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We remain bullish on influencer associations to amplify brand narrative: Tarannum Hasib



Canara HSBC Life Insurance has always been committed towards being a dependable life insurance partner in fulfilling promises of its customers. It recently announced the launch of the third season of its 'Depend on Insurance', a digital series that brings forth heart-warming and inspirational stories from veteran actor Neena Gupta. She shares anecdotes of her support system or the dependable anchors who have helped her sail through life challenges over the years.

In an interaction with Adgully, **Tarannum Hasib, Chief Distribution Officer, Canara HSBC Life Insurance**, speaks about successfully leveraging influencer marketing, fortifying the marketing mix, marketing in the Metaverse, and more.

How is Canara HSBC Life Insurance tapping customers through influential marketing?

Canara HSBC Life Insurance is partnering with financial and educational influencers who are helping us to propagate insurance awareness within the masses. By following this approach, influencers engage with consumers in a more personal and conversational manner, which allows for a higher level of trust and authenticity in the company's marketing efforts.

Influencer marketing was an integral part of our 'Me For My City' Season 5 campaign, where we partnered with various influencers to invite entries from all over the country. By leveraging the popularity and reach of these influencers, we were able to successfully engage with our target audience and achieve campaign goals.

In addition, influencer marketing allows Canara HSBC Life Insurance to target specific niche markets that may be interested in our products and services. Working together with influencers, who have a following in a specific sector or area of interest, helps tailor the message to engage with the audience that is more likely to be interested in what they have to offer.

What are the strategies of Canara HSBC Life in terms of a strong marketing mix?

For insurance companies, having a sound marketing mix is critical to remain competitive in the marketplace. This means that a diverse range of marketing strategies should be implemented to educate and engage customers in a way that it becomes important for them to understand the importance of Insurance.

Content marketing has also become crucial for insurance companies to highlight their expertise and provide valuable information to their audience. We, at Canara HSBC Life Insurance, are implementing the same through our campaign videos, social media presence, and new-age forms of content which instantly forms a connection with customers.

How was the year 2022 for your company, and what are the expectations for 2023?

We have launched multiple marketing initiatives in 2022 like 'Depend on Insurance', 'Me For My City' to drive insurance awareness, we would like to take the further legs of these campaigns ahead in 2023. We will continue to be bullish on investing in influencer based associations to amplify digital assets and push brand narrative. We are also aiming to go hyper local with our campaigns around bank branches with vernacular languages to establish a better connect with the regional audience. The company's prominent IPs like 'Depend on Insurance', 'Me for My City' and 'Finance Made Simple' will be launched soon in their new seasons with a distinct messaging to resonate with our audience better.

What are the upcoming trends that you foresee for 2023 and 2024?

In anticipation of 2024, businesses need to be agile and adapt to the constantly changing marketing landscape that is influenced by emerging trends, technological advancements, and shifting consumer preferences. To stay ahead, companies should adopt a forward-looking marketing strategy that includes an omnichannel approach to engage customers across multiple online and offline channels.

Additionally, businesses should focus on delivering personalised customer experiences by leveraging data insights to create tailored campaigns, products, and services. Building trust through authentic storytelling and open dialogue is crucial, along with creating engaging video content and incorporating immersive experiences such as AR and VR to captivate the audience's attention. An agile marketing approach that can quickly adapt to changing trends, technologies, and customer needs is essential. Lastly, tracking and measuring the effectiveness of marketing campaigns using analytics tools to make data-driven decisions is critical.

To sum up, businesses that prioritise omnichannel engagement, customer-centricity, authenticity, video and interactive content, agile marketing, ongoing measurement and analytics will succeed in the dynamic marketing landscape of 2024.

How do you view the rise of NFTs in marketing, as well as marketing in the Metaverse?

The Metaverse is a virtual world, where users can engage with one another in real-time using augmented or virtual reality technology. The rise of the Metaverse is an area of interest for businesses looking to explore innovative marketing channels. Brands can leverage this new platform to create unique, immersive experiences for their customers and reach a broader audience. By creating branded content within the Metaverse, businesses can offer customers an exciting new way to interact with their brand and potentially drive sales.

As technology continues to evolve, the possibilities for NFTs and the Metaverse in marketing are limitless, and forward-thinking businesses should keep a close eye on these emerging trends.

Link – <https://www.adgully.com/we-remain-bullish-on-influencer-associations-to-amplify-brand-narrative-tarannum-hasib-132085.html?amp=1>