Comprehensive Digital Marketing Project Work

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

COMPANY/TOPIC for project: ICICI Bank

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

Brand Colours:
Orange, White

Logo:

Mission/Values:

Vision: To be the leading provider of financial services in India and a major global bank.

Mission: ICICI will leverage our people, technology, speed and financial capital to: be the banker of the first choice for our customers by delivering high quality, world-class products, and services.

USP:

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

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

COMPANY/TOPIC for project: ICICI Bank

- **Analyze Brand Messaging:**

  Fun & Informative, Awareness Posts about Frauds, Tutorials of Net Banking

  eg:-

  https://www.instagram.com/p/Cr-UC7wgORg/?igshid=MzRlODBiNWFlZA==

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

  'Khayaal Apka"

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:** HDFC BANK

https://www.hdfcbank.com/

USP-

HDFC is one of the big four banks in India

ONLINE COMMUNICATION:-

Provided Ask EVA chat box for personal assistant to help us with related queries, Chat on Whatsapp service, User generated content

➢**Competitor 2:** AXIS BANK

https://www.axisbank.com/

USP-

Customer-Centric Approach, Innovative Digital Banking, Product and Service Portfolio

ONLINE COMMUNICATION:-

Provided Ask AHA chat bot, Awareness through instagram, Police Department endorsements

➢ **Competitor 3:** PAISA BAZAAR

https://www.paisabazaar.com/

USP-

One-stop financial marketplace, Extensive product offerings, User-friendly interface

ONLINE COMMUNICATION:-

We can even reach out to them via WhatsApp, Relatable content through memes,

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, behaviors, and interests.

- **AGE RANGE**- Above 10 years (Includes minor accounts), It also providing ICICI Bank Young tar Account between the age of 1-18 years
- **GENDER**- Any Gender
- **CHILDREN**- Yes (ICICI Bank Young tar Account)
- **MARITAL STATUS**- Married/Unmarried
- **LOCATION**- Metro Cities, Tier 2 & Tier 3 Cities
- **INCOME**- >2,00,000
- **EDUCATION**- Educated/Non Educated
- **WHAT DO THEY VALUE IN THEIR PROFESSIONAL LIFE?** – Social Status, May lead better life
- **WHAT IS IMPORTANT TO THEM WHEN CONSIDERING PRODUCTS?**-Rate of Interest, Handling Charges, Hidden charges, Comparisions, Card Benefits
- **WHAT OBJECTIONS MIGHT THEY HAVE?**- Hidden Charges, Heavy interests
- **HOW DO THEY GET THEIR INFORMATION?**- SMS, Phone Calls, Internet Banking Notifications, Ads on websites
- **HOW DO THEY COMMUNICATE?**- Whatsapp, Chat bot, Instagram, E-mail, SMS, Toll free numbers etc

Buyer Persona Considerations

Demographics:
- Age Range
- Gender
- Children
- Marital Status
- Location
- Income
- Education

Professional Information:
- Job Title / Role
- Career Path
- Company Size
- Industry
- What types of tools do they use regularly?
- How is success measured?

Values & Fears:
- What do they value in their professional life?
- What is important to them when considering products?
- What objections might they have?
- What drives their decision-making process?

Goals & Challenges:
- What are their professional and career goals?
- How does your product or service fit into their goals?
- How can you help solve challenges and meet goals?

Information Gathering:
- How do they get their information?
- How do they communicate?
- What media do they consume?
- Are they members of organizations?
- What social media channels are they on?
- Do they attend conferences?
- Do they prefer videos or webinars?

Other Questions to Consider
- Are they going to be a good fit to work with your team?
- Is their organizational structure going to connect with yours?
- Do they have the budget?
- Are you connected with the right individual?

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.

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

On-Page SEO Results

A-

Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You can continue to improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag ✔️

You have a title tag of optimal length (between 10 and 70 characters).

Personal Banking & Netbanking Services Online - ICICI Bank

Length : 62

Meta Description Tag ❌

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

ICICI Bank offers a wide range of personal and business banking products and services including accounts & deposits, cards, loans, insurance, and investment products.

Length : 170

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

SERP Snippet Preview *i*

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

https://www.icicibank.com   ⋮

Personal Banking & Netbanking Services Online - ICICI Bank

ICICI Bank offers a wide range of personal and business banking products and services including accounts & deposits, cards, loans, insurance, and ...

Hreflang Usage *i*

Your page is not making use of Hreflang attributes.

Language ✓

Your page is using the lang attribute.

Declared: en-IN

H1 Header Tag Usage ✗

Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

Website URL

Quick Audit

H2-H6 Header Tag Usage   ✔

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	1	▮
H3	13	▬▬▬▬▬▬▬
H4	5	▬▬▬
H5	16	▬▬▬▬▬▬▬▬
H6	6	▬▬▬

Show details

Keyword Consistency   ✔

Your page's main keywords are distributed well across the important HTML tags.

❑LOANS

Keyword	Avg. monthly searches	Competition
car loan	50000	Low
educational loan	50000	Low
mudra loan	500000	Low

Meta Title

FInd the best loans like Car ,Educational & Mudra loans at ICICI Bank   69

Meta Description

Apply now for the feautured loans like Car loan, Educational loan, Mudra loan at ICICI Bank   91

❑LOAN RATES

Keyword	Avg. monthly searches	Competition
car loan rates	5000	Low
home loan rates	5000	Low
personal loan rates	5000	Low

Meta Title

Check the lowest loan rates of Car loan,Home loan,Personal loan   63

Meta Description

Apply for lowest rates of Car loan, Home loan, Personal loan at ICICI Bank   74

❏CHARGES

Keyword	Avg. monthly searches	Competition
credit card charges	5000	Low
debit card transaction charges	500	Low
credit card swipe charges	5000	Low

Meta Title

Check the charges of Credit card,debit card & credit card swipe charges 　　　　71

Meta Description

Apply feautured Loans like Home loan, Mudra Loan, Student Loan from HDFC 　　　　72

❏EMI

Keyword	Avg. monthly searches	Competition
gold emi online	50	High
gold emi scheme	500	Low
gold loan emi	500	Medium

Meta Title

Explore new options like gold emi online,gold emi scheme,gold loan emi 　　　　70

Meta Description

Check the interesting gold emi online, gold emi scheme,gold loan emi at ICICI Bank 　　　　82

❏ CREDIT CARDS

Keyword	Avg. monthly searches	Competition
postpaid credit card	500	Medium
fixed deposit credit card	5000	Medium
fuel credit card	5000	Medium

Meta Title

We introducing new postpaid,fixed deposit,fuel Credit cards in our Bank   71

Meta Description

Enjoy the benifits of new feautured Credit cards like Postpaid, Fixed deposit, Fuel credit cards in   108
our Bank

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

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

✓ **Date :** 3rd August

To Provide Info & Knowledge on a ICICI Bank Digital Marketing services
ICIC Bank allows to apply personal loan at online for customers. This blog will cover the details of how to apply for personal loan at your finger tips

✓ **Date :** 4th August

To promote Information & Knowledge on a ICICI Parakram Credit Cards
ICICI Introduced new ICICI Parakram Credit Card & Visualise the Benefits & Features of this Card

✓ **Date :** 5th August

Awareness on Frauds
To create a meme on Awareness about frauds of SMS links

Creating content ideas and devising effective marketing strategies is a dynamic process that involves continuous learning and adaptation. Throughout this journey, several challenges and valuable lessons can be encountered.

1.**Understanding the Audience**: One of the primary challenges is comprehending the target audience's preferences, needs, and pain points.

2. **Generating Unique Ideas**: Coming up with fresh and innovative content ideas can be difficult, especially in saturated markets.

3. **Consistency and Quality**: Maintaining a consistent flow of high-quality content can be demanding. Setting up an editorial calendar and adhering to a content creation schedule helps in maintaining quality and meeting deadlines.

4. **Content Promotion**: Even the best content may not gain traction without proper promotion. Crafting effective marketing strategies to reach the target audience across various channels is crucial for success.

5. **Collaboration**: Collaborating with influencers or other brands can amplify the reach of content and strengthen marketing efforts.

The content ideas and marketing strategies process is an iterative and learning-oriented journey

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
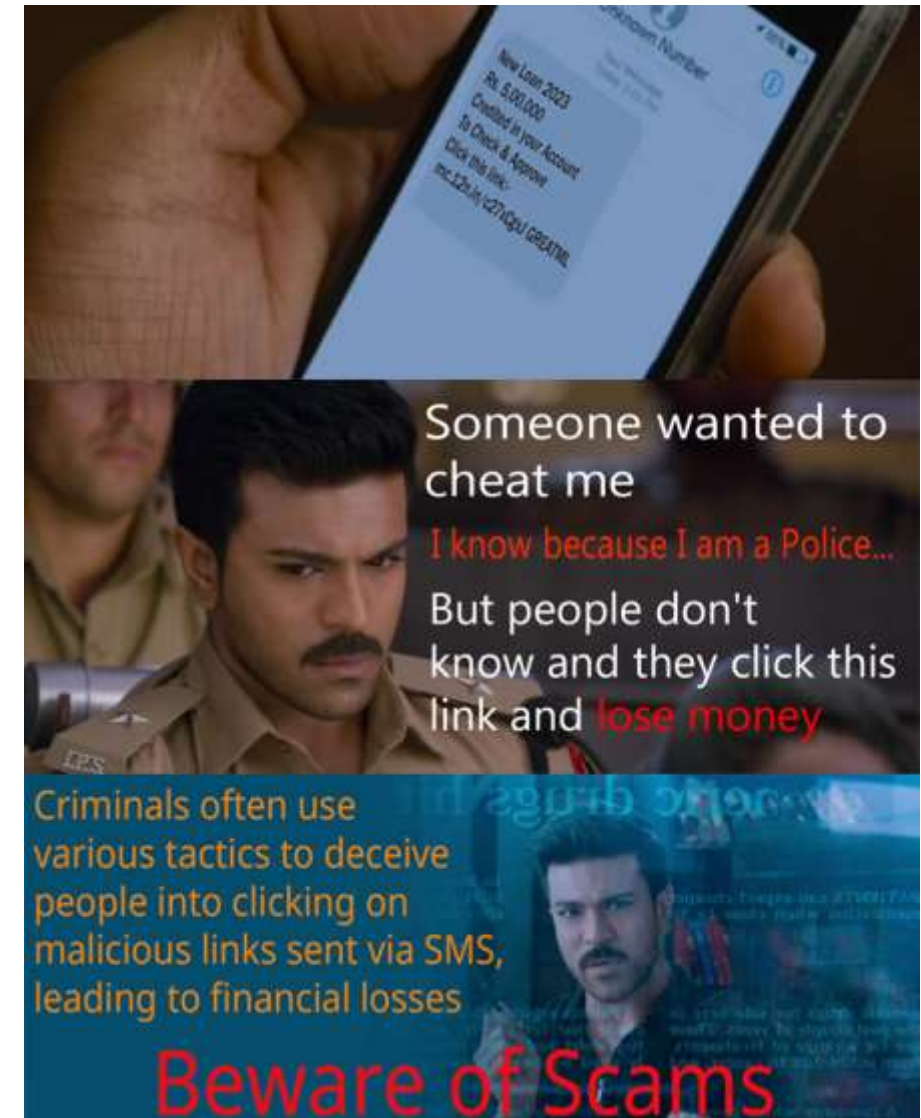
Format 2 : Video

Format 3 : Creative

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

- **Format 1** : **Blog Article**

- **Aim :** To Provide Info & Knowledge on a ICICI Bank Digital Marketing services
- **Date :** 3rd August
- **Idea :** ICIC Bank allows to apply personal loan at online for customers. This blog will cover the details of how to apply for personal loan at your finger tips
- **Topic : Here are the typical steps to apply for an ICICI Bank personal loan online:**
-    Go to the ICICI Bank official website (www.icicibank.com)
- ➢ **Explore Loan Products:** Browse through the various loan products and select "Personal Loan" to view the details
- ➢ **Check Eligibility:** Before applying, check the eligibility criteria for the personal loan. This may include factors such as age, income, employment status, credit score, etc.
- ➢ **Use the Online Eligibility Calculator:** ICICI Bank usually provides an online eligibility calculator where you can input your income, existing EMIs, and other details to get an estimate of the loan amount you might be eligible for.
- ➢ **Online Application:** If you meet the eligibility criteria and are comfortable with the loan terms, you can proceed with the online application. Look for the "Apply Now" or "Apply Online" button on the personal loan page.
- ➢ **Fill out the Application Form:** Complete the online application form with accurate and up-to-date information. You will need to provide details such as your name, contact information, employment details, income, and other relevant personal data.

➢ **Upload Documents:** You'll likely need to submit some supporting documents to verify your identity, income, and address. These documents may include:
  ➢ KYC documents (e.g., Aadhar card, passport, voter ID, etc.)
  ➢ Proof of residence (e.g., utility bills, rental agreement)
  ➢ Salary slips or income proof
  ➢ Bank statements

➢ **Agree to Terms and Conditions:** Read through the loan terms and conditions carefully. If you agree with them, provide your consent.

➢ **Submit Application:** Double-check all the details you've entered and make sure your documents are attached correctly. Once everything is in order, submit the application.

➢ **Wait for Approval:** After submitting your application, ICICI Bank will review your application and documents. If you meet their criteria, you should receive a confirmation of approval.

➢ **Loan Disbursal:** Once approved, the loan amount will be disbursed to your bank account, which you provided during the application process.

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

- **Format 2** : **Video**

- **Aim :** To promote Information & Knowledge on a ICICI Parakram Credit Cards
- **Date :** 4th August
- **Idea :** ICICI Introduced new ICICI Parakram Credit Card & Visualise the Benefits & Features of this Card
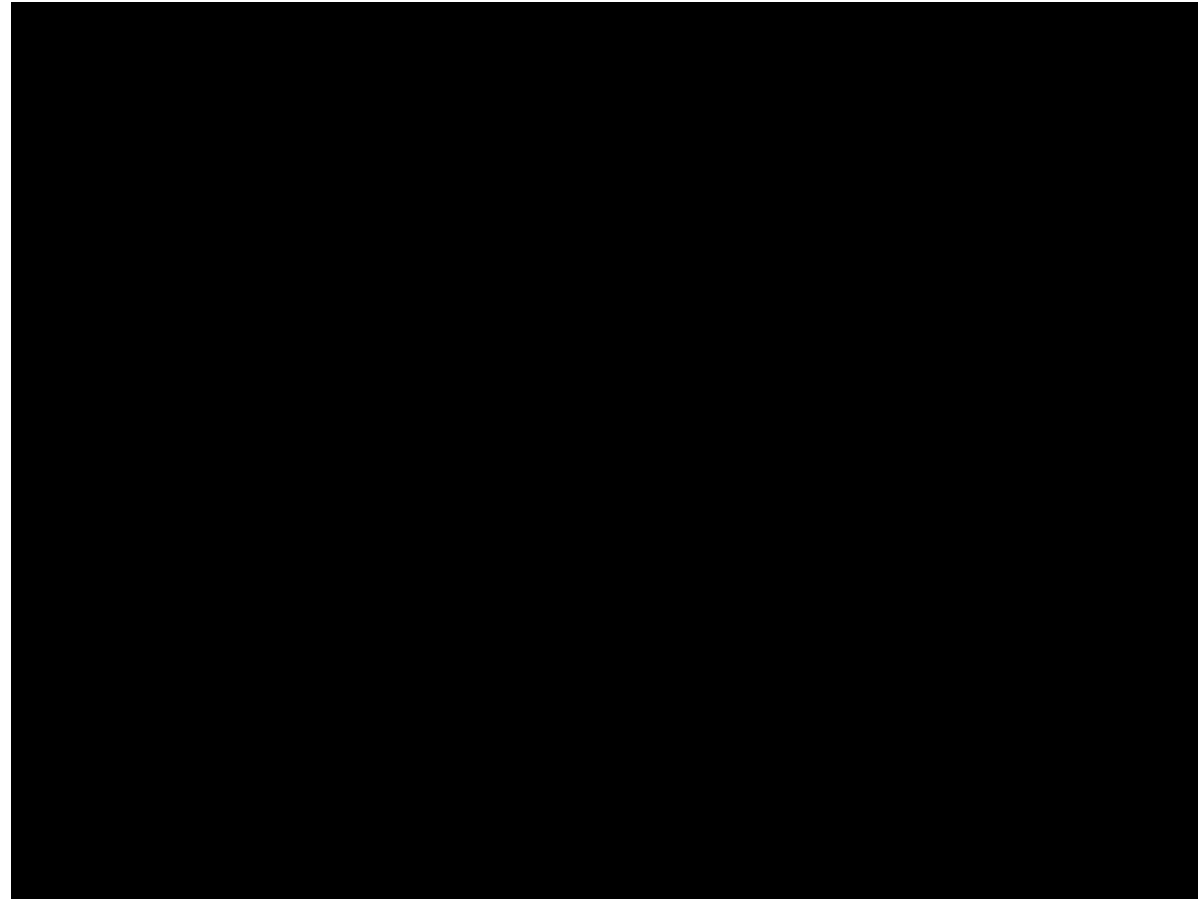- **Topic** : ICICI Parakram Select & Parakram Credit Cards
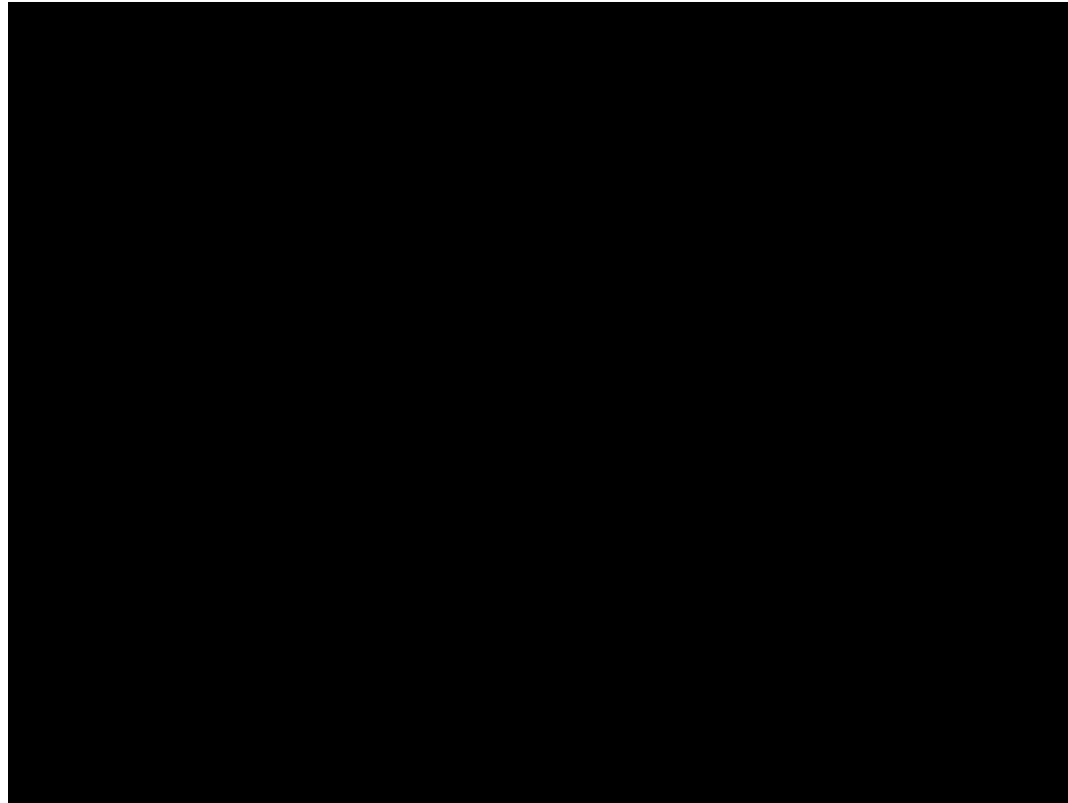
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

- **Format 3** : **Creative**

- **Aim :** Awareness on Frauds
- **Date :** 5th August
- **Idea :** To create a meme on Awareness about
- frauds through SMS links
- **Topic :** Beware of Scams

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.

Instagram Story
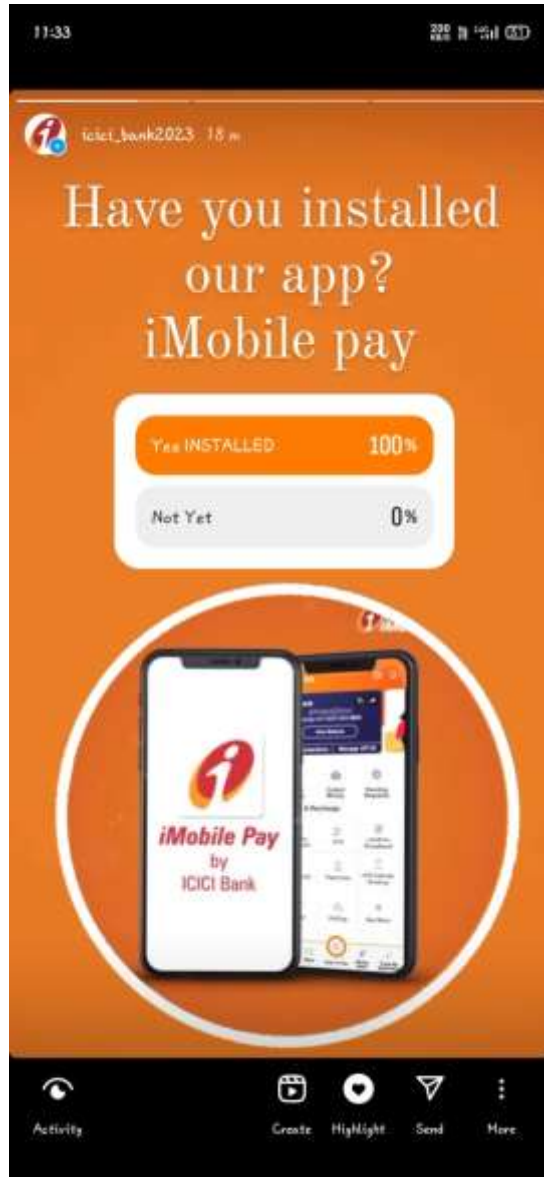
icici_bank2023 ⌄ •

0
Posts

0
Followers

1
Following

Edit Profile | Share profile

Card | Personal Loan | iMobile pay | New
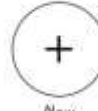
Capture the moment with a friend
Create your first post

Complete your profile
2 OF 4 COMPLETE

Add your name
Add your full name so that your friends know it's you.

Add Name

Add bio
Tell your followers a little bit about yourself.

Add Bio

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.

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

Social Media Ad Campaigns

BRAND AWARENESS CAMPAIGN:-

Targeting- Location: India, All Genders
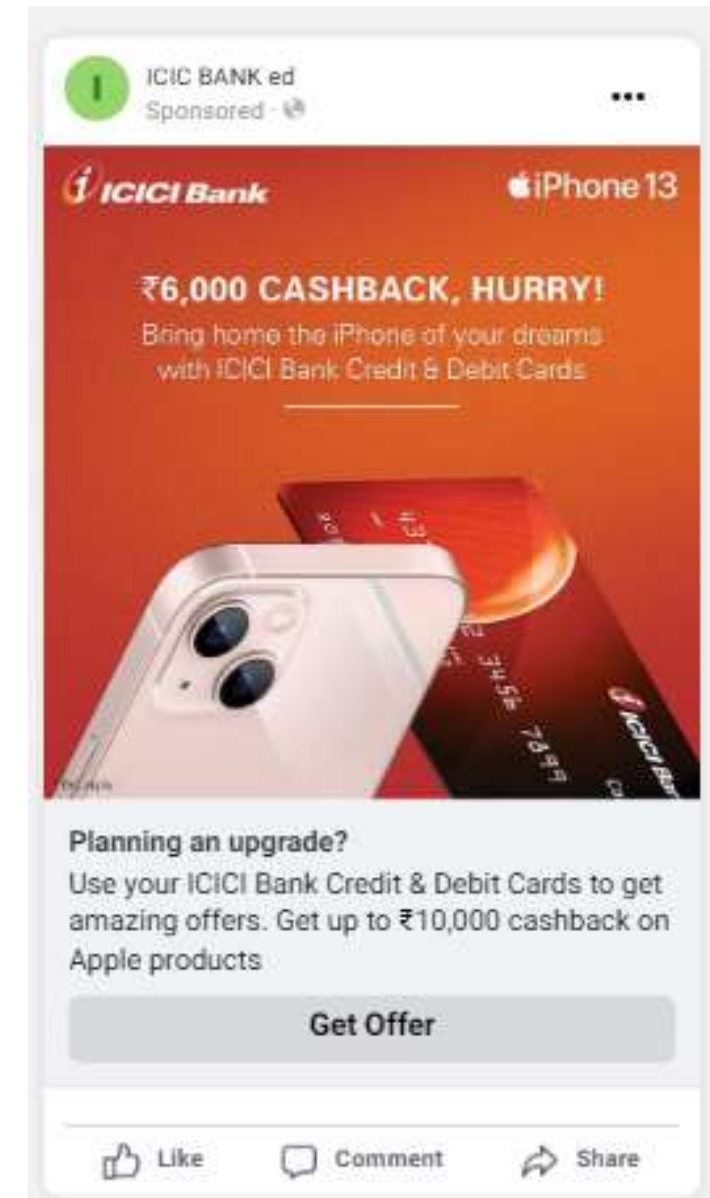Interests: Axis Bank, HDFC Bank, Yes Bank, IndusInd Bank

Social Media Ad Campaigns

DRIVING WEBSITE TRAFFIC :-

Targeting- Location: India, All Genders
Interests: Axis Bank, HDFC Bank, Yes Bank, IndusInd Bank

Social Media Ad Campaigns

GENERATING LEADS :-

Targeting- Location: India, All Genders
Interests: Axis Bank, HDFC Bank, Yes
Bank, IndusInd Bank

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.

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)

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.

  1. Consistency is Key: Maintaining a consistent tone, style, and frequency of content across platforms helps reinforce brand identity and improves audience recall.
  2.Visual Appeal: Eye-catching visuals, well-designed graphics, and professionally edited videos can significantly enhance the impact of content and ad campaigns.
  3. A/B Testing: Regularly conducting A/B + tests for ad campaigns and email subject lines allows for data-driven optimization and better results.
  4.Know our Audience: Understanding the target audience's interests, pain points, and preferences is fundamental in creating relevant and engaging content.
  5. Engage with the Audience: Responding to comments, messages, and feedback from the audience fosters a sense of community and builds trust.
  6. Long-Term Approach: Content creation and marketing are not one-time endeavors. A long-term, strategic approach is necessary to build brand awareness and achieve sustainable growth.
  In conclusion, content creation and curation, along with thoughtful design, video editing, and well-executed ad campaigns, play a pivotal role in a successful marketing strategy. By understanding the challenges and incorporating the lessons learned, businesses can create compelling content that resonates with their target audience and drives results