



Digital marketing

for

Haldiram's





TEAM LEADER: K.Usha Sri



TEAM MEMBERS: B.Vinay Kumar

M.Sandhya

K.Rambabu

**1. Brand study,
competitor Analysis &
Buyer persona**

Research brand identity



Founded in 1937, Haldiram's is India's leading snack and sweets brand with a strong presence in retail and online markets. The brand has diversified into frozen foods, ready-to-eat meals, and beverages, catering to both traditional and modern consumers.

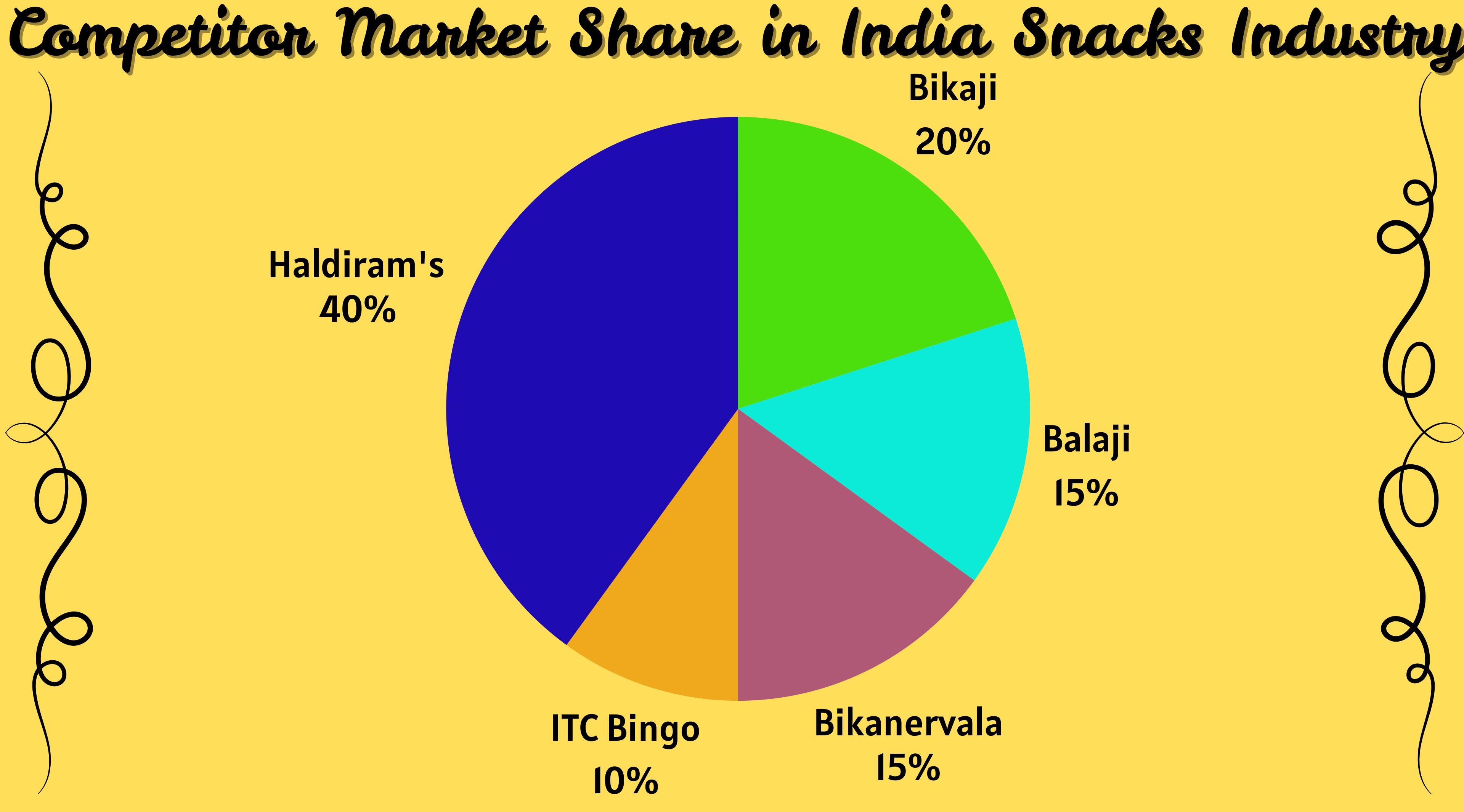
With operations in 80+ countries, Haldiram's continues to grow in key markets like the US, UK, and the Middle East.

Competitor Analysis



Key Competitors: Bikaji, Bikanervala, Balaji Wafers, ITC Bingo, and PepsiCo (Lay's).

- ✓ D2C Expansion – Brands like Bikaji and Bikanervala are strengthening their e-commerce presence with direct-to-consumer strategies.
- ✓ Youth-Focused Branding – Balaji Wafers and ITC Bingo emphasize affordability and diverse flavors to appeal to younger consumers.
- ✓ Health-Oriented Trends – The increasing demand for healthier snacking options is driving brands to develop low-oil, low-sodium alternatives such as baked snacks and millet-based products.



Buyer Persona



1. Traditional Snack Enthusiasts – Indian families (30+) who prefer authentic flavors and often buy in bulk
2. Health-Conscious Consumers – Young professionals (18-35) seeking nutritious options like baked bhujia and roasted nuts.
3. Festive & Gift Shoppers – Individuals looking for premium hampers for Diwali, Rakhi, and weddings, with an interest in customizable gift sets
4. NRI & Global Consumers – Indians living abroad who seek authentic, preservative-free Indian snacks, especially during cultural festivals.



A close-up photograph of a plate of spaghetti pasta, showing the texture and color of the individual strands.

2. SEO & Keyword Research



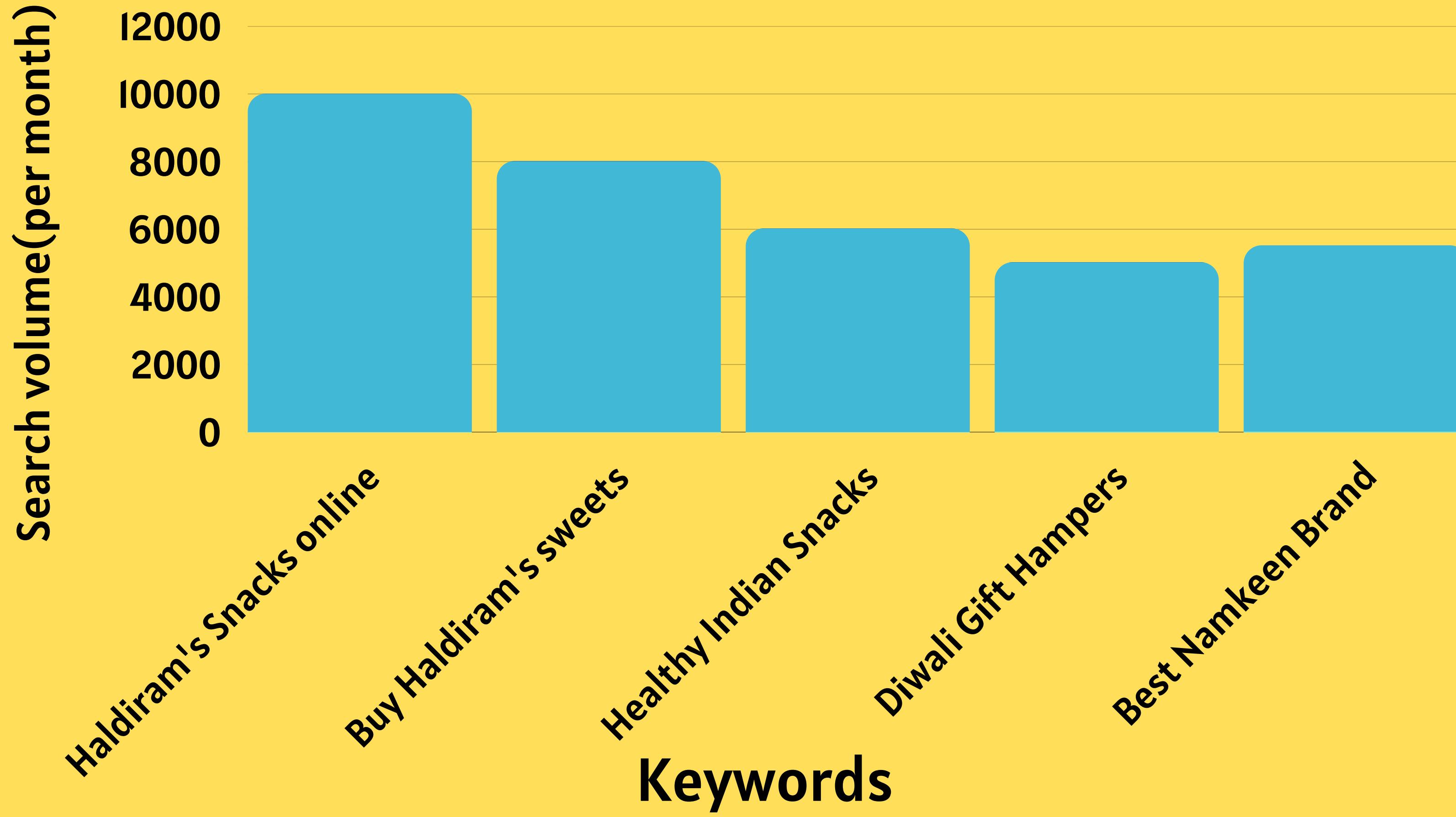
SEO Audit:



Identified Website Issues:

- ✖ Slow Page Load Speed – High bounce rates due to delayed responses.
- ✖ Missing Meta Descriptions & Alt Texts – Hindering search engine visibility.
- ✖ Poor Mobile Responsiveness – Leading to suboptimal user experience and lower conversion rates.
- ✖ Weak Internal Linking – Reducing engagement and session duration

SEO Keyword Research for Haldiram's



Keyword Research:



- ✓ High-Volume Keywords – "Haldiram snacks online," "buy Haldiram sweets," "best Indian namkeen."
- ✓ Long-Tail Keywords – "Healthy Indian snacks for diet," "Diwali gift hampers Haldiram," "low-fat bhujia alternative."
- ✓ Trending Keywords – "Millet snacks India," "best gluten-free namkeen," "Diwali sweets combo online."

On page optimization:

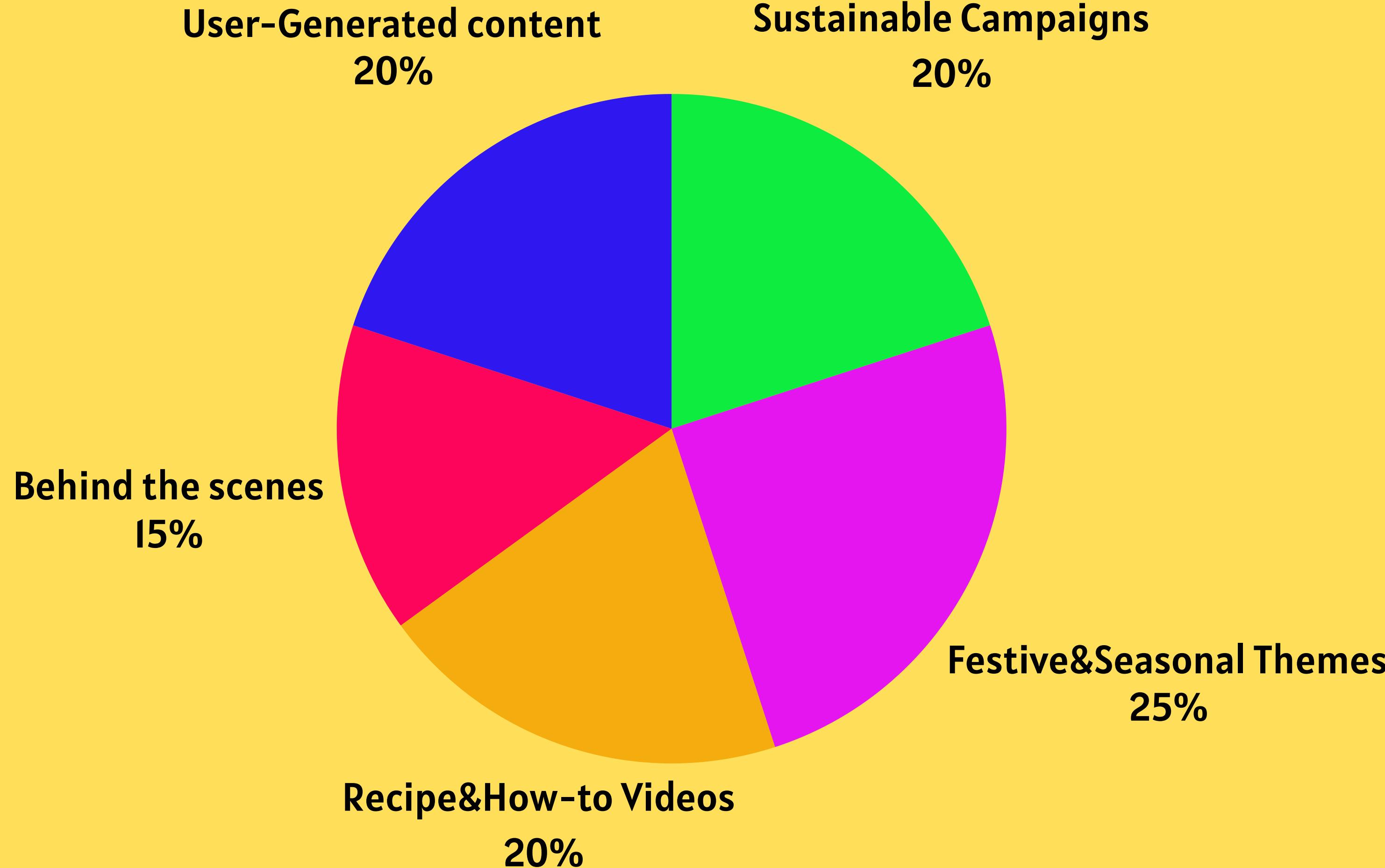


- ✓ Enhance Website Speed & Mobile UX – Implement lazy loading and image optimization.
- ✓ Integrate Schema Markup – Improve search rankings with structured data.
- ✓ SEO-Friendly Product Descriptions – Use persuasive terms like "authentic," "premium," and "healthy choice."
- ✓ Content-Driven Strategy – Develop blog posts such as “Best Indian Snacks for Weight Loss” and “Regional Indian Snacks You Must Try.”



Content Ideas & marketing Strategies

Content Strategy Distribution





Content Strategy:



- ✓ Festive & Seasonal Themes – “Top 5 Diwali Gift Hampers with Haldiram’s,”
“Ramzan Special Sweets from Haldiram’s.”
- ✓ Recipe & How-To Videos – “Quick Snacks Using Haldiram’s Bhujia,” “5-Minute Chaat Recipes with Haldiram’s.”
- ✓ Behind-the-Scenes (BTS) – “How Haldiram’s Ensures Freshness in Every Pack,”
“A Day Inside a Haldiram’s Factory.”
- ✓ User-Generated Content (UGC) - Customer nostalgia stories, Instagram challenges with #HaldiramCravings.
- ✓ Sustainability Campaigns – “Eco-Friendly Packaging Initiatives,” “Reducing Plastic Use in Snack Packaging.”



Marketing Strategies:



- ✓ Influencer Partnerships – Collaborate with food bloggers, chefs, and fitness influencers to promote healthier snack options.
- ✓ E-commerce Promotions – Run flash sales on Amazon, Flipkart, BigBasket, and Swiggy Instamart to boost urgency-driven purchases.
- ✓ Localized Digital Ads – Launch region-specific campaigns in Hindi, Tamil, Bengali, and Telugu.
- ✓ Loyalty & Referral Programs – Reward repeat customers with discounts and exclusive early access to new products.

Marketing Strategy Distribution

Loyalty&Referral programs

25%

Localized digital ads

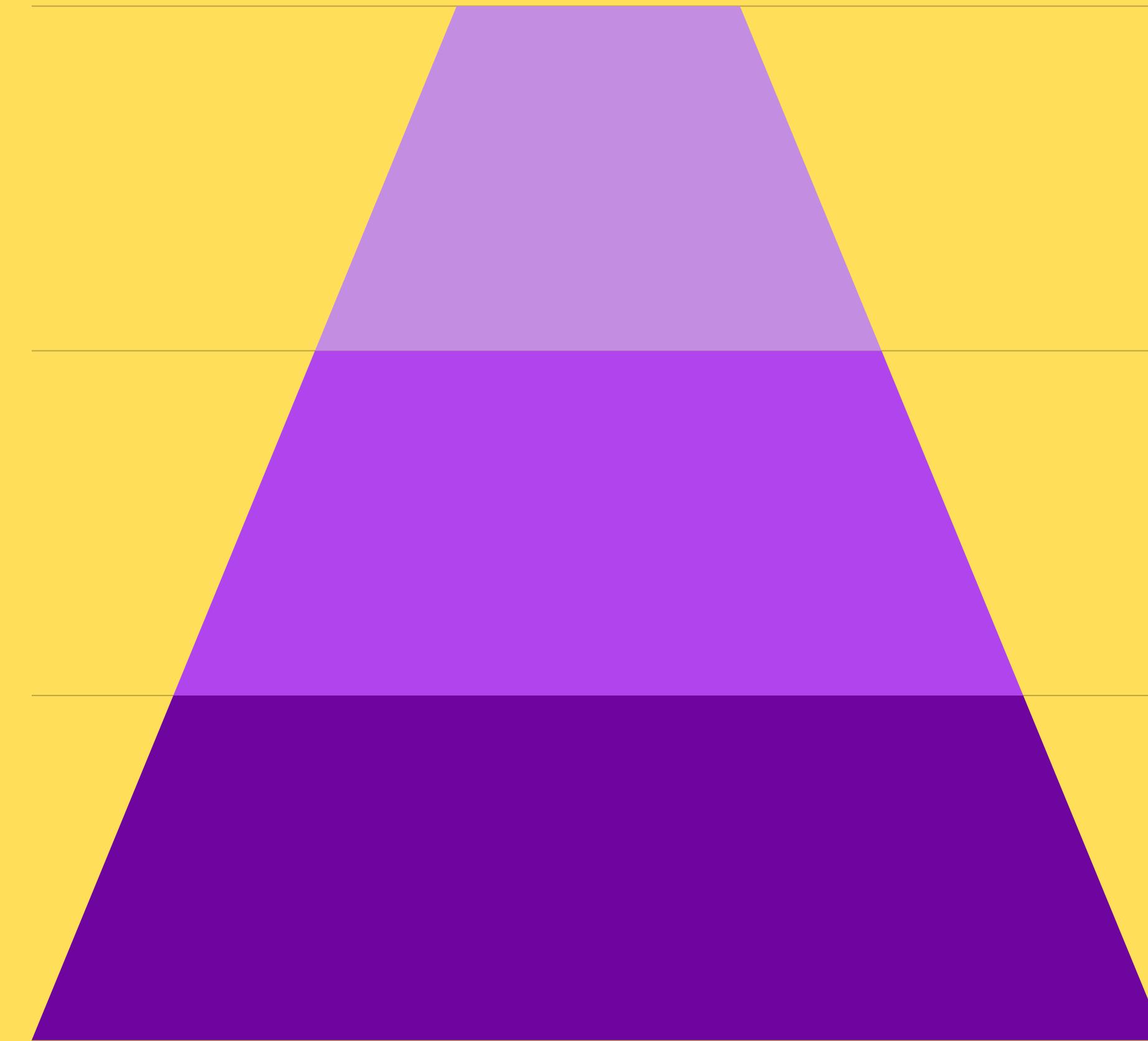
50%

E-commerce promotions

75%

Influencer partnerships

100%





4. Content Creation & Curation

Content creation



Content creation and strategic marketing enhance Haldiram's digital presence by engaging audiences with compelling stories and visuals. Tailored strategies across social media, blogs, videos, and influencer collaborations ensure effective messaging. Visually appealing posts, compelling captions, and immersive videos strengthen brand recall, foster community engagement, and drive customer loyalty.

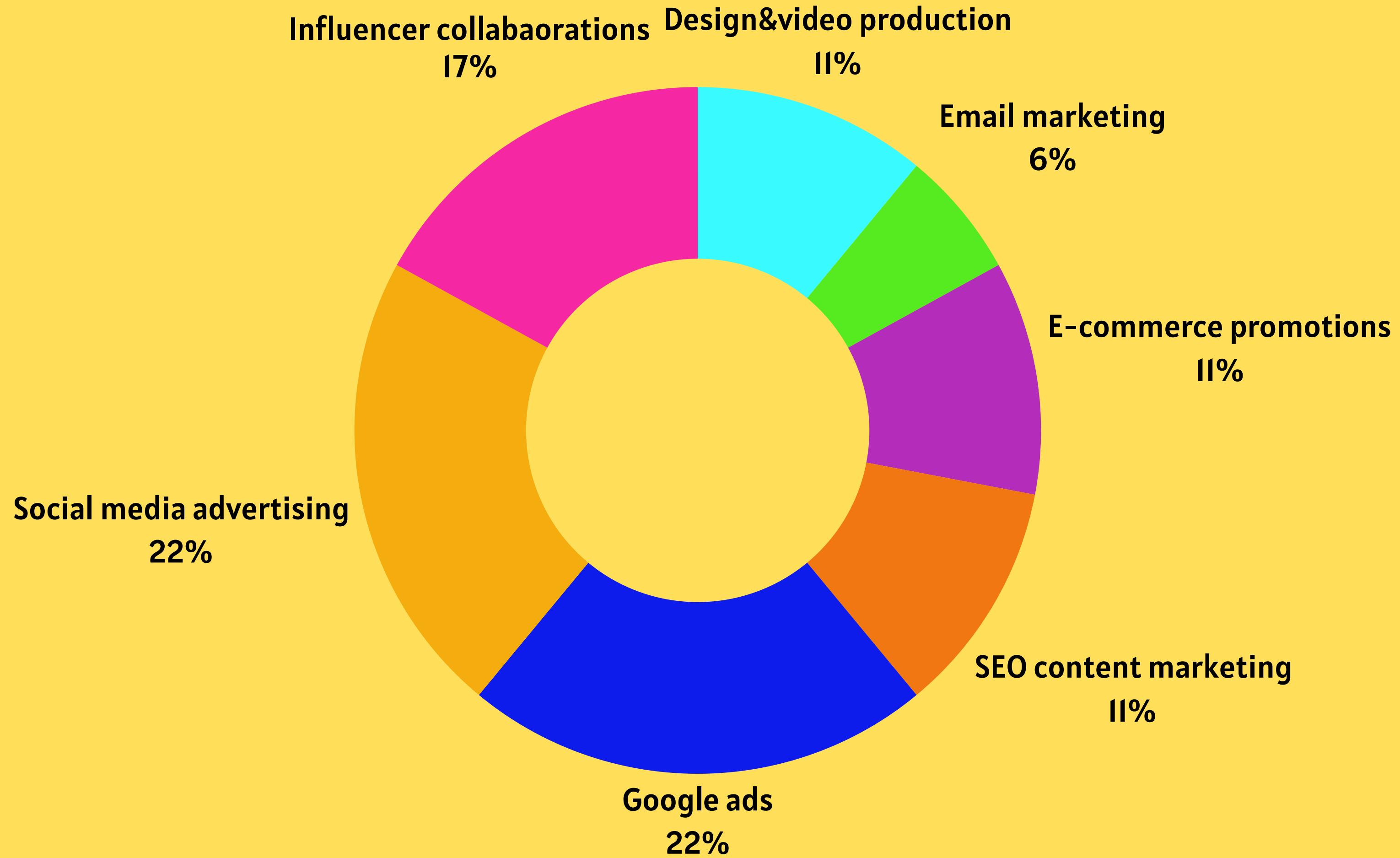
~~Effective content creation~~

By implementing targeted marketing strategies across multiple platforms—such as social media, blogs, videos, and influencer collaborations—the team ensures that the right message reaches the right audience at the right time. This approach encourages interaction, builds a strong online community, and converts casual viewers into devoted customers.

To make a lasting impact, the team creates visually appealing posts, compelling captions, and easily digestible short-form content that captures attention. Their expertise in design and video editing results in stunning visuals and engaging videos that showcase Haldiram's offerings in an appealing and immersive ways.



Digital marketing budget allocation for Haldiram's



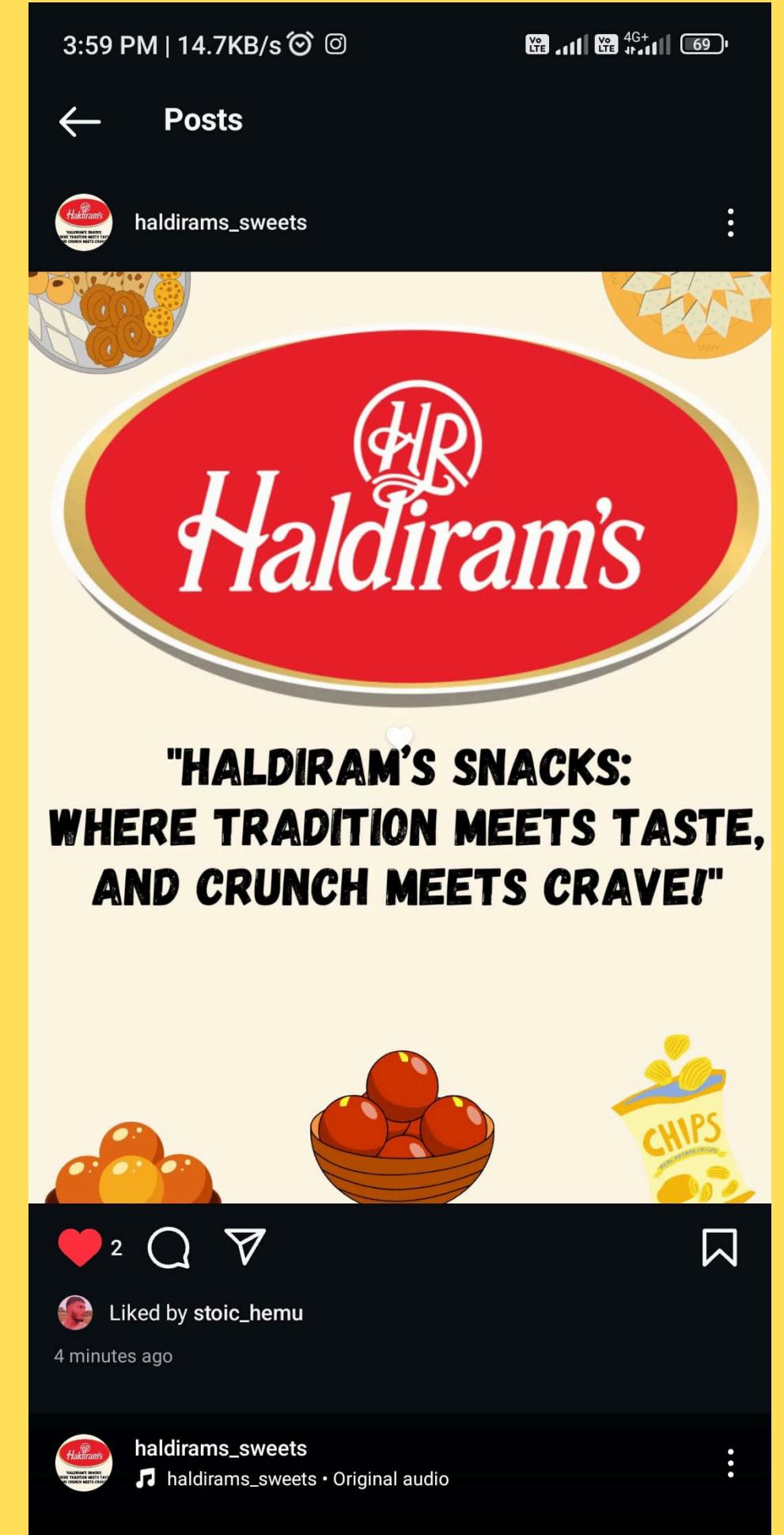
Post Creation

- ✓ Engaging Instagram Reels featuring street-style food using Haldiram's products.
- ✓ Festival-themed posts & interactive polls (e.g., "Which snack is your favorite during Holi?").
- ✓ Regional meme marketing aligned with trending pop culture topics.



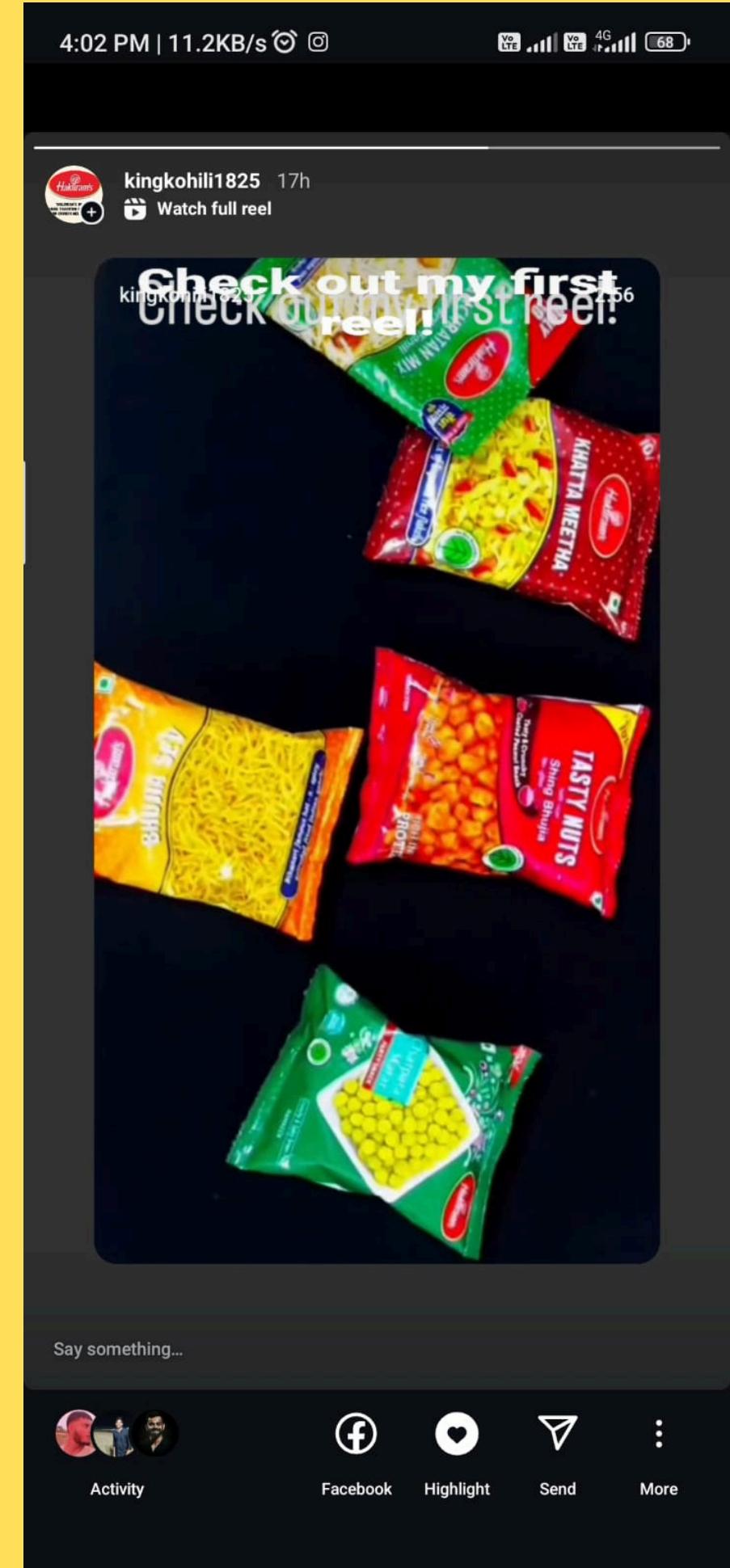
Post Creation:

<https://www.instagram.com/p/D7nm8qhJ9aD/?igsh=mW9mZG44cmhndG1odA==>



Story creation:

https://www.instagram.com/stories/haldiram_s_sweets/3595489558664206925?utm_source=ig_story_item_share&igsh=MWV0Mmd1Znp2GXBhcQ==

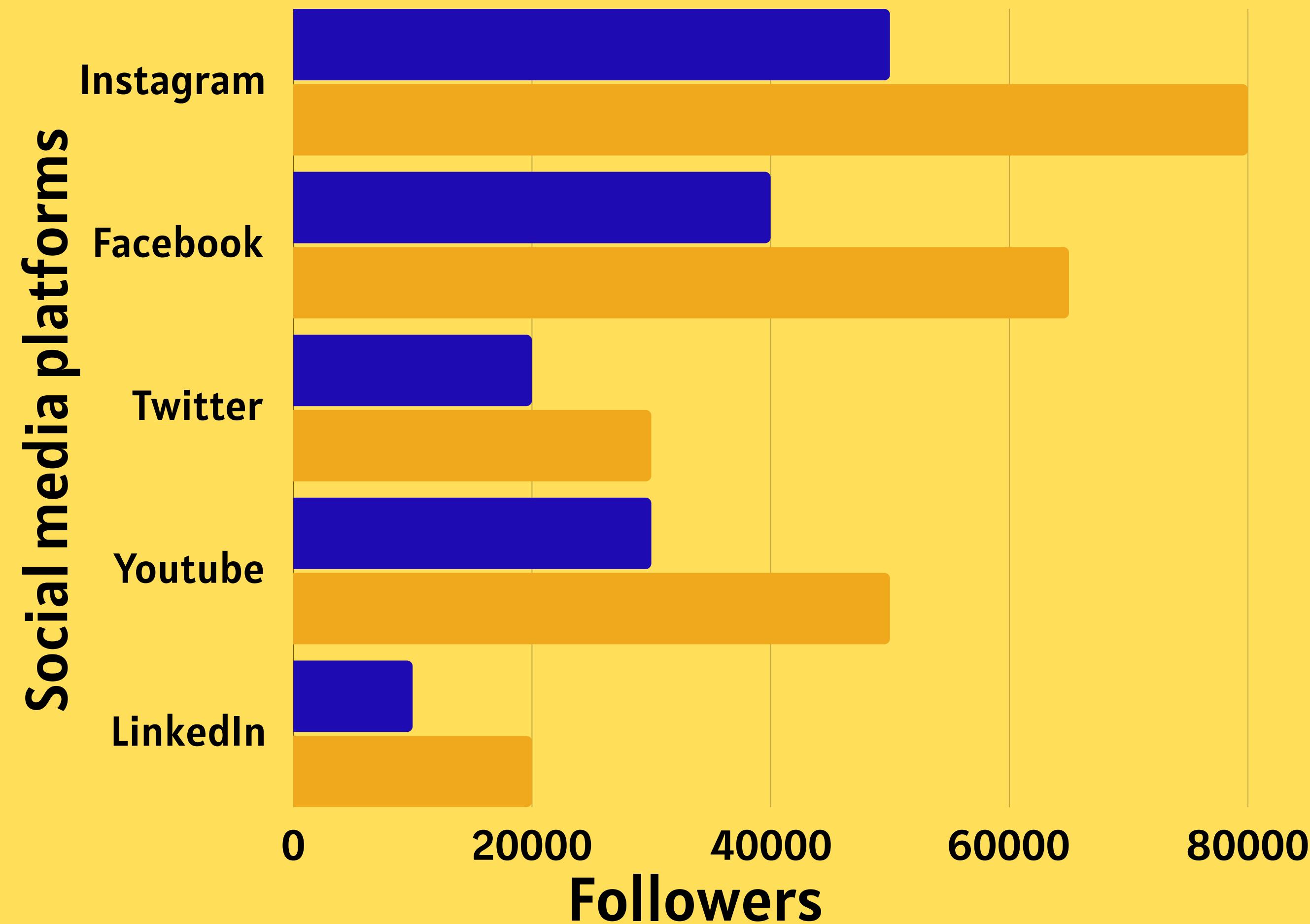


Design & Video editing



- ✓ High-quality banners & promotional videos for festive collections.
- ✓ Short-form content for YouTube Shorts, Instagram Reels, and Facebook Stories.
- ✓ Stop-motion animations highlighting product quality and authenticity.

Social media engagement growth for Haldiram's



Social Media Ad campaigns



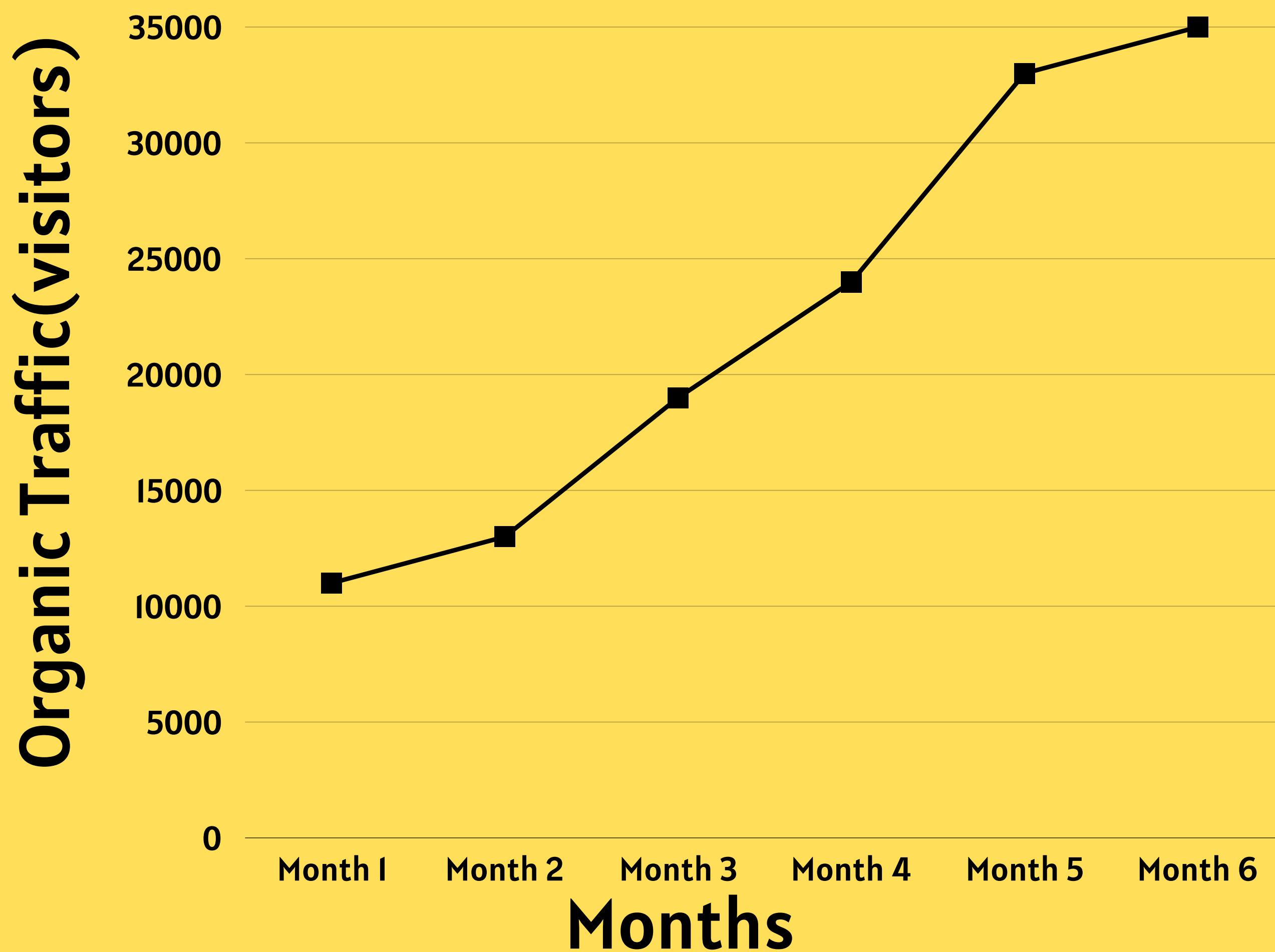
- ✓ Facebook & Instagram Ads – Promote new launches and limited-edition snacks.
- ✓ YouTube Ads – Short, engaging recipe tutorials featuring Haldiram's products.
- ✓ Google Display Ads – Retarget users who visited the website but didn't complete a purchase.
- ✓ Pinterest & Twitter Ads – Engage recipe lovers and festival shoppers.

Email Marketing

- ✓ Personalized discount offers and festive alerts to drive repeat purchases.
- ✓ Cart abandonment emails with exclusive incentives to recover lost sales.
- ✓ Subscription-based snack box promotions for loyal customers.



SEO growth projection for Haldiram's



Excepted Outcomes



- ✓ 30-40% boost in organic traffic through enhanced SEO strategies.
- ✓ Improved conversion rates with precise ad targeting and retargeting.
- ✓ Increased brand awareness via influencer collaborations and interactive content.
- ✓ 20-25% rise in online sales driven by e-commerce optimization and festive campaigns.

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.

THANK you

