

PROJECT 1

Digital Marketing Simplilearn Project

By

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01. Create a set of buyer personas and define attributes for each of them



3F Industries Limited

The journey began with one plant in Tadepalligudem in 1960, and today 3F Industries Limited (formerly Foods Fats & Fertilizers Ltd) is recognized as one of the best fat food manufacturing companies in India. With over 60 years of commendable reputation, 3F Industries has grown into a prominent Indian MNC, producing a diverse range of products through its facilities across India and overseas.

3F has expanded operations to international markets including Singapore, the Middle East, Vietnam, and West African countries. 3F workforce of more than 1500 employees supports a customer base featuring some of the world's most renowned companies.

3F extensive portfolio includes 3F Industries products such as [Bakery Fats](#), [Fats for Frozen Desserts](#), Fatty Acids, Deoiled Cakes, [Glycerin](#), Margarine, [Refined Oils](#), Soap Noodles & Toilet Soaps, Specialty Fats & Confectionery Fats, Stearic Acid, dimer fatty acid, Waxes, and more.

3F Target Audience

The four Ps, Product, Price, Place, and Promotion, make up the marketing mix, which aids in growth. To preserve the most earnings possible from the firm, Tesla has sharp minds working diligently in the background. And this is 3F's [marketing mix](#).

a) Bakery

Premium Bakery Fats & Margarine

Welcome to our world of baking perfection, brought to you by trusted bakery fats manufacturers in Hyderabad, India. Elevate your recipes to new heights with our premium bakery products, crafted with your passion in mind. Our ingredients are the secret behind irresistibly fluffy cakes, flaky pastries, and delectable treats. Unleash your culinary creativity and achieve unparalleled texture, flavor, and the perfect recipe with our high-quality ingredients.

BAKER'S CLUB BENEFITS

Members Of Bakers' Club Enjoy Lot Of Benefits Because Of Being Part Of The Club, Which Include








- Weekly messages about price alerts.
- Standard pricing over a defined period of time.
- Outings and club get togethers.
- New recipes from our team of in-house chefs.
- Technical support & return on investment maximisation.
- Participation in bakery shows.

Products shown: Mello Creme, Biscreme, Golden Spread, Ruff Delite.

b) [Packed Oils](#)

Premium Packed Edible Oils

Suited for a wide variety of applications, our oils—manufactured by 3F Industries, leading edible oil manufacturers in Hyderabad, India—offer excellent oxidative stability and specific melting behavior. This ensures superior consumption properties for various needs, including pure sunflower oil, deep frying oil, commercial edible oil for industrial use, and pooja oil. Experience the quality of our industrial edible oils and vanaspati products for all your culinary and industrial applications.

-  Sunsolite
-  palmdelite
-  Tandulactilite
-  Ezyfry
-  Fry Delite
-  Surabhi
-  Akhandadee

c) [Specialty Fats](#)

Specialty Fats and Frozen Fats

Our specialty fats range, renowned for its rich sweet flavor and freshness, is a favorite among chefs and home cooks. As leading frozen fats manufacturers in Hyderabad, India, 3F Industries offers a variety of products, including sweets fat, Riola refined coconut oil, and frozen Delite interesterified vegetable fat. Our offerings also include chocolate fats and fats for desserts, establishing us as a trusted specialty fats manufacturer in India and a top granular vanaspati manufacturer in Hyderabad.



- Frozen Desserts



- Chocolate and confectionery fats

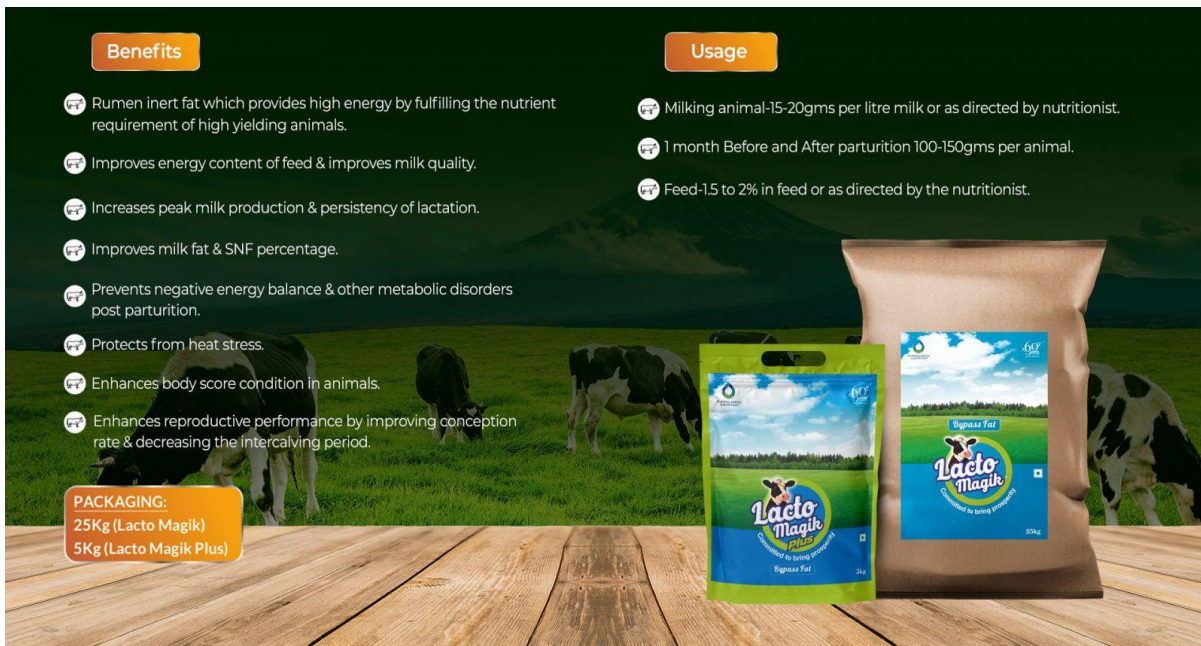


- Snacks & Sweets

d) [Animal Health & Nutrition](#)

HIGH QUALITY FEED SUPPLEMENT FOR ENHANCING MILK YIELD

LactoMagik and Lactomagik Plus are the cattle feed supplements from 3F Industries Limited, experts in cattle feeding practices and preparations. At 3F Industries Limited, we have leveraged our decades of expertise in animal nutrition and applications for effective dairy practices to create the best-in-class Quality Animal Feed Supplements that improve herd health and enhance milk constituent production.



Benefits

- Rumen inert fat which provides high energy by fulfilling the nutrient requirement of high yielding animals.
- Improves energy content of feed & improves milk quality.
- Increases peak milk production & persistency of lactation.
- Improves milk fat & SNF percentage.
- Prevents negative energy balance & other metabolic disorders post parturition.
- Protects from heat stress.
- Enhances body score condition in animals.
- Enhances reproductive performance by improving conception rate & decreasing the intercalving period.

PACKAGING:
25Kg (Lacto Magik)
5Kg (Lacto Magik Plus)

Usage

- Milking animal-15-20gms per litre milk or as directed by nutritionist.
- 1 month Before and After parturition 100-150gms per animal.
- Feed-1.5 to 2% in feed or as directed by the nutritionist.

e) [Oleo Chemicals](#)

Leading Manufacturer and Supplier of Dimer Acid, Soya Fatty Acids, and Zinc Stearate

At 3F Industries, we are a leading Dimer Acid, Soya Fatty & Zinc Stearate Supplier, offering high-quality products across Pan India for industries like paints, coatings, and cosmetics. We supply industrial-grade dimer acid and produce soy-based fatty acids for various industrial applications. Known as a top dimer acid supplier, soybean fatty acid exporter, and zinc stearate manufacturer, we serve industries including paints, coatings, lubricants, adhesives, and cosmetics.

Dimer Acid Products and Applications

Our industrial dimer acid is an essential component used in epoxy resins, paints, coatings, and adhesives. We provide dimer acid for coatings that ensure durability and excellent adhesion, and our dimer acid for epoxy resins guarantees high performance for advanced industrial applications. As a dimer acid supplier in India, we focus on producing high-quality dimer acid suitable for a wide range of industries.

Soya Fatty Acids for Industrial Use

We specialize in soya fatty acid production, including palmitic acid from soya, oleic acid from soybean, and linoleic acid soya. Our soybean fatty acids are widely used in industries such as biodiesel, cosmetics, and pharmaceuticals, thanks to their renewable, sustainable properties. As a soya fatty acid supplier, we provide both bulk and custom solutions for a wide range of industrial applications.

Zinc Stearate for Industry Applications

Our zinc stearate powder is an essential industrial additive used in the rubber industry, plastic manufacturing, and cosmetics production. We offer zinc stearate for rubber, providing improved processing and enhanced durability for various rubber products.

As a zinc stearate manufacturer, we ensure that our products meet the highest industry standards, offering high-quality zinc stearate in bulk quantities and for export.

Sustainable and Bio-based Manufacturing

We are committed to producing sustainable dimer acid, focusing on bio-based dimer acid that is eco-friendly and made from renewable resources. Our hydrogenated dimer acid ensures high performance while maintaining a minimal environmental footprint, making it an ideal choice for industries looking to adopt green technologies.



f) [Pharma](#)

Quality Pharmaceutical Products from 3F Pharma

Our pharma division leverages on group's capabilities of sourcing raw materials in-house through its agricultural and manufacturing activities of cultivation, mining, and refining of vegetable oils.

- 3F LuboMag
- 3F LuboCal

- 3F LuboStear
- REFINED GLYCERIN



g) [Chocolates](#)

Compound Chocolate Manufacturer in Hyderabad

Whether you're developing functional foods or indulgent treats, we provide the support and expertise to create high-quality bakery products.

- Compound Chocolates
- Compound Chips
- Chocodip
- Dark Compound

COMMITMENT TO EXCELLENCE AND CONSISTENT QUALITY

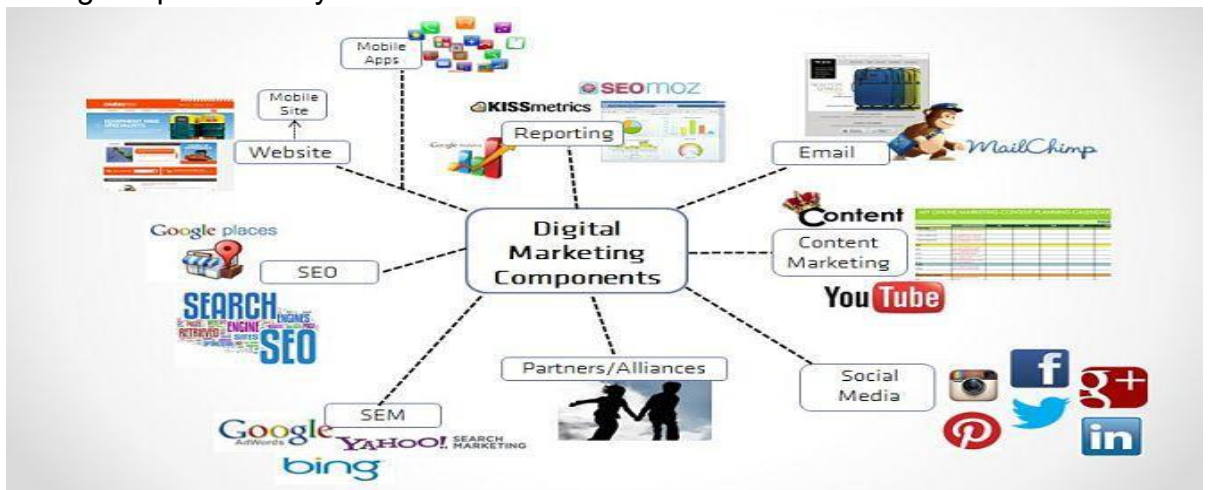
Mello stands out for its superior quality, excellent taste experience and the right texture and viscosity. 3F ensures that customers can rely on the same quality standards and product consistency, regardless of where they buy their products. In addition, we always strive to develop innovative concepts that bring a new lease of life to the world of compound chocolate. We also offer solutions tailored to your personal requirements for taste, performance and production.

Applications:

Used in ice creams, biscuits, bakery products in the form of chips/shavings, Confectionary sweets, homemade chocolates, cream fillings, cake toppings and decorative chocolates with different flavours.



- For each buyer persona, identify the channels through which they could interact during the purchase cycle
 - Identify the minimum qualifying criteria for further engagement with the identified personas and channels
02. For each buyer persona, identify the channels through which they could interact during the purchase cycle



WHAT IS MARKETING?

Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

WHAT IS TRADITIONAL MARKETING?

Traditional marketing refers to any form of advertising or promotional activity that has been used before the rise of digital media. This can include a wide range of activities, such as print advertising (e.g. newspapers, magazines), broadcast advertising (e.g. television, radio), direct mail marketing, telemarketing, billboards, and in-person events and activations.

WHAT IS DIGITAL MARKETING?

Digital marketing (also known as data-driven marketing) is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses utilize technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

TRADITIONAL MARKETING

Techniques of Traditional Marketing:-

Direct Mail



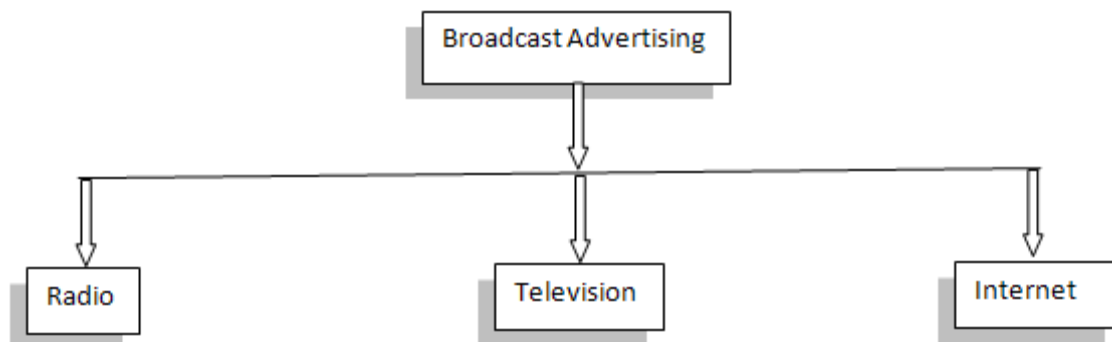
Direct-mail marketing creates awareness of a product through postcards, brochures, letters and fliers sent through mail. Direct mail is called a targeted type of marketing strategy because information is sent to a specific target market. However, direct-mail marketing can be expensive as a business incurs design and printing costs as well as postage expenses to reach its target.

Print

Print marketing includes advertising products and services through newspapers and magazines. Print marketing is both a mass-marketing and niche-marketing strategy. As a mass-marketing strategy, printed advertisements reach different classes of people, who might or might not have an interest in the product. In magazines, print

marketing reaches out to the niche market that reads the magazine, such as women, fathers, teens or car lovers.

Broadcast



Newspapers

Newspapers are one of the oldest areas in which to place advertisements. With new editions daily, in most cases, this makes it also the most disposable type of advertising. The effect must be gathered before the consumer turns the page or the usefulness of the advertisement is gone forever. Most newspapers have a readership that consists mostly of local people to your area. however, there are a few national newspapers. Consider your target market and which newspaper they are most likely to read prior to purchasing newspaper advertisements.

Magazines

Magazines are more long-term versions of advertising medium, as opposed to newspapers. While the magazine is most likely published monthly, many keep their magazines for several months and read them more than once. Additionally, magazines are more typically passed off to others than newspapers, so there is a much higher chance that your advertisement will be seen. The high gloss and color content of a magazine, versus a newspaper, makes it a desirable form of advertising.

Digital Marketing Tactics:-

Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action.

03. Identify the minimum qualifying criteria for further engagement with the identified personas and channels

Advantages and Disadvantages of Traditional Marketing

Advantages:-

Reach

You can reach a group of specific consumers that do not necessarily utilize internet browsing.

Face to Face Contact

Personalized marketing is considered to be one of the best strategies and the most efficient method to gain recognition as a brand and product.

Tangible Offers

Traditional Marketing offers tangibility- this refers to ads or products that clients contact in during their free time, like a newspaper ad for example.

Disadvantages:-

Expensive

Purchasing television, radio, or printed ads tends to be pricey for both small and mid-sized businesses.

Inefficiency

Unlike Online Marketing, it is quite difficult to measure the conversion rate of your ads through traditional marketing, which makes it difficult to have a good understanding of the efficiency of your ads and the results they offer.

Forced Strategy

This type of marketing strategy is known to be a forced method of selling a product, since the consumer is not necessarily seeking your product in the first place.

Digital Marketing Tactics:-

Content Marketing

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Display Advertising



Based on your audience profile and your products, select ad space in specific websites from where you can get good traffic. Display ads can be anything from the banner ads to videos. In the online world, it is considered as one of the most effective ways of digital branding. Instead of developing text-based communication, create interesting videos or images that will speak on behalf of your brand. Also, take time to follow your targets and wisely choose the websites, which in turn are followed by your audience group.

Mobile Marketing



Mobile-centric ads are the current trend. From the in-app messages to the videos, mobile advertising is the most effective way to promote your brand. With the entire world going mobile, developing short and crisp communication targeting the mobile users is the best practice. As people carry their mobiles your brand communication stays in their mind, for a longer time. While developing mobile ads, ensure that it fits the screen sizes of all hand-held devices. In this way, your message will be clear and you shall successfully position your brand name in the minds of your targets.

Marketing Skills

Digital marketers support the wider marketing team and the strategic goals of the whole company by rolling out marketing strategies in the online environment, Hobson said. Digital marketers strive to be a voice for the customer and how they want to interact with a brand digitally, Rogers said.

Email Marketing



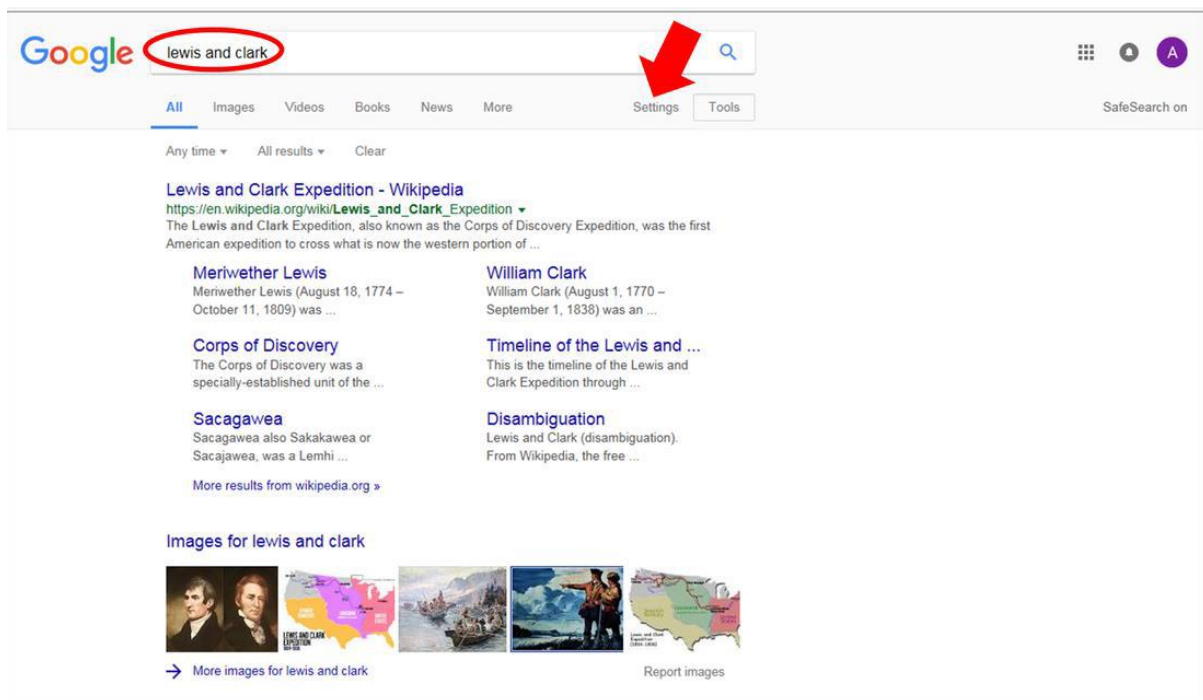
Even with the emergence of social media, mobile applications and other channels, email is still one of the most effective marketing techniques, Rogers said. It can be part of a content marketing strategy, providing value to consumers and over time convert an audience into customers.

Affiliate Marketing



With the increased prominence of online marketing, affiliate marketing—also known as influencer marketing has become popular among many organizations in bridging the gap between consumers and organizations.

Search Engine Optimization (SEO)



Search engine optimization (SEO) is a technique that seeks to improve the ranking of online material on search engines, such as Google or Bing. If you have ever searched for something on Google, you've likely noticed that even the simplest search can yield millions of results. Yet, you probably rarely go past the first few suggestions, let alone the next page.

Social Media Marketing

Social media marketing is a form of digital marketing that uses social networks, such as Twitter, Instagram, and Facebook, to reach customers. A core feature of modern digital marketing, social media marketing leverages the reach of social network platforms with data-driven efforts to reach targeted consumers. The active user size of social media platforms makes them particularly enticing to marketers. One study published in January 2022 quantified the number of active social network users in the billions

Advantages of digital marketing;-

Global reach - a website allows you to find new markets and trade globally for only a small investment.

Lower cost - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.

Trackable, measurable results - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.

Disadvantages of digital marketing:-

Skills and training - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.

Time consuming - Tasks such as optimizing online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.

High competition - While you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.