

# Wilsonia Degree College

## Industrial Internship Report on

## "DIGITAL MARKETING"

Prepared by

"ATIF AHMAD"

### *Executive Summary*

This report provides details of the Industrial Internship provided by upskill Campus and The IoT Academy in collaboration with Industrial Partner UniConverge Technologies Pvt Ltd (UCT).

This internship was focused on a project/problem statement provided by UCT. We had to finish the project including the report in 4 weeks' time.

My project majorly focuses on the aspects of Digital Marketing in uniConverge Technologies Pvt Ltd and help me to learn and comprehend the optimum usage of Digital Marketing at ground level and in real world. According to my report and research ,one of the key objectives of modern digital marketing is to raise brand awareness, the extent to which customers and the public are familiar with and recognize a particular brand .

Enhancing brand awareness is important in digital marketing and

# Wilsonia Degree College

marketing in general , because of its impact on brand perception and consumer decision making . According to the 2015 essay 'Impact of Brand on consumer Behaviour '

This internship gave me a very good opportunity to get exposure to Industrial problems and design/implement solution for that. It was an overall great experience to have this internship.

# Wilsonia Degree College

## TABLE OF CONTENTS

1	Preface.....	5
2	Introduction.....	7
2.1	About UniConverge Technologies Pvt Ltd .....	7
2.2	About upskill Campus .....	13
2.3	Objective.....	14
2.4	Reference.....	<b>Error! Bookmark not defined.</b>
2.5	Glossary .....	16
3	Problem Statement.....	17
4	Existing and Proposed solution.....	18
5	Proposed Design/ Model .....	19
5.1	High Level Diagram (if applicable) .....	<b>Error! Bookmark not defined.</b>
5.2	Low Level Diagram (if applicable) .....	<b>Error! Bookmark not defined.</b>
5.3	Interfaces (if applicable) .....	<b>Error! Bookmark not defined.</b>
6	Performance Test .....	21
6.1	Test Plan/ Test Cases .....	<b>Error! Bookmark not defined.</b>
6.2	Test Procedure.....	<b>Error! Bookmark not defined.</b>
6.3	Performance Outcome .....	<b>Error! Bookmark not defined.</b>

# Wilsonia Degree College

7. My learnings .....	23
-----------------------	----

# **Wilsonia Degree College**

## **1 Preface**

The 6 week long internship really a great experience for me as i learned a lot from it and this drastic internship help me to over shine my self and crack out my inner talent . I think this type of programme should be over and over again to enhance the all type of digital marketing knowledge.

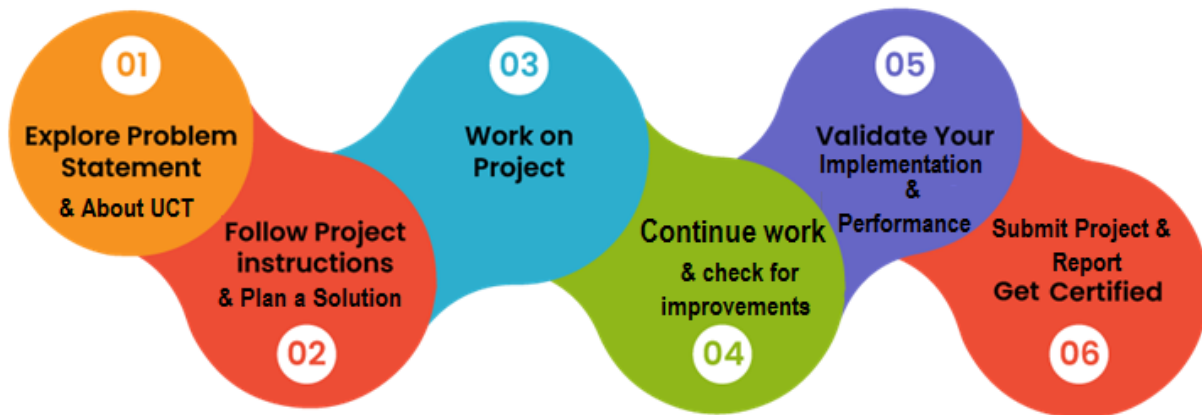
This internship help me to enhance my inhand knowledge about Digital Marketing in real world and this programme also help me lot grow my career as it provide awesome experience of working with UCT.

My project majorly focuses on the aspects of Digital Marketing in uniConverge Technologies Pvt Ltd and help me to learn and comprehend the optimum usage of Digital Marketing at ground level and in real world.According to my report and research ,one of the key objectives of modern digital marketing is to raise brand awareness, the extent to which customers and the public are familiar with and recognize a particular brand .

The opportunity given by UCT was really thrilled me and gave me a drastic experience of using digital marketing in an organisation .

# Wilsonia Degree College

The was planned to properly comprehend all the pros and cons of Digital marketing in an organisation.



As said above , I learned things which are very new to me and gave me aoverall experience of using digital marketing in business organisation

I really acknowlege upskill campus named phone number in whatsapp group who provide each and every information in a concise manner without the guidance of them , i think i cannot complete the internship on time .

“Do not try just for promotion but be always open for learning something new and innovative because New and innovative things ultimately let you to new career path’

don’t work hard , do smart work .

# Wilsonia Degree College

## 2 Introduction

### 2.1 About UniConverge Technologies Pvt Ltd

A company established in 2013 and working in Digital Transformation domain and providing Industrial solutions with prime focus on sustainability and RoI.

For developing its products and solutions it is leveraging various **Cutting Edge Technologies e.g. Internet of Things (IoT), Cyber Security, Cloud computing (AWS, Azure), Machine Learning, Communication Technologies (4G/5G/LoRaWAN), Java Full Stack, Python, Front end etc.**



# Wilsonia Degree College

## i. UCT IoT Platform ()

**UCT Insight** is an IOT platform designed for quick deployment of IOT applications on the same time providing valuable “insight” for your process/business. It has been built in Java for backend and ReactJS for Front end. It has support for MySQL and various NoSql Databases.

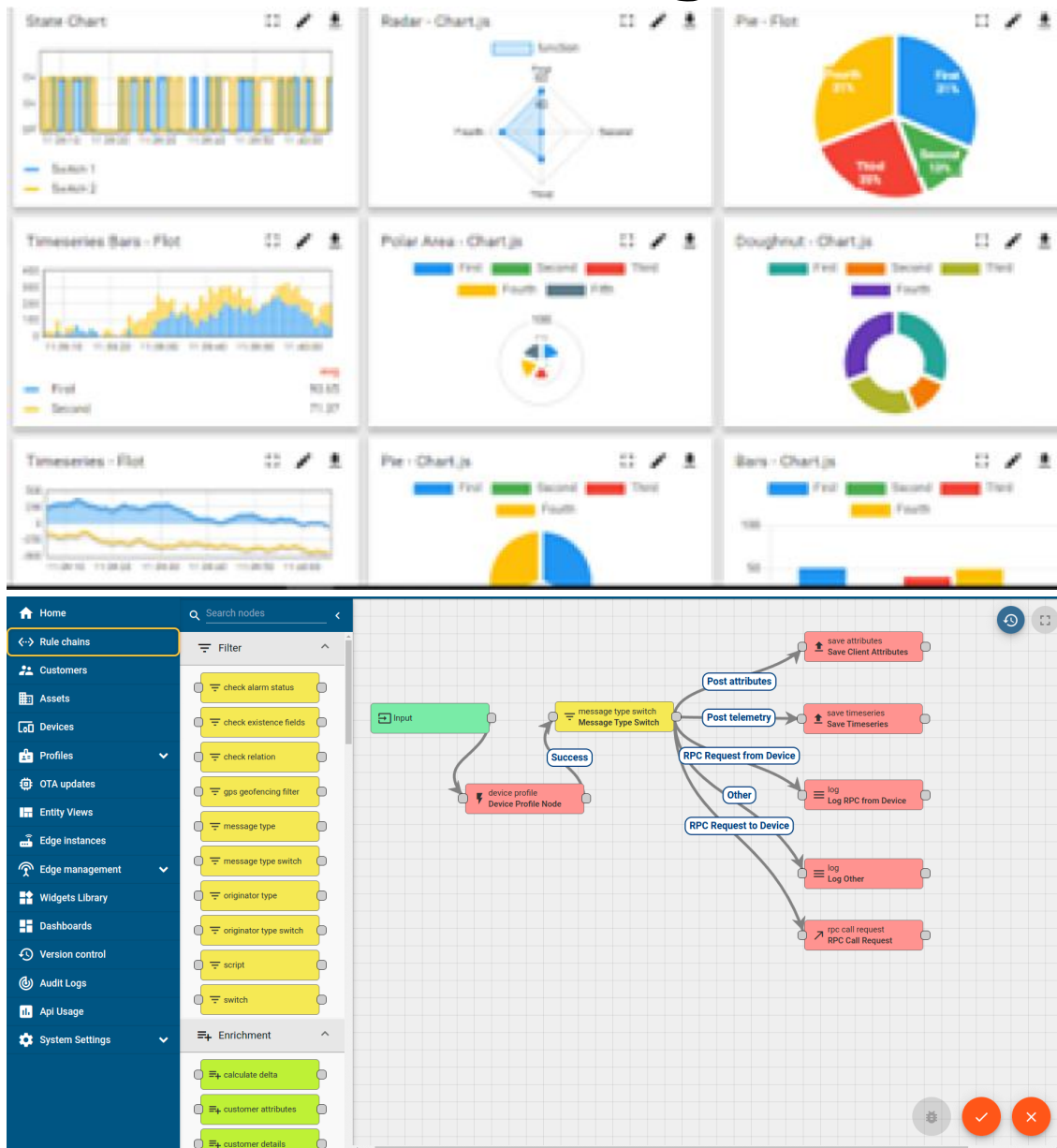
- It enables device connectivity via industry standard IoT protocols - MQTT, CoAP, HTTP, Modbus TCP, OPC UA
- It supports both cloud and on-premises deployments.

It has features to

- Build Your own dashboard
- Analytics and Reporting
- Alert and Notification
- Integration with third party application(Power BI, SAP, ERP)
- Rule Engine



# Wilsonia Degree College



## ii. Smart Factory Platform ( **FACTORY WATCH** )

# Wilsonia Degree College

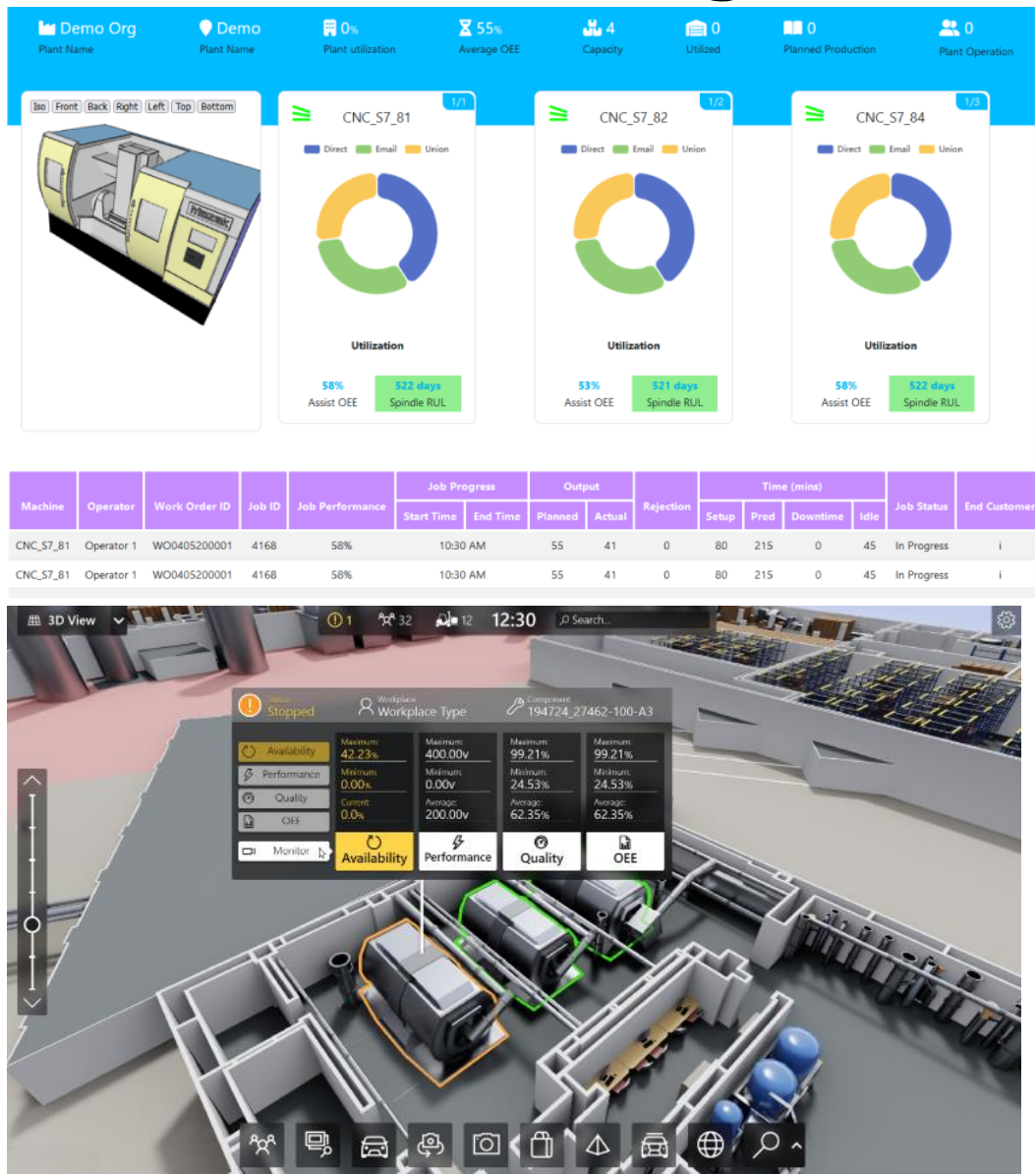
Factory watch is a platform for smart factory needs.

It provides Users/ Factory

- with a scalable solution for their Production and asset monitoring
- OEE and predictive maintenance solution scaling up to digital twin for your assets.
- to unleash the true potential of the data that their machines are generating and helps to identify the KPIs and also improve them.
- A modular architecture that allows users to choose the service that they want to start and then can scale to more complex solutions as per their demands.

Its unique SaaS model helps users to save time, cost and money.

# Wilsonia Degree College



# Wilsonia Degree College

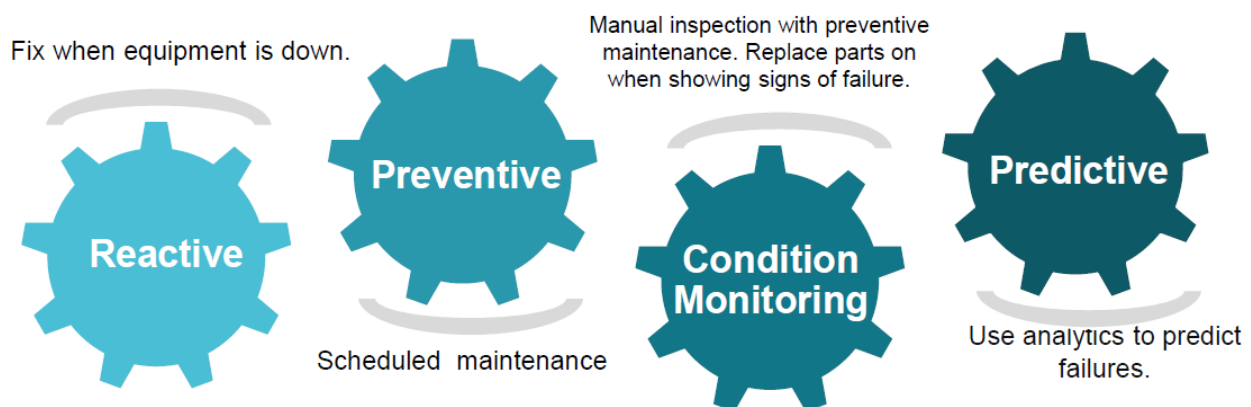


## iii. LoRaWAN based Solution

UCT is one of the early adopters of LoRAWAN technology and providing solution in Agritech, Smart cities, Industrial Monitoring, Smart Street Light, Smart Water/ Gas/ Electricity metering solutions etc.

## iv. Predictive Maintenance

UCT is providing Industrial Machine health monitoring and Predictive maintenance solution leveraging Embedded system, Industrial IoT and Machine Learning Technologies by finding Remaining useful life time of various Machines used in production process.

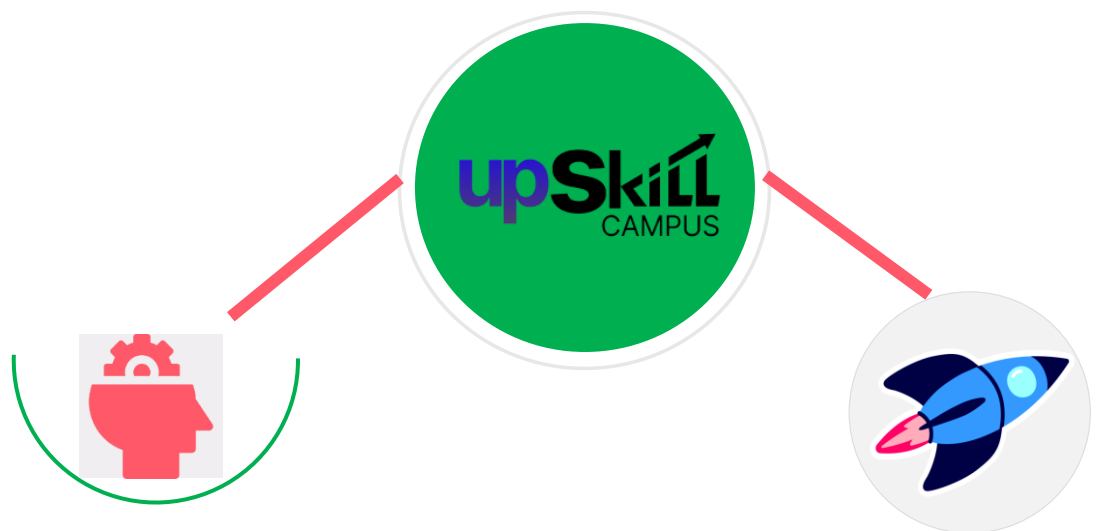


# Wilsonia Degree College

## 2.2 About upskill Campus (USC)

upskill Campus along with The IoT Academy and in association with Uniconverge technologies has facilitated the smooth execution of the complete internship process.

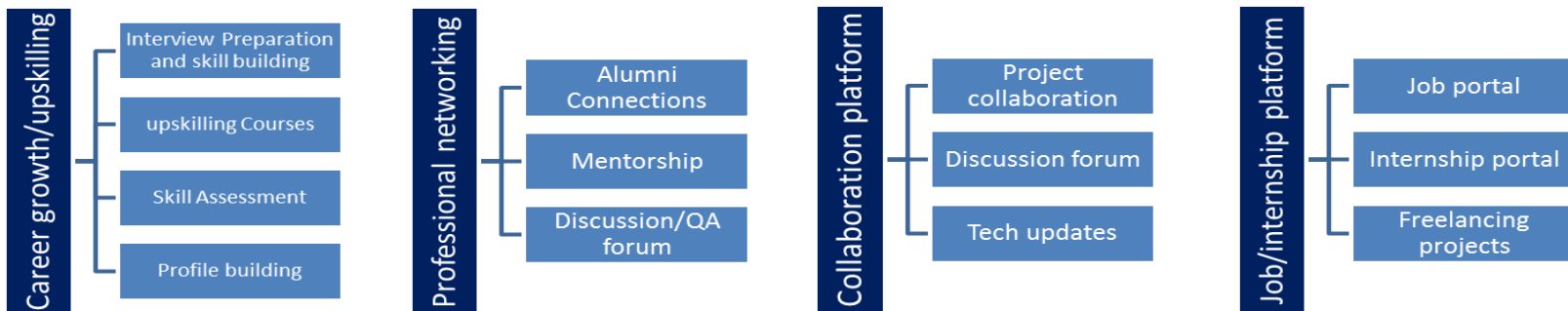
USC is a career development platform that delivers **personalized executive coaching** in a more affordable, scalable and measurable way.



Seeing need of upskilling in self paced manner along-with additional support services e.g. Internship, projects, interaction with Industry experts, Career growth Services

upSkill Campus aiming to upskill 1 million learners in next 5 year

# Wilsonia Degree College



## 2.3 The IoT Academy

The IoT academy is EdTech Division of UCT that is running long executive certification programs in collaboration with EICT Academy, IITK, IITR and IITG in multiple domains.

# Wilsonia Degree College

## 2.4 Objectives of this Internship program

The objective for this internship program was to

- get practical experience of working in the industry.
- to solve real world problems.
- to have improved job prospects.
- to have Improved understanding of our field and its applications.
- to have Personal growth like better communication and problem solving.

# Wilsonia Degree College

## 3 2.5 Reference

[1]Official website of UniConverge Technologies Pvt Ltd{UCT}

[2]Digital marketing on Wikipedia website .

[3] All the modules, quizzes, and weekly work report.

## 3.1 Glossary

<b>UCT</b>	<b>Uniconverge technologies pvt ltd</b>
<b>IOT ACADEMY</b>	<b>An edtech company</b>
<b>DIGITAL MARKETING</b>	<b>Is an marketing of a business enterprise in proper manner in various social media platform</b>
<b>UCS</b>	<b>Upskill campus</b>



# Wilsonia Degree College

## 4 Problem Statement

Generally, Digital marketing plays a crucial role in business administration and in today scenario as it provide an exponential growth to businesses as it digitally influenized the business the business on various social media platform which helps the business enterprise for enormous growth in business market but the problem, i faced is that our business is changing but our world doesn't seem to change as globally not having proper infrastructure facilities to bounce to the next level of digital marketing which can drastically change the whole business organisation.

# Wilsonia Degree College

## 5 Existing and Proposed solution

If i try to summarise the existing solution then i find that they are focusing on changing and improving infrastructure facilities. The proposed solution is that changing the prospective of customer towards digital marketing If it had happen, then something drastic going to happen.

### 5.1 Code submission (Github link)

### 5.2 Report submission (Github link) : first make placeholder, copy the link.

# Wilsonia Degree College

## 6 Proposed Design/ Model

In the world of digital marketing, composing an engaging proposal resembles orchestrating a symphony of creativity and tactics.

Picture having within your reach, a guide and a handbook that unveils the mysteries of triumph in this dynamic domain.

In this piece, we introduce the crème de la crème, our Digital Marketing Proposal Samples brimming with thoughtfully-crafted templates and illuminating instances.

These proposals aren't your everyday documents; these epitomize excellence, customized for the digital era. Each template provides a treasure of insights into the intricacies of crafting an online digital marketing proposal. From outlining project aims with pinpoint accuracy to delineating the extent of services with absolute transparency, these proposals leave no aspect unexamined.

However, our journey doesn't conclude there. We venture into the intricate terrain of service offerings, where strategies are conceived and put into action. You'll acquire valuable perspectives on leveraging the potential of paid media to amplify your brand's message, and you'll witness the craftsmanship behind campaign setup, transforming visions into quantifiable outcomes.

# Wilsonia Degree College

*To create striking and effective Digital Marketing Agency Business Plans, check out our [Digital Marketing Agency Business Plan Templates](#).*

Keep in mind that each proposal you encounter is more than just a piece of documentation; it serves as a roadmap to success. To enrich your exploration, we've seamlessly integrated illustrative templates and relevant examples.

We also provide a glimpse into the real-world applications of these proposals. Envision yourself as a digital marketing expert, entrusted with leading a groundbreaking campaign for a tech startup. Resources are scarce, ambitions are lofty, and time is of the essence. How do you compose a proposal that captivates your client and seals the deal? Stay tuned, and we'll unveil the solutions

# **Wilsonia Degree College**

## **7 Performance**

**7.1 The cartoon character in the topmost right corner of the screen is whimsy adding fun to the user experience. This level of communication enticed users to purchase t-shirts that were customized and designed by skilled artists. Today, Threadless has over 3 million registered users, credited to their efficient communication and thoughtful UI/UX design.**

**7.2 The ease of purchasing products was projected in the digital marketing efforts of Threadless and the huge number of registered users shows that their design changes were a success. It proves how poorly designed products frustrate users and discourage them from using a product even with several features.**

**7.3 The importance of UX and UI design in digital marketing can be summed up in four points:**

- A well-designed product stands out in the crowd, giving it a competitive advantage.**
- The number of users accessing websites and apps has increased exponentially. So, it is essential to grab the user's attention quickly and give a clutter-free user experience.**
- A product with good UI/UX gives a lasting impression with a high customer return rate.**
- A product with a memorable user experience will have a broad customer base leading to enhanced brand reputation and credibility.**

## **8 Impact of UI/UX on digital marketing strategy**

**8.1 Digital marketing and an intuitively designed product are two sides of the same coin, each a powerful means to forge a lasting**

# Wilsonia Degree College

connection with the user. We can say that UI/UX is the qualitative foundation for digital marketing strategies. We shall now check out how UI/UX design impacts digital marketing strategies.

## 9 Better engagement

- 9.1 Digital marketing campaigns are an excellent way to engage with the target audience and increase brand awareness. But, even a well-planned digital marketing strategy can fail to create an impact if the product is confusing. That's where a good UI/UX plays its part. It ensures user-friendliness and easy navigation for products and, it optimizes content for mobile users and streamlines call-to-action with clickable buttons. This makes the user journey effortless and enjoyable.**
- 9.2 The UI/UX Amazon e-commerce app is worth mentioning due to its user-friendly features such as improving engagement by showcasing relevant products for users.**

- 9.3** 

# **Wilsonia Degree College**

## **10 My learnings**

Saying 'I learned a lot' during my 6-month digital marketing internship with Greenline Marketing, would be an extreme understatement. Not only did I learn more about the ins and outs of digital marketing, but I got to get true hands-on experience with various elements of it. Everything from social media marketing to SEO... I was able to dig into topics that are sometimes skimmed over in my college courses. My tasks within my internship gave me fantastic insight into what aspects of marketing I want to pursue post-graduation. These tasks included creating social content for all Greenline Marketing platforms every week, including Facebook, Instagram, Twitter, and LinkedIn. This also included writing copy and creating designs for Instagram. In addition, I wrote a weekly blog on a variety of digital marketing topics. While working on these tasks, I was able to apply concepts and skills I learned in my courses to real-life situations.

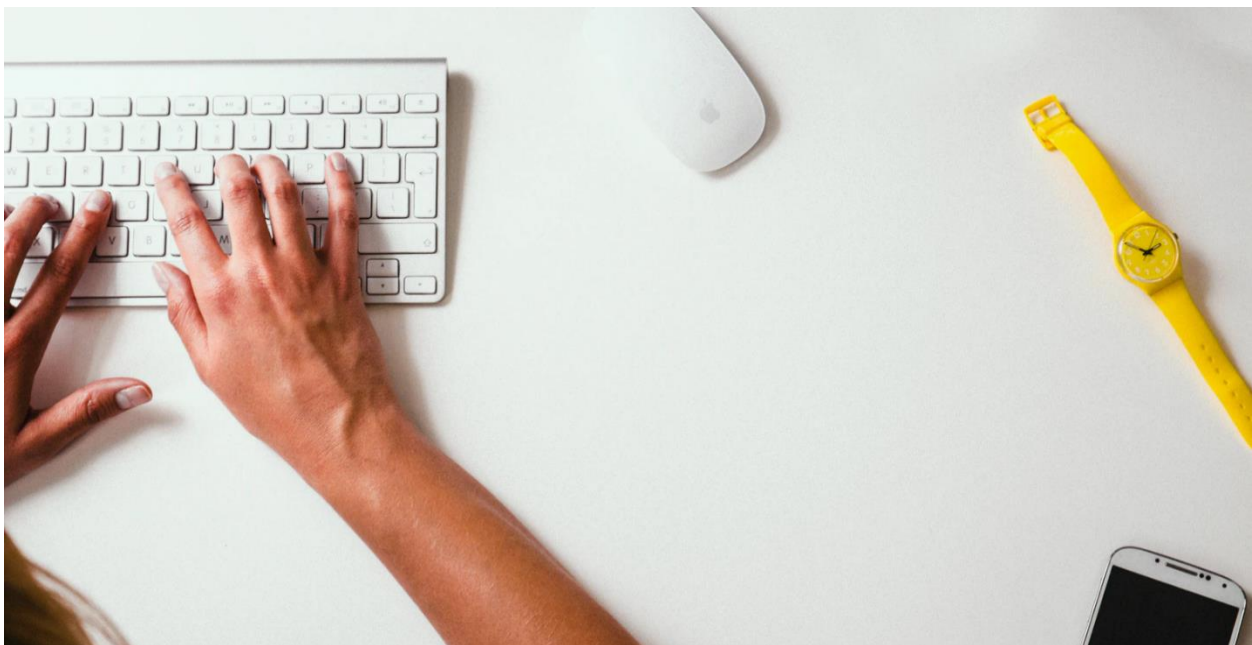
## **11 What I Learned: Creating Social Media Content**

I'm not going to lie, when I first started, I was a bit overwhelmed. I had never had much experience in creating social content - unless you count my personal social media accounts. But as I began to work on writing copy and choosing articles to share on various platforms, I realized something very important, very fast. Every social media platform is so different! That might be super obvious for some people, but in terms of content and a posting schedule, I was surprised to learn that each

# Wilsonia Degree College

platform was unique in its own way. For example, when writing copy for LinkedIn, I used a more professional tone. When I would write copy and find articles for Twitter, I was able to be a bit more relaxed and add in things like emojis.

When talking about the number of posts, certain platforms perform better when you post more often or less often, which I hadn't known before! I also learned that when scheduling social posts, it is important to consider time. Spreading posts out throughout each week and throughout the day made the social accounts seem more organic and not like a robot (or intern in this case) was behind the profile. In terms of actual content, I tried to focus more on things that would really draw the audience in. This would mean including quizzes or trivia questions in Instagram posts or stories or sharing articles that were relevant to the current times. All of these aspects combined gave me a much more comprehensive idea of what social media marketing is all about.





# Wilsonia Degree College

12

## **What I Learned: Writing Blog Content**

When it came to blog content, I was really excited because I have always loved to write. When I got to college, I originally wanted to major in journalism or communications. However, once I got into marketing, I realized that writing often comes in handy. Like social media, my first blog assignment was also a bit intimidating. Most writing I had done throughout high school and college was in an academic setting and style. In blog writing, I have learned I can be much more personable - even when it's a blog on how to start a podcast or email marketing tips. As I wrote more and more blogs I developed a system in which I could complete blogs in a more organized fashion. When I first started, I was overwhelmed by the amount of information on the topics I was writing about that I didn't know where to start. The system that saved me, was first creating an outline of main points that I wanted to cover. Then I would research other articles or sources that gave me more insight into those main points. Being more organized when writing blogs didn't just save me time, but it also made me a better writer in my college courses. Once I had the system down, I was able to apply it to other assignments I had in school.

## **13 What I Learned: Organization, Organization, Organization**

I have to say organization three times just because of how important and relevant it is. This internship not only taught me things about digital marketing but also taught me some serious life skills. One being time

# Wilsonia Degree College

management. I was able to learn how to properly prioritize my time to be able to accomplish and send in my social content, blog content, and also keeping up with school assignments and projects. As time went on in my internship, I was able to see what tasks would take more time and which ones I could get done more quickly. Planning out my week and setting time aside to work on my assignments helped me a ton as well. I also was able to create separate deadlines for myself so that I could ensure I would have things completed when they were needed.

I cannot thank Greenline Marketing enough for this amazing opportunity I was given. I learned not only an infinite amount about new topics, but I also learned some amazing life skills that I will be able to utilize far into my future. I truly developed a love for digital marketing within my internship and I can't wait to see what the future.

# Wilsonia Degree College