

## **DIGITAL and SOCIAL MEDIA MARKETING CAMPAIGN FOR SATHVAM OIL AND SPICES PRIVATE LIMITED**

**Sathvam Oils & Spices Pvt. Ltd, Karur, Tamil Nadu**

**Submitted by:**

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### **Company Background**

#### **Company Profile**

Sathvam Oils & Spices, a manufacturing company in Karur, Tamilnadu. It was started in October 2021. It is a registered MSME that mainly focuses on manufacturing and retailing various spices and oils. The main aim of the company is to provide healthy food at an affordable rate.

**Current Web Presence [Website/Facebook/Just dial or any other platform. Give details]**

□ Instagram Page link:

[https://instagram.com/sathvam\\_oils?utm\\_medium=copy\\_link](https://instagram.com/sathvam_oils?utm_medium=copy_link)

□ Facebook Page Link:

<https://www.facebook.com/SATHVAMFOODS/>

### **Summary of Products or Services Offered**

The company majorly focuses on various kinds of oils and spices. Their SKUs include Coconut oil, Sesame oil, Groundnut Oil, Castor Oil, Peanut Oil, Neem Oil, Turmeric, Chili, sambar masala, Rasam Masala, Coriander Powder, etc. All these products are available in two categories i.e. Premium and classic. Based on these two categories they have different pricing.

### **Summary of the Target Market. Give specific demographic and other key information about the customers.**

Their primary target market is Karur. As Oil and Spices are basic products and used by majority of people. The company's target customers belong to all the income groups living in Karur or nearby geographic location.

### **Value Proposition**

The company provides quality products at an affordable rate to the customers and has plan to expand the business outlet.

## **Competitors and their Details [Describe the**

1. Gold winner oil- Instagram-  
([https://instagram.com/goldwinnerindia?utm\\_medium=copy\\_link](https://instagram.com/goldwinnerindia?utm_medium=copy_link))
2. Fortune sunlit refined sunflower oil- website-  
(<https://www.amazon.in/Fortune-Sunlite-Refined-Sunflower-Oil/dp/B00NYZTGEO>)
3. Idhayam oil-website-( <https://idhayam.com/>)

## Current Sales Strategies – Include both offline and online methods used.

1. Word of Mouth
2. Referrals
3. Retail Outlet
4. E-commerce

Rank the applicable goals of your Social Media Campaign from 1 to 7 with 1 as your topgoal	
Increasing traffic visits to hub/site	2
Branding	4
Building Relationships	5
Improving Visibility in natural search	6
Increasing Visits to Physical Store and sales revenue	3
Brand awareness [Both for existing and new companies/brands	1
Saving money on paid advertising	7

[Company Name] Sathvam oils & spices private limited

Page 3 3/13/2022

**By what percentage does your client wish to increase**  
**The following stated goals in the first three months of**  
**the campaign launch.**

Stated Goal	Current Sales/Hits/Trafficat store – define	Expected Increase
Increasing traffic visits to hub/site	12%	30%
Building Relationships [likely members incommunity]	7%	25%

Increasing Visits to Physical Store	0%	26%
Sales revenue	3%	30%
Brand awareness [Both for existing and new companies/brands]	13%	30%

## Geographical Range to be covered by the Social Media Campaign

The campaign is expected to have its impact in and around the geographical area of Karur.



- Blog
- SEM [Mandatory]
- Facebook
- Twitter
- Any Other Instagram

[Company Name] Sathvam oils & spices private limited

Page 4 3/13/2022



The basic Level research depicts that the company is having very less number of followers in their Instagram and Facebook handles and Social platforms were not updated regularly. As a result online sales were a bit dry.



Team Head- Aravindan a

Signature

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Client Name: Sathvam Oils and Spices Private Limited, Karur.

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[Company Name] Sathvam oils & spices private limited

Page 5 3/13/2022