

# DIGITAL MARKETING INTERNSHIP

## Comprehensive Digital Marketing for MOTHER DAIRY

Project Report on mother dairy  
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PRESENTED BY

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Team Leader



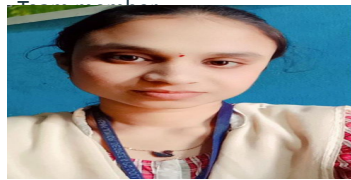
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# MOTHER DAIRY

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

## Brand Study(Mission/values &USP)

- 1.By focusing on these elements, the company can establish a strong brand, attract customers who share its values, and differentiate itself from its competitors in the market.
2. A well-crafted mission statement should be easy to understand, reflect the company's culture, and showcase its commitment to customer satisfaction, innovation, and competitive strategy.
- 3.his mission statement not only motivates Tesla's employees but also attracts customers who share the company's values and vision for a more sustainable future.
- 4.oma's unique selling proposition is its commitment to using locally sourced, seasonal ingredients, which sets it apart from its competitors and creates a memorable dining experience for its customers.

# Brand study, Competitor Analysis & buyer's Audience Person

## Analyze Brand Messaging

1. Define your criteria: Determine what success looks like for your brand, including your objectives, target audience, positioning, and tone of voice.
2. Analyze your content: Review your brand's messaging across all channels and touchpoints, including social media, website, email, packaging, and business
3. Gather feedback: Collect feedback from your customers and stakeholders through surveys, interviews, focus groups, and online reviews.
4. Compare with competitors: Analyze how your competitors communicate their value proposition, personality, and voice, and how they differentiate themselves from other brands in the market.

**.Competitor Analysis:** Select three competitor operating in the same industry or nich as the chosen brand ,example their USPs and online communication and conducts 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

It is operational across 18 cities in 11 states in the country and offers a wide range of fresh milk, milk products, fruits, vegetables, and daily essentials. The platform offers a seamless app shopping experience, enabling users to effortlessly order once or set a custom subscription for grocery delivery.

1. The company has seen significant increases in spending across various categories, with purchasing costs accounting for 49.3% of total spending in the financial year 2022.

#### **SORT ANALYSIS :**

**STRENGTH :** The company promises to provide high-quality products with a focus on freshness, traceability, and minimal processing.

**WEAKNESS :** The second search result discusses the concept of strength through weakness but is not directly related to Country Delight's weakness.

**Opportunities :** The search results provide information on various job opportunities, travel programs, and career paths. LinkedIn job search results showcase 298 Country Delight jobs in India, including roles such as Regional Lead Client Solutions, Marketplace Manager, and Head - Customer Service. The Spartan Pathways Travel Program offers a selection of travel opportunities that introduce participants to each destination's social, cultural, and recreational activities. Mercedes-Benz Stadium Careers emphasizes the stadium's family-oriented culture and offers various recognition opportunities, perks, and rewards for Team Members.

**Threats :** Netherlands: Johan Vollenbroek, a chemist, has received death threats due to his environmental activism against nitrogen pollution caused by intensive agriculture in the Netherlands. This activism has led to a clash between environmental ambitions and economic realities, resulting in protests and political upheaval.

2. Georgia: The Georgian government proposed legislation that would label civil society and media organizations as foreign agents, leading to protests by tens of thousands of citizens. This move was seen as an attack on democracy and repression, sparking outrage and concerns about Russia's influence on Georgia's democratic path.



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

### Competitor 2: Akshayakalpa

The university has ranked high in various prestigious rankings and has been bestowed upon many awards. AUR students have also excelled in various competitions and events, including the Installation Art Competition at PinkFest 2022, where they secured the top three positions among 20 universities. Therefore, while there is no direct mention of Competitor 2, Akshay Kalpa, the search results provide information about a competitor university, Amity University Rajasthan, and its achievements in the academic year.

#### Sort Analysis :

**Strength :** Akshayakalpa Organic milk offers various milk variants, including raw milk, pasteurized milk, skim milk, homogenized milk, lactose-free milk, and ultra heat treated milk. Each variant undergoes specific processes like pasteurization, homogenization, and cream separation to ensure safety and quality.

**Weakness :** 1. The second search result is a news article on the same topic, further emphasizing the need for regulation and proper understanding of the science behind A2 milk.

2. Therefore, the search results do not provide specific information about Akshayakalpa weaknesses, but they do suggest that the science behind A2 milk is weak and needs regulation. This could be perceived as a weakness in the company's product offerings.

**Opportunities :** Akshayakalpa offers various opportunities for collaboration and support. These opportunities include strategic philanthropy through funds and in-kind contributions, cause marketing initiatives, events and sponsorship, as well as innovations and project solutions for children

Additionally, Akshayakalpa Organic focuses

The company is known for its commitment to sustainable and regenerative farming practices, providing access to premium organic milk products while promoting the well-being of farmers and consumers.

**Threats:** Akshayakalpa is a Rs. 250 crore organic dairy enterprise serving 40,000 customers mainly in and around Bengaluru, India. The company is deeply engaged in transforming the Indian farming ecosystem or the agriculture model, with dairy being one of the key elements. The company's primary focus is on making farming sustainable and attractive to younger generations, aiming to make farmers role models in their villages, showing others that farming can be profitable and fulfilling.

### Competitor 3: Heritage

To identify Competitor 3 Heritage, we can follow the steps outlined in the search results, such as conducting market research, reviewing social media, and using keyword research. For example, we can search for keywords related to Heritage Foods' products, such as "dairy products" or "milk," and look for competitors that appear in the search results. We can also review social media conversations related to Heritage Foods and its competitors to see who is being mentioned and discussed.

#### Sort Analysis :

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**Weakness :1.** Lack of resources: The search results suggest that there is often a lack of resources for heritage conservation, including funding, expertise, and technology. This can make it difficult to properly conserve heritage sites and artifacts.

**2.** Lack of integration with development: The search results suggest that heritage conservation is often not adequately integrated with development planning and activities. This can lead to conflicts between conservation and development, and can make it difficult to balance the needs of both.

**Opportunities** : Heritage opportunities can be found in various sectors, including cultural preservation, environmental conservation, and career development. UNESCO's preservation work highlights the importance of protecting cultural heritage through safeguarding World Heritage sites, recognizing intangible heritage, and supporting the creative economy

2.The Heritage Foundation, a think tank, offers career opportunities in public policy, research, and leadership development, focusing on conservative print.

**Threats** : Heritage threats refer to the various factors that endanger cultural and natural heritage sites around the world. These threats can be categorized into natural and human-induced threats.

2. Another natural threat is coastal erosion, riverine flooding, and wind deflation, which can destroy both cultural and natural heritage sites. For example, coastal archaeological sites are vulnerable to weather events can impact hundreds of sites in multiple locations.

## Part 2: SEO & Keyword Research

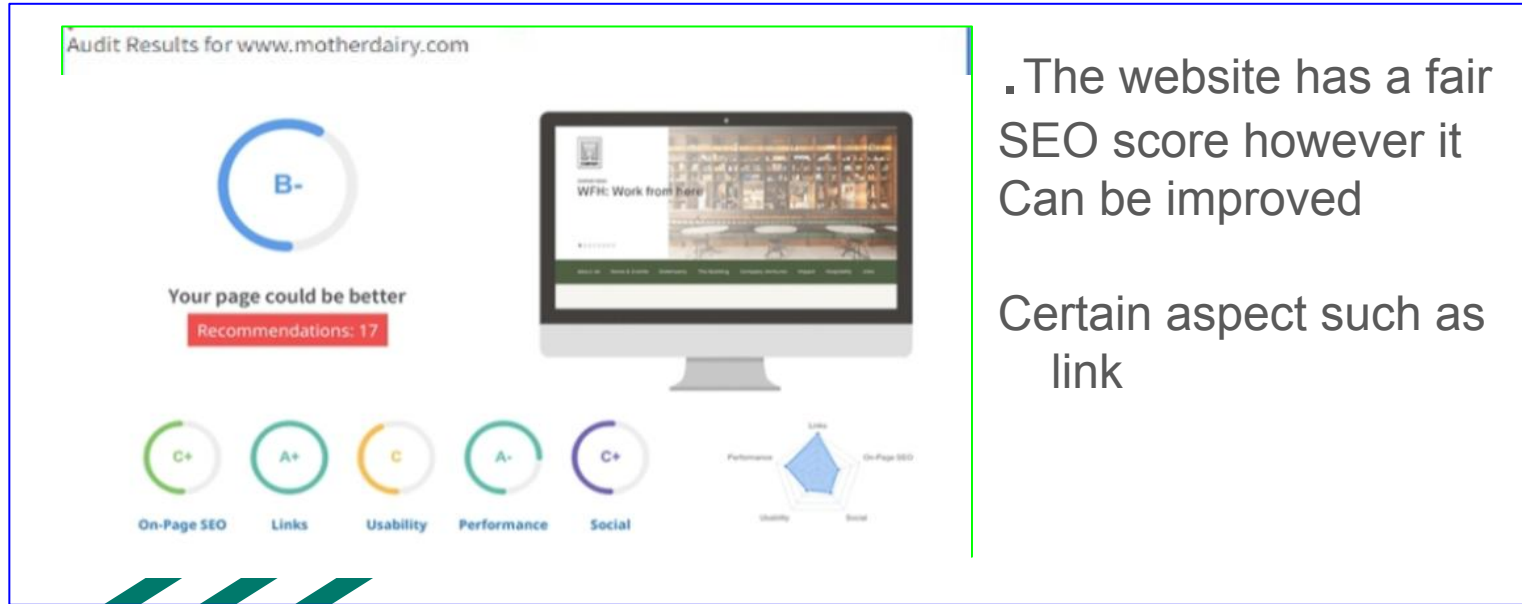
.**SEO Audit:** Do an SEO audit of the brand's website

.**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

Certain aspect such as link

# SEO Audit

Here 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

Link building

Recommendations		
Toggle: <span>On-Page SEO</span> <span>Social</span> <span>Performance</span> <span>Usability</span> <span>Links</span> <span>Other</span>		
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

# Keyword Research

## Keyword objectives:product Strategy

Mother Dairy strategy

















Product, prices

Vitamin b12

Mother dairy jobs

We can use these 4 primary

Since that have decent volumes an are Relevant to the brands products.

<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 milm allergy mother eat dairy 	70	-	-	



# On page Optimization

**Focus Keyword:** Milk, butter, paneer, curd, best milk for health.

## Meta Title:

Ensuring purity, Quality, and Innovation in Dairy Products. Mother Dairy's Mantra for milking the Market. It also includes the brand's name and its positioning as a trusted and beloved brand in the Dairy industry.

## Meta Description:

It serves to describe the page's content to users and search engines, aiding in SEO efforts by improving click-through rates. Meta descriptions should be unique, contain relevant Keywords, and accurately reflect the page content.

# On Page Optimization(content Optimization)

## Introduction:

Nowadays childrens has birth with vitamin b12 deficiency.

The primary purpose of Mother Dairy is to manufacture,market,and sell milk and dairy products,contributing to india's milk sufficiency.Established in 1947 as a subsidiary of the National Dairy.

**Section 1:**Vitamin B12 is an essential nutrient that your body needs for processes like DNA synthesis, energy production, and central nervous system function.

**Section 2:**vitamin B12 after cow's milk .Additionally, cottage cheese is also a good source of vitamin B12, providing 0.53 mcg per 4 oz serving. Therefore, including cow's milk, cheddar cheese, and cottage cheese in your diet can help ensure an adequate intake of vitamin B12.

**Section 3:**Mother Dairy is a well-known brand in India, offering a wide range of dairy products, including milk, butter, curd, ghee, ice creams, and cheese. Their products are made from high-quality milk and are rich in calcium and protein, providing numerous health benefits. Mother Dairy offers both whole milk and toned milk, catering to different consumer preferences. Their product range also includes traditional Indian desserts like Mishti Doi, which is a Bengal-based dessert made with cow milk.

## Conclusion:

Mother Dairy, a leading dairy company in India, has built a strong reputation based on the trust it has established with its consumers regarding the quality of its products.

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 there were a lot of relevant keyword 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 ideas 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 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]

1st mon	2nd tue	3rd wed	4th thur	5th fri	6th sat	7th sun
Reel on baby's day post	Reel on baby's day post	Reel on Mother's Day milk	Did you know story	Reel on baby's day post	Reel on baby's day post	Reel on baby's day post
8th mon	9th tue	10th wed	11th thur	12th fri	13th sat	14th sun
Reel on baby's day post	Reel on baby's day post	Reel on summer drink	Reel on baby's day post	Reel on baby's day post	Reel on baby's day post	Reel on baby's day post
15th mon	16th tue	17th wed	18th thur	19th fri	20th sat	21st sun
Reel on summer drink	Reel on summer drink	Reel on summer drink	Reel on summer drink	Reel on summer drink	Reel on summer drink	Reel on summer drink
22nd mon	23rd tue	24th wed	25th thur	26th fri	27th sat	28th sun
Reel on milk powder	Reel on milk powder	Reel on milk powder	Reel on milk powder	Reel on milk powder	Reel on milk powder	Reel on milk powder
29th mon	30th tue	31st wed				
Reel on milk powder	Reel on milk powder	Reel on milk powder				

## Strategy,Aim and the Idea behind this story

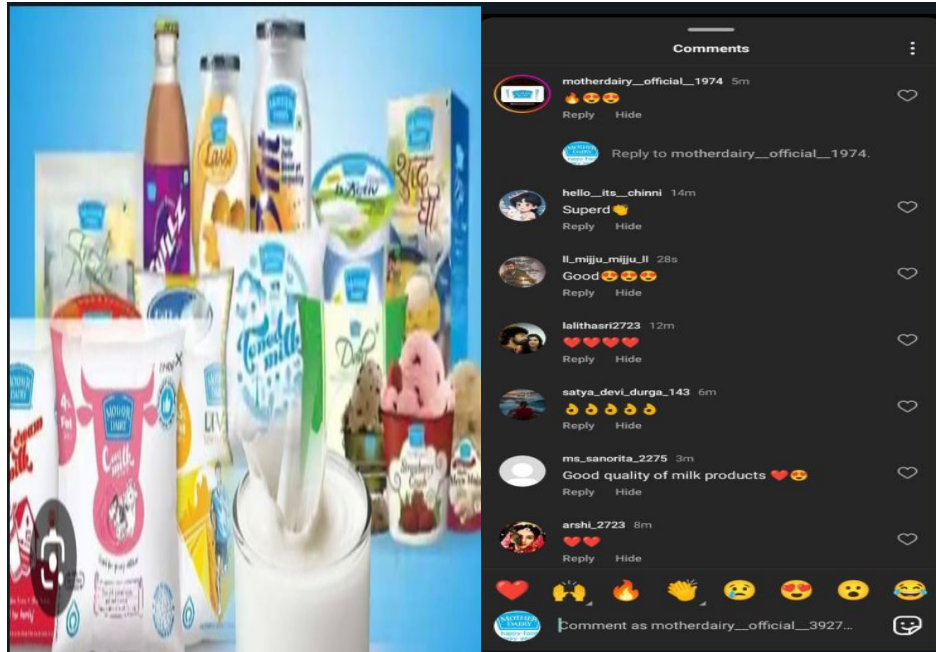


Mother Dairy's marketing strategy has been instrumental in its success, with a focus on Branding, iconic mascots, and pricing .

Mother dairy product portfolio is majorly Divided based on the three brands Mother Dairy ,dhara,and safal. The Mother Dairy Brand is mainly concerned with the whole Dairy product range, including milk, milk Products, and ice cream. safal deals with Fruits and vegetables, while dhara deals with Edible oils.

Mother Dairy has a wide presence across India, with 1400 retail outlets and more than 1,000 exclusive stores.

## Strategy,Aim and the Idea behind this Post



The post discusses the success and marketing Brand Strategy of oatly, leading plant-based milk brand

B12 fortified products, such as cereals and milk, Provide a significant amount of the total daily cbl Requirement. therefore, the milk product should be Fortified with vitamin B12.

Based on the search result, milk is a good source of Highly bioavailable vitmainB12, more than even meat And medication.

VitmainB12 is a complex body procedure, achieved Only with some other protein, and dairy foods are Better source of bioavailable vitaminB12 than meat And medication.

## 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.

Mother Dairy is a leading milk and milk products company that manufactures, markets, and sells milk and dairy products under the Mother Dairy brand. milk product in india that mother dairy is the best product.



## 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 interest 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 cow milk

Format 2: Reel post on curd from mother dairy

Format 3: carousel post on ice cream

## Format 1:static post on Cow 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:**

#Ghee #cows agriculture#milk



## Format 2: Reel post on Curd from mother dairy

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

Hashtags:

#curd#butter#badham milk



## Format 3: Carousel Post on ice cream

Caption : Good food Happy people

Hashtags:

#ice creams #milk powder #sweets #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



# Highlight of the story

[https://www.instagram.com/motherdairy\\_\\_official\\_\\_3927?igsh=MTJuanM4dmJ5eGU1ag==](https://www.instagram.com/motherdairy__official__3927?igsh=MTJuanM4dmJ5eGU1ag==)



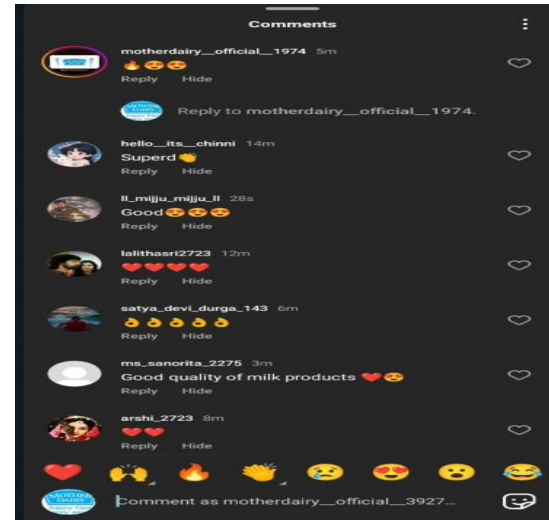
# Story Insight- Q&A

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 would create  
More information stories





## Part 4: Content Creation and Curation

### Designs/Video Editing

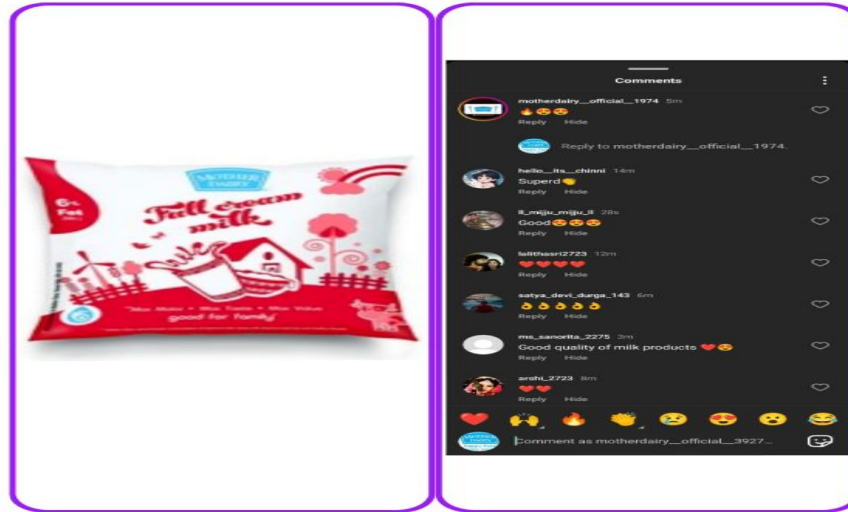
Design Tools Familiarization(use Canva for creating visually appealing graphics)

Video Creation:Utilize VN or any video editor of your choice to create videos related to the chosen topic.

If you have uploaded a static image post like

<https://drive.google.com/file/d/13a2CsCjEziynHlv3fvyC8RjUV5e8FPUS/view?usp=drivesdk>

To create a very simple and attractive post. Make sure to bring out the your brand selected.



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://drive.google.com/file/d/13fHfkPYBO1AW72Y0OjGzOz12FGcrExBA/view?usp=drivesdk>



## 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 and campaigns.

### 1. Product spotlight campaign:

Highlight a different Mother Dairy product each week with visually appealing ad creatives and compelling copy highlight its features, benefits, and uses.

### 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.

### 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.

## 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 plan for an email ad campaign

### 1. Segmentation:

Mother Dairy, a subsidiary of the Indian organization National Dairy Development Board, has segmented its market using geographic, demographic, psychographic, and behavioral segmentation strategies

### 2. Welcome Email Series:

The email should introduce the brand, highlighting its mission, values, and commitment to providing high-quality dairy products.

Product showcase: The email should showcase Mother Dairy's range of products, including fresh milk, yogurt, cheese, and other dairy items.

### 3. Product promotions:

In terms of product strategy, Mother Dairy's product range is extensive and divided among three brands: Mother Dairy, Dhara, and Safal. The Mother Dairy brand covers the entire dairy product spectrum, including milk, milk products, and ice creams. The Dhara brand deals with edible oils, while the Safal brand primarily focuses on fruits and vegetables

#### 4.Recipe Inspiration:

One idea could be to create a recipe for a Mother Dairy Kulfi Milkshake, blending the Kulfi with milk and ice for a refreshing summer drink. Another option could be a Rabri Ice Cream Sundae, layering scoops of Rabri ice cream with whipped cream, chopped nuts, and a drizzle of honey. For a more unique recipe, you could create an Atrangi Bar Ice Cream Cake, using the Atrangi Bar ice cream as a filling between layers of vanilla cake and frosting.

#### 5.Seasonal Offers:

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



THANK YOU