

# DIGITAL MARKETING INTERNSHIP

## Comprehensive Digital Marketing For MOTHER DAIRY

ADIKAVI NANNAYA UNIVERSITY(TADEPALLIGUDEM)

A PROJECT REPORT ON MOTHERDAIRY UNDER THIS ESTEEMED GUIDENCE OF

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SRI VASAVI DEGREE COLLEGE

# MOTHER DAIRY

SRI VASAVI DEGREE COLLEGE(TADEPALLIGUDEM)

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# Brand Study(Mission/Values&USP)

## Brand Study,competitor Analysis & Buyer's Audience persona

The value of a brand study mission lies in its ability to provide a clear concise purpose for the company. The mission statement should also focus on the target audience

1. In addition to a strong mission statement a brand study mission should also consider the four ps of marketing: product, price, promotion and place.
2. For instance, noma, a world-renowned restaurant, has a grand vision of providing exceptional food and service, which has allowed it to establish a strong brand and reputation in the market.
3. In conclusion, a brand study mission should provide a clear and concise purpose for the company, a unique selling proposition that sets it apart from its competitors, and a marketing strategy that considers the four Ps of marketing.
4. Defining the company's USP allows it to differentiate itself from competitors and create memorability for its products or services.

# Brand Study(Mission/Values & USP)

## Mission & values

**Mission:** Sustain market leadership in the production and marketing of a variety of liquid milk and milk products with assured quality at an affordable price, covering all market segments and to maintain the growth, prosperity and unity of all their internal & external customers

## Values:

**Quality:** Mother Dairy is committed to providing high-quality milk and milk products to its customers

**Trust:** The brand has built a reputation for trust and reliability, with a focus on purity, wholesomeness, natural and trust

## Uniques selling Proposition on(USP)Analysis:

Mother Dairy's Unique Selling Proposition (USP) lies in its diverse product portfolio, high-quality offerings, strong distribution network, and commitment to food safety standards.

# Brand Study, Competitor Analysis & Buyer's Audience Person

## Analyze Brand Messaging

1. Brand messaging is the way a company communicates its value proposition, personality, and voice to its target audience.
2. To evaluate a **brand's messaging strategy**, it is essential to define what success looks like for the brand, gather feedback from customers and stakeholders, and compare it with competitors.
3. Brand messaging should align with customer expectations and perceptions, and if it fails to ensure alignment, the messages will not motivate prospects to seek more information about the brand or consider buying it.
4. It includes how the company speaks about itself, **both internally and externally**, and should encourage others to share about the business.

# Buyer/Audience Persona

Name: Mother dairy products

Demographics:

Age: approximately 50 years

Gender: All genders

Occupations: farmers, homemakers, professionals.

Income: Middle to high income

Psychographics:

Value: organic, healthy and effective products

Interest: Doctors, households, self care, functions

Personality: Healthy Conscious, Individual

BEHAVIOUR:

Social media usage: Active on social media platforms.

Goals:

Achieving a healthy life and gaining a body immunity

For immunity and healthy weight.

Challenges:

Need to increase house size with new child.

Sell property at a good price in a bad market



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

**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:** Akshya kalpa.

**Competitor 3:** Heritage

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

## Competitor1: Country Delight

**USP:** In terms of unique selling proposition (USP), Mother Dairy is known for its wide variety of products, cost-effective supply chain, high product quality, geographical advantage, committed human capital, efficient marketing solutions, and strong financial position. The company procures its raw materials from major local farmers and cooperatives, which gives it an advantage in terms of cost and quality. Mother Dairy is certified with high food safety standards and offers products with no artificial flavors, which are rich in vitamins and nutrients. The company's strong distribution network and loyal customer base give it a competitive advantage in the market.

**Online communication:** Mother Dairy, an Indian dairy company, has a robust online communication strategy that includes various elements to engage with its audience and build a strong brand presence. The company has a multi-pronged approach to content marketing, using traditional and new age media across various categories. They have multiple pages on social media platforms like [@motherdairy](#), [@motherdairyfreshdelights](#), and [@motherdairyicecreams](#), which cater to different aspects of their product offerings.

## Part 1: Brand Study, Competitor Analysis & Buyers, s/ Audiences Persona

1. Country Delight is a food and beverage company that produces and distributes fresh dairy products. The company was founded in 2015 and is based in Gurugram, India. It has established itself as a potential competitor in the dairy industry, challenging the time-honored dominion of established players like Mother Dairy Ght.

### SWOT Analysis of country Delight

**Strength :** Its rich nutritional profile supports overall body strength and brain function, making buffalo milk an excellent choice for a nourishing addition to the diet.

**Weakness :** Milk Delivery app faces severe customer complaints, including fraudulent practices, misleading offers, inconsistent quality, hidden charges, and poor customer service. Customers report issues with deliveries, VIP memberships, promotions, and pricing discrepancies.

## SWOT Analysis of Country Delight

**Opportunities** : Country Delight offers a variety of job opportunities across different categories and locations. These opportunities include positions such as Delivery Jobs, Warehouse/Logistics Jobs, Labour/Helper Jobs, Driver Jobs, Packaging Staff, and more. The salaries for these roles range from ₹7500 to ₹35000. You can find these job openings on platforms like Instahyre, Indeed, LinkedIn, Naukri.com, and Job Hai.

**Threats** : The FMCG sector in India faces various threats that could affect its growth and profitability. The report mentioned in the search results highlights the potential threats to the FMCG sector, including the impact of GST, rural wages, agricultural growth, minimum support prices (MSPs), job creation, and RBI's consumer confidence index. The report suggests that a stable economy will improve the future of the FMCG sector. On the other hand, the search results also mention the top 10 IoT security threats and vulnerabilities, including weak, guessable, and hardcoded passwords, insecure network services, insecure ecosystem interfaces, lack of secure update mechanisms, use of proprietary protocols, and insufficient privacy protection. These threats are significant, especially in the context of the increasing number of IoT devices worldwide.

## Competitor 2: Akshya Kalpa

**USP:** Akshayakalpa's unique selling proposition is their commitment to providing organic milk through unconfined non-injected cows that feed on organic fodder. They claim to produce milk through a technological intervention that includes 16 tests at the farm before collecting the milk and testing it again at the plant. This ensures the purity of their milk, which is their primary USP.

### Online communication:

**Phone:** You can call Akshayakalpa at +91 953.538.8122. They are available from 9 AM to 9 PM, Monday to Sunday

**Email:** Another way to contact Akshayakalpa is by emailing them at [update@akshayakalpa.org](mailto:update@akshayakalpa.org)

# Part 1: Brand Study, Competitor Analysis & Buyer's / Audience's persona

## Competitor 2: Akshaya Kalpa

### SWOT Analysis for Akshaya Kalpa

#### Strength:

**Good for all ages:** Akshayakalpa organic milk has a higher concentration of nutrients and is ideal for good health, without age ever being a factor

**Pure and safe:** Akshayakalpa organic milk is not only full of naturally-occurring nutrition but also free from antibiotics, synthetic hormones and chemical residues, ensuring that consumers can enjoy the goodness of pure and safe organic milk

**Good taste:** Akshayakalpa organic milk is praised for its taste, which is pure and delicious

#### Weakness:

To find specific information about the weaknesses of Akshaya Kalpa, it may be necessary to conduct further research or consult specific sources that focus on the brand and its products.

# SWOT Analysis for Akshaya Kalpa

**Opportunities :** Akshaya Kalpa does not own any dairy farms but works with local farmers who own these farms. The organization provides farmers with technical services and access to markets in order to encourage them to return to farming. Akshaya Kalpa has a 40,000 liter/day capacity Organic Milk Processing Plant where milk collected from collaborating farmers is processed and supplied to Bangalore and Tumkur daily.

**Threats :** Small farmers face several existential threats, including climate change, lack of access to capital, and inadequate infrastructure. Climate change poses a significant threat to small farmers, particularly in developing countries, where it can lead to crop failures, loss of land, and reduced income.

Small farmers often struggle to access capital, which can hinder their ability to invest in their farms and adopt new technologies. Inadequate infrastructure, such as roads and transportation, can also pose a significant challenge, making it difficult for farmers to transport their produce to markets and access inputs such as fertilizers and herbicides.

# Part 1: Brand Study, Competitor Analysis & Buyer's/Audience persona

## COMPETITOR 3: Heritage

Heritage is a company with a variety of competitors across different sectors. In the food industry, Heritage Foods has 356 competitors, of which 277 are active, 21 are funded, and 16 have exited. The company ranks 3rd among its competitors, with its competitors having raised a total of \$461M funding across 81 funding rounds. In the retail sector, Heritage's main competitors include Henan Shuanghui Investment & Development, Bimbo Bakeries USA, McCain Foods, and Grupo Bimbo. These companies operate in the meat processing, bakery product manufacturing, and frozen potato and snack food industries.

### SWOT Analysis of Heritage :

**STRENGTH :** Heritage's strengths compared to its competitors include its strong brand and product offerings, as well as its focus on sustainability and ethical practices in the food industry. Heritage has also developed a reputation for quality and reliability, which has helped it to build a loyal customer base. In the retail sector, Heritage's main competitors include Henan Shuanghui Investment & Development, Bimbo Bakeries USA, McCain Foods, and Grupo Bimbo. These companies are all well-established and have significant resources, but Heritage's focus on ethical and sustainable practices may give it an edge in attracting customers who prioritize these values.

**WEAKNESS :** However, Heritage also has some weaknesses compared to its competitors. In the food industry, Heritage's competitors have raised a total of \$65M funding across 10 funding rounds, indicating a highly competitive landscape. Heritage's competitors in the heritage wheel market may also have an advantage in terms of manufacturing expertise and scale.



# Part 1: Brand Study, Competitor Analysis & Buyer's/ Audiences Persona

## COMPETITOR 3: Heritage

USP:

**Understand Your Customer:** Define your customer segments and consider the value your customers receive from your heritage products.

**Research Your Competitors:** Conduct competitor analysis to identify gaps in the market and differentiate your heritage product.

**Identify Unique Benefits:** Highlight a unique feature or benefit of your heritage product that sets it apart from competitors.

### Online communication:

Bringing Our Cultural Heritage to Life" project by the European Union

This project aimed to promote the digitalization and online accessibility of European cultural heritage, fostering a sense of shared identity and belonging among European citizens. T

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

## SWOT Analysis of Heritage

**Opportunities :** Heritage opportunities can be found in various areas, including conservation, tourism, sustainable development, and technology. The **UNESCO** Chair for World Heritage and Sustainable Tourism Management in the Arab Region at the German University of Technology in Oman (GUtech) and the Arab Regional Centre for World Heritage (**ARC-WH**) in Bahrain are organizing an international conference titled "Opportunities for Heritage: Fostering Innovation, Conservation and Sustainability" in Muscat, Oman, from 24 to 27 February 2024

2. This conference aims to explore the relationship between heritage conservation and management, tourism, and sustainable development, emphasizing the role of technology and innovative solutions in bridging these domains.

### **Threats : Natural threats include:**

**Climate change:** Climate change is the most significant natural threat to heritage sites. It leads to coastal erosion, riverine flooding, and wind deflation, which can destroy both cultural and natural heritage sites

Climate change also affects the preservation and maintenance of cultural resources, making them more vulnerable to degradation and destruction.

### **2. Human-induced threats include:**

**Warfare and conflict:** Warfare and conflict can lead to the destruction of heritage sites, either intentionally or unintentionally. The destruction of heritage sites during warfare is a significant loss to human heritage and can have irrevocable impacts on local and global communities

## Part 2: SEO & Keyword Research

**SEO Audit** : Do an SEO of the brands Website.

**.Keyword Research** : Define Research Objectives, Brainstorm Seeds keywords ,utilize keyword research Tools (SEMrush or Moz keyword Explore),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 recommendation 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 Report

Audit Result for [www.motherdairy.com](http://www.motherdairy.com)



■ The Website has a fair SEO score

however it can be improved in certain

Aspects such as link building & usability

# SEO Audit

















## Recommendations

Toggle:	On-Page SEO	Social	Performance	Usability	Links	Other
Optimize for Core Web Vitals	Usability	Maximum Priority				
Unblock page in robots.txt	On-Page SEO	Maximum Priority				
Make better use of website compression	Performance	Maximum Priority				
Increase length of title tag	On-Page SEO	Maximum Priority				
Add Canonical Tag	On-Page SEO	Maximum Priority				
Remove Duplicate H1 Tags	On-Page SEO	Maximum Priority				
Make greater use of header tags	On-Page SEO	Maximum Priority				
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority				
Increase page text content	On-Page SEO	Low Priority				
Make use of HTTP/2+ protocol	Performance	Low Priority				
Optimize your images to reduce their file size	Performance	Low Priority				
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority				

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

- .start with off page activities such as link buildings.
- .Remove duplicate H1 tags
- .optimise images & other assets by compressing them

# Keyword Research

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

keyword Objectives :product strategy.

[Motherdairy strategy](#)

[Products.prices](#)

[Vitamin b12](#)

[Mother dairy jobs](#)

We can use these 4 primary keywords

Since they have decent volumes and are

Relevant to the brands products.

## On Page Optimization

**Focus Keywords** : milk production,nutritious cattle feed,Dairy products,Ghee,Lassi.

**Meta Title** :

“Mother Dairy-Quality Dairy Products,Energy Conservation and Environmental Commitment”.

**Meta Description** :

The company offers a wide range of products under the brand "Mother Dairy," including various types of **milk, dahi, lassi, paneer, butter, and more**. Mother Dairy also operates Safal outlets, supplying milk and milk products to food processing companies and exporting fresh fruits and vegetables to multiple countries.

# On Page Optimization (Content Optimization)

## Introduction :

Nowadays childrens has birth with vitamin b12 deficiency.

Mother Dairy's purpose is to provide quality dairy products to consumers, maintain trust and innovation in their offerings, and support dairy farmers by facilitating good business practices.

**.section1:** Vitamin B12 deficiency is a condition where the body lacks healthy red blood cells due to a deficiency of vitamin B12. This vitamin is essential for the production.

**.Section 2:** choosing the best milk product for vitamin b12 deficiency. Dairy products like milk, yogurt, and cheese are rich in this essential vitamin, making them valuable additions to a balanced diet.

**Section 3:** top food products for In addition to milk, Mother Dairy also produces a range of other dairy products, such as yoghurt, buttermilk, and cheese, which can also be good sources of Vitamin B12 and other essential nutrients.

## Conclusion :

The research results indicate that Mother Dairy has been successful in creating a strong brand and market presence in India, with a focus on quality and customer trust.



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 tight into the right keyword was an issue since a lot of relevant keyword in the list.
- . We understand how the users search & gained insights into the kind of people search for.

## Part 3: Content ideas and Marketing Strategies

.Content Idea and generating & strategy : create a content calendar interactive quizzes, and scheduling 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

Content Calendar for the month of July						
[JULY 2024]						
						REEL
						POST TYPE
						BOOK
						STORY
1st mon	2nd tue	3rd wed	4th thur	5th fri	6th sat	7th sun
Appt feed's day post	Reel on mother's day milk	Reel on Mother's Day milk	Did you know story	Reel on mother's day milk	Influencer collab post	Reel on mother's day milk
8th mon	9th tue	10th wed	11th thur	12th fri	13th sat	14th sun
Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk
15th mon	16th tue	17th wed	18th thur	19th fri	20th sat	21st sun
Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk
22nd mon	23rd tue	24th wed	25th thur	26th fri	27th sat	28th sun
Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk
29th mon	30th tue	31st wed				
Reel on mother's day milk	Reel on mother's day milk	Reel on mother's day milk				

# Strategy, Aim and the Idea behind this Story



The strategy aim and idea behind Mother Dairy revolves around creating a distinct and unique narrative to generate attention in a highly competitive dairy industry, with a focus on homemakers, kids, and health-conscious

Mother Dairy's product portfolio includes milk, milk-based products, ice creams, fruits, vegetables, and edible oils, catering to various customer preferences and demands.

# Strategy, Aim and the Idea behind this Post



Milk is also beneficial for muscle growth and maintenance due

to its natural protein content, calcium, phosphorus, potassium,

iodine, vitamins B2 and B12, making it a worthwhile option muscle growth and maintenance

. A balanced diet is crucial for overall health, and milk is an

essential part of this, providing protein, calcium, vitamin B2.

# 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 the brand wanted to understand the” **motherdairy**” concerns and preferences of the audience and creating the content to address those specific needs. Additionally, keeping the content engaging. so, by listing down a couple of ideas we were able to shortlist the once shown on the content calender.

Based on the search results, the target market for milk products is not limited to dairy milk. The growing trend of **plant-based milks, especially among the younger generation**, presents a significant opportunity for brands to tap into. Conduct market research to identify potential areas where your products can gain traction. Look for regions with a high demand for plant-based milk alternatives, such as almond milk, soy milk, cashew milk, and oat milk.

# 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 buffalo milk

**Format 2:** Reel post on ghee from mother dairy

**Format 3:** Carousel post on milk products

# Format 1: static post on Buffalo 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 #butter #dairy products





## Format 2: Reel post on ghee from mother Dairy

Caption : if you want to get immunity

- ghee contains vitamins,minerals and antioxidants.
- supportshealthheartand blood vessels.
- Treats menstrual problems.

Hashtags:

#ghee #butter #healthy



# Format 3: Carousel post on milk products

**Caption:** Hey guys! Say hello to our miracle milk products  
Milk and dairy products are nutrient-rich foods that offer several health benefits. They are an excellent source of essential nutrients, including calcium, protein, phosphorus, potassium, iodine, riboflavin, pantothenic acid, and vitamin B12

. A single glass of semi-skimmed milk provides a massive 72 per cent of our daily needs for vitamin B12, which is particularly important for Vegetarians as it is their main dietary source of this vitamin.

**Hashtags :**  
#yogurt #cream #whipped cream #kefir



# 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.

# Screenshot of Story.

[https://drive.google.com/file/d/12yBXePHK0mlwgQe\\_AXcQgAX2P7M8JEsM/view?usp=drivesdk](https://drive.google.com/file/d/12yBXePHK0mlwgQe_AXcQgAX2P7M8JEsM/view?usp=drivesdk)

[https://drive.google.com/file/d/133sTyfF\\_dhbG01CUIFFcYG9aX6izaCH0/view?usp=drivesdk](https://drive.google.com/file/d/133sTyfF_dhbG01CUIFFcYG9aX6izaCH0/view?usp=drivesdk)



# Highlight of the story

[https://www.instagram.com/motherdairy\\_\\_official\\_\\_1974?igsh=MXFycm4ybjBvZWR4MA==](https://www.instagram.com/motherdairy__official__1974?igsh=MXFycm4ybjBvZWR4MA==)



# Story Insights -Q&A

Reach :50

Likes : 25

Areas for improvement:

- 1) story could be better.Quiz option would help in getting Engagement.
- 2) Since the likes of information Stories are more,we could create More informative stories.



# 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 choices videos related to the chosen topic.

# Designs/Vedio Editing

Depending on the strategy planned on your content calendar, upload 3 posts/reels on your instagram account.

For example 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. Also include a caption and hashtag accordingly.

The more original and attractive the post is the better will be the marks. Please avoid copying or using posts already published by brands



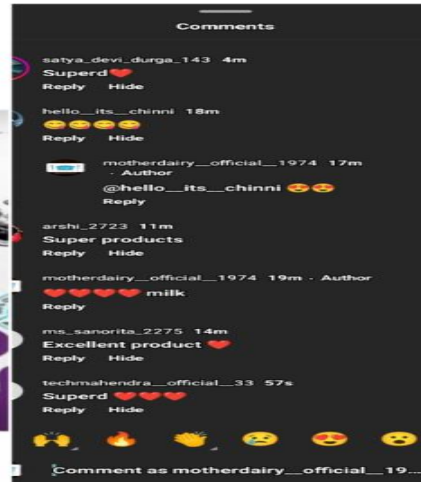


# Designs/Vedio Editing

Depending on the strategy planned on your COntent calender, upload 3 posts/reels on your insgram.account.

For example if you have uploaded a static image post like this. You can use simple and attractive post..

[https://www.instagram.com/motherdairy\\_\\_official\\_\\_1974?igsh=MXFycm4ybjBvZWR4MA==](https://www.instagram.com/motherdairy__official__1974?igsh=MXFycm4ybjBvZWR4MA==)



# Design & video Editing

Similarly,when using video. Try to take the help of canvas or VN app in creating the videos.you can use stock videos.you can use stock videos from

[https://drive.google.com/file/d/13OKJt0fMu0npG4edLKOUgg3xXCrzV2\\_R/view?usp=drivesdk](https://drive.google.com/file/d/13OKJt0fMu0npG4edLKOUgg3xXCrzV2_R/view?usp=drivesdk)



## 4.3 Socialmedia AD Campaigns

Social media campaign is a coordinated marketing effort to reinforce or assist with a business goal using one or more social media platforms. It is a focused and measurable marketing strategy that differs from everyday social media efforts due to its increased focus, targeting, and measurability.

**Define your objectives:** Be specific about what you want to achieve, and make sure your objectives are measurable.

**Know your target audience:** Understand who they are, what they like, and where they spend their time online.

**Tailor your message:** Use language and design elements that resonate with your target audience and speak to their needs and desires.

## 4.4 EMAIL AD CAMPAIGNS

**Engage in email marketing:** By sending out quality emails that contain relevant information about dairy products, dairy brands can increase the chances of potential customers making a purchase. Additionally, email marketing can be used to stay in touch with existing customers and promote new products or special offers

**Community Outreach:** Dairy brands can use digital marketing to sell more products by getting involved in their local community and promoting their products in a more personal way. This can be done through hosting events, participating in local fairs or festivals, or setting up a booth at a farmer's market

**Personalized ads:** Brands are increasingly using interactive and personalized ads that follow consumers from YouTube to Instagram, whispering sweet nothings about lactose-free lattes and protein-packed yogurt parfaits

Unique and engaging social campaigns: Dairy brands can use social media to execute highly unique and engaging social campaigns that focus on finding the first-ever 'Honorary Taster' or capitalizing on Facebook's large and highly valuable user base

Moment marketing: Dairy brands can use social listening tools to create ads in real-time, based on topics that their audience cares about. This approach can result in a 42% increase in organic engagement and a 78% change in brand sentiment

