

Comprehensive Digital Marketing Project Work



Students will be divided into 50 groups each having an individual brand name and within this would be 9 students each

- | | | |
|--------------------------------|---|-------------------------------|
| 1. Lakmé | 21. Mother Dairy | 41. Bajaj Electricals |
| 2. Allen Solly | 22. Tech Mahindra | 42. Havells India Ltd. |
| 3. Apollo Hospitals | 23. Axis Bank | 43. Videocon Industries |
| 4. VLCC | 24. Amul | Limited |
| 5. Fortis healthcare institute | 25. Wipro | 44. Crompton Greaves Consumer |
| 6. Fabindia | 26. Parle Agro | Electricals |
| 7. Forest Essentials | 27. Tech Mahindra | 45. Tata Motors |
| 8. Flying Machine | 28. McCain | 46. Maruti Suzuki India |
| 9. Himalaya Herbals | 29. ICICI Bank | Ltd 47. Mahindra & |
| 10. Bata | 30. Kissan | Mahindra |
| 11. John Players | 31. MTR Foods | Ltd |
| 12. Khadi Naturals | 32. Sunfeast | 48. Hero MotoCorp Ltd |
| 13. Louis Philippe | 33. HDFC Bank | 49. Ashok Leyland Ltd |
| 14. Liberty | 34. HRX | Apollo Tyres |
| 15. Juicy Chemistry | 35. Yes Bank | |
| 16. Paragon | 36. Cadbury | |
| 17. Peter England | 37. Haldiram's | |
| 18. Biotique | 38. Balaji Telefilms | |
| 19. Red Tape | 39. Digit Insurance | |
| 20. Britannia | 40. Life Insurance Corporation Of India | |



**Your secret
to great taste**



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).

MTR Foods began in 1924 when the Maiya family opened their first restaurant in Bangalore, India.

MISSIONS:

Enhances customers quality of life anticipate their needs. . Actively engage in communities we serve. . Foster a company culture that staff and learn , grow and take pride in. . Provide sustainable return of investors.

VALUES:

Our values of Passion, Openness, Inclusiveness, Excellence, and Innovation are the driving force behind our people systems and processes and which our employees demonstrate every day at work.

USP:

Our research has shown that variety is a key hook for weekend breakfasts and with 16 different breakfast solutions, variety is MTR's USP.

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

- **Analyze Brand Messaging:**

We aim to be an internationally- recognised company that connects and grows communities with caring, innovative and sustainable services. We will embed sustainability, Environmental, Social and Governance principles into our businesses and operations with the aim of creating value for all our stakeholders.

- **Examine the brand's tagline:**

MTR rolls out new logo, packaging Interestingly, only the brand logo has been revamped as part of this exercise while its tagline 'MTR: Pure And Perfect since 1924' remains intact. Some of the products on which the new brand identity is visible are MTR Sambar Powder, MTR Bisibele Bhath Masala, and MTR Gulab Jamun.03-May-2016

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:**

PepsiCo Purchase based, 1898 founded, Public company. PepsiCo is a multinational food, snack, and beverage corporation with a product mix (as of 2015 -based on worldwide net revenue) consisting of 53 percent foods, and 47 percent beverages.

- **Competitor 2:**

Danone Paris based, 1919 founded, Public company. Danone is a multi-category manufacturer and brand of food products. The company offers products under 4 categories namely Essential Dairy & Plant-based products, Early Life Nutrition, Waters and Medical Nutrition.

- **Competitor 3:**

Anveshan - Bengaluru based, 2019 founded, Seed company. Internet-first brand offering multi-category food products. Its product catalog includes wood-pressed oils, A2 ghee, natural honey, superfoods, organic seeds, spices, and more. The company also offers gifting solutions

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.

Market segmentation is an important stage of the marketing planning process. Segmenting in marketing involves separating the broader market that is made up of your current and potential consumers into smaller groups (segments) based on the similar characteristics and needs they share. Some businesses attempt to target to 'everyone' rather than focusing on a certain segments of the market, believing they will achieve greater sales. However, this is certainly not the case. Without clearly identifying who your key customers.

Product: refers to the product you are offering to market and how your product or service satisfies the needs of your customers in terms of its features, functionality, colours and size.

Price: is one of the most important elements of the marketing mix. There are numerous pricing strategies businessrd use which are generally chosen.

Promotion: is how you get your marketing messages across to your target audience.

Place: refers to where your customers seek your product or service, it may be in store, online or both.

MTR Foods



MTR Foods logo

Type	Joint-stock company
Industry	Food
Founded	1976 ^[1]
Headquarters	Bengaluru, Karnataka, India
Owner	Orkla Group
Parent	Orkla Group
Website	mtrfoods.com ↗



MAVALLI TIFFIN ROOMS

“A legendary name in South Indian comfort food, this super-popular eatery has had Bengaluru eating out of its hands since 1924.”

— Lonely Planet

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.

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

Reasons for consumption of MTR Products	No. of response	Percentage %
Taste	32	32%
Nutritional quality	10	10%
RTE Product	27	27%
Easy Availability	30	30%

Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.
- A marketing strategy is a process or model to allow a company or organization to focus limited resources on the best
- opportunities to increase sales and thereby achieve a sustainable competitive advantage. A marketing strategy will help
- you tailor your messages and put the right mix of marketing approaches in place so that you bring your sales and
- marketing activities together effectively in an effective marketing plan. A good marketing strategy helps you define your vision,
- mission and business goals, and outlines the steps you need to take to achieve these goals.
- One of the key elements of a successful marketing strategy is the acknowledgement that you're existing and potential customers will fall into particular groups or segments, characterized by their "needs".
- Identifying these groups and their needs through market research, and then addressing them more successfully than your competitors, should be the focus of your 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:** The most common Mtr Foods Private Ltd email format is (ex. jane.doe@mtrfoods.com).
- **Format 2:** MTR Foods is a food products company based in Bengaluru, India. The company manufactures a range of packaged foods including breakfast mixes, ready to eat meals, masalas and spices, snacks and beverages.
- **Format 3:** Blending authentic Indian flavours in modern formats, MTR Foods keeps abreast with the evolving tastes of India.

MTR FOODS PRIVATE LTD EMAIL FORMATS AND EXAMPLES

Email Format	Example	Percentage	
[first].[last]	jane.doe@mtrfoods.com	92.9%	■
[first].[last_initial]	jane.d@mtrfoods.com	5.1%	■
[first]	jane@mtrfoods.com	2.0%	■

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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.

INSTAGRAM STORY

MTR Foods (@mtr_foods) • Instagram photos and videos [https://www.instagram.com › mtr_foods](https://www.instagram.com/mtr_foods)

Your Secret To Great Taste. MTR delicacies now at your doorstep.



mtr_foods



Follow

Message

MTR Foods

Your Secret To Great Taste.

MTR delicacies now at your doorstep.

shop.mtrfoods.com



Minute Fre... Contest W... Mother's ... World Idli ... MEAL TIM... T

648
posts

20.2K
followers

46
following



Badam Dates Smoothie



AVALAKKI MIXTURE



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PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATIVE

DESIGNS/VIDEO EDITING

- Designs Tools Familiarization (use Canva for creating visual appealing graphics).
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.



The 5 stages of video post-production:

Post-production is a very detailed process involving many individuals, but it can be broken down into five distinct stages.

Logging footage. You won't want to lose your footage, so make sure it is saved and clearly labelled ahead of moving into the editing process. Depending on the length of the film and your computer processing power, this could take several days.

Assembling footage. This is the beginning of the editing process. All the footage is gathered and any sub-standard footage - outtakes, misread lines, staff in the back of shot, for example - is deleted. Gather several takes from each individual scene into folders, labelled by scene name, for ease later. This whole process may take a few days. Footage from each scene is then placed into an ordered timeline as the film begins to take shape. Rough cut.

your processing power and the number of editors involved. The timeline is cleaned up, with final takes of each scene chosen and a rough edit put together. The post-production sound team will also work on the film at this stage, re-recording clearer voice acting, adding sound effects and composing music.

Fine cut. The film is tweaked and tightened up and finalised scenes begin to take shape. Pay attention to each individual frame, making sure the film works together and there are no obvious mistakes, such as changing costumes or changing camera angles.

Final cut. The final cut is where all the remaining work takes place, including colour grading and correction, motion graphics and visual effects work ahead of release

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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: brand awareness, driving website traffic, or generating leads



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

1. Almost 40% of marketers say content marketing is an essential part of their marketing strategy. 81% say their company sees content as a business strategy.

2. B2B marketers have data that says content marketing is a successful tool for nurturing leads (60%), generating revenue (51%), and building an audience of subscribers (47%)

3. And 10% of marketers who blog say it generates the biggest return on investment.

4. Content equals business growth. So, let's get started with the types of content you can create and then review your content strategy.

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 emailing marketing :

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

Nineteen seventy-six changed everything. MTR, owned by the Maiya family, was forced into the FMCG business of selling instant food mixes by the Emergency. Turbulent times as they were, MTR's business came to a grinding halt after the government imposed pricing curbs. Nineteen seventy-six changed everything. MTR, owned by the Maiya family, was forced into the FMCG business.



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Statement of research problem:

Consumer retention is the most important challenges faced by the processed food industry. The food processing industry is consumer centric. The promotion strategy helps the industry to understand consumer needs better than their competitors. The focus of the study is to investigate the impact of marketing strategy implemented by MTR pvt Ltd,,in Ramanagara district, Karnataka. The impacts of different marketing strategies are taken into consideration while examining the relationship between various marketing strategy & the consumers.

Objectives:

1. To know the marketing strategy adopted by MTR in Ramanagara district.
2. To analyze the perceptions of consumers towards the marketing strategies of MTR in Ramanagara district.
3. To make suggestion to the company in the light finding of the study, for the enhancement of effectiveness in formation & implementation of marketing strategie

EMAIL AD CAMPAIGN 1 - BRAND AWARENESS (INSERT EMAILER IMAGE)

1. When employed well, email marketing can:
2. Foster serious customer loyalty by creating direct links with consumers.
3. Leverage ROI of any marketing campaign
Establish a brand as a reliable reference point for consumers.
4. Decrease email list unsubscribe rates.

This makes them a highly valuable lead and the research backs it up:

66% of customers make a purchase as a result of an email marketing message – Digital Marketing Association

Email is almost 40 times more effective than Facebook and Twitter combined in helping your business acquire new customers – McKinsey

Email marketing yields an average ROI of \$38 for every \$1 spent – Email Monday

MTR CAMPAIGNS

One of the main advertising campaigns that MTR has launched recently is the 3 minutes breakfast campaign. In this campaign, there are a total of 3 TV commercials and a digital film. The main instant foods that has been taken into account in the camping are Halwa , Oats, Upma and Poha.



PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/VIDEO EDITING, AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

MTR is no stranger to how an insightful packaged product can change a consumers and manufacturers life. In the 1970's we had to shut down our iconic restaurant for a short duration and realised the role packaged foods can play, to keep up our operations. The need to stay alive coupled with the demand from consumers for our loved products, gave birth to our packaged foods business. From there came our vision – to be an indispensable companion in every kitchen to help create authentic and delicious Indian food.

The consumer of today is vastly different from that of a few years ago – technology has taken over our lives – making it simpler and more complicated at the same time. Our target consumers do not have the time, technical know-how and sometimes even the inclination to make food from scratch – specifically Indian food that is perceived as cumbersome, heavy and time-consuming. We need quick solutions to our food dilemmas – similar to what we look towards technology for. Food plays an emotional role in our lives, but with the advent of this fast-paced life, we don't have the patience to wait for it. With a click of button, great tasting food should reach our doorstep, ready to consume!

