

Comprehensive Digital marketing  
project work on Axis Bank

# AXIS BĀNK

1

## Details of the project:-

-Topic of the project:Axis Bank

-Research and brand identity:

Brand logo:AXIS BANK

Brand colour:White and red

Brand tagline:Badhti Ka Naam Zindagi

Brand website:<https://www.axisbank.com>

CEO of Axis Bank: AMIABH CHOWDHURY

2

## Team Details

Koduru Bhavani(Team leader)

Guntuku Dhilleswari (Team member)

Jampina Mani(Team member)

Kanta Dilleswari (Team member)

Kommuru Vijayalaxmi(Team member)



# PART 01

**Brand study, competitor  
analysis & buyer's/audience's  
persona**

**Brand study:** Axis Bank is the 3rd largest private sector bank in India. To evaluate the risk exposure of the bank in the last 5 years and predict the future performance of the bank.

**Mission values:** Customer centricity, Ethics, transparency, team work and ownership. These define the manner in which we deal with various stakeholders and are outlined.

**USP (selling proposition):** Decided to provide a huge range of financial products and services to meet the diverse needs of its customers.

**Brand tone and identity:** A brand is your bank's identity - its personality, values, traits. It is a tangible and intangible asset that provides shareholder value and longevity. Yes, it distinguishes your business from others.



5 Smart goals and KPI: Customer integrated offering for all entities.

- Seamless digital on-bording with unified KYC.
- Instant funding with enhancement LinkedIn to business growth
- Fostering synergies between ecosystem entities enabling credit access and flexible payment terms•

KPI-KPI in banking operation can be defined as quantities Values used to determine how efficiently and effectively specific banking operations goals and objectives achieved by a bank over a certain period of time.

7

Competitor analysis:After researching direct and indirect digital banking cometitor,it's time to discover their offering fully Analyze your strength , weakness,opportunity,Threats.

**Competitor 1-HDFC:**It is a limited in an Indian Banking and financial Service.HQ is at Mumbai 4th largest Bank by marketing capitalisation.

**Competitor 2-Bandhan:**It is present in 35 out of 36 union territories in India ,6140 banking outlets and 3,01 crore customer.HQ is at Kolkata .

**Competitor 3-Idusland Bank:**It was inaugurated in April 1994 by then union finance minister Manmohan Singh.HQ ia at Mumbai.

8

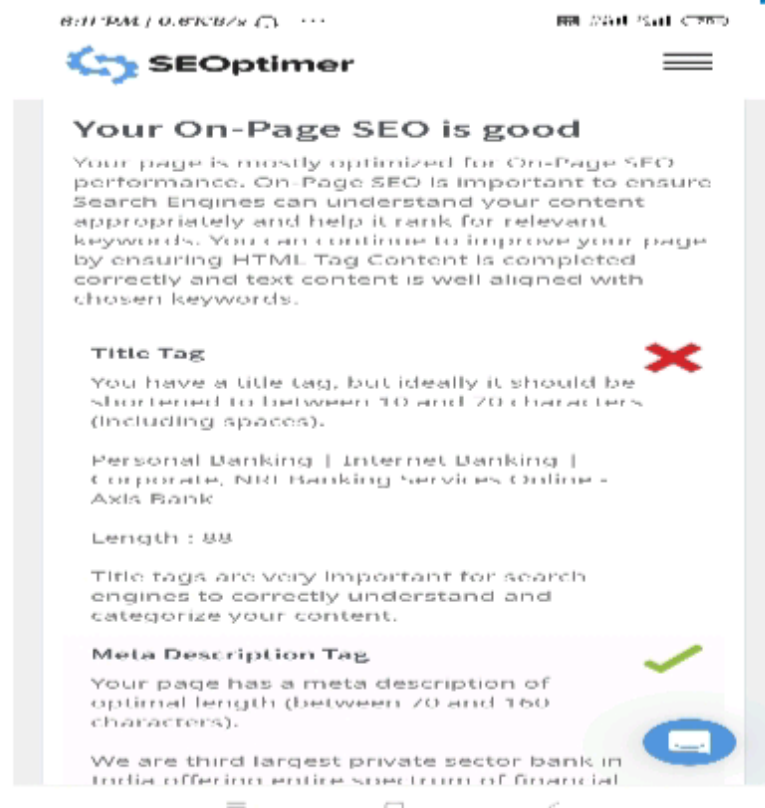




# PART - 2

## SEO & keyword Research

### SEO Audit :



The screenshot displays the SEO Optimizer website interface. At the top, the browser address bar shows '8:11 PM | 0.81 KB/s | ...'. The website header includes the 'SEO Optimizer' logo and a hamburger menu icon. The main content area features a green banner stating 'Your On-Page SEO is good' with a brief explanation. Below this, the 'Title Tag' section is highlighted in pink, indicating a warning (red X) because the current title is too long (88 characters). The 'Meta Description Tag' section is highlighted in light blue, indicating a success (green checkmark) as the meta description is of optimal length (150 characters). The footer of the audit shows a snippet of the page content: 'We are third largest private sector bank in India offering entire spectrum of financial'.

8:11 PM | 0.81 KB/s | ...

SEO Optimizer

☰

**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, but ideally it should be shortened to between 70 and 70 characters (including spaces).

Personal Banking | Internet Banking | Corporate, NRI Banking Services Online - Axis Bank

Length : 88

Title tags are very important for search engines to correctly understand and categorize your content.

**Meta Description Tag**

Your page has a meta description of optimal length (between 70 and 160 characters).

We are third largest private sector bank in India offering entire spectrum of financial

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.



Domain strength	Referring Page URL	Referring Page Title	Anchor Text
100	<a href="https://feed.sims.com/act/news/comeandsee-design-and-breaking-from-theclouds-of-a-post-world-as-46325286">https://feed.sims.com/act/news/comeandsee-design-and-breaking-from-theclouds-of-a-post-world-as-46325286</a>	Contestation Design and breaking from theclouds of Aps mindless   By Let's look into the language of the future   Active AI   Medium	bank.com
100	<a href="https://www.whatsapp.com/legal/paymentstocbank">https://www.whatsapp.com/legal/paymentstocbank</a>	Axis Bank's Payment Service Terms	<a href="https://www.axisbank.com">https://www.axisbank.com</a>

#### Google's PageSpeed Insights - Desktop

Google is indicating that your page is scoring poorly on their Desktop PageSpeed Insights evaluation.

Google has indicated that the performance of a webpage is becoming more important from a user and subsequently ranking perspective.



Lab Data	Value
First Contentful Paint	2.1 s
Speed Index	2.7 s
Largest Contentful Paint	3.2 s
Time to Interactive	3.4 s
Total Blocking Time	0.04 s
Cumulative Layout Shift	0.173
Opportunities	Estimated Savings
Eliminate render-blocking resources	1.24 s
Serve Images in next-gen formats	0.32 s
Reduce unused JavaScript	0.21 s

#### Flash Used?

No Flash content has been identified on your page.

#### iFrames Used?

Your page appears to be using iFrames.

iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines.

#### Favicon

Your page has specified a favicon.

#### Email Privacy

Email addresses have been found in plain text.

We recommend removing any plain text email addresses and replacing them with images or contact forms. Plain text email addresses can be susceptible to scrapers and email spammers.

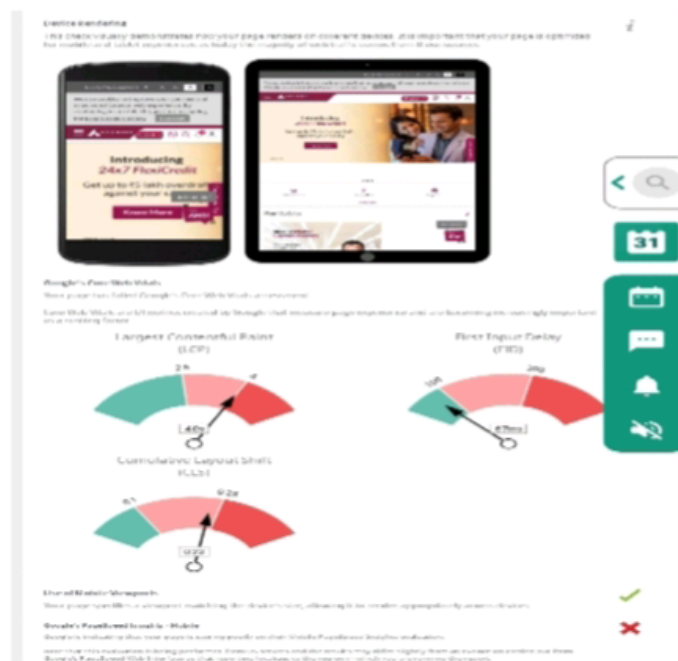
[Show details](#)

#### Legible Font Sizes

There is some text on your page that is small and may not be legible enough for particular users.

We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size.

[Show details](#)



# Keyword research objectives:

Keyword research is the practice of researching common industry specific terms and phrases that are driving such traffic to search engine result pages. This is the time-tested first step in search engine optimization (SEO) for any website.

Brainstorm seed keyword:

	A	B	C	D	E	F	G
1	keyword	Average Monthly Searches		Competition	Competition (indexed values)		
2							
3	land a loan investment trade		2,100	high			75
4	home loan investment bank		1,050	medium			24
5	investment property loan		590	high			58
6	investment property loans interest rate		910	high			62
7	investment loans		720	high			64
8	pay off student loans or invest		630	medium			37
9	converting an loan service and		650	low			11
10	investment property loans rates		650	high			57
11	loan for real estate investment		490	high			38
12	investment property loans trade		460	medium			33
13	investment real estate loan		360	medium			54
14	loan for investment property		320	medium			47
15	pay off loans or invest		320	medium			27
16	pay off car loan or invest		350	medium			30
17	loan for investment property		260	medium			45
18	investment home loans		350	high			50
19	property investment loans		250	high			52
20	invested student loans		190	medium			17
21	financial investment		190	-		-	
22	loan to invest in real estate		147	medium			30
23							
24							



Competitor keyword:

#### Main Organic Competitors 32,291

Competitor	Com. Level	Com. Keywords	SE Keywords
axisbank.co.in	<div><div></div></div>	4,503	41,626
icicibank.com	<div><div></div></div>	12,528	367,676
hdfcbank.com	<div><div></div></div>	16,088	605,356
paisabazaar.com	<div><div></div></div>	15,627	578,815
citibank.co.in	<div><div></div></div>	2,461	72,901

[View details](#)

#### Advertising Research

##### Top Paid Keywords 308

Keyword	Pos.	Volume	CPC (U...	Traffi...
zero balance acco...	>> 1	60,500	0.32	7.45
open bank accoun...	>> 1	60,500	0.49	7.45

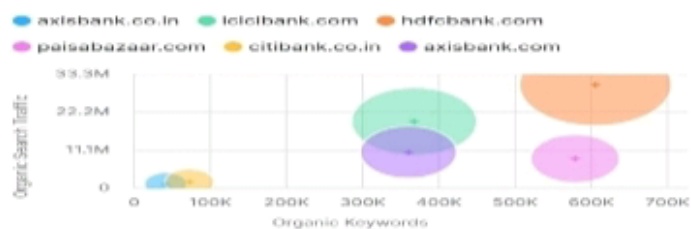
#### Branded vs. Non-Branded Traffic



● Branded 90.9% by 35.95K keywords  
● Non-Branded 9.1% by 324.19K keywords

[View details](#)

#### Competitive Positioning Map



#### Paid Position Distribution



# On page optimisation:

	A	B	C	D
1	Investment	Average Monthly Searches	Competition	Competition (Investment values)
2	Loan a loan investment bank		570	medium
3	Investment property loan rates		480	high
4	Real estate investment loans		270	high
5				
6				
7				
8	Meta Title			
9	THE SE OF THE WORLD - Come As You Are			
10				
11				
12				
13	Meta Description:			
14	Adia Bank is the 3rd largest private sector			
15	bank in India offering an entire comprehensive			
16	spectrum of financial services of customer			
17	segment covering large, mid-segments, Micro,			
18	small and medium enterprises (MSME), agriculture			
19	and retail business.			
20	Bank has a large footprint 5000 domestic			
21	branches (including extension counters) with			
22	25,751 ATMs and cash receptors spread across the			
23	country. This bank has 6 also virtual centres with			
24	over 1500 virtual relationship managers as on			
25	31st March 2022			
26				

19

## PART-3

### Content ideas and marketing strategies

20

## Content ideas generation and strategies:

We are committed to creating an open and Inclusive environment, one where people share ideas, learn from each other, helping knowledge to spread throughout the organisation.

21

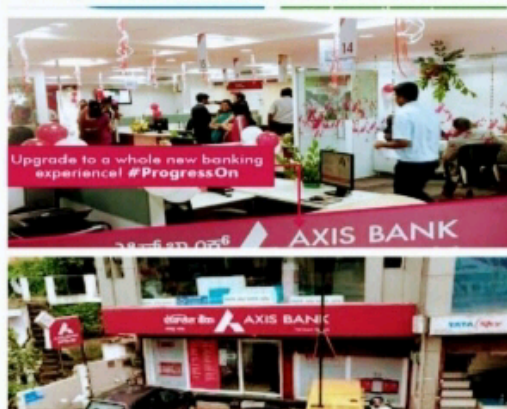
### GUIDE FOR CITI CUSTOMERS AFTER TRANSFER OF BUSINESS TO AXIS BANK



No changes to the  
account number, IFSC  
code, and debit card



Investments in mutual  
funds, PMS, and AIF  
will get transferred  
to Axis Bank





## Amitabh Chowdary

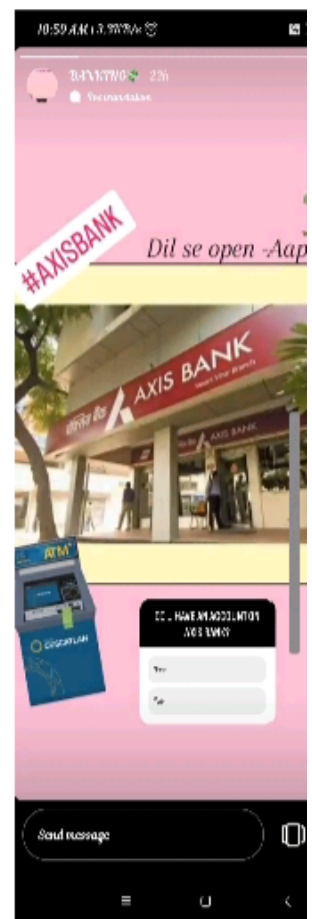
"Every thing is created twice, first in mind and next in reality .Think like leaders,dream big and create an even bigger reality " .....Know more



23

## INSTAGRAM STORY:

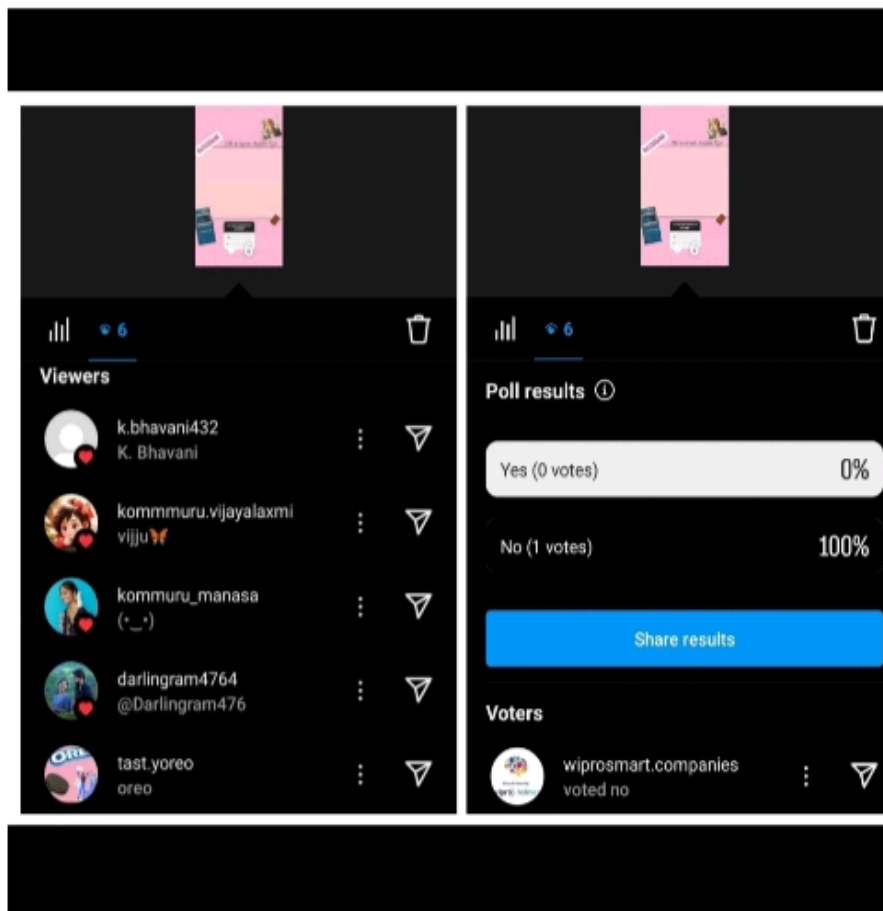
[https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MjQwODgyNzg3MTc0NjEz?story\\_media\\_id=3212532546653697458\\_62444426003&igshid=NDA3YzJlZDM2MQ==](https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MjQwODgyNzg3MTc0NjEz?story_media_id=3212532546653697458_62444426003&igshid=NDA3YzJlZDM2MQ==)



24



# History of a Instagram story:-



## PART -4

## VIDEO EDITING



Thank you for  
Watching