

DIGITAL MARKETING INTERNSHIP

Comprehensive digital marketing for mother dairy

ADIKAVI NANNAYA UNIVERSITY

SRI VASAVI DEGREE COLLEGE (TADEPALLIGUDEM)

A project Report of mother dairy under the Esteemed Guidance of
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MOTHER DAIRY

Sri vasavi degree college(tadepalligudem)

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Brand study, competitor Analysis & buyer's Audience personality

Brand Study (Mission/Values& USP)

Mother Dairy, a well-known brand, typically aligns its mission and values with promoting dairy products that are fresh, healthy, and contribute to the well-being of its consumers. Their values often revolve around quality, sustainability, and supporting local farmers while ensuring customer satisfaction.

The unique selling proposition (USP) of Mother Dairy lies in its commitment to offering fresh, high-quality dairy products sourced directly from farmers. They focus on sustainability, community development, and providing consumers with nutritious options, setting them apart in the market. Additionally, their extensive distribution network ensures widespread availability, further enhancing their USP.

Missions of mother dairy

Mother Dairy, as a prominent dairy company in India, typically upholds several key missions:

1. Quality Commitment: Ensuring the highest standards of quality and safety in all dairy products to meet customer expectations..

2. Sustainable Sourcing:

Supporting local dairy farmers and promoting sustainable agricultural practices for milk procurement.

3. Nutrition and Wellness: Providing nutritious dairy products to enhance the health and well-being of consumers, particularly focusing on essential nutrients like calcium and protein.

4. Innovation and Development: Investing in research and development to introduce innovative dairy products and processes, keeping pace with changing consumer preferences and technological advancements.

Values of mother dairy

Mother Dairy typically upholds the following core values:

1.Quality: Commitment to delivering products of the highest quality and safety standards to

2.consumers.Integrity: Conducting business with honesty, transparency, and ethical practices in all dealings.

3.Customer Centricity: Putting the needs and satisfaction of customers first, ensuring their trust and loyalty.

4.Sustainability: Promoting sustainable practices in sourcing, production, and distribution to minimize environmental impact.

5.Innovation: Embracing innovation in product development, processes, and technology to meet evolving consumer preferences and market trends.

6.Social Responsibility: Engaging in initiatives that benefit society, including supporting dairy farmers, promoting education, and contributing to community development. These values guide Mother Dairy's operations, culture, and decision-making, shaping its identity as a responsible and customer-focused dairy compan

Brand, study competitor Analysis & buyer's Audience personality

Analyse brand messaging

Mother Dairy is known for its wholesome and natural brand messaging, focusing on the purity and freshness of its products. Their messaging often emphasizes the trustworthiness of the brand, highlighting the care taken in sourcing and processing dairy products. They also emphasize their commitment to quality and health, positioning themselves as a reliable choice for consumers seeking nutritious options. Overall, Mother Dairy's brand messaging aims to evoke feelings of trust, purity, and health-consciousness among its target audience.

COMPETITOR ANALYSIS

competitor 1: country delight

Competitor 2: Akshayakalpa

Competitor 3: Heritage

COMPETITOR 1: Country delight

SWOT

Strengths:

Farm-to-Home Model: Country Delight operates on a farm-to-home model, ensuring fresh and unadulterated dairy products directly from farms to consumers, which enhances quality and trust

.Quality Assurance: The company emphasizes quality control measures and ensures that its dairy products are free from additives and preservatives, appealing to health-conscious consumers.

Customer Engagement: Country Delight's subscription-based model fosters strong customer engagement and loyalty by offering personalized service and regular delivery of dairy essentials

Weaknesses: **Limited Geographic Presence:** Country Delight's operations are currently limited to select cities in India, which restricts its market reach and growth potential compared to larger competitors.

Opportunities:

Market Expansion: There are opportunities for Country Delight to expand its geographic presence and enter new markets, both within India and potentially internationally, to tap into a larger customer base

.Product Diversification: The company can explore diversifying its product range further by introducing value-added dairy products or expanding into related segments like organic or plant-based alternatives.

Threats:

Competitive Pressure: Country Delight faces competition from traditional dairy brands, as well as other Changes in regulations related to food safety, packaging, or dairy industry standards could impact Country Delight's operations and requirements

.Economic Factors: Economic downturns or fluctuations in consumer spending patterns could affect demand for premium dairy products, potentially impacting Country Delight's sales and revenue.

COMPETITOR 2:Akshayakalpa

Strengths:

Cultural Significance: Akshayakalpa holds immense cultural and religious significance in Hinduism, representing auspiciousness and abundance. **Tradition:** It's deeply ingrained in traditions, rituals, and practices, contributing to its continued observance and reverence. **Community Engagement:** Celebrations around Akshayakalpa often involve communities coming together, fostering social cohesion and unity. **Spiritual Growth:** Many people see it as an opportunity for spiritual growth, reflection, and renewal.

Weaknesses:

Limited Awareness: Outside Hindu communities, Akshayakalpa may lack recognition, limiting its potential impact and relevance

.Interpretation Variability: Its significance and observance may vary widely among different regions and sects within Hinduism, leading to confusion or dilution of its essence

.Commercialization: In some contexts, the commercialization of Akshaya Kalpa-related products or services might overshadow its spiritual significance, leading to skepticism or **criticism**. **Exclusivity:** Certain rituals or practices associated with Akshaya Kalpa may be exclusive to specific groups or communities, excluding others from participation or understanding.

Opportunities:

Global Outreach: There's an opportunity to promote and explain the significance of Akshaya Kalpa beyond traditional Hindu communities, fostering cross-cultural understanding and appreciation.

Education and Awareness: Initiatives to educate people about the cultural, spiritual, and historical aspects of Akshaya Kalpa could enhance its relevance and

resonance.
Innovation: Exploring new ways to observe Akshaya Kalpa while maintaining its traditional essence could attract younger generations and adapt to changing lifestyles.

Threats:

Secularization: In an increasingly secular world, traditional religious observances like Akshayakaipa may face declining relevance or interest.

Misrepresentation: Misinterpretation or misrepresentation of Akshaya Kalpa in mainstream media or popular culture could distort its true significance and lead to misunderstandings.

Changing Values: Shifting societal values and priorities may diminish the importance placed on rituals and traditions, affecting the observance of Akshaya Kalpa.

COMPETITOR 3: HERITAGE

Strengths:

Cultural Identity: Heritage represents the unique cultural identity and traditions of a community or society, fostering a sense of belonging and pride among its members.

Tourism Potential: Heritage sites, monuments, and cultural practices often attract tourists, contributing to economic development, job creation, and local infrastructure improvement

Education and Research: Heritage preservation provides opportunities for education, research, and learning about history, art, architecture, and traditional practices, enriching collective knowledge and understanding in promoting collaboration, social cohesion, and a shared sense of responsibility for preserving cultural legacies.

Weaknesses: Lack of Funding: Heritage preservation efforts may suffer from insufficient funding, leading to neglect, deterioration, or loss of cultural artifacts and sites. Maintenance Challenges:

Maintaining heritage sites and practices requires ongoing investment in conservation, restoration, and infrastructure, which can be costly and resource-intensive. Conflict of Interest: Balancing preservation with development needs and economic interests can lead to conflicts over land use, urbanization, and commercialization of heritage areas. Lack of Awareness: Some heritage sites and practices may be underappreciated or unknown to the general public, leading to a lack of interest or support for their preservation.

swot

Opportunities:

Sustainable Tourism: Promoting sustainable tourism practices can help preserve heritage while generating revenue and supporting local communities.

Technology Integration: Leveraging technology such as virtual reality, augmented reality, and digital archives can enhance heritage conservation efforts and provide immersive experiences for visitors.

Community Engagement: Involving local communities in heritage preservation projects through education, training, and participation can build capacity and foster stewardship.

Public-Private Partnerships: Collaborating with private sector partners can provide resources,

Threats:

Natural Disasters: Heritage sites are vulnerable to natural disasters such as earthquakes, floods, and wildfires, which can cause irreparable damage or destruction.

Urbanization and Development: Rapid urbanization and development pressures can encroach upon heritage areas, leading to loss.

Buyer's Audience persona

Creating a buyer's audience persona for Mother Dairy involves understanding the typical characteristics, needs, and preferences of the target consumers. Here's a general outline:

Name: Mrs. Gupta

Age: 35-45

Occupation: Homemaker

Location: Urban or suburban areas in India

Family: Married with children (1-2)

Income Level: Middle class

Education: High school or higher education

Goals and Motivations:



1. Providing nutritious food for her family.
2. Ensuring the health and well-being of her children.
3. Convenience in grocery shopping and meal preparation.
4. Trust in the quality and safety of the products she purchases.



Challenges:

1. Balancing household responsibilities with work or other commitments.
2. Managing the family's dietary preferences and restrictions.
3. Budget constraints while maintaining quality and nutrition.

Preferred Communication Channels:

1. Social media platforms like Facebook and Instagram for recipes and tips.
 2. Online forums and parenting communities for recommendations and advice.
 3. Traditional mediums like newspapers and television for product promotions and
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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

SEO Audit



Performing an SEO audit for Mother Dairy would involve assessing various aspects like website structure, content quality, backlink profile, and keyword optimization to identify areas for improvement in search engine visibility and organic traffic generation.

Seo audit

Recommendations

Toggle:

On-Page SEO

Social

Performance

Usability

Links

Other

Optimize for Core Web Vitals

Usability

Medium Priority

Unblock page in robots.txt

On-Page SEO

Medium Priority

Make better use of website compression

Performance

Medium Priority

Increase length of title tag

On-Page SEO

Medium Priority

Add Canonical Tag

On-Page SEO

Medium Priority



Keyword research

<input type="checkbox"/> Keyword	Volume ^①	Competition ^①	KEI ^①
<input type="checkbox"/> mother dairy ↗	660	29	77
<input type="checkbox"/> dairy calves taken from mot... ↗	230	—	—
<input type="checkbox"/> mother dairy canada ↗	100	—	—
<input type="checkbox"/> mother dairy share price ↗	90	—	—
<input type="checkbox"/> amber lynn bach mother dai... ↗	80	—	—
<input type="checkbox"/> dairy god mother ↗	80	—	—
<input type="checkbox"/> job in mother dairy company ↗	80	—	—
<input type="checkbox"/> breatfeed baby milm allergy ... ↗	70	—	—
<input type="checkbox"/> dairy free mother reflux baby ↗	70	—	—
<input type="checkbox"/> mother dairy aam doi online ↗	70	—	—
<input type="checkbox"/> mother write a dairy to daut... ↗	70	—	—
<input type="checkbox"/> are dairy cows good mothers ↗	55	—	—
<input type="checkbox"/> dairy queen mother's day ic... ↗	55	—	—
<input type="checkbox"/> dairy queen mothers day ca... ↗	55	—	—

Keywords
objective sale
oriented:

- 1.Mother dairy
Canada
- 2.Mother dairy
share price
- 3.Dairy calves taken
from mother dairy
- 4.Dairy god mother





On-page optimization



Focus keywords: dairy calves taken from mother,mother dairy canada, mother dairy share price, dairy godmother..

Meta title: dairy calves taken from mother, mother dairy Canada, mother dairy share price , dairy god mother

Meta description:Discover the freshest dairy products from Mother Dairy, offering a range of nutritious milk, delicious ice creams, and wholesome dairy delights for your everyday needs."



Onpage optimization (content optimization)

Introduction: certainly! Let's break down each term with a brief introduction

Dairy calves: seems like you're asking about dairy calves for Mother Dairy, but could you please provide more context or clarify your question? Are you asking about the process of raising dairy calves or something else related to Mother Dairy's operations?

Mother dairy Canada: Mother Dairy is actually an Indian company, not Canadian. It's a subsidiary of the National Dairy Development Board (NDDB) and is based in New Delhi, India. They primarily deal with dairy products such as milk, ice cream, yogurt, and cheese. If you're looking for information about a dairy company in Canada, I can help with that too! Just let me know.

conclusion: of on-page optimization for content optimization of Mother Dairy would likely focus on ensuring that the content is well-structured, relevant, and optimized for search engines. This includes using appropriate keywords,

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.
- We understood how the users search & gained insights into the kind of keywords people search for.
- Choosing the right keywords was an issue since there were a lot of relevant keywords in the list.

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 only for the post and story mentioned in the calendar.

Content calendar for mother dairy for the month of July

[JULY 2024]						Reel
1st mon	2nd wed	3rd wed	4th thur	5th sat	6th sun	Post type
Reel on milk's day event	Reel on milk's day event	Reel on Mother's Day milk	Did you know story	Influencer collab post	More 2024 genetics about on milk's day for products	Story
6th mon	7th tue	8th wed	9th thur	10th sat	11th sun	
Infographic carousel	Reel on protein drink	Reel on summer drink	Reel on milk's day event	Influencer collab post	Reel on Mother's Day drink	
12th mon	13th tue	14th wed	15th thur	16th sat	17th sun	
Reel on mother	Reel on summer drink	Reel on milk's day event	Reel on AM/PM drink	Influencer collab post	Reel on milk's day event	
19th mon	20th tue	21st wed	22nd thur	23rd sat	24th sun	
Reel on mother	Reel on milk's day event	Reel on milk's day event	Reel on chocolate	Influencer collab post	Reel on milk's day event	
26th mon	27th tue	28th wed	29th thur	30th sat	31st sun	
Reel on milk powder	Reel on biscuits	Reel on mother's day				

Strategy ,Aim and the idea behind this story




The strategy aim behind Mother Dairy could be multifaceted, but it likely centers around providing fresh and nutritious dairy products to consumers while supporting local farmers and communities. The idea behind the story of Mother Dairy could be one of sustainability, health, and community empowerment, showcasing how a dairy brand can positively impact both consumers and producers.

Strategy aim and the idea behind the post



The aim behind a post about Mother Dairy could be to promote their products, educate consumers about the benefits of dairy products, highlight their sustainability efforts, or engage with their audience on topics related to nutrition and healthy living. The idea is to create content that resonates with their target audience, strengthens brand loyalty, and increases awareness of Mother Dairy's offerings and values.

Content idea generation and strategy



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: Communicating 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 practices 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 Launches: Generating excitement around new product launches by teasing features, benefits, and unique selling points to encourage trial and adoption.

Customer Testimonials: Sharing testimonials or user-generated content to build trust and credibility among their audience, showcasing real-life experiences 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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7.Behind-the-Scenes Content: Offering behind-the-scenes glimpses into their manufacturing processes, 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 in the dairy industry.By incorporating these points into their social media ad campaigns, Mother Dairy can effectively engage their audience, drive brand awareness, and ultimately increase sales and loyalty.



Part 4: content creation and curation

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

Format 2

Format 3

Format1:static post on buffalo milk

Caption: Did you know? Buffalo milk is known for its rich and creamy texture, making it a popular choice for dairy products like paneer, ghee, and curd. Here's why you should consider incorporating Mother Dairy's buffalo milk into your diet: Rich in Protein: Buffalo milk contains high levels of protein, essential for muscle repair and growth. High Calcium Content: It's also packed with calcium, vital for bone health and strength. Creamy Texture: The higher fat content in buffalo milk gives it a luscious, creamy texture, perfect for making delicious desserts and beverages. Make the switch to Mother Dairy's buffalo milk today and experience the wholesome goodness in every sip! #MotherDairy

Hashtag:

#BuffaloMilk #HealthyLiving 🐃 🥛



Format 2: Reel post on classic dahi

Caption: The classic Dahi (yogurt) from Mother Dairy is a popular dairy product known for its smooth texture and tangy flavor. It's a staple in many Indian households and can be enjoyed on its own, with meals, or used in cooking and baking.

Hashtags: # classic dahi #mothe dairy #milk



Format 3: carousel post on pasteurized table butter

Caption: Pasteurized table butter from Mother Dairy is a popular choice known for its quality and taste. It's often preferred for its smooth texture and rich flavor, making it a versatile option for cooking, baking, or spreading on toast.

Hashtags:

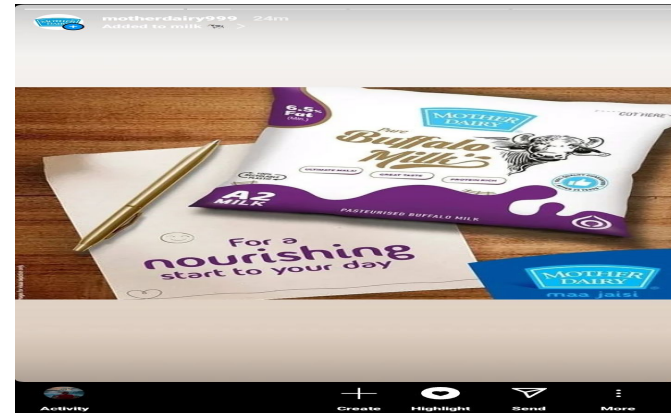
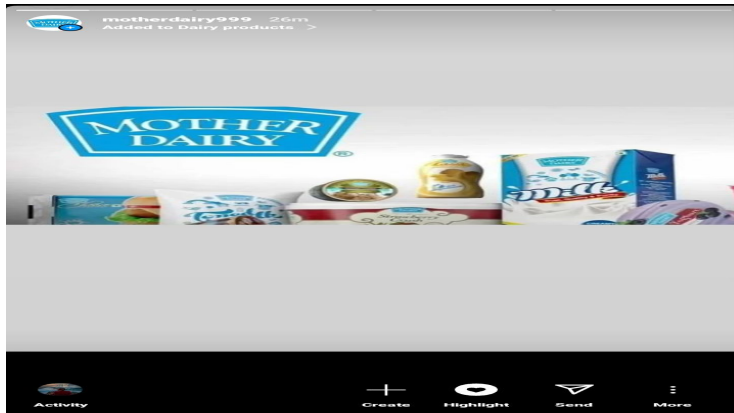
#Pasteurized table butter #motherdairy#



Part 4: content creation and curation

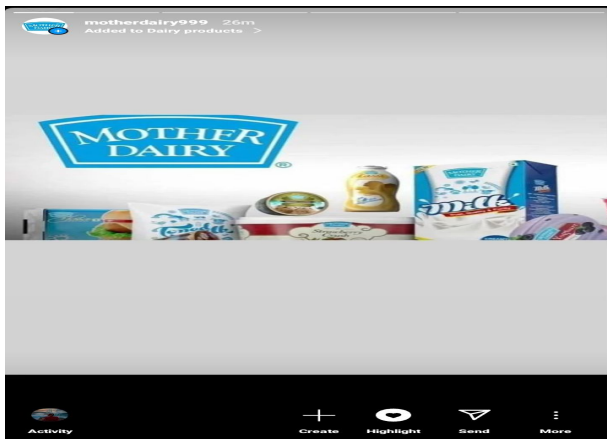
Instagram story :
Screenshots of story:

<https://www.instagram.com/dair.y8239?igsh=cW41YnMycTQ0NXVo>



Hilights for story

<https://www.instagram.com/dair.y8239?igsh=cW41YnMycTQ0NXVo>



Video editing techniques

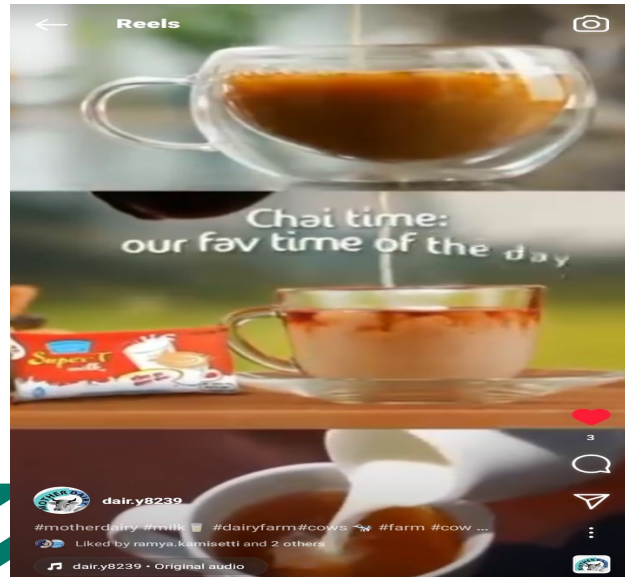
1.Product Montage: Create a visually appealing montage showcasing a variety of Mother Dairy products, emphasizing their freshness, quality, and versatility.Narrative

2.Storytelling: Develop a narrative storyline that follows the journey of a Mother Dairy product from farm to table, highlighting the care and attention to detail that goes into each of production

3.Motion Graphics: Incorporate dynamic motion graphics to illustrate key messages, product features, nutritional information, or sustainability initiatives in an engaging and visually appealing way.

Instagram reel

<https://www.instagram.com/reel/C6DDA6yJBoz/?igsh=eXVzMDhkbTQ0eHQ0>



Social media ad campaigns

While I can't provide specific details of Mother Dairy's social media ad campaigns, here are some general ideas for what they might focus on:

- 1. Product Launches:** Creating ads to announce new dairy products or flavors, showcasing their unique features and benefits.
- 2. Promotions and Discounts:** Running ad campaigns to promote special offers, discounts, or bundle deals on Mother Dairy products to drive sales.
- 3. Recipe Inspiration:** Sharing visually appealing ads featuring delicious recipes made with Mother Dairy products, encouraging followers to try them out at home.

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 emails with 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 flavors, 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.

7.Health and Nutrition: Creating educational ads that highlight the nutritional benefits of consuming Mother Dairy products, emphasizing their role in a balanced diet.

8.User-Generated Content: Showcasing user-generated content, such as photos or videos of customers enjoying Mother Dairy products, to build social proof and trust.

9.Sustainability Messaging: Running ads that highlight Mother Dairy's commitment to sustainability, showcasing their eco-friendly practices and initiatives.

10.Seasonal Campaigns: Tailoring ad content to match seasonal trends or holidays, such as summer-themed ads for ice cream products or festive ads for dairy treats during holidays. These are just some potential themes and ideas for Mother Dairy's social media ad campaigns, designed to engage their audience and drive brand awareness and sales.

Email add compaigns

While I can't provide specific examples of Mother Dairy's email campaigns, here are some potential points they might focus on in their email marketing efforts:

- 1. Product Updates:** Informing subscribers about new dairy products, flavors, or packaging.
- 2. Promotions and Offers:** Sharing discounts, special deals, or promotions on their products.
- 3. Recipes and Usage Tips:** Providing recipe ideas and usage tips for their dairy products, encouraging subscribers to incorporate them into their meals.
- 4. Health and Nutrition Information:** Educating subscribers about the nutritional benefits of consuming dairy products and their role in a balanced diet.
- 5. Sustainability Efforts:** Highlighting Mother Dairy's sustainability initiatives, such as eco-friendly packaging or responsible source.

6.Sustainability Efforts: Highlighting Mother Dairy's sustainability initiatives, such as eco-friendly packaging or responsible sourcing practices.

7.Customer Testimonials: Sharing testimonials or stories from satisfied customers.

8.Seasonal Campaigns: Tailoring email content to match seasonal trends or holidays, such as summer ice cream specials or festive dairy treats. These are just some potential points that Mother Dairy might include in their email campaigns to engage with their audience and drive sales.



“Thank You”

