



## **Comprehensive Digital Marketing Project Work on Amul**

# **Team Members**

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**Amul**

**The Taste of India**

# **Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona**

**Topic for project : Amul**

**Mission:** Amul's mission is to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money.

**Vision :** Amul's vision is to provide more and more satisfaction to the farmers, their customers, employees and distributors

# **Brand study**

**Values :** The values of Amul are cooperative spirit, quality, fair pricing, innovation, social responsibility, brand trust.

**USP :** Amul has several USPs that set it apart from its competitors. Some of the key USPs include:

- **Cooperative Model:** Amul is a dairy cooperative society owned and managed by farmers themselves. This cooperative structure empowers dairy farmers, ensuring they have a stake in the decision-making process and receive a fair share of the profits.
- **Quality Assurance:** Amul places a strong emphasis on maintaining the quality of its products. The cooperative follows strict quality control measures at every stage of the production process to ensure that consumers receive safe and premium dairy products.
- **Competitive Pricing:** Despite maintaining high-quality standards, Amul products are generally competitively priced. This affordability factor makes Amul products accessible to a broad segment of consumers, including both rural and urban populations.

**Tagline : THE TASTE OF INDIA**

- **Analyze Brand Messaging:**

- **Taste and Quality:** Amul positioned itself as a brand that offers delicious and high-quality dairy products. Its messaging highlighted the taste and richness of its products, emphasizing that consumers can trust Amul for a superior and enjoyable culinary experience.
- **Affordability:** Another key element in Amul's messaging was affordability. The brand positioned itself as providing high-quality dairy products at reasonable prices, making them accessible to a wide range of consumers.
- **Trust and Reliability:** Amul has been a well-established and trusted brand in India for several decades. Its messaging aimed to reinforce this trust by highlighting the brand's heritage, consistent quality, and the long-standing relationship it shares with consumers.

- **Examine the brand's tagline:**

Amul's brand tagline was "The Taste of India." This tagline emphasizes the brand's commitment to delivering delicious and high-quality dairy products that capture the authentic flavours of India. It also showcases Amul's deep-rooted association with Indian consumers and their taste preferences.

# Competitor Analysis

## Competitor 1:

### ➤ **NESTLE:**

#### **USP:**

Nestle is a global food and beverage company with a diverse portfolio of dairy products. Nestle focuses on product innovation, nutrition, and taste to cater to different consumer needs. They also emphasize the use of high-quality ingredients and sustainable practices.

#### **Online Communication:**

Nestle uses its website and social media platforms extensively to communicate with consumers. They share product information, recipes, and engage in interactive campaigns to connect with their audience.



## Competitor 2:

### ➤ **MOTHER DAIRY:**

#### **USP:**

Mother Dairy is another well-known dairy brand in India. Their USP lies in their strong presence in the northern and eastern regions of the country. They emphasize fresh and pure dairy products sourced directly from farmers, and their cooperative model supports local farmers.

#### **Online Communication:**

Mother Dairy maintains an active online presence through its website and social media channels. They share updates about their products, initiatives, and engage with consumers through contests and campaigns.





## Competitor 3:

### ➤ **BRITANNIA INDUSTRIES:**

#### **USP:**

While Britannia is primarily known for its biscuits, the company also offers dairy products. Their USP lies in the trust and heritage associated with the Britannia brand. They emphasize the use of quality ingredients and their commitment to consumer satisfaction.

#### **Online Communication:**

Britannia leverages its website and social media platforms to promote its dairy products alongside other offerings. They share recipes, product information, and engage with consumers through interactive content.



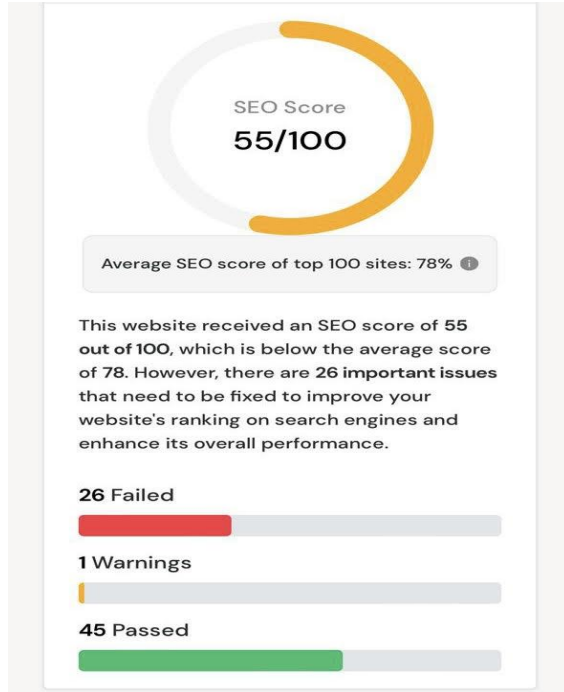
# Buyer's/Audience's Persona

Amul's target audience is quite diverse, but its main focus is on consumers in India. Their target audience includes:

- **Families and Households:** Amul products are commonly consumed by families and households across India. Their wide range of dairy products, such as milk, butter, ghee, cheese, yogurt, and ice cream, are popular choices for daily consumption and special occasions.
- **Children and Youth:** Amul also targets children and the youth demographic with products like flavored milk, chocolates, and ice creams, which are especially appealing to this age group.
- **Health-conscious Consumers:** Amul offers a variety of products that cater to health-conscious consumers. For example, they have low-fat and skimmed milk options, as well as probiotic and sugar-free products.
- **Foodservice Industry:** Amul products are widely used in the foodservice industry, including restaurants, hotels, cafes, and bakeries, making it an important segment of their target audience.
- **Mass Market:** Amul's products are known for their affordability, making them accessible to a wide range of consumers across different income groups.
- **Rural Consumers:** Amul's cooperative model has a strong presence in rural India, and its products are distributed and marketed in rural areas to reach consumers in these regions.

## Part 2: SEO & Keyword Research

- **SEO Audit:**



✓ **SSL Checker and HTTPS Test** ⓘ  
100% of top 100 sites passed

This website is successfully using HTTPS, a secure communication protocol over the Internet.

- ✓ The certificate is not used before the activation date.
- ✓ The certificate has not expired.
- ✓ The hostname "amul.com" is correctly listed in the certificate.
- ✓ The certificate should be trusted by all major web browsers.
- ✓ The certificate was not revoked.
- ✓ The certificate was signed with a secure hash.

The figure shows the results of an SSL Checker and HTTPS Test. A green checkmark and the title "SSL Checker and HTTPS Test" are at the top, followed by a sub-header "100% of top 100 sites passed". A paragraph states that the website is successfully using HTTPS. Below this, a list of seven items, each with a green checkmark, details the test results: the certificate is not used before the activation date, the certificate has not expired, the hostname "amul.com" is correctly listed in the certificate, the certificate should be trusted by all major web browsers, the certificate was not revoked, and the certificate was signed with a secure hash.

# Keyword Research

Amul is a well-known dairy cooperative in India. It offers a wide range of dairy products, including milk, butter, cheese, ice cream, and more. However, some common keyword objectives that can be associated with Amul are:

Brand Awareness: Increase visibility and recognition of the Amul brand by targeting keywords related to its products, taglines, and history.

Local Presence: Target location-based keywords to increase Amul's presence in specific regions or cities, for example, "Amul dealer in [City Name]."

Sustainability and Ethics: Target keywords related to Amul's commitment to sustainability and ethical dairy practices.

Health Benefits: Highlight the health benefits of Amul dairy products by targeting keywords related to nutrition, such as "Amul milk benefits" or "Is Amul butter healthy?"

Competitive Analysis: Monitor keywords related to competitors in the dairy industry and create content to position Amul as a preferred choice.

## **MEGA TITLE TEST:**

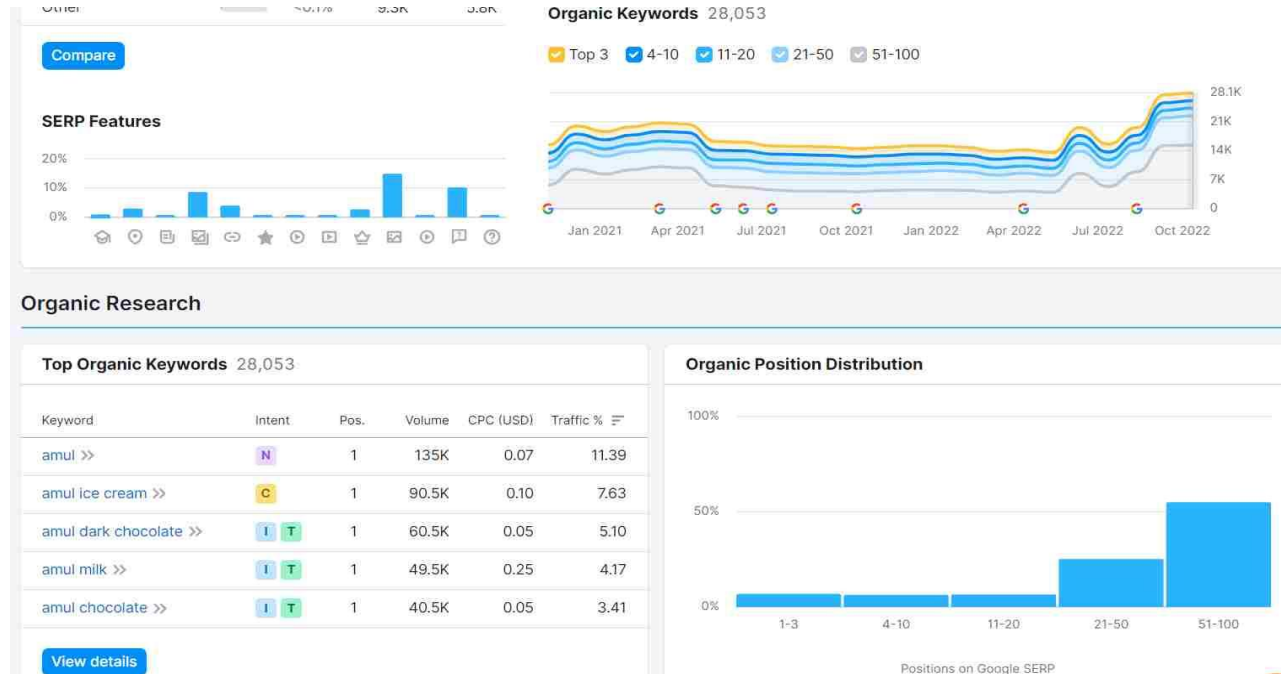
The webpage uses a title tag with a length of 225 characters. While there's no target number of characters, titles should be descriptive and concise. A title with length between 20-60 characters is recommended in order to fit google search results that have a 600-pixel limit.

## **MEGA DESCRIPTION TEST:**

This webpage is not using a meta description tag. This tag should be included in order to provide a brief description of your page which can be used by search engines. Well-written and inviting meta descriptions may also help click-through rates to your site in search engine results.

Here are some keywords related to Amul, the Indian dairy cooperative:

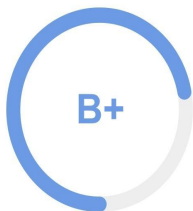
Amul  
Amul Butter  
Amul Milk  
Amul Cheese  
Amul Ice Cream  
Amul Ghee  
Amul Paneer  
Amul Chocolates  
Amul Products  
Amul Dairy  
Amul Cooperative  
Amul India  
Amul Logo  
Amul Advertising  
Amul Girl



# On page optimization:

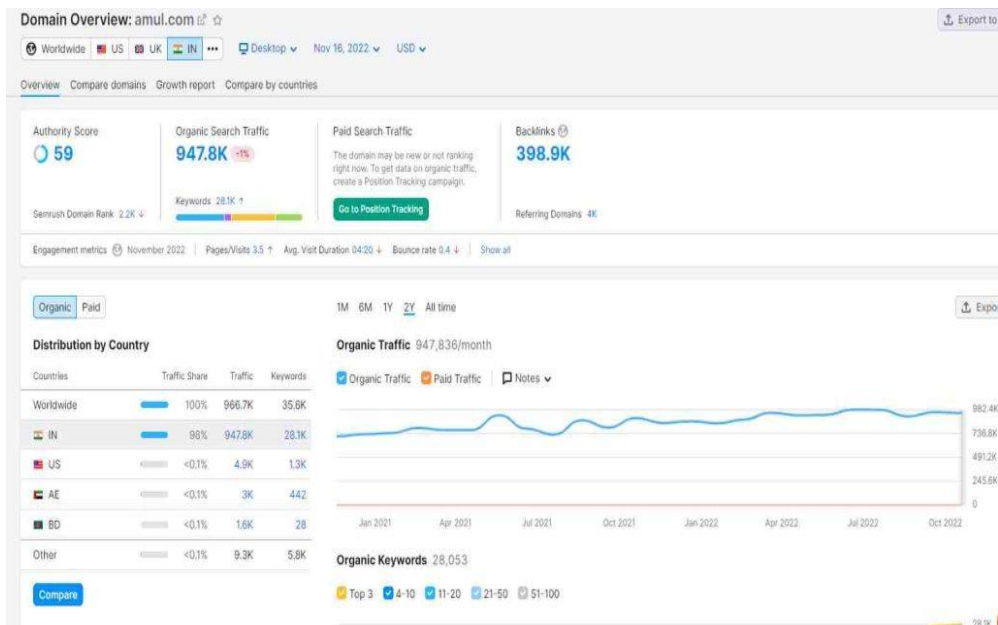
On-page optimization refers to the process of optimizing individual web pages to improve their search engine rankings and increase organic traffic.

## On-Page SEO Results



### Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.



## Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.



## **Part 3: Content Ideas and Marketing Strategies**

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

- Content Calendar July 2023:

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Login in smart internship	2 Introduction of <u>Amul</u> product	3
4	5 Checking the <u>post Sales</u> and post analysis	6 Giving instructions to social <u>mediapattom</u>	7 Creating <u>instagram</u> account	8 Basic class of digital marketing	9 Monitoring the ads and banners	10
11	12 Introducing the <u>Amul</u> catalog	13 Started the <u>whatsapp</u> business	14 Question in online section	15 Getting idea about <u>pricing</u> details	16 Started E.MAIL marketing	17
18	19 Getting <u>quences</u> from customers	20 Login in twitter	21 Making posts and videos in <u>instagram</u> and twitter	22 Regularly enquiry	23 Creating in <u>linkden</u>	24
25	26 Free <u>aduistmentin</u> <u>linkden</u>	27 Introduction to <u>youtube</u>	28	29 Making post in face book	30 Getting good performance	

## MATTER

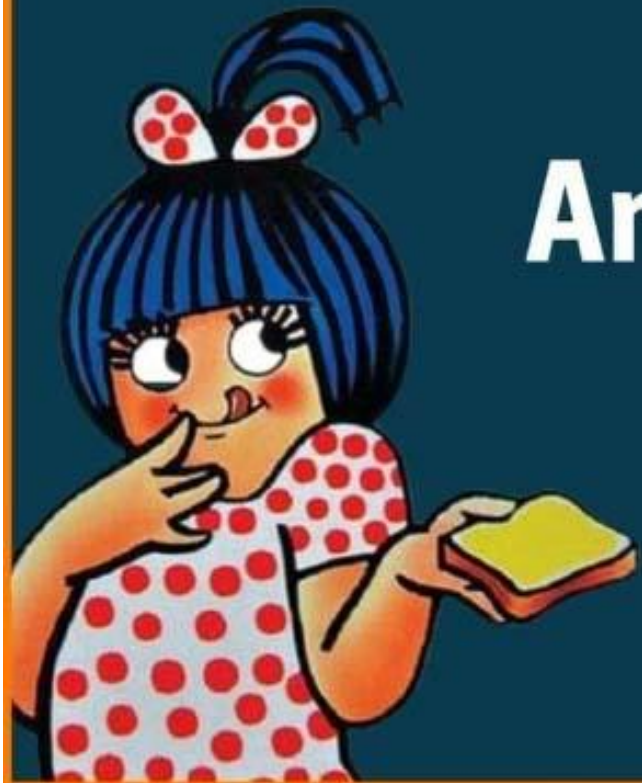
1. Login in smart internship as classes of Digital Marketing
2. They allocate the amul product of us group
3. They have need to analysis of past sales and past product performance
4. They have said how rise the sales as per using the social media platforms
5. They had explain the complete details of instagram, how to create an account posts, requests
6. They had continues with basics classes of digital marketing
7. They had maintaining the ads in newspaper and banners to grab the attention of customer
8. On that day we have got some mails of regular enquiry
9. On that day we have held with create an account in link then create a profile
10. Make a post and free advt. in link
11. On that day we have make a paid promotion on youtube the people response
12. At least the final response from people was awesome they have respond in every social media platform & these are the monthly schedule of to rise sales by using the social media platforms
13. On that day we made an account on twitter, and tweeted on the 20<sup>th</sup> june 2023
14. Again making the reels on instagram, tweets and sharing the products details of whatsapp business
15. On that day we have got some mails of regular enquiry
16. On that day we have held with create an account in link then create a profile
17. Make a post and free advertisement in link
18. On that day we have make a paid promotion on youtube the people response
19. On that day we have created an account in facebook and posted on that day

# **MARKETING STRATEGY**

**Amul**

The Taste of India

# Amul Marketing Strategies



The first time that most of us came across Amul was when the catchy tune of '**Amul Doodh Peetha Hai India**' rang from the television. Though many of us were really young at that time, ever since we grew up, whenever we encounter some variation or the other of the same tune, it never fails to evoke a melange of memories.

Anand Milk Union Limited., also known as Amul, is a well-known brand that has been a household name in India for several decades. Founded in 1946, Amul is a cooperative society that has been successful in marketing a range of dairy products across the country. From milk to butter, cheese, and ice cream, Amul has an extensive product portfolio that caters to the diverse tastes and preferences of its customers. Amul is still a market leader when it comes to dairy products. Amazing, isn't it?

The first aspect of its **marketing strategy of Amul** is **branding**. What has primarily led to the [Success of Amul](#) is undoubtedly its Branding strategies. We are all aware of **Amul's tagline- 'The taste of India'** which is a reflection of the brand's commitment to providing consumers with authentic and delicious dairy products. The tagline banished the notion that bread and butter are a staple of only the british break fast and pulled nationalism in.



# Amul's Product Portfolio adds to its Marketing Strategy

Amul uses an **umbrella marketing strategy**. With the Amul Girl campaigns and their constant [content marketing](#) efforts, their marketing strategies are always on point. The second aspect of **Amul's marketing strategy** is its product portfolio. Amul's product portfolio includes a wide range of dairy products, including butter, cheese, milk, ice cream, yogurt, and more. Amul's variety of products caters to different age groups, lifestyles, and dietary preferences. For example, Amul's low-fat and sugar-free ice cream products are designed for health-conscious consumers, while its flavored milk products are aimed at children and teenagers. While certain brands such as London diary, Baskin Robbins, etc., managed to capture a few regional (ice cream) markets where they cater to high-end customers, Amul secured their standing in the overall dairy market. **Their main target audience was, however, the middle and economic classes.** The simple reason behind their [retention of customers](#) is because of the product pricing, which is discussed next.



# Digital Marketing Strategy of Amul

While not as big a presence in television ads as it used to be, the **advertising strategy of Amul** through digital marketing has played a crucial role in expanding its reach and engaging with consumers across different platforms. The brand has leveraged various digital marketing channels, including social media, [email marketing](#), and influencer marketing, to promote its products and connect with its audience.

One of the key elements of Amul's digital marketing strategy is its **social media presence**. The brand has a strong presence on platforms like Facebook, Twitter, and Instagram, where it shares engaging content that highlights its products and promotes its brand values. Amul also uses social media to run creative campaigns.

## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1: **BLOG ARTICLE**

Format 2: **VIDEO**

Format 3: **POSTER**

## BLOG ARTICLE ON AMUL

AIM: "Amul's aim is to provide high-quality dairy products while promoting cooperative values and fostering rural development."

### **Introduction:**

Amul, a household name in India, has become synonymous with high-quality dairy products and unforgettable advertising campaigns. Established in 1946, Amul has grown into a formidable dairy cooperative that has left an indelible mark on India's socio-economic landscape. This blog article explores the inspiring journey of Amul, from its humble beginnings to its position as one of the largest dairy organizations in the world.

### **The Birth of Amul:**

Amul's story began with the visionary leadership of Tribhuvandas Patel and the foresight of Sardar Vallabhbhai Patel, India's iron man. The idea of creating a dairy cooperative was to empower small dairy farmers and provide them with better earnings for their milk produce. Thus, the Kaira District Cooperative Milk Producers' Union Limited (later known as Amul) was born in the town of Anand in Gujarat.

### **The White Revolution:**

Amul's white revolution was led by Dr. Verghese Kurien, who transformed the cooperative into a dynamic and efficient organization. Driven by his commitment to rural development, Kurien introduced modern milk processing techniques and established a network of milk collection centers. This movement not only improved the livelihoods of millions of dairy farmers but also helped India become self-sufficient in milk production.

**Quality and Innovation:** Amul's commitment to quality has been a cornerstone of its success. From the beginning, it has focused on providing consumers with nutritious and safe dairy products.

## □ **The Amul Girl – An Enduring Icon:**

Amul's witty and iconic advertising campaign featuring the Amul Girl, a cute and chubby girl dressed in polka-dotted clothes, has been an integral part of its marketing strategy. The Amul Girl's topical cartoons, reflecting current events and social issues, have won the hearts of millions and contributed to Amul's widespread popularity and brand recall.

## **Diversification and Global Reach:**

Amul's success in the dairy sector paved the way for diversification into various other products such as butter, cheese, milk powder, ice cream, and chocolates. The brand's wide product range has helped it establish a strong presence in both domestic and international markets.

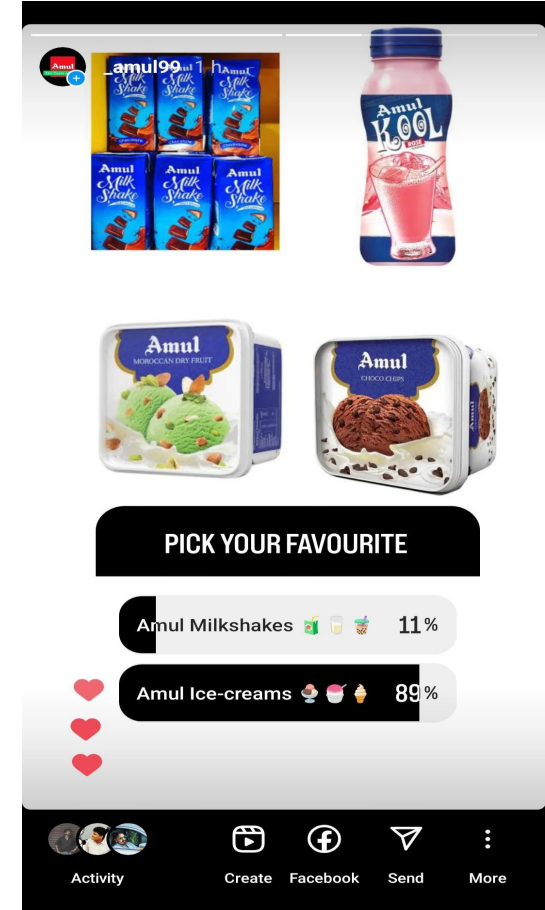
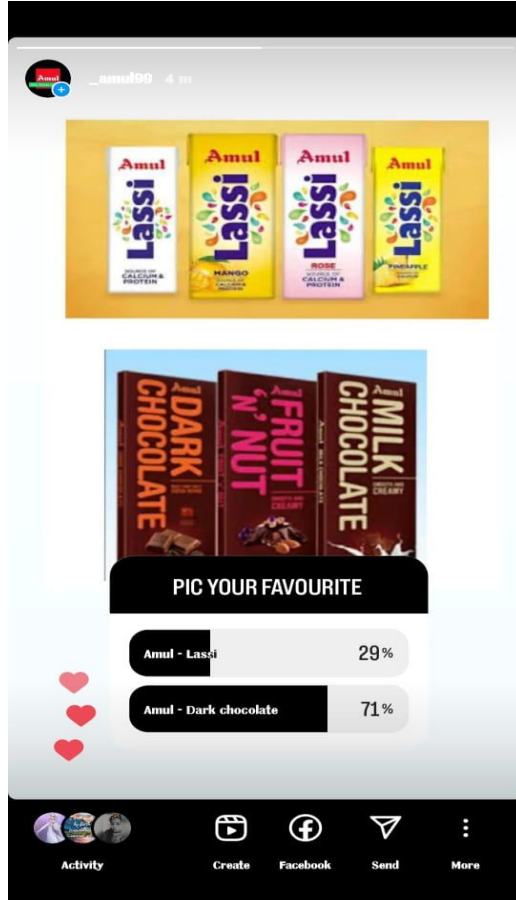
## □ **Social Impact and Rural Development:**

Beyond its commercial success, Amul has significantly contributed to the socio-economic development of rural India. By supporting dairy farmers with fair prices and access to resources, Amul has helped improve their livelihoods and uplifted many families out of poverty.

## □ **Conclusion:**

Amul's journey from a small cooperative to a globally recognized dairy giant is a true inspiration. Its unwavering commitment to farmers, innovative marketing, and dedication to quality have set a benchmark for other cooperatives and businesses worldwide. As Amul continues to evolve, its legacy as a symbol of India's dairy revolution and rural empowerment remains intact, and it will continue to hold a special place in the hearts of millions of Indians.

# Instagram Story



# Designs/Video Editing

**Google drive link:**

[https://drive.google.com/file/d/1-5mDECW4\\_DRxqwO9nepAtI1COIFrEpFm/view?usp=drivesdk](https://drive.google.com/file/d/1-5mDECW4_DRxqwO9nepAtI1COIFrEpFm/view?usp=drivesdk)

**Instagram link:**

<https://www.instagram.com/reel/Cve-nhehJXP/?igshid=MmU2YjMzNjRIOQ==>

# SOCIAL MEDIA AD CAMPAIGNS



**BRAND AWARENESS :**



**Driving Website Traffic:**



**Generating Leads :**

# Email Ad Campaign 1 - Brand Awareness

<https://amul.com>



**Amul Big Sale!!!**



Welcome to Amul we are passionate to make 100% dairy products and to cherish the sweet movements of life.

[Buy Now](#)



*Purest dairy products of India*

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe](#)





# Email Ad Campaign 2 - Lead Generation

<https://amul.com>



## India's largest Dairy Products

Feel the taste of India's No.1 Dairy products  
which cherish the every person, It may be  
festival or day-day amul is the best



Click to Order



### **Lessons Learned:**

In this we have learned how to create a social media business account and how to promote the products and various services provided by this Brand. And we also discovered, that how to connect with the audience in the easier way or else audience is will be connected for the staff in the easier way in a less time. And we also understood that many companies are investing in the Digital Marketing

### **Challenges encountered:**

We encountered many challenges while making social media ads and there are very few apps that can do fewer for us for to give a better experience for creating a better Experience. And few of them were giving wrong Information. And many of them were not maintaining not enough information like updated information.