

Comprehensive Digital Marketing Project Work



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

- **Company name: HDFC Bank**
- **LOGO :**



HDFC Bank launched "Vishesh" programme for Bharat

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 is one of the big four banks in India

Category: Banking, Financial Services

Tagline/ Slogan: We understand your world

Segmentation: For people who wish to invest their money in banks

Positioning: HDFC is a bank that puts the customer first

Target Market: Corporates, HINs, Middle income group etc

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- **Analyze Brand Messaging:**



One of India's largest banks is HDFC Bank. In its marketing mix strategy, HDFC offers a wide range of products, in particular for individuals and businesses. The following are summarised in the numerous services provided by HDFC Bank. Savings accounts and deposits, salary and current accounts, deposits, safe deposit lockers, rural accounts, and pension accounts. accounts and deposits HDFC Bank provides loans to satisfy the various demands and covers personal loans, automobile loans, company loans, etc.

- **Examine the brand's tagline:**

The Indian banking sector is flourishing and is expanding. Indian banks contribute 1.7% of the world. As previously noted, the objective of the HDFC Bank is to be the Indian World Class Bank. The aim is to create a better customer franchise for different companies to become the chosen banking provider for target customer segments and the retail market, and to generate a healthy profitability growth in line with the bank's stomach for risk. Over the years HDFC Bank's target customer franchises have been effectively gaining a market share while preserving healthy profitability and asset quality.

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Competitor 1: icici Bank

USP: ICICI is the most efficient and tech Savvy bank in the Indian banking industry

Link:

<https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://www.icicibank.com/&ved=2ahUKEwjckKvt8KaAAxUDSWwGHfnHAY4QFnoECA4QAQ&usg=AOvVaw3a2QOspP9GWZFW0dgj>

- While HDFC Bank is the larger of the two lenders, ICICI Bank is continuing on its trajectory of closing the gap with its larger peer.
- HDFC Bank has maintained stable return ratios with its return on asset (ROA) remaining between 1.8 percent and 2.1 percent for the last 14 quarters. In contrast, ICICI Bank has shown significant improvement in its return ratios, achieving its best-ever ROA of 2.39 percent in Q4 FY 23.



Competitor 2: punjab national bank

USP: Punjab National Bank is one of the Big Four banks of India

Link

<https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://www.pnbindia.in/&ved=2ahUKEwiWpczg8aaAAxVpSmwGHdrbDQ4QFnoECBEQAQ&usg=AOvVaw16uFGEcDhYd03siFnnVWVUa>

- Understanding which is the best home loan for you can only be done by comparing home loan schemes of different banks such as HDFC vs PNB, both of which have attractive interest rates and other features that can make owning your home easier than ever.
- Since the interest rates, tenure, processing fees, etc., can differ from bank to bank, make an informed choice about your home loan by a thorough comparison of both.



Competitor 3: Bank of Baroda

USP: Bank of Baroda is one of the best PSU Banks with service matching that of Private Banks

Link :

https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://www.bankofbaroda.in/&ved=2ahUKEwjJ55_l8qaAAxVoTWwGHVSZDnsQFnoECBAQAQ&usg=AOvVaw3Z_rd-RAWcl636-pqh9tM1

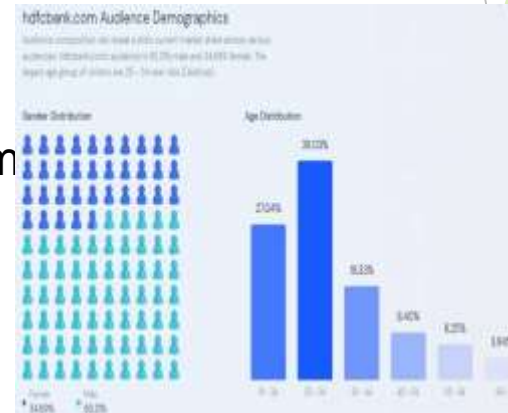
- Compare Bank of Baroda versus HDFC Bank for CEO Rating, Overall Culture Score, Brand Ranking, and other ratings. Results were generated by 67 employees and customers of Bank of Baroda and 168 employees and customers of HDFC Bank.



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

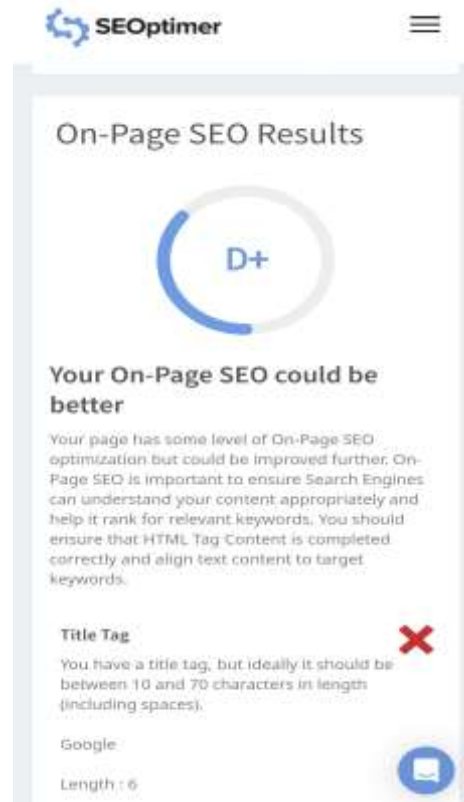
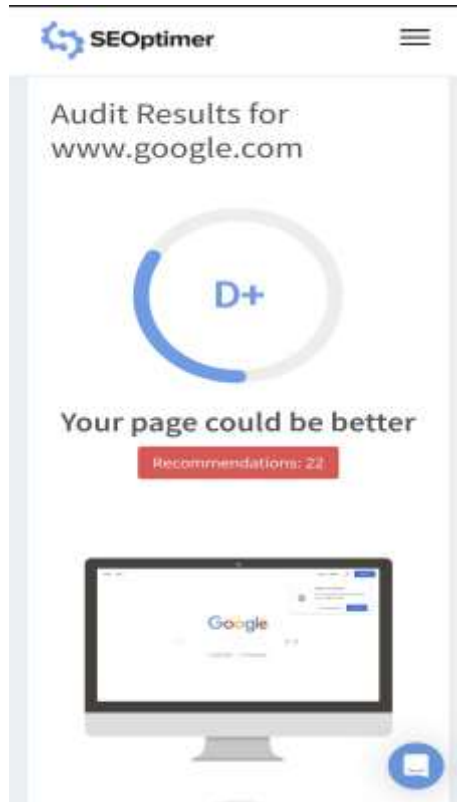
Buyer's/Audience's persona

- **HDFC BANK**
- 18-55
- women
- yes
- married/ unmarried
- metro cities like Mumbai, delhi ect.
- tier 2 and tier 3 cities
- Not Remote Villages
- 3,00,000 per annum -2,00,000 per annum
- at least 10+2
- Ads, You tube, Instagram, Facebook ,
- community platform like tv ect.



Part 2: SEO & Keyword Research

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



- **Keyword research:**
- LOANS [gold loan, Home loan],
- FINANCE
- ACCEPTING DEPOSITS
- ADVANCING LONES
- DISCOUNTING BILLS OF EXCHANGE OR HUNDIES
- TRANSFER OF MONEY
- MISCELLANEOUS FUNCTIONS.



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

https://www.google.com/url?sa=t&source=web&rct=j&opi=89978449&url=https://v.hdfcbank.com/htdocs/common/cardcontrol/index.html&ved=2ahUKEwiR1pjRn6qAAxV8XWwGHcXJBqIQFnoECBEQAAQ&usg=AOvVaw3W0Ytsvozd_7Xdo3xDNF1X

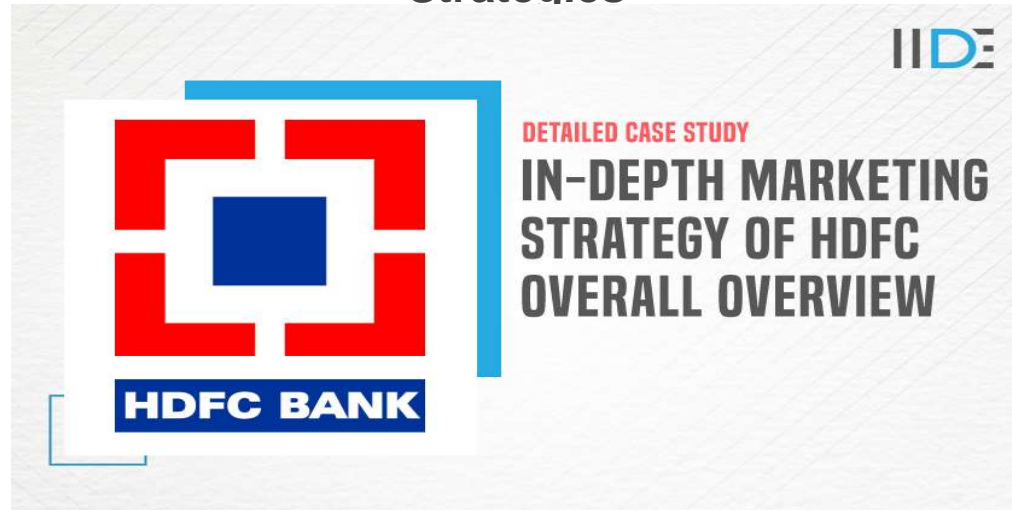
Part 3: Content Ideas and Marketing Strategies

July 2023 Social Media Holidays

JULY							2023
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
						1 National Petal Worked Day / International Petal Day #petalday #nationalpetal #internationalpetal	
2 World UFO Day #worldufoday	3	4 Independence Day #independenceday	5 National Workaholics Day #nationalworkaholicsday	6	7 World Chocolate Day #worldchocolateday	8	
9	10 National Kitten Day #kittenday	11 National Cheer Up the Lonely Day #cheerupthelonelyday	12	13 National French Fry Day #nationalfrenchfryday	14	15 Give Something Away Day #givesomethingawayday	
16 National Cherry Day #nationalcherryday	17 World Emoji Day #worldemoji	18 World Listening Day / Listen Internationally #worldlisteningday #listeninternationally	19	20 International Chess Day #internationalchessday	21 National Junk Food Day #nationaljunkfoodday	22	
23	24	25	26	27 National Intern Day #nationalinternday	28 Talk in an Elevator Day (Last Friday of July) #talkinanelevatorday	29	
30 International Day of Friendship #internationaldayoffriendship	31						

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

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 build a market-winning and competitive product/service. We will discuss their different marketing techniques in this section of the HDFC Bank case study.

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

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 ensuring the highest standards of ethical quality, 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 HDFC :

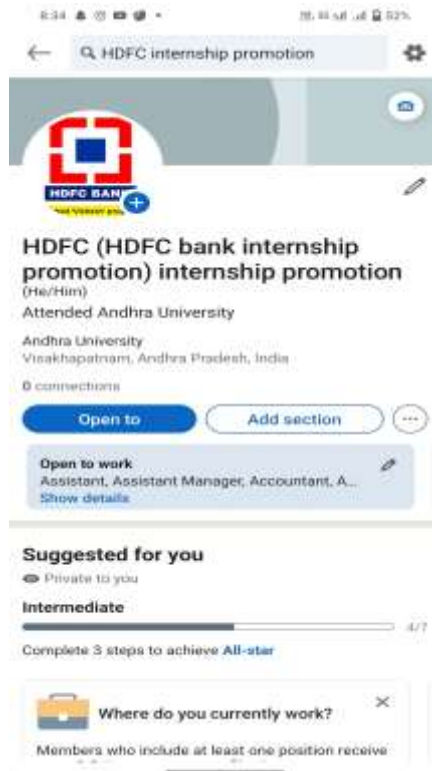
Not only business offers but the creation of brand awareness. In the simplest words, brand identity and knowledge are part of the company. Without that, another company would survive in an overloaded market. A company would not. Brand ambassadors are the friends here who can help a brand reach the next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

Competitive Analysis of HDFC :

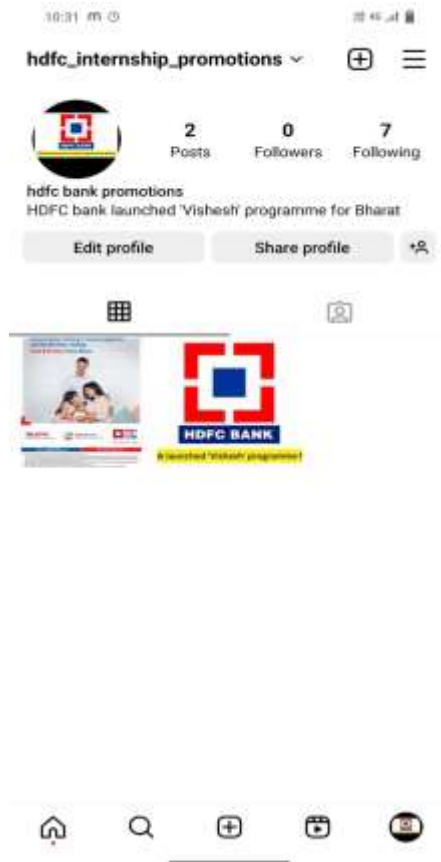
With the support of technological media such as smartphones and tabs, the HDFC Bank offers an extensive range of financial products including personal banking, SME loans, Agri loans, NRI services, and wholesale banking, which not only helps consumers to consume services more conveniently, it also lowers the distribution costs of the bank. To contact the thousand-year-old client bank, the HDFC Bank OnChat has been used to carry out e-commerce transactions via the FB messenger backed by the Techbins solutions company, Pvt. Ltd. Banks are competitive with banks and banks like ICICI Bank, Axis Banks, PSU Banks like PNB, SBI, Canara Bank, NBFC such as Indiabulls, Murugappa Group, etc.

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

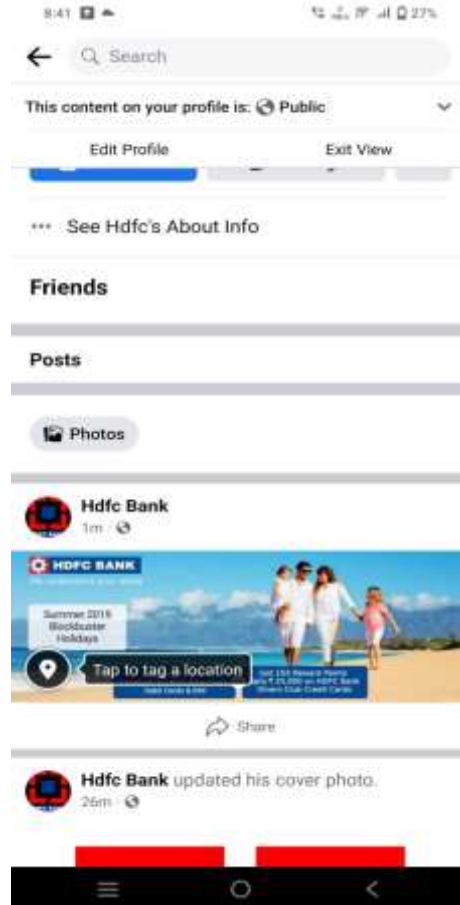
Format 1 linkedin account & Posts creation



Format 3 Instagram account & Posts creation



Format 2 Facebook account & Posts creation



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Instagram Story



Designs/Video Editing



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Social Media Ad Campaigns



HDFC BANK

HDFC Bank Personal Loan

- Disbursal in 10 Secs****
- EMI starts at ₹2187/Lac⁹**
- Minimum Documentation⁹**

#JiyoShaanSe

Disbursal in 10 seconds is available for selected HDFC Bank customers. Other customers get it disbursed later depending on 10 minutes.
EMI starting at ₹2187 is on repayment amount of ₹1 lac over for a 5 year tenure. This is a general period offer. 10% equity. Loan disbursal at sole discretion of HDFC Bank Ltd.
*Minimum credit rating of 750+ is required for approval.



HDFC Bank completes merger with
HDFC
after final board approval

HDFC **HDFC BANK**



Marketing & Advertising Campaigns of HDFC :

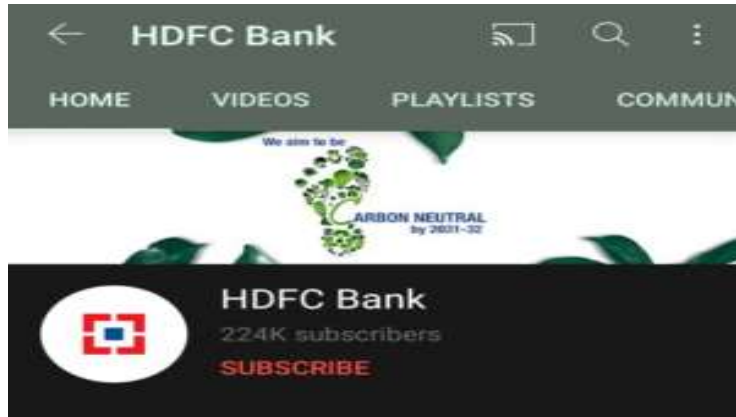
“Summer Treats”: The private sector HDFC Bank started “Summer Treats.” The bank launched a specific campaign to ease lock-out limitations to provide both traders and salaried and self-employed customers with offers. The bank will not give an EMI fee and no down payment on major appliances under the Summer Treats campaign. It also offers discounts and cashback on several brands, together with an additional 50% online reward points on the credit card.

Link : <https://youtu.be/1efrpMVoluE>

Social Media Presence of HDFC :

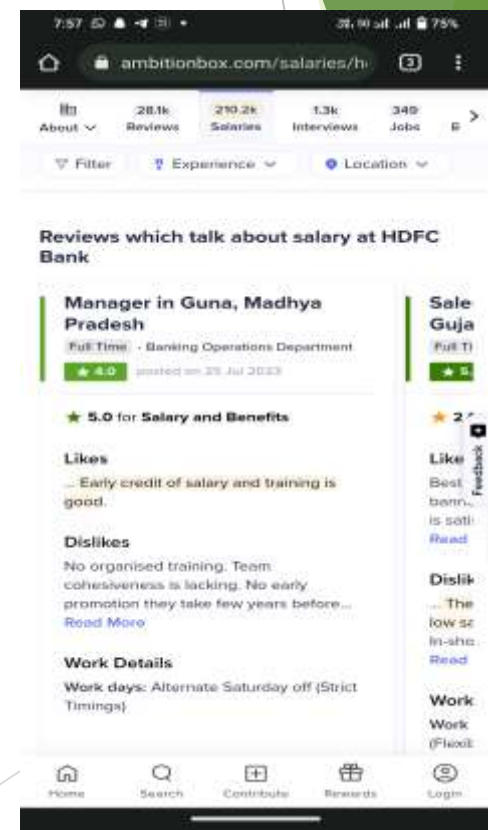
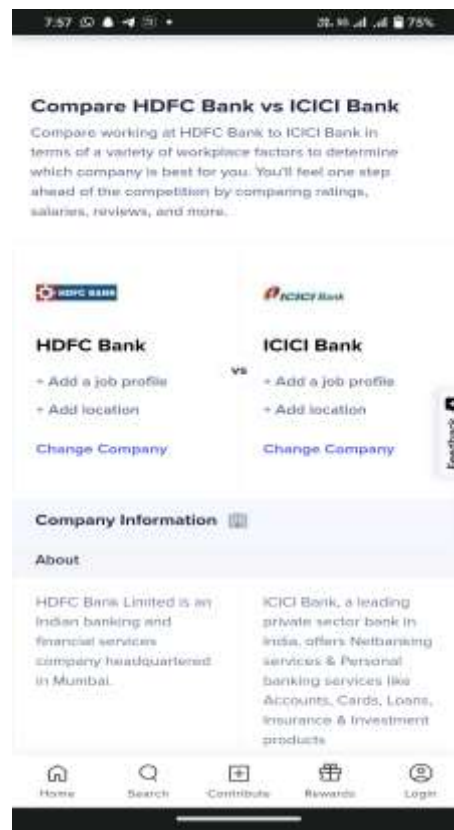
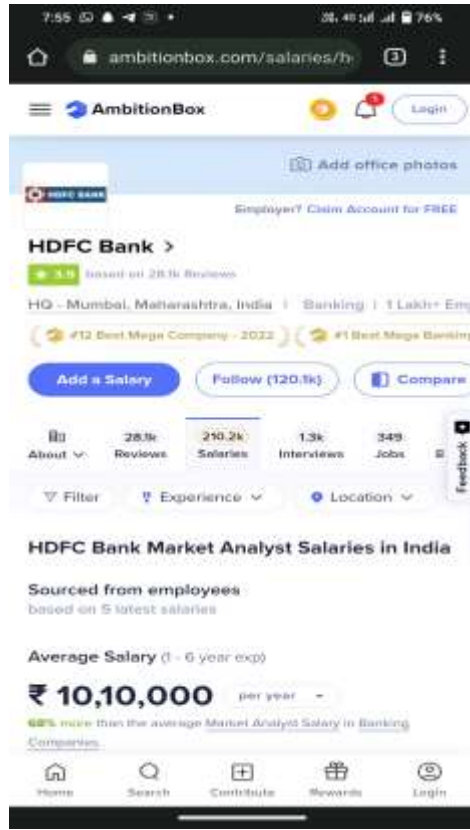
Social media are increasing rapidly and consumer interests are playing an important role in this. The bank reaches a broader section through social media, which helps them to develop a huge sense of different programs and offers. After that the presence of the bank on social media.

Here, we can see that the bank has a large number of adherents on various social media platforms, which will increase the reach of the bank in the long term.



Title : The Housing Development Finance Corporation Limited or HDFC Ltd 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.

Analysis about HDFC BANK :



Email Ad Campaign 1 - Brand Awareness

(insert emailer image)

