

Digital marketing Internship

Comprehensive Digital marketing for lic insurance Corporation of India

PROJECT Report On Lic OF INDIA UNDER THE ESTEEMED GUIDANCE OF

K RATNA KUMARI MADAM

President By

Sakalabattula kalyani

H.NO:213888200074

SRI VASAVI DEGREE COLLEGE



Name: Sakalabattula kalyani

Email: sakalabattulakalyani@gmail.com

Reg :213888200074

Mo Nu:9493063635

Team Leader



Name:Balusu Deepthi

Mail:balusudeepthi1@gmail.com

Reg:213888200007

Ph no: 9392806205

Member 1



Name:Adapa pavani

Mail:adapapavani@gmail.com

Reg:213888200001

Ph :9346488364

Member 2



Name:Bandireddy Jhansi Rani

Mail:s7073214@gmail.com

Reg:213888200009

ph:9989577293

Member 3



Name:Marri Navya

Mail:ratnajimarri@gmail.com

Reg:213888200053

ph:8919311135

Member 4



Name:Sakalabattula

Mail:sakalabattulakalayani@gmail.com

Reg:213888200074

ph :9493063635

Brand study,competitor Analysis & buyer ' Audience' s persona

study (mission/values & uspBrand)

life insurance brands can be insightful, as it sheds light on various aspects such as market positioning, customer perception, and brand reputation.

Here's a general approach you could take:Studying

1. **Brand Identity and Positioning:** Start by understanding how each life insurance brand positions itself in the market. This involves looking at their mission statements, taglines, and core values. Analyze how they differentiate themselves from competitors and what unique value propositions they offer to customers.

- Missions of life insurance

The mission of life insurance companies typically revolves around providing financial security and peace of mind to individuals and families. While the specific wording may vary from one company to another, the overarching goal is often to protect policyholders and their loved ones from financial hardship in the event of unexpected circumstances such as death or disability.

Values of life insurance

1. **Financial Security:** Life insurance companies value the importance of financial security for individuals and families. They strive to offer products and services that provide a safety net for policyholders and their loved ones, ensuring that they are protected against financial hardship in times of need.
2. **Integrity:** Integrity is a core value for life insurance companies. They commit to operating with honesty, transparency, and ethical conduct in all aspects of their business, including sales, underwriting, claims processing, and customer service.
3. **Customer Focus:** Life insurance companies prioritize the needs and interests of their customers. They value building long-term relationships with policyholders and strive to provide excellent customer service,

Analyze brand messaging of life insurance of india

- **Financial Security:** Life insurance brands emphasize the importance of financial security for individuals and families. They highlight how life insurance products provide a safety net against unforeseen circumstances such as death, disability, or critical illness, ensuring that loved ones are taken care of financially.
- **Protection and Peace of Mind:** Brand messaging often focuses on the peace of mind that life insurance brings by providing protection and financial stability. Advertisements and marketing campaigns may depict scenarios where life insurance policies help families cope with financial challenges and maintain their standard of living in the absence of the primary breadwinner.

Examine the brand's tagline for lic in India

LIC, or Life Insurance Corporation of India, has used various taglines over the years. One of their notable taglines has been "Zindagi ke saath bhi, Zindagi ke baad bhi," which translates to "With you for life, After life too." It reflects their commitment to being there for their

Competitor analysis

Sure, competitor analysis involves evaluating your competitors' strengths, weaknesses, strategies, and market positioning to identify opportunities and threats for your own business. It helps you understand how you stack up against others in your industry and where you can improve. What specific aspects of competitor analysis are you interested in?

Competitor 1: bajaj Allianz life insurance company in India

USP;

Bajaj Allianz Life Insurance Company in India distinguishes itself with its diverse and customizable insurance solutions tailored to meet the unique needs of customers. Its USP lies in providing innovative products, robust customer service, and hassle-free claim settlement processes. Additionally, the company is known for its strong financial backing, transparency, and commitment to fostering long-term relationships with policyholders.

Online communication;

Bajaj Allianz Life Insurance Company in India offers various online communication channels to enhance customer experience and accessibility. These may include:

Website: A user-friendly website where customers can explore insurance products, access policy information, and find answers to frequently asked questions.

SWOT analysis of bajaj Allijaz life insurance

Strengths:

Strong Brand Recognition: *Bajaj Allianz is a well-known brand in the insurance industry, which instills trust among customers.*

Diverse Product Portfolio: *The company offers a wide range of insurance products catering to various customer needs, including life insurance, health insurance, and investment-linked plans.*

Weaknesses:

Dependence on Traditional Channels: While the company has been investing in digital initiatives, it still relies heavily on traditional distribution channels like tied agents, which may limit its ability to target younger, tech-savvy customers effectively.

Limited Global Presence: Bajaj Allianz primarily operates in the Indian market and has limited international exposure compared to some of its competitors, potentially restricting its growth opportunities outside India.

Product Complexity: Some of Bajaj Allianz's insurance products, such as ULIPs, can be complex for customers to understand, leading to potential mis-selling issues and regulatory challenges.

Opportunities:

Growing Insurance Market: The Indian insurance market is expanding rapidly, driven by increasing awareness, rising income levels, and regulatory initiatives, presenting opportunities for Bajaj Allianz to capture market share.

Digitalization: Embracing digital technologies can improve operational efficiency, enhance customer experience, and tap into new customer segments.

Threats:

Intense Competition: Bajaj Allianz faces competition from both domestic and international insurers operating in India, which could lead to price wars, margin pressures, and challenges in retaining market share.

Economic Uncertainty: Economic downturns or fluctuations in interest rates and investment markets can impact consumer purchasing power and investment returns, affecting the company's financial performance.

Competitor 2:MaX life insurance in India

Max Life Insurance is one of the leading life insurance companies in India. Here's an overview:

Max Life Insurance, like other insurance providers, offers various unique selling propositions (USPs) to attract customers. Some potential USPs of Max Life Insurance in India could include:

Customized Plans: Tailored insurance plans to suit the diverse needs of customers, offering options for term insurance, whole life insurance, retirement plans, and more.

Online communication

Online Communities: Creating online communities or forums where customers can connect with each other, share experiences, and seek advice related to insurance products and services.

SWOT analysis of Max life insurance

Strengths:

Strong Brand: Max Life Insurance is a well-known brand in the insurance industry, which helps in building trust among customers.

Weaknesses:

Geographic Concentration: Max Life's operations are primarily focused on the Indian market, which exposes it to risks associated with the economic and regulatory environment of a single country.

Opportunities:

Growing Insurance Market: The insurance industry in India is experiencing robust growth due to increasing awareness, rising disposable incomes, and regulatory reforms, presenting opportunities for Max Life to expand its customer base

Threats:

Intense Competition: Max Life faces competition from both domestic and international insurers operating in the Indian market, which could lead to pressure on pricing and margins

Competitor 3:TATA alaiiz life insurance company in India

USP ;

Tata AIA Life Insurance's unique selling proposition (USP) lies in its combination of Tata Group's reputation for trust and reliability with AIA Group's expertise in insurance. It emphasizes customer-centricity, innovative product offerings, and a strong focus on fulfilling the evolving financial needs of its customers in India.

Online communication ;

Tata AIA Life Insurance likely offers various online communication channels to interact with customers, including:

Website: Providing information about products, services, and company updates.

Mobile app: Allowing customers to manage policies, make payments, and access customer support.

Chat support: Offering real-time assistance and guidance through online chat services.

SWOT analysis of Tata alaz life insurance

Strengths:

Strong brand reputation: Benefits from the trust associated with the Tata Group and the expertise of AIA Group Limited.

Diverse product portfolio: Offers a wide range of insurance products tailored to various customer needs and life stages.

Customer-centric approach: Focuses on understanding and fulfilling the evolving financial needs of its customers.

Weaknesses:

Market competition: Faces intense competition from both domestic and international insurance companies operating in India.

Regulatory challenges: Subject to regulatory changes and compliance requirements that may impact operations and product offerings.

Opportunities:

Growing insurance market: Benefits from the increasing awareness of insurance and rising demand for financial protection among Indian consumers.

Threats:

Economic downturns: Vulnerable to economic fluctuations that may affect customers' purchasing power and demand for insurance products.

Regulatory changes: Faces risks associated with changes in insurance regulations, taxation policies, and compliance requirements.

Technological disruption: Potential threat from emerging technologies and InsurTech startups disrupting the traditional insurance industry.

Competitive pressures: Continuously faces competition from both established and new entrants in the insurance market, potentially impacting market share and profitability.

Buyer/Audience Persona

Name: David Reynolds

Age: 45

Occupation: Financial Advisor

Marital Status: Married

Children: 2 (teenagers)

Income Level: Upper-middle class

Location: Urban area

Background:

David is an experienced financial advisor with over 15 years of experience in the industry. He's married to his wife, Jennifer, who works part-time as a teacher, and they have two teenage children, Daniel and Emily. They live in a bustling urban neighborhood known for its diverse population and vibrant community

Goals and Motivations:

1. **Client Satisfaction:** David is committed to providing his clients with comprehensive financial solutions that meet their needs and offer peace of mind. He wants to partner with a reputable life insurance company that offers competitive products and excellent customer service.
2. **Business Growth:** As a financial advisor, David is always looking to expand his client base and strengthen his professional network. He seeks partnerships with insurance companies that align with his values and provide valuable resources and support to help him grow his business

Buyer/Audience Persona

Challenges:

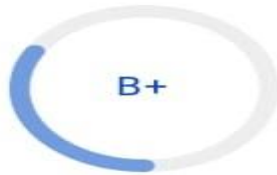
1. **Competitive Market:** David operates in a highly competitive market with many insurance providers vying for his business. He's looking for a life insurance company that offers differentiated products and services that set them apart from the competition.
2. **Regulatory Compliance:** As a financial advisor, David must adhere to strict regulatory guidelines and compliance standards when recommending life insurance products to his clients. He needs to partner with an insurance company that demonstrates a commitment to compliance and ethical business practices.

Preferred Communication Channels:

1. **Professional Networks:** David is active in professional associations and networking groups for financial advisors. He values partnerships with insurance companies that actively participate in industry events and offer educational seminars and training sessions for advisors.
2. **Digital Platforms:** David utilizes digital platforms such as LinkedIn and Twitter to stay informed about industry trends and connect with colleagues and clients. He's more likely to engage with insurance companies that have a strong online presence and share valuable content and insights on social media.

Seo Audit Report for lic in India

Audit Results for lifeinsurancecorporation.com



Your page could be better

Recommendations: 22



On-Page SEO



Links



Usability



Performance



Social



Report Generated: 1 January 12:00AM UTC UTC [Refresh Results Now](#)

Seo Audit

Recommendations

Toggle:

Links On-Page SEO Social Other Usability

| | | |
|--|-------------|-----------------|
| Execute a Link Building Strategy | Links | High Priority |
| Implement a robots.txt file | On-Page SEO | Medium Priority |
| Optimize for Core Web Vitals | Usability | Medium Priority |
| Lengthen meta description (to between 70 and 160 characters) | On-Page SEO | Medium Priority |
| Add Canonical Tag | On-Page SEO | Medium Priority |
| Make greater use of header tags | On-Page SEO | Medium Priority |
| Create and link your Facebook Page | Social | Low Priority |
| Create and link your X profile | Social | Low Priority |
| Use your main keywords across the important HTML tags | On-Page SEO | Low Priority |
| Increase page text content | On-Page SEO | Low Priority |
| Optimize your page for Mobile PageSpeed Insights | Usability | Low Priority |
| Optimize your page for Desktop PageSpeed Insights | Usability | Low Priority |
| Add Schema Markup | On-Page SEO | Low Priority |

| | | |
|--|-------------|--------------|
| Add Schema Markup | On-Page SEO | Low Priority |
| Please add Facebook Open Graph Tags | Social | Low Priority |
| Add X Cards | Social | Low Priority |
| Create and link associated Instagram profile | Social | Low Priority |
| Create and link an associated YouTube channel | Social | Low Priority |
| Create and link an associated LinkedIn profile | Social | Low Priority |
| Add business address and phone number | Other | Low Priority |
| Add Local Business Schema | Other | Low Priority |
| Setup & Install a Facebook Pixel | Social | Low Priority |
| Review and Increase Font Sizes across devices | Usability | Low Priority |

keyword Research

Keywords:

- Life Insurance
- Whole Life Insurance
- Prudent life Insurance

| <input type="checkbox"/> Keyword | | Volume ^① | Competition ^① | KEI ^② | No Click Searches ^③ |
|--|-------------------|---------------------|--------------------------|------------------|--------------------------------|
| <input type="checkbox"/> best life insurance companies sproutt | 🔗 | 165,000 | 27 | 165 | <div><div></div></div> |
| <input type="checkbox"/> life insurance | 🔗 | 86,800 | 83 | 17 | <div><div></div></div> |
| <input type="checkbox"/> best term life insurance sproutt | 🔗 | 41,600 | — | — | <div><div></div></div> |
| <input type="checkbox"/> term life insurance | 🔗 | 29,300 | 49 | 43 | <div><div></div></div> |
| <input type="checkbox"/> direct line life insurance | 🔗 | 21,900 | 65 | 24 | <div><div></div></div> |
| <input type="checkbox"/> globe life insurance | 🔗 | 21,200 | 53 | 35 | <div><div></div></div> |
| <input type="checkbox"/> whole life insurance | 🔗 | 20,600 | 54 | 34 | <div><div></div></div> |
| <input type="checkbox"/> gerber life insurance | 🔗 | 16,500 | 54 | 33 | <div><div></div></div> |
| <input type="checkbox"/> life insurance quotes | 🔗 | 15,400 | 59 | 28 | <div><div></div></div> |
| <input type="checkbox"/> new york life insurance | 🔗 | 14,500 | 70 | 20 | <div><div></div></div> |
| <input type="checkbox"/> protective life insurance | 🔗 | 13,100 | 59 | 27 | <div><div></div></div> |
| <input type="checkbox"/> prudential life insurance | 🔗 | 12,300 | 58 | 28 | <div><div></div></div> |
| <input type="checkbox"/> churchill life insurance | 🔗 | 11,800 | 42 | 53 | <div><div></div></div> |
| <input type="checkbox"/> american general life insurance | 🔗 | 11,000 | 50 | 37 | <div><div></div></div> |
| <input type="checkbox"/> life insurance companies | 🔗 | 10,200 | 84 | 13 | <div><div></div></div> |
| <input type="checkbox"/> aig life insurance | 🔗 | 9,500 | 54 | 31 | <div><div></div></div> |
| <input type="checkbox"/> colonial penn life insurance | 🔗 | 9,300 | 56 | 29 | <div><div></div></div> |
| <input type="checkbox"/> what is life insurance | 🔗 | 8,900 | 73 | 17 | <div><div></div></div> |

On page Optimization

Focus Keywords: Life Insurance , Whole Life Insurance, Prudent life Insurance

Meta Title: LIC Life Insurance: Protect Your Family's Future with LIC's Comprehensive Coverage.

Mata Description ; Discover the peace of mind that comes with securing your family's future through life insurance. Explore our range of customizable policies designed to protect your loved ones financially, even in the face of life's uncertainties."

On Page Optimization (content optimization)

On-page optimization and content optimization are essential aspects of SEO. On-page optimization focuses on improving elements directly on a website, like meta tags, headings, and URL structure, to boost search engine rankings. Content optimization involves refining the quality and relevance of the content itself, including keywords, readability, and multimedia integration, to enhance user experience and increase organic traffic. Both work hand in hand to improve a website's visibility and performance in search results.

On page optimization(CONTENT OPTIMIZATION)

Title: Maximizing the Benefits of Whole Life Insurance: A Comprehensive Guide

Whole life insurance is a cornerstone of financial planning, offering individuals and families lifelong protection and financial security.

Understanding Whole Life Insurance

Whole life insurance is a type of permanent life insurance that provides coverage for the entirety of the insured's life. Unlike term life insurance, which offers coverage for a specific term, whole life insurance offers lifetime protection, along with a cash value component that accumulates over time.

Considerations for Whole Life Insurance

1. **Cost:** Whole life insurance premiums tend to be higher compared to term life insurance due to the lifelong coverage and cash value component. It's essential for individuals to assess their financial situation carefully and ensure they can afford the premiums over the long term.
2. **Policy Customization:** Whole life insurance policies offer various customization options, such as selecting the death benefit amount, dividend options, and riders. Working with a knowledgeable insurance agent can help individuals tailor a policy that meets their specific needs and goals.

Conclusion



Whole life insurance offers a combination of lifelong coverage, cash value accumulation, and financial security, making it a valuable asset in any comprehensive financial plan. By understanding its features, benefits, and considerations, individuals can make informed decisions about incorporating whole life insurance into their financial strategy.

Part 3; Content ideas and marketing strategies

07 JULY

Easily Schedule & Publish Your Social Media Posts with  SocialPilot

Social Media
Content Planner

| | | | | | | |
|---|---|---|--|---|--|--|
| | 1 Canada Day  #CanadaDay | 2 Hvliḋay | 3 International Plastic Bag Free Day #PlasticBagFreeDay | 4 Independence Day (US) #July4th | 5 pvst | 6 International Kissing Day #InternationalKissingDay |
| 7 World Chocolate Day  #WorldChocolateDay | 8 Hvliḋay | 9 blog | 10 National Pina Colada Day #NationalPinaColadaDay | 11 Stvry | 12 Pecan Pie Day #PecanPieDay | 13 Pvst |
| 14 Shark Awareness Day #SharkAwarenessDay | 15 | 16 Reel | 17 World Emoji Day #WorldEmojiDay | 18 World Listening Day #WorldListeningDay | 19 pvst | 20 National Moon Day #NationalMoonDay |
| 21 Stvry | 22 Mango Day #MangoDay | 23 | 24 stvry | 25 | 26 Disability Independence Day #DisabilityIndependenceDay | 27 National Refreshment Day #NationalRefreshmentDay |
| 28 Pvst | 29 International Tiger Day #InternationalTigerDay | 30 International Friendship Day #InternationalFriendshipDay | 31 National Avocado Day #NationalAvocadoDay | | | |

Strategy, Aim & the idea behind the story

The strategy behind this “Q&A” strategy is to educate followers about the importance of insurance . By addressing common misconceptions like only needing protection .India aims to emphasize the importance of insurance for healthy life.

Strategy, Aim & the idea behind the post

The Life Insurance post would help promote Insurances in India. Life Insurance is a type of financial protection that payout to a policy holder's beneficiaries when the policyholder dies. The idea would be to use a simple creative to highlight the main USPs

Content ideas and marketing strategy

Content Ideas:

1. Educational Articles: Create in-depth articles explaining various aspects of whole life insurance, such as how it works, the differences between whole life and term life insurance, the importance of cash value accumulation, and how dividends work in whole life insurance policies.
2. Case Studies: Share real-life examples of how whole life insurance has benefited individuals and families. Highlight different scenarios, such as using cash value for retirement income, funding a child's education, or providing financial security for surviving family members.
3. FAQs and Q&A Sessions: Compile a list of frequently asked questions about whole life insurance and provide detailed answers. Consider hosting live Q&A sessions on social media platforms to engage with your audience in real-time and address their inquiries.

Marketing Strategy:

1. SEO Optimization: Optimize your website and content for relevant keywords related to whole life insurance. Conduct keyword research to identify high-volume and low-competition keywords, and incorporate them naturally into your content, meta tags, and headings.
2. Content Distribution: Share your content across multiple channels, including your website, blog, social media platforms, email newsletters, and industry forums. Leverage both organic and paid channels to reach a wider audience and drive traffic to your website.
3. Social Media Marketing: Utilize social media platforms to share informative content, engage with your audience, and build relationships. Share articles, infographics, videos, and other content formats that resonate with your target audience and encourage social sharing.

Content creation and curation

Post creation;

Select content categories:

Format1; static post on Endowment plan

Format2; Reel on whole life insurance plan

Format3; Carousel post money back plan

Format1:static post on Endowment plan

Caption:

Secure your future with peace of mind. Investing in an endowment plan is not just about financial stability, it's about investing in your dreams.

Hashtags:

#life #lifeinsurance#endowmentplan

#security#protection

<https://www.instagram.com/p/C6AinhEr4eg/?igsh=cWNsMzUxczRxeWRs>



Format2: Reel on whole life insurance plan

Caption: Securing peace of mind with

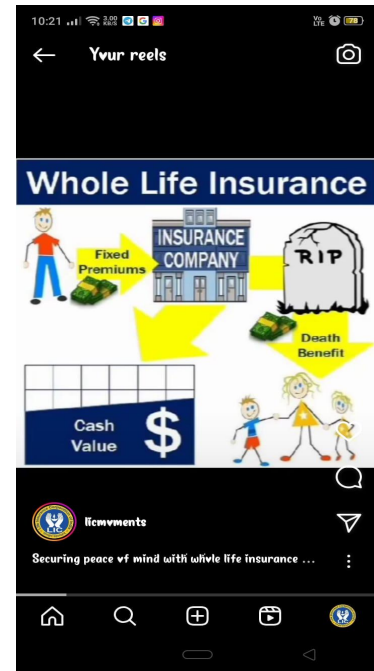
whole life insurance – protecting what

matters most, today and tomorrow. 📁💡

hashtag: #life#lifeinsurance

#wholelifeinsurance

<https://www.instagram.com/reel/C6ArQMEK7VL/?igsh=dzR0dDZ4OGpqYm95>



Format 3: Carousel post money back plan

Captain:Secure your purchases with our

hassle-free money-back policy!

Your satisfaction guaranteed, every time."

#life #lifeinsurance #postmoneybackpolicy

<https://www.instagram.com/p/C6AsCENKeD-/igsh=dWh4dnR6YWhrdnhk>



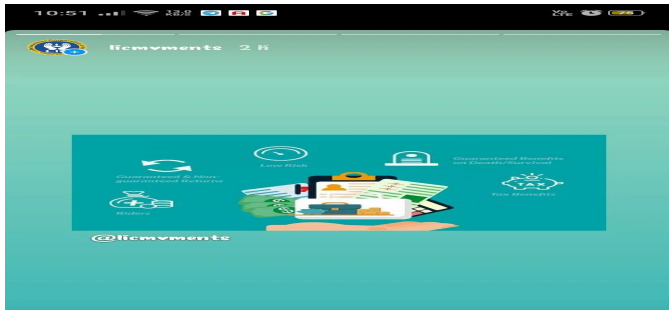
Content creation and curation

Instagram story

Utilize the Stories feature on Instagram for two 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 these 2 story with an appropriate name for each. Be as creative as possible.

Screenshots of story:

https://www.instagram.com/stories/licmoments/3350830565265733653/?utm_source=ig_story_item_share&igsh=ZWFyZDhvOWFjYnM4



Highlights for story

https://www.instagram.com/stories/licmoments/3350830565265733653/?utm_source=ig_story_item_share&igsh=ZWFyZDhvOWFiYnM4



3
posts

1
followers

0
following

Lic moments
Secure life

Professional dashboard

Tools and resources just for creators.

Edit profile

Share profile



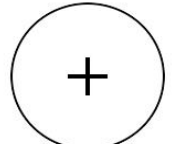
Highlights



Highlights



Highlights



New

Story Insights-Q&A

Reach is 10 Impressions is 45

Likes is _____ Etc...

Areas for improvement:

- 1) Story could be better. Quiz option would help in getting engagement
- 2) Since the shares of informative stories are more, we could create more informative stories



Insights



Last 7 days ▾

13 Apr - 19 Apr

Overview

Visit Insights regularly to check on your content's performance.

| | |
|------------------|-----------|
| Accounts reached | 0 > |
| Accounts engaged | 0 > |
| Total followers | 1 > 0% |

Content you've shared

[See all](#)





