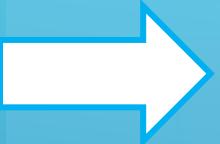


MOTHER  
DAIRY



- ▶ **TEAM LEAD : Nakka Surendra**
- ▶ **TEAM MEMBER : Divakarla Ankitha**
- ▶ **TEAM MEMBER : Majjada Mahendra Kumar**
- ▶ **TEAM MEMBER : Kakinada Pydi Durga Ganesh**

## TEAM MEMBERS



# HISTORY OF MOTHER DAIRY

## Foundation and Early Years (1974 - 1980s)

Mother Dairy was established in 1974 as a part of the National Dairy Development Board (NDDB) under the Operation Flood initiative. This initiative, spearheaded by Dr. Verghese Kurien, aimed to make India self-sufficient in milk production and improve rural livelihoods.

- ▶ The brand started as a major supplier of milk in Delhi NCR, sourcing it directly from farmers and cooperatives to eliminate middlemen and ensure fair prices. Initially, it focused on providing safe, high-quality, and affordable milk to consumers.

## Expansion and Diversification (1980s - 2000s)

- Over the years, Mother Dairy expanded its product range from liquid milk to curd, butter, paneer, flavored milk, and dairy-based beverages.
- The company introduced the Milk Booth Model, setting up vending machines and outlets across Delhi and neighboring states, making fresh milk accessible to millions.

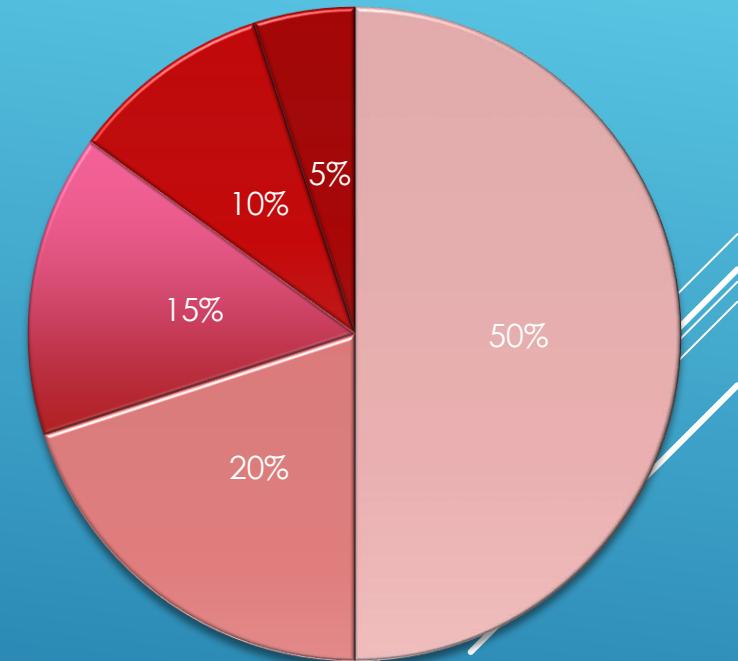


# 1. BRAND STUDY

- ▶ **A. Brand Overview**
- ▶ **Mother Dairy**, established in 1974 under NIDDB's Operation Flood, is a trusted dairy brand in India. It is known for its quality, affordability, and farmer-centric approach. The brand initially focused on supplying milk in Delhi NCR but has expanded to pan-India operations, offering a diverse range of products.
- ▶ **B. Brand Values & Positioning**
  - Trust & Purity – Ensuring 100% safe, unadulterated dairy products.
  - Affordability & Accessibility – Making dairy products available at competitive prices.
  - Farmer-Centric Approach – Direct milk sourcing from farmers to ensure fair pricing.
  - Health & Nutrition – Offering fortified and probiotic dairy options.
  - ▶ .

# C. PRODUCT PORTFOLIO

- 1. Dairy Products:** Milk, Ghee, Butter, Paneer, Curd, Lassi, Flavored Milk, Cheese.
- 2. Ice Creams:** Variety of flavors & innovative launches (Kulfi, Sundaes, Cones).
- 3. Fruits & Vegetables:** Under the **Safal** brand.
- 4. Edible Oils:** Under the **Dhara** brand.

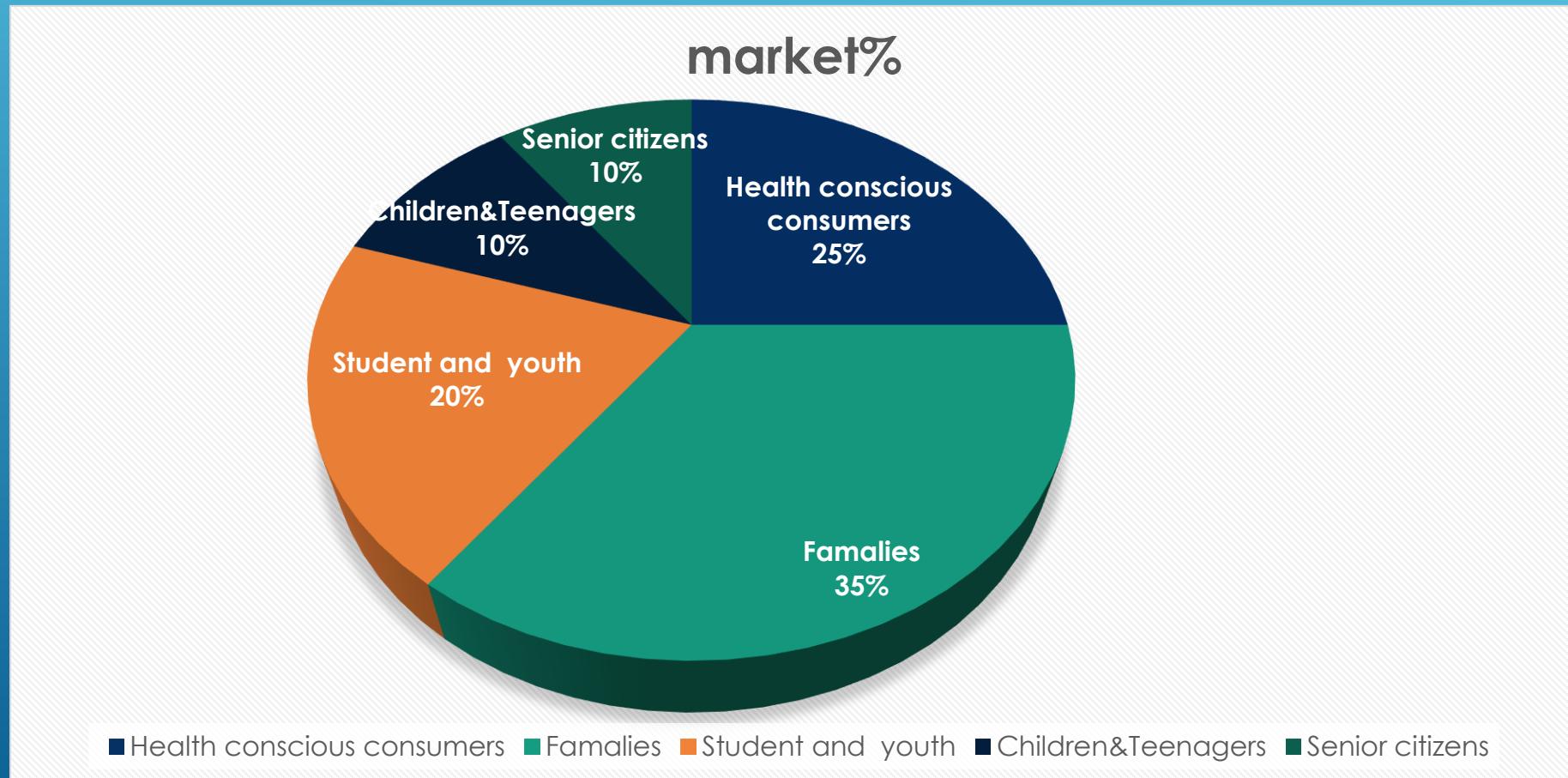


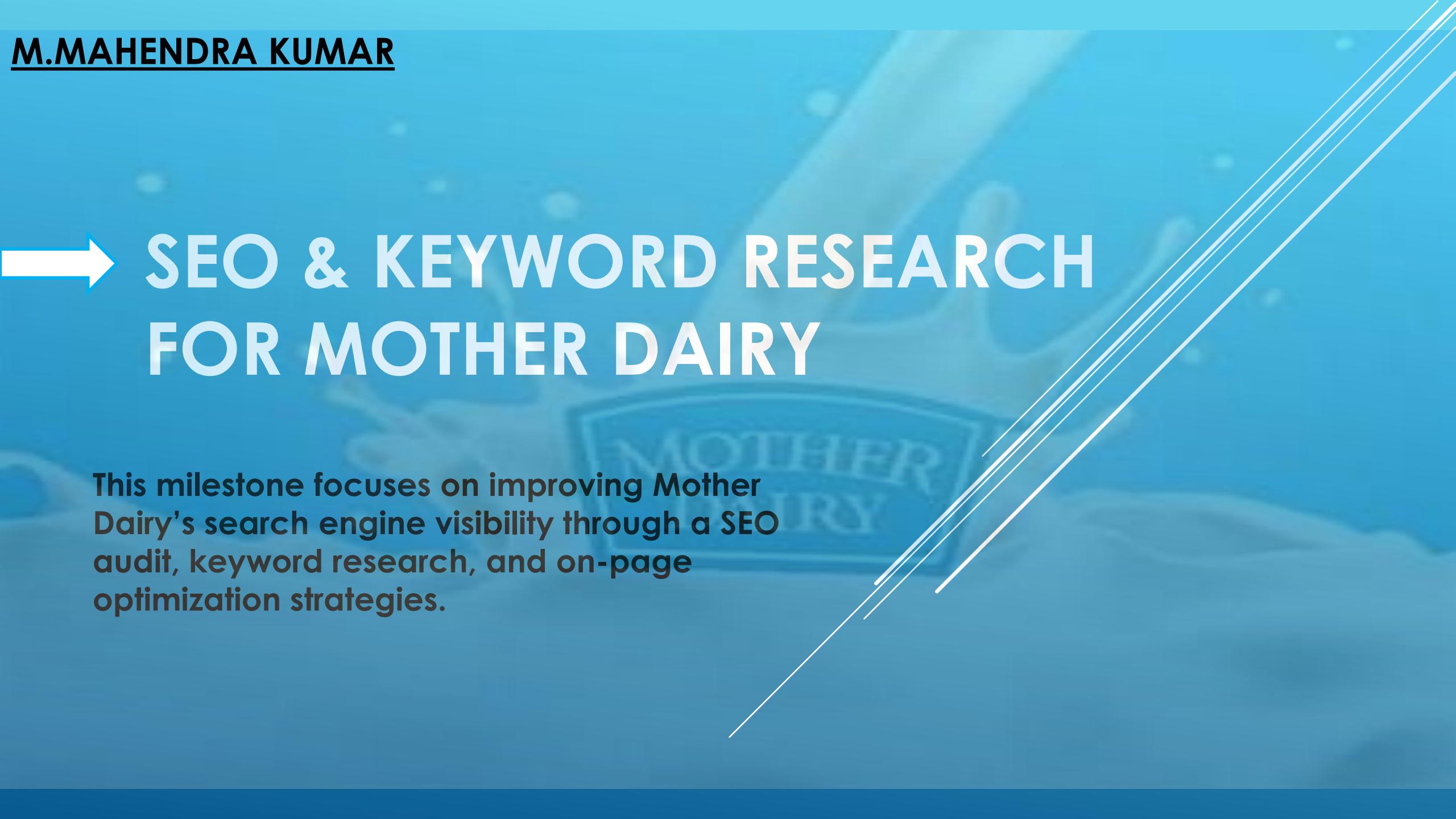
- Dairy Essentials (Milk, Curd, Paneer, Butter, Ghee)
- Ice Creams & Flavored Dairy:
- Value-Added Dairy (Cheese, Lassi, Probiotic & Fortified)
- Fruits & Vegetables (Safal):
- Edible Oils (Dhara):

## 2. COMPETITOR ANALYSIS

BRAND	STRENGTHS	WEAKNESS	MARKET POSITION
Amul	Strong brand recall, Largest dairy cooperative, Competitive pricing	Supply chain challenges	Market Leader
Nestlé	Premium dairy products, Global R&D expertise	Expensive compared to Indian brands	Premium Dairy Market
Parag Milk Foods	Strong in ghee, cheese, and value-added dairy	Limited rural penetration	Niche & Premium Dairy
Nandini (KMF)	Strong presence in Karnataka, Affordable products	Limited national reach	Regional Leader
Vijaya Dairy	South Indian brand with trusted quality	Lesser national branding efforts	Regional Player
Heritage Foods	Good product range in Southern India	Limited national expansion	Regional Player

# BUYER PERSONA DISTRIBUTION FOR MOTHER DAIRY





# → SEO & KEYWORD RESEARCH FOR MOTHER DAIRY

This milestone focuses on improving Mother Dairy's search engine visibility through a SEO audit, keyword research, and on-page optimization strategies.

# 1. SEO AUDIT

## A. Website Performance Analysis

Check page speed and mobile responsiveness.

Identify broken links and crawl errors using Google Search Console.

Analyze meta tags, headings, alt texts, and URL structures.

## B. Technical SEO Issues

- **Page Speed:** Optimize image compression, caching, and minification.
- **Mobile Optimization:** Ensure smooth navigation and fast load times on mobile.
- **Schema Markup:** Implement structured data for product listings and reviews.
- **Indexing & Crawability:** Ensure proper sitemap submission to Google.

# 2. KEYWORD RESEARCH

## ► **1. Research Objectives**

- The goal is to improve **organic visibility, attract relevant traffic, and boost conversions** for Mother Dairy's products. This involves finding keywords that align with **customer search intent, seasonal trends, and competitor strategies.**

## ► **2. Brainstorming Seed Keywords**

- Start with general terms like "**Mother Dairy milk,**" "**fresh paneer,**" "**best dairy products,**" **and "buy dairy online."** These broad keywords form the base for deeper research.

## ► **3. Utilizing Keyword Research Tools**

- Using tools like **SEMrush, Moz, and Google Keyword Planner**, we identify **high-volume, relevant, and low-competition keywords.** We also track **search trends and related queries.**

# Free & Paid Keyword Research Tools for SEO

## ◆ Free Keyword Research Tools:

- 1 Google Keyword Planner** – Find search volume & competition.
- 2 Google Search Console** – Check which keywords drive traffic.
- 3 AnswerThePublic** – Get long-tail keyword ideas.
- 4 Ubersuggest (Limited Free Searches)** – Discover keyword difficulty.
- 5 Keyword.io** – Generate keyword suggestions.
- 6 Google Trends** – Track trending search terms.
- 7 WordStream Free Keyword Tool** – Basic keyword insights.

## Paid Keyword Research Tools:

- 1 SEMrush (\$129.95/month)** – Comprehensive keyword research & competitor analysis.
- 2 Ahrefs (\$99/month)** – Backlink analysis & keyword research.
- 3 Moz Keyword Explorer (\$99/month)** – Keyword difficulty & SERP analysis.
- 4 Ubersuggest Pro (\$29/month)** – Affordable alternative for keyword insights.
- 5 KWFinder (\$49/month)** – Best for finding low-competition long-tail keywords.
- 6 SpyFu (\$39/month)** – Competitor keyword tracking & PPC insights.
- 7 Serpstat (\$69/month)** – All-in-one SEO tool for keyword research.

# 3. ON-PAGE OPTIMIZATION STRATEGY

## ► A. Meta Title & Description Optimization

### ► Example for the Homepage:

- Title: Buy Fresh & Pure Dairy Products | Mother Dairy India
- Meta Description: Shop high-quality milk, ghee, paneer, butter & more from Mother Dairy. 100% fresh, pure & trusted by millions.

## ► B. URL Optimization

### Best practices:

- Use **short, keyword-rich URLs** (e.g., [motherdairy.com/fresh-paneer-online](http://motherdairy.com/fresh-paneer-online))
- Avoid unnecessary parameters (?id=1234)

# → CONTENT IDEAS & MARKETING STRATEGIES FOR MOTHER DAIRY

## ► 1. Content Ideas

### ► Educational Blogs & Articles:

- “*Health Benefits of A2 Milk vs Regular Milk*

### ► Video Content & Reels:

- Behind-the-scenes of Mother Dairy's milk processing

### ► Seasonal & Festive Campaigns:

- Diwali: “*Best Dairy-Based Sweets for Festive Celebrations*”

### ► Infographics & Listicles:

- “*Top 5 Dairy Products for Bone Health*”

# **2. Marketing Strategies**

## **A. Social Media Campaigns:**

- \* Engage audiences on Instagram & Facebook with interactive polls & quizzes**

## **B. Influencer Collaborations:**

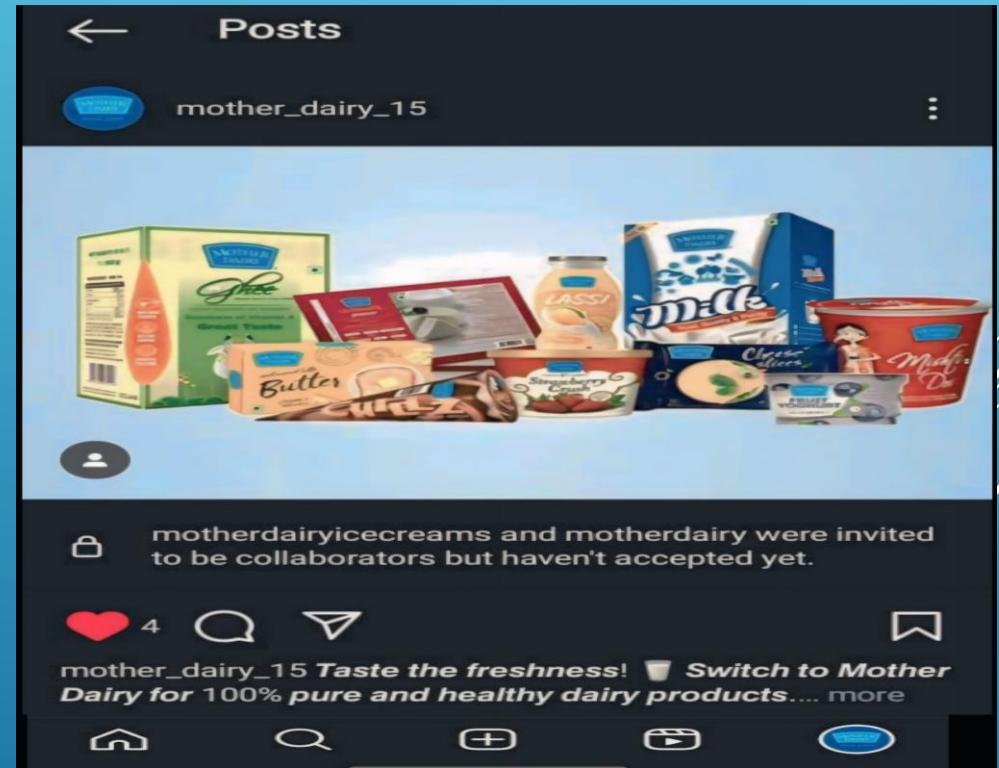
- Partner with nutritionists, fitness influencers, and food bloggers to promote products**

## **C. Email Marketing:**

- Send weekly newsletters with recipe ideas, health tips, and exclusive discounts**
- Personalize emails based on customer preferences (e.g., lactose-free options)**



# POST CREATION



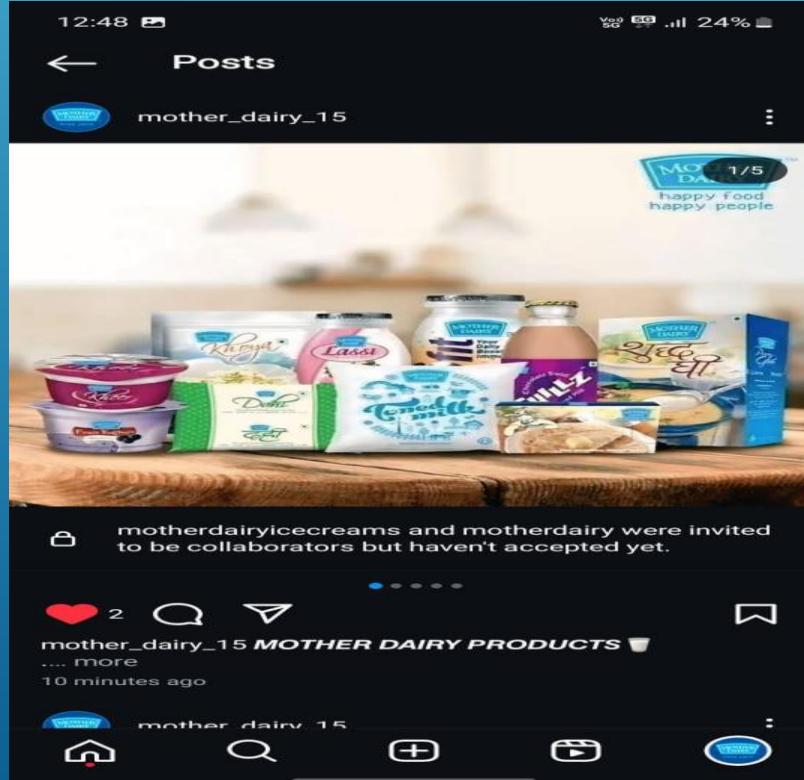
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# POST CREATION

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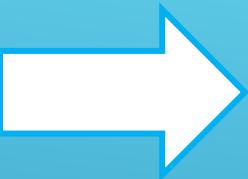


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# Designs/Video Editing





# Social Media Ad Campaigns



K.P.DURGA GANESH

# **SOCIAL MEDIA AD CAMPAIGNS**

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Here are three targeted ad campaigns focused on brand awareness, driving website traffic, and generating leads.

## **1. Brand Awareness – “The Purity You Can Trust”**

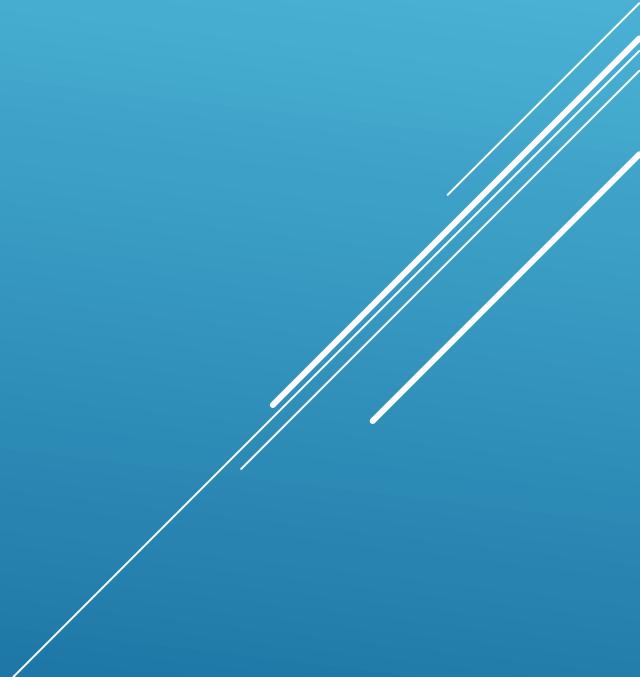
**Goal:** Increase brand awareness & trust.

## **2. Driving Website Traffic – “Explore Our Dairy Delights”**

**Goal:** Increase website visits & product exploration.

## **3. Lead Generation – “Join the Dairy Lovers Club”**

**Goal:** Capture leads for promotions & newsletters.





# EMAIL AD CAMPAIGNS

1:22 1 device 9:39 AM 14% ←

Fwd: "Why Millions Trust Mother Dairy for Freshness & Quality!" [Inbox]

Mother dairy 1:21 pm to me

Forwarded message  
From: Mother dairy <motherdairy015@gmail.com>  
Date: Mon, 10 Mar 2025, 1:17 pm  
Subject: Fwd: "Why Millions Trust Mother Dairy for Freshness & Quality!"  
To: rocky suri <rocklysuri@gmail.com>

----- Forwarded message -----  
From: Mother dairy <motherdairy015@gmail.com>  
Date: Mon, 10 Mar 2025, 1:15 pm  
Subject: "Why Millions Trust Mother Dairy for Freshness & Quality!"  
To: rocky suri <rocklysuri@gmail.com>



Pure, Fresh & Nutritious – The Mother Dairy Promise!  
Body:  
Highlight the brand's history, commitment to quality, and trust factor.  
Showcase certifications (FSSAI-approved, organic variants, etc.).  
Include a short video clip of the dairy process & farm-fresh quality assurance.

Reply

1:24 1 device 9:39 AM 14% ←

"Why Millions Trust Mother Dairy for Freshness & Quality!" [Inbox]

Mother dairy 1:16 pm to me



Pure, Fresh & Nutritious – The Mother Dairy Promise!  
Body:  
Highlight the brand's history, commitment to quality, and trust factor.  
Showcase certifications (FSSAI-approved, organic variants, etc.).  
Include a short video clip of the dairy process & farm-fresh quality assurance.

Mother dairy 1:18 pm  
----- Forwarded message -----  
From: Mother dairy <motherdairy015@gmail.com>

Reply

✉ 99+ ↗



# EMAIL MARKETING FOR MOTHER DAIRY

- ▶ Email marketing is a powerful digital strategy that helps engage customers, increase brand awareness, and boost sales through direct communication
- ▶ **Benefits of Email Marketing for Mother Dairy**
- ▶ Cost-Effective – Low investment, high ROI.  
Direct Communication – Personalized engagement with customers.  
Boosts Brand Awareness – Keeps Mother Dairy top-of-mind.  
Increases Sales & Conversions – Promotes products & offers.  
Drives Website Traffic – Encourages visits to online store & blog.  
Customer Retention – Automated follow-ups & loyalty programs.  
Easy Performance Tracking – Monitor open rates, clicks, & conversions.

THANK YOU

Thank you

