# Comprehensive Digital Marketing Project Work

# Team members

- ▶ Team ID : LTVIP2023TMID03557
- ▶ Team Size : 4
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# 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:** ICICI will leverage there people, technology, speed and financial capital to: be the banker of the first choice for there customers by delivering high quality, world-class products, and services. There core values are Customer First, Humility, Passion, Integrity and Boundarylessness.

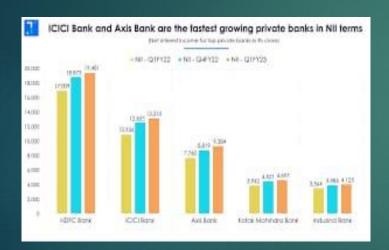
**USP:** ICICI is the most efficient and tech Savvy bank in the Indian banking industry.

• Analyze Brand Messaging: The bank has been maintaining a healthy ROA of 1.31% since last 3 years. Company has a good Return on Equity (ROE) track record: 3 Years ROE 11.60%. The company has been consistently maintaining a NIM of 3.41% since last 3 years. CASA stands at 48.70% of total deposits. Good Capital Adequacy Ratio of 19.16%. The company has delivered good Profit growth of 90.74% over the past 3 years.



- Examine the brand's tagline:
  - \* Hum Hai Na, Khayal Apka.
  - \* Always You First.

## **Brand Study Competitor Analysis**

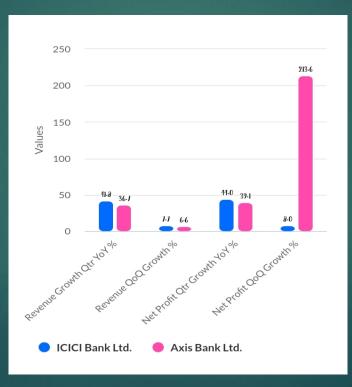


#### Competitors:

- State Bank Of India(SBI)
- HDFC
- Kotak Mahindra
- · Bank Of Baroda
- IDBI Bank
- Punjab National Bank
- · Axis Bank

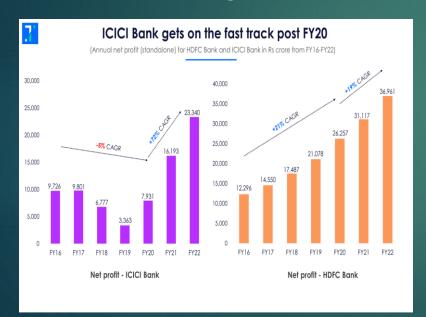
### **Competitor 1**

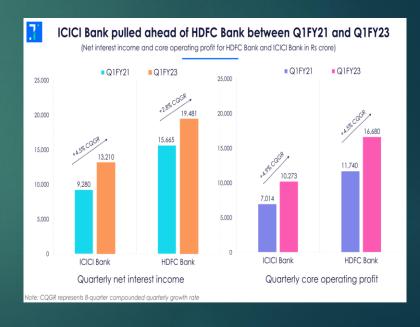
"Axis Bank" is the third largest private-sector banks in India offering a comprehensive suite of financial products.



#### Competitor 2

"HDFC Bank" is a provider of financial products and services which operates in Treasury, Retail Banking, Wholesale Banking, and other banking business segments.



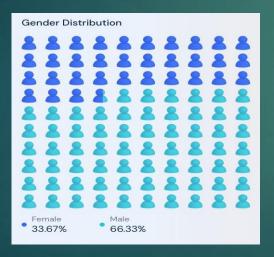


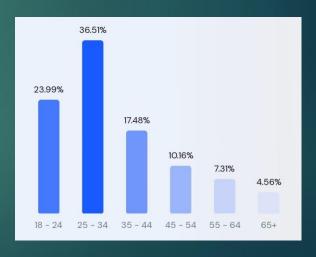
## Competitor 3

"Kotak Mahindra" bank offers high interest rate savings account, low interest rate personal loan and credit cards with attractive offers.



Buyer's/Audience's Persona: The primary customers of ICICI Bank are professionals and regular wage-earners who are looking out for faster and more convenient banking facilities. ICICI bank audience are 66.33% male and 33.67% female. The largest age group of visitors are 25 - 34 year olds.





## Part 2: SEO & Keyword Research

• SEO Audit:ICICI Bank defined their objectives which were focused on incorporating SEO into their Digital Strategy; thus, they hired eBrandz an Indian Digital Marketing firm to improve specifically the Personal Loans and the NRI division website. As the Project Managers for these divisions had no control over the website, initially, eBrandz was asked to carry out their work without modifying any aspect of the main ICICI Bank website. Furthermore, it was also observed by eBrandz that ICICI Bank's main website homepage was redirecting to some internal page which was severely affecting the Google search engine page rankings of the website.

#### Audit Results for company.co

















#### Recommendations

Include a meta description tag

Add Canonical Tag

Remove Duplicate H1 Tags

On-Page SEG

High Priority

nge SEO Medium

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
Increase page text content	On Page SEO	Low Priority
Optimize your images to reduce their file size	Perfermence	Low Princity
Optimize your page for Mobile PageSpeed Insights	Usahility	Law Priority
Optimize your page for Desktop PageSpeed Insights	Usability	Low Princity
Create and link an associated YouTube channel	Social	Low Princity
Add Schema Markup	On Page SEO	Low Priority
Please add Facebook Open Graph Tags	Social	Low Priority
Setup & Install a Facebook Pixel	Social	Low Priority
Remove inline styles	Performance	Low Priority
Add Twitter Cards	Social	Low Priority
Add Local Business Schema	Other Improvements	Low Priority
Create Google Business Profile	Other Improvements	Law Printity
Improve the size of tap targets	Unability	Low Princity

### 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	Position	Total Searches	Estimated Traffic	
company new york	■ EN	7	74,000	1,894	
company	<b>■</b> ES	12	135,000	1,012	
ny company	ES	10	74,000	836	
company	EN	16	135,000	580	
company co	<b></b> EN	1	880	267	
company co	<b>EN</b>	1	880	267	
company building	EN	1	480	145	
nyc company	EN	7	3,600	92	
company ventures	EN	4	1,300	85	
company ventures	<b>E</b> S	4	1,300	85	

#### Total Traffic From Search

This shows you the Estimated Traffic Volume your page receives from it's Keyword Rankings



6/15

#### **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	9	1
Position 2-3	6	1
Position 4-10	25	
Position 11-20	27	
Position 21-30	30	
Position 31-100	202	



External

Backlinks



**Domains** 





31 Moz Domain Authority

Top Backlink	klink	Bac	Top
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These are the highest value external pages we have found linking to your site.

#### Domain URL Authority

99	startups.microsoft.com/en-us/partners/
95	robthorpe. medium. com/how-to-break-into-startup-investing-by-leading-your-own-angellist-syndicate-fa8ce0f60313
95	pmontee.medium.com/ventures-role-a-power-law-economy-and-society-f128f6691dc5
95	medium.com/feed/@pmontee
95	medium.com/feed/summer-blog
91	thenextweb.com/news/an-entrepreneurs-guide-to-nycs-tech-scene
91	answers.sap.com/questions/3819007/ep-user-mapping.html
89	www. digital ocean. com/community/tutorials/how-to-secure-apache-with-let-s-encrypt-on-ubuntu-16-04
86	eriktorenberg.substack.com/p/whats-on-deck-for-on-deck
86	anniedukecompany.splashthat.com/

#### On-Page Link Structur

We found 55 total links, 29% of your links are external links and are sending authority to other sites. 0% of your links are nofollow links, meaning authority is not being passed to those destination pages.

#### Friendly Links

Your link URLs appear friendly (easily human or search engine readable).

#### **Technology Results**

<b>Technology List</b> These software or coding libraries has	ave been identified on your page.	
Technology	Version	
Google Analytics		
<b>©</b> jQuery		
G Nginx	1.12.2	
Node.js		
Nuxt.js		
Vue.js		
<b>Server IP Address</b> 185.122.166.243		
DNS Servers		
dns1.registrar-servers.com dns2.registrar-servers.com		
<b>Web Server</b> nginx/1.12.2		

#### Keyword Research:

- The objective of ICICI bank is to meet the needs of the private industry for long and medium-term funds in the private sector. In general terms, the main functions are: Assistance in the formation, development, and modernization of business in the non-public sector.
- keyword research report about "icici bank" will use the data collected by ASOTools for a comprehensive analytic.
- The top 5 long tail words related to the keyword icici bank from the ASOtools, are:
  - 1. icici banking
  - 2. icici bank net banking login
  - 3. icici bank internet banking
  - 4. icici bank account open online
  - 5. imobile by icici bank

### On page Optimization:

- Meta tag optimization of ICICI Bank, is an important aspect of search engine optimization (SEO).
- Content Optimization: Content optimization involves creating high-quality and relevant content that resonates with the target audience and search engines. Some tips for content optimization include:
- 1. Keyword Research: Identify relevant keywords related to ICICI Bank's products and services that users are likely to search for. Use keyword research tools to find high-traffic and low-competition keywords.
- 2. Quality Content: Create informative, valuable, and unique content that addresses users' needs and queries. Avoid keyword stuffing or any other practices that may be considered as manipulative by search engines.
- 3. Use Headings and Structured Content: Organize the content using headings (H1, H2, H3, etc.) to make it more readable and understandable for both users and search engines. Structure the content in a logical manner.

#### On-Page SEO Results



#### Your On-Page SEO could be better

Your page has some level of On-Page SEO optimization but could be improved further. On-Page SEO is important to ensure Search Engines can understand your content appropriately and help it rank for relevant keywords. You should ensure that HTML Tag Content is completed correctly and align text content to target keywords.

Title Tag			1
You have a	title tag of opt	timal length (between 10 and 70 characters).	
Company	Building with	Purpose	
Length : 31			
Meta Descr Your page		missing a meta description tag.	×
		ortant for search engines to understand the content of your page, e description text blurb in search results.	
SERP Snipp	et Preview		i
		page may appear in Search Results. Note, this is intended as a guide nore frequently generating this content dynamically.	
https://comp Company	any.co   /   Building wi	th Purpose	
Hreflang U	sage		i
Your page	s not making i	use of Hreflang attributes.	
Language			1
Your page	s using the lar	ng attribute.	
Declared: E	nglish		
H1 Header	Tag Usage		>
Your page l a page.	has more than	one H1 Tag. It is generally recommended to only use one H1 Tag or	
		important way of signaling to search engines what your content is the keywords it should rank for.	
H2-H6 Head	der Tag Usage		
Your page	s making use	multiple levels of Header Tags.	Ť
Header Tag	Frequency		
H2	1	-	
НЗ	9		
H4	6		
F14	-		
H5	0		

## Part 3: Content Ideas and Marketing Strategies

Content Idea Generation & Strategy:



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

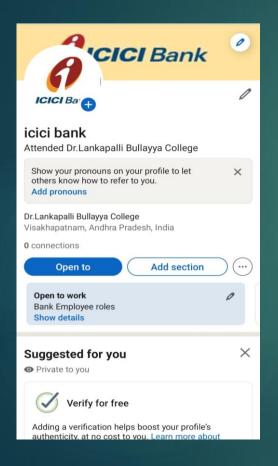
FORMAT 1: "Facebook Post Creation"







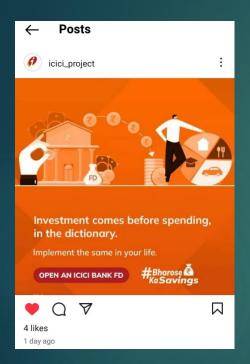
#### FORMAT 2: "LinkedIn Post Creation"







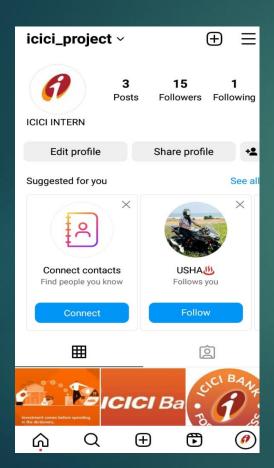
## **FORMAT 3:** "Instagram Post Creation"







# **Instagram Account and Story**





# **Designs/Video Editing**



## Social Media Ad Campaigns





## 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 Campaign 1 - Brand Awareness**

View this email in your browser



#### Dear XYZ,

We understand that you want to bank is the most convenient way possible. That is why, we make sure that all our products are easily available.

Get plugin



Copyright (C) 2023 bank. All rights reserved.

You are receiving this email because you opted in via our website.

Our mailing address is:

bank

Sir Mvit College Road

## **Email Ad Campaign 2 - Lead Generation**



#### **GOLD LOAN**

Shop online on any Merchant website or App offering ICICI Bank's NetBanking facility to Pay



GOLD LOAN





