

WELCOME



COMPREHENSIVE DIGITAL MARKETING PROJECT FOR ICICI BANK

PROJECT SUBMITTED BY

- Team leader : Mosa Dali
- Team member : Satagopam Chandini
- Team member : Nollu Yamini Sandhya
- Team member : Padmanabham Jhansi
- Team member : Padagala Venkatavani
- Team member : Seesali Nandini
- Team member : Shaik Satharbi Begum
- Team member : Salihundam Divya

CERTIFICATE

This to certify that this skill based internship project report submitted in partial fulfillment of Requirement for the award of bachelor's degree in B.com is a bonafide project done by Ms. Mosa Dali No. 120131903017. She has fulfilled the mandatory requirements for the award of credits and Grade.

DECLARATION

I Ms. Mosa Dali bearing Reg No. 120131903017 declare that, this skill based internship project report on “DIGITAL MARKETING INTERNSHIP” on ITC out by me at own my PC Visakhapatnam in fulfillment of the requirement for the award of Bachelor’s degree in commerce. This project is original And has been done by me during the period from 26-05-2023 to 04-08-2023.

PRODUCT PROFILE

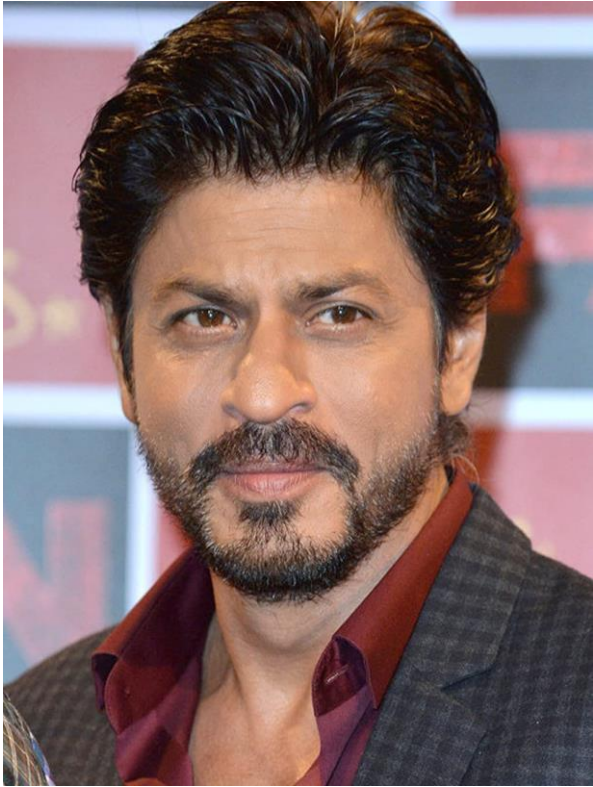
- Company name : ICICI Bank pvt.ltd
- Brand name : ICICI
- Founded : 1994
- Location : Vadodara
- Category : Banking Services
- Sector : Banking and Financial Services

INTRODUCTION

- ICICI bank was established in 1994 by the industrial credit and investment corporation of India, an Indian financial institution, as a wholly owned subsidiary.
- The parent company was formed in 1995 as a joint venture of the World Bank, India's public sector banks and public sector insurance companies to provide project financing to Indian industry.
- The bank was initially known as the industrial credit and investment corporation of India bank, before it changed its name to the abbreviated ICICI bank. The parent company was later merged into ICICI bank.
- ICICI bank acquired the bank of Madhura Ltd in an all stock deal in 2001, and sold additional stakes to institutional investors during 2001-02.



BRAND AMBASSADOR



SHAHRUKH KHAN

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/ AUDIENCE'S PERSONA

- Research Brand Identity: Study the brand's mission. Values, vision, and unique selling proportions (USPs).



- **Mission values :** To be the leading provider of financial services in India and a global player. To maintain high standards of governance and ethics.
- **USP :** India's most trusted and popular finance company.
- **Analyse brand messaging :** Brand messaging is a set of practices that define how a company will deliver its value proposition and communicates its business value.

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/ AUDIENCE'S PERSONA

- **Analyse brand tagline :** “We are there for you”



- **Competitor analysis:** Competitors in the financial institutions and their USPs and online communications

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/ AUDIENCE'S PERSONA

- **Competitor 1 : HDFC bank**



USP : HDFC is one of the big four banks in India. For people who wish to invest their money in banks

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/ AUDIENCE'S PERSONA

- **Competitor 2 : Axis bank**



USP : Axis bank is one of the largest private sector financier in Indian Agriculture. People and enterprises in need of banking and financial services

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/ AUDIENCE'S PERSONA

- **Competitor 3** : Kotak Mahindra bank

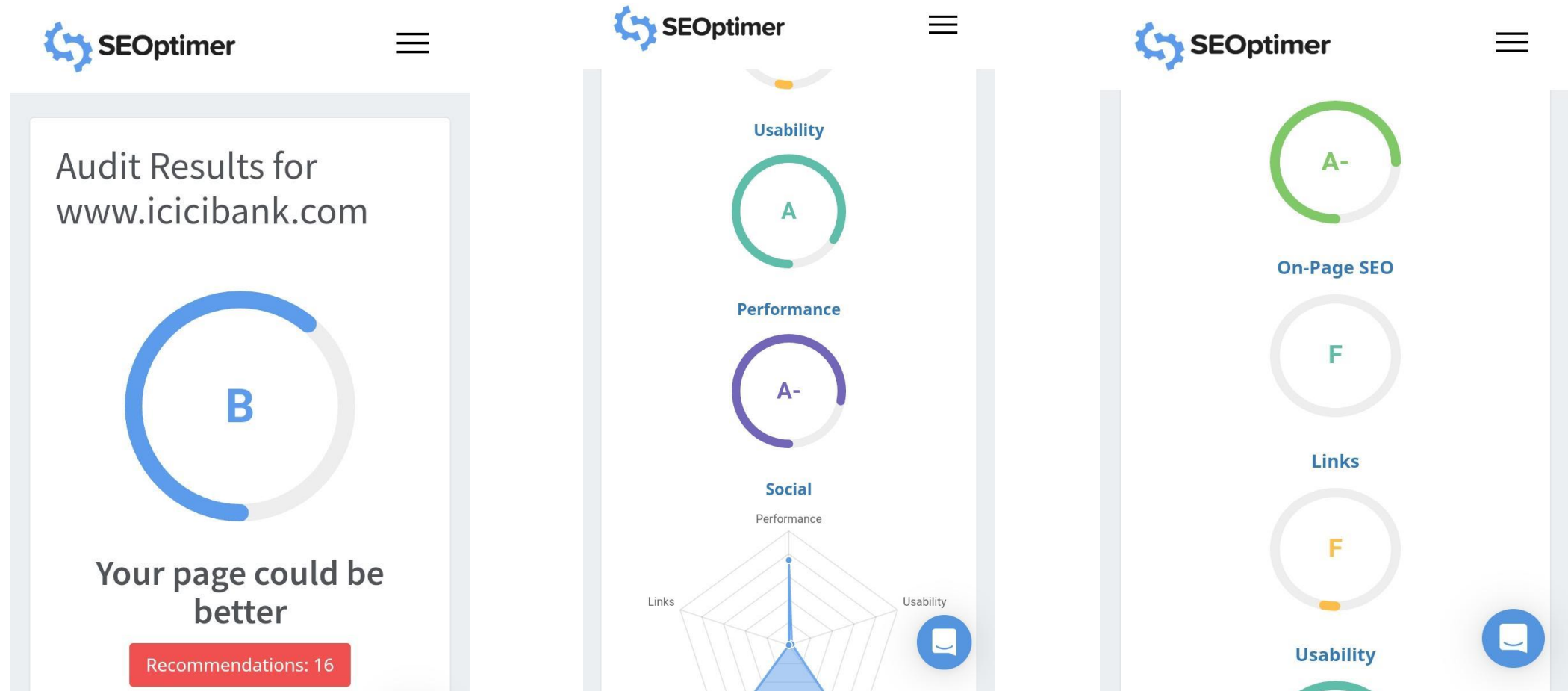


USP : Kotak Mahindra is an individual and industry banking. Professionalism in banking.

PART 1: BRAND STUDY, COMPETITOR ANALYSIS & BUYER'S/ AUDIENCE'S PERSONA

- **Buyers/Audience Persona :** ICICI Bank is an Indian multinational bank and financial services company headquartered in Mumbai. It is the second largest bank in India by assets and third largest by market capitalization and offers a wide range of banking products and financial services to both retail and corporate customers through its branches and subsidiaries. From a comprehensive report by PGSEM students at IIMB, we try to analyse the effectiveness of the integrated marketing communications strategy of the bank.

PART 2 : SEO AND KEYWORD RESEARCH



/campus-power/solutions?cardTitle=foreign-exchange-service&solutionBundle=smallCards&pageType=financial-solutions&stageType=foreign-exchange-service&location-input=abroad&countryType=Canada&ITM=nli_cms_Remittance_SmartSearch_searchresults

KEYWORD RESEARCH

<input type="checkbox"/>	Keyword	Intent	Vol.	KD %	CPC (U.S.)	Com.	SF	Results	Updated
<input type="checkbox"/>	icici net banking >>		3.4M	64	0.45	0.00	3	67	Last week
<input type="checkbox"/>	icici bank >>		2.7M	99	0.19	0.00	6	41	Last week
<input type="checkbox"/>	icici bank login >>		1.2M	66	0.25	0.00	1	33	Last week
<input type="checkbox"/>	icici bank share price >>		823.0K	63	0.32	0.00	8	79	Last week
<input type="checkbox"/>	icici direct login >>		823.0K	61	0.30	0.00	3	59	Last week
<input type="checkbox"/>	icici >>		673.0K	100	0.28	0.01	6	50	Last week
<input type="checkbox"/>	icici corporate login >>		550.0K	58	0.00	0.00	4	78	Last week
<input type="checkbox"/>	icici direct >>		550.0K	70	0.87	0.04	5	35	Last week
<input type="checkbox"/>	icici bank corporate login >>		450.0K	63	0.00	0.00	3	54	Last week
<input type="checkbox"/>	icici corporate banking >>		450.0K	57	0.38	0.00	6	53	Last week

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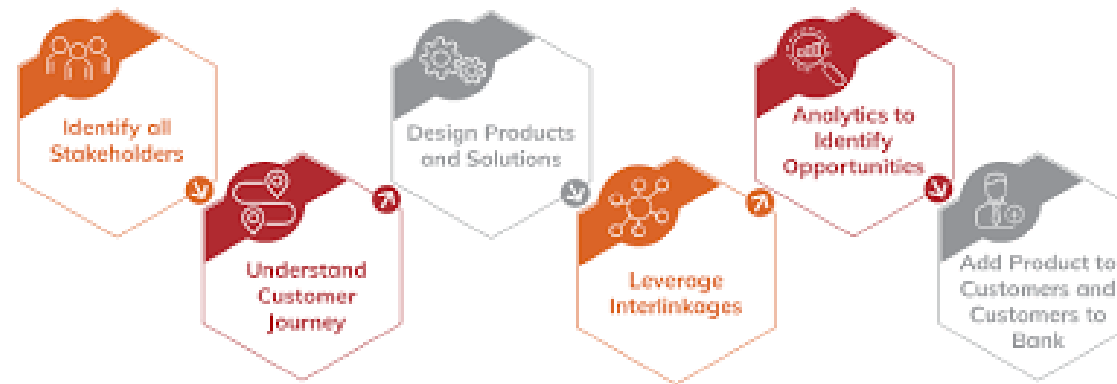
PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

- Reflection of content ideas

ICICI Bank offers products and services such as online money transfers, tracking services, current accounts, savings accounts, time deposits, recurring deposits, mortgages, loans, automated lockers, credit cards, prepaid cards, debit cards and digital wallets called ICICI pocket.



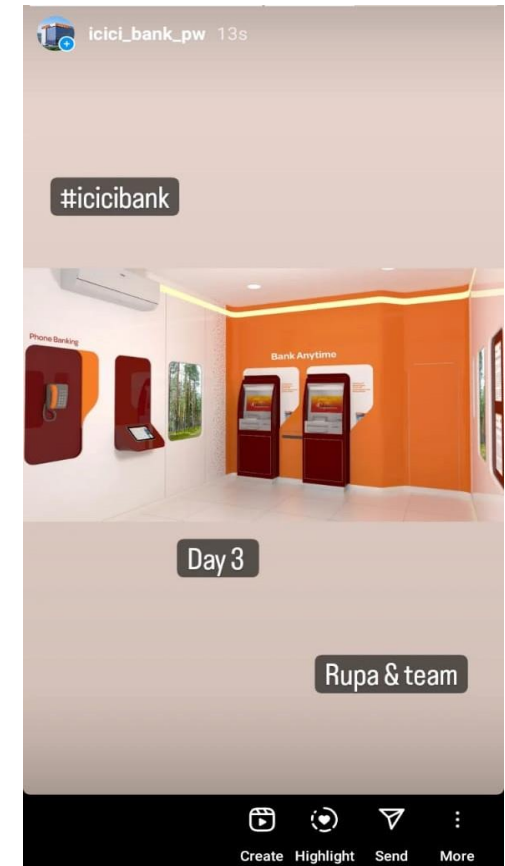
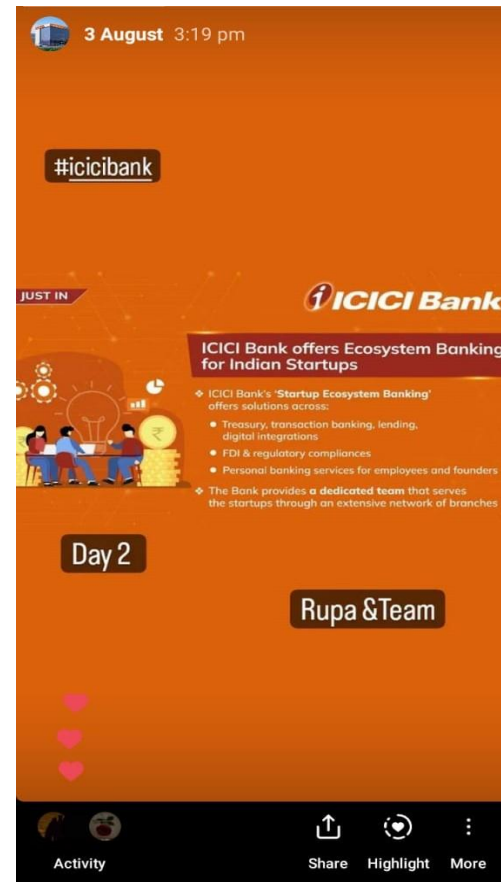
- Strategies :



- Fair to Customer, Fair to Bank.
- Values and Culture.
- Risk Governance Framework.
- Managing Risks Impacting Our Business.
- Human Capital.
- Social and Relationship Capital.
- Environmental Sustainability.

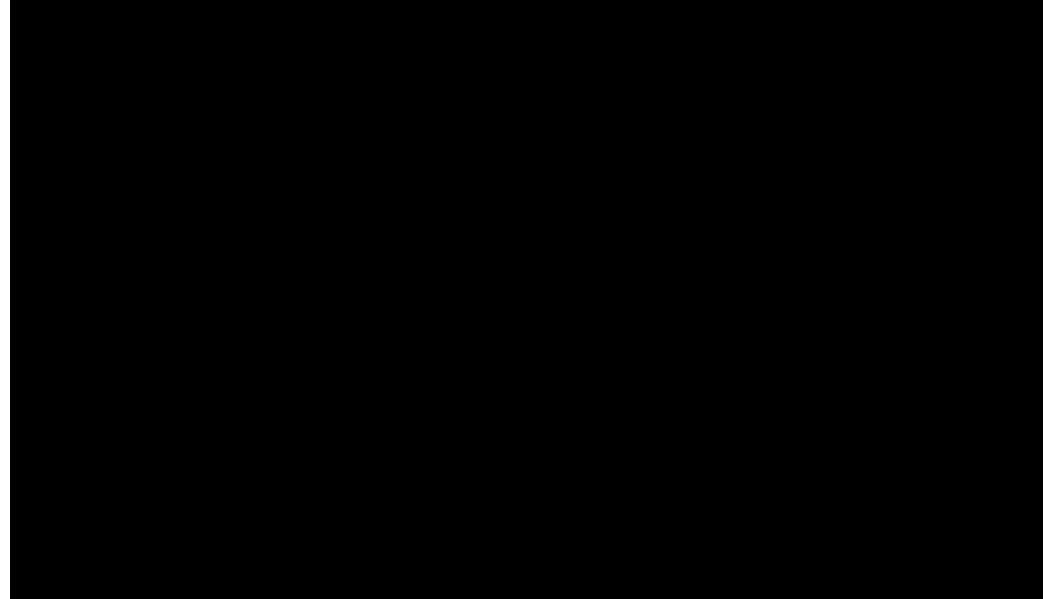
PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/ VIDEO EDITING AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

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



Drive link-

<https://drive.google.com/file/d/1yKAJepSRpEuyFO5zm70OHd1Oy0nJqxKx/view?usp=drivesdk>

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/ VIDEO EDITING AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

SOCIAL MEDIA AD CAMPAIGN



Instagram link-

[https://www.instagram.com/reel/Cvb90TSh5Ry/?igshid=MzRIO
DBiNWFIZA==](https://www.instagram.com/reel/Cvb90TSh5Ry/?igshid=MzRIODBiNWFIZA==)

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 :** It should allow ICICI to engage in one to one marketing by tracking complete customer life cycle history. To begin with, it will automate process-flow tracking in the product sales process and be able to generate customized reports and promote cross selling.
- **Advertising goal :** **Step up** for a good cause, **Step up** to a better home
- **Audience Target :** Markets group provides treasury solutions to the customers in the corporate ecosystem consisting of large, mid and small enterprises.
- **Ad Creation :** The managements of ICICI and ICICI bank would be the optimal strategic alternative for both entities and would create the optimal legal structure for ICICI groups universal banking strategy.

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/ VIDEO EDITING AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

E-mail campaigns

Ad campaign for email marketing :

Once the personalities in the images are resolved, one gets an idea about the event being referred to. Then, the wit in the can be understood in a better way.

E-mail Ad campaign 1 – Brand awareness

ICICI – DIGITAL MARKETING



E-mail Ad campaign 2 – Brand awareness



ICICI Limited Customer Support
E-mail : Customer.care@icicibank.com

PART 4: CONTENT CREATION AND CURATION (POST CREATIONS, DESIGNS/ VIDEO EDITING AD CAMPAIGNS OVER SOCIAL MEDIA AND EMAIL IDEATION AND CREATION)

