

# **COMPREHENSIVE DIGITAL MARKETING PROJECT WORK ON CADBURY**

## **TEAM MEMBERS :**

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# **PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/AUDIENCE'S PERSONA**

# BRAND STUDY :

COMPANY/TOPIC FOR PROJECT : CADBURY

BRAND COLORS :

Gold , blue .

LOGO :



MISSION/VALUES:

quality and integrity

USP : <https://en.wikipedia.org/wiki/Cadbury>

The Cadbury chocolate bar USP is the creaminess of the milk chocolate and the use of the finest possible ingredients to create the product, making it as high quality as possible

TAGLINE : “ FREE THE JOY “

BRAND MESSAGING:

Informative and friendly

EXAMPLES : <https://instagram.com/cadburymilksilk?igshid=MzRlODBiNWFlZA==>



# COMPETITOR ANALYSIS:

COMPETITOR 1 : <https://www.mars.com/>

USP : Wide variety of products , All round sale

COMMUNICATION : Content memes , feedbacks from happy Customers , healthy tips

COMPETITOR 2 : <https://www.chocolateworld.com/home.html>

USP : Categorisation , All round sale.

Communication : Friendly and funny content , customer experiences , Lucky winner challenges

COMPETITOR 3 : <https://www.nestle.com/>

USP : Wide range of products , All round sales

Communication : Customer reviews , Celebrations , tips

# BUYER'S PERSONA:

Age : 18 ~ 60  
Gender : All  
Children : Yes  
Marital Status : Married/Unmarried  
Location : Urban/Rural  
Income : Not specified  
Education : Not specified  
Interests : Must enjoy delicious a  
Marketing platforms: Online ads , Instagram , Television ads , Facebook ,  
Twitter , YouTube

## | BUYER PERSONA

The MBA  
Power

### PERSONAL INFO

- Age
- Gender
- Hobbies
- Location
- Interests
- Income

### PROFESSIONAL GOALS

- What are their career goals?
- What does success look like for them?
- What is their "endgame"?

### CHALLENGES

- What problems are they trying to solve?
- What's stopping them from achieving their goal?
- What specific pain points do they have?

### HOW YOU CAN HELP

- How does your product meet their needs?
- What questions might they ask?
- Does your language, match theirs?



# **PART 2: SEO & KEYWORD RESEARCH**

# SEO AUDIT :

The main purpose of an search engine optimization (SEO) audit is to identify strengths, weaknesses, and opportunities for improvement to enhance a website's visibility in search engine results and drive organic traffic.

Audit Results for cadbury.au



Your page needs improvement

Recommendations: 24



On-Page SEO



Links



Usability



Performance



Social





## **KEYWORD RESEARCH :**

Keyword research is a crucial process in digital marketing and search engine optimization (SEO) It involves identifying the specific words and phrases that people use when searching for information, products, or services on search engines like Google, Bing, or Yahoo.

### **KEYWORD RESEARCH FOR CADBURY:**

The following are the relevant keywords of Cadbury brand that have been found after thorough research and filtering.

# KEYWORD IDEAS:

## Keyword ideas

### Keyword Variations

**7.6K** Total volume: **351.9K**

Keywords	Volume	KD %
french fries	135.0K	76
french fries recipe	12.1K	66
french fries near me	6.6K	30
french fries packet	6.6K	31
french fries machine	5.4K	30

View all 7,562 keywords

### Questions

**1.1K** Total volume: **23.0K**

Keywords	Volume	KD %
how to make french fries	4.4K	66
how to make french fries at home	1.9K	65
who invented french fries	590	63
how to make crispy french fries	480	66
how to make french fries in air fryer	480	63

View all 1,111 keywords

### Related Keywords

**246** Total volume: **146.1K**

Keywords	Volume	KD %
french fires	110	68
french fries french fries	320	67
french fries recipe	12.1K	66
fresh fries	170	65
fried fries	260	67

View all 246 keywords

# KEYWORD : Cadbury

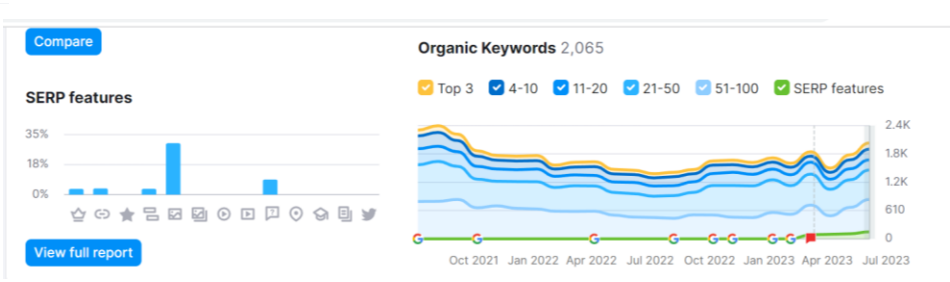
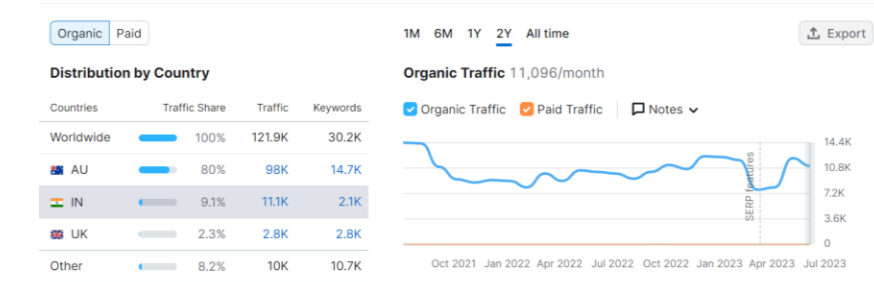
All keywords: 52    Total volume: 90    Average KD: 46%

+ Add to list



<input type="checkbox"/>	Keyword	Intent	Volu	KD %	CPC (U...	Com.	SF	Results	Updated
<input type="checkbox"/>	cadbury.com.au >>	N	30	46	0.00	0.00	6	34.9M	2 weeks
<input type="checkbox"/>	cadbury au >>	n/a	10	n/a	0.40	0.85	For metrics, try to refresh		
<input type="checkbox"/>	cadbury com au >>	n/a	10	n/a	0.00	0.00	For metrics, try to refresh		
<input type="checkbox"/>	cadbury com au recipes >>	n/a	10	n/a	0.00	0.00	For metrics, try to refresh		
<input type="checkbox"/>	cadbury.com.au recipes >>	n/a	10	n/a	0.00	0.00	For metrics, try to refresh		
<input type="checkbox"/>	www cadbury com au >>	n/a	10	n/a	0.00	0.00	For metrics, try to refresh		
<input type="checkbox"/>	www.cadbury.com.au >>	n/a	10	n/a	0.00	0.00	For metrics, try to refresh		

# BRAND OVERVIEW:

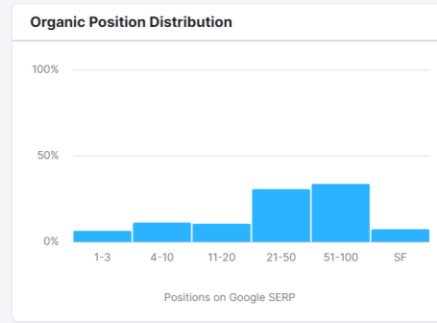


## Organic Research

Top Organic Keywords1,913

Keyword	Intent	Pos.	Volume	CPC (U...)	Traffic...
cadbury halal >>	I	1	880	0.02	3.72
cadbury choc... >>	I T	1	720	0.02	3.04
cadbury biscu... >>	I	2	3.6K	0.04	2.91
cadbury choc... >>	I T	6	12.1K	0.40	2.72
cadbury qr co... >>	I	1	590	0.11	2.49

View details



# COMPETITOR KEYWORD:

Traffic Analytics: cadbury.com.au

Get PDF

+ Create list

Jun 2023

Worldwide

All devices

Accuracy:

Company

Overview

Audience Overview

Traffic Journey

Top Pages

Subfolders

Subdomains

Geo Distribution

Bulk Analysis

Root domain

Root domain

Root domain

Root domain

Root domain

cadbury.co...

handletheh...

tastemade....

dessertsco...

janespatiss...

Compare

Clear

Target	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
c...ury.com.au	105.6K ↓69.68%	101.4K ↓34.72%	1.2 ↓32.29%	00:48 ↓94.17%	91.47% ↑61.13%
h...heheat.com	1.1M ↓7.61%	814.5K ↓8.93%	1.3 ↑5.14%	14:09 ↓13.1%	89.01% ↓1.59%
tastemade.com	657.4K ↓18.06%	410.4K ↓34.93%	1.1 ↑0.4%	21:15 ↑18.38%	89.95% ↑0.99%
d...corner.com	607.3K ↓34.84%	228.6K ↓36.3%	1.1 ↓23.4%	21:24 ↑144.11%	87.86% ↑22.66%
ja...sserie.com	593.9K ↓20.03%	281.3K ↓32.25%	1.7 ↓10.91%	12:02 ↓59.35%	72.47% ↑0.01%

## **OBJECTIVES OF KEYWORD RESEARCH :**

The objectives of keyword research for Cadbury are to identify relevant and strategic keywords that can drive targeted traffic to the website and improve overall search engine visibility.

- Content Strategy
- Local Search Optimization
- PPC Advertising
- Improving organic search ranking
- Creating content
- Improve Online Visibility
- Drive Organic Traffic
- Understand Customer Intent
- Optimize Product Descriptions
- Competitive Analysis

## **BRAINSTROM SEED KEYWORDS:**

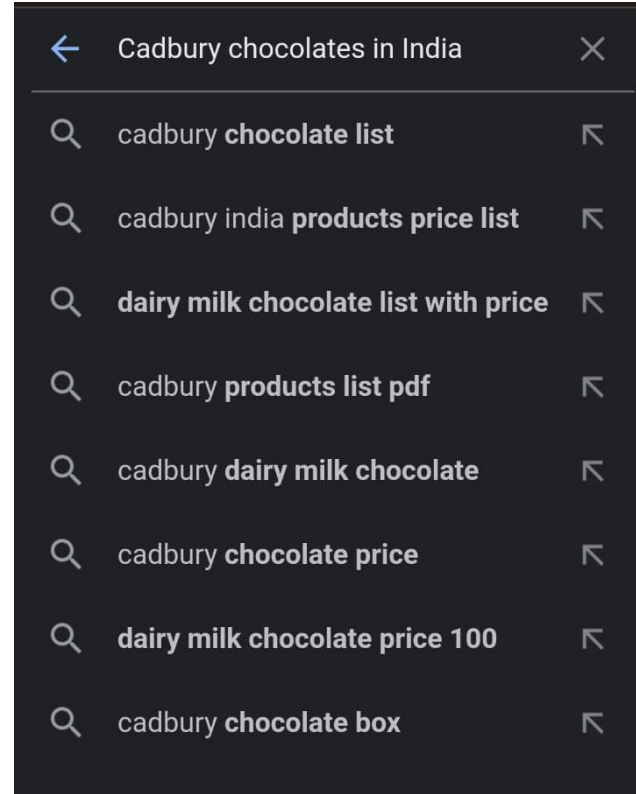
Here are some seed keywords for Cadbury, focusing on chocolate lovers :

- 1.Cadbury
- 2.Cadbury chocolate
- 3.Cadbury products
- 4.Cadbury dairy milk
- 5.Cadbury candy
- 6.Cadbury chocolate bars
- 7.Cadbury chocolate flavours
- 8.Cadbury chocolate gifts
- 9.Cadbury chocolate assortment
- 10.Cadbury chocolate factory

# LONG TAIL KEYWORD:

A long tail keyword is a phrase that is generally made from three to five words with less competitors .

- 1."Buy Cadbury Dairy Milk online"
- 2."Cadbury chocolate gifts for birthdays"
- 3."Where to find Cadbury seasonal chocolates"
- 4."Best Cadbury chocolate Flavors ranked"
- 5."How is Cadbury chocolate made?"
- 6."Is Cadbury chocolate gluten-free?"
- 7."Cadbury World tickets and prices"
- 8."Cadbury candy for Halloween"
- 9."Cadbury Christmas selection boxes"
- 10."Nut-free Cadbury chocolate options"
- 11."Cadbury chocolate recipes for desserts"
- 12."Cadbury factory tour hours"
- 13."Cadbury's cocoa beans sourcing"





# ON~PAGE OPTIMIZATION :

Meta tag optimization for <https://www.cadbury.au/>

1. **META TITLE** : Cadbury ~ Delicious Chocolate Treats & Confections"
2. **META DESCRIPTION**:Discover the world of Cadbury chocolates, offering a delectable range of irresistible flavors and delightful treats. Indulge in our iconic Cadbury Dairy Milk, explore seasonal favorites, and find the perfect gift for any occasion. Experience the joy of premium quality chocolates crafted with passion and care. Order now and satisfy your sweet cravings with Cadbury."
3. **KEYWORD TAG**: Delicious ,Chocolate ,Sweet cravings , premium quality

Content optimization for <https://www.cadbury.au/>

- **High~Quality Content**: Create valuable and engaging content that aligns with user intent. Provide in~depth information about Cadbury's products, history, events, and other relevant topics. High~quality content is essential for both user satisfaction and search engine rankings

- **Image Optimization**: Optimize images by compressing them to reduce page load times without sacrificing quality. Use descriptive alt text to provide context to search engines and improve accessibility.
- **Internal Linking**: Link to other relevant pages within the Cadbury website using descriptive anchor text. Internal linking helps search engines understand the site's structure and improves user navigation.
- **Mobile-Friendly Design**: Ensure that Cadbury's website is fully responsive and displays correctly on various devices, especially smartphones. Mobile-friendliness is crucial for both user experience and search engine rankings.
- **Page Speed Optimization**: Improve page loading times by optimizing code, using browser caching, and optimizing images. Faster-loading pages lead to better user experience and can positively impact search rankings.

- **Schema Markup:** Implement schema markup to provide additional context to search engines about Cadbury's products, recipes, events, and other relevant information. This can enhance search results with rich snippets.
- **User Experience (UX) Optimization:** Focus on providing a seamless and intuitive user experience. Ensure easy navigation, clear calls-to-action, and a visually appealing design to keep users engaged.
- **Social Media Integration:** Integrate social media sharing buttons to encourage users to share Cadbury's content, which can improve visibility and traffic.
- **Regular Content Updates:** Keep the website's content up-to-date and relevant. Regularly update product pages, blogs, and other content to show that Cadbury is an active and authoritative source in its industry

# **PART 3: CONTENT IDEAS AND MARKETING STRATEGIES**

# CONTENT CALENDAR: AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 BLOG ARTICLE	2	3	4	5 POST ON NEW PRODUCT
6	7 VIDEO	8	9	10 MEME	11	12
13	14	15 INSTAGRAM STORY	16	17	18	19 POST
20 VIDEO	21	22	23 MEME	24	25	26
27	28 INSTAGRAM STORY	29	30	31		

# **CONTENT IDEA :**

Content ideas for Cadbury can revolve around their products, brand, history, events, recipes, and engaging with the audience. Here are some content ideas:

- Chocolate Tasting and Reviews
- Behind-the-Scenes at Cadbury Factory
- Cadbury Recipes
- Seasonal Chocolate Celebrations
- Cadbury History and Milestones
- Interactive Quizzes and Polls
- Cadbury Social Impact
- Cadbury as a Gifting Option
- Chocolate Pairings
- Cadbury Ad Campaigns
- Customer Stories and Testimonials:
- DIY Chocolate Gift Wrapping

# **MARKETING STRATEGIES :**

1. **INNOVATIVE PRODUCT LAUNCHES**: Continue introducing new and innovative chocolate products and flavors. Utilize teaser campaigns, social media, and influencer marketing to build anticipation and excitement around new launches.
2. **STORYTELLING AND EMOTION**: Use storytelling in marketing campaigns to create an emotional connection with the audience. Share heartwarming stories related to Cadbury chocolates and the joy they bring to people's lives.
3. **SOCIAL MEDIA ENGAGEMENT**: Leverage the power of social media platforms to engage with the audience. Conduct interactive campaigns, contests, and user-generated content initiatives to encourage participation and sharing.
4. **INFLUENCER MARKETING**: Partner with social media influencers and celebrities who resonate with Cadbury's brand values. Have them promote Cadbury products to their followers, increasing reach and credibility.
5. **SEASONAL AND FESTIVE CAMPAIGNS**: Create special campaigns for occasions like Easter, Halloween, Christmas, and other festivities. Offer limited-edition chocolates and run themed contests to celebrate these events.

6. **USER-GENERATED CONTENT (UGC)**: Encourage customers to share their experiences with Cadbury products through UGC campaigns. Repost and celebrate customer content to build a sense of community and loyalty.

7. **PERSONALIZATION**: Offer personalized packaging options for Cadbury chocolates, allowing customers to add names or special messages, making them perfect gifts for various occasions.

8. **CAUSE MARKETING**: Support social or environmental causes that align with Cadbury's values. Create campaigns around these causes to showcase Cadbury's commitment to making a positive impact.

9. **INTERACTIVE EXPERIENCES**: Develop interactive online experiences, such as virtual tours of the Cadbury factory, 360-degree videos, or augmented reality experiences, to engage consumers in a unique way.

10. **EMAIL MARKETING**: Utilize email marketing to keep customers informed about new product launches, promotions, and exclusive offers. Use segmentation and personalization to deliver relevant content to different audience segments.



# **PART 4: CONTENT CREATION AND CURATION**

# CONTENT CREATION

## FORMAT – 1 : CREATIVE :

Aim : To improve Cadbury brand visibility

Date : 4<sup>th</sup> August 2023

Idea : To create a relatable connection with the target audience



## **FORMAT – 2 : BLOG ARTICLE:**

Aim : Boost SEO and provide information about Cadburys new product.

Date : 4<sup>TH</sup> august 2023

Idea : McCain has launched new product Cadbury Chocobakes Chocochip cookies and this blog will cover the entire details about this new product .

Topic : Chocobakes Chocochip cookies

**ABOUT THE PRODUCT** : Cadbury Chocobakes Choco Chip Cookies are delicious baked treats crafted with expertise. Made from high-quality ingredients, these cookies are infused with a rich chocolate flavor and studded with indulgent choco chips. Their crispy texture and heavenly taste make them a delightful snack for chocolate lovers of all ages

### **AVAILABLE ON:**

amazon.com ,bigbasket.com , dmart.com etc.....

## **INGREDIENTS:**

Refined Wheat Flour , Milk Chocolate Chips ,Sugar, Cocoa Butter, Milk Solids, Cocoa Solids, Dextrose, Emulsifiers , Flavours , Palm olein, Invert Sugar, Raising Agents Emulsifier, Flavours (Natural & Artificial (Vanilla) Flavouring Substances), Barley.

## **NUTRITIONAL FACTS:**

- Serving size: 16 g
- Number of servings per package: 10
- Nutrition information per 100 g:
- Energy: 466 kcal
- Protein: 7.2 g
- Carbohydrate: 69.3 g
- Total sugars: 31.2 g
- Added sugars: 29.6 g
- Total fat: 18.0 g
- Saturated fat: 8.9 g
- Trans fat: 0.1 g
- Cholesterol: 2.0 mg
- Sodium: 305 mg

## FORMAT – 3 : CREATIVE:

Aim : To reach audience

Date : 10~8~2023

Idea : To create a funny meme



# INSTAGRAM STORY:

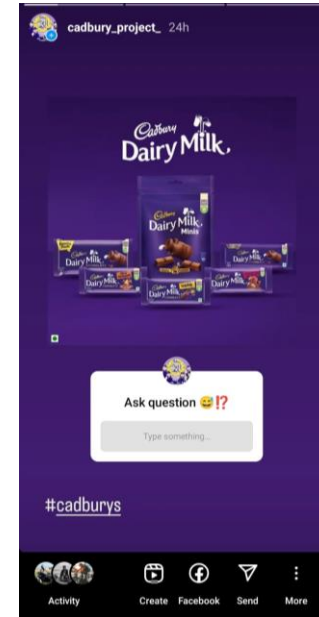
[https://instagram.com/cadbury\\_project?igshid=MzRlODBiNWFlZA==](https://instagram.com/cadbury_project?igshid=MzRlODBiNWFlZA==)



Views :  
Likes :

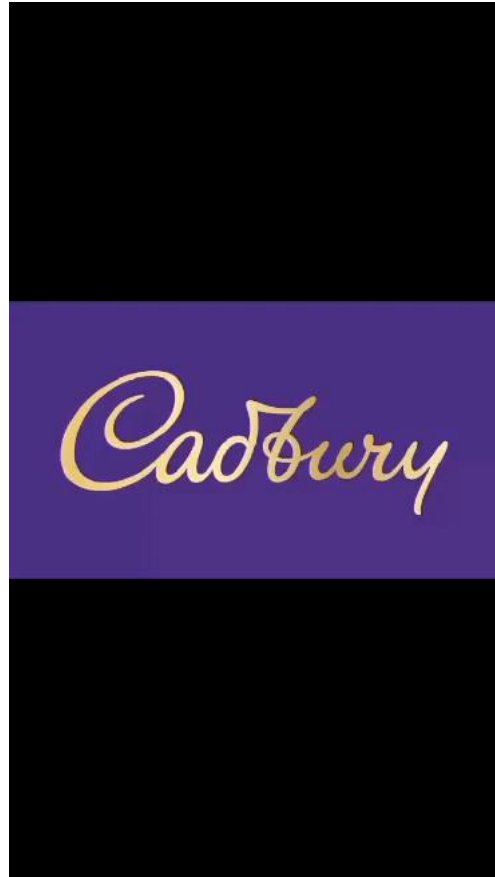


Views :  
Likes :



Views :  
Likes :

VIDEO :



# SOCIAL MEDIA AD CAMPAIGNS

## BRAND AWARENESS CAMPAIGNS :

Targeting :~

Campaign objective : Awareness

Location : India

Age : 18 ~ 60

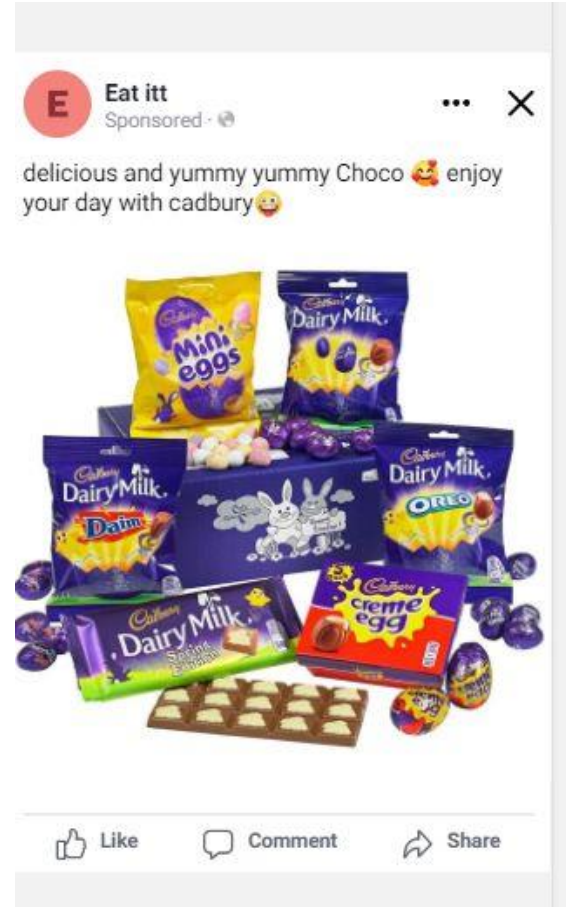
Gender : All genders

Performance goal : Maximise reach of ads

Interests : Food and drink

Primary text : Delicious and yummy yummy Choco

😊 enjoy your day with Cadbury 😊





## DRIVING WEBSITE TRAFFIC CAMPAIGN :

Targeting :-

Campaign objective	: Website traffic
Location	: India
Age	: 18-60
Gender	: All genders
Performance goal	: Maximize number of link clicks
Estimated audience size	: 247,900,000 ~ 291,700,000
Daily budget	: 800rs
Estimated daily reach	: 8.4K~24K
Estimated link reach	: 230 ~ 666
Interests	: Food and drink
Primary text	: Cadbury roundie new flavor .
Try it	

### Feeds



Facebook  
Feeds



Eat itt  
Sponsored · 🌐



Cadbury roundie new flavor .try it



Eat itt  
Food & Drink

LEARN MORE



Like



Comment



Share

# LEAD GENERATION CAMPAIGN :

Targeting :~

Campaign objective	: Lead generation
Location	: India
Age	: 18 ~ 60
Gender	: All genders
Performance goal	: Maximize reach of ads
Estimated audience size	: 417,100,000 ~ 490,700,000
Daily budget	: 800
Estimated daily reach	: 3.7k – 11k
Leads	: 14 ~ 40
Interests	: Food and drink
Primary text	: Cadbury chocos 🤩 tasty and yummy



# EMAIL AD CAMPAIGN

## BRAND AWARENESS :

[View this email in your browser](#)



**"Kuchh meetha ho jaaye"**




**"Smile after be happy, Laugh loudly eat chocolate"**

Then, welcome to cadbury world.  
Enjoy your day with your loved ones.

[Learn more](#)

# LEAD GENERATION:



The advertisement features the Cadbury logo in gold script on a purple background. Below it, a Dairy Milk Silk chocolate bar is shown with a heart-shaped cutout. To the right of the bar, the text reads: "To the one you can watch all day. Say it with Silk". Below this text is a button that says "Watch now".

### Let's connect

Sign up for email alerts and you will get updates, exclusive offers and new products details. Get 20% off just for signing up today!

Email Address

First Name

Last Name

Phone Number

Birthday

## **CHALLENGES IN CONTENT CREATION :**

Consistency , audience relevance , promotion and adaptation .

## **LESSONS LEARNED :**

Creating content calendar , conduct audience research , focus on quality ,diversity formats , promote effectively , analyze feedback ,balance SEO and creativity ,creating ad campaigns .Improve content strategy with these insights .

**THE END**