

Comprehensive Digital Marketing Project Work

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

COMPANY/TOPIC for project: Life Insurance Corporation of India

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

Brand Colors:

Blue , yellow

Logo:



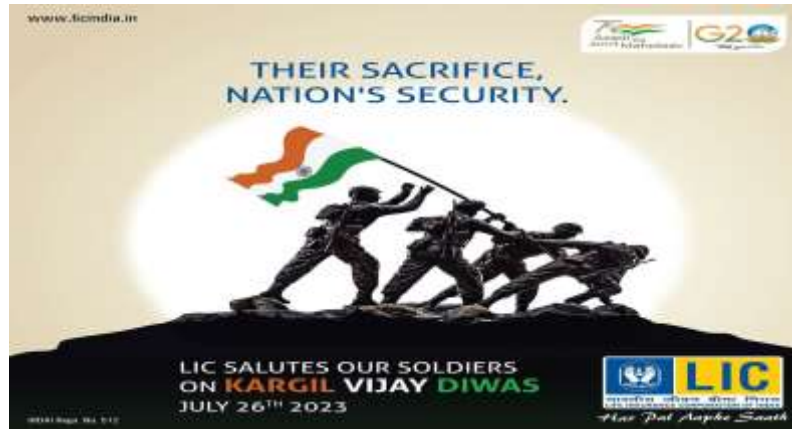
Mission/Values: The mission of LIC (Life Insurance Corporation of India) is to provide financial security and protection to individuals and promote economic growth through life insurance and related products.

USP LIC (Life Insurance Corporation of India) is its status as a state-owned insurance provider with an extensive and trusted presence in the Indian market, offering financial security and stability to millions of policyholders.

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

COMPANY/TOPIC for project: Life Insurance Corporation of India

- **Analyze Brand Messaging:** Creative, Informative & Awareness Content.



<https://www.instagram.com/p/CvJGZ1RtgUg/?igshid=NTc4MTIwNjQ2YQ==>

https://www.instagram.com/p/CvHKVyRS8_S/?igshid=NTc4MTIwNjQ2YQ==

- **Examine the brand's tagline:** Zindagi ke saath bhi, zindagi ke baad bhi.

Part 1: Brand study, Competitor Analysis &

Buyer's/Audience's Persona

- **Competitor Analysis:** Select three competitors operating in the same industry or niche as the chosen brand, examine their USPs and online communication.

Competitor 1: PROBUSINSURANCE

<https://www.probusinsurance.com/>

USP: I recommend conducting an online search or visiting their official website to learn more about their services.

ONLINE COMMUNICATION: Provided toll free number add chat box

Competitor POLICYX

2. <https://www.policyx.com/>

USP: Policy allows users to compare various insurance products from different insurance companies in India.

ONLINE COMMUNICATION: Provided toll free number add chat box

Competitor MYINSURANCECLUB

3. <https://www.myinsuranceclub.com/>

USP: United States Pharmacopeia (USP) is a non-profit organization that establishes quality standards for medications, dietary supplements, and other healthcare products.

ONLINE COMMUNICATION: Provided toll free number add chat box

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

Persona

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

DEMOGRAPHICS:

- **AGE RANGE-** Above 18
- **GENDER-** Male and Female.
- **CHILDREN-** Children are eligible for life insurance coverage under LIC policies.
- **MARITAL STATUS-** Married /Unmarried
- **LOCATION-** 2,00,000 to 2,50,000 Per annum
- **EDUCATION-** Educated/Non Educated

VALUES AND FEARS:

- **WHAT DO THEY VALUE IN THEIR PROFESSIONAL LIFE?-** In their professional life, LIC values customer satisfaction and financial security.
- **WHAT IS THE IMPORTANT TO THEM WHEN CONSIDERING PRODUCTS?-** Customer Needs and Demographics, Risk Management and Actuarial Analysis, Regulatory Compliance, Transparency and Clarity, Customer Service and Support.

INFORMATION GATHERING:

- **HOW DO THEY GET THEIR INFORMATION?-** Application Forms, Underwriting, Medical Examinations, Agents and Branches, Online Platforms, Policyholders.
- **HOW DO THEY COMMUNICATE?-** Official Website, Customer Care Centers, Phone Support, Email Communication, SMS Alerts, Mobile Apps, Social Media etc..



Part 2: SEO & Keyword Research

- **SEO Audit:** Do an SEO audit of the brands website
- **Keyword Research:** Define Research Objectives, Brainstorm Seed Keywords, Utilize Keyword Research Tools (SEMrush or Moz Keyword Explorer), Analyze Competitor Keywords, Long-tail Keyword Exploration (specific, longer phrases) that align with the research objectives and have lower competition but higher conversion potential.
- **On page Optimization:** Meta Tag optimization & content optimization

Reflect on the process of conducting keyword research and the SEO recommendations provided.

Document the challenges faced during the research and analysis phase, as well as the key insights gained from the keyword research process.

● **SEO Audit:** Do an SEO audit of the brands website

On-Page SEO Results



Your On-Page SEO is good

Your page is mostly optimized for On-Page SEO performance. 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 improve your page by ensuring HTML Tag Content is completed correctly and text content is well aligned with chosen keywords.

Title Tag

You have a title tag of optimal length (between 10 and 70 characters).



Home | Official website of Life Insurance Corporation of India.

Length : 67

Meta Description Tag

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).



Life Insurance Corporation, popularly known as LIC is Indian state-owned insurance group and investment company. Buy Life Insurance Plans and Policies from lic of india Avail tax benefits with multiple cover options.

Length : 217

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

SERP Snippet Preview



This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

https://licindia.in

:

Home

Life Insurance Corporation, popularly known as LIC is Indian state-owned insurance group and investment company. Buy Life Insurance Plans and ...

Hreflang Usage



Your page is making use of Hreflang attributes.

Show details

Language



Your page is using the lang attribute.

Declared: en-US

H1 Header Tag Usage



Your page has a H1 Tag.

Show details

H2-H6 Header Tag Usage

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	21	<div></div>
H3	6	<div></div>
H4	10	<div></div>
H5	2	<div></div>
H6	0	<div></div>

Show details



✓ Policy

Keyword	Avg. monthly searches	Competition
home policy	50	Low
online health policy	500	High
pm life insurance policy	50	Low

META TITLE

Explore policies like home policy, Health policy , PM life insurance policy 72

META DESCRIPTION

Apply new featured policies like Home policy, Health policy & PM life insurance policy at LIC 94

✓ Premium

Keyword	Avg. monthly searches	Competition
health policy premium	50	High
critical illness premium	50	High
medical policy premium	500	High

META TITLE

Explore premium like health policy ,critical illness , medical policy 67

META DESCRIPTION

Check eligibility apply premium like health policy , critical illness , medical policy 82

✓ Plans

Keyword	Avg. monthly searches	Competition
health insurance plans	50000	High
home insurance plans	500	Low
money back plans	500	Low

META TITLE

Find the best plans like health insurance , home insurance , money back 67

META DESCRIPTION

Apply featured plans like health insurance , home insurance , money back 68

✓ Investment

Keyword	Avg. monthly searches	Competition
unit linked investment	50	Medium
best life insurance policy for investment	50	High
health insurance plus investment	50	Medium

META TITEL

Check the investment unit linked , health insurance plus , ulip 59

META DESCRIPTION

Apply now for the investment like unit linked , health insurance plus , ulip 72

✓ Coverage

Keyword	Avg. monthly searches	Competition
life and health coverage	50	Unknown
property insurance coverage	500	Low
medical coverage	500	Low

META TITLE

Explore coverage like life and health , property insurance , medical

64

META DESCRIPTION

Apply now featured coverage like life and health, property insurance , medical

76

Part 3: Content Ideas and Marketing Strategies

- **Content Idea Generation & Strategy:** Create a content calendar for the remaining month of July by brainstorming content themes, exploring various formats like blog posts, videos, infographics, podcasts, and interactive quizzes, and scheduling publication dates mainly on Facebook & Instagram.

And include the strategy, aim and the idea behind these posts and story

[Content Calendar Example](#) (Try creating a table for the month of July)

AUGUST							2023
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		1 National Respect for Parents Day #RespectForParentsDay	2 National Coloring Book Day #NationalColoringBookDay	3	4	5	
6	7	8 International Cat Day #InternationalCatDay	9 National Book Lovers Day #NationalBookLoversDay	10 National Lazy Day #LazyDay	11	12 International Youth Day / World Elephant Day #YouthDay #WorldElephantDay	
13 International Left-Handers Day #LeftHandersDay	14	15 National Relaxation Day #NationalRelaxationDay	16 National Tell a Joke Day #NationalTellAJokeDay	17	18	19 World Photography Day / World Humanitarian Day #WorldPhotoDay #WorldHumanitarianDay	
20	21	22	23	24 National Waffle Day #NationalWaffleDay	25	26 National Dog Day #NationalDogDay	
27	28	29	30	31			

Part 3: Content Ideas and Marketing Strategies

- Reflect on the content ideas and marketing strategies process, discussing the challenges encountered and lessons learned.

DATE: 21st august 2023

To offer life insurance policies that provide financial security to policyholders and their families. policyholders and their families are protected against various risks.



DATE: 22 august 2023

To Awareness on Life insurance policy.
Information about life insurance corporation of India.
This video visualise the Importance of Life insurance Corporation of India.



DATE: 23 august 2023

To create awareness on fake calls
To create a meme on fake calls



Creating content ideas and devising effective marketing strategies is a dynamic process that involves continuous learning and adaptation. Throughout this journey, several challenges and valuable lessons can be encountered.

1. Understanding the Audience: One of the primary challenges is comprehending the target audience's preferences, needs, and pain points.

2. Generating Unique Ideas: Coming up with fresh and innovative content ideas can be difficult, especially in saturated markets.

3. Consistency and Quality: Maintaining a consistent flow of high-quality content can be demanding. Setting up an editorial calendar and adhering to a content creation schedule helps in maintaining quality and meeting deadlines.

4. Content Promotion: Even the best content may not gain traction without proper promotion. Crafting effective marketing strategies to reach the target audience across various channels is crucial for success.

5. Collaboration: Collaborating with influencers or other brands can amplify the reach of content and strengthen marketing efforts.

The content ideas and marketing strategies process is an iterative and learning-oriented journey.

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

Post Creation:

- **Select Content Categories:** Identify three different content formats relevant to the chosen topic or industry. Research and Brainstorm: Research trending topics, industry news, or audience interests within each category. Brainstorm ideas for social media posts that align with each category. Do note that 1 content format has to be video and additionally 3 stories/status are to be created.

Format 1:Blog article

Format 2:Video

Format 3:Creative

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

Aim: To offer life insurance policies that provide financial security to policyholders and their families

Date:21-08-2023

Idea:policyholders and their families are protected against various risks.

Topic:

Step 1: **Market Research and Analysis**

LIC conducts extensive market research and analysis to understand the evolving needs and preferences of potential customers.

The research involves studying demographic trends, economic conditions, and changes in the insurance industry to identify market demands and gaps.

Step 2: **Product Development**

Based on the market research findings, LIC's product development team designs a diverse range of life insurance policies to cater to different customer segments.

The team creates policies with varying coverage options, benefits, premium structures, and policy terms.

Step 3: **Affordability Assessment**

LIC ensures that the life insurance policies are affordable for a wide range of income groups.

The company calculates premiums based on actuarial analysis to strike a balance between providing adequate coverage and keeping the policies accessible.

Step 4: **Customization Options**

Recognizing that individual financial requirements differ, LIC allows policyholders to customize their insurance plans.

Policyholders can choose the coverage amount, policy term, and additional riders (optional benefits) to tailor the policy to their specific needs.

Step 5: **Agent Network**

LIC maintains a dedicated team of agents who serve as intermediaries between the company and potential policyholders.

Agents undergo comprehensive training to understand the policies thoroughly and provide appropriate guidance to customers.

Step 6: **Customer Education and Awareness**

LIC conducts awareness campaigns and financial literacy programs to educate the public about the importance of life insurance and financial planning.

These initiatives help individuals make informed decisions about their insurance needs.

Step 7: **Customer Engagement**

LIC interacts with potential customers through various channels, such as physical branches, online portals, and customer service centers.

This engagement process helps understand customers' requirements better and assists them in choosing the most suitable policy.

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

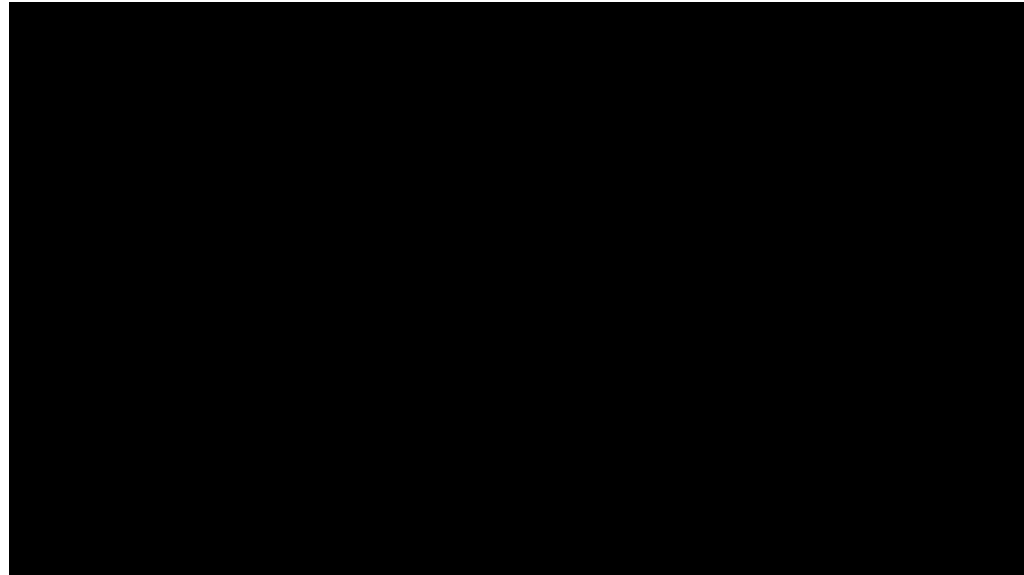
Format 2:Video

Aim: To Awareness on Life insurance policy

Date: 22-08-2023

Idea: Information about life insurance corporation of India

Topic: This video visualised the Importance of Life insurance Corporation of India



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

Format 3: Creative

Aim: To create awareness on fake calls

Date: 23-08-2023

Idea: To create a meme on fake calls

Topic: Meme



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

Instagram Story

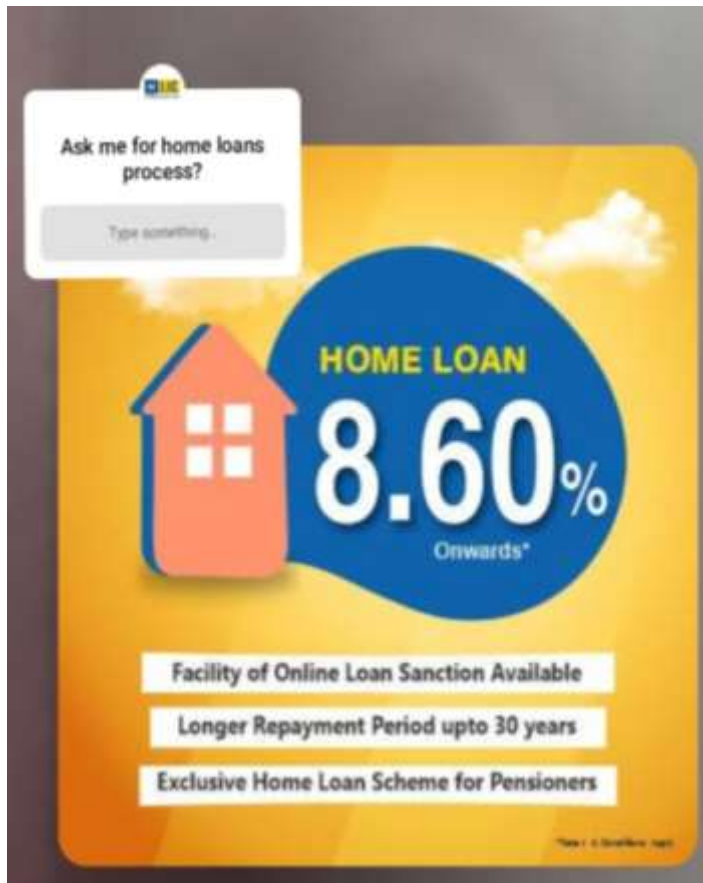
Utilize the Stories feature on Instagram for three consecutive days. Share behind-the-scenes glimpses, polls, quizzes, or sneak peeks etc to encourage audience participation. Once uploaded use the story highlight feature on Instagram and save the 3 story with an appropriate name for each.

Note:

Once done monitor the performance of the posts and Stories using the insight tool and analyze the engagement metrics (likes, comments, shares, impressions, etc.). Based on the analysis, mention the strategies and areas for improvement.

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

Instagram Story



lic30261 ▾



0
Posts

0
Followers

0
Following

Edit profile



personal loan



Life insurance



Health insura...



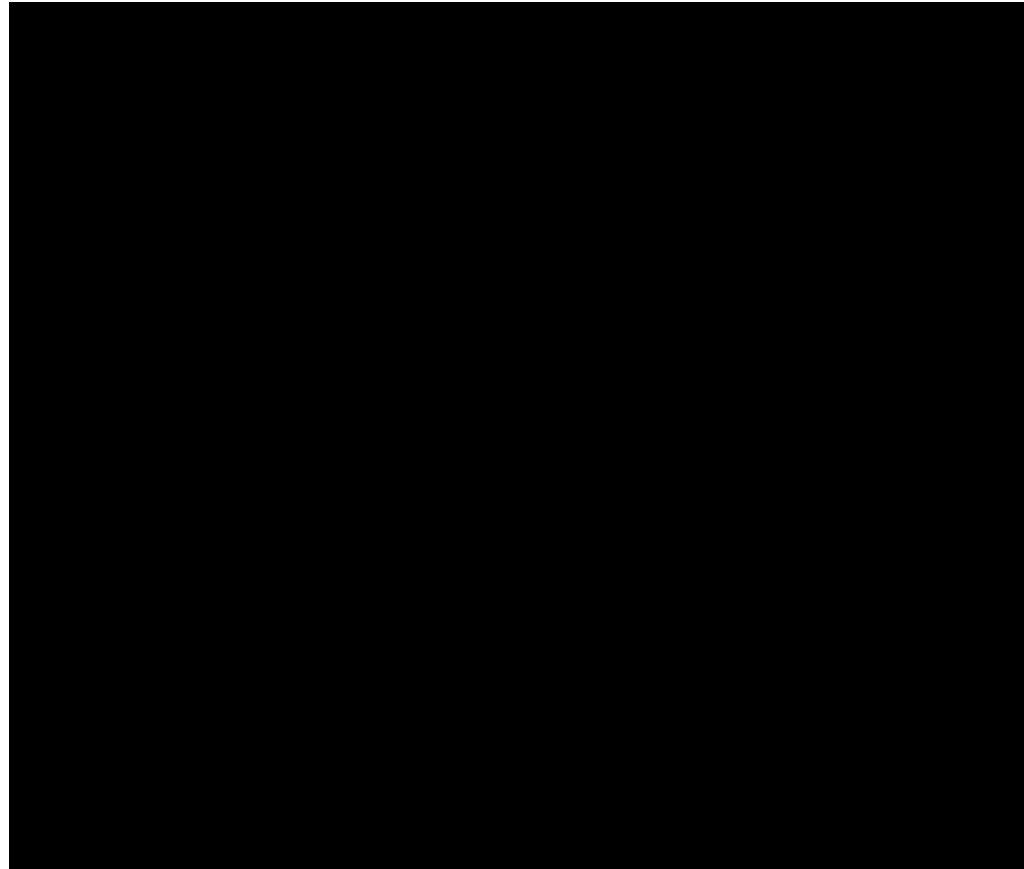
New



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

Designs/Video Editing

- Design Tools Familiarization (use Canva for creating visually appealing graphics)
- **Video Creation:** Utilize VN or any video editor of your choice to create videos related to the chosen topic.



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

Ad Campaigns over Social Media:

Come up with 3 ad campaigns each covering one of the mentioned goals: brand awareness, driving website traffic, or generating leads

Brand Awareness:

Targeting: Location : India , All genders,
Age , Interest : Health insurance, General Insurance,
Home Insurance, Life insurance.



Driving website traffic:

Targeting: Location : India , All genders,
Age , Interest : Health insurance, General Insurance, Home Insurance, Life insurance.

 **LIC siri**
Sponsored · 

LIC can provide financial security to individuals and their families in case of unforeseen events such as illness, accidents, or untimely death.



displayurl.com
Life insurance corporation of India

[Learn more](#)

Generating Leads:

Targeting: Location : India , All genders,
Age , Interest : Health insurance, General Insurance, Home Insurance, Life insurance.



LIC siri
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...

The policy has a predetermined term, which can be relatively long compared to some other types of insurance plans.





Get attractive payouts at important stages

displayurl.com
LIC policy
Facebook Feed link descri...

Learn more

 Like

 Comment

 Share

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

For every campaign clearly define:

- **Advertising Goals:** increasing brand awareness, driving website traffic, or generating leads.
- **Audience Targeting:** Define the target audience for the ad campaigns based on demographics, interests, and behavior.
- **Ad Creation:** Create visually appealing ad creatives, compelling ad copy and relevant call-to-action.

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

Email Ad Campaigns

Ad Campaigns for email marketing:

Come up with 2 email ad campaigns with the mentioned goals: brand awareness & generating leads

Email Ad Campaign 1 - Brand Awareness

(insert emailer image)



Email Ad Campaign 2 - Lead Generation

(insert emailer image)



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

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

1. **Know our Audience:** Understanding the target audience's interests, pain points, and preferences is fundamental in creating relevant and engaging content.
2. **Visual Appeal:** Eye-catching visuals, well-designed graphics, and professionally edited videos can significantly enhance the impact of content and ad campaigns.
3. **Consistency is Key:** Maintaining a consistent tone, style, and frequency of content across platforms helps reinforce brand identity and improves audience recall.
4. **A/B Testing:** Regularly conducting A/B + tests for ad campaigns and email subject lines allows for data-driven optimization and better results.
5. **Engage with the Audience:** Responding to comments, messages, and feedback from the audience fosters a sense of community and builds trust.
6. **Long-Term Approach:** Content creation and marketing are not one-time endeavors. A long-term, strategic approach is necessary to build brand awareness and achieve sustainable growth.

In conclusion, content creation and curation, along with thoughtful design, video editing, and well- executed ad campaigns, play a pivotal role in a successful marketing strategy. By understanding the challenges and incorporating the lessons learned, businesses can create compelling content that resonates with their target audience and drives results