

Comprehensive Digital Marketing

Project Work

[SUNFEAST ITC]



Digital Marketing

1) Brand Identity: Brand name, logo, font, packing, size, slogan.





SUNFEAST MISSION AND VALUES

VALUES

- ➡ Sustain ITC's position as one of India's most valuable corporations through world-class performance, creating growing value for the Indian economy and the Company's stakeholders

MISSION

- ➡ To enhance the wealth-generating capability of the enterprise in a globalizing environment, delivering superior and sustainable stakeholder value.

- **Analyse Brand Messaging:** Sunfeast as a brand promotes a message of happiness, contentment, satisfaction, and pleasure.



- **Examine the brand's tagline:** *"Spread the Smile"*
- **USP:** High-quality packaging

Buyer's/Audience's Persona

- USER PERSONA SUNFEAST
- Table 01: DEMOGRAPHICS

Data points	Answers for [MARKET]
Name	AMAN SINGH
Age	29
Occupation	Marketing Manager
Annual income	₹70,000
Marital status	Married
Family situation	Two children (ages 5 and 8)
Location	SHRIHARIPURAM, [MARKET]

➤ Table 02: USER DESCRIPTION

- Aman Singh, aged 29, is a married Marketing Manager with an annual income of ₹70,000. he lives in a shriharipuram area in [MARKET] and has two children, aged 5 and 8.

Data points	Answers for [MARKET]
Personal characteristics	Ambitious, creative, tech-savvy
Hobbies	Yoga, cooking, painting, gardening
Interests	Digital marketing trends, healthy living, sustainable brands
Personal aspirations	Career growth, work-life balance
Professional goals	Lead successful marketing campaigns
Pains	Lack of personal time, traffic congestion
Main challenges	Balancing family and career responsibilities
Needs	Convenient and healthy snacks
Dreams	Owning a countryside retreat with family

Table 04: SHOPPING BEHAVIORS

Data points	Answers for [MARKET]
Budget	Moderate, willing to pay for quality products
Shopping frequency	Bi-weekly for groceries, monthly for non-essential items
Preferred channels	Supermarkets, online marketplaces
Online behavior	Reads product reviews, compares prices online
Search terms	"Healthy snacks for kids", "easy family meals"
Preferred brands	Sunfeast, Nature's Best, HealthyBites
Triggers	Discounts, new product launches
Barriers	High product pricing, limited availability of products

Competitor Analysis

Competitors	Name	Quality	Market share	USP
Competitor1	<u>BRITANNIA</u>	★★★★	20.00%	India's very own bakery and dairy products brand that is trusted for its quality.
Competitor2	<u>PARLE</u>	★★★★	37.45%	Introducing products and categories to India that have not been experienced before.
Competitor3	<u>UNIBIC</u>	★★★	26.55%	Wide range of new and innovative products
Competitor4	<u>PATANJALI</u>	★★★	10.00%	Providing milk biscuits at affordable rates

SEO AND KEYWORD RESEARCH

SEO AUDIT-

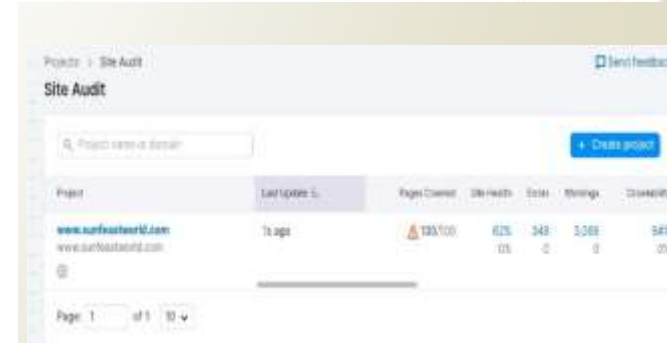
An SEO audit is the process of evaluating how well your website is optimized for search engines. It identifies errors that can prevent your site from ranking well and opportunities that can help you rank better.

SEO Audit for SUNFEAST

Website- www.sunfeastworld.com

seo - <https://www.seoptimer.com/www.sunfeastworld.com>

seo - <https://www.semrush.com/seo/12762094>



➤ KEYWORD RESEARCH-

Keyword research is the process of finding and analyzing search terms that people enter into search engines with the goal of using that data for a specific purpose, often for search engine optimization (SEO) or general marketing. Keyword research can uncover queries to target, the popularity of these queries, their ranking difficulty, and more.

➤ Research Objectives-

- **Defining our Target Audience-** Before we can conduct any keyword research, we need to know who is our target audience is. By understanding our audience's demographics, interests, and behaviours, we can identify the keywords that are most relevant and valuable to them.
- **Establishing our Brand's Unique Selling Proposition-** Our unique selling proposition (USP) is what sets our brand apart from our competitors. By defining our USP, we can identify the keywords that highlight our brand's unique qualities and value proposition.
- **Identifying our Competitors-** By examining their content and keyword research strategies, we can identify the keywords that they are neglecting or not ranking well for.
- **Conducting Effective Keyword Research-** It helps us to identify the words and phrases that people use to find our website or content.
- **Utilizing Keyword Research Tools-** There are many keyword research tools available, such as Google Keyword Planner, SEMRush, and Ahrefs. These tools enable us to identify relevant keywords, analyse their search volume, and evaluate their competition and difficulty.

► BRAINSTORM SEED KEYWORDS-

Brainstorming a list of seed keywords based on our own knowledge, customer feedback, competitor analysis, or industry trends.

Keywords analysis -

Keyword	Country & Language	Position	Total Searches	Estimated Traffic
sunfeast	INDIA /ENG	1	9,900	3,009
sunfeast	INDIA /HIN	1	9,900	3,009
sunfeast biscuits	INDIA/ENG	3	14,800	1,440
sunfeast biscuits	INDIA /HIN	3	14,800	1,440
biscuits sunfeast	INDIA / ENG	4	14,800	975
sunfeast biscuit	INDIA / ENG	4	14,800	975
itc full form	INDIA /ENG	40	74,000	155
sunfeast company	INDIA /ENG	1	480	145
sunfeast company	INDIA / HIN	1	480	145
itc biscuits	INDIA/ ENG	5	1,900	89

Keyword Overview: Sunfeast

India Desktop Jul 21, 2023 USD

Overview Bulk Analysis



My Competitors

Domain	Organic Keywords	Organic Traffic	Paid Keywords	Paid Traffic	Ref. Domain	Authority Score
asianfoodfactory.com	93 +2.1%	1.6K +127.3%	0 0%	0 0%	80 +3.8%	9-1
darkfantasycreation.com	157 +5.3%	5.7K +57.0%	0 0%	0 0%	38 -5%	26-1
fcbulka.com	119 +0.0%	3K +4.04%	0 0%	0 0%	172 -3.8%	12-11
kitchenclubindia.com	845 +7.0%	400 +87.9%	0 0%	0 0%	48 -58%	9-1
parleproducts.com	5.4K +10.8%	193.3K +10%	0 0%	0 0%	1.2K -6.7%	38-9

ANALYSE COMPETITORS KEYWORDS

Competitors

www.asianfoodfactory.com - Asian Food

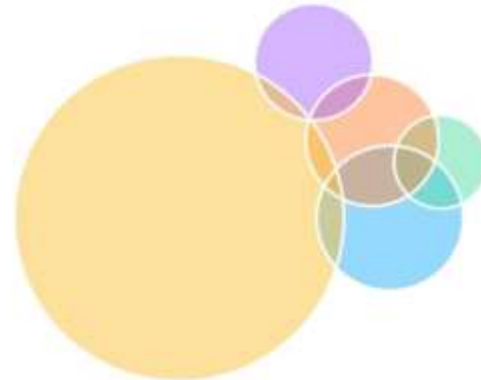
www.darkfantasycreation.com – Dark Fantasy

www.fcbulka.com – FcBulka

www.kitchenclubindia.com – Kitchen Club India

www.parleproducts.com – Parle Products

Keyword Overlap



<input checked="" type="checkbox"/> www.sunfeastworld.com	164
<input checked="" type="checkbox"/> asianfoodfactory.com	68
<input checked="" type="checkbox"/> darkfantasycreations.com	135
<input checked="" type="checkbox"/> fcbulka.com	107
<input checked="" type="checkbox"/> kitchenclubindia.com	831

LONG TAIL KEYWORD-

Long-tail keywords are longer and more specific keyword phrases that visitors are more likely to use when they're closer to a point of purchase or when they're using voice search. Most long-tail keywords have lower search volume than short or "head" keywords.

Long Tail Keywords for SUNFEAST-

- sunfeast biscuits
- sunfeast dark fantasy
- sunfeast mango smoothie
- sunfeast all rounder
- is sunfeast dark fantasy halal
- how to make sunfeast pasta
- how to make sunfeast yippee pasta
- how to make sunfeast pasta treat
- how many biscuits in sunfeast dark fantasy
- sunfeast products
- itc biscuits
- itc biscuits brands
- itc biscuits list

sunfeast potato biscuits

sunfeast oats biscuits

sunfeast digestive biscuits

sunfeast cream biscuits

sunfeast glucose biscuits

sunfeast milk biscuits

sunfeast glucose biscuits 1kg

sunfeast super milk biscuits

sunfeast nice biscuits

sunfeast cream biscuits old

sunfeast dark fantasy biscuit

sunfeast dark fantasy choco fills

sunfeast dark fantasy chocolate shake

sunfeast dark fantasy yumfills

sunfeast dark fantasy choco fills cookies 75 g

sunfeast dark fantasy vanilla creme

sunfeast dark fantasy bourbon

sunfeast dark fantasy choco creme

sunfeast dark fantasy vanilla creme 300g

sunfeast dark fantasy choco cream filled

ON PAGE OPTIMIZATION-

On-page SEO (sometimes called on-site SEO) is the process of optimizing parts of your webpages so they rank higher on search engines and get more search engine traffic.

META TAG OPTIMIZATION AND CONTENT OPTIMIZATION-

Meta tags are invisible tags that provide data about your page to search engines and website visitors.

Content optimization is the process of making sure content is written in a way that it can reach the largest possible target audience. The process of optimizing content should include making sure associated keywords are present, adding meta and title tags, and relevant links.

to the web

Go ahead, search our site

SERVICES TOOLS AND BLOGS WHY CHOOSE US

Page Title

Sunfeed - Rich & Nutritious Biscuits/Cakes by ITC

Page title is 462 pixel(s) long – Your page title is an acceptable length.

Meta Description

Started in 2001, Sunfeed offers a rich and nutritious range of biscuits across all major category of biscuits.

Meta description is 637 pixel(s) long – Your meta description is an acceptable length.

PDF Title

Sunfeed biscuits and cakes

PDF title is 249 pixel(s) long – Your PDF title is an acceptable length.

Select Word(s) to Bold in the Meta Description (separated with spaces)

Sunfeed, Sunfeed biscuits, cakes, ITC Store, free doorstep delivery, doorstep delivery, delivery, order now, Sunfeed biscuits and cakes

to the web

Go ahead, search our site

SERVICES TOOLS AND BLOGS WHY CHOOSE US

Google Says There's No Limit on Title Tag Length →

Page Title

Buy Sunfeed Biscuits & Cakes Online Up to 25% Off

Page title is 460 pixel(s) long – Your page title is an acceptable length.

Meta Description

Choose from a wide range of delicious Sunfeed biscuits and cakes for Up to 25% off at the ITC Store. Order now for free doorstep delivery.

Meta description is 818 pixel(s) long – Your meta description is an acceptable length.

PDF Title

Sunfeed biscuits and cakes

PDF title is 249 pixel(s) long – Your PDF title is an acceptable length.

Select Word(s) to Bold in the Meta Description (separated with spaces)

Sunfeed, Sunfeed biscuits, cakes, ITC Store, free doorstep delivery, doorstep delivery, delivery, order now, Sunfeed biscuits and cakes

PROCESS FOR CONDUCTING KEYWORD RESEARCH

Here's a step-by-step guide on how to conduct keyword research:

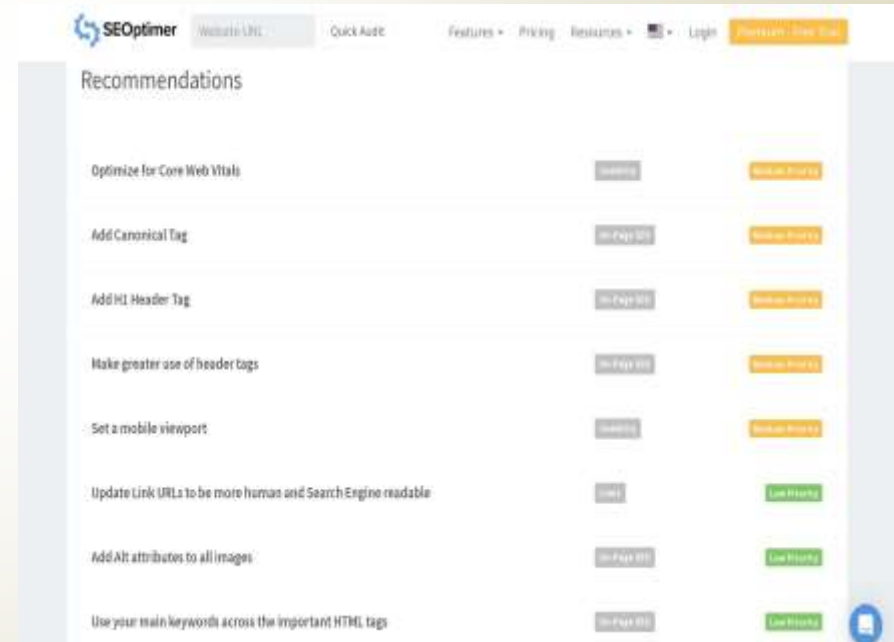
1. **Define your goals:** Determine the purpose of your keyword research.
2. **Brainstorm initial keyword ideas:** Start with a brainstorming session to generate a list of relevant keywords.
3. **Use keyword research tools:** There are several keyword research tools available that can help you expand your initial list and gather valuable data.
4. **Analyze search volumes and trends:** Review the search volumes for the keywords you've gathered.
5. **Consider keyword difficulty:** Keyword difficulty refers to how challenging it is to rank for a specific keyword.
6. **Focus on long-tail keywords:** Long-tail keywords are longer and more specific phrases.
7. **Evaluate competitor keywords:** Analyze your competitors' websites to identify the keywords they are targeting.
8. **Consider user intent:** Think about the user's intent behind each keyword.

9. **Organize and prioritize your keywords:** Group your keywords into relevant categories or topics.

10. **Monitor and update regularly:** Keyword research is an ongoing process.

SEO RECOMMENDATIONS-

Here are the SEO RECOMMENDATIONS provided by seoptimer.



CHALLENGES FACED DURING THE RESEARCH AND ANALYSIS-

Some of the common challenges faced during this phase include:

1. **Keyword Competitiveness:** Identifying high-volume keywords that are relevant to your business is essential, but some keywords may have high competition, making it difficult to rank well for them.
2. **Constantly Changing Search Algorithms:** Search engines frequently update their algorithms, affecting how websites are ranked.
3. **Data Accuracy:** The accuracy of data provided by keyword research tools is critical.
4. **Understanding User Intent:** Identifying the true intent behind a keyword can be tricky.
5. **Local SEO Considerations:** For businesses targeting specific geographic locations, local SEO is vital.
6. **Content Quality and Relevance:** Even with the right keywords, if the content doesn't meet user expectations in terms of quality, relevance, and value, it may not perform well in search rankings.
7. **Link Building Complexity:** Building high-quality backlinks is essential for SEO, but it can be challenging to acquire relevant and authoritative links from reputable sources.

KEY INSIGHTS GAINED FROM THE KEYWORD RESEARCH PROCESS



















Here are some key insights gained from the keyword research process:

1. **Search Volume:** Understanding the search volume for specific keywords helps you prioritize which terms are more popular and likely to drive more organic traffic to your website.
2. **Keyword Relevance:** Keyword research reveals which terms are most relevant to your business, products, or services.
3. **User Intent:** By analyzing keywords, you can gain insights into the intent of users behind their searches.
4. **Long-tail Keywords:** Long-tail keywords often have lower search volumes but higher conversion potential.
5. **Competitor Analysis:** Keyword research allows you to identify the keywords your competitors are targeting.
6. **Seasonal Trends:** Certain keywords may experience fluctuations in search volume based on seasonal trends or events.
7. **Keyword Difficulty:** Assessing keyword difficulty helps you understand the level of competition for specific terms.

JULY-2023 CONTENT CALENDAR

" Spread the Smile "



SUN	MON	TUES	WED	THURS	FRI	SAT
						1
2	3 CONTENT WRITING  	4 SOCIAL MEDIA MARKETING 	5 INSTAGRAM STORY 	6 LIVE ADVERTISING 	7 SEO	8
9	10 COMPETITOR ANALYSIS 	11 E-MAIL MARKETING 	12	13 BLOG POST  	14 QUIZ 	15
16	17	18 KEYWORD RESEARCH 	19	20	21 VIDEO EDITING  	22
23	24 BRAND AWARENESS 	25	26 DESIGNS  	27 IDEA CREATION  	28	29
30	31					

STRATEGY, AIM, AND IDEA

- FIRST THE IDEA AND TARGET AUDIENCE WERE SELECTED
- THE AIM WAS TO PROMOTE THE BRAND NAME
- CREATION OF SOCIAL MEDIA CAMPAIGN
- PREPARATION OF THEMES
- BLOG WRITING
- QUIZ AND SEMINAR
- BRAND PREPAREDNESS
- SOCIAL PRESENCE
- E-MAIL MARKETING
- QUESTIONNAIRE

BLOG PAGE



- **Introduction:** Welcome to the delightful world of Sunfeast, where every bite is designed to bring sunshine into your life! Established with a commitment to crafting scrumptious and innovative snacks, Sunfeast has become a household name across the globe. This blog will explore the journey, values, and mouthwatering products that make Sunfeast an irresistible choice for millions of snack enthusiasts.
- **The Sunfeast Story:** The story of Sunfeast began with a vision to create snacks that transcend taste and elevate the snacking experience to new heights. Sunfeast quickly gained popularity from its humble beginnings due to its dedication to quality, authenticity, and innovation. Over the years, Sunfeast has grown into a trusted brand that stands tall amidst fierce competition in the snacking industry.
- **Commitment to Quality:** At Sunfeast, the focus on quality is unwavering. Only the finest ingredients are chosen to ensure that each product delivers an exceptional taste experience. The company maintains stringent quality control measures throughout the production process, adhering to international standards. Every step is carried out with meticulous attention to detail, from sourcing raw materials to the final packaging.
- **Innovative Delights:** Sunfeast takes pride in its ability to push the boundaries of snacking creativity. The brand constantly introduces new flavors and products that tantalize taste buds and cater to various preferences. Whether you crave savory or sweet, crispy or creamy, Sunfeast has an array of treats to satiate your desires.

INTERACTIVE QUIZ

➤ 1. What is the vision of Sunfeast?

a) To create innovative snacks for every occasion. b) To become the leading global snack brand. c) To bring sunshine into people's lives with every bite. d) To deliver quality products at affordable prices.

➤ 2. Which of the following is NOT one of Sunfeast's core values?

a) Quality b) Sustainability c) Innovation d) Profit-maximization

➤ 3. Sunfeast Yippee Noodles are a favorite among

a) Children b) Adults c) Both children and adults d) Elderly people

➤ 4. What makes Sunfeast Dark Fantasy cookies special?

a) They are made with exotic ingredients from around the world. b) They are filled with a luscious chocolate center. c) They are only available on special occasions. d) They are the healthiest cookies in the market.

➤ 5. Which Sunfeast product is perfect for those who prefer a healthier snacking option?

a) Sunfeast Yippee Noodles b) Sunfeast Mom's Magic cookies c) Sunfeast Farmlite Digestive Biscuits d) Sunfeast Dark Fantasy cookies

➤ 6. What does Sunfeast do as part of its corporate social responsibility (CSR) efforts?

a) Investing in marketing campaigns b) Supporting education, sustainability, and community welfare initiatives c) Maximizing profits for shareholders d) Expanding into new international

CHALLENGES ENCOUNTERED

1. **Competition in the Snack Industry:** The snack market is highly competitive, with numerous established players and new entrants vying for consumer attention. Sunfeast has had to differentiate its products and marketing strategies to stand out in this crowded space.
2. **Changing Consumer Preferences:** Consumer preferences and trends are constantly evolving. Sunfeast has to keep up with these changes to stay relevant and appeal to the ever-changing tastes and preferences of its target audience.
3. **Health and Nutrition Concerns:** In recent years, there has been a growing focus on health and nutrition. Consumers are becoming more conscious of what they eat, and there's an increasing demand for healthier snack options. Sunfeast has had to address these concerns and offer healthier alternatives without compromising on taste.
4. **Distribution and Reach:** Ensuring widespread availability of products is crucial for marketing success. Sunfeast has had to work on its distribution network to reach more consumers, especially in remote or untapped markets.
5. **Brand Perception and Recognition:** Building and maintaining a positive brand image is essential for long-term success. Sunfeast has had to invest in brand-building initiatives to enhance its perception and recognition among consumers.
6. **Promotional Strategies:** Crafting effective promotional strategies to engage consumers and create a buzz around products is a challenge. Sunfeast has had to invest in innovative marketing campaigns to capture consumer attention in a cluttered advertising landscape.
7. **Social Media and Digital Marketing:** With the rise of social media and digital platforms, brands need to be active online to connect with consumers effectively. Sunfeast has had to adapt its marketing efforts to make a mark in the digital space.
8. **Seasonal and Regional Variations:** Different regions may have unique preferences and seasonal demands for certain products. Sunfeast has had to tailor its marketing approach to cater to these variations effectively.

LESSONS LEARNED

1. **Understanding Consumer Preferences:** Sunfeast would have realized the importance of continuously studying and understanding consumer preferences and behavior. By gathering valuable insights, the brand can tailor its products and marketing strategies to better meet the needs of its target audience.
2. **Innovation is Key:** The competitive snack market demands constant innovation. Sunfeast likely learned that introducing new and unique products, flavors, and packaging can create excitement among consumers and give the brand a competitive edge.
3. **Balancing Taste and Health:** Sunfeast has probably recognized the significance of offering a balance between taste and health in its product portfolio. Providing healthier snack options without compromising on flavor can attract health-conscious consumers.
4. **Building Emotional Connections:** Successful marketing goes beyond promoting products; it builds emotional connections with consumers. Sunfeast may have discovered the power of storytelling and creating campaigns that resonate with the emotions and aspirations of its customers.
5. **Effective Communication:** Clear and effective communication is vital for brand success. Sunfeast might have learned the importance of delivering consistent brand messaging across all marketing channels to reinforce its identity in consumers' minds.
6. **Digital Presence and Engagement:** The rise of digital platforms requires brands to have a strong online presence. Sunfeast may have realized the significance of engaging with consumers on social media, leveraging influencer marketing, and staying up-to-date with digital trends.
7. **Localization Strategies:** The diverse cultural landscape in different regions demands customized marketing approaches. Sunfeast could have learned the value of adapting its products and marketing efforts to suit local tastes and preferences.
8. **Crisis Management and Reputation:** In the face of challenges or controversies, Sunfeast likely learned the importance of prompt and transparent crisis management. Protecting the brand's reputation and consumer trust is crucial during difficult times.
9. **Collaboration and Partnerships:** Forming strategic partnerships and collaborations can help expand the brand's reach and tap into new markets. Sunfeast may have discovered the benefits of working with influencers, events, or other brands to amplify its message.
10. **Data-Driven Decision Making:** Marketing decisions backed by data and analytics are more likely to yield positive results. Sunfeast might have embraced the significance of data-driven insights to refine marketing strategies and optimize performance.



post creation

1. Format-1 : Blog Article

AIM- Sunfeast ITC has recently launched first millet cookies as part of sunfeast farmlite.

DATE- 8 May 2023

IDEA- Sunfeast has launched sunfeast farmlite and now this blog cover 'ITC mission millet'.

TOPIC-

- The core purpose of farmlite is 'help India eat better' ITC foods launched its first millet cookies as part of sunfeast farmlite.
- Millets are now seen by experts as foods of the future.

- Farmlite super millet cookies are led by all types of generations. Sunfeast itc farm lite super millets cookies are nutritious the health future food growth in India.

2.FORMAT-2:VIDEO

AIM-to reach out to the audience

DATE-9 MAY 2023

IDEA- a new type of nutritious cookies to attract audiences in all generation.

TOPIC-



3.FORMAT-3:CREATIVE

AIM- To grab the audience

DATE- 12 May 2023

IDEA- to create health cautiousness among the people.

TOPIC- To create health caution and to know that the sunfeast cookies are nutritious cookies for all types of people.

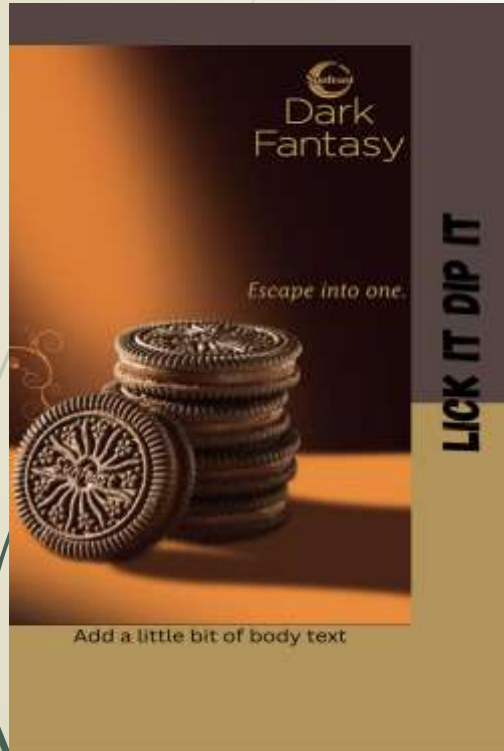
INSTAGRAM STORY



A photograph of a golden wheat field at sunset. The sun is a bright, glowing orb in the upper center, casting a warm, golden light over the entire scene. The wheat stalks are in the foreground, slightly out of focus, and their golden heads are visible. A faint, stylized watermark logo is visible in the background, behind the wheat. A dark rectangular box is centered in the lower half of the image, containing the text "SUNFEAST" in yellow capital letters.

SUNFEAST

SOCIAL MEDIA AD CAMPAGIN



Advertising Goals:

The choice of purchase is innumerable as thousands of companies are introducing newer products day by day. To cope with this situation people keep on acquiring knowledge regarding the products, prices, and substitutes. Companies that focus inward become blind to seismic changes in market, competition, distribution, media, and technology that are occurring outside.

Mass markets are fragmenting into micro markets; multiple channels of distribution are replacing single channels. Customers are buying directly through Catalogues, Telemarketing, and the Internet. Price discounting and sales promotion are eroding brand loyalty. It is made an attempt to analyze the various types of brands and factors affecting purchase decisions. The study is based on primary data comprising 100 respondents. From the findings of the study, Consumer's purchase decisions are influenced by mainly quality and they also purchase other varieties of sunfeast biscuits.

I have generated leads blog posts, coupons, and online content.

I have created quality backlinks where we have our link as high-ranking search engines which can be acquired by quality backlinks.

Audience Targeting:

This targets mainly children and the health cautious ones. Because it is rich in nutrition and very healthy for all types of people from childhood to old age people.

AD Creation:

It creates ads through digital marketing with the help of social media and through ad campaigns like (social media ad campaigns, email ad campaigns), etc.

EMAIL AD CMAPAGIN-1(BRAND AWARENESS)



RICH AND NUTRITIOUS COOKIES BY ITC



Sunfeast is an Indian brand, Fast Moving Consumer Goods, Hotels, Paperboards and Packaging, Agri Business and Information Technology. In July 2003, ITC made a foray into the biscuits market by launching the Sunfeast range of biscuits. Sunfeast biscuits have always stood for quality and are known for offering innovative and wholesome biscuits. The brand connotes happiness, contentment, satisfaction and pleasure. Sunfeast is a new brand the conversion rate is considerably high in all the price-quality points. This signifies that the brand is doing fairly well growing considerably.

have smile on your face with sunfeast





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{END_ARCHIVE_PAGE} *{LIST_DESCRIPTION}* *{END_IF}*
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EMAIL AD CAMAPAGIN-2(LEAD GENERATION)

[View this email in your browser](#)



Sunfeast buttery Pista cookie



Sunfeast HiFi Butter Cookies, the perfect blend of golden wheat and creamy butter baked to perfection. Presenting HiFi Butter Cookies from the house of Sunfeast, bite into it and give in to the rich goodness that engulfs you. It leads all types of generations.

TAP TO GRAB IT !

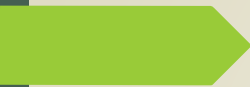


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"[LIST DESCRIPTION]"

Our mailing address is:

"[LIST ADDRESS]"



Content and curation is important task and role for the digital marketing of a particular brand. It increases the growth of the product and increases the awareness of the brand all over the world. It creates content through social media and reaches the audience's needs and likes. But this process faced so many problems and consequences through the content creation process.





Thank You

- ➡ TEAM ID: LTVIP2023TMID03880
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