

COMPREHENSIVE DIGITAL MARKETING

TOPIC: ICIC BANK



Meet our team



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Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

Research Brand Identity:

Brand colour: Red , Orange, Blue and White.

Logo



Mission
high

: It's mission is to be the banker of the first choice for our customers by delivering quality , world-class products, and services.

Values

: it's values are – Customer First, Humility, Passion, Integrity, and Boundarylessness

USP

: the most efficient and tech Savvy bank in the Indian banking industry.

Tagline

: Khayal Apka

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

1. Analyse Brand Messaging:

“ Khayal Aapka ” : One of the central themes of ICICI Bank's brand message is “ Khayal Aapka ” which translates to "Your Care." Trust and Reliability, Innovation and Technology , Financial Solutions for everyone, Accessibility and Convenience, Community Involvement, Empowerment .

2. Examine the brand's tagline:

"Hum Hai Na, Khayal Aapka"

(This tagline translates to "We are here for you, your thoughts matter.)



The image shows the ICICI Bank logo at the top right, featuring a stylized orange 'i' icon followed by the text 'ICICI Bank'. Below the logo is a summary table of the bank's information.

Parent Company	ICICI Bank Limited
Category	Banking
Sector	Banking and Finance
Tagline/ Slogan	Khayal Aapka; Hum hain na
USP	ICICI is the most efficient and tech Savvy bank in the Indian banking industry

ICICI BANK

Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- Competitor Analysis: SBI



, HDFC



, AXIS



AXIS BANK

Competitor 1: SBI (<https://retail.onlinesbi.sbi/personal/>)

It is one of the big four banks in India holding rank 3 and was incorporated on 1st July 1955 which was primarily in the name of Bank of Bengal, Bank of Bombay and Bank of Madras amalgamated on January 27, 1921 and the Imperial Bank of India was formed under the Imperial Bank of India Act, 1920. After Independence, the Imperial Bank of India was nationalized under the State Bank of India Act, 1955 and State Bank of India (SBI) was formed.

Competitor 2: HDFC (<https://www.hdfcbank.com/>)

It is one of the big four banks in India. HDFC Bank was incorporated in August 1994 in the name of HDFC Bank Limited, with its registered office in Mumbai, India. It's USP is one of the big four banks in India.

Competitor 3: AXIS (<https://www.axisbank.com/>)

Axis Bank is another major private sector bank in India, offering a comprehensive suite of financial products and services to customers.

● Buyer's/Audience's Persona:

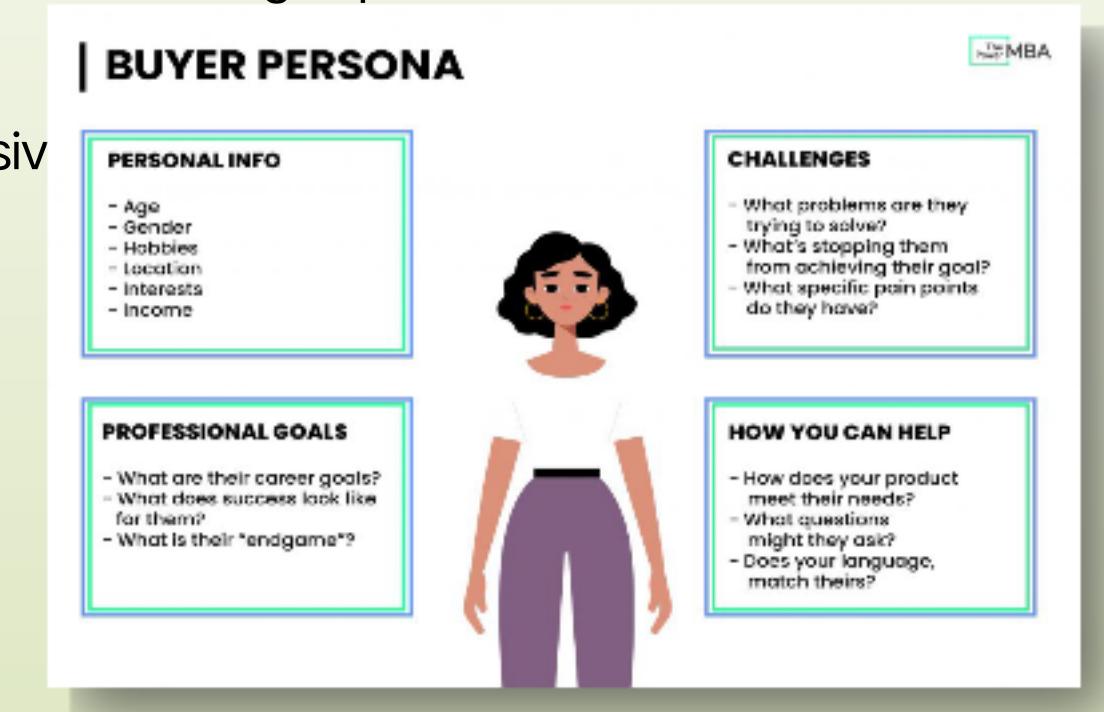
Audience Persona of ICICI Bank:

Young working professionals seeking modern banking solutions and digital convenience.

Small and medium-sized business owners looking for tailored financial services and support.

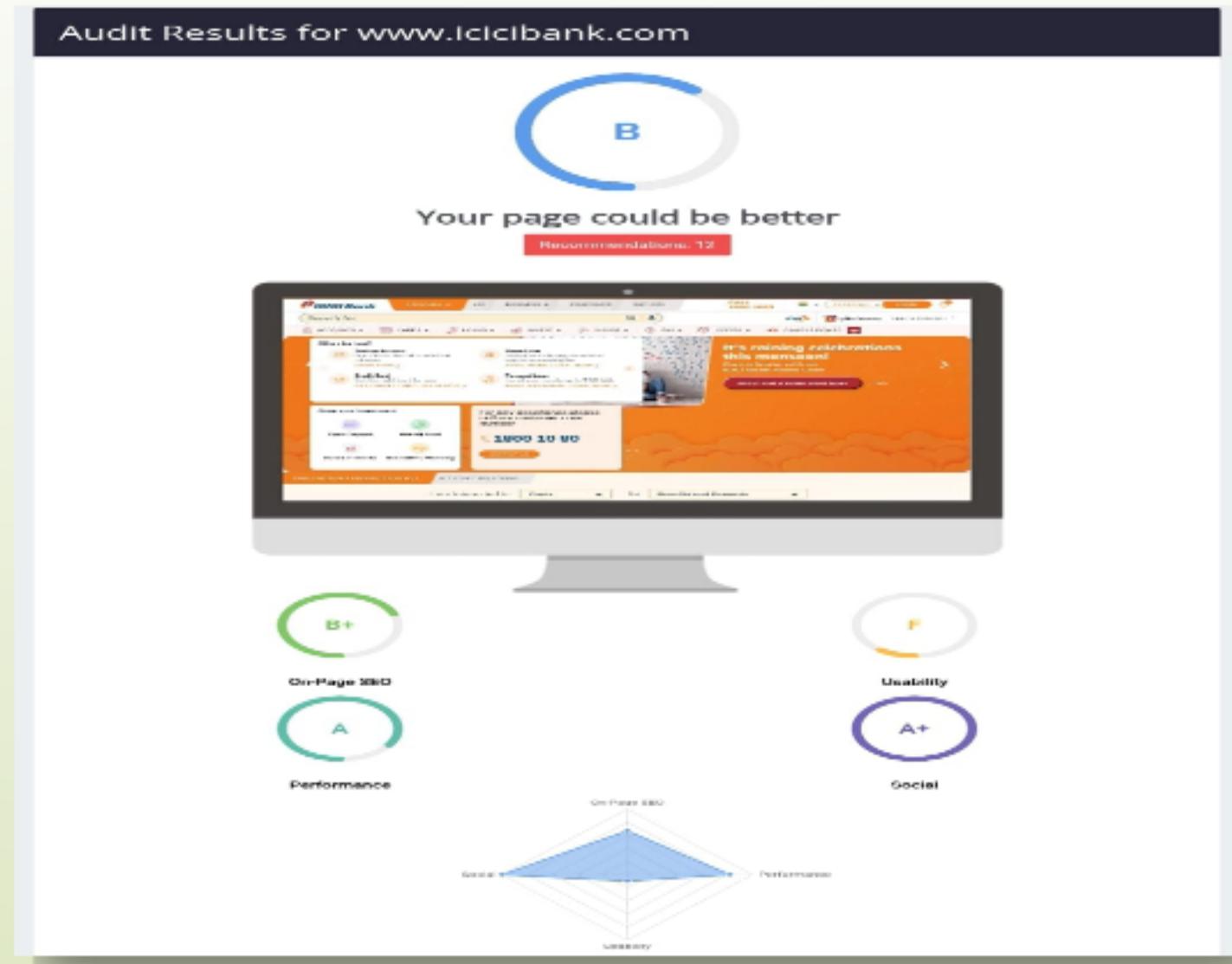
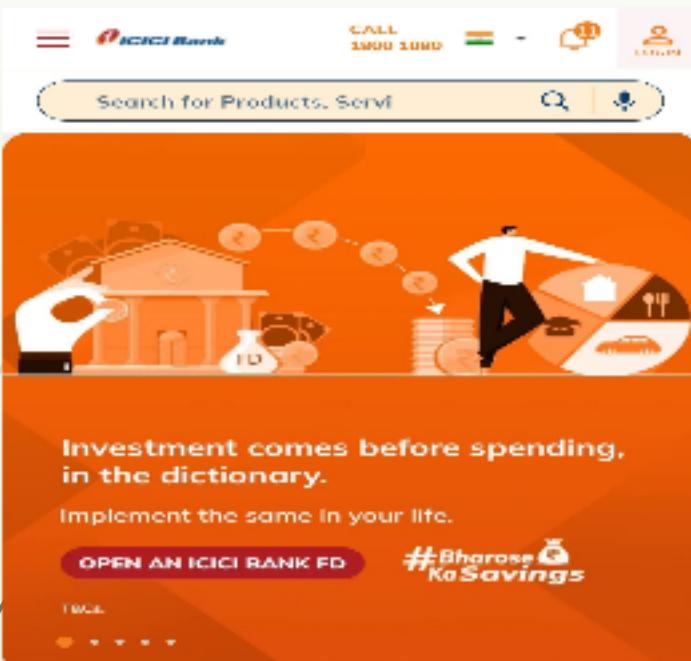
Tech-savvy individuals who prioritize seamless online banking experiences and innovative products.

Families and individuals looking for a comprehensive range of banking and investment options.



Part 2: SEO & Keyword Research

● SEO Audit Of ICICI Bank :



Keyword Research:

ICICI Bank Research Objectives:

Customer Satisfaction and Experience Improvement: ICICI Bank may conduct research to understand customer needs, preferences, and pain points.

Risk Management and Fraud Prevention: Research may be conducted to develop advanced risk assessment models, identify potential vulnerabilities, and implement robust fraud prevention measures.

Market and Industry Analysis: ICICI Bank might engage in market research and analysis to stay informed about economic trends, industry developments, and competitor strategies.

Brainstorms seed Keyword:

Financial services, Banking , Loans , Credit cards , Savings account , Investments , Internet Banking , Mobile banking , Personal banking , Corporate banking , NRI banking , Wealth Management , Insurance , Mutual funds , Fixed deposits , Home loans , Car loans , Travel cards , Foreign exchange , These keywords cover various aspects of ICICI Bank's offerings and services. You can use them as a starting point to generate ideas for content, marketing campaigns, or SEO strategies related to ICICI Bank.

Keyword Research Tools: SEMRUSH

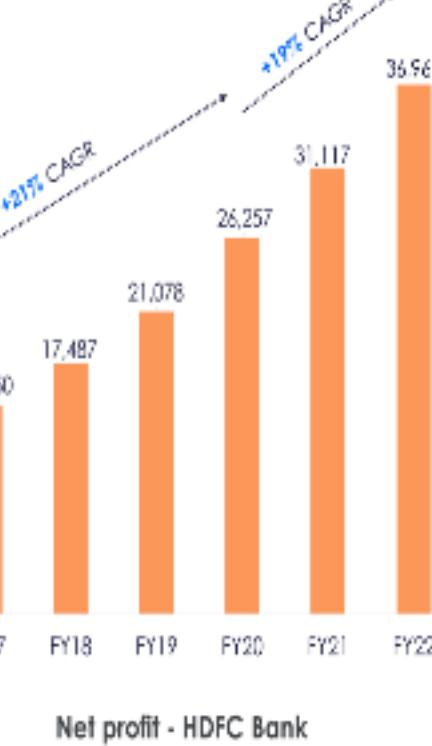
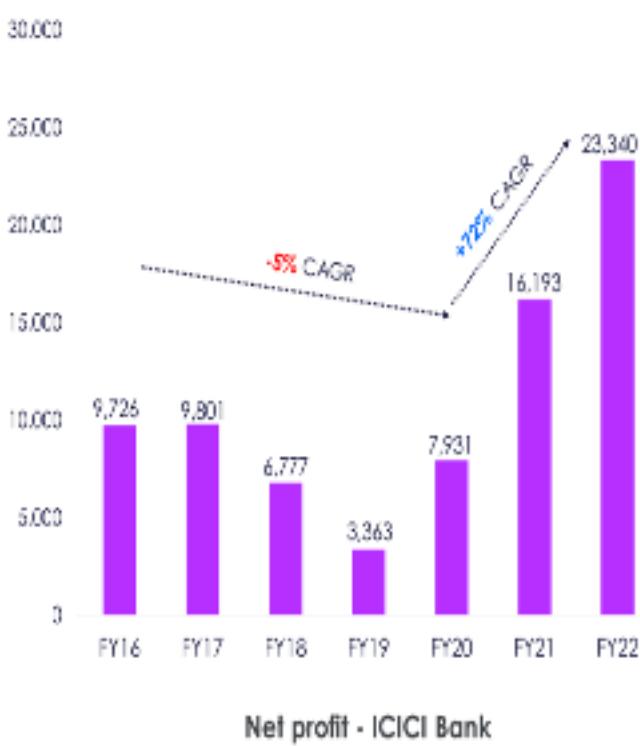
Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
icici net banking	3,350,000	\$0.36	\$0.85	LOW
icici bank	2,740,000	\$0.07	\$0.67	LOW
icici bank login	1,220,000	\$0.14	\$0.68	LOW
icici login direct	823,000	\$0.25	\$0.56	LOW
icici	673,000	\$0.20	\$0.66	LOW
icici corporate login	550,000	\$0.00	\$0.00	LOW
icici corporate banking	450,000	\$0.28	\$0.82	LOW
icici bank corporate login	450,000	\$0.00	\$0.00	LOW
icici bank net banking	368,000	\$0.35	\$0.76	LOW
icici net banking login	368,000	\$0.42	\$1.85	LOW
icici corporate net banking	368,000	\$0.00	\$0.00	LOW
icici netbanking	246,000	\$0.27	\$0.56	LOW
icici bank near me	246,000	\$0.32	\$0.96	LOW
icici corporate	201,000	\$0.00	\$0.00	LOW
icici login	165,000	\$0.35	\$0.66	LOW
icici internet banking	165,000	\$0.27	\$0.40	LOW
icici credit card	165,000	\$0.16	\$1.06	LOW
icici service center	162,000	\$0.10	\$1.00	LOW

Analysis of Competitor Keywords: The competitors are 1.SBI 2.HDFC 3.AXIS

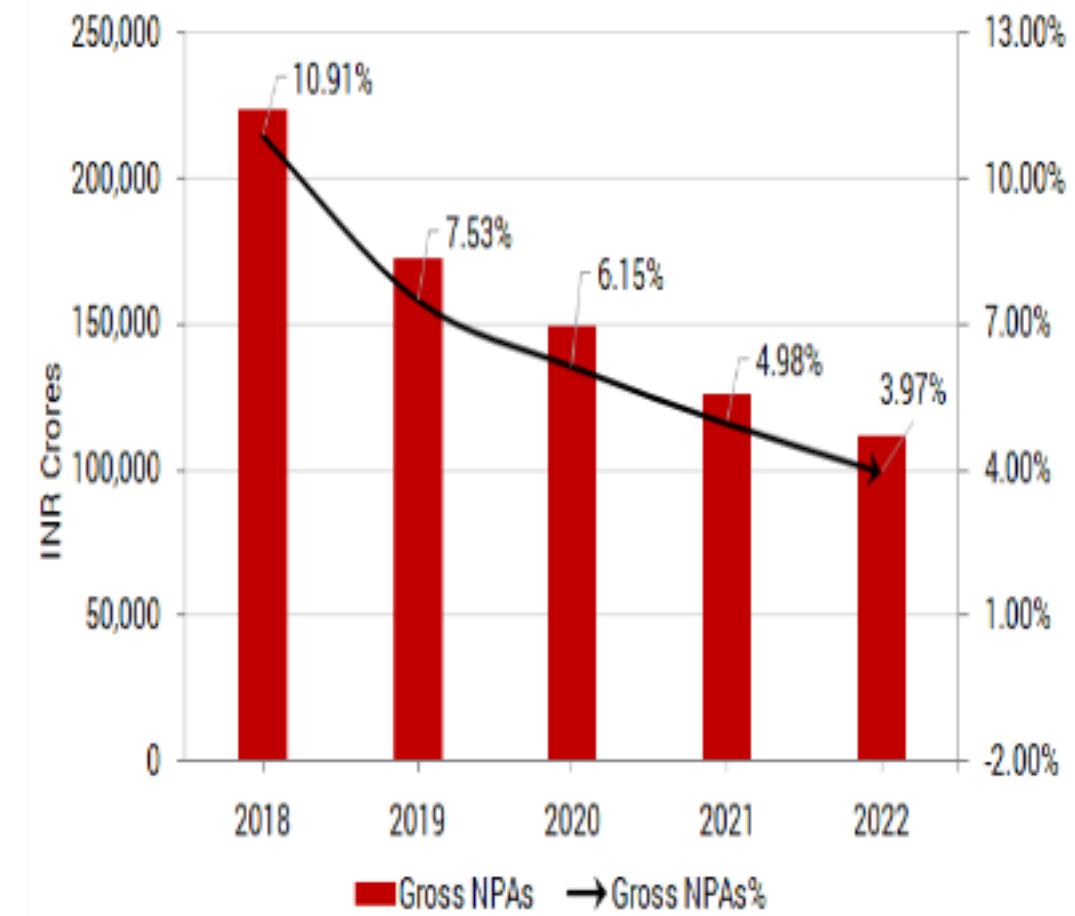
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ICICI Bank gets on the fast track post FY20

[Annual net profit (standalone) for HDFC Bank and ICICI Bank in Rs crore from FY16-FY22]



State Bank of India - Gross NPAs Over Last 5 Years



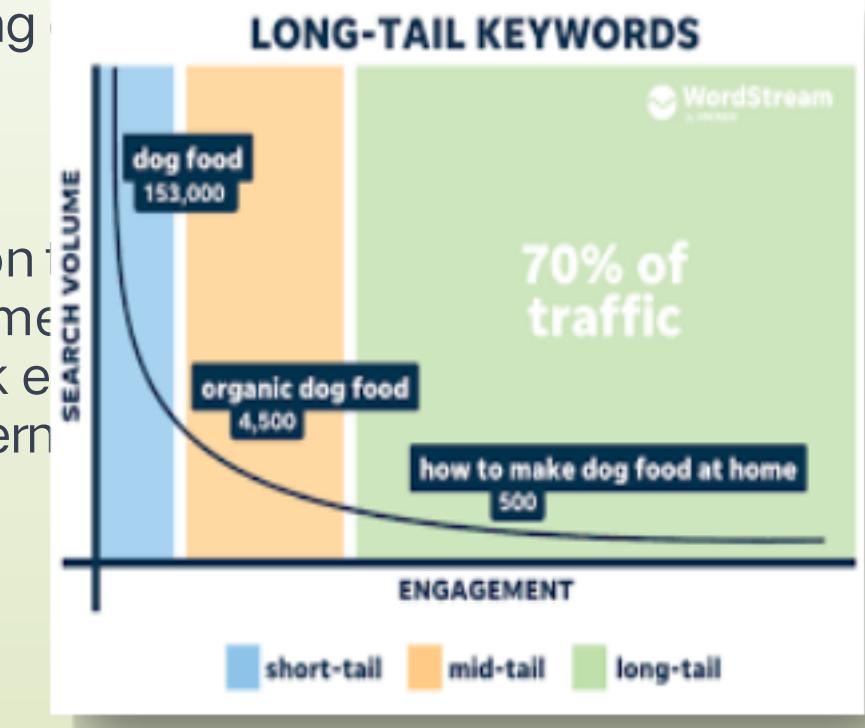
equitymaster

Data Source: ACE Equity

Long-Tail Keywords :

ICICI Bank: The protagonist of the tale, a leading private sector bank in India , Financial Services: The core business of ICICI Bank, including banking, loans, insurance, and investments , Innovation: ICICI Bank's reputation for adopting innovative technologies and services in the banking sector , Digital Banking: The bank's emphasis on providing digital and mobile banking solutions for its customers , Customer Service: The bank's commitment to providing customer service and addressing their needs effectively.

Growth: ICICI Bank's journey from a fledgling financial institution to a major player in the banking industry , Merger: The story of the merger between ICICI Ltd and ICICI Bank in 2002, which was a landmark event in Indian banking , Global Presence: ICICI Bank's expansion into international markets and its global presence.



One Page Optimization : Meta-Tag optimization

Meta tags are the most fundamental part of SEO and making sure that your site's pages have a good, solid foundation of optimization. These are the tags that you add to your page's header to describe the page using syntax that Google understands.

Meta Tag Description for SEO :

- Keep it under 160 characters.
- Create distinct summaries for each page.
- Avoid duplicate meta descriptions on your website.
- Use sentence case.
- Be accurate, descriptive, and concise.
- Match search intent.
- Only include your target keyword where it makes sense



CONTENT OPTIMIZATION :

Essentially, content optimization, or SEO (search engine optimization), is the process of optimizing your content to make sure that it's more visible through the web. Search engine robots will rank highly optimized content higher on a search engine page than non-optimized content.

Optimizing Content for SEO :

1. Find the Right Topic and the Right Keyword.
2. Find Semantically Related Keywords.
3. Establish Your Structure.
4. Manage Keyword Density.
5. Be Aware of Cannibalization.
6. Add Visuals.
7. Interlink.
8. Cover the Topic in Depth.



THE PROCESS OF CONDUCTING KEYWORDS RESEARCH AND THE SEO RECOMMENDATIONS:

Understand ICICI Bank's Niche and Goals: Start by understanding the specific products, services, and target audience of ICICI Bank. Identify the primary goals of the bank, such as promoting their savings accounts, credit cards, loans, or other financial services.

Keyword Identification: Use keyword research tools like Google Keyword Planner, SEMrush, or Ahrefs to find relevant keywords related to ICICI Bank's offerings

Competitor Analysis: Analyze the keywords used by ICICI Bank and its competitors to gain insights into their strategies. Look for opportunities where ICICI Bank can compete effectively or offer unique content.

Searcher Intent Analysis: Understand the intent behind the keywords. Are people searching for information, seeking solutions, or looking to make a transaction? Optimize for keywords that match ICICI Bank's content and landing pages' intent.

On-Page Optimization: Incorporate the selected keywords strategically into the website's content, meta tags, headings, and URLs.



4 Step Keyword Research Process

1. Brainstorm

2. Select a Tool

3. Build Keyword Lists

4. Establish Baseline & Goals

Challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process. :

What is keyword research?

Keyword research is the process of finding and analyzing search terms that people enter into search engines with the goal of using that data for a specific purpose, often for search engine optimization (SEO) or general marketing. Keyword research can uncover queries to target, the popularity of these queries, their ranking difficulty, and more.

Why is keyword research important?

Keyword research helps you find which keywords are best to target and provides valuable insight into the queries that your target audience is actually searching on Google. The insight that you can get into these actual search terms can help inform content strategy as well as your larger marketing strategy

How to Research Keywords for Your SEO Strategy ?

It takes 5 steps to research the keywords. They are :

- 1). Make a list of important, relevant topics based on what you know about your business.
- 2). Fill in those topic buckets with keywords.
- 3). Understand How Intent Affects Keyword Research and Analyze Accordingly.
- 4). Research related search terms.
- 5). Use keyword research tools to your advantage.



Part 3: Content Ideas and Marketing Strategies

Content ideas:

- Financial Education Series
- Customer Success Stories
- Interactive Calculators and Tools
- Digital Banking Tips
- Personal Finance Webinars
- Infographics and Visual Content

Marketing strategies:

- Social Media Campaigns
- Email Marketing
- Partnerships and Collaborations
- Referral Program
- In-Branch Promotions
- Localized Marketing
- Community Engagement
- Innovative Ad Campaigns



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

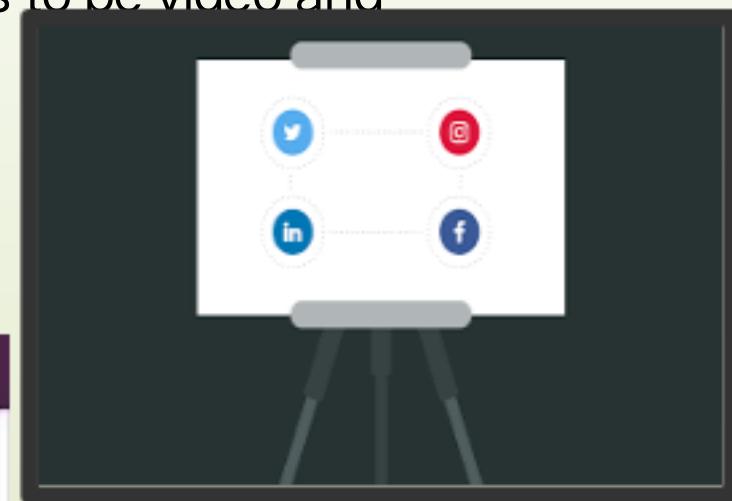
Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1

Format 2

Format 3



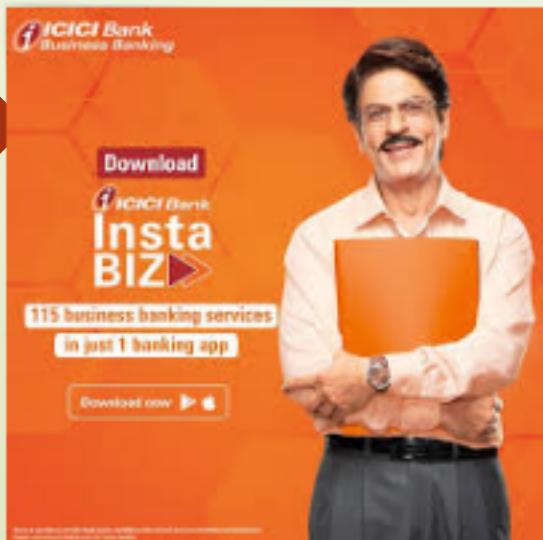
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Instagram Story

Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

Note:

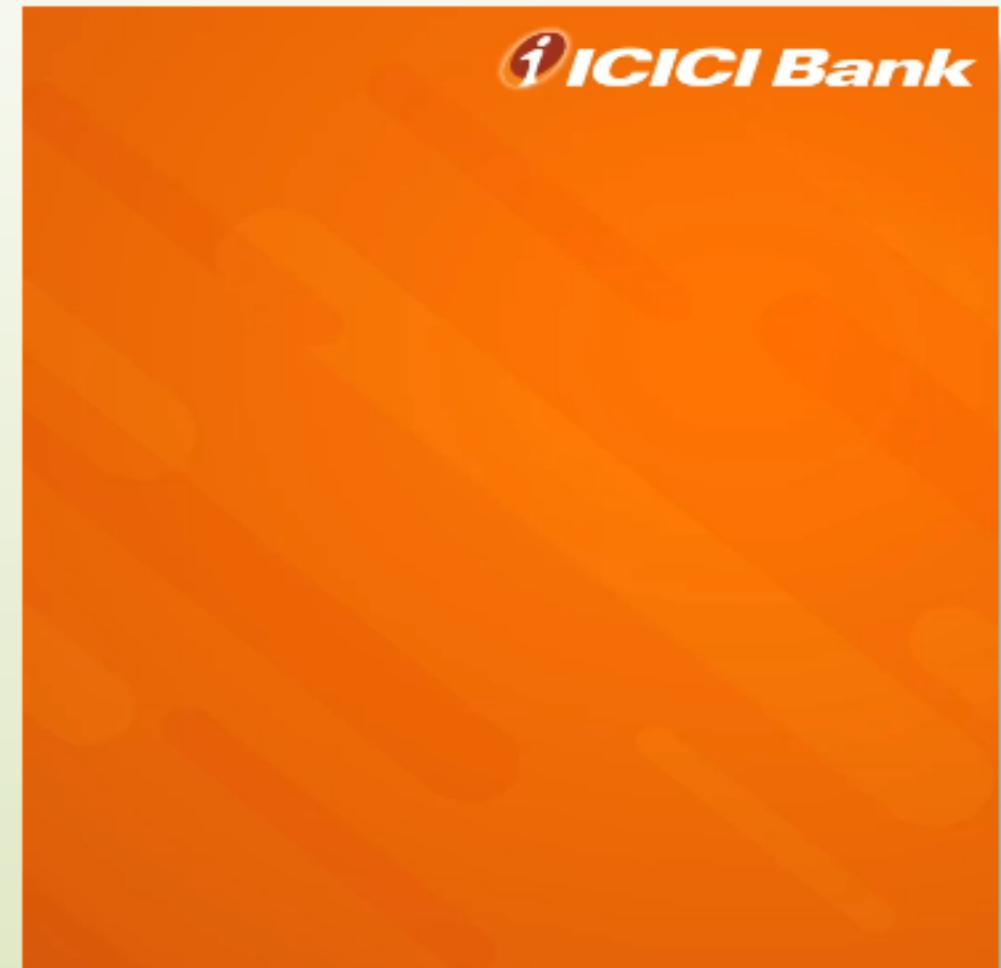
Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Designs/Video Editing

- Design Tools Familiarization
(use Canva for creating visually appealing graphics)
- Video Creation: Utilize VN or any video editor of your choice to create videos related to the chosen topic.

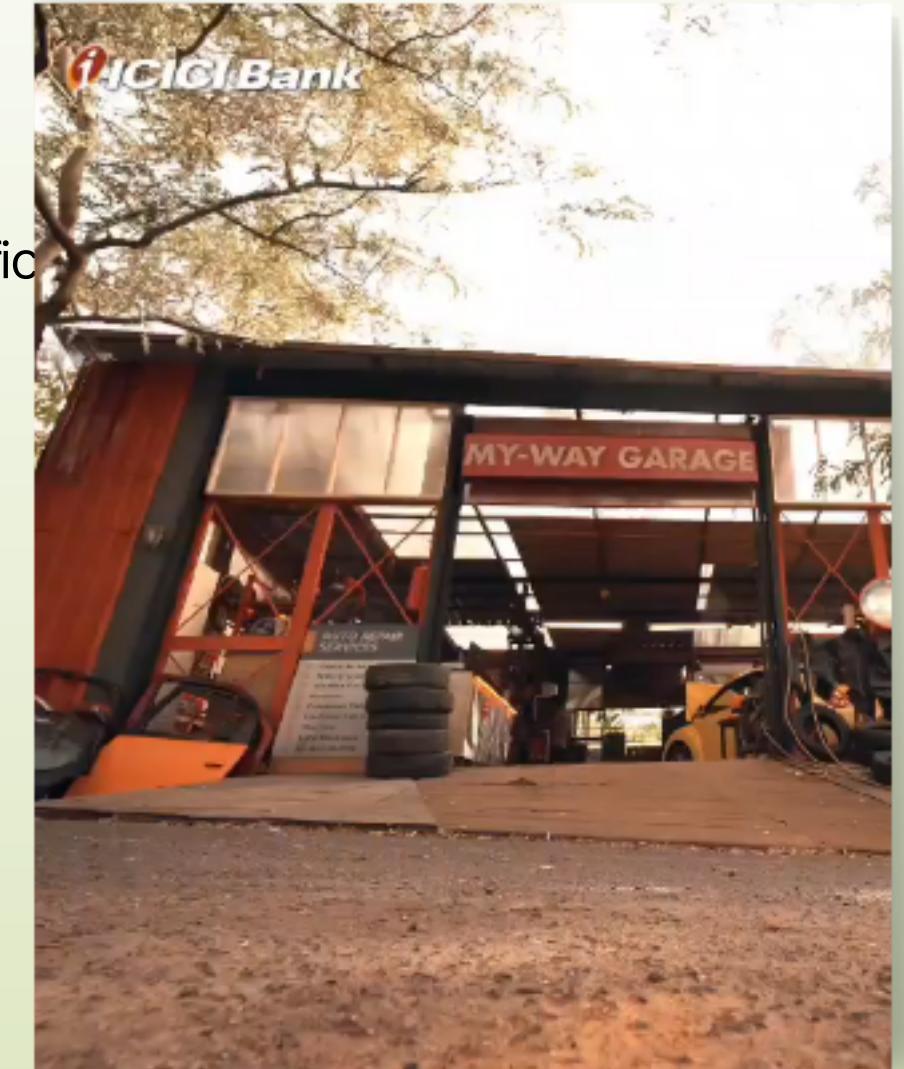


Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Social Media Ad Campaigns

Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic or generating leads



Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

For every campaign clearly define:

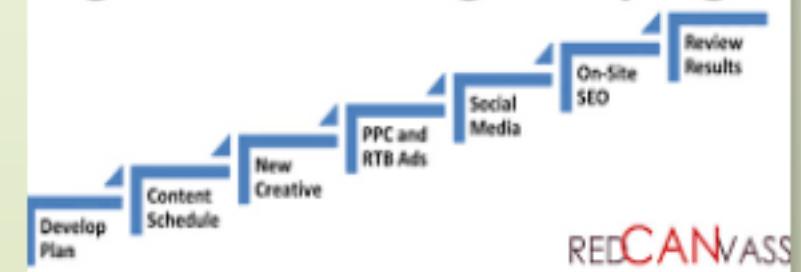
- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.



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7 Steps to an Effective Digital Marketing Campaign



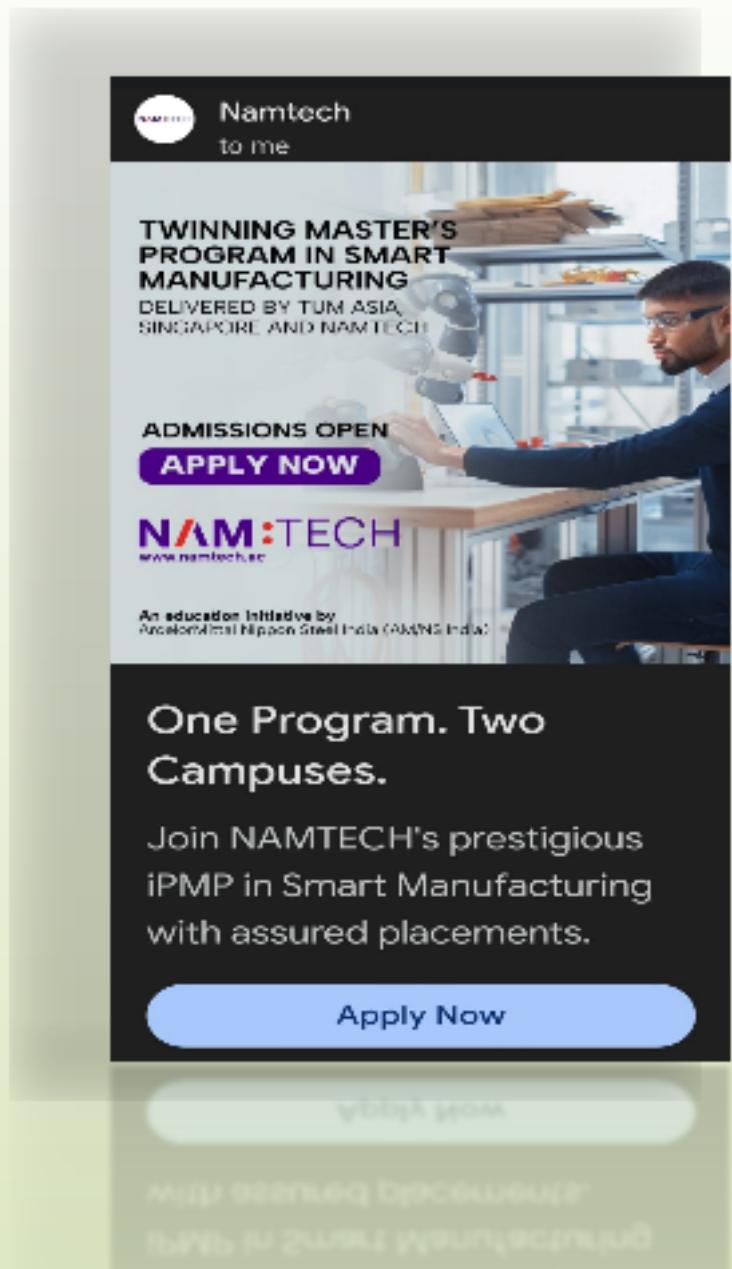
REDCANVASS
BUSINESS SOLUTIONS

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Email Ad Campaigns

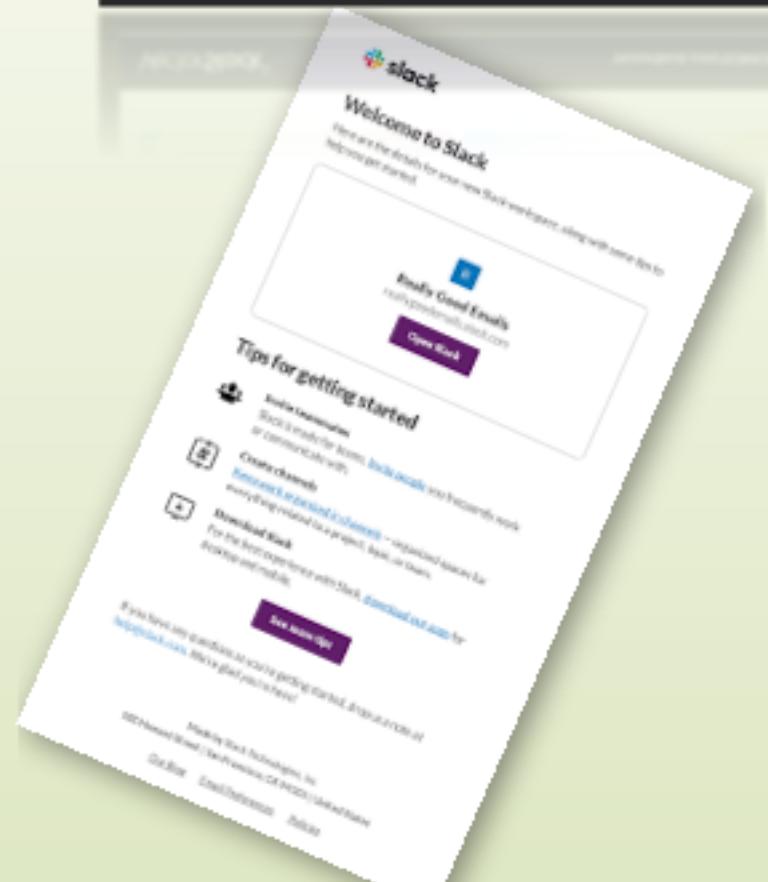
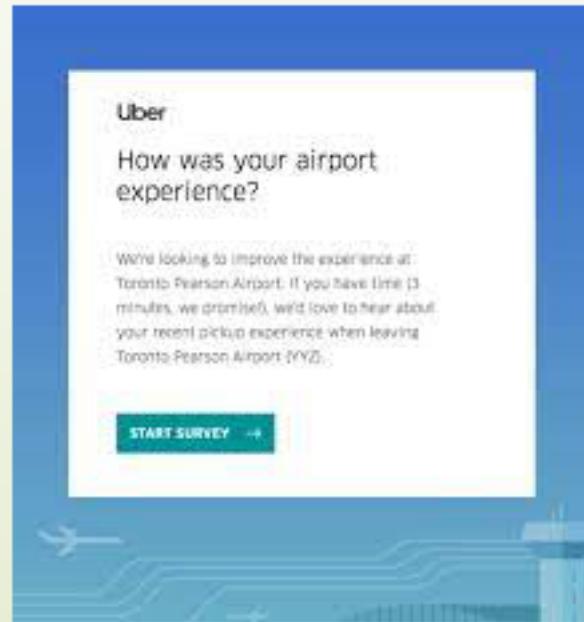
Ad Campaigns for email marketing:

Come up with 2 emails based on the mentioned goals: b)



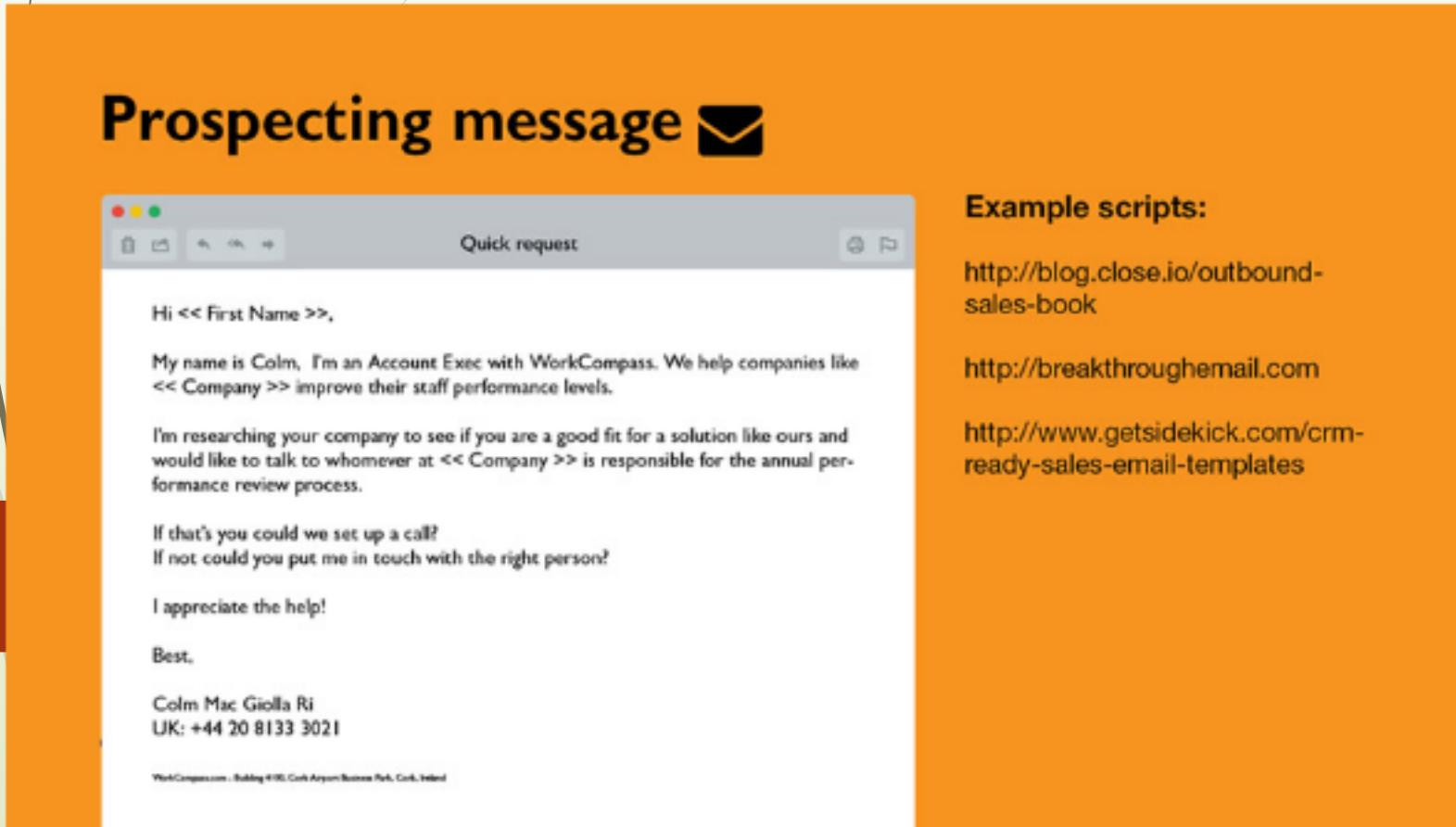
Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



Email Ad Campaign 2 - Lead Generation

(insert emailer image)



Example scripts:

<http://blog.close.io/outbound-sales-book>

<http://breakthroughemail.com>

<http://www.getsidekick.com/crm-ready-sales-email-templates>

[View in browser](#)

Yieldify

Your essential guide to A/B testing for e-commerce!

When we discovered in our recent survey of 200+ marketers that only 16% are using A/B testing to optimise the customer journey we were surprised! Yes, it has its challenges, but A/B testing is an essential part of understanding your customer journey and improving it. So in this guide we're taking you through the why, where, when and how of A/B testing for e-commerce.

Inside you'll find:

- The key challenges, and how to overcome them
- Ideas on what to test with real-life examples
- Tips on the pitfalls to look out for and avoid

[Read the guide](#)

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References

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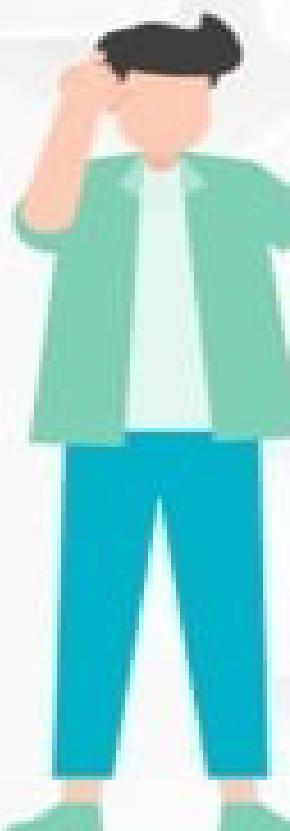
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<https://search.yahoo.com/search?p=Content+Creation+and+Curation+%28Post+creation%2C+Design%2FVideo+Editing%2C+Ad+Campaign+over+Social+Media+and+Email+Ideation+and+Creation%29+for+icici+bank>



Asking Questions





Thank you