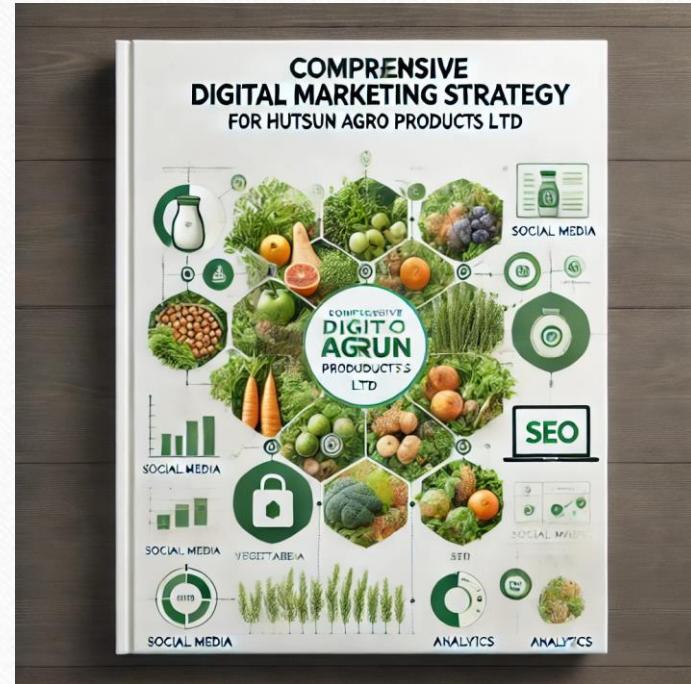


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# Introduction

- Brief overview of **Hutsun Agro Products Ltd**
- Importance of **digital marketing** in the agro-industry
- Objectives of the digital marketing strategy:
  - Increase **brand awareness**
  - Drive **online sales & leads**
  - Improve **customer engagement**
  - Strengthen **market positioning**



Hutsun Agro Products Ltd is a leading provider of high-quality organic and fresh agro-based products. With a commitment to sustainability, innovation, and customer satisfaction, the company leverages modern digital marketing strategies to expand its reach and enhance brand visibility. By integrating SEO, social media, e-commerce, and customer engagement tactics, Hutsun Agro aims to strengthen its position.

# Market Analysis

#### •Current Agro Industry Trends:

- Increased demand for **organic & natural agro products**
  - Growing **e-commerce presence** in agro-business
  - Consumers preferring **direct-from-farm** purchases

#### •Competitor Analysis:

- Key players in the agro-products sector
  - Strategies they are using online
  - Market gaps to leverage



# SWOT Analysis

- **Strengths:**

- Established **brand reputation**
- High-quality **organic products**

- **Weaknesses:**

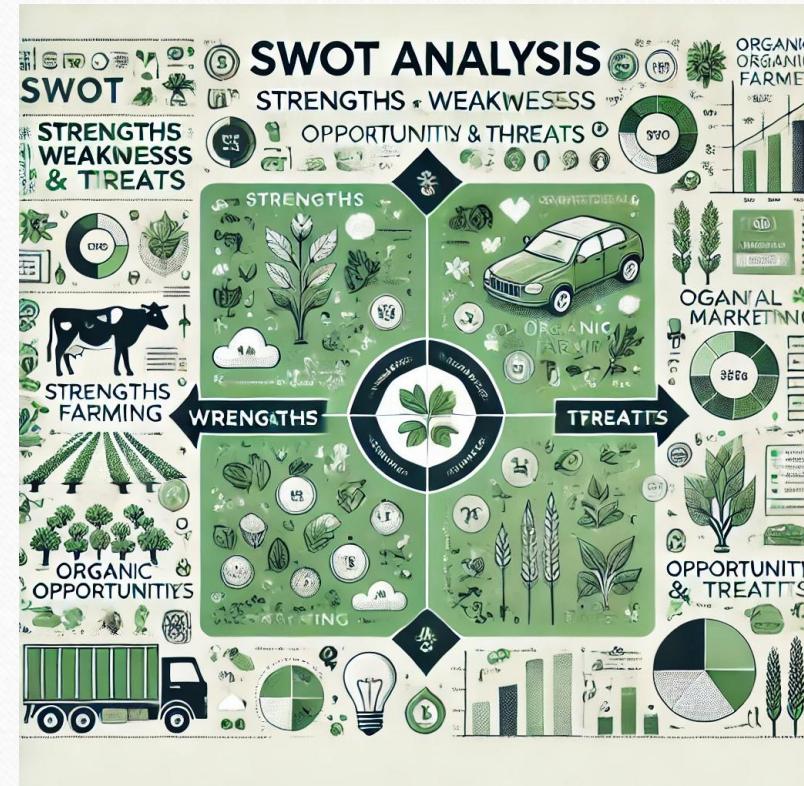
- Limited **digital presence**
- Need for stronger **online engagement**

- **Opportunities:**

- Rising **demand for agro e-commerce**
- Expansion into **new markets** via online platforms

- **Threats:**

- **High competition** in digital space
- Changing **agricultural regulations**



# Digital Marketing Goals

- Increase brand awareness by 50% in 12 months
- Generate leads & increase conversions by 30%
- Improve customer engagement through social media & email marketing
- Establish Hutsun Agro as a leader in digital agro-business



# Defining the Target Audience

## •B2C Customers:

- Urban & suburban households
- Health-conscious individuals
- Organic product consumers

## •B2B Customers:

- Restaurants, hotels, food suppliers
- Agro-retailers & distributors

## •Demographics & Psychographics:

- Age: 25-50
- Interests: Organic food, farming, sustainability
- Online behavior: Active on **social media & e-commerce platforms**



# Branding & Content Strategy

- **Brand Positioning:** “Natural, Sustainable, and Farm-Fresh”
- **Content Types:**
  - Blog posts (health benefits, farming insights)
  - Social media content (short videos, testimonials)
  - Email newsletters (exclusive offers, farming tips)
- **Tone & Style:** Informative, engaging, and community-driven



## Website Optimization & SEO

- **User-Friendly & Mobile-Optimized Website**
- **SEO Strategy:**
  - Keyword Research: Agro Products, Organic Farming, Farm-to-Table
  - On-Page Optimization: Meta tags, alt texts, content structuring
  - Local SEO: Google My Business, regional directories
  - Backlinks: Collaborations with food bloggers & influencers



# Social Media Marketing (SMM)

- **Platforms & Strategies:**

- **Facebook & Instagram:** Visual storytelling, influencer partnerships
- **YouTube & Reels:** Short-form educational videos, farm tours
- **LinkedIn:** B2B networking, industry insights

- **Engagement Tactics:**

- Polls, contests, user-generated content
- Live Q&A sessions with farmers
- Customer testimonials



# Pay-Per-Click (PPC) Advertising

**Google Ads:** Search & Display campaigns targeting agro-buyers

**Social Media Ads:** Facebook, Instagram, LinkedIn ad campaigns

**Remarketing Strategies:** Engaging past visitors to boost conversions

## Email Marketing Strategy

### •Targeted Email Campaigns:

- Welcome emails for new customers
- Exclusive discounts for returning buyers
- Informative newsletters on agriculture trends

### •Automation & Personalization:

- AI-powered product recommendations
- Personalized emails based on browsing history



# E-Commerce & Marketplace Strategy

- Selling via **Own Website** vs. **Amazon, Flipkart, & Agro-marketplaces**
- Creating a **smooth checkout process** with multiple payment options
- Subscription-based models for recurring sales

To enhance its digital presence and drive online sales, Hutsun Agro Products Ltd can implement a robust e-commerce and marketplace strategy.

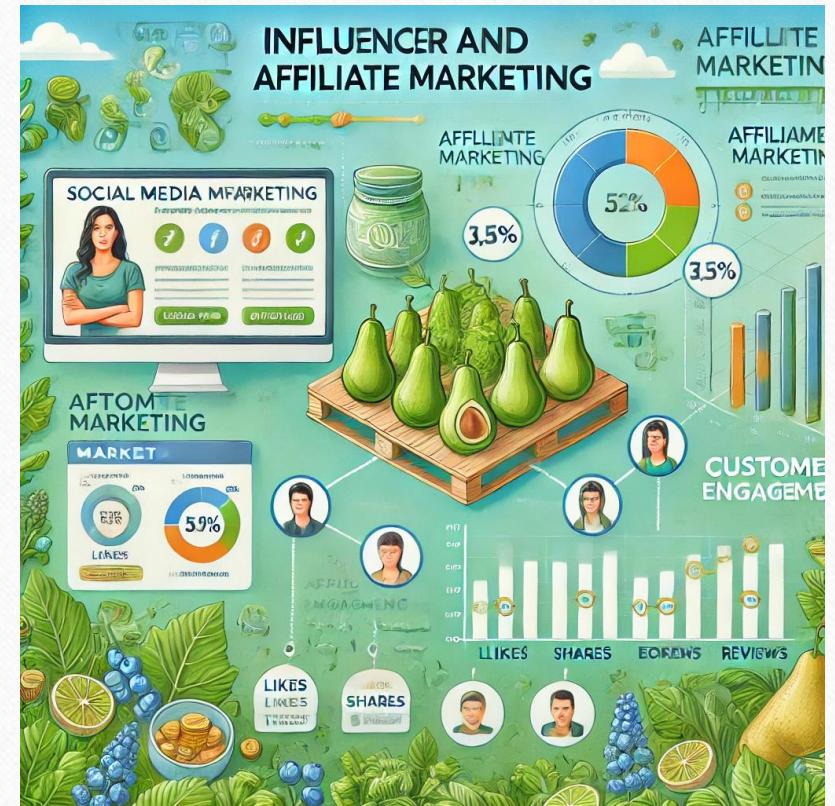


# Influencer & Affiliate Marketing

- Collaborations with **food & agro influencers**
- Partnering with **health bloggers & chefs**
- Launching **affiliate programs** for wholesalers

## Online Reputation Management (ORM)

- **Handling Reviews & Feedback:** Encouraging positive testimonials
- **Crisis Management:** Addressing customer complaints proactively
- **Social Listening Tools:** Monitoring brand mentions



## Data Analytics & Performance Tracking

- Key Metrics to Measure Success:

- Website traffic, conversion rates, customer retention
- Engagement rates on social media

- Tools Used:

- Google Analytics, Facebook Insights, SEMrush

## Budget Allocation & ROI

- Estimated digital marketing budget breakdown

- ROI expectations & tracking methods

A well-planned budget allocation strategy ensures that every marketing dollar spent delivers maximum return on investment (ROI). By distributing resources effectively across various digital marketing channels, Hutsun Agro Products Ltd can optimize its advertising spend and achieve better profitability.

# Challenges & Solutions

## 1. Challenge: Low Brand Awareness

### ✓ Solution:

- Implement strong SEO and content marketing strategies.
- Use influencer collaborations and social media ads for brand visibility.
- Leverage email marketing to engage existing customers.

## 2. Challenge: High Customer Acquisition Cost (CAC)

### ✓ Solution:

- Optimize ad targeting to reach the right audience.
- Use referral and loyalty programs to encourage word-of-mouth marketing.
- Improve organic reach through community engagement and blog content.

## 3. Challenge: Limited Digital Presence

### ✓ Solution:

- Develop a mobile-friendly, SEO-optimized website with an e-commerce store.
- Expand into multiple online marketplaces like Amazon, Flipkart, and BigBasket.
- Create a content calendar for regular blog and video updates.



## Future Innovations & Expansion

- **AI in Agro Marketing:** Predictive analytics for customer behavior
- **Blockchain for Transparency:** Ensuring traceability of products
- **New Market Entry Strategy:** Expanding to international markets

### ✓ Smart Farming & IoT Integration

- Implement IoT sensors for real-time monitoring of soil quality, moisture, and weather conditions.
- Use AI-driven analytics to optimize crop production and reduce waste.

### ✓ Sustainable Packaging Solutions

- Introduce biodegradable and eco-friendly packaging to reduce carbon footprint.
- Partner with research firms to develop innovative storage solutions.

### ✓ Blockchain for Supply Chain Transparency

- Ensure traceability of products from farm to table.
- Use blockchain technology to provide customers with detailed product sourcing information.

# Conclusion & Call to Action

- Recap of **key strategies** & expected outcomes
- Next steps for **implementation & execution**
- Contact details for further discussion

Hutsun Agro Products Ltd is committed to leveraging digital marketing strategies to strengthen its brand presence, enhance customer engagement, and drive business growth. By adopting innovative technologies, expanding into new markets, and focusing on sustainability, the company aims to solidify its leadership in the agro-industry.

As the company moves forward, its focus on **quality, technology, and customer-centric marketing** will remain key pillars in achieving sustainable expansion and industry leadership.

