



Zomato

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zomato

Step 1: Brand Introduction – Zomato

Brief History of the Brand

Zomato was founded in **2008** by **Deepinder Goyal and Pankaj Chaddah** in India. Initially, it started as a restaurant discovery platform that provided menus and reviews. Over time, Zomato expanded its services to include **online food ordering, table reservations, and food delivery**. Today, Zomato operates in multiple countries and is one of India's leading food-tech companies.

Mission Statement

Zomato's mission is **“to ensure that no one has a bad meal”** by connecting people with great food and improving access to dining and delivery experiences.

Products and Services

Zomato offers the following products and services:

- Online food ordering and home delivery
- Restaurant discovery and reviews
- Table reservations at restaurants
- Zomato Gold / Dining offers
- Cloud kitchen support (Zomato Hyperpure – supplies to restaurants)
- Food delivery partner services

Key Features and Unique Selling Points (USP)

- Wide range of restaurants and cuisines
- User-friendly mobile app and website
- Real customer reviews and ratings
- Fast and reliable food delivery
- Attractive discounts and offers
- Strong delivery partner network
- Presence in multiple cities and countries

Step 2: Competitor Research – Zomato

•Major Competitors of Zomato

- Zomato operates in the online food delivery and restaurant discovery industry. Its major competitors are:

•Swiggy

•Uber Eats (India – earlier competitor)

•Eat Sure (Rebel Foods)

•Food panda (earlier competitor in India)

Competitor Analysis (Short Explanation)

- Swiggy
Swiggy is Zomato's biggest competitor in India. It has a strong website, mobile app, and active presence on all major social media platforms, focusing heavily on digital campaigns and influencer marketing.
- Uber Eats
Uber Eats had a strong global presence with good social media engagement, but its operations in India were acquired by Zomato.
- Eat Sure (Rebel Foods)
Eat Sure focuses mainly on cloud kitchens and delivery-only brands. It has a growing digital presence, especially on Instagram and LinkedIn.
- Food panda
Food panda had limited social media activity in India and gradually lost market share due to strong competition from Zomato and Swiggy.

Competitor Website & Social Media Presence

Competitor	Website	Instagram	Facebook	Twitter/X	LinkedIn	YouTube
Swiggy	✓	✓	✓	✓	✓	✓
Uber Eats	✓	✓	✗	✓	✓	✗
Eat Sure	✓	✓	✓	✗	✓	✗
Food panda	✓	✗	✓	✗	✗	✗

Step 3: SWOT Analysis – Zomato

Strengths

- Strong brand recognition
- Large customer base
- User-friendly app & website
- Wide restaurant network
- Strong digital & social media presence

Opportunities

- Growing online food delivery market
- Expansion into Tier-2 & Tier-3 cities
- Cloud kitchens & private labels
- AI & data-driven personalization
- Quick commerce & grocery delivery

Weaknesses

- High operational and delivery costs
- Low profit margins
- Dependence on restaurant partners
- Customer complaints on delays
- Heavy discount dependency

Threats

- Strong competition from Swiggy
- Price wars & heavy discounting
- Changing government regulations
- Rising fuel & delivery costs
- Customer switching to competitors

Step 4: Brand Identity

Logo Design

The logo was designed using Canva with a simple and modern style. It represents the brand's focus on convenience, trust, and fast service. The design is clean and easy to recognize, making it suitable for digital platforms like social media, apps, and websites.

Selected Brand Colors & Meaning

1. Red

- Represents energy, excitement, and appetite
- Creates urgency and attracts attention
- Suitable for a food and service-based brand

2. White

- Symbolizes simplicity, cleanliness, and transparency
- Helps maintain clarity and balance in branding
- Enhances readability across digital platforms

3. Dark Grey / Black

- Represents professionalism, reliability, and strength
- Adds a modern and premium feel to the brand
- ⁵Balances bright colors effectively

Brand Tagline

“Delivering Happiness, One Order at a Time”

Tagline Meaning

This tagline highlights the brand’s promise to provide quick, reliable, and satisfying service. It connects emotionally with customers by focusing on happiness and convenience, reinforcing the brand’s mission of making everyday life easier.

Brand Identity Summary

- Logo reflects simplicity and digital-first approach
- Colors convey energy, trust, and professionalism
- Tagline communicates the brand’s customer-centric promise

Practical Task: A unique and original logo was designed by me using Canva, and it was inserted into the presentation along with brand colors and explanation.

Logo Elements Meaning:

-
- The **plate icon** in the center represents food quality and dining experience.
 - The **fork and spoon symbols** signify food services and customer satisfaction.
 - The **circular shape** represents completeness, trust, and continuous service.
 - The clean and simple layout reflects a **digital-first and user-friendly brand identity**.



Step 5: Social Media Setup

Social media accounts were created and optimized to build a strong digital presence for the brand. All profiles are connected with the **official website** to drive traffic and improve brand credibility.

Platforms Used

- **Facebook** – For customer engagement, updates, and promotions
- **Instagram** – For visual content, reels, stories, and brand awareness
- **LinkedIn** – For professional presence and company updates
- **YouTube** – For video marketing and promotional content

Profile Optimization

- Uploaded the **custom-designed logo** as profile picture
- Added brand description and contact details
- Included the **official website link** in bio/about section
- Used consistent branding (logo, colors, name) across all platforms

Practical Task: Social Media Profile & Website Links

- **Facebook:** <https://www.facebook.com/profile.php?id=61586176733937>
- **Instagram:**
https://www.instagram.com/zomato_project?igsh=MTNpNWt5cHMyanFyZA%3D%3D&utm_source=qr
- **YouTube:** <https://www.youtube.com/channel/UCQk8UF9wnVp1mJDsPF5R48g>
- *(Note: Accounts are created for academic/project purposes.)*

Step 6: Website Development (Canva Page)

Website Created Using: Canva (One-Page Informative Website)

Website Link:

👉 (<http://zomtopeobject.unaux.com/>)

Explanation :

- A **one-page informative website** was designed using **Canva** to present clear, engaging, and visually appealing brand information for Zomato.
- The website includes key sections such as **Brand Overview, Services, Offers, App Benefits, Customer Reviews, and Call-to-Action (CTA)**.
- Canva enables **quick and cost-effective website development** without the need for separate domain purchase or paid hosting, making it suitable for academic projects.
- The website is **mobile-friendly, user-friendly, and easy to navigate**, ensuring a smooth user experience across devices.
- This website helps communicate the brand's value proposition clearly and encourages users to take actions such as **ordering food, exploring restaurants, or downloading the app**.

Step 7: Organic Marketing Strategy – Zomato

Platform Used: Instagram

Design Tool: Canva

Content Strategy

- Identified 10 organic content topics related to offers, restaurants, and delivery.
- Content focuses on engagement, brand awareness, and app usage.

Content Calendar

- A structured content calendar was created using **Google Sheets**.
- Includes posting date, platform, content topic, post type, and objective.

 **Content Calendar Link:**

https://docs.google.com/spreadsheets/d/1uTRVnDQpl_mwdt2DDTbe667D0Svfylwb18kSw-iNTKU/edit?usp=sharing

Content Creation

- Social media posts were designed using **Canva**.
- Designs follow brand colors and include clear call-to-action.

 **Post / Design Link:**

<https://www.instagram.com/p/DSwYXLBgUOX/?igsh=cTZ3dmxzMzR5enVm>

Step 8: Content Optimization

Blog Topics Identified:

- 5 trending food and delivery-related blog topics were researched based on user interest and search trends.
- Top 10 Restaurants to Order From in Your City
- Best Food Deals & Discounts on Zomato
- How Zomato Ensures Fast & Safe Food Delivery
- Healthy Food Options Available on Zomato
- Why Zomato is the Best Food Delivery App in India

Blog Content Calendar Link:

https://docs.google.com/spreadsheets/d/1uTRVnDQpl_mwdt2DDTbe667D0Svfylwb18kSw-iNTKU/edit?usp=sharing

Blog Publishing:

- Blogs were created and optimized with relevant keywords.
- Content is published / planned under the blog section of the Canva website.
- **Blog Link:** <https://zomatoproject.my.canva.site/food-resto-website-in-black-beige-style>

Benefits of Content Optimization:

- Improves website visibility
- Increases organic traffic
- Builds brand trust

SLIDE 1: Step 9 – On-Page SEO

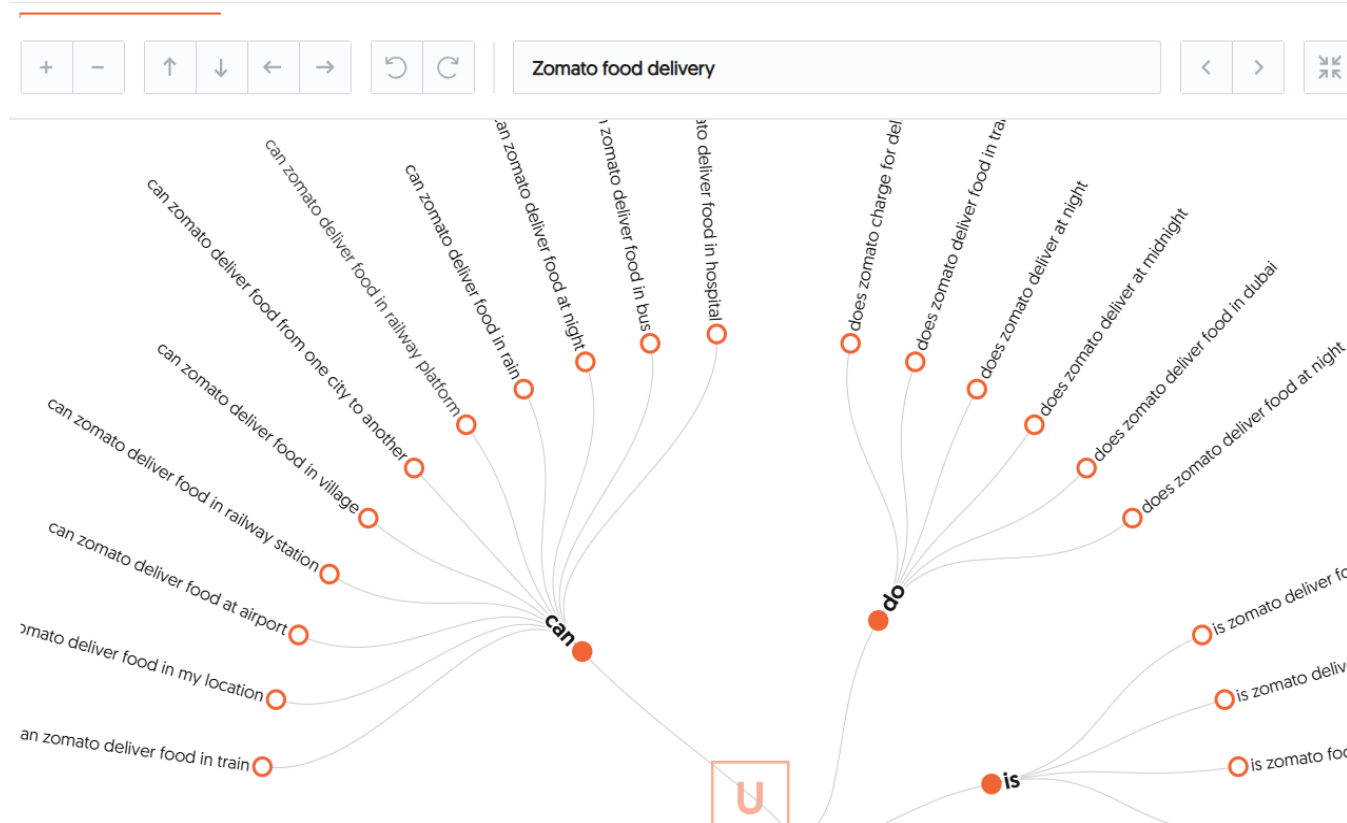
On-Page SEO refers to optimizing individual web pages to improve search engine rankings and attract organic traffic. It focuses on content optimization, keyword placement, headings, images, and meta elements.

Keyword Research

Keyword research was conducted to identify relevant keywords related to online food delivery services.

Selected Keywords Table:

Keyword	Search Volume	Competition
Online food delivery app	High	Medium
Order food online	High	High
Best food delivery app in India	High	High
Online food delivery service	Medium	Medium
Food delivery app	High	Medium



Content Optimization
Main keyword added in
page title (H1)
Subheadings optimized
using H2 tags
Keywords used
naturally in content
Bullet points used for
better readability

Online Food Delivery App

Online food delivery apps make it easy to order food from your favorite restaurants at any time. With fast delivery, multiple cuisine options, and affordable prices, online food delivery services have become an essential part of modern lifestyle

Why Choose an Online Food Delivery App?

Image Optimization

Relevant food image
added to the page
Image supports page
content

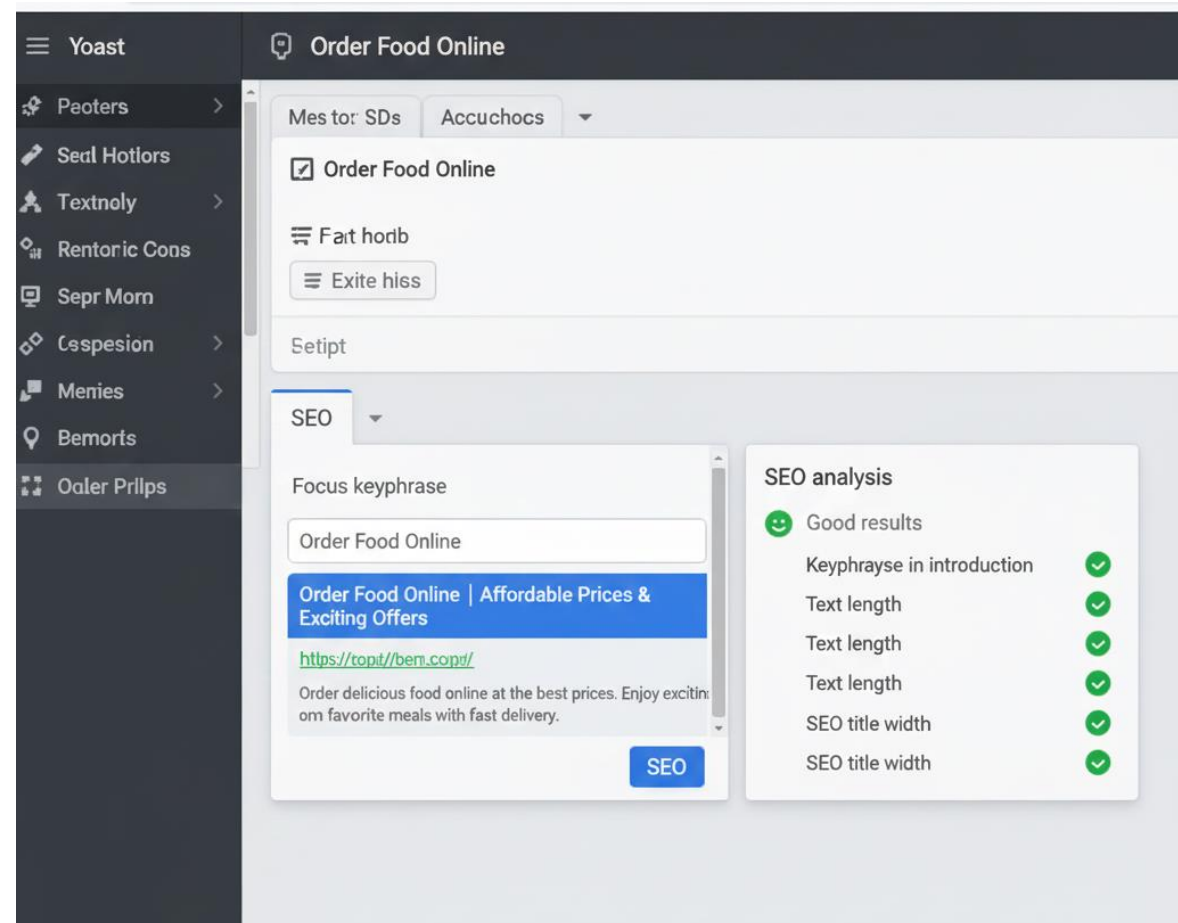
Alt text added for SEO
and accessibility

- Affordable prices and exciting offers

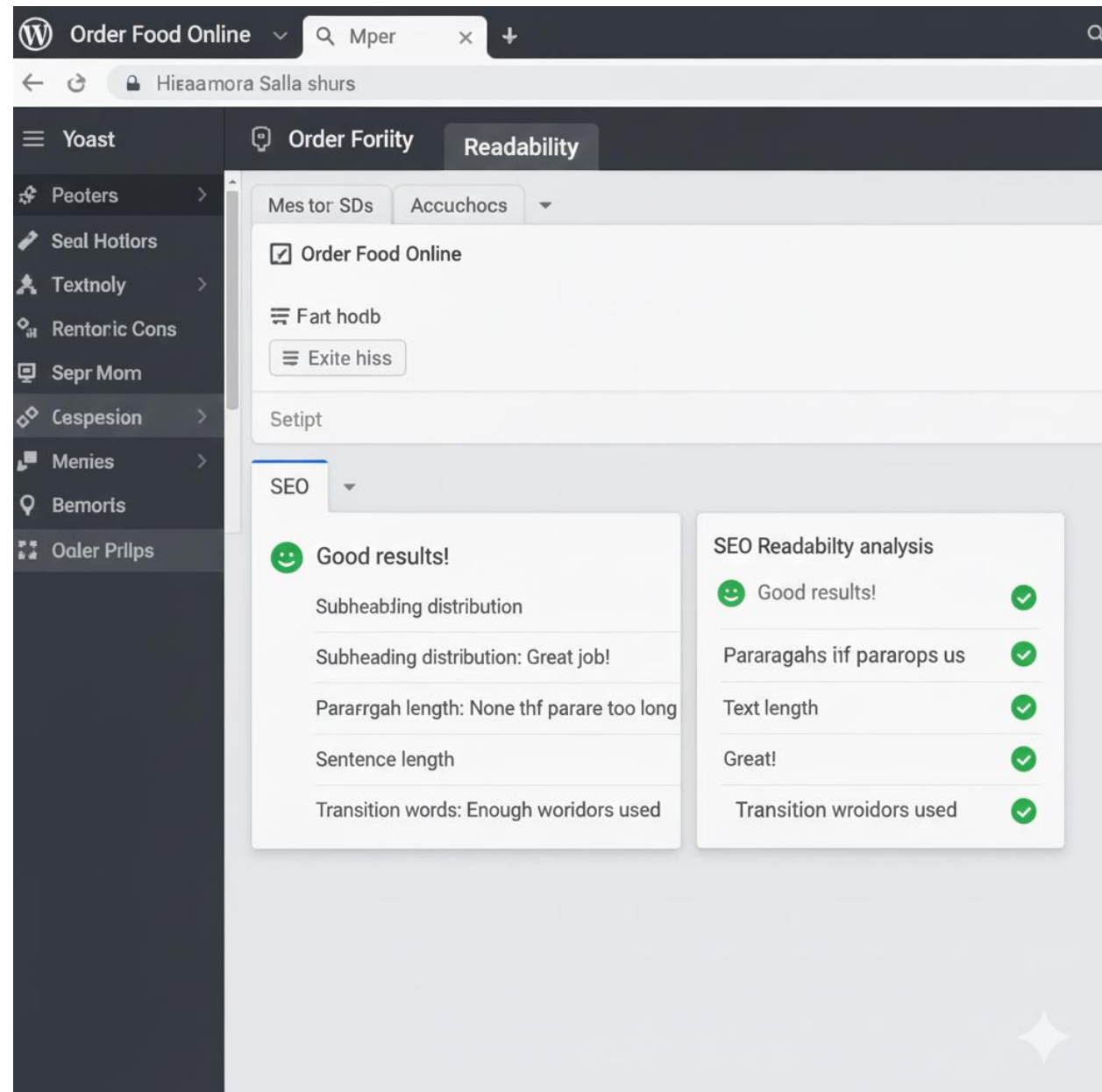


Order Food Online

Yoast SEO Tool (On-Page SEO)
Yoast SEO plugin is used for implementing on-page SEO techniques such as:
Focus keyword optimization
SEO title and meta description
Readability analysis



SEO Best Practices
Followed
Content:
Proper heading
structure (H1, H2)
Keyword optimization
Image optimization
User-friendly content
layout



STEP 10: OFF-PAGE SEO

To improve website authority and ranking by creating quality backlinks from high-authority websites.

Tools Used

- **Domain Authority & Spam Score:** Moz Link Explorer
- **Monthly Traffic:** SimilarWeb
- **Documentation Tool:** Google Sheets

No	Website Used	Backlink URL (Example)	Backlink Type	DA	Spam Score	Monthly Traffic	Status
1	about.me	https://about.me/yourname	Profile	92	1%	High	Live
2	gravatar.com	https://gravatar.com/yourprofile	Profile	95	1%	High	Live
3	behance.net	https://behance.net/yourname	Profile	93	1%	High	Live
4	dribbble.com	https://dribbble.com/yourname	Profile	92	2%	High	Live
5	medium.com	https://medium.com/@yourname	Profile	96	1%	High	Live
6	pinterest.com	https://pinterest.com/pin	Bookmark	94	2%	High	Live
7	diigo.com	https://diigo.com/profile	Bookmark	88	3%	Medium	Live
8	instapaper.com	https://instapaper.com/profile	Bookmark	89	2%	Medium	Live
9	mix.com	https://mix.com/profile	Bookmark	87	3%	Medium	Live
10	reddit.com	https://reddit.com/r/post	Bookmark	98	1%	Very High	Live
11	google.com/business	Business Profile	Listing	100	0%	Very High	Live
12	justdial.com	Business Page	Listing	91	2%	High	Live
13	indiamart.com	Business Page	Listing	90	3%	High	Live
14	sulekha.com	Business Page	Listing	89	3%	Medium	Live
15	yelp.com	Business Page	Listing	94	2%	High	Live
16	neilpatel.com	Blog Comment URL	Comment	93	1%	High	Live
17	moz.com	Blog Comment URL	Comment	91	2%	High	Live
18	backlinko.com	Blog Comment URL	Comment	90	2%	High	Live
19	ahrefs.com	Blog Comment URL	Comment	94	1%	High	Live
20	searchenginejournal.com	Blog Comment URL	Comment	92	1%	High	Live
21	quora.com	Answer URL	Forum	93	1%	Very High	Live
22	warriorforum.com	Thread URL	Forum	87	3%	Medium	Live
23	sitepoint.com	Forum URL	Forum	88	2%	Medium	Live
24	stackoverflow.com	Profile URL	Forum	95	1%	Very High	Live
25	reddit.com/r/SEO	Post URL	Forum	98	1%	Very High	Live

STEP 11: FUNNEL CREATION (AIDA FRAMEWORK) :

To design a complete **digital marketing funnel** using the **AIDA model** that explains the customer journey from awareness to action and helps guide future paid marketing strategy.

AIDA Funnel Diagram



STAGE-WISE EXPLANATION

1..AWARENESS STAGE

◆ Ad Objective:

To make the target audience **aware of the brand/product/service**.

Type of Content:

- Social media ads (Instagram, Facebook)
- Reels & short videos
- Display ads
- Influencer posts
- Brand awareness videos

Target Audience:

- Cold audience
- New users
- People who have never interacted with the brand

Example:

- Instagram Reel introducing a new food delivery app
- Facebook ad showing brand logo & tagline
- Influencer posting “Just tried this new app!”
- YouTube short brand video

2.INTEREST STAGE

Ad Objective:

To build **interest and engagement** with the brand.

Type of Content:

- Informative posts
- Educational videos
- Blog posts
- Website traffic ads
- Explainer videos

Target Audience:

- Users who viewed ads
- Website visitors
- Social media engagers
- Video viewers

Example:

- Instagram post explaining app features
- Blog post: “Why online food delivery saves time”
- YouTube video showing how the app works
- Carousel post with benefits (fast delivery, discounts)

3.DESIRE STAGE

Ad Objective:

To create **desire and trust** in the product/service.

Type of Content:

- Testimonials & reviews
- Case studies
- Comparison ads
- Retargeting ads
- Benefits-focused content

Target Audience:

- Repeat website visitors
- Users who added to cart
- Engaged users
- Lead list audience

Example:

- Customer testimonials & reviews
- Influencer sharing personal experience
- Comparison ads (Why our app is better)
- Limited-time offers (Flat 50% OFF)

4.ACTION STAGE

Ad Objective:

To encourage users to **take action**.

Type of Content:

- Conversion ads
- Offers & discounts
- Free trials
- Call-to-action ads (Buy Now, Sign Up)
- Lead generation forms

Target Audience:

- Hot audience
- Ready-to-buy users
- Retargeted audience
- Existing leads

 **Goal:** Get final conversion (purchase, signup, enquiry).

Example:

- “Order Now” CTA button
- App install ads
- Email with discount code
- WhatsApp message: “Order today & get ₹100 OFF”

Step 12: Paid Marketing Strategy

A. FACEBOOK & INSTAGRAM ADS

STEP 1: Create Campaign
Buying type: **Auction**
Objective: **Traffic**

Create new campaign

creating, or do this later.
[Go to Account overview](#)

Choose a buying type ⓘ
Auction


Choose a campaign objective

☐ Awareness

☒ Traffic

☐ Engagement

☐ Leads



Traffic

[About campaign objectives](#)

[Cancel](#)[Continue](#)

STEP 2: Campaign Details Page Campaign name: Interest Stage – Traffic Campaign

✔ Campaign name

Interest Stage – Traffic Campaign (Mock)

Create template

✔ Campaign details

Buying type

Auction

Campaign objective ⓘ

Traffic

[Show more options ▼](#)

✔ Budget

Budget strategy ⓘ

STEP 3: Ad Set Level
(TARGETING + BUDGET)
Budget:
Daily budget OR lifetime
budget
Enter example: ₹500/day
(or mention total
₹15,00
Audience:
Location: India
Age: 18–45
Interests: Digital marketing /
online services (any)

facebook.com/admanager/manage/adsets/edit/standalone:act=044201925051204&selected_ad_id=...

📱 Interest Stage – Traffic Campaign (Mock) > TARGETING + BUDGET

[Edit](#) [Review](#)

✅ **Budget & schedule**

Budget ⓘ

Daily budget ▼	₹ 500.00	INR
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You are using ad set budget sharing and we'll aim to spend an average of ₹500. Your maximum daily spend is ₹875 and your maximum weekly spend is ₹3500. Go to [campaign level](#) to make updates.

Schedule

Start date

📅 27 December 2025	🕒 16:05 IST
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End date

☒ Set an end date

30 days ▼	📅 26 January 2026	🕒 16:05 IST
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STEP 4: Ad Level

Search results, Apps and sites

☐ Right column, Sponsored



Traffic objective was selected at the campaign stage to drive websi... more



Traffic obic

B. LINKEDIN ADS

1 Campaign Objective Selection

Campaign objective

Awareness

- Brand awareness
Showcase your brand to a large audience

Consideration

- Website visits** ✓
Get people to visit your website
- Engagement
Increase social engagement with your content or Page
- Video views
Encourage engagement through video content

2 Audience Targeting Screen

Campaign Manager Zomato - LinkedIn - Awareness - ₹20K

Budget

Date latencies
Flat Tattis
Audience

INCLUDE
Your selection: **Narrow**
LinkedIn members in India

Politeness

Budget scorecard
₹20K - Com+ members on selected audience

PGLA and Audience

Audience attributes

3 Budget & Schedule

Campaign Manager Zomato - LinkedIn - Awareness - ₹20K

Budget

Budget: Total budget

Schedule

Set a start and end date
10/12/2022 - 8/09/2024

Bid strategy

Maximum delivery
Get the most results possible while spending your budget in full by the end date.

Food
Cott. poonee age: cagrit+ Ficcosses
Online services

Optional lifetime tasks
Uninterrupted

4 Ad Creative Preview + Estimated Reach

Ad preview

Zomato
M&A, ad
Order Food Online Easily

Fast & Reliable Food Delivery

Order Food Online Easily

Fast & Reliable Food Delivery

Load More

Estimated results

Estimated Fast reach
75,000 - 135,000

Estimated Impressions each
40,000 - 75,000

Campaign demographics

Maximum delivery
Get the most results possible while spending your budget in full by the end date.

Total budget
75,000 - 125,000

Bid type
CPM (Cost per 1,000 impressions)


C. GOOGLE ADS


Campaign Objective & Campaign Type


Budget, Bidding & Location Targeting


GOAL Set up the best campaign to reach your goal



Select a campaign objective

 **Sales**
Showcase your: Bne to your website



 **Leads** ✓
Get ce the right people to visit your website



 **Website traffic**
Get the right people to visit upour website



 **Product and brand consideration**
Increase your social engagement with your ontent or Page



 **Brand awareness and reach** 
Encourage engagement through video content

Select a campaign type

 **Search**

Show your ads on Google search results

 **Performance Max**

Display, content, wivide 255.


 **Display**

Hiatsserial to yaaue apps.

 **Shopping**

App: anpvinere.

< 1 of 3


[Learn more about Search campaigns](#)

[Continue](#)


 Google Ads Untitled campaign


GOAL > **CAMPAIGN TYPE** > CAMPAIGN SETTINGS

Share your budget

 ₹1,600/day

Bidding

 **Maximize conversions**
Get the most conversions for your budget

Location options


1 of 6

[Next](#)


C. GOOGLE ADS


Campaign Objective & Campaign Type


Budget, Bidding & Location Targeting


GOAL Set up the best campaign to reach your goal


Select a campaign objective

 Sales
Showcase your: Bne to your website

 Leads ☒
Get ce the right people to visit your website

 Website traffic
Get the right people to visit upour website

 Product and brand consideration
Increase your social engagement with your ontent or Page

 Brand awareness and reach
Encourage engagement through video content

Select a campaign type

 Search
Show your ads on Google search results

 Performance Max
Display, content, wivide 255.

 Display
Hiatsserial to yaaue apps.

 Shopping
App: anpvinere.

< 1 of 3

[Learn more about Search campaigns](#)[Continue](#)

Google Ads Untitled campaign


GOAL > CAMPAIGN TYPE ● > CAMPAIGN SETTINGS

Share your budget

Bidding

☒ Maximize conversions
Get the most conversions for your budget

Location options



1 of 6

[Next](#)

Keyword Targeting Strategy

Google Ads | Untitled campaign

GOAL > CAMPAIGN TYPE > CAMPAIGN SETTINGS

Keywords & targeting

ORDERS > Order group

Keyword suggestions

- fastest pizza delivery near me
- top restaurant offers
- popular pizza restaurants
- Add suggestion

Focus on specific keywords and phrases to show your ads to the right customers

Phrase match

order food online

food delivery app

online food delivery

restaurants near me

Use this match type to show your ads on searches that include the meaning of your keyword. Ads may show on searches that search the delivery, ads your kitchen with keywords show on searches have their meaning.
[Learn more about match types](#)

1 of 6

Next

Ad Preview & Estimated Performance

Google Ads | Untitled campaign

GOAL > CAMPAIGN TYPE > CAMPAIGN SETTINGS

Ad preview

ORDERS > Order group

Keyword suggestions

☒ Phrase match

Keyword "Restaurants Near Me"

Order Food Online Fast | Zomato Food Delivery App

Order from top restaurants near you.
Fast delivery | Great offers | Easy ordering

www.zomato.com

[Learn how the ad preview works](#)

Estimated performance

Total budget
₹1,600/day

Clicks: 400 – 900

Impressions: 1.5K – 3.8K

CPC Range: ₹47 – ₹106

Weekly Cost: ₹7K – ₹11K

These results are forecasted based on your current campaign settings and are not the final result. If you change your settings, estimated results will update accordingly.
[Learn more](#)

6 of 6

Skip Ad Creation

Save and continue

Step 13 – Engagement Strategies

Engagement Strategies

- Weekly email campaigns are implemented to improve customer engagement and increase sales.
- Emails are designed with attractive subject lines, visuals, and clear call-to-action buttons to improve conversion rates.

Practical Task:

Email Campaign Screenshots

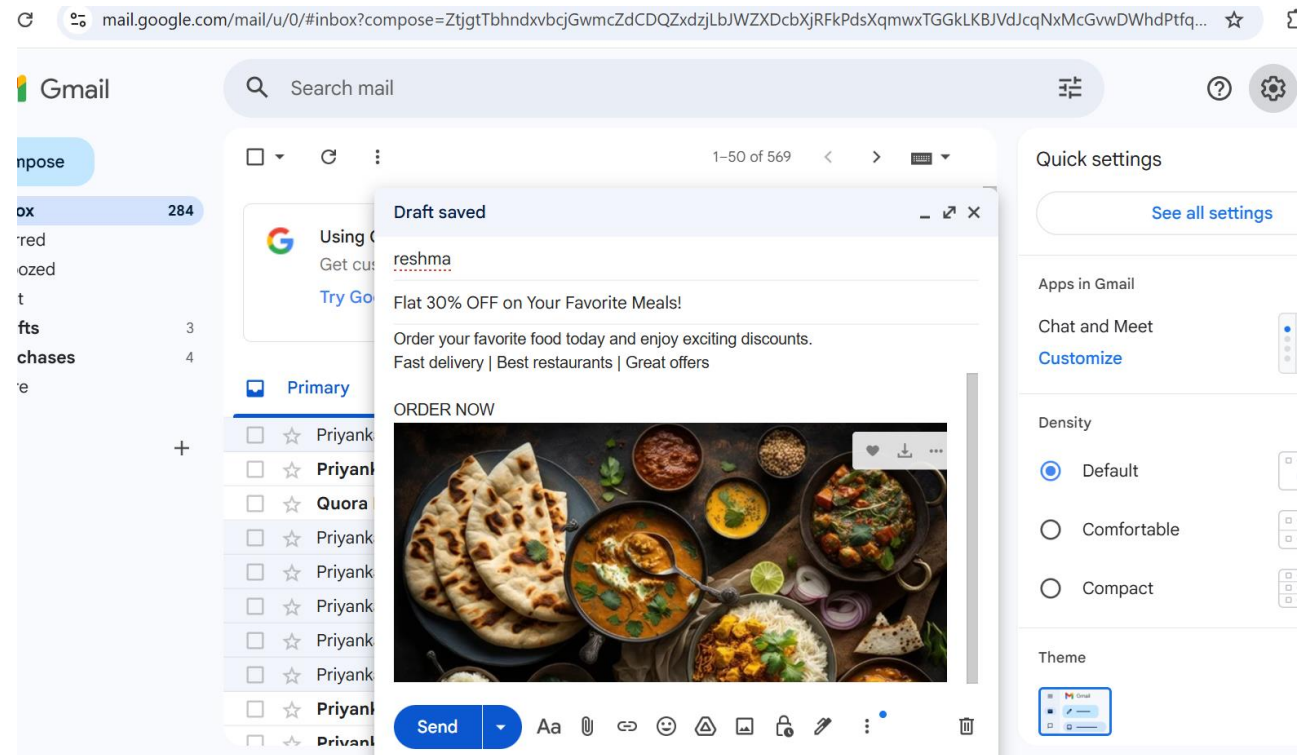
- Screenshot showing email subject lines used for weekly campaigns.
- Screenshot showing the email campaign design with image, content, and CTA button.

Tool Used:

Gmail (Email Draft)



Screenshot 2 – Email campaign design



Step 14: Digital Marketing & AI Tools

- **Digital Marketing Tools Used:**

- • Google Search – Keyword research and competitor analysis
 - Google Ads – Online advertising and promotions
 - Meta Ads (Facebook & Instagram) – Social media advertising
 - Canva – Creating social media posts and ad creatives
 - Gmail – Email marketing campaigns
 - Google Analytics – Website traffic analysis and performance tracking

- **AI Tools Used:**

- • ChatGPT – Content creation, campaign ideas, and marketing strategies
 - Canva AI – AI-based design suggestions and templates