

Comprehensive Digital Marketing Project Work-kissan product

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

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

Brand colour: Red



FROM THE HOUSE
OF KISSAN

Logo:

Mission/Values :Our Mission is to create immense possibilities of growth for company and its employees, stakeholders and customer . Our vision is to employ most advanced processing techniques that ensure Top Quality and purest form of products for all our customers which will help them to stay healthy.

Values: quantity, passion, integrity, collaboration, diversity, quality, and accountability.

USP:Strong brand name , Excellent advertising and visibility , Good product distribution and availability , Lots of flavors and varieties available, etc..

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

- **Analyze Brand Messaging:** HINDUSTAN UNILEVER LIMITED CARRYING FORWARDING AGENTS → STOCKISTS → WHOLESALERS → RETAILERS → CONSUMERS.
- **Examine the brand's tagline:** Open the taste of joy, Jamilicious

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

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: <https://www.bhuirajams.com>

Bhuira Jams was founded in 1999 with the goal of producing **fresh, artisanal jellies and jams** bursting with the **deliciousness of local fruit** in the little town of Bhuira, Himachal Pradesh.

Competitor 2: <https://www.naturelandorganics.com>

NatureLand Organics is an **organic food company** located in Rajasthan that was formed in 2002 by two agriculturist brothers, Ajeet and Arvind Godara.

Competitor 3: <https://malafruit.com>

Mala's is an Indian food products company. Taiyab Mala began the jam-producing business in 1958 by **creating six bottles of strawberry jam every day**; nevertheless, it was Mala's crushes, juices, and syrups that became successful.

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

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

Name: Siva Kumar

Age: 35

Occupation: Regular working dad

Family: Wedded with two kids - a 6-year-old girl and a 3-year-old child

Area: Rural region close to a significant city

Interests: Wellbeing and health, cooking, family exercises, cultivating, remaining dynamic

Foundation: Siva is a wellbeing cognizant and dynamic man who focuses on the prosperity of his loved ones. He fills in as a task chief for a respectable IT organization and partakes in his vocation, however his actual enthusiasm lies in establishing a sustaining and healthy climate at home. He has a degree in sustenance, which drives his advantage in preparing nutritious dinners for his loved ones.

Way of life and Values:

Family Starts things out: Siva profoundly esteems investing quality energy with his better half and youngsters

- Needs and Problem areas:

Healthy Food Choices: Siva is consistently keeping watch for nutritious food choices that his children will adore. He favors items that are liberated from counterfeit added substances and additives.

How Kissan Items Fit:

Kissan's items are an ideal fit for "Solid Siva" and his loved ones:

Nutritious and Regular: Kissan offers a scope of items produced using top caliber, normal fixings. Their jams and spreads contain genuine products of the soil no counterfeit added substances, adjusting flawlessly with Siva's emphasis on sustenance

Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

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

SEO: <https://youtu.be/6SEJIEjRpEI>

Website design enhancement represents Site improvement. It is a computerized promoting procedure pointed toward working on a site's perceivability and positioning on web index result pages (SERPs). The objective of Web optimization is to increment natural (non-paid) traffic to a site by making it more important and significant to web search tool clients.

Web crawlers like Google, Bing, and Hurray utilize complex calculations to figure out which sites ought to be shown at the highest point of the query items for explicit catchphrases or search inquiries

The screenshot displays the Semrush Keyword Overview tool interface. The browser tabs at the top include "Grow your business and captiv...", "kissan: Overview, Keyword Over...", and "WhatsApp". The address bar shows the URL: semrush.com/analytics/keywordoverview/?q=kissan&db=in¤cy=INR.

The left sidebar contains a "My Reports" section with links to "User Management", "Marketing Calendar", "Notes", and "PageImprove". Below this is a list of services: "Online demo", "SEOquake for your browser", "Join our Affiliate Program", "Order custom database or report", "Have you seen our new customizable API format?", "Sensor", "Selfzone", "Prowlly", "Semrush Rank", and "Winners & Losers".

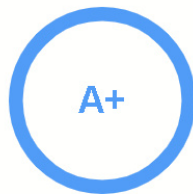
The main content area is titled "SERP Analysis" and shows results for the keyword "kissan". The "Results" tab is active, displaying a total of 9.2M results. The "SERP Features" tab is also visible. The "Results" section includes a table with columns for "URL", "Page AS", "Ref. Domains", "Backlinks", "Search Traffic", and "URL Keywords". The table lists the top 5 results:

Rank	URL	Page AS	Ref. Domains	Backlinks	Search Traffic	URL Keywords
1	https://www.kissan.in/ kissan.in					
2	https://pmkisan.gov.in/ pmkisan.gov.in					
3	https://www.hul.co.in/brands/nutrition/kissan/ hul.co.in					
4	https://www.theushop.in/pages/kissan theushop.in					
5	https://www.bigbasket.com/pb/kissan/ bigbasket.com					

On the right side of the SERP Analysis section, there is a "View SERP" button and an "Export" button. Below the table, there is a section titled "Get a SERP breakdown analysis" with a description: "View up-to-date data on your top 100 competitors, their backlinks, and organic metrics for their positions on the SERP." and a "Get metrics" button.



Audit Results for www.kissan.in



Your page is very good!

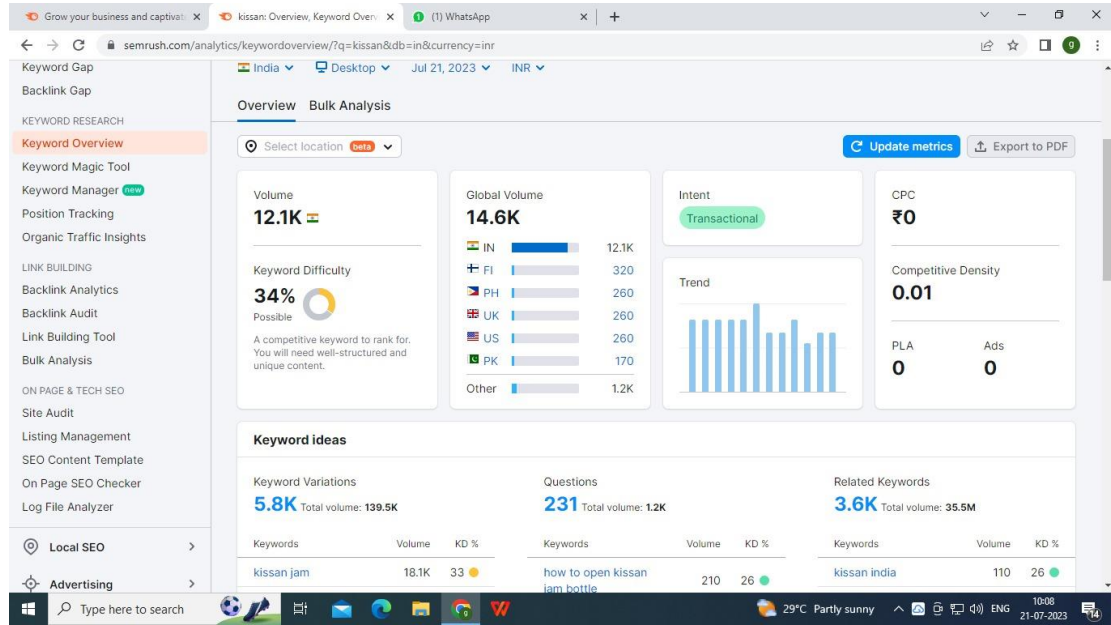
Recommendations: 0



Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
jam kissan	EN	1	18,100	5,502	
kissan jam	EN	1	18,100	5,502	
kissan jams	HI	1	18,100	5,502	
kissan ketchup	EN	1	6,600	2,006	
ketchup tomato	EN	3	18,100	1,761	
tomato ketchup	HI	4	18,100	1,192	

KEYWORD RESEARCH:

Watchword research is a urgent cycle in Site design improvement (Search engine optimization) and computerized showcasing. It includes distinguishing and breaking down the most important and significant catchphrases or expressions that potential clients are probably going to utilize while looking for data, items, or administrations on the web. Catchphrase research assists organizations and site proprietors with understanding their ideal interest group's inquiry expectation and ways of behaving, empowering them to appropriately enhance their substance and site.



ONPAGE OPTIMIZATION:

On-page streamlining for Kissan's site includes executing Web optimization best practices to work on the perceivability, importance, and client experience of the site's singular pages. As Kissan is a food brand known for its normal and nutritious items, on-page streamlining techniques ought to zero in on conveying the brand's qualities, displaying its item contributions, and drawing in with its interest group really. Here is a bit by bit manual for on-page enhancement for Kissan:

1. Catchphrase Exploration:

Lead extensive watchword examination to distinguish significant and high-traffic catchphrases connected with Kissan's items and the more extensive food industry. Focus on a blend of short-tail and long-tail watchwords that line up with the brand's personality and crowd inclinations.

2. Improve Page Titles and Meta Portrayals:

Make convincing and watchword rich page titles that precisely depict the substance on each page. Create extraordinary meta depictions that urge clients to navigate to the site from web search tool results.

3. Excellent and Educational Substance:

Guarantee that the site's substance is important, educational, and applicable to Kissan's main interest group

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram. And include the strategy, aim and the idea behind these posts and story

1	2	3	4	5		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
	brand identiy	keyword research	competator analyses for kissan	instagram quiz post for kissan	kissan ad video	seo audit for kissan
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.
- Challenges Encountered:
- Content Creation and Execution:
- Making different and connecting with content across various organizations required careful preparation and coordination. Guaranteeing consistency in brand informing and visuals was a test during content creation.
- Overseeing video creation, composing blog entries, and planning infographics all the while requested compelling using time effectively and coordinated effort among colleagues.
- Lessons Learned:
- Various Substance Blend: Offering a blend of content configurations permitted us to take care of various inclinations and learning styles of the crowd. It is crucial for try different things with various arrangements and adjust in view of the crowd's reaction.
- Planning for Surprising Difficulties: Adaptability is significant in advertising. Unanticipated difficulties might emerge, like specialized challenges during live occasions or postponed content conveyance. Having fall backs and possibility procedures set up is fundamental to beat these obstacles.

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

Post Creation:

- **Select Content Categories:** Identify 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. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

- Format 1

<https://kissanproductsindia.blogspot.com/2023/07/to-utilize-most-developed-handling.html>

AIM: To utilize most developed handling procedures that guarantee Top Quality and most perfect type of items for every one of our clients which will assist them with remaining sound.

DATE:21/07/2023

IDEA: Kissan's thought is based on giving families healthy, nutritious, and delightful items that unite them around the eating table. Their emphasis on wellbeing, quality, comfort, and maintainability positions them as a brand that really thinks often about its shoppers and their prosperity.

TOPIC:prestigious food brand that works in delivering healthy and nutritious items, especially sticks, spreads, and sauces produced using genuine products of the soil fixings. Kissan is known for its obligation to wellbeing, quality, and family holding, settling on it a famous decision among wellbeing cognizant people and families.

- Format 2:



WhatsApp Video 2023-07-20 at 10.12.55 AM.mp4

- FORMAT 3:

- 1."When you see someone using artificial spreads instead of Kissan jam"
- 2."Kissan - bringing families together, one jar at a time"
- 3."Kissan spreads - the real deal!"

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

Instagram Story

Utilize the Stories feature on Instagram for three 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 the 3 story with an appropriate name for each.

Note:

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement

1.https://instagram.com/stories/lokesh_boddeda/3151010768850173988?utm_source=ig_story_item_share&igshid=YTUzYTFiZDMwYg==

2.https://instagram.com/stories/lokesh_boddeda/3151015938925316063?utm_source=ig_story_item_share&igshid=YTUzYTFiZDMwYg==

3.https://instagram.com/stories/lokesh_boddeda/3151018222530883575?utm_source=ig_story_item_share&igshid=YTUzYTFiZDMwYg==



@KISSANKETCHUP

Do you know who
discovered kissan

Type something...



KISSAN JAM IS MADE UP OF 8
FRUITS

Yes

No



KISSAN MIX FRUIT JAM
THIS ONE'S A DELICIOUS BLEND OF FINE FRUITS

@KISSANKETCHUP

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

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.



WhatsApp Video 2023-07-20 at 10.13.57 AM (1).mp4



WhatsApp Video 2023-07-20 at 10.12.55 AM.mp4

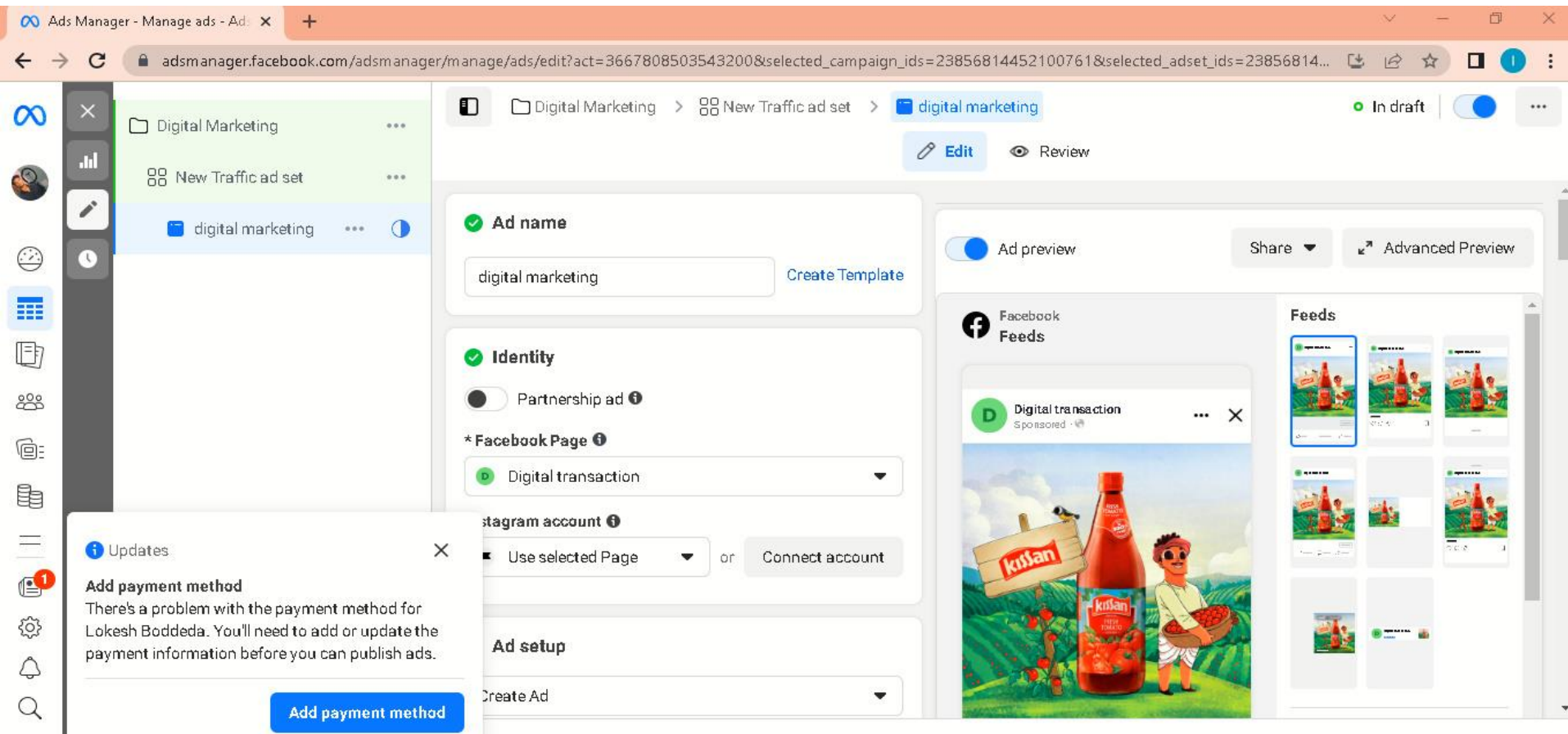
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Social Media Ad Campaigns

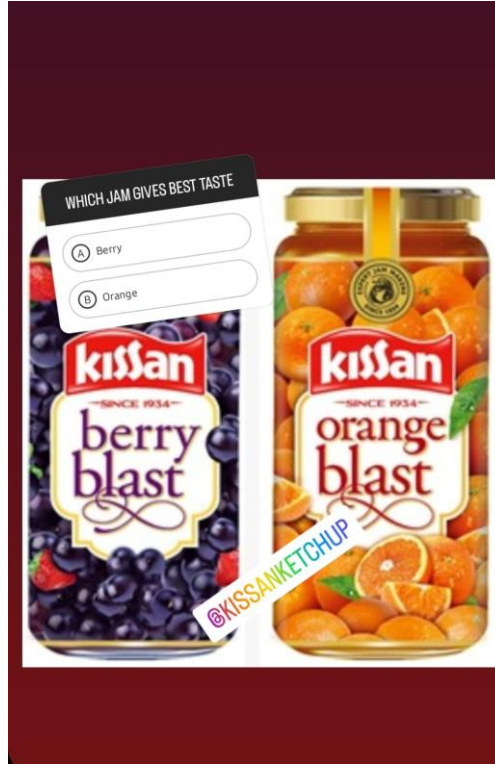
Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

- Facebook Ad



- Instagram story A d



Youtube Ad



InShot_20230721_061929557.mp4

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

For every campaign clearly define:

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

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

Email Ad Campaigns

Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

Brand awareness

As of my last update in September 2021, "Kissan" is a well-known brand, especially in India. It is a popular brand that primarily produces food products, such as jams, ketchups, sauces, and other culinary products. Kissan is owned by Hindustan Unilever Limited (HUL), which is one of India's largest consumer goods companies.

Generating leads

Create valuable and relevant content, such as recipes, cooking tips, and food-related articles, to attract and engage the target audience. This can be done through blogs, social media, and YouTube channels.

Email Ad campaign 1 –Brand Awareness

kissanproducts1@gmail.com



CONTACT US

CALL US 1800 10 22 221 

lever.care@unilever.com

If you are reporting a problem with one of our products, please be sure to include your address and a telephone number where you can be reached during the day so we can contact you for further information.

*Fields marked with asterisk are required.

Please tell us the reason for your enquiry *

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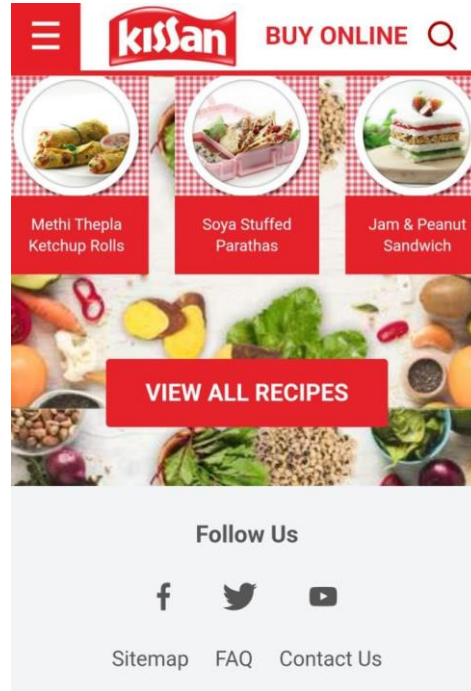
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Email Ad campaign 2 –Generating Leads



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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)

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.
- Challenges:
- Time and Asset Imperatives: Making great substance takes time and exertion. It very well may be trying to reliably deliver significant substance, particularly with restricted assets and tight cutoff times.
- Keeping up with Innovation: Making novel and unique substance can be troublesome, as there is a huge measure of data accessible on the web. It are fundamental to Keep away from literary theft and guaranteeing credibility.
- Remaining Pertinent: Content should be significant and forward-thinking to stay important to the crowd. Staying up with quickly changing patterns and points can interest.
- Tracking down the Right Tone and Voice: Laying out the proper tone and voice for the brand or stage is significant. Finding some kind of harmony between being useful, connecting with, and conscious can be interesting.
- Adjusting Amount and Quality

- Learned:
- Understand where Your Listeners might be coming from: Understanding your ideal interest group's inclinations, needs, and problem areas is indispensable for making applicable and connecting with content.
- Consistency Matters: Consistency in posting timetable and content quality assists work with trusting and dedication with the crowd.
- Expand Content Sorts: Examination with different substance designs, like articles, recordings, infographics, and webcasts, to take care of various crowd inclinations.
- Cooperation is Strong: Working together with different makers or specialists in your specialty can bring new viewpoints and widen your span.
- Stand by listening to Input: Focus on crowd criticism, both positive and negative. Use it to work on your substance and make significant associations.
- Remain Refreshed: Remain informed about latest things, industry improvements, and changes in calculations that might influence content perceivability.
- Reuse Content: Reusing existing substance into various configurations or refreshing more seasoned content can broaden its life expectancy and reach.
- Prepare: Make a publication schedule and plan your substance ahead of time to stay away from somewhat late rush and guarantee a reliable progression of significant substance.