

Comprehensive Digital Marketing Project Work on Cadbury



TEAM MEMBERS

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PART 1 : Brand study, competitor analysis and buyers /audience persona

Brand : Cadbury



- **Research Brand Identity :** Study the brand's mission, values, vision and unique selling propositions (USP)
- **Mission:** The Cadbury Company is committed to sustainability, growth and innovation. Our mission is to continually create the best products, services and experiences for our customers, and to be the leading player in the global confectionery market.
- **Vision:** Cadbury's vision statement is “Working together to create brands people love”. According to their vision, the company values everyone associated with it, from stakeholders to consumers. They want to win people’s hearts by constantly improving.
- **USP: :** Cadbury’s unique taste has always been its selling point. The company has been known to use high-quality ingredients to create its signature rich and creamy chocolate taste.

Product Range: Cadbury has a diverse range of products, from chocolate bars to candies, gummies, and baking chocolates.

Values of Cadbury :

- Our core purpose is creating brands people love
1. Performance: We are passionate about winning. We compete in tough but in fair . We are prepared to take risks and act with speed.
 2. Quality: We put quality and safety at the heart of all our activities.
 3. Respect: We genuinely care for our business and our colleagues.
 4. Integrity: We have clear principles and do what we say we will do
 5. Responsibility: We have accountability for our social, economic and environmental impact . In this we aim to make our business , our partners and our communities better for the future

Analyse brand image :

Cadbury was established by John Cadbury in 1824 in Birmingham, England. Later, In 2010, it was acquired by Kraft Foods and is currently managed by Mondelez International. Cadbury India was established in 1948 in India and is currently headquartered in Mumbai, Maharashtra. Its headquarters in Mumbai is popularly also called “Cadbury House”.

The iconic Glass and a Half symbol was initially created in 1928, reflecting the amount of milk used in Cadbury's chocolate recipe. The symbol and phrase "there's a glass and a half in everyone" is now globally recognised, associating the chocolate brand with the friendly connotations of kindness and giving.

Brand tagline:

The brand tagline of Cadbury in India is " kuch meetha hojaye " and " kuch accha hojaye "



Competitor Analysis

Competitor 1: MARS

website - <https://www.marsbar.co.uk/>



- USP: Brought to Victoria from Slough, UK, MARS develops a unique selling proposition: "A MARS a day helps you work, rest and play."
- Online communication: The most accurate and popular MARS's email format is first [1 letter] + last (ex. JSmith@marsdd.com). MARS also uses first (ex. John@marsdd.com) as email structures. It uses its email for online communication to create brand awareness and lead generation.

Competitor 2: NESTLE



Website - <https://www.nestle.in/>

- USP: Nestle's tagline 'Good Food, Good Life' is surely fulfilled by the brand. Their USP lies in making its products a household essential. Be it KitKat, Munch, Milky bar, Nescafe, and lastly, Maggi. It advertises its products in such a way that the consumers feel it is a daily use product, not a want.

Online communication: Nestlé has a solid presence on all social media platforms, but it's most active on Facebook, Instagram, and Twitter. The brand uses social media sites to engage with its consumers and enhance its brand identity.

Competitor 3: Hershey's –



Website -

https://www.thehersheycompany.com/en_us/home.html

- USP: Hershey's has a delicious, unique taste because of the farm fresh milk that is used! HERSHEY'S Milk Chocolate is one of the only milk chocolate brands in the world that still uses fresh milk in its production, giving it a distinctive taste.
- Online communication: Hershey's takes a "we and" approach to social media. Meaning they do a good job with self-publishing on social media and being active with engaging and sharing but they do not rely on this solely. They have a strategic strategy in place to easily empower visitors to share their experience on social media.

Buyers audience persona:

Cadbury India’s segmentation of its products has been a mix of several factors. Consumers from every stratum of society are enjoying Cadbury products. Cadbury Bournvita, for example, has been positioned as a must-have for growing children and has been targeted to the parents of small children between the age of 2-8 years old. These days Bournvita is also quite popular among millennials.

Whereas, Cadbury Temptations and Bournville are premium chocolates that can be afforded by higher-income consumers. Dairy Milk Silk has been targeted at millennials and those who cannot resist chocolates.

So let’s understand the target audience in a better way by comparing its product offerings to age-wise demographics.

Age	Product offerings
Kids	Dairy Milk, Bournvita, 5 Star,Fuse, Tang
Millennials	Silk, Celebrations, Ice Creams
Adults	Bournville, Temptation, Cele brations

PART 2 : SEO and 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. <https://www.cadbury.co.uk/>
- **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

Site Audit: [www.cadbury.co.uk](#) ▾

[Rerun campaign](#)

[Looker Studio](#)

[PDF](#)

[Export](#)



www.cadbury.co.uk Updated: Tue, Aug 1, 2023 [Mobile](#) JS rendering: Disabled Pages crawled: ⚠ 100/100

[Overview](#) [Issues](#) [Crawled Pages](#) [Statistics](#) [Compare Crawls](#) [Progress](#) [JS Impact](#)

Site Health ⓘ



● Your site 78%
▼ Top-10% websites ▾ 92%

Crawled Pages ⓘ

100 no changes



● Healthy 2
● Broken 0
● Have issues 94
● Redirects 4
● Blocked 0

Errors ⓘ

173



Warnings ⓘ

114



Notices ⓘ

54



Thematic Reports

Crawlability

94%

[View details](#)

HTTPS

99%

[View details](#)

International SEO

International SEO is not implemented on this site.

Core Web Vitals

Available with a paid plan

[View more](#)

Site Performance

96%

[View details](#)

Internal Linking

96%

[View details](#)

Markup

n/a

[View details](#)

SEO Audit summary

- The site audit for Cadbury.co.uk, indicates that the site's health is rated at 78%, which has remained unchanged since the last evaluation. The crawlability and HTTPS implementation of the website are at a commendable 94% and 99%, ensuring smooth accessibility and security. The site performance and internal linking also score high both at 96%, respectively.
- However, the audit reveals some issues that need attention. There are 173 errors and 114 warnings detected, including incorrect hreflang links(an HTML attribute used to specify the language and geographical targeting of a webpage). Hreflang conflicts within page source code, missing title tags, duplicate meta descriptions, and low text to HTML ratio, which has 54 issues. These issues should be addressed to optimize the site's SEO performance and user experience.
- It's important to note that the Core Web Vitals data is only available with a paid plan, so specific details about this aspect are not provided in the free audit. Overall, while the website performs well in certain areas, resolving the identified issues will be essential to improve its health and enhance the user's experience on <https://www.cadbury.co.uk/>

Keyword research

Website: [semrush.com](https://www.semrush.com)

Objective of Keyword Research for Cadbury Brand:

- Improve organic search visibility
- Increase organic traffic
- Understand user intent
- Conduct competitor analysis
- Plan and create relevant content
- Target local SEO

Brainstorm Seed Keywords:

- Seed keywords are the foundation of your keyword research. These are general, broad terms that are related to the business or industry. Here are some seed keywords for Cadbury
 1. Crunchie
 2. Cadbury eggs
 3. Crunchie bar
 4. Cadbury diary milk
 5. Cadbury mini eggs

Website used : MOZ Keyword explorer

Top Ranking Keywords

Keyword	Exact Page www.cadbury.co...	Difficulty	Monthly Volume
cadbury	#1	56	33,397
cadburys	#1	55	10,350
cadbury chocolate	#1	45	9,968
dairy milk	#1	46	7,400
cadburys chocolate	#1	44	2,795

See all ranking keywords

These are the top 5 ranking keywords

- Cadbury with the monthly search volume of 33,397
- Cadburys with the monthly search volume of 10,350
- Cadbury chocolate with the monthly search volume of 9,969
- Dairy milk with the monthly search volume of 7,400
- Cadburys chocolate with the monthly search volume of 2,795

Analysing Competitors keywords

Top Competitor URLs			Domain Authority	Overlap	↓ Rivalry
<input type="checkbox"/>	www.cadburyusa.com	<div><div></div> Compare</div>	48	19%	78
<input type="checkbox"/>	www.amazon.com	<div><div></div> Compare</div>	96	15%	61
<input type="checkbox"/>	www.hersheyland.com	<div><div></div> Compare</div>	68	4%	60

Comparing competitors sites

Site Overview

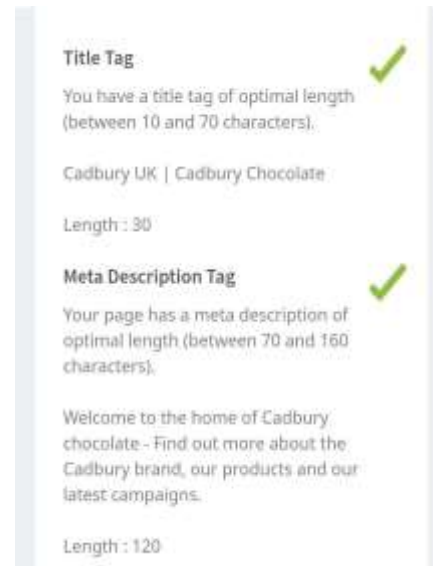
Ranking Distribution

Site Overview

More Info

Site	Ranking Keywords	Top Positions	Page Authority	Domain Authority
cadbury.co.uk	550	101 keywords in #1-3 103 keywords in #4-10	50	65
cadburyusa.com	869	244 keywords in #1-3 138 keywords in #4-10	39	48
amazon.com	22.9m	5.8m keywords in #1-3 4.5m keywords in #4-10	90	96
hersheyland.com	19k	3.4k keywords in #1-3 2.6k keywords in #4-10	48	68

On page optimisation :




The on page SEO is good . It is mostly optimised for on-page SEO performance.

- Title tag : It has the title tag of optimal length between 10 to 70 characters . Length : 30 characters
- Meta description tag: This page has a meta description of optimal length between 70 and 160 characters . Length : 120 characters

- **Herflang usage** : This page is not making use of Herflang attributes
- **Language**: This page is using language attribute
Declared : ENGLISH
- **H1 Header tag usage** : This page has a H1 Tag
- **H2-H2 Header tag usage** : This page uses multiple levels of Header tags
- **Keyword consistency**: The keywords are not distributed well across the
- **Important HTML tags** : This page content should be focused around particular keywords you like to rank for. Ideally these keywords Should also be distributed across tags such as the title, meta and header tags
- **Amount of content**: This page has good level of textual content, which will assist in its ranking potential.
- **Image alt attributes** : There are images on the page that are missing alt attributes. We found 54 images on the page and 1 of them are missing the attributes

Header Tag	Frequency	
H2	10	<div></div>
H3	9	<div></div>
H4	23	<div></div>
H5	0	
H6	0	


SEOptimer

<https://www.cadbury.co.uk>

Cadbury UK | Cadbury Chocolate

 Welcome to the home of Cadbury chocolate - Find out more about the Cadbury brand, our products and our latest campaigns.

Hreflang Usage ⓘ

 Your page is not making use of Hreflang attributes.

Language ✓

 Your page is using the lang attribute.

 Declared: English

H1 Header Tag Usage ✓

 Your page has a H1 Tag.

[Show details](#)

H2-H6 Header Tag Usage ✓

 Your page is making use multiple levels of Header Tags.

Links

Number of Backlinks: 120

On-Page Link Structure:

We found 102 total links. 18% of your links are external links and are sending authority to other sites.

0% of your links are no follow links meaning authority is not being passed to those destination pages

Links

Number of Backlinks



You can see information about your page's backlinks within this report by signing up to one of our premium plans.

[Signup - Free Trial](#)

On-Page Link Structure



We found 102 total links. 18% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

[Show details](#)

Friendly Links



Some of your link URLs do not appear friendly to humans or search engines.

Recommendations

Toggle:

On-Page SEO

Links

Social

Performance

Other Improvements

Usability

Reduce your total page file size

Performance

Medium Priority

Optimize for Core Web Vitals

Usability

Medium Priority

Add Canonical Tag

On-Page SEO

Medium Priority

Update Link URLs to be more human and Search Engine readable

Links

Low Priority

Add Alt attributes to all images

On-Page SEO

Low Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

Low Priority

Add Schema Markup

On-Page SEO

Low Priority

Setup & Install a Facebook Pixel

Social

Low Priority

Remove inline styles

Performance

Low Priority

Create and link an associated YouTube channel

Social

Low Priority

Create and link an associated LinkedIn profile

Social

Low Priority

Add Local Business Schema

Other Improvements

Low Priority

Review and Increase Font Sizes across devices

Usability

Low Priority

Summary of SEO Audit :

The total file size has to be reduced, core web vitals has to be optimized and canonical tag has to be added. Links has to be updated, addition of alt attribution, and main keywords should be used across the important HTML tags .

Optimisation of page for mobile and desktop page speed insights should be done and schema markup has to be added. Setup and install a Facebook pixel and remove inline styles. Create and link an associated YouTube channel and LinkedIn profile. At last add local business schema and review and increase font size across devices .

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:**

A content calendar has been created that shows the events and campaigns the company will follow through the entire month of August in which a few were Instagram stories, posts, reels, email campaigns and such.

Objectives/ Aim

1. Consistency
2. Strategic Content Planning
3. Time Efficiency
4. Content Variety
5. Improved Collaboration

AUGUST

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1

2
Instagram post
Cadbury's new
celebrations
collection

3

4
Story & Post on
Chocolate Chip
Cookie Day

5

6

Post a reel on
Instagram -
Friendship Day

7

8

Cadbury Dairy
Milk Monsoon
special Ad

9

10

Post video
(Influencer
Collaborations)

11

12

Instagram
poll
Creamy v/s
Crunchy

13

14

15

Independence
Day Wishes
post and mails

16

17

18

19

Blog Post on
30% less sugar
a new edition

20

21

Introduction of
Raksha
Bandhan
special edition

22

23

24

25

Post Ads with
Influencers for
Raksha Bandhan
special edition

26

27

28

29

Onam Festival
specialised
wishes post

30

Raksha Bandhan
Special wishes
reel and mails

Cadbury

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: **Instagram Story**

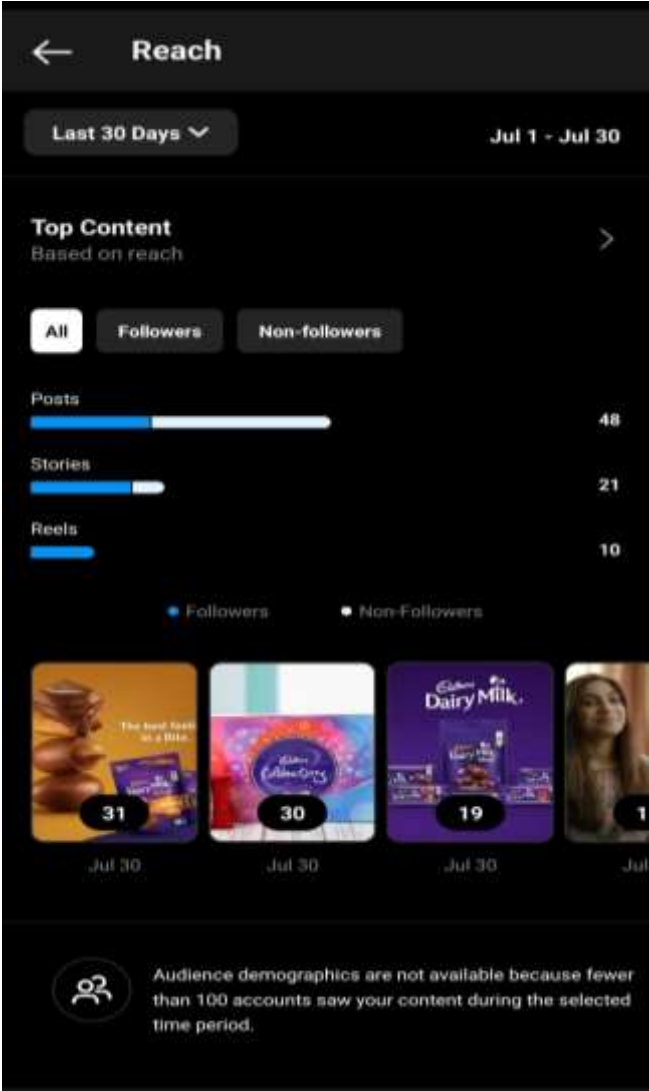
Format 2: **Designs/Video Editing**

Format 3: **Social Media Ad Campaigns**

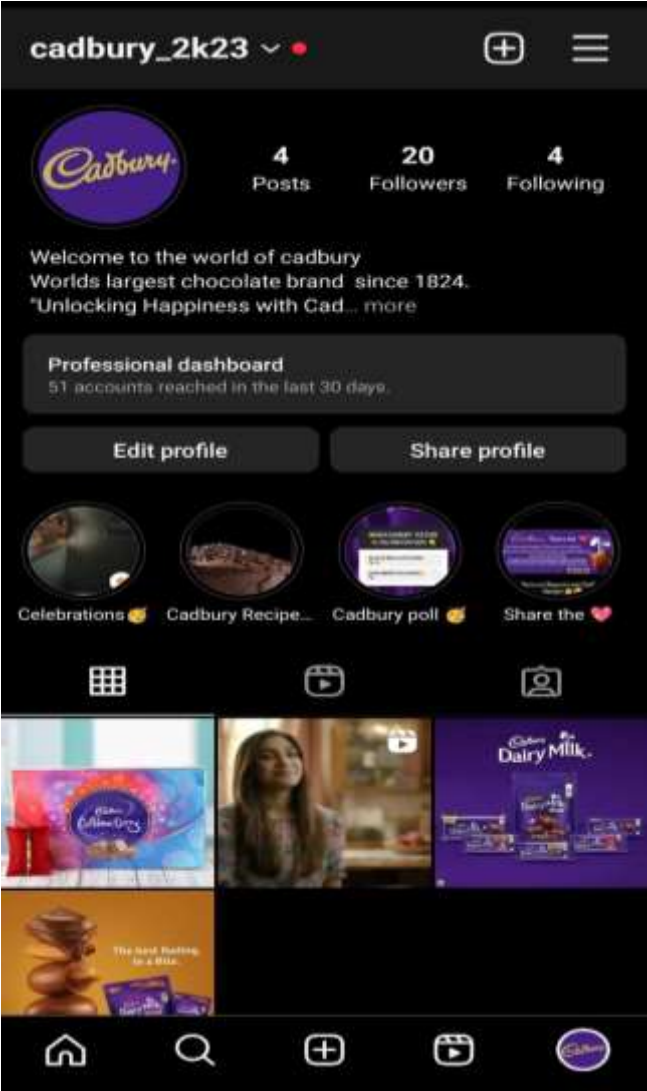
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)



Accounts Reached



Accounts engaged



Posts/highlights/insights

Post Creation:

Format 1 - Blog article

Aim: -Introducing innovative Bluetooth inbuilt Rakhi Celebrations

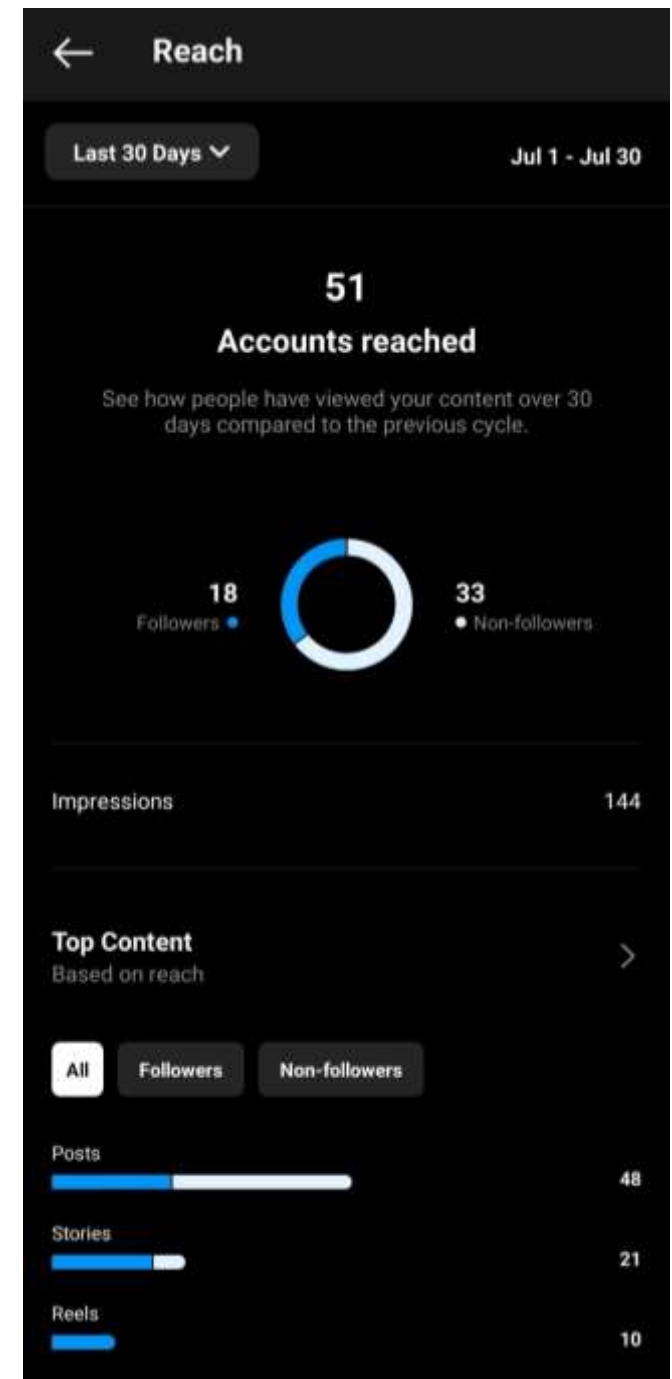
Date: -27/07/2023

Idea: - Making people aware about Cadbury Innovation.

Topic: - Introducing Cadbury Celebrations Rakhi Connect

Link:

https://instagram.com/cadbury_2k23?igshid=MzRlODBiNWFlZA==



Post Creation:

Format 2 – Video

Aim: - To gain customers' loyalty.

Date: - 27/07/2023

Idea: - : Cadbury has launched its celebrations presents connected Rakhi

Topic: The new launch - special edition

Caption – Introducing Cadbury celebrations presents

#Connected Rakhi

A Bluetooth enabled Rakhi to help sisters playfully remind their brothers of their promise, to spend time together on Raksha Bandhan like they used to when they are younger...

#rakshabandhan#cadburycelebrations

Instagram Link -

<https://www.instagram.com/reel/CvWZSt4t7s3/?igshid=MzRlODBiNWFiZA==>



Post Creation:

Format 3 – Story

Aim: - Introducing “Share the Love Challenge “

Date: - 27/07/2023

Idea: - Engaging with Customers through Challenge and Rewarding them.

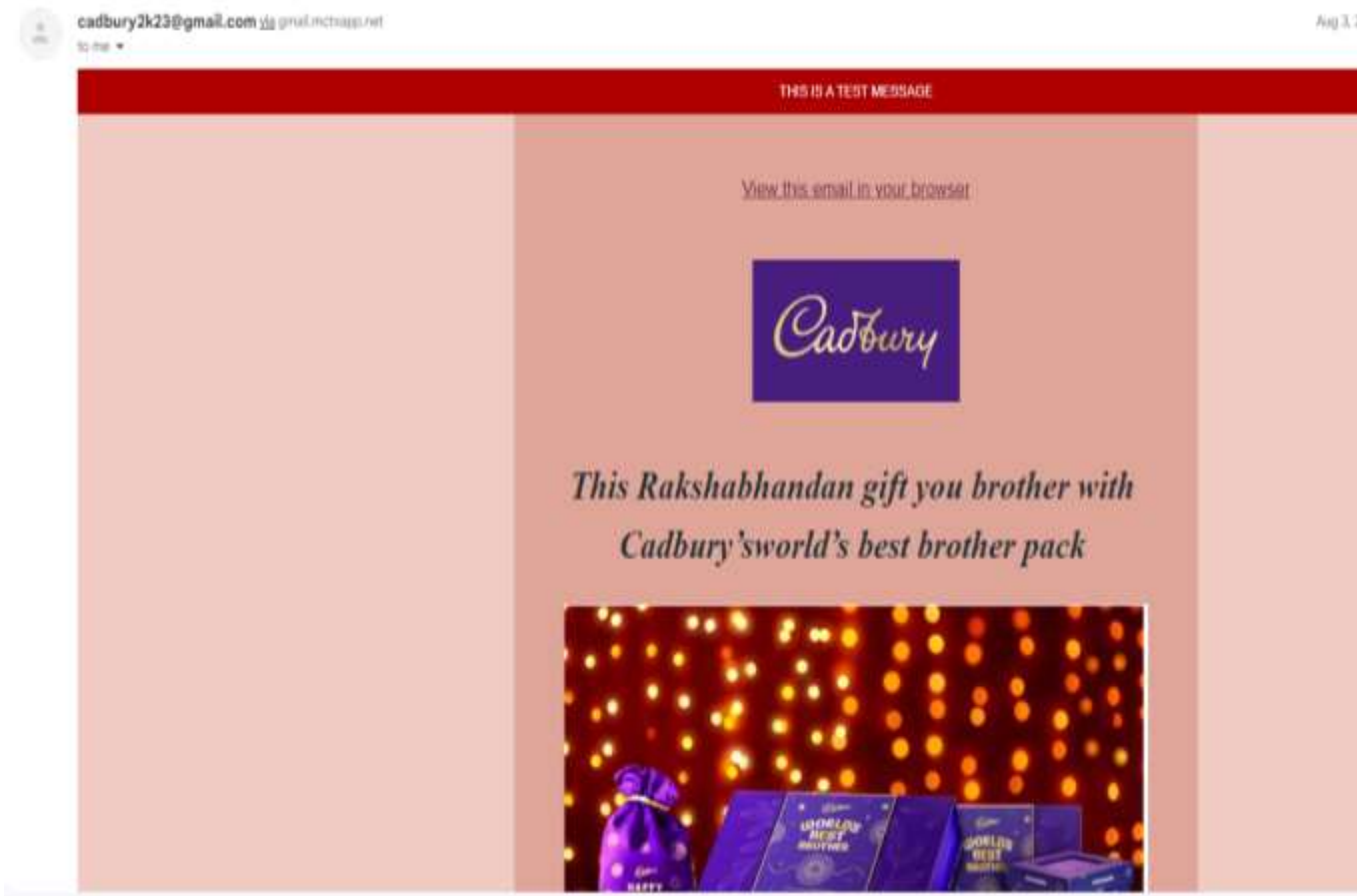
Topic: - “Share the Love Challenge “

- **Audience Understanding:** Gain insights into your target audience's preferences, interests, and behavior to create content that resonates with them effectively.
- **Visual Storytelling:** Leverage the power of captivating visuals, such as high-quality images and engaging videos, to tell your brand's story and connect with your audience on a deeper level.
- **Consistency Matters:** Maintain a consistent posting schedule and stick to a cohesive content theme to build brand recognition and keep your audience engaged and interested.



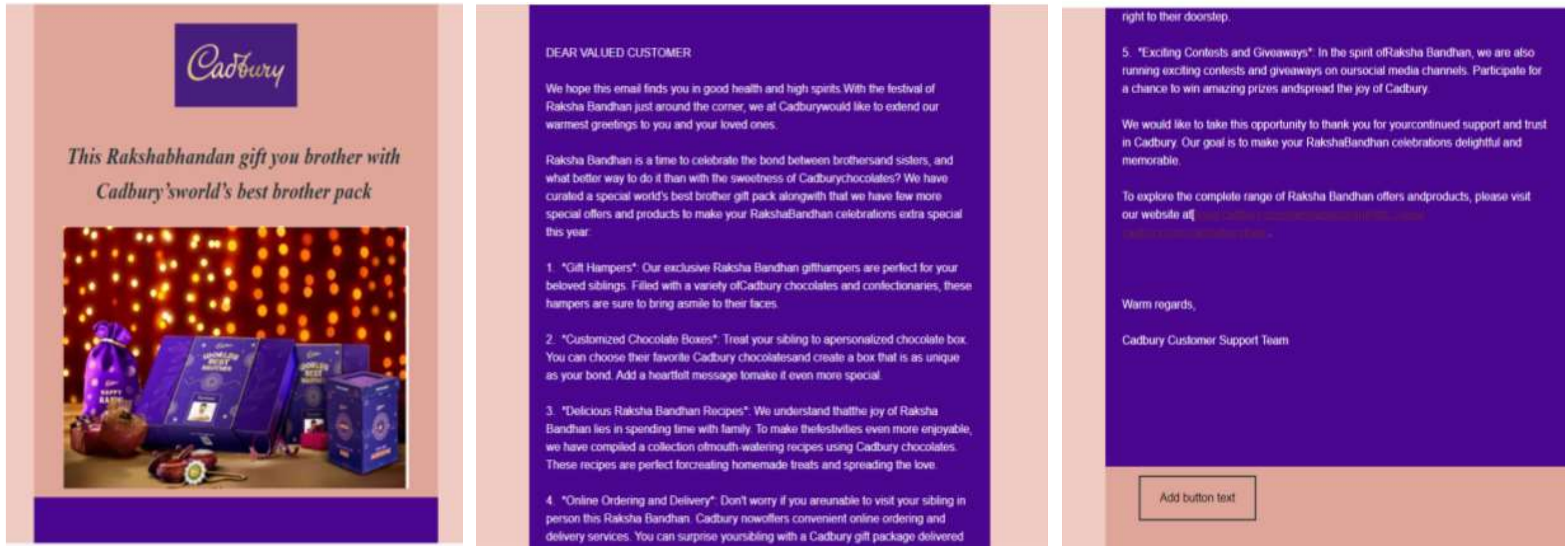
Email Ad Campaigns

Ad Campaigns for email marketing



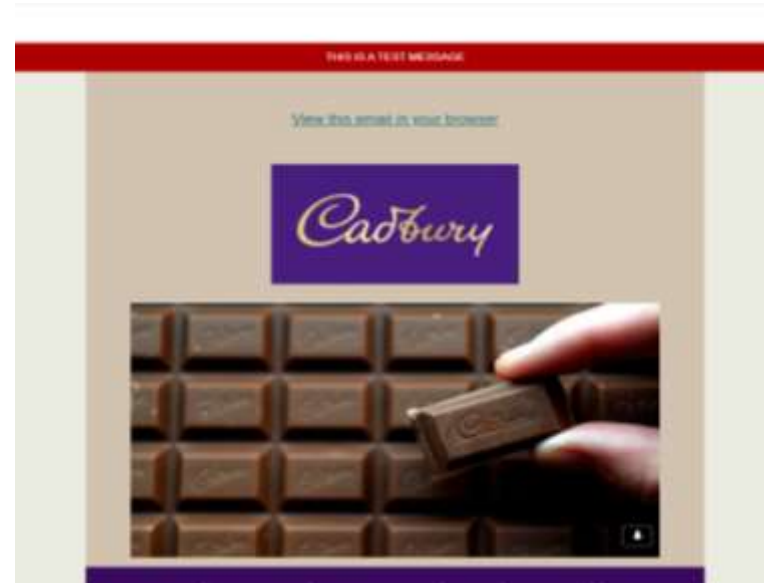
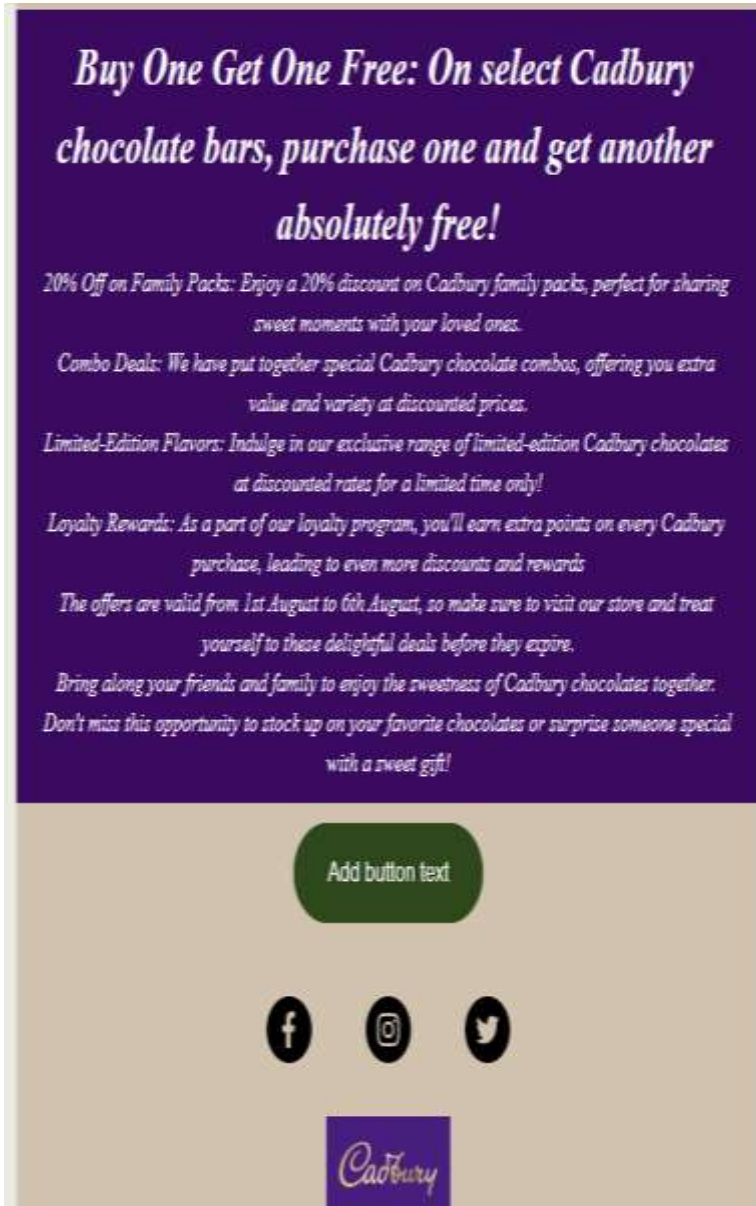
Two compelling email campaigns were meticulously designed on the Mailchimp platform – one aimed at lead generation, and the other focused on enhancing brand awareness. Despite the constraints posed by the free version of Mailchimp, we harnessed its functionalities ingeniously, leaving no stone unturned to ensure the triumph of both campaigns. These creatively crafted emails were then seamlessly delivered using Gmail, effectively reaching our target audience and achieving outstanding results for our marketing endeavors.

Email Ad Campaign 1 – Brand Awareness



- Using the Mailchimp website, Cadbury creates email campaigns that entice recipients to indulge in their delightful world of chocolates. The emails prominently showcase a wide range of delicious and mouth-watering chocolate products, complemented by a captivating purple-themed background and prominently displayed Cadbury logo.
- **Website used:** [Mailchimp](https://www.mailchimp.com/)
[view entire email](#)

Email Ad Campaign 2 – Lead Generation



- The Mailchimp website is used for creating email campaigns, our email prominently highlights a 20% discount on Cadbury collections, making it an attractive offer. Background elements were added for a pop of color, enhancing its visual appeal. Additionally, the logo is clearly displayed, representing the brand effectively. Furthermore, each email's subject is well-defined, helping to convey the purpose of the mail clearly. With its user-friendly interface (such as links of social pages were added) and attention to design.

Website used: [Mailchimp](https://mailchimp.com)

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Lessons Learned:

- 1.Tailoring content and messaging based on audience segmentation boosts engagement and relevance.
- 2.Regularly monitoring and analyzing data allows for better ad performance optimization.
- 3.Ongoing campaign refinement is essential for achieving maximum success.

Challenges Faced :

- 1.The unavailability of complete website versions hindered precise customer journey tracking.
- 2.Addressing ad fatigue necessitated frequent creative updates to maintain audience interest.
- 3.We tackled tracking limitations by implementing robust tracking and attribution models, ensuring accurate data measurement and analysis.