Comprehensive Digital Marketing Project Work

Edit with WPS Office

Project given by

SMARTBRIDGE

Let's Bridge the Gap

Edit with WPS Office

STUDENT'S DECLARATION

I **MANTHRI GANGA BHAVANI** a student of A.M.A.L college program RegNo.**120120103087** of the Department of commerce college do hereby that I have completed. The mandatory internship from 29-05-2023 to 04-08-2023 in **DIGITAL MARKETING** (name of the intern organization under the faculty guide ship of SMART BRIDE,(name of the faculty guide),Department of COMMERCE **A.M.A.L COLLEGE ANAKAPALLI**. (name of the college)

M. Ganga Bhavani

(SIGUNATURE)

Edit with WPS Office

ACKNOWLEDGEMENT

Firstly I would like to Express my indebtedness appreciation "APSCHE" government and Andhra university for providing on excellent opportunity to learn while working through internships. I am grateful to "**smart bridge**" providing the details of the course in depth and for teaching the topics theoretically and practically to the students kindly smart bridge staff for handling this long-term internship with hard work and patience. I would like to express my sincere thanks to **Mr. Y. Naidu** sir, (mentor name), for his/her valuable guidance and support in completing my project. I wish to express my gratitude towards our comprehensive Digital marketing project coordinators **"T. Niranjan Kumar Sir"**and"**J. sambrajyam Medam** " for their encouragement and problem solving during the project. I extend my gratefulness to our correspondents **MR. Dadi. Srinivasa Rao** Sir and (Director) **K.S.N. Manga Raju** sir for their support and heartfelt completing the project. I would also like to express my gratitude towards our(principal) **Dr.G. Jayababu Sir** for giving me this great opportunity to do a project on **"HDFC BANK"** (topic name). without their support and suggestions this project would not have been completed

K. Ganga Bhavani
(signature.)

Edit with WPS Office

TEAM MEMBERS

Team Leader	: Manthri Ganga Bhavani
Team member	: Koruprolu Ramu
Team member	: kotcherla Sai
Team member	: Kundrapu Sirisha

Edit with WPS Office

Edit with WPS Office

OVERVIEW OF THE ORANIZATION

The bank commenced operations as a Scheduled Commercial Bank in January 1995. On April 4, 2022 the merger of India's largest Housing Finance Company, HDFC Limited and the largest private sector bank in India, HDFC Bank was announced.

The Housing Development Finance Corporation Limited or HDFC was among the first financial institutions in India to receive an "in principle" approval from the Reserve Bank of India (RBI) to set up a bank in the private sector.

he magazine said on its website – "HDFC Bank is India's largest private-sector lender by assets. It has the scale, processes, expertise and vision to meet the needs of its 70 million-plus customers. Those strengths came in handy when the pandemic roiled markets.

Edit with WPS Office

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

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

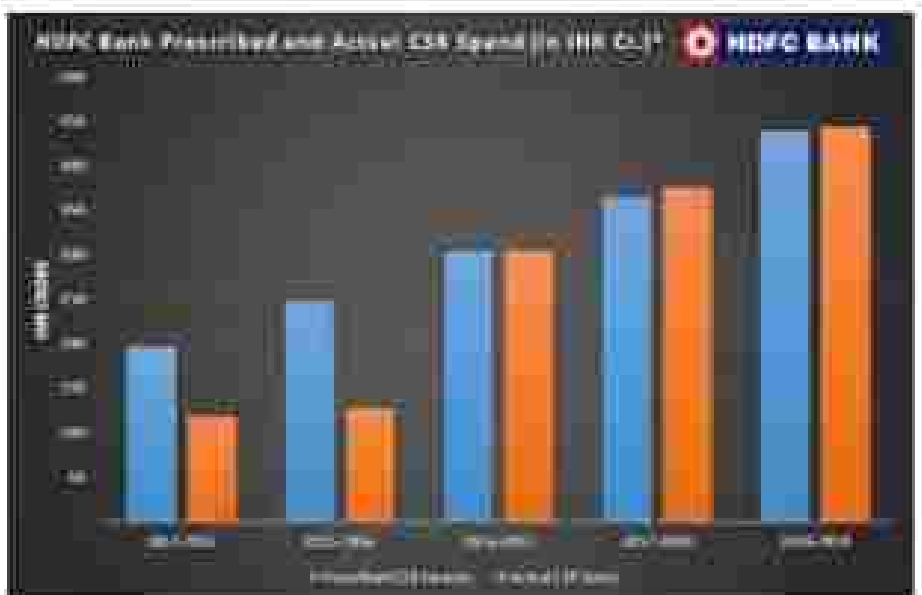
- ComPany/topic for project:HDFC bank
- Brand colours: blue, red
- Logo:
- Mission/values: The bank is committed to maintaining the highest level of ethical standards, professional integrity, corporate governance and regulatory compliance. HDFC Bank's business philosophy is based on five core values: Operational Excellence, Customer Focus, Product Leadership, People and Sustainability
- USP: HDFC is one of the big four banks in India
- Tagline:We understand Your world

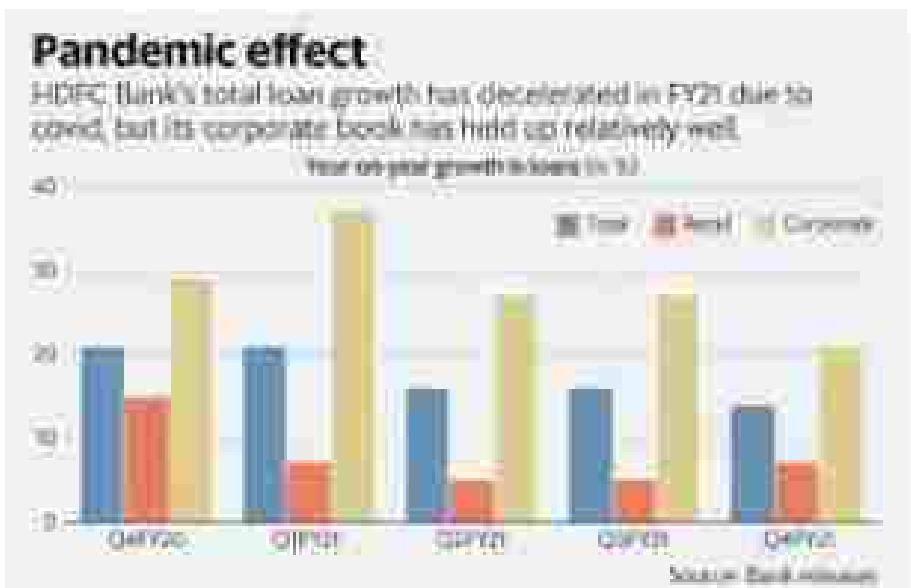
Edit with WPS Office

Company/topic for project:HDFC BANK

Brand massaging: The bank was founded by a team of four individuals, led by its first Chairman, Dr. Deepak Parekh. Since its inception, the bank has grown exponentially and employs over 120,000 individuals across various branches in India and overseas. HDFC Bank operates through a network of 5,684 branches and 16,103 ATMs in 2,896 cities/towns in India as of March 2021.

Explain:The Housing Development Finance Corporation (HDFC) was amongst the first to receive an 'in principle' approval from the Reserve Bank of India (RBI) to set up a bank in the private sector, as part of the RBI's liberalization of the Indian Banking Industry in 1994. HDFC Bank is headquartered in Mumbai.





Edit with WPS Office

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

- **Analyze Brand Messaging**: HDFC Bank, headquartered in Mumbai, India, is a leading private sector bank that provides a wide range of financial products and services. The bank was founded in August 1994 by Housing Development Finance Corporation Limited (HDFC) and is currently one of the largest banks in India by market capitalization.
-
- The bank was founded by a team of four individuals, led by its first Chairman, Dr. Deepak Parekh. Since its inception, the bank has grown exponentially and employs over 120,000 individuals across various branches in India and overseas. HDFC Bank operates through a network of 5,684 branches and 16,103 ATMs in 2,896 cities/towns in India as of March 2021.

- Expleline the brand 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.

Edit with WPS Office

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

- **Competitor Analysis**: Select three competitors operating in the same industry or niche as the chosen their USPs and online communication
- Competitor1: https://www.hdfcbank.com
- USP HDFC is one of the big four banks in India
- Communication: The information relating to the Banks f hancial results and shareholding pattern.
- Competitor2: https://www.icicipruamc.com
- USP: ICICI is the most efficient and tech Savvy bank in the Indian banking industry
- Communication: the address of your house where you are actually living.
- Competitor3: https://juno.axisbank.com
- USP: Axis Bank is one of the largest private sector financer in Indian agriculture
- Comunication: the address of your house where you are actually living

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

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

- Consider demographics: individuals, salaried professionals, micro and small businesses, such as kirana stores, Self Help Groups (SHGs), and Non-Resident Indians (NRIs).

- Psychographics: lifestyle and reasons

- Behaviours: HDFC Bank has an overall rating of 3.5 out of 5, based on over 7,825 reviews left anonymously by employees. 58% of employees would recommend working at HDFC Bank to a friend and 71% have a positive outlook for the business. This rating has been stable over the past 12 months.

- Interests: 3.00-7.25% p.a. To the general public and 3.50-7.75% p.a. To senior citizens on tenures ranging from 7 days to 10 years.

Edit with WPS Office

HDFC bank Boys and girls
Age:18-55
Hdfc have almost Branches all over of India
Ads:you tube Instagram
Communtity platform Like google.
Social status:persona experience
Longlasting price.

Edit with WPS Office

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),Analyse 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.

SEOptimer

SEO Audit & Reporting Tool

Enter an URL address and get a Free Website Analysis

Leader 2022

Leader

shopify

Users Love Us

SEOptimer

Links

Number of Backlinks

On-Page Link Structure

Friendly Links

SEOptimer

Rankings

Keyword Positions

Position	Keywords

Links

Number of Backlinks

SEOptimer

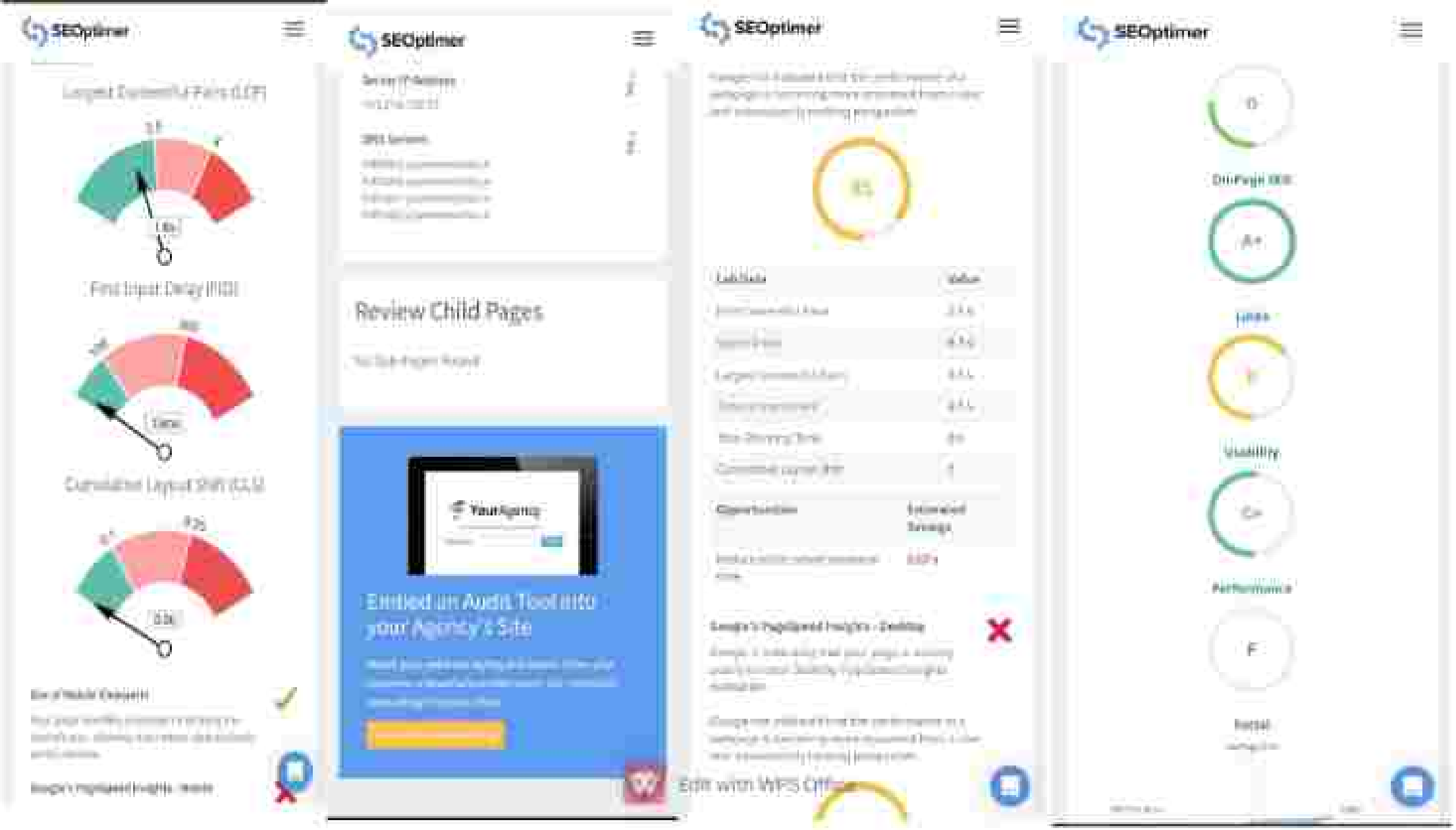
Usability

8

Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your possible audience and minimize user bounce rates which can negatively affect your search engine rankings.

Device Rendering


SEOptimer
Review Child Pages
Entitled an Audit Tool into your Agency's Site
Edit with WPS Office
SEOptimer
SEOptimer
SEOptimer

Keyboard research:

The search volume of the core keyword hdfc bank in Google App Store reached 44, its difficulty level reached 31, and the number of apps related to it reached 250+, among them, there are 158 apps with more than 1,000 comments, and the top 10 apps are Selected.

On page optimization:the tags that you add to your page's header to describe the page using syntax that Google understands.ncreases brand recognition – Brands today are using a variety of content strategies to improve their visibility. With blog posts and social media posts.

Edit with WPS Office

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** 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

Content Calendar Example (Try creating a table for the month of July)

Part 3: Content Ideas and Marketing Strategies

Content ideas: The idea is to bring the corporates' entire financial world under one. Over the years, we have simplified and digitized processes, thus reducing.

Marketing Strategies :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.

challenges : HDFC Bank, the biggest challenges include new payment banks - such as Paytm, Reliance Industries, Tech Mahindra, NSDL and India Post - that are ready to launch operations. In the UK, the online-only Atom Bank is set to challenge brick-and-mortar banks.

lessons : Mahatma Gandhi **lessons** are immortal in the pages of history. Here are 5 financial **lessons** what we can learn from his life & plan our financial life ...

Edit with WPS Office

- **Recruiting talent :** What does a recruitment marketing strategist do?

Recruitment Marketing Specialist is a human resources professional who develops company's Employer Branding and Recruitment Marketing strategies by bringing modern marketing methods and tactics to the recruiting process in order to attract top talent in the market.

- **Maintaining a sufficient budget:** a planning or decision-making tactic appropriate for an organisation when growth opportunities are low but the firm is in a relatively strong position in the market; a maintenance strategy implies that the firm will continue to invest in the business, in a limited way, to maintain the current volume of business.

- **Generating leads.:** Lead generation is the process of attracting people (leads) to your business and converting them into customers Lead generation is a process that's usually implemented via marketing campaigns supported by marketing automation, and it offers an exciting approach to digital marketing because it reverses the typical ...

- **Finding the right tools. :** Marketing tools are techniques, resources and digital programs that help companies promote their products and services effectively. These tools also help advertisers implement marketing campaigns and track their progress afterward.

Edit with WPS Office

marketing statergys for process : The steps of the strategic marketing process (**mission, situation analysis, marketing plan, marketing mix, and implementation and control**) are different than the process for a specific marketing effort

Lesson from the marketing : What can you learn from marketing strategy?
Brand equity refers to the value which a brand improves on a product or service beyond its functional benefits. In a marketing strategy course, students can learn about the various aspects of brand equity, including brand awareness, brand loyalty, and brand associations

Edit with WPS Office

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

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

Edit with WPS Office

FORMATE 1 : BLOG ARTICLE

AIM : Maintning the highest level of ethical standards, professional integrity,corporate governance and regulatory compliance.

Date : AUGUST 1994

Ideas : India's largest private sector bank by assets and world's fourth largest bank by market capitalization as of July 2023.

Topic : Learn about the evaluation criteria and parameters on which your performance is judged in a GOOD BANK

Format 2 : video

Aim : HDFC Bank's business philosophy is based on five core values: Operational Excellence, Customer Focus, Product Leadership, People and Sustainability

Idea : This **blog** offers a broad range of information in the spheres of home finance, property & real estate, lifestyle & living and non housing loans.

Topic : Learn about the evaluation criteria and parameters on which your performance is judged in a GOOD BANK

Edit with WPS Office

Format 3 : creative

Aim : brand awareness &reach

Date : 06 -04- 2022

Idea : to cover a larger geographical spread, to provide differentiated wealth management solutions using digital tools.

Topic : The Bank is encouraging citizens to take a pledge to adopt safe banking habits while transacting digitally and avoid sharing their confidential banking information (like password, PIN, OTP, etc.) with anyone.

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Instagram Story

Edit with WPS Office

Social Media and Email Ideation and Creation)

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

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.

Edit with WPS Office

Edit with WPS Office

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Social Media Ad Campaigns

Ad Campaigns over Social Media:

INSTAGRAM AD CAMPAIGN : Instagram ads are posts that promote a business's products or services. The posts can appear in multiple ways, such as an Instagram feed, stories, or both. They can include images or video along with copy and a link to the web page of the company's choice.

Edit with WPS Office

Instagram Social Media Campaign

BRAND AWARNESS : Post content that is consistent with your brand personality. The key to increasing your brand awareness via Instagram is consistency. The content you post must be consistent with your overall brand personality. Post images and videos that are in line with the goals of your brand

Goal

To drive awareness of the extension of the brand. The goal of their Instagram campaign was based on boosting awareness and sales of their tropical flavored 'Summer Edition' energy drink for the Australian market.

Edit with WPS Office

Facebook Social Media Campaign

Key Takeaway

There's a big market for campaigns launched on social media, and the power Instagram has in driving engaged users is significant. In order to leverage Instagram to grow your customer base, you need to understand customer journeys within and across social networks so you can use them too.

Other successful Instagram campaigns
Barry's Bootcamp
Adidas Originals

TWITTER SOCIAL MEDIA CAMPAIGIN

Twitter is the answer to the question what are you doing now. It always you to creat a text like message of up to 140 charectors through a pc or on your phone and send it to your followers. It's a mix of business and social. You could be a at home communicating what your are doing or in work.

Edit with WPS Office

BRAND AWARNESS OF TWITTER : March 2022, about 23% of U.S. social media users had heard about Twitter in the media, on social media, or in advertising over the past four weeks. Of the 86% who know the brand, that's 27%, meaning at the time of the survey there's some buzz around Twitter in the United States

Edit with WPS Office

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: HDFC Bank's business philosophy is based on five core values: Operational Excellence, Customer Focus, Product Leadership, People and Sustainability.

Audience Targeting : HDFC Bank's Retail business is targeted at individuals, salaried professionals, micro and small businesses, such as kirana stores, Self Help Groups (SHGs), and Non-Resident Indians (NRIs). The Bank caters to this segment by customizing its products and services.

Ad creation :

https://youtu.be/h3EikTjJ3FY

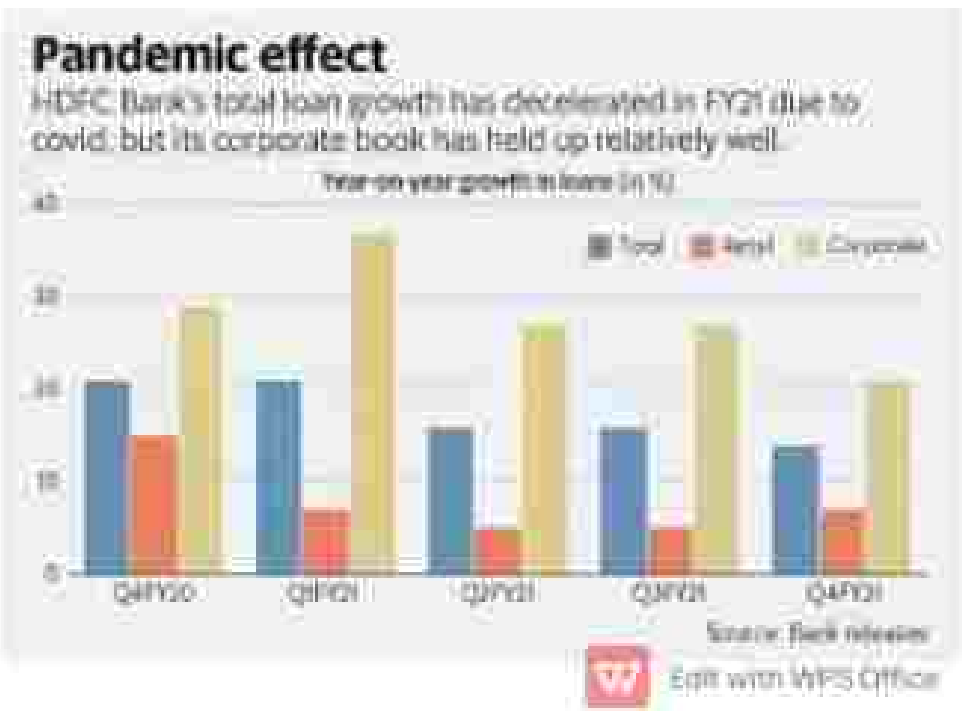
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Email Ad Campaigns

Customerservices.cards@hdfcbank.com

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



Email Ad Campaign 2 - Lead Generation

(insert emailer image)

Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

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

- **CONTENT CREATION AND CURATION** : Shared content can be categorized into two main categories; Curated, which is content gathered from trusted sources relevant to your industry and created, which is content product within your organization.

Challenges and lessons learned : first of all, I Would like to thank smart bridge for giving me the first project. I played a vital role in marking this project. Also learned every aspect of digital marketing in 3 months internship. During this project, I faced many challenges. At first I did not understand what to do on that topic . Then our mentor give us a suggestion. Through this project the aspects of day to operation of a company were learned. In the end , our entire team learned lesson and successfully completed our project.

Edit with WPS Office

https://youtu.be/tkSeZd4Y5wY

https://youtu.be/oi1ntQwBJ9Y

Edit with WPS Office

Thank you

Edit with WPS Office