1.INTRODUCTION

1.1 OVERVIEW

Brief description about your project.

The digital marketing project on Sunfeast brand aimed to strategically promote and enhance the online presence of Sunfeast brand through various social media channels, which involved implementing ad-campaigns, engaging audience and effective online strategies to reach more audience.

One of the main goals of the project is to increase brand awareness and the other goals are website traffic, boosting sales. The project is fully focused on food and snacking products. This also included optimizing the Sunfeast's website to make the customers get great user experience.

In this project we have used the strategies of content marketing to create valuable, relavent and engaging content. We have included blog posts, videos, social media posts and more, for this we used various social media platforms

like Instagram, facebook and Email etc...

The digital marketing project on Sunfeast aim to enhance brand visibility, engage with the target audience and drive sales through Comprehensive digital marketing Strategies by using various online channels, for the aim of building a strong online, precense and position the Sunfeast as a leader in the food and Snacking industry.

1.2 PURPOSE

The use of this project. What can be achieved using this.

Generally the use of digital marketing is to promote products, services or brands through various online channels and strategies. Digital marketing allows bisinesses to expand the brand reach & visibility in the online space, for reaching larger audience beyond the limits.

Digital marketing will be cost effective to improved customer engagement and digital marketing is measurable results and this increases the conversion and sales of our products. Digital marketing will give us an added advantage of competitors in online market place.

2. LITERATURE SURVEY

2.1 EXISTING PROBLEM

Existing approaches or method to solve this problem.

While still the traditional marketing is valuable in some contexts, one can face various challenges may be limited audience reach such are as print ads or TV commercials have low reach when compared to digital one.

The other problems like; lack of targeting options, higher costs, low interactions, lower level of personalization and difficulty in adjusting strategies.

For the problems that are faced in traditional marketing, Digital marketing is only the finest solution.

2.2 PROPOSED SOLUTION

What is the matter or solution suggested by you?

Embracing digital marketing will be the finest and Smartest Solution for the problems that are faced in traditional marketing.

Digital marketing is the only one Solution which Combine Utilization of data & Analytics, Incorporate multi channel marketing, Targeting technologies, partnerships, Collaborations monitoring and measuring the marketing performance.

Comprehensive Digital Marketing Project Work

Team details

Team lead – M. KAVYA SREE

Team members – D. SANJAY,
M. LEELA KUMARI,
AMAR BHARGAV,
CHETAN BHAIR.

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona.

- **Company / Topic for project: SUNFEAST**

- **Research Brand Identity:**

Brand logo:

Brand colours : **Orange, Red, Yellow.**

Brand tagline : **"SPREAD THE SMILES".**

Brand's website : https://www.sunfeastworld.com/

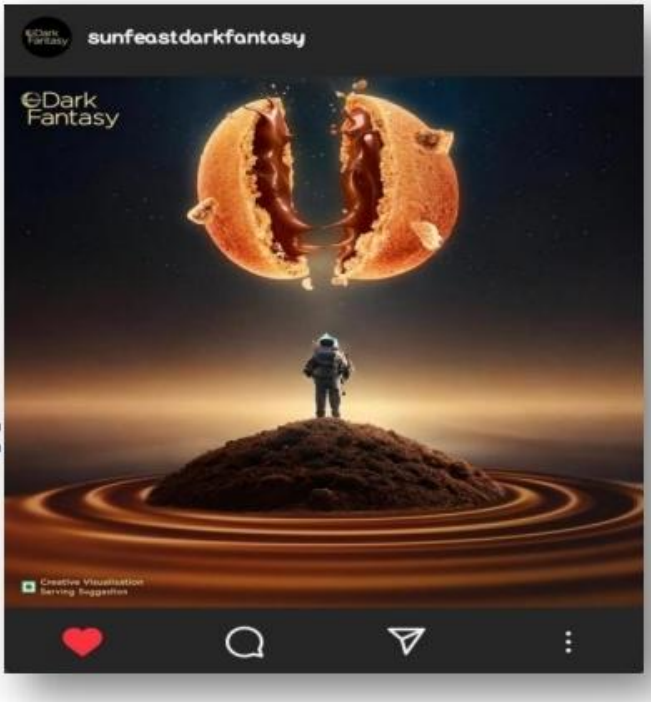
❖ **SUNFEAST'S MISSION / VALUES :** **To enhance the wealth generating capability of the enterprise in a globalised environment, delivering superior and sustainable stakeholder value.**

❖ **SUNFEAST'S USP:** **Sunfeast offers a wide range of products, unique taste and nutrition in every bite and their unique style of packaging make them stand No.1 in the market.**

- **Analyze Brand Messaging:** Sunfeast follows a brand messaging that revolves around the concepts of "Quality, Deliciousness, and Health." The brand focuses on creating delicious and high-quality food products that also cater to the health-conscious consumer. Sunfeast emphasizes the use of natural ingredients, nutritional benefits, and innovative flavors in their products. The elements that sunfeast follow while it's brand message are quality, taste sensation, health consciousness, trust and reliability. To sum up sunfeast's brand messaging highlights the combination of taste, quality and health, appealing to the customers who seek a holistic experience.

- **Brand's online communication:** Sunfeast dark fantasy's instagram post after the chandrayaan 3 launch.

  This shows that sunfeast's online communication is fun, realistic, engaging and aligned with the current affairs and updates.



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

  Sunfeast's tagline – "SPREAD THE SMILES" resembles the brand's intention to create happiness for their customers through every product they produce.

  This tagline conveys a positive and joyful message combining with the brand's positioning as a producer of delicious snacks. The brand believes that, spreading smiles will come back in way that no one can imagine. The tag line itself says that the quality and hygiene they follow while producing a product to create a sort of trust among customers.

❖ Competitor Analysis:

➢ **Competitor 1: PARLE**

- https://www.parleproducts.com/

- **USP : India's most trusted top of the mind brand.**
- **TYPE OF COMMUNICATION : Relatable, up-to-date content, creative and occasion related.**

➢ **Competitor 2: BRITANNIA**

- https://www.britannia.co.in/

- **USP : India's very own baker and dairy products brand that is trusted for its quality.**
- **TYPE OF COMMUNICATION : Creative, engaging and attractive content.**

- **Competitor 3 :** UNIBIC

  - https://www.unibicfoods.com/

  - **USP : Premium quality, nutritious and rich feel of fiber.**

  - **TYPE OF COMMUNICATION : Engaging, creative and informative.**

❖ Buyer's/Audience's Persona:

1. DEMOGRAPHIC PERSONA :

AGE RANGE : Every one who loves to eat biscuits.
GENDER : Everyone.
MARITAL STATUS : Everyone.
LOCATION : India.
INCOME : Low, medium, high.

2. PSYCHOGRAPHIC PERSONA :

- Are you connected with the right individual ?

Yes, we are connected with the right people by their past purchase history and with the help of our social media handles by their search history.

- what social media channels our customer are using ?

As the world is becoming fully digital, each and everyone is having all social media accounts to socialize and follow updates in the world. (Instagram, facebook, twitter, youtube, threads, etc...).

- What social media channel do they use the most ?

Most of our targeted customers are consuming most of their time in Instagram and Facebook. So marketing in these platforms makes us reach more customers.

- How do they get the information about our products ?

Customers get the information about our products through television ads and social media ads.

- What is important to them when considering our products ?

Now-a-days every one is becoming fitness freaks, so most of them will check health benefits in every thing they consume. And the other aspects maybe quality, taste and price.

- What objections someone might have while buying ?

Most of the people will price before buying. The other one would be quality of the product.

Part 2: SEO & Keyword Research

❖ SEO Audit:

Ubersuggest by NP digital | EN | US Ubersuggest | CONSULTING | PLANS & PRICING | S

sunfeastworld.com

- Dashboard
- Rank Tracking
- SEO Opportunities
- My Workspace NEW!
- Chrome Extension

Site Audit : sunfeastworld.com

Last Crawl: July 21, 2023 8:53 PM

RECRAWL WEBSITE | EXPORT TO CSV

ON-PAGE SEO SCORE	ORGANIC MONTHLY TRAFFIC	ORGANIC KEYWORDS	BACKLINKS
41	1,575 GREAT	340 GREAT	293 GREAT

sunfeastworld.com

- Dashboard
- Rank Tracking
- SEO Opportunities
- My Workspace NEW!
- Chrome Extension
- Site Audit
- Keyword Research
- Traffic Estimation

PAGES DISCOVERED

150

We've crawled 150 pages and found 0 blocked pages for a total of 150 pages discovered.

PAGE STATUS

Successful	113
Redirected	37
Broken	0
Blocked	0

See All Pages →

SEO ISSUES DISCOVERED

523

TOP SEO ISSUES

104 pages have a low word count	View Details →
104 pages with duplicate meta descriptions	View Details →
110 pages with duplicate <title> tags	View Details →

See All SEO Issues →

sunfeastworld.com

Dashboard

Rank Tracking

SEO Opportunities

My Workspace NEW!

Chrome Extension

Site Audit

Keyword Research

Traffic Estimation

Backlinks

Labs NEW!

SITE SPEED

A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.

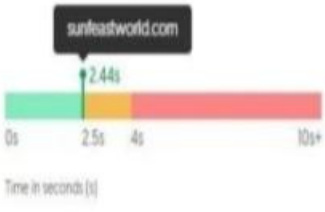
10/38

LOAD TIME

The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

DESKTOP LOAD TIME

2.44 seconds GREAT



INTERACTIVITY

The total time that a page is blocked from responding to user input, such as mouse clicks, or screen taps. An ideal speed is less than 200 milliseconds.

DESKTOP INTERACTIVITY

77 milliseconds GREAT

VISUAL STABILITY

How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

DESKTOP VISUAL STABILITY

0.00 GREAT

❖ KEYWORD RESEARCH :

➢ OBJECTIVES FOR KEYWORD RESEARCH:

1. **TO INCREASE WEBSITE TRAFFIC:**

   As keyword research helps us know which key words are used by target customer mostly, by this we can improve our website traffic.

2. **TO IMPROVE ORGANIC SEARCH RANKING:**

   By keyword research we can know which key words are performing best, which high search volume and lower competition, so that we can optimize our website with those key words to improve organic search ranking.

3. **TO REACH OUT MORE AUDIENCE:**

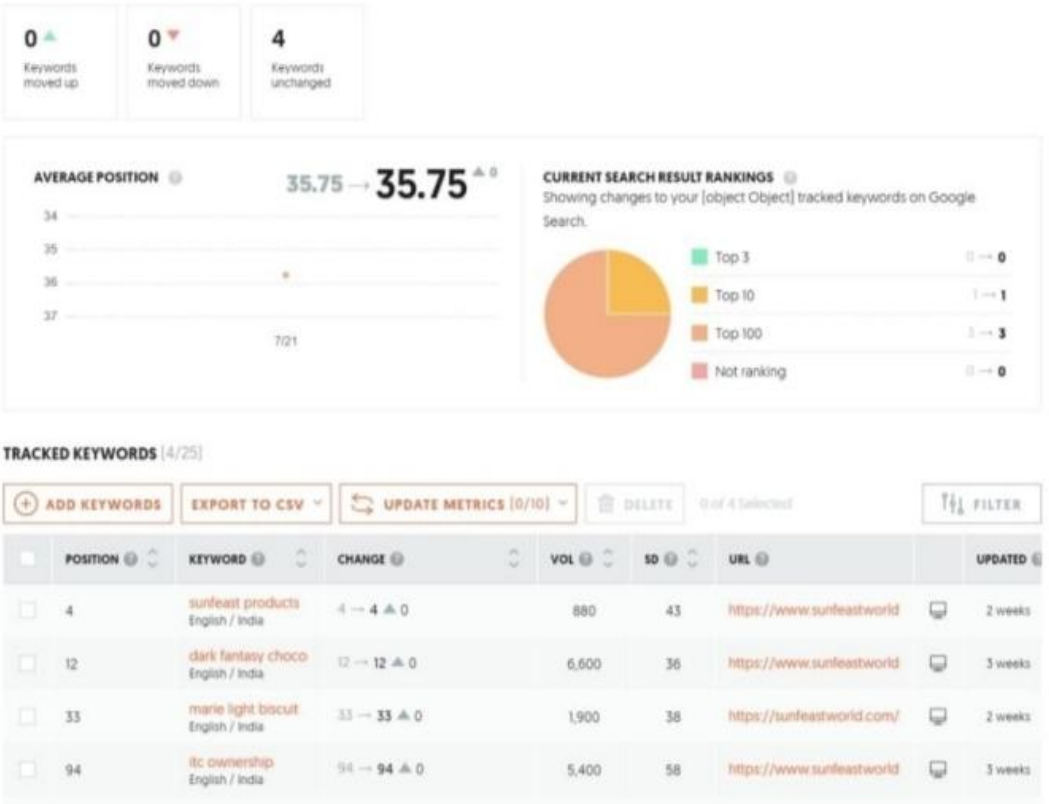
   Keyword research helps us find out which keys are god to target out prospective customers and so that we can use those keywords in our website's content.

➢ SEED KEYWORDS:

- sunfeast biscuits.
- Sunfeast cookies.
- Sunfeast snacks.
- Sunfeast products.
- Sunfeast brand.
- Sunfeast farmalite.
- Sunfeast cakes.
- Sunfeast dark fantasy.

➢ LONG TAIL KEYWORDS:

- Healthy and nutritious sunfeast biscuits.
- Vegan friendly sunfeast biscuits.
- Low sugar and high fiber sunfeast biscuits.
- New flavoured biscuits in sunfeast.
- Sunfeast nutritious and digestive biscuits.
- Sunfeast glucose biscuits with low sugar and calories.



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by NP digital

Volume | SEO Difficulty | CPC

Keyword Filters

KEYWORDS	VOL	CPC	SD	UPDATED
KEYWORD IDEAS				
all rounder s	9,900	₹0.00	21	3 months
all rounder biscuit	2,900	₹7.38	52	2 weeks
all rounder o t t app	2,400	₹46.74	5	3 months
all rounder movie app	1,900	₹0.00	44	2 weeks
all rounder ranking	1,600	₹0.00	58	2 weeks
all rounder in cricket	1,600	₹0.00	55	Last week
sunfeast potato biscuits	1,300	₹9.43	39	2 weeks
all rounder bss class 6 result	1,300	₹0.00	36	Last week

7:26 PM | 7.6KB/s

by NP digital

Volume | SEO Difficulty | CPC

Keyword Filters

KEYWORDS	VOL	CPC	SD	UPDATED
YOUR KEYWORDS				
dark fantasy choco fills	6,600	₹5.74	36	3 weeks
sunfeast biscuits	12,100	₹9.02	50	3 months
all rounder	12,100	₹0.00	90	3 months
KEYWORD IDEAS				
all rounder s	9,900	₹0.00	21	3 months
all rounder biscuit	2,900	₹7.38	52	2 weeks
all rounder o t t app	2,400	₹46.74	5	3 months
all rounder movie app	1,900	₹0.00	44	2 weeks
all	1,600	₹0.00	58	2

➢ COMPETITOR KEYWORDS ANALYSIS:

1. PARLE

TOP KEYWORDS BY COUNTRY IN / EN [50,845] IN / HI [32,020] US / EN [4,774] GB / EN [2,914] MORE

SEO KEYWORDS	VOLUME	POSITION	EST. VISITS
parle g	74,000	1	13,844
parles	33,100	1	6,190
parlé	4,400	1	1,845
biscuits hide and seek	33,100	2	1,761
20 20 biscuit	4,400	1	1,717
2020 biscuit	4,400	1	1,660
2020 biscuits	4,400	1	1,660
hide & seek biscuits	3,600	1	1,334
parle g company	3,600	1	1,238

2. BRITANNIA

TOP KEYWORDS BY COUNTRY IN / EN [121,636] IN / HI [41,103] AE / EN [998] AE / AR [914] MORE

SEO KEYWORDS	VOLUME	POSITION	EST. VISITS
britannia	60,500	1	14,923
good day biscuits	33,100	1	7,286
britannia industries	22,200	1	6,133
britannia products	6,600	1	2,416
nutrichoice	6,600	1	1,819
nutri choice digestive biscuit	4,400	1	1,598
britannia company	4,400	1	1,541
britannia logo	3,600	1	1,152
tiger biscuits	8,100	2	1,011

3. UNIBIC

TOP KEYWORDS BY COUNTRY IN / EN [5,812] IN / HI [3,967] AE / AR [112] AE / EN [98] MORE

SEO KEYWORDS	VOLUME	POSITION	EST. VISITS
unibic snappers	4,400	1	1,537
unibic company	590	1	253
unibic foods	480	1	248
unibic biscuits company	480	1	241
unibic biscuit company	480	1	234
unibic foods india pvt ltd	590	1	234
unibic logo	390	1	199
biscuit unibic	480	1	198
unibic protein bar	390	1	194

❖ ON PAGE OPTIMIZATION:

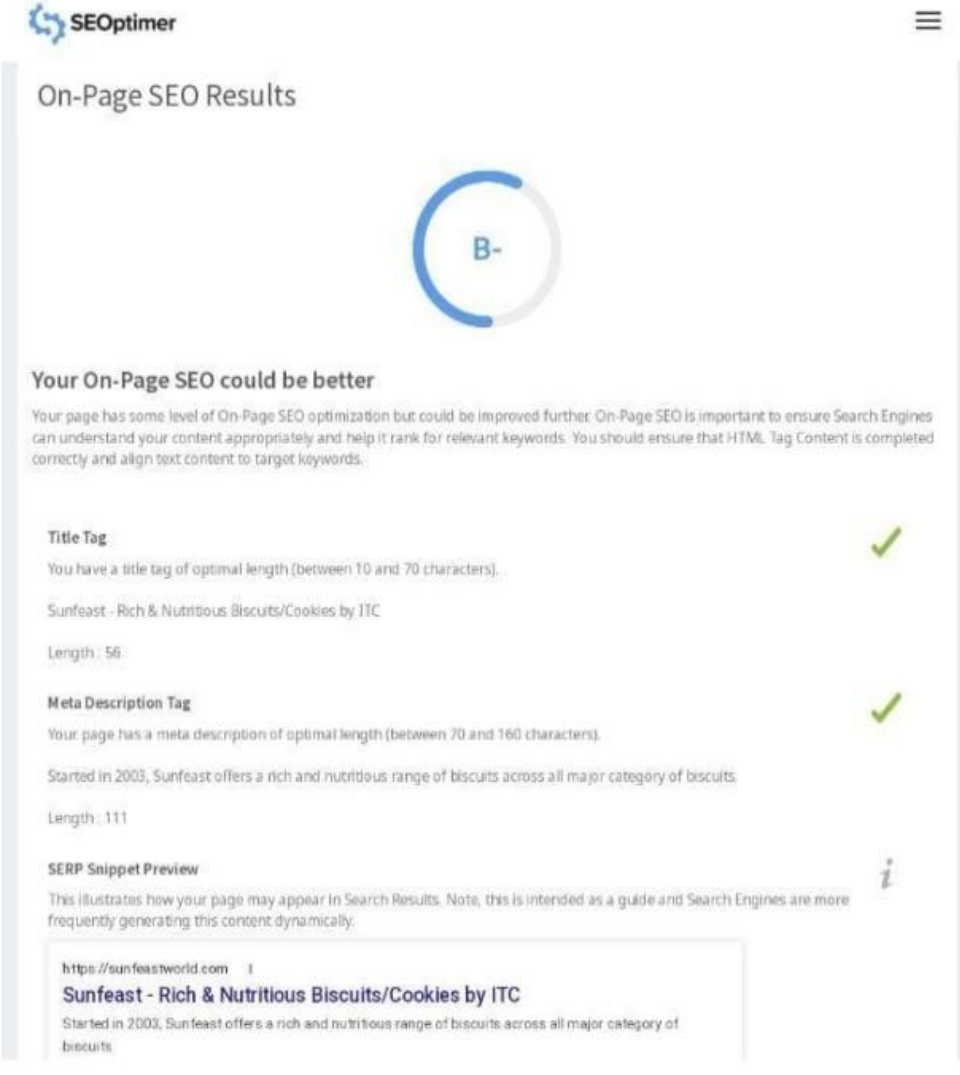
1. META TITLES :

- **Sunfeast : delicious, nutritious biscuits and cookies.**
- **Sunfeast : delicious, nutritious treats for every occasion.**

2. META DESCRIPTIONS :

- Experience the great combination of taste and health with sunfeast biscuits and cookies. Discover our wide range of biscuits and cookies.

- Looking for healthy and tasty biscuits? Sunfeast biscuits are the best choice then. Explore our website to know about biscuits and flavours that are available.



➢ PROCESS OF CONDUCTING KEYWORD RESEARCH :

1. Understand your goals: Begin by defining the purpose of your keyword research. Determine whether you want to Increase your website's traffic or the other things.
2. Asses initial ideas: Start by brainstorming a list of keywords relevant to your business. Think about what keys your target audience might use when searching for information related to your industry.
3. Use keyword research tools : Utilize keyword research tools such as Google Keyword Planner, SEMrush, or Moz Keyword Explorer. These tools provide valuable insights into search volume, competition, and related keywords.
4. Analyze search intent: Consider the intent behind each keyword. Are users searching with the intent to make a purchase? Understanding search intent helps you align your content with user expectations.
5. Assess competition: Evaluate the competitiveness of each keyword. Look for keywords with a good balance of search volume and manageable competition.
6. Refine your keyword list: Decrease down your keyword list by selecting the most relevant and promising keywords. Focus on those with a good search volume and relatively lower competition.
7. Consider user relevance: Ensure that the selected keywords align with your target audience's interests, needs, and search preferences. Think about how users would search for your content or offerings and choose keywords accordingly.
8. Track and iterate: Regularly monitor the performance of your chosen keywords using tools like Google Analytics.

SEOptimer

Recommendations

Toggle: On-Page SEO | Links | Social | Other Improvements | Performance | Usability

Add Canonical Tag	On-Page SEO	Medium Priority
Add H1 Header Tag	On-Page SEO	Medium Priority
Make greater use of header tags	On-Page SEO	Medium Priority
Set a mobile viewport	Usability	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 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
Add Schema Markup	On-Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add Twitter Cards	Social	Low Priority
Add business address and phone number	Other Improvements	Low Priority
Add Local Business Schema	Other Improvements	Low Priority
Create and link associated Instagram profile	Social	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Resolve JavaScript errors	Performance	Low Priority

➢ CHALLENGES FACED DURING KEYWORD RESEARCH AND ANALYSIS:

1.Limited data accuracy: Keyword research tools provide estimates and data based on historical trends. It's essential to consider this potential limitation when conducting keyword analysis.

2. Highly competitive keywords: Some keywords may have high search volume but also intense competition. Ranking for such keywords can be challenging, especially if your website or content is relatively new.

3. Shifting search trends: Search trends and user behavior change over . Staying up-to-date with the latest trends and adjusting your keyword strategy accordingly is crucial.

4. Lack of user intent understanding: Merely identifying keywords without considering user intent can lead to suboptimal results. It's important to understand the intent behind a keyword search to provide the most relevant content and capture the right audience.

5. Multilingual keyword research: If you are targeting a multilingual or international audience, conducting keyword research in multiple languages can pose an additional challenge. Language differences, cultural differences, and varying search behaviors need to be considered for effective keyword analysis.

➢ KEY INSIGHTS:

1.Increased organic traffic: By targeting relevant keywords with a good search volume and low competition, you can improve your website's visibility in search engine results.

2. Improved search engine rankings: This can lead to improved visibility, credibility, and more organic traffic.

3. Targeted content creation: Keyword research helps identify the topics and questions that your target audience is searching for. By incorporating these keywords into your content strategy, you can create valuable, relevant content that meets the needs of your audience.

4. Enhanced user experience: Understanding user search intent through keyword research allows you to align your content with what users are looking for. This improves the overall user experience on your website, leading to increased engagement, longer visit durations, and lower bounce rates.

5. Competitive advantage: By focusing on these untapped keywords, you can gain a competitive advantage and attract targeted traffic that your competitors are missing out on.

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:**

- **CONTENT CALENDER FOR THE MONTH JULY:**

➢ STRATEGY, AIM, IDEA BEHIND THE CONTENT:

1. **BLOG POST :**

   Date of publish: 25/7/2023

   Topic : Indulge in the magic.

- **AIM : to provide information and entertain target audience. It will aim to educate , engage and inspire the audience.**
- **STRATEGY : The blog post should be optimised for search engines to attract organic traffic to the website.**
- **IDEA : The idea is generally arrives because of industry trends and customers urge to know more about the product.**

2. **REEL/ VIDEO POST :**

   Date of publish : 7/7/2023

   Topic : Chocolate day

- **AIM : The aim of video post is to create a visually appealing and engaging video to attract more customers .**
- **STRATEGY : The strategy behind a reel post would be popularity and as it reaches more audience.**
- **IDEA : It involves showing a product, giving information / demonstration and many.**

3. **CREATIVE / MEME :**

Date of publish : 12/7/2023

Topic : monsoon meme.

- **AIM : Memes in content marketing creates humour, relatable and makes more people reach it.**
- **STRATEGY : It involves understanding the audience preferences, interests and their online behaviour.**
- **IDEA : To convey the brands message in a creative / funny way.**

4. **INSTAGRAM STORIES :**

Date of publish : 17/7/2023, 22/7/2023

Topic : Emoji day , IG stories.

- **AIM : To gain insights, to be interactive.**
- **STRATEGY : To make people be interactive with the brands and to make active participation by followers.**
- **IDEA : To capture attention of followers and to engage them.**

Part 4: Content Creation and Curation

❖ Post Creation:

FORMAT 1 : BLOG POST

Title : ***INDULGE IN THE MAGIC Unveiling the Delight of Sunfeast Mom's Magic Biscuits.***

Brand : ***Sunfeast Mom's Magic.***

Company : **ITC .**

There's nothing quite like the nostalgic taste of a delicious biscuit, especially when it's made with love and care. Sunfeast Mom's Magic Biscuits are a perfect example of just that, providing a delightfully tasty experience that will takes you back to your childhood. These biscuits are the perfect indulgence, with a crunchy texture and a rich buttery flavor that is hard to resist your cravings.

In this post, we're going to reveal more and more delights of Sunfeast Mom's Magic Biscuits. From the ingredients that make them so special, to the process they are made and the different varieties available in the brand. get ready to indulge in the magic of your love for biscuits.

When it comes to indulging in the magic of biscuits Sunfeast Mom's Magic Biscuits are a true pleasure for the senses. These delicious treats are specially crafted to bring a feel of warmth and nostalgia, which reminds you of homemade cookies baked with love by a moms.

Sunfeast, a well known brand in the world of biscuits, has perfectly created a range of Mom's Magic Biscuits that wakes up your taste buds with their unique flavors and textures. With every bite, you can experience the perfect balance of sweetness and a goodness of butter that melts in your mouth.

One of the greatest features of Sunfeast Mom's Magic Biscuits is their use of real ingredients. The brand takes pride in using only the finest quality Ingredients, ensuring that each biscuit is filled with authentic flavors. From rich chocolate chips to crunchy almonds, every ingredient is carefully selected to create a delightful snacking experience.

The attention to details and richness extends beyond just taste. These Biscuits are also beautifully designed, featuring great patterns and simple shapes. Whether it's the classic round biscuits or the adorable heart-shaped ones, each biscuit is a work of art, adding a touch of visual appeal to your snacking experience.

The secret behind the Sunfeast Mom's Magic biscuits lies in their carefully designed recipe and the finest ingredients used. Every bite of these delectable biscuits is a shows the brand's commitment to delivering an unforgettable sensory experience. Sunfeast Mom's Magic biscuits are baked to perfection, ensuring a delightful crunch with every bite. The combination of premium ingredients such as wheat flour, sugar, butter, and a hint of magical flavors creates a symphony of taste that lingers on your palate .

Sunfeast Mom's Magic biscuits offer a delightful range of flavors that are sure to tantalize your taste buds. From the classic butter flavor to the rich and indulgent chocolate, there is something to satisfy every craving. For those who prefer a hint of sweetness, the honey and almond flavor is a perfect choice. The combination of the smooth honey and crunchy almond creates a delectable treat that is both comforting and satisfying.

Sunfeast Mom's Magic biscuits not only offer a delightful taste but also come with several health benefits. These biscuits are made with carefully selected ingredients that are known to promote good health. One of the key health benefits of Mom's Magic biscuits is their high fiber content.

Fiber plays a crucial role in maintaining a healthy digestive system and preventing constipation. By incorporating these biscuits into your daily routine, you can ensure a good intake of dietary fiber, which is essential for overall well-being. Additionally, Mom's Magic biscuits are made with the goodness of whole grains. Whole grains are rich in nutrients and antioxidants, making them an excellent choice for a healthy snack. They provide sustained energy and help in maintaining steady blood sugar levels, keeping you fueled throughout the day.

We hope you enjoyed our blog post that delved into the delight world of Sunfeast Mom's Magic Biscuits. These biscuits are not just a treat for your taste buds, but a magical experience that evokes feelings of nostalgia and warmth. From their rich and flavorful ingredients to their charming heart-shaped design, Sunfeast Mom's Magic Biscuits are truly a delight to indulge in. We encourage you to try them for yourself and experience the magic firsthand. Treat yourself to a moment of bliss with Sunfeast Mom's Magic Biscuitand let them transport you to a world of pure culinary delight.

FORMAT 2 : REEL/ VIDEO POST

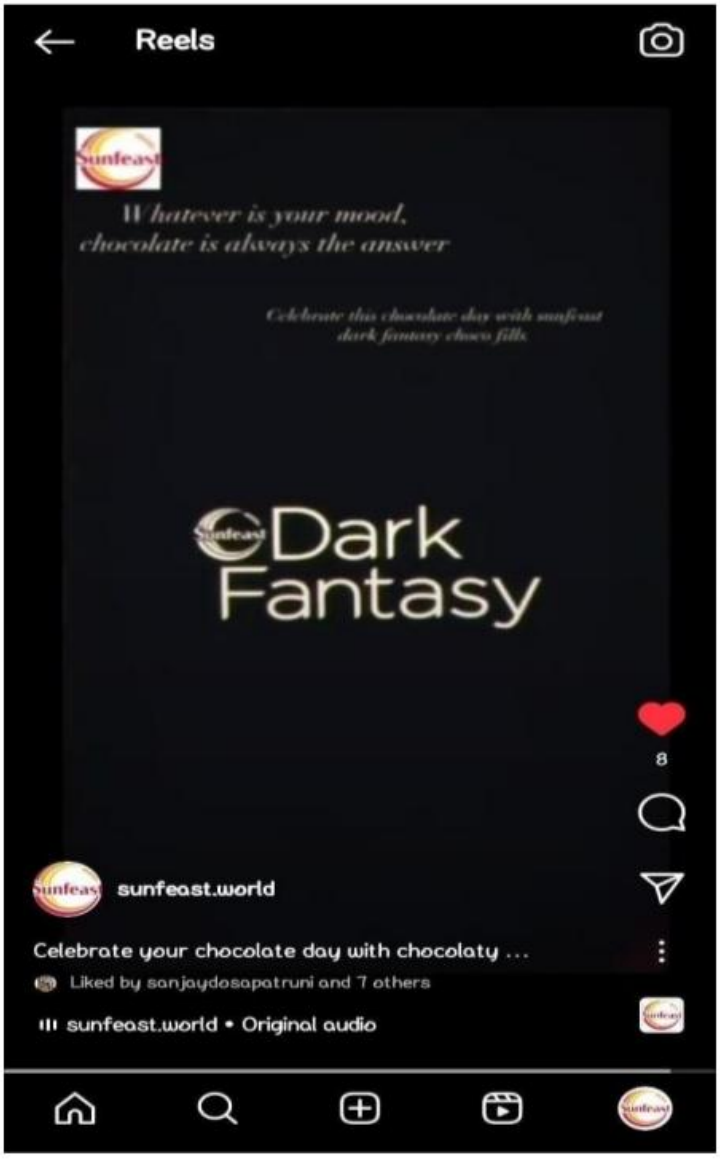
Title : **Chocolate Day Video.**

Caption : **Celebrate your chocolate day with chocolaty sunfeast dark fantasy choco fills.**

Hashtags : **#chocolateday , #chocofills , #darkfantasy .**

Posted date : 7/7/2023

Link : https://www.instagram.com/reel/CvEeIG0BpRX/?igshid=MzRlODBiNWFlZA==



FORMAT 3 : CREATIVES / MEMES

AIM : To make the audience know about relaunch of discontinued sunfeast biscuits.

LINK : https://www.instagram.com/p/CvCBrwyBF4B/?igshid=MzRlODBiNWFlZA==

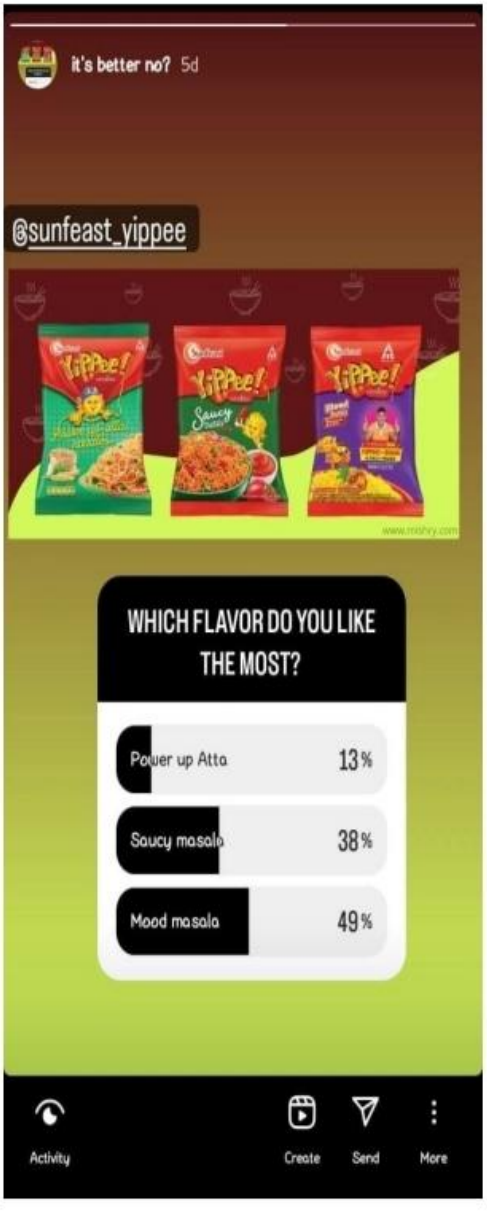
AIM : To engage and entertain the audience.

LINK : https://www.instagram.com/p/CvAXVffPlVk/?igshid=MzRlODBiNWFlZA==

AIM : To engage the audience.

LINK : https://www.instagram.com/p/CvH6oMBh1me/?igshid=MzRlODBiNWFlZA==

INSTAGRAM STORIES :



CONCEPT : EMOJI DAY POLL

HIGHLIGHTS LINK :

https://www.instagram.com/s/aGlnaGxpZ2h0OjE3ODQ3MDYyMDY0MDlyMTEz?story_media_id=3151617102577124470_60690012303&igshid=MzRlODBiNWFlZA==

CONCEPT : FAVOURITE NOODLES POLL

HIGHLIGHTS LINK :

https://www.instagram.com/s/aGlnaGxpZ2h0OjE3ODQ3MDYyMDY0MDlyMTEz?story_media_id=3151617102577124470_60690012303&igshid=MzRlODBiNWFlZA==

CONCEPT : SNACK TIME PREFERENCE POLL

HIGLIIGHTS LINK :

https://www.instagram.com/s/aGlnaGxpZ2h0OjE3OTgxNzQ3Mjg1MTI3Njk3?story_media_id=3154824641965737136_60690012303&igshid=MzRlODBiNWFlZA==

❖ SOCIAL MEDIA CAMPAIGNS :

1. BRAND AWARENESS :

This ad campaign is made to make the customers aware of the sunfeast discontinued glucose biscuits are back again into the market .

AD GOALS : To make our customers know / to make them aware of the biscuits that are discontinued long back are back again into the market.

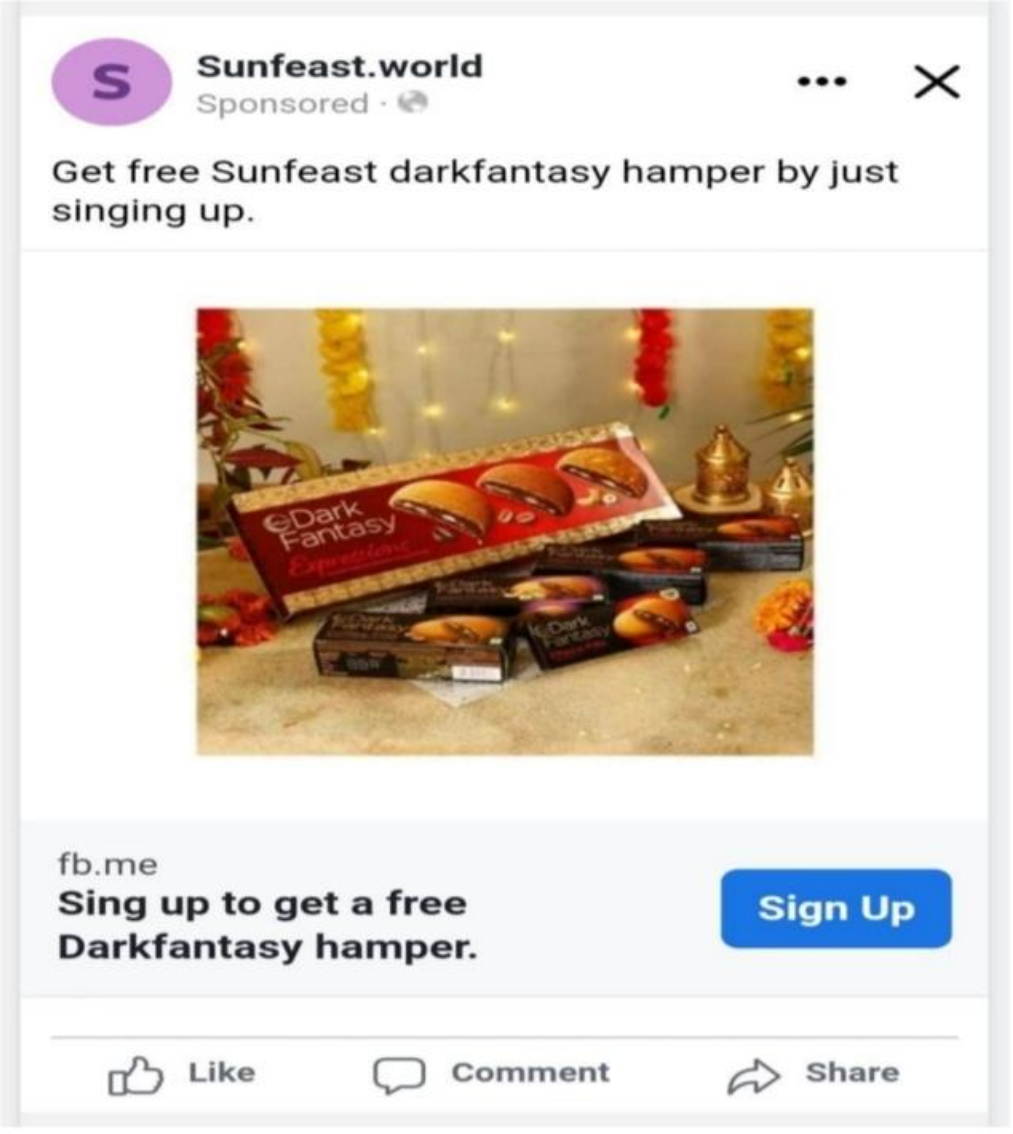
AUDIENCE TARGETING : The people has nostalgic feel with these biscuits are the main target for this ad campaign.

2. LEAD GENERATION:

This ad campaign is made to generate more leads by making them signup for a free gift hamper.

AD GOALS : The main goal of this ad campaign is to generate more leads.

AUDIENCE TARGETING : Everyone.

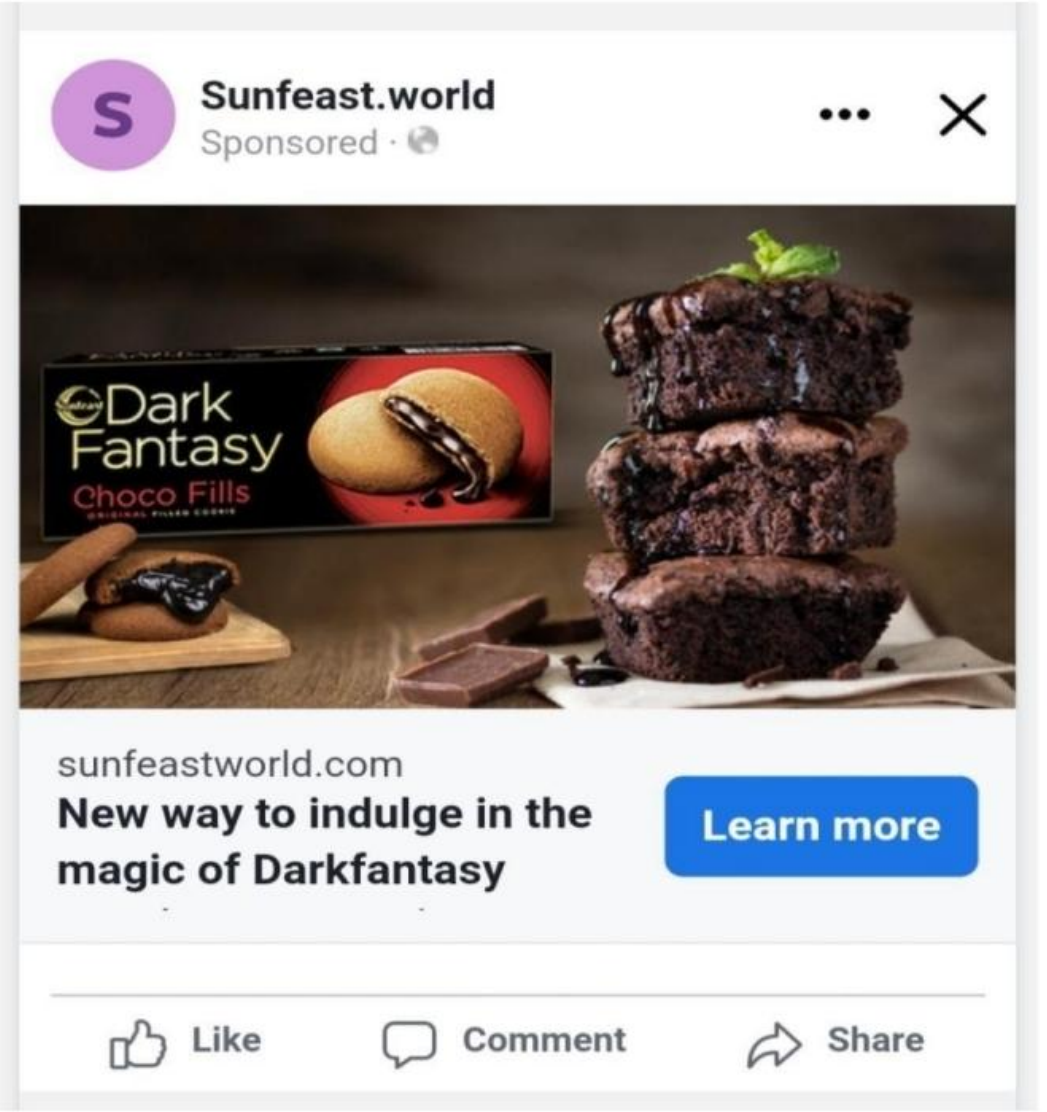


3. DRIVING WEBSITE TRAFFIC :

This ad campaign is made to drive more website traffic by making them curious about the new recipe that is made using dark fantasy.

AD GOALS : To drive website traffic by using this ad campaign.

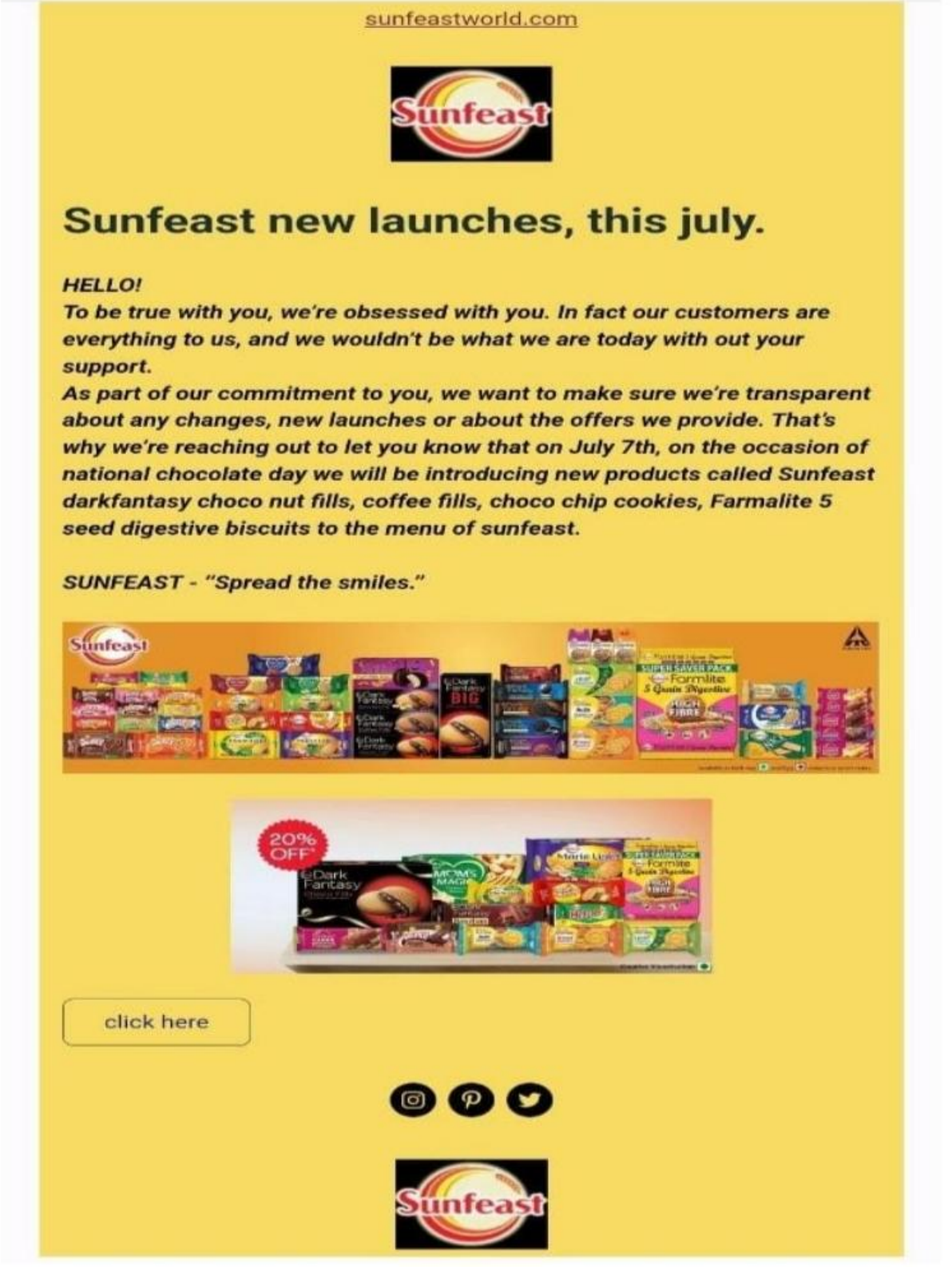
AUDIENCE TARGETING : People who love to try new recipes with biscuits.



❖ Email Ad Campaigns:

➢ BRAND AWARENESS :

In this mail we have done a brand awareness informing the audience about the new launches On 7th of july.



sunfeastworld.com

Sunfeast

Sunfeast new launches, this july.

HELLO!
To be true with you, we're obsessed with you. In fact our customers are everything to us, and we wouldn't be what we are today with out your support.
As part of our commitment to you, we want to make sure we're transparent about any changes, new launches or about the offers we provide. That's why we're reaching out to let you know that on July 7th, on the occasion of national chocolate day we will be introducing new products called Sunfeast darkfantasy choco nut fills, coffee fills, choco chip cookies, Farmalite 5 seed digestive biscuits to the menu of sunfeast.

SUNFEAST - "Spread the smiles."

click here

Sunfeast

➢ LEAD GENERATION :

In this mail we have provided a link to register for the Contest of give away that we are conducting offering a Free US trip and some freebies for the winners.

SUNFEAST GIVE AWAY ALERT..!

Sunfeast

It's time to
GIVE YOU BACK SOMETHING.

HEY THERE!

Dreaming of the great outdoors? We're celebrating our monsoon by giving away some exciting gifts like free US trip, free electronics and some good sunfeast freebies.

Enter our competition for the give away contest to win exciting gifts and US trip vouchers. click on the below website to register for the contest and join our Sunfeast India move as one community for more updates and details.

Link to register.

➢ CONTENT CREATION AND CREATION PROCESS :

1. Define Goals and Objectives: Start by clearly defining the goals and objectives of your content creation. Determine what you want to achieve, whether it's increasing brand awareness, driving website traffic, generating leads, or fostering engagement. Having clear objectives will provide guidance throughout the process.
2. Identify Target Audience: Understand who your target audience is and what their interests, preferences, and needs are. Conduct market research to gather insights.
3. Content Ideation: Brainstorm ideas that align with your goals and target audience. Consider creating a content calendar to plan and organize your content in advance. Generate ideas based on trends, industry news, customer pain points, and popular topics.
4. Content Creation: Once you have solid ideas, it's time to create the content. This involves writing blog posts, designing visuals, or developing any other relevant formats. Pay attention to quality and ensure that the content is well-researched, informative, engaging, and aligns with your brand voice and values.
5. Content Optimization: Optimize your content for search engines and social media platforms.
6. Publish and Promote: Once the content is finalized, publish it on your website, blog, or social media channels. Spread the word through promotional efforts such as email marketing, social media posts, and paid advertising. Consistently monitor the performance of your content.

➢ CHALLENGES FACED AND LESSONS LEARNED :

• **Challenges Faced:**

1. **Developing Unique and Engaging Content: One of the challenges in content creation for a brand is constantly coming up with fresh, unique, and captivating ideas.**

2. **Understanding the Target Audience: Creating content that resonates with the target audience requires a deep understanding of their preferences, interests, and behaviors.**

1. **Keeping Up with Trends and Changes: The digital landscape is dynamic, with trends and algorithms constantly evolving. Staying up-to-date with industry trends and adapting to these changes and finding ways to incorporate them into the brand's content strategy is crucial for relevance and engagement.**

- **Lessons Learned**:

1. **Consistency is Key: Consistency in content creation helps to establish brand recognition and build a loyal audience. Maintaining a consistent brand voice, visual identity, and posting schedule creates a cohesive brand experience for the audience.**

2. **Quality Over Quantity: While it's important to consistently create content, focusing on quality should take precedence over quantity. Well-produced and thoughtful content tends to have a more significant impact and can lead to higher engagement and brand loyalty.**

1. **Building Relationships and Collaborations: Collaboration with influencers, partners, or customers can provide fresh perspectives and expand the reach of the brand's content. Collaborations help tap into new audiences, bring in diverse ideas, and create engaging content.**

4. ADVANTAGES AND DISADVANTAGES

List Advantages and disadvantages of proposed solution.

⇒ Advantages:

1. Digital marketing makes businesses reach Global audience.
2. It makes easy for target advertising.
3. The results analytics are measurable in digital marketing.
4. Easy Scaling and adaption is possible in digital marketing.
5. Digital marketing low Cost when compared to traditional marketing.

⇒ Disadvantages:

1. Digital marketing has intense way of Competition.
2. It needs more Technical skills and expertise to lead.
3. Digital marketing's most Concerning thing is data security & privacy Concerns.
4. Technical issues & Dependencies.
5. Access limitations.

5. APPLICATIONS

The areas where this solution can be applied.

Digital marketing can be applied in various areas and industries like -

1. E-Commerce.
2. Social media.
3. Content marketing.
4. Search Engine Marketing.
5. Email marketing.
6. Influencer marketing, etc.-

It's important to know that digital marketing can be applied virtually in any industry.

6. CONCLUSION

Summarising the entire work and findings.

The digital marketing project aimed to promote a brand, increase online visibility and engage the target audience. Through targeted advertising, Social media campaigns, Search engine optimization and data analysis, the project acheived significant results. we have Successfully implemented brand awareness, Customer engagement and website traffic.

The findings emphasized the importance of adapting to emerging trends, using Customer data and mix of digital marketing strategies for maximum impact. Overall, the project Successfull implemented various digital marketing techniques to acheive its objectives and improve the brand's online presence.

7.FUTURE SCOPE

Enhancements that can be made in the future.

1. Artificial intelligence and Machine Learning:

The integration of AI technologies will further enhance targeting automation and Customer segmentation in digital marketing strategies.

2. Voice Search Optimization:

with increased popularity of voice assistance, optimizing digital Content for voice search is becoming Crucial.

3. Personalized & Customer experience:

Personalization will be a key focus in digital marketing.

4. Augmented Reality / virtual Reality:

AR & VR technologies offer immersive experience that can be used in digital marketing.

5. Influencer Marketing:

Influencer marketing will reach and remain impactful as social media Continues to grow.