

# INTRODUCTION

## DIGITAL MARKETING

Digital Marketing refers to the practice of promoting products or services using Digital technologies and platforms. It involves various strategies and techniques to reach and engage with a target audience online.

As a part of Digital Marketing Internship, we got to do a project in a team of 5 members. The goal of Digital Marketing Internship is to increase Brand Awareness, Drive Website traffic, generate leads and ultimately, boost sales and business growth of the company allocated to us.

## OVERVIEW

As a part of our Digital Marketing Internship from The Smart Bridge, we ought to do a Comprehensive project for Digital Marketing in which we were allotted with the topic CADBURY. This project report summarizes the objectives, strategies, results and challenges of the Digital Marketing Project conducted by our team for CADBURY.

The Comprehensive Digital Marketing for CADBURY includes, Brand Study, Competitor Analysis & Audience Persona. It also consists SEO & Keyword Research Analysis. It also contains Content Ideas and Marketing Strategies & Content Creation & Curation.

## PURPOSE OF THE PROJECT

The main goal of this project is to increase the online presence and visibility of the brand, products and services. We used various strategies and tools such as SEO, social media, email marketing, content creation and analytics to achieve this goal. We also monitored & measured the performance and impact of our digital marketing efforts using key metrics and indicators.

This project will help CADBURY Inc. to reach new customers, engage existing ones and grow the business in the competitive digital landscape.

## LITERATURE SURVEY

A Literature Survey of Digital Marketing

project is a systematic review of the existing research and publications on the topic of digital marketing. It aims to identify the main themes, methods, challenges, and opportunities in the field, as well as to provide a critical analysis of the strengths and weaknesses of the current knowledge.

A literature survey of digital marketing project can help to define the research problem, formulate the research questions, and justify the research objectives and methodology.

## EXISTING PROBLEM

One of the main challenges in the digital marketing project is to increase the conversion rate of website visitors. We propose to implement a personalized recommendation system that will suggest relevant products or services to each visitor based on their browsing history, preferences and behaviour. This way, we can increase the engagement and loyalty of our customers, as well as the revenue of our business.

Other problems may include lack of clear and consistent communication among the team members. This leads to confusion, delays, and errors in the execution of the tasks.

## PROPOSED SOLUTION

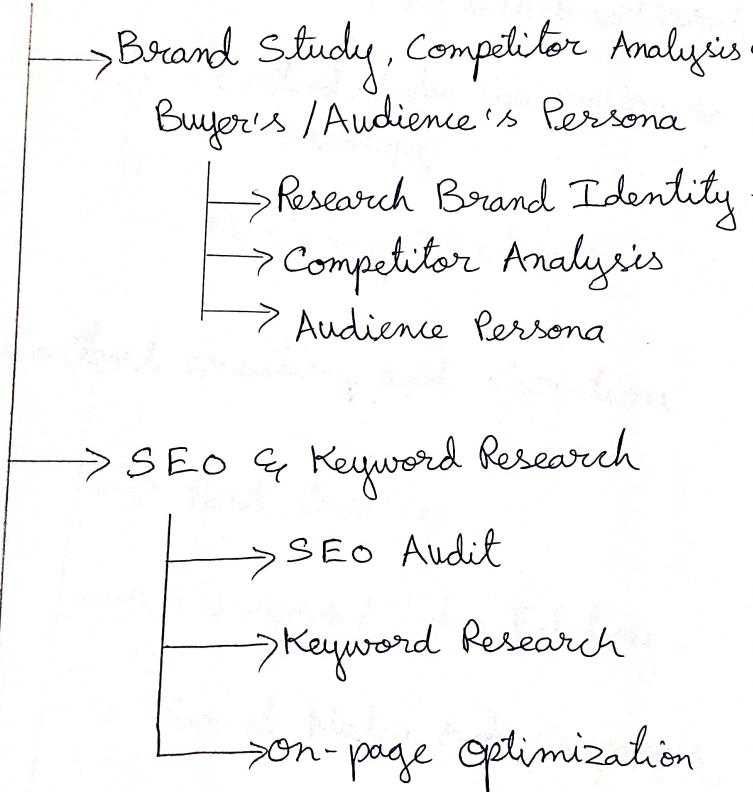
A possible solution for the existing problem of digital marketing project is to use a data-driven approach that leverages the latest tools and techniques in the field. By analyzing the customer behavior, preferences, and feedback, we can design & implement a personalized and effective marketing campaign that meets their needs and expectations. This way, we can increase the conversion rate, retention rate, and customer satisfaction, as well as reduce the cost and time of the project.

To address the issue, we need to establish a regular and effective communication channel.

# THEORETICAL ANALYSIS

## BLOCK DIAGRAM

### Comprehensive Digital Marketing for Cadbury



# Comprehensive Digital Marketing for Cadbury

- Content Ideas & Marketing Strategies
  - Content Idea Generation & Strategy
  - Marketing Strategies
- Content creation and Curation
  - Post Creation
  - Designs / Video Editing
  - Social Media Ad Campaigns
  - Email Ad Campaigns

## HARDWARE / SOFTWARE DESIGNING

The software design process for a digital marketing project involves several steps such as:

Choosing the appropriate platforms and channels to reach the target audience, such as websites, social media, email or mobile apps.

Creating a user interface (UI) and user experience (UX) design that is attractive, intuitive and engaging for the target audience, such as using colors, fonts, images, or animations. Here, I used CANVA for designs and VN editor for video editing.

Developing a content strategy that delivers relevant information to target audience, such as using keywords, headlines & calls to action.

Defining the goals & objectives of the project, such as increasing brand awareness, generating leads, or improving customer loyalty.

Identifying the target audience and their needs, preferences, & behaviors, such as demographics, psychographics, or online habits.

The appropriate channels we chose for audience reach are Facebook Ads, Meta Business Suite, Instagram Advertising.

For Email Marketing I chose Mailchimp and Klaviyo. For SEO, the platforms were SEO optimizer, SEMrush and Ubersuggest.

Testing and evaluating the software design before launching it, such as using analytics, feedback, or usability testing.

## RESULT

The results of Cadbury's digital marketing efforts have been significant. Some of the key findings include:

- Increased brand visibility & awareness on digital platforms.
- Higher engagement rates & interactions with the target audience.
- Growth in online sales & website traffic
- Improved customer loyalty & brand advocacy.
- Valuable data insights for continuous optimization.

## PART 1- BRAND STUDY

### Brand Identity:

**Mission :** to continually create the best products, services and experiences for our customers, and to be the leading player in the global confectionery market.

**Values:** Quality, Integrity, Respect, Responsibility, and Joy.

**USP:** Cadbury is one of the biggest and most trusted chocolate brand worldwide

**Brand color- purple (shade Pantone 2685C), (tribute to queen victoria)**

**Brand logo-**



**Note:** the design of the logo has changed to match the style and audience of the age. each logo represents different decade audience



- **Analyze Brand Messaging:** *there's a generous instinct within everyone.*
- Cadbury's brand message, "There's a generous instinct within everyone," emphasizes the idea that inherent in all individuals is a natural tendency towards generosity. The message seeks to tap into the universal human trait of compassion and kindness, suggesting that people have the capacity to be generous and giving. By aligning its brand with this positive and relatable concept, Cadbury aims to create an emotional connection with its audience, encouraging them to associate their product with acts of generosity and goodwill. This message likely resonates with consumers, fostering a sense of warmth and positivity towards the Cadbury brand.
- **Examine the brand's tagline:** *Taste like this feels*
- Cadbury's tagline, "Taste like this feels," suggests that the taste of their products is so delightful and satisfying that it creates a unique and pleasurable experience for the consumer.

## PART 1- Competitor analysis

Competitor:1 <https://www.kinder.com/us/en/bueno-us-landing-page>  
 DECADENCE COMES IN MANY SIZES | CRISPY WAFER | SMOOTH CHOCOLATE | CREAMY HAZELNUT FILLING

Competitor2: <https://www.nestle.com>  
 | NUTRITION BASED PRODUCTS | AFFORDBLE SALES | EXPLORING WITH VARIOUS BRANDS |

Competitor 3:<https://www.ferrerorocher.com/it/it>  
 | DECORATIVE OUTCOME | ALL ROUND SALES WITH AFFORDBLE PRICES | MORE NUTRITIVE VALUES |

|

## Part 1: Buyer's/Audience's Persona

### Demographics:

- Age: 25-45
- Gender: Male and female
- Family Status: Married with young kids or single
- Income: Middle to upper-middle class
- Location: Primarily urban and suburban areas of India

### Psychographics:

- Values: Seeking moments of happiness, joy, and relaxation
- Interests: Enjoys indulging in sweet treats, trying new flavors, and experimenting with food
- Lifestyle: Busy with work and family responsibilities but appreciates moments of relaxation
- Attitudes: Prefers high-quality products and enjoys sharing experiences on social media
- Aspirations: Seeks products that offer a sense of comfort and nostalgia

**Behaviors:**

- **Purchase Behavior:** Buys chocolates regularly, especially during holidays and special occasions
- **Media Consumption:** Active on social media, follows food influencers and food-related content
- **Online Behavior:** Engages in online shopping and searches for product reviews and recommendations. Active on social media
- **Brand Loyalty:** Has a positive perception of Cadbury, as it evokes feelings of joy and tradition

**Interests:**

- **Food and Flavors:** Interested in trying new and unique flavors of chocolates and snacks
- **Family and Socializing:** Enjoys sharing chocolates and treats with family and friends
- **Health and Wellness:** Concerned about making healthier choices but also craves occasional indulgence
- **Holidays and Celebrations:** Seeks chocolates as gifts during festive occasions and holidays

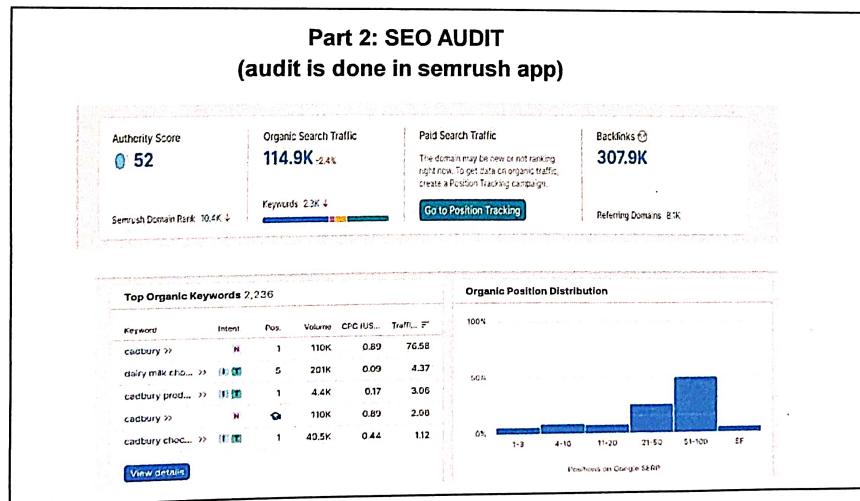
**Part 2: Keyword Research**

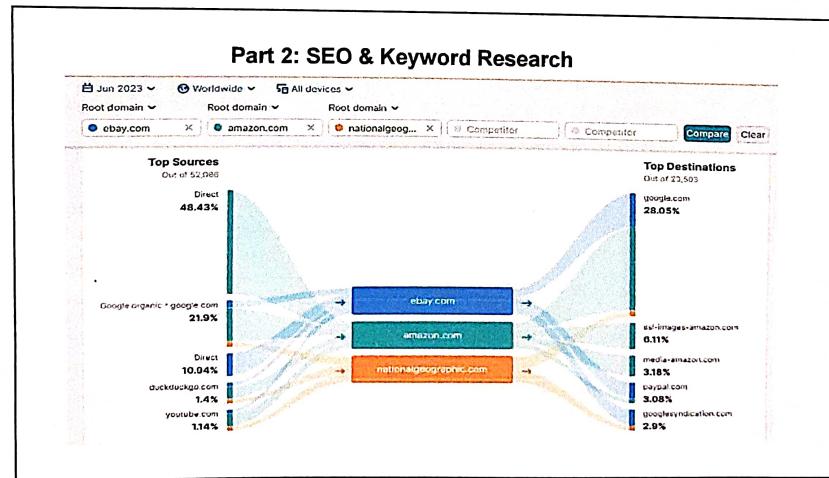
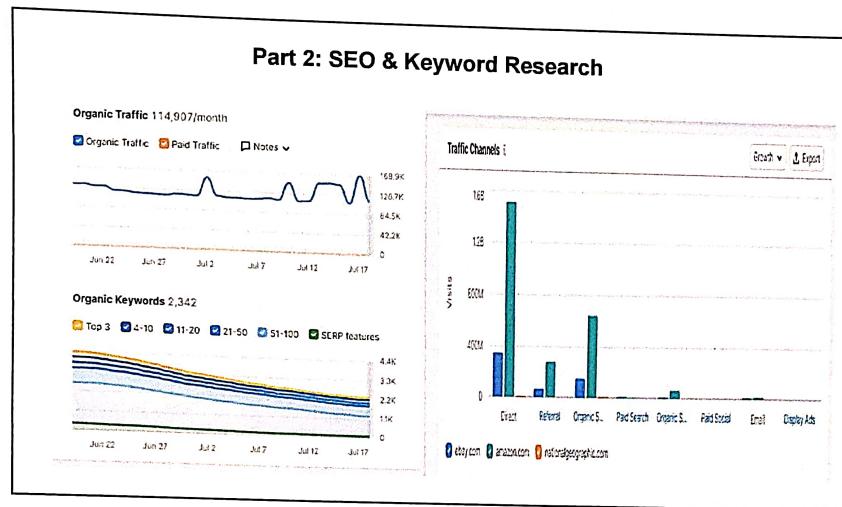
SEOptimer Website URL Quick Audit

**Individual Keywords**

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
cadbury	✓	✓	✓	34	
chocolate	✓	✓	✓	9	
milk	✗	✗	✓	8	
dairy	✗	✗	✓	8	
discover	✗	✗	✗	7	
all	✗	✗	✗	6	
recipes	✗	✗	✓	5	
new	✗	✗	✓	5	

No	Keywords	Volume	Position	Est. Visits	Seo Diff.	Ranking - 1/1						
2	15 cadburys egg	33100	3	990	58	http://cadbury.co.uk/						
3	20 cadbury's egg	33100	5	502	59	http://cadbury.co.uk/						
4	8 crunchy bar	27100	3	1233	55	http://cadbury.co.uk/products/cadbury-crunchie-11302						
5	11 crunchie bars	27100	2	1214	50	http://cadbury.co.uk/products/cadbury-crunchie-11302						
6	1 cadbury	22200	1	6220	55	http://cadbury.co.uk/						
7	2 cadbury's	22200	1	6220	62	http://cadbury.co.uk/						
8	3 cadburys chocolate	14800	1	4995	62	http://cadbury.co.uk/						
9	5 chocolate of cadbury	14800	2	1324	65	http://cadbury.co.uk/						
10	6 chocolates of cadbury	14800	2	1324	56	http://cadbury.co.uk/						
11	7 chocolate cadbury	14800	2	1251	66	http://cadbury.co.uk/						
12	9 cadbury chocolates	14800	2	1226	65	http://cadbury.co.uk/						
13	10 cadbury's chocolate	14800	2	1226	62	http://cadbury.co.uk/						
14	4 dairy milk	5400	1	1921	67	http://cadbury.co.uk/products/cadbury-dairy-milk-11294						
15	12 flakes cadbury	3600	1	1029	61	http://cadbury.co.uk/products/cadbury-flake-11309						
16	13 flake cadbury	3600	1	1029	50	http://cadbury.co.uk/products/cadbury-flake-11309						
17	14 cadbury flake	3600	1	1029	51	http://cadbury.co.uk/products/cadbury-flake-11309						
18	16 cadburys dairy milk	1900	1	605	66	http://cadbury.co.uk/products/cadbury-dairy-milk-11294						
19	17 cadburys crunchie	1600	1	590	49	http://cadbury.co.uk/products/cadbury-crunchie-11302						
20	18 cadbury's crunchie	1600	1	590	46	http://cadbury.co.uk/products/cadbury-crunchie-11302						
21	19 crunchie cadburv	1600	1	590	52	http://cadburv.co.uk/roducts/cadbury-crunchie-11302						





**Part 2: SEO & Keyword Research**

Audit Results for [www.cadbury.co.uk](http://www.cadbury.co.uk)

Your page could be better

Report Generated 19 July 2023 | Refresh Results Now

**SEOptimer** Website URL Quick Audit

Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

**Title Tag**  
You have a title tag of optimal length (between 10 and 70 characters).  
Cadbury UK | Cadbury Chocolate  
Length: 30 ✓

**Meta Description Tag**  
Your page has a meta description of optimal length (between 70 and 160 characters).  
Welcome to the home of Cadbury chocolate - Find out more about the Cadbury brand, our products and our latest campaigns.  
Length: 120 ✓

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### On page optimization

#### Meta tag optimization-

Title Tag: "Delightful Cadbury Chocolates | Irresistible Flavors & Quality Treats"

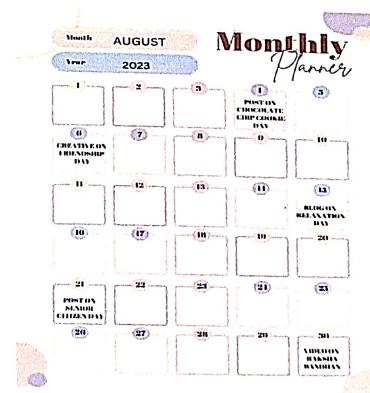
Meta Description: "Indulge in the world of Cadbury chocolates, featuring a delightful array of irresistible flavors and premium quality treats. Explore our range of creamy, smooth, and satisfying confections today."

Keywords: Cadbury chocolates, irresistible flavors, quality treats, creamy, smooth, indulgence

### Part 3: Content Ideas and Marketing Strategies

#### Content idea generation & strategy

*Content calendar for August month*



### Format 1

CREATIVE ANIMATED POST GIF FILE

Aim: To create website traffic

Date: 6<sup>th</sup> August 2023

Concept: Friendship day

<https://www.instagram.com/reel/CvJoM6SuZFL/?igshid=MmU2YjMzNiRIOQ==>



### FORMAT 2 - short video



### Format 3

#### VIDEO

Aim: To increase Brand awareness  
Concept: Raksha Bandhan



#### Insta reel

<https://www.instagram.com/reel/CvJgo-RpXN/?igshid=MmU2YjMzNjRIOQ==>

## Content Ideas and Marketing Strategies

Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

1. To discuss with the main point, all the strategies and ideas were brainstormed together to make the plan and implement successfully.
2. A calendar was first made by using Monthly planner in CANVA platform. All the possibilities were discussed and the dates & tasks were assigned respectively.
3. Accordingly, we made the posts, blogs, creatives were made using CANVA SOFTWARE and video was made using VN VIDEO EDITOR.

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## Instagram

Created an Instagram account. Switched to professional account and got access to professional dashboard and insights. Created some designs in canva & then uploaded into insta stories and posts. Also utilised the story highlights.

16:01 16/07/2023 8:27 67%  
15:56 16/07/2023 8:27 68%  
← Insights Last 30 Days Jun 26 - Jul 25

1 of 4 STEPS COMPLETE

**project\_c505** 3 Posts 5 Followers 1 Following

Profile created only for project purpose. All rights reserved to the brand.

Professional dashboard 11 accounts reached in the last 30 days.

Edit profile Share profile

Category Poll Flavors New

Overview

Visited Instagram Insights for the last 30 days. Content & performance.

Accounts reached 11 >

Accounts engaged 5 >

Total followers 5 >

Content You Shared See all

Stories 2 >

Reels 2 >

## Instagram story 1

10:57 16/07/2023 8:27 71%  
15:20 16/07/2023 8:27 71%

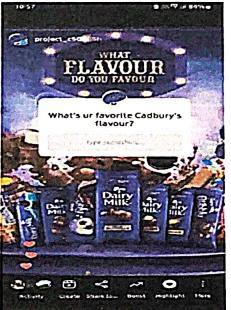
Story 1

Viewers

- sunishtanayogi 11
- panomathadi 11
- user\_00000... 11
- salaverry 11
- panomathadi 11
- panomathadi 11
- panomathadi 11

11

## Instagram story2



Instagram story2

05:56 10:57 15:20 15:20

Overview

- Accounts reached: 13
- Accounts engaged: —
- Profile activity: 3

Reach

- 13 Accounts reached

Viewers

- sunriseastrology
- liger\_queen\_
- knucklehead\_007
- sal\_kireety\_
- hand\_some\_deepu

## Instagram story 3



15:20 15:20

Answers

- tejawini\_ashu01
- project\_c505

Viewers

- penugurthidhananjay
- tejawini\_ashu01
- just\_quotes\_010826
- 0skeerthi20
- priyanka\_kurukhuri

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### Social media ad campaigns

https://www.facebook.com/profile.php?id=00094735406975&mibextid=ZbWKwL

**Facebook**

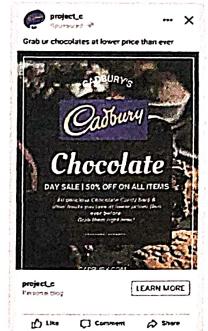
META AD CAMPAIGN  
 FACEBOOK : BRAND AWARENESS  
 LOCATION : INDIA  
 TARGET AUDIENCE: AGE 18-50  
 GENDER: ALL  
 AUDIENCE TYPE: BROAD

<https://fb.me/262rio0rw9efeA8>

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## Facebook

FACEBOOK TRAFFIC CAMPAIGN  
LOCATION : INDIA  
TARGET AUDIENCE: AGE 18-50  
GENDER: ALL  
AUDIENCE TYPE: BROAD



## Facebook

FACEBOOK LEADS GENERATION  
LOCATION : INDIA  
TARGET AUDIENCE: AGE 18-50  
GENDER: ALL  
AUDIENCE TYPE: BROAD



## Insta



### Cadbury traffic campaign-

<https://fb.me/20OZsww0fzHWPVt>

Location- india

Target audience-18 to 65+age

Interests-desserts, chocolate, chocolate brownie or oreo, dairy milk,

Industry-food and dairy

## Email ad campaign

1

EMAIL AD CAMPAIGN DONE IN  
MAILCHIMP

BRAND AWARENESS



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### Email Ad Campaign 2 - Lead Generation



### 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.

- Our team, consisting of Vatsalya, Priya, Soujanya, Kharishma and Anvitha have learned a lot from the content creation and curation process.
- Some of the challenges we faced were finding reliable sources, organizing the information, and presenting it in an engaging way.
- We overcame these challenges by conducting effective research, evaluating the credibility of sources, and using various tools viz. canva & vn editor and techniques to create and edit content.
- This process helped us improve our skills and knowledge in digital marketing as a project team

## ADVANTAGES & DISADVANTAGES

Digital Marketing has several advantages and disadvantages compared to traditional marketing methods.

### ADVANTAGES

It can reach a large and global audience at a low cost.

It can be easily measured and analyzed using various tools and metrics.

It can be customized & personalized to target specific segments or niches.

It can enhance customer engagement & loyalty through interactive & creative content.

## DISADVANTAGES

It can be affected by technical issues, such as slow loading, broken links, or security breaches.

There is a possibility of not reaching to some members as there may be no internet connection to some areas.

It can face high competition and clutter from other online sources.

It can be vulnerable to negative feedback or reviews from dissatisfied customers or competitors.

It can raise ethical and legal concerns, such as privacy, spam, or plagiarism.

## APPLICATIONS

Some Applications of Digital Marketing include:

SEO [Search Engine Optimization] :

Improving the visibility and ranking of a website on search engines.

Content Marketing :

Creating and distributing valuable, relevant, and consistent content to attract & retain a clearly defined audience.

Social Media Marketing :

Using social media platforms to connect with and influence potential & existing customers.

Email Marketing :

Using email to communicate with prospects and customers.

## CONCLUSION

In conclusion, this digital marketing project has achieved its objectives of increasing brand awareness, generating leads, & boosting conversions. The project has utilized various online channels & strategies, such as social media, email marketing, SEO & PPC to reach the target audience & communicate the value proposition of the product. The project has also measured & analyzed the performance of each campaign using relevant metrics and tools, such as Google Analytics, Facebook Insights, & mailchimp. It has evaluated the results of each campaign & suggested some ways to improve and grow.

## FUTURE SCOPE

Digital Marketing has a huge and bright future scope. It is a fast-growing sector that uses various online strategies and channels to reach and engage customers. It can help businesses to improve their online presence, generate more leads, increase sales, and retain customers. It can also help businesses to improve their online presence and adapt to the changing market and technology, & to gain insights and data for optimization & measurement. Digital marketing project can also foster innovation, creativity, collaboration, & networking.