



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

DR LANKAPALLI BULLAYYA COLLEGE

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 - Part 2: SEO & Keyword Research
 - Part 3: Content Ideas and Marketing Strategies
 - Part 4: Content Creation And Curation (Post creations, designs/video Editing , Ad campaigns over media and Email ideation and Creation)

Part-1 Brand Study Competitor Analysis & Buyers /Audience Persona

Research Brand :



Mission/Values: “Explore and Enchance the quality of life of people through financial security by providing products and services of aspired attributes with competitive returns, and by rendering resources for economic development.

USP: Claims Amount received under HCB/MSB are independent of claims/reimbursement received from any other insurance companies.

Analyze Brand Tone and Identity: Brands uniqueness and values in isolation from competition.

Brand study (Mission/Values & USP)

- **Mission/Values:**

Explore and enhance the quality of life of people through financial security by providing products and services of aspires attributes with competitive returns, and by rendering resources for economic development.

- **Unique selling proposition (USP) Analysis:** The main USP of LIC claims of amount received under HCB are independent of claims/reimbursement received from any other insurance.

Brand Study (Brand Tone & KPI)

- **Brand Tone:** Life insurance tone ,is always somewhat easygoing and friendly. They instill their brand products by creation their slang word. The brands commitment to providing authentic and delicious dairy products but also serves as a powerful statement of cultural pride.
- **Simple LIC KPLs may include:**
- **Sales:** Number of new contract signed in a certain time. Net sales growth (in USD or percentage)
- **Customer Services:** Net promoter score. Average Support resolution rate .
- **Marketing Share:** Call to action Conversion rate . Monthly Website traffic .Cart abandoned rate.

Buyers/Audience Personal

Name: Nagarjuna

Age: 20

Gender: male

Occupation: sales men

Income: 4-5LPA

Psychographics:

Value: Life insurance corporation (LIC) is one of the largest policy company in the world.

Interests: Amongst the lowest rate of interest. Quick sanction and low EMI. No pre payment penalty. Attractive Schemes.

Behaviour:

Social media usage: it shares 81% of customers buying decisions are influenced by their friends posts on social media brand values.

- **Goals:** Conduct business with utmost economy and with the full realization that the moneys belong to the policy holders
- **Challenges:** one of the significant challenges LIC faces is its legacy systems and processes. Many of its operations still rely on outdated, paper based producers.
- The ever-increasing cost of healthcare.
- Intense competition, regulatory changes, low consumer awareness and education, and the need to adapt to changing customer expectations.

Part 1: Brand study, competitor Analysis & Buyers/Audiences Persona

Competitor Analysis:

Lets you know what products and services they are offering, but also how they are marketing and selling those products.

HDFC Life:

HDFC Life Insurance Company Limited is a long-term life insurance provider headquartered in Mumbai, offering individual and group insurance services. The company was incorporated on 14 August 2000.

SBI Life:

SBI Life Insurance Company Limited is an Indian life insurance company which was started as a joint venture between State Bank of India and French financial institution BNP Paribas Cardif. SBI has a 55.50% stake in the company and BNP Paribas Cardif owns a 0.22% stake.

ICICI PRUDENTIAL Life:

ICICI Prudential Life Insurance Company Limited is an Indian life insurance company in India. Established as a joint venture between ICICI Bank Limited and Prudential Corporation Holdings Limited , ICICI Prudential Life is engaged in life insurance and asset management business. In 2016, the company became the first insurance company in India to be listed in the domestic stock exchanges.



COMPETITOR1:

HDFC LIFE INSURANCE

- **USP:** We at HDFC Life are committed to offer innovative products and services that enable individuals live a 'Life of Pride'. For over two decades we have been providing life insurance solutions that cater to various needs of individuals - protection, pension, savings, investment, annuity and health – thus covering the three key risks of mortality, morbidity and longevity.
- **Associated companies:**
HDFC Life's associated companies include HDFC Bank, HDFC International Life and Company Limited, HDFC Pension, HDFC MF, HDFC Sales, HDFC Ergo, HDB Financial Services (HDBFS), HDFC Securities, HDFC RED, HDFC Ventures Trustee Company, GRUH Finance, HDFC Trustee Company, HDFC Developers, HDFC Property Ventures, HDFC Investments, Credit Information Bureau (India) Ltd.



SWOT

STRENGTHS:

- HDFC Life Insurance has a customer-centric approach. The organization has long term savings and protection plans for different stages of life. The company has cost-effective products, good customer support, consistent growth in investments, and a fast claim settlement process.
- HDFC Life Insurance provides its clients with customized insurance policies focused on the client's needs.
- HDFC Life Insurance has created a very good brand image among the minds of customers. HDFC is using a tag line "SarUthaKeJiy" which has created a good brand image for the company.

WEAKNESS:

- Being A Private sector organization HDFC Life Insurance is not able to create its brand image like LIC.
- No Control over Insurance Advisors. Some advisors are not giving correct information about the policies before selling them.
- HDFC Life has high overhead costs and administration costs. As sale involves some spending, there is a constant cash flow flowing out to grow companies.
- Network retention is weak, thinking that the corporation has a well-established network, but the network has a strong turnover which thus further raises the cost of operations.

SWOT

OPPORTUNITIES:

- Due to the Increasing demand for Insurance HDFC Life can formulate strategies to promote and formulate new policies according to the need of customers.
- HDFC Life can do tie-ups with new banks for selling and marketing of its Life Insurance Policies.
- The population of India is rising at a fast rate and the insurable population is still too large and not yet sufficiently protected, and there is thus a tremendous opportunity for the industry in the Indian market.
- Unit Linked Insurance Plans are also attracting customers as they get multiple benefits from ULIP's i.e. Investment + life cover. This opportunity can be grabbed by aggressively promoting Unit Linked Plans of HDFC Life.

THREATS:

- There is a touch competition between Insurance companies in India. Insurance companies are offering a competitive premiums to be paid for Insurance Policies. This can be a major threat.
- There is a high degree of economic instability that has a direct effect on the business.
- New Entrants are the Major Threat to HDFC Life Insurance.
- The industry has a strong turnover ratio and so the employees who are good in the industry choose to switch from one company to another, placing a lot of pressure on recruiting and even on the applicants who are motivated to market and raise the company in terms of new brand insurance.
- Insurance is regulated by IRDA and ICICI Prudential has to comply with the policies and regulations of IRDA.

COMPETITOR 2 : SBI LIFE INSURANCE

USP:

- SBI Life Insurance ('SBI Life' / 'The Company'), one of the most trusted life insurance companies in India, was incorporated in October 2000 and is registered with the Insurance Regulatory and Development Authority of India (IRDAI) in March 2001.
- SBI Life strives to make insurance accessible to all, with its extensive presence across the country through its 1,028 offices, 24,060 employees, a large and productive network of about 243,590 agents, 74 corporate agents and 14 bancassurance partners with more than 41,000 partner branches, 150 brokers and other insurance marketing firms

Brand Purpose:

- Liberate individuals to pursue their dreams, by securing the needs & aspirations of their loved ones.

Brand Values:

- Transparency :- "We Provide information which is clear & concise in addition to having simple processes which are effective and easy to understand."
- Humility :- "We are curious & open to learn from anyone & anywhere because we believe in introspection & continuous improvement."
- Integrity :- "We are honest, open, fair & will always follow sound ethical principles."
- Innovation :- "We bring new ideas to life with an intention to improve, customise and stay relevant."
- Sustainability :- "We shall work with selfless concern towards long-term well-being and welfare of our community."



SWOT

STRENGTHS:

- Leverages SBI's largest customer base for cross selling its product
- Multi layer Distribution channel
- SBI life has over 7,000 on-roll employees and 75,000 agents
- Strong Presence across India
- SBI Life Insurance has an authorized capital of Rs2,000 crore(US\$405.6 million)and a paid up capital of Rs1,000 crore(US\$202.8 million
- State Bank Group has the unrivalled strength of over 18,000 branches across the country

WEAKNESS:

- Managing a huge number of people is a concern
- Cases of fraud have tarnished image

SWOT

OPPORTUNITIES:

- Growing rural market potential
- Group Insurance through large employers
- People willing to invest more to secure their future

THREATS:

- Economic crisis
- Entry of new NBFCs in the sector

COMPETITOR 3 : ICICI PRUDENTIAL LIFE INSURANCE

USP:

- ICICI Prudential Life Insurance Company Limited (ICICI Prudential Life) is promoted by ICICI Bank Limited and Prudential Corporation Holdings Limited.
- ICICI Prudential Life began its operations in the fiscal year 2001. On a retail weighted received premium basis (RWRP), it has consistently been amongst the top companies in the Indian life insurance sector. Our Assets Under Management (AUM) at December 31, 2023 were `2,866.76 billion.

Vision:

- The purpose of our existence
- To build an enduring institution that serves the protection and long-term saving needs of customers with sensitivity.

Values:

- Customer First: Keep customers at the centre of everything we do
- Humility: Be open to learn and change
- Passion: Demonstrate infectious energy to win and excel
- Integrity: Do the right thing
- Boundarylessness: Treat organisation agenda as paramount



SWOT

STRENGTHS:

- ICICI Prudential Life Insurance has a customer-centric approach.
- The organization has long term savings and protection plans for different stages of life. The company has cost-effective products, good customer support, consistent growth in investments, and a fast claim settlement process.
- ICICI Prudential has multiple channels for selling its policies. ICICI is selling its policies through its branches. Insurance Advisors are also recruited by the company. Bancassurance is also a channel for selling its policies. ICICI Prudential has branches all over the country to market its products. Marketing Executives are trained to explain the features and benefits of ICICI Prudential Life Insurance. ICICI is also selling its policies through Online Channel. ICICI Prudential has a simple claim settlement process.
- Good Claim Settlement Ratio.

WEAKNESS:

- Being A Private sector organization ICICI is not able to create its brand image like LIC.
- No Control over Insurance Advisors. Some advisors are not giving correct information about the policies before selling them.

SWOT

OPPORTUNITIES:

- ICICI prudential can do tie-ups with new banks for selling and marketing of its Life Insurance Policies.
- Due to Increasing demand of Insurance company can formulate strategies to promote and formulate new policies according to the need of customers.

THREATS:

- There is a touch competition between Insurance companies in India. Insurance companies are offering competitive premium to be paid for Insurance Policies. This can be a major threat.
- Insurance is regulated by IRDA and ICICI Prudential has to comply with the policies and regulations of IRDA.

SEO & KEYWORDS RESEARCH

- **SEO:**

Insurance SEO refers to a marketing approach that focuses on the insurance industry. Its main objective is to optimize content so that it becomes more visible and ranks higher on search engines like Google.

Insurance SEO is the process of optimizing an insurance company's website for search results related to its market and target audience.

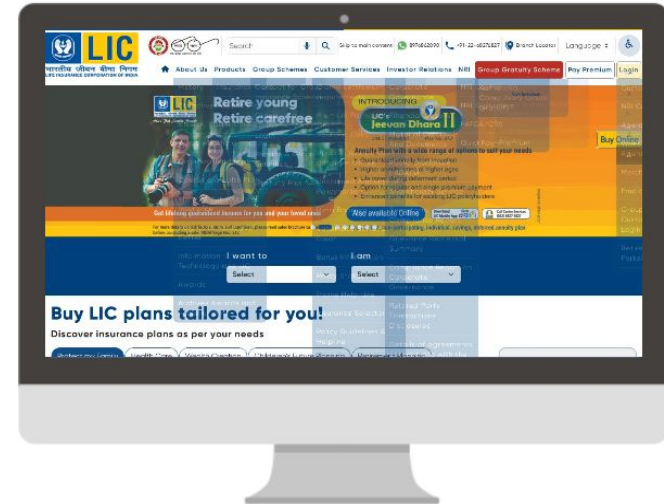
SEO Audit

Audit Results for licindia.in



Your page could be better

Recommendations: 17



On-Page SEO



Links



Usability



Performance



Social



SEO Audit

Recommendations		
Toggle: On-Page SEO Links Social Other Performance Usability		
Reduce your total page file size	Performance	Medium Priority
Remove Duplicate H1 Tags	On-Page SEO	Medium Priority
Update Link URLs to be more human and Search Engine readable	Links	Low Priority
Add Alt attributes to all images	On-Page SEO	Low Priority
Use your main keywords across the important HTML tags	On-Page SEO	Low Priority
Create and link an associated LinkedIn profile	Social	Low Priority
Add Local Business Schema	Other	Low Priority
Remove inline styles	Performance	Low Priority
Resolve JavaScript errors	Performance	Low Priority

It sounds like you're looking to improve website performance and user experience and user experience through image and asset optimization, compression for faster load times, and streamlining content structure by removing redundant H1 tags to improve search engine understanding.

Keyword Research

Keyword	Clicks	Clicks Change	Rank	Rank Change	Volume	Competition
skin texture	16	▼ 4	88	▼ 21	7,500	22
how to remove blackheads	20	▲ 8	40	▲ 39	4,600	41
best moisturizer for combina...	7	▼ 1	82	▼ 6	3,200	44
what is witch hazel	20	0	27	0	3,000	61
glass skin	6	▼ 6	75	▼ 32	2,600	29
vitamin f	7	0	60	▲ 4	2,300	17
textured skin	12	▲ 2	37	▲ 2	2,200	19
witch hazel uses	16	▲ 8	26	▲ 25	2,100	40
lactic acid for skin	9	▲ 5	42	▲ 55	2,000	27
best moisturizers for oily skin	4	▼ 4	90	▼ 49	1,800	41
glowing skin	16	▲ 4	19	▲ 8	1,700	28
witch hazel for skin	4	▼ 5	85	▼ 50	1,700	38
simple skincare	90	▲ 68	3	▲ 10	1,600	45
bumpy texture	4	0	80	▼ 6	1,600	28
how to get rid of textured skin	7	▼ 3	30	▼ 9	1,200	21
is witch hazel good for skin	9	▲ 1	21	▲ 1	1,000	32

keyword research is essential for optimizing content to rank well in search engine results. It involves identifying popular search terms related to your topic or business, assessing their search volume and competition, and strategically incorporating them into your content.

On page Optimization

Focus keyword: The search term you want your post or page to be ranked for in the search engines.

- **Meta descriptions** can be used in search engine result snippets, so writing a good meta description can be helpful for users and drive more clicks to a website.
- In this guide we take you through the fundamentals, as well as more advanced considerations and tactics when analysing, writing and optimising the humble meta description.

On page Optimization(Content Optimization)

INTRODUCTION: LIC typically refers to the Life Insurance Corporation of India a state-owned insurance group and investment company headquartered in Mumbai . Established in 1956, LIC is one of the largest insurance companies in India , offering a wide range of insurance and investment products to individuals and businesses . Its primary focus is on life insurance, pension plans , and investment management .

SECTION-1: This section deals with the licensing of insurance agents, brokers and adjusters.

SECTION-2: This section focuses on the regulating of insurance companies ,including their formation , governance , and operation.

SECTION-3: This section covers various types of insurance , such as life insurance , health insurance , property insurance , and casualty insurance.

SECTION-4: This section pertains to insurance contracts , including their formation interpretation , and enforcement

CONCLUSION: The conclusion of LIC typically refers to the summary or final remarks regarding the topic being discussed . If you are referring to the conclusion of a specific topic related to the Life Insurance Corporation of India LIC, it could vary depending on the context

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

It seems you're discussing the challenges of finding a free tool for keywords research and how it has led to understanding user search behavior and the importance of selecting the right keywords , particularly in the context of the insurance corporation of India. Here's a revised statement

“Finding a free tool for keyword research proved challenging , given that most options are paid . However, this obstacle led us to gain valuable insights into user search behavior and the types of keywords people use. While navigating through this process , we encountered the difficulty of selecting the most relevant keywords, especially considering the vast array of options available. This experience underscores the significance of meticulously choosing the right keywords to effectively communicate LIC'S offerings to it's audience”.

PART 3: Content Ideas and Marketing

Strategies

- **Content idea generation & strategy:** Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media.
- This approach establishes expertise promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

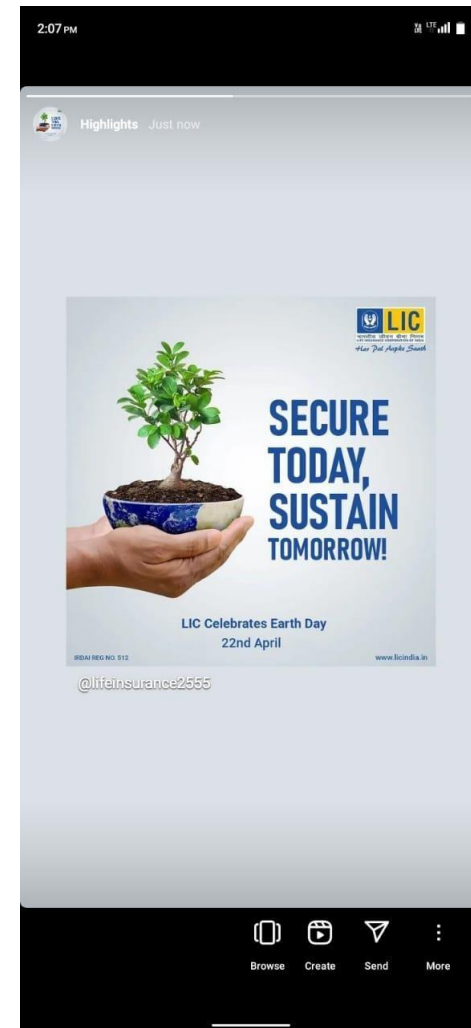
Content Calendar for the month of April 2024

april 2024

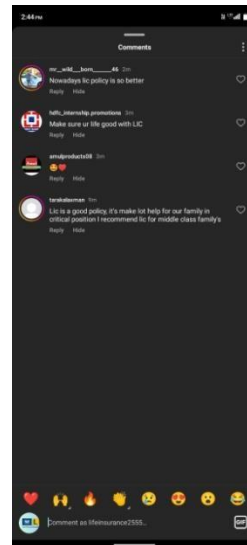
1st Monday	2nd Tuesday	3rd Wednesday	4th Thursday	5th Friday	6th Saturday	7th Sunday	Holiday
April Fool's Day	World autism day blog on lic policy	Reel on lic competitor	Did you know Story	jamat UI-Vida Podcast Episode 1	influcner Collab post	World health day	Blog
							Reel
							Podcast Episode 1
							Post type
8th Monday	9th Tuesday	10th Wednesday	11th Thursday	12th Friday	13th Saturday	14th Sunday	Ebook
customer review	Ugadi	Reel on ADO best customer on scale	Eid Mubarak post	podcast Episode 1	influcner Collab post	what is your fav policy scheme	Story
15th Monday	16th Tuesday	17th Wednesday	18th Thursday	19 th Friday	20th Saturday	21st Sunday	
world art day	reel on lic AAO	Sri rama navami	reel on dealing with customes	Podcast Episode 3 blog promo	influcner Collab post	reel on something new in coming quote	
22nd Monday	23rd Tuesday	24th Wednesday	25th Thursday	26th Friday	27th Saturday	28th Sunday	
Ebook Mailer	reel on lic yearly plans	what maker our lic special	reel on customer service	Podcast Episode 4	influcner Collab post can you decode	reel on li agents	
29th Monday	30th Tuesday						
reel on lic process	reel on tax refunds						

Strategy, Aim and the idea behind this story

- Ensure and enhance the quality of life of people through financial security by providing products and services of aspired attributes with competitive returns, and by rendering resources for economic development”.



Strategy, Aim and the idea behind this post



Sales of life insurance policies are a vital source of revenue for any life insurance company and their primary motivation for doing business. Because today's business operations are so intertwined , claim settlement services significantly influence life insurance policy sales. People can use life insurance plans to cover a variety of hazards throughout life

PART 3:CONTENT IDEES AND MARKETING STRATEGIES

LIC or life insurance corporation of India , is the biggest insurance company in India .LIC offers a range of financial and investment products in its marketing Mix like insurance, special, unit, pension, micro investment, withdrawn and Health plans.LIC also offers participation in the government scheme of Aam Admi Bima yojana

PART4: Content Creation and Curation Part

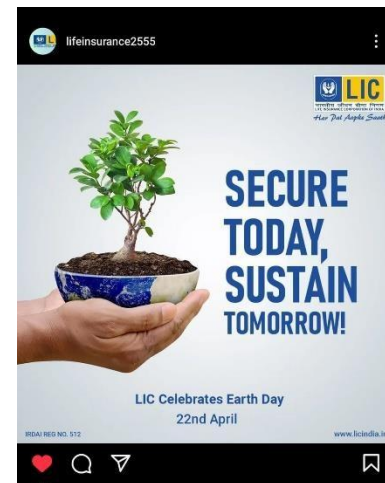
Post Creation:

- Select content categories:** content creation involves generation original content, such as articles, blogs, posts, videos, infographics, and social media posts, to engage and inform your audience. It's about producing valuable and relevant material that addresses the needs, interests, and pain points of your target audience. Here are some steps to consider when creating content.

Format 1: Static post on LIC

- **Caption** : Exploring the world one license at a time
- **Link** :
<https://www.instagram.com/P/C6LGRBNSktL/?igsh=cXM0ZHg3dmVyaHBp>

HASHTAGS: #lic#future#ready#



Format 2: Reel Post on LIC

- **CAPTION** : Life's uncertainties meet LIC's reliability.
- Insure your tomorrows today's."
- "Form aspiration to achievements, LIC stands by you every step of the way."

- **Link :**

<https://www.instagram.com/p/C5yYlonyJaz/?igsh=MWx1eWVqM2t3YXg3Ng==>

HASHTAGS :

#LICINDIA#insurance#Lic#licpolicy

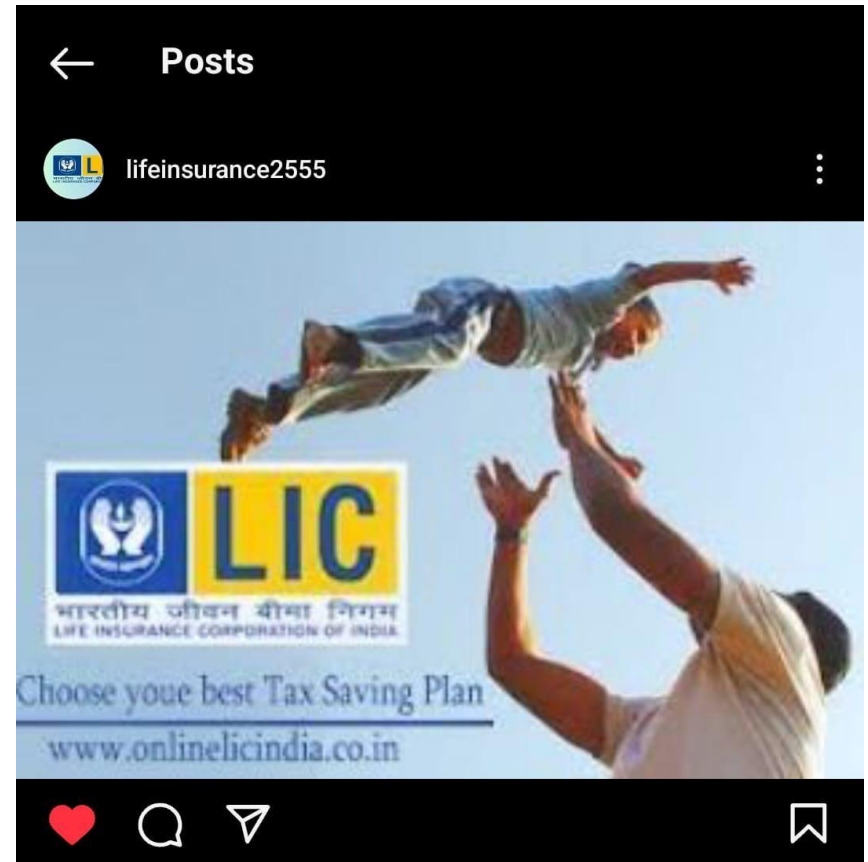


Format 3 : carousel post

- **CAPTION** : Could you please clarify what you mean by “lic”?
- Are you referring to a specific context or abbreviation ?
- **Link** :
<https://www.instagram.com/p/C6LGUgkyhmv/?igsh=MWxiZWk1aGVteDV5Mw==>

HASHTAGES :

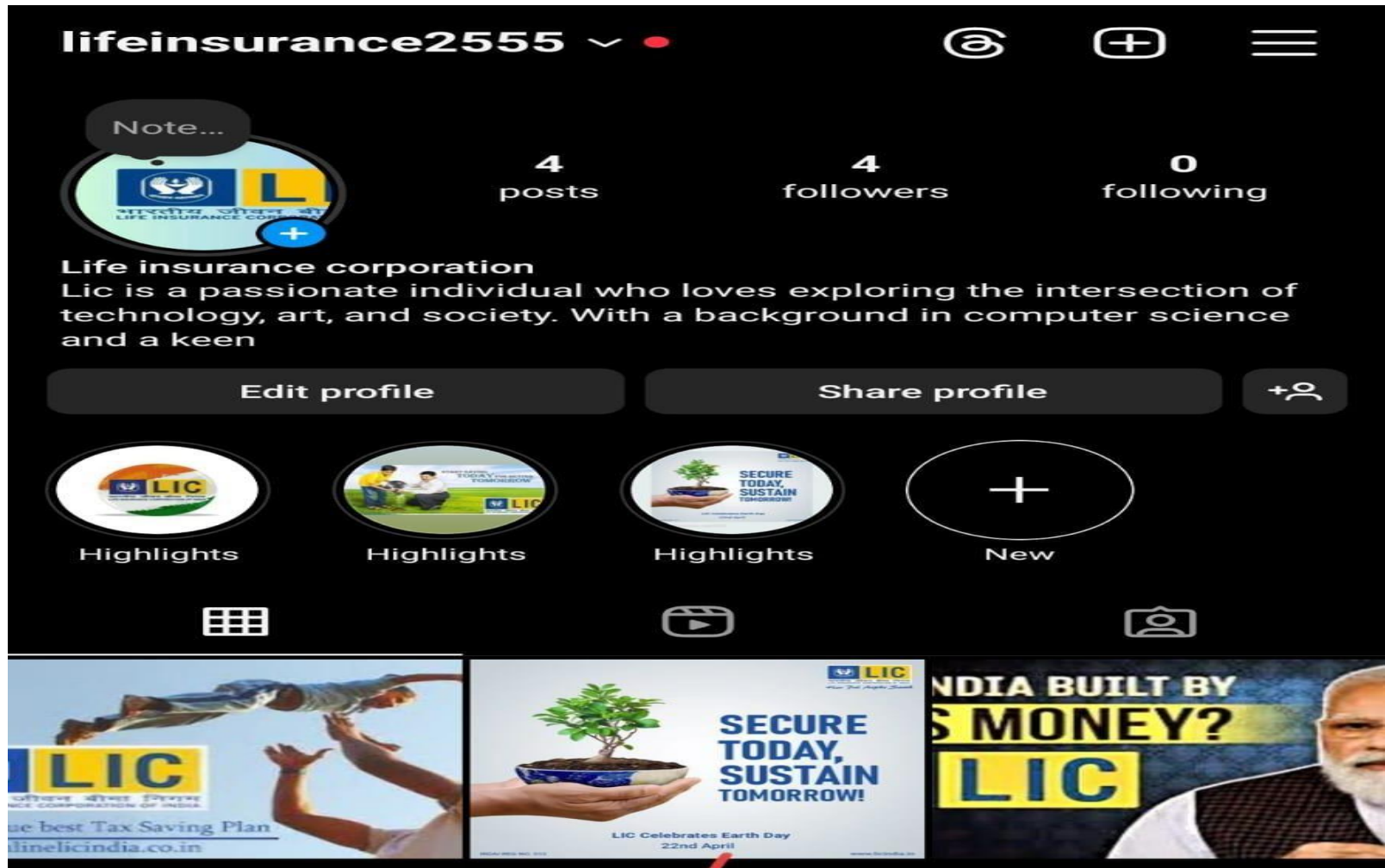
#lifeinsurancecorporationofindia#healthpolicy#licfestival



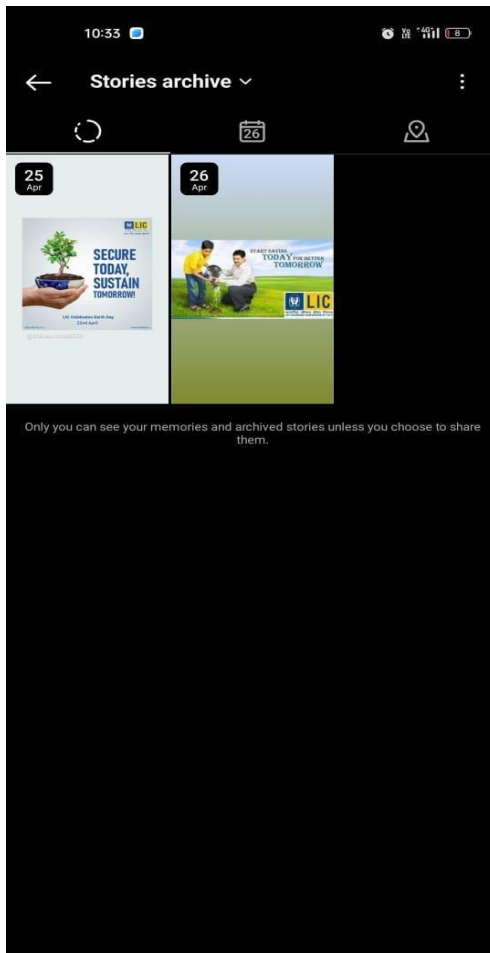
Screenshots of Story.

<https://www.instagram.com/stories/lifeinsurance255>





Story Insights-Q&A



- Reach is 78
 - Impressions is 270
 - Likes is 35
 - etc...
-
- Areas for improvement : Story could be better . Quiz option would help in getting options.
 - Since the shares of informative stories are more, we could create more informative and stories.

Part 4: Content Creation and Editing

Designs/video Editing

- Design Tools Familiarization (use canva for creating visually appearing graphics)
- Video Creation : Utilize VN or any video editor of your choice to create videos related to the choice we Inshot video app we created.

Thank
You

Presented By
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E.MADHU