

Comprehensive Digital Marketing Project Work





HDFC BANK

Team Members



- 1) PANDITHA SAI KUMAR
- 2) PALLEDA VIJAY KUMAR
- 3) PANIGRAHI MOHAN THARUN KUMAR
- 4) PILAKA DINESH



Research Brand Identity

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 (UNIQUE SELLING PREPOSITIONS):

HDFC Bank stands out as India's **second-largest financial institution** in private banking. The bank has up to **6,342 branches** and **18,130 ATMs**. That empowers the bank to reach a wider population, which in turn has a positive impact

- Analyze Brand Messaging:**

Along with HDFC Bank's success in the banking world, its social media presence is also quite popular. They live up to their tagline of 'We Understand Your World' and carefully evaluate their target audience and curate their content as per them.

- Examine the brand's tagline:**

'We Understand Your World'.



Competitor Analysis

Competitor 1: <https://www.yesbank.in/>



USP: Yesbank is one of the largest private sector financer in Indian Agriculture.

COMMUNICATION: Social media advertisements, User generated content.

Competitor 2: <https://www.bankofbaroda.in/>



USP: Bank of Baroda is the most efficient and tech Savvy bank in the Indian banking industry.

COMMUNICATION: Media advertisement, Value based content.

Competitor 3: <https://www.kotak.com/en/home.html>



USP: Professionalism in Banking.

COMMUNICATION: Celebrity Endorsements, Tips & Tricks.

- **Buyer's/Audience's Persona:** Clearly define the target audience for the chosen brand. Consider demographics, psychographics, behaviors, and interests.

HDFC:

Age: 16 Years and above

Gender: Male / Female

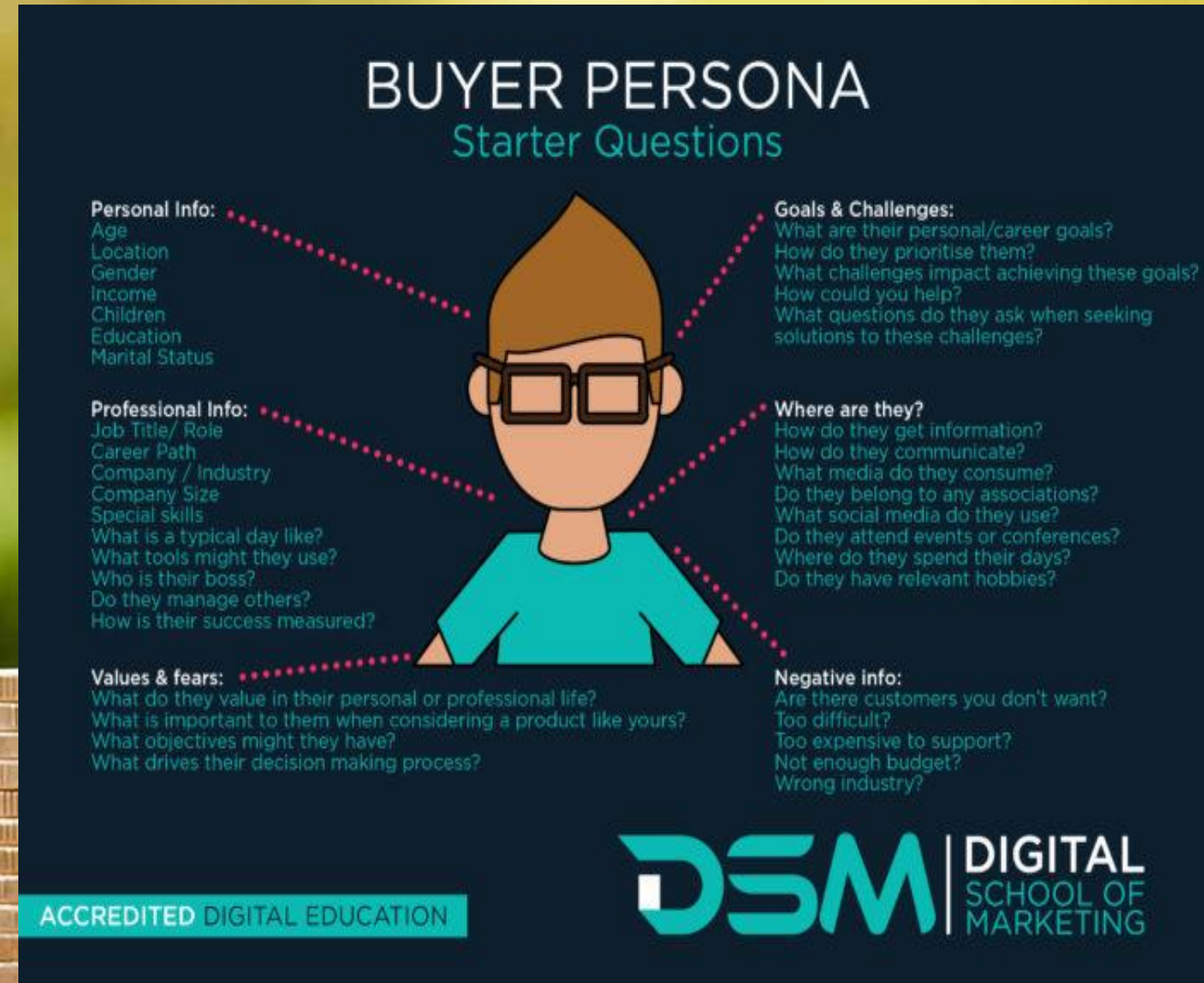
Married / Unmarried

Location: They have a lot of branches in all cities and towns.

But, they don't have branches in Remote Villages.

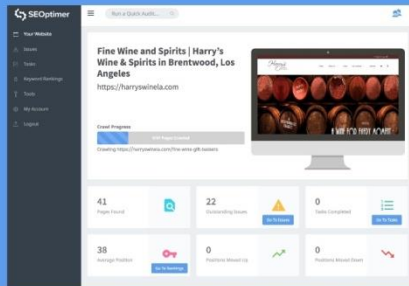
They promote their brand through Ads, Youtube, Instagram, etc.

These bank targeted at Individuals, Salaried professionals, small businesses and also for Non-Resident Indians..



Part 2: SEO & Keyword Research

. SEO Audit:



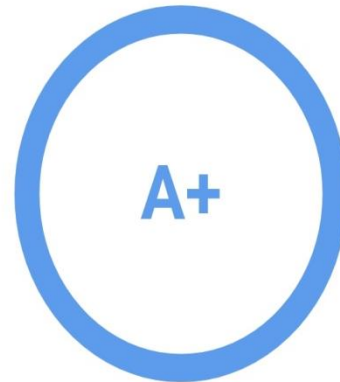
Improve Your Site With Our DIY SEO Tool

Review unlimited pages. Crawl your whole site for problems and get clear, easy to follow recommendations with guides for your CMS. Monitor your keyword rankings and get regular updates on your site's performance.

Helping Business Owners promote their websites the affordable way.

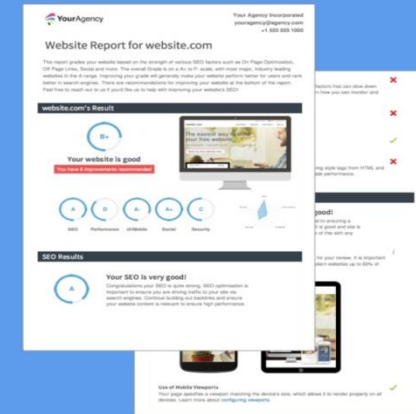
[Learn More - DIY SEO](#)

Audit Results for www.hdfcbank.com



Your page is very good!

Recommendations: 0



Create White Label PDFs

Upload your own logo and company's contact details. Generate unlimited PDFs under our White Label plans. See an [example PDF Report](#)

Embed the Audit Tool into your website. Get notified of leads straight from your website.

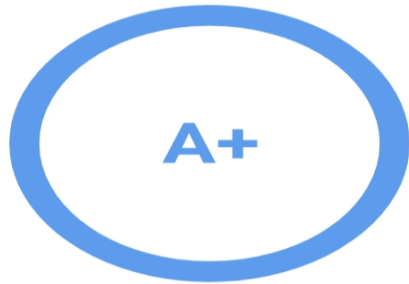
[Learn More - White Label](#)



• Keyword Research:

| Rank | HDFC Ltd Share Keywords | Global Search Volume | PD (Paid Difficulty) |
|------|-------------------------|----------------------|----------------------|
| 1 | HDFC net banking | 29941700 | 0 |
| 2 | hdfc net banking | 4165800 | 0 |
| 3 | HDFC netlogin | 2943300 | 1 |
| 4 | HDFC bank netbanking | 417500 | 0 |
| 5 | net banking for hdfc | 287300 | 0 |
| 6 | HDFC homeloan | 243900 | 23 |
| 7 | Online HDFC | 150000 | 0 |
| 8 | HDFC Smartbuy | 142600 | 1 |
| 9 | HDFC net | 118300 | 1 |

On-Page SEO Results



Your On-Page SEO is very good!

Congratulations, your On-Page SEO is well optimized. 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 build on your strong position through testing content improvements for gradual gains.

SSL Enabled

Your website has SSL enabled.



. On page Optimization:

HDFC Bank highly values your online safety, which is why we take preventive measures against any fraud or theft.

To ensure the same, in compliance with RBI mandates, certain features have been disabled on new and inactive cards -

Online Payments, International Usage and Contactless Transactions.

Content Idea Generation & Strategy:

| JULY 2023 | | | | | | |
|---|---|---|---|---|---|---|
| SUN | MON | TUE | WED | THU | FRI | SAT |
| 30 INTERNATIONAL DAY OF FRIENDSHIP *AD BROADCAST | 31 *POST ON PERSONAL LOAN 🤖 | | | | | 1 DOCTOR'S DAY *UPLOADING STORY ON INSTAGRAM |
| 2 WORLD UFO DAY *AD ON CREDIT CARD | 3 *POSTING POST ON FACEBOOK AND INSTAGRAM %INTE | 4 INDEPENDENCE DAY *CAMPAIGNS ON | 5 NATIONAL WORKAHOLICS DAY *POSTING POST ON FACEBOOK | 6 **CREATING VIDEO ON HOME LOAN* | 7 WORLD CHOCOLATE DAY ** POSTING BROADCAST ON WEBSITE | 8 **CREATING STORY ON CREDIT CARD* |
| 9 **CREATING VIDEO CAMPAIGNS | 10 NATIONAL KITTEN DAY*CREATING | 11 NATIONAL CHEER UP THE LONELY *INTERACTIVE QUIZZES | 12 *UPLOADING STORY ON INSTAGRAM | 13 NATIONAL FRENCH FRY DAY**SCHEDULE THE POSTING DATE S | 14 *VIDEO ON PERSONAL LOAN 🤖 | 15 GIVE SOMETHING AWAY DAY *CREATING VIDEO* |
| 16 NATIONAL CHERRY DAY *POST ON FACEBOOK | 17 WORLD EMOJI 🤖 DAY *POST ON LONS | 18 NELSON MANDELA INTERNATIONAL DAY*CREATING | 19 **CREATING VIDEO ON HOME LOAN | 20 INTERNATIONAL CHESS DAY *POST ON INSTAGRAM | 21 NATIONAL JUNK FOOD DAY* CREATING VIDEO | 22 **POSTING THE USER'S BENEFITS * |
| 23 ** POSTING POST ON FACEBOOK AND INSTAGRAM %INTE | 24 **POST ON PERSONAL LOAN 🤖 | 25 *AD ON CREDIT CARD | 26 CAMPAIGNS ON HOME LOAN S | 27 NATIONAL INTERN DAY*POST ON LONS | 28 TAKE IN AN ELEVATOR DAY *CONDUCTING POLE IN INSTAGRAM | 29 *AD ON INSTAGRAM AND FACEBOOK |

Part 3: Content Ideas and Marketing Strategies



- As per our schedule, We uploaded a lot of posts in Social Media and other platforms. We upload in LinkedIn, Instagram, Facebook, Gmail, Twitter etc. We have done a lot of activities for promoting our HDFC bank.
- HDFC Bank is very active on social media and other platforms. A maximum number of their social media posts contain publicity of their campaigns as well as awareness messages. Their content also revolves around the new features or apps launched by HDFC.
- HDFC Bank has a wide range of banking services ranging from commercial and investment banking on the wholesale side to transactional / branch banking on the retail side. It has 3 key business segments: Wholesale Banking, Retail Banking, and Treasury.

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 and Post Creations

Format 2: Video/Designs Editing

Format 3: Ad Campaigns



Blog article on HDFC Bank



With HDFC Bank's Festive Treats offers, you can now shop for everything your heart desires, without constantly checking your bank balance. Want to know how? Well, attractive CashBack and EMI offers with flexible payment tenures that range from 6 to 12 months ensure you can buy; from electronics and consumer durables to lifestyle products.

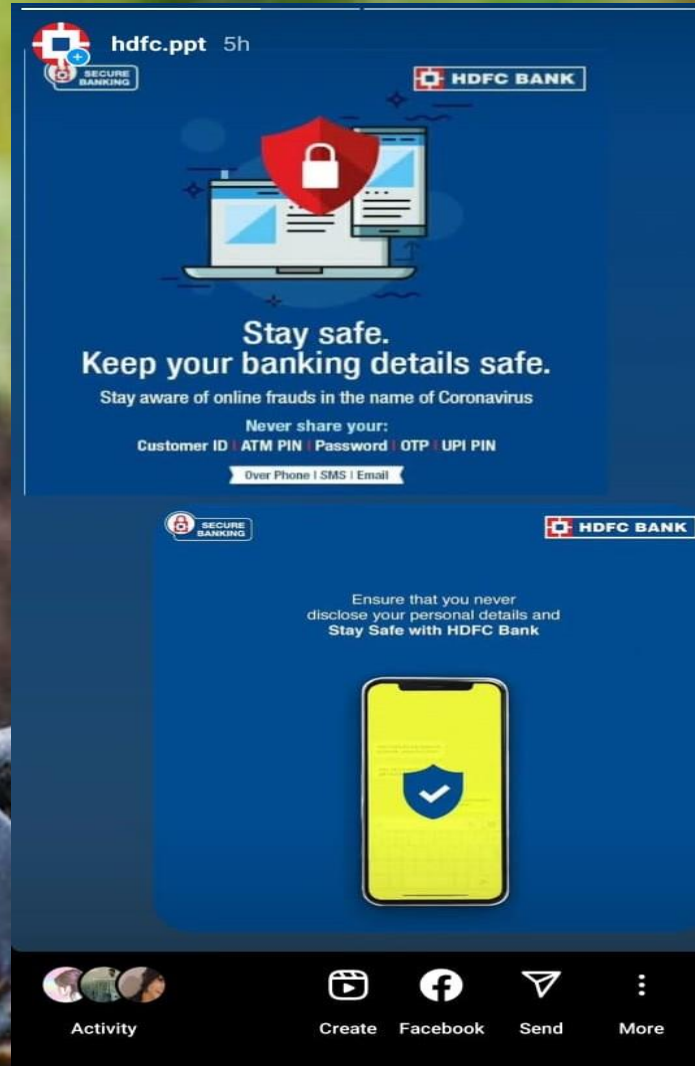
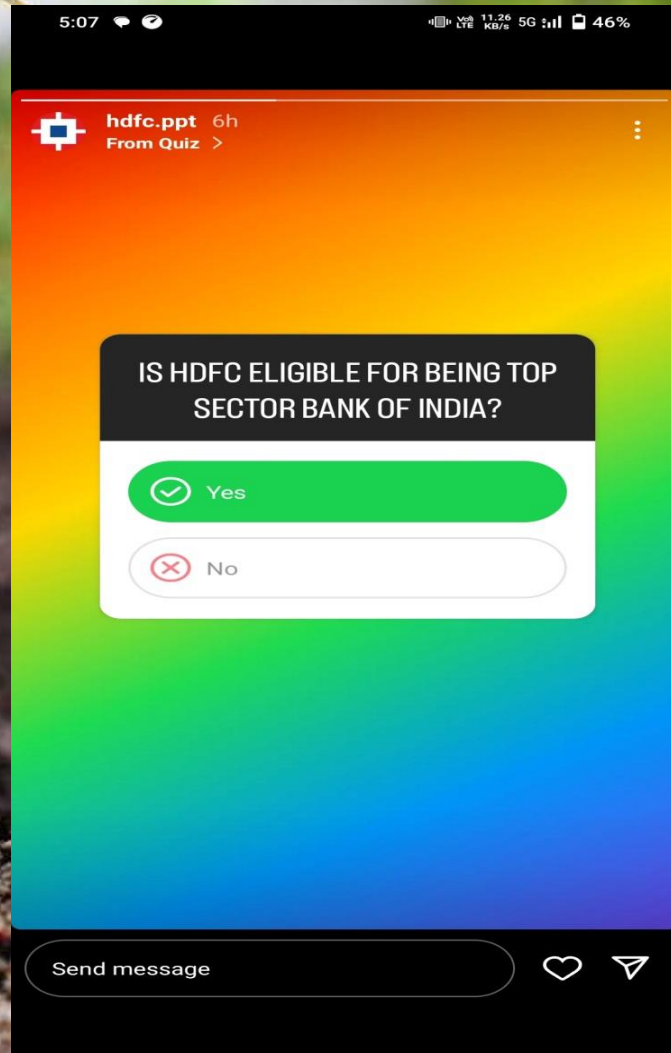
Therefore, with your HDFC Bank Debit Card or Credit Card, go on a shopping spree this festive season and buy gifts for yourself and others. Instead of making large payments upfront, you can opt for EMIs. **Karo Har Dil Roshan**, with a simple act of kindness.

Here's a list of everything you can buy through EMIs:

Designs/Video Editing on HDFC Bank



Instagram Posts,story:



Ad Campaigns on HDFC Bank

1m · 🌐

hdfcbank Enjoy your overseas student life by letting HDFC Bank seamlessly manage your tuition fee payments.

Enjoy a paperless, online payment experience while saving on foreign bank charges and more.

Please click on the link in bio or contact your nearest HDFC bank branch.

#HDFCBank #Banks #Finance #Money #RTFX #Education #Flywire #Overseas Education



Prepping to study abroad?

Prepare for what's important and leave your overseas education fee payments to **HDFC Bank**

Know how →




Like Comment Repost Send

Hdfc Presentation 16 mins · 🌐

The key to unlocking your financial potential – HDFC Bank Gold Loan.


To know more, visit
<https://www.hdfcbank.com/personal/borrow/loan-against-assets/gold-loan/fees-and-charges>

#HDFCBank #Banks #Money #Finance #GoldLoan #Loans #Gold



Fulfill your financial needs with our Gold Loan


Gold Loan available at a branch near you



Like Comment Share

Hdfc Presentation 12 mins · 👤

HDFC customer care 24/7
Toll-free number 📞



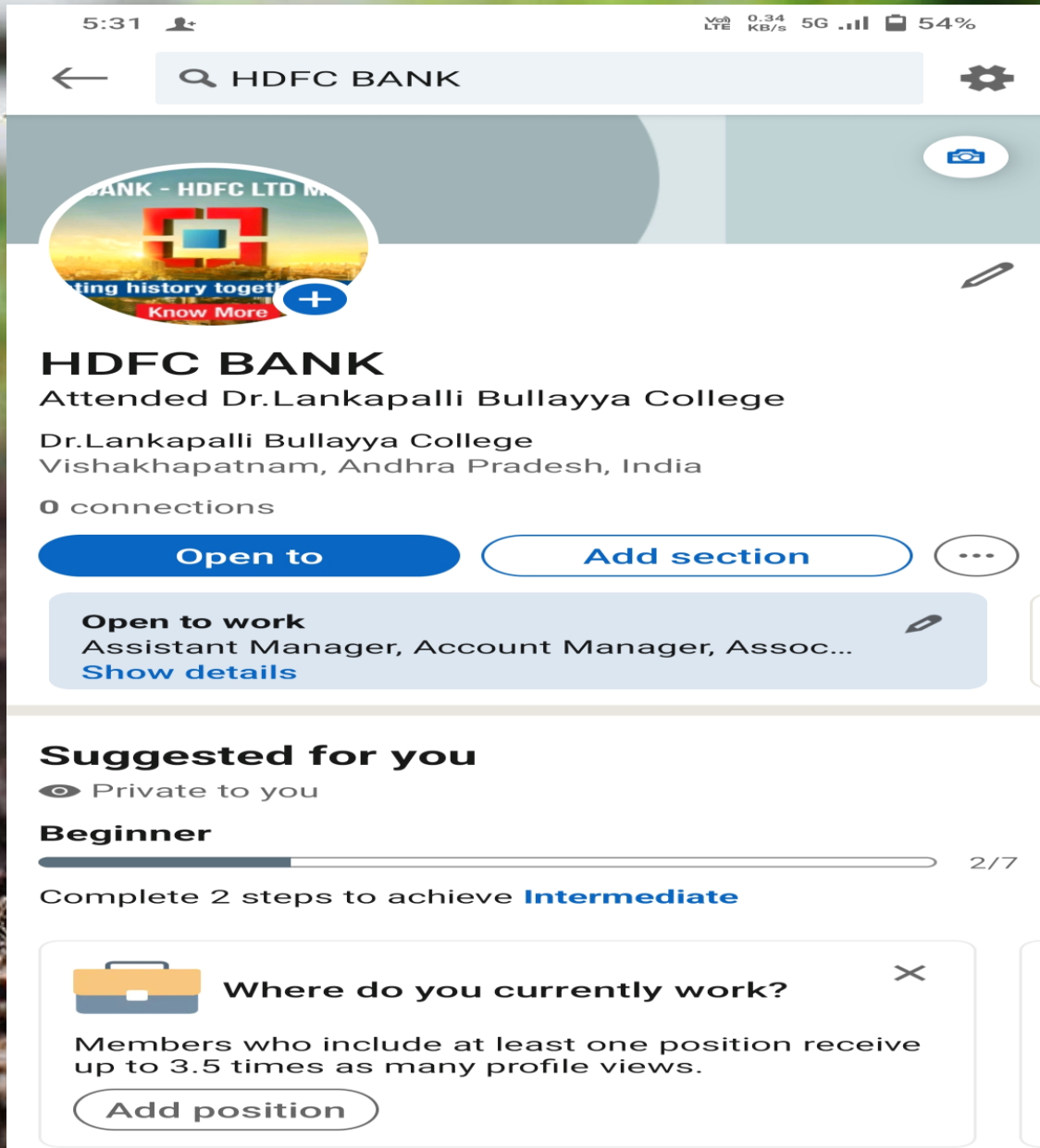
HDFC Bank Customer Care

📞 1800 202 6161
📞 1860 267 6161

paisabazaar

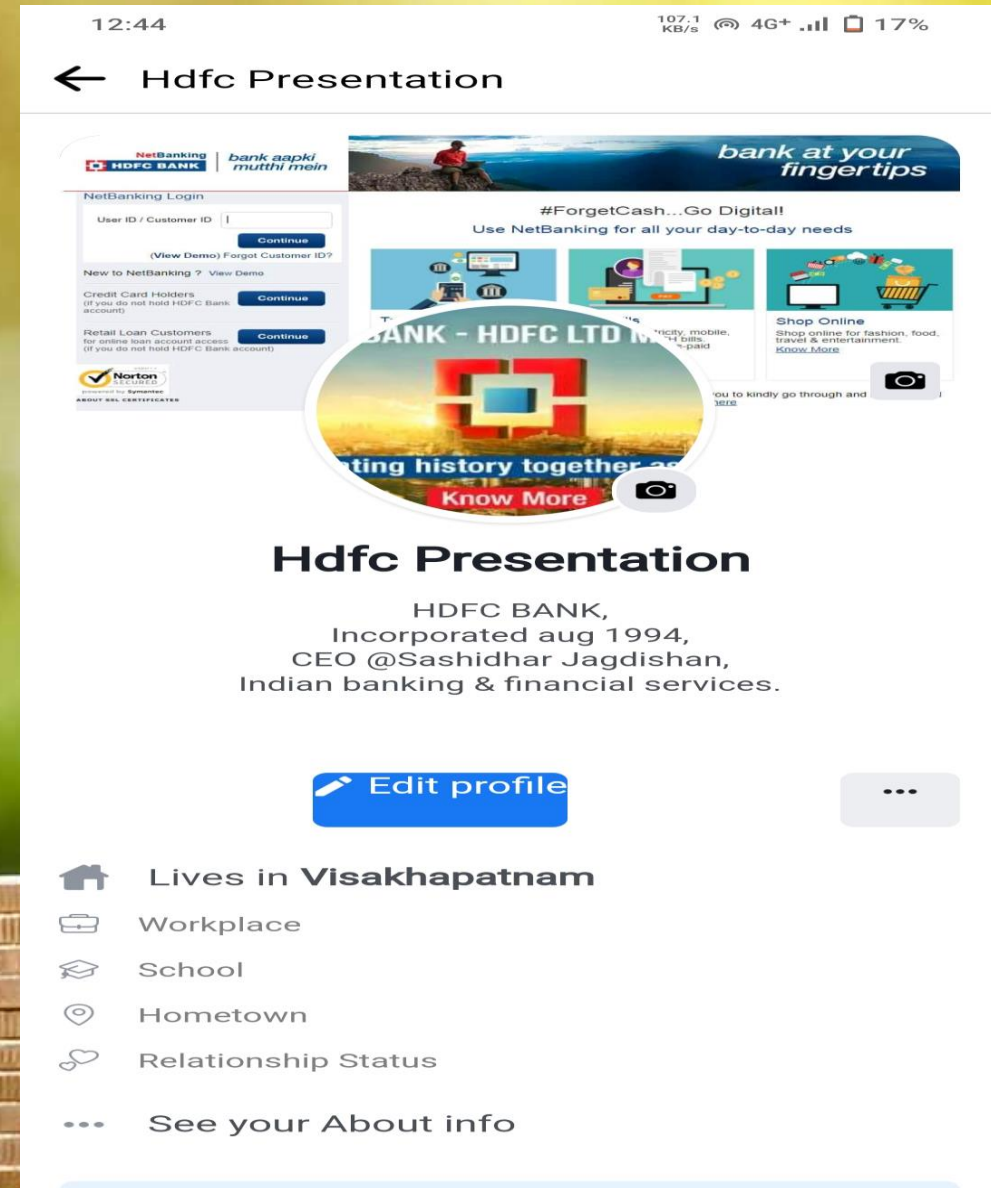
Like Comment Share

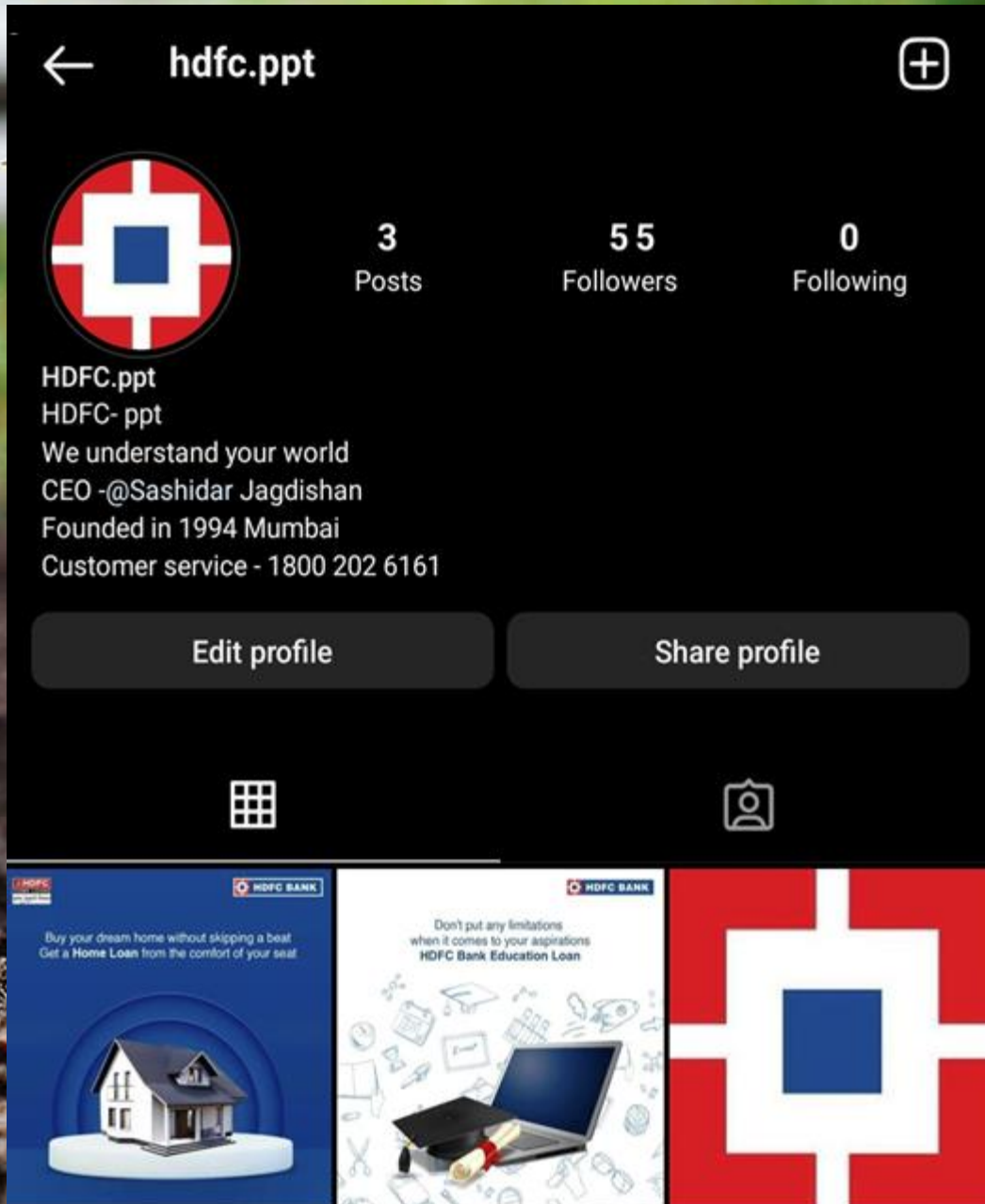
Hdfc Presentation is 😊 feeling thankful. 14 mins · 👤



Linkedin

Facebook



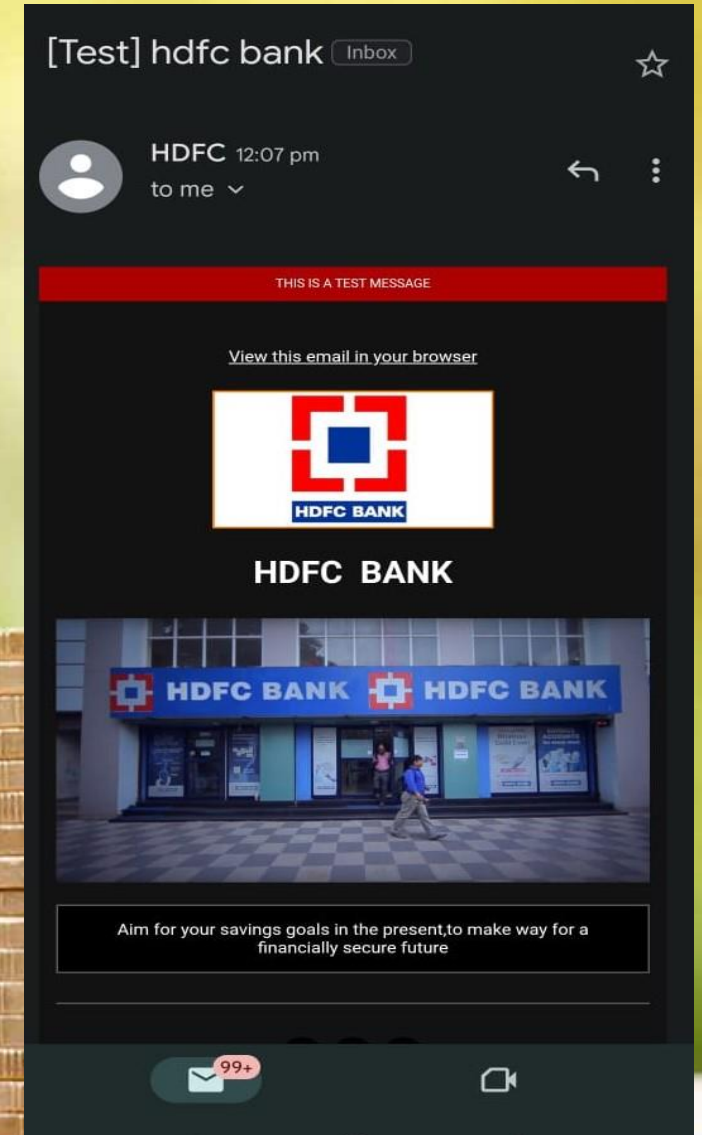
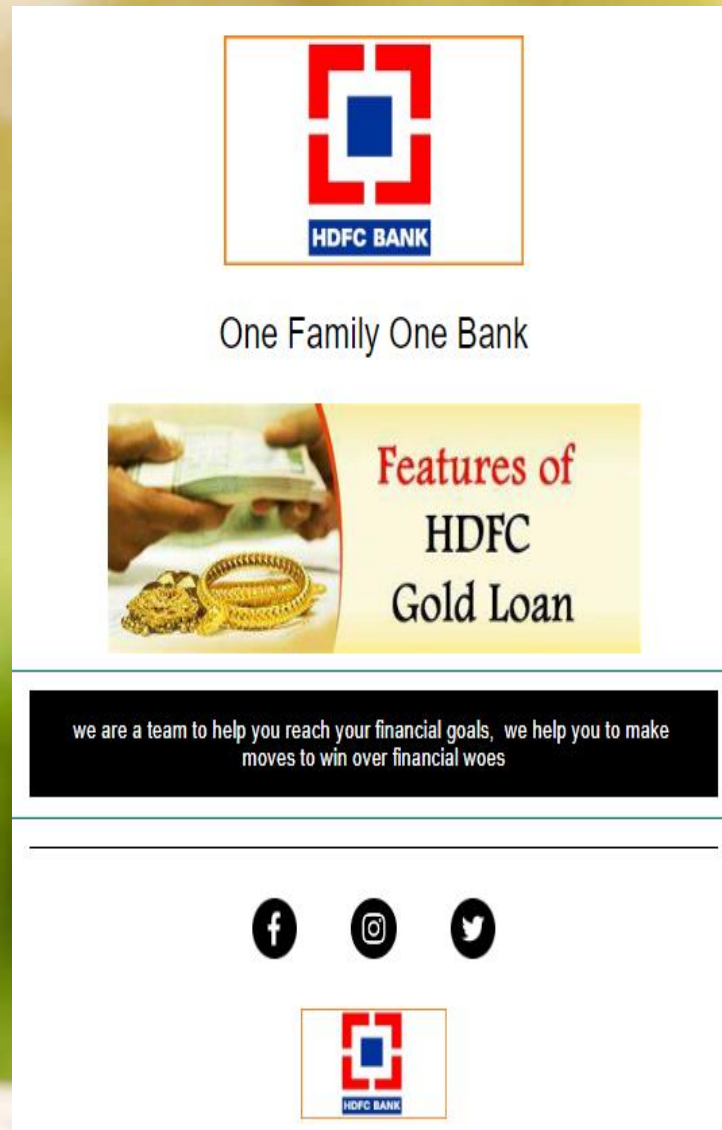


instagram

Email Ad Campaign

Email is perhaps the oldest form of communication over the Internet, but it is still one of the most effective ways to connect with people. Despite the success of new communication channels like social media platforms, it is still the most prevalent communication channel with over four billion email users worldwide.

That is why marketers utilize email marketing campaigns to supplement their overall marketing strategies.



Audience Targeting

HDFC Bank's Retail business is targeted at individuals, salaried professionals, micro and small businesses, such as kirana stores, Self Help Groups (SHGs), and Non-Resident Indians (NRIs). The Bank caters to this segment by customising its products and services. It enjoys a strong position in the Auto Loan and Personal Loan businesses and a leadership position in the Payments business. The Bank also offers Wealth Management Services to High Networth Individuals (HNI).



Challenges faced and Lessons learned in these Internship

Digital marketing intern, I've learned that advertising is much, much more than that — it's creating campaigns geared toward a specific audience. It's optimizing the campaign throughout its lifetime and ending with a better understanding and insight of how to market to that audience in the future. It's meeting the clients' wants, needs and goals. And, it's a whole lot of fun. Heading into this internship right out of college was an eye opener, to say the least. On my very first day, I dove headfirst into the deep-end of digital marketing.

Advertising Goals

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.

The bank is committed to maintaining the highest level of ethical standards, professional integrity, corporate governance and regulatory compliance. HDFC Bank's business philosophy is based on five core values: Operational Excellence, Customer Focus, Product Leadership, People and Sustainability.



A small green plant with several leaves is growing out of a pile of various coins. The coins are scattered on a light-colored surface. An orange banner with the text 'THANK YOU' in green capital letters is overlaid across the middle of the image. The banner has a double arrow design on both ends, pointing outwards.

THANK YOU