

Comprehensive Digital Marketing Project Work



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WELCOME TO AXIS BANK

1. Brand Study
2. SEO and Keyword Search
3. Content Ideas
4. Marketing Strategies
5. Content Creation and Curation



Part1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- **Company name :** AXIS Bank
- **LOGO :**



- **Research Brand:** Axis Bank is one of India's largest private sector bank, known for its innovative banking solutions, customer-centric approach, and strong digital presence. The brand is often associated with reliability, trustworthiness, and technological advancement in the banking sector. Axis Bank's branding typically emphasizes its commitment to customer satisfaction, integrity, and innovation.
- **Mission/Values:** These values underpin Axis Bank's mission to be a leading financial institution that provides exceptional service and value to its customers while maintaining the highest standards of ethics and responsibility.
- **USP:** The Unique Selling Proposition (USP) of Axis Bank lies in its innovative banking solutions, customer-centric approach, and strong digital infrastructure. It offers a wide range of financial products and services tailored to suit the diverse needs of its customers, along with a seamless digital banking experience. Additionally, Axis Bank is known for its commitment to transparency, integrity, and ethical standards, which further sets it apart in the competitive banking industry.
- **Analyze Brand Tone and Identity:** Axis Bank's brand tone is typically professional, trustworthy, and customer-centric. They aim to convey reliability and expertise in financial services while also emphasizing a personalized approach to banking. Their communication often focuses on convenience, innovation, and the ability to meet the diverse needs of their customers. They may use language that is clear, informative, and reassuring, reflecting their commitment to delivering quality services and building long-term relationships with their customers.
- **Example the brand's tagline:** - Axis Bank's tagline is "Badhti Ka Naam Zindagi," which translates to "Progress is life's name" in English. This tagline reflects the bank's commitment to enabling progress and growth for its customers, aligning with their financial goals and aspirations.

Buyer/Audience Persona

Name: Yash

Demographic:

Age: 20-50

Gender: Male

Married/unmarried

Metro city like DELHI,MUMBAI etc.

Tier 2 and tier 3 cities

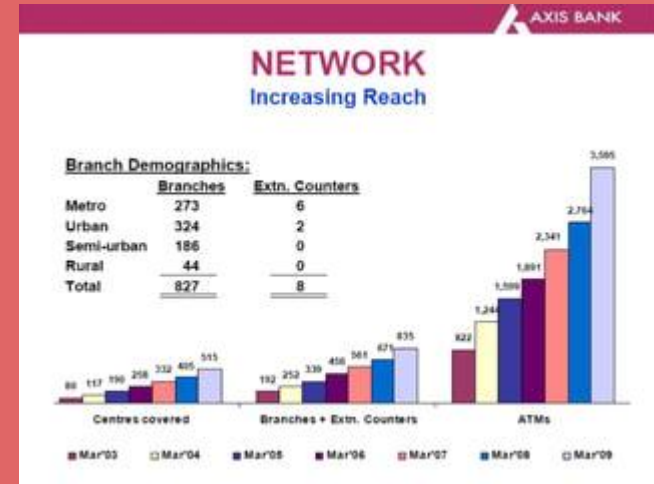
Not remote villages

2,00,000 per annum -2,00,000 per annum

at least 10+2

Ads,You tube ,Instagram, Facebook, community

Platform like tv etc.



Competior 1:



Bank of America |

Commercial bank and asset management firm



Last updated: July 28, 2023

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Competitive Landscape of Bank of America

Rank
28th

Among 18,792 Competitors

Active Competitors

16,282

669 Funded / 3822 Exited

Funding of competitors of Bank of America

\$40.5B

1,479 Funding Rounds

Competitor 2:



Punjab National Bank |   

Provider of commercial bank services



Last updated: July 27, 2023

 Suggest Edits



- Overview
- Funding & Investors
- Founders & Board of Directors
- Competitors**
- Top News

Competitive Landscape of Punjab National Bank

| | | |
|---|---|--|
| <p>Rank</p> <p>11th</p> <p>Among 191 Competitors</p> | <p>Active Competitors </p> <p>166</p> <p>61 Exited</p> | <p>Funding of competitors of Punjab National Bank </p> <p>\$622M</p> <p>15 Funding Rounds</p> |
|---|---|--|

Competitor 3:



RBL Bank |  

Commercial bank



Last updated: July 28, 2023

 Suggest Edits



Overview Funding & Investors Competitors Top News

Competitive Landscape of RBL Bank

Rank

2nd

Among 191 Competitors

Active Competitors 

164

61 Exited

Funding of competitors of RBL Bank 

\$622M

15 Funding Rounds

Competitor 1: Bank Of America

USP: The unique selling proposition (USP) of a competitor to Bank of America might focus on personalized customer service, innovative digital banking features, lower fees, or specialized financial products tailored to specific demographics or industries. Each competitor may highlight different aspects to differentiate themselves from Bank of America.

Online Communication: Bank of America's online communication likely emphasizes convenience, security, and accessibility. They might highlight features like mobile banking apps, online account management, 24/7 customer support, and advanced security measures to protect users' financial information. Additionally, they might showcase their commitment to innovation by promoting new digital banking services and tools designed to enhance the customer experience.

SWOT

Strengths

- **Financial Stability:** Bank of America is one of the largest banks in the world, known for its financial strength and stability.
- **Global Presence:** With operations in over 35 countries, Bank of America has a widespread global presence, offering a range of financial services to individuals and businesses worldwide.
- **Diverse Product Portfolio:** It offers a wide range of financial products and services, including banking, investment, lending, and wealth management services, catering to diverse customer needs.
- **Innovative Technology:** Bank of America is known for its investment in technology, providing customers with convenient digital banking solutions and innovative financial tools.

Weaknesses:

- **Customer Service:** Some customers have reported dissatisfaction with the bank's customer service, citing long wait times and difficulty resolving issues.
- **Fees :**Bank of America is known for its various fees, including maintenance fees on checking accounts and overdraft fees, which can be a drawback for some customers.
- **Interest Rates:** Its savings account interest rates are often lower compared to online banks or smaller institutions, which may not be attractive to savers looking for higher returns.
- **Branch Availability:** While Bank of America has a large branch network, its physical presence might be limited in certain regions, making it inconvenient for some customers.
- **Security Concerns:** Like any financial institution, Bank of America is susceptible to cybersecurity threats, which could potentially compromise customer data and accounts.

SWOT

Opportunities:

- Digital Banking Expansion: Investing in digital platforms to improve customer experience and accessibility.
- Fintech Partnerships:Collaborating with fintech startups to innovate and offer new financial products and services.
- Focus on SMEs and Retail:* Targeting small and medium-sized enterprises (SMEs) and retail customers with tailored solutions to meet their financial needs.

Threats:

- Competition: Intense competition from other banks, fintech companies, and non-banking financial institutions could erode market share and pressure margins.
- Regulatory Changes:Changes in regulations, compliance requirements, or government policies could increase operational costs and restrict certain business activities.
- Cybersecurity Risks:The increasing prevalence of cyber threats poses a significant risk to customer data security and could lead to financial losses and reputational damage.

Competitor 2: Punjab National Bank

USP: The unique selling proposition (USP) of Punjab National Bank (PNB) could include its extensive network of branches across India, its long-standing reputation as one of the oldest and largest nationalized banks in India, and its focus on providing a wide range of financial products and services catering to diverse customer needs.

Online Communication: Punjab National Bank's online communication channels likely include its official website, mobile banking app, social media profiles, and possibly email newsletters or notifications to keep customers informed about banking updates, promotions, and important announcements.

SWOT

Strengths:

- Extensive branch network: PNB has a wide presence across India, providing convenient access to banking services for customers.
- Established reputation: As one of the oldest and largest nationalized banks in India, PNB has built a strong reputation over its long history.
- Diverse product offerings: PNB offers a comprehensive range of financial products and services, including savings accounts, loans, investment options, and more.

Weaknesses:

- Legacy systems: PNB may face challenges in upgrading its outdated legacy systems to keep pace with technological advancements.
- Asset quality concerns: Like many other banks, PNB may have to deal with issues related to non-performing assets (NPAs) and bad loans, which can impact its financial health.
- Operational inefficiencies: Large organizations like PNB may encounter bureaucratic processes and inefficiencies that could affect the speed and quality of service delivery.

SWOT

Opportunities:

- Expansion of digital banking: PNB can capitalize on the growing trend of digital banking by investing in technology and expanding its digital banking offerings to cater to the evolving needs of customers.
- Rural and semi-urban market penetration: With its extensive branch network, PNB has an opportunity to further penetrate the rural and semi-urban markets by offering tailored financial products and services to underserved communities.

Threats:

- Intense competition: PNB faces intense competition from both traditional banks and emerging fintech companies, which could impact its market share and profitability.
- Economic downturns: Economic downturns or adverse macroeconomic conditions could lead to an increase in non-performing assets (NPAs) and credit defaults, negatively impacting PNB's financial performance.
-

Competitor 3: RBL Bank

USP: The unique selling proposition (USP) of RBL Bank could include its focus on innovation and technology-driven banking solutions, personalized customer service, agility in decision-making, and its commitment to serving the needs of small and medium-sized enterprises (SMEs) and emerging businesses. Additionally, RBL Bank's emphasis on building strong relationships with its customers and its reputation for providing innovative and customized financial products and services could also be considered part of its USP

Online Communication: RBL Bank's online communication channels likely include its official website, mobile banking app, social media platforms, email newsletters, and possibly chat support services. These channels are used to provide customers with updates, promotions, banking services, and support, ensuring convenient and accessible communication with the bank.

SWOT

Strengths:

- Focus on innovation: RBL Bank is known for its innovative approach to banking, offering technology-driven solutions and digital banking services to meet the evolving needs of customers.
- Customer-centric approach: RBL Bank emphasizes personalized customer service, striving to build strong relationships and cater to the specific needs of each customer segment.

Weaknesses:

- Brand recognition: RBL Bank may have lower brand recognition compared to larger, more established banks in India, which could impact its ability to attract customers and compete effectively in the market.
- Competitive pressures: RBL Bank operates in a highly competitive banking sector, facing competition from both traditional banks and fintech companies, which could impact its market share and profitability.

SWOT

Opportunities:

- **Market expansion:** RBL Bank has opportunities to expand its market presence by increasing its geographical footprint and reaching underserved regions or untapped customer segments.
- **Digital banking growth:** RBL Bank can capitalize on the growing trend of digital banking by further investing in technology and expanding its digital banking offerings to enhance customer experience and attract digital-savvy customers.

Threats:

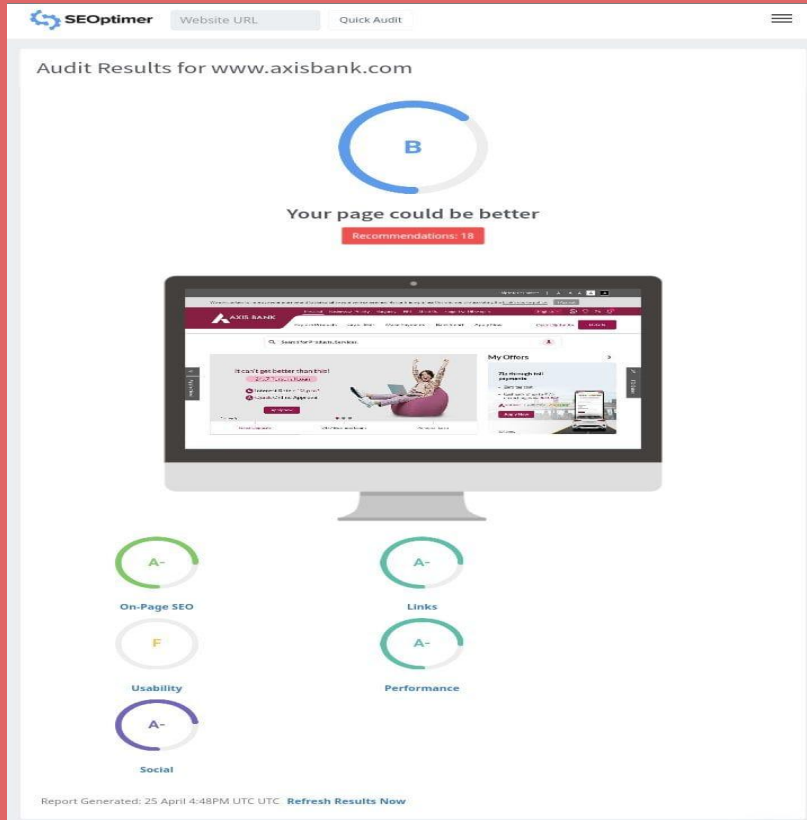
- **Economic downturns:** RBL Bank faces the threat of economic downturns or adverse macroeconomic conditions, which could lead to an increase in non-performing assets (NPAs) and credit defaults, negatively impacting its financial performance.
- **Regulatory changes:** Changes in regulatory requirements or government policies could pose a threat to RBL Bank's operations, compliance costs, and profitability, especially if they result in increased regulatory scrutiny or constraints on its business activities.

Part 2 : SEO & Keyword Research

- **SEO Audit:** Performing an SEO audit for Axis Bank involves evaluating various aspects of its online presence to identify areas for improvement in search engine optimization. Here are some key points to consider
- **Keyword Research:** Brainstorming: Begin by brainstorming general keywords and topics related to banking, finance, and Axis Bank's offerings. This can include terms like "banking services," "personal loans," "credit cards," "online banking," "Axis Bank branches," etc.
- **On page Optimization:**
 - Local SEO: Optimize for local search by including location-specific keywords (e.g., "Axis Bank branches in [city]") and ensuring consistency of NAP (Name, Address, Phone number) information across online directories and platforms.
 - Monitoring and Analysis: * Continuously monitor the performance of Axis Bank's online presence using web analytics tools. Track key metrics such as website traffic, keyword rankings, and conversion rates to identify areas for improvement and adjust the optimization strategy accordingly.

Part 2 : SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website



This website has a good SEO score and can be Improved in certain ways like easier navigation, Regular content updates, secure online ordering etc

SEO Audit

Recommendations

| | | |
|---|--------------------|-----------------|
| Include a meta description tag | On-Page SEO | High Priority |
| Add Canonical Tag | On-Page SEO | Medium Priority |
| Remove Duplicate H1 Tags | On-Page SEO | Medium Priority |
| | | |
| Add Alt attributes to all images | On-Page SEO | 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 images to reduce their file size | Performance | Low Priority |
| Optimize your page for Mobile PageSpeed Insights | Usability | Low Priority |
| Optimize your page for Desktop PageSpeed Insights | Usability | Low Priority |
| Create and link an associated YouTube channel | Social | Low Priority |
| Add Schema Markup | On-Page SEO | Low Priority |
| Please add Facebook Open Graph Tags | Social | Low Priority |
| Setup & Install a Facebook Pixel | Social | Low Priority |
| Remove inline styles | Performance | Low Priority |
| Add Twitter Cards | Social | Low Priority |
| Add Local Business Schema | Other Improvements | Low Priority |
| Create Google Business Profile | Other Improvements | Low Priority |
| Improve the size of tap targets | Usability | Low Priority |

Here are some points of how the website

Can increase its seo:-

- Improve website loading speed by optimizing images , minifying CSS/JavaScript, And leveraging browser caching.
- Ensure content is optimized for target keywords and incorporates relevant internal and external links.

- **Keyword research:**

| <input type="checkbox"/> Keyword | | Volume | Competition | KEI |
|--|--|------------|-------------|-----|
| <input type="checkbox"/> calculator | | 22,300,000 | 74 | 31 |
| <input type="checkbox"/> car | | 471,000 | 92 | 15 |
| <input type="checkbox"/> home | | 413,000 | 92 | 15 |
| <input type="checkbox"/> bank | | 277,000 | 94 | 14 |
| <input type="checkbox"/> flipkart | | 218,000 | 50 | 49 |
| <input type="checkbox"/> education | | 202,000 | 94 | 14 |
| <input type="checkbox"/> upi | | 185,000 | 45 | 60 |
| <input type="checkbox"/> internet | | 164,000 | 81 | 18 |
| <input type="checkbox"/> insurance | | 136,000 | 98 | 12 |
| <input type="checkbox"/> current | | 107,000 | 94 | 13 |
| <input type="checkbox"/> website | | 102,000 | 79 | 18 |
| <input type="checkbox"/> credit | | 90,300 | 95 | 13 |
| <input type="checkbox"/> hdfc netbanking | | 85,400 | 22 | 235 |
| <input type="checkbox"/> axis | | 75,600 | 49 | 47 |

Keyword Objective:Banking oriented

- AXIS bank online banking
- AXIS Bank customer care
- AXIS Bank credit care
- AXIS Bank net Banking

We can use these primary keywords

Since they have decent volumes and

Are similar to other keywords.

- **On page optimization:** Document the challenge faced during the research and the reeseach and analysis phase,as well as the key insights gained from the keyword research process

Challenges Faced During The Research and Analysis phase

- Finding a free tool for conducting keyword research can be quite challenging since The majority of available tools require payment.
- Selecting the appropriate keywords posed a challenge due to the abundance of Relevant options on the list.
- We gained an understanding of how users conduct searches and obtained insights into the types of keywords people commonly search for.

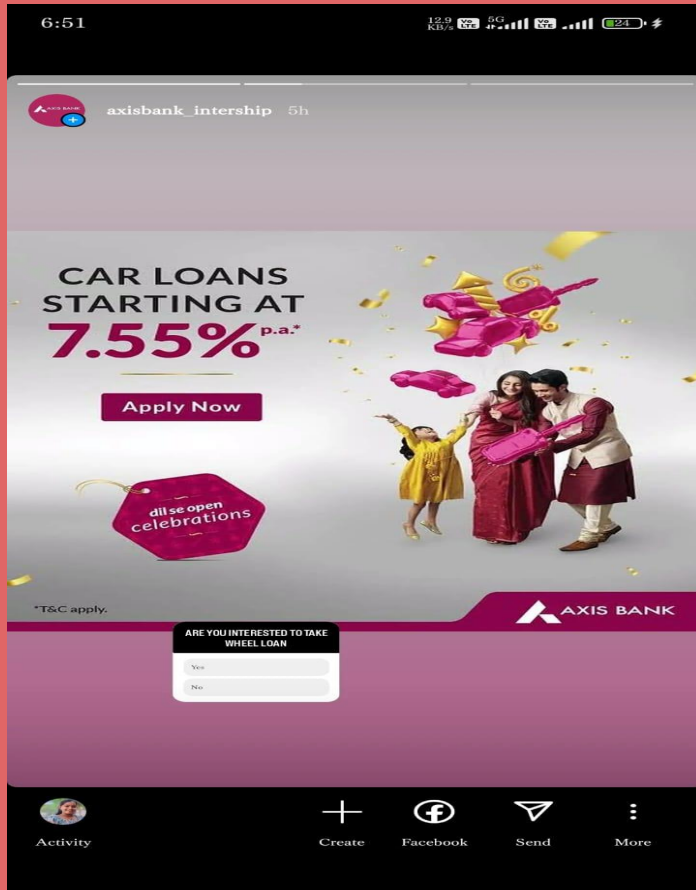
Part 3 : Content Ideas and Marketing Strategies



What is a strategy for marketing? This is a long-term plan of what should be done to a market-winning and competitive product/service. We will discuss their different marketing techniques in this section of the AXIS Bank case study

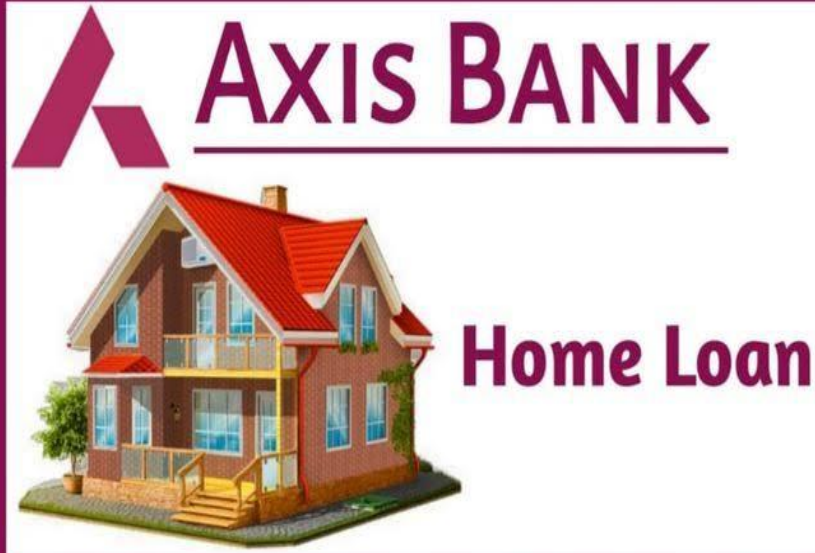
AXIS BANK aspires to become a World Class Indian bank, benchmarking itself in the fields of product offerings, service levels, risk management, and audit & conformity in line with international standards and best practices

Strategy Aim and Idea Behind The Story



The Q&A strategy for Axis bank's aims to engage customers, provide easy access to information, improve SEO, establish brand authority and offer self service customer report. Additionally, the Q&A strategy helps Axis bank's to foster a sense of community among customers by dressing their inquiries and concerns directly, enhancing brand loyalty and customer satisfaction.

Strategy and idea Behind This Post



The strategy behind this post is to create an excitement, highlight unique selling points, engage with interactive content, collaborate with influencers, host a launch event, encourage user generated content, maintain consistent branding, and follow up post launch for continued engagement and success

Part 3 : Content Ideas and Marketing Strategies

| A | B | C | D | E | F | G |
|-----------------------------|-----------------------|---|--------------------------------|--------------------|----------------------|---|
| | | | | | | |
| | | | | | | Holiday |
| | | | | | | Blog |
| | | | | | | Reel |
| | | | | | | Podcast ep |
| | | | | | | Post type |
| | | | | | | E-book |
| | | | | | | Story |
| April 2024 | | | | | | |
| 1st Mon | 2nd Tue | 3rd Wed | 4th Thu | 5th Fri | 6th Sat | 7th Sun |
| April fool's day post | Blog's on Credit card | Reel on usage of instant xpress credit card | Did you know story | Personal Loan post | Customer collab post | Open ended question story on what's your for favourites of biscuits |
| | | | | | | |
| 8th mon | 9th tue | 10th Wed | 11th Thu | 12th Fri | 13th Sat | 14th Sun |
| Customer review story | Ugadi post | blog's on ramzan special offers on bank's disprural | Ramzan post | Podcast ep-1 | Gold loan post | Quiz question story on interest rates provides by AXIS BANK |
| | | | | | | |
| 15th Mon | 16th Tue | 17th Wed | 18th Thu | 19th Fri | 20th Sat | 21st Sun |
| E-book Mailer | Reel on Xpress credit | Rama Navami Post | Reel on Britannia cakes | Podcast ep-2 | Customer collab post | Mahavir Javanthi post |
| | | | | | | |
| 22nd Mon | 23rd Tue | 24th Wed | 25th Thu | 26th fri | 27th Sat | 28th Sun |
| E-book Mailer | Holiday | What makes our Bank is special to customers | Reel on Customer -connectivity | Podcast ep-3 | Customer collab post | Blog's on Behind-the-scene |
| | | | | | | |
| 29th Mon | 30th Tue | | | | | |
| Reel in AXIS infrastructure | Holiday | | | | | |
| | | | | | | |
| | | | | | | |

It is aimed at building solid client franchises throughout the various companies to be a preferred banking provider for target retail and wholesale client groups and at achieving a healthy profitability growth that is in line with the bank's risk appetite. The bank is devoted to that while insuring the highest standards of ethical qualities, professional integrity, governance, and compliance with regulations. The bank's major business goal is to continue developing new products and technologies. The fundamental and primary purpose of the bank is to maintain excellent relations with clients.

Brand Ambassador of AXIS Bank:

Not only business offers but the creation awareness. In the simplest words, brand identity and knowledge are part of the company. Without that, another company could survive in an overloaded market. A company would not. Brand ambassadors are the friends here who can help here brand reach the next level with a health awareness of the brand and its consumer engagements.

Competitive Analysis of AXIS:

With the support of technological media such as smartphones and tabs, the AXIS bank offers an extensive range of financial products including personal banking, SME loans, agri loans, NRI services, and wholesale banking, which only helps consumers to consume services more conveniently, it also lowers the distribution cost of the bank. To contact the thousand year old client bank, the AXIS bank on chat has been used to carry out E-commerce transactions via the FB messengers backed by the techbuildssolutions company pvt. Limited. Banks are competitive with banks and banks like ICICI, HDFC bank, PSU banks like PNB, SBI, CANARA, NBFC such as India Bulls, Murugappa group, Etc.

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

Instagram account & Post creation Content

Categories:- We came up with three different content formats applicable to the chosen topic. We researched trending, industry news and audience interests with each category. We analysed ideas for social media posts that aligned with each category. We wrote complete content along with the CPA.

Format 1 : Static post on AXIS Bank Gold loan

Format 2 : Reel post on AXIS Bank advertisement

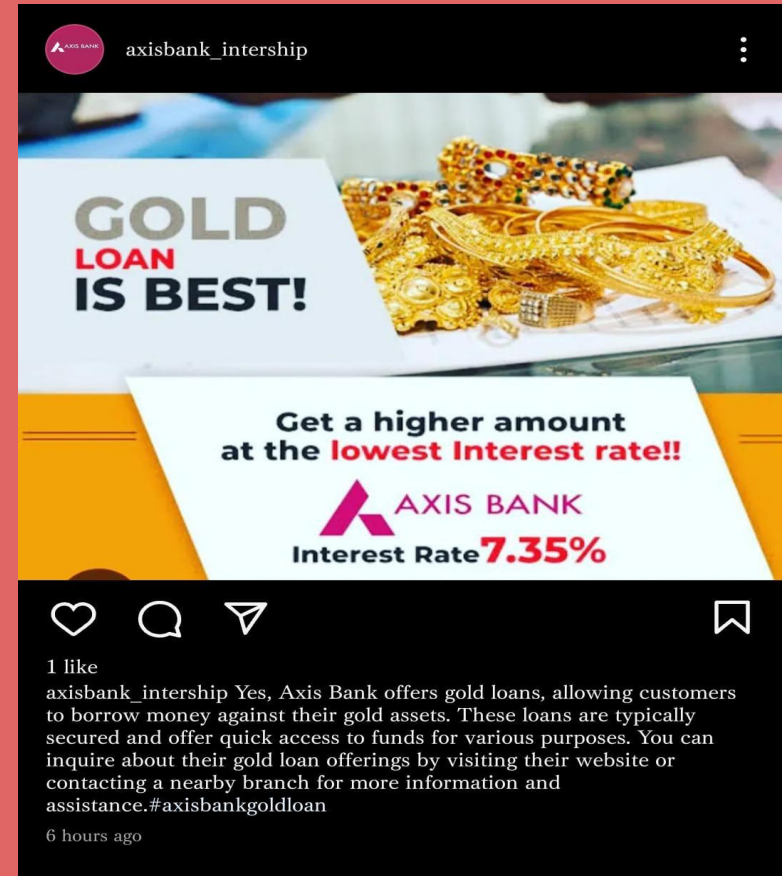
Format 3 : Festival post on AXIS Bank promotion

Format 1:- Static Post on AXIS Bank Gold Loan

Description:- Axis Bank's gold loan is a financing solution where customers can pledge their gold ornaments or gold coins to avail a loan from Axis Bank. This loan is provided against the security of gold, allowing borrowers to access quick funds for various personal or business needs. The loan amount is determined based on the value of the gold pledged.

Hastags:-

#axisbank#axisgold #axis #axisgold



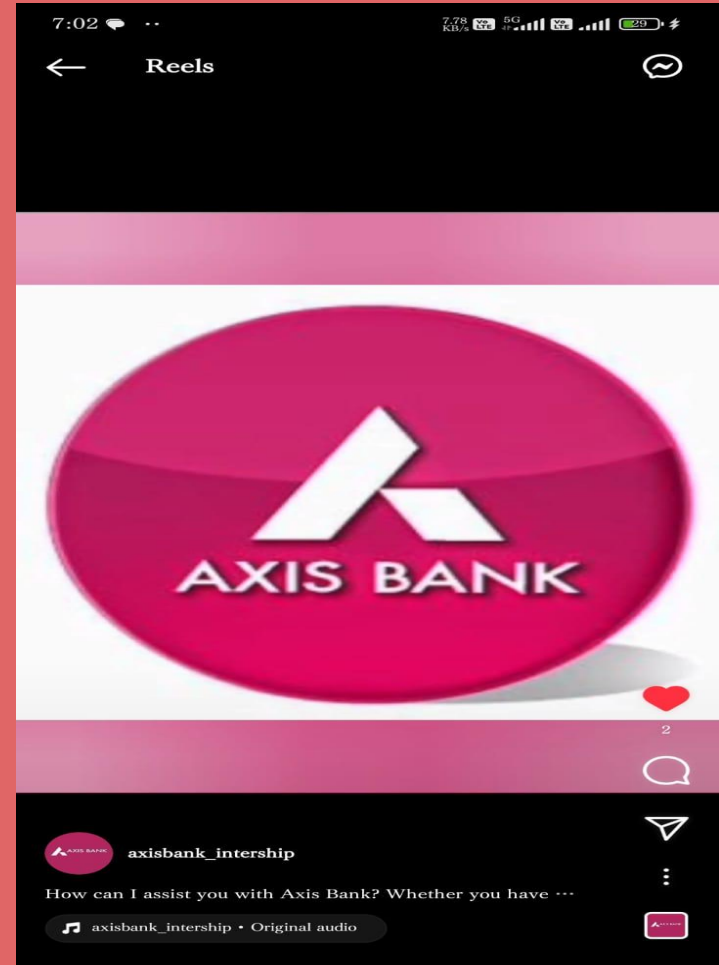
Format 2 :- Reel Post on AXIS Bank Advertisement

Description:-Unlocking Financial Freedom with AXIS Bank"

Join us on a journey to financial empowerment with AXIS Bank! Discover how our innovative banking solutions cater to your every need, from seamless online transactions to personalized wealth management.

Hashtags:-

#axisbank #axisbankpersonalloan
#axisbankcarloan #axiscoffeehouse #axis
#axisgold



Format 3 : Festival Post on AXIS Bank Promotion

Description:- Happy Gudi Padwa!
Celebrate the auspicious occasion of Gudi Padwa with AXIS Bank as we usher in prosperity and good fortune. May this New Year bring you success, happiness, and endless opportunities. Wishing you and your loved ones a joyous and prosperous Gudi Padwa

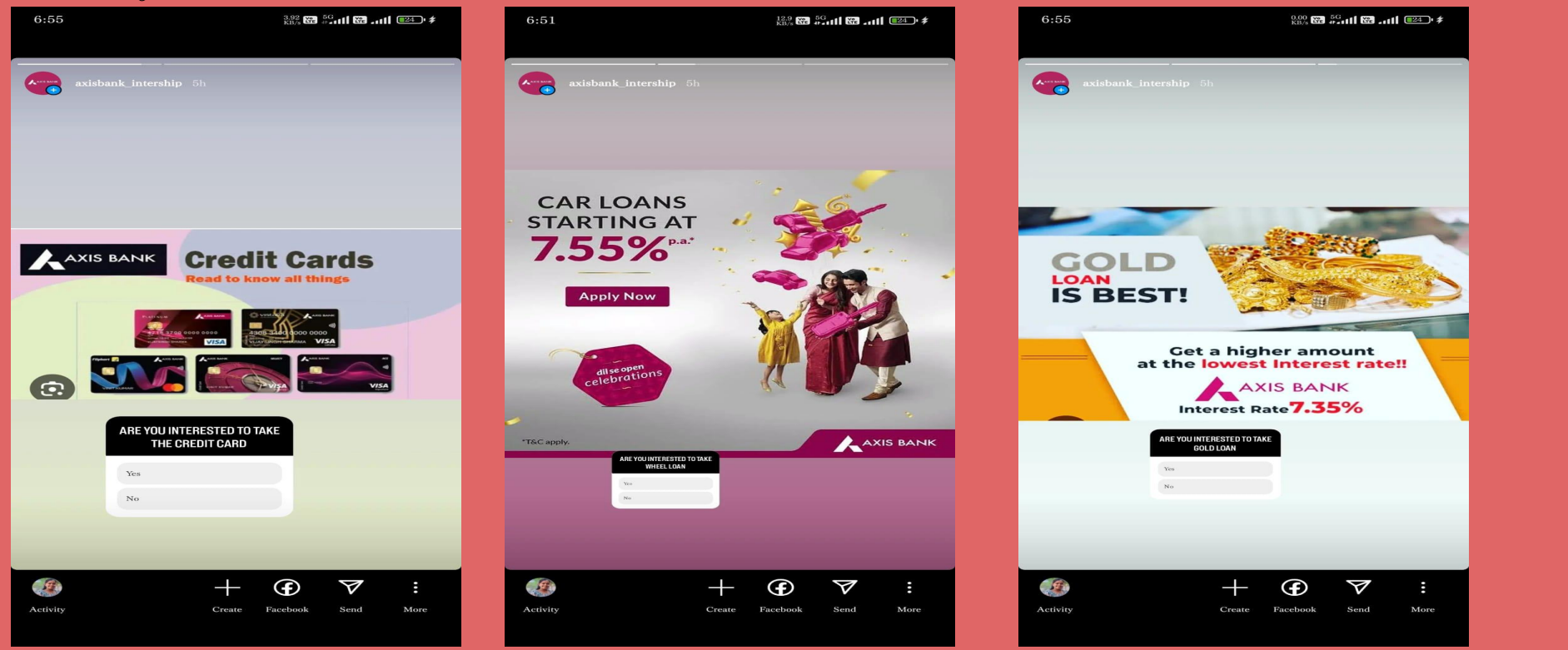
Hashtag:-

#happygudipadwa #axisbank #axiscoffee



Instagram Story

https://www.instagram.com/stories/axisbank_intership/3361851917015005785?igsh=MTZtcWM2bzdiNjN6Yw==



Designs/Video Editing

Tools for posts:- Canva,Instagram,Google

Tools for information:- Chatgpt,google

Tools for video creation:- Instagram,Canva

THANK YOU