Comprehensive Digital Marketing Project work

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

COMPANY/TOPIC for project: YES BANK

Research Brand Identity: Study the brand's mission, values, vision, and unique selling

propositions (USPs).

Brand Colours:

Red, Blue

Logo:



Mission/Values:

To establish a high-quality, customer-centric, service-driven, private Indian Bank catering to the 'Future Businesses of India. "To be the 'Professionally Managed Best Bank' in India by providing superior, proactive banking services and innovative financial solutions, globally."

USP:

operates its Investment banking, Merchant banking & Brokerage businesses through YES SECURITIES, a wholly owned subsidiary of the Bank.

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 Analyze Brand Messaging: Informative FAQ sessions, User generated content, Creativity





https://www.instagram.com/p/CtrLKelo6Js/?igshid=MzRIODBiNWFIZA== https://www.instagram.com/p/CuBqktRvfDG/?igshid=MzRIODBiNWFIZA==

• Examine the brand's tagline:

'Life Ko Banao Rich'

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:RBL BANK

https://www.rblbank.com/

USP:

Innovative Products and Services, Agile and Customer-Focused, Digital Initiatives.

Online Communication: Provided toll free number and chat box

Competitor 2: ICICI BANK

https://www.icicibank.com/

USP:

Extensive Network, Digital Banking, Customer Service.

Online Communication: Provided offical website URL and chat box

Competitor 3:BANKOFBARODA

USP:

https://www.bankofbaroda.in/

Global Presence, Diverse Range of Services, Customer-Centric Approach

Online communication: provided contact number and email id

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.

•AGE RANGE: Above 10 years (includes minor account), It also providing YES BANK Young tar account between the age of 1-18 years.

•GENDER: Any Gender

•CHILDERN: YES

•MARITAL STATUS: Married/Un married

•LOCATION: Metro Cities, Tier 2 & Tier 3 Cities

•INCOME: 26,624.08

•EDUCATION: Educated/NonEducated

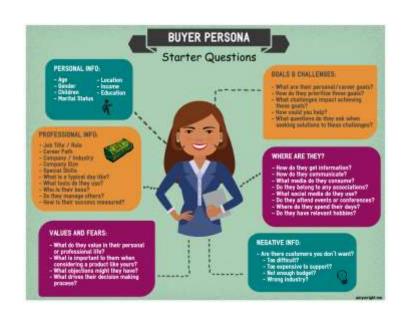
•WHAT DO THEY VALUE IN THEIR PROFESSIONAL LIFE? — Social Status, May lead better life

•WHAT IS IMPORTANT TO THEM WHEN CONSIDERING PRODUCTS?- Rate of interest ,Handling Charges ,Hidden Charges ,Comparisions,Card Benetifits

•WHAT OBJECTIONS MIGHT THEY HAVE?-Hidden Chareges, Heavy interests

•HOW DO THEY GET THEIR INFORMATION?-SMS,Phone Calls,Internet Banking Notifications Ads on websites

•HOW DO THEY COMMUNICATE?- Whatsapp, Chat bot, Instagram, E-Mail, SMS, Toll free numbers etc



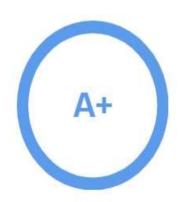
Part 2: SEO & Keyword Research

- 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.

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.



HTTPS Redirect

Your page successfully redirects to a HTTPS (SSL secure) version.



Keyword Positions

This shows you a summary of the positions for your Keyword Rankings. The higher you rank, the more likely you are to capture traffic, with recent research showing that as much as 92% of clicks happen on the first page.

Position	Keywords	
Position 1	1,825	
Position 2-3	1,049	
Position 4-10	4,162	
Position 11-20	10,680	
Position 21-30	14,946	
Position 31-100	132,411	

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	Position	Total Searches	Estimated Traffic
ysbank	ES	2	3,350,000	542,700
yes bank	■ EN	1	823,000	250,192
yesbank	EN	1	823,000	250,192
yesbank	■ HI	1	823,000	250,192
credit cards	■ HI	1	368,000	111,872
net banking-yes bank	■ HI	1	301,000	91,504
net banking-yes bank	EN	1	301,000	91,504
yes bank net banking	■ HI	1	301,000	91,504
yes bank net banking	EN	1	301,000	91,504
yes bank netbanking	HI	1	301,000	91,504

Track Keyword Rankings

□ LOAN RATES

Keyword	Avg. monthly searches	Competition
car loan rates	5000	Low
home loan rates	5000	Low
personal loan rates	5000	Low

Meta Title

Check the lowest loan rates of Car Loan, Home Loan, Personal loan

Meta Description

Apply for lowest rates of Car loan, Home loan, Personal loan at YES Bank

LOANS

Keyword	Avg. monthly searches	Competition
car loan	50000	Low
educational loan	50000	Low
mudra loan	500000	Low

Meta Title

Find the best loans like Car ,Educational & Mudra loans at YES Bank

Meta Description

Apply now for the Feautured loans like Car loan, Educational loan, Mudra loan at YES Bank

69

63

74

91

☐ CREDIT CARDS

Keyword	Avg. monthly searches	Competition
postpaid credit card	500	Medium
fixed deposit credit card	5000	Medium
fuel credit card	5000	Medium

Meta Title

We introducing new postpaid, fixed deposit, fuel Credit cards in our Bank

Meta Description

Enjoy the Benefits of new Featured Credit cards like Postpaid, Fixed deposit, Fuel credit cards in our Bank

CHARGES

Keyword	Avg. monthly searches	Competition
credit card charges	5000	Low
debit card transaction charges	500	Low
credit card swipe charges	5000	Low

Meta Title

Check the charges of Credit card, debit card & credit card swipe charges

Meta Description

Apply Feautured Loans like Home loan, Mudra Loan, Student Loan from YES BANK

71

71

108

72



Keyword	Avg. monthly searches	Competition
gold emi online	50	High
gold emi scheme	500	Low
gold loan emi	500	Medium

Meta Title

Explore new options like Gold Emi online , Gold Emi scheme , Gold Ioan Emi

70

Meta Description

Check the interesting gold Emi online, gold Emi Scheme, Gold loan Emi at YES Bank

82

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)



STATUS } REW

Part 3: Content Ideas and Marketing Strategies

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

Blog article

Date: 21/August/2023

To create awareness on YES BANK online services

Our bank launches for customers apply debit card at online

Date: 22/August/ 2023

To promote different types & updates of debit cards Debit card & its Different types in YES BANK. In this video I Visualised in a very brief manner about different types of cards & its benefits.

Date: 23/August /2023

Awareness about frauds on digital transactions To create a meme frauds on digital marketing







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

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

Format 1: Blog article Social Media and Email Ideation and Creation)

Aim: To create awareness on YES BANK online services

Date: 21/August/2023

Idea: Our bank launches for customers apply debit card at online

Topic:

A Step-by-Step Guide to YES BANK Debit Card Application Process Online

Step 1: Visit the YES Bank Website: Open your web browser and go to the official website of YES Bank (www.yesbank.in).

Step 2: Navigate to "Personal Banking": On the YES Bank homepage, you should find an option like "Personal Banking" or "Individuals." Click on that to proceed.

Step 3: Select "Debit Cards": Look for a section related to "Debit Cards" or "Cards" and click on it to explore the various debit card options offered by YES Bank.

- Step 4: View Available Debit Cards: YES Bank typically provides different types of debit cards with varying features and benefits. Review the available options to find the one that best suits your requirements.
- Step 5 : Choose the Debit Card: Once you've decided on a specific debit card, click on "Apply Now" or a similar button to start the application process
- Step 6: Fill out the Application Form: You'll be directed to an online application form. Provide the necessary details, which may include your name, contact information, address, date of birth, PAN number, etc.
- Step 7: Review and Submit: Double-check all the information you've provided and verify that the uploaded documents are clear and legible. After ensuring everything is correct, submit the application form.
- Step 8: Wait for Verification: After submitting your application, YES Bank will review your details and documents. This process might take some time, and the bank might contact you for further information if needed.
- Step 9: Debit Card Delivery: If your application is approved, YES Bank will issue the debit card and have it delivered to the address you provided during the application process. The delivery time may vary depending on your location

Format 2: Video

Aim: To promote different types & updates of debit cards

Date: 22/August/ 2023

Idea: Debit card & its Different types in YES BANK

Topic: In this video I visualised in a very brief manner about different types of cards & its benifits



Format 3: Creative

Aim: Awareness about frauds on digital transactions

Date: 23/August /2023

Idea: To create a meme frauds on digital marketing

Topic: Meme



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.

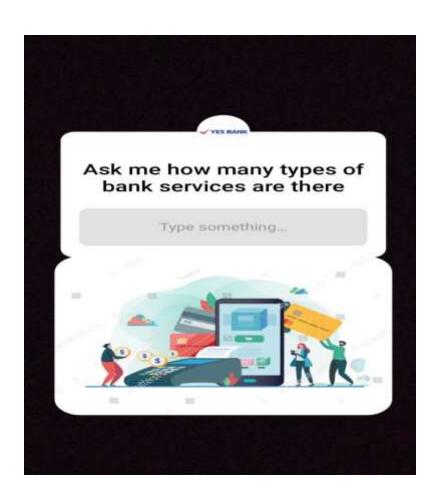
Note:

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.

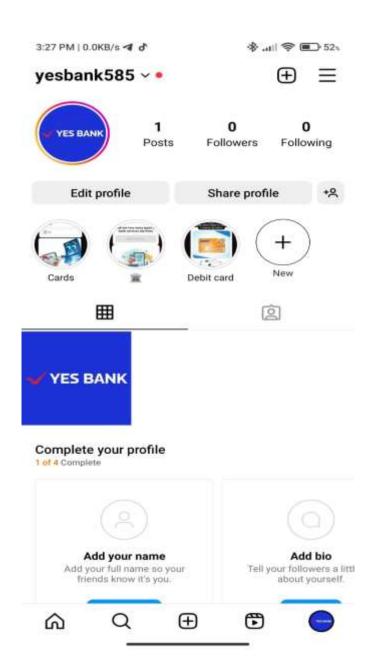
Part 4: Content Creation and Curation (Post creations, Designs/Video Editing, Ad Campaigns over Social Media and Email Ideation and Creation)

Instagram Story









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.



Social Media Ad Campaigns

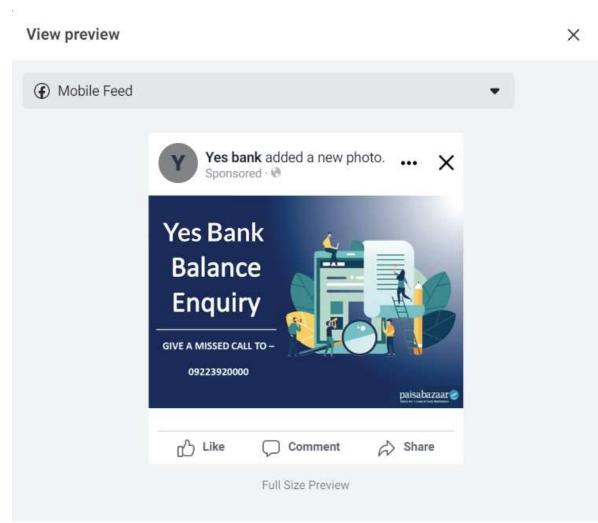
Ad Campaigns over Social Media:

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

Brand awareness Campaigns:

Targeting- Location: India, All Genders

Interests: Axis Bank, HDFC Bank, Yes Bank, IndusInd Bank

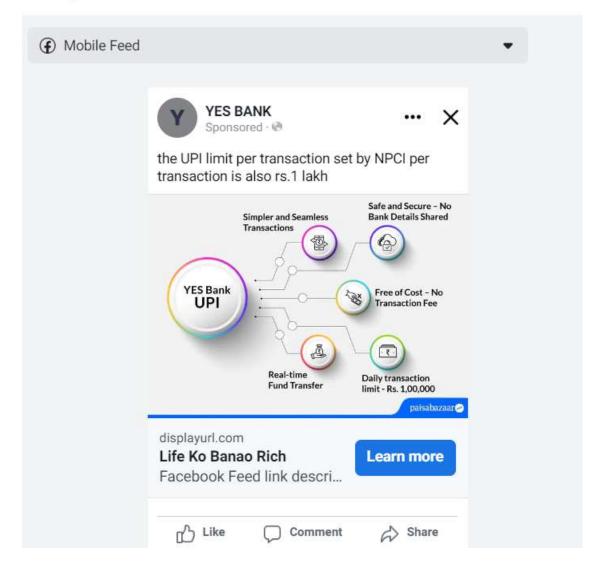


Driving website traffic:

Targeting- Location: India, All Genders

Interests: Axis Bank, HDFC Bank, Yes Bank, IndusInd Bank

View preview

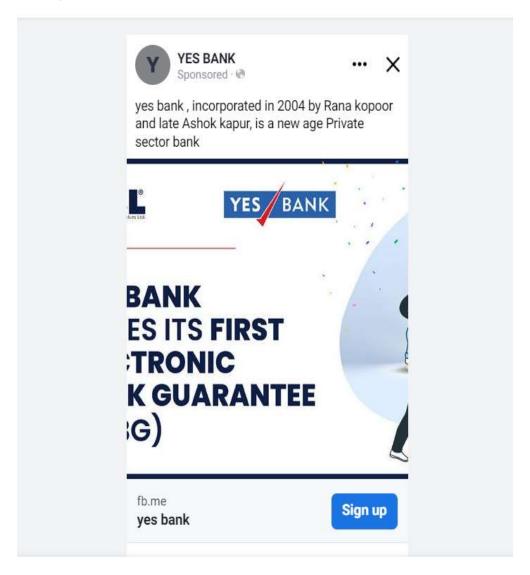


Generating Leads:

Targeting- Location: India, All Genders

Interests: Axis Bank, HDFC Bank, Yes Bank, IndusInd Bank

View preview



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.

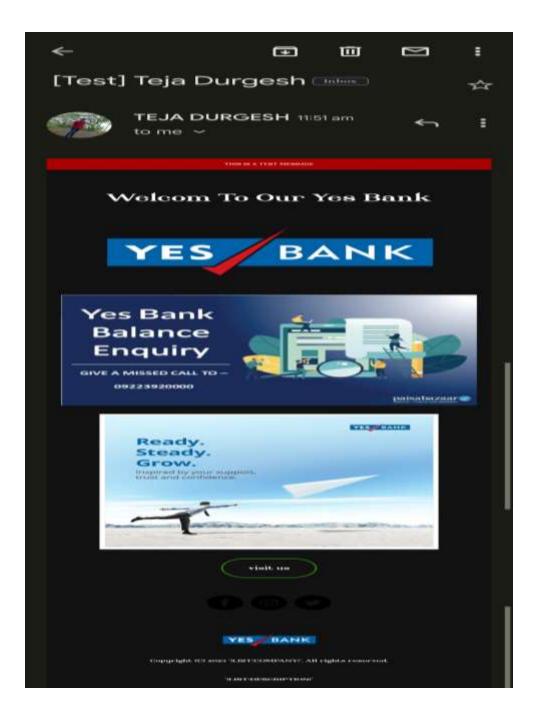
Email Ad Campaigns

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)



- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.
 - **1. Consistency is Key:** Maintaining a consistent tone, style, and frequency of content across platforms helps reinforce brand identity and improves audience recall.
 - **2.Visual Appeal:** Eye-catching visuals, well-designed graphics, and professionally edited videos can significantly enhance the impact of content and ad campaigns.
 - **3. A/B Testing:** Regularly conducting A/B + tests for ad campaigns and email subject lines allows for data-driven optimization and better results.
 - **4.Know our Audience:** Understanding the target audience's interests, pain points, and preferences is fundamental in creating relevant and engaging content.
 - **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