

Comprehensive Digital Marketing

Project Work

COMPANY HDFC BANK

TEAM MATES

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

- **Research Brand Identity:** Study the brand's mission, values, vision, and unique selling proposition
- **LOGO:**



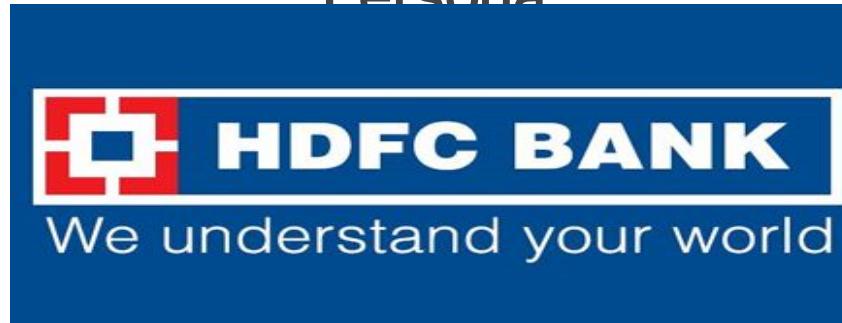
Marketing Strategies

Mission/Values:

HDFC Bank's mission is to be a world class Indian bank. We have a two-fold objective: first, to be the preferred provider of banking services for target retail and wholesale customer segments.

USP: The full form of USP is a Unique Selling Proposition. It is the unique characteristic of the product or services of the company that conveys or highlights the benefit of customers along with differentiating the company from its competitors in the market, providing it with an added advantage.

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



- **Analyze Brand Messaging:**
- The Bank's strategy is to cover a larger geographical spread, to provide differentiated wealth management solutions using digital tools. The Bank is creating new product offerings and improving its existing solutions to reach out to this population using technology.11-Nov-2022
- **Examine the brand's tagline:** HDFC Bank is an Indian banking and financial services company headquartered in Mumbai, Maharashtra. HDFC bank is the second largest private bank in India as measured by assets. It is the largest bank in India by market capitalization. In 1994, HDFC Bank was

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

Competitor 1:

The screenshot shows the PitchBook competitor analysis page for Punjab National Bank. The top navigation bar includes links for Overview, Funding & Investors, Founders & Board of Directors, Competitors (which is the active tab), and Top News. The main content area features a section titled "Competitive Landscape of Punjab National Bank" with three key metrics: Rank (11th among 191 competitors), Active Competitors (166 total, 61 exited), and Funding of competitors (total \$622M across 15 funding rounds). The page also displays the bank's logo, name, tagline "Provider of commercial bank services", and social media links.

Punjab National Bank | [Twitter](#) [LinkedIn](#) [Facebook](#)

Last updated: July 27, 2023 [Suggest Edits](#)

Overview Funding & Investors Founders & Board of Directors Competitors Top News

Competitive Landscape of Punjab National Bank

Rank	Active Competitors	Funding of competitors
11 th Among 191 Competitors	166 61 Exited	\$622M 15 Funding Rounds

- Competitor 2:

The screenshot shows a company profile for RBL Bank on Tracxn.com. At the top, there is a logo for RBL BANK, followed by the text "Commercial bank". Below this, a banner indicates the page was last updated on July 28, 2023, with options to "Suggest Edits" or "...".

The navigation bar includes links for "Overview", "Funding & Investors", "Competitors" (which is underlined in blue), and "Top News".

Competitive Landscape of RBL Bank

Key statistics displayed in the competitive landscape section:

- Rank**: 2nd Among 191 Competitors
- Active Competitors**: 164 (with 61 exited)
- Funding of competitors of RBL Bank**: \$622M across 15 Funding Rounds

- https://tracxn.com/d/companies/rbl-bank/_-ONaGCtISub3G8NO9uxd9Bn-JUZDuVg08Y_qWyLDZCo/competitors



Bank of America | [Twitter](#) [LinkedIn](#) [Facebook](#)

Commercial bank and asset management firm



- Competitor 3:

Last updated: July 28, 2023 [Suggest Edits](#)

Overview Funding & Investors **Competitors** Top News

Competitive Landscape of Bank of America

Rank 28 th Among 18,792 Competitors	Active Competitors i 16,282 669 Funded / 3822 Exited	Funding of competitors of Bank of America i \$40.5B 1,479 Funding Rounds
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- https://tracxn.com/d/companies/bank-of-america/_050w9HsFUpF2-bUgMi5iBarNLqtjV-PX6BhbWWBMkYw/competitors

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

Buyer's/Audience's Persona:



Place Your
Logo Here

BACKGROUND

- Married, 2 kids in high school
- Bloomington, Illinois
- CPA and MBA
- Risen through the ranks of the finance department

COMPANY PROFILE

Independent insurance agency helping individuals and small businesses find the best insurance for them

PROFESSIONAL ROLE

- Second in command, behind CEO
- Manages the financial risk of the organization
- Ensures business decisions are grounded in sound financial criteria
- Has a holistic view of the company, which is used to help develop corporate strategy
- Tries to balance revenue growth, managing talent and the increasing regulatory climate

KEY BRAND AFFINITIES

- Accuracy
- Functional

Template courtesy of:  **BRILLIANT
METRICS**

MARKETING & SALES PERSONA



BRIAN HASTINGS

CFO

Practical Insurance

"Jumping in without getting your feet wet is the easiest way to drown"

FRUSTRATIONS

- Pressure to produce faster closes, cleaner audits, smarter revenue management and deeper data analysis
- Still using spreadsheets to manage corporate performance which means reports are labor-intensive, time-consuming and error-prone

ASPIRATIONS

- Improve planning process, providing better forecasts and more transparency
- Stepping stone to CFO at larger organization and then retirement

MAKE HIS JOB EASIER

- Provide clear data on how to manage assets, liabilities and risks
- Make collateral shareable – either through email or easy to read printable formats
- Speak to him in his language

SOCIAL MEDIA PROFILE

- Uses Facebook for personal use
- Active LinkedIn profile
- Twitter: Uses account to monitor news feed but does not actively post

WHERE HE GETS INFORMATION

- CFO Daily Alert, LinkedIn PULSE, Forbes, Wall Street Journal

Part 2: SEO & Keyword Research

• SEO Audit:

The image shows a screenshot of the SEOptimer mobile application. At the top left is the app's logo, which consists of a blue gear icon followed by the text "SEOptimer". On the top right, there is a vertical ellipsis menu icon. The central part of the screen features a large blue circular badge with a white "A+" rating in the center. Below this badge, the text "Your page is very good!" is displayed in a large, bold, black font. Underneath this text is a red rectangular button with the white text "Recommendations: 0". Further down the page, there is a large icon of a computer monitor with a blue screen. At the bottom of the screen, there is a green circular badge with a white "A+" rating, and to its right is a blue speech bubble icon.

Keyword	Country & Language
hdfc bank net banking	IN EN
hdfc bank net banking	IN HI
hdfc bank net login	IN EN
hdfc bank netbanking	IN EN
hdfc netbanking	IN EN
hdfc netbanking	IN HI
net banking for hdfc bank	IN EN
netbanking hdfc	IN HI
netbanking hdfc	IN EN
netbanking hdfc banking	IN EN

Position	Keywords	Approximate Volume
Position 1	19,859	■
Position 2-3	11,777	■
Position 4-10	34,614	■■
Position 11-20	68,127	■■■
Position 21-30	77,975	■■■■

Links

Number of Backlinks

You can see information about your page's backlinks within this report by signing up to one of our premium plans.

[Signup - Free Trial](#)



Technology Results

Server IP Address

104.18.95.72



DNS Servers

c.gtld-servers.net
d.gtld-servers.net
m.gtld-servers.net
g.gtld-servers.net
e.gtld-servers.net
l.gtld-servers.net
b.gtld-servers.net
f.gtld-servers.net
j.gtld-servers.net
h.gtld-servers.net
k.gtld-servers.net
i.gtld-servers.net
a.gtld-servers.net



- Keyword Research
- hdfc bank credit card information
- hdfc bank e payment
- services of hdfc bank
- hdfc bank credit card benefits
- hdfc bank account login
- hdfc bank share
- hdfc bank full information
- On page Optimization:

The image shows a screenshot of the SEOptimer On-Page SEO Results report. At the top left is the SEOptimer logo, which consists of a blue gear icon followed by the text "SEOptimer". To the right of the logo is a three-line menu icon. Below the header is a large blue circle containing the letter "A+" in white. The main title "On-Page SEO Results" is centered above the grade. Below the grade, the text "Your On-Page SEO is very good!" is displayed in bold. A paragraph of explanatory text follows, stating: "Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains." At the bottom of the report, there is a section titled "SSL Enabled" with the subtext "Your website has SSL enabled." to its right, accompanied by a green checkmark icon.

SEOptimer

On-Page SEO Results

A+

Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to build on your strong position through testing content improvements for gradual gains.

SSL Enabled

Your website has SSL enabled.

Part 3: Content Ideas and Marketing Strategies

- Content Idea Generation & Strategy:

August

#backtoschool, #bookloversday, #lazyday, #familyfun, #blackbusinessmonth

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 Minority Donor Awareness Day	2	3	4	5 National Chocolate Chip Cookie Day
6 National Sister Day	7 Purple Heart Day	8	9 Book Lovers Day	10 National Lazy Day	11	12
13 International Left-Handers Day	14	15 National Relaxation Day	16 National Tell A Joke Day	17 National Nonprofit Day	18	19 World Humanitarian Day & World Photography Day
20 National Radio Day	21 Senior Citizens Day	22 National Tooth Fairy Day	23	24 National Waffle Day	25	26 Women's Equality Day
27 World Rock Paper Scissors Day	28	29	30 National Grief Awareness Day	31		

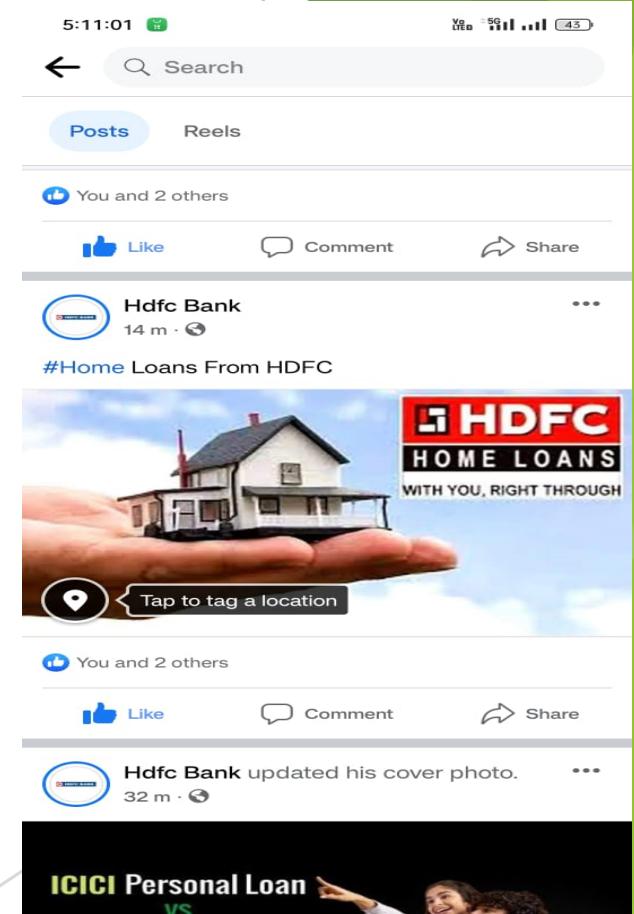
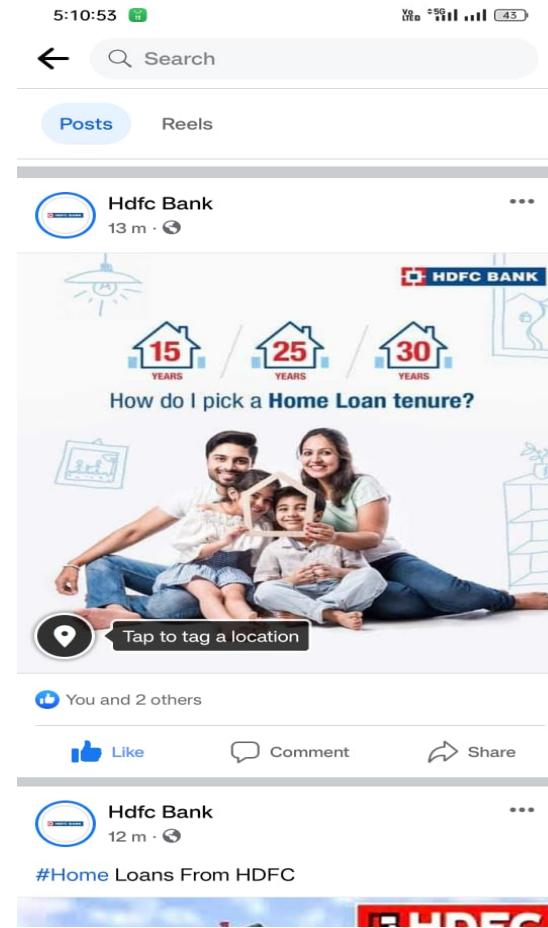
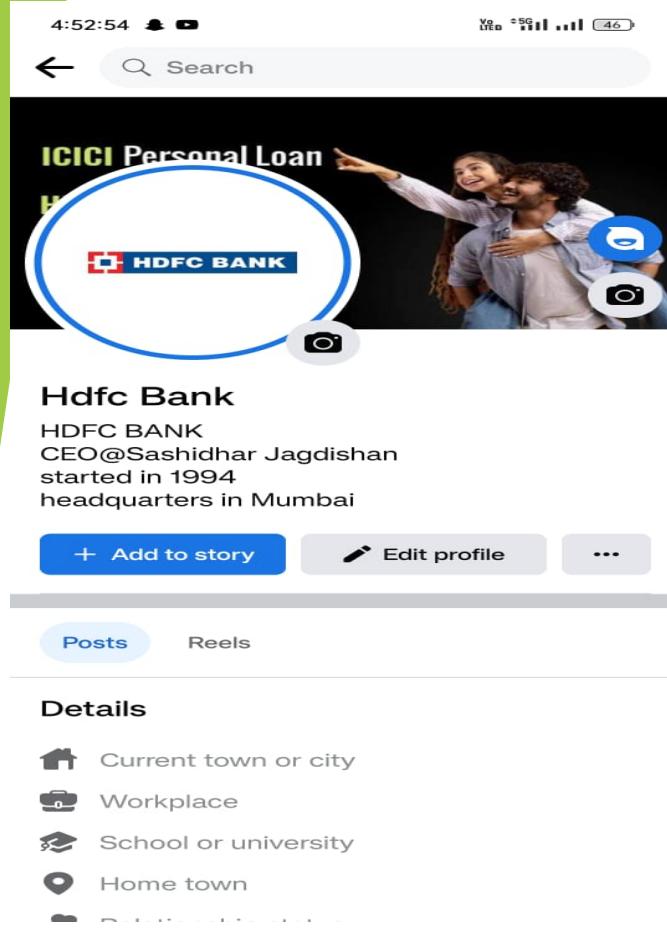
Part 3: Content Ideas and Marketing Strategy



- HDFC Bank has a wide range of banking services ranging from commercial and investment banking on the wholesale side to transactional / branch banking on the retail side. It has 3 key business segments: Wholesale Banking, Retail Banking, and Treasury.
- The target audience for wholesale banking is the institutional customers such as government bodies, emerging cooperates, SMEs, etc. Likewise, the target audience for retail banking consists of individuals, salaried or professional borrowers, NRIs, self-help groups, etc.
- HDFC Bank has made itself known for its superior product delivery/service levels, strong customer orientation, providing various types of loans, mobile and net banking facilities, ATMs, and depository participant services(a facility to hold their investment in electronic form).

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

Format 1: Facebook account & post creation



Format 2: linked in account & post creation

5:26:40

Hdfc Accountant

Hdfc Accountant
Attended Andhra University

Let people know how to pronounce your name.
[Add name pronunciation](#)

Andhra University
Hyderabad, Telangana, India

0 connections

[Open to](#) [Add section](#) [...](#)

Open to work
Accountant roles
[Show details](#)

Suggested for you

Private to you

Beginner

Complete 1 step to achieve [Intermediate](#)

Where do you currently

5:31:41

Search

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Attended Andhra University now ·

BANKING SOLUTIONS FOR ALL YOUR NEEDS

HDFC BANK
We understand your world

CSC DIGITAL SEVA COMMON SERVICE CENTRE,
OPP. PASSPORT OFFICE, KAITHAMUKKU,
TRIVANDRUM
PH: 9745330078

IN PROUD ASSOCIATION WITH CSC

1 Like Comment Repost Send

Leave your thoughts here... [Camera icon](#)

Home My Network Post Notifications Jobs

5:31:52

Leave your thoughts here... [Camera icon](#)

Hdfc Accountant · You
Attended Andhra University now ·

HDFC BANK

Introducing Business Loan Prime Banking surrogate up to ₹50 Lakhs*

Loan Amount:- > ₹35 Lakhs to ₹50 Lakhs*
Loan Tenure – 12 - 48 months

Documents Required

- Ownership proof | 6 years Business Vintage
- Latest 12 months bank statement with Average Bank Balance of ₹ 5.00 lakhs*
- Latest 2 year ITR & Latest year P&L statement
- Latest 12 months GST returns

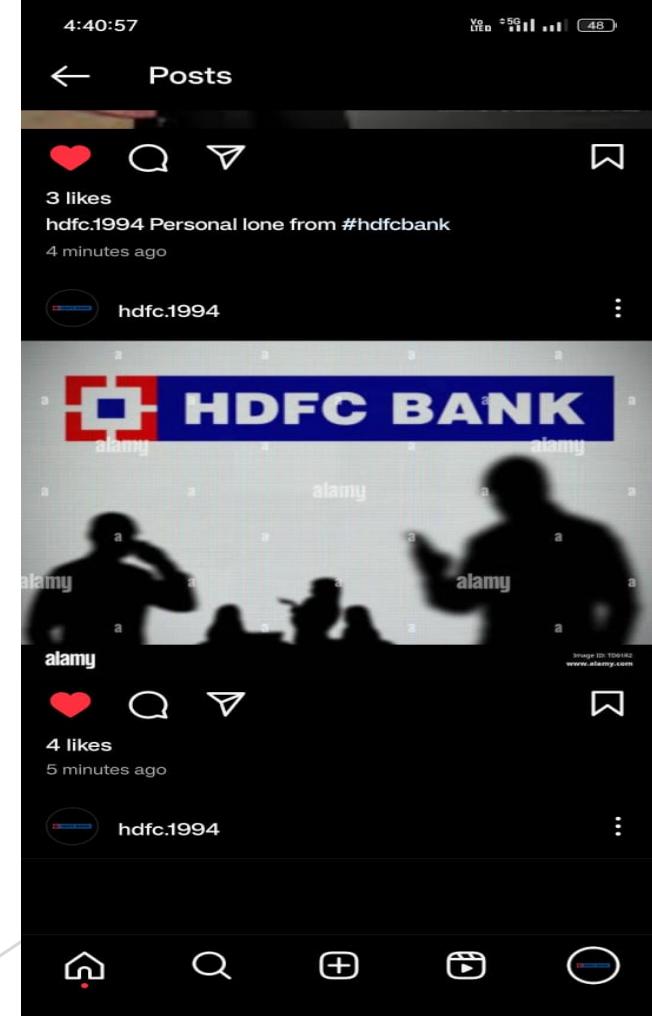
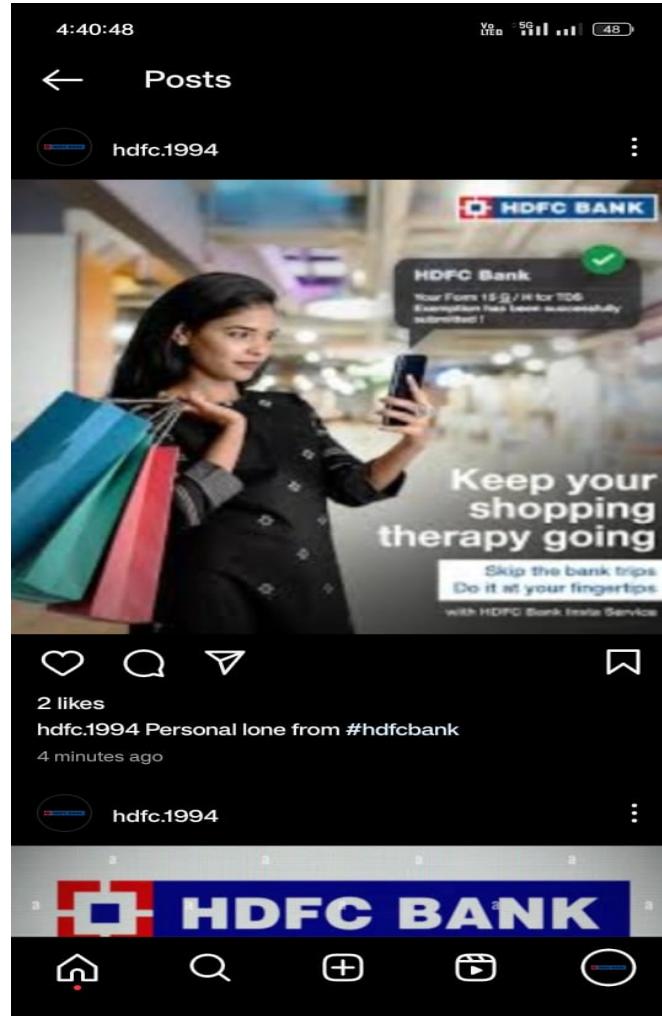
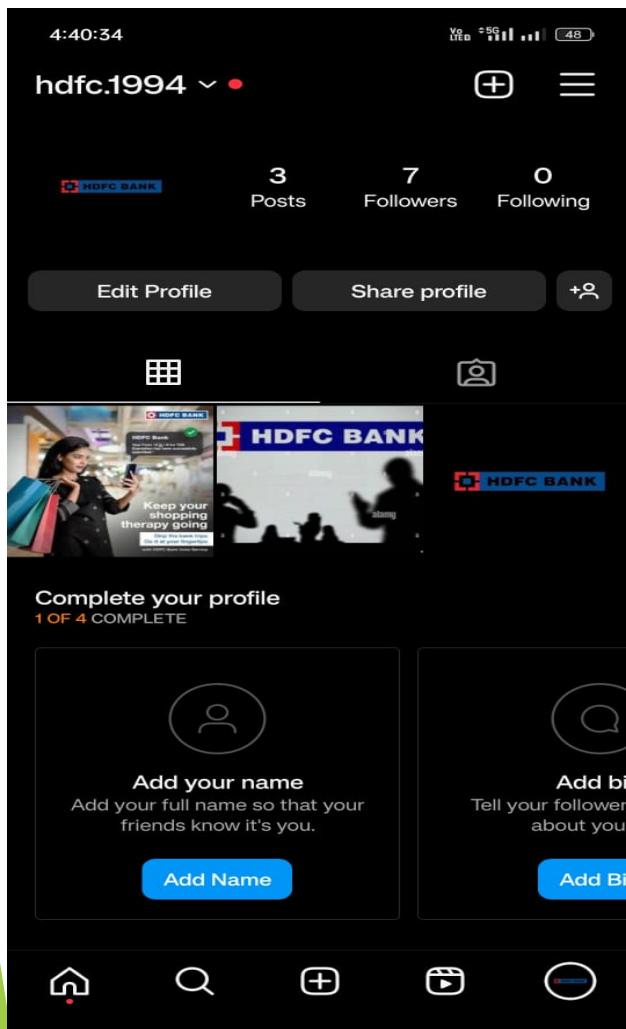
Contact for more information: 8500853963 *T&C Apply

1 Like Comment Repost Send

Leave your thoughts here... [Camera icon](#)

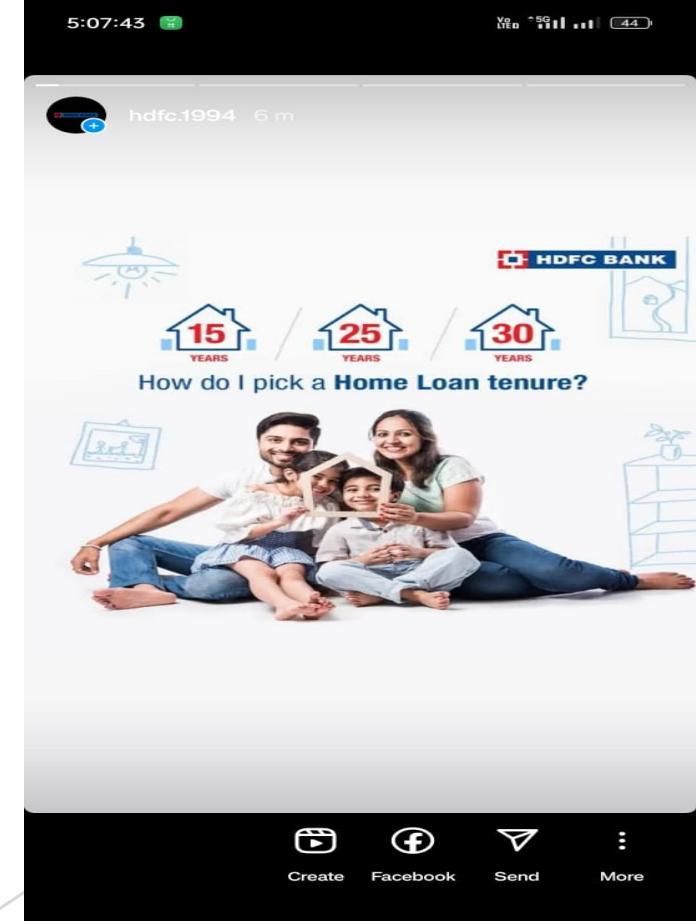
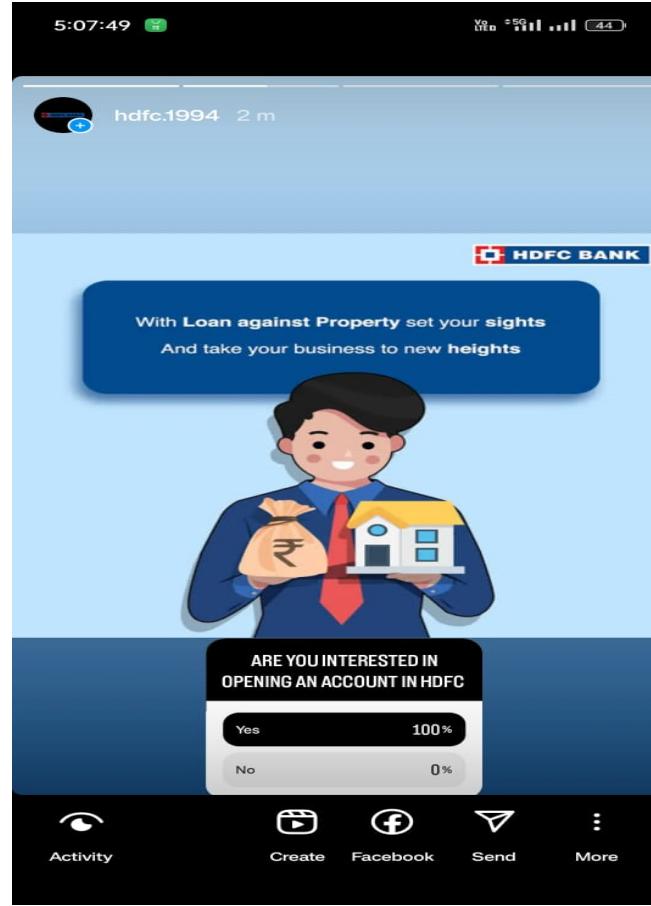
Recommended for you

Format 3: instagram account & post creation



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

Instagram Story



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

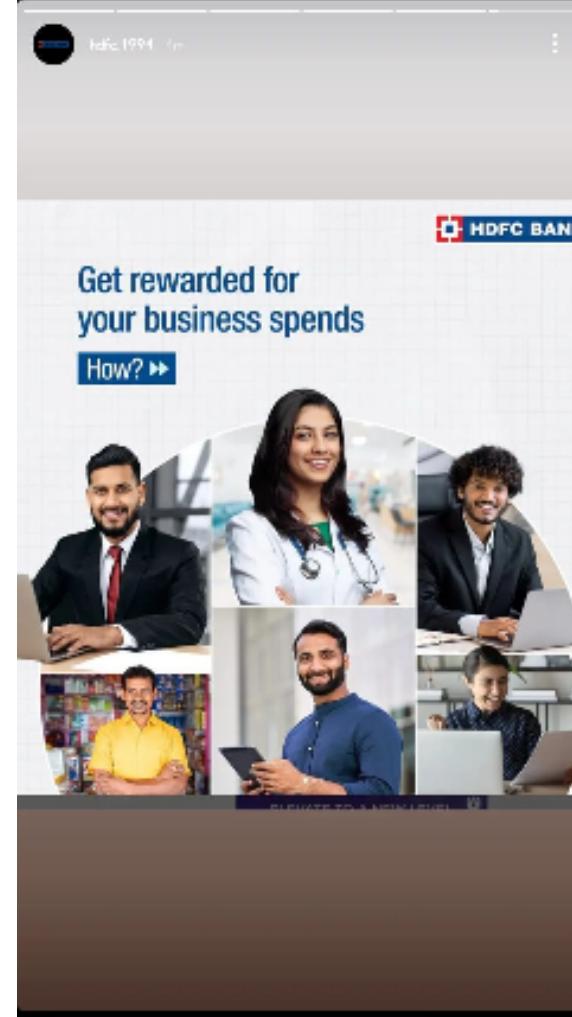
Designs/Video Editing



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



Email Ad Campaign 1 - Brand Awareness

[View this email in your browser](#)



Dear XYZ,

We understand that you want to bank is the most convenient way possible. That is why, we make sure that all our products are easily available.

[Get plugin](#)



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You are receiving this email because you opted in via our website.

Our mailing address is:

bank

Sir Mvit College Road

Email Ad Campaign 2 - Brand Awareness



GOLD LOAN

Shop online on any Merchant website or App offering HDFC Bank's NetBanking facility
to Pay



[GOLD LOAN](#)

