

360 Degrees marketing for FMCG Brand

. Aanchal

- **About Aanchal:** Dehradun Dugdh Utpadak Sahkari Sangh Ltd launched Aanchal, a Milk and Dairy Product brand with the goal of improving the lives of Uttarakhand dairy farmers and fostering their growth and prosperity.
- **How the journey started**-Aanchal is a well-known Uttarakhand brand, yet it was missing from the digital world. It required an online presence, so we began by building a website and, at the same time, we worked on branding through social media, introducing the audience to new items such as Organic Ghee, Badri Cow Ghee, Pahadi Ghee, and Cheddar Cheese & its new flavours.
- **Nuclay's collaboration as digital partner with Aanchal**- Our collaboration with Aanchal has changed its course as we assisted them with Social media branding, Website development, Packaging designs, Amazon & Flipkart Sales, Social Media campaigns.
Branding- Nuclay began branding by sharing what products Aanchal carries, and how they differ from others.
We began with Brand awareness to attract more customers..
- **Strategies of Content Marketing:** Our content strategy focuses on informing mothers and consumers who are interested in cooking about the flavour and health benefits of Aanchal products. We keep the content cheerful and entertaining to engage all segments of the audience because dairy products are used by everyone.

घी ऐसा जिससे
रिश्ते भी बने और सेहत भी।

ORDER NOW

Order Now : amazon Flipkart

PRICE OF YOUR CAR'S FUEL WILL GO UP
BUT BODY'S FUEL PRICE
REMAINS THE SAME

ORDER NOW

Order Now : amazon Flipkart

- **Sales through amazon and Flipkart during covid**
Following the lead of Amazon and Flipkart, we began with a high-quality shot of the product and many slides of product photographs, their nutritional values, and

information. Campaigns should ideally begin with this, and then go on to keyword research by targeting sponsored product ads.

- **SEO-** Through our successful strategy we were able to rank 12 keywords within 2 months , We worked on resolving the issues of the website by working on google Search console, and then going forward with Offsite SEO ..
- **Labels designed-**As Aanchal is a product from Uttarakhand, it was necessary to maintain the flavor of the state in the labels, were we crafted the labels with richer components of Uttarakhand's culture, such as Uttarakhand's folk art "Aipan," the state bird: Moonal, the state tree: Buransh, and many more.



