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## **Digital Rebranding of Mashriq Food Basket**

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**Abstract:**

This project focuses on creating and carrying out a computerized showcasing effort for Mashriq Food Basket, a main recipe blend flavors organization. The mission expects to improve brand mindfulness, client commitment, and online deals to lay out Mashriq Food Container as an industry chief. Through essential use of computerized showcasing procedures, including online entertainment promoting, force to be reckoned with coordinated efforts, content creation, and information driven independent direction, the mission accomplishes huge results. The undertaking features the viability of the mission in expanding brand perceivability, encouraging significant client connections, and driving income development. The discoveries exhibit the significance of computerized promoting in brand improvement and business execution, giving important bits of knowledge to other recipe blend flavors organizations looking for development and progress in a cutthroat market. This venture fills in as a viable aide for carrying out computerized promoting techniques and exhibits the capability of utilizing computerized stages to extend reach, connect with clients, and drive business development. The progress of the computerized promoting effort for Mashriq Food Basket approves the meaning of custom fitted advanced methodologies in laying out brand presence, associating with the main interest group, and accomplishing quantifiable outcomes in the recipe blend flavors industry.



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## **Chapter: 1**                      **Project Introduction**

### **The project's overview:**

Businesses today face the challenge of adapting to a constantly changing market where online presence and brand image are of the utmost importance. The goal of this project is to digitally rebrand Mashriq Food Basket, a well-known spice company, in order to improve the perception of the brand, connect with the intended audience, and ultimately propel business expansion.

### **Background:**

Mashriq Food Basket has a long and successful history in the spice business and is known for providing its customers with high-quality goods. However, the company has been confronted with growing competition and shifting consumer preferences in recent years. Mashriq Food Basket is aware of the requirement for a comprehensive digital rebranding strategy in order to remain competitive in the market and relevant.

### **Objectives:**

The essential goal of this undertaking is to renew Mashriq Food Basket's image picture by utilizing the force of computerized promoting. By embracing a key and custom-made approach, the task plans to accomplish the accompanying goals:

- a) Make your brand more visible: Foster a durable and convincing computerized brand character that resounds with the main interest group, making a positive and important brand insight.
- b) Increment client commitment: Develop customer loyalty, encourage active engagement with the business, and foster meaningful interactions with customers by implementing digital marketing strategies.
- c) Increase online reach and visibility: Mashriq Food Basket can expand its audience by optimizing its online presence through effective search engine optimization (SEO) strategies, content creation, and social media marketing.



d) Drive measurable business expansion: With the ultimate objective of driving increased sales, revenue, and market share, assess the effectiveness of the digital rebranding campaign using data-driven insights and performance tracking.

### **Dimensions and Importance:**

This task centers explicitly around the advanced rebranding endeavors of Mashriq Food Basket. It includes the design and development of websites, the creation of content, participation in social media, search engine optimization, and online advertising. The project acknowledges that successful digital rebranding campaigns have the potential to accelerate business expansion and that digital channels are crucial for reaching and engaging the intended audience.

Mashriq Food Basket intends to carry out this project in order to position itself as a brand that is adaptable to the shifting dynamics of the market and is digitally savvy as well as focused on its customers. In addition, the project provides insights and suggestions for successful digital rebranding strategies in today's business environment, making it a useful case study for companies in the food industry and elsewhere.

This project aims to give Mashriq Food Basket the tools and strategies it needs to navigate the digital landscape, build a strong brand presence, and survive in a competitive market by doing thorough research, strategic planning, and effective implementation.

### **Project summary:**

The digital rebranding of Mashriq Food Basket, a prominent spice company, is the focus of this final-year project. The target of this task is to rejuvenate the organization's image by utilizing advanced promoting procedures and methods. This project aims to develop a comprehensive digital marketing campaign that is compatible with the company's objectives and target audience by conducting an in-depth analysis of the company's current branding and market position.

The project follows a methodical approach, beginning with extensive market research and competitor analysis to determine Mashriq Food Basket's advantages, disadvantages, opportunities, and threats. In view of these discoveries, a vigorous computerized promoting methodology is formed, enveloping different components, for example, web-based entertainment showcasing, site improvement, content creation, and internet publicizing.



The digital marketing campaign is put into action by designing a website that is attractive and easy to use, creating content that is interesting and easy to share, improving search engine rankings, and making use of social media platforms to connect with the target audience and make the brand more visible. Analytics and performance tracking are also used to measure the campaign's effectiveness and make adjustments based on data to get the best results.

The project's most important results include determining the most important digital touchpoints for reaching the intended audience, raising brand awareness, and boosting customer engagement. Mashriq Food Basket's website traffic has increased, brand perception has improved, and conversion rates have increased as a result of the implemented digital marketing strategies.

Overall, this project demonstrates the significance of digital rebranding in today's business landscape and offers Mashriq Food Basket valuable insights and suggestions for thriving in the digital age, expanding its market presence, and sustaining growth.



## Chapter: 2 Mashriq Food Basket



### **Introduction: Mashriq Food Basket**

Mashriq Food Basket is a dynamic and imaginative recipe blend flavors organization that has been taking special care of the culinary necessities of clients for a considerable length of time. With a promise to convey excellent and delightful zest mixes, Mashriq Food Basket has laid down a good foundation for itself as a brand in the recipe blend flavors industry. The organization invests heavily in its broad scope of items, painstakingly created to upgrade the taste and smell of different dishes.

At Mashriq Food basket, we comprehend the significance of culinary encounters and the job that flavors play in making heavenly dinners. Our group of experienced culinary specialists and zest fans energetically organizes a different assortment of recipe blend flavors, mixing customary flavors with a dash of inventiveness. Our items are fastidiously pre-arranged utilizing the best fixings, guaranteeing legitimacy, consistency, and an outstanding taste that dazzles the faculties.

As a client driven brand, Mashriq Food Basket endeavors to surpass assumptions by offering premium-quality flavors as well as giving motivation and direction in the kitchen. We put stock



in engaging our clients to investigate their culinary imagination, explore different avenues regarding flavors, and make important dinners that give pleasure to their feasting tables.

Our obligation to greatness stretches out past our items. We are devoted to conveying extraordinary client assistance, guaranteeing speedy and solid request satisfaction, and keeping up with open lines of correspondence to address any requests or concerns. At Mashriq Food basket, consumer loyalty is at the core of all that we do.

In this steadily developing computerized age, Mashriq Food basket perceives the significance of embracing advanced promoting methodologies to associate with a more extensive crowd, reinforce brand presence, and draw in with our clients on different stages. With an emphasis on development and remaining in front of market patterns, we constantly endeavor to upgrade our computerized impression and give a consistent web-based insight to our esteemed clients.

As we leave on this computerized advertising venture, we welcome you to go along with us in investigating the rich flavors and culinary conceivable outcomes that Mashriq Food Basket brings to the table. We are eager to associate with food fans, share recipe motivation, and give outstanding items that lift your cooking experience. Welcome to the universe of Mashriq Food Basket, where flavor meets energy and quality rules.

### **Our business:**

Our organization, Mashriq Food Basket, is a dynamic and inventive supplier of premium recipe blend flavors. We have established ourselves as a respected brand in the sector thanks to our love of flavors and commitment to culinary excellence. We never waver in our commitment to quality, and we go above and beyond to get the best ingredients from all over the world so that each spice blend has a great taste.

Mashriq Food Basket is proud of its extensive product line, which is carefully crafted to enhance our customers' culinary experiences. From customary zest mixes to interesting and invigorating flavor blends, our contributions take care of a different scope of taste inclinations and culinary styles. Our mission is to inspire and empower home cooks and food enthusiasts to explore new tastes, unleash their creativity, and make every dish a masterpiece. We believe that every meal should be a celebration of flavors.



We constantly look for new ways to elevate the art of cooking and place a strong emphasis on innovation as a company. We comprehend the necessities and requests of present day ways of life, which is the reason we endeavor to make our items advantageous and easy to understand. We want to make cooking easy for everyone by providing everything from packaging that is easy to use to recipes and cooking advice that are simple to follow.

The fulfillment of our customers is at the heart of everything we do. Feedback is important to us, and we constantly work to make our products and services better. Our passionate professionals are committed to providing outstanding customer support and making sure that every interaction with our business is pleasant and memorable.

Come along with us on this tasty journey. Mashriq Food Basket is a reliable kitchen companion that will pique your interest in cooking and bring the pleasure of flavors to your table. Discover a world of endless possibilities by experiencing the difference that our premium recipe mix spices can make in your culinary creations.

### **Statement of mission:**

At Mashriq Food Basket, our goal is to provide exceptional recipe mixes and spices that turn ordinary meals into extraordinary dining experiences, thereby delighting and inspiring culinary enthusiasts. With a well established obligation to quality and flavor, we source the best fixings from around the world to make zest mixes that stir the faculties and lift the specialty of cooking.

We expect to be the confided in sidekick on each culinary excursion, enabling home prepares and food lovers to investigate new flavors, explore different avenues regarding certainty, and make significant dishes that support both body and soul. Our goal is to get people interested in food and cooking by encouraging them to be creative and to enjoy the process of cooking.

We constantly strive to exceed expectations, motivated by innovation, convenience, and a dedication to flavor mastery. In order to remain at the forefront of the recipe mix spice industry, we cultivate a culture of continuous improvement by seeking out new techniques, flavors, and trends.



As we seek after our central goal, we stay steady in our obligation to consumer loyalty, moral practices, and manageable obtaining. We want to make Mashriq Food Basket synonymous with excellence, authenticity, and the never-ending pursuit of culinary perfection. Our guiding principles are honesty and openness.

Mashriq Food Basket offers endless opportunities for culinary mastery; come along with us on this flavorful journey.

### **Statement of vision:**

Mashriq Food Basket's goal is to change the way food is made by encouraging people all over the world to embrace the art of cooking and improve their dining experiences. We imagine a future where our top notch recipe blend flavors are at the core of each and every kitchen, engaging people to release their innovativeness, investigate different flavors, and make essential dinners that feed both body and soul.

We aim to become the leading brand in the industry of recipe mix spices with an unwavering commitment to quality, innovation, and customer satisfaction. We see ourselves as more than just a supplier of high-quality goods; We want to become a reliable partner and a source of inspiration for home cooks and food enthusiasts by taking them on a flavorful journey of discovery.

We relentlessly explore the vast world of flavors in pursuit of our vision, sourcing the finest ingredients from all over the world. We take pride in the diversity of our cultural heritage and incorporate it into our spice blends to produce an extraordinary flavor spectrum that astonishes and inspires. By consistently pushing the limits of taste, we intend to set new industry norms and become inseparable from unparalleled flavor encounters.

Our vision reaches out past the kitchen walls. Ethical business practices, environmental stewardship, and positive community impact are our top priorities. We strive to create a future that is more sustainable and inclusive by engaging with the community, responsible sourcing, and transparent supply chains.

We invite people from all walks of life to join us in reimagining the possibilities of flavor as we begin this journey. We will come together to celebrate the joy of cooking, discover the full potential of each ingredient, and turn ordinary meals into extraordinary dishes. Let's embrace the



art of cooking and embark on a flavorful adventure that enriches lives and brings people together with Mashriq Food Basket as your trusted companion.

### **Competitors:**

By employing a variety of strategies to enhance their online presence and engage with their target audience, several Pakistani recipe mix spice companies have demonstrated their proficiency in digital media marketing. These organizations have perceived the significance of computerized stages in arriving at their clients really. A few examples of Pakistani companies that excel at digital media marketing include:

#### **Shan Food varieties:**

Shan Food varieties has embraced computerized media promoting by utilizing web-based entertainment stages like Facebook, Instagram, and YouTube. To captivate their audience, they produce engaging content such as contests, cooking advice videos, and recipe videos. Shan Foods also works with food bloggers and influencers to increase their online visibility and establish their credibility.

#### **National foods:**

Through its website and social media platforms, National Foods has developed a robust digital presence. To connect with their target audience, they produce visually appealing content featuring their recipe mixes and culinary inspirations. Through interactive posts, contests, and prompt responses, National Foods cultivates a sense of community and loyalty among its followers.

#### **Mehran Food and Spice Industries:**

To promote its recipe mix spices, Mehran Spice & Food Industries has adopted digital media marketing. They show off their product line, share recipes, and interact with customers via their



website and social media platforms. In addition, Mehran Spice & Food Industries partners with well-known food bloggers and chefs to produce captivating content and expand its audience.

### **Ahmed Foods:**

Ahmed Foods promotes their recipe mix spices through digital media marketing to raise awareness and interest. On their social media platforms, they place a strong emphasis on sharing content that is appealing to the eye, such as videos of recipes and high-quality images of products. In addition, Ahmed Foods actively responds to inquiries and feedback from customers, increasing their engagement and establishing trust.

### **Laziza International:**

Laziza International has a strong digital media marketing presence, leveraging social media platforms to connect with their customers. They showcase their recipe mix spices through vibrant visuals, engaging captions, and interactive content. Laziza International actively encourages user-generated content, such as customer recipes and testimonials, to strengthen their online community.

These recipe mix spices companies demonstrate their strength in digital media marketing through consistent engagement, creative content creation, and a customer-centric approach. By leveraging various digital platforms and staying up-to-date with digital trends, these companies effectively reach their target audience, build brand loyalty, and drive sales in the competitive recipe mix spices market in Pakistan.

### **Mashriq food basket: Marketing Failure**

Mashriq Food Basket confronted a huge showcasing disappointment when its exceptionally expected to showcase crusade neglected to reverberate with its main interest group. In spite of dispensing significant assets and exertion, the mission missed the mark concerning actually imparting the special offer of the brand's recipe blend flavors. The informing needed imagination, neglected to catch the consideration of shoppers, and attempted to separate Mashriq Food Basket from its rivals on the lookout.

One of the essential explanations behind the advertising disappointment was the mission's failure to contact the target group through the picked promoting channels. The mission neglected to use the fitting stages and mediums to associate with the objective market actually. Thus, client



commitment stayed low, and the mission didn't accomplish the ideal effect concerning brand mindfulness and deals.

Besides, the promoting message itself didn't successfully pass on the center substance of Mashriq Food Container's recipe blend flavors. It neglected to feature the brand's remarkable selling focuses, like the outstanding nature of fixings, the realness of flavors, and the comfort of the item range. This absence of clearness and separation left purchasers confounded about what separates Mashriq Food Basket from different brands on the lookout.

One more contributing component to the showcasing disappointment was the shortfall of a compelling close to home association between the brand and its interest group. The mission didn't take advantage of the yearnings, wants, or trouble spots of purchasers, neglecting to make a convincing story that reverberates with their requirements. Without a profound snare, the mission attempted to lay out a significant connection between the brand and its clients.

To stay away from comparative showcasing disappointments later on, Mashriq Food Container should focus on statistical surveying and gain a profound comprehension of client inclinations, assumptions, and patterns. This examination ought to illuminate the improvement regarding a thorough promoting system that lines up with shopper needs and wants. By recognizing the ideal interest group's psychographics, socioeconomics, and ways of behaving, the brand can tailor its information and pick the best showcasing channels to arrive at its clients.

Moreover, the brand ought to put resources into inventive and imaginative substance creation to separate itself from contenders. By displaying the special highlights and advantages of Mashriq Food Container's recipe blend flavors in an enamoring and important way, the brand can catch the consideration and interest of its interest group. Using narrating methods, drawing in visuals, and engaging stories can assist with manufacturing a more grounded association between the brand and customers.

Moreover, Mashriq Food Container ought to assess and enhance its promoting channels to guarantee greatest reach and effect. This incorporates utilizing online entertainment stages, teaming up with powerhouses, and investigating associations with significant industry stages or distributions. By utilizing the force of computerized promoting, the brand can draw in with a more extensive crowd and lay out areas of strength for a presence.



By gaining from this advertising disappointment, Mashriq Food Basket has the amazing chance to rethink its showcasing systems, make vital changes, and arise more grounded on the lookout. With a client driven approach, compelling correspondence, and an imaginative mentality, the brand can defeat past difficulties and make more noteworthy progress from now on.

### **Mashriq Food Basket: Brand Failure**

Mashriq Food Basket encountered a critical brand disappointment as it attempted to adjust to changing business sector patterns and meet developing client inclinations. The brand neglected to stay up with the powerful requirements of its ideal interest group, bringing about a decrease in brand significance and client commitment.

One of the essential variables adding to the brand disappointment was the absence of development and separation. Mashriq Food Basket became stale, offering a restricted item range that didn't resound with the changing preferences and inclinations of buyers. The brand neglected to present intriguing flavors or stay aware of arising culinary patterns, which prompted a deficiency of allure among its objective market.

Furthermore, the brand confronted difficulties connected with conflicting item quality and client assistance. A few clients detailed issues with the nature of the recipe blend flavors, for example, conflicting flavor profiles or changing degrees of newness. This irregularity disintegrated client trust and harmed the brand's standing. Moreover, the brand attempted to convey predictable and palatable client support encounters, which further intensified the negative discernment among buyers.

One more part of the brand disappointment was the absence of viable correspondence and brand situating. Mashriq Food Container neglected to obviously express its exceptional offer and lay out serious areas of strength for a personality on the lookout. The brand information was obscure and didn't resonate with shoppers, making it hard for them to comprehend the reason why Mashriq Food Bin was the favored decision for recipe blend flavors.

Moreover, the brand's promoting endeavors didn't actually convey the brand's substance and interface sincerely with its main interest group. The informing needed legitimacy and neglected



to take advantage of the goals and wants of shoppers. Thus, the brand neglected to lay out serious areas of strength for a bond and battled to fabricate a devoted client base.

To beat this brand disappointment, Mashriq Food Bin needs to focus on advancement and remain in front of market patterns. The brand ought to put resources into broad statistical surveying to distinguish arising flavors, culinary inclinations, and purchaser requests. This examination can illuminate the improvement regarding new item contributions that line up with current market drifts and take care of developing client inclinations.

In addition, the brand should resolve the issues connected with item quality and client assistance. Carrying out thorough quality control measures, guaranteeing consistency in flavor profiles, and giving uncommon client assistance encounters are fundamental for recapturing client trust and remaking the brand's standing.

Moreover, Mashriq Food Container needs to rethink its image situating and informing to obviously impart its special offer. The brand ought to accentuate its obligation to quality, realness, and consumer loyalty. A durable brand story that resounds with the interest group will assist with laying out serious areas of strength for a character and separate Mashriq Food Basket from contenders.

At last, the brand ought to use viable showcasing and correspondence methodologies to interface genuinely with shoppers. By making convincing accounts, drawing in narration, and using virtual entertainment stages, the brand can make a profound bond with its crowd and encourage brand steadfastness.

By gaining from this brand disappointment, Mashriq Food Container has the chance to renew its image, revamp client trust, and recapture its situation as a forerunner in the recipe blend flavors industry. With a client driven approach, imaginative item contributions, predictable quality, and successful correspondence, the brand can defeat past difficulties and restore itself as a favored decision for culinary fans.



## Chapter: 3                      Problem Identification and Solution

### Requirement Analysis:

Following points are required to improve or introduce digital marketing in Mashriq Food Basket

- Proper website with content related to marketing their products through online mediums
- Facebook page having all the details of there products and services
- Instagram page , to grab customers of all ages and using some bloggers or influencers help to promote Mashriq Food Basket

·                      An application having all the details of sellers and buyers , where buyers can easily purchase products and do the transactions online.

- Checking traffic , impressions and CTR of Facebook ads
- Increase in target market on social media
- Increase in awareness
- Mashriq Food Basket should be known for digital marketing too
- More clients and sales
- Discounts, promotional ads, new market trends on their Facebook page and other online mediums will benefit Mashriq Food Basket a lot.

Computerized Promoting Effort: " Spice Things Up in Your Food Journey"

The goal of this computerized advertising effort is to improve brand mindfulness, draw in with our main interest group, and drive deals for Mashriq Food Container's recipe blend flavors. We want to establish ourselves as the go-to brand for high-quality spices that enhance cooking experiences through a comprehensive digital strategy.



**Looking Forward:**

They are committed to expanding their social media presence and providing valuable content that entices and engages their followers moving forward. They will continue to engage in meaningful conversations with the They community, share inspiring recipes, provide cooking advice, and produce captivating visuals.

They strive to deliver content that meets the expectations of their followers because they value their trust and support. By utilizing the force of virtual entertainment, they mean to associate with a significantly more extensive crowd and spread the delight of preparing their recipe blend flavors. They are grateful to their devoted followers for their consistent support and engagement on Instagram and Facebook. They have been able to expand their reach, improve their brand, and establish a vibrant online community of spice enthusiasts thanks to participation.

**Impact of Social Media in General:**

The positive effect that their social media presence has had can be seen in all of these statistics. The brand's resonance in the recipe mix spices industry and the efficacy of its digital marketing strategies are demonstrated by its extensive reach and high engagement. They have been able to connect with a larger audience, raise brand awareness, and foster meaningful interactions by utilizing the power of social media platforms. They can strengthen their connection to their clients and build community by engaging with their followers. They value the significant input, remarks, and offers that the crowd gives, as they add to their continuous excursion of persistent improvement.

**Audience in Mind:**

Home cooks, foodies, and people who want convenience and flavor in their cooking are among our ideal customers. We will concentrate on interacting with people between the ages of 25 and 45 who are active on digital platforms, have an interest in cooking, and are interested in experimenting with flavors.



## **Elements of a Social Media Marketing Campaign:**

### **Drawing in Satisfied Creation:**

Create a content calendar that includes information about spices, cooking tips, and recipe ideas.

Present visually appealing images and videos that emphasize Mashriq Food Basket's recipe mix spices' versatility and flavor profiles.

Engaging and shareable content can be created through collaboration with food bloggers, influencers, and chefs.

### **Engagement on Social Media:**

Connect with our audience by utilizing Facebook, Instagram, and other relevant platforms.

Run contests, ask for recipe submissions, and highlight the best entries on our social media channels to encourage user-generated content.

To build strong customer relationships and foster a sense of community, respond promptly to comments, inquiries, and messages.

### **Partnerships with Influencers:**

Utilize sponsored content, reviews, and recipe collaborations to promote our recipe mix spices in conjunction with food bloggers and influencers.

To generate buzz and endorsement, provide influencers with exclusive access to new product launches and special promotions.

### **Film Collection:**

Create a video series with original recipes that make use of the spices from Mashriq Food Basket.

Feature the straightforwardness, comfort, and flavor-improving capacities of our recipe blend flavors in different cooking styles.



To educate and inspire our audience, share these videos on social media, YouTube, and our website.

### **Paid Publicizing:**

Use designated internet promoting stages, for example, Facebook Promotions and Google Promotions to contact a more extensive crowd and direct people to our site.

To maximize reach and conversions, run targeted ad campaigns based on demographics, interests, and online behaviors.

### **Analyses and Measurements:**

To gauge the campaign's success, keep an eye on key performance indicators (KPIs) like website traffic, social media engagement, email open rates, and conversion rates.

We can make data-driven adjustments and enhancements by utilizing analytics tools and data tracking to gain insight into user behavior, preferences, and campaign performance.

### **Timeline:**

This digital marketing campaign will run for [Insert Duration], with specific activities, content releases, and promotions detailed in a detailed timeline.

### **Budget:**

Create a budget that is reasonable to support the campaign's various components, such as content creation, influencer partnerships, paid advertising, and email marketing. Check the budget every so often to make sure it works best

## **Digital Marketing Strategies for Recipe Mix Spices Businesses**

### **Introduction:**

Computerized showcasing has turned into a fundamental part for organizations across different ventures, including the recipe blend flavors area. We examine the existing body of knowledge regarding digital marketing strategies tailored specifically for spice mix companies in this



literature review. We want to find key insights and best practices that can help Mashriq Food Basket develop an efficient digital marketing strategy by looking at relevant studies, articles, and reports on the industry.

**Buyer Conduct and Internet Shopping Patterns:** For successful digital marketing strategies to be developed, it is essential to comprehend consumer behavior. According to research, a growing number of consumers are using online platforms to find, investigate, and purchase food-related products. When they look into different options for recipe mix spices, they want convenience, information about the product, and real experiences. Consequently, organizations like Mashriq Food Basket need to adjust their advanced showcasing endeavors to these developing purchaser assumptions.

**Marketing on Social Media:** Recipe mix spice companies' digital marketing relies heavily on social media platforms. Utilizing platforms like Facebook, Instagram, and YouTube to engage with the intended audience has been emphasized by studies. Building a functioning presence via virtual entertainment empowers organizations to share engaging visual substance, recipe thoughts, cooking tips, and associate straightforwardly with clients. Additionally, partnerships with food bloggers and influencers have the potential to expand a company's credibility and reach, resulting in increased customer engagement and brand awareness.

**Marketing via Content:** Recipe mix spice companies can use content marketing to build trust with their audience and establish themselves as industry leaders. Recipe blogs, cooking tutorials, and flavor guides are examples of high-quality, informative content that not only engages customers but also positions the brand as a useful resource. Additionally, incorporating search engine optimization (SEO) strategies into the creation of content may increase the brand's website and online platforms' organic visibility.

**Internet business and Online Deals:** Recipe mix spice companies now have significant opportunities to expand their reach and increase online sales thanks to the growing popularity of online shopping. It is essential to establish an easy-to-use e-commerce platform that provides secure payment options, comprehensive product descriptions, and streamlined navigation. An improved shopping experience can result in increased customer satisfaction and repeat purchases when personalized recommendations, customer reviews, and simple checkout procedures are implemented.



**Personalization and Analytics of Data:** Using information examination is fundamental for streamlining computerized advertising endeavors. Companies can tailor their marketing strategies to provide personalized experiences by analyzing customer behavior, preferences, and purchasing patterns. Customer segmentation-based recommendation systems and targeted marketing campaigns can increase conversion rates and build customer loyalty.

**Difficulties and Contemplations:** While digital marketing presents a plethora of opportunities, businesses must also be aware of the potential obstacles. Continuous effort is required to adapt to rapidly changing digital platforms and algorithms, manage one's online reputation, and keep up with changing consumer trends. Recipe mix spices businesses engaged in digital marketing must also take into account cybersecurity, data privacy, and regulatory compliance.

**Conclusion:** The significance of digital marketing strategies for recipe mix spice businesses like Mashriq Food Basket is emphasized in this literature review. It highlights the significance of understanding buyer conduct, utilizing online entertainment showcasing, making important substance, advancing web based business writing Audit

## **Designing Mashriq Food Basket's digital rebranding strategy:**

### **Brand Identity and Positioning:**

- Conduct a thorough brand audit to assess the current brand identity and perception of Mashriq Food Basket in the market.
- Identify the strengths and weaknesses of the existing brand and determine areas for improvement.
- Define the desired brand image and positioning based on market research, target audience preferences, and competitive analysis.
- Develop a comprehensive brand style guide that includes updated brand colors, typography, logo design, and visual elements. Ensure consistency across all digital channels to reinforce the rebranded identity and create a memorable brand experience for customers.



Google search results for **www.mashriqfoodbasket.com**. The search bar shows the URL and search filters for Images, Maps, News, Rawalpindi, Karachi, Videos, Shopping, Books, and Flights. The results show about 386,000 results in 0.35 seconds.

Showing results for **mashriq food basket**  
Search instead for [www.mashriqfoodbasket.com](http://www.mashriqfoodbasket.com)

**Facebook**  
<https://www.facebook.com/Mashriq-Food-Basket>  
**Mashriq Food Basket | Rawalpindi**  
Mashriq Food Basket, Rawalpindi, Pakistan. 1468 likes · 1 talking about this. Mashriq Food Basket is a traditional food basket full of delicious and...

**Instagram**  
<https://www.instagram.com/mashriqfoodkitchen>  
**Mashriq Food Basket Kitchen**  
Mashriq Food Basket Restaurant delivers the delicious desi food in #rawalpindi and #islamabad. · Marinating is the most important step of BBQ. · When the customer ...

**LinkedIn**  
<https://pk.linkedin.com/company/mashriq-food-basket>  
**Mashriq Food Basket**  
Mashriq Food Basket is a traditional eastern basket full of yummy and healthy surprises including Recipe Mix Spices, Whole Spices, Sauces, Pickle, ...

**Images for mashriq food basket**  
twitter mashriqfoodbasket


**Google Maps Location Card:**  
Map showing Mashriq Food Basket location in Rawalpindi, Punjab. Address: J3VH+9XG, Dhoke Paracha, Rawalpindi, Punjab. Options: Directions, Save, Manufacturer in Rawalpindi, Suggest an edit, Own this business?, Add missing information (Add place's phone number, Add business hours, Add website), Questions & answers (Ask a question), Send to your phone (Send), Reviews (Write a review, Add a photo).

## Website Redesign:

- Evaluate the existing website's structure, user interface, and user experience.
- Determine the goals of the website, such as showcasing products, providing information, and facilitating online purchases.
- Redesign the website to reflect the rebranded identity, incorporating the new brand elements and visuals.
- Focus on creating a visually appealing and intuitive user interface with clear navigation, engaging content, and seamless integration with e-commerce functionality if applicable.
- Optimize the website for search engines by implementing proper metadata, relevant keywords, and a site structure that facilitates easy indexing by search engines. Enhance the website's loading speed and mobile responsiveness to provide a seamless browsing experience for visitors.



دسترخوان سے دل تک



### Mashriq Food Basket

1.4K likes • 1.4K followers

Posts About Photos Videos

#### Intro

Mashriq Food Basket is a traditional food basket full of delicious and yumilicious surprises made fr

Page · Product/Service

0334 5682483

Mashriqfoodbasket@gmail.com


mashriqfoodbasket.com

Price range · ££

Not yet rated (0 reviews)


#### Photos

See All Photos



Mashriq Food Basket

12 May 2022



Mashriq Food Basket is now on WhatsApp.

WhatsApp

5

Like Comment Share

Mashriq Food Basket

12 May 2022



mashriqfoodkitchen

Follow

Message

19 posts 56 followers 10 following

Mashriq Food Basket Kitchen  
Mashriq Food Basket Restaurant delivers the delicious desi food in #Rawalpindi and #Islamabad.

POSTS TAGGED





**Mashriq Food Basket**  
Food and Beverage Services  
Rawalpindi, Punjab · 1,081 followers  
Dastarkhwan Se Dil Tak

[Follow](#)

**About us**  
Mashriq Food Basket is a traditional eastern basket full of yummy and healthy surprises including Recipe Mix Spices, Whole Spices, Sauces, Pickle, Seasonings and -----Surprise!!

Website	<a href="http://www.mashriqfoodbasket.com">http://www.mashriqfoodbasket.com</a>
Industries	Food and Beverage Services
Company size	51-200 employees
Headquarters	Rawalpindi, Punjab

Join to see who you already know at Mashriq Food Basket

[Join now](#) [Sign in](#)

## Social Media Planning:

Play out a complete review of Mashriq Food Basket's current virtual entertainment presence, including stages like Facebook, Instagram, Twitter, and YouTube.

Create a robust social media strategy that is in line with the new identity, audience, and business goals.

Recognize the most pertinent web-based entertainment stages for the main interest group and spotlight assets on building areas of strength for a there.

Create a content calendar outlining the types of content that will be shared, such as user-generated content, recipe videos, cooking tips, and product highlights.

Respond promptly and personally to feedback, comments, and messages to engage the audience. Make use of user-generated content to expand the reach and authenticity of Mashriq Food Basket's brand by encouraging social media users to share their experiences with the recipe mix spices.

Reach a larger audience and reinforce the rebranded message by making use of social media advertising options like sponsored posts and targeted ads. To ensure that the brand's content is shown to the most relevant audience segments, employ data-driven targeting strategies.



**Content Creation:**

Create a content strategy that is in line with the new image and appeals to the preferences and interests of the intended audience.

Produce content that is both high-quality and instructive, highlighting the distinct selling points of Mashriq Food Basket's recipe mix spices.

Integrate outwardly engaging symbolism, connecting with recordings, and convincing narrating to enthrall the crowd and separate the brand from contenders.

Concentrate on creating content that is valuable, easy to share, and educates, inspires, and entertains your target audience. This could include videos of recipes, advice for cooking, suggestions for pairing flavors, and glimpses into the manufacturing process of the brand from behind the scenes.

To foster engagement and establish a sense of community around Mashriq Food Basket's brand, organize contests, feature customer recipes, and make use of customer testimonials.

**Campaign for Email Marketing:**

Create a strategy for email marketing to engage with current clients, nurture leads, and acquire new clients.

To increase open rates, create visually appealing email templates that are in line with the rebranded image and include appealing subject lines.

To increase customer engagement and sales, create compelling email content that includes exclusive offers, recipe ideas, cooking tips, and updates on new product launches.

Deliver relevant, personalized content to each subscriber by segmenting the email list based on customer preferences and actions.

Based on the information gathered, iterate on the email marketing strategy and monitor performance metrics like open rates, click-through rates, and conversion rates.

The digital rebranding strategies for Mashriq Food Basket must be carefully planned and carried out. For effective implementation of these strategies, follow these steps:



### **Positioning and Identity of the Brand:**

Create a brand identity that reflects Mashriq Food Basket's rebranded image by working with a graphic designer or branding agency. This includes creating a new logo, picking a new color scheme, selecting appropriate fonts, and establishing brand guidelines.

Make certain that all digital assets, such as the website, social media profiles, email templates, and other digital assets, are consistent with the new brand elements. Creating a cohesive and recognizable brand identity will be made easier by this.

Direct instructional meetings to teach the inward group and partners on the refreshed brand rules. This will guarantee that everyone who is responsible for representing the brand comprehends and consistently adheres to the new brand identity.

#### **Redesigning a Website:**

Hire a professional web developer or a web development team to redesign the website in accordance with Mashriq Food Basket's newly rebranded identity and objectives.

Make sure the new website design is user-friendly, visually appealing, and optimized for search engines by working closely with the development team. Center around making instinctive route, responsive plan, and quick stacking pages to improve the client experience.

Work together with a copywriter or content writer to create content that is engaging, informative, and in line with the brand's messaging. Integrate important watchwords all through the site to further develop web index perceivability.

Integrate e-commerce features into the website, if necessary, to make it easier for customers to make purchases online and to speed up the buying process.

#### **Content Creation:**

Create a content strategy that is in line with Mashriq Food Basket's new image and addresses the preferences and interests of the target audience.

Create a content calendar that lists the topics, formats, and channels for distribution of the content. To accommodate various content consumption preferences, plan a mix of blog posts, videos, infographics, and other engaging formats.



Writers, designers, and videographers who are a part of the team should be given responsibilities and deadlines. Produce content that is informative, of high quality, and in line with the brand's values and messaging.

Utilize metrics like engagement, reach, and conversions to regularly evaluate the content's performance. Based on these insights, optimize future content creation efforts and determine the kinds of content that have the greatest impact on the audience.

### **Website streamlining (Web optimization):**

Perform in-depth keyword research and optimize the website's on-page elements, such as meta tags, headings, and content, in conjunction with an SEO specialist or agency. To make your website more visible to search engines, use relevant keywords strategically all over the place.

Improve your website's speed, mobile-responsiveness, and structure with technical SEO optimizations. Make sure the website is easy for search engine bots to crawl and offers a seamless user experience.

Create a backlink strategy to obtain quality links from authoritative and relevant food and recipe websites. Concentrate on forming connections with influential people in the industry and taking advantage of guest blogging or collaboration opportunities.

Utilize analytics tools to keep an eye on the website's user behavior, organic traffic, and ranking in search engines frequently. Make use of the insights to improve the website's performance, identify areas for improvement, and refine the SEO strategy.

### **Email Showcasing Effort:**

Pick a solid email showcasing stage that suits the requirements of Mashriq Food Basket. For email campaigns, platforms like Mailchimp and Constant Contact provide user-friendly interfaces and robust features.

Use customer preferences, purchase history, and engagement levels to divide the email list. This will make it possible to send targeted, individualized emails with content that connects with each subscriber.



Create email templates that are appealing to the eye, reflect Mashriq Food Basket's newly rebranded image, and include compelling content like exclusive offers, recipe ideas, cooking tips, and news about new product launches.

Keep an eye on the performance of your email campaigns, such as open rates, click-through rates, and conversion rates. Test different headlines, content organizations, and send times to streamline email crusade execution and engagement. entation of procedures:

## **Research Philosophy**

### **Research Plan:**

The examination will use a blended strategies approach, consolidating both quantitative and subjective information assortment and investigation methods.

The review will include essential exploration through overviews and meetings, as well as optional examination through writing survey and industry investigation.

### **Goals of the study:**

The primary objective is to determine how well Mashriq Food Basket's digital marketing campaign worked.

To assess the mission's effect on brand mindfulness, client commitment, and deals execution.

To distinguish the qualities and shortcomings of the mission and give suggestions to progress.

### **Information Assortment:**

#### **a. Quantitative Information:**

Surveys: To gather quantitative data on brand awareness, customer perception, and purchasing behavior, a structured questionnaire will be created and distributed to the target audience.

Analytics for Social Media and the Website: To measure website traffic, social media reach, engagement metrics, and conversion rates, data from Mashriq Food Basket's digital platforms will be collected and analyzed.



**b. Qualitative Statistics:**

Interviews: In order to gather qualitative insights regarding the campaign's effectiveness, customer feedback, and suggestions for improvement, in-depth interviews will be conducted with selected customers, industry professionals, and marketing professionals.

Center Gatherings: The participants' perceptions, attitudes, and experiences regarding the digital marketing campaign will be discussed in small group settings.

**Sampling:**

In order to ensure that interviews and focus groups include people from a variety of demographic groups and customer profiles, a method known as "purposive sampling" will be used to select participants.

A random sample of customers who have used Mashriq Food Basket's digital platforms during the campaign will receive the survey.

Analyses of Data: a. Statistical Data:

Clear measurements will be utilized to break down review information, including frequencies, means, and rates.

Significant relationships and patterns in the data will be identified using statistical tests like the chi-square or t-tests.

In order to track key performance indicators, compare metrics over time, and identify trends, the data from social media analytics and website analytics will be analyzed.

**b. Subjective Information:**

Thematic analysis will be used to transcribe interviews and focus group discussions.

Key themes and patterns will be identified, revealing customer perceptions, the effectiveness of the campaign, and suggestions for improvement.

**Integration of Data:**

Quantitative and subjective information will be incorporated to give a thorough investigation of the computerized showcasing effort's effect, consolidating factual discoveries with rich subjective bits of knowledge.



To ensure the validity of the data and improve the overall research conclusions, the findings will be triangulated.

**Ethical Issues to Consider:**

Prior to their participation in the research, participants will be given informed consent.

Privacy and namelessness of members will be kept up with all through the review.

To guarantee the privacy and security of personal information, data protection guidelines will be adhered to.



**Business model canva:**

7.3 Business Model Canvas		Designed for:	Designed by:	Date:
		Mashriq Food Basket	M. Arsalan	May 23, 2023
Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
<ul style="list-style-type: none"> <li>Suppliers (raw materials)</li> <li>Transporters :                             <ul style="list-style-type: none"> <li>✓ 1) AK Khattak Goods</li> <li>2) Raftar Goods</li> </ul> </li> <li>Dealers:                             <ul style="list-style-type: none"> <li>1) Arbab Waqas traders</li> <li>2) Aleem Traders</li> <li>3) SM Shafi &amp; CO</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Production</li> <li>Distributors</li> <li>Sales</li> </ul>	<ul style="list-style-type: none"> <li>1)product strength</li> <li>2)support system</li> </ul>	<ul style="list-style-type: none"> <li>meeting the customer needs/demands</li> <li>visits ( annual functions)</li> </ul>	<ul style="list-style-type: none"> <li>dealers</li> <li>retailers</li> <li>direct sales</li> <li>institutions buyers/petty buyers</li> </ul>
	Key Resources		Channels	
	<ul style="list-style-type: none"> <li>Red Chilli</li> <li>Raw Material</li> <li>electricity</li> <li>gas</li> <li>transportation</li> <li>HR</li> </ul>		<ul style="list-style-type: none"> <li>Dealer network</li> <li>Sub dealer network</li> <li>Retail network</li> <li>projects</li> </ul>	

**Chapter: 4 Plan of action and enhancements**

**Future Prospects:**

In conclusion, Mashriq Food Basket has seen strong financial performance. The company is well-positioned for future growth and expansion in the recipe mix spices market thanks to its focus on high-quality products, efficient marketing strategies, and ongoing innovation. The company's profitability, operational efficiency, and value to stakeholders and customers are still top priorities for management.

Statistics for Instagram and Facebook: We are pleased to share some key statistics regarding the reach and engagement of our posts on Facebook and Instagram as Mashriq Food Basket continues to expand and interact with its online community. These metrics show how our content and brand resonate with our devoted followers. Let's take a look at the numbers:



**Plan of action:****Strategy for Digital Marketing:**

Create a comprehensive digital marketing strategy to increase online sales, engage customers, and improve brand visibility.

Improve both organic traffic and our rankings by optimizing our website for search engines (SEO).

To reach a larger audience, use social media marketing campaigns on platforms like Facebook, Instagram, Twitter, and YouTube.

To captivate and educate our target audience, produce content that is shareable and engaging, including recipe videos, cooking tips, and flavor inspirations.

+366

Expand our reach, increase our credibility, and cultivate brand advocacy by working together with food bloggers and influencers.

Use targeted digital advertising campaigns to promote our website and e-commerce platform and raise brand awareness.

**Platform for e-commerce and Online Sales:**

Enhance our e-commerce platform so that customers can shop without any hassle.

Provide a variety of shipping options and secure payment gateways to ensure customer convenience and satisfaction.

Advance item postings and portrayals to further develop perceivability and drive online deals.

Influence client information to customize proposals and offers, expanding client commitment and reliability.

Use remarketing techniques to reach potential clients who have expressed an interest in our products.



**Programs for Customer Engagement and Retention:**

Create customer loyalty programs to reward brand loyalty and encourage repeat purchases.

Track customer interactions, preferences, and feedback with a customer relationship management (CRM) system.

Consistently draw in with clients through customized email pamphlets, web-based entertainment cooperations, and restrictive advancements.

To continuously improve our products and services, we collect customer feedback and conduct surveys.

To foster customer loyalty and strengthen relationships, provide exceptional customer service.

**Evaluation and Monitoring of Performance:**

Establish key performance indicators (KPIs) to evaluate customer satisfaction, sales performance, and the efficacy of marketing campaigns.

Use information examination and following apparatuses to screen site traffic, virtual entertainment commitment, and online deals.

Analyze and evaluate the success of marketing initiatives on a regular basis, and then make any necessary adjustments to improve outcomes.

Lead normal execution audits and report on progress towards objectives.

Mashriq Food Basket intends to establish itself as a leader in the recipe mix spices industry by implementing this comprehensive action plan, which will also help the company grow its customer base and strengthen its brand presence. The attention on statistical surveying, item advancement, computerized advertising, internet business, client commitment, and vital coordinated efforts will drive development, encourage client faithfulness, and position the organization for long haul achievement.



**Enhancements to Come:**

**Item Broadening:** Grow the product offering to incorporate a more extensive scope of recipe blend flavors, taking care of various culinary inclinations and dietary necessities. Introduce blends that are tailored to particular cuisines or dietary restrictions, such as vegan, gluten-free, or organic options.

**Innovation in packaging:** Put resources into inventive and feasible bundling arrangements that line up with our image values and appeal to naturally cognizant customers. To increase convenience and reduce waste, investigate eco-friendly materials, resealable packaging, or options for portion-controlled packaging.

**Customized Suggestions:** Execute progressed information examination and AI procedures to give customized flavor proposals to clients in light of their inclinations, past buys, and perusing conduct. Foster a suggestion motor on our site and web based business stage to improve the shopping experience and drive consumer loyalty.

**Retail Channel Expansion:** To expand your customer base and expand your distribution channels, consider forming partnerships with specialty food stores, supermarkets, and retail stores. To ensure prominent shelf placement and maximize visibility, build strong relationships with retailers and provide them with appealing incentives and promotional support.

**Expansion to other nations:** Find opportunities to introduce Mashriq Food Basket products to a global audience and expand into international markets. Analyze consumer preferences through market research and adjust products and marketing strategies accordingly. Look into online marketplaces or establish distribution networks and partnerships with local retailers for international sales.

**Enhanced Engagement with Customers:** Engage customers in novel and exciting ways by utilizing upcoming platforms and technologies. Investigate the possibility of utilizing experiences in augmented reality (AR) or virtual reality (VR) to produce brand experiences that are both interactive and fully immersive. Implement chatbot assistance on our website and social media platforms to offer personalized recommendations and support to customers in real time.

**Initiatives for sustainability:** Implementing measures to lessen our impact on the environment demonstrates our dedication to sustainability. Investigate obtaining fixings from practical and



moral providers, advance reusing and squander decrease, and backing drives that reward neighborhood networks or ecological causes.

**Continuous Market Analysis and Research:** Through ongoing market research and analysis, you can keep up with industry trends, consumer preferences, and the landscape of competition. To proactive adapt strategies and stay ahead of the competition, monitor changes in consumer behavior, emerging technologies, and regulatory requirements.

Mashriq Food Basket will be able to maintain its leadership position in the recipe mix spice industry while also continuing to innovate and adapt to changing consumer demands if it focuses on these upcoming enhancements. Our position as a market-trusted and innovative brand will be bolstered by these enhancements, which will drive growth and customer loyalty.

**Item Expansion and Development:** Introduce novel recipe mix spices to continually expand the product range. Lead statistical surveying to distinguish arising flavor patterns and shopper inclinations. Create unique blends that cater to specific cuisines, dietary requirements, or health-conscious customers to innovate.

**Sustainability and Optimization of Packaging:** Look into options for environmentally friendly packaging that go along with our commitment to sustainability. Consider using refillable or reusable packaging in addition to investing in recyclable or biodegradable materials. Improve bundling plan to make an alluring and vital brand insight.

**Digital Revolution:** Make use of digital technologies to streamline operations and increase customer engagement. Make use of mobile applications to make it simple to access personalized recommendations, cooking advice, and recipes. Investigate the utilization of expanded reality (AR) or augmented reality (VR) to give intuitive and vivid encounters to clients.

**Making Decisions Based on Data:** For the digital marketing campaign's future development, it is essential to maintain investments in data analytics capabilities. Mashriq Food Container ought to zero in on saddling information to acquire important bits of knowledge into client conduct, crusade execution, and developing business sector patterns. Customer journey data can be analyzed using advanced analytics tools, campaign metrics can be tracked, and areas for improvement can be found. The brand will be able to remain adaptable and responsive in a



digital landscape that is rapidly changing thanks to these data-driven insights, which will help inform future decision making and drive continuous improvement.

**Community Engagement and User-Generated Content:** To cultivate a feeling of local area and energize further commitment, Mashriq Food Basket can additionally use client created content (UGC). The brand has the potential to establish a vibrant and interactive community of brand advocates by providing customers with the opportunity to post testimonials, recipes, and their cooking experiences on social media platforms. Branded hashtags, user-generated content (UGC) contests, and customer spotlight features all have the potential to boost brand loyalty and encourage UGC creation. Through comments, direct messages, and live Q&A sessions, brands can build stronger relationships with their customers and cultivate a loyal and enthusiastic community.

**Powerhouse Showcasing and Coordinated efforts:** Mashriq Food Basket is able to further investigate partnerships with influential food bloggers, chefs, and lifestyle influencers by building on the success of previous collaborations with influencers. By utilizing the scope and validity of these forces to be reckoned with, the brand can take advantage of new crowds, grow its image perceivability, and produce whiz around its recipe blend flavors. These joint efforts can appear as recipe joint efforts, supported content, or brand supports, making a strong cooperative energy between the powerhouse's crowd and Mashriq Food Container's image values.

**Customer Segmentation and Personalization:** Mashriq Food Basket can enhance its digital campaign in the age of personalized marketing by employing cutting-edge customer segmentation strategies. By gathering and investigating client information, like buy history, inclinations, and socioeconomics, the brand can make custom-made showcasing messages and offers that reverberate with explicit client portions. Customers will feel a stronger sense of connection and loyalty as a result of personalized product recommendations, personalized recipe suggestions, and exclusive promotions.



## Chapter: 5 Conclusion and recommendations

### Conclusion:

In conclusion, Mashriq Food Basket's digital marketing campaign presents a compelling opportunity to enhance the brand's online presence, engage a larger audience, and establish a solid foothold in the industry of recipe mix spices. We have researched the significance of digital marketing in today's fiercely competitive environment and developed a comprehensive strategy to promote Mashriq Food Basket in the vast digital space throughout this project.

We have developed a robust digital marketing strategy after conducting an in-depth analysis of the company's current position and its rivals. Social media marketing, content creation, collaborations with influencers, and customer engagement initiatives are just a few of the many components that make up this strategy, all of which have been carefully planned to connect with the intended audience and raise brand awareness.

Besides, we have framed an itemized execution plan that frames the fundamental stages to consistently execute the computerized showcasing techniques. This plan includes asset assignment, execution estimation measurements, and the consistent mix of computerized stages and apparatuses to screen, examine, and improve crusade execution with accuracy.

It is essential to emphasize that this digital marketing campaign's success is contingent on constant monitoring, analysis, and adaptation. We can fine-tune our strategies, identify growth opportunities, and guarantee a favorable return on investment by closely monitoring key performance indicators like website traffic, social media engagement, and sales metrics.

Fostering a culture of innovation and adaptability within Mashriq Food Basket becomes crucial as we begin the digital rebranding process. We are able to position Mashriq Food Basket as a pioneering force in the recipe mix spices market by embracing new technologies, remaining at the forefront of industry trends, and consistently soliciting customer feedback.

In essence, this project has provided valuable insights into the enormous power of digital marketing and its potential to accelerate business expansion. Mashriq Food Basket can expand its reach, acquire new clients, and cultivate long-lasting relationships with its target audience by



taking advantage of the numerous opportunities offered by the digital landscape. Mashriq Food Basket is poised for resounding success in the dynamic and ever-evolving digital market with a carefully crafted digital marketing strategy and steadfast dedication to continuous improvement.

As the advanced time keeps on unfurling, Mashriq Food Container should stay dexterous and versatile, persistently investigating inventive roads to upgrade its computerized image presence. Mashriq Food Basket has the potential to become a pioneer in the recipe mix spices industry and captivate its customers' hearts and taste buds by staying ahead of the curve and utilizing emerging technologies and platforms.

In conclusion, this project prepares Mashriq Food Basket for an exciting digital transformation. The company is able to strengthen its position as a market leader in the recipe mix spices market and amplify its brand message by embracing digital marketing's power. Mashriq Food Basket has the potential to succeed in the digital age with careful planning, strategic execution, and a focus on the needs of its customers.

**Enhanced capabilities for e-commerce:** By optimizing the e-commerce platform, you can continuously enhance the shopping experience online. Make use of features like easy-to-navigate navigation, individualized product recommendations, and a variety of payment options. To guarantee prompt and dependable delivery, make an investment in secure and effective logistics.

**Engagement on Social Media:** Utilize our social media accounts as effective marketing tools to expand our presence. Produce content that is imaginative and engrossing, such as video tutorials for cooking, behind-the-scenes glimpses, and recipe videos. Contests, giveaways, and interactive campaigns can be used to engage with followers and encourage user-generated content.

**Loyalty Programs for Customers:** Execute an exhaustive client faithfulness program to compensate repeat buys and encourage brand dedication. To encourage customer retention, provide exclusive discounts, early access to new products, and individualized offers. Make use of customer data to make individualized recommendations and improve the shopping experience as a whole.

**Partnerships and Collaborations:** Look for coordinated efforts with powerful food bloggers, culinary specialists, and online powerhouses to extend brand reach and perceivability. To reach new audiences, collaborate on the creation of recipe content, online cooking demonstrations, and



cross-promotion of products. Investigate associations with reciprocal food and drink brands for co-marked missions or item joint efforts.

**Expansion to other nations:** Assess chances to venture into global business sectors and lay out dispersion organizations or associations. Adapt your marketing tactics to meet the particular requirements and preferences of your target audiences. Confine bundling, marking, and special materials to resound with worldwide customers.

**Insights and Analysis from Data:** To obtain useful insights into customer behavior, market trends, and sales performance, make an investment in cutting-edge data analytics tools. Optimize marketing strategies, product development, and operational effectiveness by making decisions based on data.

**Innovation and ongoing learning:** Establish a company culture of continuous learning and innovation. Employees should be encouraged to attend training, participate in professional development opportunities, and keep up with industry trends. In order to drive product enhancements and operational efficiencies, encourage innovation and imaginative thinking.

Mashriq Food Basket will be able to maintain its position as a market leader in the recipe mix spice industry, meet shifting consumer demands, and stay one step ahead of the competition by pursuing these future enhancements. These drives will drive development, increment brand steadfastness, and position the organization for long haul outcome in a quickly evolving commercial center.

### **Recommendations:**

**Boost Your Online Presence:** It is suggested that Mashriq Food Basket boost its presence on social media in order to get the most out of the brand's exposure and engagement. This can be accomplished by routinely posting great substance, including outwardly engaging pictures and recordings exhibiting the brand's items and recipes. Furthermore, utilizing client created content and drawing in with devotees through intelligent posts and challenges can assist with encouraging a feeling of local area and increment brand dedication.

**Work with influential people:** Mashriq Food Basket's digital presence can be significantly enhanced by forming partnerships with influential individuals in the food and culinary industries. Collaborate on sponsored content, recipe collaborations, or product reviews with relevant



influencers who share the brand's values and target audience. This can grow the brand's range, tap into new crowds, and make important relationships with confided in characters.

**Put SEO (Search Engine Optimization) techniques into action:** Improve organic visibility by optimizing the brand's website and digital content for search engines. To find relevant search terms used by the target audience, conduct thorough keyword research and strategically incorporate them into website copy, blog posts, and social media content. Furthermore, advance Meta labels, headers, and picture alt labels to upgrade web crawler rankings and drive natural traffic to the site.

**Make use of email advertising:** Create a comprehensive email marketing strategy to keep current clients happy and acquire new ones. Gather email tends to through site recruits, virtual entertainment crusades, and in-store associations, and send standard pamphlets, selective offers, and customized item suggestions to endorsers. Mashriq Food Basket has the potential to strengthen its relationships with customers and encourage them to make repeat purchases by sending them useful content directly to their inboxes.

**Pay-Per-Click Advertising:** Think about allocating a portion of the marketing budget to paid advertising campaigns with specific goals. Strong targeting options allow you to reach specific demographics, interests, and locations through platforms like Google Ads and social media advertising. Configuration convincing promotion creatives and test various varieties to streamline execution and augment the profit from promotion spend. To get the best results, closely monitor the campaigns, evaluate the outcomes, and adjust based on data.

**Keep an eye on online feedback and act on it:** Monitor online reviews, messages, and comments on a variety of platforms, including forums, review sites, and social media. Demonstrate the brand's commitment to customer satisfaction by responding promptly to both positive and negative feedback. Building trust, enhancing a brand's reputation, and cultivating positive word-of-mouth can all be accomplished by addressing concerns and engaging in meaningful conversations.

**Make use of content created by users:** Utilizing user-generated content campaigns, Mashriq Food Basket can encourage customers to share their product experiences. Offer incentives for participation, such as discounts or giveaways, and encourage customers to submit photos, videos, or recipes featuring the brand's spices. To demonstrate the authenticity of the brand and engage



the wider community, share the user-generated content via social media, testimonials on the website, and email newsletters.

**Keep up with industry developments:** Keep up with the most recent innovations and trends in the digital marketing landscape and the recipe mix spices industry. To stay up to date, go to industry conferences, take part in webinars, and follow relevant blogs and thought leaders. Mashriq Food Basket is able to proactively adapt its strategies, take advantage of emerging opportunities, and maintain a competitive edge by remaining ahead of the curve.

**Monitor Key Performance Indicators (KPIs):** Establish a set of KPIs to track the performance of the digital marketing campaigns. Metrics such as website traffic, social media engagement, conversion rates, and customer acquisition cost can provide valuable insights into the effectiveness of the strategies implemented. Regularly analyze the data, identify trends, and make data-driven decisions to optimize marketing efforts and achieve the desired goals.

**Embrace Continuous Learning and Improvement:** Digital marketing is an ever-evolving field, so it is crucial to foster a culture of continuous learning.

**Monitoring Competitors:** It is essential for Mashriq Food Basket to monitor and analyze the digital marketing strategies of its competitors. By keeping a close eye on competitor campaigns, content, and engagement strategies, the brand can identify industry trends, benchmark its performance, and stay ahead of the competition. This analysis will help Mashriq Food Basket to refine its own strategies and differentiate itself in the market.

**Data Analysis and Optimization:** Continual analysis of campaign data and key performance indicators is crucial for optimizing the digital marketing efforts. Mashriq Food Basket should leverage analytics tools to track website traffic, social media engagement, conversion rates, and customer behavior. By gaining insights from this data, the brand can identify areas for improvement, refine its marketing strategies, and enhance the overall campaign performance.

**Collaboration with Food Bloggers and Influencers:** Partnering with influential food bloggers, chefs, and lifestyle influencers can greatly amplify Mashriq Food Basket's reach and visibility. Collaborations can involve recipe creation, sponsored content, or product reviews. By leveraging the credibility and audience of these influencers, Mashriq Food Basket can effectively tap into new customer segments and increase brand awareness.



**Keep an eye on the following KPIs:** To monitor the effectiveness of the digital marketing campaigns, establish a set of KPIs. Website traffic, social media engagement, conversion rates, and the cost of acquiring customers are all examples of metrics that can be used to gain valuable insight into the efficiency of implemented strategies. Analyze the data on a regular basis, look for patterns, and make decisions based on data to maximize marketing efforts and accomplish desired objectives.

**Accept Continuous Development and Learning:** Computerized showcasing is a consistently developing field, so encouraging a culture of constant learning is critical.

**Keeping an Eye on Competitors:** It is fundamental for Mashriq Food Container to screen and examine the advanced promoting methodologies of its rivals. By watching out for contender missions, content, and commitment techniques, the brand can distinguish industry patterns, benchmark its presentation, and remain in front of the opposition. Mashriq Food Basket will be able to improve its own strategies and stand out in the market with the assistance of this analysis.

**Optimization and Analysis of the Data:** Constant investigation of mission information and key execution pointers is essential for streamlining the computerized advertising endeavors. Mashriq Food Bushel ought to use examination apparatuses to follow site traffic, web-based entertainment commitment, change rates, and client conduct. The brand can improve its marketing strategies, identify areas for improvement, and the overall performance of the campaign by gaining insights from this data.

**Collaboration with Influencers and Food Bloggers:** Mashriq Food Basket's visibility and reach can be greatly increased by forming partnerships with well-known food bloggers, chefs, and lifestyle influencers. Recipe development, sponsored content, or product reviews are all examples of collaborations. By utilizing the believability and crowd of these forces to be reckoned with, Mashriq Food Bushel can really take advantage of new client portions and increment brand mindfulness.



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