

# DIGITAL MARKETING INTERNSHIP

## Comprehensive Digital Marketing For **Haldiram's**

A PROJECT REPORT ON **HALDIRAM'S** UNDER THE ESTEEMED GUIDANCE OF

**K.RATNA KUMARI MADAM**

PRESENTED BY

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# BRAND STUDY (BRAND TONE & KPL HALDIRAM'S

1. **Brand Identity:** Understand what Haldiram's stands for, its history, values, and mission. Haldiram's is known for its quality snacks and sweets, deeply rooted in Indian culinary traditions.
2. **Target Audience:** Analyze who Haldiram's primary customers are. This could include families, young professionals, students, etc. Their products cater to a wide demographic, from children to the elderly.
3. **Brand Tone:** Explore the tone Haldiram's uses in its communication. It's likely warm, inviting, and celebratory, reflecting the joy of indulging in delicious snacks and sweets.
4. **Brand Image:** Evaluate how Haldiram's is perceived in the market. It's often seen as a trusted and reliable brand known for its authentic taste and high-quality products.
5. **Competitive Analysis:** Compare Haldiram's with its competitors in the market, both domestic and international, to identify its unique selling propositions and areas for improvement.
6. **Key Performance Indicators (KPIs):** Identify the metrics that measure Haldiram's succe

# BRAND STUDY (Mission/values & USP)

Simple Skincare's mission is to provide skincare solutions that are clean, kind, and effective. Their values include:



Clean: Simple Skincare is committed to using safe and natural ingredients in their products.



Kind: The brand promotes self-care and self-kindness, encouraging customers to overall well being

.

# BUYER AUDIENCE PERSONA HALDIRAM'S

Name: Priya Sharma

Age: 34



Occupation: Marketing Manager

Location: Mumbai, India

Income Level: Upper middle class

Background:

Priya is a busy professional working in the marketing department of a reputed multinational company. She lives in Mumbai with her husband and two children. Priya is health-conscious and tries to maintain a balance between her career and family life. She values convenience and quality in her purchases, especially when it comes to food items for her family.

Shopping Behavior:

1. **Preference for Quality:** Priya prioritizes quality when it comes to food products for her family. She seeks out trusted brands that offer high-quality, hygienic, and flavorful options.
2. **Convenience:** As a working mother, Priya looks for convenient food options that save her time without compromising on taste or health benefits. Ready-to-eat snacks and meals that are easy to prepare are particularly appealing to her.
3. **Health-conscious:** Priya pays attention to the nutritional value of the food she buys. She prefers snacks and meals that are made with natural ingredients, free from artificial additives or preservatives.



## MY WISHCARE HALDIRAM'S

It seems like you're mentioning "Haldiram's," which is a popular Indian brand known for its wide range of snacks and sweets. Are you referring to wishing for something related to Haldiram's, or is there a specific request or question you have regarding their products or services? Feel free to share more details, and I'll do my best to assist you!



### Competitor Analysis:

1. Identification of Competitors:
  - Direct Competitors: Other major Indian snack and sweets brands like Bikaji, Bikanervala, and MTR Foods.
  - Indirect Competitors: Local snack producers, international snack brands entering the Indian market, and homemade snacks.
2. Market Share and Positioning:
  - Evaluate Haldiram's market share compared to competitors.
  - Analyze how Haldiram's positions itself in the market in terms of pricing, product range, quality, and brand image





# BIODERMA INDIA HALDIRAM'S

Bioderma is a skincare brand known for its dermatologically developed products, particularly its micellar water cleansers and sensitive skin care solutions. It's quite popular in India and worldwide.

Haldiram's is a well-known Indian brand primarily famous for its snacks, sweets, and ready-to-eat food products. It's a household name in India, known for its quality and variety in traditional Indian snacks and sweets.

If you have a specific question or topic in mind related to either Bioderma India or Haldirams, feel free to ask!



# STRENGTHS HALDIRAM'S

## Strengths:

1. Brand Recognition: Haldiram's is a well-known and trusted brand, especially in the Indian snacks and sweets market.
2. Wide Product Range: They offer a diverse range of products including snacks, sweets, ready-to-eat meals, and beverages, catering to varied consumer preferences.
3. Quality Control: Haldiram's is known for its stringent quality control measures, ensuring consistent quality across its product line.
4. Distribution Network: The company has a strong distribution network spanning across India and also has a presence in several international markets, enabling easy accessibility for consumers.



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# OPPORTUNITIES HALDIRAM'S

Opportunities for Haldiram's, the popular Indian snacks and sweets brand, can be analyzed through a SWOT (Strengths, Weaknesses, Opportunities, Threats) framework. Here are some potential opportunities:

1. **Market Expansion:** Haldiram's can explore opportunities to expand its market presence geographically, both domestically within India and internationally. This could involve opening new stores or distribution channels in untapped regions or countries with a significant Indian diaspora.
2. **Diversification of Product Line:** The company can consider diversifying its product line by introducing new products or variations to cater to changing consumer preferences. For example, they could develop healthier snack options, gluten-free products, or ready-to-eat meals to appeal to health-conscious consumers.



# DECONSTRUCT HALDIRAM'S

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# WEAKNESS HALDIRAM'S

Sure, let's analyze some potential weaknesses for Haldiram's, a popular Indian snacks and sweets brand:

1. **Dependence on Seasonal Demand:** Haldiram's may face fluctuations in demand due to the seasonal nature of certain products. For example, demand for sweets might be higher during festivals like Diwali, while demand for snacks might be higher during other times of the year. This can lead to challenges in maintaining consistent revenue streams throughout the year.
2. **Supply Chain Vulnerabilities:** Like many food companies, Haldiram's may be susceptible to disruptions in its supply chain. Issues such as ingredient shortages, transportation delays, or quality control problems could impact production and distribution, potentially leading to customer dissatisfaction or product shortages.
3. **Brand Perception Challenges:** While Haldiram's enjoys a strong brand presence in India, it may face challenges in expanding its market internationally due to competition from other global brands and differing consumer preferences. Building brand recognition and trust in new markets can be a slow and costly process.

# THREATS HALDIRAM'S

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1. **Competition from Local and Global Players:** Haldiram's faces competition from both local snack manufacturers and global giants entering the Indian market. New entrants with innovative products and aggressive marketing strategies can pose a threat to Haldiram's market share.
  2. **Changing Consumer Preferences:** Shifts in consumer preferences towards healthier snacks or alternative cuisines could affect Haldiram's traditional snack offerings. If the company fails to adapt and diversify its product range, it might lose market relevance.
  3. **Supply Chain Disruptions:** Any disruptions in the supply chain, such as raw material shortages, transportation issues, or supplier failures, could impact Haldiram's production capabilities and result in product shortages or increased costs.
  4. **Quality Control Issues:** Maintaining consistent quality across its vast product range is crucial for Haldiram's reputation. Any lapses in quality control could lead to product recalls, damaged brand image, and loss of consumer trust.

# MY WISH CARE STRENGTH & WEAKNESS HALDIRAM'S



## STRENGTH

It seems like you're mentioning "Haldiram's" along with "WishCare Strength". Haldiram's is a popular Indian snacks and sweets brand, known for its wide range of savory snacks, sweets, and ready-to-eat meals. On the other hand, "WishCare Strength" might refer to a product or a concept related to personal care or wellness. If you could provide more context or clarify your query, I'd be happy to assist you further

## WEAKNESS

It sounds like you might be referring to a vulnerability in a system or service called WishCare related to Haldiram's, a popular Indian snack brand. Can you provide more details about what you're experiencing or what you need help with?



# DECONSTRUCT OPPORTUNITIES & THREATS HALDIRAM'S



## OPPORTUNITIES HALDIRAM'S

1. Limited Product Diversification: While Haldiram's is renowned for its wide range of snacks and sweets, its product portfolio may lack diversity in certain categories. For instance, they may not have a significant presence in healthier snack options or beverages, which could limit their market reach.
2. Regional Concentration: Haldiram's has a strong presence in India, but its international footprint might not be as extensive as some other global food brands.

## THREATS HALDIRAM'S

1. Competition: In the food industry, competition is fierce. Haldiram's faces competition from both local and international brands offering similar products. This competition can lead to pricing pressures and the need for continuous innovation to stay ahead.
2. Changing Consumer Preferences: Consumer preferences are constantly evolving. Health consciousness, dietary trends, and cultural shifts can impact the demand for Haldiram's products. They need to adapt to these changes to ensure continued relevance in the market.

# MY WISHCARE OPPORTUNITIES & THREATS HALDIRAM'S

Haldiram's, a renowned Indian snack and sweets brand, faces both opportunities and threats in the competitive market of the food industry.

## Opportunities:

1. **Market Expansion:** Haldiram's can expand its market both domestically and internationally. With the growing popularity of Indian cuisine globally, there's a significant opportunity for Haldiram's to establish a stronger presence in new markets.
2. **Product Diversification:** The brand can explore diversifying its product range to cater to changing consumer preferences and trends. This could include healthier snack options, organic offerings, or even venturing into ready-to-eat meals.
3. **Online Presence:** With the increasing trend of online shopping, Haldiram's can leverage e-commerce platforms to reach a wider audience and improve accessibility for consumers.
4. **Innovation:** Continuous innovation in product development and packaging can help Haldiram's stay ahead of the competition and attract new customers. This could involve introducing new flavors, packaging formats, or unique snack combinations.

## Threats:

1. **Competition:** The food industry is highly competitive, with both local and international brands vying for market share. Haldiram's faces competition from established players as well as emerging startups offering similar products.
2. **Health Concerns:** There's a growing trend towards healthier eating habits, which could pose a threat to Haldiram's traditional snack offerings, known for their indulgent and sometimes high-calorie content. Increased awareness about health risks associated with certain ingredients could affect consumer perception.
3. **Supply Chain Disruptions:** Haldiram's relies on a complex supply chain to source ingredients and distribute its products. Any disruptions in the supply chain, whether due to natural disasters, political instability, or other factors, could impact production and distribution.



## SEO & KEYWORD RESEARCH HALDIRAM'S

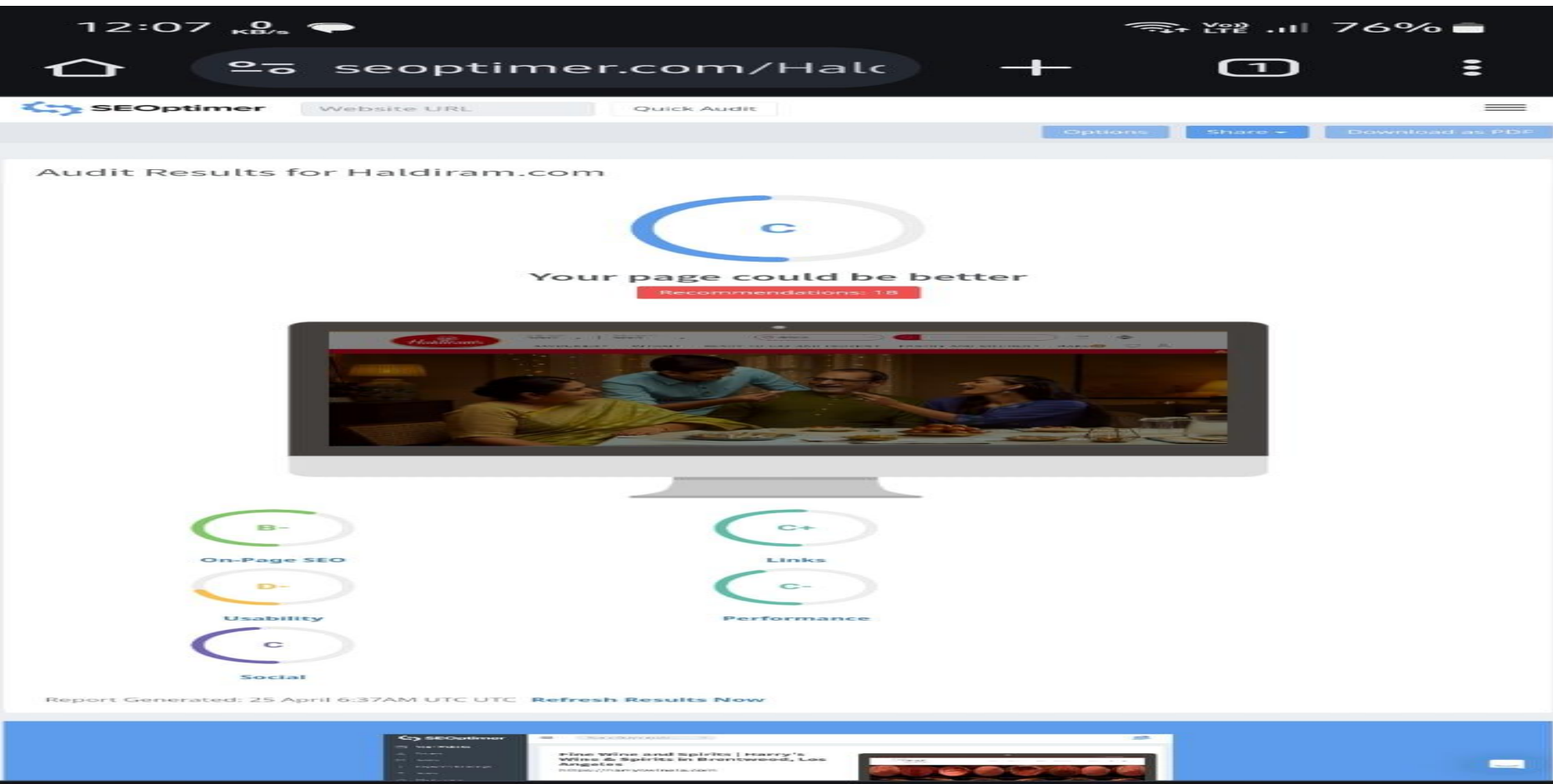
1. Market Presence: Haldiram's likely has a strong foothold in the Indian market, especially in the snacks and sweets sector. WishCare may find it challenging to compete with such an established brand presence.
2. Brand Loyalty: Both companies might have built strong brand loyalty among their customers over the years. Convincing consumers to switch from one brand to another can be difficult.
3. Product Range: While WishCare specializes in personal care products, Haldiram's has a diverse range of snacks and sweets. If Haldiram's decides to expand its product line into personal care, it could pose a threat to WishCare.



## ON PAGE OPTIMIZATION HALDIRAM'S

1. **Keyword Research:** Identify relevant keywords related to Haldiram's products, such as "snacks," "sweets," "namkeen," etc. Use tools like Google Keyword Planner or SEMrush to find high-volume keywords.
2. **Title Tag Optimization:** Craft unique, descriptive, and keyword-rich title tags for each page, including the brand name and primary keyword. For example, "Haldiram's: Delicious Indian Snacks & Sweets | Best Namkeen Online."
3. **Meta Description Optimization:** Write compelling meta descriptions that summarize the content of each page while including relevant keywords. Make sure it encourages users to click through to your site.

# SEO AUDIT HALDIRAM'S



# KEYWORD RESEARCH HALDIRAM'S



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SEOptimer

Website URL

Quick Audit

Improve and get regular updates on your site's performance.

SEOptimer's Smart engine provides the ultimate way.

Learn more about SEOptimer

Recommendations

Toggle: On-Page SEOPerformanceSocialOtherUsability

|   |             |                 |
|---|-------------|-----------------|
| Reduce your total page file size                            | Performance | Medium Priority |
| Optimize for Core Web Vitals                                | Usability   | Medium Priority |
| Shorten meta description (to between 70 and 160 characters) | On-Page SEO | Medium Priority |
| Add H1 Header Tag   | On-Page SEO | Medium Priority |
| Make greater use of header tags                             | On-Page SEO | Medium Priority |
| Use your main keywords across the important HTML tags       | On-Page SEO | Low Priority    |
| Increase page text content                                  | On-Page SEO | Low Priority    |
| Make use of HTTP/2+ protocol                                | Performance | Low Priority    |
| Add Alt attributes to all images                            | On-Page SEO | Low Priority    |
| Create and link your X profile                              | Social      | Low Priority    |
| Optimize your page for Mobile PageSpeed Insights            | Usability   | Low Priority    |
| Optimize your page for Desktop PageSpeed Insights           | Usability   | Low Priority    |
| Remove inline styles  | Performance | Low Priority    |
| Add lang attribute  | On-Page SEO | Low Priority    |
| Please add Facebook Open Graph Tags                         | Social      | Low Priority    |
| Add X Cards   | Social      | Low Priority    |
| Add Local Business Schema                                   | Other       | Low Priority    |
| Review and increase Font Sizes across devices               | Usability   | Low Priority    |

On-Page SEO Results

B-

# ON PAGE OPTIMIZATION & CONTENT OPTIMIZATION HALDIRAM'S

Optimizing a website for a brand like Haldiram's requires a blend of technical SEO (Search Engine Optimization) and content optimization strategies. Here's a breakdown of what each entails:

## On-Page Optimization:

1. Title Tags and Meta Descriptions:
  - Ensure that each page has a unique and descriptive title tag (around 60 characters) and meta description (around 160 characters) containing relevant keywords and enticing users to click.
2. URL Structure:
  - Use descriptive, keyword-rich URLs that are easy to read and relevant to the content on the page.
3. Heading Tags:
  - Utilize H1, H2, and H3 tags to structure your content logically and include keywords where appropriate.
4. Keyword Optimization:
  - Conduct keyword research to identify relevant keywords for each page and incorporate them naturally into headings, content, and meta tags.

# CONTENT IDEA GENERATION AND STRATEGY HALDIRAM'S




For Haldiram's content ideas and strategy, you could consider the following:

1. Behind-the-Scenes Stories: Share stories and insights about how Haldiram's products are made, showcasing the craftsmanship and dedication behind each item.
2. Recipe Videos and Blogs: Create engaging content featuring recipes using Haldiram's products as ingredients, demonstrating their versatility in cooking.
3. User-Generated Content Campaigns: Encourage customers to share their own Haldiram's experiences, recipes, and creative uses of products through hashtags or contests.



# CONTENT IDEAS HALDIRAM'S

1. "Behind the Scenes at Haldiram's": Take your audience on a virtual tour of Haldiram's manufacturing facilities, showcasing the meticulous processes behind their famous snacks and sweets.  

2. "Haldiram's Signature Recipes Revealed": Share recipes for some of Haldiram's most beloved snacks, allowing fans to recreate them at home and providing insights into the traditional techniques and secret ingredients.
3. "Healthy Snacking with Haldiram's": Highlight the nutritious aspects of Haldiram's products, focusing on ingredients like lentils, chickpeas, and nuts, and providing tips on how to incorporate them into a balanced diet.
4. "The Legacy of Haldiram's: A Journey Through Generations": Explore the rich history and heritage of Haldiram's, tracing its humble beginnings to its current status as a global brand, and showcasing how it has remained true to its roots over the years.

# MARKETING STRATEGIES HALDIRAM'S



Haldiram's, a renowned Indian snack and sweets brand, has established itself as a household name not only in India but also in several other countries. Here are some marketing strategies that Haldiram's could employ to further strengthen its brand presence and expand its market reach:

1. **Digital Presence Enhancement:** Invest in enhancing its digital presence through a user-friendly website and active social media profiles. Regular updates about new products, promotions, recipes, and engaging content can help in building a strong online community.
2. **E-commerce Expansion:** Strengthen its e-commerce platform to facilitate online ordering and delivery services. Offering discounts or exclusive online deals can attract more customers to shop online, especially in regions where physical stores are not accessible.
3. **Product Diversification:** Continuously innovate and diversify its product range to cater to changing consumer preferences. Introducing healthier snack options, gluten-free or vegan products, and ready-to-eat meals can appeal to a broader audience.

1. **Influencer Marketing:** Collaborate with influencers, bloggers, and food enthusiasts who have a significant following on social media platforms to endorse Haldiram's products. Authentic endorsements from influencers can help reach a broader audience and build trust among consumers.
2. **Product Innovation and Sampling:** Introduce innovative and trendy products to cater to changing consumer preferences. Conduct product sampling activities in supermarkets, events, and malls to allow customers to taste Haldiram's products firsthand and generate word-of-mouth publicity.
3. **Localized Marketing:** Customize marketing campaigns according to regional preferences and cultural nuances to resonate with local audiences. This can include regional advertisements, sponsorships of local events, and partnerships with regional influencers.

# CONTENT CREATION & CURATION HALDIRAM'S

Creating content for a brand like Haldiram's, which specializes in snacks and sweets, can be quite exciting! Here's a curation plan:

1. Social Media Content:
  - Highlighting Haldiram's products in visually appealing posts.
  - Behind-the-scenes glimpses of the production process.
  - User-generated content featuring customers enjoying Haldiram's snacks.
2. Recipe ShaPOST CREATION ring:
  - Creating and sharing recipes using Haldiram's products as ingredients.
  - Encouraging followers to share their own recipes and tagging Haldiram's.
  - How-to videos demonstrating simple yet delicious dishes using Haldiram snacks.
3. Festive Celebrations:
  - Tailoring content around festive seasons with themed posts and offers.
  - Providing gifting ideas featuring Haldiram's festive hampers.



## 1. Healthy Alternatives:

- Promoting healthier snacking options from Haldiram's range.
- Educational content about the nutritional value of different products.
- Collaborating with nutritionists or health influencers for expert advice.

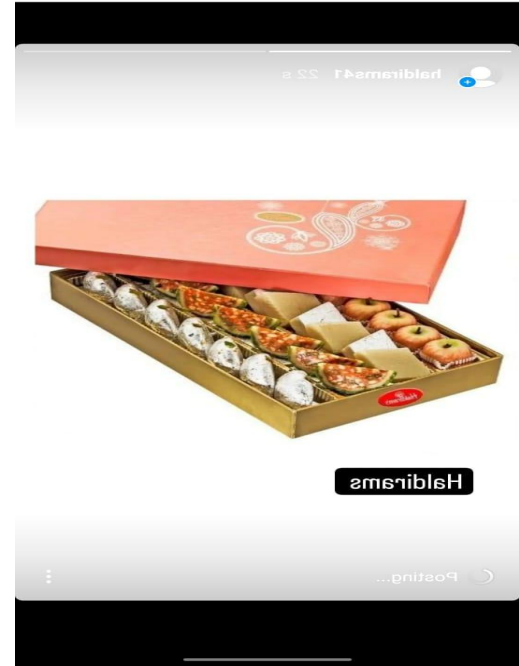
## 2. Cultural Connections:

- Exploring the cultural significance of various snacks offered by Haldiram's.
- Sharing stories or trivia related to the origins of popular snacks.
- Engaging with followers by asking about their favorite cultural dishes.

## 3. Interactive Campaigns:

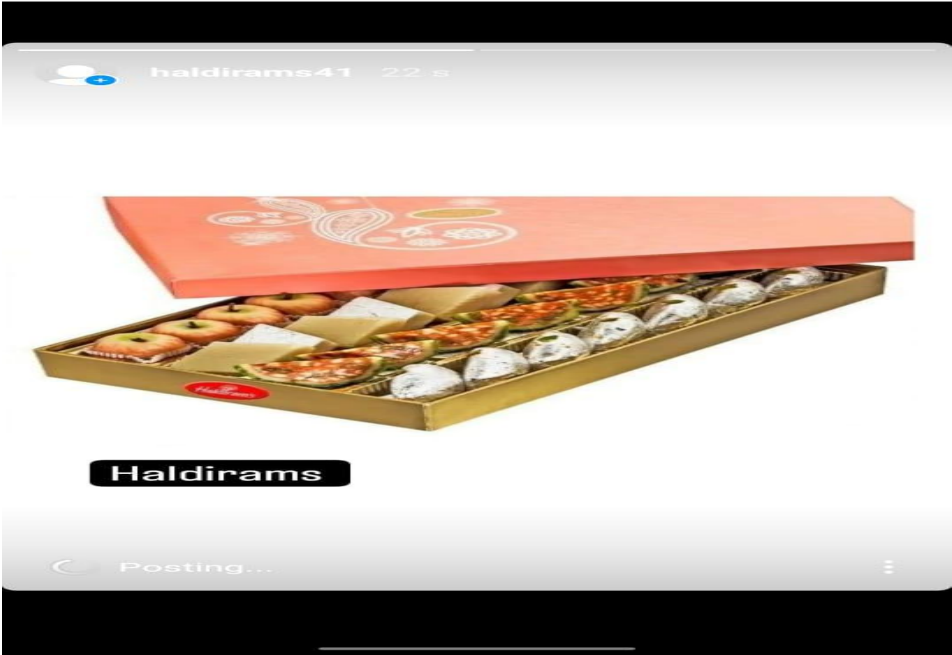
- Contests and giveaways to encourage user engagement.
- Polls and quizzes about snack preferences and flavor choices.
- Interactive stories or challenges related to Haldiram's products

# Instagram reel



<https://www.instagram.com/p/C6G5TmMxl5p/?igsh=MWhtdmJ3a2Y2czM2Yw==>

# INSTAGRAM STORY



<https://www.instagram.com/s/aGlnaGxpZ2h>

[00jE4NDI3NzI2MzUxMDAxNiAx?story\\_media\\_id=3353231210199215175\\_66486841](https://www.instagram.com/s/aGlnaGxpZ2h?story_media_id=3353231210199215175_66486841)

## HIGHLIGHTS OF THE STORY







## DESIGN VIDEO SETTINGS HALDIRAM'S

Creating video edits for Haldiram's could be an exciting project! Here's a general outline of steps you could follow:

1. **Understand the Brand:** Before diving into any design work, it's essential to understand the brand identity, values, and target audience of Haldiram's. This will guide your creative decisions.
2. **Storyboarding:** Plan out the structure of the video. Decide on the key messages, scenes, and transitions you want to include. Consider how you can showcase Haldiram's products, their quality, and the experience of enjoying them.
3. **Gather Resources:** Collect all the necessary resources for the video,

1. Video Editing Software: Choose a video editing software that you're comfortable with. Popular options include Adobe Premiere Pro, Final Cut Pro, and DaVinci Resolve.
2. Editing Process:
  - Start by organizing your footage and assets.
  - Create a rough storyboard or timeline to plan out the flow of your video.
  - Edit your footage together, paying attention to pacing, transitions, and visual effects.
  - Add text overlays, animations, and other graphics to enhance the visuals and convey key messages.
  - Experiment with color grading to achieve a cohesive look and feel.
  - Incorporate background music and/or sound effects to enhance the mood of the video.
  - Ensure that the video aligns with Haldiram's branding guidelines in terms of colors, fonts, and overall aesthetic.
3. Review and Feedback: Once you have a draft of your video edits, share them with the Haldiram's team for feedback. Incorporate any revisions they request to ensure the final product meets their expectations



# VIDEO EDITING TECHNIQUES HALDIRAMS

## EDITING TECHNIQUES HALDIRAM'S

ChatGPT

ChatGPT

When it comes to video editing techniques for a brand like Haldiram's, which specializes in snacks and sweets, you want to create content that's visually appealing, engaging, and reflects the brand's identity. Here are some techniques you might consider:

1. Food Close-Ups: Highlight the texture, colors, and deliciousness of Haldiram's products through close-up shots. Showcasing the intricate details of snacks and sweets can make viewers crave them instantly.
2. Lifestyle Shots: Incorporate lifestyle shots to showcase how people enjoy Haldiram's products in different settings, whether it's a picnic in the park, a family gathering, or a cozy evening at home. This can help viewers relate to the brand on a personal level.
3. Storytelling: Use storytelling techniques to narrate the journey of Haldiram's products, from sourcing high-quality ingredients to the meticulous preparation process. This can evoke emotions and build a connection with the audience.
4. Music and Sound Effects: Choose background music and sound effects that complement the mood and theme of the video. For instance, upbeat music can create a sense of excitement, while soft melodies can evoke nostalgia or comfort.
5. Text Overlay and Graphics: Incorporate text overlay and graphics to highlight key messages, product features, or promotions. Use eye-catching fonts and colors that align with Haldiram's branding guidelines.
6. Transitions: Experiment with various transition effects to seamlessly move between scenes and keep the viewers engaged. Avoid overly flashy transitions that may distract from the main content.
7. Branding Elements: Integrate Haldiram's branding elements such as logos, colors, and taglines throughout the video to reinforce brand recognition and identity.
8. Call to Action: End the video with a clear call to action.

# OBJECTIVES HALDIRAM'S

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8. **Call to Action:** End the video with a clear call to action, prompting viewers to visit Haldiram's website, follow them on social media, or visit their nearest store to purchase the products.



Dear [Recipient's Name],

Are you ready to embark on a culinary journey filled with irresistible flavors and unmatched quality? Look no further than Haldiram's, your ultimate destination for authentic Indian snacks and sweets!

We are thrilled to introduce our latest email campaign, tailored exclusively for our valued patrons like you. Whether you're craving the tanginess of our Samosas, the crunchiness of our Bhujia, or the sweetness of our Rasgullas, Haldiram's has something to satisfy every palate.

Why choose Haldiram's for your snacking needs?



# EMAIL AD CAMPAIGNS HALDIRAMS

1. convenience: With our online ordering platform, indulging in your favorite Haldiram's treats has never been easier. Simply browse, select, and enjoy doorstep delivery!

Don't miss out on the opportunity to elevate your snacking experience with Haldiram's. Sign up for our email campaign today to receive exclusive discounts, Authentic Taste: Experience The authentic taste of India with our time-tested recipes that have been passed down through generations.

Hygiene exciting offers, and mouthwatering recipes straight to your inbox!

To subscribe, simply click [\[here\]](#) and join the Haldiram's family today.

Thank you for choosing Haldiram's, where every bite is a celebration of flavor!

Warm regards,

[Your Name]

Haldiram's Marketing Team

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