

DIGITAL MARKETING INTERNSHIP

Comprehensive digital marketing for Mother Dairy

ADIKAVI NANNAYA UNIVERSITY

SRI VASAVI DEGREE COLLEGE (TADEPALLIGUDEM)

A project Report of mother dairy under this Esteemed Guidance of

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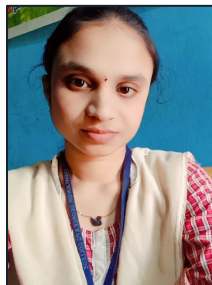
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Brand Study, competitor Analysis & buyer's Audience Persona

Brand Study (Mission/Values& USP)


An USP (unique selling proposition) is a crucial aspect of brand positioning, which helps differentiate a brand from its competitors by offering a unique feature or benefit that sets it apart.

1. A USP should be relevant, compelling, and easy to communicate to the target audience, and it should be reflected in all marketing efforts.
2. This simple message makes their brand stand out provides a memorable brand message.
3. We have a strong and unique brand USP is essential for businesses to differentiate themselves in the market , build compelling reason for customers to choose their products or services over competit

Analyze Brand Messaging

Brand messaging is the process of defining how a company will deliver its value proposition and communicate its business values to its audience. They can use various methods of brand research ,such as surveys, interviews, focus groups, personas and segmentation, to gather and analyze data about their target audience.

1. It involves creating a consistent and unique way of conveying the brand's values to the public , whether through online advertising the forms of communication.
2. Brand messaging is the crucial for shaping people's perceptions of the company creating stronger relationships.
3. In brand messaging have various tools and methods such as surveys, interviews, focus groups, content analysis, competitor analysis, and SWOT analysis. Companies can build a loyal community.

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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 and conduct SWOT analysis.

Competitor 1: Country Delight

Competitor 2: Akshayakalpa

Competitor 3: Heritage




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

Competitor 1: Country Delight

Mother Dairy is a competitor in the dairy industry, and it has a number of competitors, including Country Delight.

Country Delight is one of the top competitors of Mother Dairy.

1. The company was founded in 2015 and is based in Gurgaon, India.
2. Mother dairy's competitors have raised a total of \$461M funding across 81 funding rounds. Country Delight total funding of \$173M and a Tracxn score of 70/100.
3. The dairy company offers a range of products including milk, cheese, butter, and ghee.



USP: Mother Dairy is a brand that is all about milk products. They focus on creating products that are good for your health.

Online Communication:

Mother dairy talks like a milk products. They say they study the health like a mini world, to make products that makes your health without harming it. They also say they work with doctors to make sure their products are good for you.



SWOT

Strengths:

- When you forgot to buy milk/ Sabji today and tomorrow you need it early. go for Country Delight.
- Delivery will come on time and on rare occasion they might miss it, but overall delivery experience is fab.
- Quality wise they were great earlier but now they are ok. 80% of time you will get good quality.

Weakness :

- Product wise the quality is ok but sometimes you have to yell at them to send fresh items and that's annoying after complaining more than 2 items.
- Please remember to take screenshot before and after you checkout and keep an eye on wallet as well, very important.
- They will not send you receipt on the email or phone because they want to play with your wallet, if their app makes a mistake.



SWOT

Opportunities :

- where customers were supplied milk at Rs. 99 for 5 days on trial basis. The problem faced by the start-up in this was that company received various complaints from customers where the customer was asked to pay more than the amount. Customer can pay both ways by cash or by app's wallet. But initially this proved to be a bit troubling for the customer as many customers were not much comfortable with the separate wallet service in the Country delight app

Threats :

- Employees were also afraid that that may get infected during the pandemic. So, the management was very much concerned about the safety of its employees, customers and suppliers. The management took it seriously and provided the employees with best safety equipment's and made them follow the needed safety precautions



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

Competitor 2: Akshayakalpa

Akshayakalpa is the Organic Milk Company that produces organic milk and other dairy products. They are a farmer entrepreneurship initiative that supports young farmers.

- 1. The company is testing milk to ensure it has no antibiotics, no induced hormones, and no chemical residues.**
- 2. The term mother dairy akshayakalpa is not recognised term**
- 3. The company is deliver their products by 7am in major cities like Hyderabad, Bengaluru, Chennai at consumer doorstep.,**



USP: The USP (Unique Selling Proposition) of this brand is that they offer science-backed milk products.

Online Communication:

Deconstruct uses a friendly and informative communication style. They use emojis throughout their website and Testimonials from real people about their products. This informal style can make their audience feel welcome and comfortable, and the testimonials can help to build trust with potential customers.



SWOT

Strengths :

- A cup of organic milk contains almost 30% of the daily calcium requirements for adults and 15% of the daily recommended value of Vitamin D.
- The protein in milk helps fight Type-2 diabetes by improving blood sugar levels.
- Protein also keeps you fuller for longer, helps fight craving, and is great for individuals on a weight loss journey.

Weakness:

- The freshness of the milk might be delightful, but the quality certainly is not. If the cow is not fed healthy organic fodder and not taken proper care of, then the healthy part goes missing from the fresh milk! It might not be adulterated, but it is certainly not pure.



SWOT

OPPORTUNITIES:

- *Founded in 2010 by Shashi Kumar and Dr.GNS Reddy, Akshayakalpa serves 60,000+ customers daily through their app, 2000+ retail outlets, and e-commerce platforms such as Bigbasket, FTH, Swiggy Instamart, etc. Bootstrapped for 9 years, they raised a Series A of \$6Mn in 2019 from impact investor Lok Capital. Last month, they raised a Series B of \$15Mn from British International Investment, Rainmatter Foundation, and Venture Dairy.*

Threats:

- Akshayakalpa follows a strict organic farming model that eliminates the use of synthetic growth hormones. Organic regulations prohibit the use of such hormones, ensuring that their cows are raised naturally, without any artificial stimulants to boost milk production.



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


Competitor 3: Heritage

Heritage Foods is a leading dairy company in India.

Company was founded by Mr. Nara Chandrababu Naidu in 1992. The company has two business divisions.

It has 1. Dairy and 2. Renewable energy

1. Heritage foods is committed to offering high quality milk and milk products.
2. The company works with 2.5 lakh farmers across 11,000 villages in nine states.
3. Heritage food has seen a surge in consumer demand for convenience and freshness, value added on their products. That products like such as milk, curd, paneer, butter and ghee



USP: They focus on using inspired by nature. This means they avoid using any type of chemicals.

Online Communication:

My Wishcare uses a friendly and straightforward communication style. They don't get too scientific and focus on explaining things in a way that's easy to understand. They might use phrases like "natural ingredients" and "inspired by nature" to highlight their focus on products. This makes it easy for you to see if their products might be a good fit for what you're looking for in your health for your daily routine.



SWOT

Strengths :

- The strength of our business model lies in our technologically advanced R&D infrastructure, quality control mechanism, deeply entrenched distribution network and above all strong and long-lasting relationships with 300,000+ dairy farmers.

Weakness :

- Presence mainly in South India
- Limited global presence and low number of stores pan India
- Strong competition in all sectors of operations means limited market share growth



SWOT

Opportunities :

- Rise in purchasing power of people
- Pan India expansion of 'Heritage Fresh' retail stores
- Acquisition of regional dairies
- Market and advertise Heritage as a national brand and increase its reach

Threats :

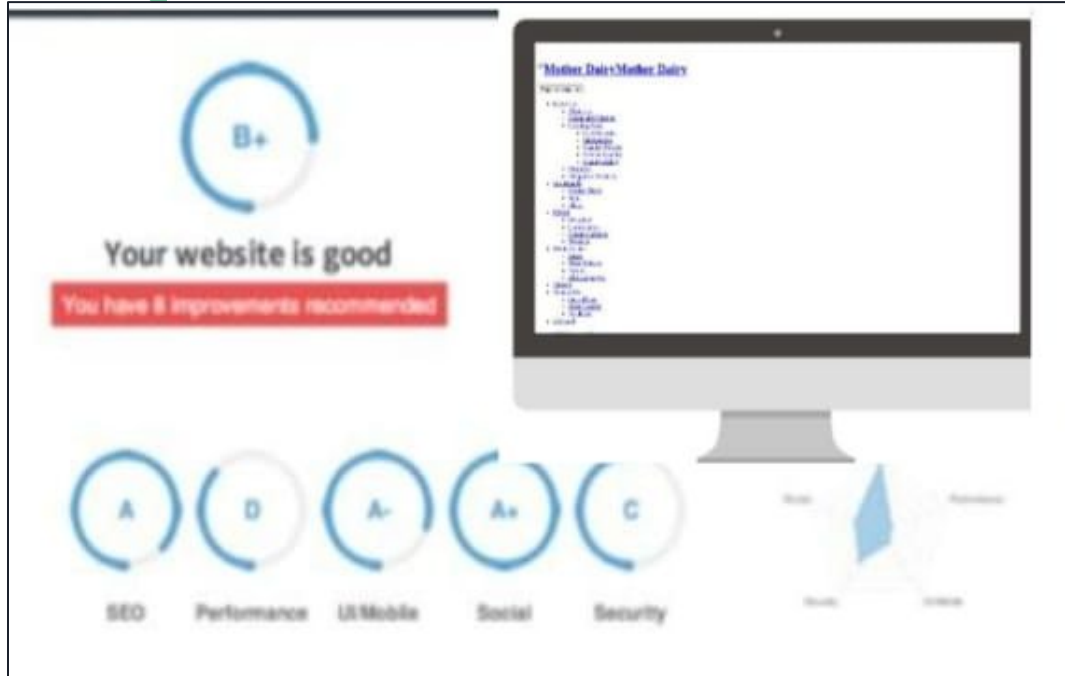
- Strong competition in retail space and dairy segment
- Dependence on weather for agricultural products
- Inflation makes it difficult to maintain competitive pricing



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.

SEO Audit



- The website has a fair SEO score however it can be improved in certain aspects such as link building & Usability

SEO Audit

Recommendations

Toggle:

Performance

Usability

Optimize for Core Web Vitals	Usability	Medium Priority
Optimize your images to reduce their file size	Performance	Low Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Priority
Minify your CSS and JS Files	Performance	Low Priority
Review and Increase Font Sizes across devices	Usability	Low Priority
Improve the size of tap targets	Usability	Low Priority

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

- Optimise images & other assets by compressing them
- Remove duplicate H1 Tags
- Start with off page activities such as link building.

Note: Go to recommendation section and summarise it in points .

KEYWORD RESEARCH

<input type="checkbox"/> Keyword		Volume ^①	Competition ^①	KEI ^①	No Click Searches ^①
<input type="checkbox"/> mother dairy	↗	660	29	77	<div></div>
<input type="checkbox"/> dairy calves taken from mothers	↗	230	—	—	<div></div>
<input type="checkbox"/> mother dairy canada	↗	100	—	—	<div></div>
<input type="checkbox"/> mother dairy share price	↗	90	—	—	<div></div>
<input type="checkbox"/> amber lynn bach mother dairies	↗	80	—	—	<div></div>
<input type="checkbox"/> dairy god mother	↗	80	—	—	<div></div>
<input type="checkbox"/> job in mother dairy company	↗	80	—	—	<div></div>
<input type="checkbox"/> breatfeed baby milm allergy mother eat dairy	↗	70	—	—	<div></div>



On Page Optimization

Focus Keyword: Best milk for health and immune boosters ,vitamin B12

Meta Title:

Best milk for health: **Mother Dairy** of **Meta description:**
vitamin B12

Mother Dairy milk manufactures,markets and sell milk and milk products like milk, curd, paneer, butter etc.,



On Page Optimization(content optimization)

Introduction:

Now a days children has birth with vitamin b12 deficiency .

The greenfield plant will have a processing capacity of 600,000 litres of milk per day, which can be expanded up to one million litres a day.

This upcoming plant will serve the markets of central and southern regions.

"We also plan to commission a new fruit processing plant in Karnataka with an investment of over Rs 125 crore under our Safal brand," Bandlish said.

Conclusion:

Finding the right milk product for your complexion. By understanding your health, choosing the right Milk, and you can achieve a good health for your longer life complexion.



Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

- Getting a free tool to do keyword research is a task since most tools are paid.
- Choosing the right keywords was an issue since there were a lot of relevant keywords in the list.
- We understood how the users search & gained insights into the kind of keywords people search for.



Part 3: Content Ideas and Marketing Strategies

- Content Idea Generation & Strategy: Create a content calendar for the remaining month of April 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 only for the post and story mentioned in the calendar.

Content Calendar for the month of July

[JULY 2024]						BLOG
						REEL
						PODCAST EPISODE 1
						POST TYPE
						EBOOK
						STORY
1st mon	2nd tue	3rd wed	4th thur	5th fri	6th sat	7th sun
April fool's day post	Blog on mother dairy milk	Reel on Mother Dairy milk	Did you know story	Podcast episode 1	Influencer collab post	Open ended question story on what's your fav product
8th mon	9th tue	10th wed	11th thur	12th fri	13th sat	14th sun
costumer review	Gudi padwa post	Reel on summer drinks	Eid mubarak post	Podcast episode 2	Influencer collab post	Reel on Refreshing drink
15th mon	16th tue	17th wed	18th thur	19th fri	20th sat	21st sun
Ebook mailer	Reel on summer drink	what makes our special drink	Reel on AM/PM drink by easy	podcast episode 3	Influencer collab post	Reel on sweets
22nd mon	23rd tue	24th wed	25th thur	26th fri	27th sat	28th sun
Ebook mailer	Reel on milk shakes	which shake is your special	Reel on chocolates	podcast episode 4	Influencer collab post	Reel on milk products
29th mon	30th tue	31st wed				
Reel on milk powder	Reel on biscuits	reel on mother dairy				

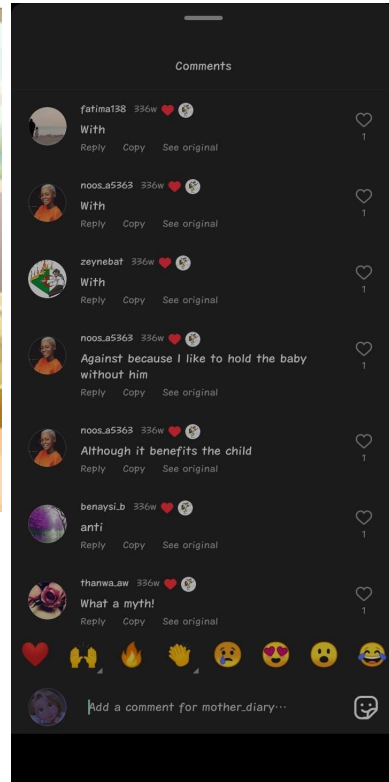
Strategy, Aim and the Idea behind this story

The strategy behind this “Q&A” strategy is to educate followers about the importance of milk drinking daily.



The idea is that by having these engaging stories such as the Q&A format it would engage followers and position the brand as a trusted source of drink milk daily

Strategy, Aim and the Idea behind this post



The daily post would help promote and motivate the mother dairy products to take daily dose of food materials to prevent the vitamin b12 and protein deficiency of little children.



Part 3: Content Ideas and Marketing Strategies

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

We as a brand wanted to understand the idea of mother dairy milk products. The part for us was finding out what people were searching particularly for which one is the best milk product of india then that mother dairy is the best product .



Part 4: Content Creation and Curation

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.



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 news, or 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: Static post on mother dairy milk

Format 2: Reel post on milk from mother dairy

Format 3: Carousel post on milk products

Format 1: Static post on Mother dairy milk

Caption: if we want to healthy children and you get to take the mother dairy milk products and you and your family keep healthy

Hashtags:

#milk #toned milk # milk powder



❤️ Tap to image to shop the products

#cheese #milk #butter #ice creams
#sweets



Format 3: Carousel post on milk products

Caption: Good food Happy people

Hashtags:

#ultra heat treatment milk #bulk vended
milk





Part 4: Content Creation and Curation

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.

Screenshots of story

<https://www.instagram.com/motherdairy/>



Highlights for Story:

<https://www.instagram.com/motherdairy/>



1,226 posts

26K followers

5 following

Mother Dairy

Celebrating #50YearsAndCounting of serving joy to every Indian.

www.motherdairy.com



World Food...



50 Years



Milk Moments



Chai

Story Insights - Q&A

Reach:4073

Likes: 172

Areas for improvement:

- 1) Story could be better. Quiz option would help in getting engagement
- 2) Since the shares of informative stories are more, we could create more informative stories



motherdairy Bahar Eid ka chand aur ghar pe khane mein char-chand, mubarak ho! #HappyEid

.
. .
. .

#MotherDairy #MotherDairyMilk #Eid
#EidMubarak #Eid2024

1w



sujoy_bagal Healthy nice drink 🥤🍹🍷

6d Reply



saminhussain_ Hello @okk_sandhya

1w Reply



172 likes

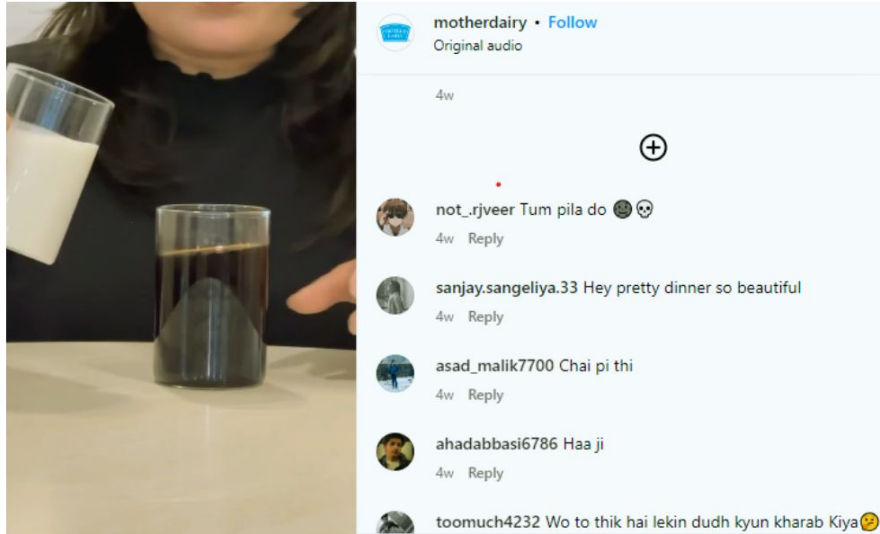


Part 4: Content Creation and Curation

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.



if you have uploaded a static image post like this. You can use <https://www.canva.com/> to create a very simple and attractive post. Make sure to bring out the message of your brand selected.

**Entering the new year
with Mother Promise
of goodness**




Similarly, when using video. Try to take the help of canva or VN app in creating the videos. You can use stock videos from <https://pixabay.com/videos/> <https://www.pexels.com/videos/>



Social Media and campaigns

1. **Quality and Freshness:** Highlighting the high-quality and freshness of their dairy products, emphasizing their farm-to-table journey and stringent quality control measures.
2. **Health Benefits:** Communication the nutritional value and health benefits of consuming Mother Dairy products, such as being rich in essential vitamins and minerals.
3. **Sustainability:** Showcasing their commitment to sustainability through eco-friendly practises like packaging innovations, waste reduction and support for local farmers.
4. **Community Engagement:** Sharing stories of how Mother Dairy engages with local communities, supports farmers, and contributes to social welfare initiatives.
5. **Seasonal Promotions:** Advertising seasonal promotions, discounts, or special offers to incentivize purchases and drive traffic to their products. **New Product Launchers:** Generating excitement around new product launches by teasing features, benefits, and unique selling points to encourage trial and adoption. **Customer Testimonials:** Sharing Testimonials or users-generated content to build trust and credibility among their audience, showcasing real-life experience with their products. **Interactive content:** Engaging followers with interactive content such as polls, quizzes, or contests to foster community interaction and brand loyalty.


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6. **Interactive content:** Engaging followers with interactive content such as polls, quizzes, or contests to foster community interaction and brand loyalty.
 7. **Behind-the-Scenes:** offering behind-the-scenes glimpses into their manufacturing processors, farm operations, or employee stories to humanize the brand and connect with consumers on a personal level.
 8. **Educational content:** providing informative content about dairy nutrition, recipes, cooking tips, or fun facts to position Mother Dairy as a trusted source of information. Mother Dairy can effectively engage their audience, drive brand awareness, and ultimately increase sales and loyalty.



Email ad campaigns

Email campagne for Mother Dairy can be an effective way to engage with customers promote products and drive sales. Here a plan for an email ad co Segmentation.

1. **Segmentation** : Segmentation your email based on icons such as purchase top cartographics to ensure that you back xoper.
2. **Welcome Email Series**: send a series of welcome emails to new subscribes introducing them to Mother dairy.
Highlighting key arndacts and offering a seca welcome discount or incentive.
3. **Product Promotions**: Highlight specific Mother dairy-products in your email campaigns, showcasing features , benefits and uses features and the mother dairy.

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4. **Welcome series:** A series of emails welcoming new subscribers to the mother dairy community, introducing them to the brand, its values and its.
 5. **Range of products ,product highlights:** Regular emails showcasing featured products , their benefits, and any special promotions or discounts available .Recipes and meal ideas : providing subscribers with recipe ideas and meal inspiration using mother dairy products, along with cooking tips and nutritional information. Health and wellness tips: Sending out health and wellness tips, highlighting the nutritional benefits of consuming dairy products and how they contribute to a balanced diet.
 6. **Seasonal updates:** Email updates on seasonal offerings, such as special holiday products or limited-time flavours to keep subscribers informed and engaged.exclusive offers: offering exclusive discounts, coupons, or early access to new products for email subscribers as a way to reward their loyalty. Customer Stories/Testimonials: sharing stories or testimonials from satisfied customers, showcasing their experiences with Mother Dairy products and how they've benefited from them.