



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

Weaknesses

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

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

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=61585657592402>
- **Instagram:**
https://www.instagram.com/zomato_project?igsh=MTNpNWt5cHMyanFyZA%3D%3D&utm_source=qrcode
- **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:

👉 (<https://zomatoproject.my.canva.site/food-restaurant-service-website-in-white-and-black-photographic-style>)

Explanation :

- A one-page website was created using **Canva** to present clear and engaging brand information.
- The page includes key sections such as **Brand Overview, Services, Offers, App Benefits, and Call-to-Action**.
- Canva allows quick development without purchasing a separate domain or hosting, fulfilling project requirements efficiently.
- The website is **mobile-friendly, visually appealing, and easy to navigate**, improving user experience.
- It helps the brand attract users, communicate value clearly, and guide visitors toward actions like **app download or order placement**.

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>

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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

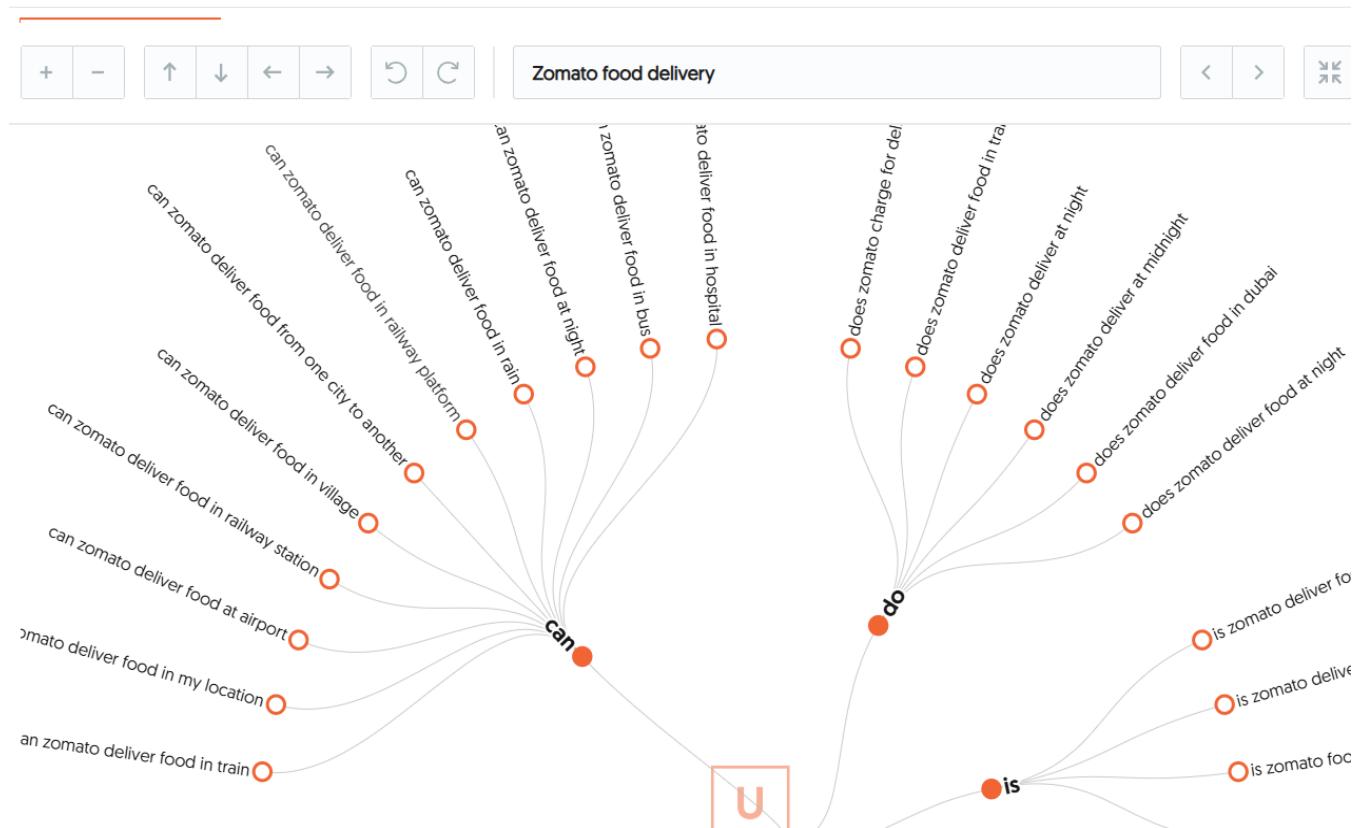
On-Page SEO refers to optimizing individual web pages to improve search engine rankings and attract organic traffic. It focuses on content optimization, keyword placement, headings, images, and meta elements.

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



Online Food Delivery App

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 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

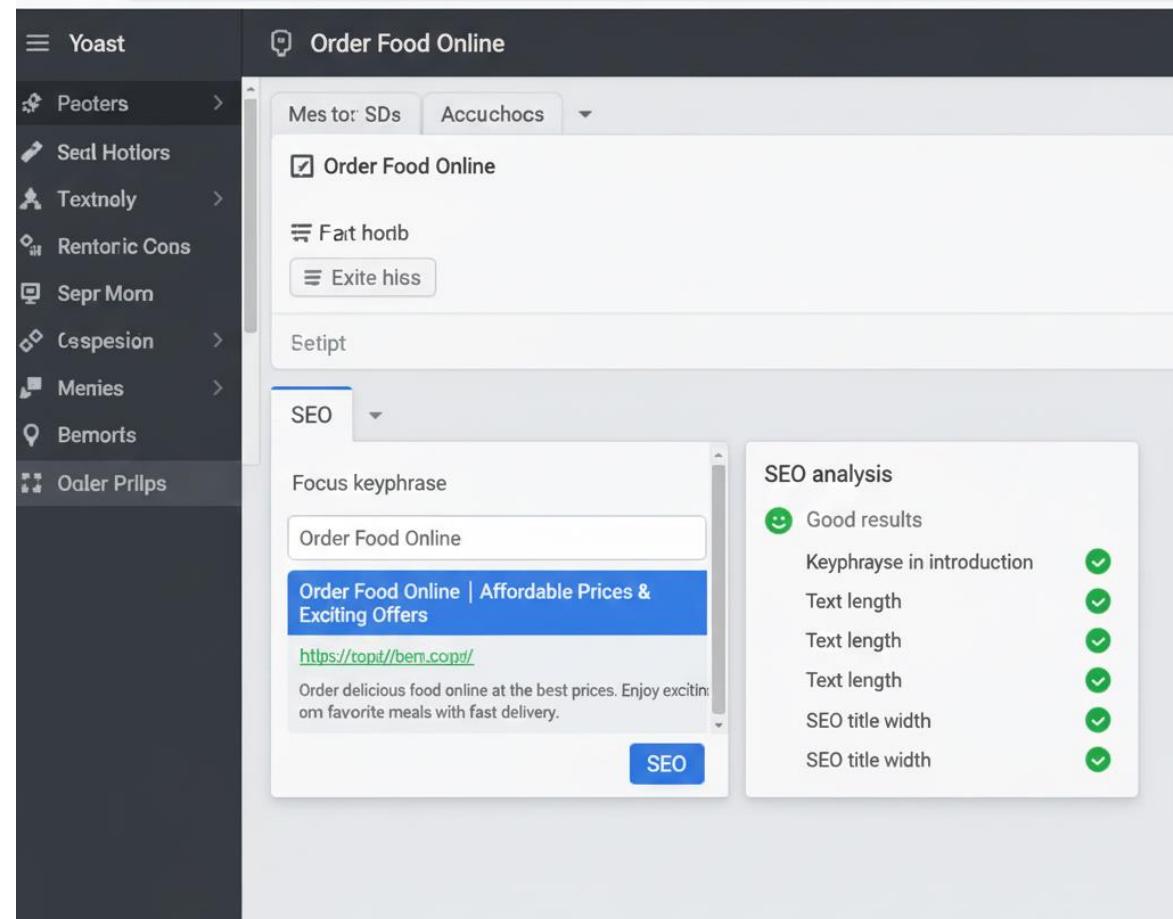


Order Food Online

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

The screenshot shows a browser window with the URL 'Order Food Online'. The page title is 'Order Food Online'. The Yoast SEO sidebar is open, showing the 'SEO' tab selected. The main panel displays the following analysis results:

- Good results!**
 - Subheading distribution
 - Subheading distribution: Great job!
 - Paragraph length: None of the paragraphs are too long
 - Sentence length
 - Transition words: Enough transition words used
- SEO Readability analysis**
 - Good results! (checkmark)
 - Paragraphs if paragraphs used (checkmark)
 - Text length (checkmark)
 - Great! (checkmark)
 - Transition words used (checkmark)

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



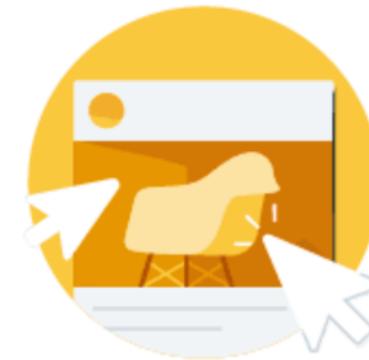
Traffic



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 status ↗](#)

STEP 3: Ad Set Level (TARGETING + BUDGET)

Budget:

Daily budget OR lifetime
budget

Enter example: ₹500/day

(or mention total
₹15,00

Audience:

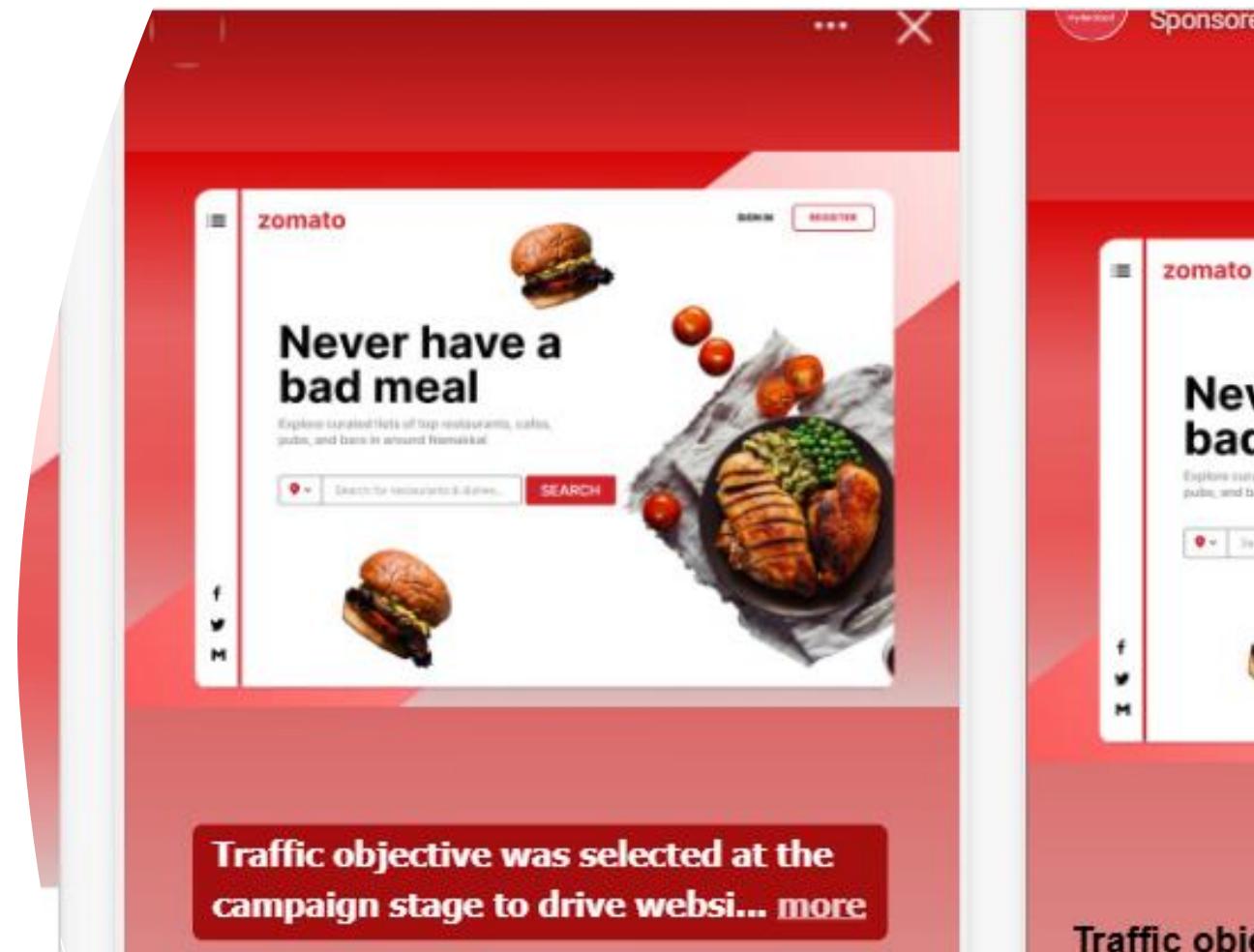
Location: India

Age: 18–45

Interests: Digital marketing /
online services (any)

The screenshot shows the Facebook Ads Manager interface. At the top, the URL is visible: /fb.com/adsmanager/manage/assets/edit/statistics?act=04420192303120405&id=66_a_d_10. The main title is "Interest Stage - Traffic Campaign (Mock)". On the right, there are "TARGETING + BUDGET" and "Edit" buttons. Below the title, there's a section titled "Budget & schedule". Under "Budget", it shows "Daily budget" set to ₹ 500.00 INR. A note below states: "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." Under "Schedule", the "Start date" is set to 27 December 2025 at 16:05 IST. The "End date" section has a checked checkbox for "Set an end date" and shows a dropdown for "30 days" and a date range from 26 January 2026 to 16:05 IST.

STEP 4: Ad Level



B. LINKEDIN ADS

1 Campaign Objective Selection

Campaign objective

Awareness

Brand awareness Showcae 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

Leads

2 Audience Targeting Screen

Campaign Manager Zomato - LinkedIn - Awareness - ₹20K

Campaign

Objective

Audience

Ad Format

Budget & Schedule

Review

Budget

Data targeting

Flat lists

Address targeting

India map

INCLUDE

Your selection: Narrow

LinkedIn members in India

Advertisers

Flawless audience

20pr - Com+ members on selected audience

PGLAInd & Audience

Audience attributes

3 Budget & Schedule

Campaign Manager Zomato - LinkedIn - Awareness - ₹20K

Campaign

Objective

Audience

Ad Format

Placement

Budget & Schedule

Review

Budget

Budget: Total budget

Schedule

Set a start and end date

10 12x 1002 8.00024

Bid strategy

Maximum delivery

The ushahat edit the onlines budget turn

Optional lifetime tasks

Food

Cont preage: capm+ Faccosce

Online services

4 Ad Creative Preview + Estimated Reach

Ad preview

Zomato⁺ Me46.ad Order Food Online Easily

Fast & Reliable Food Delivery

Order Food Online Easily

Estimated fast food 75,000 - 135,000

Estimated impes each 40,000 - 75,000

Campaign demographics

Maximum delivery

Get the most result in the 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 brand to your website
- Leads
Get the right people to visit your website
- Website traffic
Get the right people to visit your website
- Product and brand consideration
Increase your social engagement with your content 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
- Shopping

< 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 brand to your website
- Leads
Get the right people to visit your website
- Website traffic
Get the right people to visit your website
- Product and brand consideration
Increase your social engagement with your content 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
- Shopping

< 1 of 3 Learn more about Search campaigns Continue

Google Ads | Untitled campaign

GOAL > CAMPAIGN TYPE > CAMPAIGN SETTINGS

Share your budget

₹1,600/day

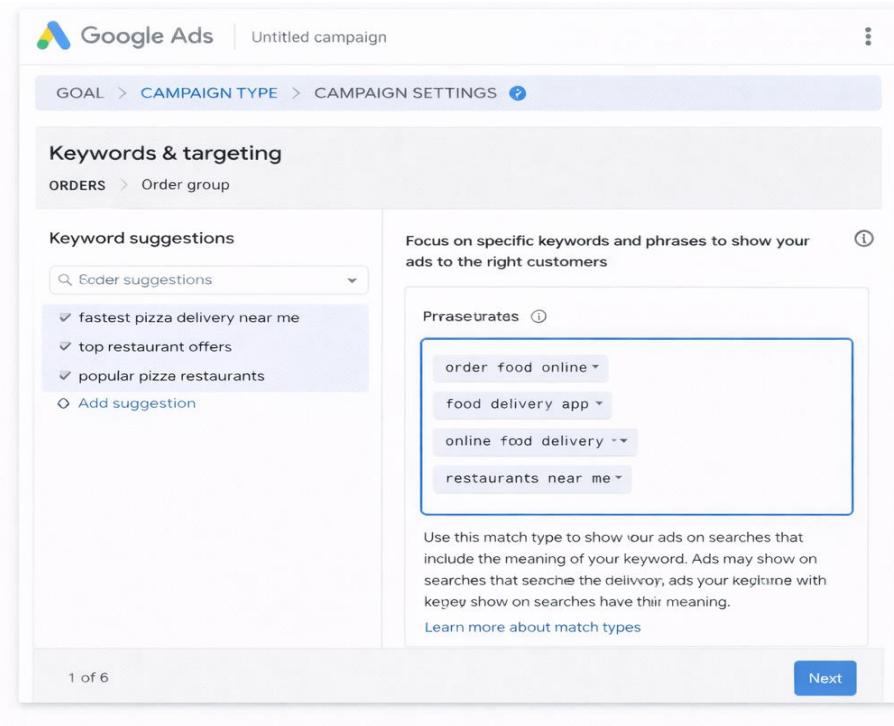
Bidding

Maximize conversions
Get the most conversions for your budget

Location options

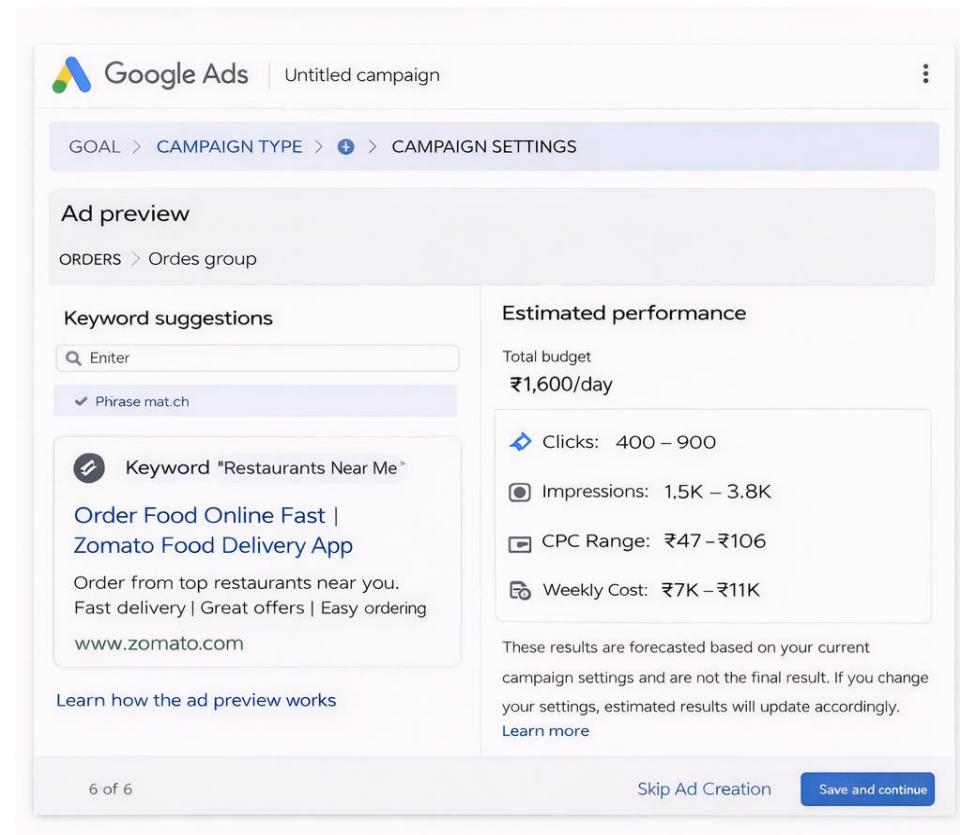
1 of 6 Next

Keyword Targeting Strategy



The screenshot shows the Google Ads interface for setting up a campaign. The user is on the 'Campaign Settings' step, specifically configuring keyword targeting for an 'ORDERS' campaign type. In the 'Keywords & targeting' section, under 'Keyword suggestions', the user has selected 'fastest pizza delivery near me', 'top restaurant offers', and 'popular pizza restaurants'. A dropdown menu is open, showing phrase match types: 'order food online', 'food delivery app', 'online food delivery', and 'restaurants near me'. Below this, a note explains that phrase match type shows ads for searches including the meaning of the keyword. At the bottom right of the main panel is a 'Next' button.

Ad Preview & Estimated Performance



The screenshot shows the Google Ads interface for previewing an ad and viewing estimated performance. The user is on the 'Campaign Settings' step, previewing an ad for the 'ORDERS' campaign type. The ad preview displays the headline 'Order Food Online Fast | Zomato Food Delivery App', the description 'Order from top restaurants near you. Fast delivery | Great offers | Easy ordering', and the URL 'www.zomato.com'. To the right of the ad, the 'Estimated performance' section provides forecasted results: Total budget ₹1,600/day, Clicks: 400 – 900, Impressions: 1.5K – 3.8K, CPC Range: ₹47 – ₹106, and Weekly Cost: ₹7K – ₹11K. A note at the bottom states that these results are based on current settings and will update if settings change. At the bottom right are 'Skip Ad Creation' and 'Save and continue' buttons.

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

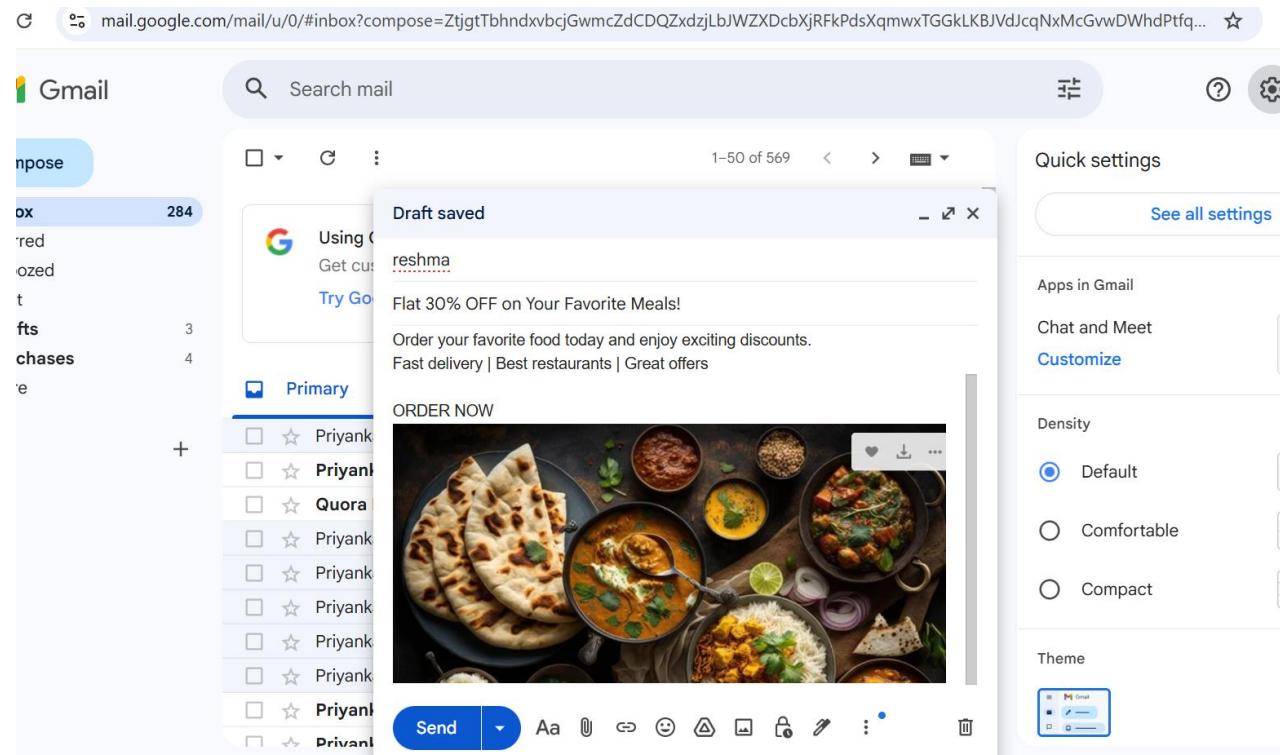
- Screenshot showing email subject lines used for weekly campaigns.
- Screenshot showing the email campaign design with image, content, and CTA button.

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