

# **Comprehensive Digital Marketing Project Work**



**SMARTBRIDGE**  
Let's Bridge the Gap

## **Student's Declaration**

I, KANNA BHAVANA a student of A.M.A.L degree college Program, Reg.No.120120103060 the department of commerce college do hereby 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 AMAL DEGREE COLLEGE ANAKAPALLI. (Name of the college)

k.bhavana

[ signature ]

## **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 student 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. R.Dhanaji 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. Niranjana kumar Sir” and “J. Samrajyam Sir” 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. Jayababu Sir for giving me this great opportunity to Do a project on ICICI BANK (topic name). Without their support and suggestions this project would not have been Completed.

k.bhavana

[signature]

## Team members:

- Team member 1: **KANNA BHAVANA**
- Team member 2: GOLLAVILLI TULASI RAO
- Team member 3: GORLI NAVEEN
- Team member 4: GURRI SYAM



## 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).

**Mission/Values:**



**USP:**

ICICI Bank (Industrial Credit and  
Investment Corporation of India)

In Banking ICICI stands for “Industrial Credit and Investment Corporation of India”. It is India’s premier banking and financial services institution. It is the third-largest bank in India. ICICI was started in 1955 by the initiative of the World Bank. The main purpose of its establishment was to forward short- and long-term finances to Indian businesses. The headquarter of the bank is at Mumbai, Maharashtra and its registered office is at Vadodara, Gujarat. The bank has subsidiaries in the United Kingdom and Canada. Branches in USA, Singapore, Bahrain, Hong Kong, Sri Lanka, Qatar, Oman, Dubai International Finance Centre, China and South Africa.

## USP:

Parent Company	ICICI Bank Limited
Category	Banking
Sector	<a href="#">Banking &amp; Financial Services</a>
Tagline/ Slogan	Khayal Aapka; Hum hainna
USP	ICICI is the most efficient and tech Savvy bank in the Indian banking industry



1. Brand logo:



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

- **Analyze Brand Messaging:** Brand messaging is how your brand speaks. It's streamlined communication about your business, informed by strategy to convey your unique [value proposition](#) (your brand promise) to your target audience. The purpose of coordinating your brand messaging is to ensure that you're saying the right things at the right time, and that in doing so, you're encouraging others to share about your business. Effective brand messaging influences PR and the way others feel about your business.
- **Examine the brand's tagline:** ICICI Bank (**Industrial Credit and Investment Corporation of India**) is an Indian multinational bank and financial services company headquartered in Mumbai. It offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels and specialized subsidiaries in the areas of investment banking, life, non-life insurance, venture capital and asset management.

# 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 brand, examine their USPs and online communication.

**Competitor 1:** State Bank of India (SBI) provides a wide range of banking services. The Company offers personal banking solutions, agricultural and banking services, NRI services, international banking, SME solutions, and corporate banking products and services. It also provides access to mobile and internet banking.

**Competitor 2:** AXIS Bank Limited provides various banking and financial products and services to corporate and retail customers primarily in India. The company operates through four segments: Treasury, Retail Banking, Corporate/Wholesale Banking, and Other Banking Business. The overseas operations of the Bank

### Competitor3:

HDFC Bank is a provider of financial products and services which operates in Treasury, Retail Banking, Wholesale Banking, and other banking business segments. Its treasury solutions include foreign exchange and derivatives, local currency money market and debt securities, and equities.



# 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.

A target audience is a group of people with demographics and interests that align with your brand. Finding your target audience can help you ensure you're delivering the right message to people most likely to purchase from you. In this article, learn how to customize your marketing plan to align with your target audience's interests and improve sales.

Target market is a broad identification of your buyer group . Buyer personas are fictional customer profiles that represent each target audience.

## 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.

ICICI Bank is a leading private sector bank in India. The Bank's total assets stood at ₹ 14,15,581 crore at June 30, 2022. ICICI Bank currently has a network of 5,534 branches and 13,222 ATMs across India.

Banking helps business through a variety of services like providing long-term and short-term finance, arranging remittance of money, collection of cheques and bills etc., helping in raising of capital by acting as underwriters etc.

Savings Account. An account that delights you with rewards, security and ease of banking. ...

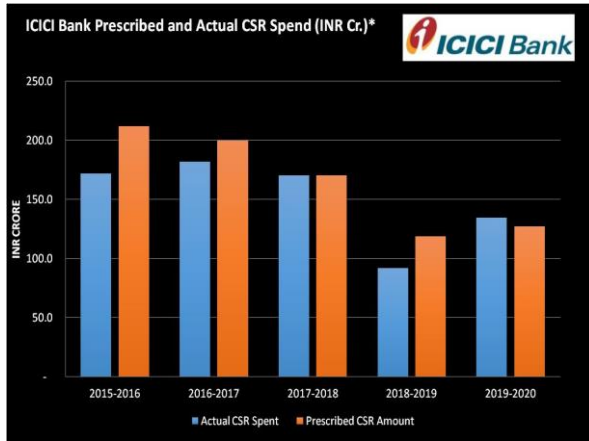
Family Wealth Account.

Home Loans. .

Car Loans. .

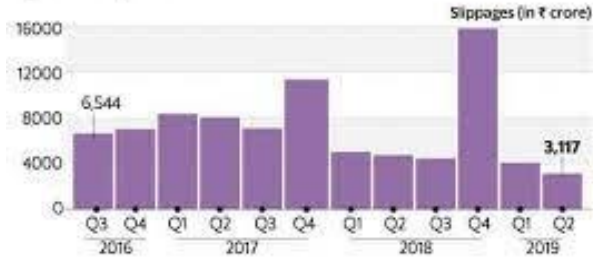
Foreign Exchange Services. .

Demat Account.

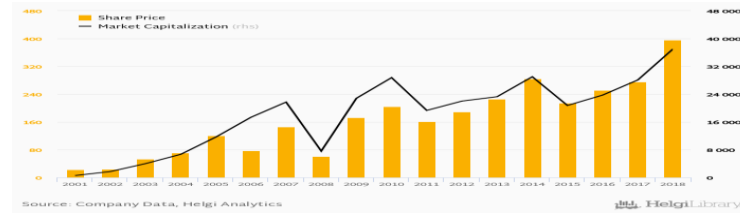
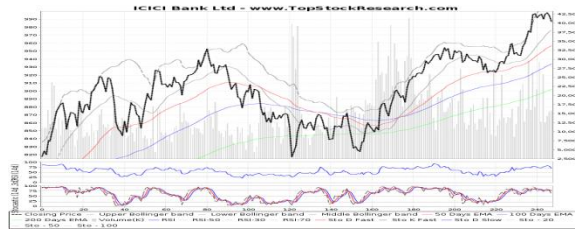


## Slippages at multi-quarter low

ICICI Bank's slippages moderated sharply to ₹3,117 crore in the September quarter



Source: ICICI Bank Earnings Presentations





## 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

1. ICICI Bank (Industrial Credit and Investment Corporation of India), third largest bank in India in terms of market capitalization is changing the face of banking & financial services in India. With 70,000+ employees ICICI is competing with some of the biggest names in the Indian market in banking financial services industry namely State bank India, HDFC, Punjab national bank and many others



## Part 3: Content Ideas and Marketing Strategies

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



## 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

## **Format 1:** Blog article

**Aim:** The objective of ICICI bank is to meet the needs of the private industry for long and medium-term funds in the private sector. In general terms, the main functions are: Assistance in the formation, development, and modernization of business in the non-public sector.

**Ideas:** ICICI's Social friendly strategy is doing a bang up job of building a community of loyal fans around itself job on three platforms – Facebook, Twitter and YouTube. It is innovative in tapping onto new customers in the market

## **Format 2:** video

**Aim:** It is ICICI Bank mobile application which enables customers to connect face to face with ICICI Bank Customer Care executive through video calls and resolve their queries on the go, 'Round The Clock'.

**Ideas:** The Video KYC system simultaneously uses artificial intelligence based facial recognition feature to match the customer with his/her photo available on the Aadhaar site. The Bank's system records and stores all Video KYC

## Format 3: Creative

**Aim:** After bagging ICICI's corporate business, Ambience has now picked up the financial major's global money transfer business. The account was won following a multi-agency pitch and is pegged in the region of Rs 7-8 crore.

**Ideas:** It offers a wide range of banking products and financial services for corporate and retail customers through a variety of delivery channels and specialized subsidiaries in the areas of investment banking, life, non-life insurance, venture capital and asset management.



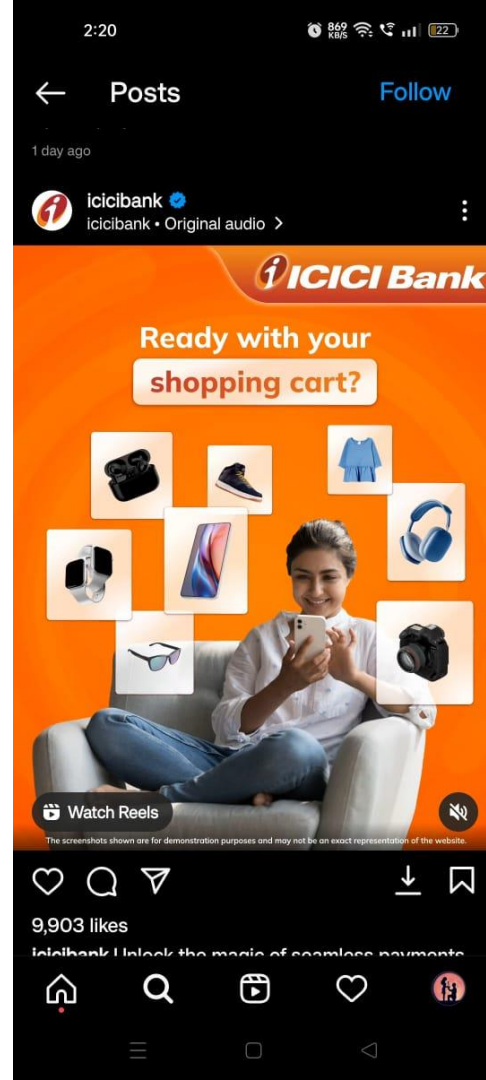
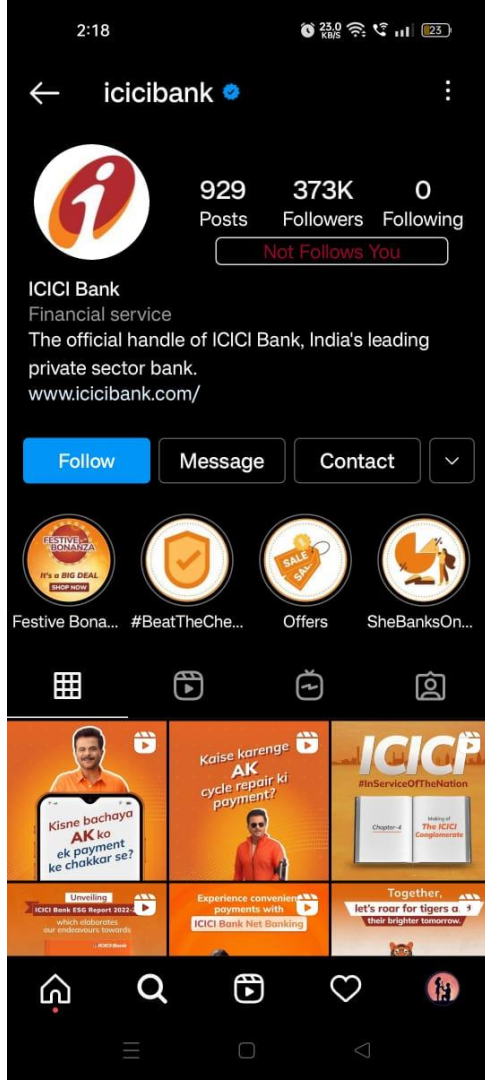
## Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

# 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)

# 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.

Video KYC is an additional mode through which users can complete the KYC for their accounts within just a few minutes. During the process, customer's KYC documents are verified and their signatures are recorded through a video call with a bank officer, thus doing away with the need of physically visiting a bank branch



## **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:**

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

This review is a part of our 'Social Media Strategy Review' series where we do a 360degree analysis of a brand's entire social media activity. You can read the reviews of more [FACEBOOK](#) [TWITTER](#)

As we continue to be cautious in the current situation, this  
**15<sup>th</sup> on Protection Day**  
secure your family's future with a life insurance plan



**ICICI PRUDENTIAL**  
LIFE INSURANCE

WYU0000

**ICICI Bank** | Home Loans

**Now is the best time.**  
Make your dream home a reality at



Interest rate linked to RBI's repo rate

Enjoy the benefits of ICICI Bank Home Loans



Apply instant online.  
Home loan sanction.



Scan and choose  
from 40,000+  
approved projects

Apply online @

[loans.icicibank.com](https://loans.icicibank.com)

Give a missed call

**81008 81008**



REASSURE YOUR CUSTOMERS\*

**ON-ROAD  
SAFETY  
WITH US!**



**ICICI Bank**



\*ICICI app, that makes you to smile.  
App ratings shown here are modified representations.  
\*Based on overall evaluation: The Economic Survey 2020 - India Mobile App 5.0/5.0

Now open a PPF account using ICICI Bank iMobile app.



## 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:** 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-to-action.

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

### **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)

The graphic is a promotional email ad for ICICI Bank's Gold Loan Lead Generation program through CSCs. It features a red header with the text "CSC VLE GOOD NEWS" in white. Below this, the text "ICICI BANK GOLD LOAN" is written in red and green, followed by "LEAD GENERATION" in blue and "START" in green. To the right, there is a smaller image of a person holding a large gold coin, with the text "ICICI Bank Gold Loan LEAD GENERATION through CSCs" and "GENERATE LEADS AND LOAN" in green. At the bottom, the text "सभी वीएलई कर सकते है ये काम" is written in red.

**CSC VLE GOOD NEWS**

**ICICI BANK GOLD LOAN**

**LEAD GENERATION**

**START**

**सभी वीएलई कर सकते है ये काम**

## **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.

We learnt how to create ad campaigns and video designing and gained Practical knowledge in digital marketing.

We gradually learnt how to gain loyal customers and build brand image by Attracting target audience.

We gradually learnt how to gain loyal customers and build brand image by Attracting target audience.

**THANK YOU**