1.INTRODUCTION

1.1 OVERVIEW

Brief description about your project.

Amul follows a unique & highly successful co-operative business model, where farmers are the owner & decision - makers. The organization operates on the principle of "by the farmers, for the farmers," & it has played a significant role in the White Revolution of India.

The White Revolution, also known as Operative Flood, was a dairy devolopment program that transformed India from a milk - deficient nation into one of the largest milk producers in the world.

We can get many benifits through :-

(i) Nutritious Food Source

(ii) Affordable Food Option

(iii) Quick & Easy Snacks

(iv) Energy Booster

(v) Tasty & Appealing

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1.2 PURPOSE

The use of this project. What can be achieved using this.

The purpose of a digital marketing project for students is to provide a practical learning experience that helps them develop a deep understanding of digital marketing strategies, tools & techniques. It offers students the opportunity to apply theoretical knowledge gained in classrooms to real-world scenarios, preparing them for the challenges they may face in the Industry.

Some purpose & benifits of a digital marketing project :

(i) Hands On experience : Students get a chance to work on real project, creating & Implementing digital marketing campaigns. This practical exposure helps bridge the gap between theory & practice, making their learning more meaningful.

(ii) Skill development : The project allows students to hone their skills in various digital marketing areas such as social media marketing, SEO, email marketing, web analytics & more.

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campaigns & make data - backed improvements.

Evaluation & feedbacks: Students receive feedback from
structors (or) mentors, helping them understand them
ngth & areas for improvement. This feedback
is crucial for continuous learning & growth.

Branding :- Students may work on promoting
their personal brand as a part of the
ing them understand the

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effectiveness of digital advertising.

Ad-fraud :- Advertisers face the issue of ad fraud, where fake clicks or impressions are generated by bots, leading to wasted ad spend & inaccurate performance metrics.

Privacy concerns :- With increased data collection & targeting capabilities, there are growing concerns about user privacy & the ethical use of personal informational in digital marketing.

Content Quality & Saturation :- The internet is flooded with content, making it difficult for brands to stand out. Maintaining high-quality content that resonates with the target audience

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aud measures in place.

ad performance & look for suspicious

g & report fraudulent behaviour

out data collection & usage practices, &

ent from users for data processing.

levent data protection regulations,

CCPA.

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Salaamul Namaste

Amul

Greet this treat

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COMPREHENSIVE DIGITAL MARKETI
PROJECT WORK

AMUL full form is Anand Milk Union Limited. It is a cooperative dairy enterprise headquartered in the small town of Anand in the Indian state of Gujarat. Amul is India's leading manufacturer of milk and milk products. The organisation is credited with introducing India's white revolution and is praised as a successful cooperative business model that has empowered village men and women. It has turned ordinary country women into mini-entrepreneurs.

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PART I: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

RESEARCH BRAND IDENTITY:

go :

nd Colour : white background with a girl

d Messaging : Taste Of India

https://www.amul.com/

es:

's to provide mor and more satisfaction to the farmers, distributers"

F endeavour to satisfy the taste and nutritional e customer of the world through excellence

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2. Quality Products: Amul is renowned [illegible] quality control measures at every stage of production, ensuring that consumers receive [illegible] safe products.

3. Wide Product Range: Amul offers a diverse range of dairy products, including milk, butter, ghee, cheese, ice cream, yogurt, and other value-added products. This extensive product portfolio cate to various consumer preferences and needs.

4. IN SHORT :

USP : Wide variety of, All round sale

Communication : Celebrity Endorsement , Content memes ,

Lots of tutorials by experienced chefs. food products , Categorisation .

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ART I: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA

alyze Brand Messaging:

brand messaging can be analyzed based on its key elements and the values it conveys to its target

Trust: Amul's messaging consistently emphasizes the quality and trustworthiness of its dairy ough its tagline "The Taste of India" and various communications, Amul positions itself as a hat delivers products with consistent taste and safety.

armer Empowerment: Amul's unique cooperative model is a central theme in its brand ghting that it is owned and managed by farmers, the brand portrays a sense of erment, resonating with consumers who appreciate supporting local farmers and their

messaging communicates the idea that good quality dairy products should be roducts at affordable prices, the brand appeals to a wide range of consumers backgrounds.

Amul's commitment to delivering hig

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Competitor Analysis:

Competitor 1:

Mother Dairy: Mother Dairy is another major dairy brand in India, established by the National Dairy Development Board (NDDB). It wide range of dairy products, including milk, ice cream, butter, more.

Competitor 2:

Nestlé: Nestlé is a global food and beverage company significant presence in the Indian dairy market. It pro various dairy products, such as milk, yogurt

Competitor 3:

Britannia: While Britannia is primarily known competes with Amul in the dairy segment dairy products like cheese, butter, and

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Nestlé

Nestlé: Good food, Good life | Nestlé India (nestle.in)

BRITANNIA

Home - News And Media (britannia.co.in)

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Part 1: Brand st

- **Buyer's/Audience's Persona:**
- Here are some key segments that make up Amul's buyer au

1. Everyday Consumers: Amul's primary audience consists of everyday cons products for their regular consumption. This includes individuals, families, and hou products like milk, butter, cheese, yogurt, and ice cream for their daily needs.
2. Health-Conscious Consumers: Amul appeals to health-conscious individuals who seek nutritious and hig quality dairy products. The brand offers a range of options, including low-fat and probiotic products, catering to health-conscious buyers.
3. Children and Youth: Amul's ice cream and flavored milk products are popular among children and young consumers. The brand's various ice cream flavors and affordable pricing make it a favorite treat for this audience.

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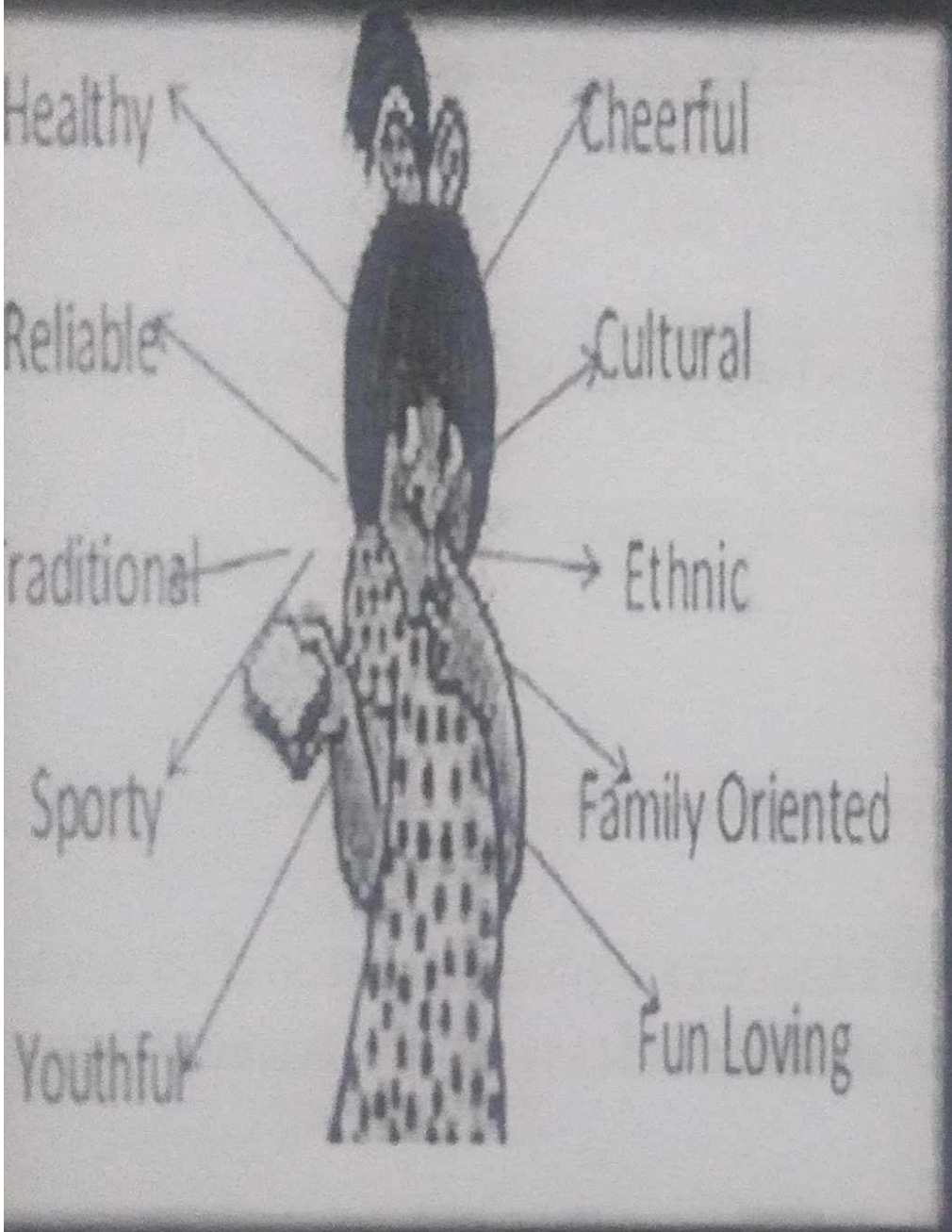
ALYSIS

utter is synonymous with the Amul brand



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Defence against cross-site scripting attac

curity Redirect to HTTPS is not implemented in response header

Site has an invalid robots.txt file

geSpeed Home page is rated 46 of 100 in Mobile PageSpeed Insights

ain purpose of an search engine optimization (SEO) audit is to identify st
opportunities for improvement to enhance a website
ive organic traffic.

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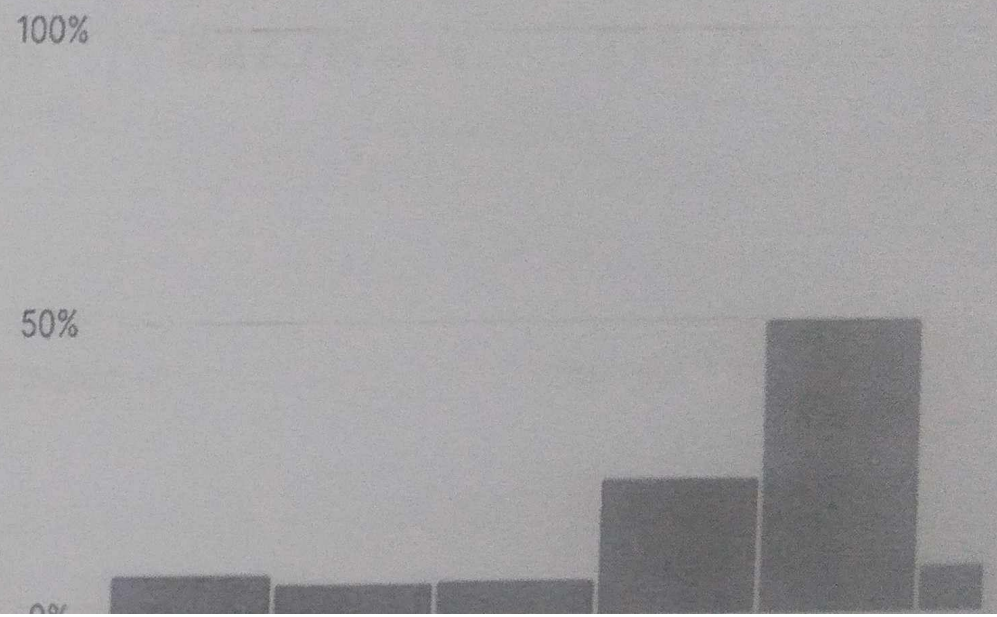
eyword	Intent	Pos.	Volume	CPC (U...	Traffi...
mul »	N	1	135K	0.19	11.44
mul ice cream »	C	1	90.5K	0.07	7.67
nul dark cho... »	I T	1	60.5K	0.06	5.13
nul milk »	N T	1	60.5K	0.22	5.13



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Competitors Pages Subdomains

Traffic Cost
$96.3K 5.22%

Branded Traffic
827.7K -8.51%

Non-Branded Traffic
115.7K -36.33%

SERP Features

Notes

1M 6M 1Y 2Y

Database growth

Oct 18

Jun 19

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Update metrics | Export

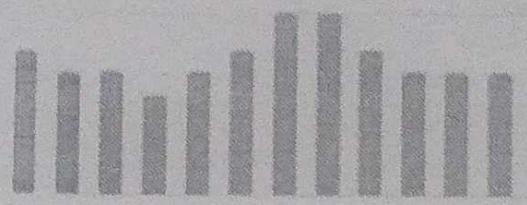
Intent

Navigational

CPC

$0.04

Trend



Competitive Density

0.07

PLA

0

Ads

0

Related Keywords

Organic Search Traffic

960K -13%

Paid Search Traffi

0

Keywords by Intent

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Paid Search Traffic

0

Backlinks

843.4K

View details

tors 9,298

m. Level	Com. Keywords	SE Keywords
	785	5,906
	671	3,752
	618	8,439
	518	2,573

Competitive Positioning Map

factoryrates.in
awesomedairy....
edenthestore.in
amuldairy.com
dudhsagardairy...
amul.com

1M

rch Traffic

691.8K

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135,000	41,040
135,000	41,040
90,500	27,512
90,500	27,512
90,500	27,512
90,500	27,512
90,500	27,512
90,500	27,512
60,500	27,512
	18,3[illegible]

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11 WORLD POPULATION DAY	12	13	14	15 WORLD YOUTH SKILLS DAY
18 NELSON MANDELA INTERNATIONAL DAY	19	20	21	22

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LET'S HAVE A

- When was amul founded ?
- a)1981 b)1946 c)1953 d)1986
- What is the first product of amul?
- a)milk powder b)ice cream c)cheese d) chocolate
- Who is the CEO of amul ?
- a)alisha chauhan b)nadia chauhan c)tarun bhatia d) schauna
- Where is the headquarters of Amul?
- a)mumbai b)hyderabad c)kolkata d)gujarat
- What is the new product of amul?
- a)honey b)butter c)shakes d)drinks
- How many flavours available in amul smoothies ?
- a)2 b)4 c)6 d)5
- Which is not amul product?
- a)ice cream b)magnum c)milk d)cookies

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Amul – The champion's choice July 20, 2023Amul – "The champion's choice" Feature sports stars and athletes fueling their performance with Amul products, emphasizing the importance of nutrition and taste for a winning edge. Here are some products:

1.milk - The nutritional profile of Amul milk is identical to that of fresh milk extract from the diaries, which means that it is an excellent source f vitamins A and D, calcium, and protein

.2.dark chocolate - Amul dark chocolate with 99% cocoa is considered the best and the healthiest chocolate bar for its numerous benefits. These foods contain carbohydrate and protein for recovery, plus other nutrients to help keep a athlete's diet healthy and well balanced.

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3.butter - Butter is also high in c
(CLA), a fatty acid that helps your muscles rep
strenuous exercise.

4.ice Cream - once the components of the ice cream start to break down, the cooling effect is diminished. The milk fat and sugar produce heat in the body and when the temperature outside is high, this extra heat will not keep us cool but instead have the opposite effect."

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CHALLENGES:

Creativity and Originality: Generating fresh and original content ideas can be a challenge, especially when trying to stand out in a crowded digital landscape. It's essential to avoid regurgitating the same ideas and strive for uniqueness.

Alignment with Brand Values: Ensuring that content ideas and marketing strategies align with the brand's core values and mission can be difficult. Straying from these principles may lead to confusion among the audience.

Market Saturation: Many industries have become oversaturated with content, making it challengin capture the audience's attention and differentiate from competitors.

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Part 3: Content Ideas and Marketing Strategies

Content Distribution: Even with fantastic content ideas, getting the message to the target audience can b
tough due to issues like algorithm changes on social media platforms and email deliverability challenges

Budget Constraints: Limited budgets can hinder the execution of ambitious marketing strategies, leadi
to difficulties in reaching a broader audience.

Data-driven Decision Making: Some marketers may struggle to interpret data effectively and make d
driven decisions, leading to inefficiencies in their marketing efforts.

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- **LESSONS LEARNED:**

- Customer-Centric Approach: Putting the audience's needs and preferences at the forefront is essenti
  Understanding your target audience deeply helps in generating relevant and engaging content ideas
  and marketing strategies.

- Consistency Across Platforms: Maintaining consistency in brand messaging and visuals across vari
  platforms fosters brand recognition and trust.

- Experimentation and Iteration: Don't be afraid to try new content ideas and marketing strategies
  Learn from both successes and failures and iterate on what works best.

- Storytelling: Embrace the power of storytelling to connect with your audience emotionally. Peop
  remember stories better than plain information.

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and marketing messages to in

mprove engagement.

ghts: Invest in analyzing data from various sources

nt performance, and marketing effectiveness. This data

fluencers and User-Generated Content: Collaborating with influencer

d content can help expand reach and credibility.

Strategic Partnerships: Explore partnerships with other brands or businesses that share

audiences to broaden your reach.

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...ERTISING GOALS

dvertising Goals for AMUL :

arket Expansion :

e goal is to expand AMUL's market presence by reaching new de
ions. This could involve targeting new customer segments, introd
cific regions, or entering international markets.

duct Awareness:

ease awareness about specific amuls products, such as amul dark ch
nts and also the wide range of varieties in ice creams .

Media Engagement:

engagement on amuls social media platfor
nts, and interactions with the brand
followers and brand advocate

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ponents and differentiators, setting the brand apart from
rage market. The goal is to communicate why Amuls
tter value to consumers.

sing campaigns around specific seasons or festivals, aligning amuls
rences and needs of consumers during those periods.

d Advocacy:-

lty among existing customers and turn them into brand advocates.
t purchases and word-of-mouth referrals through loyalty programs,
, and customer appreciation initiatives.

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Targeting

e comprises diverse demographics, interests, and behaviors, reflecting the products. The primary target audience can be defined as follows:

rget age group falls between 05 to 70 years, capturing both young adults and old who are adventurous, health-conscious, and open to trying new products.

s products appeal to both male and female consumers, with a focus on gender-ting to be inclusive.

he target audience includes urban and semi-urban areas with a focus on regions where strong market presence.

and Behavior:

nd Wellness Enthusiasts: Individuals who prioritize health and are interested in flavoufu and nutritious options. They seek products that align with their active lifestyle.

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amul.int_ 16h

WHAT VARIETIES OF AMUL CHOCOLATES DO YOU PREFER?

(A) Milk chocolate

(B) Dark chocolate

(C) Almond bar

(D) All of the above

Seen by 20

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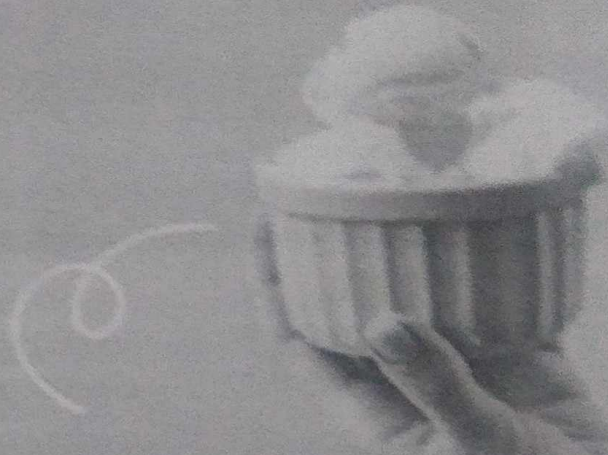
SPECIAL AMUL ICECREAM DATE



You must be an Amul ice cream scoop because you make my heart melt!"

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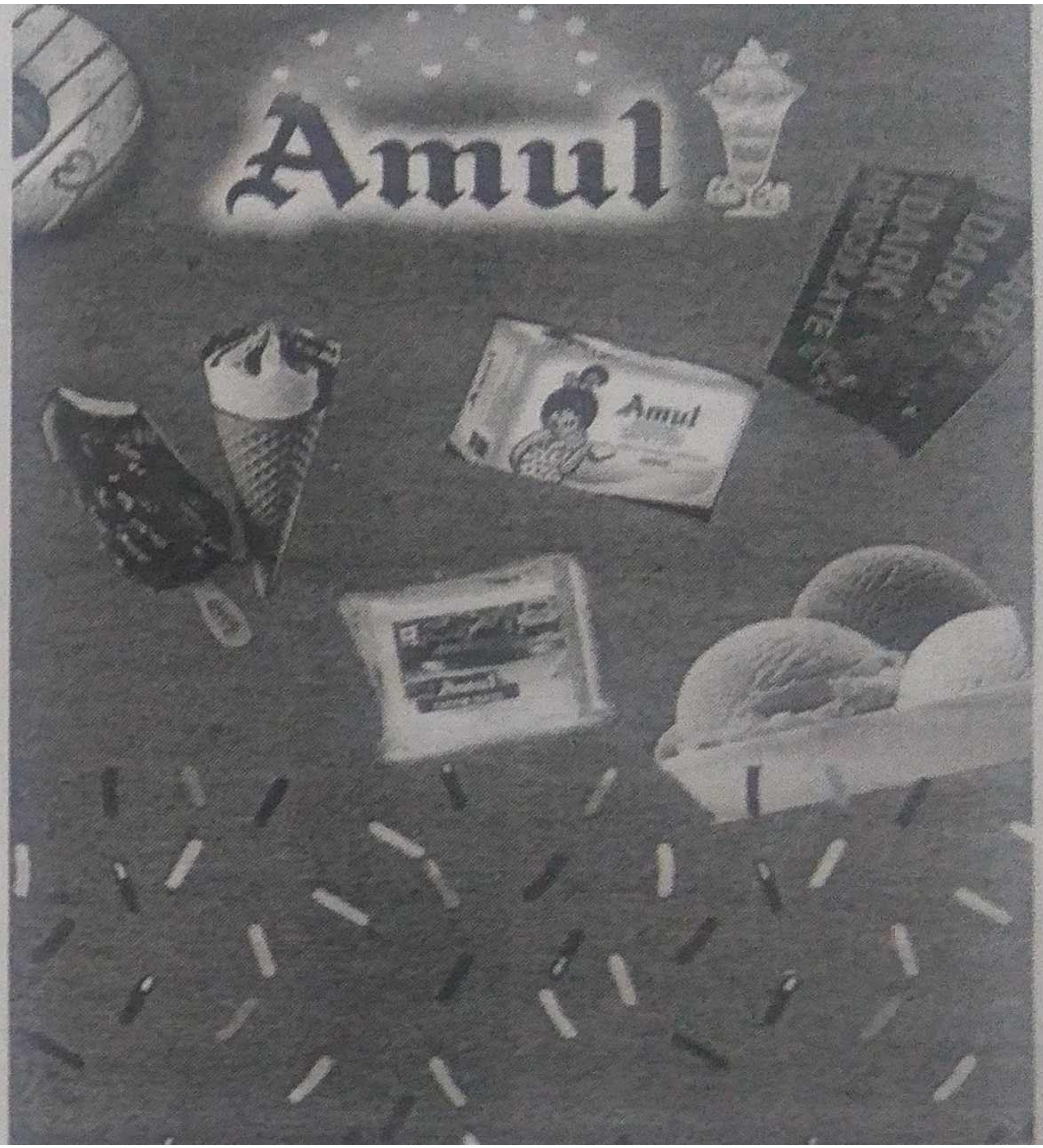

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ital landscape is constantly evolving, with new platforms, formats,
ying up-to-date with these changes is crucial for content creators
However, it can be overwhelming to keep pace with the rapid

be time-consuming, especially when it involves research

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Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation

LESSONS LEARNED WHILE CONTENT CREATION

Know Your Audience: Understanding your target audience's preferences and needs is the foundation o successful content creation and curation.

Consistency is Key: Regularly producing valuable content is vital for building and maintaining an audience.

Balance Innovation and Proven Methods: Strive to be creative and innovative while also considerin what has worked well in the past.

Adapt to Changes: Embrace and adapt to the constantly evolving digital landscape to remain relev

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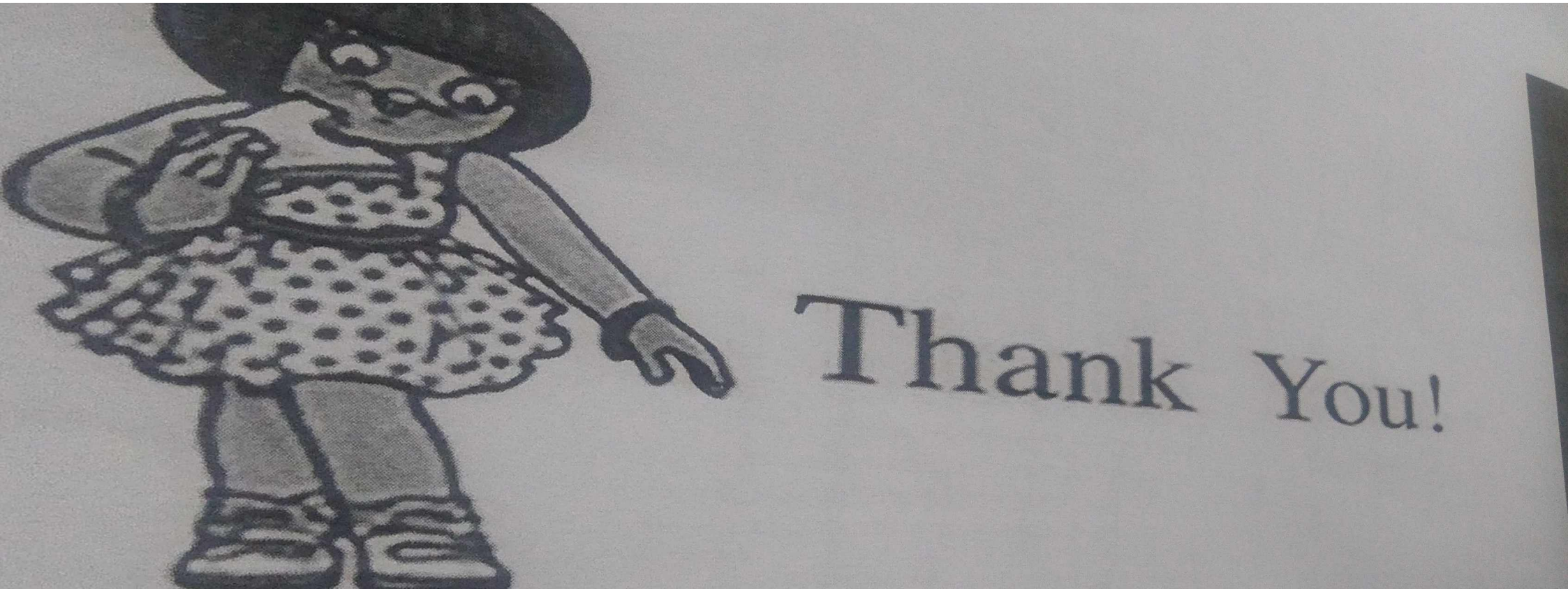

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4. ADVANTAGES AND DISADVANTAGES

List Advantages and disadvantages of proposed solution.

Advantages of Digital Marketing :-

(i) Global Reach : Digital marketing allows businesses to reach a global audience without the constraints of geographical boundaries. It enables access to potential customers from different parts of the world.

(ii) Cost-Effectiveness : Compared to traditional marketing channels, digital marketing is often more cost effective. Businesses can choose from various budget options & target specific demographics, optimizing their ad spent.

Digital Marketing Disadvantages :

(i) Information Overload :- The vast amount of online content can lead to information overload for consumers, making it challenging for brands to stand out & capture attention.

(ii) Technical Challenges :- Implementing & managing digital marketing campaigns require technical expertise & knowledge of various tools & platforms.

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share their missions, values, & [illegible]
through visually appealing content, stories & posts. Consistent
& engaging content helps businesses stay on top of
consumers' minds.

) Audience Engagement :- Social media enables direct
interactions with the audience. Companies can respond
comments, messages, & feedback in real-time,
ilding a sense of community & trust with their
mers.

rgeting :- Social media platforms allow businesses to set
rgeting campaigns, showing ads to users who have
interacted with their website or content,
the chances of conversions.

Analysis :- Social Media provides insights into Competitor
udience engagement, helping businesses refine
proach & stand out in the market.

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6. CONCLUSION

Summarizing the entire work and findings

Digital Marketing has transformed [illegible] practices, providing businesses with powerful [illegible] to connect with their target audiences in the digital [illegible] system.

(i) Wide Reach :- Digital marketing enables businesses to reach a global audience, breaking down geographical barriers & allowing companies of all sizes to compete on a level playing field.

(ii) Cost Effective :- Compared to traditional marketing methods, digital marketing offers more cost-effective options, making it accessible to businesses with varying budgets.

(iii) Personalization: Digital marketing allows for personalized communication with customers, creating a more engaging & tailored experience that fosters brand loyalty.

(iv) Brand Building :- Through consistent messaging, storytelling, customer engagement, digital marketing helps businesses build & reinforce their brand identity.

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to focus on strategy & creativity.

(ii) Data Privacy & Personalization :-

With growing concerns about data privacy, digital marketing will need to find a balance between personalization & respecting users privacy. Ethical data collection & transparent communication will become more critical than ever.

(iii) Voice Search & Smart Speakers :-

As voice assistants & smart speakers become more prevalent, optimizing content for voice search will be essential. Brands will need to adapt their SEO strategies to cater to voice queries & conversational language.

(iv) Interactive Content :-

Interactive Content such as quizzes, polls & interactive videos will gain traction, as it actively engages users.

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