

INTRODUCTION

DIGITAL MARKETING

Digital marketing refers to the practice of promoting products or services using digital technologies and platforms. It involves various strategies and techniques to reach and engage with a target audience online.

As a part of digital marketing internship, we got to do a project in a team of 5 members. The goal of Digital marketing internship is to increase Brand Awareness, Drive Website Traffic, generate leads and ultimately, boost sales and business growth of the company allocated to us.

OVERVIEW

As a part of our digital marketing internship from the Smart Bridge, we ought to do a comprehensive project for Digital Marketing in which we were allotted with the topic HDFC. This project report summarizes the objectives, strategies, results and challenges of the digital marketing project conducted by our team of HDFC.

The comprehensive digital marketing for HDFC includes, Brand Study, competitor analysis of audience Research persona. It also consists SEO & Keyword Research Analytics. It also contains

content ideas and marketing strategies of content creation and curation.

PURPOSE OF THE PROJECT

The main goal of this project is to increase the online presence and visibility of the brand, products and services. We used various strategies and tools such as SEO, social media, email marketing, content curation and analytics to achieve this goal. We also monitored and measured the performance and impact of our digital marketing efforts using key metrics and indicators.

This project will help HDPE Inc to reach new customers, engage existing ones and grow the business in the competitive digital landscape.

LITERATURE SURVEY

A Literature Survey of digital marketing project is a systematic review of the existing research and publications on the topic of digital marketing. It aims to identify the main themes, methods, challenges, and opportunities in the field, as well as to provide a critical analysis of the strengths and weaknesses of the current knowledge. A literature survey of digital marketing project can help to define the research problem, formulate the research questions, and justify the research objectives and methodology.

EXISTING PROBLEM

one of the main challenges in the digital marketing project is to increase the conversion rate of website visitors. We propose to implement a personalized recommendation system that will suggest relevant products or services to each visitor based on their browsing history, preferences and behaviour. This way, we can increase the engagement and loyalty of our customers as well as the revenue of our business.

Other problems may include lack of clear and consistent communication among the team members. This leads to confusion, delays, and errors in the execution of the tasks.

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PROPOSED SOLUTION

A possible solution for the existing problem of digital marketing project is to use a data-driven approach that leverages the latest tools and techniques in the field. By analyzing the customer behavior preferences, and feedback, we can design & implement a personalized and effective marketing campaign that meets their needs and expectations.

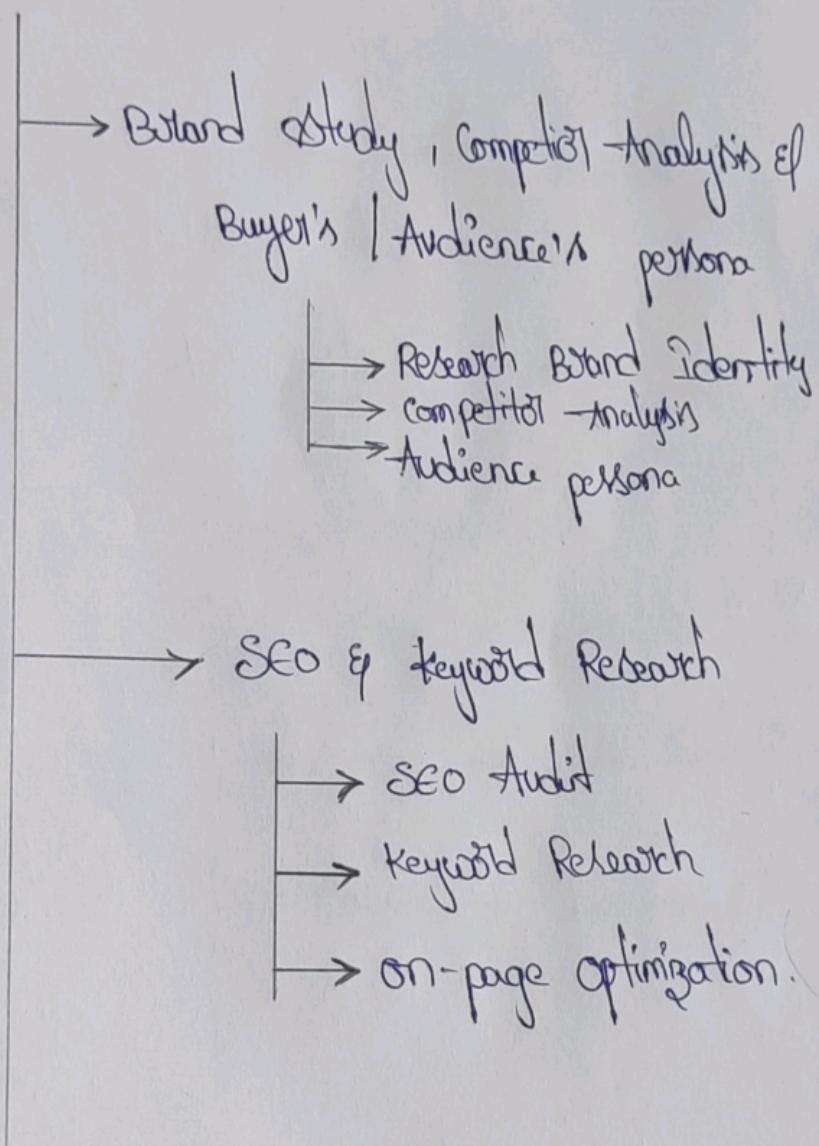
This way, we can increase the conversion rate, retention rate, and customer satisfaction, as well as reduce the cost and time of the project.

To address the issue, we need to establish a regular and effective communication channel.

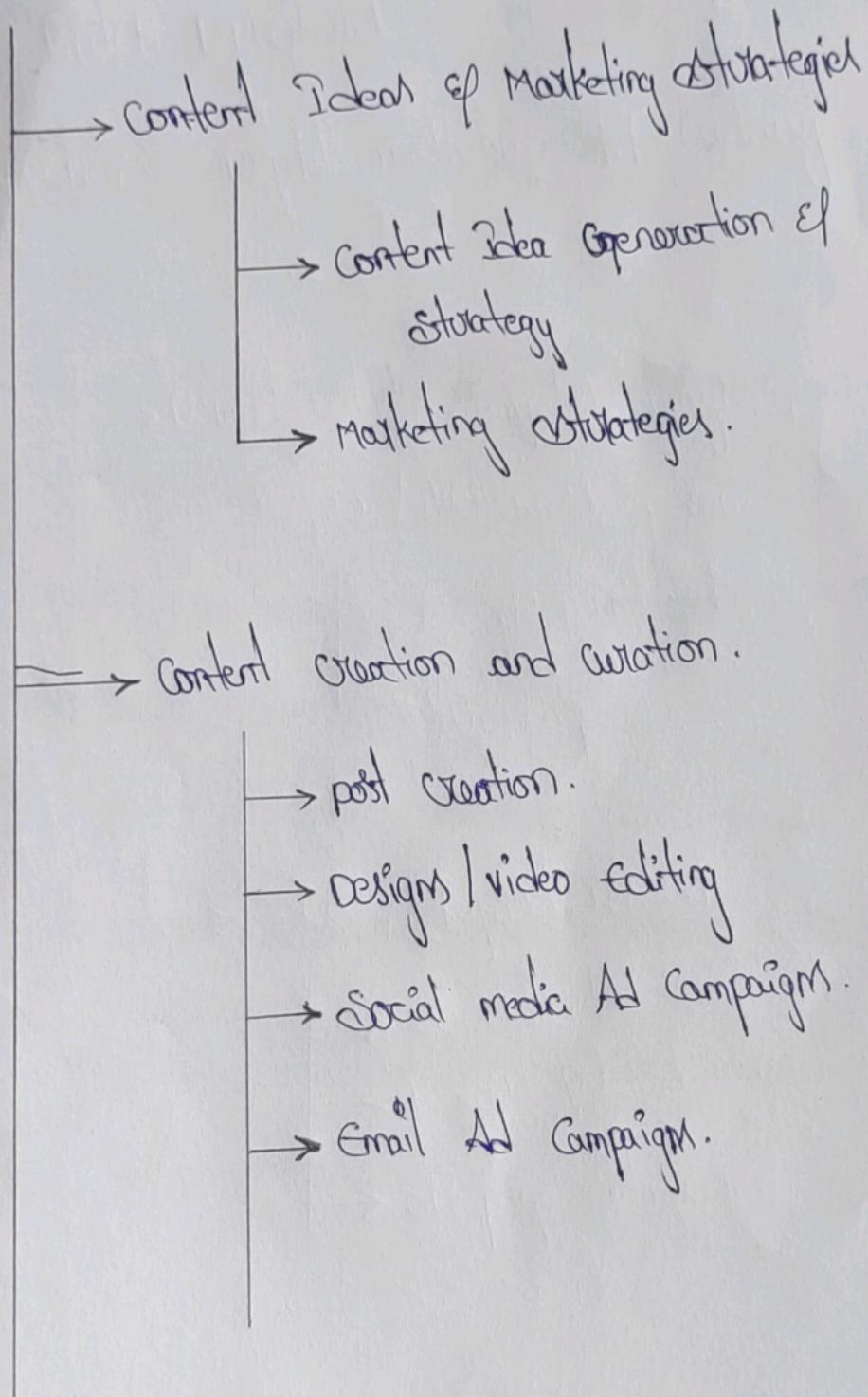
THEORETICAL ANALYSIS

BLOCK DIAGRAM

Comprehensive Digital marketing for Cadbury



Comprehensive Digital marketing - for Cadbury



RESULT

The result of Cadbury's digital marketing efforts have been significant. Some of the key findings include:

- Increased brand visibility & awareness on digital platforms.
- Higher engagement rates & interactions with the target audience.
- Growth in online sales & website traffic.
- Improved customer loyalty & brand advocacy.
- Valuable data insights for continuous optimization.

HARDWARE / SOFTWARE DESIGNING

The software design process for a digital marketing project involves several steps such as

choosing the appropriate platforms and channels to reach the target audience, such as websites, social media, email or mobile apps.

Creating a user interface (UI) and user experience (UX) design that is attractive, intuitive and engaging for the target audience, such as using colors, fonts, images, and animations. Here, I used CANVA for designs and VIVA editor for video editing.

Developing a content strategy that delivers relevant information to target audience, such as using keywords, headlines and call-to-action.

ADVANTAGES & DISADVANTAGES

Digital marketing has several advantages and disadvantages compared to traditional marketing methods.

ADVANTAGES

It can reach a large and global audience at a low cost.

It can be easily measured and analyzed using various tools and metrics.

It can be customized or personalized to target specific segments or niches.

It can enhance clients' engagement or loyalty through interactive or creative content.

Defining the goals & objectives of the project, such as increasing brand awareness, generating leads, & improving clients loyalty.

Identifying the target audience and their needs, preferences, & behaviors, such as demographics, psychographics, & online habits.

The appropriate channels we chose for audience reach are Facebook Ads, Meta Business Suite, Instagram Advertising. For email marketing I chose Mailchimp and Klaviyo. The platforms were SEO optimized and user-friendly.

Testing and evaluating the software design before launching it, such as using analytics feedback & usability testing.

DISADVANTAGES

- 1) It can be affected by technical issues, such as slow loading, broken links, & security breaches.
- There is a possibility of not reaching to some members as there may be no internet connection to some area.
- 2) It can face high competition and clutter from other online sources.
- 3) It can be vulnerable to negative feedback clients from dissatisfied customers or competitors.
- 4) It can raise ethical and legal concerns, such as privacy, spam, & plagiarism.

APPLICATIONS

Some applications of digital marketing include:

SEO [Search Engine Optimization]

Improving the visibility and ranking of a website on search engines.

Content marketing :-

Creating and distributing valuable, relevant and consistent content to attract & retain a clearly defined audience.

Social Media Marketing :-

Using social media platforms to connect with and influence potential & existing clients.

Email marketing :-

Using email to communicate with prospects & customers.

CONCLUSION

In conclusion, this digital marketing project has achieved its objectives of increasing brand awareness, generating leads, and boosting conversions.

The project has utilized various online channels of strategies, such as social media, email marketing, SEO & PPC to reach the target audience and communicate the value proposition of the product.

The project has also measured & analyzed the performance of each campaign using relevant metrics and tools, such as Google Analytics, Facebook Insights & Mailchimp. It has evaluated the results of each campaign & suggested some ways to improve and grow.

FUTURE SCOPE

Digital marketing has a huge and bright future scope. It is a fast-growing sector—the web various online strategies and channels—to reach and engage clients.

It can help businesses—to improve their online presence, generate more leads, increase sales, and retain clients. It can also help businesses to improve their online presence and adapt to the changing market and technology, cf to gain insights and data for optimization & measurement. Digital marketing project can also foster innovation, creativity, collaboration & networking.