

1. INTRODUCTION

1.1 OVERVIEW

Brief description about your project.

Haldiram's is a well known Indian food brand that specializes in producing a wide range of traditional Indian snacks, sweets, and other ready-to-eat food products. It started as a small sweet shop in Bikaner, Rajasthan, India, in 1937, founded by Shri Ganga Bhishen Agarwal. Over the years, the brand expanded and diversified its product offerings, becoming one of the most prominent names in the Indian snack and confectionery industry.

Haldiram's is renowned for its high-quality, authentic flavors, and consistent taste. They offer a vast selection of snacks, including namkeens (savory snacks like bhujia, sev and chana dal), traditional sweets (like rasgulla, gulab jamun, and Sean papadi), biscuits, frozen foods, and even ready-to-eat meals.

As the Company expanded, it established various manufacturing units across India and even internationally. Apart from India, Haldiram's has a strong presence in several other countries and caters to a global audience with its wide distribution networks. Its products are not only popular within India but also among the Indian diaspora Worldwide.

Haldiram's success can be attributed to its community to quality, adherence to traditional recipes, and innovative product development. The brand has earned the trust of consumers, becoming a household name in India and beyond, and continues to be a significant player in the Indian snack food market.

1.2 PURPOSE

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

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

- Some purpose and benefits of a digital marketing project.
- 1) Hands On Experience:- Students get a chance to work on real project, creating and implementing digital marketing campaigns. The practical exposure helps bridge the gap between theory and practice, making their learning more meaningful.
 - 2) Skill Development:- The project allows students to hone their skills in various digital marketing, SEO, email marketing, web analytics and more.

- 3) Creative Thinking:- Digital marketing often requires thinking outside the box to reach target audience effectively. Through projects, students can explore their creativity and experiment with innovative marketing strategies.
- 4) Data Analysis:- Digital marketing relies heavily on data driven decision making. Students learn how to collect and analyse data to measure the effectiveness of their campaigns and make data-backed improvements.
- 5) Evaluation and feedback:- Students receive feedback from mentors, helping them understand their strength and areas for improvement. This feedback loop is crucial for continuous learning and growth.
- 6) Personal Branding:- Students may work on promoting themselves or their brand as a part of the project, helping them understand the importance of personal branding in the digital era.

2. LITERATURE SURVEY

2.1 EXISTING PROBLEM

Existing approaches or method to solve this problem.

Some of the existing problems in digital marketing include:-

- 1) Ad-blockers:- Many internet users employ ad-blockers to avoid intrusive and irrelevant ads, reducing the visibility and effectiveness of digital advertising.
- 2) Ad-fraud:- Advertisers face the issue of ad fraud, where fake clicks (or) impressions are generated by bots, leading to wasted ad spend and inaccurate performance metrics.
- 3) Privacy Concerns:- With increased data collection and targeting capabilities, there are growing concerns about user privacy and the ethical use of personal information in digital marketing.
- 4) Content Quality and Saturation:- The internet is flooded with content, making it difficult for brands to stand out. Maintaining high-quality content that resonates with the target audience is a constant challenge.

2.2 PROPOSED SOLUTION

What is the matter or solution suggested by you?

Some of the Solutions in digital marketing?

1) Ad-blockers:-

- * focus on creating non-intrusive, relevant and valuable ads that users may not want to block.

- * Utilize native advertising and sponsored content that seamlessly integrates with the users experience.

2) Ad-fraud:-

- * Partner with reputable advertising networks and platforms that have anti-fraud measures in place.

- * Regularly monitor ad performance and look for suspicious activity to identify and reports fraudulent behaviour.

3) Privacy Concerns:-

- * Be transparent about data collection & usage practices, and obtain explicit consent from users for data processing.

- * Comply with relevant data protection regulations, such as GDPR (or) CCPA.

(vi) Content Quality and Sales variation:-

- * Invest in creating high-quality, valuable, and relevant content that resonates with the target audience.

- * Differentiate content by adding unique perspectives in creative formats.

Comprehensive Digital Marketing Project Work On HALDIRAM'S

TEAM MEMBERS:

**PITHANI TEJASREE
RUBY BHANU
P.V.SRAVAN KUMAR
S HARISH**

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

COMPANY/TOPIC FOR PROJECT : HALDIRAM'S

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

BRAND COLOUR: RED & YELLOW

LOGO:



MISSION/VALUES:

Haldiram's vision and mission is to review, recreate and rediscover the trend of healthy eating and innovate and invent fresh new methods to nourish and delight everyone we serve. To provide our customers perfect taste and quality in best of packaging.

USP : The USP of Haldiram's is providing wide range of hygienic, tasty and authentic Indian savories and sweets.

TAGLINE: "Delicious bhi Dooriyaanbhi" / Don't eat at home today; Always in good taste.

Brand Messaging : As Classics as your Taste

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



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

- **Analyze Brand Messaging:** Haldiram's brand messaging often highlights its rich heritage and deep-rooted Indian traditions. Haldiram's consistently communicates its commitment to maintaining high standards of quality and purity in its products. They offer a wide variety of sweets, snacks, namkeens, and ready-to-eat meals, appealing to different tastes and preferences. Haldiram's often highlights the authentic taste and rich flavors of their products. In India, sweets and snacks play a significant role in celebrations and festivals.
- **Examine the brand's tagline:**

Delicious bhi Dooriyaan bhi"
- **SLOGAN :** Taste of Tradition



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: In snacks segment PepsiCo

<http://www.pepsico.com/>

USP: "I bet you can't eat just one".

COMMUNICATION : Celebrity endorsements, social media campaigns, and sponsorships of major sports events.

Competitor 2: In Biscuits Segment Britannia

<http://britannia.co.in/>

USP: India's very own bakery and dairy products brand that is trusted for its quality

COMMUNICATION : Advertisements for Television, print media and billboards

Competitor 3 : In Sweets Segment Bikanervala

<https://bikanervala.com/>

USP: Good quality, fresh, hygienic and tasty Indian sweets and snacks.

COMMUNICATION: During the festive season of Holi, Bikanervala came up with 50 gram extra with 200 gram offer on its entire range of Namkeens.

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.

Demographics:

- **Age:** Haldiram's target audience primarily includes individuals of all age groups, from children to seniors. Different product categories cater to various age segments.
- **Gender:** Both males and females enjoy Haldiram's products, as they offer a wide range of snacks and sweets that appeal to diverse preferences.
- **Location:** While Haldiram's has a global presence, its primary target audience is individuals residing in India and the Indian diaspora around the world.
- **Income:** The brand caters to a broad range of income levels, offering affordable snacks for budget-conscious consumers and premium options for those seeking luxury treats.

Psychographics:

- **Indian Cuisine Enthusiasts:** Haldiram's appeals to individuals who appreciate and cherish the authentic flavors of Indian cuisine and are keen to explore traditional delicacies.
- **Health-Conscious Consumers:** With an increasing focus on healthier snacking options, Haldiram's has adapted its product range to include low-fat and gluten-free alternatives, appealing to health-conscious consumers.
- **Celebration and Festivity Lovers:** Haldiram's products are popular choices during festivals, celebrations, and special occasions, attracting individuals looking to add a touch of tradition and joy to their gatherings

Behaviors:

- **Repeat Buyers:** Haldiram's has a loyal customer base, with people often coming back for their favorite snacks and sweets.
- **Occasional Indulgers:** While some customers buy Haldiram's products regularly, others indulge occasionally, making purchases during festivals, family gatherings, or as gifts.

➤ **Online Shoppers:** With the rise of e-commerce, Haldiram's targets customers who prefer the convenience of online shopping to purchase their products.

Interests:

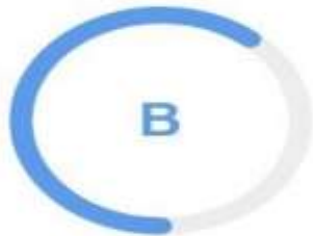
➤ **Indian Culture and Heritage:** Those interested in exploring Indian culture and heritage through its culinary offerings are likely to be drawn to Haldiram's.

➤ **Foodies and Snack Enthusiasts:** Haldiram's appeals to food enthusiasts, especially those with a penchant for snacks, sweets, and traditional Indian delicacies.

➤ Overall, Haldiram's target audience encompasses a wide spectrum of individuals, united by their appreciation for the rich flavors of Indian cuisine. The brand caters to various age groups, income levels, and interests, making it a versatile choice for consumers looking to experience the essence of Indian culinary delights.

Part 2: SEO AUDIT

Audit Results for www.haldirams.com



Your page could be better

Recommendations: 17



On-Page SEO



Links



Usability



Performance



Social



Report Generated: 27 July 7:57AM UTC [Refresh Results Now](#)

Recommendations

Toggle:

On-Page SEO

Performance

Usability

Links

Social

Other Improvements

Shorten meta description (to between 70 and 160 characters)

On-Page SEO

Medium Priority

Add Canonical Tag

On-Page SEO

Medium Priority

Add H1 Header Tag

On-Page SEO

Medium Priority

Use your main keywords across the important HTML tags

On-Page SEO

Low Priority

Optimize your page for Mobile PageSpeed Insights

Usability

Low Priority

Optimize your page for Desktop PageSpeed Insights

Usability

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

Remove inline styles

Performance

Low Priority



SEOptimer

Website URL

Quick Audit

Features

Pricing

Resources



Login

Premium - Free Trial

Add Alt attributes to all images

On-Page SEO

Low Priority

Remove inline styles

Performance

Low Priority

Remove iFrames

Usability

Low Priority

Remove clear text Email Addresses

Usability

Low Priority

Review and Increase Font Sizes across devices

Usability

Low Priority

Improve the size of tap targets

Usability

Low Priority

Please add Facebook Open Graph Tags

Social

Low Priority

Add Twitter Cards

Social

Low Priority

Create and link an associated LinkedIn profile

Social

Low Priority

Add Local Business Schema

Other Improvements

Low Priority

On-Page SEO Results



Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).

Haldirams Nagpur | Home Of Haldiram Products | Sweets, Namkeen, Papad

Length : 70



Meta Description Tag

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

Welcome to the home of all your favourite haldiram products. Haldiram sweets, namkeen, bhujia, soan papdi, snacks & more. Free Shipping on orders above ₹500/

Length : 162



A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

<https://www.haldirams.com>

Haldirams Nagpur

Welcome to the home of all your favourite haldiram products. Haldiram sweets, namkeen, bhujia, soan papdi, snacks & more. Free Shipping on ...

Hreflang Usage



Your page is not making use of Hreflang attributes.

Language



Your page is using the lang attribute.

Declared: English

H1 Header Tag Usage



Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

H2-H6 Header Tag Usage



Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	5	<div></div>
H3	0	<div></div>
H4	9	<div></div>
H5	6	<div></div>
H6	0	<div></div>

Show details

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
gms	×	×	×	15	<div></div>
new	×	×	✓	14	<div></div>
bestseller	×	×	✓	14	<div></div>
arrivals	×	×	✓	12	<div></div>

Keyword Consistency



Your page's main keywords are not distributed well across the important HTML tags.

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Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
gms	×	×	×	15	<div></div>
new	×	×	✓	14	<div></div>
bestseller	×	×	✓	14	<div></div>
arrivals	×	×	✓	12	<div></div>
added	×	×	×	10	<div></div>
sugar	×	×	×	9	<div></div>
india	×	×	×	5	<div></div>
assorted	×	×	×	4	<div></div>

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
new arrivals	×	×	✓	12	<div></div>
sugar 250 gms	×	×	×	9	<div></div>
added sugar 250	×	×	×	9	<div></div>
added sugar	×	×	×	9	<div></div>
sugar 250	×	×	×	9	<div></div>
gms 200	×	×	×	5	<div></div>
gms 215	×	×	×	4	<div></div>
no added	×	×	×	4	<div></div>

Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 507



Image Alt Attributes

You have images on your page that are missing Alt attributes.

We found 52 images on your page and 13 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.

Show details



Amount of Content

Your page has a good level of textual content, which will assist in it's ranking potential.

Word Count: 507



Image Alt Attributes

You have images on your page that are missing Alt attributes.

We found 52 images on your page and 13 of them are missing the attribute.

Alt attributes are an often overlooked and simple way to signal to Search Engines what an image is about, and help it rank in image search results.



Show details

Canonical Tag

Your page is not using the Canonical Tag.

The Canonical Tag tells Search Engines the primary URL of a page. Google recommends all pages specify a Canonical.



Noindex Tag Test

Your page is not using the Noindex Tag which prevents indexing.



Noindex Header Test

Your page is not using the Noindex Header which prevents indexing.



SSL Enabled

Your website has SSL enabled.



HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



Robots.txt

Your website appears to have a robots.txt file.

<http://www.haldirams.com/robots.txt>



Blocked by Robots.txt

Your page does not appear to be blocked by robots.txt.



XML Sitemaps

Your website appears to have an XML sitemap.

More Sitemaps were found, but not tested.


<https://www.haldirams.com/pub/sitemap.xml>



More Sitemaps were found, but not tested.

Analytics

Your page is using an analytics tool.

 Google Analytics



Schema.org Structured Data

You are using JSON-LD Schema on your page.



Rankings

Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
haldiram	 EN	1	246,000	74,784
haldiram	 HI	1	246,000	74,784
haldiram's	 EN	1	246,000	74,784
haldiram's	 HI	1	246,000	74,784
haldirams	 EN	1	246,000	74,784
sweets	 EN	1	201,000	61,104
sweets	 HI	2	201,000	32,562
haldiram near me	 EN	2	110,000	17,820
haldiram near me	 HI	2	110,000	17,820
haldiram's near me	 HI	2	110,000	17,820

Track Keyword Rankings

Track Keyword Rankings

Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



1,111,883
Monthly Traffic
Volume

Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	762	■
Position 2-3	595	■
Position 4-10	1,197	■
Position 11-20	1,031	■
Position 21-30	1,226	■
Position 31-100	16,216	■

Links

Number of Backlinks

You can see information about your page's backlinks within this report by signing up to one of our premium plans.

[Signup - Free Trial](#)



On-Page Link Structure

We found 141 total links. 5% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

[Show details](#)



Friendly Links

Some of your link URLs do not appear friendly to humans or search engines.

We would recommend making URLs as readable as possible by reducing length, file names, code strings and special characters.

[Show details](#)



Usability



Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



Google's Core Web Vitals

Your page has passed Google's Core Web Vitals assessment.

Largest Contentful Paint (LCP)



First Input Delay (FID)



Cumulative Layout Shift (CLS)



Use of Mobile Viewports

Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.



Google's PageSpeed Insights - Mobile

Google is indicating that your page is scoring poorly on their Mobile PageSpeed Insights evaluation.

Note that this evaluation is being performed from US servers and the results may differ slightly from an evaluation carried out from Google's PageSpeed Web Interface as that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.





Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	3.5 s	Reduce unused JavaScript	6.94 s
Speed Index	16 s	Serve images in next-gen formats	2.7 s
Largest Contentful Paint	4.6 s	Reduce unused CSS	0.9 s
Time to Interactive	28 s	Properly size images	0.38 s
Total Blocking Time	5.44 s	Eliminate render-blocking resources	0.3 s
Cumulative Layout Shift	0		

Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Google's PageSpeed Insights - Desktop



Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value	Opportunities	Estimated Savings
First Contentful Paint	1.1 s	Reduce unused JavaScript	0.86 s
Speed Index	2.6 s	Properly size images	0.52 s
Largest Contentful Paint	1.6 s	Serve images in next-gen formats	0.46 s
Time to Interactive	5.6 s	Reduce unused CSS	0.21 s
Total Blocking Time	0.18 s		
Cumulative Layout Shift	0		

Flash Used?

No Flash content has been identified on your page.



iFrames Used?

Your page appears to be using iFrames.



iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

Performance Results



Your performance is very good!

Congratulations, your page has performed very well in our testing meaning it should be reasonably fast and responsive for users. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). Continue to monitor your performance over time to ensure there are no periodic fluctuations.

Page Speed Info

Your page loads in a reasonable amount of time.



Server Response



All Page Content Loaded



All Page Scripts Complete



Social Results



Your social could be better

You do not appear to have a strong social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring more visitors to your website. We recommend that you have all of your profiles listed on your page for visibility, and work to build a following on those networks.

Facebook Connected

Your page has a link to a Facebook Page.



Facebook Open Graph Tags

We have not found Facebook Open Graph Tags on your page.



Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

Facebook Pixel

Your page has a Facebook Pixel installed.



Pixel ID

2664286117172914

Pixel ID

2664286117172914

Twitter Connected

Your page has a link to a Twitter profile.



Twitter Cards

We have not detected Twitter Cards on your page.



Twitter Cards are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Twitter.

Instagram Connected

Your page has a link to an Instagram profile.



LinkedIn Connected

No associated LinkedIn profile found linked on your page.



YouTube Connected

Your page has a link to a YouTube channel.



YouTube Activity

You have a good number of YouTube channel subscribers.



21,400
Followers





30,294,214
View Count

KEYWORD RESEARCH:

Keyword results for "https://www.haldirams.com/"

[Download all Keywords](#)

Showing 25 of 500 keywords

Keywords	 Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	 Competition
soan papdi	5,400	\$0.25	\$0.57	HIGH
haldi ram	4,400	\$0.26	\$0.40	HIGH
snacks shop	4,400	\$0.83	\$3.25	LOW
bikaner sweets	2,400	\$0.00	\$0.00	LOW
aloo bhujia	1,600	\$0.00	\$0.00	HIGH
snacks uk	1,600	\$0.21	\$0.97	HIGH
haldiram snacks	720	\$0.29	\$0.58	HIGH
snacks online order	720	\$2.00	\$7.85	HIGH
online snacks	590	\$1.21	\$3.80	HIGH
chappan bhog	480	\$0.00	\$0.00	LOW

haldiram bhujia	390		\$0.28	\$0.73	HIGH
haldiram sweets	390		\$0.27	\$0.38	HIGH
haldiram samosa	390		\$0.00	\$0.00	HIGH
snacks order	390		\$2.04	\$9.26	HIGH
haldiram gulab jamun	320		\$0.29	\$0.33	HIGH
indian snacks online	320		\$0.40	\$2.80	HIGH
haldiram usa	320		\$0.26	\$0.55	HIGH
haldiram aloo bhujia	260		\$0.00	\$0.00	HIGH
soan cake	260		\$0.00	\$0.00	HIGH
namkeen snacks	260		\$0.00	\$0.00	HIGH
haldiram soan papdi	210		\$0.29	\$0.33	HIGH
haldiram namkeen	170		\$0.00	\$0.00	HIGH
haldiram mixture	170		\$0.00	\$0.00	HIGH

On page Optimization: Meta Tag optimization & content optimization.

- **Meta Title:** "Delicious Indian Snacks & Sweets | Haldirams - Traditional Flavors, Unforgettable Taste"
- **Meta Description:** "Indulge in the authentic taste of India with Haldirams. Explore a delightful selection of Indian snacks and sweets, crafted with time-honored recipes and premium ingredients. Order now for a taste experience like no other."
- **CONTENT :** At Haldirams, we take pride in preserving India's rich culinary heritage through our delectable range of Indian snacks and sweets. For decades, we have been sharing the traditional flavors of India with food enthusiasts worldwide.
- **Indian Snacks:** Delight in a vast assortment of savory Indian snacks, from crispy namkeens to crunchy bhujia. Our snacks are made with care to satisfy your cravings and transport you to the streets of India.
- **Indian Sweets (Mithai):** Celebrate joyous occasions with our mouthwatering selection of Indian sweets. From the rich flavors of Gulab Jamun to the divine taste of Rasgulla, our mithais are crafted to perfection.
- **Ready-to-Eat Meals:** Experience the convenience of our ready-to-eat meals, inspired by traditional Indian recipes. Savor the taste of homely meals without any hassle.

- **AN ENCHANTING JOURNEY OF HALDIRAMS** :Embark on an enchanting journey of Haldirams, where authentic flavors and delightful treats await to captivate your senses and take you on a culinary adventure like no other.
- **"The Haldirams Promise:** A commitment to delivering the finest quality, authentic Indian snacks and sweets, crafted with love and tradition to bring you a taste experience that delights and satisfies every time."

Part 3: CONTENT CALENDAR

August 2023

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	31	1	2 Instagram Post	3	4 Instagram Post	5 Instagram story
6	7	8 Poster	9	10 Blog article	11	12
13	14 Video	15 Independence day	16	17	18 Email ad creation	19
20	21	22 Social media ads campaign	23	24 Instagram story	25	26
27 Facebook page	28	29 Instagram story	30 Raksha Bandhan	31	1	2



Part 3: Content Ideas and Marketing Strategies

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

Content ideas:

- **Recipe Videos:** Create short and engaging recipe videos showcasing innovative ways to use Haldiram's products in cooking or as toppings for various dishes.
- **Festive Delights:** Develop content around traditional Indian festivals, offering special festive gift packs, DIY decoration ideas, and unique sweets and snacks for each occasion.
- **Snack Hacks:** Share fun and creative snack hacks using Haldiram's products, such as creating custom mixes, pairing snacks with dips, or incorporating them into other recipes.
- **Behind-the-Scenes:** Give a sneak peek into the making of Haldiram's products, highlighting the brand's commitment to quality and hygiene.
- **Customer Stories:** Feature heartwarming stories or testimonials from customers about their experiences with Haldiram's products and how it has been a part of their special moment .

- **Foodie Contests:** Organize social media contests encouraging followers to share their favorite Haldiram's snacks creations, and reward the most creative entries.
- **Fun Facts:** Share interesting and lesser-known facts about the ingredients used in Haldiram's products or the unique production processes.
- **Foodie Contests:** Organize social media contests encouraging followers to share their favorite Haldiram's snacks creations, and reward the most creative entries.

Marketing Strategies Process:

- **Market Research:** Conduct thorough market research to understand the current market trends, consumer preferences, and competitor landscape. Identify gaps and opportunities in the market that Haldiram's can leverage to its advantage.
- **Define Target Audience:** Clearly define the target audience for Haldiram's products. Consider factors such as demographics, psychographics, behaviors, and preferences. This will help tailor marketing messages and campaigns to resonate with the right audience.
- **Brand Positioning:** Craft a unique value proposition and position Haldiram's as a trusted and preferred brand in the snacks and sweets category. Emphasize the brand's heritage, quality, and variety of products.

- **Content Marketing:** Develop a content marketing strategy that includes engaging and informative content such as recipe videos, snack hacks, customer testimonials, and behind-the-scenes content. Use different platforms like blogs, social media, and videos to reach a wider audience.
- **Social Media Strategy:** Leverage social media platforms to connect with the target audience. Share visually appealing content, run interactive campaigns, respond to customer queries, and collaborate with influencers to increase brand visibility.
- **Festive and Seasonal Campaigns:** Create special campaigns around Indian festivals and seasons, promoting festive-themed products, limited editions, and exclusive offers.
- **Customer Loyalty Program:** Implement a customer loyalty program to reward repeat customers and encourage brand loyalty.
- **Partnerships and Collaborations:** Collaborate with other brands, restaurants, or cafes to showcase Haldiram's products as part of special menus or joint promotions.

Discussing the Challenges Encountered and Lessons Learned:

- **Maintaining Quality and Consistency:** As Haldiram's expanded its operations and reached a global market, maintaining consistent quality across all products became a challenge. The lesson learned here is the importance of investing in robust quality control measures and regular audits to ensure that the taste and quality of products remain consistent, regardless of the production location.
- **Changing Consumer Preferences:** With evolving consumer tastes and health-consciousness, Haldiram's faced the challenge of adapting its product portfolio to cater to changing preferences. The lesson learned is the need for continuous innovation and introducing healthier snack options to align with evolving consumer demands.
- **Competition in the Snack Market:** The snack market in India is highly competitive, with both local and international players vying for consumers' attention. Haldiram's had to find unique selling points and differentiate itself from competitors. The lesson learned is to focus on the brand's heritage, authenticity, and traditional recipes to stand out in the market.
- **Supply Chain and Logistics:** As Haldiram's expanded its distribution network, managing the supply chain and logistics efficiently became crucial. The lesson learned is the importance of optimizing logistics, reducing lead times, and ensuring timely delivery to meet customer expectations.

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: **BLOG ARTICLE**

Format 2: **VIDEO**

Format 3: **POSTER**

BLOG ARTICLE ON HALDIRAM'S

- **BLOG ARTICLE DATE :** 10-08-2023
- **AIM:** To offer a diverse range of authentic and delectable snacks and sweets.



Title: Haldiram's: A Flavorful Journey of Tradition, Taste, and Global Success

Introduction: When it comes to savory snacks and mouthwatering sweets that capture the essence of Indian cuisine, one name that stands out is Haldiram's. With a rich heritage spanning decades, Haldiram's has become an iconic brand synonymous with quality, tradition, and delightful flavors. In this blog article, we embark on a flavorful journey through the history, values, and global success of Haldiram's.

- **A Legacy of Tradition:** Haldiram's was founded in 1937 as a small sweet shop in Bikaner, Rajasthan, by Shri Ganga Bhishen Agarwal. The shop soon gained popularity for its delectable sweets prepared with time-honored recipes passed down through generations. The brand's commitment to preserving traditional flavors remains a cornerstone of its success to this day.

- **From Humble Beginnings to Global Presence:** Over the years, Haldiram's expanded its offerings beyond sweets, introducing an extensive range of namkeens (savory snacks), packaged food items, and ready-to-eat meals. The brand's commitment to quality, hygiene, and authentic flavors quickly earned it a loyal customer base not only across India but also in various countries worldwide.
- **Authenticity at Its Core:** What sets Haldiram's apart from its competitors is its unwavering dedication to authenticity. Each product is carefully crafted with premium ingredients, keeping the essence of Indian flavors intact. From the traditional aloo bhujia to the delectable rasgulla, Haldiram's products evoke a sense of nostalgia and cultural pride for consumers.
- **The Festive Connection:** Haldiram's has become an integral part of Indian festivities and celebrations. During festivals like Diwali, Raksha Bandhan, and Holi, Haldiram's sweet and savory treats grace millions of households, adding joy to every occasion. The brand's festive packaging and special offerings create a unique and memorable experience for its customers.
- **Global Expansion and Local Adaptation:** Haldiram's successfully ventured into international markets, making its mark in countries like the United States, United Kingdom, Australia, and the Middle East. However, the brand's global success is not just about exporting products; it involves understanding the unique tastes and preferences of each region and customizing offerings to suit local palates.

➤ **Innovating for Health-Conscious Consumers:** As health-consciousness continues to rise, Haldiram's has adapted its product portfolio to offer healthier alternatives without compromising on taste. The brand introduced baked snacks, low-sugar sweets, and gluten-free options to cater to the evolving demands of modern consumers.

➤ **The Sweetness of Social Responsibility:** Beyond the business of snacks and sweets, Haldiram's has actively participated in various corporate social responsibility initiatives. From supporting local communities to promoting sustainable practices, the brand demonstrates its commitment to giving back to society.

➤ **Digital Footprint and Customer Engagement:** In this digital age, Haldiram's has made its presence felt across various online platforms. Engaging content, interactive campaigns, and prompt customer service have helped the brand create a robust online community of loyal patrons.

Conclusion: Haldiram's has undoubtedly left an indelible mark on the hearts and taste buds of millions, both in India and around the world. Its journey from a modest sweet shop to a global snacking giant is a testament to its dedication to tradition, quality, and innovation. As Haldiram's continues to spread the joy of flavors, it remains a beacon of Indian culture and a symbol of pride for all those who savor its timeless treats.



- **VIDEO:**
- **DATE: 06-08-2023**
- **AIM:** To showcase the irresistible appeal of their delectable snacks and sweets, highlighting their commitment to quality, tradition, and the joy they bring to people's lives.

- **LINK**

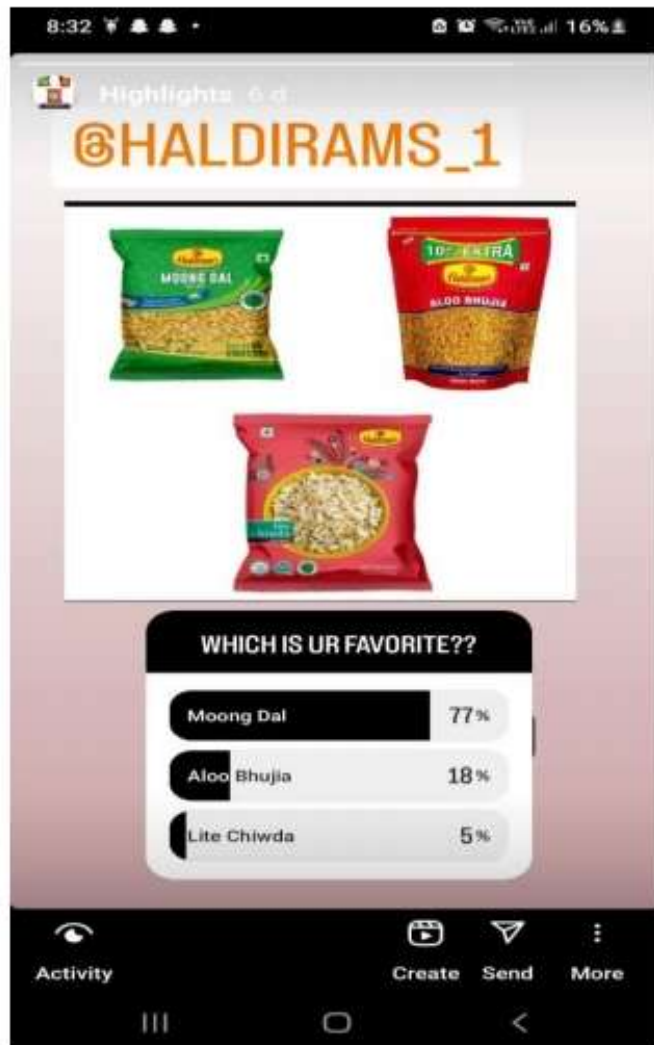
https://www.instagram.com/reel/CvUi ahqAW6c/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWF IZA==

POSTER:

- DATE: 08-08-2023
- AIM: TO SHOWCASE THE PRODUCTS OF THE HALDIRAMS



Instagram Story





SOCIAL MEDIA AD CAMPAIGNS:

BRAND AWARENESS :

Advertising Goal: To increase brand awareness

Targeting: location-India , all genders

Age- 18 to 75

Snacks and sweets, adored for their authentic taste and quality, making every occasion a delightful experience.

Instagram



haldirams_1
Sponsored



Send Message



haldirams_1 Haldiram's through SEO-optimized content and targeted social media promotions, engaging audiences with enticing product visuals and exclusive offers.

Driving Website Traffic:

Advertising Goal: To increase website traffic

Targeting: location-India , all genders

Age- 18 to 75

Snacks and sweets, adored for their authentic taste and quality, making every occasion a delightful experience.

Instagram



haldirams_1
Sponsored



Learn more



haldirams_1 Haldiram's by offering exclusive discounts and promotions through targeted email campaigns and social media advertisements, enticing potential customers to sign up and engage with the brand.

Generating Leads :

Advertising Goal: To increase website traffic

Targeting: location-India , all genders

Age- 18 to 75

Snacks and sweets, adored for their authentic taste and quality, making every occasion a delightful experience

Email Ad Campaign

7/27/23, 6:08 PM

Gmail - brand awareness



Tejasree Pithani <ptejasree05@gmail.com>

brand awareness

1 message

Tejasree Pithani <ptejasree05@gmail.com>

To: haldiramsmarketing34@gmail.com, Amrutha tekudi 106 <amruthatekudi@gmail.com>

Wed, Jul 26, 2023 at 1:31 PM



since
1937



**FRESH &
DELICIOUS
GULABJAMUN**



**MOST
FAVOURITE
AND TASTY
ALOO BHUJIA**

WELCOME TO

HALDIRAMS

Welcome to our HALIDRAM'S, where a passion for the art of making to treat our customers with the taste of tradition.

<https://mail.google.com/mail/u/0/?ik=a5263d2614&view=pt&search=haldiram&permthid=thread-a14848029330485169021&simlimg-a14845324359275683...> 1/9

7/27/23, 6:08 PM

Gmail - brand awareness

M

Gmail - brand awareness

We proudly offer a rich selection of fresh and high-quality ingredients, paired with sweet and spice, to satisfy the most discerning taste buds.

08 PM

why to shop with us?

- 1.Authentic taste
- 2.Quality
- 3.Hygeine ang safety
- 4.Rich heritage
- 5.Extensive range
- 6.Perfect for every occasion
- 7.Best gifting option
- 8.Global avaiability

Menu



Soan papadi

The perfect combination of SWEET with a delicate cardamon twist, presented with nuts



Khatta MEETHA

An exquisite blend of airy crispy mixture made with besan nuts and dry fruits



Gulab Jamun

An amazing sweet of india made with sugar and cardamon, everyone's most most favorite

See More



Gmail - brand awareness



Infuse magic into your holidays with unique cocktails that will fill you with joy and flavor.

LOOK MORE

WWW.haldirams.COM

haldiramsmarketing34@gmail.com



Lead Generation

7/27/23, 8:09 PM

Gmail - FOOD FEST WEEKEND OFFER LEAD GENERATION



Tejasree Pithani <ptejasree05@gmail.com>

FOOD FEST WEEKEND OFFER LEAD GENERATION

2 messages

Tejasree Pithani <ptejasree05@gmail.com>
To: HALDIRAMSMARKETING34@gmail.co

Wed, Jul 26, 2023 at 12:15 PM

You're invited to HALDIRAM'S FOOD FEST



WEEKEND OFFER: GET FLAT 15% ON FIRST ORDER FOOD PRODUCTS AND
USE CODE: HALDI15

OFFER AVAILABLE TILL 1-2 AUG 2023

LEAD THE WAY TO DELICIOUS DELIGHTS

https://mail.google.com/mail/u/0/?ui=compose&to=haldiramsmarketing34@gmail.com&subject=HALDIRAM'S%20FOOD%20FEST%20OFFER%20LEAD%20GENERATION&as_has_permitted_to_send_a_r-626680735467631283&siml=msg-a-r-114508018081137... 1/3

7/27/23, 8:09 PM

Gmail - FOOD FEST WEEKEND OFFER LEAD GENERATION

EXCLUSIVE OFFERS FOR YOU

WWW.HALDIRAM.COM

email:-haldiramsmarketing34@gmail.com

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.

Content creation and curation play a pivotal role in Haldiram's marketing strategy, enabling the brand to connect with its audience, build brand awareness, and drive customer engagement. However, like any content-driven endeavor, this process comes with its own set of challenges and valuable lessons.

Challenges faced :

- Showcasing variety: Presenting numerous products cohesively.
- Cultural sensitivity: Addressing diverse tastes and customs.
- Brand consistency: Maintaining unified messaging.
- UGC curation: Managing user-generated content effectively.
- Negative feedback: Handling criticism professionally.

Lessons Learned:

- Use multimedia for variety display.
- Tailor content for local audiences.
- Develop brand guidelines for consistency.
- Engage customers for UGC and loyalty.
- Address feedback constructively for improvement.

4. ADVANTAGES AND DISADVANTAGES

List Advantages and disadvantages of proposed solution.

Advantages of Digital Marketing

- 1) Global Reach:- Digital marketing allows business to reach a global audience without the constraints of geographical boundaries. It enable access to potential customers from different parts of the world.
- 2) Cost-Effectiveness:- Compared to traditional marketing channels, digital marketing is often more cost effective. Business can choose from various budget options and target specific demographics, optimizing their ad spend.

Disadvantages of Digital Marketing:-

- 1) Information Overload:- The vast amount of online content can lead to information overload for consumers, making it challenging for brands to stand out and capture attention.
- 2) Technical Challenges:- Implementing and managing digital marketing campaigns require technical expertise and knowledge of various tools and platforms.

5. APPLICATIONS

The areas where this solution can be applied.

- 1) **Brand Awareness:-** Social media allows business to create & maintain a strategy strong brand presence. Companies can share their missions, values and unique selling propositions through visually appealing content, stories and posts. Consistent and engaging content help business stay on top of consumer's mind.
- 2) **Audience Engagement:-** Social media enables direct interactions with the audience. Companies can respond to comments, messages and feedback in real-time, building a sense of community and trust with their customers.
- 3) **Retargeting:-** Social media platforms allow business to set up retargeting campaigns, showing ads to users who have previously interacted with their website (or) content, increasing the chances of conversions.
- 4) **Competitors Analysis:-** Social Media provides insights into competitors strategies and audience engagement, helping business refine their own approach and stand out in the market.

6. CONCLUSION

Summarising the entire work and findings.

Digital Marketing has transformed the landscape of advertising and promotion, providing business with powerful tools and strategies to connect with their target audience in the digital marketing.

- 1) Wide Reach:- Digital marketing enables business to reach a global audience, breaking down geographical barriers and allowing companies of all sizes to compete on a level playing field.
- 2) Cost effective:- Compared to traditional methods, digital marketing offers more cost-effective options, making it accessible to business with varying budgets.
- 3) Personalization:- Digital marketing allows for personalized communication with customers, creating a more engaging and tailored experience that fosters brand loyalty.
- 4) Brand Building:- Through consistent messaging, storytelling, customer engagement, digital marketing helps business to and reinforce their brand identity.

7. FUTURE SCOPE

Enhancements that can be made in the future.

- 1) Artificial Intelligence and Automation:-
AI can analyse vast amounts of data, personalize content, optimize campaigns and improve customers experiences.
Automation streamlines repetitive tasks, allowing marketing to focus on strategy and creativity.
- 2) Data Privacy and Personalization:-
With growing concerns about data privacy, digital marketing will need to find a balance between personalization and respecting user privacy. Ethical data collection and transparent communication will become more critical than ever.
- 3) Voice Search and Smart Speakers:-
As voice assistants and smart speakers become more prevalent, optimizing content for voice search will be essential. Brand will need to adapt their SEO strategies to voice queries and conversational language.
- 4) Interactive Content:-
Interactive content such as quizzes, interactive videos will gain traction as it actively engage users.