

## INTRODUCTION

Digital Marketing:-

It refers to the use of various digital channels and technologies to promote and advertise products, services (or) brands to a target audience. It encompasses all marketing efforts that utilize electronic devices (or) the internet. It includes strategies like SEO, social media marketing, Email marketing and many more.

As a part of Digital Marketing Internship. We should do a project with a team of 5 members. Every team should be given a brand to do the project.

The ultimate goal of this Digital Marketing internship is to drive specific action, such as increasing website traffic, generating leads, driving sales (or) building brand awareness. By leveraging various digital strategies and tools, businesses aim is to achieve measurable and impactful results.

Overview:-

As a part of the digital marketing Internship from the Smart Bridge, we are directed to do a comprehensive project for digital marketing, every team were given a brand to do the project, we were allocated with "ICICI Bank". This project is all about what ever we covered in the internship classes. We have to reciprocate what we understand in the form of project with our given brand, by increasing the business growth, through the social media ad campaigns and the email ad campaigns.

The Digital marketing project includes Brand study, competitor analysis and audience persona. continued with seo, seo audit, keyword research. We can come forward with content ideas and marketing strategies regarding our brand. And about content creation and curation which is about content post creations, video editing, Ad campaigns over Social media, Emails. with all the topics above we are going to deal in the project

The overall project report summarises the objectives, strategies, results and challenges faced while during the project about the brand "ICICI Bank".

## Purpose of the Project:-

The main goal of this project is to increase the online presence and visibility of the brand, products and services.

We used various tools for increasing the sales and business growth by SEO, social media marketing, email marketing and many more to achieve the desired goal. We can also monitor our performance of the brand after using all the tool of digital marketing by using key metrics and indicators. This project will help ICICI Bank to reach targeted audience reach, improves customer interaction and engagement, improves conversions and sales.

Digital marketing is essential in today's digital age. It enables businesses to connect with their target audience, build brand awareness, evolving market place. By harnessing the power of digital channels and data-driven strategies, businesses can achieve their marketing goals effectively.

## Literature Survey

A literature survey in the context of digital marketing can be highly beneficial for marketers and businesses. It provides valuable insights, knowledge, and data that can inform and enhance digital marketing strategies and the tactics.

It helps to gain a deep understanding of the current state of knowledge in their field. With the help of this digital marketers can make well-informed decisions, develop more effective strategies, and achieve better results in their digital marketing efforts. It allows them to continuously adopt and optimize their approaches based on the latest insights and findings in the dynamic world of the digital marketing.

In this project it helps to define the research problem, formulate the research questions, and justify the research objectives and methodology, understanding trends and best practices, gaining knowledge on digital platforms and tools.

## Existing Problem :-

1. Cybersecurity and Data Privacy Concerns:-  
with increasing reliance on digital channels, banks face cyber threats potential data breaches that can comprise customer information.
2. Customer Service and Experience:-  
Ensuring consistently high-quality customer service and enhancing customer experience across various touchpoints can be challenging.
3. Compliance and Regulatory challenges:-  
Banks must adhere to a complex web of regulations and compliance requirements, which can be time-consuming and costly.
4. Digital Transformation and Fintech competition:-  
Fintech companies are disrupting the traditional banking landscape, and make need to stay competitive through digital transformation.
5. Sustainable Banking Practice:-  
There is an increasing focus on environmental and social responsibility, and today banks are expected to adopt sustainable practices.

## Proposed Solution:-

- 1) Solution for cybersecurity and Data privacy concerns:-  
ICICI Bank should continuously invest in robust cybersecurity measures, conduct regular security audits, and educate employees and customers about online security best practices.
- 2) Solution for customer service and Experience:-  
ICICI Bank should invest in training and development for employees to provide exceptional service. Implementing customer feedback systems and adopting AI-driven chatbots can also improve the overall customer experience.
- 3) Solution for compliance and Regulatory challenges:-  
ICICI Bank should establish a dedicated compliance team to monitor changes in regulations, invest in compliance technology, and maintain open communication with regulatory authorities.
- 4) Digital Transformation and Fintech competition:-  
ICICI Bank should embrace emerging technologies, develop user-friendly digital banking platforms, collaborate with fintech firms, and leverage data analytics to offer personalised service.
- 5) Solution for Sustainable Banking Practices:-  
ICICI Bank should integrate ESG.

## Theoretical Analysis

Block Diagram :-

Comprehensive Digital Marketing for ICICI Bank.

► Brand study, competitor analysis & Buyer's Persona.

    | Research Brand Identity

    | Competitor Analysis

    | Audience Persona.

► SEO & keyword research

    | SEO audit

    | Keyword Research

    | On-Page optimisation

► Content Ideas and Marketing strategies

    | Content Idea generation

    | Marketing strategy

► Content creation & curation

    | Post creation

    | Designs / video editing

    | Social media ad campaigns

    | Email ad campaigns.

## Hardware & Software Designing :-

### Hardware requirements :-

#### 1) Computer / Laptop :-

While doing project we require computer / laptop with sufficient processing power and memory to handle various marketing tasks and software applications.

#### 2) Mobile devices :-

With the increasing mobile marketing, having smartphones and tablets for testing and optimizing mobile campaigns is crucial.

#### 3) Internet :-

A high speed internet is needed for online research and staying connected with online audiences.

### Software requirements :-

#### 1) SEO Tools :-

SEO softwares like SEMrush (or) Moz is used to conduct keyword research, track rankings and optimize website content.

#### 2) Email marketing platforms :-

Email marketing software, such as Mailchimp (or) Constant Contact, is used for creating managing email campaigns.

#### 3) Social Media Management tools :-

Platforms like Hootsuite (or) Buffer help schedule, manage social media posts.

## RESULT

A successful digital marketing requires careful planning, execution and continuous optimization. Additionally, digital marketing is just one part of a comprehensive marketing strategy, and brands often benefit from integrating digital efforts with traditional marketing channels for holistic approach.

The results of ICICI Bank digital marketing efforts are:-

- Improves brand's online visibility, reaching a broader audience and increasing brand awareness.
- It can drive more traffic to brand's website, increasing the potential for customer engagement and conversions.
- Through social media, email marketing, brands can engage directly with their customers fostering stronger relationship.
- It can generate more leads and conversions resulting in increased sales and revenue.
- Results can be tracked about campaigns and can make necessary adjustments.

## Advantages and Disadvantages

### Advantages of proposed solutions:-

- 1) Reach and Targeting :- digital marketing allows ICICI Bank to reach a broader audience and target specific demographics, making campaigns more effective and efficient.
- 2) Cost-effectiveness :- Digital marketing methods, such as social media advertising and email campaigns, can be more cost-effective compared to traditional advertising channels.
- 3) Data analytics :- Digital marketing provides access to detailed analytics and insights, helping ICICI Bank understand customer behavior, preferences, and campaign performance.
- 4) Personalization :- ICICI Bank can personalize marketing messages based on customer data, enhancing customer experience and engagement.

## Disadvantages of Proposed solution:-

- 1) Competition :- The digital landscape is highly competitive, and ICICI Bank needs to invest in creating compelling content and strategies to stand out.
- 2) Security Concerns :- As digital marketing involves data collection, there is a need to address security and privacy concerns to protect customer information.
- 3) Skill and Technology Requirements :- Implementing effective digital marketing campaigns requires skilled professionals and access to advanced marketing tools and technologies.
- 4) Digital Marketing Complexity :- The everevolving digital marketing landscape requires constant adaptation, making it challenging to maintain a consistent marketing strategy.

## Applications

Successful implementation requires dedication, strategic planning, and on-going monitoring to achieve the desired results.

There are many applications like:-

→ Social Media Marketing :- ICICI Bank can utilize platforms like Facebook, Twitter, LinkedIn, and Instagram to engage with customers, share informative content, offer financial tips, and address customer queries.

→ Content Marketing:- creating and promoting valuable content, such as blog posts, articles, videos and infographics, can position ICICI Bank as an authoritative source of financial information and attract potential customers.

→ Chatbots and AI-powered customer support:-

Implementing chatbots and AI-powered customer support can improve response times and assist customers with their banking queries 24/7.

## Conclusion

Comprehensive digital marketing project on ICICI Bank, has proved to be highly effective on achieving its objective, like increasing awareness on loans, schemes and overall bank, generating leads, boosting conversions and investments. In this project we used various online platforms such as social media and email marketing, SEO and PPC (pay per click) to reach the target audience and communicate the value proposition of product.

The project has measured and analyzed the performance of each campaign using relevant metrics and tools such as google analytics, facebook insights and mailchimp. It has evaluated the results of each campaign and suggested some ways to improve and grow.

## Future Scope

The future scope of ICICI Bank is likely to be shaped by several factors and trends in the banking and financial industry. Some key areas that ICICI Banks and other financial institutions may focus on in the future include.

1. Digital Transformation:- ICICI Bank will likely continue to invest in digital technologies and innovations to enhance its digital banking services, improve customer experiences, and stay competitive in the rapidly evolving fintech landscape.
2. Personalized Banking:- With access to vast amounts of customer data, ICICI Bank can provide more personalized and tailored banking solutions, offers, and recommendations to meet individual customer needs.
3. AI and Automation:- Embracing artificial intelligence and automation can streamline various banking processes, enhance customer support through chatbots, and optimize risk management and fraud detection.

4. Expansion of Mobile Banking: As smartphone adoption continues to grow, ICICI Bank will likely expand its mobile banking capabilities, providing customers with convenient access to a wide range of financial services.

5. Focus on customer Experience:- Building strong customer relationships and providing exceptional customer experience will remain crucial for ICICI Bank to retain existing customers and attract new ones.

6. Green and sustainable Banking:- Given the increasing awareness of environmental sustainability, ICICI Bank might adopt more eco-friendly practices and offer sustainable investment options.

This is how ICICI Bank can enhance in the future.

Comprehensive Digital  
Marketing Project Work on ICICI BANK

Team members:

1. G. Sai Keerthika
2. B. Lokeswari
3. B. Suresh
4. P. Nabila

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

## 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 proposition(USPs).

\* BRAND COLOURS: white, orange, red

\* LOGO:



\* MISSION/VALUE: ICICI will leverage our technology, and financial capital:

\*Be the banker of the first choice for our customers by delivering high quality, world-class products, and services

\*Expand the frontiers of our business globally

\*Maintain a healthy financial profile and diversify our earnings across business and geographies

\* USP: ICICI is the most efficient and tech savvy bank in the Indian banking industry and settle claims within a defined period of time.

\* TAGLINE: "HUM HAIN NA"

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

### \*ANALSE BRAND MESSAGE:

ICICI Group offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialised group companies, and affiliates in the areas of personal banking, investment banking life and general insurance, venture capital and asset management.

### \*EXAMINE THE BRAND'S TAGLINE:

A tagline or slogan is a memorable motto or phrase used in a clan, political, commercial, religious, and other context as a repetitive expression of an idea or purpose, with the goal of persuading members of the public defines target group.

ICICI bank tagline is " HUM HAIN NA ". ICICI Bank prepared his own list of bank slogan and punchlines. By roughly translated in English, it's like "I see you" which means we are here!



\*Example:

<https://instagram.com/icicibank?igshid=MzRIODBiNWFIZA>

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

### \*COMPETITOR ANALYSIS:

Select three competitors operating in the same industry as the chosen brand, examine their USPs and online communication

\*Competitor 1: <https://www.sbi.co.in/login>

\*USP: SBI is a type of bank which every Indian can trust

\*Communication: Last-mile communication to the customers by most use of SBI owned platforms-website, Emailers, social media, ATMs and through the vast network of our bank circles & SBI bank branches.

\*Competitor 2: <https://www.hdfc.com/login>

\*USP: HDFC bank is one of the big four banks India

\*Communication: Last-mile communication to the customers by most use of HDFC owned platforms-website, Emailers, social media, ATMs and through the vast network of our bank circles & HDFC bank branches.

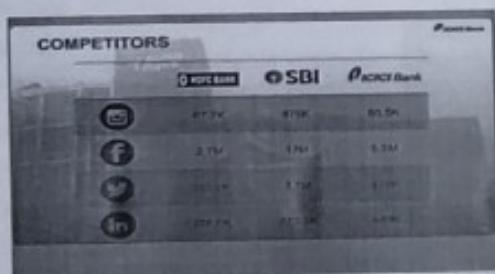




\*Competitor 3: <https://www.kotak Mahindra bank.com login>

\* USP: Professionalism in banking and it is the higher interest rate for its saving bank accounts at 6%

\*Communication: Last-mile communication to the customers by most use of HDFC owned platforms-website, Emailers, social media, ATMs and through the vast network of our bank circles & HDFC bank branches. Also, almost instant dissemination of essential information, announcements to the National Media.



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

### \*BUYER'S/AUDIENCE'S PERSONA:

Clearly define the target audience for the ICICI Bank. Let's consider the following information

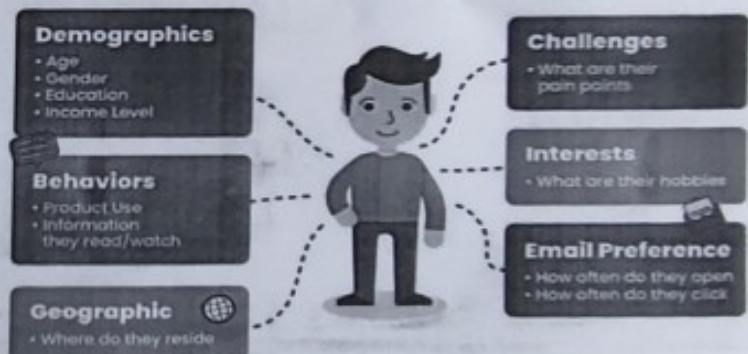
#### PERSONAL INFORMATION:

Age	:18- 65 above
Gender	: All
Marital status	:Married/unmarried
Children	: yes
Identity Proof	: Aadhar Card
Location	: rural/urban
Income	: 3,00,000 -30,0000 per annum
Education	: not specified
Marketing Platforms	: Google ads, You tube ads, television ads and Instagram, Facebook, and Twitter.
Interests	: People who prefer to create an account or take home loans and other loans with less interests in ICICI Bank



### BUYER PERSONA

#### Starter Questions



## **\*PART 2: SEO & KEYWORD RESEARCH**

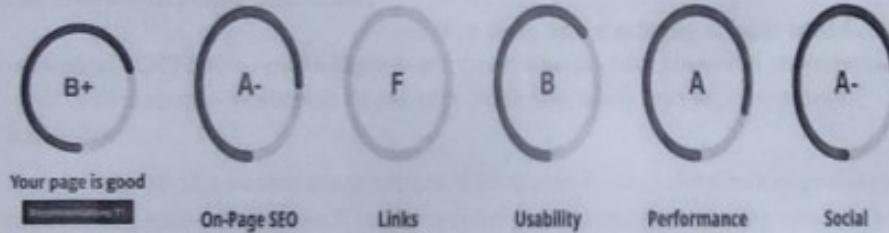
## \*PART 2: SEO & KEYWORD RESEARCH

### \*ICICI BANK SEO AUDIT:

An SEO audit is the evaluating how well our website is optimised for search engines identifies errors that can prevent your site from ranking well and opportunities that can help you rank better. An SEO audit usually covers areas like indexing and crawlability.

An SEO audit the process of analysing how well our web presents relates to best practises-it is the first step for creating an implementation plan that will have measurable results. The purpose of audit is to identify as many foundational issues affecting organic search performance as possible.

Audit Results for icicibank.com



## \*RESEARCH OBJECTIVES:

### 1. Customer Experience Enhancement:

ICICI Bank, like any other financial institution, would likely focus on improving the overall customer experience. This could involve researching and implementing innovative digital banking solutions, user-friendly interfaces, and personalized services to attract and retain customers.

### 2. Digital Transformation:

To stay competitive and meet the evolving demands of tech-savvy customers, ICICI Bank might have been keen on digital transformation initiatives. Research in this area would involve exploring emerging technologies, such as AI, blockchain, and data analytics, to optimize operations and enhance services.

### 3. Risk Management and Fraud Detection:

Managing risks and ensuring robust fraud detection mechanisms are vital for any financial institution. ICICI Bank would likely have been conducting research to improve its risk assessment models, anti-fraud measures, and cybersecurity protocols to protect both the bank and its customers.

### 4. Financial Inclusion:

With the Indian government's focus on financial inclusion and digital payment systems, ICICI Bank might have been conducting research to reach underserved populations, exploring ways to expand banking services in rural areas and providing access to various financial products.

### 5. Product and Service Innovation:

Researching and developing new financial products and services is crucial for a bank's growth. ICICI Bank might have been exploring opportunities in areas such as wealth management, insurance, investment banking etc.

\*BRAINSTORM SEED KEYWORDS:

Here are some of the brainstorm of seed keywords related to ICICI Bank:

ICICI Bank  
Banking  
Online Banking  
Internet Banking  
Mobile Banking  
Credit Cards  
Debit Cards  
Savings Account  
Current Account  
Personal Loans  
Home Loans  
Car Loans  
Fixed Deposits  
Investment  
Mutual Funds  
Insurance

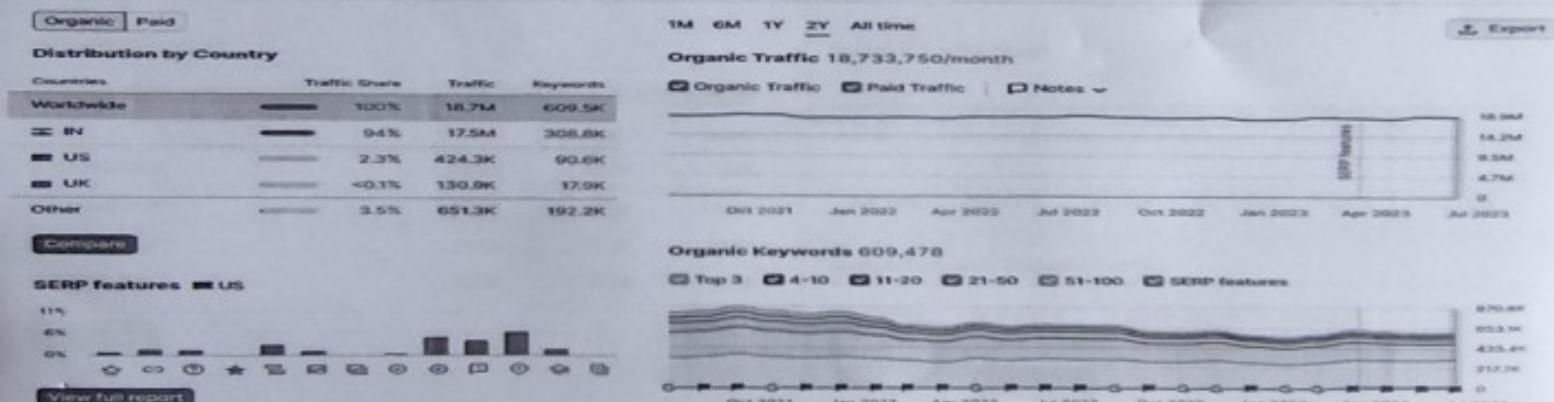
## \*KEYWORD RESEARCH:

Keyword research is the process of finding and analysing search terms that people enter into search engine with the goal of using that data for a specific purpose, often for search engine optimization (SEO) or general marketing

### \*Keyword Research for ICICI Bank:

The following are the relevant keywords of ICICI Bank that have been found after thorough research and filtering.

These keywords are further filtered as per the high and low traffic, popularity and few other criteria based on the requirement of our research.



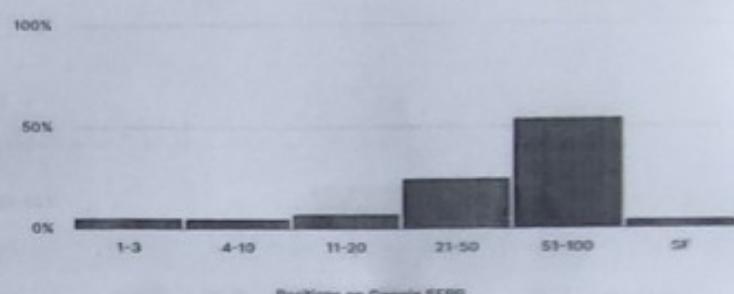
## Organic Research

## Top Organic Keywords (86,815)

Keyword	Intent	Pos.	Volume	CPC (USD)	Traffic % [F]
icici bank >>	N [E]	1	74K	1.59	13.95
icici bank login >>	N [E]	1	60.5K	2.40	11.40
icici net banking >>	N [E]	1	22.2K	0.00	4.18
icici >>	N	1	14.8K	1.36	2.79
net banking in icici >>	N [E]	1	12.1K	0.00	2.28

[View details](#)

## Organic Position Distribution

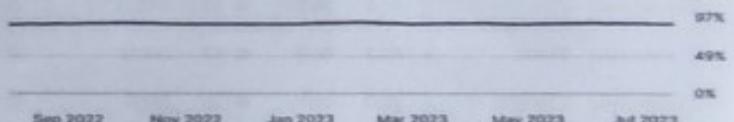


## Keywords by Intent

Intent	Keywords	Traffic
● Informational	45.5%	49.2K
● Navigational	17.7%	19.3K
● Commercial	20.5%	22.1K
● Transactional	16.3%	17.7K

[View details](#)

## Branded Traffic Trend



## Branded vs. Non-Branded Traffic



- Branded: 90.1% by 10.23K keywords
- Non-Branded: 9.9% by 80.38K keywords

[View details](#)

## \*ICICI BANK KEYWORDS:

### Keyword Magic Tool: icici bank

[View search history](#)

Database: United States ▾ Currency: USD

All Questions Broad Match Phrase Match Exact Match Related Languages

Volume ▾ KD % ▾ Intent ▾ CPC (USD) ▾ Include keywords ▾ Exclude keywords ▾ Advanced filters ▾

**By number** **By volume** All keywords: 64,000 Total volume: 458,570 Average KD: 42%

+ Add to keyword list

		Keyword	Intent	Vol.	KD %	CPC (U.S.)	Com.	SF	Results	Updated
All keywords	64,000									
> code	7,158 ⓘ	<input type="checkbox"/> icici bank	N	74,000	96 ●	1.59	0.00	8	47 ⚡	Last week C
> branch	7,156 ⓘ	<input type="checkbox"/> icici bank login	N T	60,500	69 ●	2.40	0.00	3	43 ⚡	Last week C
> card	5,698 ⓘ	<input type="checkbox"/> icici net banking	N T	22,200	60 ●	0.00	0.00	3	71 ⚡	Last week C
> number	5,601 ⓘ	<input type="checkbox"/> net banking in icici	N T	12,100	63 ●	0.00	0.00	4	100 ⚡	Last week C
> ifsc	5,297 ⓘ	<input type="checkbox"/> icici banking net	N T	8,100	52 ●	0.00	0.00	4	30.9M ⚡	Last week C
> account	4,474 ⓘ	<input type="checkbox"/> net icici banking	N T	8,100	67 ●	0.00	0.00	4	97 ⚡	Last week C
> credit	3,954 ⓘ	<input type="checkbox"/> icici net banking login	N T	5,400	58 ●	2.16	0.00	3	64 ⚡	Last week C
> online	3,220 ⓘ	<input type="checkbox"/> icici net banking	N	5,400	55 ●	0.00	0.00	5	61.9M ⚡	Last week C
> loan	3,190 ⓘ	<input type="checkbox"/> icici internet banking	N	3,600	47 ●	0.00	0.00	2	58 ⚡	Last week C
> car	2,705 ⓘ	<input type="checkbox"/> login in icici net banking	N T	2,900	57 ●	2.16	0.00	4	91 ⚡	Last week C

## ANALZE COMPETITOR KEYWORD

Create new report

What's new User manual Send feedback

### Traffic Analytics: icicibank.com

Jun 2023 Worldwide All devices Accuracy: --- Company

Get PDF Create list

Overview Audience Overview Traffic Journey Top Pages Subfolders Subdomains Geo Distribution Bulk Analysis

Root domain	Root domain	Root domain	Root domain
icicibank.com	sbibank.com	hdfcbank.com	kotakmahindrabank.com

Target	Visits	Unique Visitors	Pages / Visit	Avg. Visit Duration	Bounce Rate
icicibank.com	65.7M ↓13.16%	31.2M ↓19.61%	3.5 ↑9.91%	10:22 ↑3.32%	52.67% ↓4.07%
sbibank.com	847 ↑14.3%	847 ↑14.3%	3 ↑200%	19:21 ↑100%	0% ↓100%
hdfcbank.com	135.3M ↓7.98%	50.1M ↓11.4%	2.8 ↑2.28%	09:27 ↑21.94%	47.93% ↑1.4%
kotakmahindrabank.com	n/a	n/a	n/a	n/a	n/a

#### LONG-TAIL KEYWORDS SEARCH:

- 1."ICICI Bank online banking login"
- 2."ICICI Bank credit card rewards program"
- 3."How to open an ICICI Bank savings account"
- 4."ICICI Bank home loan interest rates 2023"
- 5."ICICI Bank car loan eligibility criteria"
- 6."ICICI Bank fixed deposit rates for senior citizens"
- 7."ICICI Bank NRI banking services"
- 8."ICICI Bank foreign exchange rates today"
- 9."ICICI Bank money transfer charges"
- 10."ICICI Bank branch locator near me"
- 11."ICICI Bank customer service contact number"
- 12."ICICI Bank investment options for beginners"
- 13."ICICI Bank mutual funds performance review"
- 14."ICICI Bank life insurance plans comparison"
- 15."ICICI Bank business loan application process"
- 16."ICICI Bank mobile banking app features"
- 17."ICICI Bank net banking security tips"

## •ON-PAGE OPTIMIZATION:

### META TAG OPTIMIZATION FOR ICICI BANK:

#### 1.Title Tag:

The title tag is one of the most crucial meta tags. It appears as the clickable headline in search engine results. Keep the title tag concise, within 50-60 characters, and include the brand name and primary keywords.

#### 2.Meta Description:

The meta description provides a brief summary of the web page's content. Aim for 150-160 characters, and include relevant keywords and a compelling call-to-action to encourage clicks.

#### 3. Open Graph (OG) Tags (Social Media Optimization):

Include Open Graph tags to control how your content appears when shared on social media platforms like Facebook, Twitter, and LinkedIn. Customize the title, description, and image to make the shared content more engaging.

Use the canonical tag to specify the preferred URL for a page with similar or duplicate content. This helps search engines understand the authoritative page and avoid duplicate content issues.

## \*CONTENT OPTIMIZATION FOR ICICI BANK:

### **Keyword Research:**

Conduct thorough keyword research to identify relevant keywords and phrases related to ICICI Bank's offerings. Use tools like Google Keyword Planner or other SEO software to find high-traffic, low-competition keywords.

### **High-Quality and Unique Content:**

Create original, informative, and valuable content that addresses the needs of ICICI Bank's target audience. Avoid duplicating content from other sources, as it can negatively impact search engine rankings.

### **Optimize Page Titles and Meta Descriptions:**

Craft compelling and keyword-rich page titles and meta descriptions. These elements appear in search engine results and significantly influence click-through rates.

### **Structured Content with Headings:**

Use clear and organized headings (H1, H2, H3, etc.) to break down content into sections. This makes it easier for users to scan and find relevant information quickly.

### **Internal Linking:**

Incorporate internal links within the content to guide users to related pages on the website. This not only improves user experience but also helps search engines understand the website's structure.

**Visual Content:**

Include relevant images, infographics, and videos to complement the text. Visual content enhances engagement and helps illustrate complex concepts.

**Mobile-Friendly Design:**

Ensure that the website and content are optimized for mobile devices. With a growing number of users accessing the internet on mobile, mobile-friendliness is crucial for user experience and SEO.

**Calls-to-Action (CTAs):**

Place clear and compelling CTAs strategically throughout the content. Encourage users to take desired actions, such as applying for products or contacting customer support.

**Local SEO Optimization:**

If ICICI Bank has physical branches, optimize content for local searches. Include location-specific keywords and business information for better local search rankings.

**Regular Updates:**

Keep the content up-to-date with the latest information about products, services, interest rates, and any changes in policies.

**Social Media Integration:**

Incorporate social media sharing buttons to encourage users to share content on their social networks, increasing the content's reach and potential engagement.

## \*PROCESS OF CONDUCTING KEYWORD RESEARCH:

### 1. Define Goals and Target Audience:

Start by defining the objectives of the keyword research. Understand the goals ICICI Bank wants to achieve through SEO, such as increasing website traffic, attracting potential customers, or promoting specific products. Identify the target audience and their search behaviour to tailor the keyword research accordingly.

### 2. Brainstorm Seed Keywords:

Begin the research process by brainstorming seed keywords related to ICICI Bank and its products and services. These are broad, general keywords that are relevant to the banking industry, such as "banking services," "credit cards," "home loans," etc.

### 3. Use Keyword Research Tools:

Utilize keyword research tools to expand the list of seed keywords and gather data on search volume, competition, and keyword variations. Some popular keyword research tools include Google Keyword Planner, SEMrush, Moz.

### 4. Competitor Analysis:

Analyse the keywords that ICICI Bank's competitors are targeting. Identify keywords they rank for and evaluate their performance. This analysis can provide insights into potential keyword opportunities and gaps.

## **5. Long-Tail Keyword Research:**

Explore long-tail keywords, which are more specific and detailed phrases that reflect user intent. Long-tail keywords often have lower search volume but can lead to higher conversion rates and targeted traffic. Focus on keywords that are relevant to ICICI Bank's offerings and niche areas.

## **6. Keyword Grouping and Categorization:**

Organize the collected keywords into relevant groups and categories based on their themes and relevance to ICICI Bank's products and services. This grouping helps in creating focused content for different keyword segments.

## **7. Analyse Search Intent:**

Understand the search intent behind each keyword. Determine if users are looking for information, making a transaction, or seeking customer support. Align the keywords with appropriate landing pages that meet user intent.

## **8. Consider Local SEO (if applicable):**

If ICICI Bank has physical branches or targets specific geographical regions, include location-based keywords to optimize for local searches. This can involve using keywords like "ICICI Bank Mumbai" or "best bank in Delhi."

## **9. Evaluate Keyword Difficulty and Potential:**

Assess the competition and difficulty level of each keyword. Choose keywords that have a balance of decent search volume and relatively lower competition, giving ICICI Bank a better chance to rank higher.

**10. Refine and Prioritize Keywords:**

After analysing the data and insights, refine the keyword list and prioritize the most valuable keywords that align with ICICI Bank's objectives and target audience.

**11. Create Content and Optimize Pages:**

Develop high-quality and relevant content based on the selected keywords. Optimize website pages, meta tags, and headings to include these keywords naturally.

**12. Social Media Integration:**

Incorporate social media sharing and users to content on their social networks.

**13. Compliance and Transparency:**

Clearly state terms and conditions, fees, and any legal or regulatory information to build trust with customers and adhere to industry standards.

### Part 3 : Content ideas and Marketing Strategies

## Part 3 : Content ideas and Marketing Strategies

### \*Content Calendar :

It is a written schedule and creating a content calendar for banks involves planning and scheduling various types of content to engage customers, promote services, and share relevant information.

Creating a content calendar for banks requires a thoughtful approach to engage customers, and establish the bank as a trusted financial resource.

### \*Aim :

The aim of the content calendar for ICICI Bank is to build brand awareness, increase customer engagement, educate users about financial matters, and drive leads for banking products and services.

### \*Idea :

The content calendar should be designed around the concept of "Financial Wellness". This means creating content that helps customers manage their finances better, achieve their financial goals, and make informed decisions

## U JULY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1-2 Canada Day 	3
3	4  Independence Day 	5 Post your goals 	6 Share a this or that Summer Edition 	7 World Chocolate Day 	8	9 Share your favorite Summer Song 
10  Post a Tutorial 	11  Promote your Business Offers 	12 Share business updates 	13	14	15  Get to Know Your Customers Day 	16
17  World Emoji Day 	18  National Ice Cream Day 	19 Tip Tuesday 	20	21	22	23
24  Post your Back to School Sales 	25	26	27  Share Customer Review 	28	29	30  International Day of Friendship 
31						

### \*Content idea Generation & Strategy :

Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog post, videos, infographics, podcast, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram

\*The following are the some Social media content ideas for ICICI Bank

### \*Banking Schemes :

Banks can use social media to offer promotions and discounts to their customers, which can help to increase customer loyalty and drive business.

Social media is a great way for banks to promote new products and services to their customers. By posting about the benefits and features of these offerings, banks can attract new business and generate interests.

### \*Offers & Deal:

By sharing news about offers and deals, their products and services to potential customers. This can help to generate interest in the bank's offerings and drive business. Offering exclusive deals and promotions to followers on social media, bank can encourage customer loyalty and retention



#### \*Share Achievements :

By sharing news about achievements, such as awards and accolades, banks can increase their brand awareness and reach. This can help to attract new customers and build a positive reputation

Sharing achievements on social media is a great way for bank to celebrate milestones and share their success with their followers.

#### \*Awareness Post :

Banks can use awareness posts to promote their commitments to social responsibility and sustainability. This can help to build a positive reputation and attract customers who value these issues.

Awareness posts can be used to promote a bank's products and services. By explaining the benefits and features of these offerings, bank can attract new business and generate interest.



## Marketing strategies of ICICI Bank :

ICICI Bank is India's second largest bank with total assets of Rs.4062.34 billion at march 31,2011 and profit after tax Rs.51.51 billion for the year ended march 31,2011.

ICICI Bank offers a wide range of banking products and financial services to corporate and retail customers through a variety of delivery channels and through its specialised subsidiaries in the areas of investment banking, life and non-life insurance, venture capital and asset management.

They were first to introduced concept of branding in the Indian banking industry. They were also first in the industry :

- \*Process, people and physical evidence-brought to life by ICICI
- \*Product Innovation – various deposits, loans, investment, mobile banking, NRI services offered by bank
- \*Introduction of DSA's and DST's.
- \*Unleashed the power of the internet.
- \*First bank to focus on retail banking as a driver for growth.
- \*Comprehensive data centre availability & data protection solutions.

## \*Challenges Faced In Content Ideas And Marketing Strategies

### \*Regulatory Compliance:

Banks operate in a highly regulated industry, and any marketing content must comply with strict financial and banking regulations. This can limit the creative freedom and require a careful review process for all marketing materials to ensure they meet legal requirements.

### \*Customer Education:

Banking products and services can be complex, and customers may not fully understand them. Creating content that educates customers about various banking offerings in a clear and accessible manner can be challenging.

### \*Trust and Reputation:

Banks need to maintain a high level of trust with their customers. Any content that could be perceived as misleading or untrustworthy can damage the bank's reputation, so maintaining credibility is vital.

### \*Competition:

The banking industry is highly competitive, with many banks vying for customers' attention. Creating unique and compelling content to stand out from the competition can be a challenge.

### \*Data Privacy and Security:

Banks handle sensitive customer data, and ensuring the privacy and security of this information is of utmost importance. Content marketing efforts should be aligned with data protection regulations and address customer concerns about data privacy.

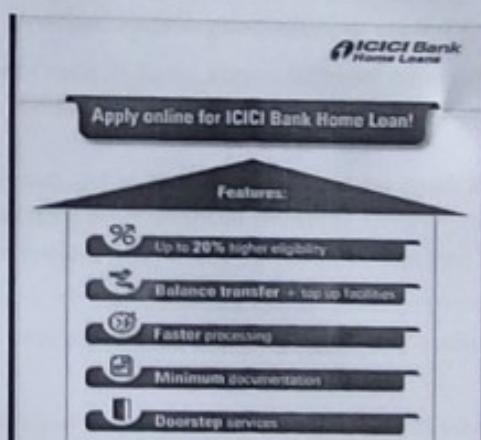
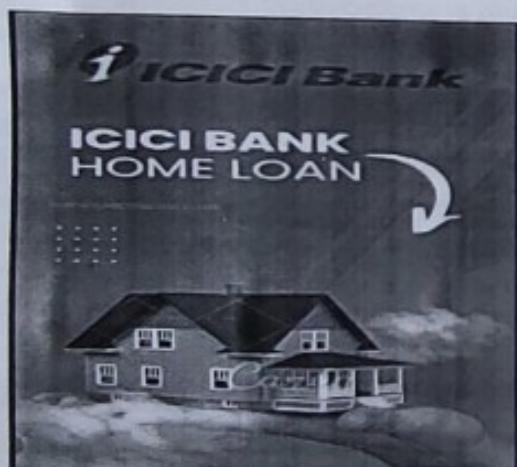
Part 4: Content creation and curation (Post creations, designs/video editing, ad campaigns over social media and email ideation and creation)

## FORMAT 1: CREATIVE

Aim: To aware people about house loans in ICICI bank

Date: 04-08-2023

Idea: To create a relatable and humorous connection with the target audience for home loans



## FORMAT 2: BLOG ARTICLE

Aim: Boost SEO and provide information about investing in mutual funds in ICICI Bank

Date: 08-08-202

Idea: ICICI Bank has introduced mutual funds and this blog will cover the details about investing in mutual funds

Here are some steps to consider if you're interested in investing in mutual funds through ICICI Bank

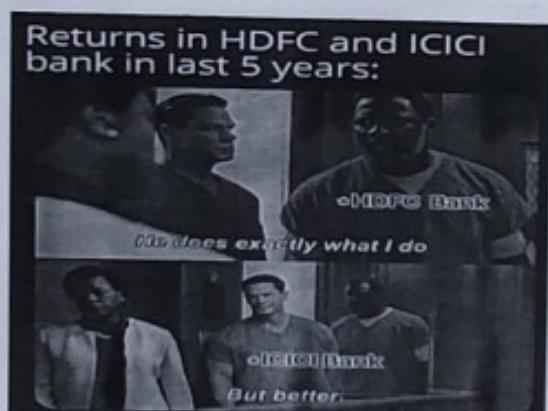
- 1. Assess Your Investment Goals:** Determine your financial goals, risk tolerance, and investment time horizon. Different mutual funds cater to various objectives, such as wealth creation, income generation, or capital preservation.
- 2. Research Mutual Fund Options:** ICICI Bank offers a variety of mutual funds across different categories, including equity funds, debt funds, hybrid funds, and more. Research the funds' historical performance, expense ratios, and investments strategies to find the ones that align with your goals
- 3. Consult a Financial Advisor:** If you are unsure about which mutual funds to choose, consider consulting a qualified financial advisor. They can provide personalized advice based on your financial situation
- 4. Open an Investment Account:** If you already have a savings mutual fund account. Alternatively, you may need to open a separate investment account if you don't have one.
- 5. KYC Compliance:** Complete the KYC (Know Your Customer) process as mandated by regulatory authorities. Submit the required documents to verify your identity and address.
- 6. Select the Mutual Fund(s):** Once you have done your research and decided on the mutual funds you want to invest in, you can place an order through ICICI Bank's investment platform. You can choose to invest a lump sum amount or set up a systematic investment plan (SIP) for regular investments

### FORMAT 3: CREATIVE MEME

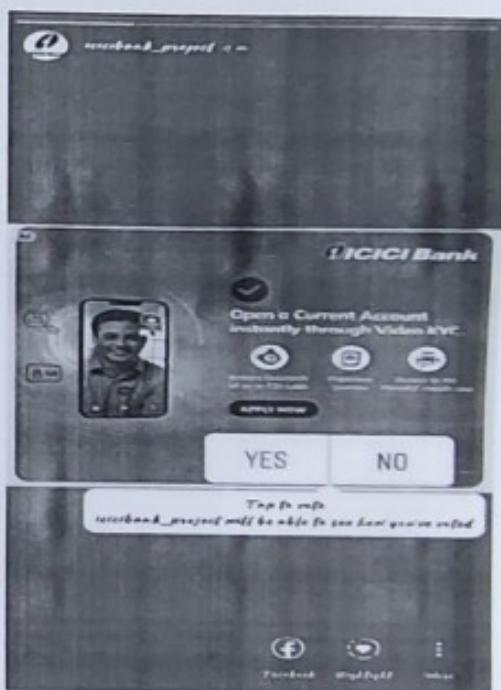
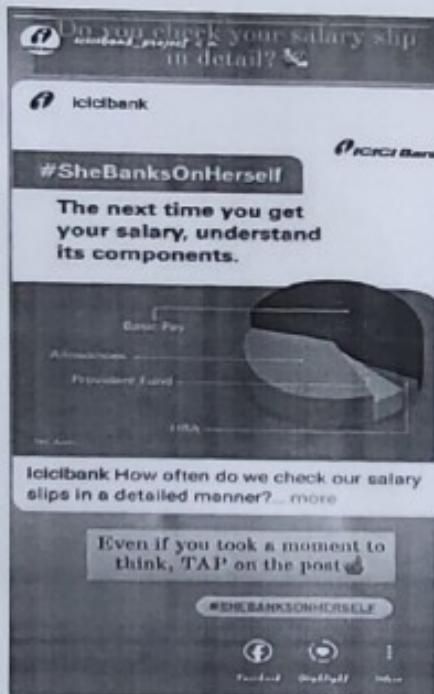
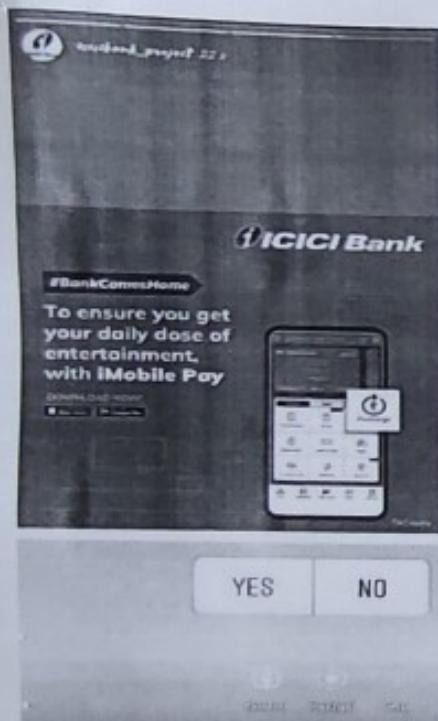
Aim: Brand awareness and reach

Date: 16-08-2023

Idea: To create a meme



\*INSTAGRAM STORY:



DESIGN/VIDEO EDITING



## SOCIAL MEDIA AD CAMPAIGNS

### BRAND AWARENESS CAMPAIGN:

Targeting:

Campaign Objective: Awareness

Location: India

Age: 18-65+

Gender: All genders

Performance Goal: Maximise reach of ads

Interests: Home loans

Primary Text: Make your dream successful



## DRIVING WEBSITE TRAFFIC CAMPAIGN:

Targeting:

Campaign Objective: Traffic

Location: India

Age: 18-65+

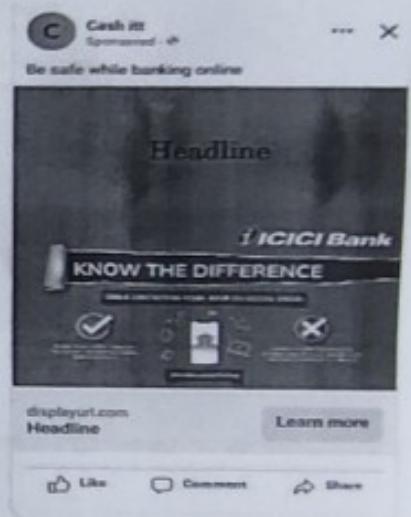
Gender: All genders

Conversion Location: Website

Performance Goal: Maximise number of conversions

Interests: Knowing the difference of sharing our query

Primary Text: While contacting your bank on social media



## LEAD GENERATION CAMPAIGNS:

Targeting:

Campaign Objective: Leads

Location: India

Age: 18-65+

Gender: All genders

Conversion Location: Instant forms

Performance Goal: Maximise number of leads

Interests: shop online, pay bills, renew subscription

Primary Text: Net banking offers



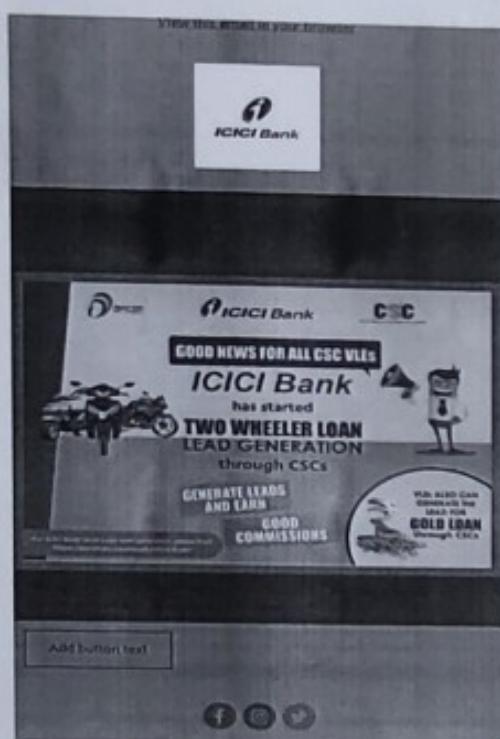
## Email Ad Campaigns:

Email Ad Campaign 1 – Brand Awareness



## Email Ad Campaigns:

Email Ad Campaign 2 – Brand Awareness



THE END