# Comprehensive Digital Marketing Project Work

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

### COMPANY FOR PROJECT: Himalaya Herbals

Research Brand Identity: Mr. M. Manal, the founder of Himalaya, in 1930 was a curious man. Once riding through the forests of Burma saw restless elephants being fed the root of a plant, *Rauwolfia serpentina*, which helped pacify them. Fascinated by the plant's effect on elephants, he wanted to scientifically evaluate its properties. He had no money just a passion which led him to achieve its vision. He borrowed money by pawning his mother's jewellery to buy a hand-operated tableting machine. He spent his days learning about herbs from local Ayurveda healers and his nights working on the machine to make a few hundred tablets. His vision was to 'bring the traditional Indian science of Ayurveda to society in a contemporary form'. It took years to get success and it was possible only by his patience, strength and passion.

Logo: The Himalaya logo is a visual definition of its brand identity. The leaf that forms the crossbar of the letter H evokes the company's focus on herbal healthcare. The teal green colour represents closeness to nature. The orange is symbol of caring through warmth, vibrancy and commitment.



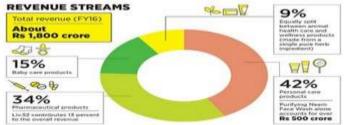


Mission/values: Bring wellness and joy to every home via herbal solutions based on science. Establish Himalaya as a science-based, problem-solving, head-to-heel brand, harnessed from nature's wealth and characterized by trust and healthy lives.

Develop markets worldwide with an in-depth and long-term approach, maintaining at each step the highest ethical standards.

Respect, collaborate with, and utilize the talents of each member of the Himalaya family and the local communities, to drive our seed-to-shelf polly and to rigorously adopt eco-friendly practices to support the environment we inhabit.

USP: The company emphasizes the fusion of traditional Ayurvedic knowledge with modern scientific research to create effective and safe products.



Official Link: https://www.riiiriaiayarıerbai.iir

## Brand produts details:

Top Picks

Himalaya Clarifying Mud Pack

Himalaya Herbals Purifying Neem Scrub

Himalaya Refreshing and Clarifying Toner

Himalaya Clean Complexion Brightening Face Wash

Himalaya Bleminor Anti-Blemish Cream

Himalaya Cleansing Milk

Himalaya Herbals Intensive Moisturizing Body Lotion

Himalaya under Eye Cream

Himalaya Herbals Fairness Kesar Face Pack

Himalaya Revitalizing Night Cream

Check Price

Price On Amazon

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

- Analyze Brand Messaging: Himalaya Herbals draws inspiration from nature's wealth
  of herbs and plants, harnessing the power of natural ingredients to create their
  products. They believe in the potency of ancient Ayurvedic wisdom and strive to bring
  its benefits to modern consumers.
- Examine the Brand's tagline:

"Discover the Power of Herbs."

This tagline emphasizes the brand's focus on harnessing the natural power of herbs and plants to create effective and safe herbal healthcare and personal care products. However, please be aware that brand taglines can sometimes change or be updated over time. For the most current information, I recommend checking the official Himalaya Herbals website or their latest marketing materials to confirm their current brand tagline.

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

• Competitor Analysis: Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

### Competitor 1: <a href="https://mamaearth.in">https://mamaearth.in</a>

USP: Initially, Mamaearth targeted mothers and their babies by selling baby care, pregnancy care, skin and hair care products. It also sold accessories, toys and apparel.

Then the company started to expand its customer base by targeting the millennial generation by selling more chemical-free skin care products like serums and creams, face wash, lotions and hair oils.

Communication: Mother Earth needs a little TLC.

Competitor 2: https://www.buywow.in

**USP:** WOW promotes transparency in its product labels and ensures that customers are aware of the ingredients used. They aim to provide products that are pure, unadulterated, and free from undisclosed harmful substances.

Communication: "Nature Inspired Beauty"

Competitor 3: <a href="https://www.Patanjali.group">https://www.Patanjali.group</a>

USP: The brand emphasizes using natural and herbal ingredients in their products, avoiding harmful chemicals and synthetic additives. Patanjali products from plant-based ingredients sourced from

Communication: "Natural Life, Healthy Line

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

• **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

Himalaya Herbals:

### Bio Persona:

In product management, a persona is a profile of a product's typical customer. Personas are used to help a <u>product manager</u> (and others in the organization involved with the product's development) understand key traits, behaviors, goals, responsibilities, and needs of a specific type of user.



Mrs. Clark Grimes

#### Demographic info

Agre 37

Location

New York State

Family Status

Married, 2 children

Education level

Graduite degree

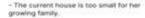
Income tevel \$150,000+

+ Add field

#### Bio

Working mom looking to buy a new home. Her current house seems too small now that she has a second kid. She is searching for a bigger space close to her current location to accommodate her growing family.

#### Pain points



- Finding a perfect location is challenging since it should meet her needs, as well as her kirls' and her husband's meets.

- Juggling work and family life is also challenging. She doesn't have enough time for a home search.

- The economic instability in the country leads to her thinking that buying a house right now is risky and it needs to be a very smart investment decision. However, she has no experience and little knowledge in this area.

### Gains/expectations from my product

- Learn from a trusted expert about the best way to invest in her new house in a quick and simple way.

- Find a perfect house in her / similar neighbourhood without going through a nightmare.

#### Quote



E E I feet like it's time for us to find a bigger place, where each of us will have enough room for their needs and where our kids and their own kids will come to stay for Christmas. But making such a decision is really hard since I already have so much on my

#### Factors influencing buying decisions



- Agency: most of the communications and operations should be carried out online. speed and clarity are very important.
- House: Distance from the city + local infrastructure, space, and modern decor.
- Her husband is the biggest influencer when it comes to selecting the agency and the house:
- Reviews and social proof around real estate agencies are a deal-breaker.

#### Communication channels



Charmele

Instagram, Mom influencers, WoM

Content types and formats

Blog posts, videos

Content tupics

Life in NYC state, raising kids, buying a hor

## Part 2: SEO & Keyword Research

• SEO Audit: https://www.himalaya herbals.in/

### **Keyword Research:**

- 1. Himalaya Herbals
- 2. Himalaya Herbal Products
- 3. Himalaya Herbal Healthca
- 4. Himalaya Herbal Skincare
- 5. Himalaya Herbal Hair Card
- 6. Himalaya Herbal Face Wa
- 7. Himalaya Herbal Toothpas
- 8. Himalaya Herbal Medicine
- 9. Himalaya Herbal Cream
- 10. Himalaya Herbal Shampoo



## On page optimization: B-

Your On-Page SEO could be better Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

## Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
add	/	1	*	16	
cart	/	/	*	16	
toothpaste	*	*	*	13	
organic	/	/	*	8	
care	/	*	*	8	
ashwagandha	/	/	*	6	
botanique	/	/	1	6	
store	/	/	/	5	

## phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
add to cart	1	1	1	16	
toothpaste -	/	/	1	5	
i feel	1	/	1	4	
toothpaste add	1	/	1	4	
cart 699	1	/	1	4	
botanique complete care	/	/	1	3	
see all	/	1	/	3	
complete care	/	/	/	3	

### Part 3: Content Ideas and Marketing Strategies

## Following is the distributed strategy in the hiamalaya herbal marketin mix: Content Idea Generation & Strategy:

- Ingredient Spotlight: Create informative content focusing on the key herbal
  ingredients used in Himalaya products. Explain the benefits of these
  ingredients, their traditional uses, and the science behind their effectiveness.
- Wellness Tips and Advice: Share wellness tips and advice on various health topics, incorporating the use of Himalaya products where relevant. This could include skincare routines, Ayurvedic practices, natural remedies, and healthy lifestyle tips.
- Customer Testimonials: Feature real-life stories and testimonials from satisfied customers who have experienced positive results with Himalaya products. These testimonials can be in the form of written content, videos, or social media posts.

Part 3: Content Ideas and Marketing Strategies
Social Media Challenges: Organize social media challenges
encouraging customers to share their experiences with Himalaya
products, incorporating branded hashtags and the chance to win prizes.



### Content Calendar Example (Try creating a table for the month of July)

## JULY 2023

MONDAY	TUESDAY	WEDNESDAY	THURSDAYAY	FRIDAY	SATURDAY	SUNDAY
					1.	2
visting the	:4	5	6	7 Group meeting	8	9
10	Group analysis	12	13	14	15	16
Build brand awareness	18	19	20	21 discussing about marketing strategy	22	23
24	executing the strategy	26	27	28	29	

### **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: Blog article

Format 2: Video

Format 3: Creative

Format 1 : Blog article

Aim: Inspired by the pristine beauty of the Himalayas and guided by ancient herbal scriptures.

Date: 20th July 2023

**Idea**: the company embarked on a mission to create safe, effective, and natural remedies. With rigorous research and modern scientific techniques, they strike a perfect balance between tradition and innovation.

Topic: A Journey Rooted in Tradition



Format 2: Video

Aim: watching Sneha shareing her experience of using Himalaya products from years

Date: 22nd July 2023

Idea: Awareness of herbal products

**Topic:** customer Satisfaction





Format 3: Creative

Aim: Central to Himalaya Herbals' success is its unwavering commitment to Ayurveda, India's ancient system of medicine. By harnessing the potential of herbs like Neem, Turmeric, Aloe Vera, and more, the brand has developed a diverse product portfolio

Date: 25th July 2023

Idea: To enhance overall well-being while respecting the body's natural harmony.

Topic: The Science of Ayurveda





## **Instagram Story**







## **Designs/Video Editing**

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

https://www.mediafire.com/file/bu08txe5wa8n6m0/VN20230727\_1/1414 mp4/file

## Social Media Ad Campaigns

Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads







## For every campaign clearly define:

- Advertising Goals: Himalaya Herbals firmly believes that wellness should be accessible to all. This belief extends to their social initiatives, where they actively engage in community development, healthcare awareness, and educational programs. Their reach goes beyond the products they offer, creating a positive impact on society as a whole.
- Audience Targeting: Target audience those who are interested in natural skincare, haircare, and beauty products. Himalaya offers a wide range of herbal cosmetics and personal care items to cater to this audience.
- Ad creation: Determine the budget for the advertising campaign and allocate resources accordingly. Plan the media channels and platforms where the ads will be displayed, such as TV, digital platforms, print, social media, etc.

## **Email Ad Campaigns**

Ad Campaigns for email marketing:

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

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



Email Ad Campaign 2 - Lead Generation

(insert emailer image)



- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.
  - Simply I have learn that Himalaya Herbal brand are dedicated to tapping into the power of nature and the vast knowledge of traditional medicine systems, like Ayurveda, Traditional Chinese Medicine (TCM), and others.
  - Challenges I have faced :
  - Positive challenges prompt the project team to evaluate their processes and identify areas for improvement. This leads to a culture of continuous improvement within the project and the organization.

 Overcoming challenges efficiently and delivering successful project outcomes can lead to increased client satisfaction and the potential for future business opportunities.

