

DIGITAL MARKETING

**INTERNSHIP COMPRESSIVE DIGITAL MARKETING FOR
HALDIRAM'S**

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

K.RATNA KUMARI MADAM

PRESENTED BY

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SRI VASAVI DEGREE COLLEGE

HALDIRAM'S

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INTERNSHIP

COMPREHENSIVE DIGITAL MARKETING FOR AMUL

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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 over all well being

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.
- Key Performance Indicators (KPIs):** Identify the metrics that measure Haldiram's succe

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:

- **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.
- **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.
- **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.

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.

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

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

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.
5. **Regulatory Challenges:** Changes in food safety regulations, labeling requirements, or taxation policies can create compliance burdens for Haldiram's. Non-compliance could lead to fines, legal disputes, and reputational damage.
6. **Economic Instability:** Economic downturns or fluctuations in exchange rates can affect consumer spending habits and purchasing power. This could lead to decreased demand for Haldiram's products, especially premium offerings, impacting its revenue and profitability.

MY WISHCARE 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?

DECONSTRUCTS STRENGTH & WEAKNESS HALDIRAM'S

STRENGTH HALDIRAM'S:

Deconstructing the strength of Haldiram's involves examining various aspects that contribute to its success:

1. **Brand Recognition:** Haldiram's has built a strong brand identity over the years, especially in India, known for its quality and taste in traditional Indian snacks and sweets.
2. **Product Range:** The company offers a wide variety of products ranging from snacks like namkeens, chips, and bhujia to sweets like rasgullas and gulab jamuns. This diverse product range caters to different consumer preferences and occasions.

WEAKNESS:

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.

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. This regional

DECONSTRUCT OPPORTUNITIES & THREATS HALDIRAM'S

OPPORTUNITIES HALDIRAM'S:

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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 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!

MY WISHCARE OPPORTUNITIES & THREATS HALDIRAM'S

OPPORTUNITIES 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!

THREATS HALDIRAM'S:

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.

Brand Loyalty: Both companies might have built strong brand loyalty among their customers over the years. Convincing consumers to switch from one brand to

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.

SEO AUDIT HALDIRAM'S

Audit Results for Haldiram.com



Your page could be better

Recommendations: 18



On-Page SEO



Usability



Social



Links



Performance

- The website has a fair SEO score however it can be improved in certain aspects such as link building & Usability.

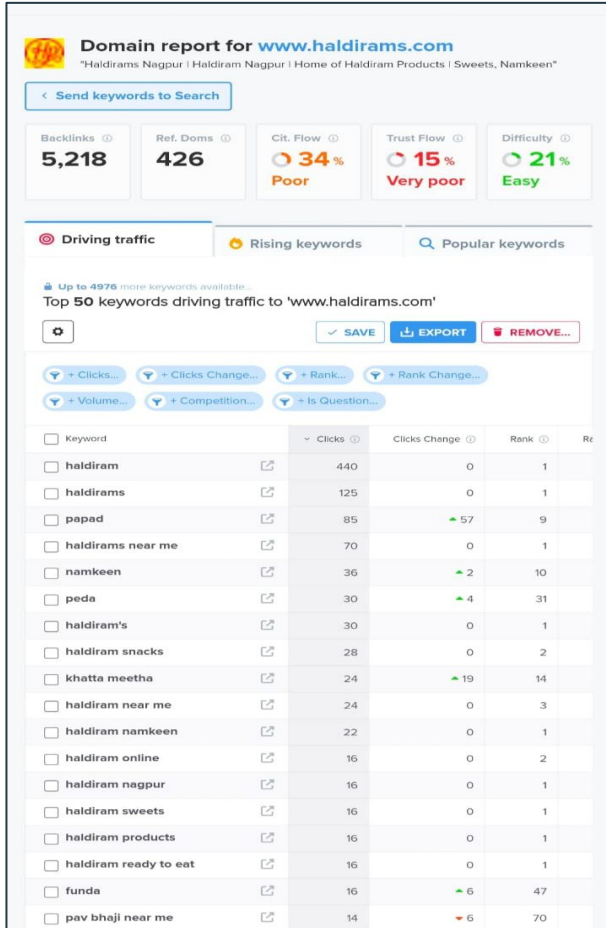
SEO AUDIT HALDIRAM'S

Recommendations		
Toggle: Usability On-Page SEO Performance Social Other		
Optimize for Core Web Vitals	Usability	Medium Priority
Reduce your total page file size	Performance	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
Optimize your page for Mobile PageSpeed Insights	Usability	Low Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low 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
Review and Increase Font Sizes across devices	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

Here are some points of how the website can improve its SEO

- Optimise images & other assets by compressing them
- Remove duplicate H1 Tags
- Start with off page activities such as link building.

KEYWORD RESEARCH HALDIRAM'S



Keyword Objective: HALDIRAM

● HALDIRAM

- Haldiram sweets
- Haldiram ready to eat
- Haldiram's near me
- Haldiram's papad

We can use these 4 as primary keywords since they have decent volumes and are relevant to the brands products.

ON PAGE OPTIMIZATION HALDIRAM'S

Optimizing a webpage for a brand like Haldiram's involves several key steps to ensure it's not only visually appealing but also user-friendly and search engine optimized. Here's a guide to on-page optimization for Haldiram's website:

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.

ON PAGE OPTIMIZATION (CONTENT OPTIMIZATION) HALDIRAM'S

1. **Keyword Research:** Identify relevant keywords related to Haldiram's products, brand, and industry. Tools like Google Keyword Planner or SEMrush can help you discover keywords with high search volume and low competition.
2. **Title Tag Optimization:** Craft a compelling and descriptive title tag that includes primary keywords and accurately represents the content of the page. For example, "Delicious Haldiram's Snacks: A Taste of India | Haldiram's."
3. **Meta Description Optimization:** Write an engaging meta description that summarizes the content of the page and encourages users to click through to the website. Include relevant keywords naturally within the meta description.
4. **Headings and Subheadings:** Use headings (H1, H2, H3, etc.) to structure the content logically and make it easier for users to read. Incorporate keywords into headings where appropriate.

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.

PROMOTION STRATEGY

Content Marketing: Create a blog on Haldiram's website featuring recipes, cooking tips, health benefits of ingredients, and stories about the brand's heritage. Develop engaging video content for YouTube and other video-sharing platforms, showcasing product reviews, cooking tutorials, and brand stories.

1. **Influencer Collaborations:** Partner with food bloggers, chefs, and influencers who align with Haldiram's brand values. Encourage them to create content featuring Haldiram's products, share their experiences, and promote special offers. Influencers can help reach new audiences and build credibility among consumers.
2. **Email Marketing:** Build a subscriber list through Haldiram's website and in-store promotions. Send personalized emails with exclusive discounts, new product announcements, and recipe ideas. Segment the email list based on customer preferences and purchase history to deliver targeted content.

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.

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 Calendar for the month of July



July 1, National Doctor's Day
July 1, National Chartered Accountant Day
July 7, World Chocolate Day
July 11, World Population Day
July 15, World Youth Skills Day
July 17, World Emoji Day
July 18, World Nelson Mandela Day
July 22, World Mango Day
July 30, International Friendship Day

JULY 2024						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

CONTENT CREATION & CURATION HALDIRAM'S

POST CREATION

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 Sharing:

- 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's 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



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, including footage, images, music, and any branding elements such as logos and color schemes.

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 HALDIRAM'S

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.

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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, prompting viewers to visit Haldiram's website, follow them on social media, or visit their nearest store to purchase the products.
9. **Testimonials and Reviews:** If applicable, include testimonials or reviews from satisfied

INSTAGRAM REEL

OBJECTIVES HALDIRAM'S

VIDEO EDITING TECHNIQUES HALDIRAM'S

ChatGPT

ChatGPT

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EMAIL AD CAMPAIGNS HALDIRAM'S

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?

1. **Authentic Taste:** Experience the authentic taste of India with our time-tested recipes that have been passed down through generations.

2. **Hygiene and Safety:** Your health and safety are our top priorities. Rest assured, all our products undergo stringent quality checks to meet the highest standards of hygiene.
3. **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, 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,

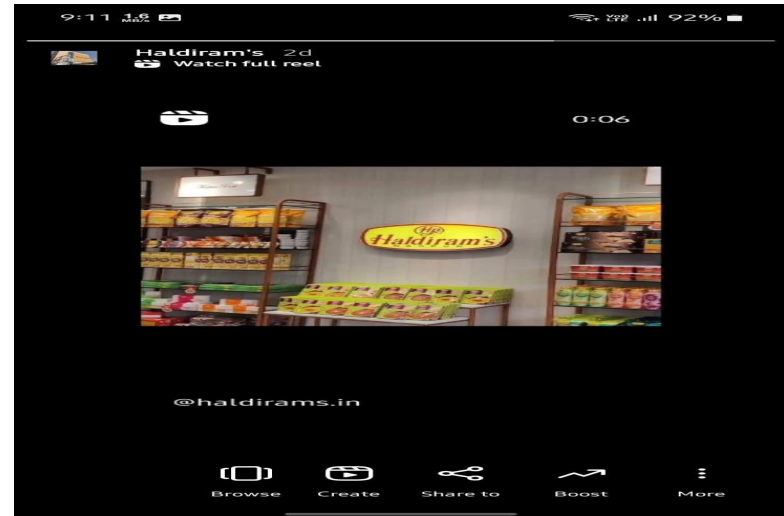
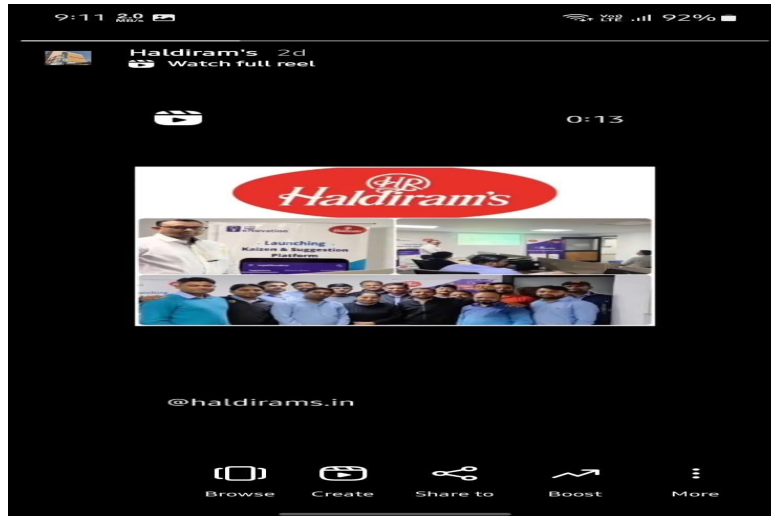
[Your Name]

Haldiram's Marketing Team

By sending a message, you agree to our [Terms](#). Read our [Privacy Policy](#). Don't share sensitive info. Chats may be reviewed and

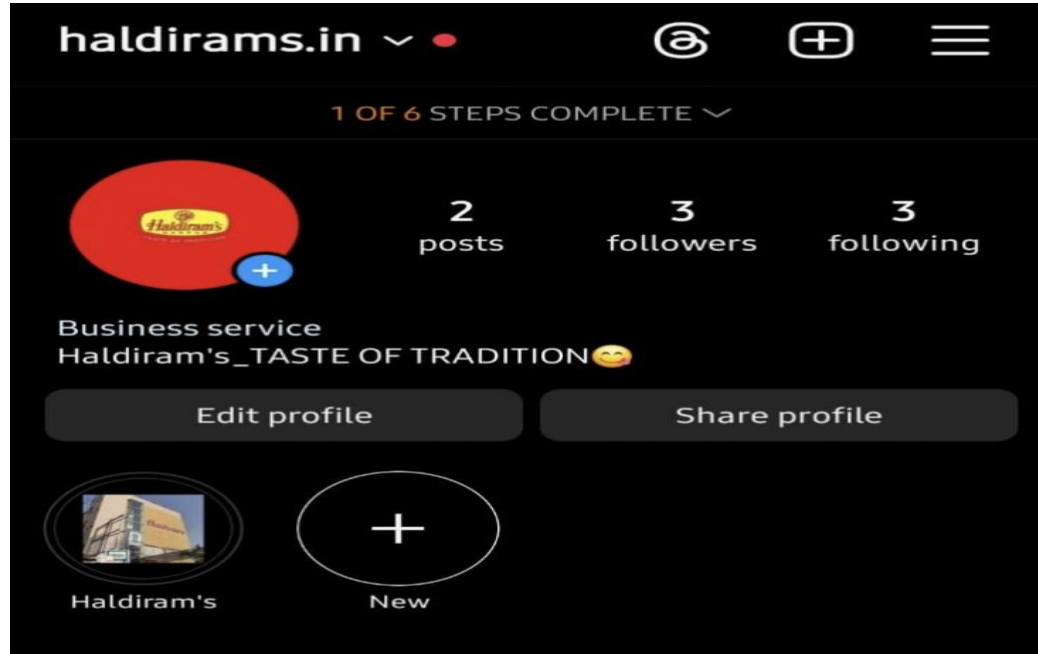
INSTAGRAM STORY

<https://www.instagram.com/haldirams.in?igsh=MXc1dXhiOWhrMHNoYw==>



HIGHLIGHTS OF THE STORY

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STORY INSIGHTS-Q/A

