



TEACHING CASE LETS AND CASE-STUDY

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Amul's Digital Play

Background

Amul, an acronym for Anand Milk Union Limited, is India's largest dairy cooperative. Founded in 1946, it has been a pioneer in the dairy industry, especially in India. Amul is known for its wide range of dairy products, including milk, butter, cheese, yogurt, ice cream, and more. With a cooperative model involving millions of farmers, Amul has become synonymous with quality and affordability in the Indian dairy market.

Challenges in Traditional Marketing

Historically, Amul relied heavily on traditional marketing channels like print, television, and radio to reach its consumers. However, with the changing landscape of consumer behaviour and the rise of digital platforms, Amul faced challenges in maintaining its market share and engaging with younger demographics.

Digital Transformation Initiatives

Recognizing the need to adapt to the digital age, Amul embarked on a comprehensive digital transformation journey. Amul leveraged digital platforms to enhance brand visibility, engage with consumers directly, and streamline its distribution channels.



Key Components of Amul's Digital Marketing Strategy

- **Social Media Presence:** Amul established a robust presence across popular social media platforms like Facebook, Twitter, Instagram, and YouTube. It leveraged these platforms to share engaging content, run promotional campaigns, and interact with its audience in real-time.
- **Content Marketing:** Amul created compelling content centred around its products, heritage, and the dairy industry. Through blogs, videos, infographics, and interactive content, Amul educated consumers about the benefits of dairy consumption and reinforced its brand identity.
- **E-commerce Integration:** Amul integrated e-commerce functionalities into its website, allowing consumers to purchase its products online. This initiative not only expanded Amul's reach beyond traditional retail channels but also provided consumers with convenient access to its products.
- **Mobile Applications:** Amul launched mobile applications for both Android and iOS platforms, enabling users to browse products, locate nearby stores, and receive exclusive offers. The mobile apps facilitated a seamless shopping experience while capturing valuable consumer data for targeted marketing campaigns.
- **Influencer Collaborations:** Amul collaborated with influencers and celebrities to amplify its brand messaging and reach new audiences. By partnering with influencers who resonated with its target demographics, Amul effectively increased brand awareness and drove consumer engagement.

Results and Impact

Amul's digital marketing initiatives yielded significant results, including:

- Increased brand visibility and engagement across digital platforms.
- Expansion of its consumer base, particularly among tech-savvy millennials and Gen Z.



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- Enhanced customer loyalty and brand advocacy through personalized communication and rewards programs.
- Improved sales and revenue growth, driven by e-commerce integration and targeted promotional campaigns.

Discussion Questions:

1. How well does Amul's digital marketing strategy align with its overall business objectives and values?
2. What are the key drivers behind Amul's decision to adopt digital marketing as a core component of its business strategy?
3. What key performance indicators (KPIs) should Amul use to evaluate the effectiveness of its digital marketing campaigns?
4. Despite its success, Amul faces ongoing challenges in adapting to evolving digital trends and consumer preferences. What strategies can Amul employ to further leverage its digital marketing efforts to gain future benefits?