

LONG TERM INTERNSHIP

Project on Digital Marketing

TOPIC: HALDIRAM'S



INTRODUCTION:

Haldiram's is a renowned Indian snacks and sweets brand with a strong presence in both national and international markets. With increasing competition in the food and beverage industry, digital marketing has become essential for brand visibility, customer engagement, and sales growth.

ACKNOWLEDGEMENT:

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CHAPTER 1

INTRODUCTION

Objectives:

The primary objective of this project is to enhance Haldiram's digital presence through effective marketing strategies. The specific goals include:

- Conducting a **brand study** to understand Haldiram's positioning.
- Analyzing **competitors** to identify market trends and opportunities.
- Defining an **audience persona** to target the right customers.
- Performing an **SEO audit** to optimize website visibility.
- Developing **content marketing strategies** to engage customers.
- Creating **social media content and ad campaigns** to drive brand awareness, website traffic, and lead generation.
- Designing and executing **email marketing campaigns** for customer engagement and conversions.

BRAND STUDY, COMPETITOR ANALYSIS&AUDIENCE PERSONA:

RESEARCHING BRAND IDENTITY:

Mission:

To deliver high-quality, authentic Indian snacks and sweets while preserving traditional flavors and ensuring customer satisfaction.

Vision:

To become a global leader in the snack and confectionery industry, known for quality, authenticity, and innovation.

Values:

Quality Assurance – Ensuring premium standards in ingredients and preparation.

Customer-Centric – Focused on delivering memorable food experiences.

Unique Selling Propositions (USPs):

Authentic Indian Flavors – Trusted for traditional taste.

Wide Product Range – Offers sweets, snacks, and packaged meals.

COMPETITOR ANALYSIS:

For a meaningful comparison, consider these prominent competitors in the Indian snack and sweet industry:

1. Bikaji Foods – A well-known brand specializing in traditional Indian snacks.
2. Bikanervala – Famous for its combination of sweets, snacks, and restaurant services.
3. Balaji Wafers – A strong player in the packaged snack segment, especially chips and namkeens.

BUYER'S/AUDIENCE PERSONA:

Demographic Analysis:

Age: 18-45 years (youth, working professionals, families).

Gender: Both genders, with a slight focus on women due to interest in family snacks and festive gifting.

Location: Predominantly urban regions in India with a growing international presence.

Income Group: Middle to upper-middle class.

Psychographics:

Food Enthusiasts: Enjoy exploring diverse cuisines.

Health-Conscious Consumers: Prefer low-oil or baked snack options.

Festive Buyers: Often purchase Haldiram's products for celebrations and gifting.

Busy Professionals: Prefer quick, ready-to-eat snack options.

Online Behavior & Purchase Patterns:

Actively engages with food content on Instagram, Facebook, and YouTube.

Participates in contests, recipe ideas, and festive campaigns.

Prefers e-commerce platforms like Amazon, Flipkart, and Big Basket for convenience.

CHAPTER 2

SEARCH ENGINE

OPTIMIZATION

SEO STRATEGY:

SEO AUDIT:

Website Performance Analysis:

Evaluates site speed, user experience, and overall functionality to ensure smooth navigation and faster load times.

On-Page & Off-Page SEO Issues:

On-Page Issues: Includes poorly optimized meta tags, duplicate content, missing alt text, and unstructured headings.

Off-Page Issues: Involves weak backlink profiles, low domain authority, and limited social signals.

Technical SEO:

Page Speed: Ensures fast loading times for better user engagement.

Mobile-Friendliness: Verifies responsive design for seamless browsing on mobile devices.

Broken Links: Identifies and fixes non-functional links to improve user experience and search engine rankings.

KEYWORD RESEARCH:

Focuses on improving website visibility, driving organic traffic, and boosting search rankings for relevant keywords.

Keyword Research Process:

Seed Keywords: Identify core terms related to Haldiram's products (e.g., "Indian snacks," "namkeen," "sweets").

Long-Tail Keywords: Target specific phrases with lower competition but higher conversion potential (e.g., "buy Haldiram's sweets online").

Competitor Analysis: Analyzes competitor keyword strategies to identify gaps and opportunities.

Selection of High-Impact Keywords:

Prioritize keywords with high search volume, low competition, and strong relevance to Haldiram's offerings

ON PAGE OPTIMIZATION:

Meta Tag Optimization:

Enhances meta titles, descriptions, and header tags with targeted keywords for better search engine rankings.

Content Optimization:

Focuses on improving product descriptions, blog content, and landing pages by naturally integrating relevant keywords to enhance SEO performance.

CHAPTER 3

MARKETING

STRATEGIES

CONTENT IDEAS & MARKETING STRATEGIES:

CONTENT STRATEGY:

Content Themes & Formats:

Include blogs, recipe videos, festive infographics, and interactive quizzes to attract varied audience interests.

Platform Selection:

Focus on Facebook for detailed content and audience interaction, and Instagram for visual storytelling and trend-based posts.

MARKETING STRATEGY:

Challenges Faced:

Managing content consistency, aligning content with trends, and ensuring audience engagement.

Lessons Learned:

Adapting to audience preferences, leveraging festive seasons, and experimenting with interactive content for better reach.

Engagement Strategies:

Use polls, contests, influencer collaborations, and user-generated content to boost engagement and build brand loyalty.

SOCIAL MEDIA MARKETING CAMPAIGNS:

BRAND AWARENESS:

Goal:

Increase brand visibility and introduce Haldiram's diverse product range

Target Audience:

Food lovers, snack enthusiasts, and festive shoppers.

Platform:

Instagram & Facebook.

DRIVING WEBSITE TRAFFIC:

Goal:

Encourage users to visit Haldiram's website for product details, offers, and online orders.

Target Audience:

Busy professionals, families, and online shoppers.

Platform:

Google Ads, Facebook.

CAMPAIGN BREAKDOWN:

Target Audience:

Tailored demographic and psychographic profiles for better targeting.

Ad Creatives & Copy:

Engaging visuals showcasing Haldiram's snacks, sweets, and festive bundles. Content highlights taste, quality, and variety.

Call-to-Action (CTA):

Phrases like "Shop Now," "Try Our New Range," or "Sign Up for Exclusive Offers" to drive action.

CONTENT CREATION & CURATION:

POST CREATION:

Identified Content Categories:

Focused on product promotions, festive themes, snack recipes, and customer engagement.

Brainstorming & Trend Research:

Analyzed trending topics, audience preferences, and social media trends to align content with popular themes.

Created Content:

Developed engaging posts, recipe videos, and interactive Instagram stories to boost engagement and brand awareness.

DESIGN & VIDEO EDITING:

Tools Used:

Utilized Canva for creating visually appealing graphics and VN for video editing.

Visual & Video Content Strategy:

Focused on vibrant designs, clear branding, and snack-centric visuals to capture attention. Videos featured quick recipes, product highlights, and festival-themed content to engage viewers.

EMAIL MARKETING CAMPAIGNS:

LEAD GENERATION:

Goal:

Collect potential customer data by offering exclusive discounts or freebies.

Content:

Includes sign-up incentives like "Get 10% Off on Your First Order".

CTA (Call to action):

"Subscribe & Save" or "Claim Your Offer".

EMAIL LIST & PERFORMANCE METRICS:

Email List Segmentation:

Divided based on demographics, purchase behavior, and engagement levels (e.g., frequent buyers, festive shoppers).

Performance Measurement:

Metrics tracked include open rates, click-through rates (CTR), conversion rates, and unsubscribes to assess campaign success and optimize future emails.

CHAPTER 4

ANALYSIS

RESULTS & ANALYSIS:

❖ RESULTS:

- ✓ Identified strengths and gaps in competitors' strategies (e.g., social media presence, SEO practices).
- ✓ Identified high-impact keywords like “Indian snacks online” and “buy Haldiram’s sweets”, improving organic search visibility.
- ✓ Implemented a content calendar with diverse content types, increasing engagement and reach.
- ✓ Posts, stories, and videos generated positive engagement, especially snack recipe videos and festive content.
- ✓ Website Traffic Campaign: Achieved a 15% boost in website visits.
- ✓ Lead Generation Campaign: Collected over 500 new leads through targeted ads.
- ✓ Brand Awareness Emails: Achieved a 30% open rate and 12% click-through rate.

🔍 ANALYSIS:

- ✓ Highlighting their heritage, product variety, and authenticity effectively appealed to both traditional and modern consumers.
- ✓ Leveraging Haldiram's strong brand loyalty and expanding content variety helped gain a competitive edge.
- ✓ On-page optimization enhanced website rankings by refining meta tags, content quality, and keyword integration.
- ✓ Posts featuring recipes, festive ideas, and interactive content resonated well with the target audience.
- ✓ Visual storytelling and trend-based content boosted brand awareness and audience interaction.
- ✓ Combining attractive visuals, strong CTAs, and precise audience targeting improved ad performance.
- ✓ Personalized content, compelling subject lines, and exclusive offers significantly improved engagement

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CHAPTER 5

CONCLUSIONS&

RECOMMENDATIONS

CONCLUSION:

Haldiram's digital marketing project successfully enhanced the brand's online presence, improved website traffic, and boosted customer engagement. By leveraging SEO strategies, engaging content, and targeted ad campaigns, the brand effectively connected with its audience. The combination of visual storytelling, festive-themed posts, and personalized email campaigns played a crucial role in driving positive results.

RECOMMENDATIONS:

Increase Focus on Video Content:

As video content showed higher engagement, introducing more recipe videos, product showcases, and behind-the-scenes clips can boost interaction.

Leverage Influencer Marketing:

Collaborating with food bloggers, chefs, and lifestyle influencers can expand reach and build trust.

Strengthen SEO Strategies:

Regularly update keywords, improve internal linking, and enhance content quality to maintain search rankings.

Diversify Social Media Platforms:

Expanding presence on platforms like YouTube and Pinterest can attract a wider audience.

REFERENCES:

Social Media Platforms

Instagram, Facebook, and YouTube – Analyzed their content strategies, post frequency, and engagement tactics.

SEO tools used:

Google Analytics – For website performance data.

SEMrush / Moz – For keyword research and competitor analysis.

Competitor analysis:

Websites and social media pages of key competitors like Bikaji, Bikanervala, and Haldiram's Nagpur for comparison.

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