

Comprehensive Digital Marketing Project Work



 **Himalaya**
HERBALS

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

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

Mission/Values: bring wellness and joy to every home via herbal solution based on science

established 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 world wide with an in depth and long term approach maintaining at each step the highest ethical standards

respect collaborate with and utilise the talent of each member of the Himalaya family and the local communities to drive our seat to self policy and to rigorously adopt eco friendly practice to support the environment we inhabit

USP: Himalaya international Ltd overview

sector

tagline and slogan

USP

food and beverages

we what we eat

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Persona

- **Analyze Brand Messaging:** purpose ayurvedic is a traditional and natural and honestytic medical system that was transparent or organically through lineage of shapes. it was thought of as the study of life. it offer information on eradicating the fats that lead to the spend of disease as well as how to prevent infections all together. The charaka samhita, sushruta samhita are the three oldest text on ayurvedic. they decide the effects of 5 elements at water air fire and space on person system and emphasize the significance of maintaining these elements balance so that peoples can live healthy and happy life. numerical business provide ayurvedic goals. one of the ayurvedic business the Himalayas companies was established 1930 by Mr.M.MM.Mrunal two model eyes the ancient Indian science of ayurvedic and introduced it to the public. the richer concentrate on presenting the Himalayas companies advent advantages disadvantages opportunities and challenges the various wellness product the company products the marketing textiles employed and the company marketing mix methodology the article discuss the numerations wellness products made by Himalaya company swoc study of the company its marketing techniques and it horror marketing mix value the study investigated if the company is strong enough in terms of quality by analysing the strength flaws opportunities and challenges.
- **Examine the brand's tagline:** the Himalaya drugs company India's leading wellness company today launch its first brand campaign "khush Rao,Khushaal Raho ' bringing to life it's vision of wellness in every home happiness in every heart". having Enid the equity and truth of millions of consumer for the last knight decades

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

Competitor 1: Patanjali ayurvedic: Patanjali ayurvedic produces and sells Herbert mineral products.....the company offers products such as natural good

Competitor 2: Himalaya wellness company: Himalaya wellness company is a personal care and pharmaceutical company

Competitor 3: Auric: Auric is a beauty and wellness brand based on ayurvedic.....
Dabur

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

Buyer personas keep you focus on addressing customer priorities instead of your own.

think about your buyer personas everytime you have a decision about your social marketing strategy or overall marketing strategy.

Does your campaign address the need and goals of at least one of your buyer personas?

Organic post and social ads they speak directly to the target customer you have defined. Social marketing in particular offers incredible targeted social targeting options that can get your ad in front of exactly the right people.

Build your social strategy based on helping your persona meet their goals and you will build a bond with the real customer they represent. It's all about creating brand loyalty and trust to ultimately streamline your sales process.

Audience reach. Compile audience data from your social media analysis especially Facebook, Instagram, LinkedIn, and inside your customer database and Google Analytics to narrow in on

Part 2: SEO & 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.
- **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.

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

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

| Months | production | Himalaya herbals | Ayurvedic herbal | Increasing % growth |
|--------|--|---------------------------|--------------------|---------------------|
| April | health care, skin products etcetc..... | Natural products | Ayurvedic medicine | 88,5 |
| May | body lotion, hair oil etc.... | Natural products | Ayurvedic medicine | 88.7 |
| June | face wash natural skin care etcetc... | Natural products | Ayurvedic medicine | 88.9 |
| July | baby products,pain relief herbs | Natural products & herbal | Ayurvedic medicine | 95.4 |

Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

marketing strategy of Himalayas Himalaya has the of healthcare products which are segmented a based on the customer groups and uses such as personal care products of customer of all ages nutritions and wellness products which are healthy supplement is for a significance of minerals and vitamins primary for children and oldest consumers mother and baby care products.

since the brand have presence in different products categories their four usage different targetting strategies so that all through the products categories are different by the brand the offering well different based on the geographic reason the product to catering to.

Himalaya has position itself as an herbal based giving health and wellness of the customer prime importance while doing business and formatting products best to changing Times. they herbal wellness company and maker has more than 300 products across categories such as space passes toothpaste shampoo painkillers pain relief bombs body lotion soaps lip balms ayurvedic drugs and human and animal as well as nutritions products. in some of the product categories it gained first number advertising like products such as lip balm face was eccepor with herbal benefits

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 Himalaya herbals begins in the forest of ven a man was watching local villages feeding routes to an exist herbals of elephants to clam him down. the native herb the locals were feeding elephants is called Rauwolfia serpentine. this experience lead to develop of the world's first national blood pressure reducing mercurisation in 1934 named Serpina

Format 2 : animal health

 baby care

 Himalaya for moms

 home care

parasnal

nutritions

wellness

ayurvedic clear skin soap

gokshura

auduchi

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Instagram Story

Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on



1,679
Posts

115K
Followers

187
Following

t
for

Himalaya Face Care
Health/beauty

igs

*Himalaya is a global health and personal care organization.
We develop safe herbal products that bring Happiness through*

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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



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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

organic social posting : schedule or installed public post across Facebook Instagram and Twitter learn more

Facebook ads: find new friends connect with exciting once or restart your website visitors learn more

Instagram ads: promote your brand in a visual way to find your fans and restarted site visitors learn more

re purpose your content create a new content or reuse elements that work in your our campaigns
research more people: craft
now what's working: with al
works



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

For every campaign clearly define:

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

the Himalayas story

marketing plan for the company

the marketing mix 4 PS

digital marketing as a part of its strategy

social media marketing

TV commercials

lucky campaigns

the marketing products any problem to return the products call to the company
number its easy to buying and selling the products in the digital marketing

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

Email Ad Campaigns

Ad Campaigns for email marketing:

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

1 Target the right customers. with any lead generation campaigns you first need to determine who your customer are so you can tell her your marketing effects to their needs when you talk about generation leads with email marketing it important to define words a lead is for your business is a lead someone who fills out of your form on your websites someone who download your book or maybe someone who attends a company response with legnition like scam can and advised in email filtering these topics will most likely get you ISI blocked and prohibited you from sending email at all
Pro tip : target your ideal customer and get them to opposite into your mail list by creating valuable content

create a variable obtained in offer: to encourage prosperate to share their contact information with you in the first place unit of a something valuable in returns consider what your potential customer are looking from when they first land on your site

types of email obtained inside include
ebook

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



Email Ad Campaign 2 - Lead Generation

(insert emailer image)



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

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.
marketing herbal products: maybe you have unique brand of herbals that it is not available anywhere else developed guide to help consumer use your product safely and effectively brand or product stand out from the competition and does not forget to look for the USB verified mark this mark is your that this appliment is selling are the highest quality and made the ignorance standard the states pharmacopeia (USP)
use digital flat formed to your advertise: ETV commercial for example only recharge the people watching their particular channel at the time of the arriving still you can use digital marketing to reach a weaponer auditions audience no matter where they are
digital marketing strategies are regularity cheaper complain to other media strategies
with digital marketing you can easily measure the success or failure of your company's this is because digital marketing platform give you access that and inscited and you can you see
with digital marketing you can easily track consumer engagement and respond accordingly
use social media to advertise and market your herbal products: social media is a powerful tool for marketing your herbal products you can use platform like Twitter and Facebook to connect with your target auditions audience and share information about your products but it is not just about blessing your followers with information about your product you need to create engaging content with the capture the attention and make them want to learn more and don't forget to

conclusion: as you can see marketing herbal product successfully or not easily takes a lot of time and effort to build a successful brand but do not worry if you follow these tips you will be on your way to success remember you did not read to be a big brand to be successful in the herbal products marketing market. Use original products, helpful content and create a marketing plan that works for you and your business. With these tips you can start your journey to becoming successful.