

# **Comprehensive Digital Marketing Project Work**

**Students will be divided into 50 groups each having an individual brand name and within this would be 9 students each**

- |                                |   |   |
|--------------------------------|---|---|
| 1. Lakmé                       | 21. Mother Dairy                        | 41. Bajaj Electricals                     |
| 2. Allen Solly                 | 22. Tech Mahindra                       | 42. Havells India Ltd.                    |
| 3. Apollo Hospitals            | 23. Axis Bank                           | 43. Videocon Industries Limited           |
| 4. VLCC                        | 24. Amul                                | 44. Crompton Greaves Consumer Electricals |
| 5. Fortis healthcare institute | 25. Wipro                               | 45. Tata Motors                           |
| 6. Fabindia                    | 26. Parle Agro                          | 46. Maruti Suzuki India Ltd               |
| 7. Forest Essentials           | 27. Tech Mahindra                       | 47. Mahindra & Mahindra Ltd               |
| 8. Flying Machine              | 28. McCain                              | 48. Hero MotoCorp Ltd                     |
| 9. Himalaya Herbals            | 29. ICICI Bank                          | 49. Ashok Leyland Ltd                     |
| 10. Bata                       | 30. Kissan                              | 50. Apollo Tyres                          |
| 11. John Players               | 31. MTR Foods                           |   |
| 12. Khadi Naturals             | 32. Sunfeast                            |   |
| 13. Louis Philippe             | 33. HDFC Bank                           |   |
| 14. Liberty                    | 34. HRX                                 |   |
| 15. Juicy Chemistry            | 35. Yes Bank                            |   |
| 16. Paragon                    | 36. Cadbury                             |   |
| 17. Peter England              | 37. Haldiram's                          |   |
| 18. Biotique                   | 38. Balaji Telefilms                    |   |
| 19. Red Tape                   | 39. Digit Insurance                     |   |
| 20. Britannia                  | 40. Life Insurance Corporation Of India |   |

## **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).

**Mission/Values:**

**Logo :**



**Brand colour : green, white**

**Tagline : beauty and skin care products**

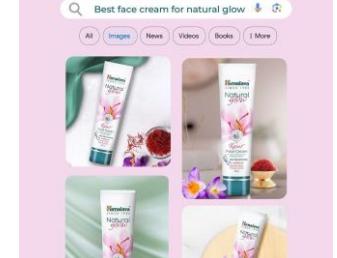
## Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Analyze Brand Messaging:** Today, Himalaya is a leading global herbal health and personal care organization with close to 500 products in over 100 countries.

<https://www.instagram.com/p/Cu1sDOyPspS/?igshid=MzRIODBiNWFIZA=>

[https://drive.google.com/file/d/1K\\_KIJUKV3zlJSx5y77D2Mk4yADHKe08X/view?usp=drivesdk](https://drive.google.com/file/d/1K_KIJUKV3zlJSx5y77D2Mk4yADHKe08X/view?usp=drivesdk)

Examiner the brand's tagline: coming up with a catchy slogan, or crafting the right tagline that defines your brand and really solidifies it in



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

Competitor 1:



Competitor 2:



## 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.



## 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.

**herbal products that help people worldwide. Today, over 300,000 doctors endorse**

### **HIMALAYA DIABECON**

**Himalaya product**

**Himalaya Diabecon DS reduces high blood glucose levels and effectively prevents**

**worldwide, and consumers in more than 80 countries rely on Himalaya hyperglycemic episodes. It is also beneficial in preventing microvascular and macrovascular complications of blood vessels that result in complications from diabetes.**

**increase nutrient availability, and helps reduce impact of stress in the body**

**GlucoCare provides support to the pancreas, supports lipid metabolism and digestion to**

On-page optimization is a set of techniques used in search engine optimization (SEO) to improve the visibility and ranking of a web page on search engine result pages (SERPs). The main goal of on-page optimization is to make the web page more relevant to both users and search engines. Here's a summary of key on-page optimization techniques:

- Keyword Research
- Title Tag
- Meta Description:
- URL Structure:
- Heading Tags:
- Content Optimization:
- Keyword Placement:
- Image Optimization:
- Internal Linking:
  - ❖ Mobile-Friendly Design: Himalaya herbals details in on page optimization

**Himalaya is on an eternal quest to uncover the mysteries of nature. We chose the Himalaya mountain range of as our logo since it is a true reflection of nature's fascinating secrets. Our logo has been a representation of our closeness to nature and our pledge care for people and the Earth.**

## META DESCRIPTION

Himalaya Herbal Healthcare has a very wide range of products, which include "pharmaceuticals, personal care, baby care, well-being, nutrition and animal health products." The company has more than 290 researchers that utilise Ayurvedic herbs and minerals



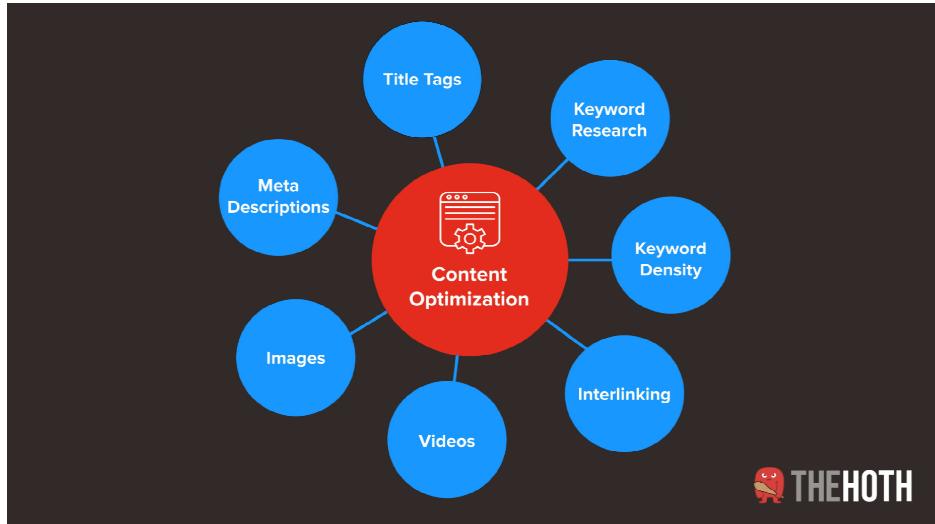
**The Himalaya Drug Company, a Wellness company, launched its first Brand campaign, - 'Khush Raho, Khushaal Raho' bringing to life its vision of "Wellness in Every Home, Happiness in Every Heart**



## CONTENT OPTIMIZATION

Himalaya products are natural, safe, and efficacious. Some of our products contain honey, bee wax, lanolin, milk, and milk products that are of animal origin. But these ingredients are obtained as by-products without harming animals.

It helps to improve search engine rankings: By optimizing content for relevant keywords, B2B digital marketers can improve their website's search engine rankings, making it easier for potential customers to find their content in a Google search AND exposing your business to the largest potential market of potential



**Himalaya herbal, India's leading herbal products company has been a trailblazer since its inception**

**Keywords should be strategically placed throughout content to make it clear both to the search engines and the users what topics the content will cover. This means that keywords should be used naturally throughout the content, but they should also be included in the headings and tags, including the H1 and H2 tags, the title, the meta tags, and the meta description**

## **Image optimization**

**Image optimization is about reducing the file size of your images as much as possible, without sacrificing quality, so your page load times remain low**

**Optimization methods are used in many areas of study to find solutions that maximize or minimize some study parameters**

**Image optimization is about reducing the file size of your images as much as possible, without sacrificing quality, so your page load times remain low. It's also about image SEO—that is, getting your banner and product images to rank highly on Google and other image search engines.**

**Their total area amounts to about 230,000 square miles (595,000 square km).**

**Though India, Nepal, and Bhutan have sovereignty over most of the Himalayas, Pakistan and China also occupy parts of them.**

**Not exactly, Himalaya is an unusual company. For instance, even though the company makes ayurvedic drugs, it promotes these drugs through the allopathic doctors' network. Unlike a Ranbaxy which advertises its Revital pills on television, Himalaya doesn't.**

**Since its inception, the company has focused on developing safe, natural and innovative herbal products that help people worldwide. Today, over 300,000 doctors endorse Himalaya products worldwide, and consumers in more than 80 countries rely on Himalaya to support their health**

**The Himalaya Mountains are located in both India and China. The range specifically extends across Northern India, through the Indian states of Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Sikkim, Arunachal Pradesh, Meghalaya, Nagaland, Manipur, Mizoram, and Tripura.**

## **Is Himalaya safe to use?**

**Yes, all products of Himalaya are safe to use.**

## **SEO AUDIT :**

**Submitting your sitemap to Google**

**Creating an SEO-friendly site structure**

**Improving your website's speed**

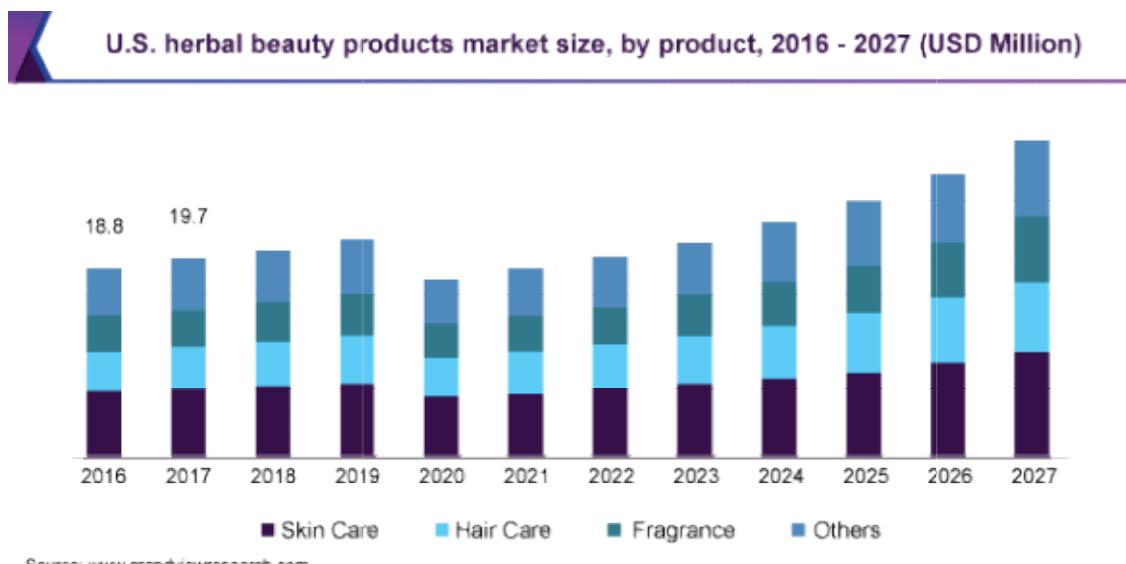
**Making your website mobile-friendly**

**Finding and fixing duplicate content issues**

**Common tasks associated with technical SEO include the following:**

**Technical SEO is the process of optimizing a website for search engines, but it can also include activities meant to improve user experience.**

**SEO audit is the process of evaluating how well your website is optimized for search engines. It identifies errors that can prevent your site from ranking well and opportunities that can help you rank better.**

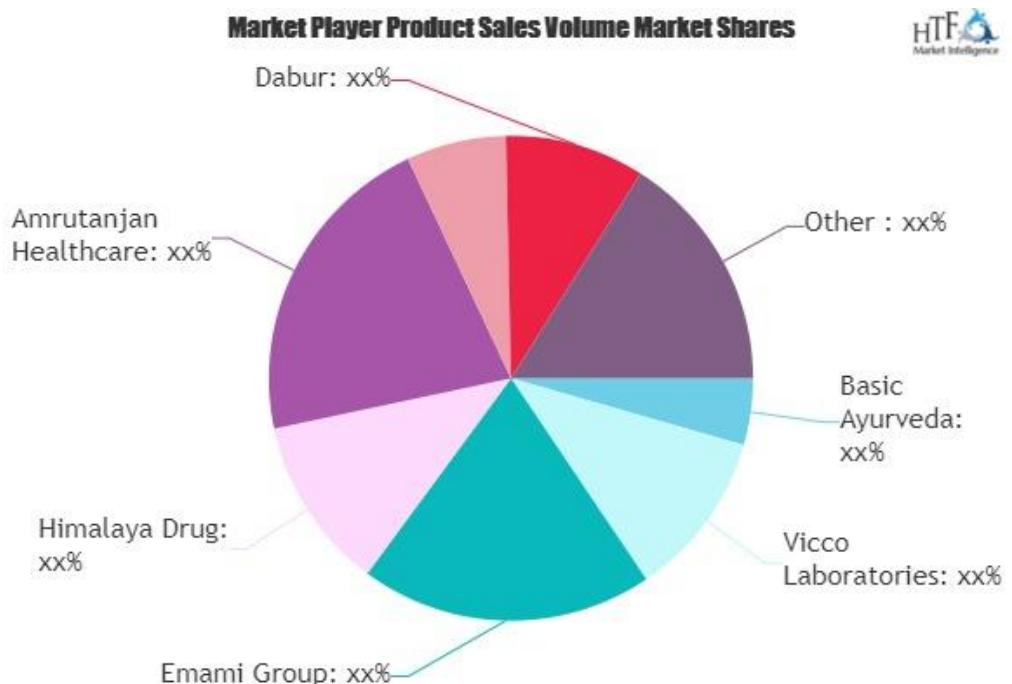


Source: [www.grandviewresearch.com](http://www.grandviewresearch.com)

**Himalaya is committed to touching and transforming the lives of people for the better through our CSR initiatives. At the core of Himalaya is the passion to preserve and protect the earth and environment. Himalaya has received the ISO-14001:2004 certification, the most recognized standard globally for environment management, from the National Quality Assurance (NQA), UK's largest and longest established certification body. Himalaya is also working towards empowering marginalized farmers to help them discover financial security through the cultivation of herbs using good agricultural practices (GAP). Through our CSR initiatives, we aim to bring a change for a better tomorrow.**

**Through Muskaan, Himalaya is committed to bringing millions of smiles to children with cleft!**

**Over the past five years, Muskaan has touched and transformed the lives of many children. Through Muskaan, Himalaya is committed to bringing millions of smiles to children with cleft!**



<p><b><u>Strengths</u></b></p> <ul style="list-style-type: none"> <li>• What advantages does your organization have?</li> <li>• What do you do better than anyone else?</li> <li>• What do people in your market see as your strengths?</li> </ul>	<p><b><u>Weakness</u></b></p> <ul style="list-style-type: none"> <li>• What could you improve?</li> <li>• What should you avoid?</li> <li>• What are people in your market likely to see as weaknesses?</li> </ul>
<p><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"> <li>• What good opportunities can you spot?</li> <li>• What interesting trends are you aware of?</li> </ul>	<p><b><u>Threats</u></b></p> <ul style="list-style-type: none"> <li>• What obstacles do you face?</li> <li>• What are your competitors doing?</li> </ul>

**Opportunities are openings or chances for something positive to happen, but you'll need to claim them for yourself! They usually arise from**

# HIMALAYA HERBALS

situations outside your organization, and require an eye to what might happen in the future

- **Social perception.** With the rise of social media, consumers are increasingly aware of the business practices of the companies they support. ...
- **Natural disasters**
- **Technological changes**
- **Legislation**
- **Competition**
- **Globalization**
- **Data security**
- **Rising costs**

The opposite of an organization's strengths are its internal weaknesses. Some examples of an organization's weaknesses are underpaid employees, low morale, or poor direction from upper management

**SWOT analysis** is a strategic planning technique that helps you identify and evaluate your strengths, weaknesses, opportunities, and threats.



### 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

[Content Calendar Example](#) (Try creating a table for the month of July)



In the year 2016 company has rechristened its logo as “Himalaya, since 1930”, in order to create the global identity communicating the rich legacy of the brand and history of over 86 years.

Bring wellness and joy to every home via herbal solutions based on science.

Develop markets worldwide with an in-depth and long-term approach, maintaining at each step the highest ethical standards.

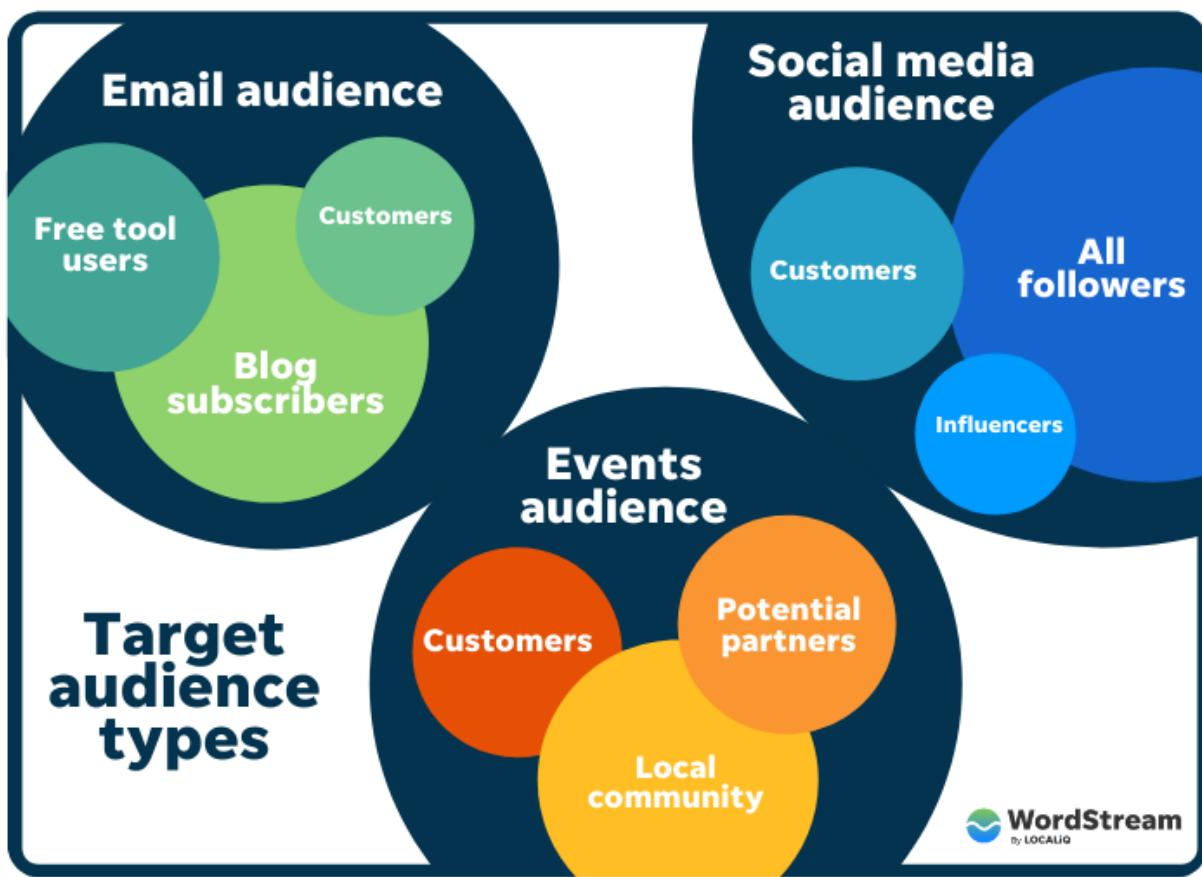
#### MARKET ANALYSIS

Himalaya operates in the market where several companies are offering similar kind of generic products, the only differentiation is the benefits and the branding that the companies do to make the offerings more acceptable in the market.

### Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

Your target audience refers to the specific group of consumers most likely to want your product or service, and therefore, the group of people who should see your ad campaigns.



## COMPETITIVE ANALYSIS

Most of the companies operating in Ayurvedic & herbal industry have strong Backend of researchers and recommending doctors to which Himalaya is not an exception. The company has more than 290 researchers who do clinical and lab testing of the offerings on regular basis in order to provide distinctive and competitive product in the market.



## Branding

The Himalaya neem face wash has a market share of 24%, which is quite an impressive number for its industry. The company has nailed down its target audience by rightly segmenting and targeting their desired base, and then positioning their brand accordingly



### Relevant Marketing

The products of the company are distributed through a mix of channels such as authorized distributors, retailers, E-commerce websites, Medial stores and Pops & mom stores. The products of the company are prescribed by more than 400000 doctors globally

[https://www.canva.com/design/DAFpPNBfu0I/khVeB-3KW1pw9C7m\\_UjpDg/edit?utm\\_content=DAFpPNBfu0I&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAFpPNBfu0I/khVeB-3KW1pw9C7m_UjpDg/edit?utm_content=DAFpPNBfu0I&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)



Untitled design (1).mp4

The company operates in the business segments such as Personal care, Wellness & nutrition products, Pharmaceutical products, and Animal Health.

Himalaya Neem face wash is a product of great quality, has an exclusive tube design which makes it very appropriate to use and provides satisfying service to its customers.

# July.

# 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 10am-12pm Himalaya photos videos	18 10am-12pm Blog post; Quote Graphic	19 10am-12pm Photo caro, Video	20 10am-12pm Info graph, Photo	21 10am-12pm Blog post, Testimonial	22 10am-12pm Quote Graphic
23 10am-12pm Photo carousel	24 10am-12pm Video	25	26	27	28	29
30	31					

## CONTENT IDEAS AND MARKETING STRATEGIES

Educational blog posts: Create informative and valuable blog posts that address your audience's pain points, answer their questions, and provide actionable tips and solutions related to your product or service.

Infographics: Visualize data, statistics, or complex information in the form of eye-catching infographics. These shareable graphics can be used on social media, websites, and in email campaigns.



Video tutorials and how-tos: Produce engaging video content that demonstrates how to use your product or service effectively. Video tutorials can increase user confidence and foster a stronger connection with your brand.

Customer testimonials and success stories: Showcase positive experiences from your customers. Share their success stories, testimonials, or case studies to build trust and credibility.

Interactive content: Create quizzes, polls, interactive calculators, or games related to your industry or product. Interactive content can boost engagement and make your brand memorable.

Live webinars and Q&A sessions: Host live webinars where you can educate your audience, demonstrate your expertise, and answer their questions in real-time.

Podcasts: Start a podcast series where you discuss industry trends, interview experts, or share valuable insights related to your niche.

## CONTENT IDEAS AND MARKETING STRATEGIES

Social media contests and giveaways: Organize fun contests and giveaways on social media to encourage user participation, grow your following, and generate buzz around your brand.

E-books and whitepapers: Offer in-depth guides or e-books on relevant topics. These resources can be gated, requiring users to provide their email addresses to access the content, helping you build a subscriber list.



User-generated content campaigns: Encourage your customers to share their experiences with your product or service through user-generated content campaigns. Repost and highlight the best content on your social media platforms.

Behind-the-scenes glimpses: Share behind-the-scenes content to humanize your brand and give your audience a glimpse into the people and processes behind your products or services.

## CONTENT IDEAS AND MARKETING STRATEGIES

Seasonal and holiday-themed content: Tailor your content to fit seasonal trends and holidays to keep your marketing fresh and relevant throughout the year.

Influencer partnerships: Collaborate with influencers or industry experts who align with your brand values to reach a wider audience and build credibility.

Customer support and FAQs: Develop comprehensive FAQs and guides that address common customer inquiries and support issues. This can reduce customer frustration and demonstrate your commitment to providing excellent customer service.

Interactive storytelling: Craft compelling stories that resonate with your target audience. Use storytelling techniques to create an emotional connection with your brand and its mission.

Remember, consistency and relevance are key to successful content marketing. Tailor your content to your audience's preferences, and track analytics to measure the effectiveness of each strategy.



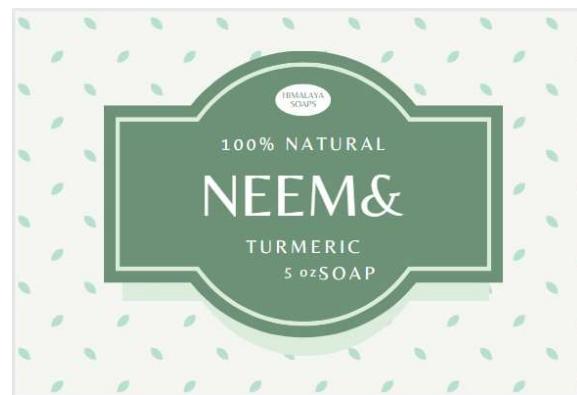
## CONTENT CREATION ON HIMALAYA HERBAL PRODUCTS

HIMALAYA PRODUCTS IS BY BEING A TRUTHFUL AND THE HONEST COMPANY. AND THE PEOPLE'S NO.1 TRUSTED PRODUCTS. THAT THE HIMALAYA HERBAL PRODUCTS ARE THE BEST SELLING PRODUCTS IN ALL OVER IN INDIA.

SINCE THE COMPANY HAS FOCUSED ON DEVELOPING SAFE, NATURAL AND INNOVATIVE HERBAL PRODUCTS THAT HELP THE PEOPLE WORLDWIDE.

HIMALAYA HERBAL PRODUCTS ARE SHOPPING FROM OFFICIAL ONLINE STORE OF HIMALAYA HEAD-TO-HEEL PRODUCTS UNDER ONE SITE

THE HIMALAYA HERBAL PRODUCTS ARE FOCUSED ON DEVELOPING SAFE,NATURAL AND INNOVATIVE HERBAL PRODUCTS .



THE HIMALAYA HERBAL PRODUCTS ARE HAVE THE PRODUCTS THEY ARE LIKE SKINCARE,SOAPS,WELLNESS HERBALS AND BEAUTY STORES AND....., THEY ARE THE BEST HERBAL PRODUCTS ON HIMALAYA PRODUCTS.

THE HIMALAYA DRUG COMPANY IS AN INDIAN COMPANY ESTABLISHED BY MUHAMMAD MANAL IN 1930 AND BASED IN BENGALURU, KARNATAKA,INDIA.



LET'S BE SOCIAL.

# SOCIAL MEDIA AD CAMPAIGNS

Celebrate by posting on your  
favorite social media ad campaigns...!

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.

Click here <https://www.instagram.com/reel/Cu8p8GkMDR3/?igshid=NjFhOGMzYTE3ZQ==>

Click here for video to promote the himalaya herbals and beauty product for information and buy the product.

# Posters about himalaya herbals



**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

## 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

## SOCIAL MEDIA AD CAMPAIGNS

Ad campaigns over social media:

Social media campaign is an coordinated marketing effort on social media. The efforts reinforce or an assist with business Goals using one or more SOCIAL MEDIA PLATFORMS.

These campaigns also improve brand awareness, driving website traffic, or generating leads.....!



[https://instagram.com/stories/nethalauma24/3151757082374102838?utm\\_source=ig\\_story\\_item\\_share&igshid=MTc4MmM1Yml2Ng==](https://instagram.com/stories/nethalauma24/3151757082374102838?utm_source=ig_story_item_share&igshid=MTc4MmM1Yml2Ng==)

**BRAND AWARENESS:** A brand awareness campaigns seeks to familiarize the public with new products. It from the competition it's called social media campaigns for brand awareness.

**DRIVING WEBSITE TRAFFIC:** The social media helps to connect to your target audience directly and get the real time feedback. And it's called as drive web traffic.....

# Email Ad Campaign 1 - Brand Awareness

(insert emailer image)

[View this email in your browser](#)



Himalaya Herbals' strong brand awareness is deeply rooted in its heritage of delivering high-quality, natural products. The brand has gained the trust of consumers by adhering to traditional Ayurvedic principles while ensuring adherence to rigorous quality standards. This legacy of natural excellence has significantly contributed to Himalaya's strong global presence. Himalaya Herbals has effectively used creative and engaging marketing campaigns to promote its products and values. Leveraging digital platforms, social media, and traditional advertising, the brand has reached millions of potential customers, further enhancing brand visibility and awareness.



[Add to cart](#)



[Check out our latest news and offers!](#)  
[Sign up for our newsletter](#)

Our mailing address is:  
[INFO@HIMALAYA.COM](mailto:INFO@HIMALAYA.COM)

Please feel free to contact us if you have any questions.  
Please note: [our privacy policy](#) applies to our newsletter.





**Himalaya**  
HERBALS

## Stay connected with your customers

Himalaya Herbals takes pride in sourcing the finest and purest herbs from the lap of the majestic Himalayas. Our products are formulated using natural ingredients that are free from harmful chemicals, ensuring you experience the gentle touch of nature in every application. At Himalaya Herbals, we believe in fostering overall well-being. Explore our wide range of herbal supplements and wellness products that help support your body's natural balance, from boosting immunity to promoting digestion and more.

# Email Ad Campaign 2 - Lead Generation (insert emailer image)

Collect the details you need to stay in touch.

Email Address

Subscribe

## About Us

Describe your company—who you are and what you do. Add your contact info so people can get in touch with questions.



We are committed to preserving the pristine beauty of the Himalayas and giving back to nature. Our sustainable practices and eco-friendly initiatives ensure that we leave a minimal carbon footprint while providing you with the best herbal products.



Hear from our satisfied customers who have experienced the transformative power of Himalaya Herbals. Real-life stories of people who have found joy in their improved skin, hair, and overall health will inspire you to join our ever-growing family.



## **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.