HDFC ERGO generated 3.4M reach and 178K engagement for the #HDFC #BharosaAbOnline Campaign

Challenge & Objective

To improve Organic Visibility on Google and Increase the market share thereby acquiring more new prospects.

Approach

- •Technical SEO to consolidate multiple domains competing for the same keywords
- •Leverage enterprise content marketing to drive SEO rankings
- •On-Page content creation including product and FAQs

Tools Used















Reach generated for the #HDFC #BharosaAbOnline Campaign

178k

Engagement generated for the #HDFC #BharosaAbOnline Campaign

100%

Increase in Keyword ranking in Top 10

95% Increase in Organic

sessions

28%

Increase in Keywords ranking in Top 5

