# Comprehensive Digital Marketing Project Work

#### **COMPANY/TOPIC** for project: HDFC BANK

 Research Brand Identity: Study the brand's mission, values, vision, and unique selling propositions (USP).

#### Brand colours.

White,blue,red

#### **LOGO**

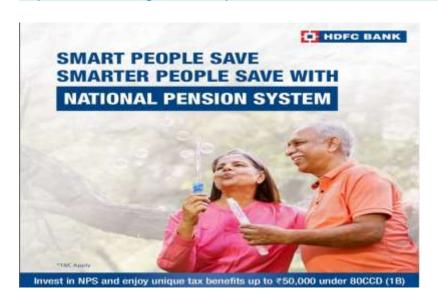


**Mission/Values:** HDFC Bank's mission is to be a world class Indian bank. We have a two-fold objective: first, to be the preferred provider of banking services for target retail and wholesale customer segments. The second objective is to achieve healthy growth in profitability, consistent with the bank's risk appetite.

**USP:** HDFC Bank Limited is an Indian banking and financial services company headquartered in Mumbai, Maharashtra. HDFC Bank is India's largest private bank by assets and by market capitalization ( as of April 2021). It is the third-largest company by market capitalization (\$145 billion) on the Indian stock exchanges. It is also the fifteenth largest employer in India with nearly 120,000 employees.

- COMPANY/TOPIC for project: HDFC BANK
- Brand Messaging: Informativeecurity, Financial,
- New scheme&intrest rate Updates

https://www.instagram.com/p/Ct6ZzRFrfGS/?utm\_source=ig\_web\_copy\_link&igshid=MzRIODBiNWFIZA==



• **tagline**: we understand your world

• **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

## Competitor 1: ICICI BANK

https://www.icicibank.com/

**USP:**Accessibility - Get access to funds immediately on presenting exportcollection documents Ease - Immediate post-shipment export finance for open account trading(subject to approval) Efficient - Quick Turnaround time

Online comunication: provided toll free number and chat box

### Competitor 2: kotak bank

https://www.kotak.com/en/home.html

**USP**:Kotak Mahindra Bank offers high interest rate savings account, low interest rate personal loan and credit cards with attractive offers. Experience the new age Personal Banking and Net Banking

Online comunication: chat box tollfree number and whatsapp saport

### **Competitor 3: YES BANK**

https://www.yesbank.in/

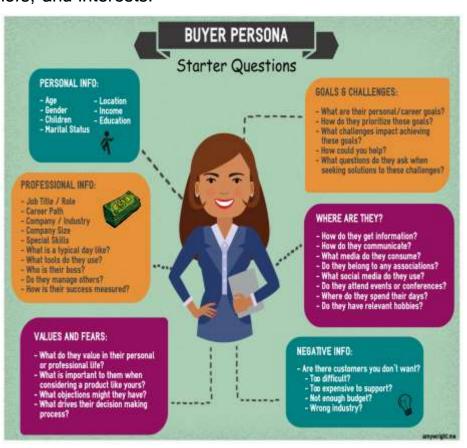
**USP:**YES BANK Fixed Deposit – Open Fixed Deposit Account and avail attractive interest rates to the money you invest. Visit for more on YES BANK FD rates now PERSONAL

**Online comunication:** toll free number, chat box, online videos.

**Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

HDFC BANK
Above18
Both male or female
No
married/unmarried
All over India
2,50,000 to 2,00,00,000 per annum
At least 10+2

Ads,youtube,instagram,community platforms like Quora,facebook groups,TV Social status,personal appearance Long lasting,transaction fee,rate of interest ,services Credit card ,lones, speed services



## Part 2: SEO & Keyword Research

- SEO Audit: Do an SEO audit of the brands website
- Keyword Research: Define Research Objectives, Brainstorm Seed Keywords,
  Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze
  Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that
  align with the research objectives and have lower competition but higher conversion
  potential.
- On page Optimization: Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

### • SEO Audit: Do an SEO audit of the brands website



Website URL

Quick Audit

Features - Pricing Resources -

Login

Premium - Free Trial

### On-Page SEO Results



### 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.



## Rankings

#### **Top Keyword Rankings**

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country & Language	Position	Total Searches	Estimated Traffic	
hdfc bank net banking	<b>≖</b> EN	1	30,400,000	9,241,600	
hdfc bank net banking	<b>≖</b> HI	1	30,400,000	9,241,600	
hdfc bank net login	<b>I</b> EN	1	30,400,000	9,241,600	
hdfc bank netbanking	<b>I</b> EN	1	30,400,000	9,241,600	
hdfc netbanking	<b></b> ■ EN	1	30,400,000	9,241,600	
hdfc netbanking	<b>≖</b> HI	1	30,400,000	9,241,600	
net banking for hdfc bank	<b>≖</b> EN	1	30,400,000	9.241,600	

Keyword	Avg. monthly searches	Avg. monthly searches		Competition	
home loan interest rate	500000	500000			
mudra loan	500000	500000		Low	
student loans	500000	500000			
Meta Tittle					
Find the best loans like Home loan,Mudra Loan,Student loan				58	
Meta Description					
Apply feautured Loans like Home loan, Mudra Loan, Student Loan from HDFC					

### **Keyword**: Types of loans

Keyword	Avg. monthly searches	Competition	
car loan	50000	Low	
educational loan	50000	Low	
mudra loan	500000	Low	

### Meta Title:

Find the best loans like Car, Educational & Mudra loans at HDFC Bank

## Meta Description:

Apply now for the feautured loans like Car loan, Educational loan, Mudra loan at ICICI Bank 91 **Keyword**: rate of intrest

Keyword	Avg. monthly searches	Competition
car loan rates	5000	Low
home loan rates	5000	Low
personal loan rates	5000	Low

### Meta Title:

Check the lowest loan rates of Car loan, Home loan, Personal loan 63

## Meta Description:

Apply for lowest rates of Car loan, Home loan, Personal loan at HDFC Bank 74

## **Keyword**: Charges

Keyword	Avg. monthly searches	Competition
credit card charges	5000	Low
debit card transaction charges	500	Low
credit card swipe charges	5000	Low
Meta Title	·	

71

72

70

## Weta Title: Check the charges of Credit card, debit card & credit card swipe charges

Meta Description:

Apply feautured Loans like Home loan, Mudra Loan, Student Loan from HDFC

Keyword: gold loan

Keyword	Avg. monthly searches	Competition
gold emi online	50	High
gold emi scheme	500	Low
gold loan emi	500	Medium

## Meta Tittle:

Explore new options like gold emi online,gold emi scheme,gold loan emi

Meta Description:

Check the interesting gold emi online, gold emi scheme, gold loan emi at HDFC Bank 82

## Part 3: Content Ideas and Marketing Strategies

Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

<u>ExampleExampleExampleContent</u>
<u>Calendar</u> (Try creating a table for the month of July)

## **AUGUST**



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		National Respect for Parents Day	2 National Coloring Book Day **national covingBook Day	3	4	Б
6	7	International Cat Day	9 National Book Lovers Day	National Lazy Day	n	International Youth Day / World Elephant Day #roution #auctionparting
International Left-Handers Day exercisesory	14	National Relaxation Day	National Tell a Joke Day	17	18	Warld Photography Day / World Humanitarian Day ###################################
20	21	22	23	National Waffle Day	25	National Dog Day Prosenutron/Dog Doy
27	28	29	30	31	8	

### Part 3: Content Ideas and Marketing Strategies

Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

**Date:** 21st august 2023

To create awareness on HDFC bank online services.

Our bank launches for customers to apply credit card at online.

Using blog article

**Date:** 22<sup>nd</sup> august 2023

to promote newly launched credit cards.

In this video i visualised in a very brief manner

about different types of cards & its benefits.

**Date:** 23<sup>rd</sup> august 2023 awareness about frauds on digital transactions. to create a meme frauds on digital marketing







Creating content ideas and devising effective marketing strategies is a dynamic process that involves continuous learning and adaptation. Throughout this journey, several challenges and valuable lessons can be encountered.

- **1.Understanding the Audience**: One of the primary challenges is comprehending the target audience's preferences, needs, and pain points.
- **2. Generating Unique Ideas**: Coming up with fresh and innovative content ideas can be difficult, especially in saturated markets.
- **3. Consistency and Quality**: Maintaining a consistent flow of high-quality content can be demanding. Setting up an editorial calendar and adhering to a content creation schedule helps in maintaining quality and meeting deadlines.
- **4. Content Promotion**: Even the best content may not gain traction without proper promotion. Crafting effective marketing strategies to reach the target audience across various channels is crucial for success.
- **5. Collaboration**: Collaborating with influencers or other brands can amplify the reach of content and strengthen marketing efforts.

The content ideas and marketing strategies process is an iterative and learning-oriented journey

#### **Post Creation:**

• Select Content Categories: Identify 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. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1: Blog article

Format 2: Video

Format 3: Creative

Format 1: Blog article

**Aim:** To create awareness on HDFC bank online services

**Date:** 21<sup>st</sup> august 2023

**Idea:** Our bank launches for customers to apply credit card at online.

**Topic:** 

#### A Step-by-Step Guide to HDFC Bank Credit Card Application Process Online

Step 1: *Visit the HDFC Bank Website*: To begin your credit card application process, go to the official HDFC Bank website ().

Step 2: *Navigate to 'Credit Cards' Section*: Once on the HDFC Bank homepage, find the 'Credit Cards' section. Click on it to proceed to the credit card offerings.

Step 3: *Explore Credit Card Options*: In this step, you will be presented with a range of credit card options offered by HDFC Bank. Each card comes with its own set of features, benefits, and eligibility criteria. choose the one that best suits your needs and lifestyle.

Step 4: Check Eligibility: After selecting a specific credit card, you will need to check your eligibility for the chosen card

**Step 5**: *Fill out the Application Form*: If you meet the eligibility criteria, proceed to fill out the online application form. You will be required to provide personal details.

**Step 6**: **Submit Documents**: Once you have completed the application form, the next step is to submit the necessary documents to support your application. Commonly required documents. Scan or upload the required documents in the prescribed format as mentioned in the application form.

**Step 7**: *Agree to Terms and Conditions*: Before proceeding, carefully review the terms and conditions of the credit card application. Understand the fees, interest rates, and any other charges associated with the card. Tick the box to agree to the terms and conditions

**Step 8:** Await Approval: After submitting your application, HDFC Bank will review your details and documents. The bank may get in touch with you for verification or additional information if needed. The approval process may take a few days. Then You will receive your new HDFC Bank credit card at your registered mailing address.

Format 2: video

**Aim:** to promote newly launched credit cards

Date: 22<sup>nd</sup> august 2023

**Idea:** Credit Card & its Different types in HDFC Bank

**Topic:** In this video i visualised in a very brief manner about different types of cards & its benifits



Format 3: Creative

**Aim:** awareness about frauds on digital transactions

**Date: 2**3rd august 2023

**Idea:** to create a meme frauds on digital marketing

**Topic:** meme



## **Instagram Story**

Utilize the Stories feature on Instagram for three 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 the 3 story with an appropriate name for each.

#### Note:

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over

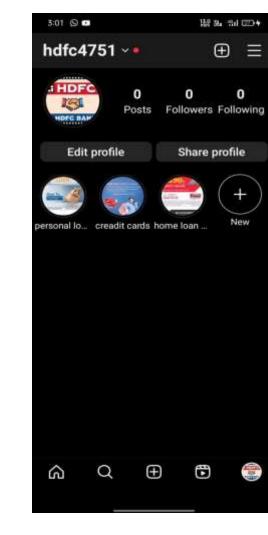
**Social Media and Email Ideation and Creation)** 



## **Instagram Story**

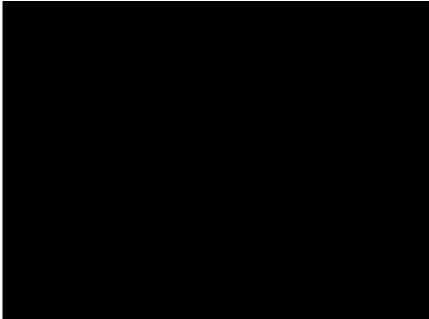






## **Designs/Video Editing**

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- Video Creation: Utilize VN or any video editor of your choice to create videos related to the chosen topic.



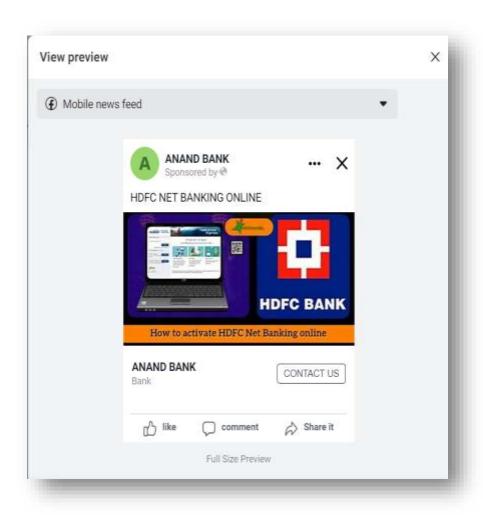
## **Social Media Ad Campaigns**

#### Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

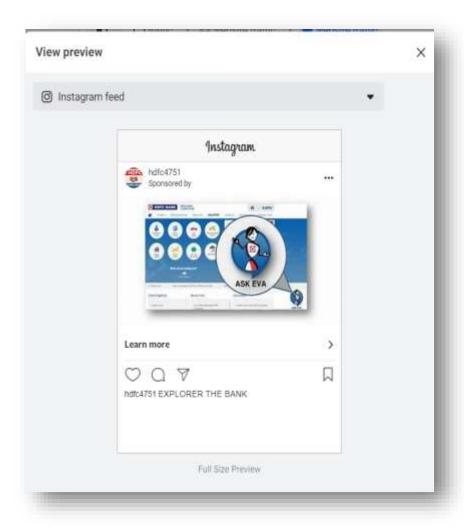
### Brand awareness:

**Targeting:** Location: India, All genders, Age, Interest: SBI bank, YES bank.



## Driving website traffic:

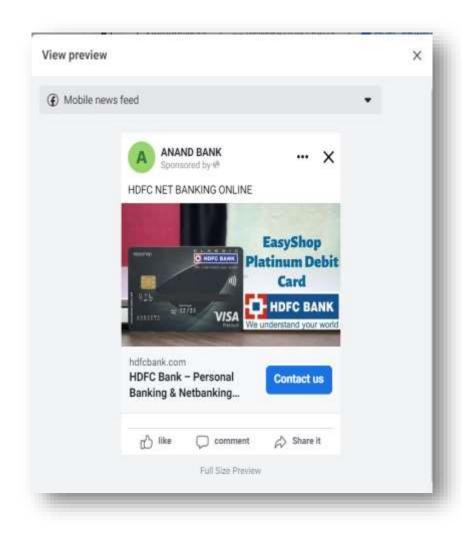
**Targeting:** Location: India,All genders, Age, Intrest: SBI bank,YES bank.



## **Generating Leads:**

**Targeting:** Location: India, All genders,

Age, Intrest: SBI bank, YES bank



#### 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-toaction.

## **Email Ad Campaigns**

#### Ad Campaigns for email marketing:

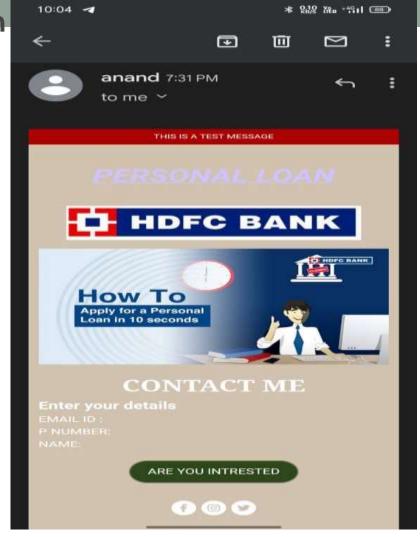
Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

## **Email Ad Campaign 1 - Brand Awareness**

(insert emailer image)



Email Ad Campaign 2 - Lead Generation (insert emailer image)



Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

- **1. Consistency is Key:** Maintaining a consistent tone, style, and frequency of content across platforms helps reinforce brand identity and improves audience recall.
- **2.Visual Appeal:** Eye-catching visuals, well-designed graphics, and professionally edited videos can significantly enhance the impact of content and ad campaigns.
- **3. A/B Testing:** Regularly conducting A/B + tests for ad campaigns and email subject lines allows for data-driven optimization and better results.
- **4.Know our Audience:** Understanding the target audience's interests, pain points, and preferences is fundamental in creating relevant and engaging content.
- **5. Engage with the Audience**: Responding to comments, messages, and feedback from the audience fosters a sense of community and builds trust.
- **6. Long-Term Approach:** Content creation and marketing are not one-time endeavors. A long-term, strategic approach is necessary to build brand awareness and achieve sustainable growth.

In conclusion, content creation and curation, along with thoughtful design, video editing, and well-executed ad campaigns, play a pivotal role in a successful marketing strategy. By understanding the challenges and incorporating the lessons learned, businesses can create compelling content that resonates with their target audience and drives results