Comprehensive Digital Marketing Project Work

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

COMPANY/TOPIC for project: Digit InsurAnce

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

- **Brand Colours :** Black , Yellow , white .

- **Logo :**

- **Mission/Values :**Digit's mission is To Make Insurance Simple. We believe true innovation happens when we question the way things are done.

USP: Digit General Insurance Company offers car, travel, mobile and jewellery insurance. <3 We promise zero form-filling when you call us to make a claim.

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

COMPANY/TOPIC for project : Digit Insurance

Brand Messaging:

https://thedigitalyug.com/ImageStorage/cl632022121535PM779666.jpg

https://paganresearch.io/images/digit.jpg

Tagline: Keeping it Simpler

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: Bajaj Allianz
https://www.bajajallianz.com/
USP : We believe life insurance is about enabling people to live more by providing living benefits.
Online communication:Provided official website URL and chat box

Competitor 2: Policy Bazaar
https://www.policybazaar.com/
USP: Lowest Premium Guranteed with Maximum Benefits.
Online communication : Provided official website URL and chat box

Competitor 3: TATA AIG car insurance
https://www.tataaig.com/
USP : Buy or Renew your Car, Bike & Health Insurance with TATA AIG Premium Policy
Online communication : Provided official website URL and chat box

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.

DIGIT INSURANCE

AGE RANGE: Adult - 18 years Children – 91 days

Maximum Entry Age No age limit

GENDER : ALL

CHILDREN : No Age Limit

MATITAL STATUS : Both (married/unmarried)

LOCATION : Metropolitan Cities

INCOME : Rs 1,247 crore

EDUCATION : B.A , B.COM , BBA

Information Gathering :

How do they get their information?

Customer appication , External database , Internet and social media

Vlues / Fears :

What do they value in their professional life ?

Innovation , Accountability , Adaptability , Empowerment , Social respnsibility

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 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.

A

Title Tag ✔

You have a title tag of optimal length (between 10 and 70 characters).

Digit Insurance: Car, Bike, Health & Travel Insurance Online

Length : 64

Meta Description Tag ✖

Your page has a meta description tag however, your meta description should ideally be between 70 and 160 characters (including spaces).

Digit Insurance is one of the leading General Insurance companies in India on a mission to Make Insurance Simple for people. Buy/Renew Car, Bike, Travel, Health, Shop & Home Insurance Online.

Length : 195

A meta description is important for search engines to understand the content of your page, and is often shown as the description text blurb in search results.

SERP Snippet Preview

This illustrates how your page may appear in Search Results. Note, this is intended as a guide and Search Engines are more frequently generating this content dynamically.

https://www.godigit.com ⋮

Digit Insurance: Car, Bike, Health & Travel Insurance Online

Digit Insurance is one of the leading General Insurance companies in India on a mission to Make Insurance Simple for people. Buy/Renew Car, Bike, ...

Hreflang Usage

Your page is making use of Hreflang attributes.

Show details

Language

✓

Your page is using the lang attribute.

Declared: en-IN

H1 Header Tag Usage

✗

Your page has more than one H1 Tag. It is generally recommended to only use one H1 Tag on a page.

The H1 Header Tag is an important way of signaling to search engines what your content is about, and subsequently the keywords it should rank for.

Show details

H2-H6 Header Tag Usage

✓

Your page is making use multiple levels of Header Tags.

Header Tag	Frequency	
H2	2	▇
H3	18	▇▇▇▇▇▇▇▇▇▇▇▇▇▇
H4	4	▇▇▇
H5	3	▇▇
H6	0		

Keyword	Avg. monthly searches	Conpetition
motor insurance policy	5000	Medium
best mediclaim policy	5000	Medium
medical insurance policy	5000	Medium

META TITLE
Explore policies like motor insurance,best mediclaim,medical insurance policies   79

META DESCRIPTION
Apply new featured policies like motor insurance policy , best mediclaim policy , medical insurance policy   106

➢ Keyword	Avg. monthly searches	Competition
reliance travel insurance	5000	Medium
medical health insurance	5000	Medium
digit health insurance	5000	Medium

META TITLE
Explore insurances like reliance travel, medical health, digit health insurances   80

META DESCRIPTION
Check eligibility apply insurances like reliance travel , medical health , digit health insurances   98

➢ Keyword	Avg. monthly searches	Conpetition
insurance plans	5000	Medium
star insurance plans	500	Medium
travel insurance plans	500	Medium

META TITLE

Find the best plans like insurance, star insurance, travel insurance plans   74

META DESCRIPTION

Check and apply plans like insurance , star insurance , travel insurance plans   78

➢ Keyword	Avg. monthly searches	Conpetition
flight insurance coverage	50	Medium
motor coverage	50	Low
international health coverage	50	High

META TITLE

Find coverages like flight insurance, motor, international health coverages   75

MATA DESCRIPTION

Apply new featured coverages like flight insurance, motor, international health coverage   89

➢ Keyword	Avg. monthly searches	Conpetition
star health mediclaim	5000	Medium
hdfc mediclaim	5000	Medium
maternity mediclaim	500	Medium

META TITLE

Find mediclaims like star health, hdfc, maternity mediclaims   61

META DESCRIPTION

Apply new featured mediclaims like star health mediclaim, hdfc mediclaim, maternity mediclaim   93

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)

Part 3: Content Ideas and Marketing Strategies

Date : 30th july

To provide simple and innovative insurance solutions to individuals and businesses.To make insurance more accessible, understandable, and convenient for customers.
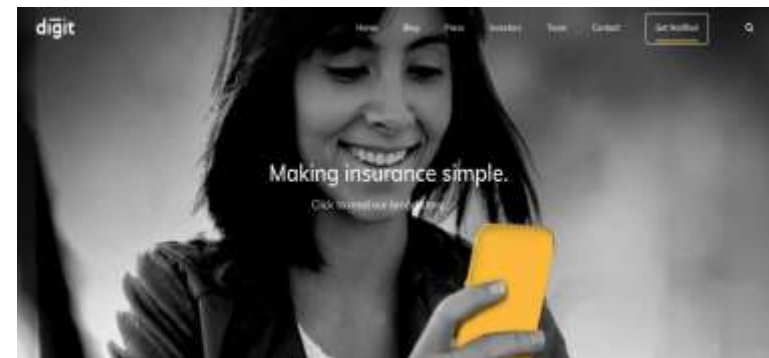

Date : 02-08-2023

To create Awareness on Digit insurance policy Information about Digit insurance policy.

Date : 03-08-2023

Awareness about Insurance frauds & scams.
To raise Awareness about Insurance frauds & scams.

Part 3: Content Ideas and Marketing Strategies

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

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: ollaborating 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

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

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 Social Media and Email Ideation and Creation)

Format 1 : Blog Article

Aim : To provide simple and innovative insurance solutions to individuals and businesses.

Date : 30-07-2023

Idea : To make insurance more accessible, understandable, and convenient for customers

Topic :

Step 1: Understanding the Needs of Individuals and Businesses

Digit Insurance begins by thoroughly understanding the insurance needs of individuals and businesses. This involve conducting market research, analyzing customer feedback, and studying industry trends.

Step 2: Simplifying Insurance Concepts and Processes

Once the needs are identified, Digit Insurance focuses on simplifying insurance concepts and processes. They breal down complex insurance jargon into easy-to-understand language, ensuring that individuals and businesses can make informed decisions about their coverage options.

Step 3: Leveraging Technology and Data Analytics

Digit Insurance leverages technology and data analytics to enhance their insurance solutions. They use advanced algorithms and data analysis techniques to assess risks, determine appropriate coverage levels, and offer personalized insurance options.

Step 4: Offering Innovative Products and Services

Digit Insurance aims to provide innovative insurance products and services that meet the evolving needs of individuals and businesses.

Step 5: Streamlining the Insurance Buying Process

Digit Insurance focuses on streamlining the insurance buying process. They offer a user-friendly online platform where individuals and businesses can easily compare different insurance policies, customize coverage, and purchase their desired plans.

Step 6: Ensuring a Seamless Claims Experience

In the event of a claim, Digit Insurance aims to provide a seamless and hassle-free experience for individuals and businesses.

Step 7: Building Trust and Long-Term Relationships

Digit Insurance places a strong emphasis on building trust and long-term relationships with their customers.

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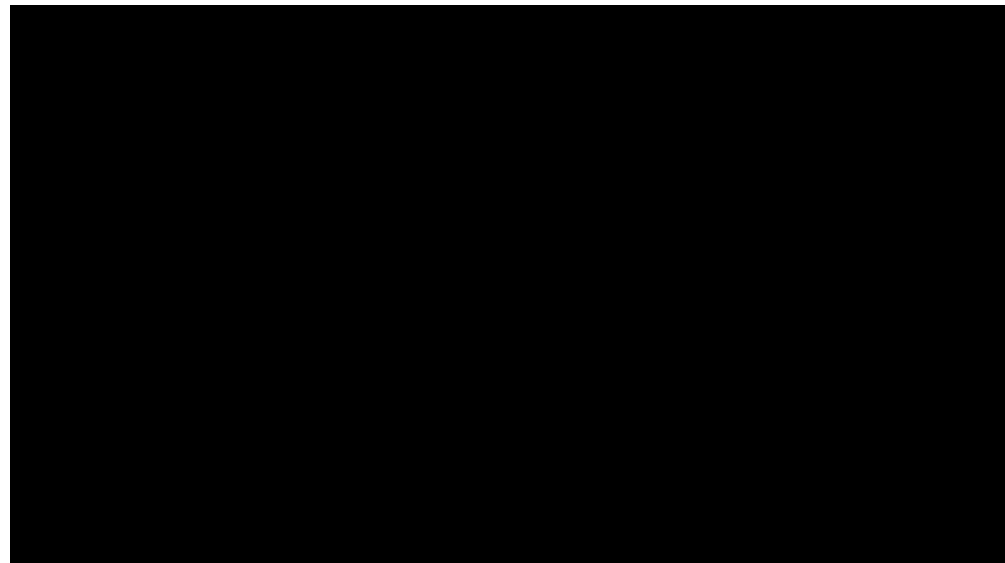
Format 2 : Video
Aim : To create Awareness on Digit insurance policy
Date : 2-08-2023
Idea : Information about Digit insurance policy
Topic : This video visualised the Importance of Digit Insurance

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

Format 3 : Creative
Aim : Awareness about Insurance frauds & scams
Date : 03-08-2023
Idea : To raise Awareness about Insurance frauds & scams
Topic : meme

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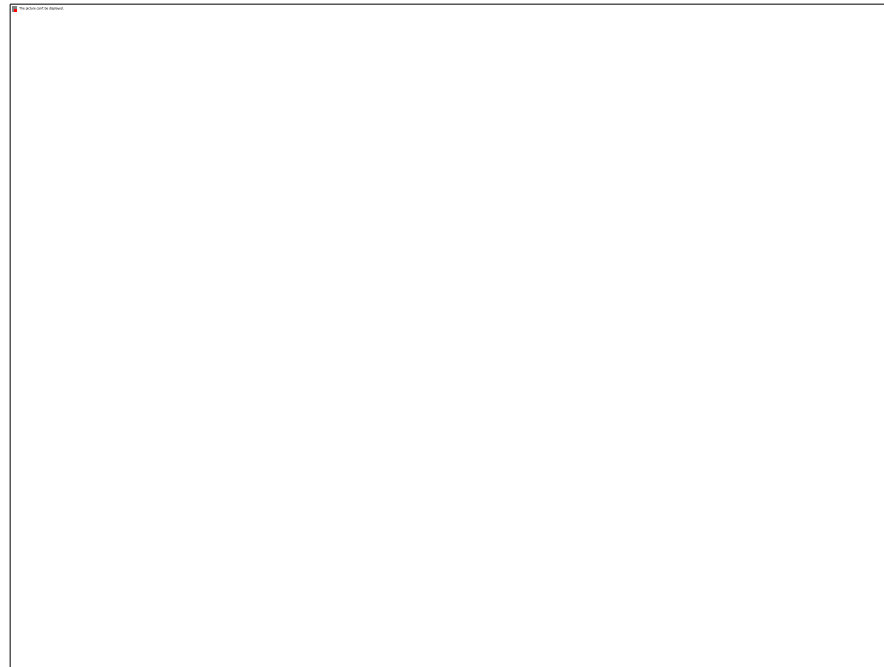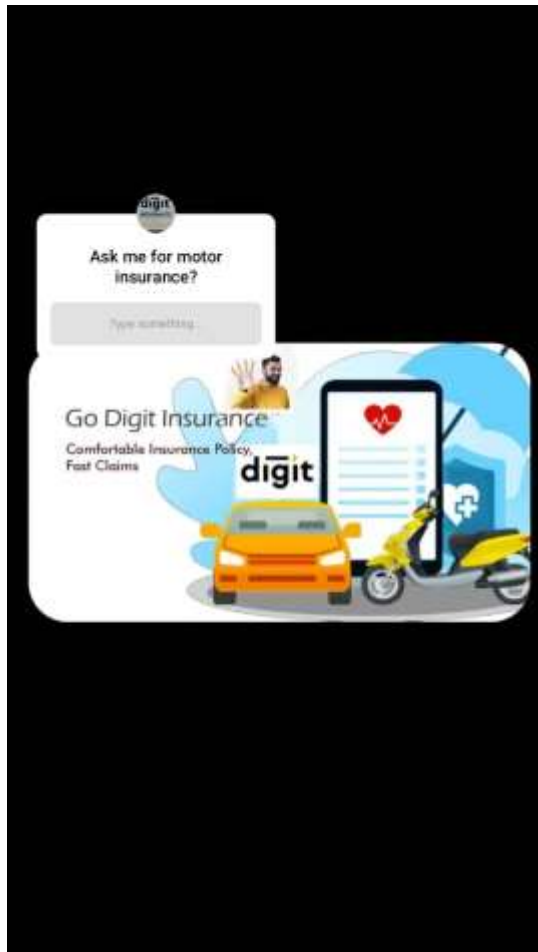
Instagram Story

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)
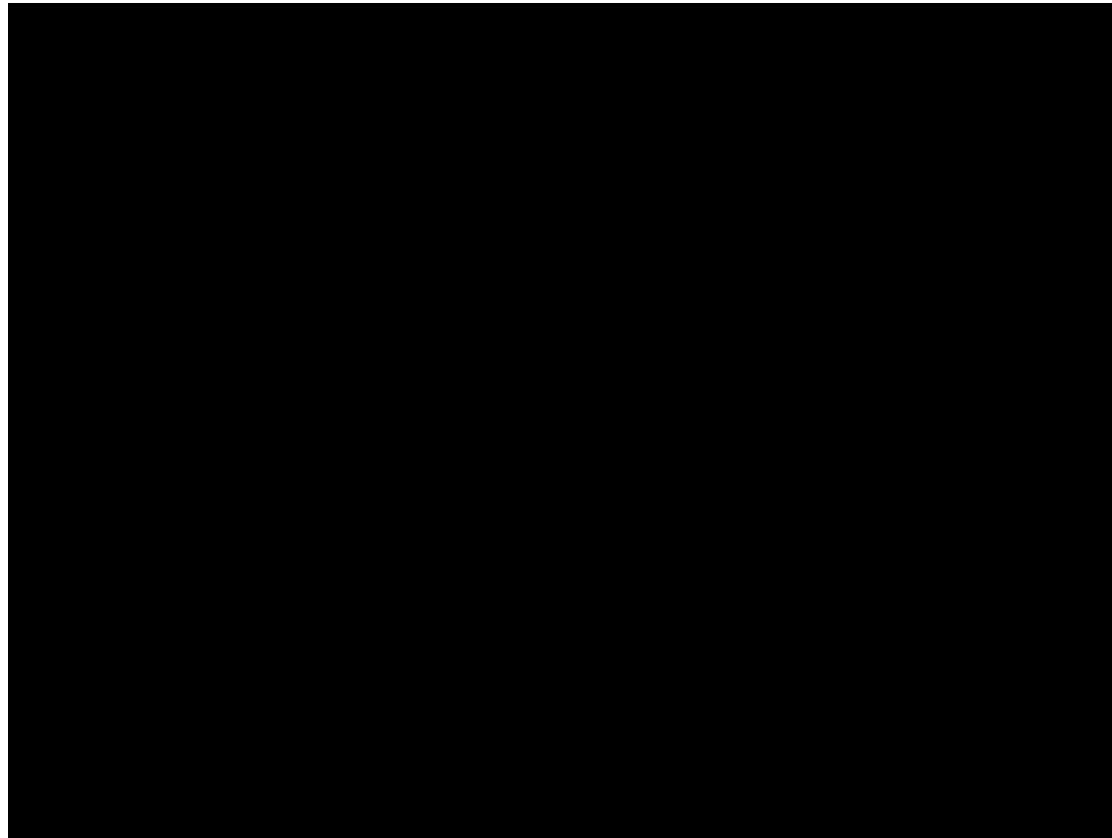
Instagram Story

Instagram Story
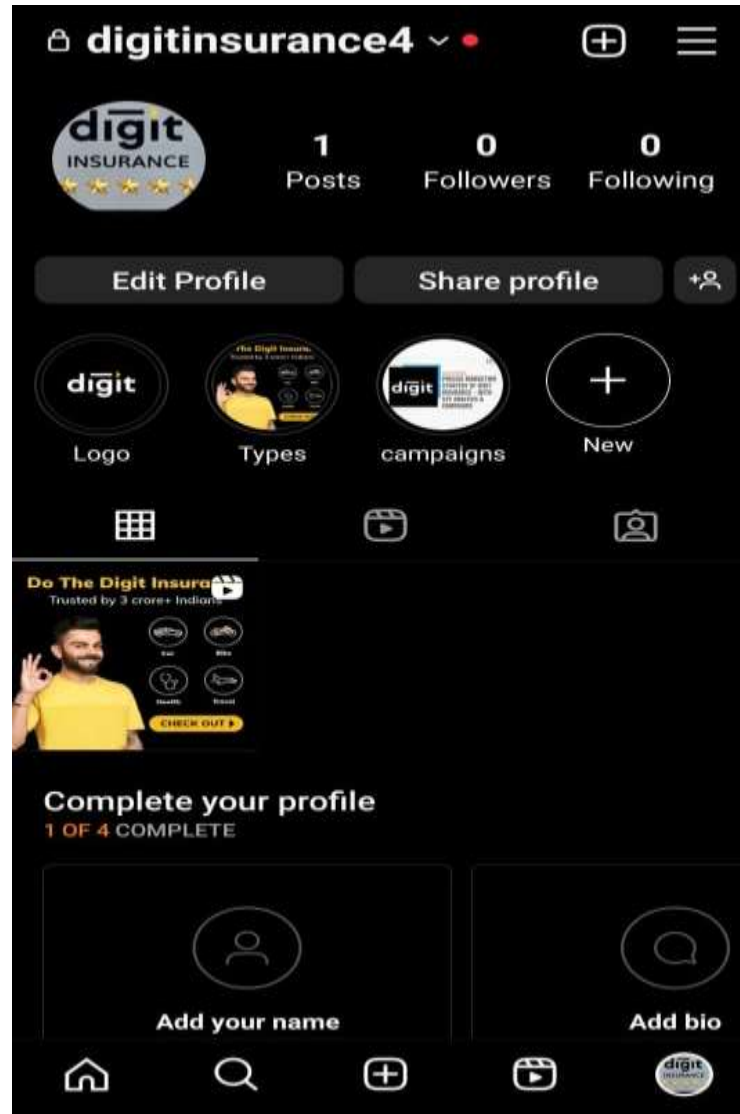
Designs/Video Editing

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 :

Targeting : Location : India , all genders,
Age , Interest : Motor Insurance,
Health Insurance.

Driving Website traffic :

Targeting : Location : India , all genders, Age , Interest : Motor Insurance,
Health Insurance.

Generating Leads :

Targeting : Location : India , all genders,
Age , Interest : Motor Insurance,
Health Insurance.

Insurance Lead Generation Best Practices

Core Systems

Bought Child Future Plan

No Term Insurance

Pitch to port term insurance or buy term insurance

Pending Renewals

Post-service Feedback

Late Premium Payment

Capture Signals

Trigger other campaigns

Email
Text
WhatsApp
Social

Proactive calling

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

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.

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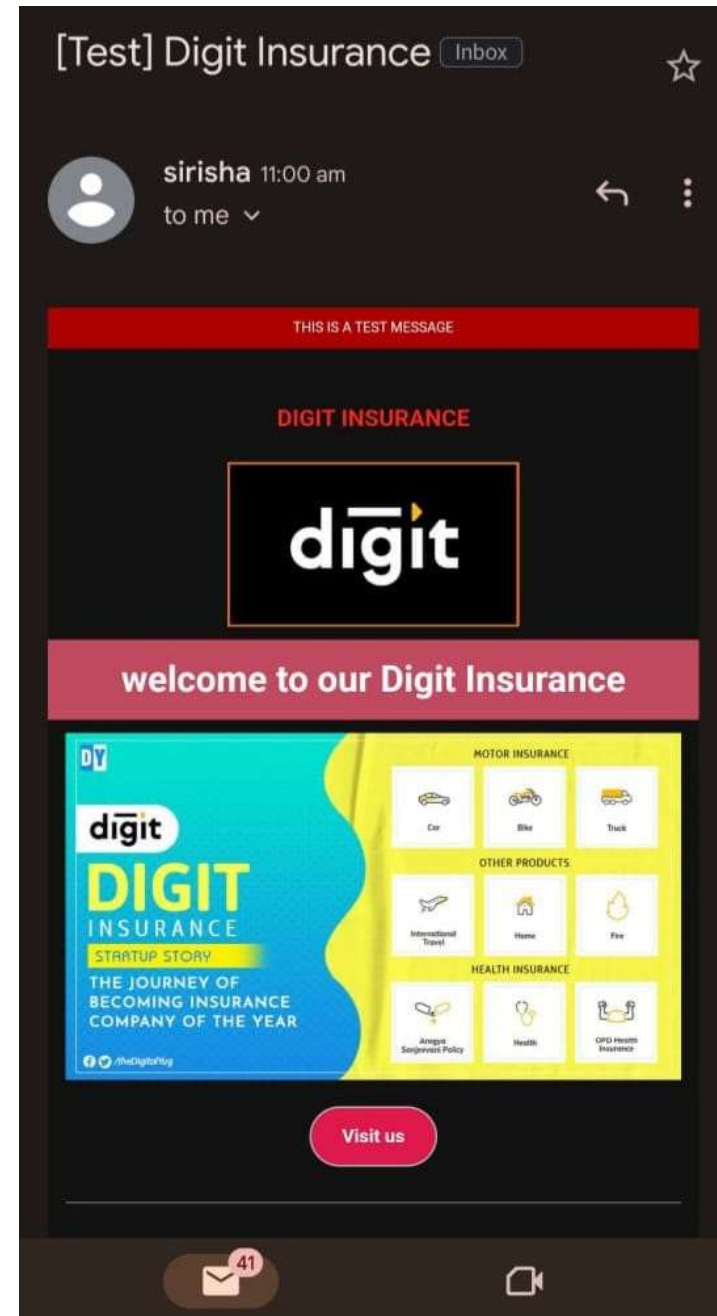
Email Ad Campaigns

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)

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

- Reflect on the content creation and curation process, discussing the challenges faced and lessons learned.

1.Know our Audience: Understanding the target audience's interests, pain points, and preferences is fundamental in creating relevant and engaging content.

2.Visual Appeal: Eye-catching visuals, well-designed graphics, and professionally edited videos can significantly enhance the impact of content and ad campaigns.

3. Consistency is Key: Maintaining a consistent tone, style, and frequency of content across platforms helps reinforce
brand identity and improves audience recall.

4. A/B Testing: Regularly conducting A/B + tests for ad campaigns and email subject lines allows for data-driven optimization and better results.

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