

COMPREHENSIVE DIGITAL MARKETING PROJECT WORK

FOR
LIFE INSURANCE CORPORATION OF INDIA

BY

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

Company : LIFE INSURANCE CORPORATION OF INDIA

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

LOGO :



MISSIONS & VALUES :

“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.”

VISION :

"A trans-nationally competitive financial conglomerate of significance to societies and Pride of India."

USP (UNIQUE SELLING PREPOSITIONS) :

“India’ s Largest Life Insurance Company”

- ***ANALYZE BRAND MESSAGING:***

*“Smart logon ki clear hai
priority, baaki sab baad Mein, Pehle LIC”*

- ***EXAMINE THE BRAND'S TAGLINE:***

*“Yogakshemam
Vahamyaham”*

The Tagline of LIC
is Yogakshemam Vahamyaham which means Your welfare
is our responsibility



Part 1:

Brand study, Competitor Analysis &
Buyer's/Audience's persona

Competitor Analysis 1: SBI LIFE INSURANCE

- SBI Life Insurance is an Indian private life insurance company that has been in the market for more than 20 years.
- It provides life insurance plans, investment products, retirement products, and health insurance products to its customers.
- LIC is a public sector company that is also in the insurance business for more than 50 years now.

Competitor Analysis - 2



USP: Strong Financial History

- HDFC Life Insurance Company and LIC Life Insurance Company are two Indian life insurance companies that offer life insurance policies to individuals as well as families.
- But there are many differences between these two companies in terms of claim settlement ratio, features, price, plans, customer services and benefits offered them.

Competitor Analysis - 3



- Sahara India life insurance and LIC life insurance companies offer a variety of plans & services but which is better?
- The comparison of Sahara India life insurance and LIC Life insurance depends on many factors such as customer service, pricing, benefits, coverage, claim settlement ratio, solvency ratio, and other factors.

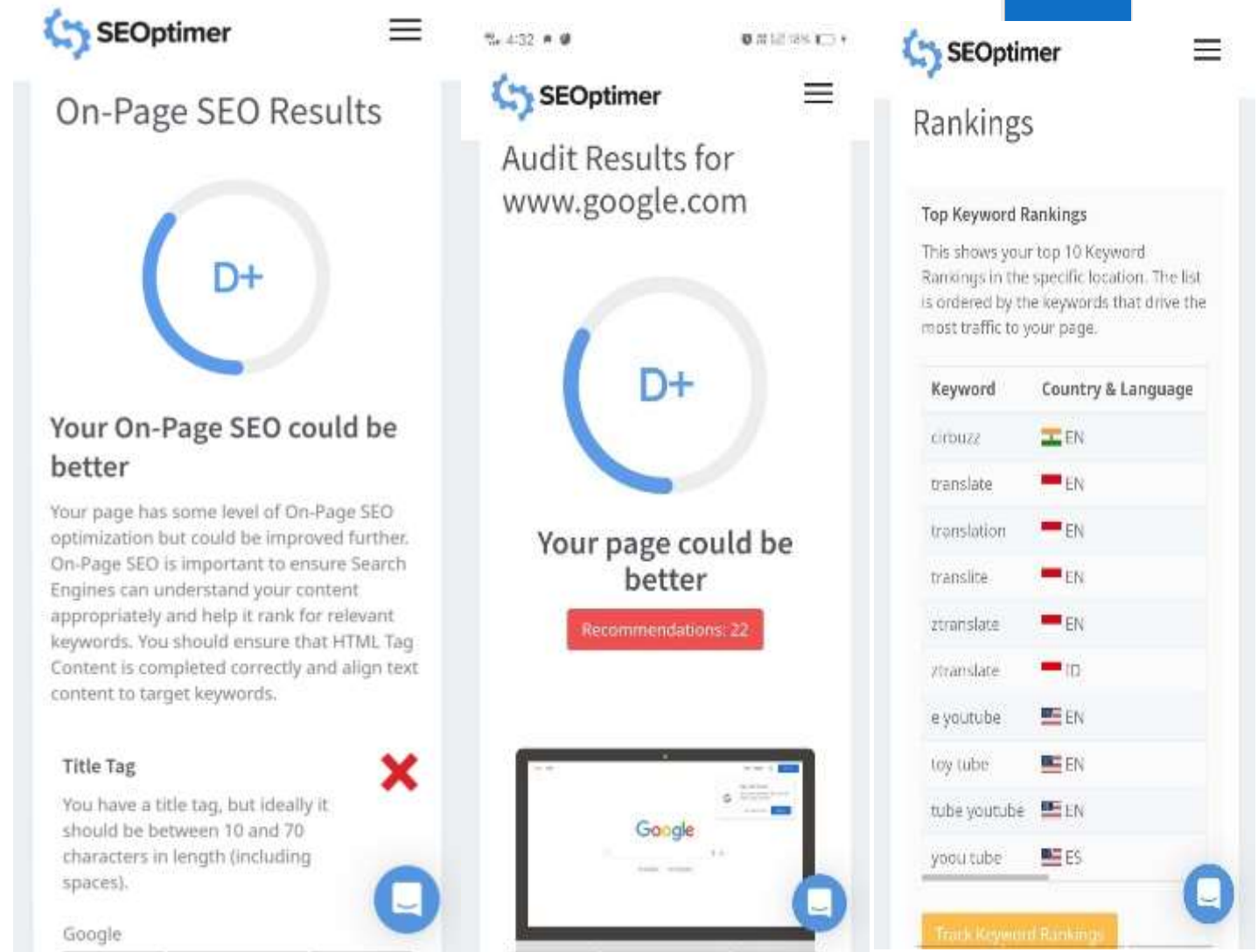
Part 1: Brand study, Competitor Analysis & Buyer's/Audience's Persona

- Buyer's/Audience's Persona:

“LIC in India was divided into 2 basic segments: individuals and corporate people. The first segment comprised of individual customers. It is further divided into four sub-segments – protection, investment, savings and pension. Protection products gives only protection to the different customers from risk”

Part 2: SEO & KEYWORD RESEARCH

Seo Audit: DO and SEO of the brands website



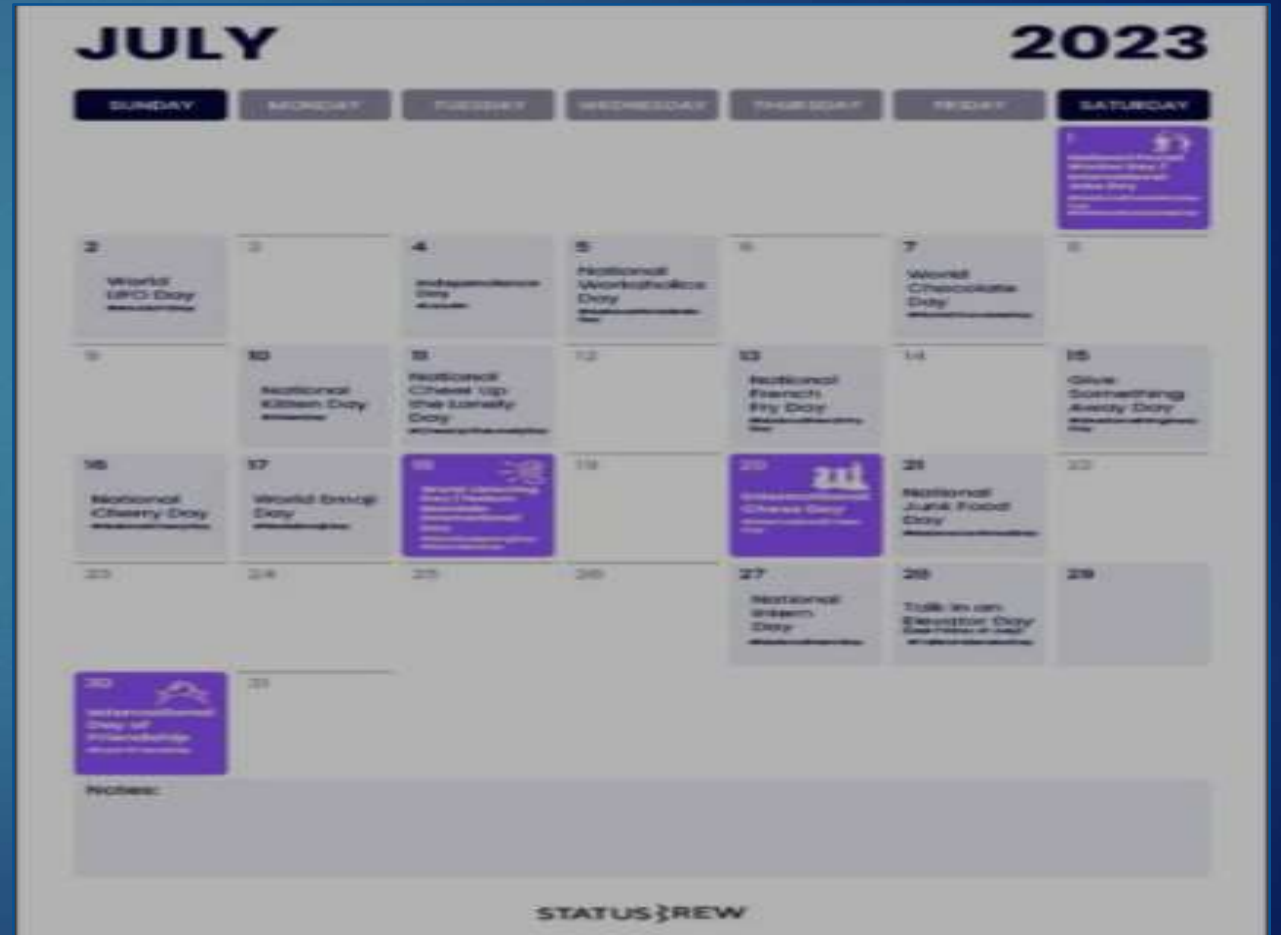
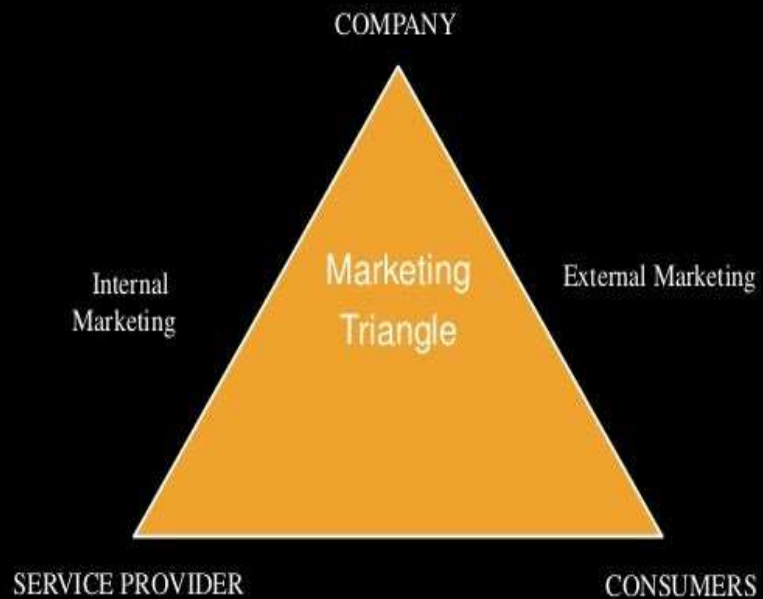
Keywords:

- ▶ LIC
 - ▶ LIC policy
 - ▶ LIC premium online
 - ▶ LIC merchant
 - ▶ LIC online payment
-
- ▶ 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 research and analysis Phase, as well as the
 - ▶ Key insights gained from the keyword research process



Part 3: Content Ideas and Marketing Strategies

LIC OF INDIA MARKETING TRIANGLE





Part 3: Content Ideas and Marketing Strategies

- Life Insurance Corporation of India (LIC) is an Indian multinational public sector life insurance company headquartered in Mumbai. LIC has its branches overseas. It is India's largest insurance company as well as the largest institutional investor with total assets under management worth ₹45.7 trillion (US\$570 billion) as of March 2023.[3] It is under the ownership of Government of India and administrative control of the Ministry of Finance.
- The Life Insurance Corporation of India was established on 1 September 1956, when the Parliament of India passed the Life Insurance of India Act, nationalizing the insurance industry in India. Over 245 insurance companies and provident societies were merged together.[4][5]
- LIC reported 290 million policyholders as of 2019, a total life fund of ₹28.3 trillion, and a total value of sold policies in the year 2018–19 of ₹21.4 million. The company also reported having settled 26 million claims in 2018–19. It ranked 98th on the 2022 Fortune Global 500 list with a revenue of ₹775,283 crore (equivalent to ₹8.2 trillion or US\$100 billion in 2023) and a profit of ₹4,415 crore (equivalent to ₹47 billion or US\$580 million in 2023).[6]

Part 4: Content Creation and Curation (Post creation, Designs/video Editing, Ad Campaigns Over Social Media and Email Ideation and creation)


Format1: Facebook Account & Posts Creation





Lic internship promotion • You

Student at Andhra University

now • 

Lic India's Largest insurance corporation

Show your pronouns on your profile to let others know how to refer to you.

[Add pronouns](#)

Andhra University

Visakhapatnam, Andhra Pradesh, India

0 connections

Open to

Add section

...

Open to work

Research Assistant roles

[Show details](#)

Suggested for you

Private to you

Intermediate

4/7



Lic internship promotion • You

Student at Andhra University

now • 

Lic India's Largest insurance corporation



Like

Comment

Repost

Send

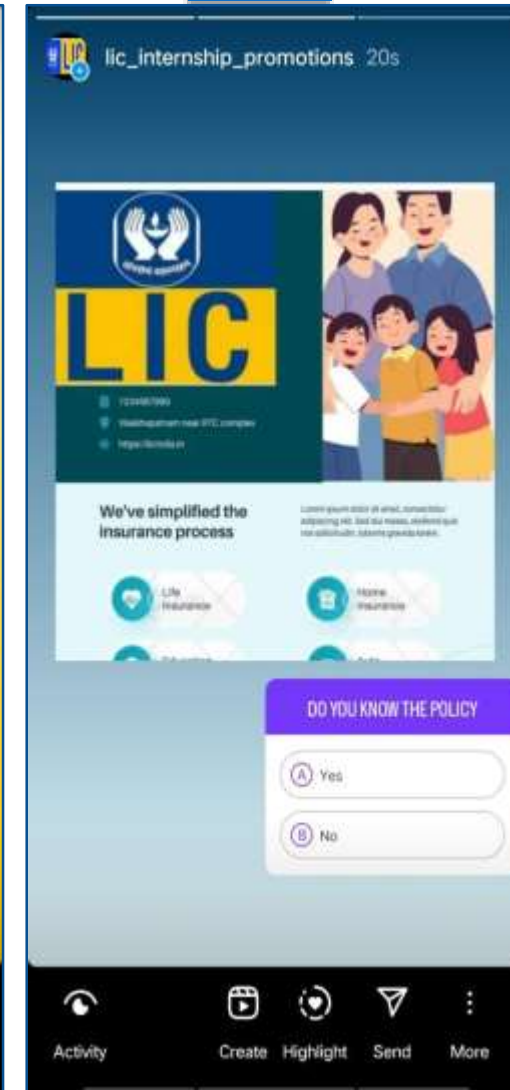
Format 2:
Linked
Account
& Posts
Creation



Format 3: Instagram Account & Posts Creations

Intsagram Story

- Part 4: Content Creation and Curation (Post creation, Designs/video Editing, Ad Campaigns Over
- Social Media and Email Ideation and creation)



Designs / Video Editing



Part 4: Content Creation and Curation (Post Campaigns Over Social Media and Email Ideation and creation) creation, Designs/video Editing, Ad

Social Media Ad Campaigns:



Part 4: Content Creation and Curation (Post Campaigns Over Social Media and Email Ideation and creation) creation, Designs/video Editing, Ad

LIC Advertising Goals :

The promotional strategy of LIC is straightforward. Its main aim is to keep consumers updated about its various policies and its brand. To fulfill this, it has taken steps like exhibitions, personal selling's, demonstrations at events, new schemes, and advertising.

Audience Targeting :



LIC mainly targets children who are basically into schooling, people in earning periods and senior citizens who have got retired from their respective services. It not only targets the urban people but also the rural people.



Ad Creation


- ▶ The LIC of India which recently launched a new digital campaign to promote the importance of life insurance in different phases of life, has taken the campaign offline to reach out and engage with the audience, bringing in a personal touch. The campaign called - *Smart logon ki clear hai priority, baaki sab baad mein*, Pehle LIC, showcases the importance of having a life insurance to live one's dream.
- ▶ It shows that ups and downs are a part of life and it is significant and essential to have life insurance. Having a life insurance helps one fulfill their dreams like owning a start-up, buying a house, going abroad for further studies or even planning a nice holiday.

Part 4: Content Creation and Curation (Post Campaigns Over Social Media and Email Ideation and creation) creation, Designs/video Editing, Ad

Email Ad Campaigns:


 



Life insurance
corporation of India Lic
licpromotion01@gmail.com ▾

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Some info may be visible to other people using Google services. [Learn more](#)

PROFILE PICTURE

Add a profile picture to personalize your account

