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***project title (comprehensive Digital marketing haldi rams)***

***Name:N.Ganga rani***

***project supervisor:srinivasulu***

***Department: commerce***

***college:B.T. Govt Degree College***

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# Comprehensive Digital Marketing Strategy for Haldiram's

This presentation outlines a comprehensive digital marketing strategy designed to elevate Haldiram's brand presence, engage target audiences, and drive sales growth. We will explore key areas including brand study, SEO, content marketing, and social media advertising.

**A** by Ammu Ganga rani



# Brand Study, Competitor Analysis & Audience Persona

## Brand Study

A thorough examination of Haldiram's brand identity, values, and market positioning. This includes analyzing brand perception, strengths, weaknesses, and opportunities for differentiation.

## Competitor Analysis

Identifying and evaluating key competitors in the Indian snacks and sweets market. This involves analyzing their digital marketing strategies, target audiences, and online presence.

## Audience Persona

Creating detailed profiles of Haldiram's target customers. This includes understanding their demographics, interests, online behavior, and purchasing habits to tailor marketing efforts.

# SEO & Keyword Research

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## SEO Audit

A comprehensive analysis of Haldiram's website to identify areas for improvement in search engine optimization. This includes technical SEO, on-page optimization, and content quality.

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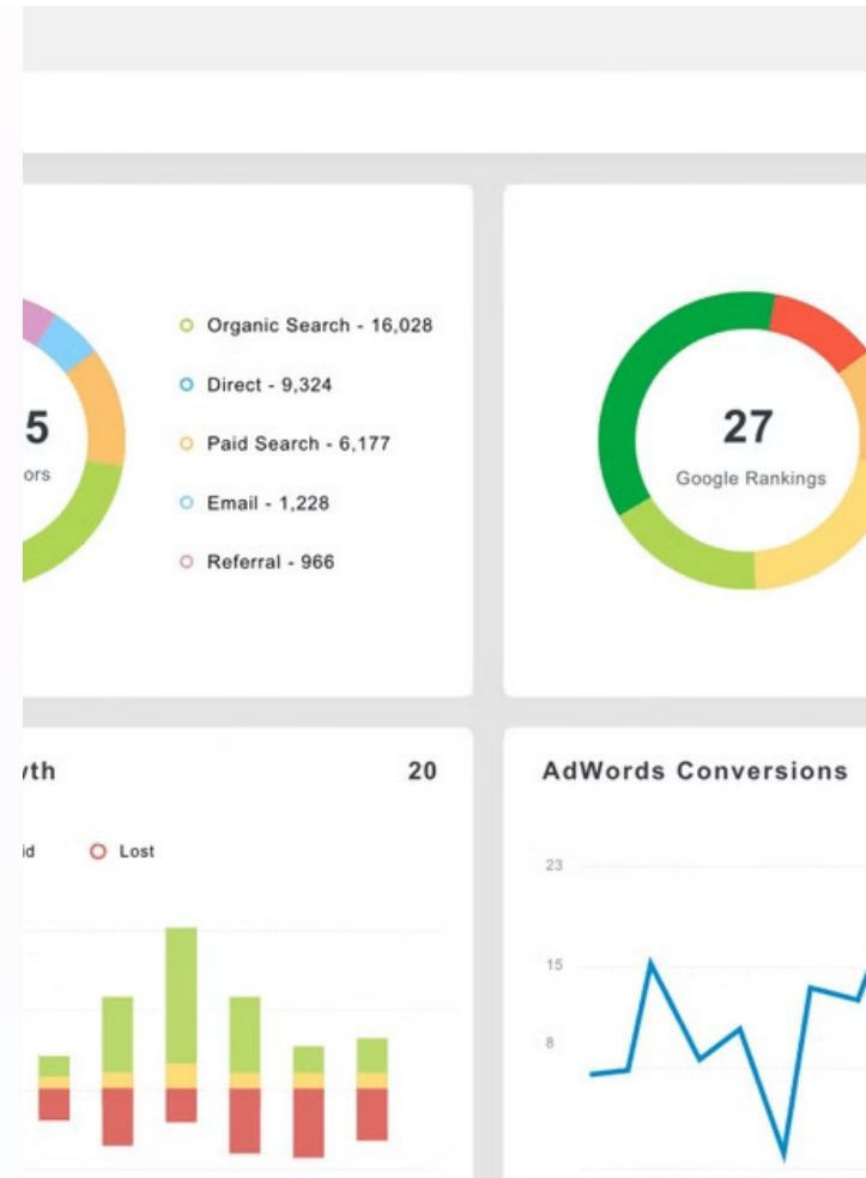
## Keyword Research

Identifying relevant keywords and search terms that Haldiram's target audience uses to find snacks and sweets online. This will inform content creation and SEO strategies.

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## On-Page Optimization

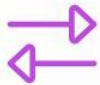
Implementing SEO best practices on Haldiram's website, including optimizing title tags, meta descriptions, header tags, and content for relevant keywords.







# Content Ideas and Marketing Strategies



## Content Ideas

Generating creative content ideas that showcase Haldiram's products, brand story, and culinary expertise. This includes blog posts, recipes, videos, and social media content.



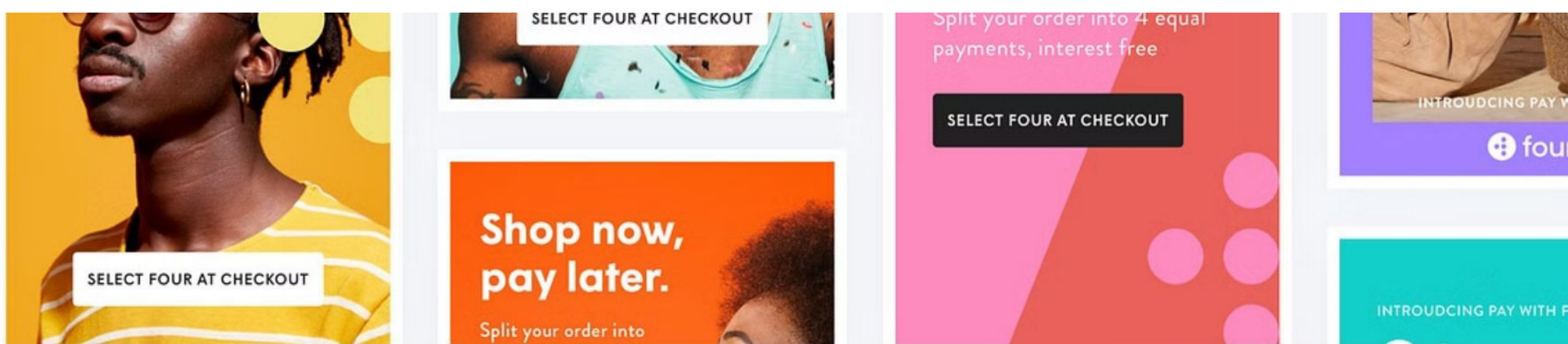
## Marketing Strategies

Developing comprehensive marketing strategies that align with Haldiram's business goals and target audience. This includes content marketing, social media marketing, email marketing, and paid advertising.



## Content Calendar

Creating a detailed content calendar to ensure consistent and timely delivery of high-quality content across various channels.



# Content Creation and Curation

## Post Creations

Creating engaging and visually appealing posts for Haldiram's social media channels, showcasing products, promotions, and brand values.

## Ad Campaigns

Developing and managing targeted ad campaigns on social media platforms to reach specific customer segments and drive sales.

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## Designs/Video Editing

Designing compelling graphics and editing videos to enhance Haldiram's online presence and capture audience attention.

## Email Marketing

Creating effective email marketing campaigns to nurture leads, promote products, and build customer loyalty.





## Conclusion and Next Steps

In conclusion, this comprehensive digital marketing strategy provides a roadmap for Haldiram's to enhance its online presence, engage target audiences, and drive business growth. By focusing on brand study, SEO, content marketing, and social media advertising, Haldiram's can achieve its digital marketing goals and maintain its position as a leading brand.

Thank you for your time and consideration.