

Created India's largest Dairy Farmer Digital Community



Challenging Objective:

The entire goal of the campaign was to spread knowledge/ relevant information which could reach Indian dairy farmers through the medium of Facebook & Whatsapp marketing mainly through organic and paid marketing.

Result-oriented Solution:

Our approach was divided into 2 major categories:

1. Content Strategy – Push Marketing
2. FB & Whatsapp Marketing – Pull Marketing

Content Strategy: To perform an intensive research on various topics with regards to Dairy farming, Agriculture/Farming Sector on daily basis and get approval to write content in the form of long informative blog articles with creative & video creation. The festive posts were also made which were excluded from this.

Once the topics were approved the journey of content creation was started the content has information which was generic and also an attempt was made that the information shared by us actually benefited the Indian farmer in true sense. This means the points added were incorporated through extensive research, referring many sources and adding our own useful insights as well.

Once the content was ready it was shared for approval and once it was approved the creation of video and creative for the respective content (blog article) was started.

We made sure that we had enough content throughout so that the entire process was not slow and we had enough quality content to post.

Facebook & Whatsapp Marketing: The content was posted across Facebook Page, Facebook groups & Whatsapp Groups respectively.

To gain the initial boost we had run a small Paid ad campaign followed by that did a lot of organic marketing across to gain the numbers in terms of whatapp group member's acquisition/ gaining new fb group members and likes.

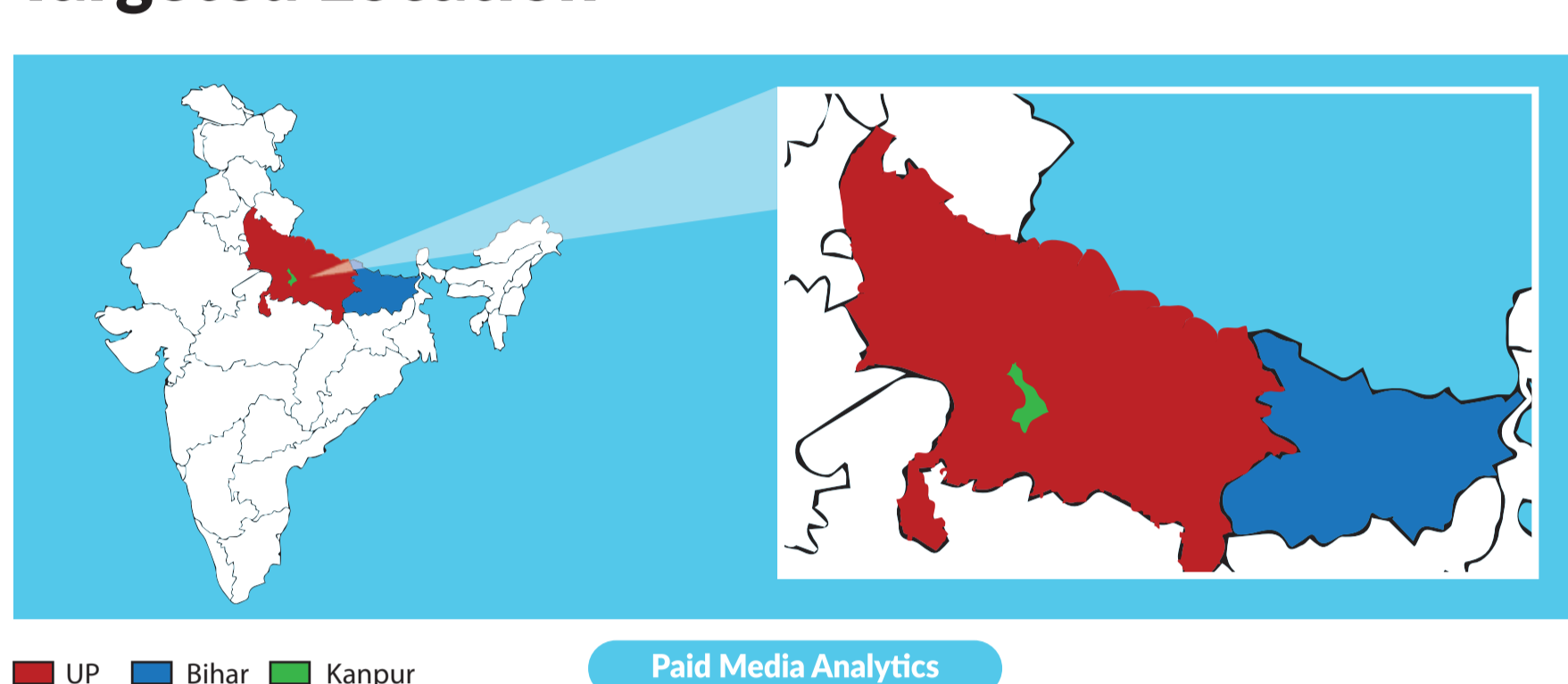
Apart from just this we had to address the people on whatsapp group & Facebook in terms of their issues/ queries and redirect them to the blog content or video link if their question matches the same.

It was an overall interactive and engaging activity we got to learn and share a lot of knowledge/ information at the same time. It was an overall fun activity.

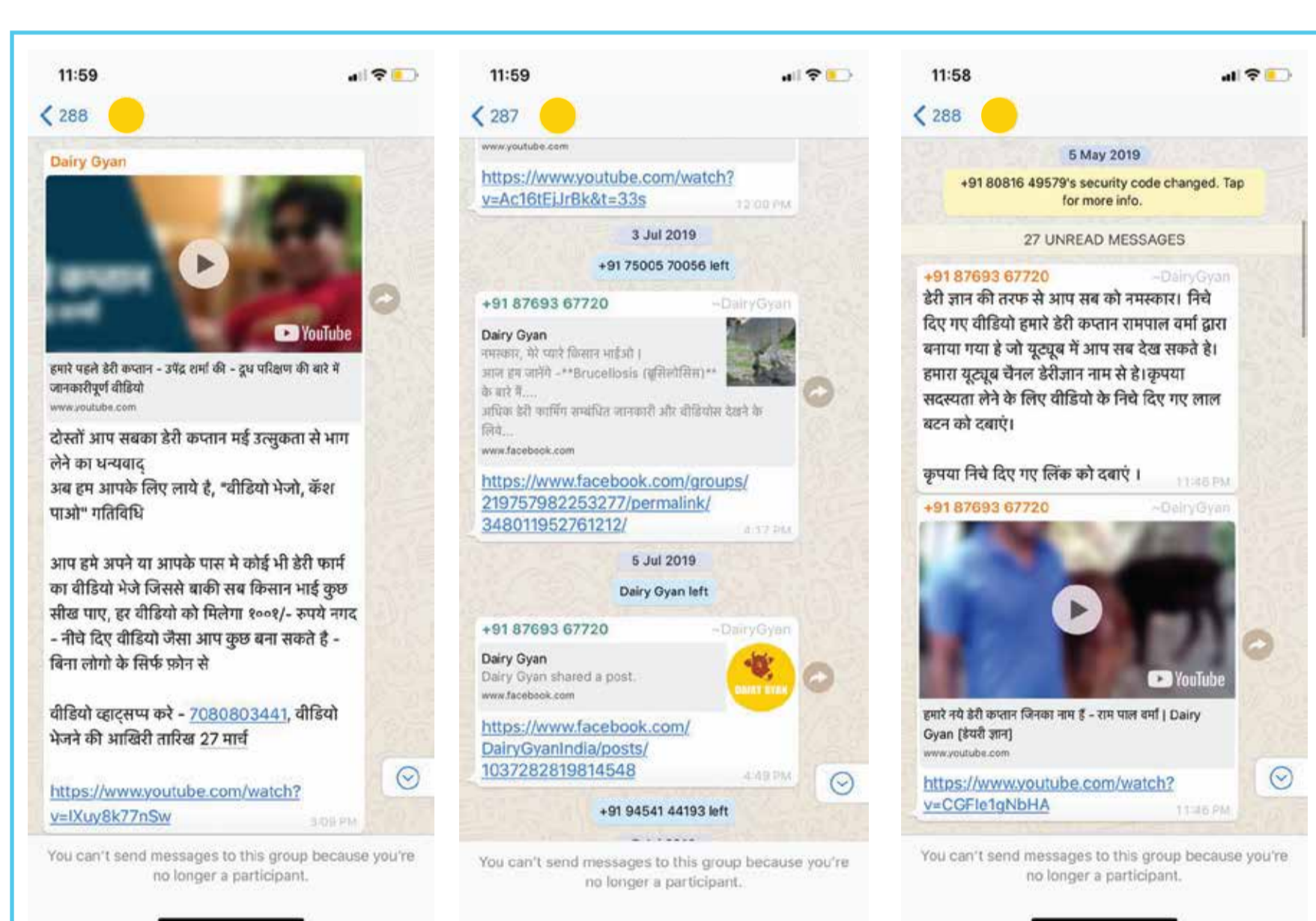
Achievements:

- Campaign Duration : **100 Days**
- Whatsapp Users : **10,000+ Organic Whatsapp Users.**
- Facebook Group : **1000+ FB Group Members.**
- Facebook Likes : **500 Organic Likes.**

Targeted Location



We Created Over 100 Groups To Connect Over 10,000+ Farmers



We made Dairy Captains for every Whatsapp Group & encouraged them to take a lead by solving the Farmers queries with our informative videos & content.



Demographics

Ad Name	Results	Reach	Impressions
Bharat mein dairy khet	11766	37216	43541
kaise aahar de pashuon ko	16627	56702	66981
Kaise shuru karein	28210	90591	107645
Animals emotionally gets connected	3540	13584	14592

Paid Media Analytics