**Research Brand Identity**

* **Mission/Values:**

**HDFC Bank, one of India's leading private sectors banks, operates with a clear set of Mission and Values that guide its business practices and organizational culture.**

**Below is an overview of the bank's mission and values:**

* **Mission of HDFC Bank:**

**HDFC Bank's mission is cantered around providing customer-centric solutions that ensure growth and development. Its mission statement includes the following key points:**

1. **To be a World-Class Indian Bank:**

**HDFC Bank strives to offer a comprehensive range of financial products and services, ensuring that it remains competitive on a global scale.**

1. **To Serve Customers with Excellence:**

**The bank is committed to providing high-quality service to all its customers, whether individuals, businesses, or corporate clients.**

1. **To Promote Sustainable Financial Practices:**

**HDFC Bank seeks to integrate sustainability in its business model, focusing on long-term growth and ethical financial practices.**

1. **To Provide Value to Stakeholders:**

**The bank aims to generate value for its stakeholders, including shareholders, employees, and the communities in which it operates.**

* **Values of HDFC Bank:**

**HDFC Bank operates with a set of values that are foundational to its operations. These include:**

1. **Integrity:**

**Conducting business in an honest, transparent, and ethical manner.**

1. **Customer Centricity:**

**The bank places a strong emphasis on meeting customer needs, enhancing customer satisfaction, and building long-term relationships.**

1. **Teamwork:**

**Encouraging collaboration, mutual respect, and communication among employees to achieve organizational goals.**

1. **Accountability:**

**Taking responsibility for actions, decisions, and outcomes.**

* **USP:**

**The Unique Selling Proposition (USP) of HDFC Bank lies in its ability to combine innovative financial solutions, customer-centric services, and robust technology-driven processes to provide a seamless banking experience.**

**the key elements of HDFC Bank's USP:**

**1. Comprehensive Product Portfolio:**

**HDFC Bank offers a wide range of banking products and services, catering to individuals, businesses, and corporates. This includes savings accounts, loans, credit cards, insurance, mutual funds, and investment products.**

**2. Strong Digital and Technological Integration:**

**HDFC Bank is known for being technology-driven, and its digital platforms (mobile banking, internet banking, ATMs, etc.) provide customers with convenient, efficient, and secure access to their accounts and services.**

**3. Customer-Centric Approach:**

**The bank places great emphasis on personalized service. with its customer – first philosophy, HDFC Bank ensures that it delivers tailored solutions to meet specific customer needs**

**4. Strong Physical and Digital Presence:**

**HDFC Bank has a widespread branch and ATM network across India, ensuring easy access for customers in both urban and rural areas. At the same time, the bank has made significant investments in digital banking, offering a balance of physical and online accessibility.**

**5. Trust and Reputation:**

**HDFC Bank has built a reputation for reliability, transparency, and integrity. The bank is trusted by millions of customers and is often seen as a stable financial institution with a strong focus on responsible banking practices. This trust and credibility are key components of its USP.**

**6. Innovation and Product Customization:**

**HDFC Bank consistently introduces innovative products and services to meet evolving market demands. Examples include smart credit cards, digital savings accounts, and specialized loan offerings for various customer segments.**

**7. High-Quality Customer Support:**

**HDFC Bank is known for its efficient and responsive customer support. The bank provides 24/7 customer service through multiple channels, including phone, email, chat, and social media.**

**8. Strong Financial Health and Stability:**

**HDFC Bank is one of the most financially stable banks in India, with a consistent track record of profitability, low non-performing assets (NPAs), and solid capital adequacy. This financial stability gives customers confidence that their deposits and investments are in safe hands, contributing to the bank's strong USP.**

* **Brand Messaging of HDFC Bank:**

**Brand messaging refers to the language, tone, and key themes a brand uses to communicate its values, benefits, and identity to its audience. HDFC Bank, as one of India's largest private sector banks, has crafted its brand messaging to resonate with a broad and diverse customer base.**

**Here’s an analysis of HDFC Bank's brand messaging:**

* 1. **Customer-Centric Focus:**

**The bank’s messaging is largely customer-centric, emphasizing the idea that it is there to meet the diverse and changing needs of its customers. The language used is often relatable and approachable, with the focus on how the bank can empower and enable customers to achieve their financial goals.**

* 1. **Trust and Stability:**

**HDFC Bank consistently communicates trustworthiness and financial stability in its messaging. The idea of being a secure and reliable partner is integral to the brand’s image, particularly in a market where financial security is crucial for consumers.**

* 1. **Innovation and Technology Leadership:**

**HDFC Bank has strongly positioned itself as an innovative leader in digital banking, with messaging that highlights its technological capabilities in delivering customer-centric solutions. Whether through its mobile app, internet banking, or digital payment solutions, HDFC Bank consistently promotes itself as tech-savvy and futuristic.**

**4. Empowerment Through Financial Solutions:**

**HDFC Bank’s messaging frequently underscores its role in empowering customers to achieve their financial aspirations. The bank offers a variety of financial products, such as loans, credit cards, investment solutions, and insurance, with messaging designed to highlight how these services enable customers to realize their dreams and manage their financial health.**

**5. Inclusivity and Accessibility:**

** HDFC Bank’s messaging speaks to both urban and rural customers, showcasing its ability to serve a diverse customer base across India. The brand emphasizes financial inclusion, focusing on offering accessible products and services to all socio-economic segments, and making banking accessible to those who might have been traditionally underserved.**

**6. Sustainability and Corporate Social Responsibility (CSR):**

**HDFC Bank has a strong focus on sustainability and social responsibility, and this is reflected in its brand messaging. The bank communicates its commitment to ethical business practices, green banking, and contributing positively to the community.**

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

**HDFC Bank has used several taglines over the years, but one of the most prominent and memorable ones is:**

**"We Understand Your World"**

**This tagline has become an integral part of HDFC Bank's brand identity and messaging.**

**1. Customer-Centric Focus:**

**"We Understand Your World" speaks directly to the customer. It emphasizes that the bank doesn’t just offer products or services; it understands the customer's unique needs, aspirations, and challenges. This creates an emotional connection with the audience by positioning HDFC Bank as not only a service provider but also as a trusted partner in the customer’s life.**

**2. Empathy and Trust:**

**The word "Understand" communicates a sense of empathy and attentiveness. It implies that HDFC Bank is not a faceless institution but a bank that listens, is approachable, and truly cares about its customers. In an industry where trust is paramount, this tagline helps build a strong sense of security and loyalty among customers.**

**3. Innovation and Adaptability:**

**The use of the word "World" in the tagline subtly communicates that the bank is global in its thinking and adaptable to changing circumstances. HDFC Bank recognizes the diversity of its customer base, not only in terms of geography (from urban to rural India) but also in terms of changing customer expectations.**

**4. Broader Implications:**

** The phrase "Your World" also has a broader, inclusive implication. It can be interpreted as HDFC Bank’s ability to serve a wide range of customers, from individuals to businesses, and even governments. This inclusivity suggests that the bank caters to various segments of society, from lower-income families to high-net-worth individuals.**

****

**5. Differentiation in the Banking Sector:**

**The financial services industry is highly competitive, with multiple players offering similar products and services. Many banks often emphasize their product offerings, rates, or innovations. HDFC Bank, however, stands out by focusing on its ability to understand the customer’s needs and provide tailored solutions.**

**6. Emotional Resonance:**

**This tagline appeals not just to the rational side of customers but also to their emotional side. It resonates with customers who want to feel valued and understood, especially in an era where personal interactions with institutions.**

* **Competitor Analysis:**

**HDFC Bank is one of the largest private sector banks in India, offering a wide range of banking products and services including retail banking, wholesale banking, and treasury operations. In this analysis, we will look at some of its key competitors and compare various factors such as market share and strategies.**

**Key competitors of HDFC Bank include:**

* **Competitor 1:**

**ICICI Bank:**

**Overview: ICICI Bank is another large private-sector bank in India and is often considered one of the strongest competitors to HDFC Bank in the retail and corporate banking space. Like HDFC Bank, ICICI Bank offers a full suite of financial products and services.**

**Strategic Differentiators: ICICI has a stronger global presence and is a more player in digital banking compared to HDFC Bank.**

* **Competitor 2:**

**Axis Bank:**

**Overview: Axis Bank is one of India’s largest private-sector banks and competes directly with HDFC Bank across multiple segments, particularly retail banking, corporate banking, and financial services.**

**Strategic Differentiators: Axis Bank has a strong emphasis on SME lending and mid-market businesses, which may allow for deeper penetration in these market segments compared to HDFC Bank.**

* **Competitor 3:**

**Kotak Mahindra Bank:**

**Overview: Kotak Mahindra Bank is a major player in India's banking landscape. It competes primarily in retail banking, investment banking, and wealth management.**

**Strategic Differentiators: Kotak Mahindra Bank distinguishes itself with a focus on high-net-worth individuals, premium customers, and its advanced digital capabilities. The bank's aggressive expansion into non-banking financial services and its strong capital position are key differentiators.**

* **Buyer's/Audience's Persona:**

**Creating a buyer's persona for HDFC Bank is all about understanding who their customers are and what they need! Here’s a quick breakdown:**

**1. Demographics:**

**Think about age, gender, income level, and education. HDFC Bank caters to a wide range of customers, from young professionals to retirees.**

**2. Goals and Needs:**

**Customers might be looking for savings accounts, loans, investment options, or credit cards. Knowing what they want helps the bank tailor its services.**

**3. Challenges:**

**Many people face challenges like managing finances, understanding loan processes, or finding the right investment options. HDFC Bank can address these pain points.**

**4. Behaviour:**

**Consider how customers interact with the bank. Do they prefer online banking, mobile apps, or visiting branches? This helps in creating a better user experience.**

**5. Interests:**

**Customers might be interested in financial literacy, investment tips, or community events. HDFC Bank can engage them through informative content and workshops.**

**SEO & Keyword Research**

* **SEO Audit:**

an **SEO audit of HDFC Bank’s website**, we’ll follow a structured approach to evaluate their technical SEO, on-page SEO, off-page SEO, and performance in search engines. Below is an audit breakdown based on commonly used SEO best practices.

**1. Website Overview:**

**URL**: <https://www.hdfcbank.com>

**2. Technical SEO Audit:**

**Website Crawling & Indexation**

**Mobile Friendliness**

**Site Speed Optimization**

**SSL/HTTPS Security**

**3. On-Page SEO Audit:**

**Title Tags**

**Meta Descriptions**

**Heading Structure (H1, H2, etc.)**

**Content Quality & Keyword Optimization**

**Image Optimization**

**URL Structure**

**4. Off-Page SEO & Backlink Profile:**

**Backlink Profile**

**Social Media & Brand Mentions**

1. **Performance & Analytics Review:**

**Google Search Console (GSC) Insights**

**Google Analytics Review**

1. **Local SEO Audit:**

**Google My Business (GMB)**

**NAP consistency**

1. **Actionable Recommendations:**

**Page Speed Optimization**

**Content Enhancement**

**Meta Tags**

**Backlink Strategy**

* **Keyword Research:**

**This plan will define research objectives, brainstorm seed keywords, utilize keyword research tools like SEMrush or Moz Keyword Explorer, analyse competitor keywords, and explore long-tail keywords that align with the objectives of HDFC Bank's SEO strategy.**

* 1. **Define Research Objectives:**

**Increase website traffic**

**Improve conversion rate**

**Rank for niche topics**

**Improve brand visibility**

* 1. **Brainstorm Seed Keywords:**

**If you're in the fitness industry**

**If you're in the tech industry**

* 1. **Brainstorm Seed Keywords:**

**If you're in the fitness industry**

**If you're in the tech industry**

* 1. **Utilize Keyword Research Tools (SEMrush, Moz Keyword Explorer):**

**SEMrush**

**Moz Keyword Explorer**

* 1. **Analyse Competitor Keywords:**

**Using SEMrush or Moz**

**Identify Opportunities**

* 1. **Long-tail Keyword Exploration:**

**How to Find Long-tail Keywords:**

**Use Keyword Tools**

**Google Search Autocomplete**

**Google’s "People also ask" section**

**Forums and Social Media**

* 1. **Refining Keyword Strategy:**

**Prioritizing based on intent**

**Assessing keyword difficulty**

**Focus on buyer intent**

* **On page Optimization:**
  + 1. **Keyword Research and Integration:**

**The foundation of on-page SEO is choosing the right keywords. For HDFC Bank, this involves focusing on keywords that potential customers would search for when looking for banking services.**

**Steps for Keyword Research:**

**Primary Keywords: Focus on high-intent keywords related to banking services.**

**HDFC Savings Account**

**HDFC Home Loan**

**HDFC Credit Card**

**HDFC Online Banking**

**Long-Tail Keywords**

**Local SEO Keywords**

**Implementation:**

**Home Page**

**Service Pages**

**Blog or Article Pages**

* + 1. **Title Tags Optimization:**

**The title tag is one of the most important on-page elements.**

**Unique for Every Page**

**Keyword Integration**

**Brand Name**

* + 1. **Meta Descriptions Optimization:**

**The meta description provides a short summary of the page content and appears in search engine results beneath the title tag**

**Character Limit: Between 150-160 characters.**

**Incorporate Keywords: Include relevant keywords but keep it natural.**

**Call to Action: Make the description compelling with actionable phrases**

**4. Header Tags Optimization (H1, H2, H3):**

**Header tags organize content for both users and search engines.**

**H1 Tag: Use it for the main title on the page**

**H2, H3 Tags: Use these to break the content into subtopics.**

**5. URL Structure Optimization:**

**URLs should be simple, descriptive, and contain relevant keywords to improve both SEO and user experience.**

**Short and Descriptive, Include Keywords, Use Hyphens, Not Underscores**

**Content Ideas and Marketing Strategies**

**1.Content ideas generation and strategy:**

**HDFC Bank Content Calendar – July 2024**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date** | **Platform** | **Content Type** | **Content Theme** | **Details** | **Hashtags** |
| **July 1** | **Social media** | **Image post** | **#StartYourFinancialJourney** | **Post an inspirational message about starting to save and invest this financial year** | **#FinancialGoals #StartToday** |
| **July 3** | **Blog/Website** | **Blog Post** | **“Top 5 Investment Plans for 2024”** | **Detailed guide on best investment plans from HDFC bank with benefits of each** | **#InvestSmart #HDFCBank** |
| **July 5** | **Social media** | **Video** | **#loanMadeEasy- Personal Loan** | **Benefits Video Explaining how easy it is to apply for a personal loan** | **#LoanMadeEasy #PersonalLoan** |
| **July 7** | **Email campaign** | **Email Newsletter** | **“Your mid-year Financial Review”** | **A personalized financial check-up email to customers with tips for better financial management** | **#MidYearReview #FinancialTips** |
| **July 10** | **Social media (LinkedIn)** | **Post** | **Corporate Banking Services at HDFC bank** | **Post about HDFC bank’s offerings for**  **Corporate clients, emphasizing** | **#CorporateBanking #BusinessGrowth** |
| **July 12** | **Social media (Instagram)** | **Story Poll** | **“Have you checked your CIBIL score this year?”** | **Engaging poll on Instagram stories educating customer on the importance of CIBIL score for loans** | **#CreditScore #Loantips** |
| **July 14** | **Blog/Website** | **Blog Post** | **“How to plan your Retirement: The HDFC way”** | **Informational post about retirement planning using HDFC bank products like HDFC pension plans** | **#RetirementPlanning #HDFCBank** |
| **July 15** | **Social media** | **Carousel Post** | **“10 Easy steps to apply for credit card”** | **Carousel post breaking the down credit card application process with HDFC bank** | **#CreditCard #BankingMadeEasy** |
| **July 17** | **Social media** | **Text Post** | **“Tips to manage credit Responsibly”** | **Share tips on managing credit card and avoiding debit accumulation** | **#CreditManagement #SmartSpending** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **July 20** | **Email Campaign** | **Promo Email** | **“Get a special Interest rate on home loans This July”** | **Special promotions on home loans with reduced interest rates for a limited time** | **#HomeLoans #HDFCBankOffers** |
| **July 22** | **Social media** | **Video** | **“What’s New with HDFC Mobile Banking?”** | **Demonstration video showing the features and updates on HDFC mobile banking app** | **#MobileBanking #HDFCBankApp** |
| **July 25** | **Blog/Website** | **Blog/Post** | **“Understanding the benefits of HDFC fixed deposits”** | **Educational Content on fixed deposits, explaining their advantages and how to start one** | **#FixedDeposits #Safeinvestment** |
| **July 27** | **Social media (FB, Instagram)** | **Image Post** | **“Women Empowerment through Financial Independence”** | **Share a story or case study highlighting how women can achieve financial independence with HDFC bank services** | **#WomenInFinance #Empowerment** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **July 30** | **Social media (LinkedIn)** | **Article** | **“How Digital Banking is Transforming the financial sector”** | **Share an insight article about the rise of digital banking featuring HDFC banks contributions to sector** | **#DigitalBanking #Innovation** |

**2. Marketing Strategies:**

**### Marketing Strategies for HDFC Bank**

**As a leading financial institution, HDFC Bank must employ a diverse set of marketing strategies to remain competitive, enhance customer loyalty, and drive growth across various banking services (personal, corporate, and digital). The following are key \*\*marketing strategies\*\* that HDFC Bank can adopt to achieve these objectives**

**1. Digital Marketing & SEO Strategy**

**Objective: Enhance online visibility and drive traffic through search engines.**

**- SEO Optimization:**

**-On-Page SEO: Ensure that all product and service pages are optimized with relevant keywords (e.g., "best home loan rates in India," "apply for HDFC credit card").**

**- Content Marketing: Publish in-depth blog posts, guides, and educational articles that answer user queries and are optimized for search engines.**

**- Long-Tail Keywords: Focus on long-tail keywords that target specific queries, such as “how to improve credit score with HDFC credit card” or “apply for HDFC home loan 2024.”**

**- Local SEO: Optimize for location-based searches (e.g., "HDFC Bank branch near me") to drive foot traffic to local branches.**

**- Search Engine Marketing (SEM):**

**- Run Google Ads and Bing Ads campaigns targeting specific banking products (e.g., home loans, personal loans, business loans).**

**- Focus on high-conversion keywords like “apply for HDFC loan online” or “HDFC savings account interest rates.”**

**- Website Optimization:**

**- Speed up the website and ensure it’s mobile-responsive, as many users may be accessing the site via mobile devices.**

**- Include clear calls-to-action (CTAs) on every page (e.g., “Apply for a loan now,” “Open a savings account,” etc.).**

**- Social Media Marketing:**

**- Run paid advertising campaigns on platforms like Facebook, Instagram, LinkedIn, and Twitter to drive traffic and brand awareness.**

**- Promote posts about loan offers, credit cards, and financial products.**

**- Use Facebook Ads and Instagram Stories to target specific demographics, such as young professionals or business owners.**

**2. Content Marketing Strategy**

**Objective: Provide valuable and engaging content that educates, informs, and drives action.**

**- \*\*Educational Content\*\*:**

**- Create \*\*blog posts\*\*, \*\*video tutorials\*\*, and \*\*infographics\*\* around financial education topics, such as “How to manage your credit score,” “Understanding home loan interest rates,” and “Best ways to save for retirement.”**

**- Offer financial planning tools and resources on the website, such as an EMI calculator, loan eligibility checker, and tax-saving tips.**

**- Customer Success Stories & Testimonials:**

**- Highlight real-life customer success stories on the website, in social media posts, and through email newsletters.**

**- Use customer testimonials to build trust, especially for services like home loans, personal loans, and credit cards.**

**- Interactive Content:**

**- Develop quizzes (e.g., “Which HDFC Credit Card is Right for You?” or “Are You Ready for a Home Loan?”) to engage visitors.**

**- Create financial tools like calculators for home loans, credit card payments, and investment plans.**

**- Video Content:**

**- Explainer videos about HDFC Bank products (e.g., home loans, credit cards, and personal banking services).**

**- Use customer testimonials in video format, featuring real people discussing their experiences with HDFC products and services.**

**- Email Marketing:**

**- Send personalized email campaigns that highlight relevant financial products for different customer segments (e.g., young professionals, retirees, business owners).**

**- Include regular updates about new banking services, interest rate changes, and special offers.**

**- Use automated drip email sequences to nurture leads, particularly for loan applications or account sign-ups.**

**Personalization & Customer Experience Strategy:**

**Objective: Improve customer engagement by offering tailored services.**

**- Personalized Banking Services:**

**- Use data-driven insights to offer personalized banking experiences, such as customized loan offers, savings plans, and credit card promotions.**

**- Offer personalized recommendations on the HDFC Bank mobile app based on user behaviour (e.g., if a user frequently views home loan rates, suggest personalized loan options).**

**- Loyalty Programs:**

**- Develop a customer loyalty program for HDFC credit card holders that provides exclusive rewards (e.g., cashback, travel points, discounts).**

**- Implement VIP customer programs for high-net-worth individuals (HNWIs) with premium benefits such as personalized financial planning services or special loan offers.**

**- Customer Support:**

**- Leverage \*\*AI-powered chatbots\*\* on the website and mobile app for instant support and 24/7 availability.**

**- Ensure that the customer support team is trained to offer proactive solutions and provide high-quality service, especially for complex queries.**

**- Branch Experience:**

**- In addition to online services, focus on improving the in-branch experience by integrating digital tools, such as self-service kiosks and interactive screens that guide customers through processes like opening accounts or applying for loans.**

**4. Influencer & Partnership Marketing**

**Objective: Leverage third-party endorsements and partnerships to enhance brand credibility.**

**- Influencer Marketing:**

**- Partner with finance influencers or personal finance bloggers who have a large, engaged audience to review HDFC products (e.g., credit cards, loans, etc.).**

**- Leverage micro-influencers in niche areas like personal finance, entrepreneurship, or small business growth to promote specific banking services to target demographics.**

**- Affiliate Marketing:**

**- Launch an affiliate marketing program where partners (financial bloggers, websites) can earn commissions by referring new customers to HDFC Bank’s products (e.g., personal loans, home loans, or credit cards).**

**- Partnerships with Real Estate & Home Builders:**

**- Partner with real estate developers or property agents to offer joint promotions on home loans for new buyers.**

**- Collaborate with e-commerce platforms (like Amazon or Flipkart) to offer exclusive discounts for HDFC Bank credit card holders.**

**5. Offline Marketing Strategy**

**Objective: Build strong brand awareness and customer relationships through traditional marketing.**

**- Brand Awareness Campaigns:**

**- Run TV ads, radio campaigns, and print media ads to increase brand visibility, particularly for new product launches or services.**

**- Advertise at events (e.g., financial education seminars, startup expos) where HDFC Bank can showcase its banking solutions.**

**- Sponsorships:**

**- Sponsor financial events, sports events, or community initiatives to enhance the bank’s visibility and associate with good causes.**

**- Use sponsorships in the fintech and digital space to appeal to younger, tech-savvy audiences.**

**- Local Outreach:**

**- Organize financial literacy workshops at local HDFC Bank branches and partner with educational institutions to provide financial education seminars.**

**- Conduct roadshows in key cities or towns to promote new services and create brand awareness.**

**6. Data-Driven Marketing Strategy**

**Objective: Use customer data and insights to drive targeted marketing campaigns.**

**- Customer Segmentation:**

**- Use customer data (e.g., transaction history, account type, loan activity) to segment customers and personalize marketing messages.**

**- For example, offer home loan refinancing to customers who have held a home loan for several years, or promote new credit card offers to customers who are frequently making online purchases.**

**- A/B Testing:**

**- Run A/B tests on various marketing campaigns (e.g., email subject lines, ad creatives) to determine which approaches work best for different customer segments.**

**- Predictive Analytics:**

**- Use predictive analytics to identify customers who are most likely to apply for loans, sign up for credit cards, or invest in financial products and target them with relevant offers.**

**7. Corporate Social Responsibility (CSR) Strategy**

**Objective: Strengthen brand reputation and build trust through social impact initiatives.**

**- Sustainable Banking: - Promote HDFC’s sustainability initiatives, such as offering green loans or financing eco-friendly projects, and highlight them through marketing channels.**

**- Encourage paperless banking and eco-friendly banking practices among customers.**

**- Community Engagement:**

**- Support education programs or financial literacy workshop for underserved communities to promote financial inclusion.**

**- Collaborate with NGOs and charity organizations to launch initiatives that improve financial access for rural populations.**

**- Employee Engagement:**

**- Feature employees in marketing campaigns to show the human side of the bank and create a stronger bond with customers.**

**- Highlight employee volunteer programs and showcase how HDFC Bank is contributing to social causes.**

**Content Creation and Curation**

**Content Creation and Curation:**

**Post creation:**

**Link:** [**https://www.instagram.com/p/C7l6c7eCV4m/?igsh=NTc4MTIwNjQ2YQ==**](https://www.instagram.com/p/C7l6c7eCV4m/?igsh=NTc4MTIwNjQ2YQ==)

**Designs/Video Editing:**

**Link:** [**https://www.instagram.com/reel/C9uF5tJPUkT/?igsh=NTc4MTIwNjQ2YQ==**](https://www.instagram.com/reel/C9uF5tJPUkT/?igsh=NTc4MTIwNjQ2YQ==)

**Social Media Ad Campaigns:**

**Link:** [**https://www.instagram.com/s/aGlnaGxpZ2h0OjE3ODQ2Mjk1OTYwMDk0ODU3?story\_media\_id=3323619386636049578\_2308941538&igsh=NTc4MTIwNjQ2YQ==**](https://www.instagram.com/s/aGlnaGxpZ2h0OjE3ODQ2Mjk1OTYwMDk0ODU3?story_media_id=3323619386636049578_2308941538&igsh=NTc4MTIwNjQ2YQ==)

**Email Ad Campaigns:**

**Hdfc.home.loan@hdfcbank.com**