

DIGITAL MARKETING INTERNSHIP

A Project Report on Mother Dairy

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Comprehensive Digital Markerting For Mother Dairy

SMART BRIDGE ORGANIZATON

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Brand Study (Mission /Values& USP)

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.

MISSION VALUE :

MISSION: Sustain market leadership in the production and marketing of a variety of liquid milk and product with assured quality at an affordable price.

VALUES: Mother dairy is committed to providing high-quality milk and milk products to its customers.

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.

1. COMPEITOR ANALYSIS

When conducting a competitor analysis of Mother Dairy, it's important to consider other major players in the Indian dairy industry. Here are some key competitors:

Competitor-1. Amul:

Amul is one of the biggest competitors of Mother Dairy. It is a cooperative dairy company known for its wide range of dairy products, including milk, butter, cheese, ice cream, and more. Amul has a strong presence across India and is known for its innovative marketing campaigns and competitive pricing.

Strengths: Strong brand presence, extensive distribution network, diverse product portfolio.

- **Weaknesses:** Regional focus, potential supply chain challenges.
- **Opportunities:** Expansion into new markets, product innovation.
- **Threats:** Intense competition, changing consumer preferences.

Competitor-2. Nestle:

Nestle is a multinational food and beverage company that competes with Mother Dairy, particularly in segments like milk, yogurt, and dairy-based beverages. Nestle's dairy brands include Nestle Milk, Nestle Dahi (yogurt), and Nestle A+, among others. Nestle focuses on quality and nutrition, leveraging its global reputation and distribution network.

Strengths: Global brand recognition, extensive R&D capabilities, diverse product range.

Weaknesses: Competition from local brands, pricing strategy.

Opportunities: Innovation in health-focused dairy products, market and expansion.

Threats: Regulatory changes, consumer perception of processed foods.

Competitor-3. Paras Dairy

Paras Dairy is another significant competitor in the India dairy industry. It offers a variety of dairy products such as milk, ghee, butter, paneer and yogurt. Paras Dairy emphasizes its commitment to quality and purity, targeting health-conscious consumers.

Strengths: Focus on premium dairy products, strong distribution network.

Weaknesses: Limited brand recognition compared to larger competitor, regional presence.

Opportunities: Market expansion, diversification into new product categories.

Threats: Competition from established brands, supply chain disruption.

Competitor-4. Mother Dairy's own regional competitors:

Strengths: Local brand loyalty, understanding of regional preferences.

Weaknesses: Limited distribution outside their regions, fewer resources for innovation.

Opportunities: Leveraging local ties for market dominance, expansion into adjacent market

Threats: Mother Dairy's expansion efforts, larger competitors entering local markets.

Analyzing these competitors' strengths, weaknesses, opportunities, and threats can provide insights into how Mother Dairy can position itself strategically in the market.

1.3 BUYER'S/AUDIENCE'S PERSONA

The buyer personas or audience profiles for Mother Dairy typically include:

1. Health-Conscious Consumers:

These individuals prioritize health and nutrition in their food choices. They are interested in dairy products that are natural, fresh, and free from additives. They may also be concerned about the sourcing and production methods of dairy products, preferring brands like Mother Dairy that emphasize quality and purity.

2. Family-oriented Shoppers:

Family-oriented buyers are often the primary purchasers of dairy products like milk, yogurt, and cheese. They look for products that are safe for consumption by all family members, including children and elderly members. They value brands like Mother Dairy that offer a wide range of dairy options suitable for different family members' preferences and dietary needs.

4. Price-Conscious Consumers:

Price-conscious buyers are concerned about getting value for their money. While they prioritize affordability, they also expect decent quality and freshness in dairy products. Mother Dairy's competitive pricing strategy makes it appealing to this audience segment, especially in comparison to premium or imported dairy brands.

5. Environmentally Conscious Individuals:

Consumers who are environmentally conscious may prefer brands like Mother Dairy that prioritize sustainability and responsible sourcing practices. They appreciate efforts to reduce carbon footprint, support local farmers, and minimize packaging waste.

Understanding these buyer personas helps Mother Dairy tailor its marketing strategies, product development initiatives, and communication efforts to better meet the needs and preferences of its target audience segments.

Strategy Aim and the Behind this Story

March 1	Introduction to Mother Dairy	Blog	Overview of Mother Dairy, its history, and products
March 5	Benefits of Dairy Products	Instagram	Infographics or carousel posts highlighting the nutritional benefits of dairy products
March 10	Sustainability Practices at Mother Dairy	Twitter	Tweet about Mother Dairy's eco-friendly initiatives and sustainable practices
March 15	Recipe Share: Cooking with Mother Dairy	Facebook	Share a delicious recipe featuring Mother Dairy products
March 20	Dairy Delights: Customer Testimonials	Instagram	Share testimonials or user-generated content from satisfied customers
March 25	Behind the Scenes: Inside Mother Dairy	YouTube	Post a video tour of Mother Dairy facilities, showcasing production processes
March 28	Dairy Trivia Tuesday	Twitter	Engage followers with fun trivia questions about dairy and Mother Dairy
March 30	Spotlight: Dairy Farmers partnering with Mother Dairy	LinkedIn	Feature a story or profile about dairy farmers collaborating with Mother Dairy
March 31	Thank You Message to Mother Dairy Customers	All platforms	Express gratitude to customers for their support and loyalty

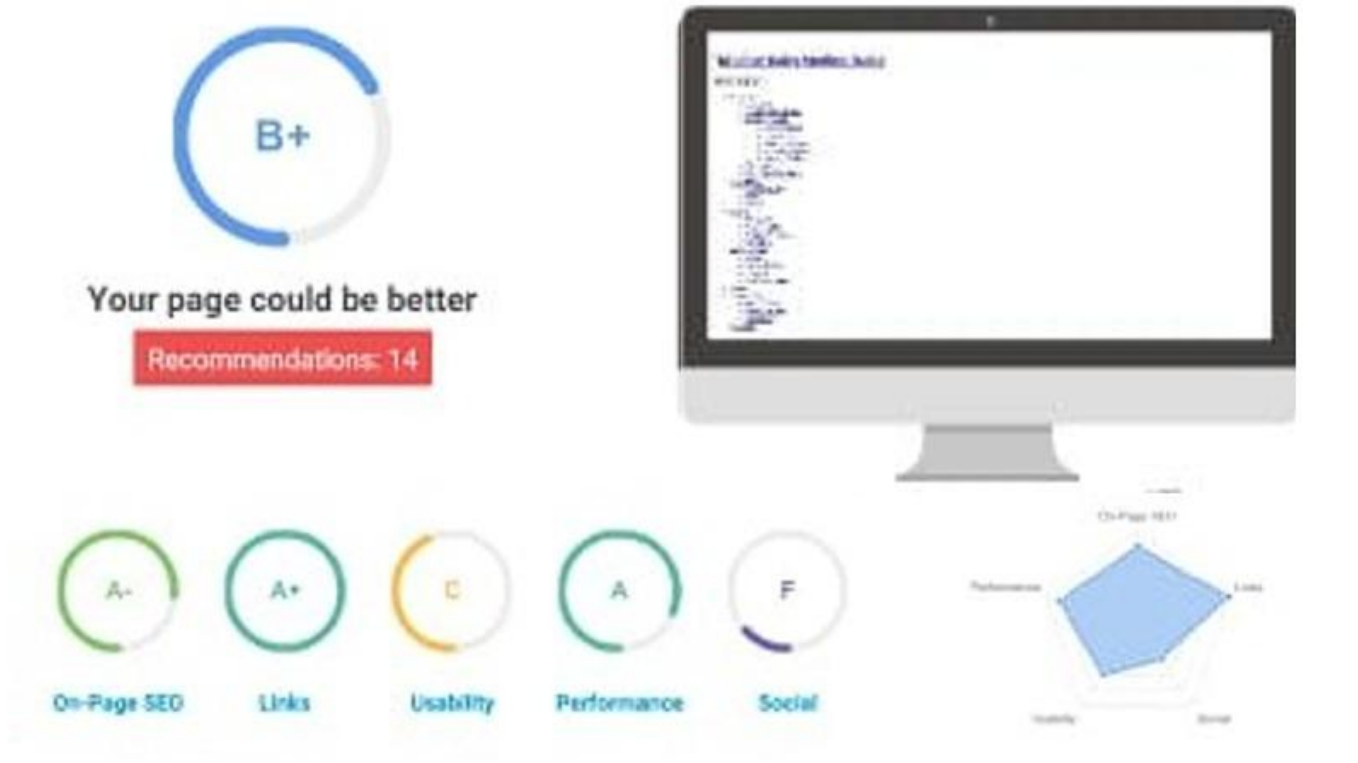
2.SEO & Keyword Research:

2.1 SEO AUDIT

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed keyword Utilizer Keyword Research Tools (SEMrush or Moz Keyword Explorer), Anaiyze Explorer),Analyze Competitor Keywords,Long-tail Keyword, Exploration (specific, longer phrases) that align with the research objectives and have lower competitor but higer conversation 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

Audit Results for Mother Dairy.com



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

Recommendations		
Toggle:	<div>On-Page SEO Social Performance Usability Links Other</div>	
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
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority
Make greater use of header tags	On-Page SEO	Medium 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


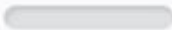



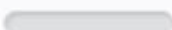



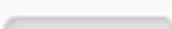



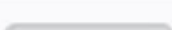


Here are some points of how the website can

improve its SEO

- 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 .

2.2 KEYWORD RESEARCH

<input type="checkbox"/> Keyword		Volume ⓘ	Competition ⓘ	KEI ⓘ	No Click Searches ⓘ
<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"/> breatfeed baby milm allergy mother eat dairy		70	—	—	

2.3 ON PAGE OPTIMIZATION

Focus Keyword: Best milk for health and immune boosters,(vitamanB12)

Meta Title : Best milk for health :Mother dairy of Meta description:
(Vitaminb12)

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

3.Content Ideas & Marketing Strategies:

3.1 CONTENT IDEA GENERATION & STRATEGY

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 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



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.

3.2 MARKETING STRATEGIES

Mother Dairy employs various marketing strategies to promote its brand and products effectively. Here are some key strategies:

1. **Quality Assurance and Brand Reputation:**

Mother Dairy prioritizes quality assurance and maintains a strong brand reputation for providing fresh, safe, and high-quality dairy products. This commitment to quality serves as a cornerstone of its marketing strategy and helps build trust with consumers.

2. **Wide Product Range:**

Mother Dairy offers a wide range of dairy products, including milk, yogurt, cheese, butter, ghee, ice cream, and more. Its diverse product portfolio allows the brand to cater to different consumer preferences and needs, thereby expanding its market reach.

4.Content Creation & Curation:

4.1 POST CREATION

Here are some ideas for engaging social media posts for Mother Dairy:

1.Product Spotlight:

Highlight a specific Mother Dairy product each week, showcasing its features, benefits, and versatility. For example, a post could feature Mother Dairy's freshly churned butter, emphasizing its creamy texture and delicious taste.

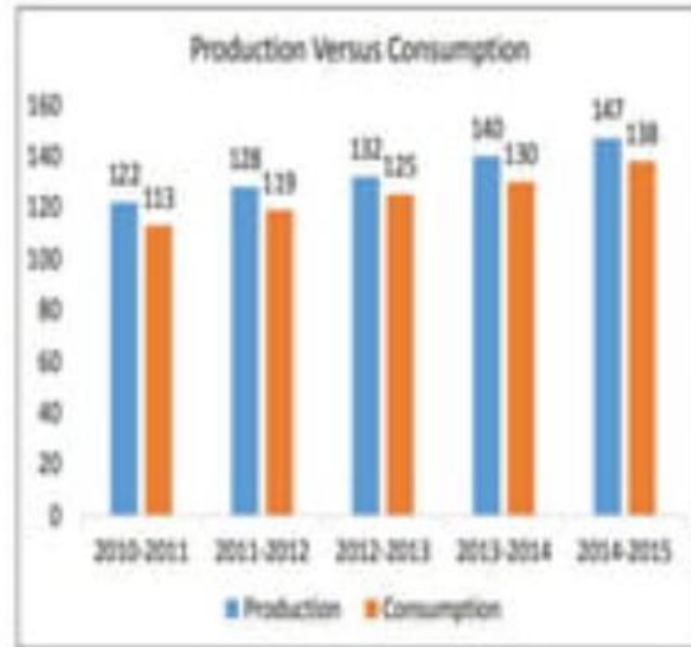
2. Recipe Inspiration:

Show watering recipes using Mother Dairy products as key ingredients. This could include recipes for homemade paneer tikka using Mother Dairy paneer or a refreshing mango lassi made with Mother Dairy yogurtare mouth

3. Health and Wellness Tips:

Educate your audience about the health benefits of consuming dairy products. Share tips on incorporating dairy into a balanced diet, boosting calcium intake, or improving gut health with probiotic yogurt.

INTRODUCTION TO DAIRY SECTOR



- ☐ *Oyster of the global dairy industry.*
- ☐ *Reached 155.5 million tons for the year 2015-16 thus, India's no.1 farm commodity.*
- ☐ *Current size of the dairy industry of India is valued at INR 5,000 billion in 2016.*
- ☐ *Indian dairy sector is characterized by high fragmentation.*
- ☐ *Dominated by the unorganized sector comprising of 70 million rural households.*

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.

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



Format 2: Reel post on milk from Mother Dairy

Caption : you can use the mother dairy products you get healthy.

Tap to image to shop the products

Hashtags:

#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



Screenshots of story

<https://www.instagram.com/motherdairy48?igsh=ZW1kbWJ3eDNqNnFi>



Highlights for Story:

<https://www.instagram.com/motherdairy48?igsh=ZW1kbWJ3eDNqNnFi>



1,226 posts

26K followers

5 following

Mother Dairy

Celebrating #50YearsAndCounting of serving joy to every Indian.

www.motherdairy.com



WorldFood...



50 Years



Milk Moments



Chai

Story Insights - Q&A

Reach: 4066

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



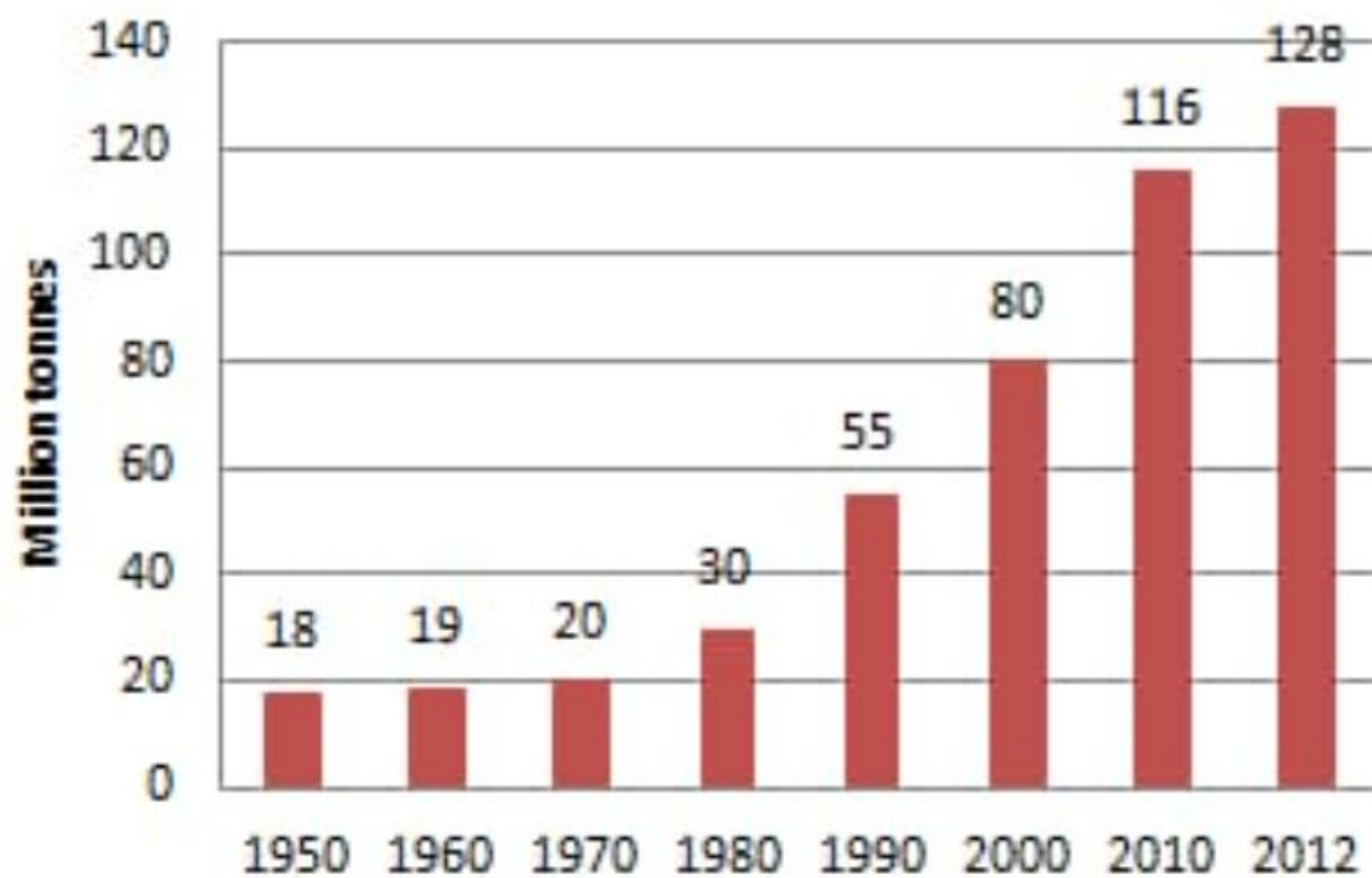
saminhussain_ Hello @okk_sandhya

1w Reply



172 likes

Milk Production 6x in 40 Years



4.2 DESIGNS/VEDIO EDITING

Creating visually appealing designs and video editing for Mother Dairy can help enhance the brand's online presence and engage its audience effectively. Here are some ideas for designs and video editing techniques:

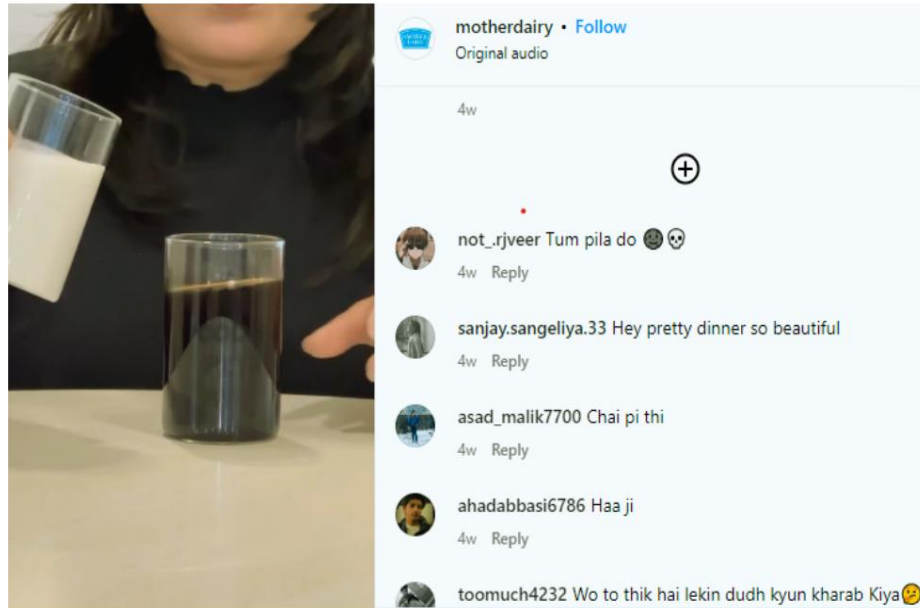
Design Ideas:

1.Product Showcase:

Create visually appealing graphics or images showcasing Mother Dairy's various dairy products, such as milk, yogurt, cheese, and ice cream. Highlight the freshness, quality, and nutritional benefits of each product.

2. Recipe Cards:

Design recipt cards featuring delicious dishes made with Mother Dairy products. Include step-by-step instructions, ingredients, and mouth watering images to inspire your audienceto try the recipes at home.



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.

Video Editing Techniques:

1. Product Demonstrations:

Produce short video clips demonstrating the use of Mother Dairy products in cooking or preparing delicious recipes. Showcase the versatility and convenience of Mother Dairy products in everyday meals.

2. Behind-the-Scenes Footage:

Capture behind-the-scenes footage of Mother Dairy's production facilities, farms, or quality control processes. Give viewers a glimpse into the journey from farm to table, highlighting the brand's commitment to freshness and quality.

3. Recipe Videos:

Create engaging recipe videos featuring step-by-step instructions for preparing mouthwatering dishes using Mother Dairy products. Use close-up shots, dynamic editing, and enticing visuals to make the recipes come to life on screen.



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://www.pexels.com/>

4.3 SOCIAL MEDIA AD CAMPAIGNS

Social media ad campaigns for Mother Dairy can help increase brand awareness, drive engagement, and boost sales. Here are some ideas for effective social media ad campaigns:

1. Product Spotlight Campaign:

Highlight a different Mother Dairy product each week with visually appealing ad creatives and compelling copy highlighting its features, benefits, and uses. Incorporate user-generated content or customer testimonials to add authenticity to the campaign.

2. Recipe Inspiration Campaign:

Showcase mouthwatering recipes using Mother Dairy products in carousel or video ad formats. Feature step-by-step instructions, vibrant images or videos, and enticing descriptions to inspire your audience to try the recipes themselves.

3. Seasonal Promotions Campaign:

Launch seasonal ad campaigns to coincide with holidays, festivals, or special occasions. Offer limited-time promotions, discounts, or bundle deals on Mother Dairy products, and use themed ad creatives to capture the festive spirit.

4.4 EMAIL AD CAMPAIGNS

Email ad campaigns for Mother Dairy can be an effective way to engage with customers, promote products, and drive sales. Here's a plan for an email ad campaign:

1. Segmentation:

Segment your email list based on factors such as purchase history, preferences, and demographics to ensure that your emails are relevant to each recipient.

2. Welcome Email Series:

Send a series of welcome emails to new subscribers introducing them to Mother Dairy, highlighting key products, and offering a special welcome discount or incentive to make their first purchase.

3. Product Promotions:

Highlight specific Mother Dairy products in your email campaigns, showcasing their features, benefits, and uses. Include visually appealing images, product descriptions, and links to purchase directly from your website.

4. Recipe Inspiration:

Share delicious recipes using Mother Dairy products in your emails, providing step-by-step instructions, cooking tips, and serving suggestions. Encourage recipients to try the recipes themselves and share their creations on social media.

5. Seasonal Offers:

Run email campaigns to coincide with seasonal holidays, festivals, or special occasions, offering limited-time promotions, discounts, or seasonal product bundles. Create a sense of urgency by emphasizing the limited-time nature of these offers.



