

COMPREHENSIVE DIGITAL MARKETING

FOR HATSUN AGRO
PRODUCTS LIMITED

HAP

Hatsun Agro Product Limited

TEAM DETAILS

TEAM LEADER: CHINTU SHARMILA

TEAM MEMBERS: CHINTAMA JHANSI

DUGANA SIREESHA

GALLA RAMYA

GODDU INDIRAMMA



PART 1

BRAND STUDY, COMPETITOR
ANALYSIS & BUYER'S
AUDIENCE PERSONA

BRAND STUDY, COMPETITOR ANALYSIS AND BUYER'S AUDIENCE PERSONA

RESEARCH BRAND

Hatsun (HAP), is a leading private sector dairy company in India with headquarters in Tamilnadu Chennai. It was founded by R. G. Chandramogan in 1970. It carries out the manufacturing, processing and marketing of dairy products such as milk, ice creams, dairy whitener, curd, skimmed milk powder, ghee and paneer. Today, Hatsun Dairy Ingredients has become a preferred brand all over the world, primarily because: They are made from healthy cow's milk.

BRAND STUDY(MISSION /VALUES AND USP)

MISSION: Develop & Implement a world class OSHE framework by leveraging leadership commitment and stakeholder engagement and create a safe and productive non polluting workplace

- **Hatsun Agro Product Values**
- **Safety:**Using safeguard technologies and methods in manufacturing.
- **Health:**Consumers health is giving utmost importance.
- **Positive environment:**Being accountable to the product quality and assurance to the consumers.

USP(UNIQUE SELLING PROPOSITION) ANALYSIS

-
- They are made from healthy cow's milk.
 - The equipment and technical facilities are on par with the best in the world.
 - Direct milk sourcing system from farmers resulting in better control of quality.
 - HAP has an excellent logistics and distribution network to ensure timely delivery and service.
 - Consistent quality of products.
 - HAP has a team of dedicated professionals to handle technical and commercial issues.
 - Along with these facilities, they use consumer oriented services for the manufacturing.

BRAND STUDY (BRAND TONE AND KPI's)

BRAND TONE OF HATSUN AGRO PRODUCTS LTD.:

- **Heritage and Legacy:** Highlight the rich heritage and legacy of Hatsun Agro in dairy and agro products. Emphasize the brand's longstanding presence, expertise, and trust built over the years.
- **Quality and Purity:** Position the brand as synonymous with quality and purity in dairy and agro products. Highlight the stringent quality control measures, hygienic processing, and use of high-quality ingredient.
- **Health and Nutrition:** Emphasize the nutritional benefits of Hatsun Agro products, especially dairy products like milk, yogurt, and cheese. Highlight their role in promoting health, wellness, and a balanced diet.

BRAND STUDY (BRAND TONE AND KPI's)

- **Farm-Fresh Experience:** Create a tone that evokes the experience of farm-fresh goodness. Highlight the freshness of milk and dairy products, sourced directly from farms, and delivered to consumers' homes.
- **Customer-Centric Approach:** Emphasize Hatsun Agro's commitment to customer satisfaction. Highlight customer feedback, testimonials, and loyalty programs that showcase the brand's focus on meeting customer needs.
- **Family Values and Tradition:** Appeal to family values and traditions by showcasing Hatsun Agro products as part of everyday family meals and celebrations. Highlight the role of dairy and agro products in bringing families together.

KPI'S OF HATSUN AGRO PRODUCTS

- **Revenue Growth Rate:** This KPI measures the rate at which Hatsun Agro Products' revenue is growing over a specific period, typically measured annually or quarterly.
- **Market Share:** Hatsun Agro's market share in the dairy and agro products sector can indicate its competitive position compared to other players in the market.
- **Profit Margins:** This includes metrics like gross profit margin and net profit margin, which show how efficiently Hatsun Agro is managing its costs and generating profits.
- **Customer Retention Rate:** This KPI measures the percentage of customers that Hatsun Agro is able to retain over time, which is crucial for sustainable growth and profitability.

KPI'S OF HATSUN AGRO PRODUCTS

- **SMART Goal: Strengthen Brand Awareness**

-
- **KPI:** Brand Recognition Score (measured through surveys)
 - **Target:** Achieve a brand recognition score of 80% among target consumers within the next two years.

- **SMART Goal: Reduce Environmental Impact**

- **KPI:** Water Usage per Unit of Production, Waste Generation Rate, Carbon Emissions
- **Target:** Decrease water usage by 15%, reduce waste generation by 20%, and cut carbon emissions by 10% within the next three years, aligning with sustainability goals.

SMARTGOALS AND KPI'S OF THE BRAND

- **SMART Goal: Increase Revenue**
 - **KPI:** Revenue Growth Rate (measured quarterly or annually)
 - **Target:** Achieve a 10% increase in revenue compared to the previous year.
- **SMART Goal: Improve Market Share**
 - **KPI:** Market Share Percentage
 - **Target:** Increase market share by 2% in the dairy products segment within the next fiscal year.
- **SMART Goal: Enhance Production Efficiency**
 - **KPI:** Yield per Cow (for dairy products) or Crop Yield per Acre (for agro products)
 - **Target:** Increase yield per cow by 5% through improved feeding and breeding practices by the end of the calendar year.

BUYER'S AUDIENCE PERSONA

- **Demographics:**

- Age: 25-45
- Gender: Female
- Occupation: Health-conscious professional or homemaker
- Income Level: Middle to upper-middle class

- **Psychographics:**

- Lifestyle: Values healthy living and nutrition
- Dietary Preferences: Prefers natural and organic food products
- Concerns: Cares about the source and quality of dairy and agro products
- Tech-Savviness: Uses technology for research and shopping convenience

BUYER'S AUDIENCE PERSONA

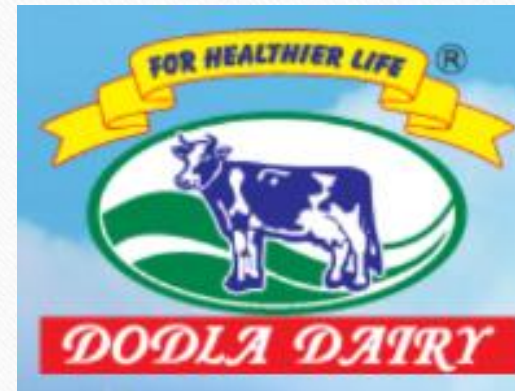
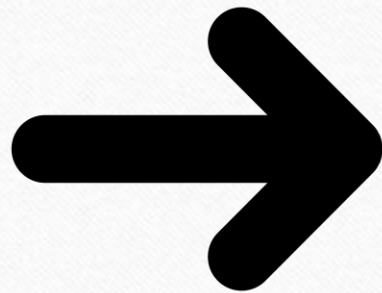
- **Buying Behavior:**

- Researches: Conducts online research, reads product labels, and checks reviews before making a purchase.
- Loyalty: Values brands that consistently meet expectations in terms of quality and reliability.
- Price Sensitivity: Willing to pay a premium for high-quality, trustworthy products.

- **Interests and Hobbies:**

- Healthy Cooking: Enjoys cooking nutritious meals and experimenting with healthy recipes.
- Fitness: Engages in fitness activities like yoga, running, or gym workouts.
- Sustainability: Shows interest in eco-friendly and sustainable practices.

COMPETITOR ANALYSIS OF HATSUN AGRO PRODUCTS



COMPETITOR 1- HERITAGE

- **USP OF HERITAGE FOODS:**

- The USP (Unique Selling Proposition) of heritage foods can be communicated effectively through online channels by highlighting their historical significance, unique flavours, traditional recipes, and nutritional benefits.

- **ONLINE COMMUNICATION:**

- This can be done through engaging content such as blog posts, videos, social media campaigns, and interactive website features. Sharing stories about the cultural importance of these foods, their production methods, and their connection to local communities can also help create a compelling narrative that resonates with consumers interested in heritage and authenticity.



HERITAGE FOODS LIMITED

SWOT ANALYSIS OF HERITAGE FOODS:

Strengths:

Unique flavours and taste profiles that set them apart from mainstream foods.

Deep-rooted cultural and historical significance, appealing to consumers interested in tradition and authenticity.

Potential for storytelling and creating compelling narratives around heritage and heritage preservation.

Weaknesses:

Limited scalability due to reliance on traditional production methods and regional availability of ingredients.

Challenges in meeting modern food safety and regulatory standards while preserving traditional recipes and processes.

SWOT ANALYSIS OF HERITAGE FOODS

- Opportunities:

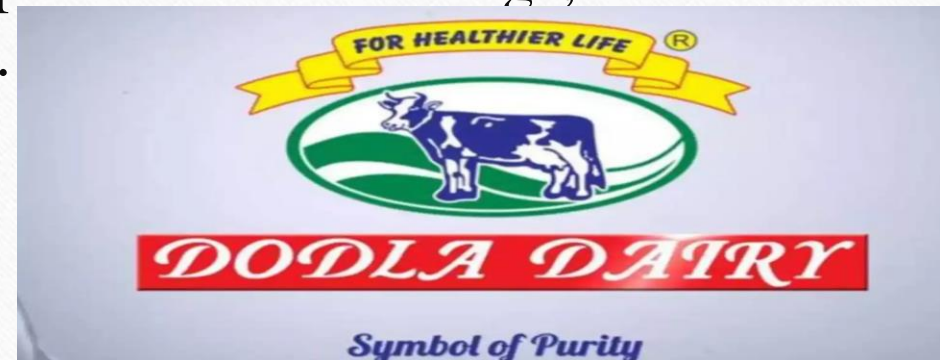
- Growing consumer interest in heritage, cultural authenticity, and traditional foods, creating a market demand.
- Expansion into new markets through online platforms, specialty food stores, and collaborations with chefs or restaurants.
- Diversification of product lines or offering complementary products to appeal to a broader customer base.

- Threats:

- Competition from mainstream food brands or imitations that attempt to replicate heritage flavors.
- Fluctuations in ingredient availability and quality due to climate change, environmental factors, or geopolitical issues.
- Regulatory challenges related to food labeling, certification, and compliance with international standards.

COMPETITOR 2-DODLA DAIRY PRODUCTS

- **USP(UNIQUE SELLING PROPOSITION) OF DODLA DAIRY:**
- DODLA Dairy's USP lies in its commitment to purity, freshness, and quality, ensuring each product delivers a rich and authentic dairy experience. With a focus on ethical practices and sustainable sourcing, DODLA Dairy provides consumers with premium dairy products that are both delicious and trustworthy.
- **ONLINE COMMUNICATION :**
- Discover the farm-fresh goodness of DODLA Dairy, offering premium-quality dairy products straight from the source. Explore our rich heritage, sustainable practices, and commitment to purity online.



SWOT ANALYSIS OF DODLA DAIRY LTD.

- Strengths:

- High-quality dairy products with a focus on purity, freshness, and taste.
- Strong reputation for ethical practices, sustainable sourcing, and farm-to-table transparency.
- Diverse product portfolio including milk, yogurt, cheese, butter, and more, catering to various customer preferences.

- Weaknesses:

- Reliance on regional sourcing and production, limiting scalability and geographic reach.
- Higher production costs associated with maintaining quality standards and sustainable practices.
- Limited brand recognition compared to larger dairy brands in the market.

SWOT ANALYSIS OF DODLA DAIRY LTD.

- Opportunities:

- Increasing demand for organic, farm-fresh, and ethically sourced dairy products, providing market growth opportunities.
- Expansion into new markets through strategic partnerships, online channels, and retail collaborations.
- Innovation in product development, such as introducing new flavors, packaging formats, or value-added dairy items.

- Threats:

- Competition from established dairy brands offering similar product ranges and claiming quality and freshness.
- Price competition from lower-cost dairy alternatives and private label brands.
- Regulatory challenges related to food safety standards, labeling requirements, and compliance with industry regulations.

COMPETITOR 3-PARAG MILK FOODS LTD.

- USP(UNIQUE SELLING PROPOSITION) OF PARAG MILK FOODS:
- The USP (Unique Selling Proposition) of Parag is its focus on delivering high-quality dairy products that combine traditional flavours with modern convenience. Parag emphasizes freshness, purity, and nutritional value in its range of products, catering to diverse consumer preferences while maintaining a strong commitment to ethical practices and sustainability.
- **ONLINE COMMUNICATION:**
- Discover the goodness of Parag Milk Foods online, offering premium dairy products with a perfect blend of tradition and innovation.



Ideas for a new day
PARAG MILK FOODS LIMITED

SWOT ANALYSIS OF PARAG FOODS LTD.

- Strengths:

- Diverse product portfolio including milk, cheese, ghee, butter, and dairy-based beverages, catering to various consumer preferences.
- Strong brand recognition and market presence in the dairy industry, known for quality and freshness.
- Established distribution network across India, facilitating wide market reach and accessibility.

- Weaknesses:

- Reliance on dairy products, making the company vulnerable to fluctuations in milk prices and supply chain disruptions.
- Limited international market penetration compared to some global dairy brands.
- Challenges in maintaining competitive pricing amidst market competition and price-sensitive consumers.

SWOT ANALYSIS OF PARAG MILK FOODS LTD.

- Opportunities:

- Increasing demand for premium dairy products, organic offerings, and value-added dairy items, presenting growth opportunities.
- Expansion into new geographical markets domestically and internationally through strategic partnerships, acquisitions, or alliances.

- Threats:

- Intense competition from both domestic and international dairy companies, leading to price wars and market saturation.
- Regulatory challenges related to food safety standards, labeling requirements, and compliance with industry regulations.

PART 2

SEO & KEYWORD RESEARCH

SEO AND KEYWORD RESEARCH

- SEO AUDIT REPORT FROM SEO OPTIMER :

EQUITY

Price Overview | Volume Movements | Analysis | News | Corporate Action | Other Market | **Company Info**

DIRECTORS REPORTS

Industry : **Consumer Food** House : **Private** **GO**

Last Price (₹)	992.95	Prev.Close (₹)	997.25	Net Change (₹)	-4.30
High (₹)	997.25	Low (₹)	984.30	TTM PE (x)	92.40
52-Week-High (₹)	1231.95	52-Week-Low (₹)	829.10	Dividend Yield (%)	0.60

* BSE PRICES

Year End: March 2015

Directors Report

To the Members,

The Directors have great pleasure in presenting their 30th Report along with the audited financial statement for the financial year ended March 31, 2015.

PERFORMANCE OF THE COMPANY

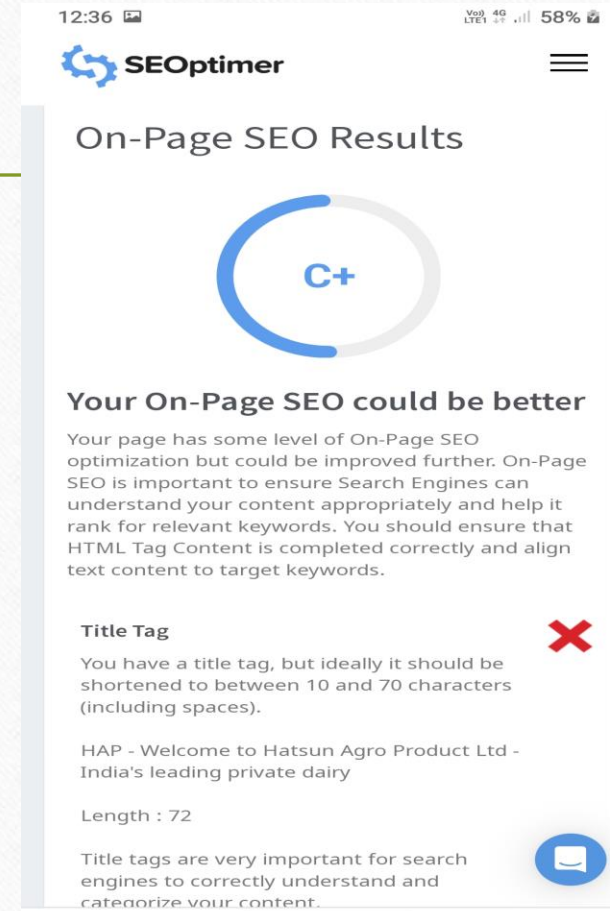
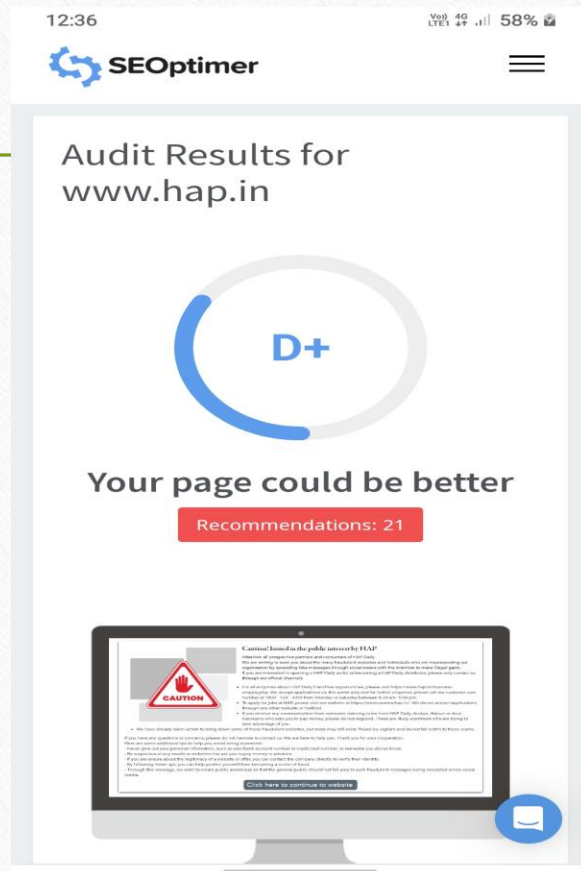
During the year, your Company registered a total income of Rs. 2,93,909.82 lakhs representing an increase of 17.47 % over that of the previous year. The PBDIT has also increased from Rs.18,624.66 lakhs (FY2013-2014) to Rs. 20,432.87 lakhs (FY 2014-2015). The net profit during the year was Rs. 3,915.67 lakhs in comparison with previous year which stood at Rs. 8,168.57 lakhs. The decrease in net profits during the year was mainly on account of increase in the finance cost and depreciation on commissioning of Tirunelveli plant. During the year the Company has also aligned its depreciation rates in line with the New Companies Act, 2013 which also contributed to the increase in depreciation during the year.

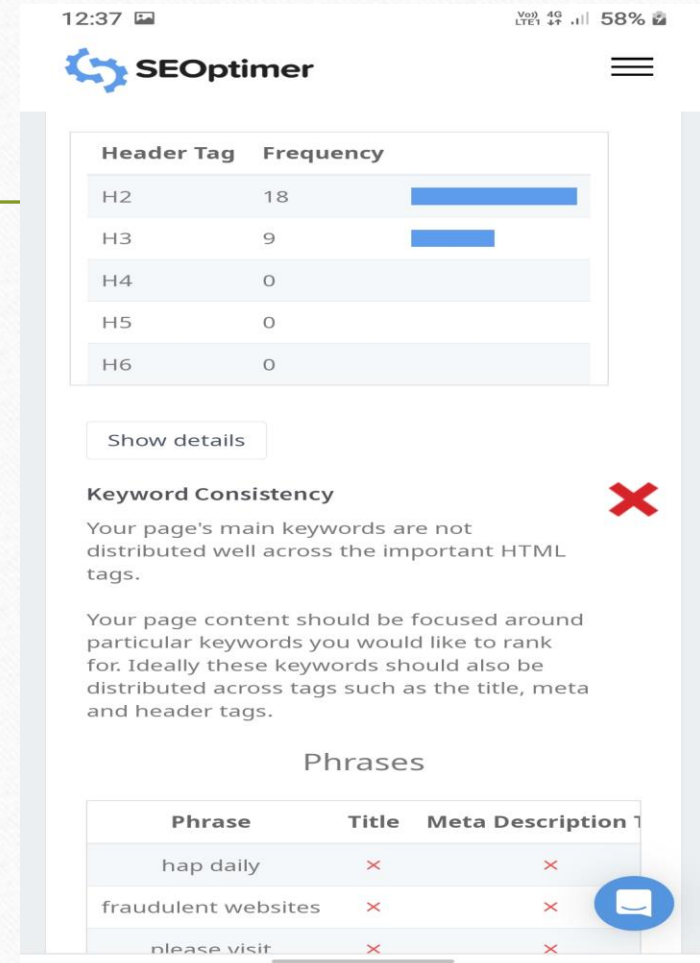
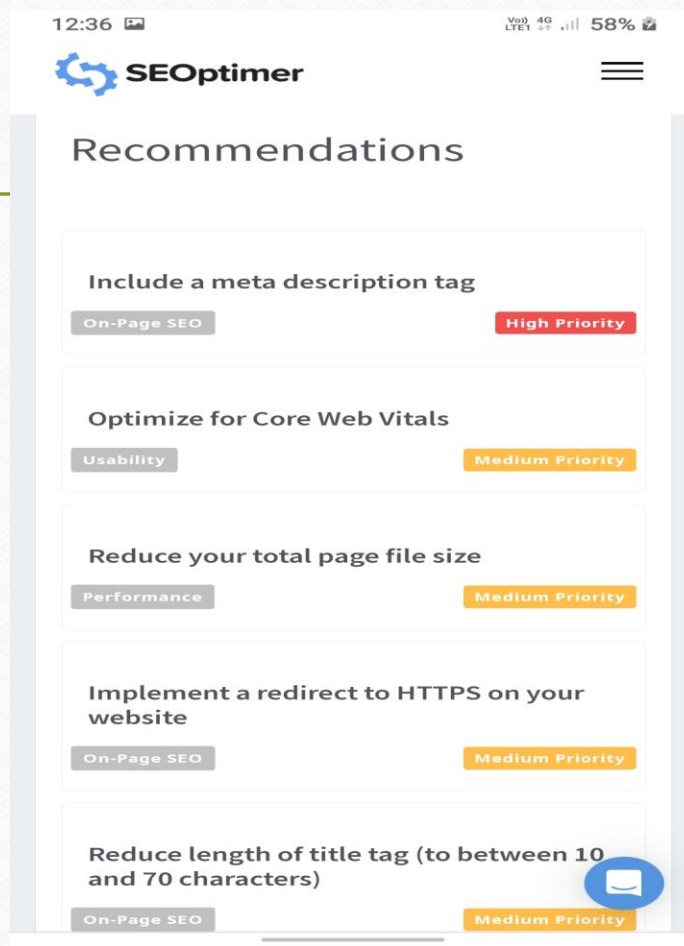
During the financial year under review, your Company registered a healthy growth in revenues from Milk, Ice creams, Curd and other Milk Products over that of the previous year.

DIVIDEND

During the year, your Company has declared and paid interim dividends totaling Rs. 1.80/- per equity share (180%) on equity share capital.

ON PAGE SEO RESULTS:





RANKINGS

12:37

VoLTE 4G LTE 58%

SEOptimizer

Phrases

Phrase	Title	Meta Description
hap daily	×	×
fraudulent websites	×	×
please visit	×	×
accept applications	×	×
at hap	×	×
arokya hatsun	×	×
arun icecreams	×	×
pay money	×	×

Amount of Content

✓

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 574

Image Alt Attributes

✗

You have images on your page that are missing Alt attributes.

We found 26 images on your page and 25 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what


12:38

VoLTE 4G LTE 59%

SEOptimizer

Total Traffic From Search

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



103,252

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	105
Position 2-3	34
Position 4-10	89
Position 11-20	157
Position 21-30	150
Position 31-100	2,326

LINKS

12:38

SEO Audit for www....
seoptimer.com

SEOOptimer

http://www.hap.in/arunicecreams/

http://www.hap.in/investors-policies.html

https://www.hap.in/arun/images/img_icone_crea

Top Anchors by Backlinks

These are the top pieces of Anchor Text we found used to link to your site.

Anchor
banner
hap.in
Hatsun Agro Product Ltd.,
http://www.hap.in
HAP - Welcome to Hatsun Agro Product Ltd - Indi
www.hap.in
Hatsun Agro Products
image
Hatsun Agro Products Ltd

Top Referring Domain Geographies

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

12:38

SEOOptimer

Top Pages by Backlinks

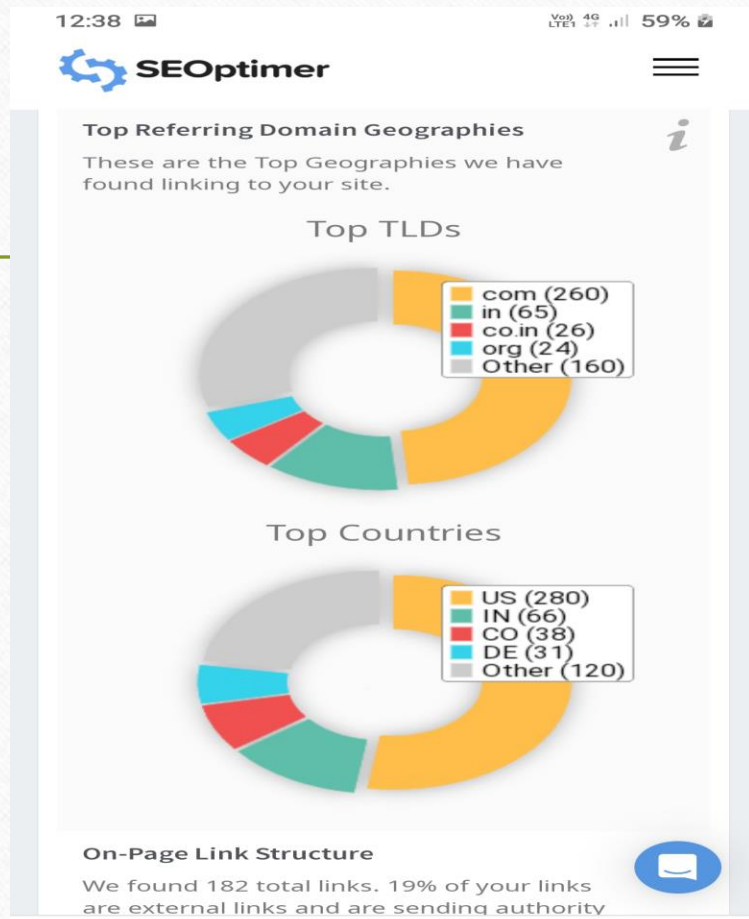
These are the pages on your site with the most the backlinks from other sites.

URL
https://www.hap.in/
http://hap.in/
http://www.hap.in/
https://hap.in/
https://www.hap.in/corporate-office.php
https://www.hap.in/ibaco/
https://www.hap.in/arokya-milk.html
http://www.hap.in/arunicecreams/
http://www.hap.in/investors-policies.html
https://www.hap.in/arun/images/img_icone_crea

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Anchor
banner
hap.in



P & RTA	Loans	Real Estate	Insurance	Corporate Solutions	Tools	IPO
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EQUITY

Price Overview

Volume Movements

Analysis

News

Corporate Action

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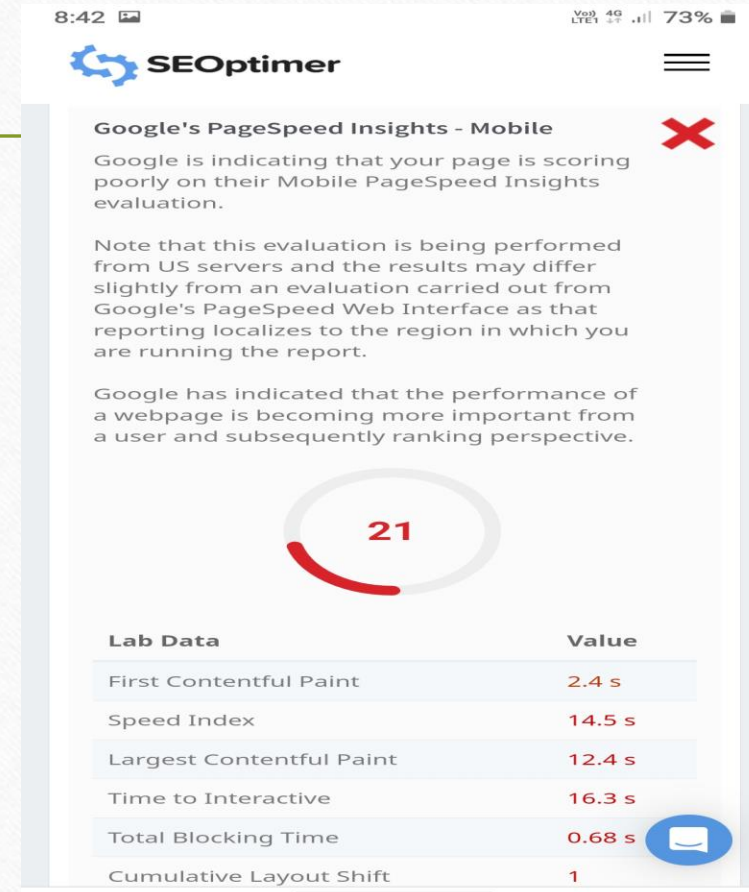
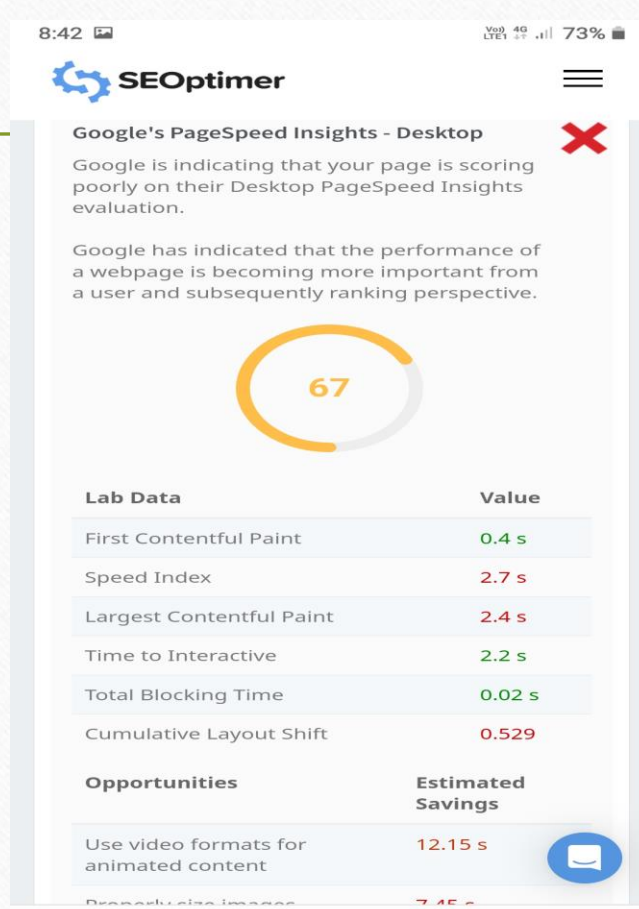
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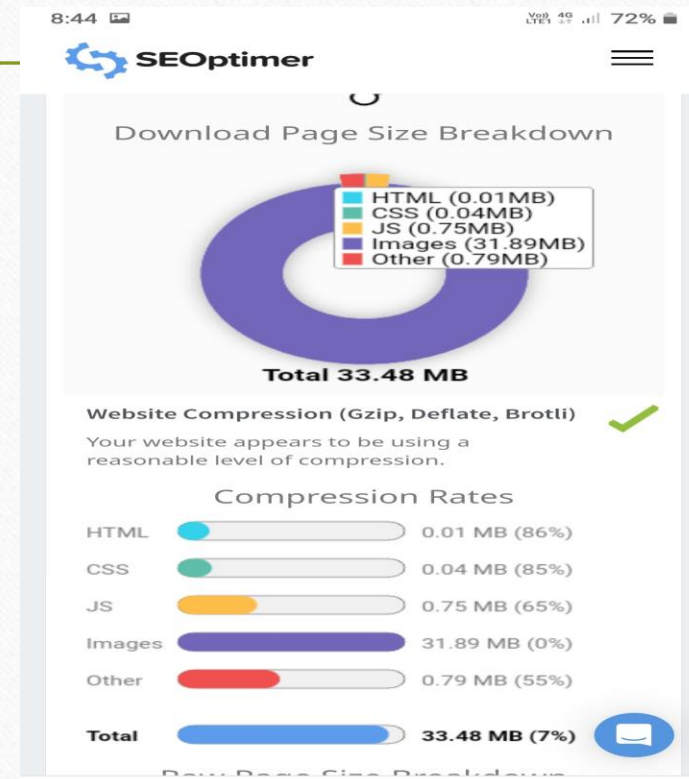
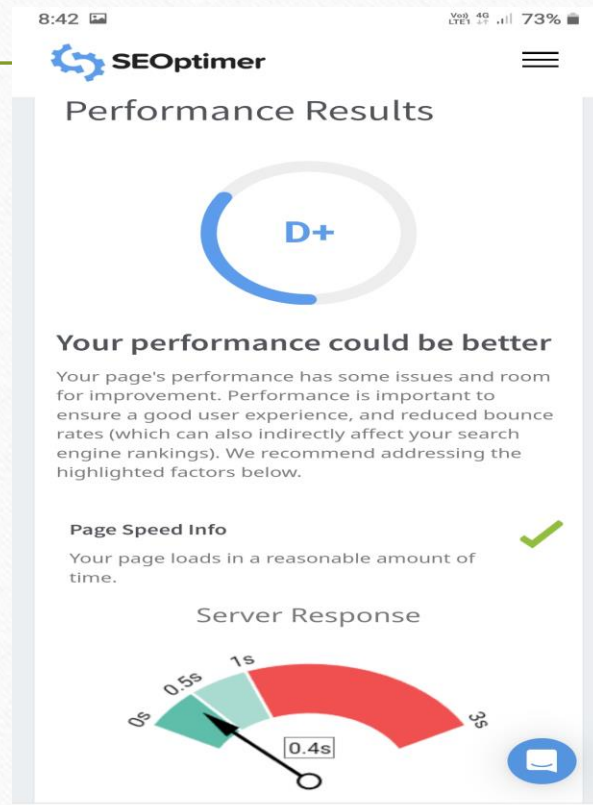
DIVIDEND

During the year, your Company has declared and paid interim dividends totaling Rs. 1.80/- per equity share (180%) on equity share capital.

GOOGLE PAGE SPEED INSIGHTS



PERFORMANCE RESULTS



KEYWORD RESEARCH

KEYWORDS	Column1	Column2	Column4	Column5
hatsun agro products	Easy	>100	1 day	
hatsun agro products ltd	Easy	>100	01-Apr	
hatsun agro products list	Easy	>100	20-Mar	
hatsun agro products share	Easy	<100	09-Apr	
managing director hatsun agro products ltd	N/A	<100		
hatsun agro products ltd logo	Easy	<100	16-Mar	
hatsun agro products ltd owner	Easy	<100	20-Mar	
hatsun agro products ltd job vacancy	N/A	<100		
hatsun agro products logo	N/A	<100		
hatsun agro products ltd factory address	Sign up	<100	23-Mar	
hatsun agro products ltd share		<100	30-Mar	
hatsun agro products ltd share price		<100		
hatsun agro products ltd head office address		<100		
hatsun agro products ltd sholinganalur		<100	11-Mar	
hatsun agro products ltd		<100		
hatsun agro products ltd salary		<100	2 days	
hatsun agro products ltd salem job vacancy		<100		
hatsun agro products ltd email address		<100		
hatsun agro products ltd kanchipuram		<100		
hatsun agro products ltd turnover		<100		
hatsun agro products ltd madurai		<100		
hatsun agro products limited		<100		
hatsun agro products ltd		<100		
sathyan managing director hatsun agro products ltd		<100		
hatsun agro products ltd salem		<100		
hatsun agro products dairy plant uthiyur kangeyam photos				
hatsun agro products list with price				

8:57 4G LTE 68%		
ahrefs.com/keywo		
hatsun agro products	Easy	>1
hatsun agro products ltd	Easy	>1
hatsun agro products list	Easy	>1
hatsun agro products share price	Easy	>1
managing director hatsun agro products ltd	Easy	<1
hatsun agro products ltd logo	N/A	<1
hatsun agro products ltd owner	Easy	<1
hatsun agro products ltd job vacancy	Easy	<1
hatsun agro products logo	N/A	<1
hatsun agro products ltd factory address	N/A	<1
Want to see all SEO metrics?		
Sign up for Ahrefs ?		

ON PAGE OPTIMIZATION

KEYWORD RESEARCH FOR HATSUN AGRO PRODUCTS LTD.				
KEYWORD	Column2	Column3	Column4	Column5
hatsun ag	Easy	>100	1 day	
hatsun ag	Easy	>100	01-Apr	
hatsun ag	Easy	>100	20-Mar	
hatsun ag	Easy	<100	09-Apr	
managing	N/A	<100		
hatsun ag	Easy	<100	16-Mar	
hatsun ag	Easy	<100	20-Mar	
hatsun ag	N/A	<100		

META TITLE

Meta Title: "Hatsun Agro Products: Quality Dairy and Food Solutions for Every Need"

META DESCRIPTION

Meta Description: "Discover Hatsun Agro's range of high-quality dairy and food products, including milk, ice cream, curd, butter, and more. Trusted by millions for freshness and taste. Explore our diverse offerings today".

CONTENT OPTIMIZATION

- To optimize content for Hatsun Agro Products, consider the following strategies:
- **Keyword Research:** Identify relevant keywords related to Hatsun Agro's products, such as "fresh milk," "premium ice cream," "healthy dairy products," etc.
- **High-Quality Content:** Create engaging and informative content that highlights the quality, freshness, and variety of Hatsun Agro's products. Include details about the sourcing process, production methods, and nutritional benefits.
- **SEO Techniques:** Use SEO techniques such as meta tags (title, description), heading tags (H1, H2, etc.), alt text for images, and internal linking to improve search engine visibility.
- By implementing these content optimization strategies, Hatsun Agro can enhance its online presence, attract more organic traffic, and effectively showcase its range of quality dairy and food products.

CHALLENGES FACED AND INSIGHTS GAINED FROM KEYWORD RESEARCH PROCESS

CHALLENGES FACED

- High Competition
- Seasonal Trends
- Localized Keywords
- Long-Tail Keywords
- Changing Consumer Trends

INSIGHTS GAINED

- Product Demand
- Competitor Analysis
- User Intent
- Content Ideas
- Geographical Targeting

PART 3

CONTENT IDEAS AND MARKETING STRATEGIES

CONTENT IDEAS AND MARKETING STRATEGIES

CONTENT IDEAS

- Recipe videos featuring Hatsun Agro products as ingredients.
- Infographics highlighting the nutritional benefits of Hatsun Agro products.
- Customer testimonials and success stories.

MARKETING STRATEGIES

- Influencer partnerships for product endorsements.
- Social media contests and giveaways.
- Email newsletters with exclusive offers and updates.

CONTENT IDEAS AND MARKETING STRATEGIES

CONTENT IDEAS

- Behind-the-scenes footage of the production process.
- Comparison guides showcasing the advantages of Hatsun Agro products over competitors.
- Create how-to videos showcasing the versatility of Hatsun Agro products.

MARKETING STRATEGIES

- Participate in industry events and sponsor relevant activities.
- Utilize email marketing campaigns to share product updates and promotions.
- Implement SEO strategies to improve online visibility and organic traffic.

CONTENT CALENDAR

	A	B	C	D	E	F	G
1							
2			[April 2024]				
3							
4	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
5	1	2	3	4	5	6	7
6							
7							
8	8	9	10	11	12	13	14
9							short vedios
10							Twitter
11					video tutorials	carousel posts	vintage ads
12					Instagram	Facebook	Instagram
13	15	16	17	18	19	20	21
14	carousel posts			vintage ads		product showing	Interactive polls
15	Facebook			Instagram		Facebook	Twitter
16	22	23	24	25	26	27	28
17	news& update						
18	Twitter			infographic			Testiminal posts
19	recipe posts			Facebook			Instagram
20	Instagram						
21	29	30	31		key happiness		
22				short vedios	video tutorials	carousel posts	Testiminal posts
23				carousel posts	recipe posts	product showing	vintage ads
24				news& update	vintage ads	infographic	interactive polls
25							

PART 4

CONTENT CREATION AND CURATION

POST CREATION

- **FORMAT 1:** advertising post of. Hatsun agro products.
- **HASHTAGS:** #HatsunAgro#FreshnessDefined"

CONTENT IDEA: Hatsun agro products delicious food items and flavors.

CAPTION : "Embrace freshness, savour goodness!

Hatsun Agro Products bring nature's bounty to your table.

Explore quality you can taste, explore Hatsun Agro today! 🌱🥛

CTA: "Experience the pure goodness of Hatsun Agro Products today!

Visit our website to explore our range of farm-fresh delights and indulge

in quality you can trust. Join us in celebrating the essence of nature in every bite! 🌱



- **FORMAT 2:** create a carousel post on the hatsun agro products

CONTENT IDEA: Get the best delicious and natural flavors from hatsun.

CAPTION: "From farm-fresh goodness to your plate, Hatsun Agro Products redefine taste and quality.

Discover the essence of pure delight with every bite!

🌱🥛 #HatsunAgro #PureGoodness“.

CTA: "Ready to experience the freshness?

Dive into Hatsun Agro's world of pure goodness today! Shop now and taste the difference! 🌱🥛



- **FORMAT 3:** Reel post on Hatsun agro products.
- **CONTENT IDEA:** Interactive quizzes and plays on hatsun. Also creating a video to showcase various items.

• **CAPTION:** "Indulge in the richness of nature with Hatsun Agro Products. From farm to table, we bring you quality you can taste and trust. Elevate your meals with Hatsun Agro goodness! 🌽 🥛"

#HatsunAgro #FarmFresh"

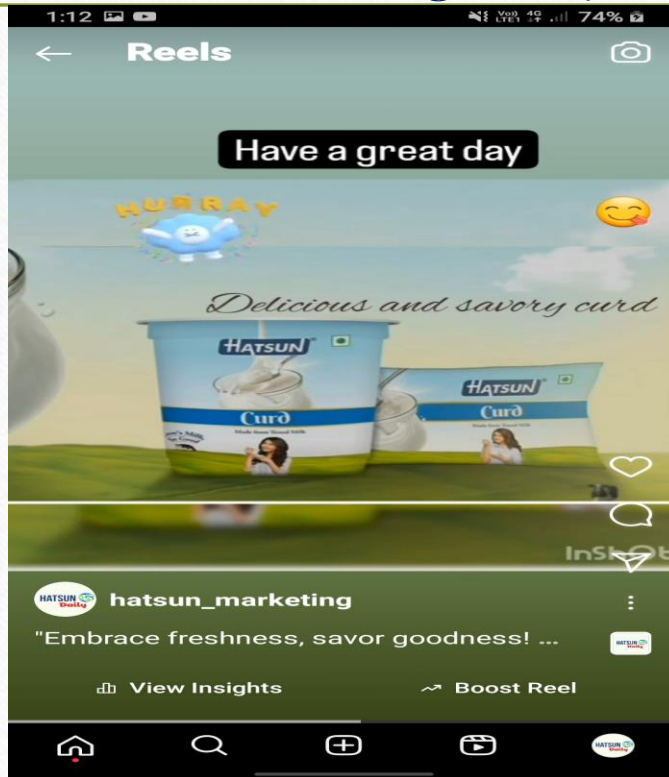
CTA: "Experience the farm-fresh difference with Hatsun Products! Visit our website now to explore our range of delicious offerings and bring home the taste of quality! 🌿 🥛"



INSTAGRAM STORY

LINK FOR HATSUN AGRO PRODUCTS STORIES

- https://www.instagram.com/stories/hatsun_marketing/3348614773099978867?utm_source=ig_story_item_share&igsh=MW84djE4bnk1N3JhZQ==



LINK FOR INSTAGRAM STORIES

- https://www.instagram.com/hatsun_marketing?igsh=MW05MDBvZjhoemRpYw==

