Comprehensive Digital Marketing Project Work

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

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling propositions (USPs).

BRAND/TITLE FOR THE PROJECT: HALDIRAM'S

Founded: 1937 Rajasthan, India.

Founder: Ganga Bhishen Agarwal.

Industry type: Food.& beverage.

URLs: https://www.haldiram.com/, https://www.haldirams.com/.

Logo:

Brand colours: Red, white/Yellow, red.

Mission/Values: Haldiram's mission and vision is to review, recreate and rediscover the trend of healthy eating and innovate and invent fresh new methods to nourish and delight everyone we serve.To achieve continuous and sustainable growth in the business. It makes available

authentic, tasty and quality vegetarian food products made as per global standards at reasonable cost, in India or abroad.

Net worth: $ 3 billion

Headquarters: Nagpur, India.

USP: The Unique Selling Proposition or Unique Selling Point of Haldiram's to provide wide range of hygienic, tasty and authentic Indian savories and sweet.

Brand slogan/Tagline: *"Delicious bhi Dooriyaan bhi"*.

Target audience: Middle and upper-middle-class Indian consumers

Rating: 3.5/5

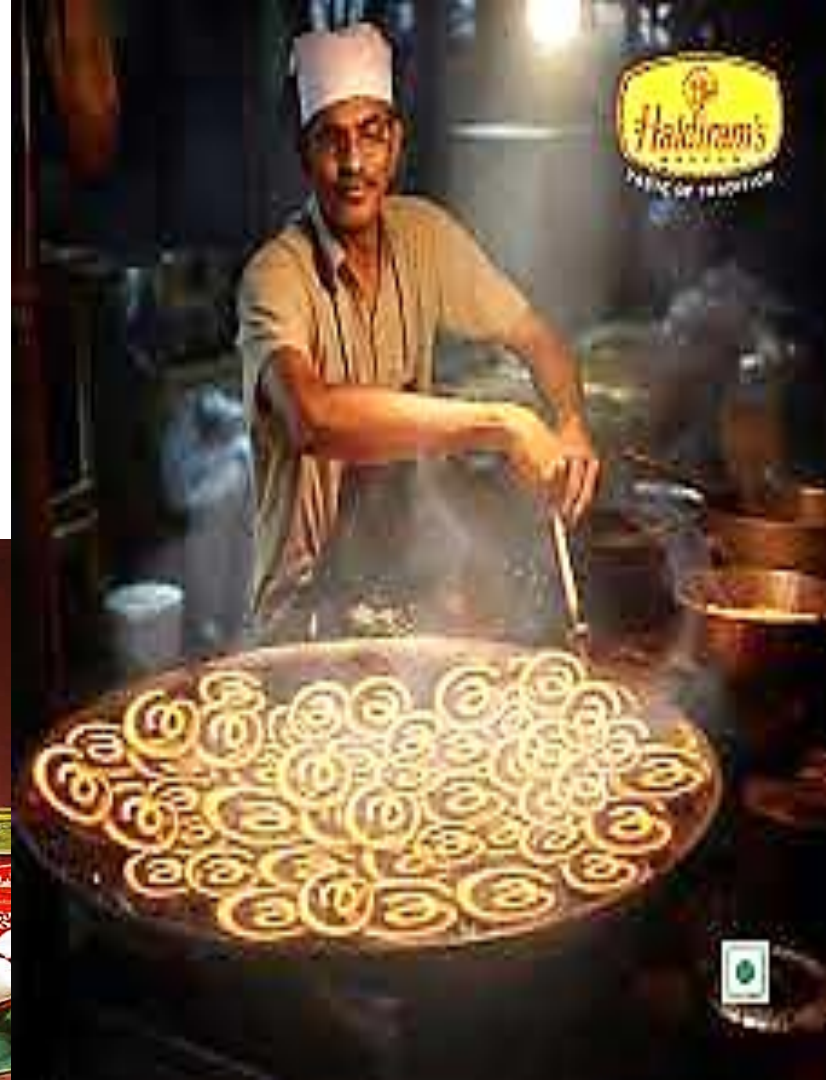**Customer review:** Satisfactory

- **Analyze Brand Messaging:**

Brand messaging: Wide variety of flavoured items, nutritional content and good manufacturing practices. Example: Photos & video links, https://fb.watch/lV9oyf6GYv/ https://www.instagram.com/reel/CtyyJprADR6/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFlZA==

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

TAGLINE: *"DELICIOUS BHI DOORIYAAN BHI"*

Tagline description: The brand promises to take care of the consumers' hunger as well as the health with secure delivery counters and seating area. Through the tagline "*Delicious bhi Dooriyaan bhi*" the brand emphasises on the seating arrangement where consumers are requested and restricted to maintain 6 feet distance from individuals to create a temporary practise of social distancing for safe dining experience and to maintain the permanent love of Haldiram's.

● **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: PepsiCo
URL: https://www.pepsico.com/
Founded year: 1898
Top investors: GVA, LNK Partners & 4 others
USP: One of the popular brands in the foods and beverages sector targeting the youth.
Communication: Measurable content, sponsorships, focuses on young audience.
Overall ranking: 2nd

Competitor 2: Danone
URL: https://www.danone.com/
Founded year: 1919
Top investors: Capital Group, IDEO CoLab & 4 others
USP: World leader in dairy products, bottled water and number 2 in infant foods segment.
Communication: Nutritional content, informative posts, focuses on health & hygiene.
Overall ranking: 3rd

Competitor 3: Bikanervala
URL: https://bikanervala.com/
Founded year: 1950
Top investors: Not known
USP: Good quality, fresh, hygienic and tasty Indian sweets and snacks.
Communication: Attracting large number of audience by funny memes/emojis, relatable content, brand tips and tricks.
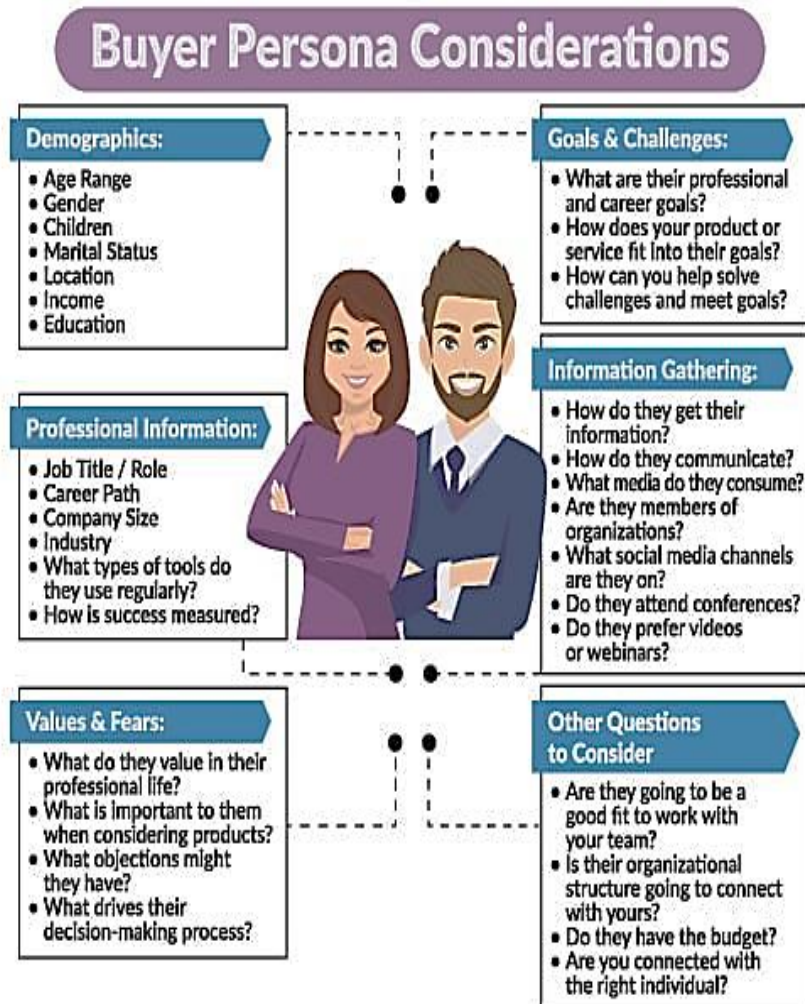Overall ranking: 5th

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

Demographics:
- 7 to 40 years.
- Male & female.
- May/may not.
- Married/unmarried.
- Metropolitan cities like Delhi, Mumbai & Kolkata and tier 2 cities like Nagpur, etc..
- Rs. 5 LPA to rs. 30 LPA.
- Audience from illiteracy level to the higher level of educational qualified can afford this.

Haldiram's mainly targets middle and upper-middle-class Indian consumers. The target demographic consists of young adults and families who want to enjoy traditional Indian snacks and sweets in an affordable price range. The company also targets foreign customers interested in experiencing authentic Indian food.

Buyer Persona Considerations

Demographics:
- Age Range
- Gender
- Children
- Marital Status
- Location
- Income
- Education

Professional Information:
- Job Title / Role
- Career Path
- Company Size
- Industry
- What types of tools do they use regularly?
- How is success measured?

Values & Fears:
- What do they value in their professional life?
- What is important to them when considering products?
- What objections might they have?
- What drives their decision-making process?

Goals & Challenges:
- What are their professional and career goals?
- How does your product or service fit into their goals?
- How can you help solve challenges and meet goals?

Information Gathering:
- How do they get their information?
- How do they communicate?
- What media do they consume?
- Are they members of organizations?
- What social media channels are they on?
- Do they attend conferences?
- Do they prefer videos or webinars?

Other Questions to Consider
- Are they going to be a good fit to work with your team?
- Is their organizational structure going to connect with yours?
- Do they have the budget?
- Are you connected with the right individual?

Professional information:
- Students, government or private employee, employer, retired and households.
- Knowledge-based, skill-based, entrepreneur-based, and freelance.
- Firm revenue ranging from $1 million to over $40 million.
- Primary, secondary, tertiary and quaternary.

Values & fears:
- The customer value is defined as how much a product or service is worth to him/her.
- Health (eg., calories, special diet needs),taste/preferences (eg., flavor, texture) and time (eg., time to prepare, convenience).
- Lack of budget.
- Consumers make purchase decisions based on which available options best match their needs, and to minimize the risk of investing poorly.

Psychographics: Haldiram's is typically associated with quality, authenticity, and convenience. Its customers are mainly looking for convenience and the assurance of quality. Haldiram's has successfully implemented a comprehensive marketing strategy to expand its reach and increase its market share.
This strategy includes:
- Focusing on product quality and innovation.
- Optimizing distribution channels and retail locations.
- Leveraging advertising and sales promotion.
- Utilizing various pricing strategies.

Pricing: Haldiram's has chosen various strategies to optimize their profits. Cost-plus pricing is used to determine the price based on the product's cost and a desired profit margin. Penetration pricing is used to gain a competitive edge by offering a lower price than competitors. Finally, skimming pricing is used to increase profits by setting higher prices for innovative products.

Identifying taste explorers: Haldirams meticulously identified distinct archetypes within their target audience, including the Snack Adventurer, the Traditional Food Lover, and the Health Conscious Eater. These personas were carefully crafted, considering demographics, aspirations, challenges, and preferences, enabling Haldirams to establish a personal connection with their customers.

Information gathering:
- Consumer reports make consumers aware about certain brands.
- Billboards, radio advertisements, TV commercials, newsletters, online bulletins, reviews, and direct communication with the company via its employees.
- Interacting with new media, reading books and magazines, watching television and film, and listening to radio.
- Social media platforms like Facebook, Instagram, Snapchat, Twitter, Linkedin and Youtube.
- Yes, consumers attend conferences for better networking, for expanding knowledge as well as to solve out the problems and for presenting ideas for self and others.
- Most of the consumers go through videos unless attending webinars.

Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

Google

SEO Audit: Audit Results for [Haldiram's](#) brand:

- Usability**:** Product usability needs improvement. Our page has usability issues across device.usability is important to maximize the product available audience and maximize user bounce rates (which can directly affect our search engine rankings).
- Device Rendering **:** The check visually demonstrates how our page renders on different devices .it is important that our page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.
- Core Web Vitals **:** Page is failed google's core web vitals assessment. Core web vitals are ui metrics created by google that measure page experience and are becoming increasingly. Important as a ranking factor.
- Google's page speed insights-Mobile**:** Google is indicating that page is scoring poorly on their mobile page speed insights evaluation.

Note: This evaluation is being performed from US servers and the results may differs slightly from an evaluation carried out from Google's pagespeed web interfacevas that reporting localizes to the region in which you are running the report.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking prospective.

Performance Results

C-

Your performance could be better

Your page's performance has some issues and room for improvement. Performance is important to ensure a good user experience, and reduced bounce rates (which can also indirectly affect your search engine rankings). We recommend addressing the highlighted factors below.

Page Speed Info

✔

Your page loads in a reasonable amount of time.

Server Response

1s
0.5s
0s
3s
0.5s
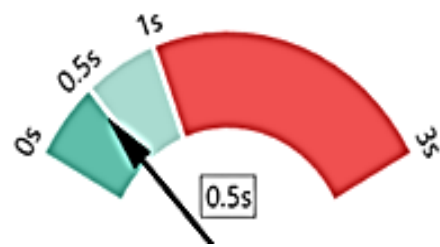
All Page Content Loaded

10s
5s
0s
20s
2.5s
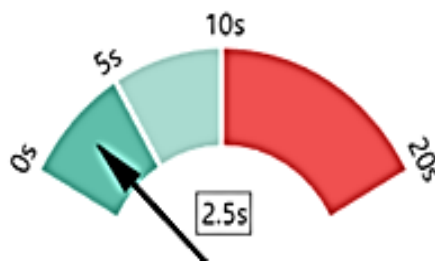
All Page Scripts Complete

10s
15s
0s
20s
9.2s
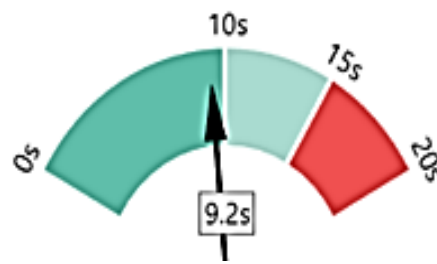
Download Page Size

Your page's file size is quite large which, regardless of other optimizations, can reduce load speed and impact user experience.

A general rule is to keep your page under 5MB in total file size.

Download Page Size

13.8MB
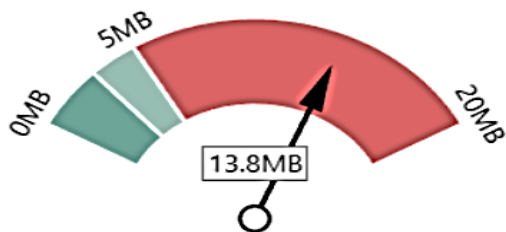
Download Page Size Breakdown

- HTML (0.01MB)
- CSS (0MB)
- JS (1.24MB)
- Images (12.36MB)
- Other (0.17MB)

Total 13.79 MB
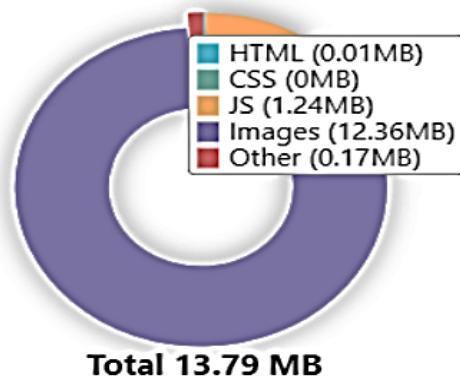
Website Compression (Gzip, Deflate, Brotli)

Your website appears to be using a reasonable level of compression.

Compression Rates

HTML	0.01 MB (83% Compressed)
CSS	0 MB (69% Compressed)
JS	1.24 MB (70% Compressed)
Images	12.36 MB (28% Compressed)

Raw Page Size Breakdown

- HTML (0.07MB)
- CSS (0.01MB)
- JS (4.14MB)
- Images (17.17MB)
- Other (0.55MB)
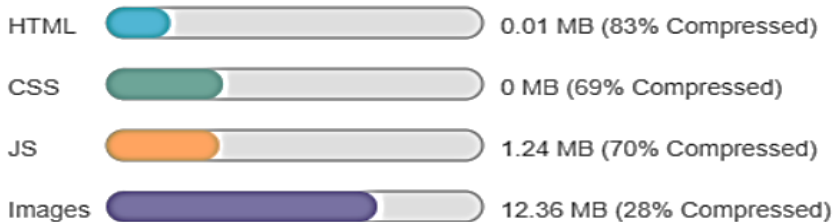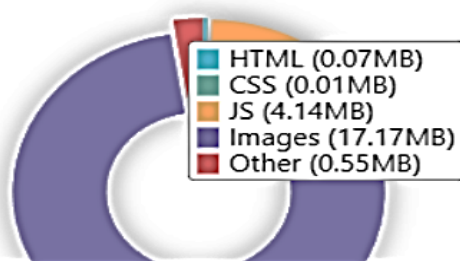
Number of Resources

This check displays the total number of files that need to be retrieved from web servers to load your page.

#	< > HTML	{:} JS	{ } CSS	🖼	⋯
128	**4**	**46**	**4**	**48**	**26**
Total Objects	Number of HTML Pages	Number of JS Resources	Number of CSS Resources	Number of Images	Other Resources
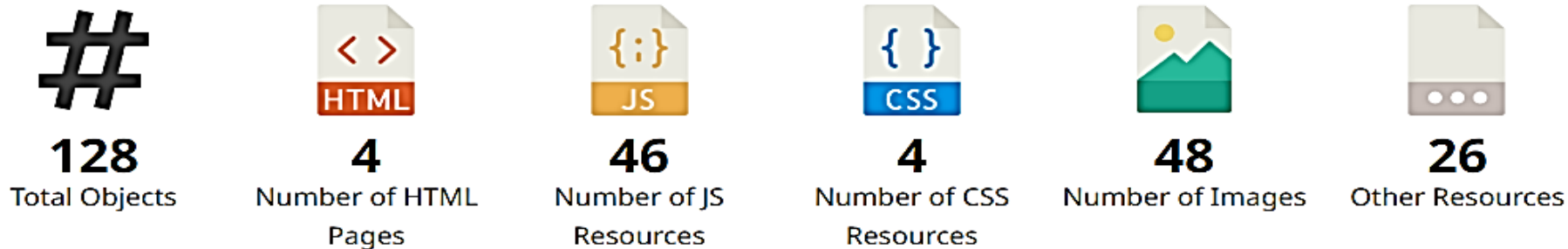
- JavaScript Errors: Your page is not reporting any JavaScript errors.
- HTTP2 usage: The website is using an outdated http protocol. We recommend enabling HTTP/2+ protocol for our website as it can significantly improve page load speed for users.
- Optimize images: All images in Haldiram's page appear to be optimized.
- Minification: All your javascript and CSS files appear to be minified.

Social Results

F

Your social needs improvement

You appear to have a weak social presence or level of social activity (or we may just not be able to see your profiles!). Social activity is important for customer communication, brand awareness and as a marketing channel to bring visitors to your website. We recommend that you list all of your profiles on your page for visibility, and begin to build a following on those networks.

Facebook Connected ✗

No associated Facebook Page found as a link on your page.

Facebook Open Graph Tags ✗

We have not found Facebook Open Graph Tags on your page.

Facebook Open Graph Tags are a type of structured data that can be placed on your page to control what content is shown when a page is shared on Facebook.

Facebook Pixel ✓

Your page has a Facebook Pixel installed.

Pixel ID

1360799268092966

Keyword Research: Keyword research for Haldiram's products would involve identifying relevant and popular search terms that potential customers might use to find or learn about Haldiram's products. This research can help improve the visibility of Haldiram's products in search engines and increase website traffic and sales. Here's a step-by-step guide on conducting keyword research:

- Brainstorming: Start by brainstorming a list of words and phrases related to Haldiram's products. Consider the different product categories, specific product names, ingredients, flavors and any unique selling points.
- Competitor analysis: Analyze the websites of Haldiram's competitors to identify keywords they are targeting. Tools like SEMrush or Ahrefs can help us gather data on competitor keywords and their search volumes.
- Keyword research tools: Utilize keyword research tools to find popular and relevant keywords related to Haldiram's products. Some useful tools include Google Keyword Planner, Uber suggest, KeywordTool.io and AnswerThePublic.
- Long-tail keywords: Focus on long-tail keywords, which are more specific phrases that typically have lower search volumes but higher intent. The can help capture more targeted traffic and potentially convert better.

Search.....

- Search volume and difficulty: Pay attention to the search volume and keyword difficulty metrics for each keyword. Search volume indicates how many people search for that term, while keyword difficulty estimates how challenging it will be to rank for that keyword. Balance between high search volume and manageable difficulty.
- Local keywords: If Haldiram's has physical store locations, include location-based keywords (e.g., "Haldiram's near me" or "Haldiram's [city name]") to target local customers.
- Seasonal keywords: Consider seasonal variations in search trends. Identify keywords relevant to specific holidays or events, as well as seasonal product offerings.
- Use customer language: Incorporate keywords that reflect how customers talk about Haldiram's products. Sometimes, people might use different terms or phrases than the official product names.
- Avoid keyword stuffing: While including keywords is essential, avoid overloading your content with them (keyword stuffing). Focus on creating valuable and natural content that genuinely helps users.
- Organize and prioritize: Group the keywords into relevant categories and prioritize them based on relevance and search volume. This will help in planning content and optimization strategies.
- Monitor and refine: Keyword research is an ongoing process. Continuously monitor how the chosen keywords perform and be prepared to refine your strategy based on new trends and data.

Keyword Consistency

Your page's main keywords are not distributed well across the important HTML tags.

Your page content should be focused around particular keywords you would like to rank for. Ideally these keywords should also be distributed across tags such as the title, meta and header tags.

Individual Keywords

Keyword	Title	Meta Description Tag	Headings Tags	Page Frequency	
haldirams	x	x	x	9	
policy	x	x	x	3	
taste	x	x	x	3	
gifting	x	x	x	3	
every	x	x	x	3	
store	x	x	x	3	
select	x	x	x	3	
snacks	x	x	x	2	

Example: Keywords for Haldiram's products:
"Haldiram's snacks"
"Haldiram's namkeen"
"Haldiram's sweets"
"Haldiram's ready-to-eat meals"
"Haldiram's bhujia"
"Haldiram's aloo bhujia"
"Haldiram's rasgulla"
"Haldiram's gulab jamun"
"Haldiram's samosa"
"Haldiram's paneer tikka"
"Haldiram's bhel puri"
"Haldiram's pani puri"
"Haldiram's instant noodles"
"Haldiram's popcorn"
"Haldiram's gift packs"

- Amount of content:The page has a low volume if the text content which search engine can interpret as 'thin content'.
- Word count: **"200 words"**. It has been well researched that higher text content volumes are related to better ranking ability in general .

Phrases

Phrase	Title	Meta Description Tag	Headings Tags	Page Frequency	
savouries mithai	×	×	×	2	
complete range	×	×	×	2	
deliver the finest	×	×	×	2	
tastes to deliver	×	×	×	2	
evolving with indias	×	×	×	2	
since 1937 evolving	×	×	×	2	
taste since 1937	×	×	×	2	
great taste since	×	×	×	2	

On page Optimization:

- Title Tag : it has an optimal length between 10 and 70 characters. E.g., Haldiram's: Length=10.
- Meta Description Tag**:** The page appears to be missing. A meta description is important for search engines to understand the content of our page, and is often shown as the description text blur in search results.

Example: Searching for namkeen snacks and sweets online order:

https://www.haldirams.com › sweets-73

Buy Haldiram's Packed & Tin Sweets Online at Best Price ✅

Items 1 - 24 of 85 — Order **Haldiram's** packed sweets online from **Haldiram** Nagpur's website. Select from wide range of Indian sweets like Rasgulla, Gulab Jamun, ...

- SERP Snippet Preview**:** This illustrates how the page may appear in search results. Note: This is intended as a guide and search engines are more frequently generating this content dynamically.

Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Hreflang Usage

Your page is not making use of Hreflang attributes.

Language

Your page is not using the lang attribute in it's HTML tag.

The lang attribute tells browsers and search engines the intended language of your page and is strongly recommended to avoid misinterpretation and as part of accessibility guidelines.

H1 Header Tag Usage

Your page does not have an H1 Header Tag.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

H2-H6 Header Tag Usage

Your page is not making use of multiple levels of Header Tags.

HTML header tags are an important way of signaling to search engines the important content topics of your page, and subsequently the keywords it should rank for.

Header Tag	Frequency	
H2	0	
H3	0	
H4	0	
H5	0	
H6	0	

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.

  And include the strategy, aim and the idea behind these posts and story

  Content Calendar Example (Try creating a table for the month of July)

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 National Respect for Parents Day #RespectForParentsDay	2 National Coloring Book Day #NationalColoringBook Day	3	4	5
6	7	8 International Cat Day #InternationalCatDay	9 National Book Lovers Day #NationalBookLoversDay	10 National Lazy Day #LazyDay	11	12 International Youth Day / World Elephant Day #YouthDay #WorldElephantDay
13 International Left-Handers Day #LeftHandersDay	14	15 National Relaxation Day #NationalRelaxation Day	16 National Tell a Joke Day #NationalTellAJokeDay	17	18	19 World Photography Day / World Humanitarian Day #WorldPhotoDay #WorldHumanitarian Day
20	21	22	23	24 National Waffle Day #NationalWaffleDay	25	26 National Dog Day #InternationalDog Day
27	28	29	30	31		

Notes:

2023

August
30th:
- Blog post: Four summer special Indian meals
- Infographics: Perks of Taking Haldiram's Restaurant Franchise

September
1st:
- Instagram Story: Poll.
2nd:
- Instagram Story: Quizzes
3rd:
- Instagram Story: Sneak peeks
7th:
- Video: Haldiram's Bhujia Masala, crispy & crunchy, traditional Namkeen, spiced & flavorful, made with All Natural Ingredients

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1 World Letter Writing Day #WorldLetterWritingDay	2
3	4 National Wildlife Day #NationalWildlifeDay	5 International Day of Charity #CharityDay	6	7	8 International Literacy Day #LiteracyDay	9
10 National Grandparents Day #NationalGrandparents Day	11	12 National Day of Encouragement / National Video Games Day #DayOfEncouragement #NationalVideoGames Day	13	14	15	16 National Gymnastics Day #NationalGymnastics Day
17	18	19 Talk Like a Pirate Day #TalkLikeAPirateDay	20	21 International Day of Peace / Miniature Golf Day #PeaceDay #MiniGolfDay	22	23
24	25	26 National Pancake Day / European Day of Languages #NationalPancakeDay #EDL2022	27 World Tourism Day #WorldTourismDay	28 National Good Neighbor Day #GoodNeighborDay	29	30 International Podcast Day #InternationalPodcast Day

Notes:

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

Whenever we talk about food companies, international brand names like Dominos, McDonald's, or KFC come into our mind. However, we have an Indian brand that has surpassed all these brands by selling Indian products. Yes, the brand is none other than Haldiram's. Haldiram's had started as a small shop in Bikaner. It has now become the largest snacks seller, selling its products in over 80 countries around the world.

Haldiram's is a name that started in the city of Bikaner in Rajasthan with its delicious Bhujia, but its great business strategies and introduction of new products from time to time made it a global brand today. The brand has not only grown and expanded but has also made a huge place for itself in our hearts.

The success story of Haldiram's is not only an achievement for itself but also a great source of inspiration for many.

The Success Story and Business Strategies of Haldiram's: Haldiram's owes its success to the contributions, dedication, and strategies of mainly three people:

1. **Ganga Bishan Agarwal,** who changed the fate of Haldiram's forever,
2. **Shiv Kishan Agarwal,** the second mastermind behind the success, and
3. **Manohar Lal Agarwal,** who's smart strategies made the brand one of a kind.

These three are responsible for implementing great strategies that make the brand a lovable preference for many.

Marketing strategies: Marketing Strategy of Haldiram's analyzes the brand with the marketing mix

framework which covers the 4Ps. These business strategies, based on Haldiram's marketing mix, help the brand succeed in the market:

- Product Strategy: The various food products offered by Haldiram's include namkeens, papads, sweets, drinks, banana chips, halke fluke, takatak, frozen curries, frozen paratha, frozen rice, frozen thali, frozen snacks and canned sweets.
- Price/Pricing Strategy: Haldiram's follows a competitive pricing strategy in order to compete with huge unorganised snacks and sweet sector in India.
- Place & Distribution Strategy: Haldiram's Manufacturing in Delhi, Haldirams Bhujiawala in Kolkata and Haldirams Foods in Nagpur.
- Promotion & Advertising Strategy: Haldiram's has now come up with small 30 seconds YouTube ads to target the urban and international customers. It also does city-level promotions using colourful hoardings and posters.

Challenges faced and lessons to be learn: We Indians love to snack, so the market is booming. Whether it is a famous Indian brand like Haldiram's and Bikanervala, MNC like Pepsi or a small, local mithaiwala, they all seem to have a market for their products and enjoy tasty profits.
However, Haldiram's being one of the successful manufacturers in traditional namkeen and sweets distribution has faced few basic challenges during its commencement and make us make us learn the following lessons

Challenges:
- Haldiram's informal split between three units.
- They began as distinct entities.

- After the popularization of its "Bhujia", Aggarwal came to use the name "Haldiram's bhujia wala" in 1941.
- Decade following India's independence.
- Ganga Aggarwal's son and grandson aimed to expand their business.
- Calcutta manufacturing units, 1970.
- Mumbai manufacturing units, 1990.
- Restaurant in New Delhi, 1995.

Learning outcomes: :
- Capturing consumer's imagination.
- Never being settled.
- Thinking globally.
- The sky"s the limit.
- Keeping it simple.
- To watch-out your Economics.
- Building a brand.

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

Post 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 post

Format 2: Video

Format 3: Infographics

Blog post:

- Aim: Boost SEO and provide information about a certain new products.
- Date: August 30th, 2023
- Idea: This summer Haldiram"s had light up on a few Indian meals to reach out the tastes of its audience and this blog Is a direct link towards it.
- Topic: Four summer special Indian meals.

Summer is here, and with the scorching heat, who wants to spend hours slaving away in the kitchen? But worry not, because we've got you covered with these five summer special Indian meal ideas that can be prepared in just minutes! Whether you're craving the creamy goodness of Palak Paneer or the aromatic flavors of Veg Biryani, we have something to tickle your taste buds and keep you full this season. So, let's dive right in and discover these quick and delicious meal options that will make your summer days a breeze!

1. Palak Paneer: Let's start with a classic favorite that never fails to impress – Palak Paneer! This delightful dish combines the goodness of spinach with soft paneer cheese, creating a creamy and nutritious delight. To whip up this summer sensation in minutes, all you need is a packet of our ready-to-eat Palak Paneer. Heat it up in a pan, garnish with some fresh coriander, and voila! You have a mouthwatering dish ready to savor. Serve it with hot rotis or steamed rice for a complete and satisfying meal.

2. Veg Biryani: Who says you need hours to prepare a flavorful biryani? Our quick and easy Veg Biryani is here to save the day! Packed with aromatic spices, colorful veggies, and fragrant basmati rice, this one-pot wonder will transport you straight to the streets of India. Simply heat up our ready-to-eat Veg Biryani, fluff the rice with a fork, and you're ready to relish the flavors of this delectable dish. Serve it with some cooling raita or a refreshing cucumber salad for the perfect summer meal.

3. Kadhai Pakora: Crunchy, spicy, and oh-so-delicious, Kadhai Pakora is a popular Indian street food that screams summer indulgence. With our ready-to-eat Kadhai Pakora mix, you can enjoy this mouthwatering snack in minutes. Just follow the instructions on the packet, fry up the pakoras until golden brown, and serve them hot with a tangy tamarind chutney. These crispy fritters are perfect for snacking or as an appetizer for your summer get-togethers.

4. Veg Pulao: When you're short on time but still crave a flavorful meal, our Veg Pulao is the answer. Bursting with colorful veggies and fragrant spices, this quick and easy dish will satisfy your taste buds and keep you feeling light during the summer heat. With our ready-to-eat Veg Pulao, all you need to do is heat it up in a pan, fluff the rice gently, and get ready to indulge in the delightful flavors of this aromatic rice dish. Pair it with some refreshing cucumber raita or a zesty lemon pickle for a complete meal that's ready in minutes.

Don't let the summer heat dampen your enthusiasm for delicious Indian cuisine. With these five quick and easy meal ideas, you can savor the flavors of Palak Paneer, Veg Biryani, Kadhai Pakora, Veg Pulao, and Mango Lassi in just minutes! So, ditch the hot stove and enjoy the season with these ready-to-eat delights. Remember, great food doesn't always require hours of cooking; sometimes, it's the quick and tasty options that bring the most joy. Happy summer munching!

Video:

- Aim: Boost SEO and provide information about a certain new products.
- Date: September 7th, 2023
- Idea: Food videos for experiments on special recipe ideas.
- Topic**:** Haldiram's Bhujia Masala, crispy & crunchy, traditional Namkeen, spiced & flavorful, made with All Natural Ingredients.

URL:
https://www.instagram.com/reel/Cw5i2QpvC4Q/?utm_source=ig_web_copy_link&igshid=MzRlODBiNWFIZA==

Infographics:

- Aim: For exponential growth
- Date: August 30th, 2023
- Idea: Starting Franchise Restaurants is a way to expand your business, wherein you (the franchisor) give a license to independent owners (Franchisee) to use your Trademark, business model, and processes to sell or provide services under your Brand Name.
- Topic**:** Perks of Taking Haldiram's Restaurant Franchise.

1. Top snack brand: Haldiram's has established itself as a top snacking brand in India. Everyone knows the name of Haldiram's and has an emotional inclination towards this name.
2. Great Margin & ROI: Haldiiram's food products offer great margin to the franchise owner that comes with an opportunity to enjoy great profits and return on investment.
3. Top Quality Support: Haldiram's provides you top quality training and support to establish your restauraant frenchise. With their excellent guidance, you will never face any problem.
4. Great Range of Products: Haldiram's has over 400+ awesome products in their entire product range which includes sweets, namkeens, beverages, etc.

URL: https://www.facebook.com/photo?fbid=122095174586031460&set=pcb.122095175720031460, https://www.facebook.com/photo?fbid=122095175552031460&set=pcb.122095175720031460; https://www.instagram.com/p/CwrwLijvnQd/?img_index=1

Instagram Story

Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

Note:
Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

Poll:

URL: https://www.instagram.com/stories/highlights/17999212786912547/

Date: September 1st, 2023
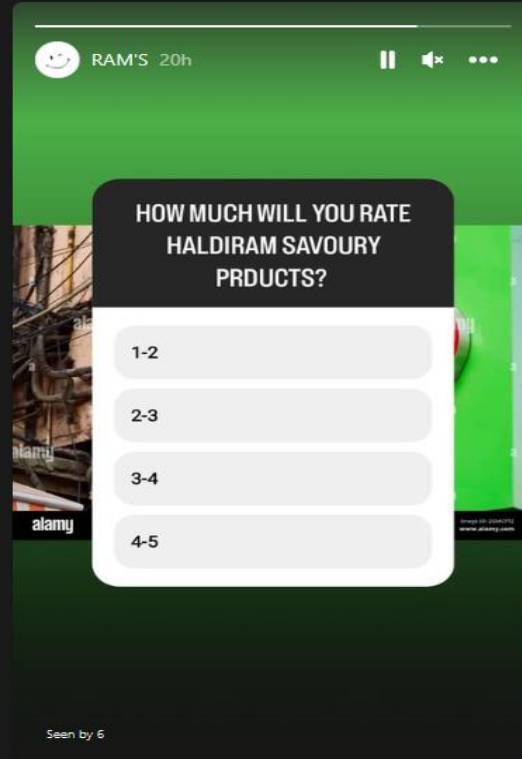
Quizzes:
URL: https://www.instagram.com/stories/highlights/18281042647177824/
Date: September 2ⁿᵈ, 2023

neurotic2002 47m
From Create Mode

WHO IS THE CEO OF THE FIEO?

❌ Ashwini Kumar
❌ Ajay Rathore
✅ Dr. Ajay Sahai
❌ Ajay Mudgal

neurotic2002 42m
From Create Mode

WHICH AMONG THE BELOW IS THE BIGGEST SNACKS CO. IN INDIA?

❌ Bikaner
✅ Haldiram
❌ Parle
❌ Kurkure

neurotic2002 40m
Added to DI >

WHICH CAR HAS THE TAGLINE "FUN ON THE RUN"?

✅ Alto
❌ Audi
❌ i10
❌ BMW

neurotic2002 29m
Added to DI >

WHICH AMONG THESE IS NOT A SUBSIDIARY OF RBI?

❌ NABARD
❌ Bharatiya Reserve Bank Note Mudran Private Limited
✅ SIDBI
❌ National Housing Bank

neurotic2002 22m
Added to DI >

FULL FORM OF SIP, IN THE CONTEXT OF MUTUAL FUNDS:

✅ Systematic Investment Plan
❌ Systematic Insurance Plan
❌ Systematic Investment Policy
❌ SystemInvestment Plan

Sneak peeks:

URL: https://www.instagram.com/stories/highlights/18283487620182153/

Date: September 3rd, 2023
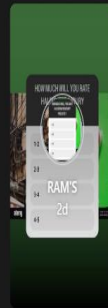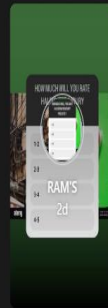
Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.

URL:
https://www.instagram.com/reel/Cw5i2QpvC4Q/?utm_source=ig_web_copy_link&igshid=MzRIODBiNWFIZA==

Social Media Ad Campaigns

Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

For every campaign clearly define:
- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

Brand Awareness Campaign:

Driving Website Traffic Campaign:

Generating Leads Campaign:

Email Ad Campaigns

Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

Email Ad Campaign 1 - Brand Awareness
(insert emailer image)

Email Ad Campaign 2 - Lead Generation
(insert emailer image)

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

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

Based on the analysis of the engagement metrics, the strategies and areas for improvement of the performance of social media posts and stories using the insight tool, here are 11 tried-and-tested ways to increase your platform engagement in 2023:

- Engaging Through Stories Stickers
- Creating Relatable Memes
- Creating Shareable Graphics
- Sharing Information in Carousel Posts
- Include Call-to-actions
- Let Your Personality Shine on Stories
- Hosting a Giveaway
- Collab on Instagram Reels
- Using the Add Yours Sticker
- Post When Your Audience Is Engaged
- Using Relevant Hashtags