Comprehensive Digital Marketing
Project Work

Company hdfc bank

TEAM :

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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.

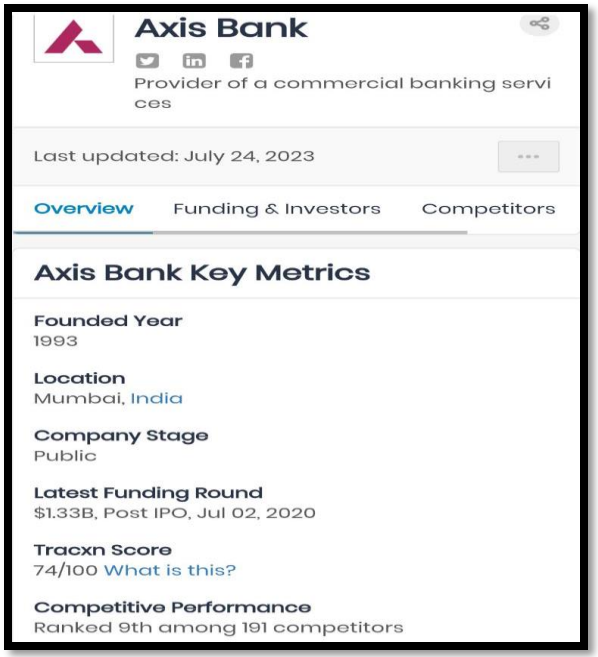
Increase the flow of resources to the housing sector by integrating the housing finance sector with the overall domestic financial markets.

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

➢**Competitor 1:** Federal bank

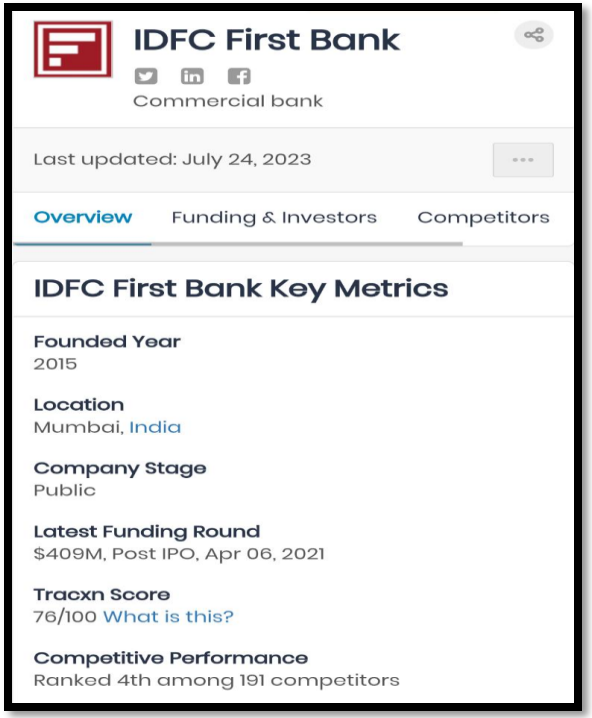
Link : https://tracxn.com/d/companies/federal-bank/__FT_AsYjSVowV-BP63gKMEX5x-Wz2YEFoZSaA3E28VJE

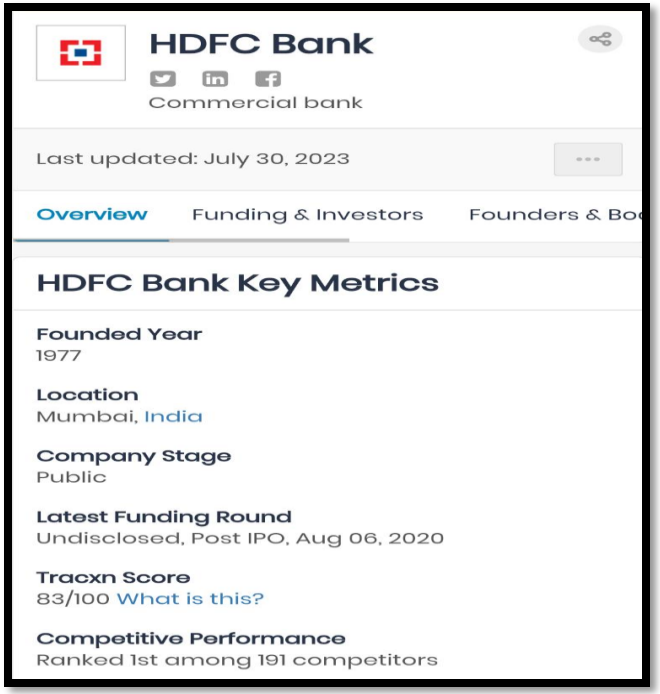
➢ **Competitor-2** Axis Bank



- Link:https://tracxn.com/d/companies/axisbank/__yRvL2rZ4YhtEgK22H3d_4BX7bHGFvJ3nioBmRv5mV_Q

➢ **Competitor-3** IDFC First Bank



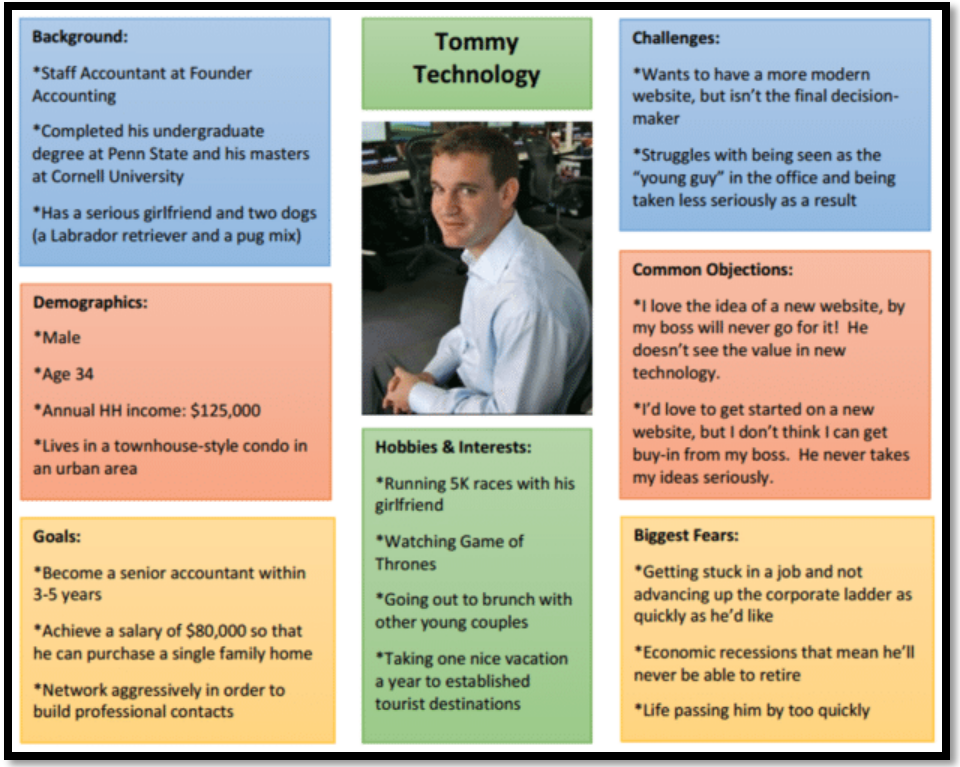


- Link :https://tracxn.com/d/companies/idfc-first bank/__ONV8_JuZUdpzAdzpZpOAz9BhiGZrV1565lj2dS9L3aM

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

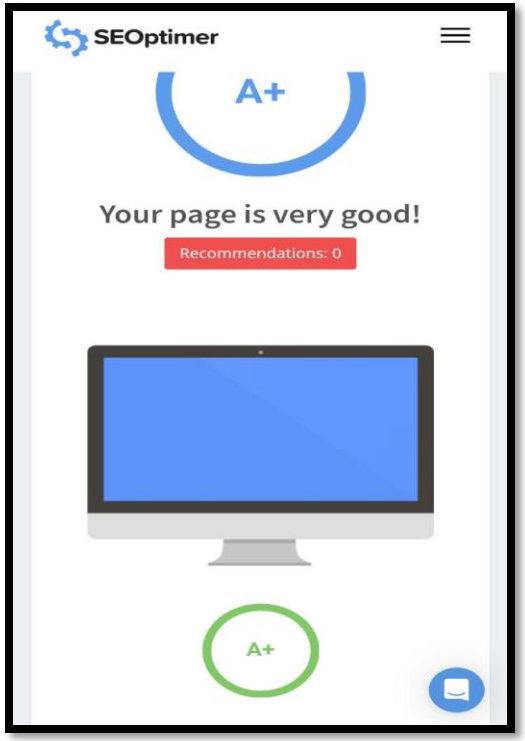
- **Buyer's/Audience's Persona:**

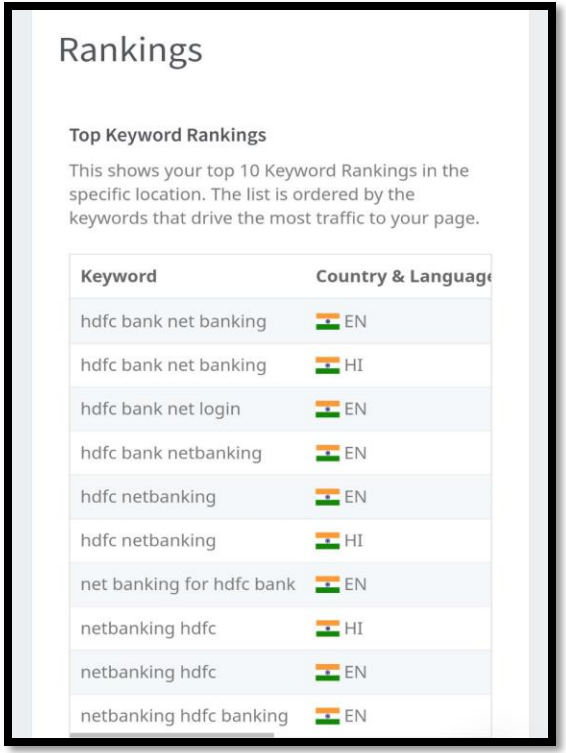
HDFC:
34
male
Annual HH income:$125,000
Lives in a townhouse-style condo in an urban area getting stuck in a job and not advancing up the corporate ladder as quickly as he'd like.
Economic recessions that mean he'll never be able to retire
Life passing him by quickly.
running 5k races with his girlfriend.
Watching games of thrones
Going out to brunch with other young couples
Taking one nice vacation a year to established tourist destinations

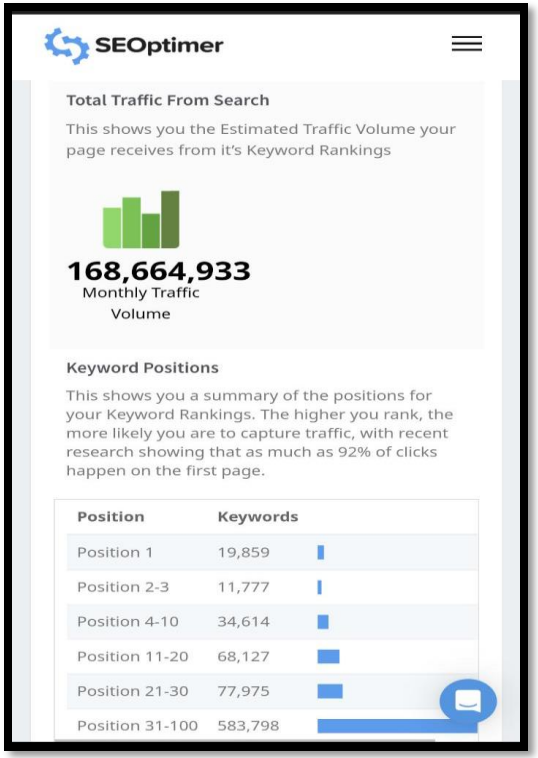


Part 2: SEO & Keyword Research

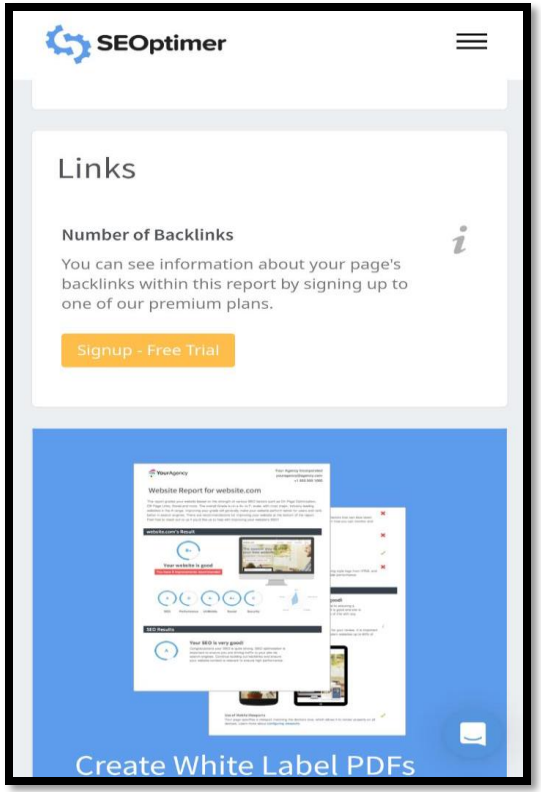
- **SEO Audit**

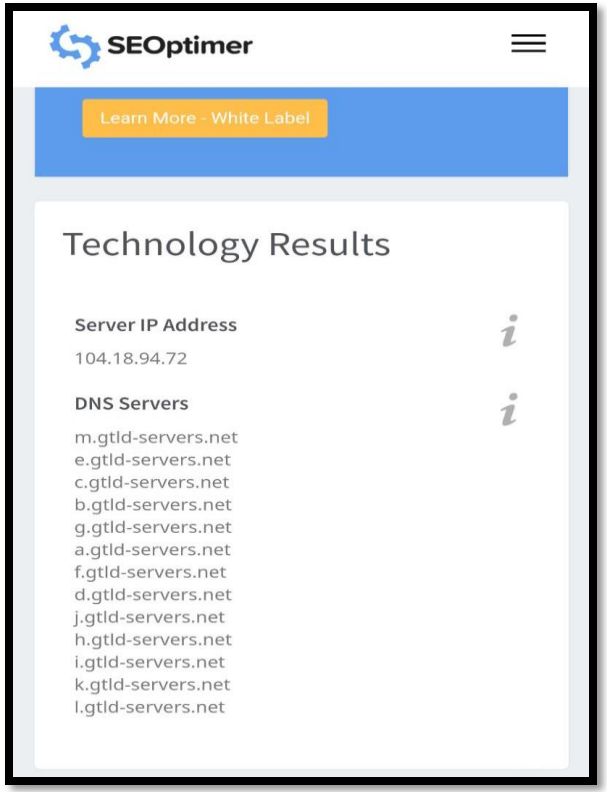






SEO AUDIT OF HDFC BANK

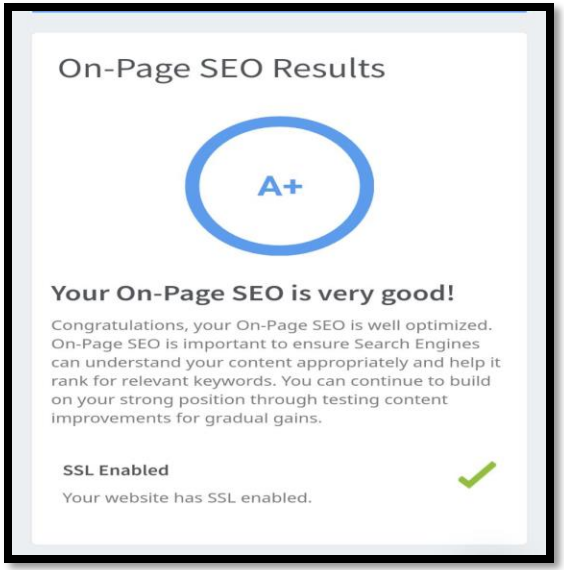




➢ Keyword Research: HDFC

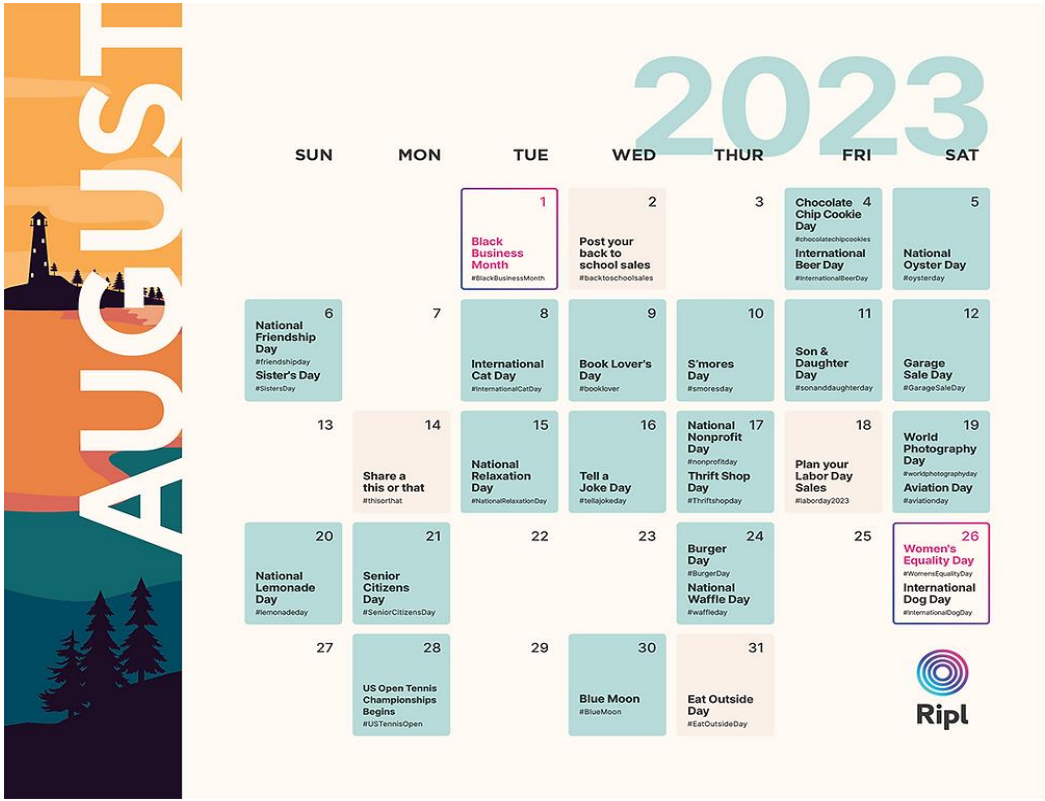
- HDFC LOANS [Gold lone, Home lone],
- HDFC FINANCE
- HDFC ACCEPTING DEPOSITS
- HDFC ADVANCING LONES
- HDFC DISCOUNTING BILLS OF EXCHANGE OR HUNDIES
- HDFC TRANSFER OF MONEY
- HDFC MISCELLANEOUS FUNCTIONS.

➢ On page Optimization:



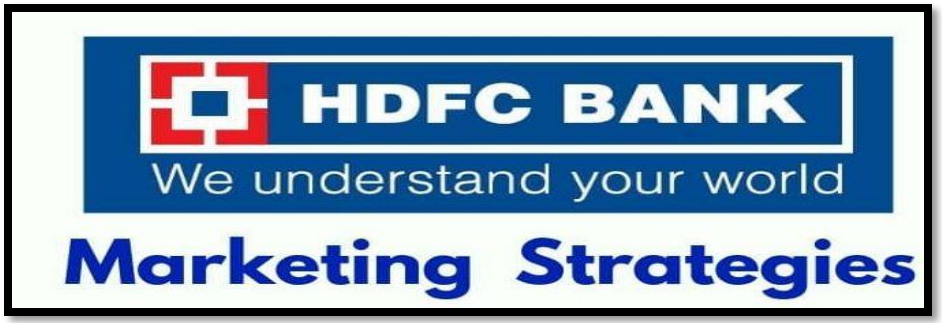
Part 3: Content Ideas and Marketing Strategies

- **AUGUST 2023 social media holidays:**



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

Part 3: Content Ideas and Marketing Strategies



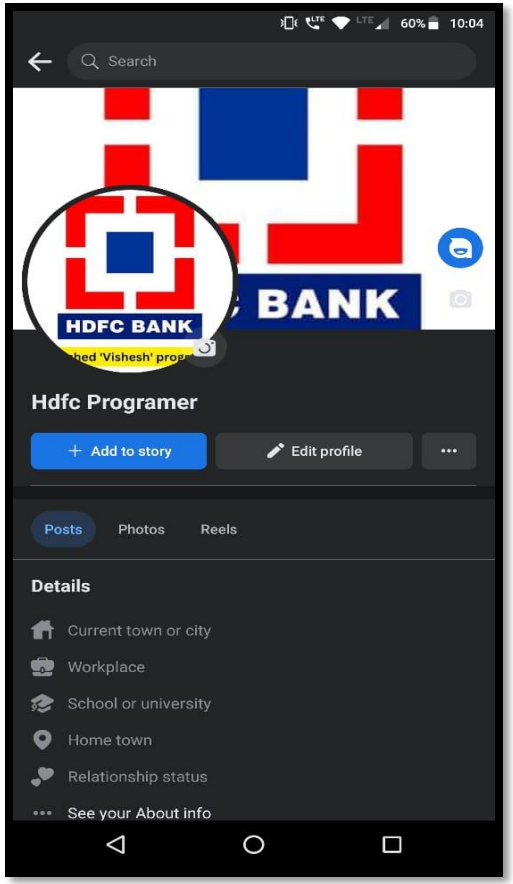
- HDFC has segmented the customers on the basis of income group like formulating the structure of Classic, preferred and imperial and also using customer financial needs to segment the market like those of in need of general banking services (Retail & corporate banking) and those customers who are HNI's and are in need on investment advisory services.

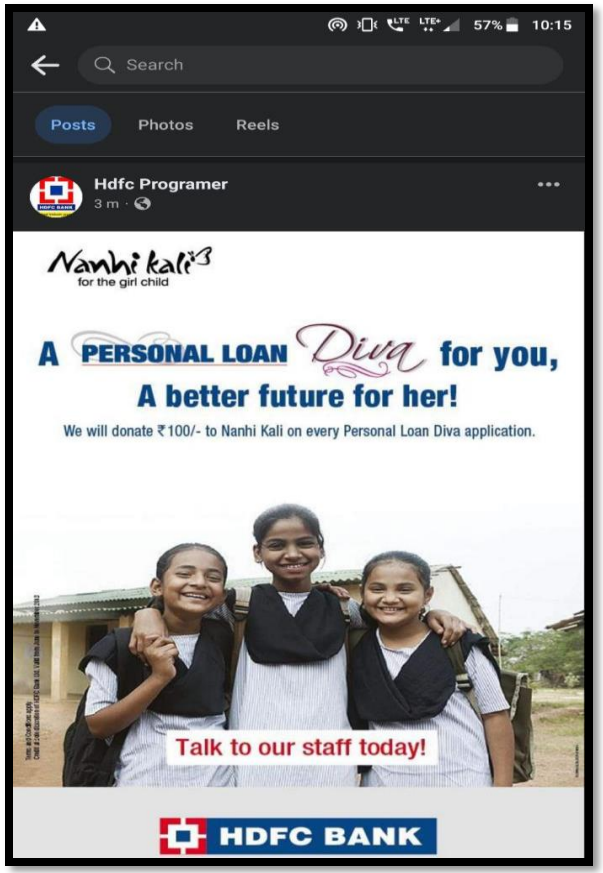
- Bank has the majority of its customer base who are tech-savvy, Young and are more inclined to products coupled with technology. Product & services offered by the company are targeted to salaried class, entrepreneurs, and High net worth Individuals (HNI's).

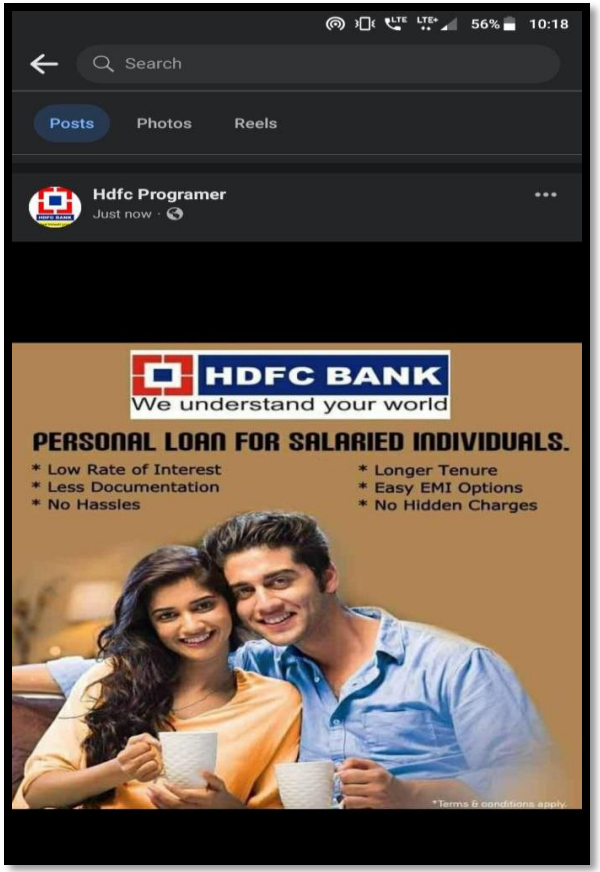
Bank has positioned itself as a preferred provider of financial services by incorporating technological advancement in its core businesses.

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

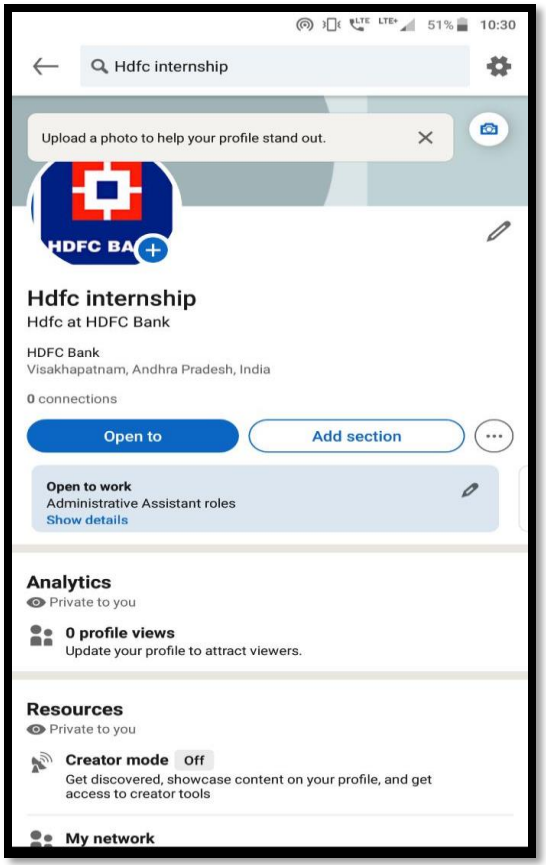
Format 1: Facebook account & post creation:

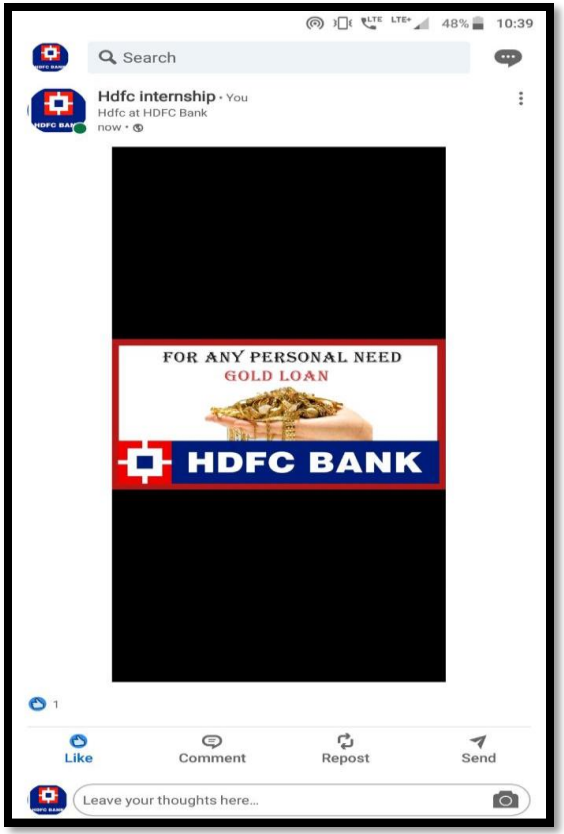


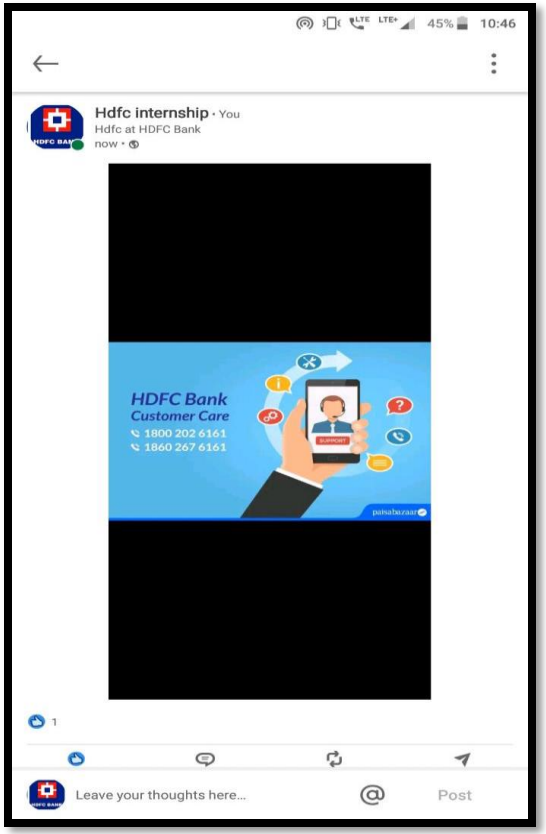




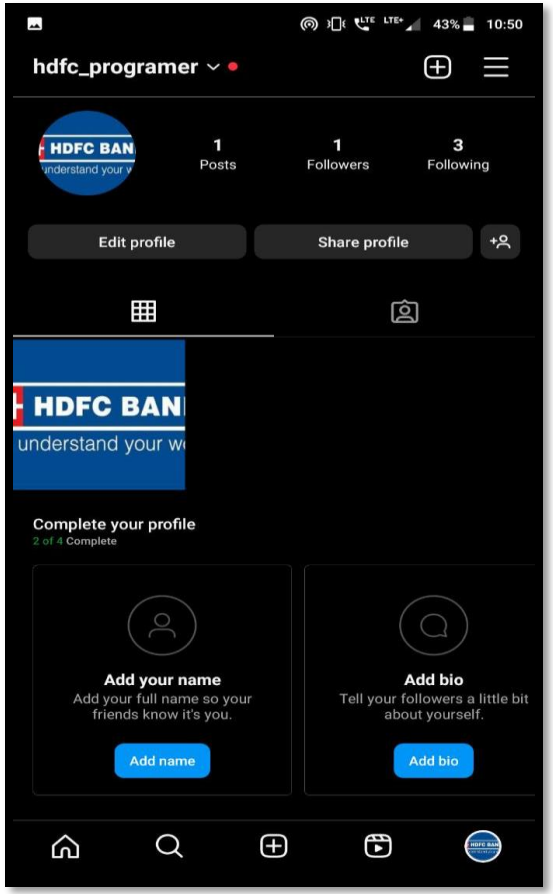
Format 2: Linkedin account & post creation





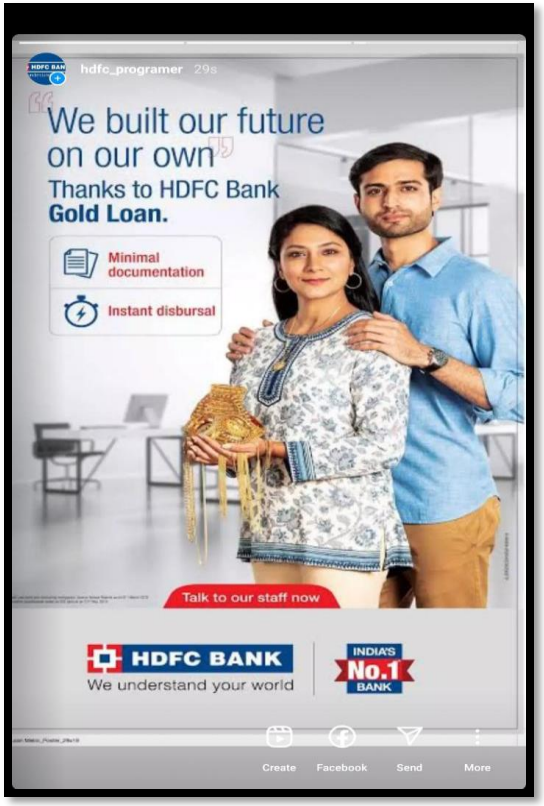


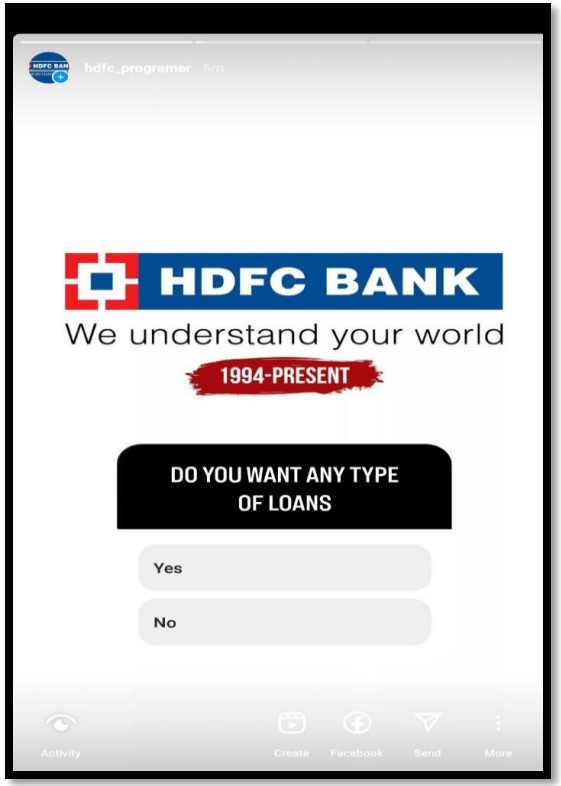
Format 3: Instagram account & post creation

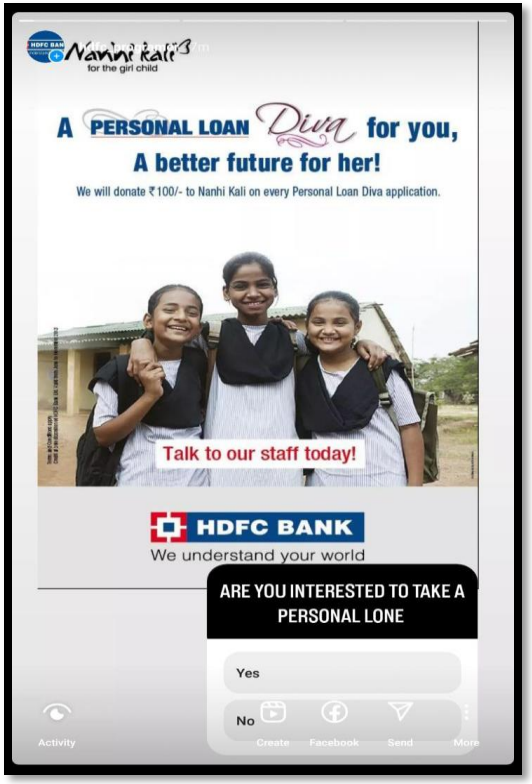


Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Instagram Story







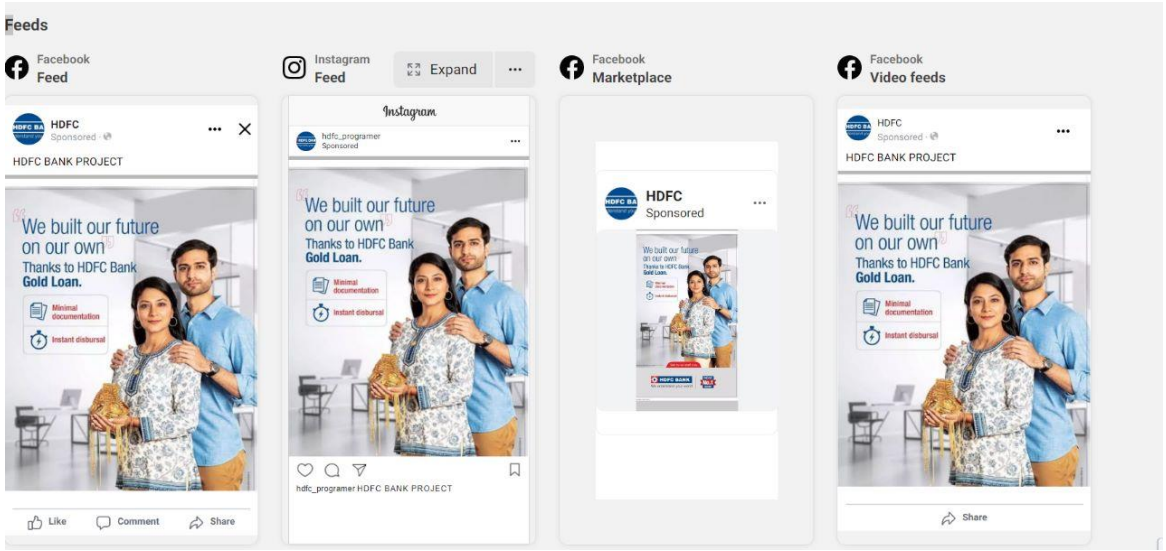
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Designs/Video Editing

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

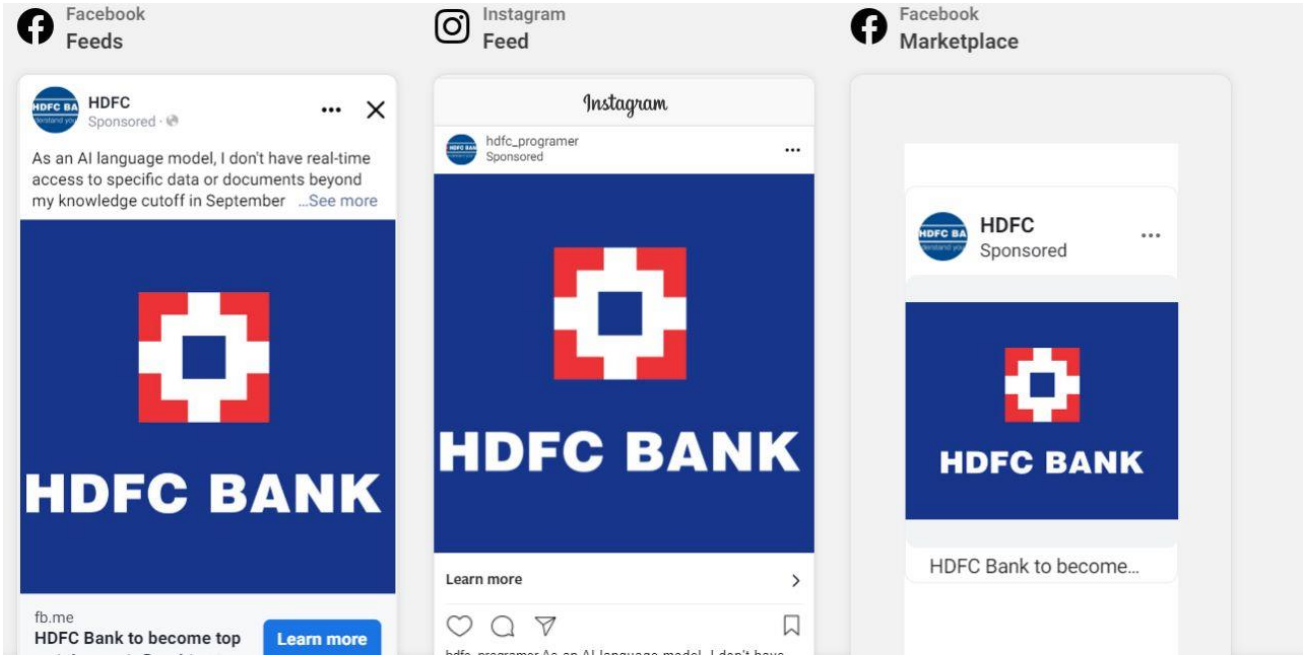
Social Media Ad Campaigns

1. fb.me/bgTk3mnPuarTOh



- Social media ad compaign:

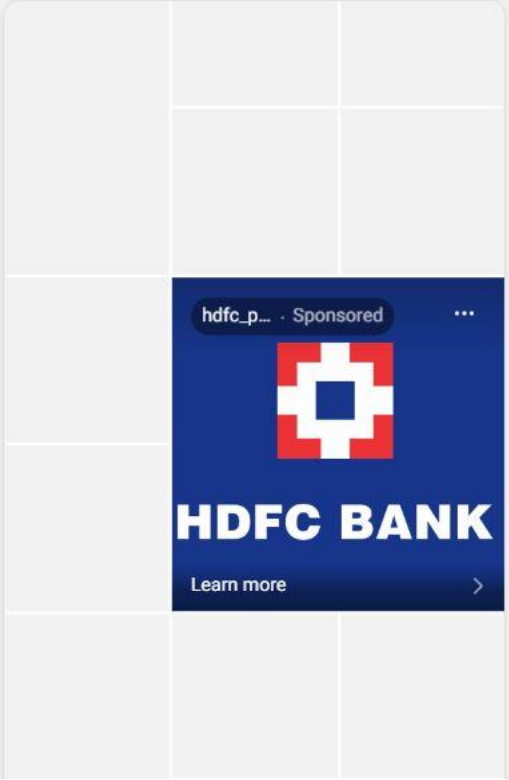
2 fb.me/2MaT8Cs9pZFytDA

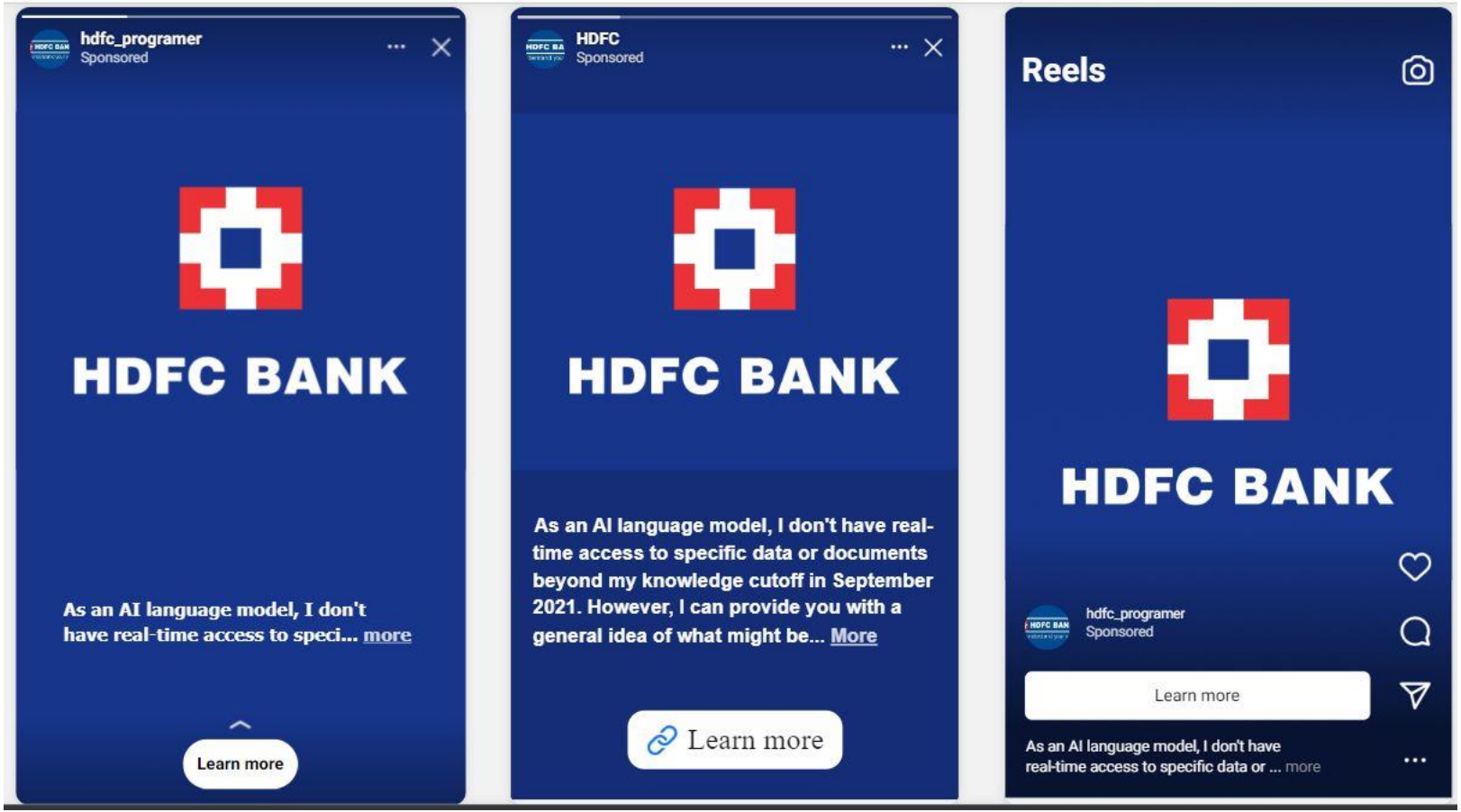


Facebook
Video feeds

Instagram
Explore

Instagram
Explore home




hdfc_programer
Sponsored
HDFC BANK
As an AI language model, I don't have real-time access to speci... more
Learn more
HDFC
Sponsored
HDFC BANK
As an AI language model, I don't have real-time access to specific data or documents beyond my knowledge cutoff in September 2021. However, I can provide you with a general idea of what might be... More
Learn more
Reels
HDFC BANK
hdfc_programer
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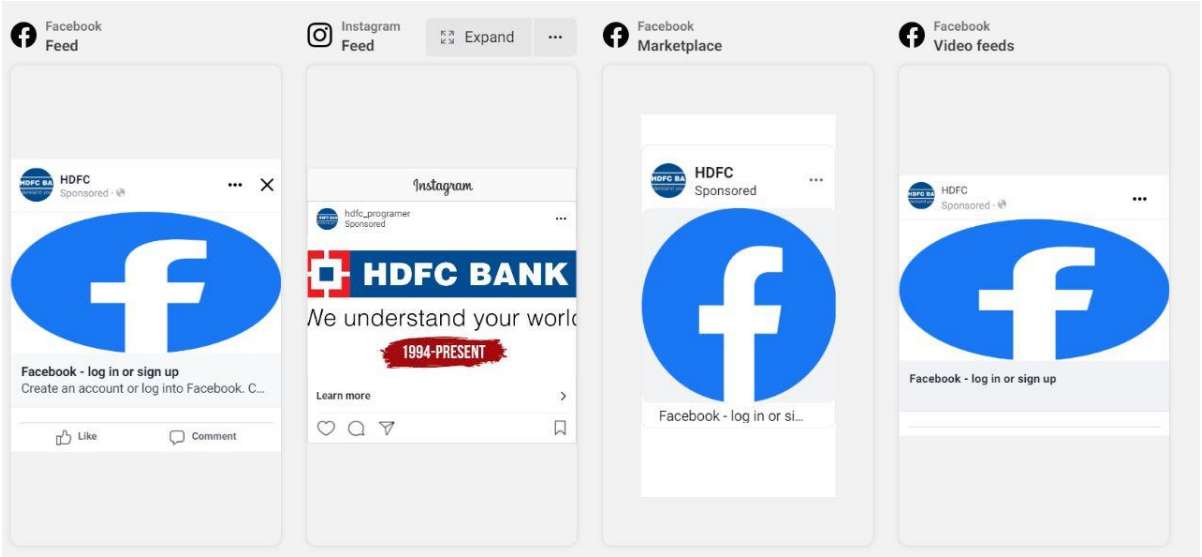
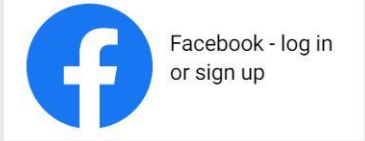
As an AI language model, I don't have real-time access to specific data or ... more

- Social media ad compaign:

3.fb.me/2MaT8Cs9pZFytDA

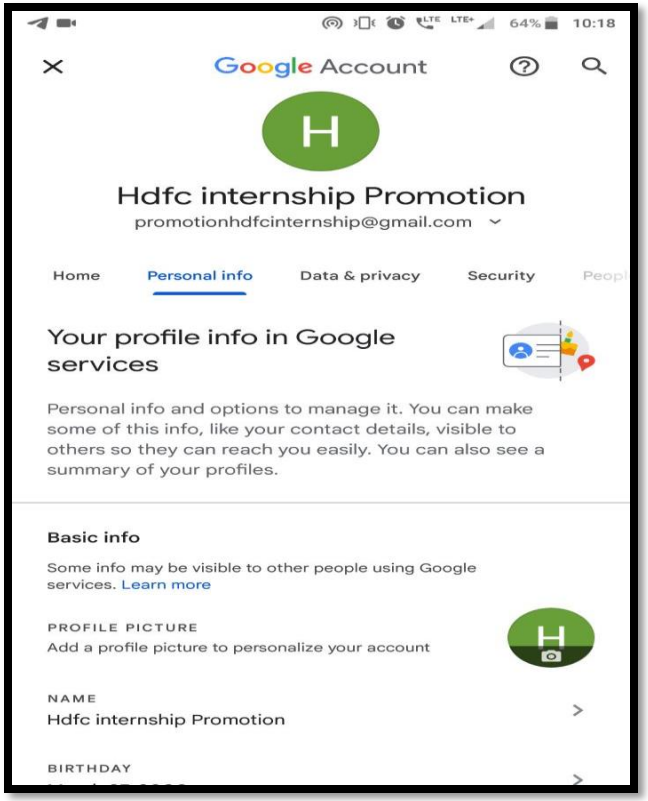
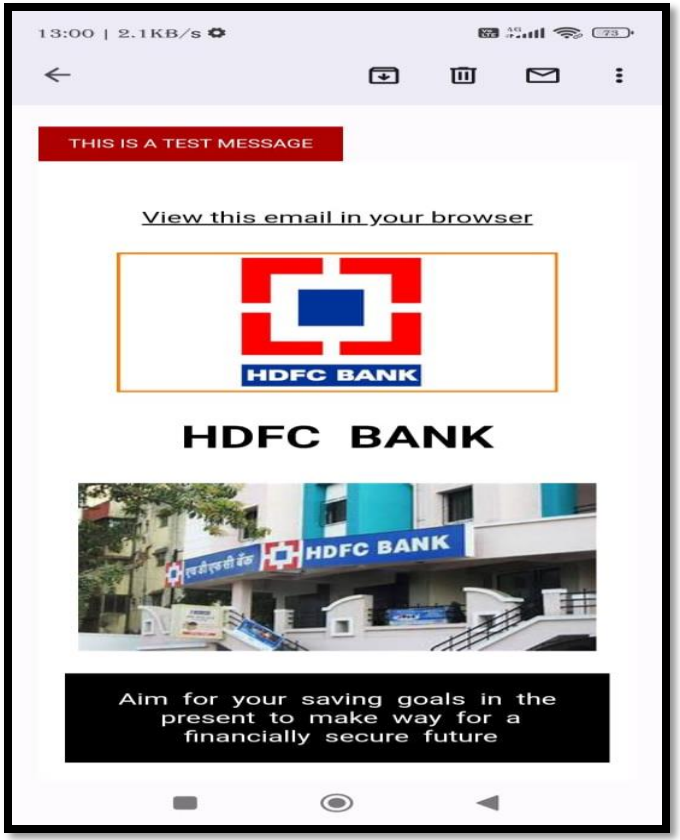


Facebook
Right column



Instagram
Explore ...

Expand

Instagram
Instagram Explore home

Email Ad Campaign 1 - Brand Awareness