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.
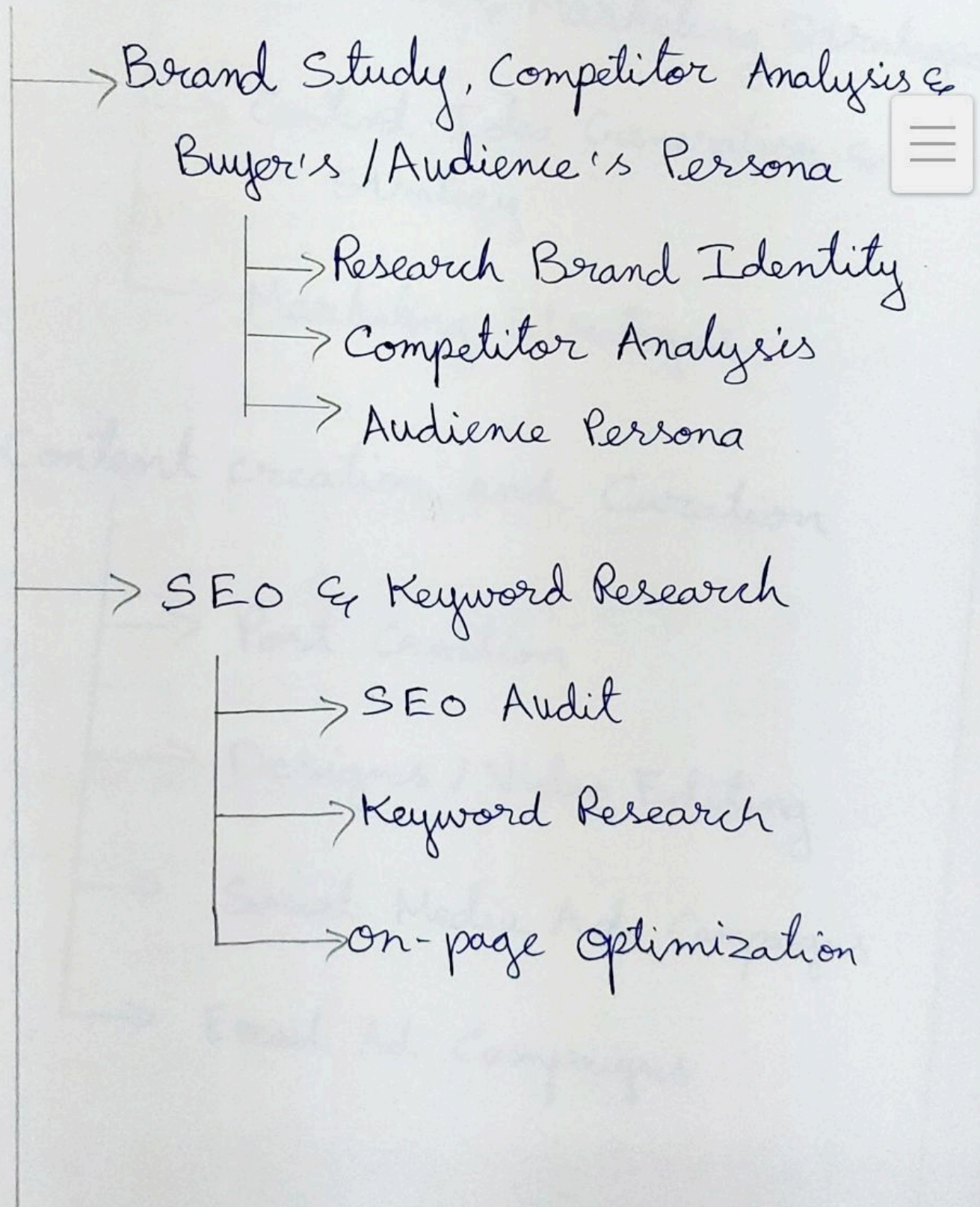
PROPOSED SOLUTION

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 behav 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 chann

THEORETICAL ANALYSIS

BLOCK DIAGRAM

Comprehensive Digital Marketing for Cadbury

→ Brand Study, Competitor Analysis &
   Buyer's / Audience's Persona

   → Research Brand Identity
   → Competitor Analysis
   → Audience Persona

→ SEO & Keyword Research

   → SEO Audit

   → Keyword Research

   → On-page Optimization

LITERATURE SURVEY

A Literature Survey of Digital Marketing project is a systematic review of the 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 impleme 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 busin

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.

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 CADBURY. This project report summarizes the objectives, strategies, results and challenges of the Digital Marketing Project conducted by our team for CADBURY.

The Comprehensive Digital Marketing for CADBURY includes, Brand Study, Competitor Analysis & Audience Persona. It also consists SEO & Keyword Research Analysis. It also contains Content Ideas and Marketing Strategies & Content Creation & 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 creation and analytics to achieve this goal. We also monitored & measured the performance and impact of our digital marketing efforts using key metrics and indicators.

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

CONCLUSION

In conclusion, this digital marketing project has achieved its objectives of increasing brand awareness, generating leads, & boosting conversions. The project has utilizined various online channels & strategies, such as social media, email marketing, SEO & PPC to reach the target audience & 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.

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 customers.

Email Marketing:

Using email to communicate with prospects and customers,

DISADVANTAGES

It can be affected by technical issues, such as slow loading, broken links, or security breaches.

There is a possibility of not reaching to some members as there may be no internet connection to some areas.

It can face high competition and clutter from other online sources.

It can be vulnerable to negative feedback or reviews from dissatisfied customers or competitors.

It can raise ethical and legal concerns, such as privacy spam, or plagiarism.

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

Identifying the target audience and their needs, preferences, & behaviors, such as demographics, psychographics, or 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. For SEO, the platforms were SEOptimer, SEMrush and Ubersuggest.

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

HARDWARE / SOFTWARE DESIGNING

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

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, image or animations. Here, I used CANVA for designs and VN editor for video editing.

Developing a content strategy that delive relevant information to target audience. such as using keywords, headlines & calls to action.

ADVANTAGES & DISADVANTAGE

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

ADVANTAGES

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

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

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

It can enhance customer engagement & loyalty through interactive & creative

Comprehensive Digital Marketing for Cadbury

→ **Content Ideas & Marketing Strategies**

→ Content Idea Generation & Strategy

→ Marketing Strategies

→ **Content creation and Curation**

→ Post Creation

→ Designs / Video Editing

→ Social Media Ad Campaigns

→ Email Ad Campaigns

RESULT

The results 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.

FUTURE SCOPE

Digital Marketing has a huge and bright future scope. It is a fast-growing sector that uses various online strategies and channels to reach and engage customers. It can help businesses to improve their online presence, generate more leads, increase sales, and retain customers. It can also help businesses to improve their online presence and adapt to the changing market and technology, & to gain insights and data for optimization & measurement. Digital marketing project can also foster innovation, creativity, collaboration, & networking.