

Develop a complete marketing strategy for optimised brand growth and ROI prediction

FOR



TASK-1

Introduction to Brand/Product



Domino's Pizza – Brand Description :

Domino's Pizza is a global leader in pizza delivery, known for **fast service, affordability, and tech-driven innovation**. Founded in **1960 in the USA**, it operates in **90+ countries with 20,000+ stores**. The brand revolutionized food delivery with its **“30 Minutes or Free”** promise.

It offers a **diverse, localized menu**, adapting to regional tastes like **Paneer Makhani Pizza in India** and **Vegan Pizzas in the UK**. Domino's is a **digital-first brand**, leveraging **AI-based ordering, GPS tracking, drone delivery, and voice assistants**.

In **India, Jubilant FoodWorks** runs **1,900+ stores**, making Domino's the **largest pizza chain**. Competing with **Pizza Hut & McDonald's**, it stands out with **affordable pricing, fast delivery, and strong digital marketing**.

With continued **AI-powered marketing, drone delivery, and sustainability efforts**, Domino's remains at the **forefront of the QSR industry**.



Domino's Pizza – Product, History, Values, & Mission :

Product Overview

Domino's specializes in **fresh, customizable pizzas**, along with **pasta, chicken sides, desserts, and beverages**. It offers **localized flavors** like **Paneer Makhani Pizza in India** and **Vegan Pizzas in the UK**. The brand is known for **fast delivery, affordability, and tech-driven ordering** via AI, GPS tracking, and voice assistants.

Core Values

Customer First – Quality food, fast service

Innovation – AI ordering, drone delivery

Operational Excellence – Reliable, efficient logistics

Community Engagement – Sustainable practices, CSR initiatives

Mission Statement

"To be the best pizza delivery company in the world by delivering high-quality food with exceptional service and convenience."



Domino's Marketing Strategy Analysis: Consumer Truth, Brand Truth & USP :

1. Consumer Truth (What Customers Believe & Expect)

Consumers value **fast delivery, affordability, and convenience** when ordering pizza. They prefer:

Quick service – Minimal wait time, doorstep delivery

Budget-friendly options – Regular discounts & combo deals

Easy ordering – Seamless app experience, multiple payment options

Consistent quality – Fresh ingredients, customizable toppings

Integration in Marketing :

“30 Minutes or Free” promise reinforces **speed & reliability**.

Heavy **discounts & app-exclusive offers** cater to price-sensitive customers.

Localized menu items (e.g., Paneer Pizza in India) increase appeal.



Brand Truth (What Domino's Stands For)

Domino's is a **tech-driven, customer-focused brand** committed to **fast, high-quality pizza delivery**. It has:

Global expertise with local adaptation

Strong digital presence & AI-driven ordering

Reliability through an efficient supply chain

Integration in Marketing:

- **Tech-first approach:** AI ordering, GPS tracking, and chatbot-based customer service.
- **Customer engagement:** Active on **social media, memes, influencer collaborations**.
- **Innovation-driven reputation:** Drone delivery tests, AI-powered recommendations.



Unique Selling Proposition (USP) – What Sets Domino's Apart? :

“30 Minutes or Free” – The fastest pizza delivery promise in the industry.

Strong Digital & AI Integration – Chatbots, Google Assistant ordering, GPS tracking.

Highly Customizable Menu – Local flavors and diverse crust/topping options.

Affordable Pricing & Regular Discounts – Budget-friendly combos & loyalty rewards.

Integration in Marketing:

- **Aggressive online & app-based advertising** focusing on **speed & discounts**.
- **SEO & targeted ads** ensure Domino's ranks high for “Pizza Delivery Near Me.”
- **Gamification & AI-powered recommendations** enhance the customer experience.

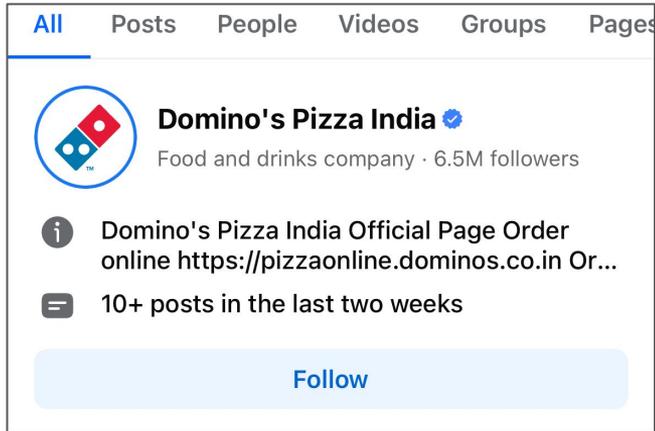


TASK-2

**Review 360° Marketing
Strategy**



Current marketing strategies across various channels :

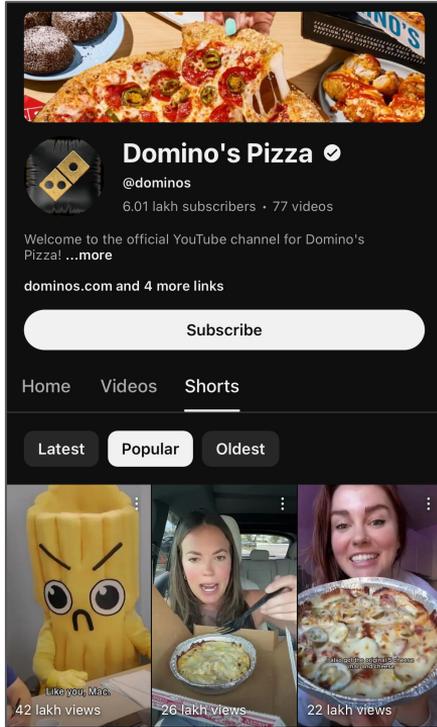


Facebook

By using Memes and offers to attract Customers and also using meta ads

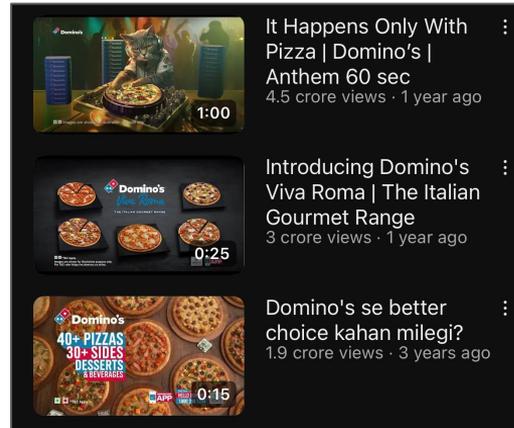


Current marketing strategies across various channels :

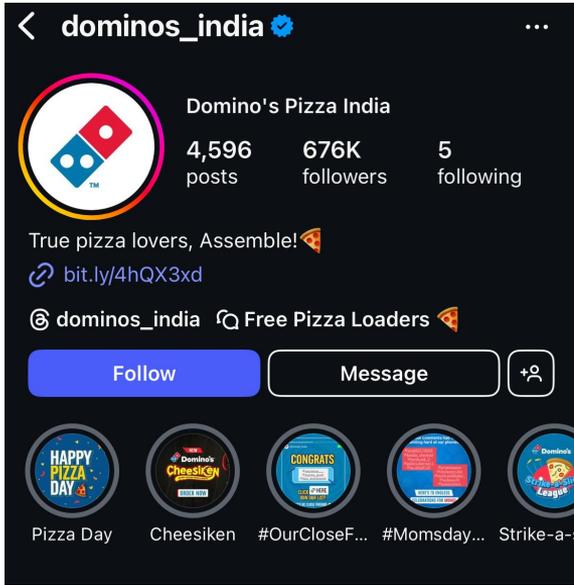


YOUTUBE

By creating Engaging Content
And promoting Ads on Youtube

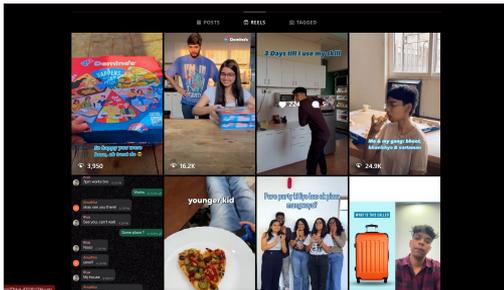


Current marketing strategies across various channels :



Instagram

By creating Engaging Contests and reels And promoting meta ads



Analyzing Domino's Website & Microsites :

Domino's

Higher SEO score and fast loading times make it more favorable.

Pizza Hut

Slower loading times and lower SEO score make it less favorable.

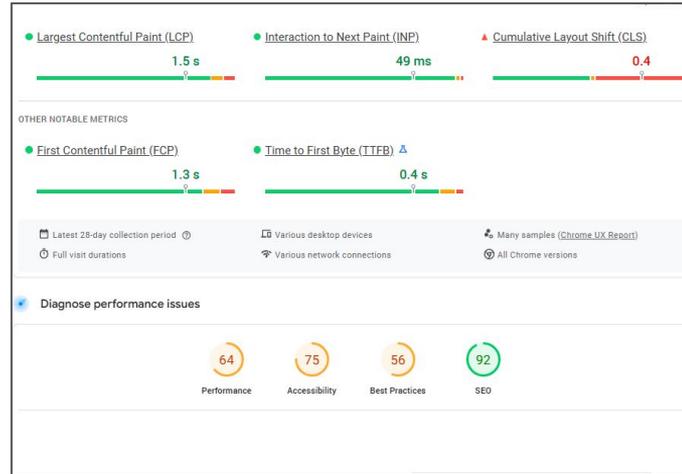
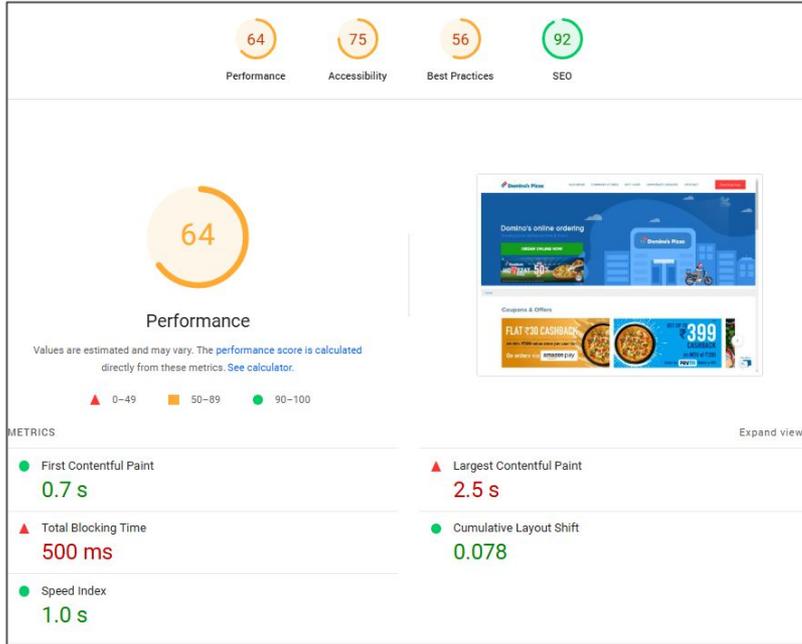


Dominos Have Better Loading speed Than pizza hut



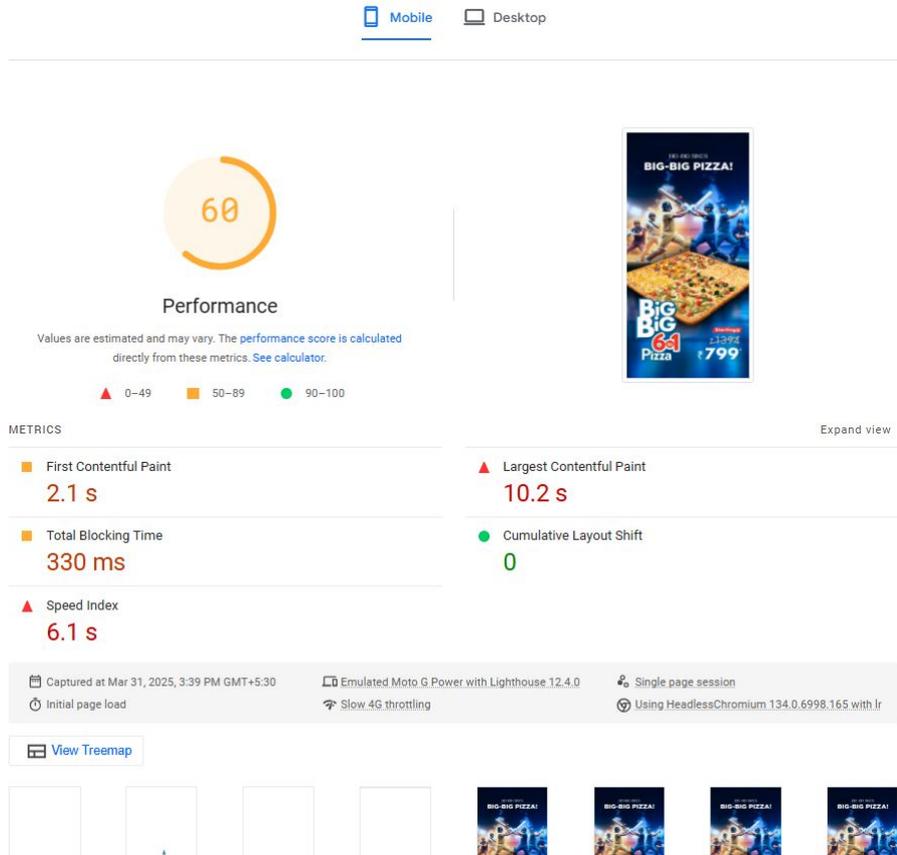
Analyzing Domino's Website & Microsites :

On Desktop :



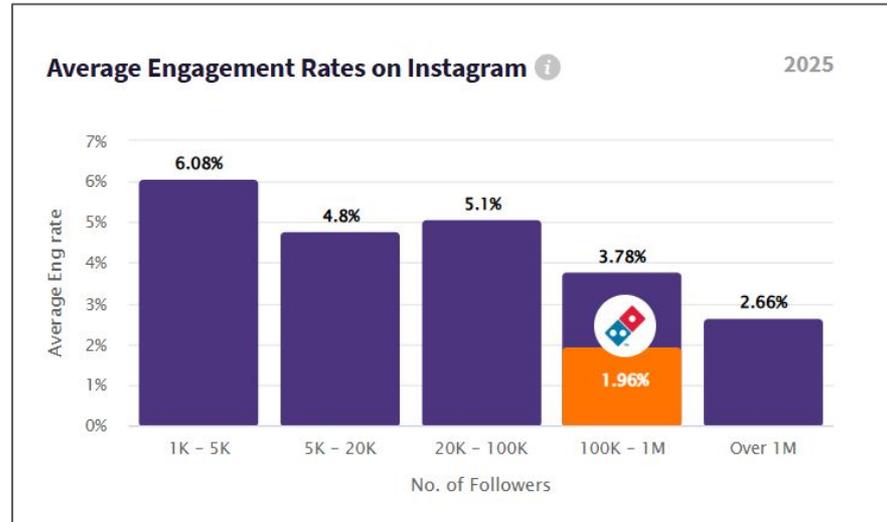
Analyzing Domino's Website & Microsites :

On Mobile :



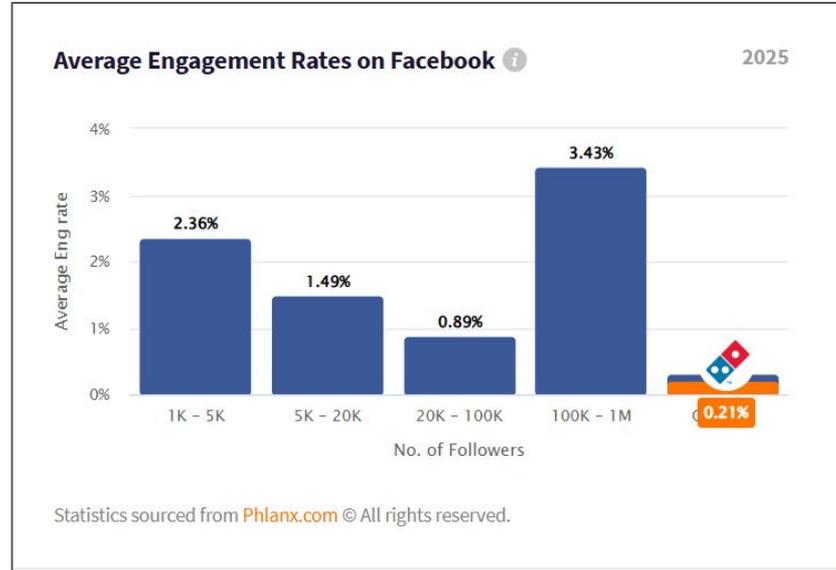
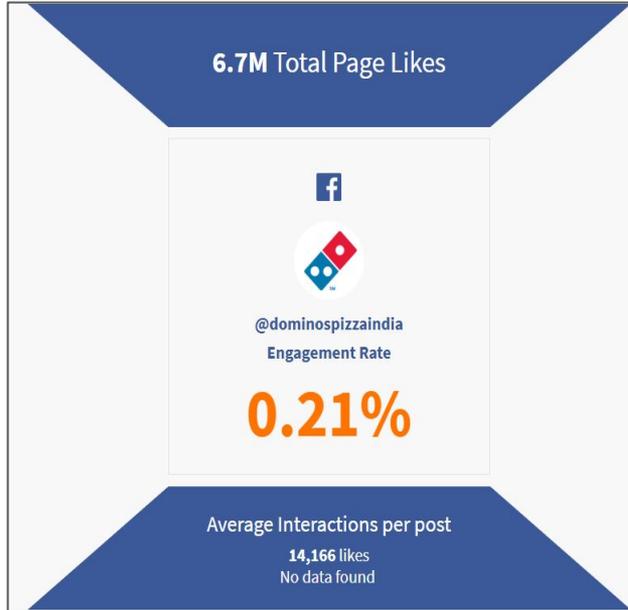
Social Media Analysis :

On Instagram:



Social Media Analysis :

On Facebook



Social Media Analysis :

On Youtube

213K Subscribers



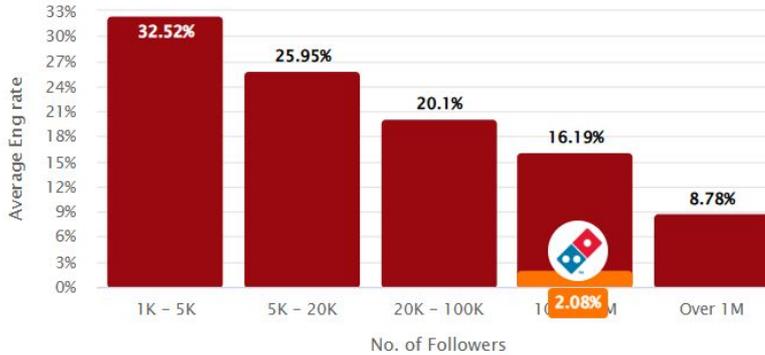
@Domino'sPizzaIndia
Engagement Rate

2.08%

Average Interactions per video
295 interactions

Average Engagement Rates on YouTube ⓘ

2025



Social Media Analysis :

Weekly Posts Frequency ,likes and Share

Platform	Posts Per Week	Avg. Likes	Avg. Shares
Instagram	5	10K	2K
Twitter	3	5K	1K
Facebook	4	8K	1.5K

Social Media Engagement Overview

Instagram

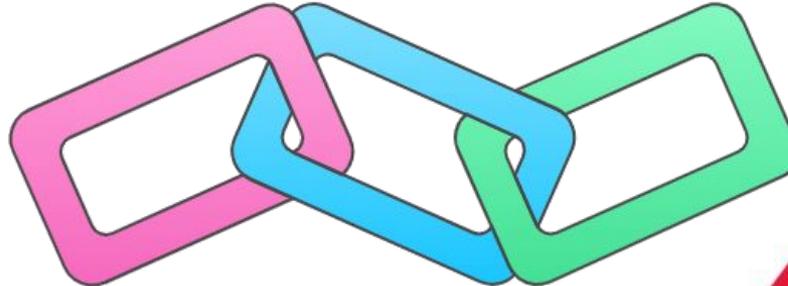
Posts 5 times a week, averaging 10K likes and 2K shares

Twitter

Posts 3 times a week, with 5K likes and 1K shares

Facebook

Posts 4 times a week, receiving 8K likes and 1.5K shares



Other Marketing Channels:

Marketing Channel	Description
Email Marketing	Sends personalized offers, order updates, loyalty rewards, and festival deals.
SMS Campaigns	Quick promo codes, delivery tracking, and limited-time offers via text.
SEO & SEM (Google Ads)	Optimized website and app visibility for local pizza searches; runs paid ads.
Influencer Marketing	Collaborates with food bloggers and creators to promote new menu items.
Online Reputation Mgm	Actively replies to reviews on Zomato, Swiggy, Google Reviews, etc.
Food Delivery Apps	Heavily promoted through Zomato and Swiggy with banner ads and coupons.



Domino's



New Campaign ideas :

Campaign Name	Description
30-Minute Delivery or ₹50 OFF	Experience hot, fresh pizzas delivered in 30 minutes or less — or get ₹50 OFF your next order. Stay updated with real-time tracking from kitchen to doorstep.
Hygiene Promise – “Your Safety, Our Priority	Enjoy your favorite pizzas with Domino’s hygiene promise . Our staff wear gloves, use masks, and follow strict safety protocols — so you get great taste, delivered safely every time.
Buy Pizza Worth ₹299 – Get ₹99 Pizza & Coke Combo	Order for ₹299 and unlock a combo deal — add a delicious ₹99 pizza and chilled Coke for just ₹99 extra. A perfect meal, made better with savings!



TASK-3

Competitive Research - 2
Competitors



Competitors :



- **Pizza Hut** is a strong global competitor with a significant presence in India. It positions itself as a more premium, dine-in-friendly brand. Its strengths include a diverse menu offering pizzas, pastas, desserts, and combo meals, as well as a strong global brand image. However, Pizza Hut lags behind Domino's in terms of delivery speed and localized digital engagement. Its digital strategy focuses on influencer campaigns, polished visuals, and YouTube advertising, but it lacks the meme-driven, youth-focused approach that Domino's uses successfully in India.



La Pino's Pizza is a growing Indian competitor, especially popular among youth and college students. It is known for its large slices, desi-flavored toppings, and budget pricing. The brand has a strong presence on Instagram, using meme marketing and regional content to connect with younger audiences. However, La Pino's faces challenges like inconsistent food quality across outlets, limited tech infrastructure (no strong loyalty app), and a heavy reliance on delivery platforms like Zomato and Swiggy instead of its own app.



Competitive Research :

Brand	Price Range	USP	Engagement Style	Post Frequency	Primary Sales Channel
Domino's	₹99 – ₹500	30-min fast delivery, value combos	Relatable memes, reels, brand collabs	High (4–6 posts/week)	Own mobile app & website
Pizza Hut	₹150 – ₹600	Dine-in experience, wide variety	Polished visuals, influencer posts	Medium (2–4 posts/week)	Dine-in + third-party apps
La Pino'z	₹89 – ₹450	Big slices, desi toppings, youth focus	Meme marketing, reposts, local humor	Medium-High (3–5 posts/week)	Zomato, Swiggy, outlet visits



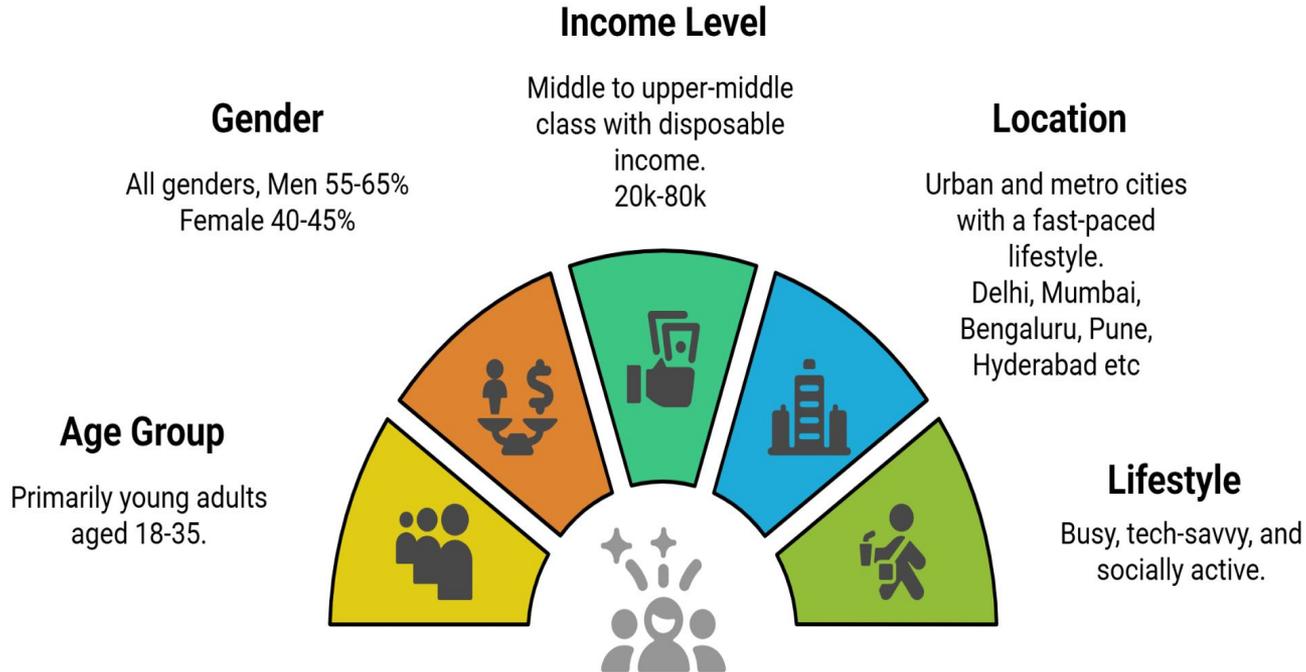
TASK-4

Specify Target Audience

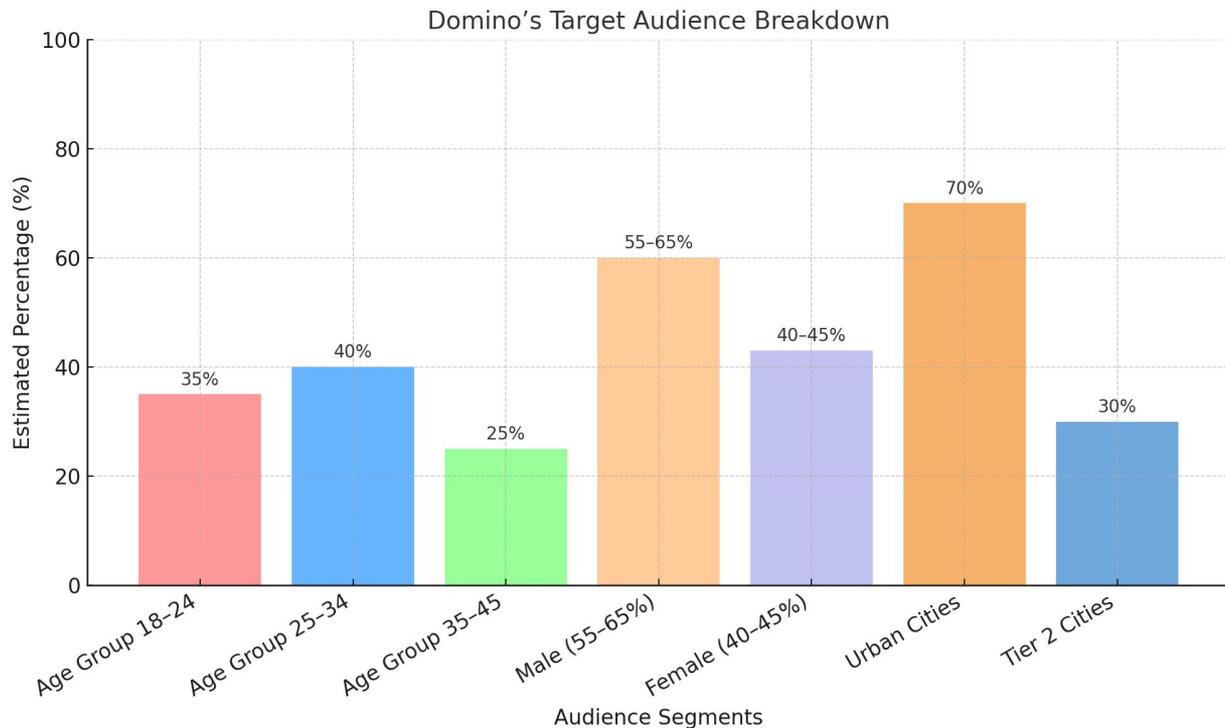


Brand Target Audience :

Understanding Domino's Young Urban and Tech-Savvy Audience



Specify Target Audience :

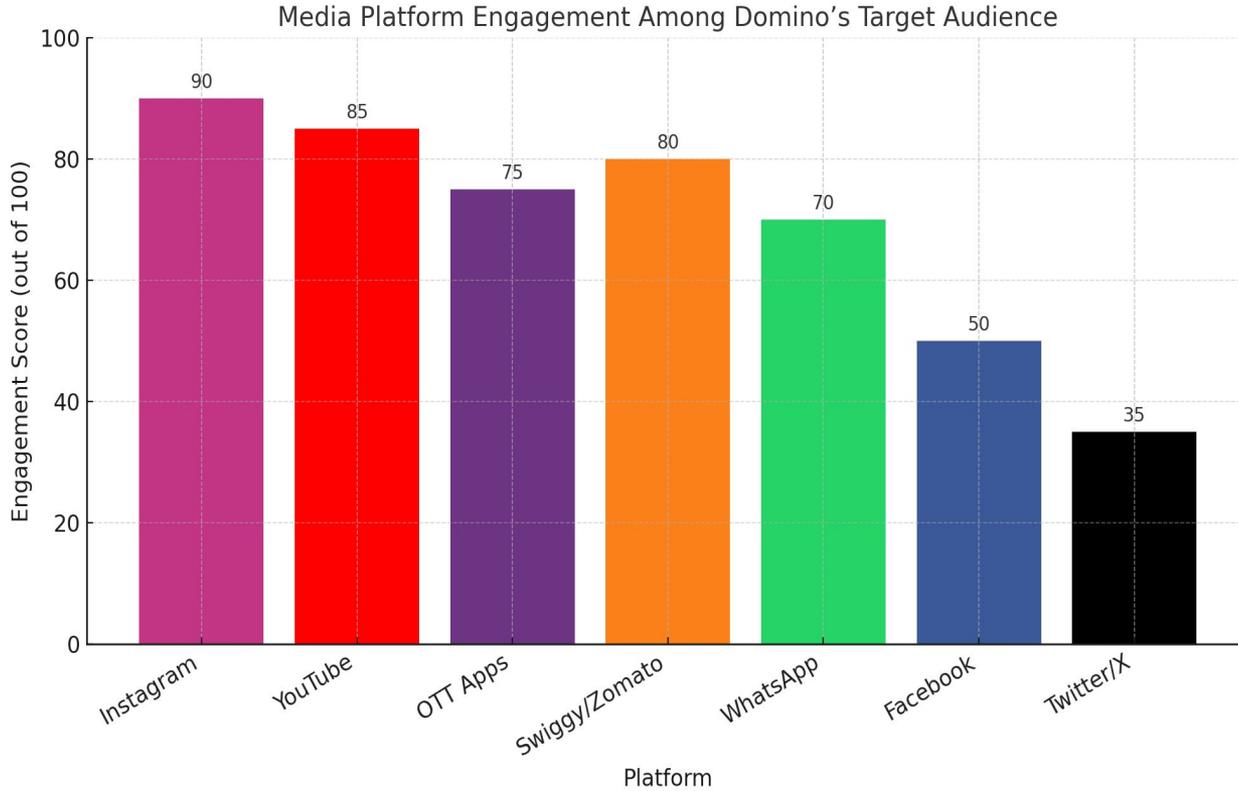


Primary Audience
18-35

Secondary Audience
30-45



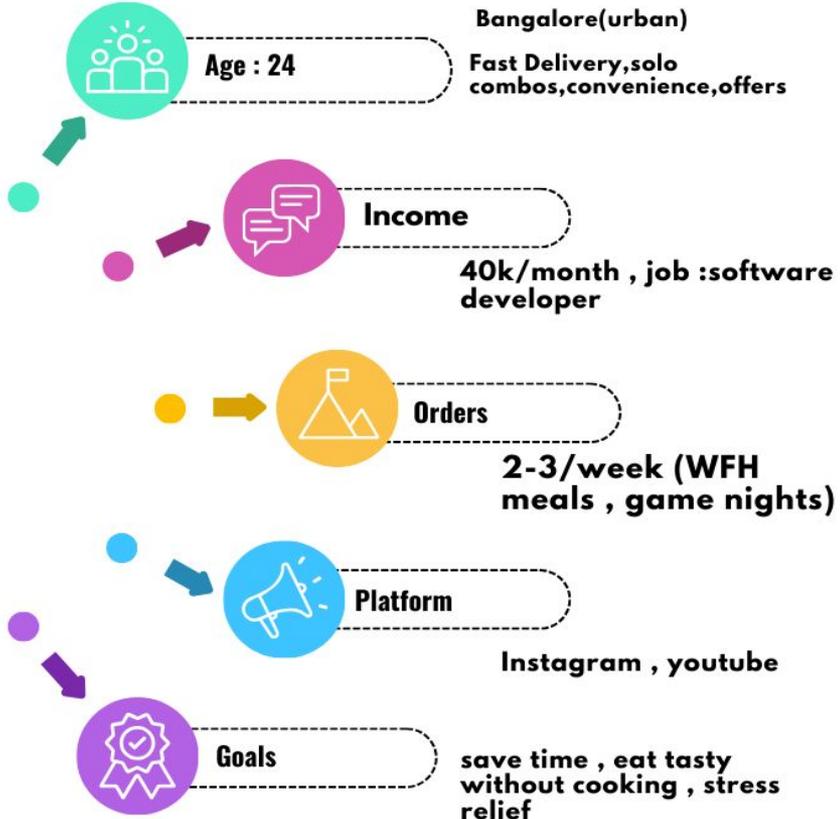
Media Consumption Habits :



Buyer Personas:



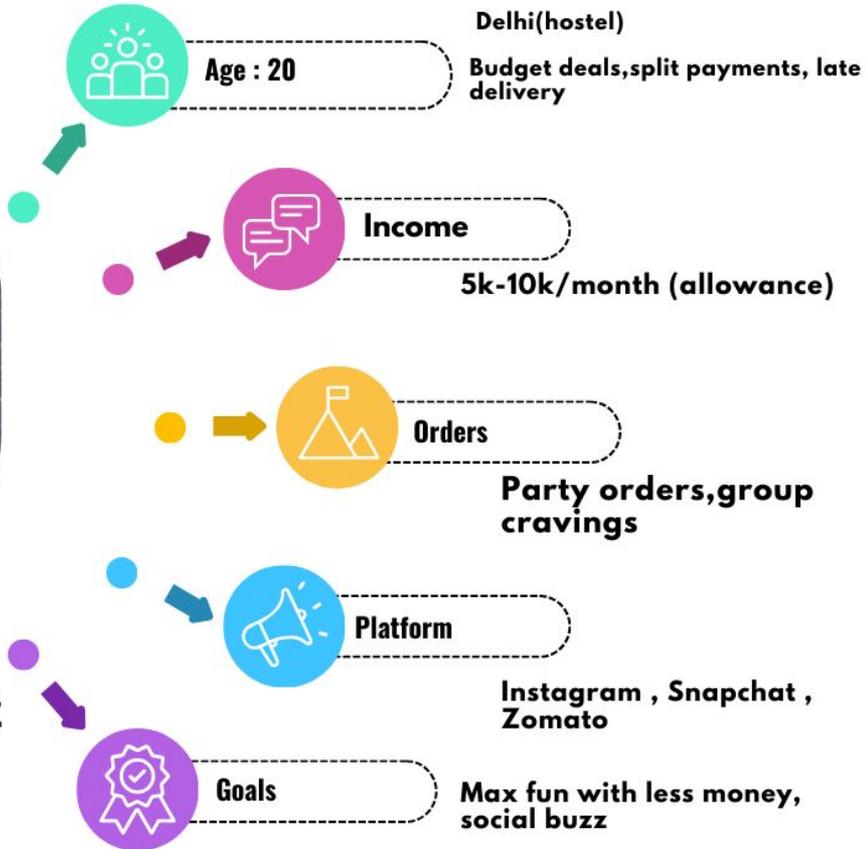
RAHUL
Young Professional



Buyer Personas:



KARAN
College Student



TASK-5

Create Digital Marketing Campaigns



Organic Campaign Idea :

Campaign	Post Type	Goal
30-Min Delivery	Facebook Post, Instagram story, twitter post, linkedin post	Promote Speed Guarantee & Conversions
Kitchen Hygiene Promise	Facebook Post, Instagram story, twitter post, linkedin post	Build Trust & Brand Credibility
Buy Pizza Worth ₹299, Get ₹99 Pizza + Coke	Facebook Post, Instagram story, twitter post, linkedin post	Drive Sales through Offers

Creative Elements :

YOUR PIZZA IS FASTER THAN YOUR FAVOURITE REEL

MADE WITH THE FRESHEST INGREDIENTS,
PACKED WITH BOLD TASTES



GET IN 30 MINS
OR ₹50 OFF

30-Minute Delivery or ₹50 OFF

**GREAT TASTE.
DELIVERED SAFE.**

WE FOLLOW STRINGENT
FOOD SAFETY AND
HYGIENE PROTOCOLS.



- 100% Company Employees
- 100% Employees Health Checked
- 100% Sanitized Stores
- 24 Years of Trust

DOMINO'S
SAFE & HYGIENIC
CARES

Hygiene Promise – “Your Safety, Our Priority

BUY A PIZZA WORTH 299 GET 99 WORTH PIZZA AND COKE FREE



DOMINO'S
DOMINO'S PIZZA

Pizza Combo Deal – ₹299 + ₹99 Offer

Reel and Campaign Explain Video:

Reel Will be shared on
instagram,facebook



Campaign Explanation



Created Reel



Campaign For Meta Ads:

Sales Campaign

Campaign name

Pizza Combo Deal – ₹299 + ₹99 Offer Create Template

Campaign details

Buying type
Auction

Campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

Show more options

Advantage+ catalogue ads Off

Budget & schedule

Budget

Daily budget INR

You'll spend an average of ₹800.00 per day. Your maximum daily spend is ₹1,400.00 and your maximum weekly spend is ₹5,600.00. [Learn more.](#)

Schedule

Start date

*** Locations**

Reach people living in or recently in this location.

India

- Bangalore, Karnataka + 40 km
- Chennai, Tamil Nadu + 40 km
- Delhi
- Mumbai, Maharashtra + 40 km
- Pune, Maharashtra + 40 km

Include Search locations Browse

Drop Pin

Budget



Campaign For Meta Ads:

Awareness Campaign

Campaign name

Hygiene Promise – "Your Safety, Our Priority" Create Template

Campaign details

Buying type

Auction

Campaign objective

- Awareness
- Traffic
- Engagement
- Leads
- App promotion
- Sales

[Show more options](#)

Budget

Budget & schedule

Budget

Daily budget ₹600.00 INR

You'll spend an average of ₹600.00 per day. Your maximum daily spend is ₹1,050.00 and your maximum weekly spend is ₹4,200.00. [Learn more.](#)

Schedule

Start date

11 April 2025 13:24 IST

Audience

Locations

Reach people living in or recently in this location.

India

India

Include Search locations Browse

Add locations in bulk

[Show more options](#)

Advantage+ audience

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)

Custom Audiences Create new

Search existing audiences

Age

25 - 45

Gender

All genders



Campaign For Meta Ads:

Sales Campaign

Campaign name

Campaign details

Buying type

Campaign objective ?

Awareness

Traffic

Engagement

Leads

App promotion

Sales

[Show more options](#)

Budget

Budget & schedule

Budget ?

You'll spend an average of ₹700.00 per day. Your maximum daily spend is ₹1,225.00 and your maximum weekly spend is ₹4,900.00. [Learn more.](#)

Schedule ?

Start date

Audience

Advantage+ audience +

Our ad technology automatically finds your audience. If you share an audience suggestion, we'll prioritise audiences matching this profile before searching more widely. [Learn more](#)

Custom Audiences ?

Age ?

18 - 40

Gender ?

All genders

Detailed targeting

Include people who match ?

Demographics > Education > Fields of study

Interests > Additional interests

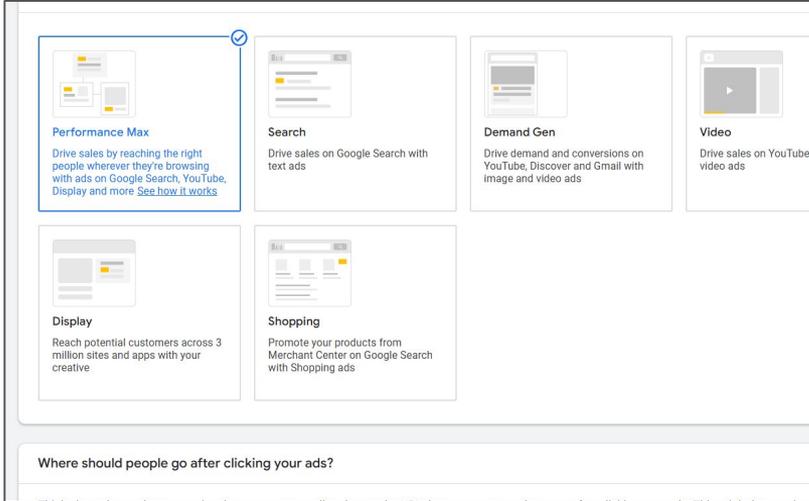
and must also match ×

Interests > Additional interests



Campaign For Google Ads:

Performance max Campaign

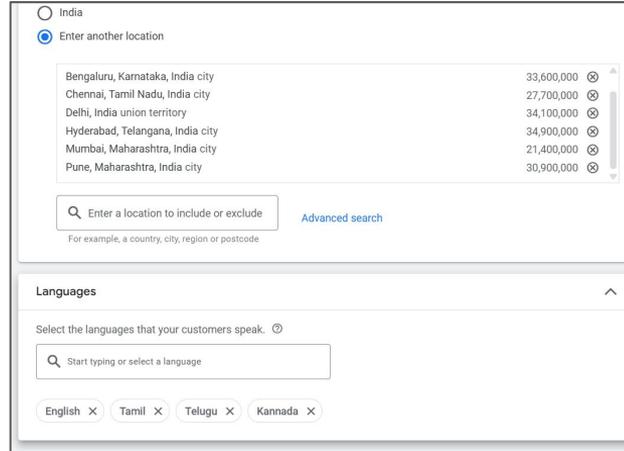


The screenshot shows the Google Ads campaign selection interface. It features six campaign type cards arranged in a grid. The 'Performance Max' card is highlighted with a blue border and a checkmark icon. Below the cards is a text input field with the placeholder text 'Where should people go after clicking your ads?'.

- Performance Max**
Drive sales by reaching the right people wherever they're browsing with ads on Google Search, YouTube, Display and more [See how it works](#)
- Search**
Drive sales on Google Search with text ads
- Demand Gen**
Drive demand and conversions on YouTube, Discover and Gmail with image and video ads
- Video**
Drive sales on YouTube video ads
- Display**
Reach potential customers across 3 million sites and apps with your creative
- Shopping**
Promote your products from Merchant Center on Google Search with Shopping ads

Where should people go after clicking your ads?

Location and Languages



The screenshot shows the Google Ads location and language settings. The 'Location' section is active, showing a list of cities in India with their respective populations. The 'Languages' section is also visible, showing a list of languages selected for the campaign.

India
 Enter another location

Bengaluru, Karnataka, India city	33,600,000
Chennai, Tamil Nadu, India city	27,700,000
Delhi, India union territory	34,100,000
Hyderabad, Telangana, India city	34,900,000
Mumbai, Maharashtra, India city	21,400,000
Pune, Maharashtra, India city	30,900,000

Enter a location to include or exclude [Advanced search](#)
For example, a country, city, region or postcode

Languages

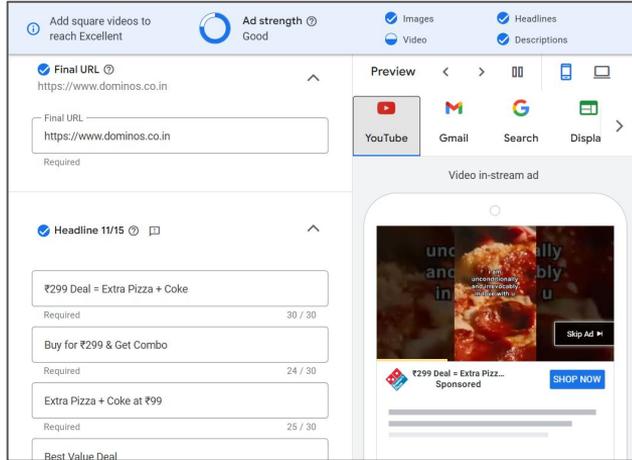
Select the languages that your customers speak.

Start typing or select a language

English X Tamil X Telugu X Kannada X

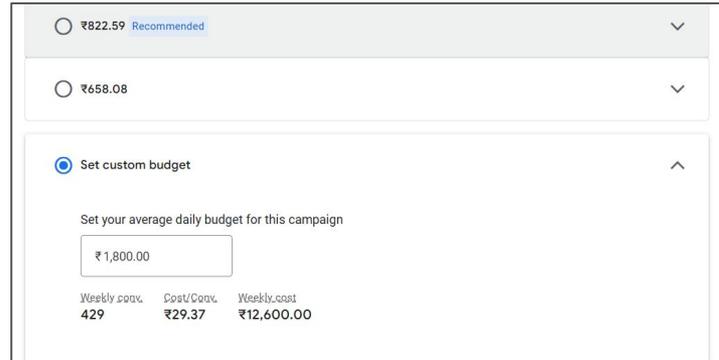
Campaign For Google Ads:

Target Platforms



The screenshot shows the Google Ads campaign setup interface for Target Platforms. The 'Final URL' is set to <https://www.dominos.co.in>. The 'Ad strength' is 'Good'. The 'Headline 11/15' is '₹299 Deal = Extra Pizza + Coke'. The 'Video' target platform is selected. The preview shows a video ad for the ₹299 Deal = Extra Pizza + Coke with a 'SHOP NOW' button.

Budget



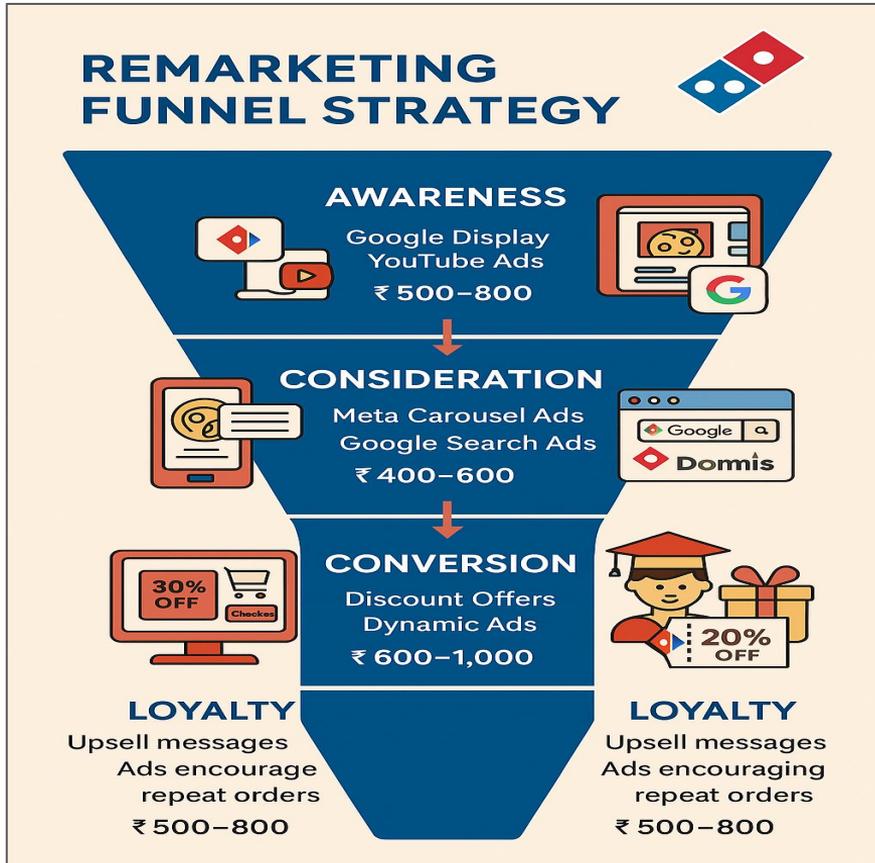
The screenshot shows the Google Ads campaign setup interface for Budget. The 'Recommended' budget is ₹822.59. The 'Set custom budget' option is selected. The average daily budget is set to ₹1,800.00. The weekly cost is ₹12,600.00.

Weekly conv.	Cost/Conv.	Weekly cost
429	₹29.37	₹12,600.00

Duration = 30 days
Daily budget = 1800 rs
Monthly = $1800 \times 20 = 50,400$ rs



Remarketing Funnel :



Creative Elements:

**Get Paneer
Makhani Pizza
For 99rs only**



 **Domino's**

**Get Chicken
Dominator Pizza
For 299rs only**



 **Domino's**

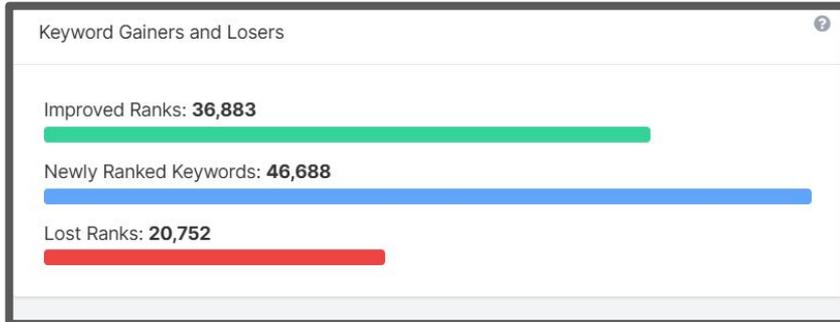
**Get Veg Paradise
Pizza For 299rs
only**



 **Domino's**

 **Domino's**

Website Analysis:



This Table shows improved ranking, new ranking, lost rankings

Keyword Suggestions :

Keyword	Search Volume	SEO Difficulty
pizza delivery near me	90,500	55
order pizza online	49,500	48
domino's menu	33,100	38
cheese burst pizza	22,200	42
dominos coupon today	27,900	36
pizza 30 minutes delivery	5,400	31
hygiene pizza delivery	1,200	26

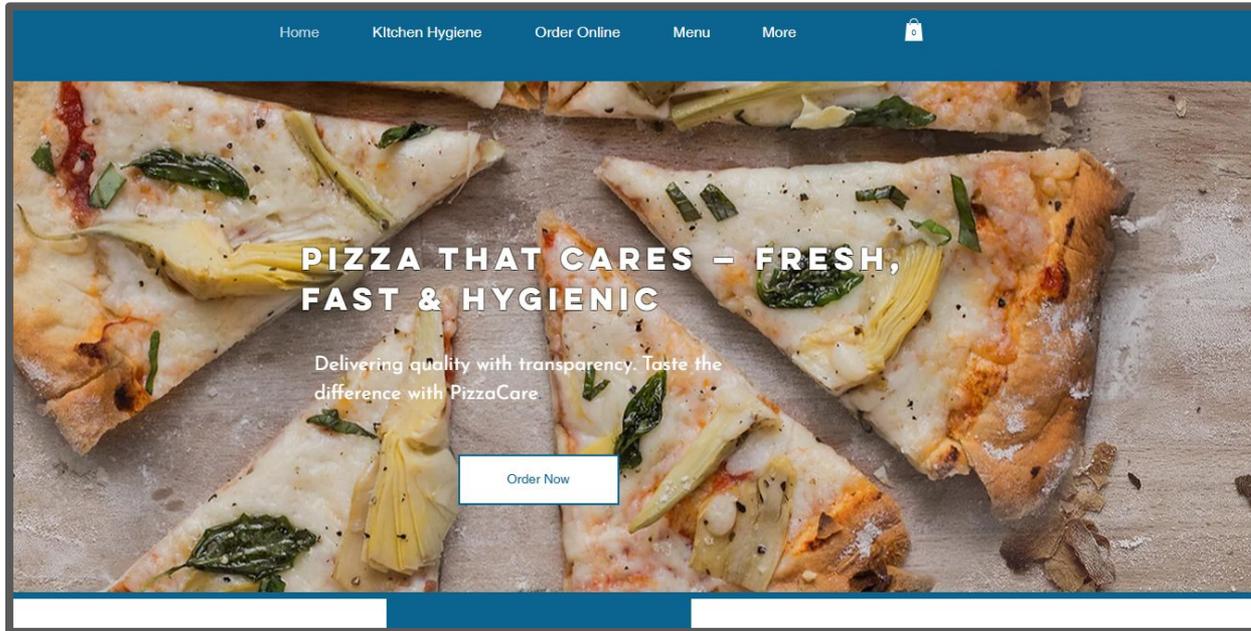


Backlinks Opportunities:

Platform	Submission Link	Domain Authority
JustDial	https://www.justdial.com/Free-Listing	70
Sulekha	https://www.sulekha.com/advertise-on-sulekha	59
IndiaMART	https://seller.indiamart.com	80
TradeIndia	https://www.tradeindia.com/Seller/	76
YellowPages India	https://www.yellowpages.in/add-listing	50

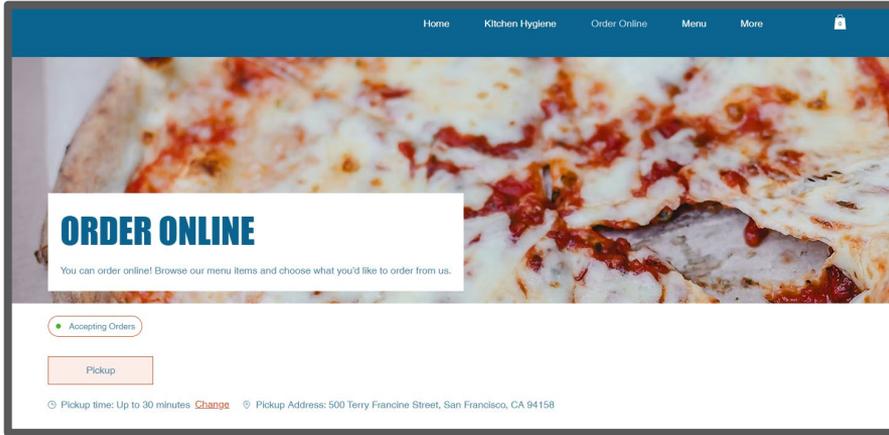
Website Home page:

The website is designed by wix

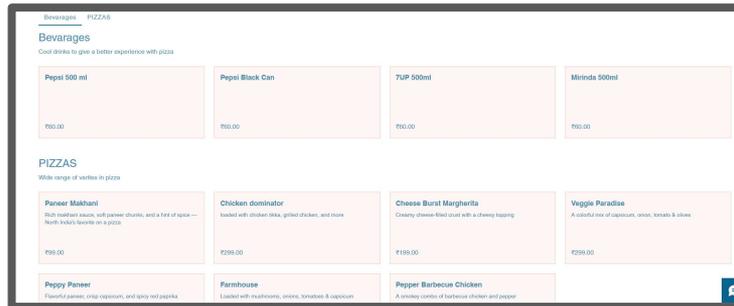


Website Service page:

The website is designed by wix



The screenshot shows the top navigation bar with links for Home, Kitchen Hygiene, Order Online, Menu, and More, along with a shopping cart icon. Below the navigation is a large hero image of a pizza. A white box on the left contains the text "ORDER ONLINE" and "You can order online! Browse our menu items and choose what you'd like to order from us." Below this are two buttons: "Accepting Orders" (green) and "Pickup" (orange). At the bottom, it states "Pickup time: Up to 30 minutes **CBango**" and "Pickup Address: 500 Terry Francine Street, San Francisco, CA 94158".



The screenshot shows the menu page with two sections: Beverages and PIZZAS. The Beverages section lists four items: Pepsi 500 ml (\$50.00), Pepsi Black Can (\$50.00), 7UP 500ml (\$50.00), and Mirinda 500ml (\$50.00). The PIZZAS section lists four items: Paneer Mahani (\$99.00), Chicken dominator (\$299.00), Cheese Burst Margherita (\$199.00), and Veggie Paradise (\$299.00). Each item has a brief description and a price.

Beverages	
Pepsi 500 ml \$50.00	Pepsi Black Can \$50.00
7UP 500ml \$50.00	Mirinda 500ml \$50.00

PIZZAS			
Paneer Mahani \$99.00 \$100 Indian cheese, soft paneer chunks, and a lot of spices — North India's favorite on a pizza	Chicken dominator \$299.00 Loaded with chicken strips, grilled chicken, and more	Cheese Burst Margherita \$199.00 Creamy cheese base crust with a creamy topping	Veggie Paradise \$299.00 A special mix of vegetables, onion, tomato & olive
Peggy Paneer \$199.00 Special Paneer, onion, mushrooms, and spicy red sauce	Farmhouse \$299.00 Loaded with mushrooms, onions, tomatoes & capsicum	Pepper Barbecue Chicken \$299.00 A smoky sauce of barbecue chicken and pepper	



Campaign Page:

The website is designed by wix



Gloves & Masks Always
All kitchen staff wear gloves and masks

Hourly Sanitization
Surfaces cleaned every 60 minutes

Contactless Baking
Domino's Pizza

Jessica Lake
"Saw the staff follow every step. Felt super safe ordering!"

Rick Landry
Taste And their Delivery precautions is very appreciable

A collage of safety and service information. It features three main sections: 1. "Gloves & Masks Always" with an image of blue gloves and the text "All kitchen staff wear gloves and masks". 2. "Hourly Sanitization" with an image of a yellow sponge and the text "Surfaces cleaned every 60 minutes". 3. "Contactless Baking" with an image of a Domino's Pizza box. Below these are two testimonial cards: one for Jessica Lake and one for Rick Landry, each with a photo of the customer and their feedback.

Online Reputation Management :

Reddit

 r/Dominos • 3mo

Very frustrating experience with dominoes store and customer care, how do I get my points back

0 upvotes • 17 comments

Hi, we're really sorry for the trouble!
Please DM us your **order ID** and **registered number** so we can quickly check and help restore your points. We appreciate your patience!

— *Domino's Customer Care*

Facebook

 **Lori Reyer** 2d · 

Very big complaint!!!!!! 😡😡😡 So discussed tonight Domino's!!!! I order a pizza tonight and while I was there a female worker was making some of those roll things and bent over the already made ones and coughed over the whole batch . Never once tried to cover them or her mouth . She did it 3 more times while I waited for the manager. I asked for my money back and I returned the pizza because if she didn't cover her mouth over the bread knots I couldn't and wouldn't take the chance she hadn't coughed all over my pizza. The manager said she'd have a talk with her!! My last pizza order from that Domino's. It's so disgusting what people do with other peoples food...

   10

5 comments

 Like  Comment  Send  Share

We're so sorry to hear about this — it's completely unacceptable and not the experience we want for our customers. Please send us a DM with the **store location, time of visit**, and your **order details** so we can escalate this with urgency. Thank you for bringing it to our attention.

— *Domino's Customer Care*



Domino's



Online Reputation Management :

Twitter /x



We're really sorry to hear this. This is not the experience we stand for. Please DM us your **order ID** and **location** so we can investigate this incident and take appropriate action. Thank you for bringing it to our notice.

— Domino's India Customer Care

Quora

How can you order from Domino's without an account?

1 answer · Last followed Apr 2

Answer Pass

Hi! Yes, you can order without an account by using the **guest checkout** on our website. Just enter your delivery details and proceed — no login needed.

— Domino's Customer Care

Domino's

Innovation in Digital Campaign :

1. “Scan & Slice” – Online + Offline Campaign

- Add **QR codes** on pizza boxes & posters.
- Scanning unlocks **AR games, filters, or discount reels**.
- Completing tasks (like sharing a reel) gives **live coupons or cashback**.

2. “Domino’s Virtual Crust” – Metaverse/Gaming Integration

- Partner with **ZEPETO or Roblox** to build virtual Domino’s stores.
- Players can **order real pizzas** in-game.
- Offer **exclusive in-game coupons** to boost engagement.

3. “Reel It to Feel It” – UGC Challenge

- Inspired by **Sticky Reels Remix**.
- Customers recreate **cheesy pull shots or pizza party reels**.
- **Winners** get free pizza, merch, or vouchers.
- Best reels featured on **Domino’s Instagram**.



THANK YOU !

