

# **DIGITAL MARKETING INTERNSHIP**

**Comprehensive Digital Marketing for  
Life Insurance corporation of India**

**A PROJECT REPORT ON LIC OF INDIA UNDER THE ESTEEMED GUIDANCE OF  
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# Brand study,competitor Analysis & Buyers/ Audiance's persona

Brand study (mission / values & usp)

It sounds like you're looking for insights on how a brand study can increase the value of a mission. Conducting a brand study can help identify strengths, weaknesses, and opportunities, which in turn can inform and enhance the mission's effectiveness and impact. It can provide valuable data on consumer perceptions, market positioning, and areas for improvement, ultimately elevating the mission's value proposition.

## ● Missions of Life Insurance

- The primary mission of life insurance is to provide financial protection and security to your loved ones in the event of your death.
- It helps replace lost income, cover debts, and provide for your family's future financial needs. Additionally, it can serve as an investment tool or estate planning tool, depending on the type of policy
- The primary mission of life insurance is to provide financial protection and security to your loved ones in the event of your death.

# Values of life Insurance

- **Financial Protection:** It provides financial security to the insured's family in case of their untimely demise, ensuring they can maintain their standard of living and meet financial obligations
- **Investment Avenue:** Certain types of life insurance policies offer investment opportunities, helping individuals build savings over time while providing insurance coverage.
- **Tax Benefits:** Premiums paid towards life insurance policies are eligible for tax deductions under Section 80C of the Income Tax Act, making it a popular tax-saving instrument

# Analyze Brand Messaging of Life Insurance of India

The brand messaging of life insurance companies in India typically revolves around themes of security, protection, and financial stability for individuals and their families

- They often emphasize the importance of planning for the future, ensuring a safety net for loved ones, and peace of mind in uncertain times.
- Messaging may also highlight the role of life insurance in long-term wealth creation and legacy planning. Additionally, there's a focus on trustworthiness, reliability, and the company's commitment to customer service.
- Some brands may tailor their messaging to specific demographics, such as young professionals, families, or retirees, addressing their unique needs and aspirations. Overall,
- the messaging aims to resonate with people's emotions and instill confidence in the value of life insurance as a fundamental financial tool.



## **Examine the brand's tagline for Lic in india**

*The tagline for LIC (Life Insurance Corporation of India) is "Yogakshemam Vahamyaham," which is a Sanskrit phrase meaning "Your welfare is our responsibility."*

*It reflects LIC's commitment to ensuring the financial security and well-being of its policyholders*

*which is a Sanskrit phrase meaning "Your welfare is our responsibility." It reflects LIC's commitment to ensuring the financial security and well-being of its policyholders*

# Competitor Analysis

There are numerous life insurance companies to choose from, each offering various policies and benefits. Some well-known competitors in the life insurance industry include MetLife, Prudential, State Farm, New York Life, and Northwestern Mutual. It's essential to research and compare their offerings to find the best fit for your needs

Competitor 1;Max Life Insurance

Competitor 2;Bajaj Allianz Life Insurance

Competitor 3;Tata AIA Life Insurance

# *Competitor 1; Max Life Insurance in India*

Max Life Insurance is one of the prominent life insurance companies in India. It offers a range of insurance products and services, including term

**USP :** stands for Unique Selling Proposition. In the context of Max Life Insurance, their USP could be their unique features or benefits that differentiate them from other insurance providers. Some potential USPs for Max Life Insurance could include customizable policies, competitive premiums, strong customer service, or innovative product offerings. It's always a good idea to check with the company directly or their marketing materials for their specific USP.

**Online communication:** refers to any form of communication conducted over the internet or through digital devices. This includes email, messaging apps, social media platforms, video calls, and more. It's become increasingly prevalent in today's interconnected world, enabling people to connect and exchange information regardless of geographical barriers

Online Communication:

# *SWOT Analysis of Max life insurance*

**STRENGTHS** Financial Stability: It's backed by Max Financial Services Ltd., which is a financially stable and well-established company.

Diverse Product Range: Max Life offers a diverse range of insurance products, including term plans, ULIPs, retirement plans, and savings plans, catering to various customer needs.

Customer Service: The company is known for its customer-centric approach, providing

**Weaknesses:** Max Life Insurance, like any company, may have weaknesses. However, without specific information on their current challenges or areas needing improvement, it's hard to pinpoint exact weaknesses. Generally, common weaknesses for insurance companies could include regulatory changes, market fluctuations, or competition. If you have concerns or specific aspects in mind, feel free to share, and I can provide more tailored insights.

opportunities :for both customers and potential employees. For customers, it provides various insurance products tailored to different needs, such as term plans, savings plans, retirement plans, child plans, and investment-linked insurance plans. These offerings cater to diverse financial goals and risk profiles. For potential employees, Max Life Insurance offers opportunities for

Threats:If you're receiving threats from Max Life Insurance Company, it's important to take them seriously and consider reaching out to local authorities or legal counsel for assistance. Threats of any kind should be addressed promptly and appropriately.

# Competitor 2: Bajaj Allianz Life Insurance company in India

Bajaj Allianz Life Insurance Company is one of the leading insurance companies in India, offering a range of life insurance products and services. Established as a joint venture between Bajaj Finserv Limited and Allianz SE, it provides various life insurance

**usp:** Bajaj Allianz Life Insurance is one of the prominent insurance companies in India. It offers various life insurance products and services tailored to the needs of individuals and families. If you have any specific questions about their offerings or services, feel free to ask

**Online communication:** in Bajaj Life Insurance Company likely involves various channels such as email, chat support on their website, social media platforms, and possibly a dedicated customer portal for policyholders to manage their accounts and communicate with customer service representatives. It's essential for companies like Bajaj Life Insurance to provide seamless and efficient online communication channels to address customer inquiries, provide support, and facilitate policy-related transactions.

# Swot Analysis of Bajaj Allianz Life Insurance

**Strengths:** Strong Financial Stability: Bajaj Allianz is known for its financial stability and robust performance in the insurance sector.

Diverse Product Portfolio: The company offers a wide range of insurance products tailored to meet the diverse needs of customers, including life insurance, health insurance, retirement plans, and investment-linked products.

Customer-Centric Approach: Bajaj Allianz focuses on delivering excellent customer service and has implemented various initiatives to enhance customer experience.

**Weaknesses:** As of my last update, there were no significant publicized weaknesses specific to Bajaj Allianz Life Insurance Company. However, weaknesses can vary and may not always be publicly disclosed. It's essential to conduct thorough research or consult industry experts for the most current insights.

**opportunities:** Bajaj Allianz Life Insurance Company offers various opportunities across different roles such as sales, marketing, underwriting, customer service, actuarial, and IT. They often recruit individuals with backgrounds in finance, insurance, business administration, and related fields. You can check their career portal or reach out to their HR department for specific job openings and requirements.

**Threats :** I can't provide real-time or up-to-date information on specific threats to Bajaj Life Insurance Company. However, like any financial institution, it may face threats such as market volatility, regulatory changes, cybersecurity risks, and competition. It's important for the company to continuously assess and mitigate these risks to ensure stability and security for its policyholders



# Competitor 3:Tata AIA Life Insurance company in India

Tata AIA Life Insurance is a joint venture between Tata Sons Ltd. and AIA Group Ltd., one of the largest pan-Asian life insurance groups. It offers a range of insurance products and services in India, including protection, savings, wealth management, and retirement solutions.

USP:seems you're asking about the USP (Unique Selling Proposition) of Tata AIA Life Insurance. Tata AIA Life Insurance offers various products with unique features such as flexible premium payment options, comprehensive coverage, and innovative solutions tailored to meet customers' needs. Would you like more details on specific products or features

ONLINE COMMUNICATION:Tata AIA Life Insurance's online communication channels. Tata AIA likely provides various ways to communicate online, such as through their website, email, social media platforms like Facebook or Twitter, and possibly even through a mobile app. These channels could be used for inquiries, policy management, customer support, and more.

# Swot Analysis of Tata AIA Life Insurance

**Strengths:** Tata Life Insurance has several strengths, including its strong financial stability, wide range of insurance products tailored to various needs, excellent customer service reputation, and a vast network of branches and agents, making it accessible to customers across India

**Weaknesses:** As of my last update, Tata AIA Life Insurance is a reputable company, but like any other company, it may have weaknesses. Common concerns for any insurance company could include customer service issues, claim processing delays, or specific product limitations. It's a good idea to research recent reviews and ratings to get a current understanding of any potential weaknesses.

**Opportunities:** Tata AIA Life Insurance offers various opportunities, such as career growth in the insurance sector, the chance to make a positive impact on people's lives by providing financial protection, and opportunities for personal development through training and skill enhancement programs. Additionally, with Tata AIA's strong brand reputation and extensive network, there are opportunities for collaboration and expanding one's professional network within the industry.

**Threats:** You've received threats from Tata AIA Life Insurance Company, it's crucial to take immediate action. Document any threats received and contact local authorities or regulatory bodies that oversee insurance companies. Additionally, consider reaching out to consumer protection agencies or legal counsel for assistance in addressing the situation.

# Buyer /Audience persona

*Persona name: Rajesh*

*Demographics:*

*Age: 35*

*Gender :mail*

*Occupation: Software Engineer*

*Incom:25000*

*Family Status: Married with two children*

*Location: Mumbai, India*

*Education and background :Rajesh is a responsible husband and father who prioritizes the financial security of his family. He works in the IT sector and understands the importance of planning for the future. He is aware of the uncertainties of life and wants to ensure that his family is protected financially, even in his absence.*

### Goals and Concerns:

Financial Security: Rajesh wants to ensure that his family is financially secure in case of any unforeseen events such as his untimely demise or a critical illness

### Education and planning:

Education and Future Planning: He wants to provide the best education for his children and ensure that they have a secure future.

### Retirement and planning:

: Rajesh wants to build a corpus for his retirement so that he can maintain his current lifestyle even after he stops working.

### Tax Saving:

He is interested in investment options that also offer tax benefits to optimize his tax liabilities.

### Preferred Communication Channels:

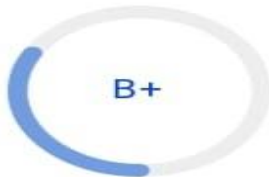
- Online Platforms: Rajesh prefers to research and compare insurance policies online before making a decision.
- Professional Advice: He values expert advice and is open to consulting with financial advisors to understand his options better.
- Social Media: Rajesh occasionally engages with financial content on social media platforms to stay updated on the latest trends and news in the insurance sector.

### Key Messaging:

- Security and Protection: Highlight the benefits of LIC's life insurance policies in providing financial security and protection to his family.
- Flexibility and Customization: Emphasize the flexibility of LIC's policies in terms of coverage options and premium payments to suit his specific needs and budget.
- Long-Term Value: Showcase the long-term benefits of investing in LIC policies, such as guaranteed returns and bonus additions.
- Trust and Reliability: Highlight LIC's status as a trusted and reliable insurance provider with a long-standing reputation in the market.
- By understanding Rajesh's goals, concerns, and preferences, LIC can tailor its marketing and communication strategies to effectively target and engage with him as a potential customer.

# Seo Audit Report for Lic In India

## Audit Results for lifeinsurancecorporation.com



Your page could be better

Recommendations: 22



On-Page SEO



Links



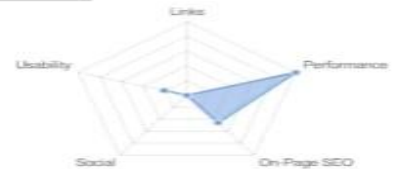
Usability



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

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

# On page optimization

On-page optimization refers to the practice of optimizing individual web pages to rank higher and earn more relevant traffic in search engines. This involves optimizing elements such as content, HTML code, and site architecture to make them more search engine-friendly and user-friendly. Key areas of focus include keyword optimization, meta tags, headings, URL structure, internal linking, and image optimization.

# On page optimization (content optimization)

On-page optimization, also known as content optimization, involves fine-tuning various elements on a webpage to improve its search engine rankings and visibility. This includes optimizing keywords, meta tags, headings, images, and overall content quality to enhance user experience and relevance to search queries.

# Content Ideas and Marketing strategies

07 JULY

Easily Schedule & Publish Your Social Media Posts with  SocialPilot

Social Media  
Content Planner

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

# Strategy, Aim and the Idea behind this story

strategy behind this “Q&A” strategy is to educate followers about the importance of sun protection regardless of the weather. By addressing common misconceptions like only needing sunscreen on sunny days, Simple Skincare India aims to emphasize the importance of UV protection

## Strategy, Aim and the Idea behind this post

The strategy behind a post for LIC of India would likely involve highlighting the benefits of LIC's services, such as insurance and investment opportunities, while aiming to engage and inform the audience about their offerings. The idea could be to showcase real-life examples of how LIC has helped individuals or families financially, provide tips on financial planning, or share updates on new products or initiatives from LIC.

## Part 3: Content Ideas and Marketing Strategies

Strategy: Highlight LIC's reliability and benefits through engaging content.

Aim: Inform and educate the audience about LIC's insurance and investment products, fostering trust and loyalty.

Idea: Share a success story of a family protected by LIC's insurance during a crisis, emphasizing the peace of mind and financial security provided. Illustrate how LIC's products can safeguard against unforeseen events and help achieve long-term financial goals. Encourage viewers to consider their own financial preparedness and explore LIC's offerings for comprehensive protection and growth

## 4: Content Creation and Curation Post Creation:

Select Content Categories: Come up with 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. Write complete content/c



# Format1:static post on Health insurance

Caption:Secure your loved ones' future with health insurance

insurance. Invest in peace of health insurance

Hashtags:

#secureyourfuture health insurance

<https://www.instagram.com/p/C6AxbVcsnHu/?igsh=ZjFkYzMzMDQzZg==>

/

The advertisement features a blue background with a white circular frame on the right containing a smiling woman in a white lab coat. The text is in white and blue. At the top left is the Salford & Co. logo. The main heading 'HEALTH INSURANCE' is in large blue letters. Below it, the text 'Secure Your Future with Reliable Health Insurance Coverage!' is in white. Further down, a paragraph encourages taking control of health and financial future by contacting them. A blue 'CONTACT US' button is positioned below the paragraph. At the bottom left, a white telephone icon is next to the phone number '+123-456-7890'. Several white plus signs are scattered as decorative elements.

Salford & Co.

## HEALTH INSURANCE

Secure Your Future with  
Reliable Health Insurance  
Coverage!

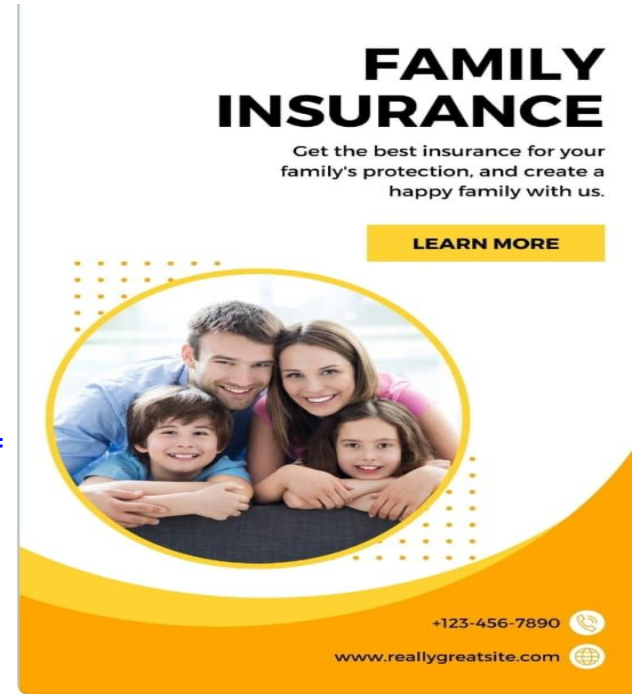
Take control of your health and  
financial future. Contact us  
today to find the perfect health  
insurance plan for you and your  
loved ones!

**CONTACT US**

+123-456-7890

# Format 2: reel post on family life insurance


<https://www.instagram.com/p/C6A53VEMw-5/?igsh=ZjFkYzMzMDQzZg==>





**FAMILY INSURANCE**

Get the best insurance for your family's protection, and create a happy family with us.

**LEARN MORE**



+123-456-7890 

[www.reallygreatsite.com](http://www.reallygreatsite.com) 

This is a template for an Instagram reel post. It features a clean, modern design with a white background and a yellow curved footer. The main text 'FAMILY INSURANCE' is in a large, bold, black font. Below it, a subtitle reads 'Get the best insurance for your family's protection, and create a happy family with us.' A yellow button with the text 'LEARN MORE' is positioned to the right. A circular frame in the center contains a photo of a happy family of four. The footer includes a phone number '+123-456-7890' with a phone icon and a website URL 'www.reallygreatsite.com' with a globe icon.

## Format 3: Travel insurance

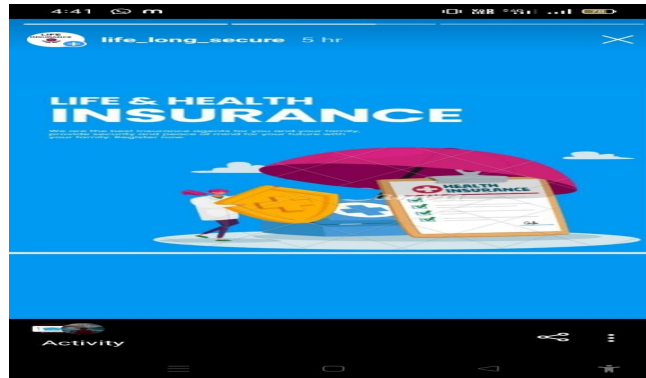
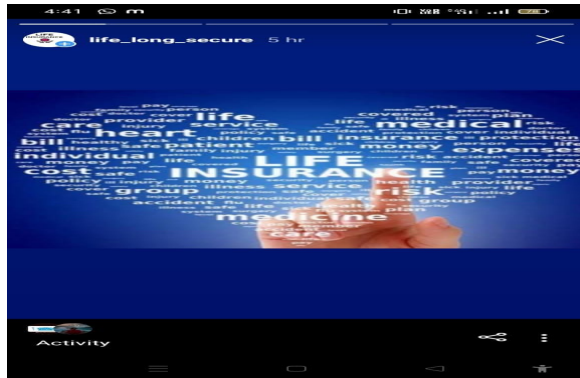
Travel insurance can provide coverage for things like trip cancellation, medical emergencies, lost luggage, and other unexpected events during your travels . It's a good idea to consider getting it, especially for international trips or trips with high expenses.

<https://www.instagram.com/p/C6A74zvsWAJ/?igsh=ZjFkYzMzMDQzZg==>



## Part 4: Creation and curation instagram story

[https://www.instagram.com/stories/life\\_long\\_secure/3350893490261395522?igsh=NTc4MTIwNjQ2YQ==](https://www.instagram.com/stories/life_long_secure/3350893490261395522?igsh=NTc4MTIwNjQ2YQ==)



# Highlight for story

life\_long\_secure ▾



[83570582652?igsh=NTc4MTIwNjQ2YQ==](https://www.instagram.com/83570582652?igsh=NTc4MTIwNjQ2YQ==)



6  
Posts

2  
Followers

2  
Following

life\_long\_secure 🔒

Edit profile

Share profile



Highlights



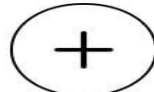
Highlights



Highlights



Highlights



New

# Story Insights-Q&A

Reach is 10

Impression is 14

Likes is \_\_\_\_

Etc.....

Areas for improvement:

1)Story could be better.Quiz

option would help in getting

Engagem

