# COMPREHENSIVE DIGITAL MARKETING FOR BRITANNIA

TEAM ID:-LTVIP2024TMID10345

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#### **BRAND** :- BRITANNIA



Part1: Brand Study, Competitor Analysis & Buyer's/ Audience's Persona

# Brand Study



### Research Brand

▶ Britannia industries Limited is an Indian food company founded in 1892, known for its wide range of products including biscuits, bread, cakes, dairy, and snacks. It's a prominent player in the Indian food industry, with a strong emphasis on quality and innovation. The brand also engages in CSR initiatives and has shown an interest in sustainability practices.



### Mission /Values

- Britannia Industries Limited is an Indian food-products corporation. Its mission and values may have evolved since then, but based on the information available up until that time, Britannia's mission was generally focused on providing high-quality, nutritious, and affordable food products to its consumers.
- Some of the core values that Britannia emphasized included:
- ▶ 1. Consumer-Centricity: Placing the needs and preferences of consumers at the forefront of their business operations.
- **2. Integrity:** Upholding ethical and transparent business practices in all aspects of their operations.
- 3. Innovation: Commitment to continuous improvement and development of new and better products.
- 4. Quality: Ensuring that their products meet high standards of quality and safety.

### USP of Britannia Brand

- Britannia's Unique Selling Proposition (USP) lies in several key areas:
- ► Heritage and Trust: Britannia has a long-standing history and heritage in the Indian market, which has built a strong foundation of trust among consumers.
- **Product Range:** They offer a wide range of products spanning various categories like biscuits, cakes, bread, dairy, and more, catering to diverse consumer preferences.
- Quality Assurance: Britannia is known for its commitment to maintaining high-quality standards in its products, ensuring consumer satisfaction and safety.
- Innovation: The company has a track record of introducing innovative products and flavors, which keeps consumers engaged and interested in their offerings
- Nutritionall Focus: Britannia has made efforts to promote healthier eating habits by introducing products with added nutritional benefits, catering to health-conscious consumers.
- Affordability: They offer a range of products at different price points, making them accessible to a wide spectrum of consumers.
- Market Presence: Britannia has a strong distribution network, ensuring that their products are widely available across the country.

# ANALYZE BRAND TONE AND IDENTITY

- Brand Tone:
- Britannia's brand tone can be analyzed as follows:
- ▶ Reliable and Trustworthy: Britannia's tone exudes reliability and trust. With a long history in the Indian market, it has built a reputation for providing quality products that consumers can depend on.
- Approachable: The brand communicates in a friendly and approachable manner. Its messaging aims to resonate with a wide audience, from children to adults.
- Innovative: Britannia projects an innovative spirit, often introducing new products and flavors to keep up with evolving consumer preferences.
- Nutrition-Focused: The brand emphasizes health and nutrition, especially in recent years. It promotes products that cater to the growing demand for healthier eating options.

- Brand Identity:
- Britannia's brand identity can be analyzed as follows:
- ► Heritage and Tradition: This heritage is often visible in its packaging and marketing materials, evoking a sense of tradition and trustworthiness.
- ► Color Palette: The brand typically uses a vibrant color palette in its packaging, which can vary depending on the product line. Bright colors like red and yellow are common, conveying energy.
- Logo: The iconic Britannia logo features the image of a lion holding a cocoa twig. This symbolizes strength, pride, and the company's association with quality cocoa products.
- Product Range: Britannia's diverse range of products, including biscuits, cakes, bread, dairy, and more, reflects its commitment to catering to various consumer preferences.
- ▶ Slogan: "Eat Healthy, Think Better" This slogan reflects Britannia's emphasis on providing nutritious food options that contribute to overall well-being and cognitive health.

# Smart Goals and KPI of Britannia brand

- ▶ The five SMART goals and their corresponding KPIs for the Britannia brand:
- ▶ 1.Goal: Increase Market Share
- **KPIs:** Market Share Percentage, Growth in Market Share, Customer Acquisition Rate
- **2.Goal:** Enhance Brand Awareness
- **KPIs:** Brand Awareness Score, Website Traffic and Engagement, Social Media Reach and Engagement
- ▶ 3.Goal: Improve Customer Satisfaction
- **KPIs:** Customer Satisfaction Scores (CSAT), Net Promoter Score (NPS), Customer Retention Rate
- ▶ **4.Goal:** Expand Product Line
- **KPIs:** Number of New Product Lines Introduced, Sales Revenue from New Product Lines, Customer Adoption Rate for New Products
- **5.Goal:** Improve Sustainability Practices
- **KPIs:** Carbon Emission Reduction Percentage, Sustainable Packaging Usage Percentage, Waste Reduction Percentage.

### Buyer's/ Audience's Persona



#### **Buyer Persona**

- · Detailed definition
- · One specific fictional character
- · Focused on psychographics
- Personal behaviors and habits in addition to product insights



#### **Audience Segment**

- Broad definition
- · Large group of customers
- · Focused on demographics
- · Product behaviors

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- ► The target audience for the Britannia brand encompasses a diverse group of consumers. This includes:
- ▶ 1. Age Group
- ▶ 2. Demographics
- 3. Psychographics
- ▶ 4. Behaviors
- ▶ 5. Interests

#### ▶ 1. Age Group:

- \* Primary focus on children, adolescents, and young adults (5-35 years old).
- \* Secondary appeal to older adults seeking trusted, nostalgic brands.
- 2. Demographics:
- \* Gender: Both male and female.
- \* Income: Middle to upper-middle class, with some products catering to a broader range.
- 3. Psychographics:
- \* Lifestyle: Individuals with active, dynamic lifestyles, seeking quick and convenient snack solutions.
- \* Values: Those who appreciate quality, trust, and reliability in their food choices.

#### ▶ 4.Behaviors:

- \* Brand Loyalty: Customers who value brand reputation and have a history of purchasing Britannia products.
- \* Impulse Buyers: Products designed to cater to impulse purchases in supermarkets and convenience stores.
- ▶ 5. Interests:
- Nutritional value, convenience, and versatility in breakfast choices.
- ► Taste, convenience, affordability, and variety in snacking options.

## Competitor Analysis



#### COMPETITOR 1:-Parle Products Pvt. LTD

- **USP:-** The USP (Unique Selling Proposition) of Parle Company lies in its long-standing tradition of providing affordable and quality biscuits and confectionery products. Parle has built a strong reputation for offering a wide range of biscuits, cookies, and snacks that cater to diverse consumer preferences. Their products are known for their delicious taste, consistent quality, and affordable pricing, making them accessible to a wide range of consumers across India and beyond.
- Online communication:- parle has a strong online presence through social media, where it engages with consumers, share nostalgic content, and promotes its products.



#### **SWOT ANALYSIS**

#### Strengths

- Supply Chain Parle has a large supply chain. Parle products can be seen in every regional area of India. Without any doubt, Parle is the most widely distributed Indian biscuit brand. this is the strongest advantage for Parle-G because it is the largest sold biscuit brand in the largest market for Biscuits.
- Strong Presence in Rural Markets In 2014, Parle was ranked 48th in all Indian Brands. It is the most trustable brand in the eyes of people.
- Affordable Prices Parle has 5 rupees packets also. Poor people find it affordable to add it to their breakfast. It even has the small 2 rupes packaging.

#### Weeknesses

- Dependent on the Parle-G Brand for its Revenue- Prale-G is the single revenue\_generator premium biscuit range on parle limited. Its other snacks and Candies don't have such likeability among its Consumers.
- Same Taste and Products Similar Products produced by the companies like Glucose Biscuits, Mango Bite, Candies. Nothing new products are being launched by the company for a very long time. Even the taste of exiting products is getting deteriorated day by day.
- Many Competitors in the Segment There are many Domestic brands to compete with the parle brands. The supply chain of parle is affected by regional products. And new Bakery products the major competition of the parle.

#### **Opportunities**

- Launching New Products in Health Sectors- Parle is spreading its wings and launching innovative products in health sectors. Parle has a share in pharmaceutical companies. And collaborating with hospitals and famous doctors.
- Export Potential Parle G is exported to SAARC countries & to US, UK, and Europe as well as to parts of Africa. Thus, the export segment of the brand is very strong too.
- Rise in Purchasing Power of Consumers- Parle is a company that tends to maintain quality while keeping the price low. And increasing purchasing power of customers leads to a high supply of products.

#### **Threats**

- Bakery Products Bakeries are regionally located and are a major commission to every snack and biscuit company. Due to the low prices and reduction of taxes, it's aiming towards the be the part of every kitchen.
- Substitutionary Products Parle-G biscuits are majorly used as the morning snack in every typical Indian family. But with the increase in the demand for other snacks like Toast, Sandwiches, Rusk, the demand for parle biscuits eventually decreased.
- Increasing Raw Material Prices Raw Materials are a basic subsidiary of any product. Like Wheat, Sugar, some other ingredients are increasing in demand and prices keep on fluctuating and because of that prices of the products also increase.

#### **COMPITETOR 2:- NESTLE**

- **USP:-** The USP (Unique Selling Proposition) of Nestlé is multifaceted. Nestlé stands out due to its deep-rooted nutritional expertise, evident through its commitment to creating products that align with consumers' health and dietary needs. This expertise is complemented by Nestlé's extensive product range, which spans across various categories, catering to diverse consumer preferences and occasions.
- Online communication: Nestlé utilizes online communication channels such as its official website, social media platforms, email newsletters, and online advertising to engage with consumers, share product information, promotions, and company updates. These channels enable Nestlé to connect with a wide audience, address customer inquiries, and build brand loyalty in the digital space.



#### **SWOT ANALYSIS**

#### Strengths

- Global Presence- Nestle's active presence in 187 countries is advantageous to its undivided growth. The presence in some countries is over 150 years, establishing the brand in the local environment. This means that their product is available to the people in these many countries, and it creates a long-lasting impact on people as well.
- Increasing Cash flows- Nestle cash flows increased by 10.9% to CHF 11.9 billion in 2019. This means that the group's finances are healthy and they can invest more money and can expand quickly.
- Strong Supply Chain operations- The nestle group encourages innovations at the local levels, incorporates technology and is increasing the traceability of the sources of the raw materials of its products.

#### Weeknesses

- Increase in prices- Nestle has increased prices by 6.5% on a certain category of their consumer goods. The price increase is due to an increase in raw material and transportation costs, supply chain constraints, and an overall inflationary environment.
- Span of control and organizational structure- Nestlé is organized in a matrix structure. That means a large number of brands are under the same umbrella group which makes it somewhat challenging to manage a large number of individual brands, which can often result in discord and conflict of interest.
- Water controversy- Nestle was accused of pumping millions of liters of water from the Canada reserve, where residents are deprived of drinking water.

#### **Opportunities**

- Emerging Markets- Nestlé can further expand its presence in emerging markets, where rising incomes and changing lifestyles drive demand for packaged food and beverages.
- Health and Wellness Trends- Growing consumer awareness of health and wellness presents opportunities for Nestlé to introduce more nutritious and functional products.
- **Digital Innovation** Nestlé can leverage digital technologies for marketing, distribution, and consumer engagement to enhance its online presence and reach new audiences.

#### Threats:

- Intense Competition Nestlé faces fierce competition from global rivals as well as local players in various markets, posing challenges to market share and pricing.
- Regulatory Risks- Stringent regulations and compliance requirements in the food and beverage industry could increase operational costs and restrict product innovation.
- Economic Uncertainty- Economic downturns, currency fluctuations, and geopolitical tensions may impact consumer spending patterns and affect Nestlé's sales and profitability.

#### **COMPETITOR 3:- SUNFEAST**

- **USP:-**The Unique Selling Proposition (USP) of Sunfeast lies in its innovative product offerings that blend quality, taste, and convenience. Sunfeast is known for creating a diverse range of biscuits, snacks, and instant foods that cater to modern consumer preferences while maintaining affordability.
- Online communication: Sunfeast's online communication strategy likely revolves around engaging consumers through multiple digital channels, providing them with relevant and engaging content, and driving awareness and sales of its products. For the most accurate and up-to-date information, it's recommended to visit Sunfeast's official website and social media profiles.



#### **SWOT ANALYSIS**

#### Strengths:-

- **Product Diversity** Sunfeast offers a wide range of products, including glucose biscuits and premium biscuits like the Dark Fantasy range.
- Market Position- It is the fourth largest biscuit brand in India, behind Parle, Britannia, and Oreo.
- **Distribution Network** Leveraging ITC's robust distribution network, Sunfeast has a strong market reach.

#### Weaknesses:-

- Little Differentiation- Many of Sunfeast's products are similar to existing offerings from other brands, lacking unique features.
- BTL Marketing- There's a need for stronger Below-The-Line marketing efforts to enhance Sunfeast's presence at the point of purchase.
- Competition in Noodles Segment- Yippee noodles face stiff competition from established brands like Maggi and Top Ramen.

#### **Opportunities:-**

- Expanding Market- The growing Indian FMCG sector presents opportunities for Sunfeast to increase its market share.
- Innovation- There's potential for Sunfeast to innovate and create new products that can differentiate it from competitors.
- Health and Wellness Trends- Rising consumer awareness of health and wellness presents opportunities for Sunfeast to introduce healthier product variants or formulations to meet evolving consumer preferences.

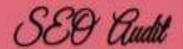
#### Threats:-

- Intense Competition- The biscuit and snacks market is highly competitive, with several established players.
- Changing Consumer Preferences- Shifts in consumer tastes and health consciousness could impact demand for certain products.
- Regulatory Compliance- Stringent regulations related to food safety, labeling, and advertising could increase compliance costs and pose challenges to product development and marketing efforts.

# Part 2: SEO & Keyword research

#### BOARD OF DIRECTORS

- . CHAIRMAN Nusli N Wadi
- MANAGING DIRECTOR VINITA BALI
- AUDITORS- B S R & CO. CHARTARD ACCOUNTANTS

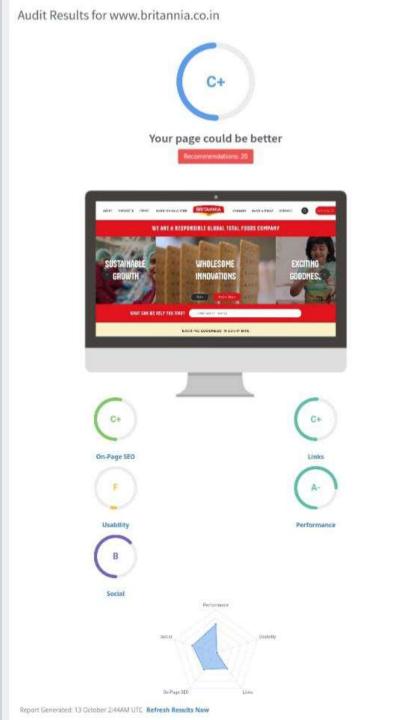


#### **AUDITORS' REPORT**

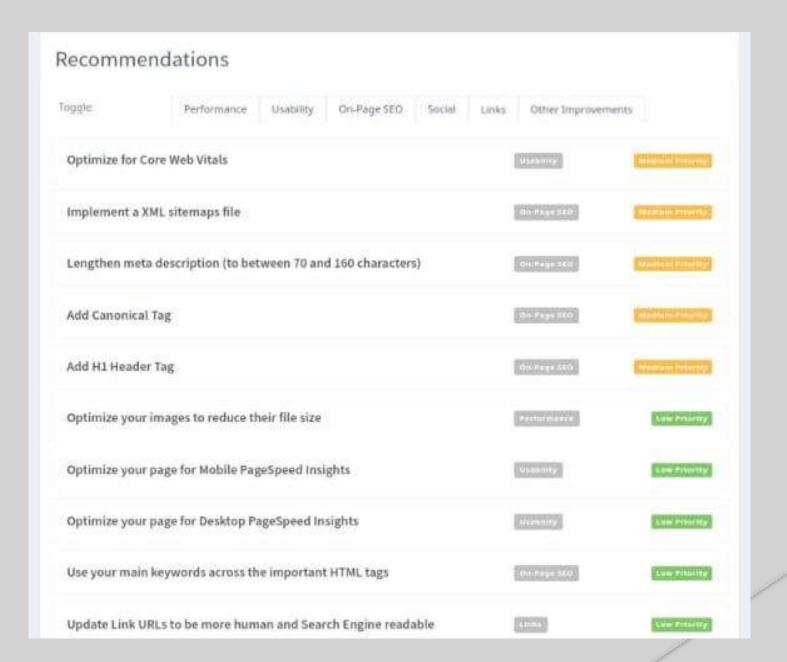
We have audited the attached balance sheet of Britannia Industries. Limited ("the Company") as at 31 March 2012, the statement of profit and loss and the cash flow statement for the your ended on that date annexed thereto. These financial statements are the responsibility of the Company's Management. Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in India. Those Standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement. An audit includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements.

An audit also includes assessing the accounting principles used and significant estimates made by Management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

# ON PAGE SEO RESULTS







Add Alt attributes to all images	Die Fege SES	Lum Pitterity
Review and Increase Font Sizes across devices	(maximip)	Law Principy
Improve the size of tap targets		Law Paterty
Setup & Install a Facebook Pixel	Servel)	Ann Princip
Remove inline styles	Paltonalle	A time Principle
Remove clear text Email Addresses	(0.000000)	Con Princip
Add Schema Markup	marage sto.	Lim Pilatry
Please add Facebook Open Graph Tags	Petter	Lun Printing
Add Twitter Cards	Switter)	Los Presenty
Add Local Business Schema	divisor to prince making	Los Princip

#### 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.

#### Titte Tag



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

Home - News And Media:

Length 21

#### Meta Description Tag



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

WE ARE A RESPONSIBLE TOTAL FOODS COMPANY

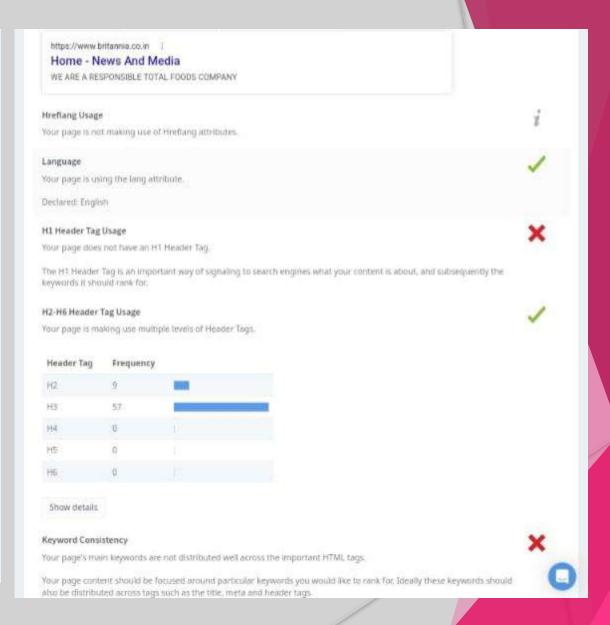
Length: 40

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.



#### Keyword Consistency

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

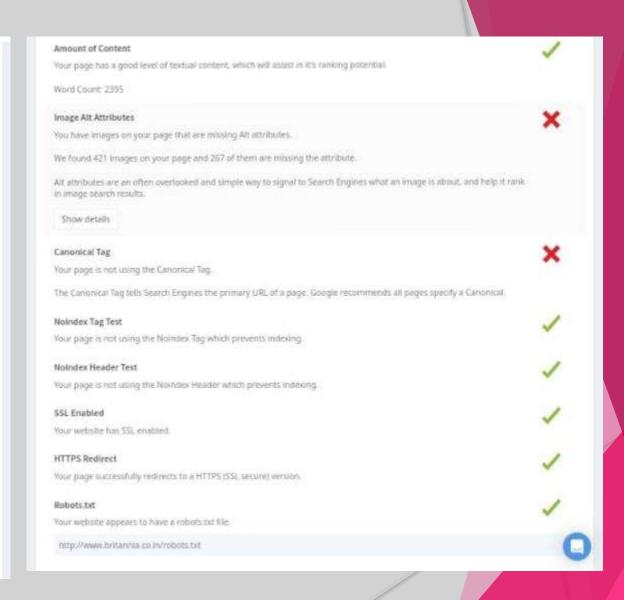
Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

#### Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tegs	Page Frequency	
britannia	×	- *	W	70	
business	×	×	4	26	Section 1
industries	×	ж.	-	22	
new	- 3	×		19	
britannias	К	*	*	17	SHIRE
Amit	×	×	-	17	-
doshi	2	*	-	17	
marketing	×	080	2	14	

#### Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency
oritannia industries	×	N	4	20
amit doshi	75	34	+	17
varun berry	×	-10	-	10
britannia marie	×	181	4	6
marie gold	×	*	e de	6
oritannia mane gold	×	×	2	6
bhub aw	×	×	197	- 5
bhub aw app	×	×	9	5



# RANKINGS

#### 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
britannia	<b>≖</b> HI	1	60.500	18,392
britannia	<b>≖</b> EN	1	60.500	18,392
britannia biscult company	<b>≖</b> HI	1	33,100	10,062
britannia biscuit company	<b>≖</b> EN	1	33.100	10.062
britannia company	<b>I</b> EN	1	33,100	10,062
britannia industries	<b>≖</b> EN	i	33,100	10.062
britannia Industries	<b>T</b> H	1	33,100	10,062
britannia industries limited	<b>≖</b> HI	1	33,100	10.062
britannia industries limited	<b>I</b> EN	1	33,100	10,062
britannia industries ltd	<b>≖</b> HI	1	33,100	10,062

Their Revision Rensons

#### Total Traffic From Search

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



#### 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	270	
Position 2-3	269	
Position 410	366	
Position 11-20	239	
Position 21-30	262	
Position 31-100	4,399	

# LINKS

#### Links Backlink Summary You have a strong level of backlink activity to this page. Page Strength Domain Strength ☑ 291.9k **⊘** 3k Backlinks Referring Domains (3 6.3k % 285.5k Nicholasia Defellow Backfeks Backleks. 2.8k **11 477** Goy Libi Backlinin Backhoku ₩ 2.1k ■ 1.4k

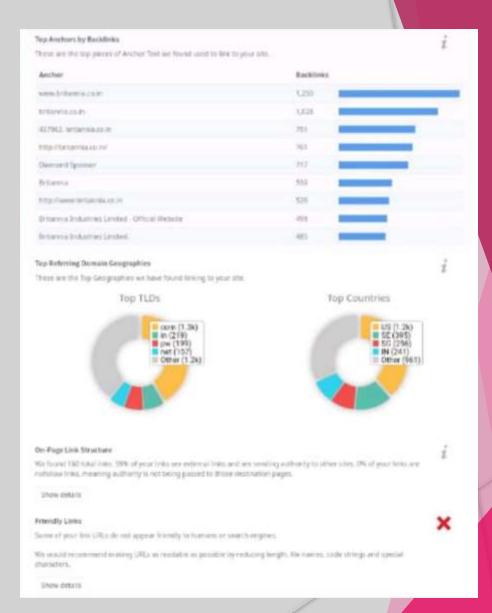
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Sidirieta

Domain strength	Referring Page URL	Referring Page Title	Anchor Text
100	https://en.wikipedia.org/wiki/Britannia_Industries	Britannia Industries - Wikipedia	www.britannia.co.in
98	https://www.reddit.com/r/DesiKeto/comm ents/idam9m/freaking_out_about_cheese/	Freaking out about cheese : DesiKeto	nutrition facts here for Brittania cheese slices
97	http://rajeshaithal.biogspot.com/2008/	Marketing in India: 2008	"Britannia Cakes"
95	https://www.behance.net/gallery/2908865 3/ffritannia-India-Web-re-design	Britannia India Web re-design on Behance	Britannia Websito
95	https://commons.wikimedia.org/wiki/Cate gory:@ritannia_Industries	Category:Britannia Industries - Wikimedia Commons	official website
95	https://www.ft.com/content/4695a105-3d 04-49df-9f76-24413fcf1752	India's biggest biscuit maker Britannia has appetite for acquisitions   Financial Times	reported
94	https://markets.ft.com/data/equities/lears heet/profile?s=BRITANNIA.NSI	Britannia Industries Ltd, BRITANNIA:NSI profile - FE.com	http://britannia.co.in/
94	https://economictimes.indiatimes.com/bri tannia-industries-ltd/stocks/companyid-13 934.cms	Britannia Industries Share Price Today (25 Sep. 2023) - Britannia Industries Share Price Live NSE/BSE	http://www.britannia.co.in
94	http://quotes.wsj.com/IN/XBGM/5008257 mod=DNH_S_cq8/mod=article_inline	500825.IN   Britannia Industries Ltd. Stock Price & News - WSJ	Website

### Top Pages by Backlinks These are the pages on your site with the most the backlinks from other sites. Backlinks http://britannia.co.in/products/milk-bikis/milk-bikis-regular 37,063 36,908 http://britannia.co.in/products/bourbon/bourbon-orginal http://britannia.co.in/products/marie-gold/marie-gold 36,893 http://oritannia.co.in/products/tiger/tiger-krunch-choco-chip http://britannia.co.in/products/crackers/50-50-sweet-salty http://britannia.co.in/products/nutri-choice/nutrichoice-oats 36,882 http://britannia.co.in/products/jim-jam-treat/jim-jam http://britannia.co.in/ 24,423 http://www.britannia.co.in/

http://britannia.co.in/contact-us/our-offices



## GOOGLE PAGE SPEED INSIGHTS

note that this evaluation is being performed from up servers and the results may brief signly 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
First Contentful Paint	3.6 s
Speed Index	8.5 s
Largest Contentful Paint	16.3 s
Time to Interactive	10.1 s
Total Blocking Time	2.52 s
Cumulative Layout Shift	0.091

Opportunities	Estimated Savings				
Serve images in next-gen formats.	17.17:s				
Properly size images	12.04 s				
Efficiently encode images	6.26 s				
Reduce unused JavaScript	0.16 s				

#### Google's PageSpeed Insights - Desktop

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Google is indicating that your page is scoring pearly on their Desktop PageSpeed Indights evaluation.

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



Lab Data	Value	
First Contentful Paint	11	
Speed Index	21	
Longest Contentiful Paint	214	
Time to Interactive	3.31	
Total Blocking Time	0.4s	
Comulative Layout Shift.	0.043	
Opportunities	Estimated Savings	
Serve images in next gen formets	1.73 s	
Property size images	0.69 s	
Reduce uniced JavaScript	0.3 s	
Efficiently encode images	0.25 s	
Defer offscreen inveges	0.15 c	
Tash Used?		1
to Flash content has been identified on your page.		1
Frames Used?		1
There are no Frames detected on your page.		*

### Favicon

Your page has specified a favicors

#### Email Privacy

Email addresses have been found in plain text.

We recommend removing any plain text email addresses and replacing them with anages or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

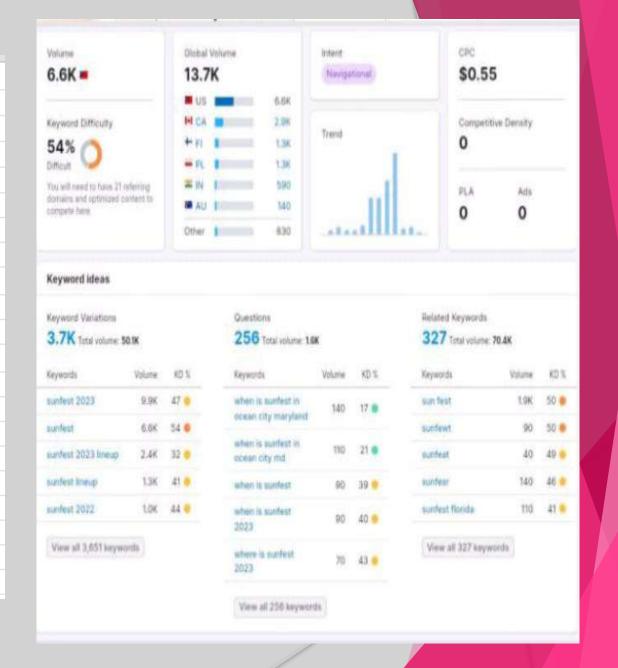


# KEYWORD REASEARCH

_		U	U	U	
1					
2	Keyword	Volume	Competition	KEI	No Click Searches
3	britannia biscuits	480	25	99	
4	britannia digestive biscuits	200	10	530	
5	britannia marie gold biscuits	135	13	291	
6	britannia digestive biscuit	70	9	526	
7	britannia milk biscuits india 90grams	70		_	
8	britannia nice time biscuits price	70		_	
9	britannia biscuit flavours	55		_	
10	britannia biscuits buy online	55		_	
11	britannia digestive high fibre biscuit in india	55		_	
12	britannia milk biscuits india	55		_	
13	britannia nice time biscuit recipe	55		_	
14	britannia nice time biscuits	55		_	
15	britannia tiger glucose biscuits nutrition facts	55		_	
16	youtube britannia biscuits	50		_	
17	youtube britannia biscuits advert	50		_	
18	britannia 5 grain biscuits	44	-	_	
19	britannia biscuits india	44	35	31	
20	britannia biscuits wiki	44	-	_	
21	britannia bourbon biscuits	44	8	595	
22	britannia brita biscuits	44		_	
23	britannia coin biscuits	44		_	
24	britannia digestive biscuits india	44		_	
25	britannia jim jam biscuit	44		_	
26	britannia mango biscuit	44			
27					

## ON PAGE OPTIMIZATION

-	Kovayord	- Volumo	Competition	- VEI	No Click Searches			
1	Keyword	Volume	Competition					
2	britannia biscuits	480	25	99				
3	britannia digestive biscuits	200	10	530				
4	britannia marie gold biscuits	135	13	291				
5	britannia digestive biscuit	70	9	526				
6								
7								
8								
9	Meta Title							
10	Britannia biscuits							
11								
12	Meta Desc							
13	Buy britannia biscuits . Explore	from differ	ent types of britannia b	iscuits				
L4								
15								
16	To buy britannia biscuits , visit a nearby supermarket or grocery store .look for the biscuits section							
17	and you'll likely find various t	ypes of brit	annia biscuits available	. Some pop	ular varieties include			
18	butter cookies, cashew cookies, choco cookies, nutrichoice digestive , good day pista almond, and							
19	choco cashew cookies . Choo	se the type	you prefer and add it t	o your shop	pping cart. Don't forget			
20	to check for any ongoi	ng discount	s or promotions.enjoy	your britanı	nia biscuits			
21								



### CONTENT OPTIMIZATION

### Introduction:-

- Britannia's Good Day biscuits stand out as the perfect companion for every occasion. Whether you're starting your day on a high note or winding down after a long day's work, Good Day biscuits promise to make every moment a little sweeter.
- \*Four Good Days:\*Imagine waking up to the warm glow of the morning sun, knowing that you have four good days ahead filled with endless possibilities. As you sip your favorite cup of tea or coffee, the crisp, buttery goodness of Good Day biscuits is the ideal way to kickstart your day.
- \*A Good Day to Die Hard:\*As the day unfolds, you tackle challenges head-on, knowing that with Good Day biscuits by your side, you're ready to take on whatever comes your way. Whether it's a hectic day at the office or a busy day running errands, a pack of Good Day biscuits in your bag ensures that you never go hungry.
- \*Good Day, Every Day:\*As the sun sets on another productive day, it's time to unwind and savor the moments that matter most. Good Day biscuits add a touch of sweetness to every moment. With its melt-in-your-mouth texture and indulgent flavors, Good Day biscuits are the perfect accompaniment to your evening cup of tea or coffee.
- \*A Sweet Ending:\*As you reflect on the day's events and prepare to rest and recharge for the days ahead, there's no better way to conclude your day than with a few bites of Good Day biscuits. With each bite, you're reminded of the simple joys of life good company, good food, and good memories. With Good Day biscuits, every day is indeed a good day.
- \*Conclusion:\*In conclusion, Britannia's Good Day biscuits are more than just a snack they're a symbol of life's little pleasures and everyday moments worth celebrating. Whether you're starting your day with a burst of energy or winding down after a long day, Good Day biscuits are the perfect way to make every moment count. So why wait for a special occasion? Grab a pack of Good Day biscuits today and make every day a little sweeter.

# Challenges faced and insights gained from keyword research process

- Challenges faced during research and analysis:
- Limited data availability
- Complex keywords
- Understanding competitor strategies
- Adapting to seasonal trends
- Filtering irrelevant keywords
- Key insights gained:
- High-volume keywords
- User intent analysis
- Importance of long-tail keywords
- Competitive keyword analysis
- Seasonal trend identification
- Geo-targeting opportunities
- Utilizing negative keywords

# Part3: Content Idea and Market Strategies

## Content calender

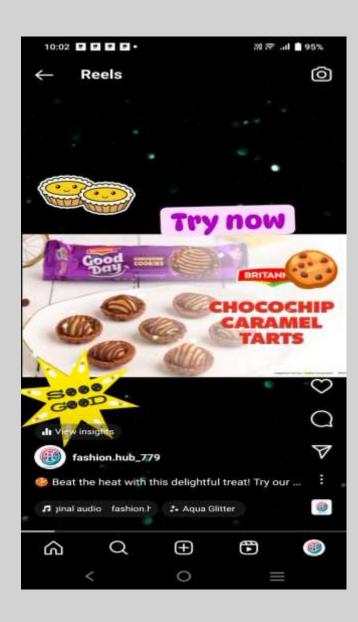
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## Content Ideas and Marketing Strategies

- ► The Britannia brand's content and marketing journey highlighted the importance of diversity in content, from history to culture.
- Challenges included finding the right balance between depth and accessibility.
- Adapting to social media algorithm changes and maintaining consistent engagement proved challenging.
- Lessons learned: prioritize data-driven decisions, foster community engagement, and remain adaptable to changes in the digital landscape.

Part4: Content Creation and Curation

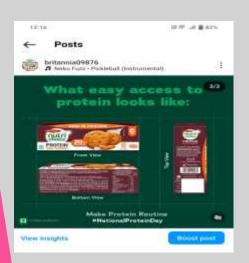
## POST CREATION



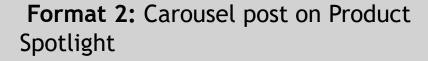
- Format 1: Recipe Videos
- Content Idea: Britannia Good Day Chocochip caramel tarts Recipe
- ► Caption: Beat the heat with this delightful treat! Try our Britannia Good Day chocochip caramel tarts recipe. It's a perfect blend of crunch and creaminess. Swipe left for step-by-step instructions.

  #BritanniaRecipes #GoodDayDelights





View insights



Content Idea: Britannia NutriChoice Digestive Biscuits - Healthy Snacking

Caption: A Boost your daily nutrition with Britannia NutriChoice Digestive Biscuits! Packed with fiber and essential nutrients, they make for a guilt-free snack option. Discover more about the health benefits below. #HealthySnacking #NutriChoice

CTA: "Swipe left to learn why our Digestive Biscuits should be a part of your daily routine! Have you tried them yet? Share your thoughts! "\"

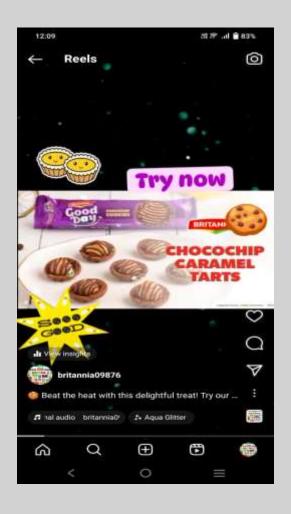


- Format 3: Interactive Polls/Quizzes
- Content Idea: Pick Your Favorite Britannia biscuits!
- ► Caption: It's time for a sweet showdown! Cast your vote for the ultimate Britannia biscuits flavor. Swipe left to choose, and let's see which one comes out on top! #BritanniaFavorites #biscutsWars
- ► CTA: "Vote now and comment below with your all-time favorite cake biscuits! Did your pick win the race? ※ "

# INSTAGRAM STORY

## Link for Britannia stories:-

https://www.instagram.com/britannia09876?igsh=MW5xdHJiYXIwZnUyMg==





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https://www.instagram.com/britannia09876?igsh=MW5xdHJiYXIwZnUyMg==

