

DIGITAL MARKETING

INTERNSHIP COMPRESSIVE DIGITAL MARKETING FOR AMUL

PROJECT REPORT ON AMUL UNDER THE ESTEEMED GUIDANCE OF

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COMPREHENSIVE DIGITAL MARKETING FOR AMUL

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Group members & University name

Team lead member(Madicharla Siva Sai Krishna)

Team members:-

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2. Member 2 (Kasukurthi suresh)
3. Member 3 (Akshay Kumar vase)
4. Member 4 (Gobbilla Sai Krishna)
5. Member 5 (Annem Bhavani Shankar)

Amul Brand Research Values

Amul, as a brand, values quality, innovation, sustainability, and a commitment to serving its customers. They focus on providing affordable and nutritious dairy products while also supporting local farmers and communities. Their research likely aligns with these values, emphasizing product development, market analysis, and customer satisfaction.

"USP" stands for Unique Selling Proposition. For Amul, their USP often revolves around their cooperative model, which involves millions of farmers and ensures the freshness and quality of their dairy products. Additionally, their extensive distribution network and affordability are key components of their USP.

- Analyze Brand Tone and Identity:



1. Tone: Amul's brand tone is typically friendly, relatable, and sometimes humorous. They often use witty and creative advertising campaigns to engage with their audience. This tone helps them connect with consumers on a personal level while also conveying their brand values of quality, affordability, and community support.

2. Identity: Amul's brand identity revolves around being a trustworthy provider of dairy products. They emphasize their cooperative model, which highlights their commitment to supporting local farmers and delivering fresh, high-quality products. Their identity also includes elements of innovation, as they continually introduce new products and flavors to meet consumer demands. Overall, Amul's brand identity is rooted in tradition, quality, and affordability.

Brand study (Mission/Values & USP)

Mission/Values:

Mission: Amul's mission revolves around providing high-quality dairy products while supporting local farmers and promoting sustainability.

Values:

Quality: Commitment to delivering fresh and nutritious dairy products.

Community: Support for local farmers through the cooperative model.

Innovation: Continual improvement and introduction of new products to meet consumer needs.

Affordability: Ensuring products are accessible to a wide range of consumers.

Sustainability: Implementing eco-friendly practices across the supply chain to reduce environmental impact.

Brand study (Mission/Values & USP)

Unique Selling Proposition (USP):

Cooperative Model: Amul's USP lies in its cooperative structure, involving millions of farmers who collectively own the brand. This ensures the quality and freshness of products while also empowering local agricultural communities.

Affordability: Offering high-quality dairy products at competitive prices, making them accessible to a diverse customer base.

Wide Product Range: Amul's diverse portfolio includes milk, butter, cheese, ice cream, and other dairy products, catering to various consumer preferences.

Iconic Advertising: Leveraging creative and often humorous advertising campaigns, Amul has established a unique brand identity and emotional connection with consumers.

Brand Tone:

Friendly & Relatable: Amul's brand tone is often characterized by its friendly and relatable communication style, which resonates with consumers across demographics.

Witty & Humorous: The brand is known for its witty and humorous advertising campaigns, which use clever wordplay and topical references to engage audiences.

Authentic & Trustworthy: Amul's communication conveys authenticity and trustworthiness, reflecting its commitment to quality and transparency.

Key Performance Indicators (KPIs):

Brand Awareness: Measure of the brand's visibility and recognition among the target audience through surveys, social media mentions, and website traffic.

Customer Engagement: Quantify the level of interaction and engagement with the brand across various channels, including social media likes/shares, comments, and email open rates.

Advertising Effectiveness: Assess the impact of advertising campaigns on brand perception and consumer behavior, measured by ad recall, brand sentiment analysis, and sales uplift.

Customer Satisfaction: Gauge customer satisfaction levels through feedback surveys, Net Promoter Score (NPS), and online reviews to ensure alignment with brand values and service quality.

Buyer/Audience Persona

Name: Priya Patel Demographic Information:

Age: 32

Gender: Female

Occupation: Marketing Manager

Income Level: Middle to upper-middle class

Location: Urban or suburban area in India

Psychographic Information:

Lifestyle: Busy professional with a hectic work schedule
Values: Health-conscious, seeks convenience and quality in food choices

Interests: Cooking, trying new recipes, staying updated on food trends

Pain Points: Limited time for grocery shopping, desires healthy and tasty meal options

Behaviors:

Regularly shops at supermarkets and online grocery stores for convenience
Prefers brands that offer a balance of quality, affordability, and convenience
Actively engages with social media platforms for recipe inspiration and food-related content

Goals and Motivations:

Wants to maintain a healthy lifestyle despite a busy schedule
Seeks quick and nutritious meal solutions for herself and her family
Values brands that align with her health and sustainability values

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

Competitor Analysis:

Competitor 1: Mother Dairy

Mission/Values: Similar to Amul, with a focus on providing quality dairy products and supporting local farmers.

USP: Strong distribution network, emphasis on freshness, and competitive pricing.

Brand Tone & Identity: Professional, trustworthy, and focused on health and nutrition.

Competitor 2: Nestle

Mission/Values: Emphasis on nutrition, sustainability, and innovation.

USP: Diverse product portfolio beyond dairy, global presence, and focus on health and wellness.

Brand Tone & Identity: Corporate, innovative, and health-conscious.

Competitor 1: HERITAGE

Mission/Values: Heritage foods focuses on providing fresh, nutritious, and affordable dairy products to consumers while supporting local farmers and promoting sustainability.

USP: Strong emphasis on freshness and quality, wide distribution network, and commitment to supporting dairy farmers through its cooperative model.

Brand Tone & Identity: Professional, trustworthy, and health-conscious, with a focus on freshness and purity.

online communication:

Heritage engages consumers through diverse online channels. Social media platforms showcase engaging content like recipe videos and nutritional tips, fostering community interaction. Their website hosts informative blogs on dairy nutrition and sustainable farming. Personalized email newsletters deliver updates and promotions. Collaborations with influencers and targeted online ads amplify brand visibility. By encouraging customer reviews and participating in online forums, Heritage builds trust and connects with its audience in the digital realm.

SWOT

Strengths:

- **Rich Cultural Heritage:** Indian heritage food represents centuries-old culinary traditions, offering a diverse array of flavors, ingredients, and cooking techniques.
- **Health Benefits:** Many Indian heritage foods are rich in spices and herbs known for their medicinal properties, contributing to holistic health.
- **Regional Diversity:** India's vast geography and diverse cultures result in a wide range of heritage foods, each with unique flavors and ingredients.

Weaknesses:

- **Lack of Standardization:** Traditional recipes can vary significantly between regions and even households, leading to inconsistency in taste and quality.
- **Limited Accessibility:** Some heritage foods are only available in specific regions or communities, limiting their accessibility to a wider audience.
- **Time-Consuming Preparation:** Many heritage dishes require extensive preparation and cooking time, deterring busy individuals from incorporating them into their regular diets.

SWOT

Opportunities :

- 1.Health and Wellness Trends:** With increasing consumer awareness of health and wellness, there is an opportunity for Mother Dairy to introduce more fortified and functional dairy products to meet evolving consumer preferences.
- 2.Online Retail:** The growing trend of online grocery shopping presents an opportunity for Mother Dairy to expand its presence in the e-commerce space and reach a wider audience.
- 3.Sustainable Practices:** By further promoting its sustainable farming practices and eco-friendly packaging, Mother Dairy can appeal to environmentally conscious consumers and enhance brand reputation.

Threats:

- 1.Intense Competition:** Mother Dairy faces competition from both domestic and international dairy brands, which may impact market share and pricing strategies.
- 2.Regulatory Challenges:** Changes in government regulations related to dairy farming, pricing, or quality standards could pose challenges for the brand's operations.
- 3.Supply Chain Disruptions:** Disruptions in the milk supply chain due to factors like weather conditions, disease outbreaks, or transportation issues could affect production and distribution capabilities. By considering these factors, Mother Dairy can identify areas of strength to leverage, weaknesses to address, opportunities to capitalize on, and threats to mitigate, thereby informing strategic decision-making and ensuring sustainable growth in the dairy industry.

Competitor 2: NESTLE

USP: Nestle's Unique Selling Proposition (USP) lies in its diverse product portfolio, global presence, and commitment to innovation and sustainability. With a wide range of food and beverage offerings, Nestlé caters to diverse consumer preferences and needs worldwide. Its strong brand equity and reputation for quality and safety further differentiate Nestlé from competitors, while its focus on innovation and sustainability ensures continuous growth and relevance in the ever-changing market landscape.

Online communication:

Online communication is essential for connecting with consumers and building brand presence in today's digital world. For Nestlé, effective online communication involves leveraging various channels such as social media platforms, email marketing, website content, and online advertising. Through engaging content, interactive campaigns, and timely responses to customer inquiries, Nestlé can foster meaningful connections with its audience, share product information, and gather valuable feedback. Additionally, online communication allows Nestlé to stay abreast of industry trends, monitor competitor activities, and adapt marketing strategies accordingly. By harnessing the power of online communication, Nestlé can strengthen brand awareness, drive customer engagement, and ultimately, enhance its competitive advantage in the digital landscape.

SWOT

Strengths:

- **Diverse Product Portfolio:** Nestlé offers a wide range of food and beverage products, including dairy products, coffee, confectionery, bottled water, and pet care, providing diversification and stability.
- **Global Presence:** With operations in over 180 countries, Nestlé benefits from a strong international presence and brand recognition.
- **Innovation Capabilities:** Nestlé invests heavily in research and development, leading to innovative product offerings and continuous improvement in quality and taste.
- **Strong Brand Equity:** The Nestlé brand is highly recognized and trusted by consumers worldwide, known for its commitment to quality, nutrition, and sustainability.

Weakness:

- **Brand Controversies:** Nestlé has faced criticism and controversies related to its marketing practices, product recalls, and environmental sustainability, which could impact brand reputation and consumer trust.
- **Dependence on Developed Markets:** While Nestlé has a global presence, its revenue is heavily reliant on developed markets, making it vulnerable to economic downturns or shifts in consumer preferences in these regions.

SWOT

Opportunities:

- **Health and Wellness Trends:** Nestlé can capitalize on growing consumer demand for healthier and more nutritious food options by expanding its portfolio of functional foods, fortified dairy products, and plant-based alternatives.
- **E-Commerce Growth:** The increasing popularity of online shopping presents an opportunity for Nestlé to strengthen its e-commerce capabilities and reach consumers directly through online platforms and delivery services.
- **Sustainability Initiatives:** By prioritizing sustainability and implementing eco-friendly practices across its supply chain, Nestlé can appeal to environmentally conscious consumers and enhance brand reputation.

Threats:

- **Intense Competition:** Nestlé faces competition from both global conglomerates and niche brands across various product categories, putting pressure on pricing, market share, and innovation.
- **Changing Consumer Preferences:** Shifts in consumer preferences towards healthier, sustainable, and ethically sourced products may require Nestlé to adapt its product offerings and marketing strategies accordingly.
- **Regulatory Challenges:** Nestlé operates in highly regulated industries, and changes in food safety regulations, labeling requirements, or advertising standards could impact its operations and profitability. By analyzing these factors, Nestlé can identify areas of strength to leverage, weaknesses to address, opportunities to pursue, and threats to mitigate, thereby informing strategic decision-making and ensuring sustainable growth in the competitive food and beverage market.

Competitor 3: PARAG MILKS

USP:

The Unique Selling Proposition (USP) of Indian heritage food lies in its unparalleled combination of rich flavors, diverse ingredients, and centuries-old culinary traditions. Unlike any other cuisine, Indian heritage food offers a sensory journey through its regional diversity, cultural depth, and holistic approach to health and wellness. Its ability to cater to both traditionalists seeking authentic experiences and modern consumers looking for innovative culinary adventures sets it apart as a truly unique and irresistible culinary treasure.

Online communication:

Online communication refers to the exchange of information, ideas, or messages through digital platforms such as websites, email, social media, instant messaging, and video conferencing. It enables people to connect and interact with others regardless of geographical distances, facilitating collaboration, networking, and sharing of knowledge and resources. Online communication has become increasingly prevalent in today's digital age, revolutionizing how individuals, businesses, and organizations communicate, collaborate, and conduct transactions. It offers convenience, speed, and accessibility, but it also presents challenges such as maintaining privacy and security, managing information overload, and interpreting non-verbal cues accurately. Effective online communication requires clear and concise expression, active listening, empathy, and adaptability to various digital platforms and communication styles.

SWOT

Strengths:

- **Rich Parag Milk Foods:** Indian Parag food represents centuries-old culinary traditions, offering a diverse array of flavors, ingredients, and cooking techniques.
- **Health Benefits:** Many Indian Parag Milk Foods are rich in spices and herbs known for their medicinal properties, contributing to holistic health.
- **Regional Diversity:** India's vast geography and diverse cultures result in a wide range of parag milk foods, each with unique flavors and ingredients.
- **Culinary Tourism:** Parag Milk foods attract tourists, both domestic and international, seeking authentic culinary experiences, contributing to the tourism industry.

Weakness:

- **Lack of Standardization:** Traditional recipes can vary significantly between regions and even households, leading to inconsistency in taste and quality.
- **Limited Accessibility:** Some heritage foods are only available in specific regions or communities, limiting their accessibility to a wider audience.
- **Time-Consuming Preparation:** Many heritage dishes require extensive preparation and cooking time, deterring busy individuals from incorporating them into their regular diets.
- **Environmental Impact:** Certain traditional cooking methods may not be environmentally sustainable, leading to concerns about resource depletion and pollution.

SWOT

Opportunities:

- **Globalization:** Growing interest in ethnic cuisines presents opportunities for the internationalization of Indian heritage foods, leading to increased demand and market expansion.
- **Health and Wellness Trends:** The emphasis on natural, plant-based ingredients aligns with the principles of Indian heritage cuisine, making it attractive to health-conscious consumers globally.
- **Innovation and Modernization:** There's potential for adapting traditional recipes to modern lifestyles, such as creating convenience versions or incorporating them into fusion cuisine.
- **Culinary Education:** Promoting awareness and appreciation of Indian heritage foods through culinary education initiatives can foster a deeper understanding and appreciation of the cuisine.

Threats:

- **Changing Lifestyles:** Rapid urbanization and modernization have led to a shift towards convenience foods, posing a threat to the preservation and popularity of traditional heritage foods.
- **Cultural Homogenization:** Globalization and the spread of Western fast food chains may lead to the erosion of traditional culinary practices and the loss of cultural identity.
- **Food Safety Concerns:** Inadequate food safety standards and hygiene practices in some areas may undermine consumer confidence in traditional foods.
- **Economic Pressures:** Economic factors such as rising ingredient costs or competition from mass-produced alternatives may challenge the viability of traditional food businesses.

Part 2 SEO & Keyword Research

1. SEO Audit: Conduct a comprehensive audit of the brand's website to identify areas for optimization, including on-page elements, technical issues, and off-page factors.

2. Keyword Research:

Define Research Objectives: Determine the goals of the keyword research, such as increasing organic traffic or targeting specific audience segments.

Brainstorm Seed Keywords: Generate initial keyword ideas related to the brand's products, services, and target audience.

Utilize Keyword Research Tools: Utilize tools like SEMrush or Moz Keyword Explorer to discover relevant keywords, analyze search volume, competition, and trends.

Analyze Competitor Keywords: Identify keywords that competitors are ranking for and assess their performance and relevance.

Long-tail Keyword Exploration: Explore specific, longer phrases that align with the research objectives and have lower competition but higher conversion potential.

3. On-page Optimization:

Meta Tag Optimization: Optimize meta tags, including title tags and meta descriptions, to include relevant keywords and attract clicks from search engine users.

Content Optimization: Ensure that website content is optimized for target keywords, providing valuable and relevant information to users while incorporating keywords naturally.



Your page could be better

Recommendations: 18



On-Page SEO



Usability



Social



Links



Performance

SEO AUDIT

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

Recommendations

Toggle:

Usability

On-Page SEO

Social

Performance

Links

Other

Include a meta description tag	On-Page SEO	High Priority
Optimize for Core Web Vitals	Usability	Medium Priority
Improve site load speed	Performance	Medium Priority
Reduce length of title tag (to between 10 and 70 characters)	On-Page SEO	Medium Priority
Add Canonical Tag	On-Page SEO	Medium Priority
Add H1 Header Tag	On-Page SEO	Medium Priority
Make greater use of header tags	On-Page SEO	Medium Priority
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low 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
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove any Deprecated HTML	Performance	Low Priority
Remove inline styles	Performance	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Add X Cards	Social	Low Priority
Add Local Business Schema	Other	Low Priority
Make better use of website compression	Performance	Low Priority

SEO AUDIT

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.

Keyword Research

Keyword objective: AMUL

- Amul

- Milk and cream
- Ghee and butter
- Yogurt and cheese
- Ice cream and desserts

We can use these 4 as primary keywords since they have decent volumes and are relevant to the brands products.

< Send keywords to Search

Backlinks ⓘ 140.1k	Ref. Doms ⓘ 2,345	Cit. Flow ⓘ 41 % Fair	Trust Flow ⓘ 50 % Fair	Difficulty ⓘ 47 % Fair
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Driving traffic Rising keywords Popular keywords

Up to 3706 more keywords available...
Top 45 keywords driving traffic to 'amul.com'

⚙️

✓ SAVE ⬇️ EXPORT 🗑️ REMOVE...

+ Clicks... + Clicks Change... + Rank... + Rank Change...
+ Volume... + Competition... + Is Question...

<input type="checkbox"/> Keyword	Clicks ⓘ	Clicks Change ⓘ	Rank ⓘ	Re
<input type="checkbox"/> amul	480	▲ 240	1	
<input type="checkbox"/> amul cheese	140	▲ 92	1	
<input type="checkbox"/> amul butter	135	0	1	
<input type="checkbox"/> amul fresh cream	65	▲ 33	1	
<input type="checkbox"/> amul milk	60	0	1	
<input type="checkbox"/> amul chocolate	60	0	1	
<input type="checkbox"/> amul ice cream	60	0	1	
<input type="checkbox"/> paneer nutrition	32	▲ 22	16	
<input type="checkbox"/> amul cream	30	▲ 22	1	
<input type="checkbox"/> amul lassi	30	0	1	
<input type="checkbox"/> camel milk	28	▲ 4	23	
<input type="checkbox"/> dahi	24	▼ 26	15	
<input type="checkbox"/> verghese kurien	24	▲ 4	3	
<input type="checkbox"/> amulya	24	▼ 4	5	
<input type="checkbox"/> amul ad	24	0	1	
<input type="checkbox"/> amul ghee	22	▲ 4	5	

On Page Optimisation

Focus key (keyword): Amul dairy products

- **Meta Title:** Amul Dairy
- **Products:** Quality Milk, Cheese, Butter & More | Amul India
- **Meta Description:** Discover a wide range of high-quality dairy products from Amul. From fresh milk to delicious cheese and creamy butter, Amul offers nutritious options for your family. Explore our dairy range now

On Page Optimization (Content Optimization)

Introduction:

Provide a brief overview of Amul as a leading dairy brand, highlighting its history, mission, and commitment to quality and sustainability. Include key messaging about Amul's diverse range of dairy products and their importance in promoting health and nutrition. Use engaging language to capture the audience's attention and encourage them to explore further.

- **Section 1 : About Amul:** Expand on the introduction by delving deeper into Amul's background, including its origins, cooperative model, and significant milestones. Highlight Amul's cooperative structure, emphasizing its support for local dairy farmers and its impact on rural livelihoods. Showcase Amul's core values, such as quality, affordability, and sustainability, and how they are reflected in its products and operations.
- **Section 2 : Product Range:** Provide an overview of Amul's extensive product portfolio, including milk, cheese, butter, yogurt, ice cream, and more. Detail the nutritional benefits and versatility of each product category, highlighting their importance in daily nutrition and culinary applications. Include images or graphics of Amul's products to visually showcase their variety and appeal.
- **Section 3 : Quality Assurance:** Outline Amul's rigorous quality control measures and standards to ensure the freshness, purity, and safety of its dairy products. Highlight certifications, awards, or accreditations that demonstrate Amul's commitment to quality and excellence. Include testimonials or customer reviews that attest to the superior taste and quality of Amul's products.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

Challenges:

1. **Data Accessibility:** Gathering comprehensive data about Amul's competitors, market trends, and consumer preferences proved challenging due to limited accessibility to relevant sources. Some information may not have been publicly available or easily accessible, making it difficult to conduct thorough research and analysis.
2. **Competitive Landscape Complexity:** Analyzing the competitive landscape for Amul, including other dairy brands and related industries, posed a challenge due to the complexity of the market. Understanding the strategies, positioning, and market share of competitors required thorough research and data

Key insights:

1. **Consumer Preference and Trends:** Despite data accessibility challenges, keyword research provided valuable insights into consumer preferences, trends, and behaviors related to dairy products. Analyzing search queries and keyword trends helped identify popular topics, interests, and questions among Amul's target audience, informing content creation and marketing strategies.
2. **Product Optimization and opportunities:** Keyword research revealed opportunities for optimizing Amul's product descriptions, meta tags, and website content to improve search engine visibility and attract organic traffic. Identifying high-volume, low-competition keywords related to Amul's dairy products allowed for targeted optimization efforts to enhance online presence and reach.

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategies:** Create a content calendar for the remaining month of April 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 April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31 Easter	1 National Sourdough Bread Day: Share a recipe using Amul butter and sourdough bread.	2	3	4 Easter Sunday: Highlight Amul chocolate products and create an Easter egg hunt activity for your followers.	5	6
7 World Health Day: Share health benefits of consuming Amul dairy products and a healthy lifestyle.	8	9	10 National Sibling Day: Share user-generated content of siblings enjoying Amul products together.	11	12	13 National Peach Cobbler Day: Share a recipe using Amul butter and fresh peaches.
14	15	16 Share a campaign featuring Amul mascot, Utterly Butterly Delicious, promoting the importance of voice and expression.	17	18	19 National Garlic Day: Share a recipe using Amul butter and garlic for a savory dish.	20
21	22 Earth Day: Share Amul's sustainability efforts and initiatives towards protecting the environment.	23	24	25 National Zucchini Bread Day: Share a recipe using Amul butter and zucchini for a healthy bread alternative.	26	27
28 National Superhero Day: Share a campaign featuring Amul mascot as a superhero promoting dairy products.	29	30	1	2	3	4

Strategy, Aim and the Idea behind this story

Strategy: The strategy behind this story is to leverage content marketing to promote Amul's dairy products by providing valuable and engaging content to consumers. By focusing on education, inspiration, and storytelling, the aim is to enhance brand awareness, showcase product benefits, and foster a deeper connection with the target audience.

Aim: The aim of this story is to position Amul as a trusted source of high-quality dairy products while highlighting its commitment to health, nutrition, and sustainability. Through compelling content, the goal is to educate consumers about the benefits of consuming dairy, inspire them to incorporate Amul products into their daily lives, and ultimately drive sales and brand loyalty.

Idea: The idea behind this story is to create content that resonates with Amul's target audience by addressing their interests, needs, and aspirations. This includes sharing informative articles, recipe videos, and behind-the-scenes glimpses of Amul's farm-to-table journey to showcase the brand's heritage, quality, and authenticity. By leveraging storytelling and visual storytelling techniques, the goal is to captivate and engage consumers while reinforcing Amul's brand values and positioning in the market.

Strategy, Aim and the Idea behind this post

Strategy:

The strategy behind this post is to leverage social media to promote Amul's dairy products by creating engaging and shareable content. By tapping into the popularity of social media platforms, the aim is to increase brand visibility, generate buzz, and drive user engagement.

Aim:

The aim of this post is to highlight Amul's products in a creative and visually appealing way, showcasing their versatility and quality. By creating an eye-catching post that resonates with Amul's target audience, the goal is to spark interest, encourage interaction, and ultimate.

Idea:

The idea behind this post is to showcase Amul's dairy products in a fun and relatable context that captures the attention of social media users. This could involve creating a visually appealing graphic or video featuring Amul's products .



Part 3: Content Ideas and Marketing Strategies

Recipe Videos: Produce high-quality recipe videos featuring Amul's dairy products as key ingredients. Showcase a diverse range of recipes, from classic dishes to innovative creations, catering to different tastes and preferences. Share these videos on social media platforms, website, and YouTube to inspire and engage consumers.

Nutritional Guides : Develop informative and visually appealing nutritional guides highlighting the health benefits of consuming Amul's dairy products. Include tips, facts, and recipe suggestions to educate consumers about the nutritional value of dairy and promote Amul as a trusted source of wholesome and nutritious foods.

Farm -to- Table Series: Create a farm-to-table series that takes viewers on a journey behind the scenes of Amul's dairy farms and production facilities. Share stories of the farmers, artisans, and experts behind Amul's products, emphasizing the brand's commitment to quality, sustainability, and supporting local communities.

Educational Webinars and Workshops : Host educational webinars and workshops focused on topics related to dairy nutrition, cooking techniques, and culinary trends. Invite industry experts, nutritionists, and chefs to share insights and tips, positioning Amul as a trusted authority in the dairy industry and providing value to consumers.

Loyalty Programs and Rewards : Implement loyalty programs and rewards for loyal customers to incentivize repeat purchases and brand loyalty. Offer exclusive discounts, freebies, and rewards points for purchases of Amul's products, encouraging customer retention and fostering long-term relationships with consumers.

Part 4: Content Creation and Curation

For Amul, content ideas and marketing strategies could include creating engaging recipe videos showcasing the versatility of their dairy products, collaborating with influencers to reach new audiences, and launching seasonal campaigns tied to holidays and festivals. Educational content about dairy nutrition and cooking tips can also position Amul as a trusted source of information. Leveraging social media platforms and user-generated content contests can further enhance brand engagement and visibility. Overall, a multi-channel approach .

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.

Format1

Format2

Format3

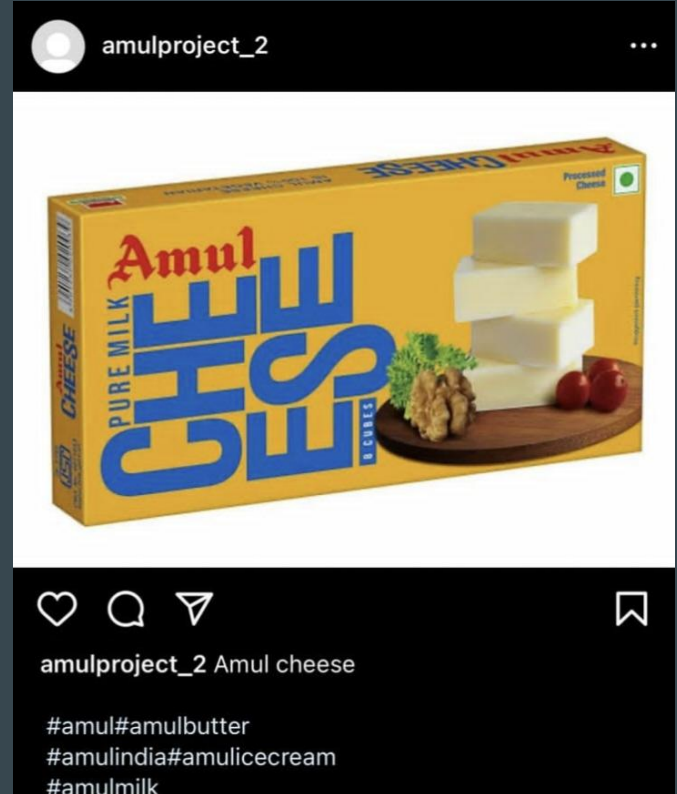
Format 1: Static post on amul brand

Caption:

"Say cheese to pure indulgence with Amul! 🧀✨ From creamy cheeses to velvety chocolates, we've got your cravings covered. Dive into a world of flavor and quality that's been delighting generations. Taste the difference with Amul today! #PureIndulgence #AmulLove 🥛🍫"

Hastags:

#PureIndulgence #AmulLove 🥛🍫 #DairyDelights
#CreamyGoodness #TasteTheDifference #IndulgeInAmul
#CheeseLoversUnite #ChocolateHeaven 🧀🍫 #DairyDelights
#CreamyGoodness #TasteTheDifference #IndulgeInAmul
#CheeseLoversUnite #ChocolateHeaven 🧀🍫



Format 2 - Reel Post on Amul Icecreams, Amul chocolates,Amul milk cake.

Caption:

“seeing the world through the Amul doodles”

Hastags:

Amul Delights. #AmulDelights
#TreatYourself #SweetIndulgence
#Quality Amul chocolates



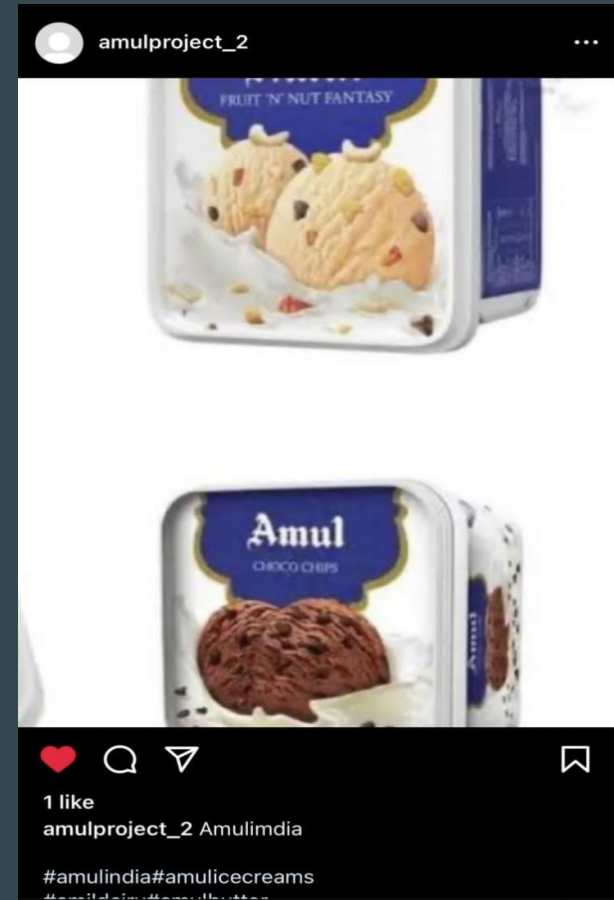
Format 3 - Carousel Post on On Amul

Caption:

1. Amul saver repeat! Amul icecreams make every moment deliciously refreshing. ✨🌟
2. Refreshing moments starts with every Taste of Amul ⚡

Hastags:

#Amul drinks #refresh with Amul
#Sip and enjoy #Thrust quencher
#Chill out with Amul
#Eat and smile #Eat Happy

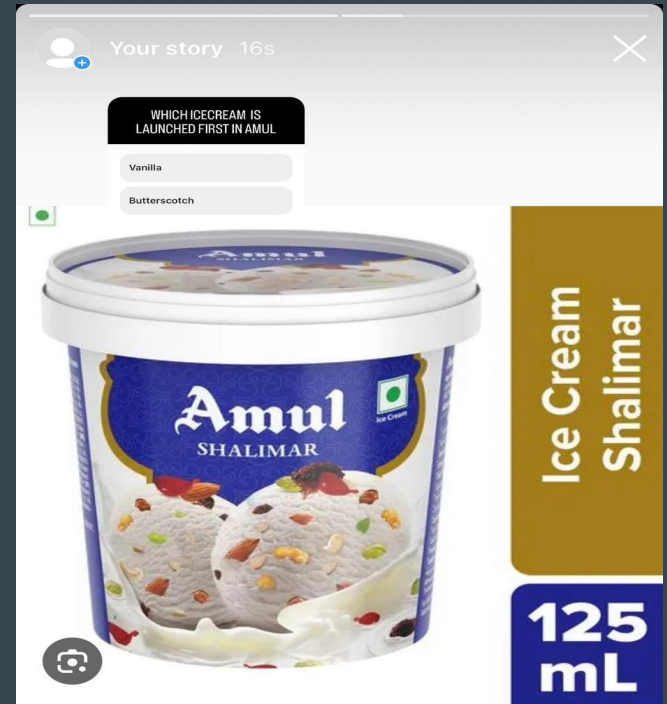
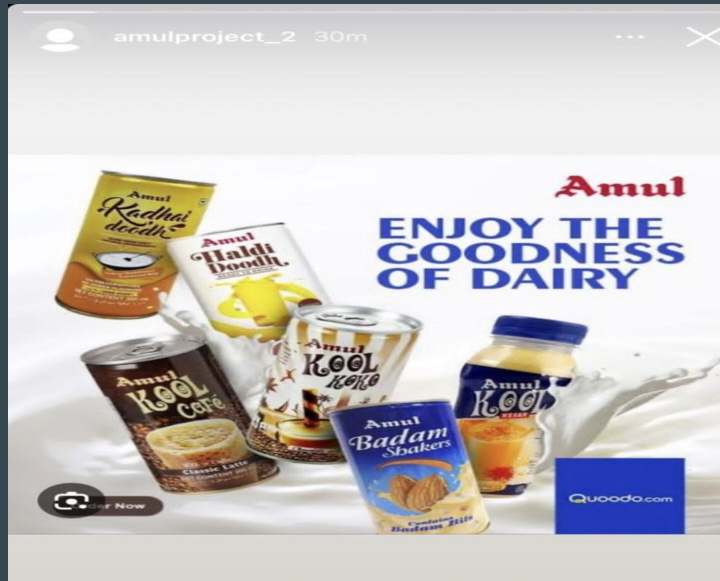


Part 4: Content Creation and Curation

Instagram Story

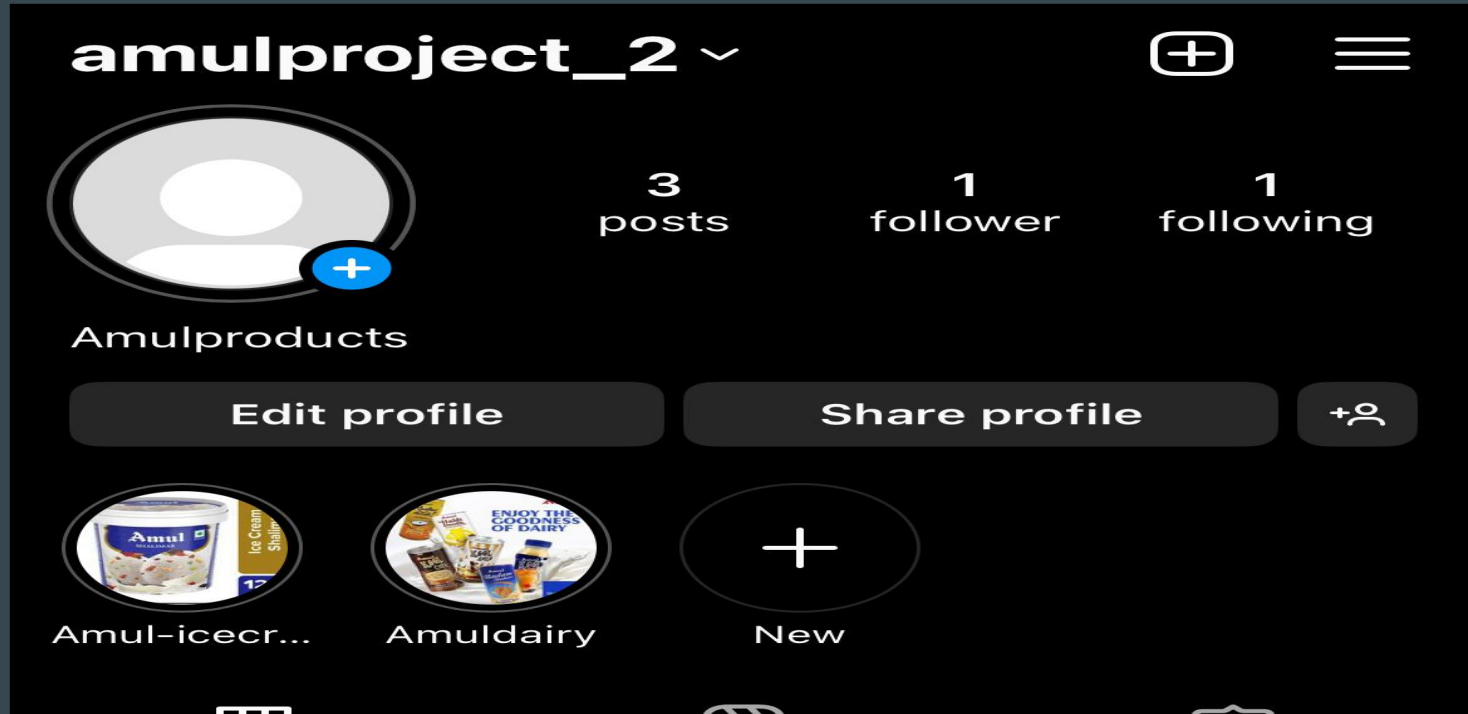
Screenshots of Story.

https://www.instagram.com/amulproject_2?igsh=cDYwa28yazBob3E0&utm_source=qr



Highlights for Story.

https://www.instagram.com/amulproject_2?igsh=cDYwa28yazBob3E0&utm_source=qr



Story Insights - Q&A

