

## Case Study: HDFC ERGO

# 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

