CODTECH

INTERNSHIP

TASKS

DIGITAL MARKETING
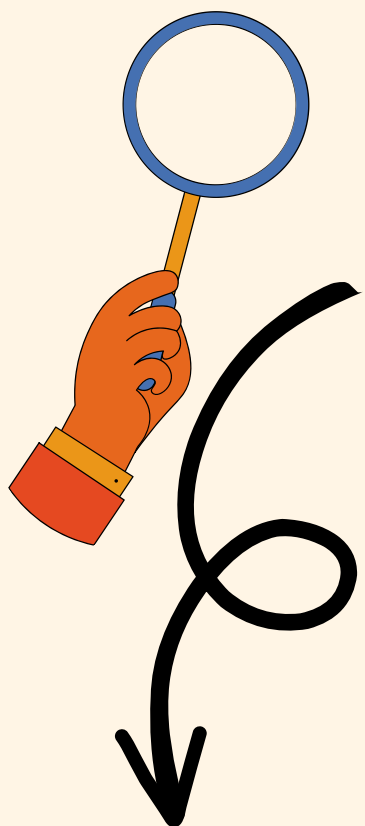
NOTE:

- MUST ATTEMPT FOUR OUT FOUR TASKS
- SUBMIT BEFORE DEADLINE
- USE INTERNET RESOURCES
- FOLLOW GROUP UPDATES

COMPLETION CERTFICATE WILL BE ISSUED ON Y0UR INTERNSHIP END DATE .

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INTERNSHIP

TASK -1

SOCIAL MEDIA POST CALENDAR

INSTRUCTIONS:

- CREATE A 30-DAY SOCIAL MEDIA POST CALENDAR FOR A BRAND, INCLUDING CAPTIONS, HASHTAGS, AND IMAGE IDEAS.

- DELIVERABLE: A DETAILED CONTENT CALENDAR IN EXCEL OR GOOGLE SHEETS.

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TASK -2

CONTENT MARKETING STRATEGY

INSTRUCTIONS:

- DEVELOP A CONTENT MARKETING STRATEGY FOR A BRAND, INCLUDING BLOG TOPICS, TARGET AUDIENCE, AND PROMOTION CHANNELS.

- DELIVERABLE: A COMPREHENSIVE CONTENT MARKETING PLAN DOCUMENT.

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TASK -3

SEARCH ENGINE OPTIMIZATION (SEO) STRATEGY

INSTRUCTIONS:

- CREATE A COMPREHENSIVE SEO STRATEGY FOR A WEBSITE, COVERING KEYWORD STRATEGY, BACKLINK BUILDING, AND TECHNICAL SEO.

- DELIVERABLE: A STRATEGIC PLAN DOCUMENT AND A CHECKLIST FOR IMPLEMENTATION.

COMPLETION CERTFICATE WILL BE ISSUED ON YOUR INTERNSHIP END DATE .

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TASK -4

BRAND REPUTATION MANAGEMENT

INSTRUCTIONS:

- DEVELOP A STRATEGY TO MONITOR AND MANAGE A BRAND'S ONLINE REPUTATION, INCLUDING HANDLING NEGATIVE REVIEWS AND BUILDING POSITIVE SENTIMENT.

- DELIVERABLE: A DOCUMENTED STRATEGY AND TOOLS TO USE.

COMPLETION CERTFICATE WILL BE ISSUED ON Y0UR INTERNSHIP END DATE .
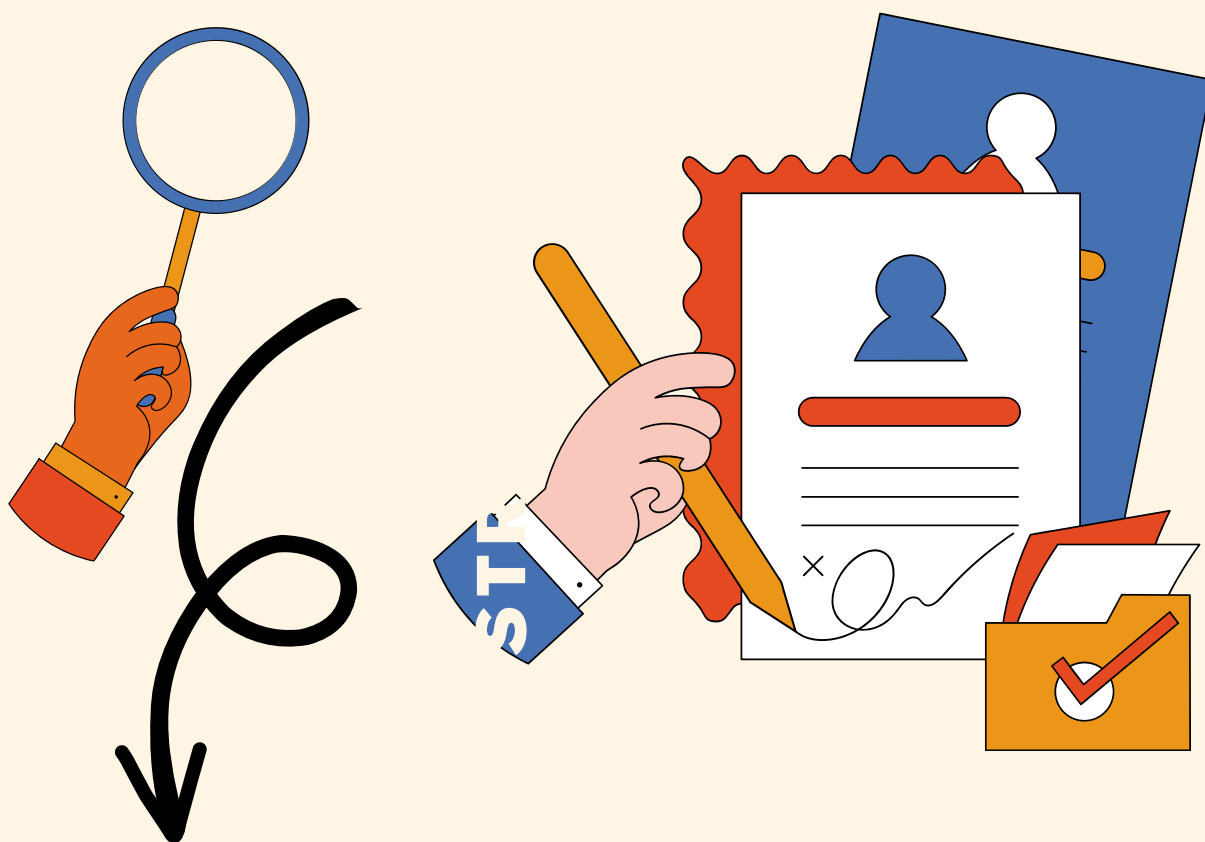
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INSTRUCTIONS

- STORE ALL YOUR WORK-RELATED CODE AND FILES IN A GITHUB REPOSITORY.
- MAINTAIN PROPER COMMENTING IN YOUR CODE FOR BETTER UNDERSTANDING AND READABILITY.
- USE RESOURCES LIKE YOUTUBE, GOOGLE, AND CHATGPT TO HELP YOU COMPLETE TASKS EFFICIENTLY.
- FOLLOW THE VIDEO GUIDANCE PROVIDED IN WHATSAPP WHILE SUBMITTING YOUR TASKS.
- COMPLETE ALL FOUR TASKS AND SUBMIT THEM WITHIN THE DEADLINE WHILE WORKING AT YOUR CONVENIENCE.

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