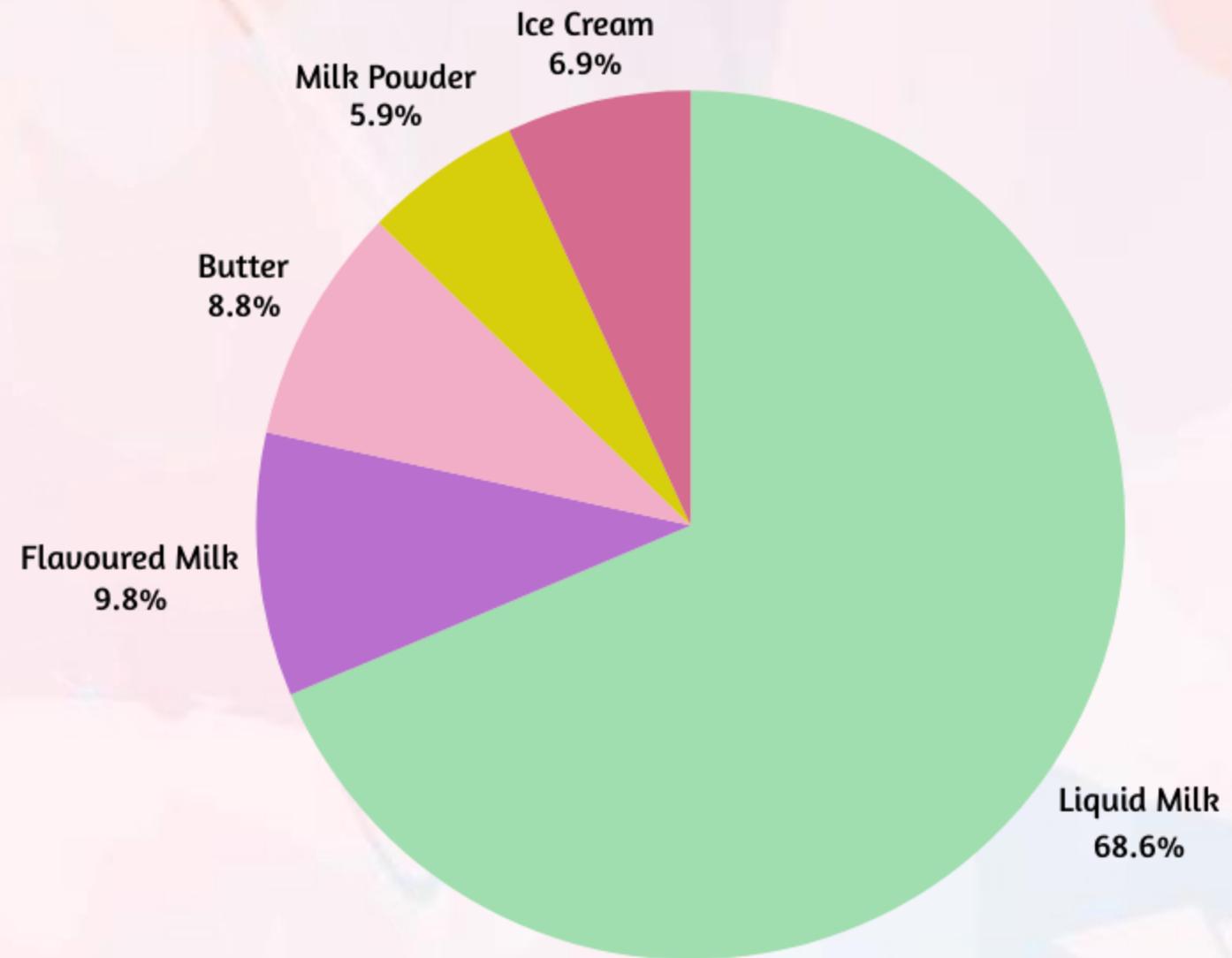
## PRODUCT RANGE:

Initial focus on milk and dairy products; later diversified into ice cream, paneer, cheese, and lassi, maintaining a consistent emphasis on quality.

## CORE VALUES:

Quality, purity, and trust remain central to the brand's identity, ensuring consumer confidence.

## *Market share of milk and products in FY13 in terms of total sales value*



# **\*\*COMPETITOR ANALYSIS\*\***

*Mother Dairy faces competition from several prominent brands in the Indian dairy industry, such as Amul, Britannia, and Danone. Amul, with its wide range of dairy products and established brand presence, is a major competitor, offering similar products at competitive prices. Britannia, although primarily known for baked goods, has expanded into dairy, posing a growing challenge. Danone, with its focus on health-oriented dairy products, also competes in the premium segment. Despite this competition, Mother Dairy maintains an edge with its strong distribution network, affordability, and brand loyalty.*

# KEY COMPETITORS:

## AMUL:

*Leading dairy brand in India, known for its wide product range and strong brand recognition.*

## DAIRY BEST:

*A regional competitor focusing on milk and dairy products, offering competitive pricing.*

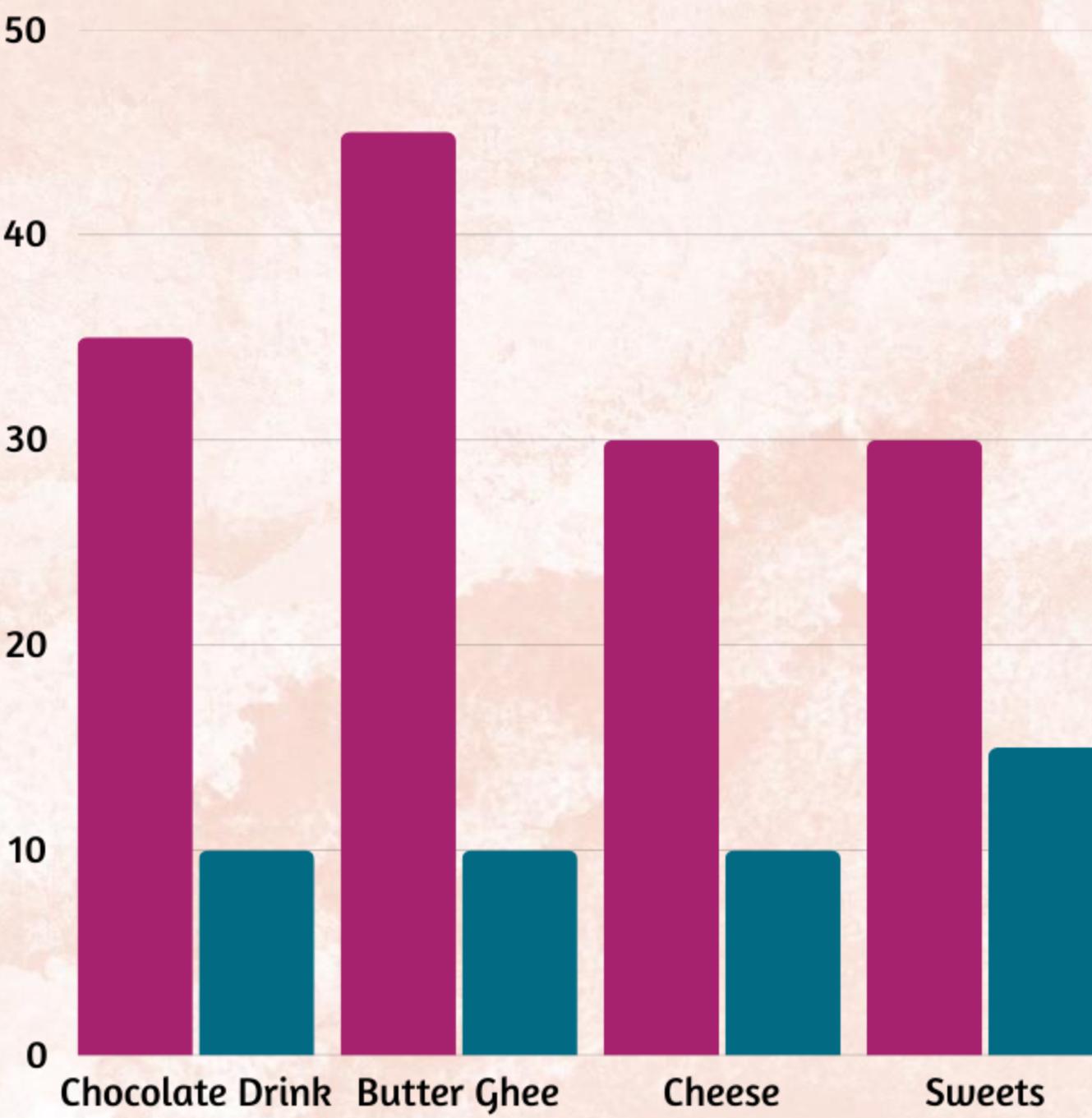
## BRITANNIA DAIRY:

*Competes in dairy-based snacks and products like cheese, butter, and yogurt.*

## NESTLÉ INDIA:

*With products like Nescafé, Milo, and dairy items (Nestlé Milk, Yogurt, etc.) , it offers significant competition in the premium dairy segment.*

# ***Amul Product Portfolio Ing Graph***



## **\*\*BUYER'S/AUDIENCE'S PERSONA\*\***

*The audience for a Mother's Diary is typically composed of mothers or caregivers who are seeking relatable experiences, emotional connection, and advice. These readers often look for stories and reflections that validate their own experiences, struggles, and joys in motherhood. The persona may lean toward women who appreciate honesty, vulnerability, and authenticity, with a strong interest in nurturing family dynamics. They are likely to be interested in personal growth, parenting tips, and shared stories of love and challenges that resonate with their own life journeys.*

# BUYING BEHAVIOR:

## FREQUENT BUYERS:

*Regular purchases of daily essentials such as milk, curd, and paneer.*

## PRICE SENSITIVITY:

*While the target audience values quality, they are also price-conscious, especially in rural or semi-urban markets.*

## LOYALTY-ORIENTED:

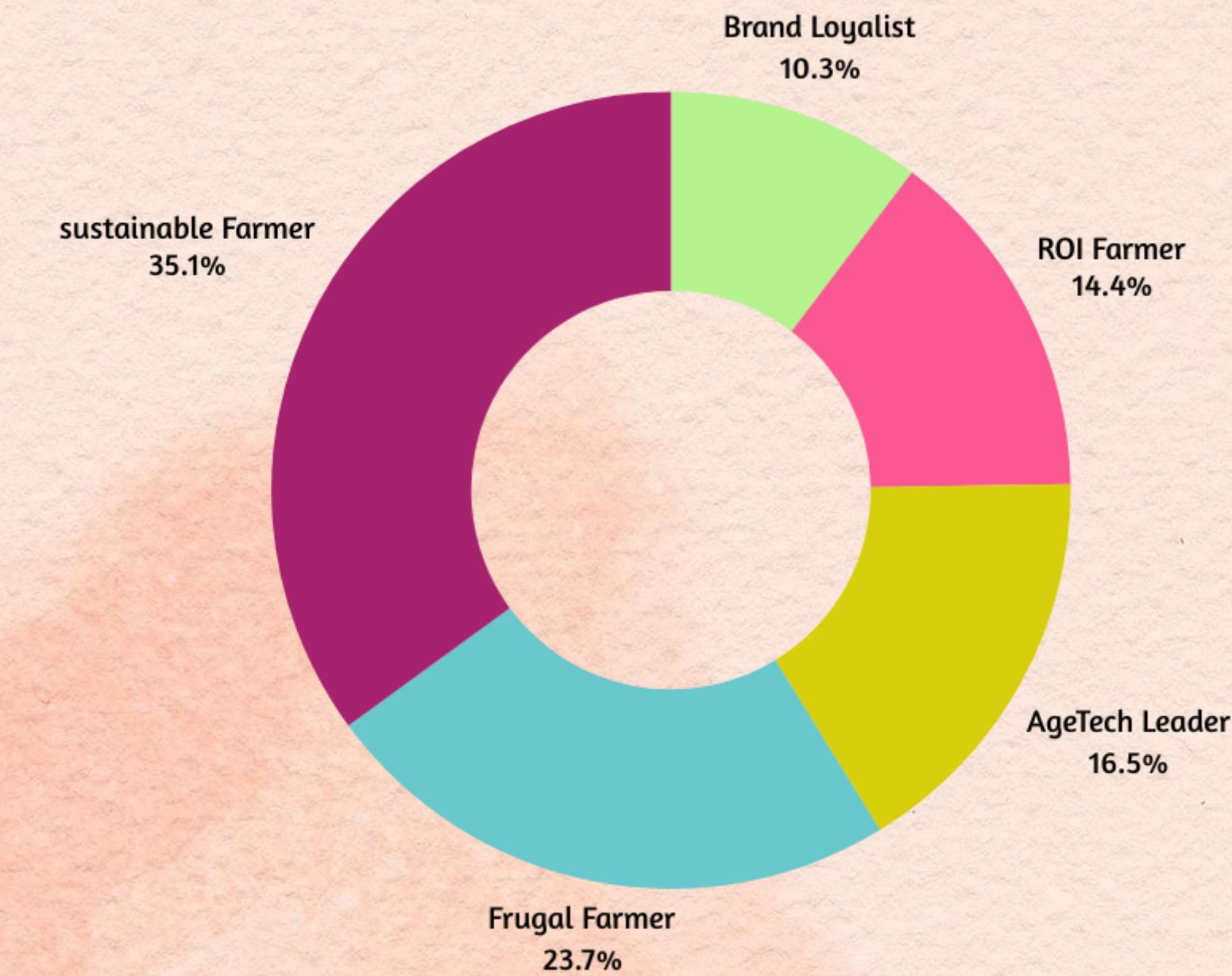
*Consumers tend to be loyal to Mother Dairy due to its long-standing reputation and consistent quality.*

## GOALS AND NEEDS:

## QUALITY ASSURANCE:

*They want assurance that the products they buy are fresh, safe, and nutritious.*

# *Breakdown of farmers by persona*



# SEO & KEYWORD RESEARCH



# **\*\*SEO AUDIT\*\***

*An SEO audit for Mother Dairy would aim to improve its online visibility and website performance. It would involve analyzing site speed, mobile-friendliness, and technical issues to ensure smooth accessibility. Reviewing on-page SEO elements like meta tags, keywords, and content quality would help optimize search rankings.*

*Additionally, assessing backlink quality and domain authority would strengthen its online credibility. Enhancing these factors can boost organic traffic, customer engagement, and brand visibility for Mother Dairy.*

# KEYWORD ANALYSIS & OPTIMIZATION:

## TARGET KEYWORDS:

*Research and identify the most relevant keywords for the brand, such as fresh dairy products, pure milk, Mother Dairy ice cream, etc.*

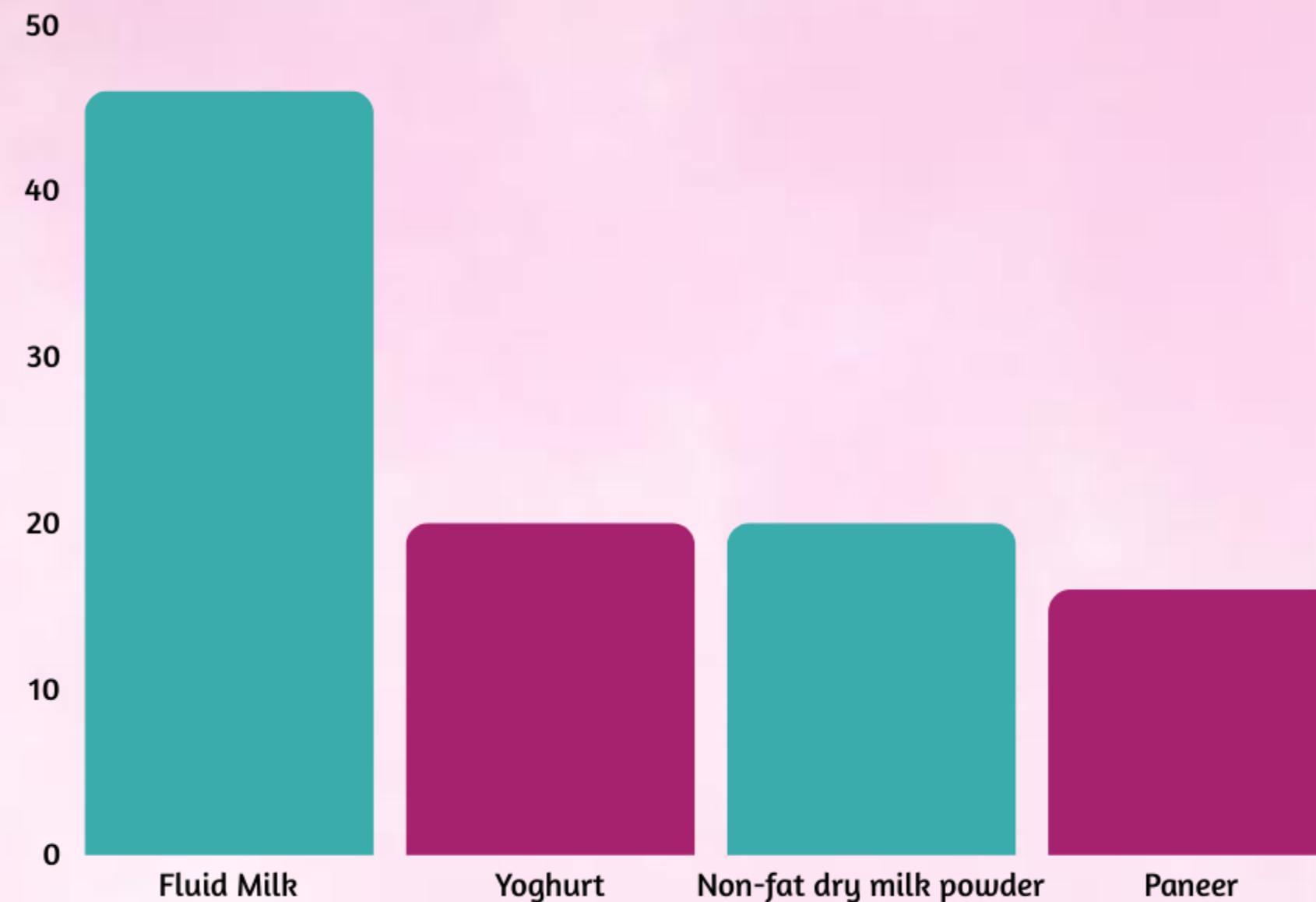
## ON-PAGE SEO:

*Ensure that target keywords are strategically placed in key locations like titles, headers, meta descriptions, alt text, and throughout the content without overstuffed.*

## LONG-TAIL KEYWORDS:

*Optimize for specific, niche searches that potential customers might use (e.g., “organic milk near me”).*

## *Indian dairy consumption, by product type*



# **\*\*KEYWORD RESEARCH\*\***

*Conducting effective keyword research for a Mother's Diary blog involves identifying terms that resonate with your target audience—mothers and caregivers—while balancing search volume and competition. Focus on long-tail keywords, which are more specific and often less competitive, such as self-care tips for busy moms or balancing work and motherhood. Utilize tools like Google Keyword Planner and Google Trends to uncover relevant keywords and analyze their search trends. Additionally, explore related topics and questions that your audience frequently searches for, as these can provide valuable insights for content creation.*

# UNDERSTAND TARGET AUDIENCE:

1. Identify the key customer segments (families, health-conscious individuals, children, etc.) to determine the types of keywords they might use when searching for dairy products.
2. Focus on both generic and long-tail keywords that address specific customer needs, such as health benefits or local availability.

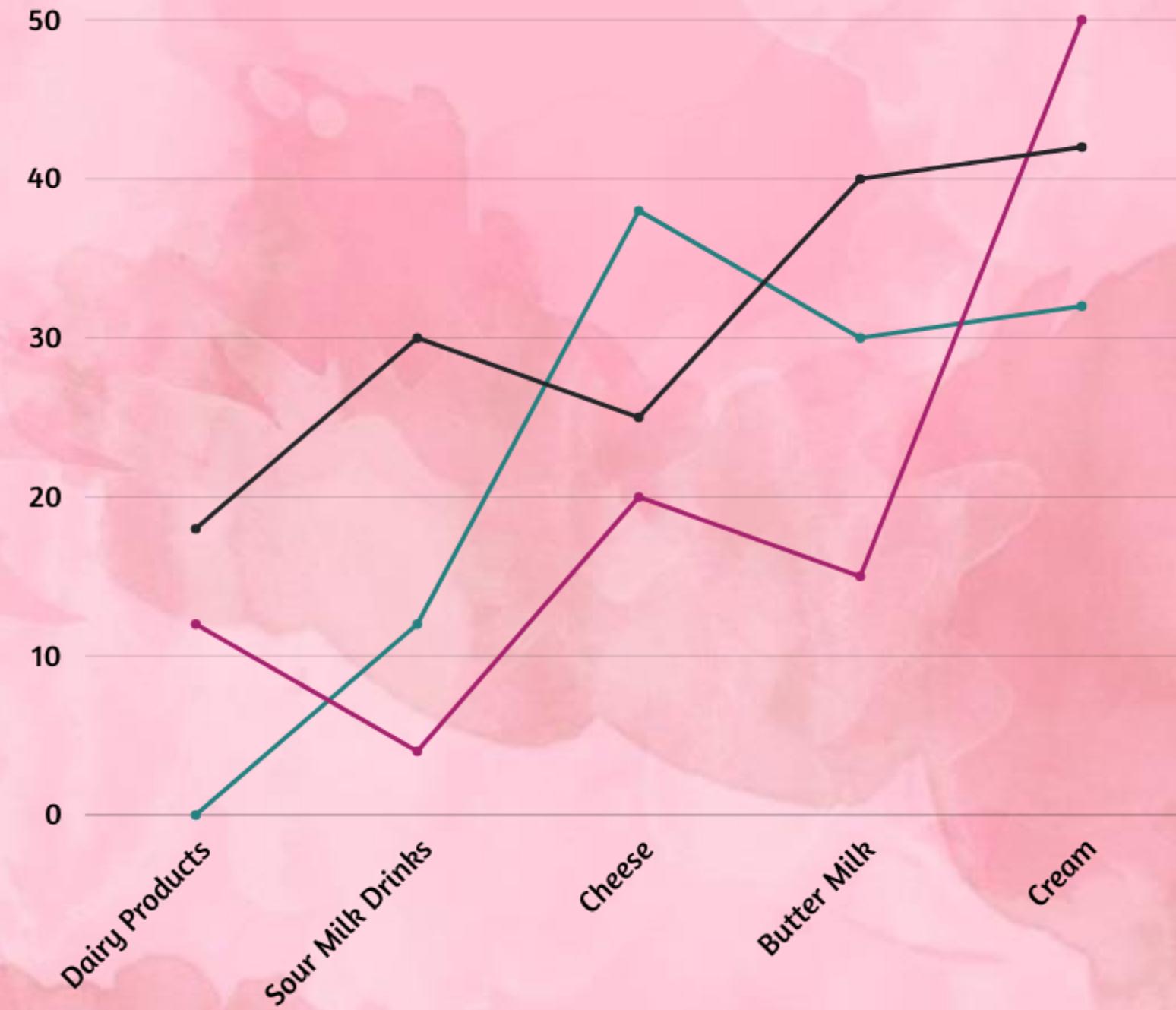
## CORE PRODUCT KEYWORDS:

1. Research keywords related to Mother Dairy's primary products like:

- .Fresh milk
- .Pure milk
- .Mother Dairy curd
- .Mother Dairy ice cream
- .Mother Dairy paneer

*Include variations and related keywords (e.g., "organic milk" or "low-fat milk") .*

# *India leads the world in milk production*



# **\*\*ON PAGE OPTIMIZATION\*\***

*On-page optimization for Mother Dairy involves improving its website content and structure to boost search engine visibility. This includes optimizing title tags, meta descriptions, product descriptions, and image alt texts using relevant keywords like fresh dairy products and pure milk in India. Ensuring the website is mobile-friendly, fast-loading, and easy to navigate enhances user experience, driving more organic traffic and increasing online visibility for Mother Dairy.*

## TITLE TAGS:

*Ensure each page has a unique and descriptive title tag with primary keywords.*

### EXAMPLE:

*Fresh & Pure Milk - Mother Dairy | Healthy Dairy Products in India.*

*Keep the title under 60 characters to ensure full visibility in search results.*

## META DESCRIPTIONS:

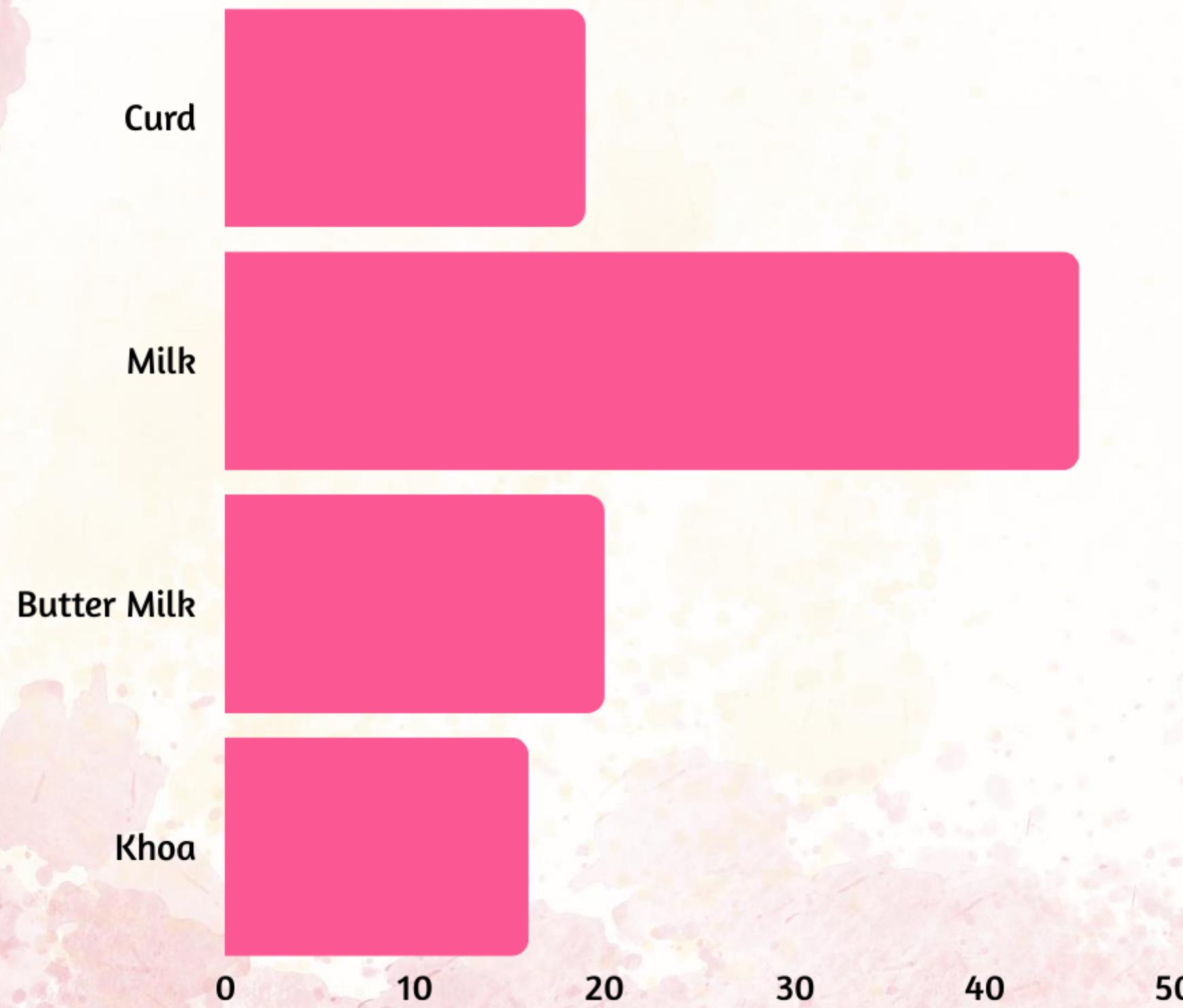
*Craft compelling meta descriptions for each page that include target keywords and encourage clicks.*

### EXAMPLE:

*Explore Mother Dairy's range of fresh milk, ice cream, curd, and more. Pure, nutritious dairy products for your family.*

*Keep meta descriptions under 160 characters for optimal display in search results.*

## *EBIDTA margin of various dairy products,in %*



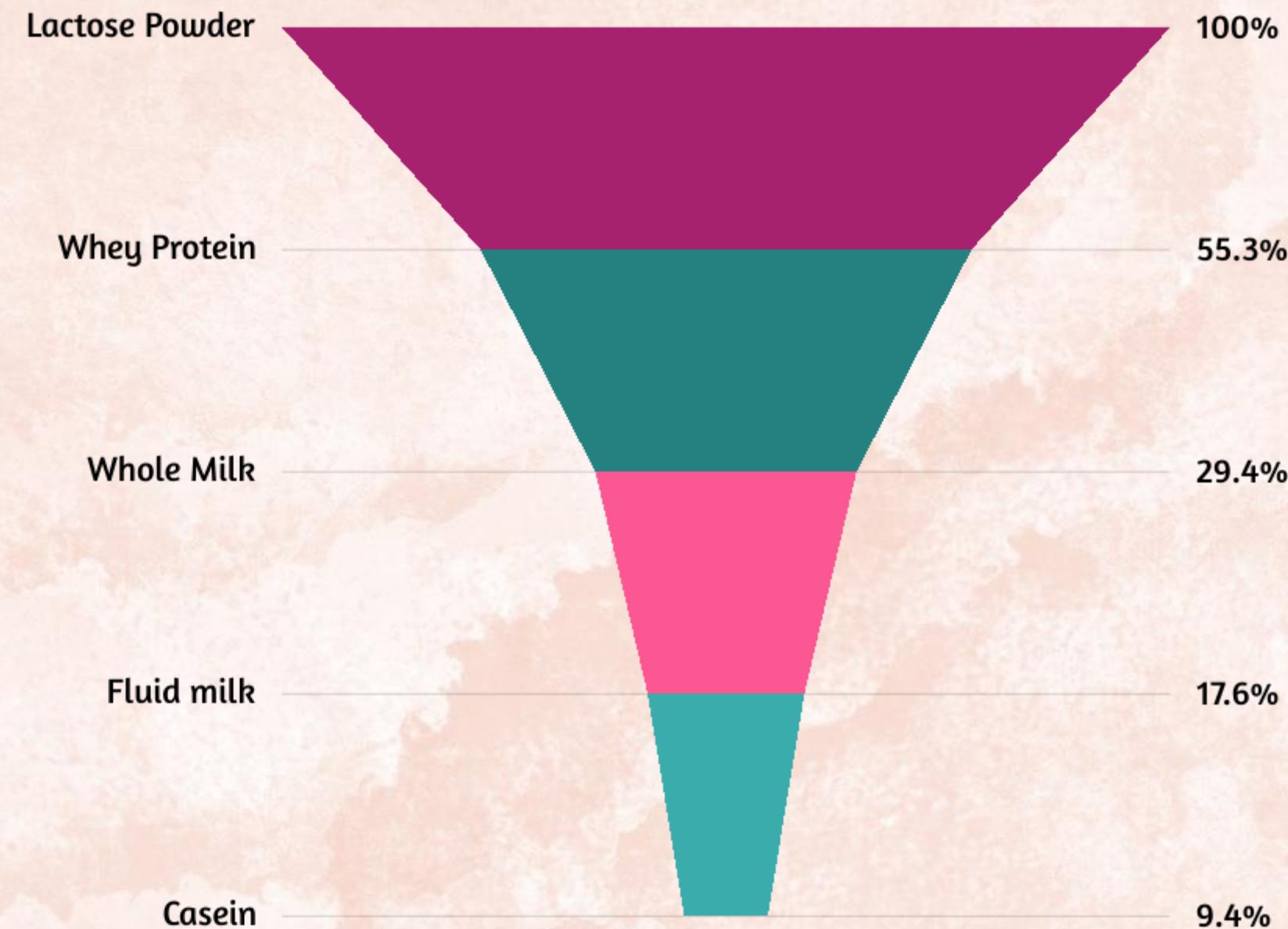


# CONTENT IDEAS AND MARKETING STRATEGIES

# **\*\*CONTENT IDEA GENERATION & STRATEGIES\*\***

*Creating a Mother's Diary offers a meaningful way to document the multifaceted journey of motherhood, capturing both the profound and everyday moments that define this experience. By reflecting on personal stories, cherished memories, and the evolving dynamics of family life, such a diary becomes a treasured keepsake, providing insight and connection across generations.*

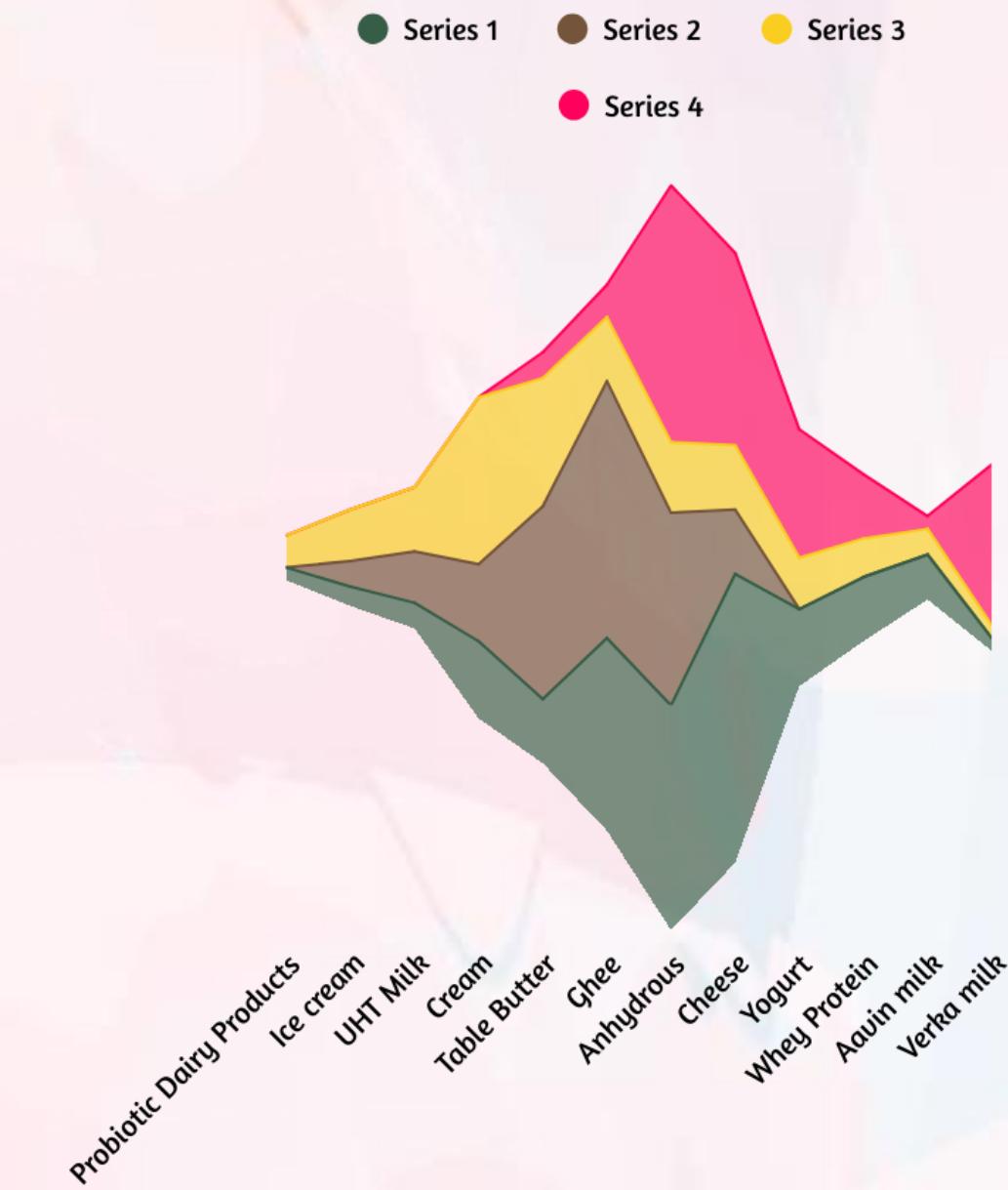
# *India's milk production and per capita availability*



# **\*\*MARKETING STRATEGIES\*\***

*Mother Dairy's marketing strategy focuses on promoting its fresh dairy products, beverages, and packaged foods through digital marketing, influencer collaborations, and in-store promotions. It emphasizes health benefits, seasonal offers, and product variety to attract consumers. Engaging in health awareness campaigns, community events, and festive promotions helps increase brand visibility and boost sales. Additionally, expanding product range and enhancing retail presence strengthen customer loyalty and market reach for Mother Dairy.*

# *India dairy market:Market share by category segment,2024*



# CONTENT CREATION AND CURATION

# \*\*POST CREATION\*\*

Title: Freshness & Purity You Can Trust - Every Day with Mother Dairy!

## Body:

- Farm-Fresh Milk & Dairy Products - Ensuring purity & nutrition in every drop.
- Wide Range of Offerings - Milk, curd, paneer, butter, ghee, ice creams & more!
- Stringent Quality Checks - Tested multiple times for safety & freshness.
- Direct from Farmers - Supporting livelihoods & delivering farm-fresh goodness.
- Energizing Every Home - Trusted by families for decades.

Tagline: Wholesome Goodness, Every Day!

# **\*\*DESIGNS/VIDEO EDITING\*\***

- 1. Brand Consistency: Ensure the logo, color scheme, and fonts align with Mother Dairy's established brand identity.*
- 2. Product Focus: Highlight fresh, healthy dairy products like milk, curd, and ice cream. Showcase their natural ingredients and quality.*
- 3. Emotional Appeal: Create a connection with the audience by focusing on family, health, and nutrition.*
- 4. Local & Authentic Feel: Showcase farming and natural processes to highlight the brand's roots in local dairy production.*

# \*\*SOCIAL MEDIA AD CAMPAIGN\*\*

For Mother Dairy's social media ad campaign, focus on themes of purity, freshness, and family care. Create short, engaging videos or image posts highlighting the journey of Mother Dairy products from farm to table. Use vibrant visuals of fresh milk, yogurt, and ice cream with taglines like *Pure. Fresh. Trusted by Families.* Include customer testimonials or behind-the-scenes content to build trust. Run interactive polls or contests, encouraging followers to share their favorite Mother Dairy product for a chance to win a prize. Incorporate hashtags like #PurelyMotherDairy, #FreshFromFarm, and #FamilyCare to boost engagement.

# **\*\*EMAIL AD CAMPAIGNS\*\***

*Subject: Experience Freshness with Every Sip - Mother Dairy*

*Dear [Customer Name],*

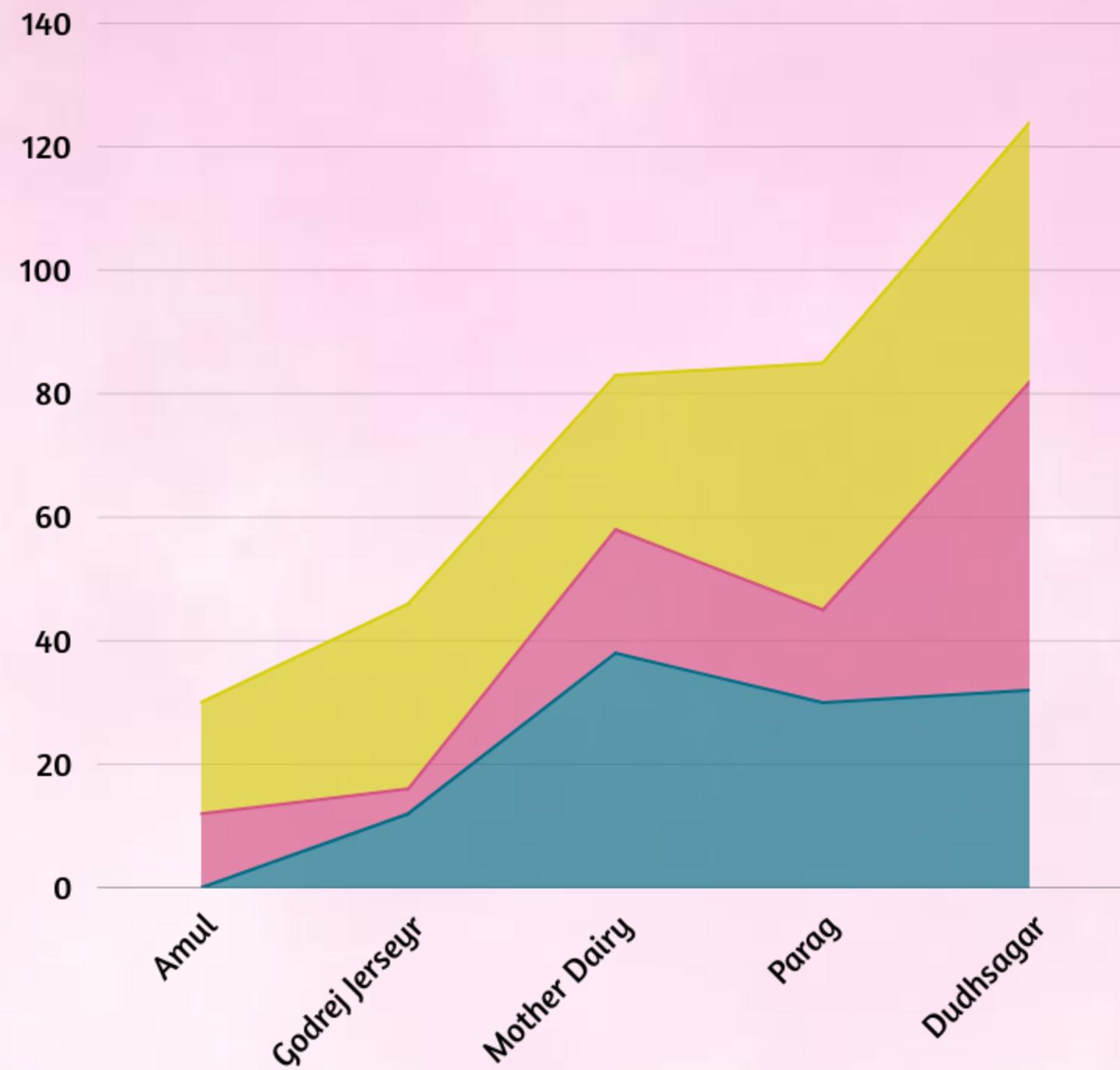
*At Mother Dairy, we bring the farm to your doorstep with our pure, fresh, and nutritious products. From creamy milk to delicious yogurt and ice cream, every product is crafted with care to ensure the highest quality for you and your family. Trust us to deliver only the best for your loved ones.*

*Enjoy exclusive offers on your favorite products! Visit our website today and experience the taste of Mother Dairy.*

*Freshness you can trust. Always.*

*Best regards,  
The Mother Dairy Team*

# *Journal Of Develop Research*





Thank  
You