

Comprehensive Digital Marketing Project Work

Company hdfc bank

TEAM:

- Leader-1. s. Uday kiran
2. p. Harsha vardhan
3. s. Vaishnavi
4. s. Srinivas
5. s. Nagaraja

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

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

- **Logo:**



- **Mission/Values:**

HDFC Bank's mission is to be a world class Indian bank. We have a two-fold objective: first, to be the preferred provider of banking services for target retail and wholesale customer segments. The second objective is to achieve healthy growth in profitability, consistent with the bank's risk appetite.

- **USP:** HDFC Bank offers a range of products and services including wholesale banking, retail banking, treasury, auto loans, two-wheeler loans, personal loans, real estate loans, durable goods loans, lifestyle loans and credit cards. In addition, there are various digital products such as Payzapp and Smartbuy.

- **Tagline:** "We Understand Your World"

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

➤ **Analyze Brand Messaging:**

- “We Understand Your World”
- HDFC Bank has made itself known for its superior product delivery/service levels, strong customer orientation, providing various types of loans, mobile and net banking facilities, ATMs, and depository participant services.

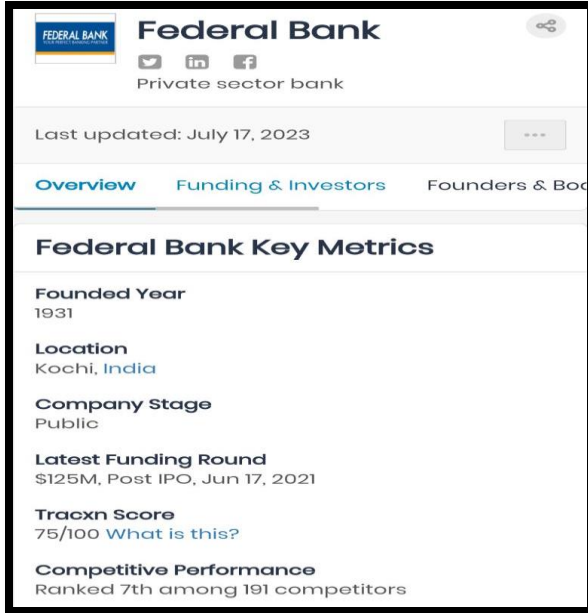
➤ **Examine the brand's tagline:**

To enhance the residential housing stock in the country through the provision of Housing Finance in a systematic and professional manner, and to promote home ownership.

Increase the flow of resources to the housing sector by integrating the housing finance sector with the overall domestic financial markets.

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

➤Competitor 1: Federal bank



Federal Bank
Private sector bank

Last updated: July 17, 2023

Overview Funding & Investors Founders & Bo

Federal Bank Key Metrics

Founded Year
1931


Location
Kochi, India

Company Stage
Public

Latest Funding Round
\$125M, Post IPO, Jun 17, 2021

Tracxn Score
75/100 [What is this?](#)

Competitive Performance
Ranked 7th among 191 competitors



HDFC Bank
Commercial bank

Last updated: July 30, 2023

Overview Funding & Investors Founders & Bo

HDFC Bank Key Metrics

Founded Year
1977

Location
Mumbai, India

Company Stage
Public

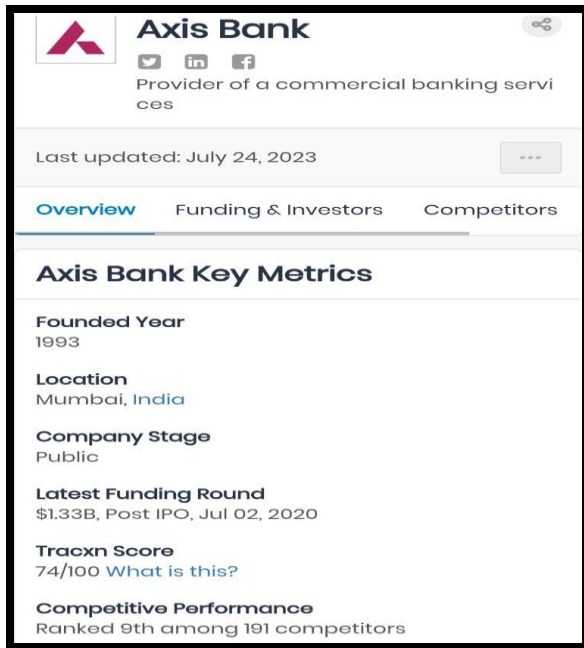
Latest Funding Round
Undisclosed, Post IPO, Aug 06, 2020

Tracxn Score
83/100 [What is this?](#)

Competitive Performance
Ranked 1st among 191 competitors

Link : https://tracxn.com/d/companies/federal-bank/___FT_AsYjSVowV-BP63gKMEX5x-Wz2YEFoZSaA3E28VJE

➤ Competitor-2 Axis Bank



Axis Bank
Provider of a commercial banking services

Last updated: July 24, 2023

[Overview](#) [Funding & Investors](#) [Competitors](#)

Axis Bank Key Metrics

Founded Year
1993

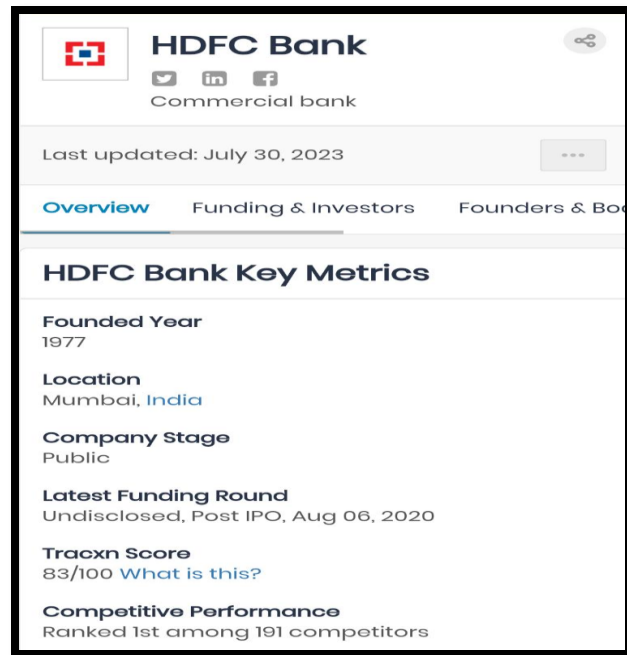
Location
Mumbai, India

Company Stage
Public

Latest Funding Round
\$1.33B, Post IPO, Jul 02, 2020

Tracxn Score
74/100 [What is this?](#)

Competitive Performance
Ranked 9th among 191 competitors



HDFC Bank
Commercial bank

Last updated: July 30, 2023

[Overview](#) [Funding & Investors](#) [Founders & Board](#)

HDFC Bank Key Metrics

Founded Year
1977

Location
Mumbai, India

Company Stage
Public

Latest Funding Round
Undisclosed, Post IPO, Aug 06, 2020


Tracxn Score
83/100 [What is this?](#)




Competitive Performance
Ranked 1st among 191 competitors

- Link: https://tracxn.com/d/companies/axisbank/_yRvL2rZ4YhtEgK22H3d_4BX7bHGFvJ3nioBmRv5mV_Q



Competitor-3 IDFC First Bank

**IDFC First Bank**



Commercial bank

Last updated: July 24, 2023

[Overview](#)[Funding & Investors](#)[Competitors](#)

IDFC First Bank Key Metrics

Founded Year
2015


Location
Mumbai, [India](#)




Company Stage
Public

Latest Funding Round
\$409M, Post IPO, Apr 06, 2021

Tracxn Score
76/100 [What is this?](#)

Competitive Performance
Ranked 4th among 191 competitors

**HDFC Bank**



Commercial bank

Last updated: July 30, 2023

[Overview](#)[Funding & Investors](#)[Founders & Bo](#)

HDFC Bank Key Metrics

Founded Year
1977

Location
Mumbai, [India](#)

Company Stage
Public

Latest Funding Round
Undisclosed, Post IPO, Aug 06, 2020

Tracxn Score
83/100 [What is this?](#)

Competitive Performance
Ranked 1st among 191 competitors

- Link :[https://tracxn.com/d/companies/idfc-first bank/_ONV8_JuZUdpzAdzpZpOAz9BhiGZrV1565lj2dS9L3aM](https://tracxn.com/d/companies/idfc-first-bank/_ONV8_JuZUdpzAdzpZpOAz9BhiGZrV1565lj2dS9L3aM)

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

➤ Buyer's/Audience's Persona:

HDFC:

34

male

Annual HH income:\$125,000

Lives in a townhouse-style condo in an urban area getting stuck in a job and not advancing up the corporate ladder as quickly as he'd like.

Economic recessions that mean he'll never be able to retire


Life passing him by quickly.

running 5k races with his girlfriend.

Watching games of thrones

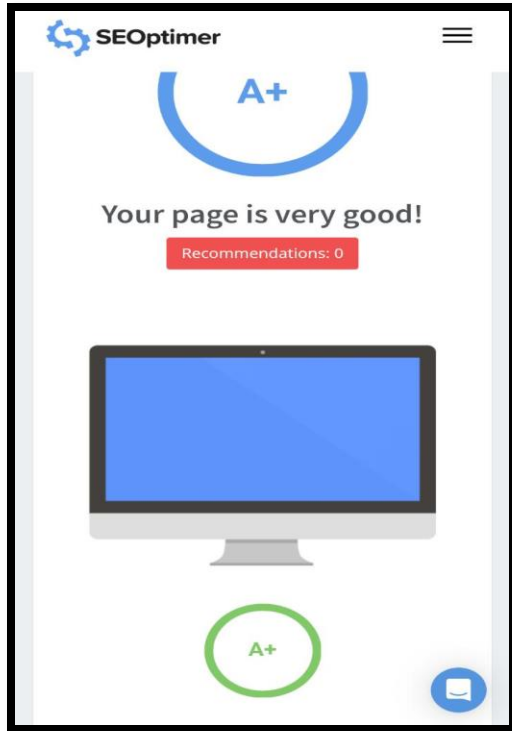
Going out to brunch with other young couples

Taking one nice vacation a year to established tourist destinations

Background: <ul style="list-style-type: none">*Staff Accountant at Founder Accounting*Completed his undergraduate degree at Penn State and his masters at Cornell University*Has a serious girlfriend and two dogs (a Labrador retriever and a pug mix)	Tommy Technology 	Challenges: <ul style="list-style-type: none">*Wants to have a more modern website, but isn't the final decision-maker*Struggles with being seen as the "young guy" in the office and being taken less seriously as a result
Demographics: <ul style="list-style-type: none">*Male*Age 34*Annual HH income: \$125,000*Lives in a townhouse-style condo in an urban area	Hobbies & Interests: <ul style="list-style-type: none">*Running 5K races with his girlfriend*Watching Game of Thrones*Going out to brunch with other young couples*Taking one nice vacation a year to established tourist destinations	Common Objections: <ul style="list-style-type: none">*I love the idea of a new website, but my boss will never go for it! He doesn't see the value in new technology.*I'd love to get started on a new website, but I don't think I can get buy-in from my boss. He never takes my ideas seriously.
Goals: <ul style="list-style-type: none">*Become a senior accountant within 3-5 years*Achieve a salary of \$80,000 so that he can purchase a single family home*Network aggressively in order to build professional contacts		Biggest Fears: <ul style="list-style-type: none">*Getting stuck in a job and not advancing up the corporate ladder as quickly as he'd like*Economic recessions that mean he'll never be able to retire*Life passing him by too quickly

Part 2: SEO & Keyword Research

➤ SEO Audit

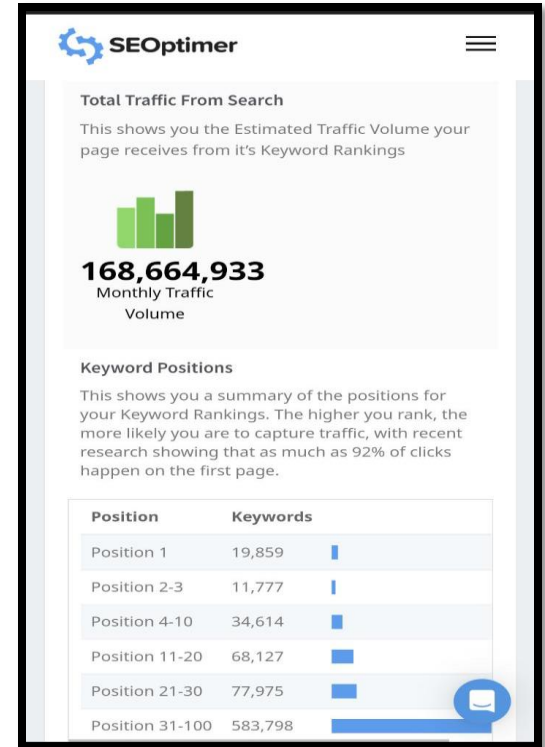


Rankings



Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.


Keyword	Country & Language
hdfc bank net banking	🇮🇳 EN
hdfc bank net banking	🇮🇳 HI
hdfc bank net login	🇮🇳 EN
hdfc bank netbanking	🇮🇳 EN
hdfc netbanking	🇮🇳 EN
hdfc netbanking	🇮🇳 HI
net banking for hdfc bank	🇮🇳 EN
netbanking hdfc	🇮🇳 HI
netbanking hdfc	🇮🇳 EN
netbanking hdfc banking	🇮🇳 EN



SEO AUDIT OF HDFC BANK

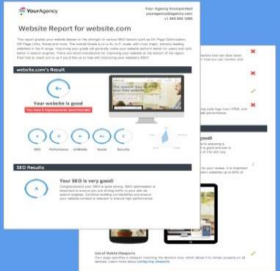
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Links



Number of Backlinks 

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Technology Results

Server IP Address 

104.18.94.72

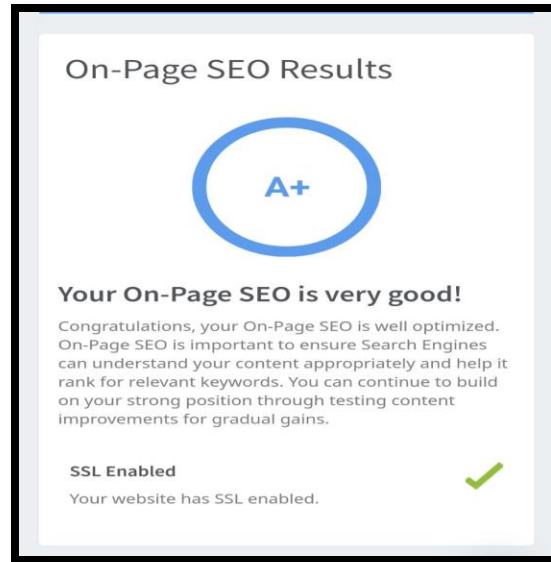
DNS Servers 

- m.gtld-servers.net
- e.gtld-servers.net
- c.gtld-servers.net
- b.gtld-servers.net
- g.gtld-servers.net
- a.gtld-servers.net
- f.gtld-servers.net
- d.gtld-servers.net
- j.gtld-servers.net
- h.gtld-servers.net
- i.gtld-servers.net
- k.gtld-servers.net
- l.gtld-servers.net

➤ **Keyword Research: HDFC**

- HDFC LOANS [Gold lone, Home lone],
- HDFC FINANCE
- HDFC ACCEPTING DEPOSITS
- HDFC ADVANCING LONES
- HDFC DISCOUNTING BILLS OF EXCHANGE OR HUNDIES
- HDFC TRANSFER OF MONEY
- HDFC MISCELLANEOUS FUNCTIONS.

➤ **On page Optimization:**



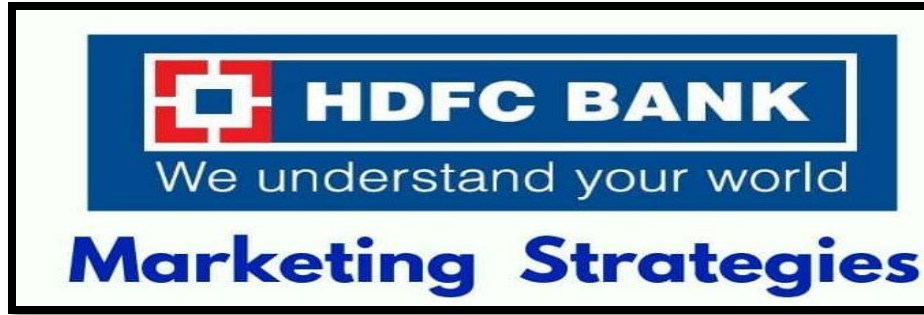
Part 3: Content Ideas and Marketing Strategies

➤ AUGUST 2023 social media holidays:



[Content Calendar Example:](#) (Creating a table for the month of AUGUST)

Part 3: Content Ideas and Marketing Strategies

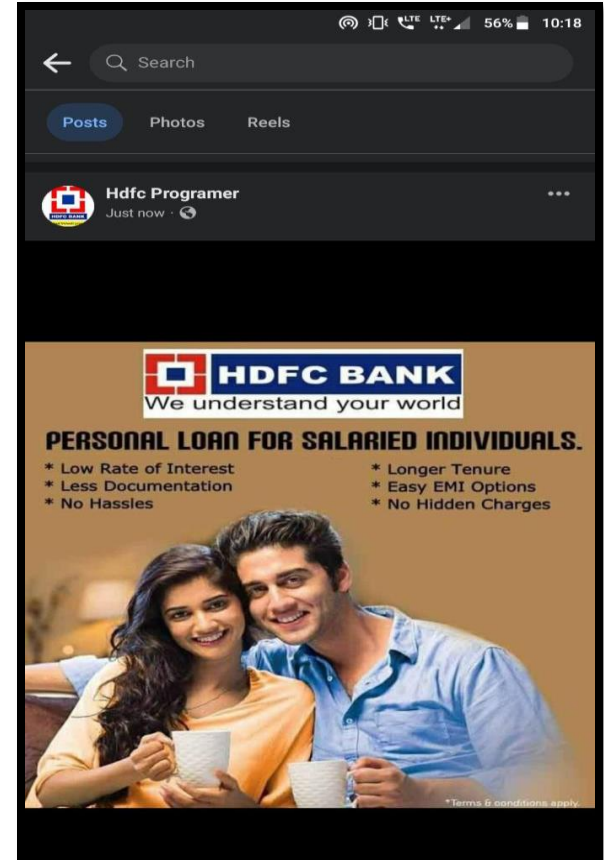
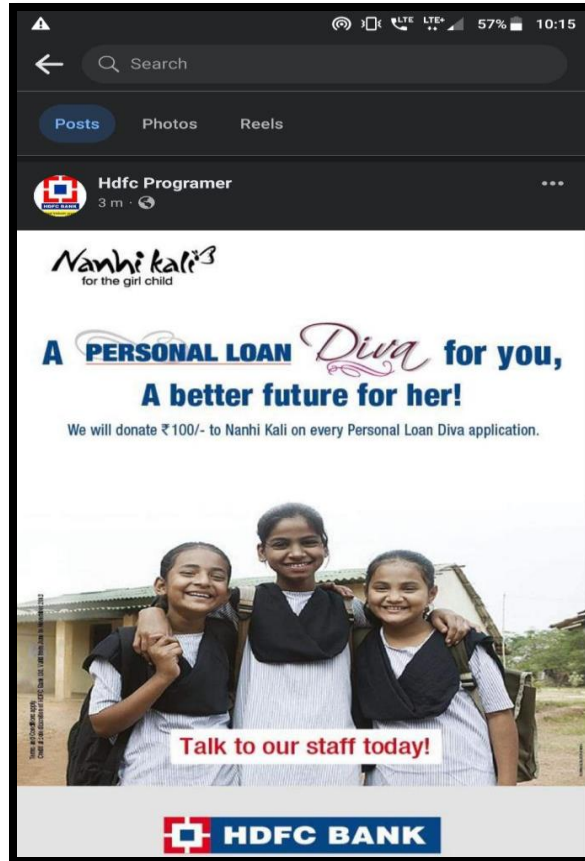
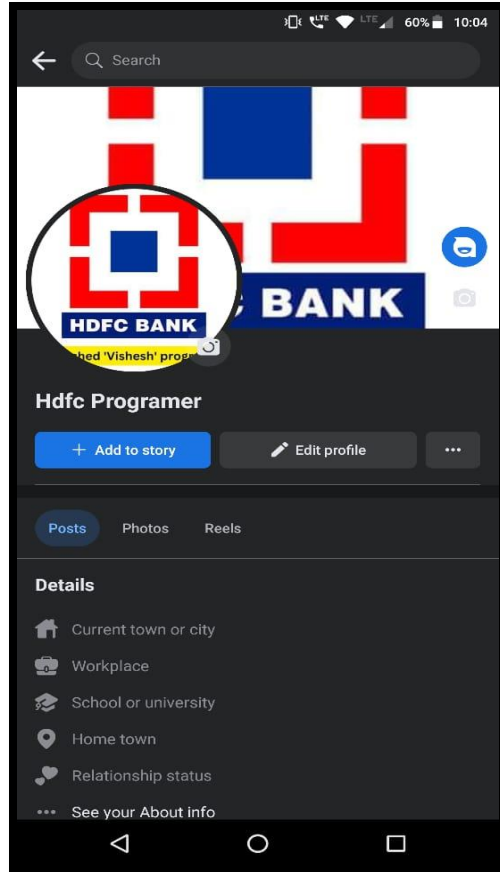


- HDFC has segmented the customers on the basis of income group like formulating the structure of Classic, preferred and imperial and also using customer financial needs to segment the market like those of in need of general banking services (Retail & corporate banking) and those customers who are HNI's and are in need on investment advisory services.
- Bank has the majority of its customer base who are tech-savvy, Young and are more inclined to products coupled with technology. Product & services offered by the company are targeted to salaried class, entrepreneurs, and High net worth Individuals (HNI's).

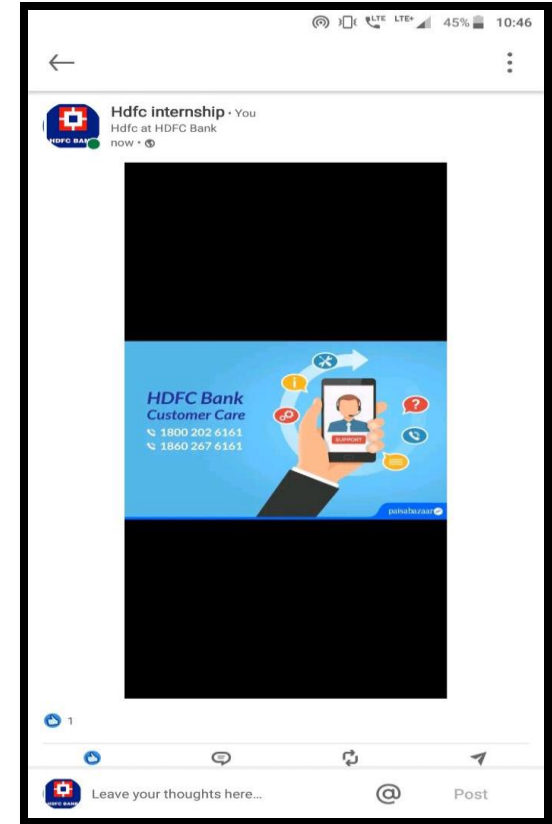
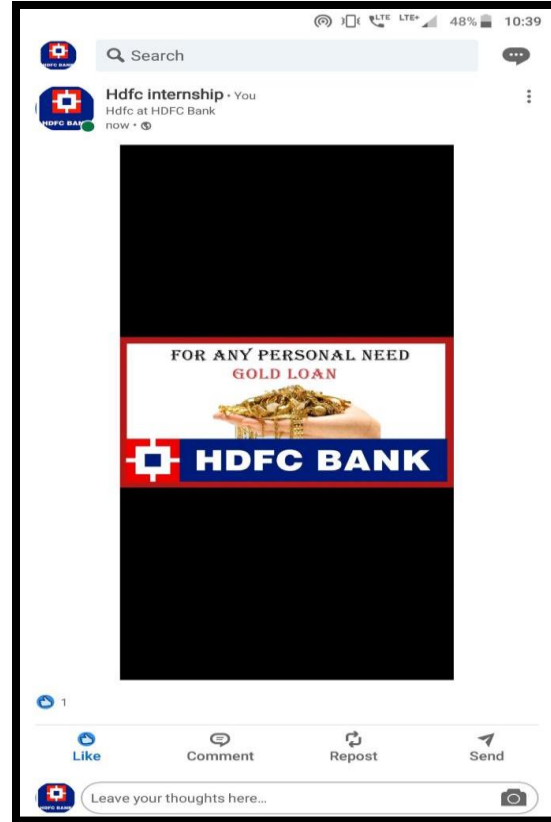
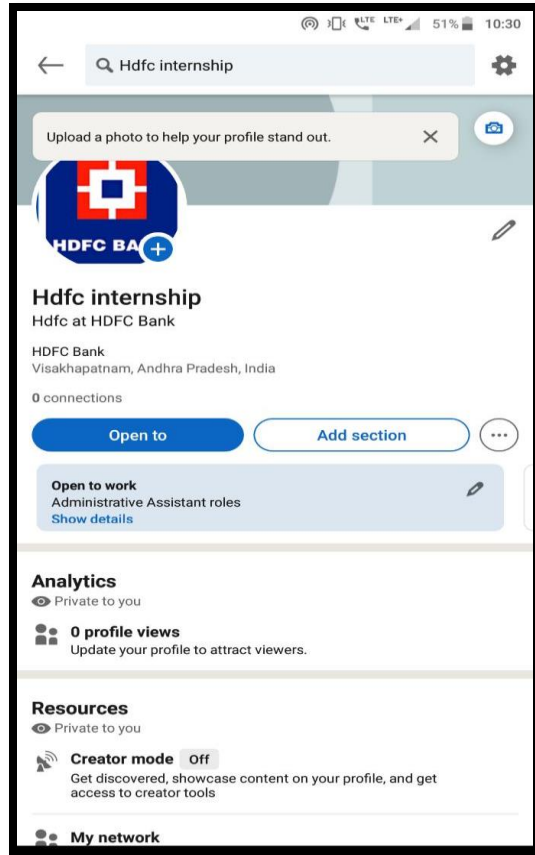
Bank has positioned itself as a preferred provider of financial services by incorporating technological advancement in its core businesses.

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

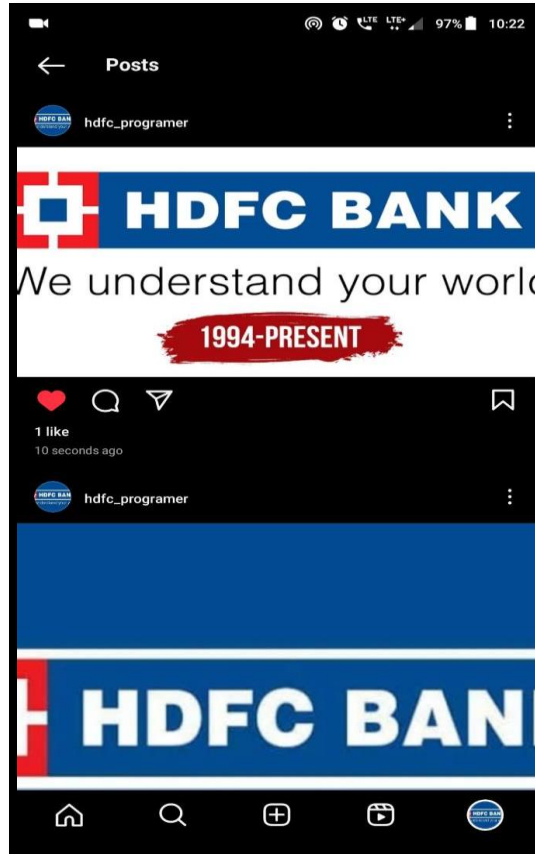
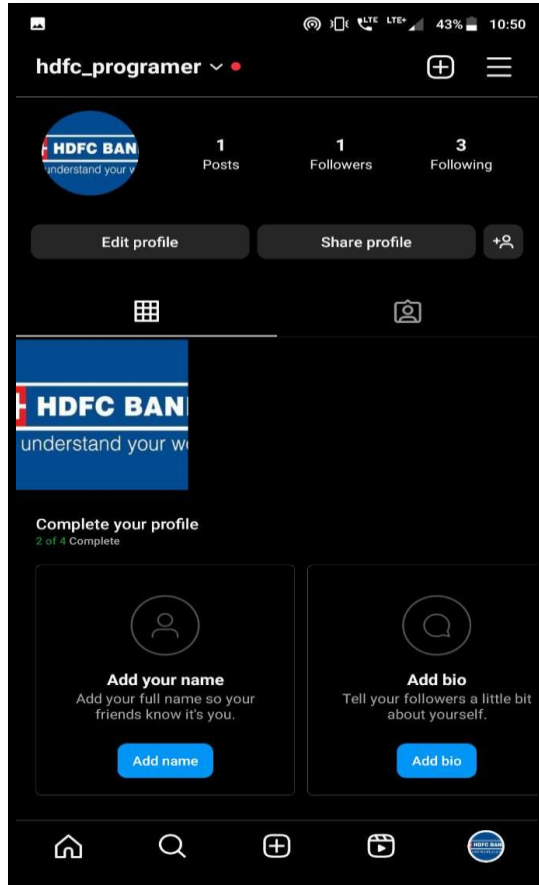
Format 1: Facebook account & post creation:



Format 2: LinkedIn account & post creation

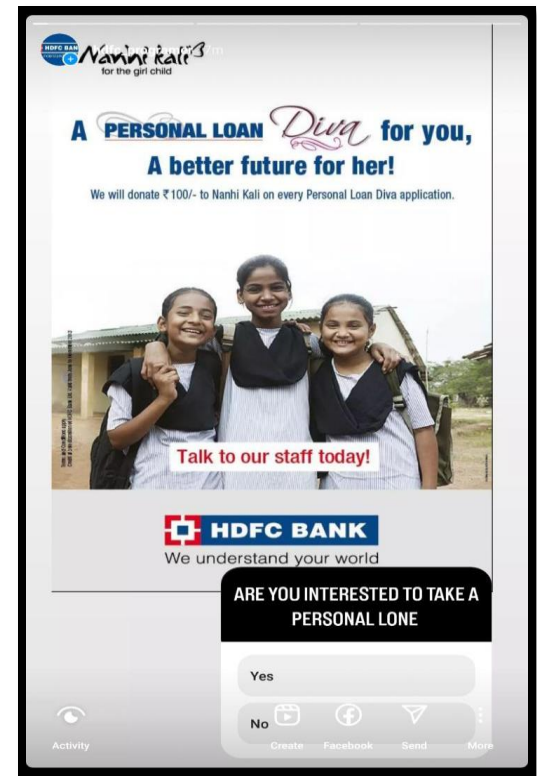
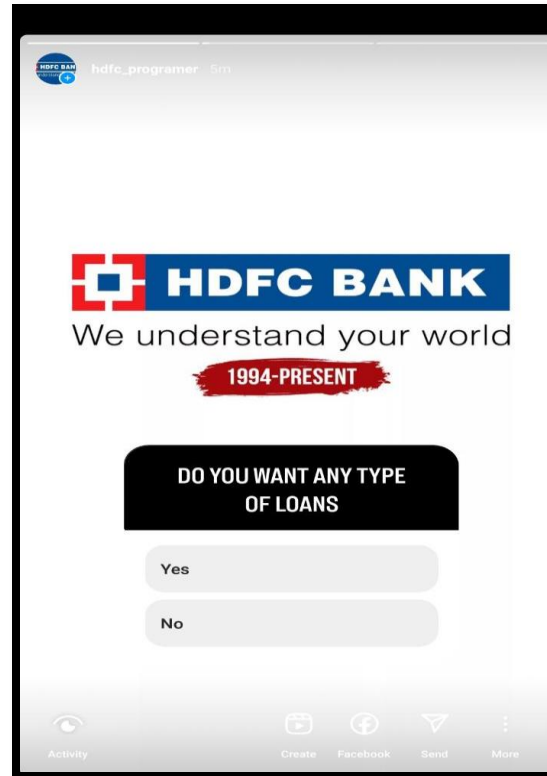
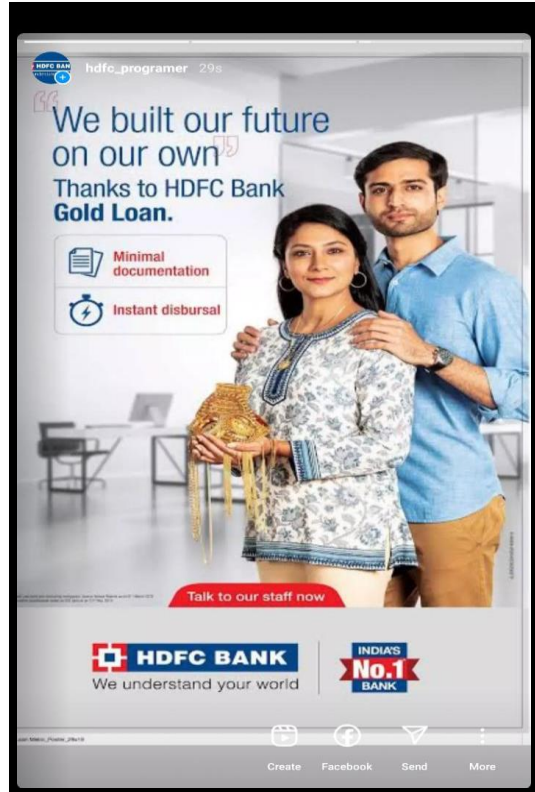


Format 3: Instagram account & post creation



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

Instagram Story



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

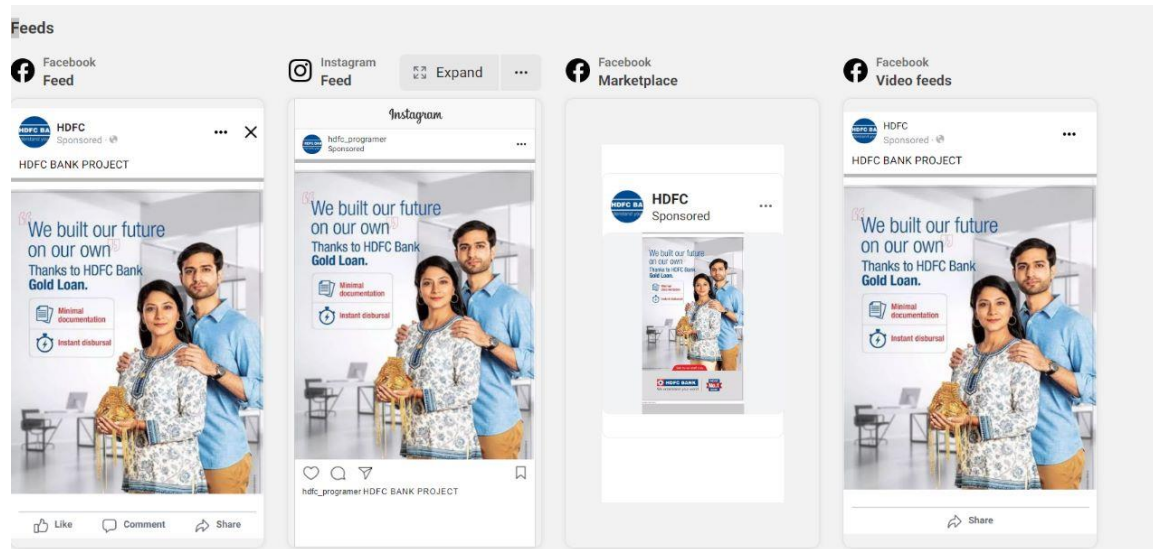
Designs/Video Editing



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

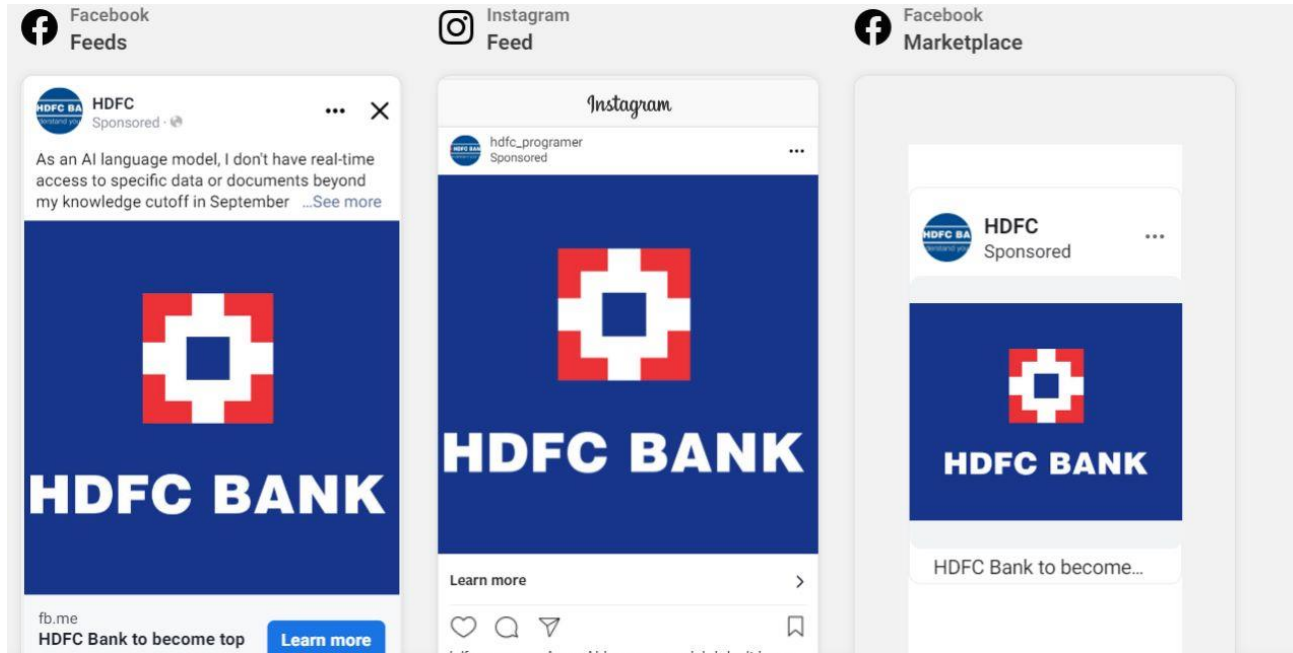
Social Media Ad Campaigns

1. fb.me/bgTk3mnPuarTOh



- Social media ad campaign:

2 fb.me/2MaT8Cs9pZFytDA





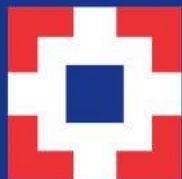
Facebook

Video feeds



HDFC

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HDfC BANK

HDFC Bank to become top weight, FPI inflow hit 10-month high

As an AI language model, I don't have real-time access to specific data or [...See more](#)

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Instagram

Explore

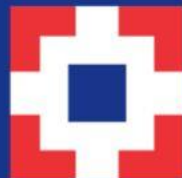


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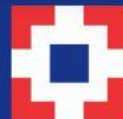
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Reels






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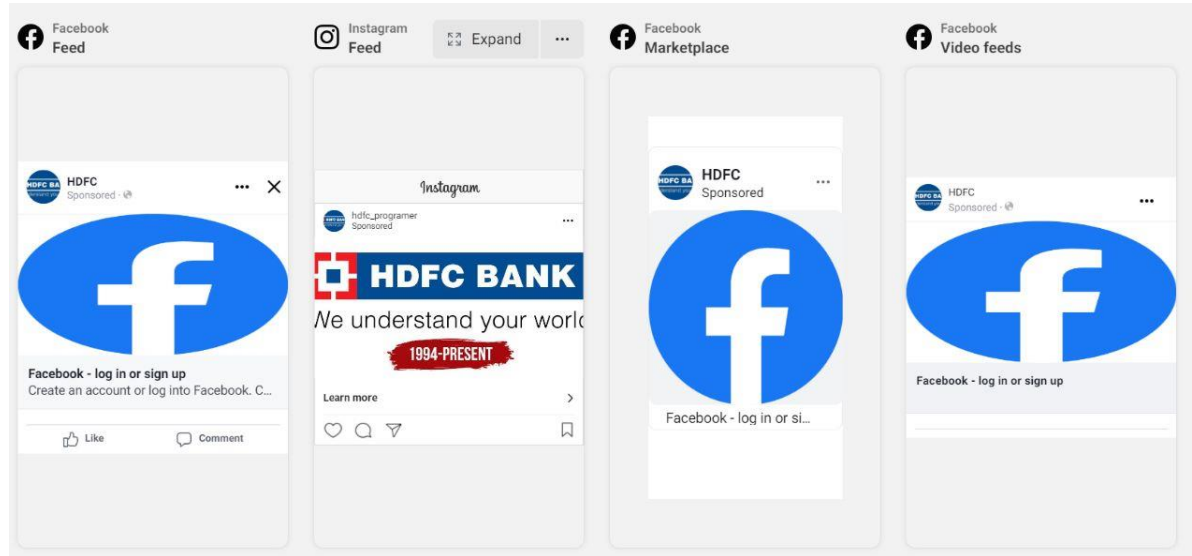
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- Social media ad campaign:

3.fb.me/2MaT8Cs9pZFytDA




 Facebook
Right column




Facebook - log in
or sign up

 Instagram
Explore ...

 Expand



 Instagram
Instagram Explore home

< Explore

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Email Ad Campaign 1 - Brand Awareness

