

Comprehensive

DIGITAL MARKETING

PROJECT PHASE 2



Presenting By

Team ID : LTVIP2023TMID10439



TEAM:

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Team members:

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Brand:

Mother dairy



Part 1:Brand Study,Competitor Analysis & Buyers Audience persona

Brand Study:



Mother Dairy is a well-known dairy company in India that offers a wide range of dairy products, including milk, yogurt, ice cream, and more. They may conduct research to improve their product quality and develop new offerings, but I don't have access to specific information about their current research projects or any recent developments beyond my knowledge cutoff date in September 2021. You might want to visit their official website or contact them directly for the most up-to-date information on their research and products.

USP:

The USP of Mother Dairy is its quality and affordability of its products, which are sourced from co-operative dairies and farmers, providing them with fair prices. Mother Dairy also offers a wide variety of products in different categories, such as milk, dairy products, fruits, vegetables, groceries, edible oil, beverages, frozen food, etc. under its popular subsidiary brands like Dhara, Safal, b-Activ, etc. Mother Dairy is also an , which ensures high standards of quality and safety. Mother Dairy is one of the leading brands in the food & beverages sector in India, with a turnover of around 11,000 crores as of the year 2020

Research Brand

Mother Dairy is a well-known brand of milk and dairy products in India. It was established in 1974 as a subsidiary of the National Dairy Development Board (NDBD) under the Operation Flood program, which aimed to make India self-sufficient in milk production.

Mother Dairy has a diversified product portfolio, which includes milk, milk products, ice cream, paneer, cheese, butter, ghee, edible oil, fruit juices, jams, pickles, and fresh fruits and vegetables. It sells its products under three brand names:

Mother Dairy, Safal, and Dhara. Mother Dairy is the brand name for all its milk and milk products, Safal is the brand name for its fruit and vegetable arm, and Dhara is the brand name for its edible oil segment. Mother Dairy also operates retail outlets and booths across the country, where it sells its products directly to consumers.



Mission/Values

Mother Dairy : Mission & Value *mother Dairy, an Indian dairy company, has a mission and set of values that guide its operations. As of my last knowledge update in September 2021, their mission and values may include*

Mother Dairy's mission is to provide safe, quality, and nutritious dairy products to consumers while promoting the welfare of farmers and maintaining environmental sustainability.

- 1. Quality:*** *Mother Dairy is committed to ensuring the highest quality in its dairy products.*
- 2. Integrity:*** *They operate with integrity and transparency in all their dealings.*
- 3. Customer-Centric:*** *Mother Dairy focuses on meeting customer needs and delivering customer satisfaction.*
- 4. Sustainability:*** *The company values sustainable and environmentally responsible practices in its operations.*
- 5. Farmer Welfare:*** *Supporting and improving the livelihoods of dairy farmers is a fundamental value.*

USP of mother dairybrand:



Quality Assurance: Mother Dairy is known for its strict quality control measures. They maintain high-quality standards in the production of dairy products, assuring customers of safe and nutritious options.

Farm-to-Table Approach: The company often highlights its farm-to-table approach, ensuring that the dairy products are sourced directly from dairy farmers. This emphasis on the freshness and sourcing of their products differentiates them from competitors.

Products



Farmer Welfare: Mother Dairy's commitment to the welfare of dairy farmers is a unique aspect of their brand. They work closely with local farmers, offering them support and fair pricing, which resonates with socially conscious consumers.

Environmental Sustainability: The brand's focus on environmental sustainability is another distinguishing feature. Mother Dairy often promotes eco-friendly practices in its operations, appealing to consumers concerned about sustainability.

Local and Traditional: Mother Dairy's products often emphasize traditional and local flavors, which can be a unique selling point in a diverse and culturally rich country like India.

Trust and Reliability: Mother Dairy has established trust and reliability over the years, making it a preferred choice for consumers looking for consistent and safe dairy products.

Analyze Brand Tone And Identity

Brand Tone:

Mother Dairy is known for its trustworthy and wholesome image, offering a wide range of dairy products. The brand tone for Mother Dairy is typically friendly, reliable, and family-oriented, emphasizing the goodness of their products and their commitment to quality.



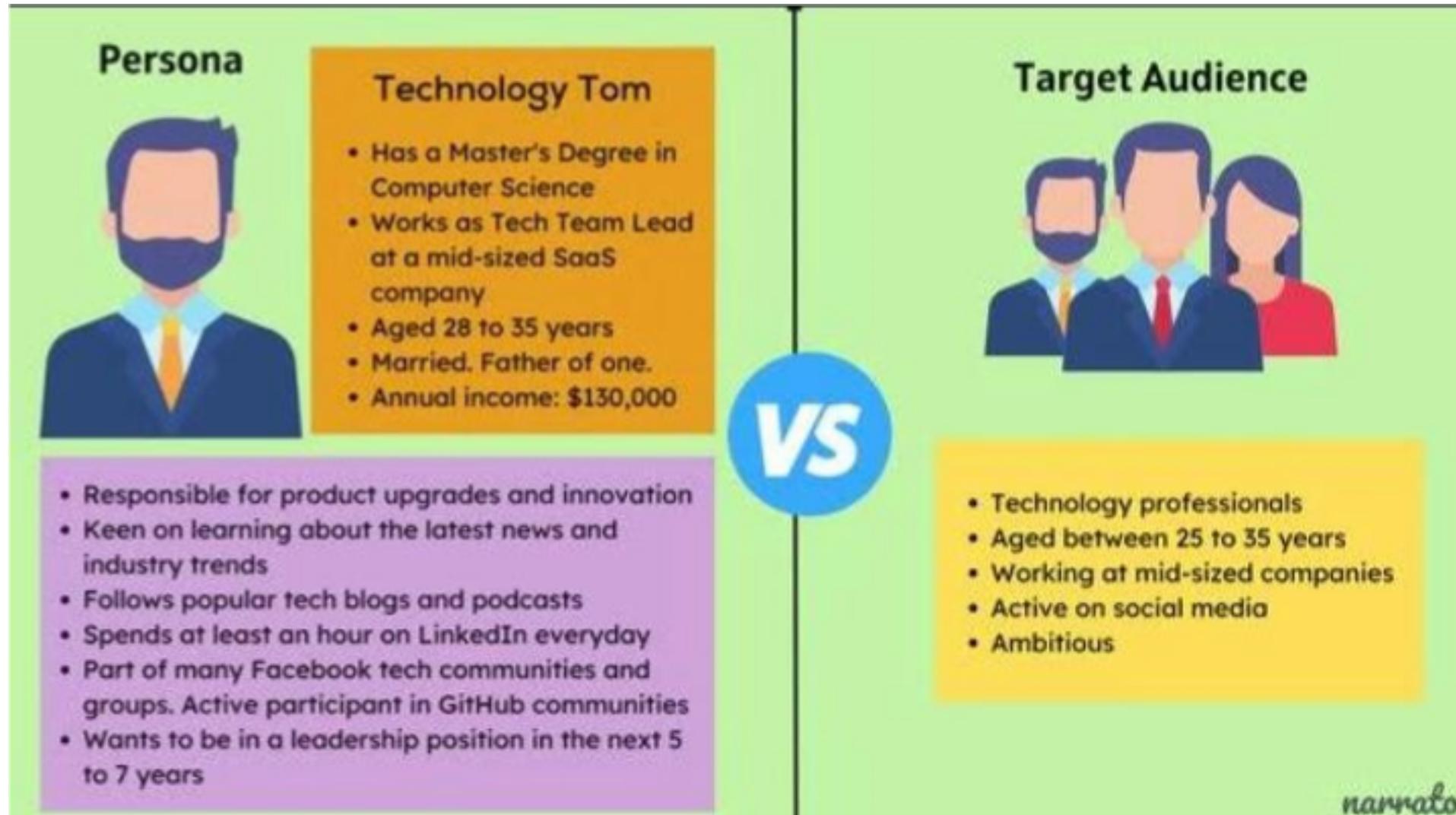
brand identity:

Mother Dairy's brand identity is characterized by a focus on freshness, quality, and reliability in the dairy and food products they offer. Their logo typically features a motherly figure and a cow, symbolizing the nurturing and natural aspects of their products. The use of green in their branding often conveys a sense of freshness and health. Their identity also reflects a commitment to sustainability and the well-being of consumers. Overall, Mother Dairy's brand identity is family-centric, emphasizing trustworthiness, and a connection to nature.

Smart Goals And KPI Of Mother Dairy Brand

- **Goal: Specific:** Increase market share in the dairy industry by 5% within the next fiscal year
 - **KPI: Sales Growth Rate:** Measure the percentage increase in sales revenue for Mother Dairy products on a monthly and quarterly basis.
 - **Goal: Measurable:** Achieve a 10% growth in sales revenue for dairy products in the next quarter.
 - **KPI: Market Share:** Track the company's market share compared to competitors on a quarterly basis.
 - **Goal: Achievable:** Expand distribution to 200 more locations in the current year.
- Customer Satisfaction Score (CSAT):** Regularly assess and track customer satisfaction through surveys and feedback.
- **KPI: Relevant:** Enhance customer satisfaction ratings by 15% through improved product quality and customer service.
 - **Goal: Distribution Expansion:** Monitor the number of new retail locations added each quarter.
 - **KPI: Quality Control:** Track the number of product recalls and customer complaints related to product quality.
 - **Goal: Time-bound:** Launch two new dairy products within the next six months.

Buyer's/Audience's Persona



Buyer's/Audience's Persona

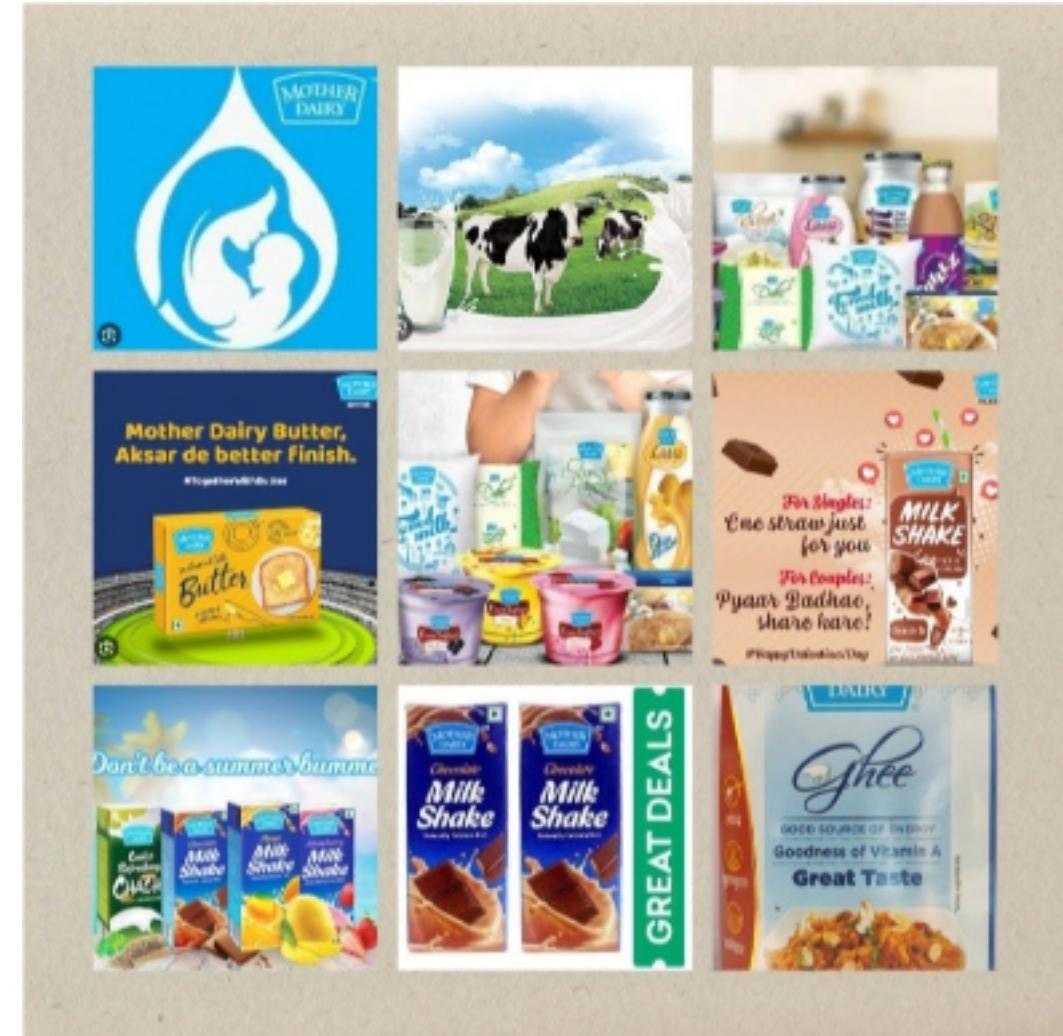
- ❖ *Demographic*
- ❖ *Psychotropic*
- ❖ *Interests*

❖ *Demographic:*

1. ***Age :*** Primarily families with children, including parents aged 25-50.

2. ***Gender:*** Both male and female, but skewing slightly towards females as they often make household dairy purchase decisions.

3. ***Income :*** Middle to upper-middle-income households.



4. Location: Urban and semi-urban areas in India.

5. Education: Typically, people with at least a high school education.

6. Family size: Families with two or more members.

❖ **Psychographic:**

1. Lifestyle: Health-conscious individuals who prioritize nutrition and well-being.

2. Values: Those who value quality and trustworthiness in their dairy products.

3. Behavior: Regular consumers of dairy products like milk, yogurt, and dairy-based snacks.

4. Environmental awareness: Consumers concerned about sustainable and eco-friendly practices.

❖ **Interests:**

1. Healthy living: People interested in maintaining a healthy lifestyle through diet and exercise.

2. Cooking and nutrition: Individuals who enjoy cooking and are interested in using dairy products in their recipes.



Competitors: Mother Dairy

- **Mother Dairy Competitors:**
- **Amul:** Amul is one of the largest and most well-known dairy cooperatives in India, offering a wide range of dairy products, including milk, butter, cheese, and more.
- **Nestlé:** Nestlé, a global food and beverage company, competes with Mother Dairy in the dairy product segment with brands like Nestlé A+ and Nestlé Milkmaid.
- **Britannia:** Britannia Industries, a prominent Indian food company, produces dairy products such as cheese, butter, and dairy-based snacks, competing with Mother Dairy in these categories.
- **Parag Milk Foods:** This company offers dairy products under the brand name "Gowardhan" and competes with Mother Dairy in the milk and dairy product market.
- **Kwality:** Kwality is another dairy company in India that offers a range of milk and dairy products, posing competition to Mother Dairy.
- **Gopaljee:** Gopaljee is known for its dairy products, including milk, ghee, and more, and competes with Mother Dairy in the dairy industry

Competitors Analysis:



Competitors Analysis:

Competitor 1: Britania

- **USP:**

Britania commitment to quality, freshness, and ethical practices, along with its wide product range, positions it as a leading and trustworthy brand in the Indian dairy market.

- **Online Communication :**

Britania well-known dairy company, likely engages in online communication through its website, social media channels, and email marketing. Their online presence allows them to share product information, promotions, recipes, and engage with customers for feedback and inquiries. Online communication helps companies like britania Dairy connect with their audience and provide valuable content and support in the digital space.

- **SWOT Analysis:**

❖ **Strengths:** *Britania has a well-established and trusted brand name in the dairy industry.*

It offers a wide range of dairy products, including milk, yogurt, ice cream, and more. britania an extensive distribution network, ensuring its products reach a large consumer base.

❖ Weaknesses :

- *Milk production is highly seasonal, which can affect production planning and supply chain management.*
- *Faces strong competition from both local and multinational dairy companies.*
- *Consumers are price-sensitive when it comes to dairy products, which can impact profitability.*
- *Dependence on Agricultural Practices: Vulnerable to fluctuations in crop and fodder production, which can affect dairy production.*

❖ Opportunities:

- *Increasing consumer focus on health and wellness can be leveraged to promote dairy products as a source of nutrition.*
- *Introduce new dairy products and flavors to cater to changing consumer preferences.*

❖ Threads:

- *Vulnerable to fluctuations in milk prices and input costs.*
- *Changes in government regulations and policies can impact the dairy industry.*
- *Growing health concerns and dietary shifts might affect the consumption of dairy products.*

Competitor 2: Amul

❖ USP :

- *Amul's USP is often associated with its cooperative structure and the "Amul Girl" mascot, which has been a symbol of the brand for decades.*
- *Amul is known for its wide range of dairy products, including milk, butter, cheese, and ice cream, and it's often seen as a symbol of quality and taste.*

❖ Online Communication :

- *Online communication is essential for brands like Amul and Mother Dairy to connect with consumers, promote their products, and provide updates and information. They can use websites, social media platforms, email marketing, and mobile apps to engage with their audience, share product details, run promotions, and address customer inquiries. This digital presence helps them stay competitive and build a stronger brand image.*

❖ SWOT Analysis :

❖ ***Strengths :***

- ***Amul is a well-established and trusted brand in India with a strong presence.***
- ***It offers a wide range of dairy products, from milk to butter, cheese, and ice cream.***
- ***It operates on a cooperative model, involving millions of farmers, which ensures a consistent milk supply.***

❖ ***Weaknesses :***

- ***Primarily known in India, Amul has limited international presence.***
- ***Competition: Faces intense competition***
- ***Faces intense competition from other dairy brands, both local and international.***

❖ ***Opportunities:***

- ***There's potential to expand its footprint in international markets.***
- ***Health-Conscious Consumers: The growing trend towards health and wellness opens up opportunities for healthier dairy products.***

❖ ***Threads :***

- ***Rivalry with brands like Mother Dairy, Nestle, and local competitors can impact market share.***

Competitor 3:Nestle

❖ USP :

- *Nestlé, a multinational food and beverage company, has a diverse product portfolio, including brands like Nestlé Pure Life, Nescafé, KitKat, and many more. Their USP often revolves around product quality, taste, and convenience. They emphasize quality and innovation in their products.*

❖ Online Communication :

- *Nestlé is a global food and beverage company, and its online communication strategies are comprehensive. Here's how Nestlé typically manages online communication*
- *Online communication for a brand like Mother Dairy, a popular dairy company, would typically involve various digital marketing strategies.*

❖ SWOT Analysis :

❖ Strength :

- *It is a well-known and trusted brand in the dairy industry with a strong presence in India.*

 **Weaknesses:**

- **Faces stiff competition from local and multinational dairy brands in India.**
- **Dairy products are price-sensitive, and fluctuations in milk prices can affect the company's margins.**
- **Ensuring a consistent supply of fresh dairy products can be challenging, especially in a diverse country like India.**

 **Opportunities :**

- **Health and Wellness Trend: Growing consumer awareness of health and wellness can lead to increased demand for healthier dairy products.**
- **Product Diversification: Expanding the product line to include more value-added dairy products or dairy alternatives can capture new markets.**

 **Threads :**

- **Milk Price Fluctuations: Dependence on the dairy farmers for milk supply can expose the company to price volatility and supply chain risks.**
- **Regulatory Changes: Changes in government regulations regarding food safety and labeling can impact the business.**

Part 2:

SEO and KEYWORD RESEARCH

On Page SEO Research

	A	B	C	D
1	Keyword	Volume	Competition	KEI
2	mother dairy	660	29	77
3	mother dairy ice cream	50	23	74
4	dairy queen mothers day cakes	44	21	86
5	mother dairy milk	44	27	52
6	dairy queen mothers day	40	41	22
7	dairy queen mothers day special	28	21	86
8	mother dairy curd	50	22	60
9	mother dairy flavored milk	43	21	74
10	mother dairy ghee	40	38	70
11	mother dairy butter	24	40	86
12	mother dairy cheese	50	40	76
13	mother dairy paneer	52	34	70
14	mother dairy yogurt	34	30	68
15	mother dairy products	49	20	70
16	mother dairy promotions	58	22	85
17	mother dairy quality	40	21	84
18	mother dairy outlets	44	43	55
19	mother dairy marketing	40	56	63
20	mother dairy franchise	34	20	51

	A	B	C	D
1	Keyword	Volume	Competition	KEI
2	mother dairy	660	29	77
3	mother dairy ice cream	50	23	74
4	dairy queen mothers day cakes		44	21
5				
6	meta title			
7	Mother dairy Ice cream and cakes			
8				
9	Meta Desc			
10	Mother Dairy is a well-known dairy company in India that produces a variety of dairy			
11	products, including ice cream. Their ice cream products come in various flavors and			
12	are popular for their quality and taste. If you have a specific question or need			
13	information about Mother Dairy's ice cream, please feel free to ask.			
14				



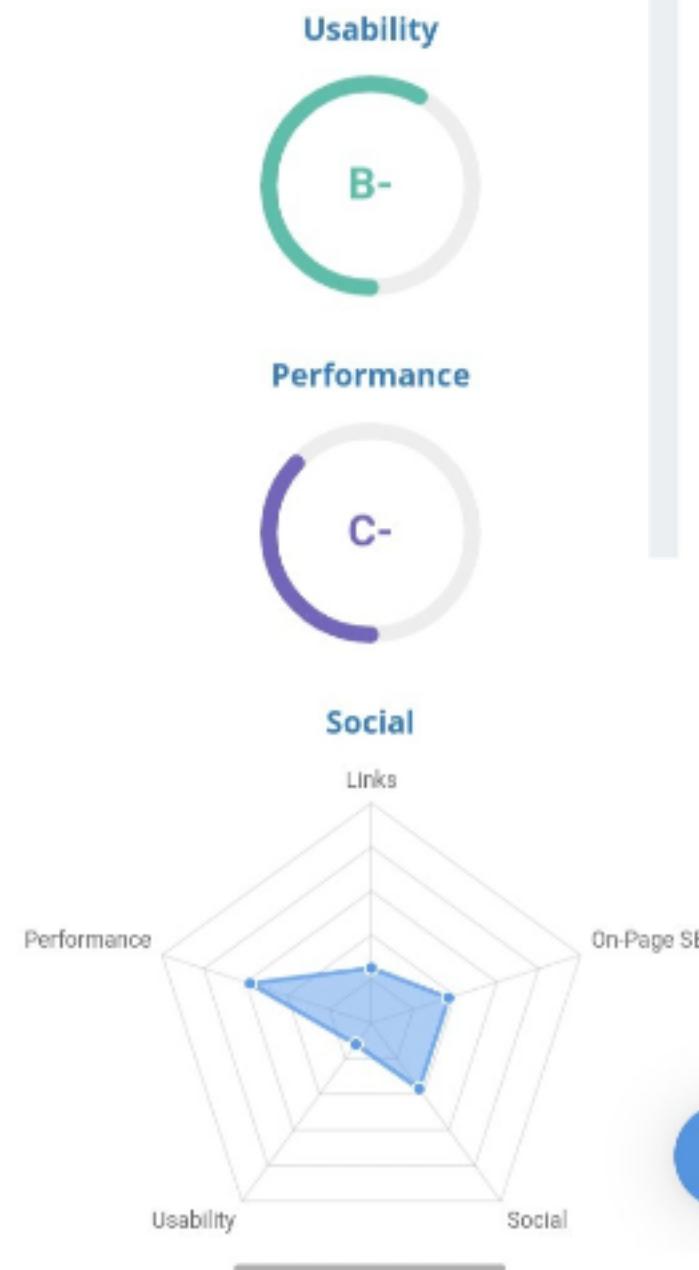
On-Page SEO



Links



Social



Audit Results for motherdairy.com



Your page could be better

Recommendations: 27



Recommendations

Unblock page in robots.txt

On-Page SEO

Medium Priority

Optimize for Core Web Vitals

Usability

Medium Priority

Add Canonical Tag

On-Page SEO

Medium Priority

Remove Duplicate H1 Tags

On-Page SEO

Medium Priority

Make greater use of header tags

On-Page SEO

Medium Priority

Update Link URLs to be more human and Search Engine readable

Links

Low Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Increase page text content

On-Page SEO

Low Priority

Optimize your images to reduce their file size

Performance

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Add lang attribute

On-Page SEO

Low Priority

4:30 ☀️ 🔋

WIFI 4G/LTE 58%



Add lang attribute

On-Page SEO

Low Priority

Add Schema Markup

On-Page SEO

Low Priority

Please add Facebook Open Graph Tags

Social

Low Priority

Add Twitter Cards

Social

Low Priority

Setup & Install a Facebook Pixel

Social

Low Priority

Remove inline styles

Performance

Low Priority

Resolve JavaScript errors

Performance

Low Priority

Create and link an associated YouTube channel



On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Home | motherdairy.com

Length : 22

Meta Description Tag

Your page has a meta description of optimal length (between 70 and 160 characters).

Show details

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Phrases

Phrase	Title	Meta Description	Tags
mother dairy	✗	✓	
milk -	✗	✗	
media center	✗	✗	
crafting food	✗	✗	
all campaigns	✗	✗	
dairy development	✗	✗	
ice creams	✗	✓	
creams -	✗	✗	



Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language
mother dairy	EN
mother dairy	HI
mother dairy company	EN
mother dairy company	HI
motherdairy	EN
motherdairy	HI
dhara	EN
mother dairy ice cream	EN
mother dairy ice cream	HI
mother dairy near me	EN

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



279,120

Monthly Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	163	
Position 2-3	83	
Position 4-10	229	
Position 11-20	481	
Position 21-30	724	
Position 31-100	23,729	███████████

Links

Backlink Summary

You have a moderate level of backlink activity to this page.



Domain
Strength



Page
Strength

6.4k

Backlinks

1.6k

Referring Domains

2.9k

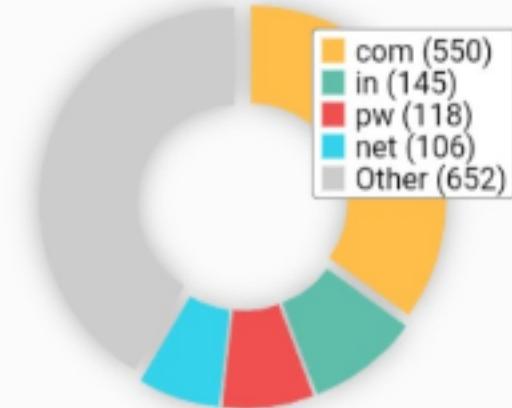
nofollow

Top Referring Domain Geographies

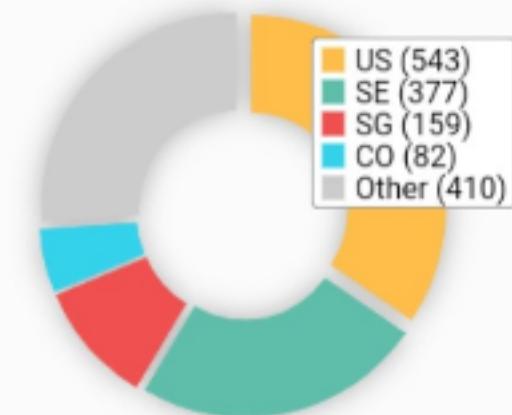
These are the Top Geographies we have found linking to your site.



Top TLDs



Top Countries



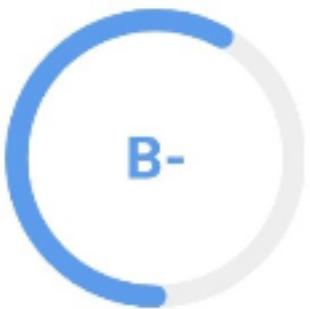
On-Page Link Structure



We found 84 total links. 17% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links meaning authority is not being passed.



Performance Results



Your performance could be better

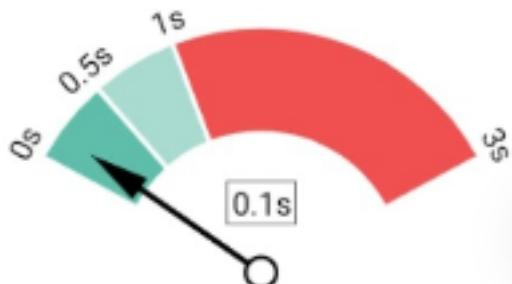
Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

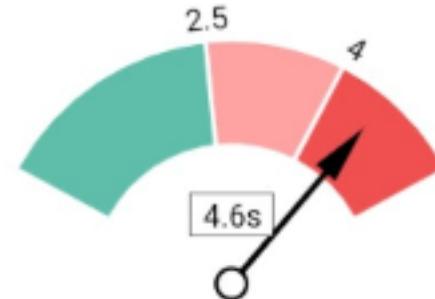
Your page loads in a reasonable amount of time.



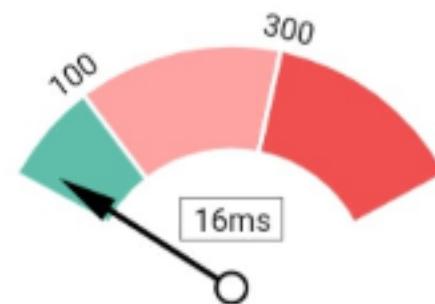
Server Response



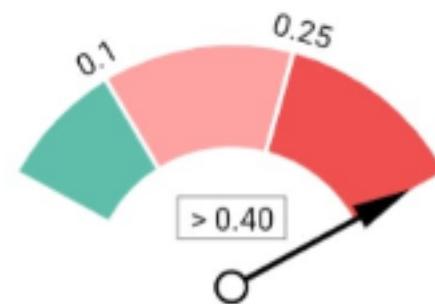
Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports

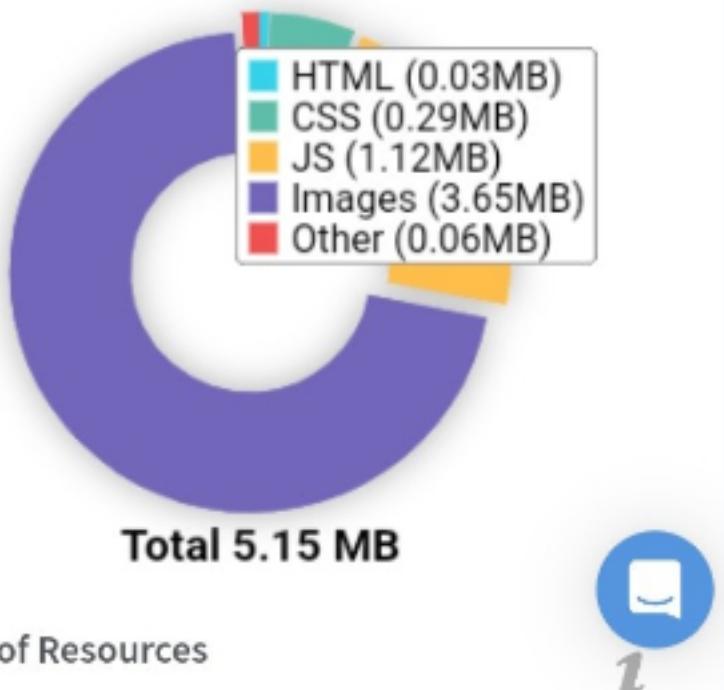
Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



Compression Rates

HTML	<div style="width: 95%; background-color: #00BFFF; height: 20px;"></div>	0.03 MB (0%)
CSS	<div style="width: 92%; background-color: #2ECC71; height: 20px;"></div>	0.28 MB (4%)
JS	<div style="width: 80%; background-color: #F39C12; height: 20px;"></div>	0.76 MB (32%)
Images	<div style="width: 75%; background-color: #7F54B0; height: 20px;"></div>	3.65 MB (0%)
Other	<div style="width: 10%; background-color: #E74C3C; height: 20px;"></div>	0.06 MB (0%)
Total	<div style="width: 98%; background-color: #3498DB; height: 20px;"></div>	4.78 MB (7%)

Raw Page Size Breakdown



Show details

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Phrases

Phrase	Title	Meta Description	Tags
mother dairy	✗	✓	
milk -	✗	✗	
media center	✗	✗	
crafting food	✗	✗	
all campaigns	✗	✗	
dairy development	✗	✗	
ice creams	✗	✓	
creams -	✗	✗	

Social Results



Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not have been able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your social media profiles listed on your page for visibility, and encourage you to build a following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.

Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when your page is shared on Facebook.

Facebook Pixel

Part 3:

Content Ideas and Marketing Strategies:

Content Calendar:

Date	content team	Format	Platform	Aim
October 16	Dairy Health	Blog Post	Facebook	Educate on dairy benefits
October 18	Recipe Showcase	Video	Instagram	Showcase dairy recipes
October 21	Sustainability	Infographic	Facebook	Highlight eco-friendly
October 25	Dairy Myths	Podcast	Instagram	Bust common myths about
October 28	Nutritional Tips	Interactive	Facebook	Engage audience with a
October 30	Halloween Fun	Instagram	Instagram	Share fun Halloween-themed

Content ideas and marketing strategies:

❖ Content Ideas:

- ***Recipe Videos:*** Create engaging videos featuring recipes using Mother Dairy products like milk, paneer, yogurt, and more. Share these on social media and your website to inspire and educate your audience.
- ***Health and Nutrition Blog:*** Start a blog discussing the health benefits of dairy products, nutrition tips, and how Mother Dairy products fit into a balanced diet.

❖ Marketing Strategies:

- ***Social Media Campaigns:*** Use platforms like Instagram, Facebook, and Twitter to run engaging campaigns, including contests, giveaways, and user-generated content initiatives.
- ***Influencer Collaborations:*** Partner with food and nutrition influencers to promote your products through authentic reviews and recipe demonstrations.
- ***Educational Webinars:*** Host webinars or live sessions with nutritionists and chefs to discuss the benefits of dairy and offer cooking tips.

Marketing strategies :Mother Dairy

❖ Example:



Products:

Part 4:

Content creation and curation:

- *Creating and curating content for Mother Dairy involves showcasing the brand's dairy products, promoting their benefits, and engaging with the target audience. Here are some content ideas*
- ❖ *Product Highlights: Create posts, images, or videos featuring different Mother Dairy products like milk, yogurt, and cheese. Highlight their quality, taste, and nutritional value.*
- ❖ *Recipe Ideas: Share recipes that incorporate Mother Dairy products as ingredients. This can include smoothies, desserts, and savory dishes.*
- ❖ *Health Benefits: Educate the audience on the health benefits of consuming dairy products and how they fit into a balanced diet.*
- ❖ *Farm-to-Table Stories: Share the journey of Mother Dairy's products from the farm to the consumer, emphasizing freshness and sustainability.*
- ❖ *Educational Content: Create informative posts about dairy farming practices, nutritional facts, and storage tips.*
- ❖ *Engage with Trends: Stay up-to-date with social media trends and incorporate them into your content to keep it relevant and engaging.*

Instagram ↘



Your story

sailadasravani

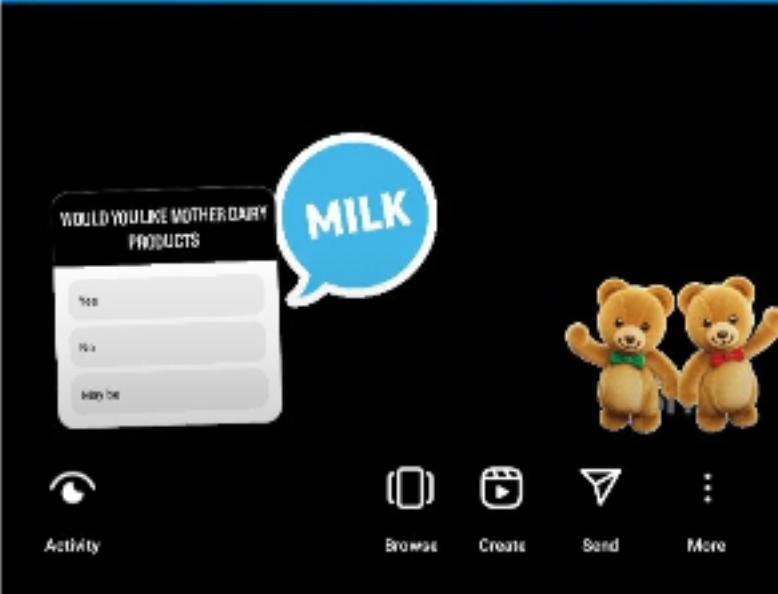


sailadasravani Mother dairy #milk # butter # cheese #breads# lassi#sweets
#ice creams

Post creation

Format 1: Recipe Videos

- ❖ **Content Idea:** Create short recipe videos featuring Mother Dairy products as ingredients. For example, a 60-second video on "Creamy Paneer Tikka" using Mother Dairy paneer.
- ❖ **Caption:** "Indulge in the goodness of fresh Mother Dairy paneer with our quick and delicious Paneer Tikka recipe. 😊🧀 Try it today!"
- ❖ **CTA:** "Tag us when you recreate this recipe and stand a chance to win Mother Dairy goodies! #MotherDairyDelights".



Format 2: Customer Testimonials

❖ **Content Idea:** Share authentic testimonials from satisfied customers who have experienced the quality of Mother Dairy products.

❖ **Caption:** "Our customers love Mother Dairy's commitment to quality and freshness. Here's what they have to say about their favorite dairy brand!"

❖ **CTA:** "Share your own #MotherDairyExperience and get featured on our page. Your love inspires us!"



Format 3: Educational Infographics

❖ **Content Idea:** Create informative infographics about the benefits of consuming dairy products, highlighting the nutritional value of Mother Dairy items.

❖ **Caption:** "Know your dairy! Check out these essential nutrients in Mother Dairy products. Stay healthy with every bite!"



❖ **CTA:** "Share this infographic to spread the goodness of dairy.
#MotherDairyNutrition"

Instagram story:

❖ Instagram story link :

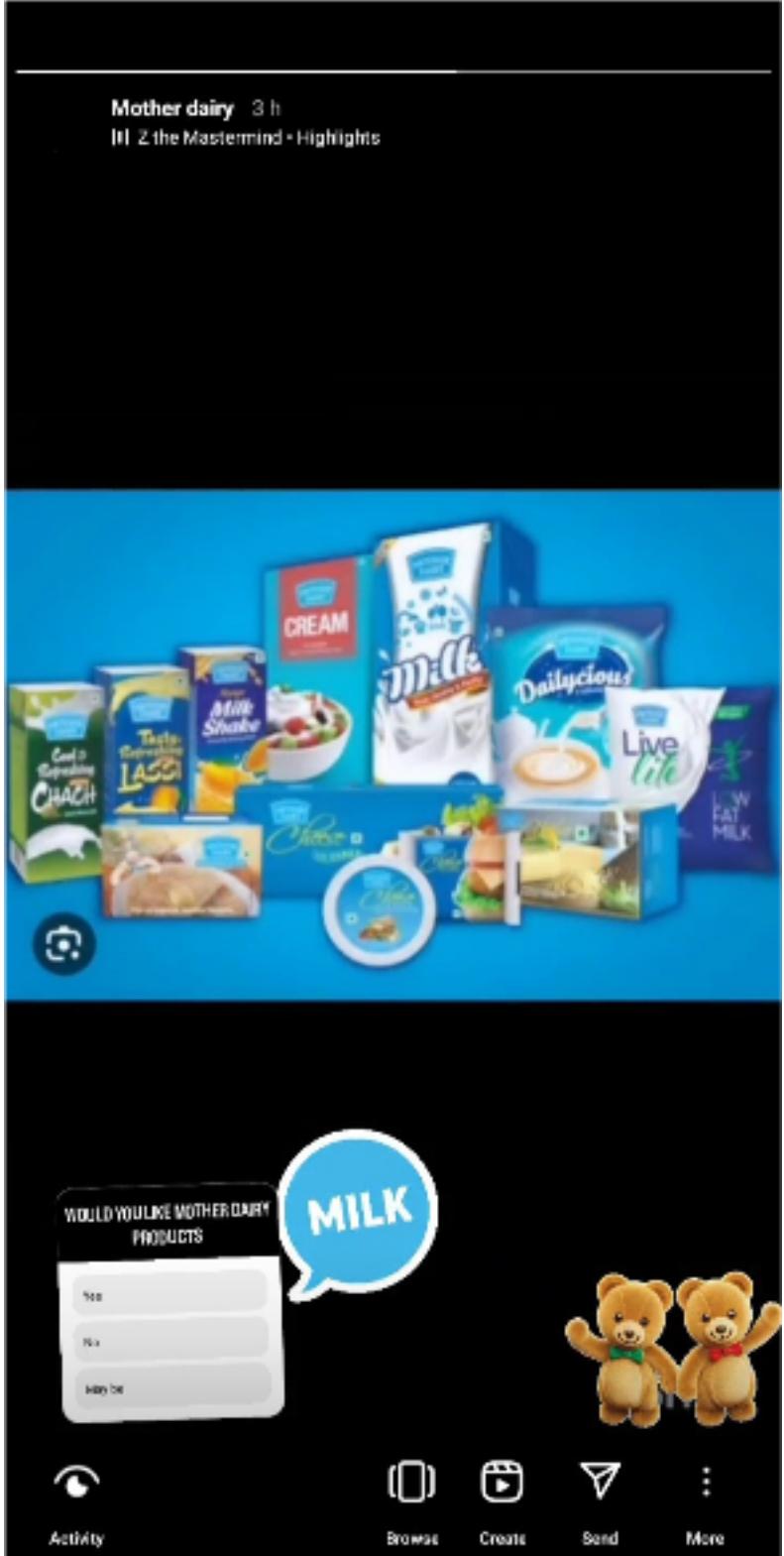
https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDQwMTk2NTA2NTU0MzQw?story_media_id=3212749704169879855_62411694089&igshid=OGQ5ZDc2ODk2ZA==

❖ Instagram Account link:

<https://instagram.com/sailadasravani?igshid=OGQ5ZDc2ODk2ZA==>

❖ Highlight link:

<https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDQwMTk2NTA2NTU0MzQw?igshid=OGQ5ZDc2ODk2ZA==>



I
have
you



Zoho Show

Untitled Presentation.pdf

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