

➡ 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:

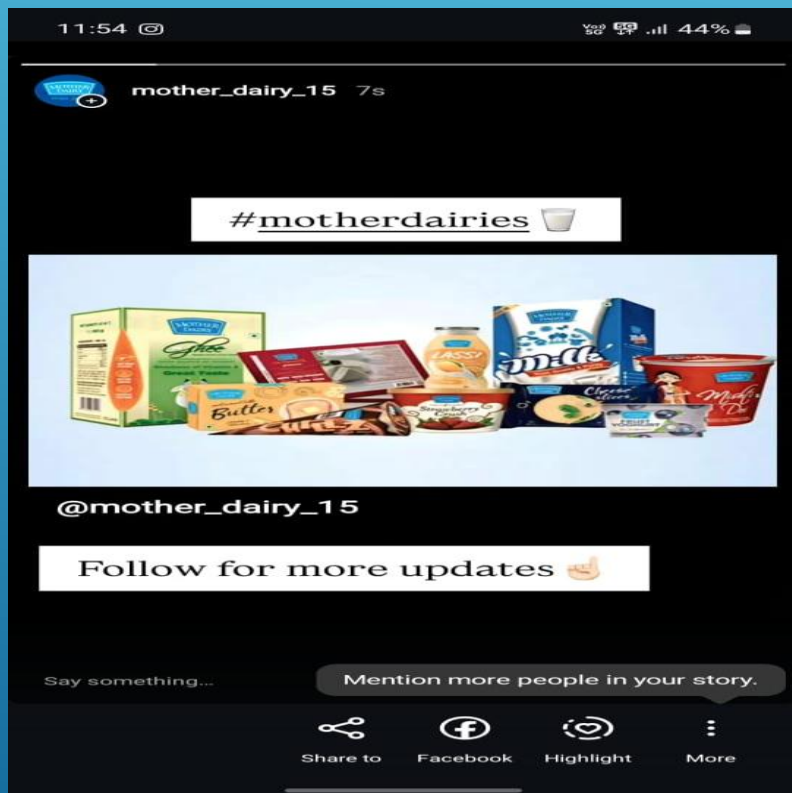
- Partner with **nutritionists, fitness influencers, and food bloggers** to promote products

C. Email Marketing:

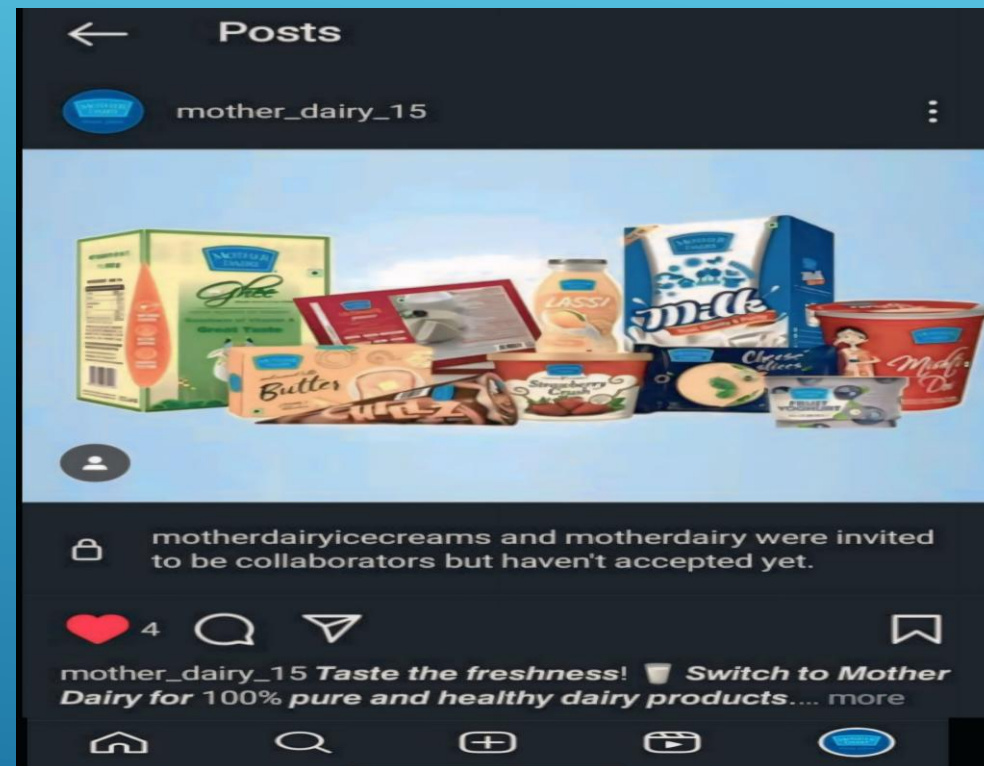
- Send **weekly newsletters** with **recipe ideas, health tips, and exclusive discounts**
- Personalize emails based on **customer preferences (e.g., lactose-free options)**



POST CREATION



https://www.instagram.com/stories/mother_dairy_15/3585021144893553459?igsh=YncwMWMxM2dtdzF5

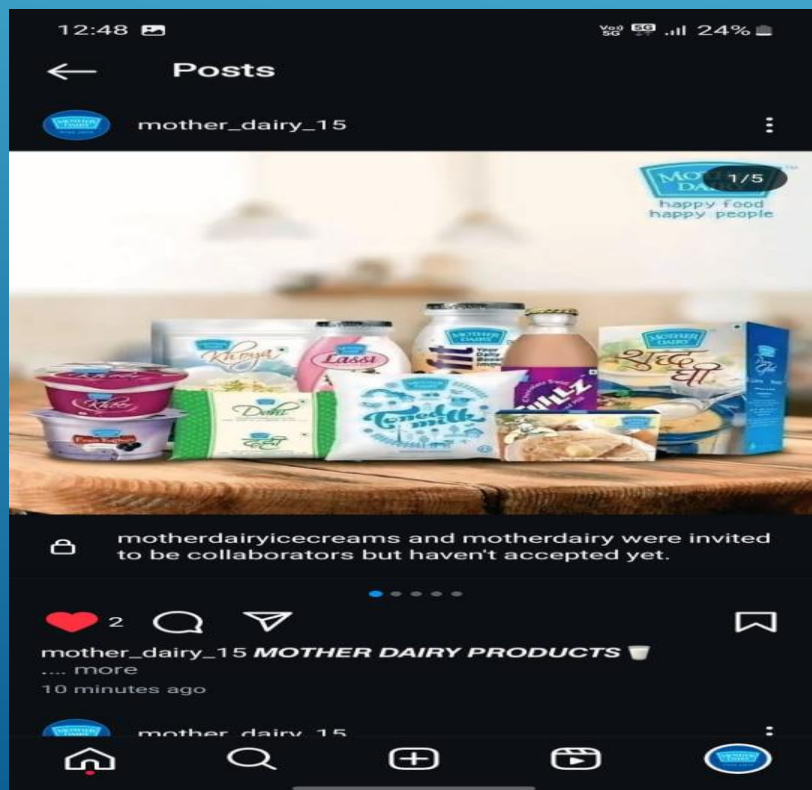


<https://www.instagram.com/p/DHAjHl6pfcJ/?igsh=bHVhYThjNXI1aGJu>



POST CREATION

<https://www.instagram.com/p/DHAodnjptEJ/?igsh=MTZyeWlzMWk0eXJydg==>



<https://www.instagram.com/reel/DHAp1KfJe70/?igsh=MW5ubmVjamcwZ3Q4NA==>



Designs/Video Editing



happy food
happy people