

Comprehensive Digital Marketing Project Work

COMPANY HDFC BANK

TEAM MATES

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5. P.Lohith

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

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



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.

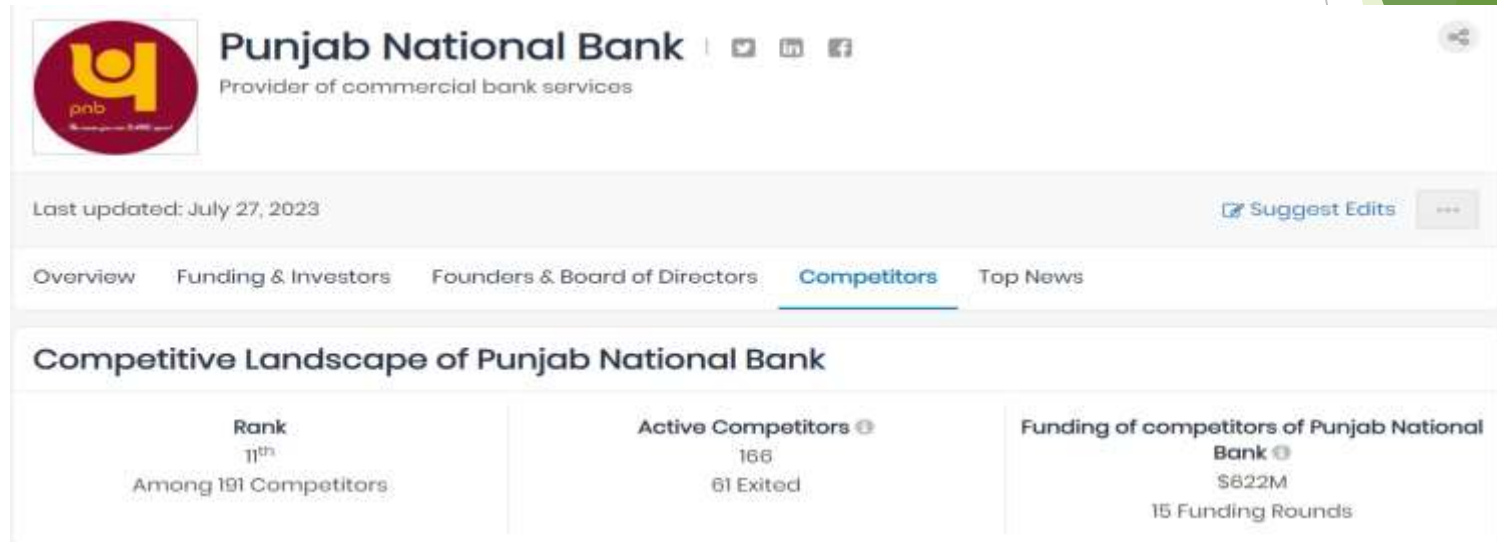
Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona



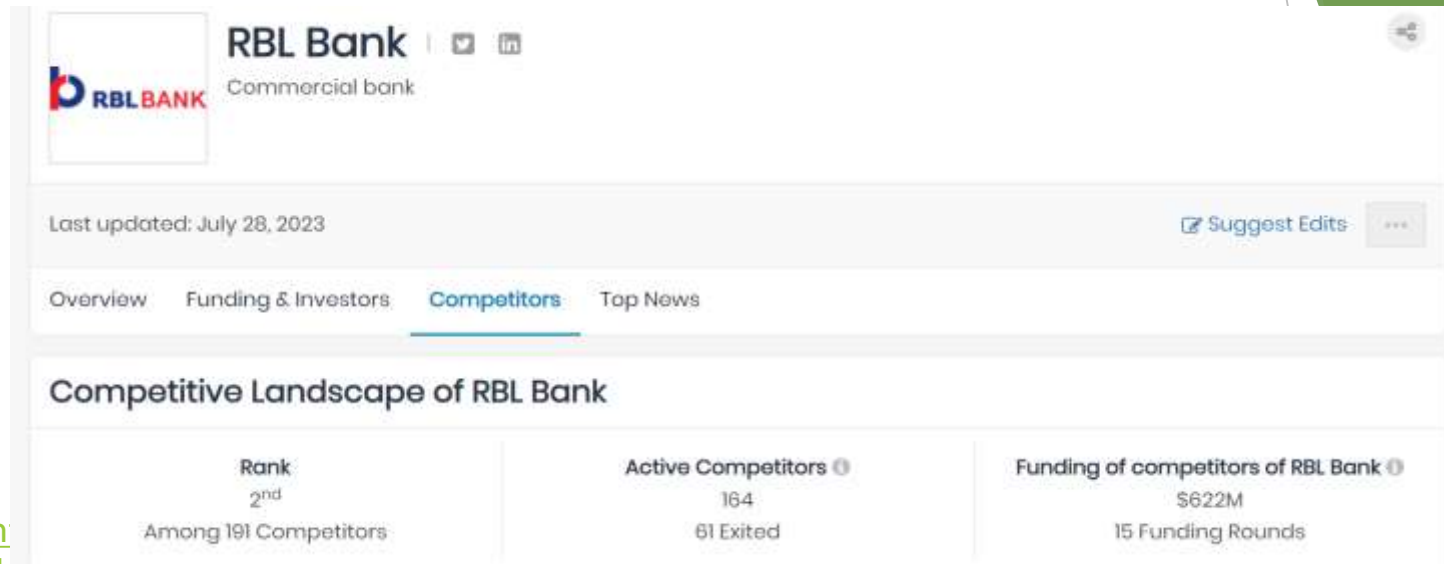
- **Analyze Brand Messaging:**
- The Bank's strategy is to cover a larger geographical spread, to provide differentiated wealth management solutions using digital tools. The Bank is creating new product offerings and improving its existing solutions to reach out to this population using technology. 11-Nov-2022
- **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 incorporated, with its registered office in Mumbai, India.

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

Competitor 1:



↓ Competitor 2:

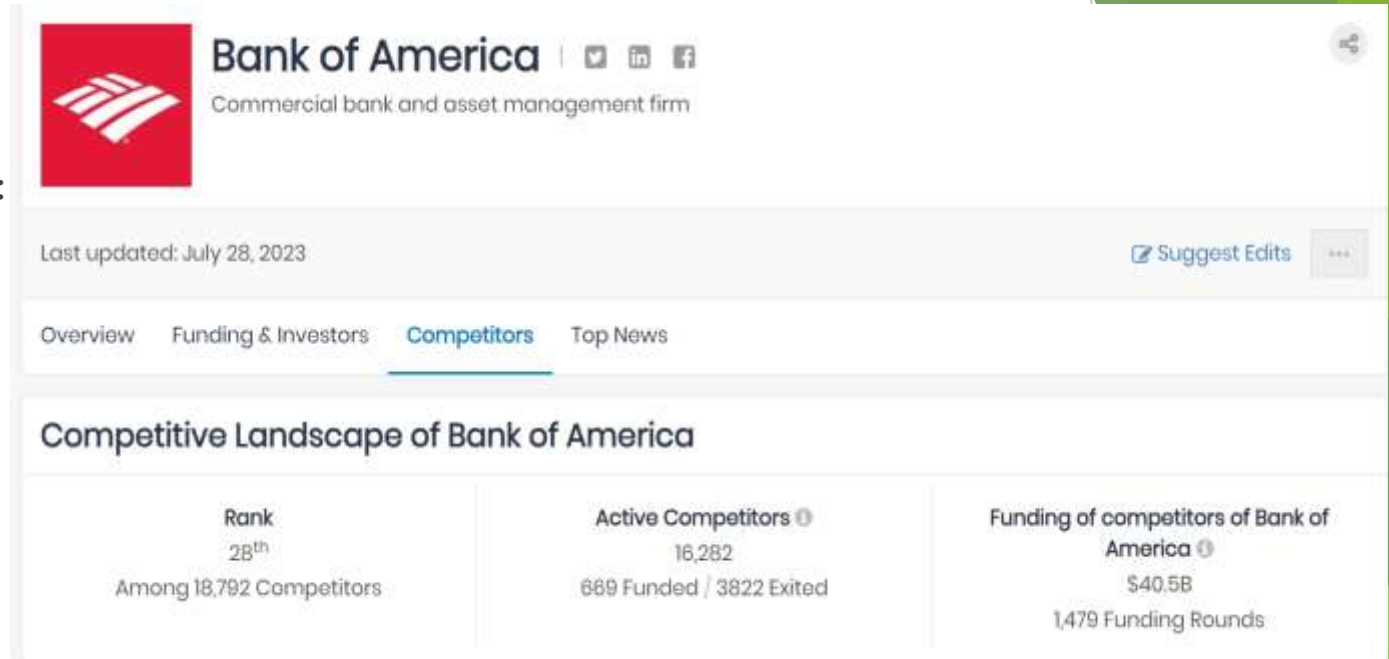


The screenshot shows the profile of RBL Bank, a commercial bank. The header includes the RBL Bank logo and name, with social media icons for Twitter and LinkedIn. Below the header, a bar indicates the profile was last updated on July 28, 2023, and provides a link to suggest edits. The main navigation tabs are Overview, Funding & Investors, Competitors (which is selected), and Top News. The 'Competitive Landscape of RBL Bank' section displays three key metrics: Rank (2nd among 191 competitors), Active Competitors (164 total, 61 exited), and Funding of competitors (total \$622M across 15 funding rounds).

Metric	Value
Rank	2 nd Among 191 Competitors
Active Competitors	164 (61 Exited)
Funding of competitors	\$622M (15 Funding Rounds)

↓ h1j0zduvg00r_qwyLDZC0/competitors

↓ Competitor 3:



The screenshot shows the Tracxn profile for Bank of America. At the top is the Bank of America logo and name, with social media icons for Twitter, LinkedIn, and Facebook. Below this is the description 'Commercial bank and asset management firm'. A 'Last updated: July 28, 2023' timestamp and a 'Suggest Edits' button are visible. A navigation bar includes 'Overview', 'Funding & Investors', 'Competitors' (which is highlighted), and 'Top News'. The main section is titled 'Competitive Landscape of Bank of America' and contains three data cards:

Rank	Active Competitors ⓘ	Funding of competitors of Bank of America ⓘ
28 th	16,282	\$40.5B
Among 18,792 Competitors	669 Funded / 3822 Exited	1,479 Funding Rounds

↓ 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:



MARKETING & SALES PERSONA



BRIAN HASTINGS
CFO

Practical Insurance

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

A DAY IN THE LIFE OF BRIAN

- Working 50+ hours a week in the office, plus checking email at nights and on weekends
- Spends most of his time in meetings & on conference calls
- Pressured by increased compliance requirements
- Uses his personal influence to get things done

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

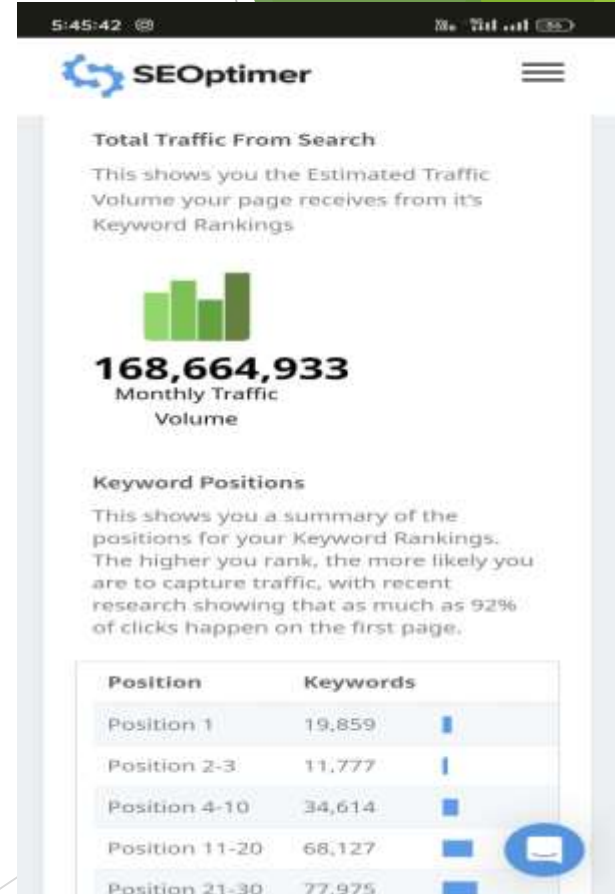
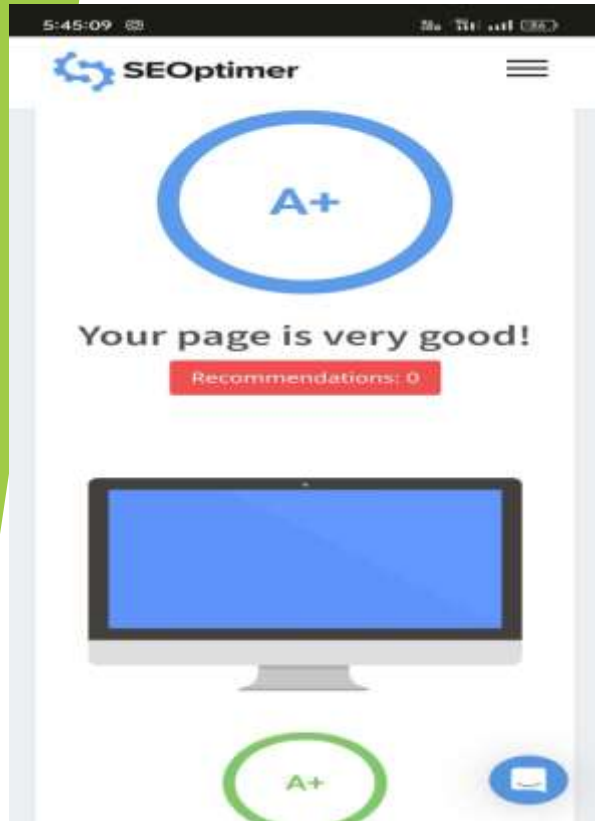
- Uses Facebook for personal use
- Active LinkedIn profile
- Twitter: Uses account to monitor news feed but does not actively post

WHERE HE GETS INFORMATION

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

Part 2: SEO & Keyword Research

- SEO Audit:



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

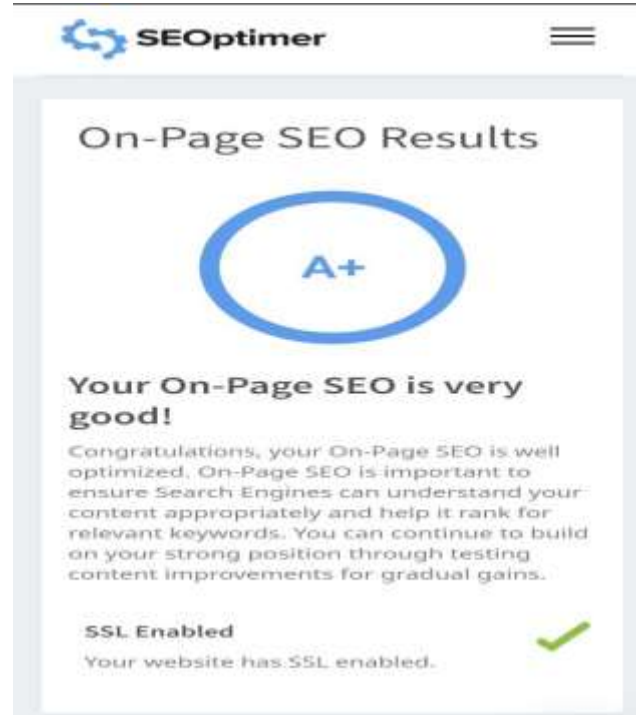


DNS Servers

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:**



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 National Chocolate Chip Cookie Day	5
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		



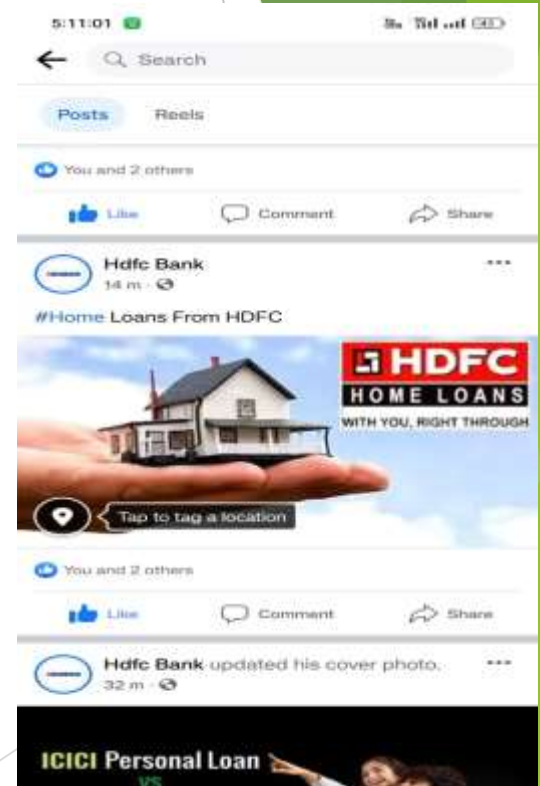
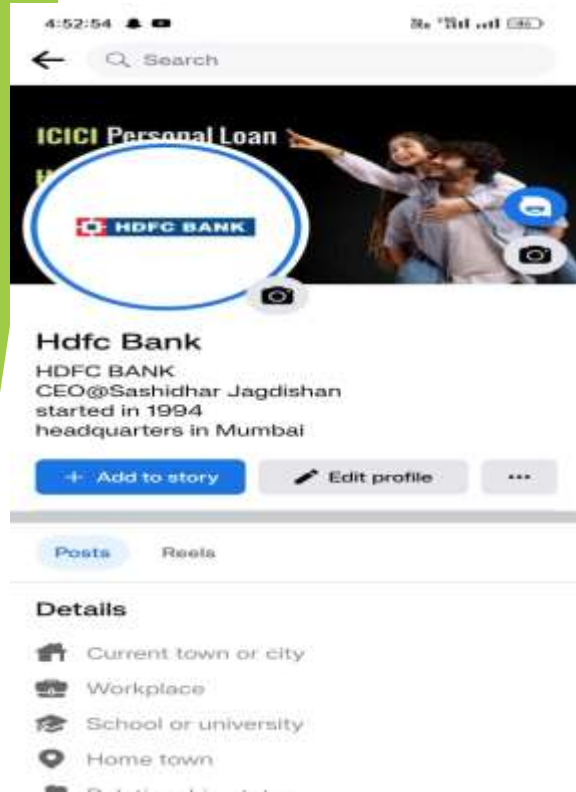
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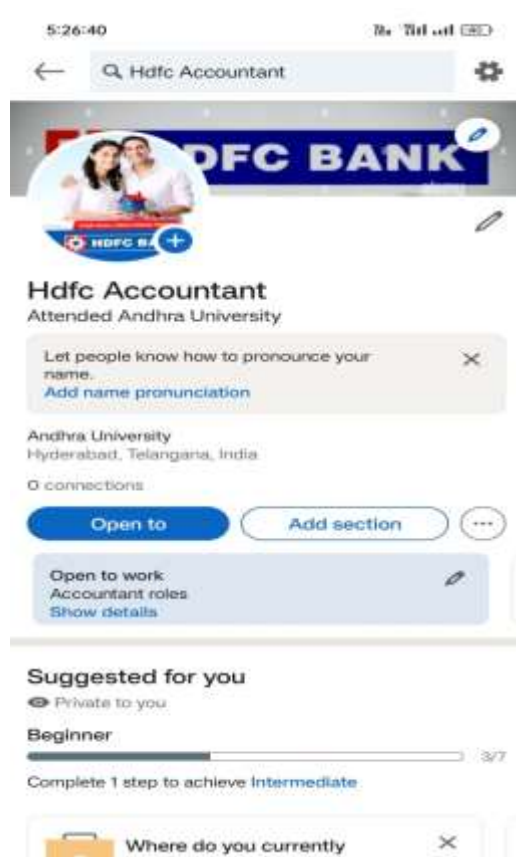
- ↓ HDFC Bank has a wide range of banking services ranging from commercial and investment banking on the wholesale side to transactional / branch banking on the retail side. It has 3 key business segments: Wholesale Banking, Retail Banking, and Treasury.
- ↓ The target audience for wholesale banking 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)

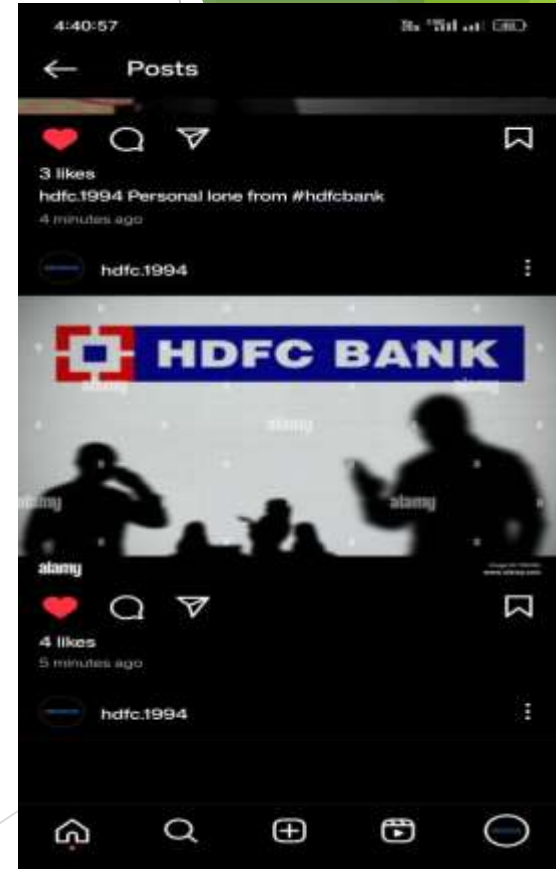
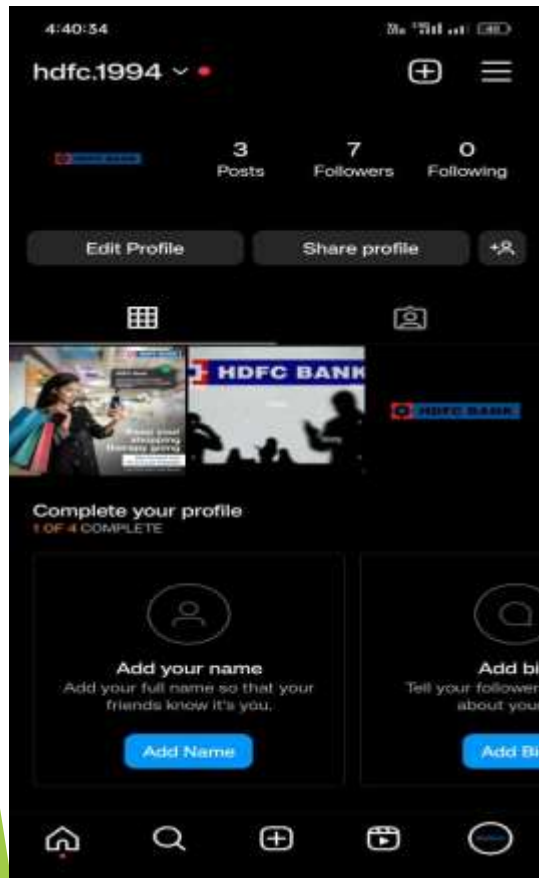
Format 1: Facebook account & post creation



Formate 2: linked in account & post creation



Formate 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

July 1994

SWIGGY

HDFC BANK

PRESENTING

Swiggy HDFC Bank Credit Card

SAVINGS NEVER TASTED SO GOOD!



IT'S RAINING CASHBACK!

10%	on Swiggy spends* on Swiggy orders & delivery fee
5%	on online shopping across India's top e-commerce
1%	on other spends*
FREE	3-month Swiggy One membership worth ₹1500

July 1994

HDFC BANK

Get rewarded for your business spends

How? >>



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



Copyright (C) 2023 bank. All rights reserved.

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

