

# Axis Bank

## **ANDHRA UNIVERSITY ( Unity Degree College)**

Members participated are:

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

**Research Brand (Mission/Values)**

**USP**

**Analyze Brand Tone and Identity**

**Set 4 SMART goals and KPIs**

# BRAND STUDY (MISSION/VALUE & USP)

## Mission and values

Banking that leads to a more inclusive and equitable economy, a thriving community, and a healthier planet' shall continue to guide our approach and serve as the plank on which our decisions are based for action taking. Their values include:

- **Customer centricity:** Banking that leads to a more inclusive and equitable economy, a thriving community, and a healthier planet' shall continue to guide our approach and serve as the plank on which our decisions are based for action-taking.
- **Ethics:** framework underscores its commitment to conducting business with integrity, trustworthiness, and accountability, thereby earning the confidence and trust of its customers, employees, and the broader community.

- **Transparency:** Transparency is ingrained in Axis Bank's culture and is a guiding principle that governs its interactions with stakeholders. By maintaining transparency in its operations, the bank enhances trust, credibility, and accountability, driving sustainable growth and value creation.

## **Unique selling proposition (USP) Analysis:**

- its commitment to providing a wide range of financial products and services to meet the diverse needs of its customers. Axis Bank has a wide network of branches and ATMs, making it easier for customers to access banking services. Axis Bank is known for its innovative financial products and services, including credit cards, insurance, and investment products. The USP of Axis Bank is its commitment to providing comprehensive financial services and solutions through its wide network, strong financial performance.

# BRAND STUDY (BRAND TONE & KPI'S)

## Brand Tone:

- Brand Positioning: AXIS Bank focused on positioning itself as a modern and progressive financial partner. Emphasis was placed on innovation, customer service, and a commitment to excellence and the tagline of axis bank is **Badhti Ka Naam Zindagi**.

## Axis bank KPIs may include:

- **Revenue:** In the fiscal year 2020-2021 (April 2020 to March 2021), Axis Bank reported a total income of over ₹79,800 crores (Indian Rupees), which includes interest earned, fees, and other sources of revenue. It's worth noting that revenue figures can vary from year to year based on factors such as economic conditions, interest rates, and the bank's performance in various business segments.
- **Operating profits:** It grew by 16% to ₹26,587 crores from ₹22,881 crores in 9MFY24. Total provisions for 9MFY24 stood at ₹2,878 crores, up 23% YOY. Net Profit for 9MFY24 grew 16% to ₹17,732 crores from ₹15,308 crores in 9MFY23. The Bank's balance sheet grew 14% YOY and stood at ₹13,98,541 crores as on 31st December 2023.

# Competitor Analysis

## Competitor Analysis:

Competitor analysis is a critical component of any business strategy. To conduct a thorough analysis, you typically follow these steps:

- **Identify Competitors:** Start by identifying who your competitors are. They might not always be obvious and can include direct competitors offering similar products or services, as well as indirect competitors whose offerings may fulfill the same need in a different way.
- **Gather Information:** Collect data about your competitors. This can include their products or services, pricing strategies, target markets, distribution channels, marketing tactics, strengths, weaknesses, and any other relevant information.
- **SWOT Analysis:** Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for each competitor. This will help you understand their competitive position and where they stand in the market.
- **Customer Analysis:** Understand your competitors' customer base. What are their demographics, preferences, and purchasing behaviors?

# BUYER\AUDIENCE PERSONA

**Name:** Ms. Patel.

**Age:** 25-45 years old.

**Gender:** Female.

**Occupation:** Professionals, entrepreneurs, small business owners, and salaried individuals

**Income:** Middle to upper-middle class, with a stable income stream

**Education:** Typically, at least a bachelor's degree, with a portion having postgraduate degrees

**Location:** Urban and semi-urban areas, with a focus on metro cities and emerging urban centers

**Technological Proficiency:** Comfortable with digital technology and mobile apps; likely to use smartphones for banking transactions

## Financial Goals:

1. Saving for short-term goals like travel, purchasing consumer goods, or home renovations.
2. Planning for long-term goals such as children's education, retirement, or buying property.

## Banking Behavior:

1. Prefer convenience and accessibility, hence inclined towards digital banking platforms and mobile apps for transactions.
2. Regularly check balances, make payments, transfer funds, and track expenses using online banking facilities.

## Values and Preferences:

1. Value reliability, trustworthiness, and security in banking services.
2. Prefer personalized services tailored to their financial needs and goals.

Here are 3 competitors of Axis bank,examine their USPs and Online communication and conduct SWOT Analysi.

- **Competitor 1:**

ICICI Bank.

- **Competitor 2:**

IDBL Bank.

- **Competitor 3:**

HDFC Bank Limited.



# Competitor 1: ICICI Bank.

## USP:

ICICI Bank helped establish India's first national credit bureau, Credit Information Bureau of India Limited (CIBIL), in 2000. CIBIL provides credit information reports to its members, containing the credit history of both commercial and consumer borrowers.

## Online communication:

ICICI Bank Internet Banking is simple, convenient, 100% secure, and lets you carry out a wide range of banking transactions and access numerous Net Banking features in just a few clicks. Now, say goodbye to long queues and unwanted delays. With ICICI Bank, Net Banking instantly unlocks a better lifestyle anytime and anywhere.

# SWOT

## Strengths:

- India's Second Largest Bank and First Largest Private Sector Bank.
- ICICI Bank is the second-biggest bank in terms of overall assets and market share.
- ICICI Bank has a Revenue of Rs. 67803 Crores (US 9.5 Billion).
- ICICI Bank has 84922 Employees.
- ICICI total assets are Rs. 4062.34 billion and reported a cumulative after-tax income of Rs. 51.51 billion, in 19 countries.
- According to financial analysts, one of the major strengths of ICICI bank is its solid and consistent balance sheet and financial statements.
- ICICI's marketing and advertising campaigns are of decent scope compared to other Indian banks.
- ICICI Bank Services are good.

## **Weakness:**

- Customer service for the ICICI segment is not doing well when it comes to complaining resolution.
- Customer disputes against ICICI are high.
- The ICICI bank has the most strict debt and loan repayment programs, and interest payments programs. They hire a third-party agency to handle the management of recovery.
- Consumer attack and harassment issues often arise while recovery and credit payment notices are sent well before the deadlines that bother the customers.
- The charges for the banking operation are comparatively growing.

## **Opportunities:**

- In the next three years, Banking Sector growth is projected to rise at a rate of 17 percent.
- In rural areas, the idea of saving in banks and investing in financial products is growing, as more than 62 percent of India's population is still in rural areas.

- ICICI Bank plans to open 1500 new branches over the next four years.
- Because of its financial resources, ICICI will buy small and non-performing banks.
- ICICI bank is expected to have a credit growth of 20 percent in the coming years.
- ICICI bank retains the minimum sum of unrealized assets.

## **Threats:**

- RBI allowed foreign banks to invest in Indian banking up to 74 percent.
- Banks in the government sector are pushing to modernize the capacity to reduce customers moving to new age banks.
- Though the acquisition of customers is high on one hand, the unsatisfied customers are rising and making them turn to other banks.
- Emerging Technology is also a major threat to the Banks.
- Cryptocurrency is also a threat to banks.

# Competitors 2: IDBL Bank

## USP:

IDBI Bank Ltd. touches the lives of millions of Indians through a wide array of banking products and services. Besides, the Bank has an established presence in associated financial sector businesses including capital market, investment banking and mutual fund business.

## Online Communication:

The phishing email may also direct you to a spoofed website or pop-up window, which looks exactly like the real site. Phishing is an increasingly common type of scam in which personal data such as credit card numbers and online banking passwords are stolen for fraudulent use.

# SWOT

## Strengths:

- Industrial banking expertise for businesses provided by IDBI bank
- IDBI has state of art IT support and technological innovations
- Customised banking solutions for individual as well as corporate clients
- Has a strong employee base of over 15,000
- IDBI bank has a strong legacy since its inception in 1964
- The bank has 3000+ ATMs and 1800+ branches include international presence in Dubai
- IDBI has the backing of the government of India, which is a huge boon

## **Weakness:**

- IDBI has a smaller presence in the rural market.
- IDBI has far fewer branches and ATM networks than the other big financial institutes.
- IDBI primarily provides commercial banking services, with individual banking services accounting for the majority of its revenue.
- The customer service desk is inefficient, and a variety of customer issues remain unsolved.
- IDBI Bank receives a high volume of customer complaints about service fees.

## **Opportunities:**

- IDBI is part of the government, thus, there is a considerable possibility that government initiatives will be implemented.

- IDBI offers global opportunities as management focuses primarily on worldwide expansion in the coming years.
- IDBI provides a wide range of financial services to India's expanding industrial and economic developments.
- It is the only public-sector bank whose website includes social media plugins. The brand's recognition is increased, and its clients are better treated.

## **Threats:**

- IDBI faces stiff competition in terms of new market development from both government and commercial banks.
- The RBI has allowed up to 74 per cent FDI in Indian banks.
- To retain loyal customers, the bank must focus on enhancing customer happiness.



# Competitor 3: HDFC Bank Limited.

## USP:

enables seamless delivery of home loans as a part of its wide product suite catering to urban, semi urban and rural India. As of February 29, 2024, the Bank's distribution network was at 8,192 branches and 20,760 ATMs / Cash Recycler Machine ( Cash deposit & withdrawal ) across 3,836 cities / towns.

## Online communication:

The quarterly and half-yearly unaudited / audited financial results of the bank are published in the newspapers, viz. the Business Standard in English and Mumbai Sakal / Navshakti in Marathi (regional language). The results are also displayed on the Banks web-site at [www.hdfcbank.com](http://www.hdfcbank.com).

# SWOT

## Strengths:

- One of the top new-generation private sector banks is HDFC.
- In more than 800 Indian cities, HDFC Bank has more than 4500 branches and 12000 ATMs.
- Current CBS in all of its branches
- Massive employee base, including more than 80,000 people.
- HDFC collaborates extensively with businesses on employee salary accounts
- Acquisitions have improved the bank's operations.
- HDFC Bank has been acknowledged with numerous banking accolades and has been in charge of countless CSR initiatives.
- It provides a range of services, including NRI services, mobile banking, apps, and online banking.

## **Weakness:**

- According to nationalised banks, HDFC has a lower rural penetration rate.
- Share of the market growth is constrained by competition from banks in both the public and private sectors.

## **Opportunities:**

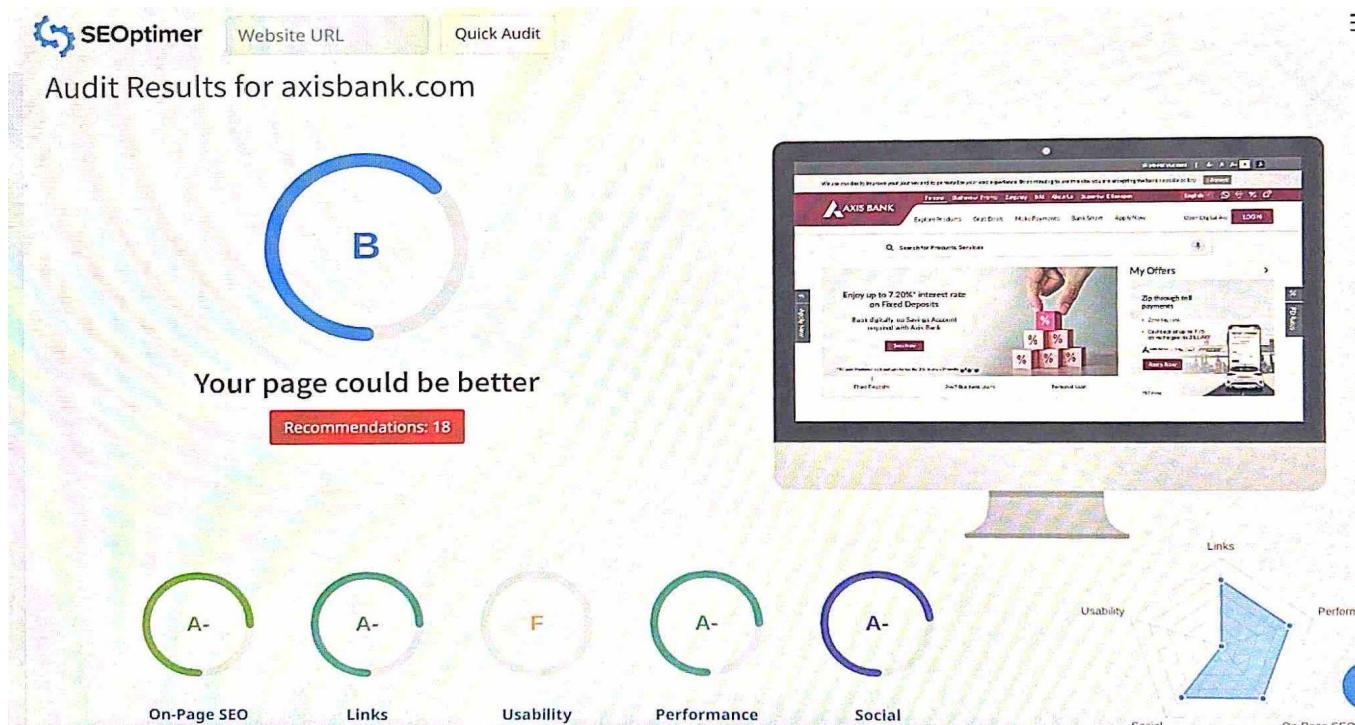
- HDFC's business can benefit greatly from mobile, internet, and other banking services.
- HDFC can expand its venture into rural areas.
- Creating increasingly complicated products to meet the industry's growing requirements.

## **Threats:**

- Competitors expanding their business could harm HDFC's operations
- New banking licences and rules may affect business.

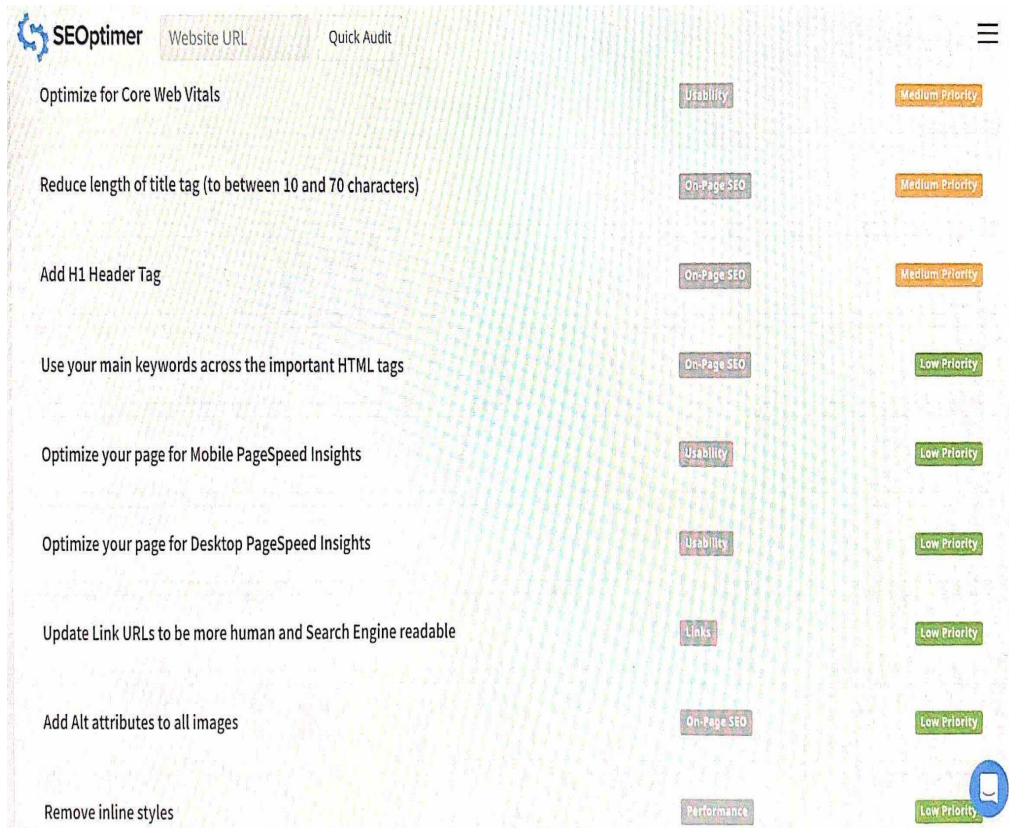
# PART 2: SEO & KEYWORD RESEARCH

## SEO AUDIT



The website has a fair SEO score however it can be improved in certain aspects such as link building & Usability.

# SEO AUDIT



| Optimize for Core Web Vitals                                 | Usability   | Medium Priority |
|--|-------------|-----------------|
| Reduce length of title tag (to between 10 and 70 characters) | On-Page SEO | Medium Priority |
| Add H1 Header Tag  | On-Page SEO | Medium Priority |
| Use your main keywords across the important HTML tags        | 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    |
| Update Link URLs to be more human and Search Engine readable | Links       | Low Priority    |
| Add Alt attributes to all images                             | On-Page SEO | Low Priority    |
| Remove inline styles   | Performance | Low Priority    |

Here are some points of how the website can improve its SEO

- Optimise image & other assets by compressing them.
- Remove duplicate H1 Tags.
- Starts with off page activities such as link buildings.

# KEYWORD RESEARCH

- Research relevant keywords to Axis Bank, Services.
- Analyze keywords competitiveness and search volume.
- Identify opportunities for targeting long-tail keywords.
- Ensure proper integration of keywords into website content, meta tags, headings etc.

## **KEYWORD OBJECTIVES: Sales Oriented**

- Axis bank.
- Axis mutual Fund.
- Sending money from india to USA.
- Makemytrip.
- Bookmyshow.
- Credit Cards.

# On Page Optimization

## **Focus Keywords:**

Axis Bank, Axis Mutual Funds, Send Money From India To Usa, Bookmyshow, Makemytrip, Credit Card.

## **Meta Title:**

"Axis Bank: Simplifying Finances and Travel | Axis Mutual Funds, MakeMyTrip, BookMyShow, International Money Transfers, Credit Cards"

## **Meta Description:**

"Discover seamless banking solutions with Axis Bank, including international money transfers from India to the USA, convenient booking options for travel and entertainment through MakeMyTrip and BookMyShow, diversified investment opportunities with Axis Mutual Funds, and tailored credit card offerings. Experience the ease of managing your finances and enhancing your lifestyle with Axis Bank."

# On Page Optimization (Content Optimization)

**Title: "Unlocking Convenience and Rewards: A Guide to Axis Bank Credit Cards"**

## **Introduction:**

In today's fast-paced world, having a reliable and versatile credit card can make all the difference in managing your finances efficiently. Axis Bank, one of India's leading financial institutions, offers a range of credit cards tailored to suit diverse lifestyles and preferences. Whether you're a frequent traveler, a shopaholic, or a savvy spender, there's an Axis Bank credit card designed just for you.

## **Understanding Axis Bank Credit Cards:**

Axis Bank credit cards are not just about convenience; they're about enhancing your lifestyle and rewarding your spending habits. With a variety of card options available, you can choose the one that best aligns with your financial goals and lifestyle choices.



## Types of Axis Bank Credit Cards:

1. **Travel Credit Cards:** Ideal for globetrotters, these cards offer attractive travel rewards, lounge access, and exclusive privileges such as travel insurance and concierge services.
2. **Rewards Credit Cards:** Perfect for those who love to shop, dine out, or indulge in entertainment, these cards earn you reward points on every purchase, which can be redeemed for a range of exciting gifts and vouchers.
3. **Cashback Credit Cards:** Designed for the budget-conscious consumer, these cards offer cashback on various spending categories, helping you save money with every swipe.
4. **Lifestyle Credit Cards:** Tailored for individuals who appreciate luxury and exclusivity, these cards provide access to premium experiences, discounts on dining and entertainment, and complimentary memberships.
5. **Premium Credit Cards:** Premium credit cards are designed for high-net-worth individuals who seek top-tier privileges and personalized services. These cards offer an array of exclusive benefits such as dedicated relationship managers, priority customer service, luxury travel perks, access to VIP lounges, and concierge services.

## **Benefits of Axis Bank Credit Cards:**

1. **Rewards and Benefits:** Earn reward points, cashback, or discounts on every transaction, enhancing your purchasing power and saving you money.
2. **Travel Privileges:** Enjoy complimentary airport lounge access, travel insurance, and exclusive discounts on flights, hotels, and holiday packages.
3. **Lifestyle Perks:** Access exclusive events, discounts on dining, shopping, and entertainment, as well as complimentary memberships to premium clubs and spas.
4. **Financial Flexibility:** Enjoy interest-free credit periods, flexible repayment options, and the convenience of online banking services for managing your card account.

## **How to Apply:**

Applying for an Axis Bank credit card is quick and easy. You can visit the Axis Bank website or your nearest branch to explore the available options and apply online. Alternatively, you can also apply through third-party platforms or by contacting Axis Bank's customer service.

## Conclusion:

With Axis Bank credit cards, you not only get the convenience and security of plastic money but also unlock a world of rewards, privileges, and exclusive offers. Whether you're a frequent traveler, a passionate shopper, or someone who values financial flexibility, there's an Axis Bank credit card waiting to complement your lifestyle and elevate your banking experience. Apply today and start enjoying the benefits!



Axis Credit Bank.



Axis Travel Credit Card.

# PART 3: CONTENT IDEAS AND MARKETING STRATEGIES

- Taking its tagline “Badhti Ka Naam Zindagi...” seriously & tapping on the uprising of the digital era, Axis Bank has smartly chosen to operate better on technical grounds, moving up the ladder.
- The brand provides discount coupons and offers on interest rates who take loans and give gift hampers to the ones who win the lucky draws.
- They also use direct marketing to attract corporate employees and students.
- They use online as well as offline mediums to promote their brand. Offline medium includes print advertisements, television commercials, whereas online medium includes all digital channels like social media. The digital marketing strategy of Axis Bank is discussed later in the blog.



# AXIS BANK'S FULL-FUNNEL CAMPAIGN STRATEGY

Axis Bank used full-funnel marketing strategy to guide people from discovery to consideration, and subsequently encourage them to open an account. It ran campaigns at the same time: a brand awareness and a performance campaign with the objective of raising awareness and generating leads for account opening.



# STRATEGY AIM AND IDEA BEHIND THE STORY

Our purpose statement 'Banking that leads to a more inclusive and equitable economy, a thriving community, and a healthier planet' shall continue to guide our approach and serve as the plank on which our decisions are based for action-taking. AXIS Bank focused on positioning itself as a modern and progressive financial partner. Emphasis was placed on innovation, customer service, and a commitment to excellence. To be the preferred financial services provider excelling in customer service delivery through insight, empowered employees and smart use of technology.

Banking that leads to a more inclusive and equitable economy, a thriving community and a healthier planet. As a large-scale financial institution in India, we play a key part in shaping and driving positive changes within the country. In this path, we remain 'Dil Se Open' to doing all that we must and to safeguard all those who continue to trust us throughout the challenges.

# CONTENT IDEAS AND MARKETING STRATEGY

Despite smoothly moving upwards through digital platforms, Axis Bank has integrated a new philosophy of blending a human touch into their services. Here are some of the digital campaigns of Axis Bank:

- In 2020, 'Dil Se Open' was a fresh initiative taken by the bank to promote a campaign that offers deals on more than 1,00,000 products on purchase through the bank's credit and debit cards.
- The complaints ratio had decreased to 0.29 per 1000 consumers, far lower than the industry benchmark of 0.40.
- In 2018, 'Experience Axis' featured its brand ambassador, Deepika Padukone promoting the brand by availing exciting benefits such as getting 20% off on Zomato orders, 25% off on Uber rides, etc.



\*T&C Apply

ADDITIONAL  
**5% OFF\***  
ON SELECT  
ONGOING SALES





# PART 4: CREATION AND CURATION.

The Social Media strategy of Axis Bank was somewhat disappointing, to say the least, but has started improving in the past few years. Here is a quick summary of their digital presence on social media platforms:

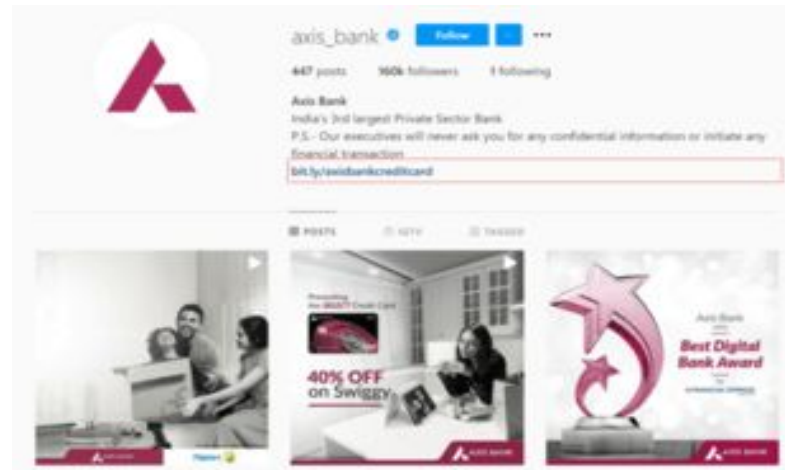
## **Facebook & Twitter:**

The Bank has a good presence on these social media platforms but the engagement rate with their followers should be much higher for a company in their position.

They must be open to what the consumers think & expect from the brand, and be receptive to their suggestions to make the services better. Regardless, the bank did a great job when it came to advertisements. So much so that Facebook conducted a case study on how Axis Bank used Facebook Ads for brand awareness and revenue generation.

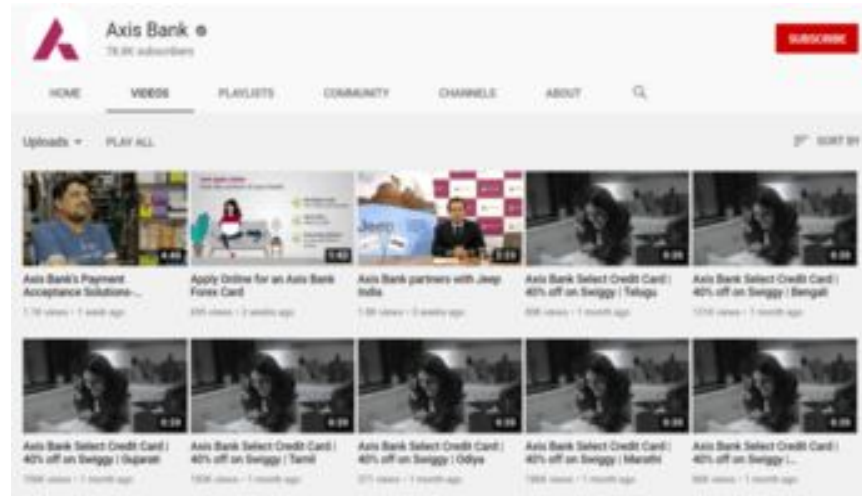
# Instagram:

The brand is very active on Instagram and consistently communicates information about its products. They assist with all the queries of their customers. One tool that could benefit the brand more though would be using reels. Having the much useful 'reels' feature incorporated in our Instagram feeds, the brand should reap the benefits of this new high-engagement and reach driving tool. They should find more interesting ways of interacting with the followers, like giving out tips & tricks related to banking & finances to the common masses.



# Youtube:

The brand posts its campaign videos and videos for its product promotion on YouTube. Apart from this, they can easily hold more authority in the market by making some videos on the guidelines, and knowledge needed to a person who's never been to a bank or doesn't know how accessing financial services works.



# PART 4: CONTENT CREATION AND CURATION

## 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.

Some of them are:

<https://pixabay.com/videos/>

<https://www.pexels.com/videos/>

<https://www.canva.com/>

