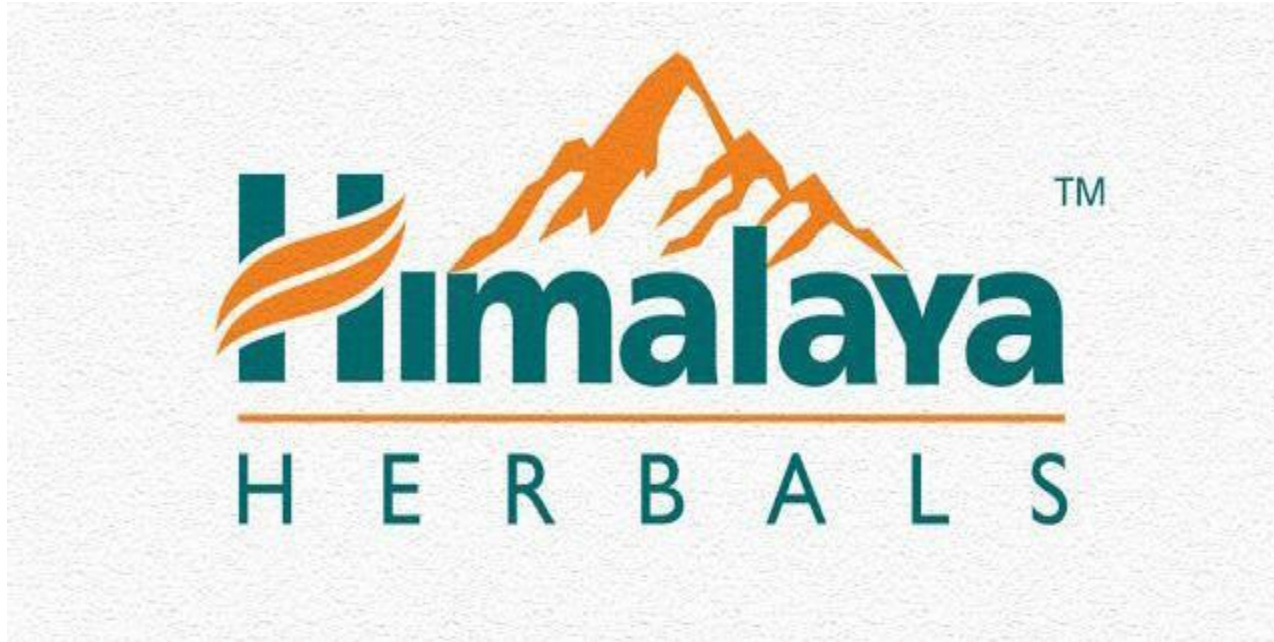


Comprehensive Digital Marketing project for Himalaya herbals



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's persona

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

❖ **Brand colour :** Orange and green

❖ **Logo**



Mission/values: Bring wellness and joy to every home via herbal solutions based on science. Establish Himalaya as a science-based, problem-solving, head-to-heel brand, harnessed from nature's wealth and characterized by trust and healthy lives. Respect, collaborate with, and utilize the talents of each member of the Himalaya family and the local communities, to drive our seed-to-shelf policy and to rigorously adopt eco-friendly practices to support the environment we inhabit.

Usp : Known for offering quality and fresh products

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Analyze Brand Messaging:** Himalaya's story began 90 years ago when Mr. M Manal, the founder, saw a villager in Burma pacify a restless elephant by feeding it the root of the plant, Rauwolfia serpentina.
- **Examine the brand's tagline:** 'Khush Raho, Khushaal Raho' bringing to life its vision of "Wellness in Every Home, Happiness in Every Heart".



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: <https://himalayawellness.in/>

Usp : Huge stock availability , easy to buy at online, affordable

Communication :value based content,advertisement,user generated content.

Competitor 2: <https://himalayausa.com/>

Usp :Number of websites,branding through ad's.

Communication : celebrity endorsements, tips

Competitor 3: <https://himalayaeurope.com/>

Usp :brand awareness,products knowledge.

Communication: Team collaborations,managing skills on Himalayan herbals .



Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.
 - ❖ **Demographics:** Age: 25-45 years of age
Orientation: Both men(53%) and women(42%).
Area: Essentially metropolitan and rural regions
Pay: Center to upper-working class.
 - ❖ **Psychographics:** Natural and Herbal Enthusiasts: The audience is interested in herbal and natural products, seeking alternative and traditional remedies over synthetic options.
 - ❖ **Behaviors:** Brand Reliability: When they find a brand they trust and have faith in, they will generally stay steadfast clients, making rehash buys.
 - ❖ Promptly Take on Recent fads: They are available to evaluating new wellbeing and health patterns as long as they line up with their qualities and give apparent advantages.
 - ❖ **Interests:** Wellness and Wellbeing: They effectively take part in wellness exercises and are centered around keeping a sound way of life.



Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.




Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

KEYWORD RESEARCH OF HIMALAYA HERBALS:

Keyword ideas




Keyword Variations

2.3K Total volume: **33.0K**

Keywords	Volume	KD %
himalaya herbals	9.9K	58 
himalaya herbals protective sunscreen lotion	1.0K	27 
himalaya herbals purifying neem face wash	1.0K	38 






Questions

46 Total volume: **100**

Keywords	Volume	KD %
where to buy himalaya herbals	50	n/a 
are himalaya products really herbal	20	n/a 
how to use himalaya herbals gentle baby bath	10	n/a 

Related Keywords

370 Total volume: **626.5K**

Keywords	Volume	KD %
himalaya care	110	63 
himalaya products	18.1K	47 
himalaya	368.0K	67 
himalaya cosmetics	480	46 
himalaya herbal care	90	57 

Keyword Research statistics:

Drive Link :

<https://docs.google.com/spreadsheets/d/1SIBMA4fAQBYLfZNLv39LNevidTbDSX0PQaG6y53WtsI/edit?usp=sharing>

❖ **SEO AUDIT OF BRANDS WEBSITES:**

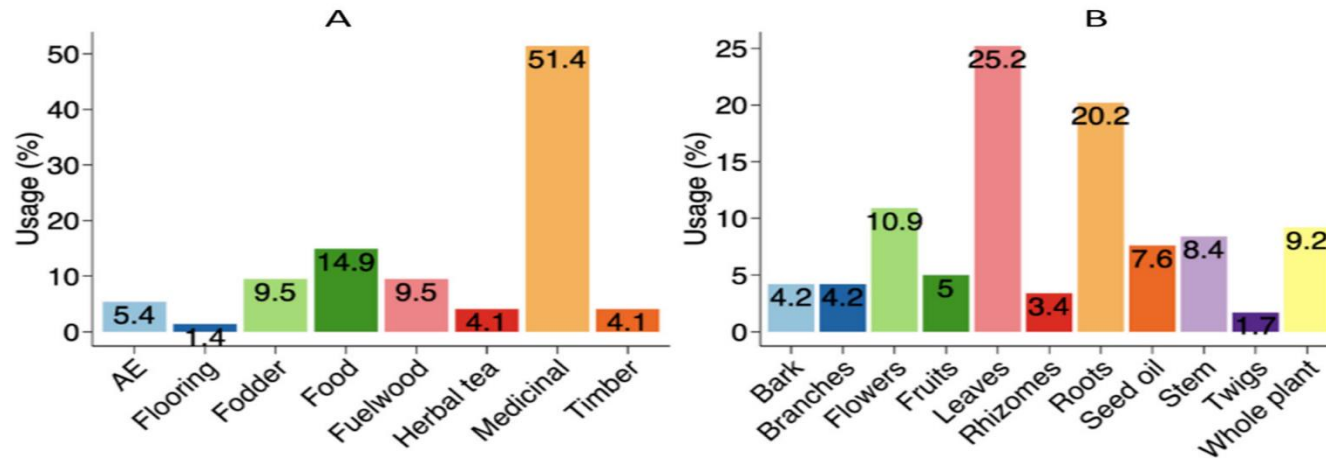
Website Structure and Technical SEO: Evaluate the website's structure, URL hierarchy, and navigation to ensure it's user-friendly and accessible . Check for proper implementation of essential technical elements such as sitemap, robots.txt, and canonical tags . Verify if the website is mobile-friendly and performs well across different devices. Analyze the site's loading speed and identify opportunities for optimization.

Some brand websites Himalaya herbals: 1. <http://www.himalayababycare.com/>
2. <https://himalayawellness.in/>

Site Design and Construction:

Assess the site's design and route. Guarantee it is easy to understand and permits the two clients and web crawlers to effortlessly get to extremely significant pages. Check for broken connections and fix any route issues.

Keyword Analysis :Conduct thorough keyword research to identify relevant keywords related to Himalayan herbs and products . Ensure that the website is optimized for high-value keywords that align with the brand's target audience and products . Check if the keywords are appropriately distributed throughout the content.



GROWTH IN HIMALAYA HERBALS

- **On-Page Optimization** : Assess the website's meta titles, meta descriptions, and header tags to ensure they are relevant, unique, and contain target keywords .Check for keyword optimization in the website's content, including product descriptions and blog posts . Ensure that the website uses clean and descriptive URLs .
- **Content Quality and Relevance**: Evaluate the quality and uniqueness of the content on the website .Check for duplicate content issues and recommend improvements if necessary .Assess if the content aligns with the target audience's needs and the brand's messaging.



❖ **Backlink Profile** : Analyze the website's backlink profile to assess the quality and relevance of incoming links . Identify and disavow any harmful or spammy backlinks that could negatively impact the website's SEO.

Local SEO (if applicable) : Review local citations and NAP consistency to enhance the website's local search visibility . Optimize the Google My Business listing to improve local search rankings.

* **Competitor Analysis** : Identify key competitors in the herbal and natural skincare industry . Analyze their SEO strategies, backlink profiles, and top-ranking keywords to gain insights and identify opportunities.

* **Site Performance and User Experience** : Evaluate user engagement metrics, such as bounce rate, time on site, and conversion rates . Identify any UX issues that might be impacting user experience and search engine rankings . Recommend improvements to enhance the overall user experience.

* **Social Media and Content Strategy:**.

Analytics and Tracking : Assess the brand's presence on social media platforms and how it aligns with the overall SEO strategy . Review the content strategy and suggest ways to improve content promotion and engagement Ensure that the website has proper analytics tools (e.g., Google Analytics) installed to track SEO performance .Set up goal tracking to measure the effectiveness of the SEO efforts .

TYPE : PRIVATE INDUSRTY

☐ Pharmaceuticals

Consumer goods

Founded 1930; 93 years ago

Founder :Muhammad Manal

Headquarters :Bangalore, Karnataka, India)

Area served :world wide

Shailendra Malhotra :(Global CEO)[1]

Products :

Personal care:

- Herbal medicine
- Ayurvedic medicine
- Nutraceutical
- Cleaning agent
- Animal care

Revenue Increase ₹35.5 billion (US\$440 million) (FY21)[2]

Number of employees :10,000

Website :www.himalayawellness.com



CEO OF HIMALAYA WELLNESS

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

[Content Calendar Example](#) (Try creating a table for the month of July)

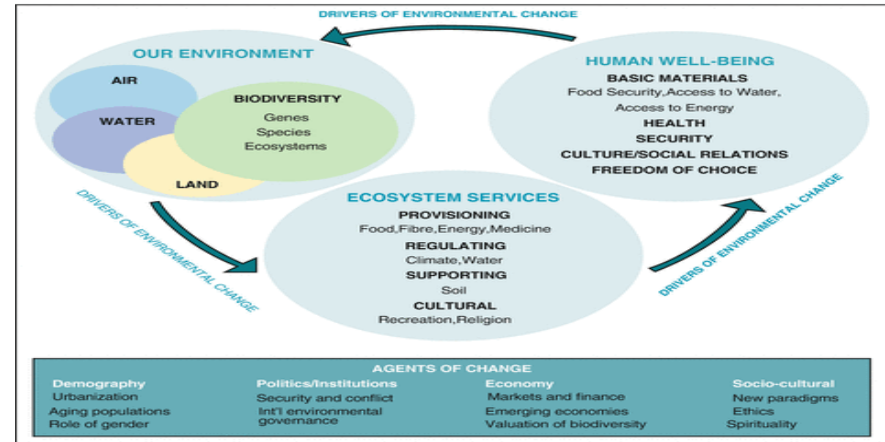
Part 3: Content Ideas And Marketing Strategies

Content idea Idea Generation & Strategy :

July. ... IMPORTANT DATES 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 10am-12am Himalaya Brand Identity	18 10am-12pm Key Word Research	19 10am-12pm Competitor Analysis for Himalaya Brand	20 10am-12pm SEO Audit for Himalaya	21 10am-12pm Himalaya Ad Video	22 10am-12pm Instagram Quiz Post for Himalaya Herbals
23	24	25	26	27	28	29
30	31					

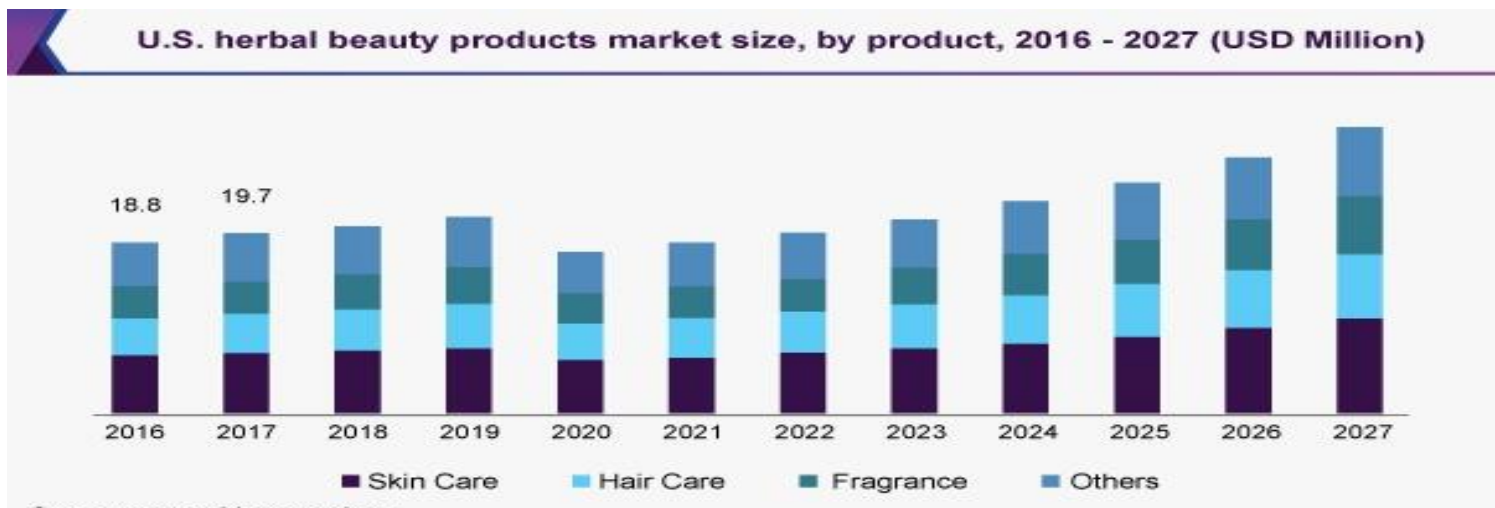
Strategy and aim:

- ❖ **Nature – inspired** : Himalaya Herbal is committed to using the strength of nature and ancient Ayurvedic ingredients to create herbal solutions that are both secure and efficient .
- ❖ **Sustainability** : Himalaya herbal is dedicated to sustainable methods , such as ethical sourcing , environmentally friendly packaging and reducing its negative effect on the environment.
- ❖ Offering high – quality herbal products that deliver and efficient solutions for a range of health and personal care needs is the goal of Himalaya herbal
- ❖ **Enhance well being** : The company's products target specific health issues and encourage a healthy life style in a effort to boost overall well being .
- ❖ **Build credibility and trust** : Himalaya herbals wants to reputable brand by ensuring the efficacy , safety and openness of all of its products through stringent control procedures and scientific analysis .



❖ **Growth that is sustainable :**

The company strives for growth that is sustainable by consistently innovating . Growing its product line , and seizing market possibilities while upholding its dedication to morals and environment friendly behaviour.



Himalaya herbals aims to be a leading global brand that is trusted it's natural and effective herbal products, contributing to the well-being of individual and communities world wide ”

Part 3: Content Ideas and Marketing Strategies

MARKETING STRATEGIES :

It all began out in **1930** while the concept of contemporizing the ayurveda through Mr.M.Manal gave beginning to the organization Himalaya.It opened it is first workplace at foothills of Himalayas in Dehrabun within side the year 1932, on the account that then the corporation has been selling and dispensingHerbal Ayurveda merchandise throughout the globe.



Himalaya largest marketing strategy turned into shift from focusing Auryedic thoughts to natural personal care. Main ad. and marketing processes of himalya are excessive quality, wellness, and uncompromised provider with a smile. They may be capable of deliver the products wished foremost through customers at all times maintaining excessive standards.

<https://bmarketingstrategy.com/himalaya-marketing-strategy-marketing-strategy-of-himalaya/> this is the link which gives best explanation about Himalaya Herbals.

Segmentation, targeting, positioning in the Marketing strategy of Himalaya Herbals:

Since the brand have the presence in distinct product classes, consequently it makes uses of differentiated focused on approach in order that even though the product categories are described through the brand the offerings will differ based on the geographic region the product is catering.

Himalaya has the bouquet of healthcare products which are segmented based on the customer groups and usage such as personal care products for customers of all ages, nutrition and wellness products which are health supplements for deficiency of minerals & vitamins primarily for children & old age consumers, mother care, and Baby care products.

Himalaya has positioned itself as an herbal brand giving health & wellness of the customer prime importance while doing business and formulating products best suited to the changing times.



Current Strategies

- To focus on launching differentiated products using company's herbal positioning.
- Product trials — sampling, information dissemination, advertorials and word-of-mouth publicity
- Marketing is mainly focused on engaging the customer, creating awareness for the products and increasing availability and accessibility

Himalaya
HERBALS

- ❖ **Marketing Strategy of Himalaya Herbal evaluation the brand with the advertising blend framework which covers the 4Ps (Product, Price, Place, Promotion). These agencies strategies, based on Himalaya Herbal marketing blend , assist the brand be triumphant with in side the market. Let us start the Himalaya Herbal Marketing Strategy & Mix to understand its product, pricing, advertising & distribution strategies :**

QUICK GLANCE:

- ❖ **Product Strategy**
- ❖ **Pricing Strategy**
- ❖ **Place and Distribution Strategy**
- ❖ **Promotional and Advertising Strategy**



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1 : Blog article

Format 2 : video (from YouTube)

Format 3 : creative (stories in Instagram)

FORMAT 1:



BLOG ARTICLE :

blog article website link: <https://educational1244.blogspot.com/>

FORMAT 2:

VIDEO From youtube : ALL BRANDS OF HIMALAYA PRODUCTS FROM HIMALAYA HERBALS COMPANY.

VIDEO LINK: <https://youtu.be/LEWNPX2VToY>

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Instagram Story

Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

Note:

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

FORMAT 3:
INSTAGRAM STORY IN FIRST DAY:
DATE :18/7/2023
TOPIC: AUDIENCE OPINION ABOUT HIMALAYA
HIMALAYA HERBALS
RATE: EXCELLENT
INSTAGRAM LINK: https://instagram.com/stories/himalayaherbals2023/3151841179015159849?utm_source=ig_story_item_share&igshid=MTc4MmM1Yml2Ng==



FORMAT 3:

INSTAGRAM STORY OF NEXT CONSECUTIVE DAY

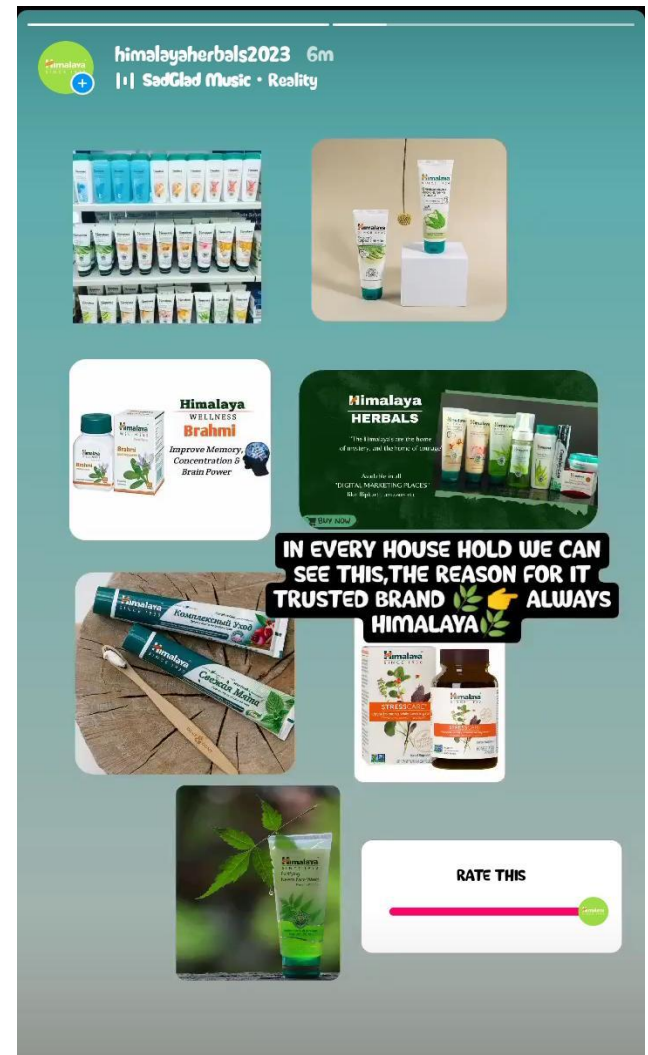
DATE: 20/7/2023

TOPIC: DISCUSSION ABOUT ALL BRANDS ABOUT
HIMALAYA HERBALS.

FOR EXAMPLE: HIMLAYA TOOTHPASTE,SKIN CARE,FACE
WASH,HIMALAYA BRAHMI ETC.

IIINSTAGRAM LINK TO VISIT:

https://instagram.com/stories/himalayaherbals2023/3151896363422537185?utm_source=ig_story_item_share&igshid=M Tc4MmM1Yml2Ng==

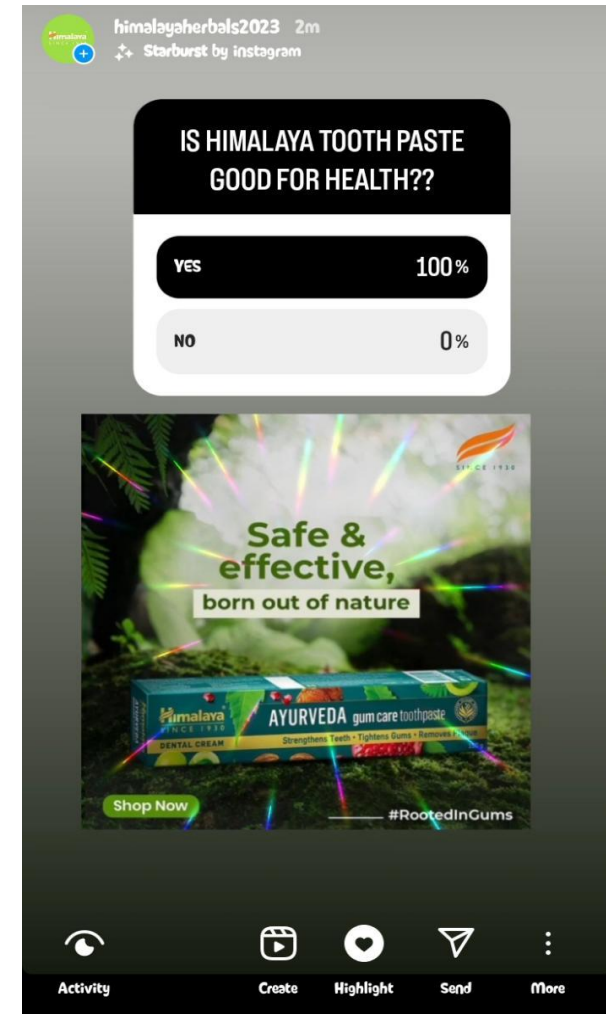


FORMAT 3: THIRD CONSECUTIV DAY OF HIMALAYA HERBALS

DATE: 21/7/2023

TOPIC: POLL ABOUT HOW HIMALAYA AYURVEDIC TOOTH-PASTR ARE ATTRACT THE PEOPLE IN THEIR LIFE STYLES.

URL LINK: https://instagram.com/stories/himalayaherbals2023/3151919866205021069?utm_source=ig_story_item_share&igshid=MTc4MmM1Yml2Ng==



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Designs/Video Editing

Design:



VIDEO CREATION: Himalaya herbals cosmotics .

LINK: https://www.canva.com/design/DAFpQgh8xH0/aTrtwQO-eRi5q9SCdlzG8g/edit?utm_content=DAFpQgh8xH0&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Social Media Ad Campaigns

Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brandawareness, driving website traffic, or generating leads

Ad Campaigns over Social Media of brand awareness of Himalaya herbals :

Himalaya launches its first brand campaign “Khush Raho, Khushaal Raho”



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

For every campaign clearly define:

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

SOCIAL MEDIA AD CAMPAIGNS:

AD CAMPAIGN 1 : BRAND AWARENESS

Himalaya Herbals, a well-known brand for herbal healthcare and personal care products, had a significant presence on social media platforms. They actively engaged with their audience through various social media channels such as Facebook, Twitter, Instagram, YouTube, and LinkedIn. Their social media strategy included sharing informative content about their products, promoting wellness tips, engaging with customers through contests and giveaways, and featuring user-generated content.

AD COMAIGN 2: DRIVING WEBSITE TRAFFIC.

Define Clear Objectives: Determine the specific goals of your social media ad campaign. Whether it's increasing website visits, promoting a new product, or boosting sales, having clear objectives will guide your campaign strategy.

Identify Target Audience: Understand your target audience's demographics, interests, and pain points. Tailor your ad content to resonate with their needs and preferences.

Compelling Ad Creative: Create visually appealing and engaging ad creatives that feature Himalaya Herbals' products. Use high-quality images or videos that highlight the benefits and usage of the products.

AD CAMPAIGN 3:

Generating leadings:

Have Challenges and Giveaways: Coordinate online entertainment challenges and giveaways to support client interest. Expect members to give their email addresses or other contact data to enter, assisting with building a leads list.

Run Virtual Entertainment Advertisements: Use designated web-based entertainment publicizing to arrive at explicit socioeconomics and interests. Make lead age promotions with clear invitations to take action that immediate clients to a presentation page or lead catch structure.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Email Ad Campaigns

Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)

[View this email in your browser](#)



Himalaya Organization was established in 1991 and now one of the leading business houses in Nepal

Himalaya Wellness Company (formerly Himalaya Drug Company) is an Indian multinational personal care and pharmaceutical company based in Bangalore. It was originally established by Mohammad Manal in Dehradun in 1930.[3] It produces health care products under the name Himalaya Herbal Healthcare whose products include Ayurvedic ingredients. Its operations are spread across locations in India, United States, Middle East, Asia, Europe and Oceania,[4] while its products are sold in 106 countries across the world.[5] A hepatic drug, named Liv.52, is its flagship product, first introduced in 1955.

What you are waiting for??? These are the products which is manufacture with natural ingredients using traditional methods. These are available for women and men also. And these are suitable for every problem you have (physical use only) like skin problem and hair problem available with affordable prices.

With Warm Regards,

HIMALAYA HERBALS
SINCE 1930

Add button text



HIMALAYA HERBAL
SINCE 1938

Contact or visit us at

" MVP Sector 3, Sector 3, MVP Colony, Visakhapatnam, Andhra Pradesh 530017"



Email Ad Campaign 2 - Lead Generation

(insert emailer image)



Refreshed Skin is in.

ENRICHED WITH HERBS AND MINERAL DAY

Himalaya Herbal Healthcare has a very wide range of products, which include "pharmaceuticals, personal care, baby care, well-being, nutrition and animal health products." The company has more than 290 researchers that utilize Ayurvedic herbs and minerals.

Himalaya Neem face wash brand is reportedly the second biggest in India.

Collect the details you need to stay in touch

*Enter email address

SUBSCRIBE

Know about us on

<https://www.himalayawellness.com/>



The Himalaya Drug Company, Makali, Bengaluru 562162, Karnataka, India
1800-208-1930 For customer support

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.
- **1. Understanding the Audience:** One of the most critical elements of content creation is understanding the target audience.
- **2. Creativity and Innovation:** To stand out in a saturated content landscape, creators need to continually innovate and explore creative ideas.
- **3. Lack of team work:** team work to need to maintain proper guidance the on the project.
- **4. Negotiation:** It is a fundamental aspect of human interaction, occurring in various contexts, such as business deals, diplomatic relations, legal settlements, labor disputes, and even personal interactions.
- Lack negotiation can leads communication problems.
these Are the main challenges faced during my team project.

LESSONS LEARNED :

- 1. Audience Segmentation:** Successful email campaigns often require proper audience segmentation. Companies might learn that different customer segments have unique preferences and respond differently to various messaging approaches.
- 2. Building Trust:** Consistently providing valuable and relevant content helps to build trust with subscribers. Companies might learn that fostering trust and credibility is key to long-term success in email marketing.
- 3. Timing Matters:** The timing of email sends can significantly impact open and click-through rates. Lessons learned here could include identifying the optimal days and times to reach the target audience.
- 4. Clear Call-to-Action(CTA):** Clarity in the call-to-action (CTA) is crucial. Companies might learn that a concise and compelling CTA increases the chances of recipients taking the desired action.