

Comprehensive Digital Marketing For Mother dairy



Government College for womens(A), Srikakulam

- ▶ University:
- ▶ Dr B R Ambedkar
- ▶ Team Details:
- ▶ SAGARAPU SUMALATHA(Team Lead)
- ▶ KAVITHA RUNJALA(Team Member)
SANDURU KUSUMA(Team Member)
ANITHA JAYUKI(Team Member)
SAVARA BARATI(Team Member)

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

► Research Brand:

Mission/Values:

USP:

Analyze Brand Tone and Identity:

Set 4 SMART goals and KPIs for the same:

Brand study(Mission/values& USP)

- ▶ **Mission & Values:**
- ▶ **Mission:** Mother Dairy is committed to providing nutritious and high-quality dairy products while empowering farmers and ensuring sustainable Practices.
- ▶ **Values:**
- ▶ **Quality:** Committed to maintaining high standards in product quality and safety
- ▶ **Nutrition:** Dedicated to offering nutritious dairy products to promote health and well-being.
- ▶ **Sustainability:** Strives to operate in an environmentally responsible manner and support local communities.
- ▶ **Trust:** Builds trust among consumers through transparency and reliability in its products and practices.
- ▶ **Partnership:** Fosters strong relationships with dairy farmers and suppliers based on mutual respect and fair treatment.

Unique Selling Proposition (USP):

- ▶ **Freshness and Purity:** Mother Dairy emphasizes the freshness and purity of its dairy products, ensuring they are sourced from local farmers and processed under stringent quality standards.
- ▶ **Variety and Innovation:** Offers a wide range of dairy products catering to diverse consumer preferences, continually innovating to introduce new products and flavors.
- ▶ **Trusted Brand:** With a long-standing presence in the market and a reputation for quality and reliability, Mother Dairy is a trusted brand among consumers.
- ▶ **Social Responsibility:** Demonstrates a commitment to social responsibility by supporting dairy farmers, promoting sustainable practices, and contributing to community development initiatives.

Brand study (Brand Tone & KPI)

- ▶ Brand Tone:
- ▶ **Nurturing:** Mother Dairy's tone reflects care and nurturance, mirroring the brand.
- ▶ **Reliable:** The tone exudes reliability, emphasizing the brand's consistent
- ▶ **Accessible:** Mother Dairy maintains an approachable tone, ensuring its products
- ▶ **Authentic:** The brand communicates with authenticity, emphasizing its roots
- ▶ Key Performance Indicators (KPIs):
- ▶ **Market Penetration:** Measure the brand's reach and presence in the market, including distribution channels.
- ▶ **Customer Satisfaction:** Assess customer feedback through surveys, reviews, social media engagement
- ▶ **Brand Awareness:** Track metrics such as brand recall, recognition, and association
- ▶ **Product Innovation:** Monitor the introduction of new products or variations to meet evolving consumer
- ▶ **Social Impact:** Measure the brand's contribution to society through initiatives promoting sustainability, community welfare, and ethical

Buyer/Audience Persona

- ▶ **Name:** Priya Sharma
- ▶ **Demographics:**
- ▶ Age: 35
Gender: Female
- ▶ Occupation: Full-time working professional
Marital Status: Married
Family Status: Has two children (ages 7 and 10)
Location: Urban or suburban area
- ▶ **Psychographics:**
- ▶ Lifestyle: Leads a busy lifestyle balancing work and family responsibilities
Health Conscious: Prioritizes health and nutrition for herself and her family
Convenience Seeker: Values convenience in food options due to her hectic schedule
Environmentally Conscious: Concerned about sustainability and environmentally friendly practices
Budget-conscious: Seeks value for money without compromising on quality

► **Behaviors**

- Shops regularly at supermarkets or grocery stores for household essentials
- Prefers products that are trusted and recommended by others
- Actively seeks out information on nutrition and healthy eating habits
- Likely to engage with brands on social media platforms for product information and promotions
- Willing to try new products if they align with her values and meet her family's needs

► **Goals and Pain Points:**

- Goal:** Ensure her family's health and well-being by providing nutritious meals and snacks
- Pain Point:** Lack of time to prepare homemade meals from scratch
- Pain Point:** Concerns about the quality and safety of food products available in the market
- Pain Point:** Difficulty in finding dairy products that are both healthy and affordable

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

- ▶ **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication and conduct SWOT Analysis
- ▶ Competitor 1:
- ▶ Competitor 2:
- ▶ Competitor 3:

- ▶ **Competitor 1: Amul**
- ▶ **USP:** Amul's unique selling proposition (USP) lies in its cooperative structure, which empowers millions of farmers across India. This model ensures fair returns to farmers and allows Amul to offer high-quality dairy products at competitive prices. Additionally, Amul's extensive
- ▶ **Online Communication :** Amul's online communication strategy revolves around engaging content that celebrates its rich heritage, promotes its products, and connects with consumers on social media platforms. They leverage platforms like Facebook, Twitter, Instagram, and YouTube.

SWOT:

- ▶ **Strengths:**
- ▶ **Cooperative Model:** Amul's cooperative structure involves millions of dairy farmers, giving them fair returns for their milk and ensuring a steady supply of high-quality raw materials.
- ▶ **Brand Recognition:** Amul is one of the most recognized and trusted dairy brands in India, known for its quality products and iconic advertising campaigns featuring the Amul girl
- ▶ **Weakness:**
- ▶ **Limited Global Presence:** Although Amul is a dominant force in India, its presence in international markets is relatively limited compared to some multinational dairy companies.
- ▶ **Dependency on Dairy:** Amul's business is heavily reliant on dairy products, which makes it vulnerable to fluctuations in milk prices, supply chain disruptions, and changes in consumer preferences towards alternative products such as plant-based milk substitutes.

Opportunities:

Diversification: Amul can explore diversification into related sectors such as packaged foods, beverages, or health supplements.

International Expansion: Expanding its presence in international markets offers significant growth potential for amul

Health and Wellness Trends: With increasing consumer awareness about health and wellness, Amul can capitalize on the demand for functional dairy products, fortified with vitamins, probiotics, or other nutrients.

Threads :

Competition: Intense competition from both domestic and international dairy brands can threaten Amul's market share and profitability.

Changing Consumer Preferences: Shifting consumer preferences towards healthier, plant-based alternatives or away from traditional dairy products.

Supply Chain Disruptions: Any disruptions in the milk supply chain, such as natural disasters, labor strikes, or regulatory changes, could adversely affect Amul's production capabilities and lead to shortages or increased

Rising Input Costs: Fluctuations in the prices of raw materials like milk, packaging materials, and energy can impact Amul's profitability, especially if it cannot pass on these increased costs to consumers due to competitive pressures.

- ▶ **Competitor 2:Nestle**
- ▶ **USP:**Nestle's unique selling proposition (USP) often centers around its commitment to quality, innovation, and its wide range of trusted brands. They emphasize nutritional value, taste, and convenience across their products,
- ▶ **Online Communication:**Nestle's online communication strategy likely involves engaging consumers through various digital channels such as social media, email marketing, and their website. They may leverage social media platforms like Facebook, Instagram, Twitter, and LinkedIn to interact with customers.

▶ **SWOT:**

- ▶ **Strengths:**
 - ▶ Global Presence: Nestle operates in over 180 countries, allowing it to reach diverse markets and adapt to local preferences.
 - ▶ Diverse Portfolio: With a wide range of products spanning food and beverage categories, Nestle has built a portfolio of trusted brands like Nescafe, KitKat, Maggi, and Purina, providing stability and resilience.
- ▶ **Weakness:**Overreliance on Developed Markets: Nestle's heavy reliance on developed markets for a significant portion of its revenue leaves it vulnerable to economic downturns
 - ▶ Brand Perception Challenges: Despite its strong brand equity, Nestle has faced occasional challenges related to brand perception, particularly regarding issues like product recalls or controversies over marketing practices.

Opportunities:

- Expansion into Emerging Markets: Nestle can further expand its presence in emerging markets, where rising incomes and changing consumer preferences present growth opportunities for its products.
- Health and Wellness Trends: With increasing consumer focus on health and wellness, Nestle can innovate and introduce more nutritious and functional food and beverage options to cater to this growing demand.
- Commerce Growth: The continued growth of e-commerce presents opportunities for Nestle to enhance its online presence, reach new customers, and improve distribution channels through e-commerce
- Sustainability and Environmental Responsibility: Nestle can strengthen its commitment to sustainability by investing in environmentally friendly practices, such as sustainable sourcing, packaging innovation, and reducing carbon footprint, to align with consumer values and regulatory trends.

Threads:

- Intense Competition: Nestle operates in a highly competitive industry with numerous global and local competitors, which could impact market share and pricing power.
- Regulatory Changes: Changes in regulations related to food safety, labeling, advertising, or taxation could increase compliance costs or restrict Nestle's ability to market certain products.
- Commodity Price Volatility: Fluctuations in prices of key commodities such as coffee, cocoa, dairy, and grains could impact Nestle's input costs and profit margins.

Competitor 3 : Britannia

USP: Britannia's unique selling proposition (USP) could be its wide range of high-quality, innovative, and diverse food products catering to various tastes and preferences. Additionally, its commitment to using natural ingredients and sustainable practices might also be highlighted as a key selling point.

Online Communication: For Britannia's online communication strategy, focusing on engaging content, interactive social media campaigns, and personalized customer interactions could be effective. Utilizing platforms like Instagram, Facebook, and Twitter to showcase product innovations, share recipes, and run contests can boost brand awareness and foster a sense of community among followers.

SWOT:

Strengths: Diverse Product Portfolio: Britannia offers a wide range of products, including biscuits, bread, cakes, and dairy items, catering to various consumer preferences and needs.

Brand Legacy: With over a century of presence in the market, Britannia enjoys a strong brand reputation and consumer trust, which contributes to its market leadership.

Quality Assurance: The brand is known for its commitment to quality and uses natural ingredients in its products, ensuring consistent taste and superior quality.

Weakness: One potential weakness for Britannia could be its susceptibility to fluctuations in raw material prices, such as wheat, sugar, and dairy products. Since these ingredients are essential for its product line, any significant price changes could impact the company's profitability. Additionally, intense competition in the food and beverage industry could pose a challenge for Britannia, requiring continuous innovation and strategic marketing efforts.

- ▶ **Opportunities :**
- ▶ Britannia has a wealth of opportunities across various sectors. Its rich history, diverse culture, and strong economy provide a solid foundation for growth. Industries like technology, finance, renewable energy, and healthcare offer promising prospects. Additionally, tourism, education, and creative industries can also thrive, leveraging Britannia's unique heritage and innovation. With strategic investments and innovative policies, Britannia can further capitalize on these opportunities and continue to prosper on the global Stage.
- ▶ **Threads:**
- ▶ Several threads weave through Britannia's societal fabric, influencing its trajectory. Economic diversification, sustainability, technological advancement, social equity, and geopolitical stability are among the most prominent. Addressing these threads requires collaborative efforts from government, businesses, and civil society. Embracing innovation while preserving cultural heritage, fostering inclusive growth, and mitigating environmental challenges are key priorities to navigate these threads effectively. By weaving these strands together strategically, Britannia can chart a course towards a prosperous and resilient future.

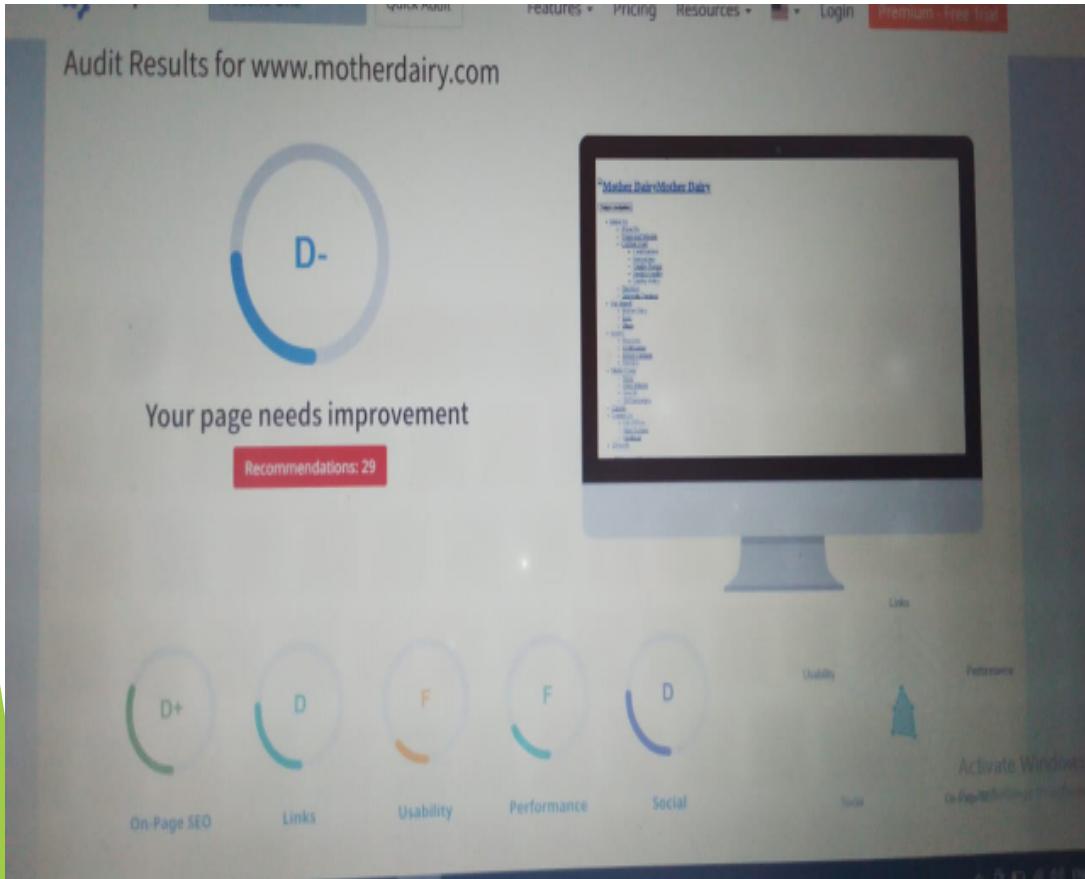


SEO

&

Keyword Research

SEO AUDIT



- ▶ SEO audit of Mother dairy's website would follow a similar process as outlined earlier, tailored specifically to their online presence.

SEO AUDIT

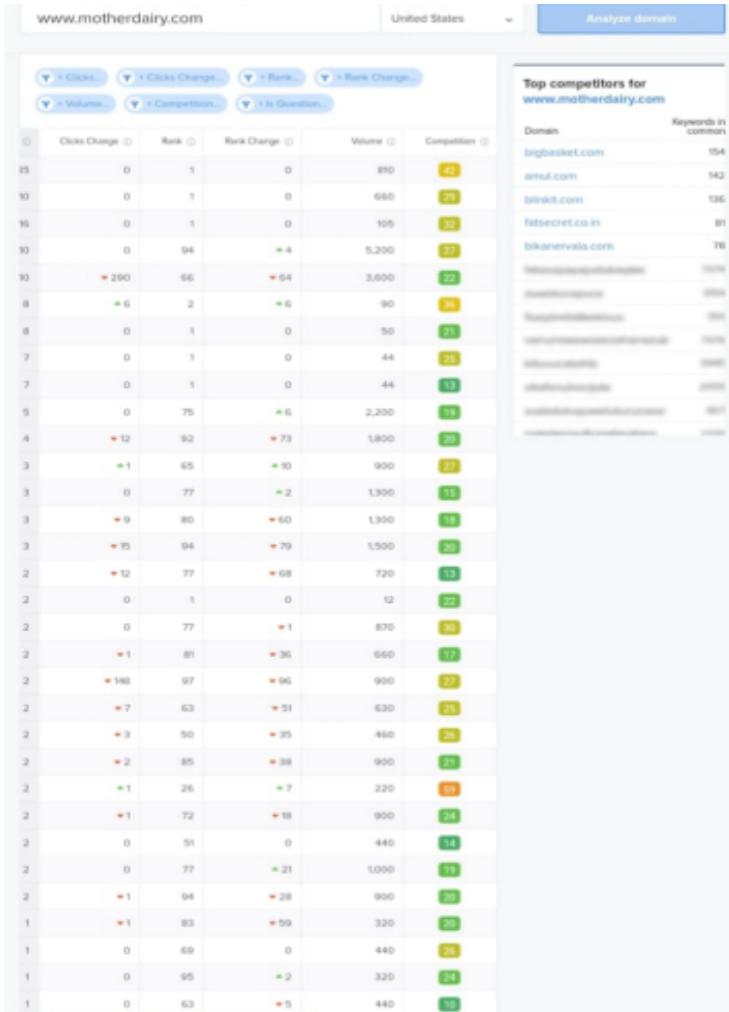
IPO	Dodla Dairy	KIMS	
Recommendation	Subscribe	Neutral	
GMP (Approx)	₹80/19%	₹65/8%	
Price Band (Per Share)	₹421-428	₹815-825	
Lot Size (Numbers of shares)	35	18	
Bid Amount	₹14,980	₹14,850	
Issue Size (Cr.)	₹520	₹2,144	
Issue Open Date	16' Jun	16' Jun	
Issue Close Date	18' Jun	18' Jun	
Share Credit Date	25' Jun	25' Jun	
Listing Date	28' Jun	28' Jun	
Financials			
Revenue CAGR (Last 3 Years)	16.0%	20.4%	
PAT CAGR (Last 3 Years)	-6.3%	161.5%	
EPS (FY21)	₹27.9	₹26.9	
EPS (FY20)	₹9.0	₹16.0	
P/E (FY21)	15.4	30.7	
Book Value	₹98.7	₹115.4	
P/B	4.33	7.15	
ROE (FY21)	21.2%	23.3%	
Net Debt (₹ Cr.)	-	270.46	
Net Debt/Equity	-	0.25x	
Dodla Dairy			
(₹ in Cr.)	FY20	FY19	FY18
Revenue	2,139.4	1,691.7	1,590.5
PAT	49.9	62.8	56.9
KIMS			
(₹ in Cr.)	FY21	FY20	FY19
Revenue	1,329.9	1,122.6	918.0
PAT	205.5	115.1	-48.8

Ants & Bees Investments

Here are some points of how the website can improve its SEO.

- ▶ Optimize title tags and meta description.
- ▶ Improve website speed.
- ▶ Local SEO optimization.
- ▶ Utilize Schema markup.
- ▶ Optimize images.

Keyword Research



Primary keywords:

- 1.Dairy products
- 2.Milk
3. Butter
- 4.Paneer
- 5.Ice cream
- 6.Yogurt
- 7.Cheese
- 8.Ghee
- 9.Curd
- 10.Dairy farming

These terms represents the core products and activities associated with mother dairy and are likely to be the most searched by users interested in their offerings.

ON-Page Optimization

- ▶ **Focus keywords:** Mother Dairy, Mother Dairy India, Trusted dairy brand, Quality dairy products.
- ▶ **Meta title:** Mother Dairy: Quality dairy product/Milk, paneer, Yogurt & more.
- ▶ **Meta Description:** "Discover the goodness of Mother Dairy's quality dairy products. From fresh milk to creamy paneer and delicious yogurt, we bring you wholesome goodness for your family's health."

ON-Page Optimization

(Content Optimization)

Introduction: On-Page optimization, also known as content Optimization, is a fundamental aspects of SEO that focuss on optimizing individual web pages to improve their visibility and relevance in search engine results.

Section 1:In this section, we'll provide an overview of on-page optimization, it's importance, and it's key objectives.

Section 2:In this section, we'll explore the key elements of on-page optimization and how they contribute to improve e website's search engine rankings and user experience.

Section 3:In this section, we'll discuss strategies for effectively optimizing on-page content to improve search rankings and user experience.

Content Idea Generation and Strategy of Mother Dairy:

Content Idea Generation and Strategy Mother Dairy, consider highlights: 1. Nutritional values, 2. Formsto table journey, 4. Sustainability efforts, 5. Racipes and meals ideas, 6. community engagement.

In terms of strategy, focus on leveraging Social media platform for engaging content, collaborate with influencers to reach wider audiences, and invest in customer feedback Mechanisms to tailor content to their preferences. Additionally, primitize consistency messaging and branding across all channels to build brand recognition and trust.

Mother Dairy strategy,Aim and Idea behind the story:

Mother Dairy Indian company known for its dairy products.Their strategy likely revolves around delivering high quality dairy products while maintaining affordability and accessibility for consumers across India.

The primary aim of Mother Dairy is to Provide quality dairy product while supporting farmers and Promoting rural development.They focus on ensuring the availability of safe and nutritious products while also contributing to the welfare of dairy farmers and their communities. Additionally, Mother Dairy aims to maintain sustainability and environment responsibility and throughout its operations.

Some potential ideas for Mother Dairy could include:

- 1 Introducing dairy products tailored to changing consumer preferences, such as lactose-free options, probiotic items, or plant-based alternatives.
 2. Implementing sustainable practices throughout the supply chain, including ecofriendly packaging and energy-efficient production methods
 3. Expanding into new market both domestically and internationally to reach more consumers and support more farmers.
 4. Investing in research and development to continuously improve product quality, nutritional value, and shelf-life.
 5. Collaborating with local communities to provide education and training programs for dairy farmers, empowering them with modern farming techniques and sustainable practices.
- . The underlying idea may be centered on providing nutritious and safe dairy products to consumers, supporting local dairy farmers, and contributing to the growth of the dairy industry in India.

Content Calendar For Mother Dairy

content calendar for april month						
Content calendar		WEDNESDAY	THURSDAY	APRIL 2024		
	April 1st: tools day share a fun prank on sugar cosmetics	April 2nd: highlights sugar cosmetics on sugar cosmetics	April 3rd: create a green themed make-up look	April 4th: share cruelty free and vegan products from sugar cosmetics	April 5th: self share make up looks that boost confidence	April 6th: offer tips for maintaining skin during the summer
April 7th: share a make-up look inspired by the popular cocktail.	April 8th: share a sibling challenge or collaboration	April 9th: share perfecting make-up application	April 10th: offer tips on managing make-up routines efficiently	April 11th: share stories of sugar employees	April 12th: make-up look for the occasion	April 13th: share an makeup look reel on inst.
April 14th: offer tips for transitioning	April 15th: promote sugars eco-friendly initiatives and packaging	April 16th: share a make-up look for working women's	April 17th: highlights sugar products and campaign that	April 18th: reel on concealing with dry skin	April 19th: reel on your favorite product, why love it?	April 20th: open ended questions on sugar products
April 21st: reel on something new products	April 22: tips story on sensitive skin	April 23: create a color full makeup look inspired by jellybeans	April 24: reel on night care routine	April 25: influencer collab post	April 26: customer review on sugar products	April 27: ebook maller
April 28: rash wash post	April 29: reel on which cream for your dry skin	April 30: reel on face wash				

Part 4: Content Creation and Curation

Post Creation:

Select Content Categories: Come up with three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry audience interests within each category. Brainstorm ideas for social media posts that align with each category. Write complete content/caption along with the CTAs.

Format 1

Format 2

Format 3

Format 1 - Static Post on Liquid Milk:

Caption:

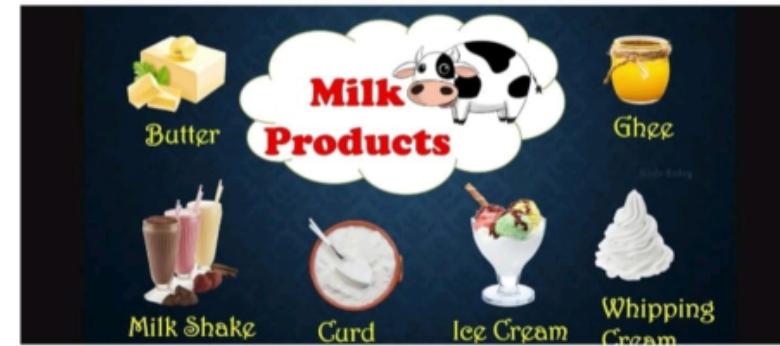
Nurtured by nature perfected by mother dairy
“Every drop a testament to our commitment to freshness”
“Where every sip tells a story of care and quality”
“From the heart of the form of the heart of your home”
“Crafted with love , enjoyed with every pour “



Hastags:

#motherdairy #amul #milk #deliciousfood

<https://www.instagram.com/p/C6BdlgOyjfY/?igsh=MWg2bzE4MTBiM2x5aQ==>



Format 2: Reel post on Icecream:

Caption:

"Scoops of happiness in every bite! 🍦"

"Chill out with a cone of creamy dreams! 🍦"

"Life is short, eat the ice cream first! 🍦"

"Indulge in a sweet escape with every scoop! 🌟"

Hashtag:

#icecream #dessert #food #foodie

<https://www.instagram.com/reel/C6BkPGlyDP5/?igshid=157472912>



Format 3: Carousel Post on Lassi

Caption:

"Cool down with a taste of tradition: lassi bliss."

"Indulge in creamy perfection with every sip of lassi."

"From India with love: lassi, the ultimate thirst-quencher."

"Chill vibes in a glass: lassi for the win."

Hashtag: #lassi #foodie #food #indianfood

<https://www.instagram.com/p/C6DhvRZOGfy/?igsh=MWdocHo3YmJhcWF5cQ==>



Instagram Story

Utilize the Stories feature on Instagram for two 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 Instagram and save these 2 story with an appropriate name for each. Be as creative as possible.

Note:

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

Attach your screenshots (images of the story) and add your account link url. Make sure your account is Public.

Screenshots of story:

https://www.instagram.com/motherdairy_22?igsh=eXY3bHBnamR



Highlights for story:

[https://www.instagram.com/
motherdairy_22?igsh=eXY3bHBnamRsMWtk](https://www.instagram.com/motherdairy_22?igsh=eXY3bHBnamRsMWtk)

