

Model Program Book



SHORT-TERM INTERNSHIP (On-Site/Virtual)

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

TEAM DETAILS

COLLEGE :- DR. LANKAPALLI BULLAYYA COLLEGE

TEAM LEADER :- DEVARAKONDA PURNA CHANDRA

TEAM MEMBERS :- BURRI KIRANMAYEE

:- NEELAPU MOHAN

:-ROSHNI KUMARI

:-MOHAMMED REHAN SAMI

TEAM ID :- LTVIP2024TMID24129



Acknowledgement

I would sincerely like to thank APSCHE for providing me with this Corporate Internship which helped me to gain Practical experience and knowledge on the topic "Digital Marketing".

I would sincerely like to thank our Respected Principal Sir Dr. G.S.K. Chakravarty for giving me this wonderful opportunity.

I would like to sincerely thank our Head of the Department Mr. N. K. Mahesh, Department of BBA, and our Guide who helped in this Project "Dr. J. L. Purnima" for being a wonderful Mentor of this Project.

I would like to thank God, My Parents, My Friends and My Mentor without whose help this Project would not have been completed.

Contents

S.No	Particulars	Pg. No.
1.	Chapter - 1 - Executive Summary	1 - 2
2.	Chapter - 2 - Overview of the Organization	3 - 4
3.	Chapter - 3 - Internship Part	5
4.	Chapter - 4 - Activity log for First week Weekly Report for First week	6 7
	→ Activity log for Second week Weekly report for Second week	8 9
	→ Activity log for Third week Weekly report for Third week	10 11
	→ Activity log for Fourth week Weekly report for Fourth week	12 13
	→ Activity log for Fifth week Weekly report for Fifth week	14 15
	→ Activity log for Sixth week Weekly report for Sixth week	16 17
5.	Chapter - 5 - Outcomes Description	18 - 23

CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have only a one-page executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

Description of the Sector of Business & Intern Organization

Smartbridge operates "Digital Marketing". I was a part of virtual Internship with "SMART BRIDGE", where we have learnt the Concepts and Techniques of Social media Marketing Practically.

Learning Objectives

- To Learn and apply Digital Marketing Techniques.
- To Know how organizations use Digital Marketing.
- To Know Various Softwares and applications used for Social Media Marketing.
- To Know the Mechanisms and Analytics behind the Digital Marketing.
- Designing Advertisement Campaigns.

Outcomes Achieved

- The skills which are required for Social media Marketing.
- Understanding how digital marketing works in Companies.
- Transparency Concerning the Company Marketing Roles.
- Importance of Digital Marketing in this Digital World.

Summary

I have been part of learning session of Digital Marketing, where I was introduced & interacted with the trainers of Smart Bridge regarding marketing & Digital marketing function in an organization who have Predicted the issues that may arise in the Digital marketing and discussed more about the Solutions for the Same. We have learnt ad Campaign through Social Media.

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Suggestive contents

- A. Introduction of the Organization
- B. Vision, Mission, and Values of the Organization
- C. Policy of the Organization, in relation to the intern role
- D. Organizational Structure
- E. Roles and responsibilities of the employees in which the intern is placed.
- F. Performance of the Organization in terms of turnover, profits, market reach and market value.
- G. Future Plans of the Organization.

Introduction of the Organization

The Internship which I have done is conducted by "Smart Bridge" which is technology enabled Bridge which Includes Digital elements that help keep it Perform at its optimum levels.

Vision, Mission and Values of the Organization

Smart Bridge in General is the development of an adaptive System for the Provision of relevant information and for a holistic Evaluation of a Bridge structure.

Policy of the Organization

Smart Bridge offers Suitable skill Development and Training to young talents before onboarding their first job. Their Internship Program is designed Considering the Industry needs.

Organizational Structure

Smart Bridge team has accomplished Professional Business who follow organizational chart, team & Company Rules. It Provides Development Programmes for Job Seekers.

Roles and Responsibilities

They Provide a Sense of accomplishment and the Contribution to the Society which enhances Self worth & Motivation.

Performance of the Organization

Comprising Smart Sensors networks, these technologies are designed to react timely, work under a automated Control System & be able to collect information for making Smart decisions.

Future Plans of the Organization

Smart Bridge is in Mission to build technology Communities in academic to encourage students towards innovations & Entrepreneurship.

CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

Registering with APSCHE Smart Bridge and enrolling for Digital Marketing with SmartBridge i.e. Live Training Session as per Pre-Scheduled training calendar.

Participating in weekly quiz and Completing weekly Assignment with respect to Digital Marketing.

Team formation and Selection of Project Topic "Allen Solly"

Gathering and Analyzing information related to the topic "Allen Solly".

Attending Project-Mentoring Sessions and designing and Creating Instagram Pages and Instagram Stories.

Creating Instagram Posts for Business Marketing.

Drafting a Project Video Demonstration and Preparation of final report.

Submitting of team Project via uploading the Project files in Github Repository of the team.

COMPREHENSIVE DIGITAL MARKETING
FOR:

ALLEN SOLLY

Introduction

Allen Solly revolutionized the dressing style of Indian Officials. It was the first Indian brand to enter the shirts and jeans market officially. William Hollin founded Allen Solly and co ltd in 1744. In the 1990s, Madura Garments a subsidiary of Madura coats and a major thread manufacturer, purchased the brand.

However Allen Solly was purchased by the Aditya Birla group in 2001. They also create clothing lines for women who love to dress up and appreciate quality and value for money.

In 2002, Allen Solly was the first Indian fashion brand to launch the “Friday Dressing” concept. This new trend was an instant hit and officegoers tried it. Allen Solly Jeans company was launched in 2014 and Solly sport was introduced as a tennis-inspired lifestyle brand. And, in 2013 Allen Solly junior sold smart clothes for children.



MISSION AND VISION

MISSION: “We urge people to make every day extraordinary by embracing comfort, style, and confidence with our extensive range of workwear. Allen Solly is more than just a brand, it's a way of life, and 'Every Day is Friday' wonderfully captures our mission.”

VISION: “Lighten up the whole new range of preppy work - casuals in bold colors, innovative fabric and young fits.”



UNIQUE SELLING PROPOSITION

About the USP of Allen Solly:

Their designs reflect the personalities, styles and tastes of the women who wear them. They create clothing lines for women who love to dress up and appreciate quality and value for money. In 2002, Allen Solly was the first Indian fashion brand to launch the “Friday Dressing” concept.

ANALYSIS OF BRAND TAGLINE

ABOUT THE TAGLINE:

Allen Solly's tagline, "My World, My Way", was created to showcase the brand's new trend after it launched office apparel in colored shirts and khaki trousers. The brand's digital marketing strategies aim to position Allen Solly as a leading fashion brand that offers trendy and affordable clothing. Allen Solly strives to meet the diverse fashion needs of its customers by offering a wide range of products, competitive prices, convenient accessibility, and engaging promotions.



COMPETITORS ANALYSIS

Allensolly's top competitor in June 2024 is vanheusenindia.com with 60.8K visits. allensolly.com 2nd most similar site is jabong.com, with 852 visits in June 2024, and closing off the top 3 is myntra.com with 71.7M. Allen Solly is owned by Madura Fashion.

Top most competitors of Allen Solly:

RAYMOND

LOUIS PHILLIPPE

LEVI'S





BUYER'S / AUDIENCE'S PERSONA

Allen Solly targets Upper class and upper middle class. Their segment that they focus on for marketing is Young fashion conscious Women and Men.

Head of buying, merchandising and planning for a USD 75 million Allen Solly business across men's wear, women's wear & kid's wear.

Allen Solly, a brand of western wear for women in India. It includes details about the brand such as its launch in 1993, its market share of 27%, and positioning as a pioneer for western wear.

Allen Solly's emphasis on quality, affordability, variety and style has made their product very popular among customers. Digital marketing is one major way that Allen Solly reaches customers.

SEO AUDIT & KEYWORD RESEARCH

- ❖ Performing an SEO Audit of a website involves evaluating various aspects of the site to ensure it is optimized for search engines.

Technical SEO Audit:

- ❖ **Crawlability:** Use tools like Screaming Frog to find broken links, redirects, and crawl errors.
- ❖ **XML Sitemap:** Make sure there's an XML sitemap that's submitted to Google Search Console.
- ❖ **Site Speed:** Check site speed with tools like Google Page Speed Insights and address any slowdowns.
- ❖ **HTTPS:** Confirm the site uses HTTPS for security.



KEYWORD RESEARCH



KEYWORDS	SEARCH VOLUME	TOP OF PAGE BID (LOW RANGE)	TOP OF PAGE BID (HIGH RANGE)	COMPETITION
Allen Solly	246,000	\$0.05	\$1.69	High
Alen Solly Bags	22,200	\$0.02	\$0.11	HIGH
Allen Solly Jackets	18,100	\$0.01	\$0.10	HIGH
Allen Solly Showroom	5400	\$0.05	\$0.53	LOW
Allen Solly Jeans	4,400	\$0.02	\$0.14	HIGH
Allen Solly near me	22,200	\$0.01	\$0.35	LOW
Allen Solly T-Shirts	27,100	\$0.01	\$0.07	HIGH

BACKLINKS ANALYTICS

Backlinks: approximately 17.9k

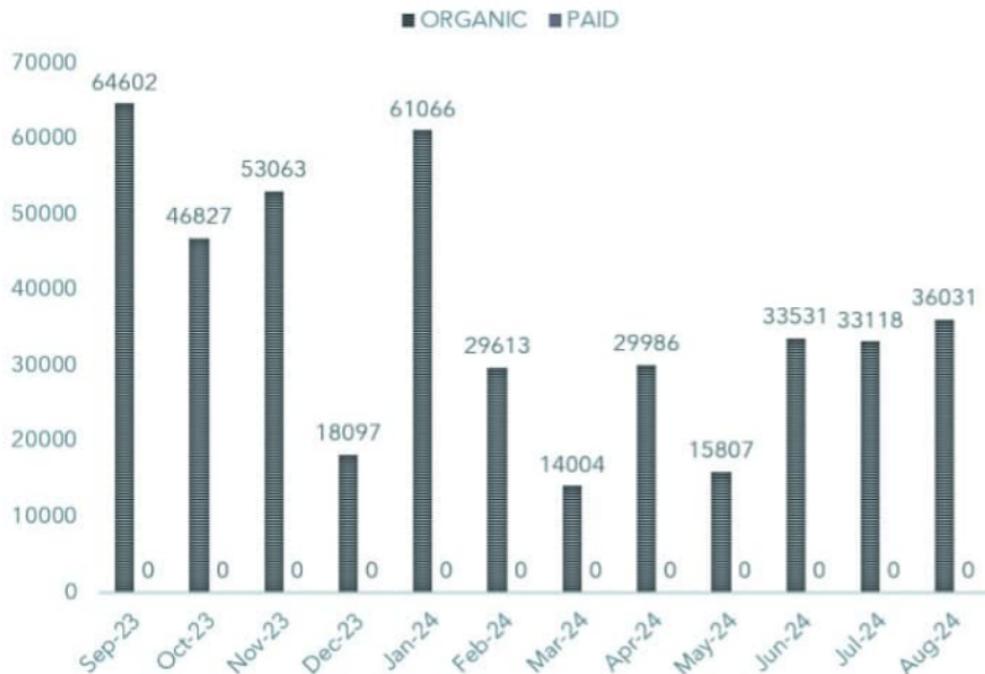
Referring domains: around 3.2k

NOTE: these numbers can fluctuate over time. For the most accurate and up to date information, I recommend using a tool like SEMRUSH, AHREFS, or MOZ



REFERRING DOMAINS	BACKLINKS	MONTHLY VISITS	ORGANIC TRAFFIC	OUTBOUND DOMAINS
3.2k	17.9k	33.2k	36k	2

ORGANIC AND PAID TRAFFIC



ON PAGE OPTIMIZATION

On-page SEO (also called on-site SEO) is the process of optimizing webpages and their content for both search engines and users. It can help rank pages higher on Google and drive more organic traffic.

Common tasks associated with on-page SEO include optimizing for search intent, title tags, internal links, and URLs.

On-page SEO covers anything you can do on a webpage (or internally) to improve your rankings.

ON-PAGE SEO'S :-

- Site content
- Keywords
- Title tags
- Meta descriptions
- Headers
- URLs
- Internal linking
- External linking
- Images
- User engagement
- Page seeds
- Featured snippets
- Schema markup



CONTENT IDEA GENERATION

	MONDAY	TUESDAY	WEDNESDAY	THRUSDAY	FRIDAY
WEEK 1	INTRODUCTION REELS	POLL OR QUIZ	TUTORIAL VIDEO	CUSTOMER VIEW	VIDEO
WEEK 2	PRODUCT SPOTLIGHT	CUSTOMER Q&A	BEFORE AND AFTER	INFOGRAPHIC	SHORT QUIZZES
WEEK 3	LIVE Q&A SESSION	PODCAST	WELLNESS WEDNESDAY	SHARE A BLOG POST	VIDEO
WEEK 4	COMMUNITY SPOTLIGHT	POLL Q&A	INTERACTIVE POLL	THANKFUL THRUSDAY	EDUCATIONAL VIDEO



MARKETING STRATEGIES

1

PRICING STRATEGY OF ALLEN SOLLY:

Allen Solly primary focus is to produce products which can be afforded by the target audience.

Allen Solly got an advantage of the supply chain network which helps them to minimize cost or reduce cost-cutting.

2

PRODUCT

PRODUCT STRATEGY OF ALLEN SOLLY:

Allen Solly is a textile retailer that manufactures, imports and exports clothing for men, women, and children.

The company's product strategy is to reach its clothing items to consumers throughout the world

3

PLACE

PLACE AND DISTRIBUTION STRATEGIES OF ALLEN SOLLY:

Allen Solly has chosen its targeted customers based on their needs and spending powers. It has a large following in India and around the world. The brand is most visible in pantaloons outlets, which pantaloons retailers ltd owns.

4

PROMOTION

PROMOTION AND ADVERTISING STRATEGY OF ALLEN SOLLY:

One of the key methods is a corporate partnership, including the Azim Premji foundation. Print media, online promotion, and pre-Friday are all strategies. Social media is one of the Allen Solly's biggest strengths.



INSTAGRAM POST

<https://www.instagram.com/p/C-cmy4BJI7G/?igsh=MW5qbW9haDZwaWg3Zg==>

Instagram



Your story



@lensolly--

...



Est 1744

Friday dressing



@lensolly--

#allen_solly#allen_solly_men#allen_solly_woman#allen_solly_juniors... more

4 seconds ago



gioiahouse

Suggested for you

Follow

...

CONTENT CREATION AND CURATION

INSTAGRAM STORY

https://www.instagram.com/stories/allensolly_/_3431017435485837025?utm_source=ig_story_item_share&igsh=MWpwcGpqXZzem1nOQ==



SOCIAL MEDIA AD. CAMPAIGNS



EMAIL AD. CAMPAIGNS



ALL BRANDS ▾



Home > Help Center

CONTACT US



FOR VOICE SUPPORT

8105060561

7 DAYS A WEEK

10 AM TO 7 PM



FOR ONLINE QUERIES

HAPPYTOHELP@ABFRL.IN

CHAT WITH US

FOR GRIEVANCE OFFICER DETAILS

PLEASE CLICK HERE



FOR STORE RELATED QUERIES

TOLL-FREE NUMBER : 18004253950

MONDAY TO FRIDAY- 8AM TO 9PM

SATURDAYS & SUNDAY- 9.30AM TO 6PM

CUSTOMERSERVICE@ABFRL.ADITYABIRLA.COM



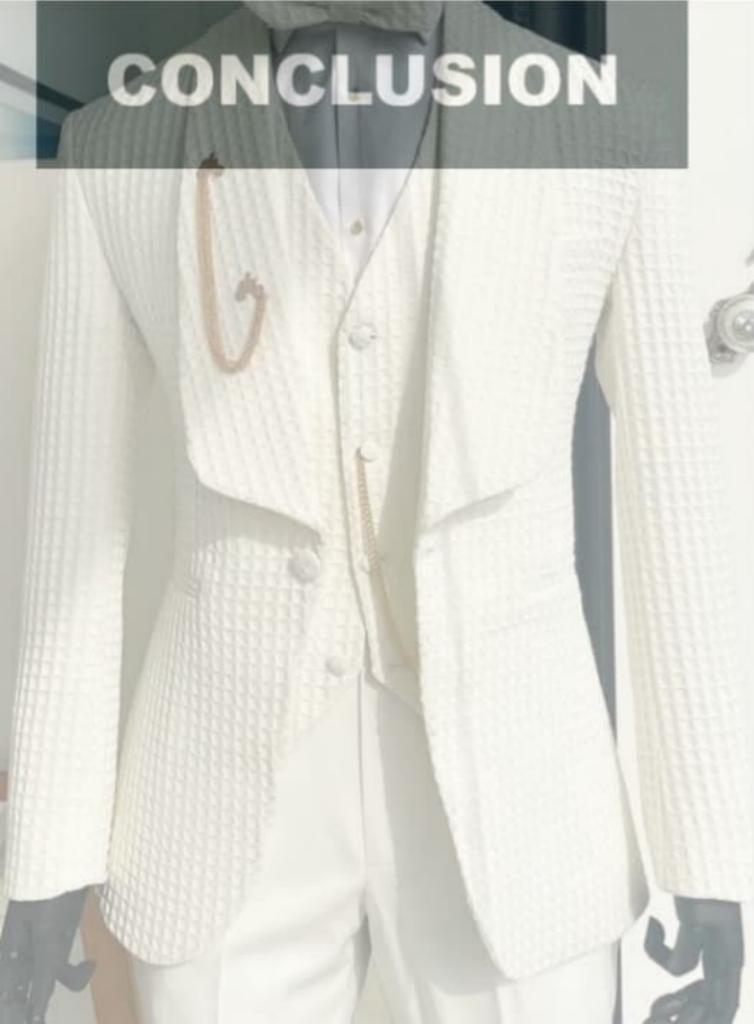
CORPORATE ADDRESS

KH NO 118/118/1 BUILDING 2 DIVYASHREE
TECHNOPOLIS YEMALUR POST, HAL OLD AIRPORT ROAD,
BENGALURU, KARNATAKA 560037

FOR CORPORATE ORDERS

CORPORATE SALES@ABFRL.ADITYABIRLA.COM

CONCLUSION



In conclusion, Allen Solly's Digital Marketing strategy effectively leverages social media, influencer collaborations, and engaging content to enhance brand visibility and customer engagement. By embracing innovative technologies and data-driven approaches, the company has successfully targeted diverse demographics, resulting in increased online sales and brand loyalty. Continuous adaptation to evolving digital trends will ensure Allen Solly remains competitive in the dynamic fashion industry.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
8/07/24 Day - 1 Monday	Introduction to Digital Marketing	An idea about digital marketing, Cost-effectiveness and Measurable results and Types of Digital Marketing.	Purnima
9/07/24 Day - 2 Tuesday	Organizational Culture	Learned about Brand awareness, Targeted audience and Targeted advertising and Business growth.	Purnima
10/07/24 Day - 3 Wednesday	Digital Marketing vs Traditional Marketing	Advantages of Digital Marketing and Traditional marketing and Disadvantages.	Purnima
11/07/24 Day - 4 Thursday	Introduction to Search Engine optimization (SEO)	Learned about SEO, website designing, Hierarchical theory, and Keyword Research.	Purnima
12/07/24 Day - 5 Friday	Introduction to Technical SEO	Technical SEO, Key elements and Introduction to Social media marketing	Purnima
13/07/24 Day - 6 Saturday	Solved a Case Study	Optimizing a Tech Blog for SEO	Purnima

WEEKLY REPORT

WEEK - 1 (From Dt. 8/07/24... to Dt. 13/07/24.)

Objective of the Activity Done:

Grained Knowledge about Digital Marketing, Organisational Culture, Digital Marketing vs Traditional Marketing, SEO and SMM.

Detailed Report:

In the first week of the Internship Programme I was taught about the Introduction of Digital Marketing and why Digital Marketing is useful as in recent times most of the products are being sold through online. I also learnt about Key Terms and Concepts in Digital Marketing and also about the Types of Digital Marketing Such as (a) Multimedia Messaging (b) Email Marketing (c) Social Media Marketing etc.

Also, about the Brand awareness and how does a business grow through Digital Marketing. In addition to this I learnt about Digital Marketing vs Traditional Marketing and their Advantages and Disadvantages. There is a main topic in Digital Marketing that is Search Engine Optimization (SEO). The Significance of Keyword Research, Mozlow's Hierarchy of SEO needs and how does SEO helps in improving the visibility of websites in Search Engine Results.

In addition with SEO i was also taught about Technical SEO, Key elements of Technical SEO Such as Crawling, Indexing, Pagespeed, Website Architecture and Structure, URL Structure and 404 Pages and 301 Redirects. and Measuring of SEO Performance and Social Media Marketing along with the Pillars of Social Media Marketing. Lastly Solved a Case Study for SEO

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
15/07/24 Day - 1 Monday	Introduction To Facebook Marketing	learnt about Facebook Marketing and its Key Aspects	Purnima
16/07/24 Day - 2 Tuesday	Facebook Analytics and Advertising on Facebook	An idea about Facebook, how Advertising works on Facebook and Facebook analytics	Purnima
17/07/24 Day - 3 Wednesday	No class on account of Muharram	-	Purnima
18/07/24 Day - 4 Thursday	Instagram and Twitter Marketing	learnt about Instagram Marketing Strategy, Twitter Marketing Strategies.	Purnima
19/07/24 Day - 5 Friday	LinkedIn Marketing	learnt about Defining Company Page goals, Establishing of Content Governance guidelines	Purnima
20/07/24 Day - 6 Saturday	Revision of the Explained Topics	Facebook Analytics, Instagram Analytics, Optimizing Twitter Profile, LinkedIn Editorial.	Purnima

WEEKLY REPORT

WEEK - 2 (From Dt: 15/07/24.. to Dt: 20/07/24..)

Objective of the Activity Done: Gained Knowledge about Facebook Marketing, Instagram Marketing, Twitter Marketing and LinkedIn Marketing.

Detailed Report:

In the Second week of the Internship Programme I was taught about the Introduction of Facebook Marketing and how Facebook plays Crucial role in Digital Marketing. I also learnt about the Key aspects of Facebook Marketing and how Advertising works on Facebook and types of Facebook ads Such as
① Photo ads ; ② Video ads, ③ Slideshow ads, ④ Messenger ads.
and many more.

I also learnt about Cost of Advertising on Facebook and Some factors on which Cost depends like Audience Targeting, Ad Placement, Campaign Duration, Industry Competitiveness etc. Facebook Analytics like Understanding Insights, Custom Audience, lookalike audience and Conversion Tracking.

On the other hand I learnt about Instagram Marketing on how to build Instagram Marketing Strategies, How to Create Instagram business account, types of Instagram Posts, hacks and Best Practices and Instagram Analytics.

I also learnt about Twitter Marketing on Creating a Twitter account, optimizing the Twitter Profile which will be helpful for Digital Marketing.

In addition to above I also learnt about LinkedIn Marketing on how to define Company Page goals and how to fill out our Page Completely and Establishment of Content Governance Guidelines.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
22/07/24 Day - 1 Monday	Introduction to Pay-Per-Click Advertising, & Google Ads	Learned about PPC Advertising, its uses and google ads overview. Creating effective ads.	Purnima
23/07/24 Day - 2 Tuesday	Introduction to E-Mail Marketing	An idea about E-Mail Marketing, its benefits for Business & organizations.	Purnima
24/07/24 Day - 3 Wednesday	E-Mail Marketing Automation	What is E-Mail Marketing Automation, its benefits, Metrics to monitor and Examples.	Purnima
25/07/24 Day - 4 Thursday	Introduction to Content Marketing	Learned about Content & Distribution, Content Calendar, Content Audit etc.	Purnima
26/07/24 Day - 5 Friday	Introduction to Video Marketing	An idea about Video Marketing, Benefits, Steps and Key facts of Video Marketing.	Purnima
27/07/24 Day - 6 Saturday	Solved a Case Study	Social Media Marketing.	Purnima

WEEKLY REPORT

WEEK - 3 (From Dt 22/07/24. to Dt 27/07/24.)

Objective of the Activity Done: Gained Knowledge about Pay-Per-Click Advertising, E-Mail Marketing, E-Mail Marketing Automation, Content Marketing and Video Marketing.

Detailed Report:

In the third week of the Internship Programme I was taught about the concept of Pay-Per-Click (PPC) Advertising and how advertising Pay for each click is goal of PPC Advertising. I also learnt about uses of PPC Advertising like - Precise Targeting, Cost-effective, Real-Time measurements and Complementing other channels. I was also taught about Google ads and its overview and how to Create effective Ads on google.

I also learnt what is E-Mail Marketing and Benefits like Increase Brand awareness, Drive Sales and revenue, Boost other Marketing channels etc., through E-Mail Marketing. And E-Mail Marketing is used in different Businesses and Organizations for Cost-effectiveness, Targeted Campaign etc. On the other hand i learnt about E-Mail Marketing Automation and its benefits , How to design the Perfect Marketing Automation Flow etc.

Next I learnt about Content Marketing which led me to learn/Understand Business goals & Specific, Measurable, Achievable, Relevant and Time-Bound (SMART) goals .and Content Type, Distribution channels, Metrics and Key Performance Indicators (KPIs), Content Calendar etc.

In addition to above I also learnt about Video Marketing and benefits like - ① Increased Engagement, ② Improve SEO Rankings, ③ Higher Conversion rates, ④ Trust and Credibility etc. and Steps for Successful Social Media Video Marketing and Key factors. Lastly Solved a Case study on Social Media Marketing.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
29-07-24 Day - 1 Monday	Creating videos on Social Media and Content Marketing	Learned about Video Marketing and Measurement & Monitoring of Content Marketing	Purnima
30-07-24 Day - 2 Tuesday	Introduction to Digital Marketing Analytics	An idea about Digital Marketing Analytics	Purnima
31-07-24 Day - 3 Wednesday	Introduction to Google Analytics	Learned about Importance of google Analytics and Configuring Goals and Events.	Purnima
1-08-24 Day - 4 Thursday	Setting and Using Google Analytics	Learned about E-commerce Tracking, Conversion Tracking, Multi-Channel Funnel etc.,	Purnima
2-08-24 Day - 5 Friday	Develop a Digital Marketing Strategy	An idea about Planning and Budgeting for a Digital Marketing Campaign	Purnima
3-08-24 Day - 6 Saturday	Solved a Case study	Digital Marketing Campaign	Purnima

WEEKLY REPORT

WEEK - 4 (From Dt 29.07.21 to Dt 03.08.21)

Objective of the Activity Done: Gained Knowledge about Creating Videos on Social Media, Digital Marketing Analytics, Google Analytics and Digital Marketing Strategy.

Detailed Report:

In the fourth week of Internship Programme I was taught how to Create Videos on Social Media and what is Video Marketing, Benefits of Video Marketing like - Social Media Engagement, Website Traffic, Leads & Sales and Mobile User Targeting. I also learnt about Measurement and Monitoring of Content Marketing, Metrics for Content Marketing Such as - ① Traffic Metrics, ② Engagement Metrics, ③ SEO Metrics, ④ Sales Metrics... etc.

I also learnt about Digital Marketing Analytics and Analytics for decision making like - Identifying Patterns, Measuring Campaign Performance, Customer Segmentation, ROI Analysis... etc. And how the data is Collected or how it is used in decision making.

Next I was taught about Introduction to google Analytics, Importance of data in Digital Marketing, overview of Google Analytics and how to Set up Google Analytics, Creating a Account, Key metrics. I also learnt about Conversion tracking, E-commerce tracking, Funnel Visualization, Multi-Channel Funnels (MCF) etc.

In addition to above I learnt how to develop a Digital Marketing strategy by defining your business goals, Identifying your Target Audience, choose the right digital Marketing channels, Planning and Budgeting for a Digital Marketing Campaign and Evaluating & Refining a Digital Marketing Campaign. Lastly Solved a Case Study on Digital Marketing Campaign.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
5-8-24 Day - 1 Monday	Identification of Problem and gather related information	Learned to identify the Problem	Purnima
6-8-24 Day - 2 Tuesday	Came across the vision and Mission of "Allen Solly"	Understand the Vision of "Allen Solly"	Purnima
7-8-24 Day - 3 Wednesday	Analyzed their Brand logo	We got to know about the logo & its meaning	Purnima
8-8-24 Day - 4 Thursday	Analyzed Search Engine Optimization for "Allen Solly"	Understand the SEO of Allen Solly	Purnima
9-8-24 Day - 5 Friday	Identification of their Competitors	We got to know about their Competitors	Purnima
10-8-24 Day - 6 Saturday	Analyzed SEO Keyword Research, Brand logo and Competition of Allen Solly.	Learned about their strategies.	Purnima

WEEKLY REPORT

WEEK - 5 (From Dt. 5.8.24... to Dt. 10.8.24)

Objective of the Activity Done:

Identification of Vision and Mission of Allen Solly.

Detailed Report:

In the fifth week we tried to identify the main purpose of "Allen Solly".

We tried to identify problems and gathered information related to it.

We Discussed and came across the vision & mission of "Allen Solly".

We Discussed & Analyzed their Brand logo and main meaning of their Brand logo.

We Analyzed SEO (Search Engine Optimization) of "Allen Solly".

We identified their competitors and analysed them to overcome them.

Analysed SEO, Keyword research, Brand logo and Competitors of "Allen Solly".

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
12-8-24 Day - 1 Monday	Identification of their Responsibilities	Known about their responsibilities	Purnima
13-8-24 Day - 2 Tuesday	Process of Conducting Keywords research and their Idea.	Learned about Keywords research Idea	Purnima
14-8-24 Day - 3 Wednesday	Identification of their Marketing Strategies	Known about their Marketing Strategies	Purnima
15-8-24 Day - 4 Thursday	Creation of Instagram Stories for research about "Allen Solly"	Learned how to Create the Instagram Stories	Purnima
16-8-24 Day - 5 Friday	Report writing	Completed the Report writing	Purnima
17-8-24 Day - 6 Saturday	Report writing	Completed the Report writing	Purnima

WEEKLY REPORT

WEEK - 6 (From Dt. 12-8-24... to Dt. 17-8-24)

Objective of the Activity Done:

Research on "Allen Solly"

Detailed Report:

In the last week we have done the research about "Allen Solly".

We have identified various responsibilities of Allen Solly and their main purpose.

We have learnt the process of conducting research on keywords and their ideas related to it.

We have identified their different marketing strategies and how to research and reach out people.

We have learned to create Instagram stories for researching & People's opinion on Allen Solly.

We have discussed and wrote report.

Again we wrote report on whatever the information we have gathered.

CHAPTER 5: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

Description of work Environment

The Internship at Smart Bridge has been a transformative experience, equipping me with Practical Skills in Digital Marketing and a deep Understanding of the role of Social media in today's Modern world. The hands on experience and exposure to real-world Projects has not only sharpened my technical abilities but has improved my Communication Skills and Project Management skills.

The Work Environment fostered a Collaborative Path atmosphere with clear task-roles, well-defined Protocols and Structured Procedures. The facilities were equipped with necessary tools for Digital Marketing. Team Members Contributed Mutual Support and team work, Contributing a harmonious relationship. Overall the Internship Provided a Comprehensive Experience in Digital Marketing with a well-Organized and Supportive work environment which helped in developing our Skills.

Describe the real time technical skills you have acquired (in terms of the job-related skills and hands on experience)

1. Video Marketing

Video continues to take the Internet by storm and this unit about to stop video is an important part of the marketer strategy.

2. Search Engine optimization (SEO)

Search Engine optimization is key to all levels of Digital Marketing.

3. Content Marketing

Content is at the core of Digital Marketing and will continue to play a crucial part of the project.

4. Data and Analytics

Analytics will be central to your strategy and help you make better data-driven decisions for campaigns.

5. Social Media

It is essential to have some of the understanding of Social Media Marketing which suits according to your audience.

6. E-Mail Marketing

E-Mail is an essential tool for any marketer, especially as first-party data is more important than ever, since the demise of Cookies.

Describe the managerial skills you have acquired (in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc.

1. Project Management

Co-ordinating tasks, Setting goals and ensuring the fine timely completion of the Data Analytics Project.

2. Team Collaboration

Working effectively in a group setting, delegating tasks and fostering a collaborative environment.

3. Leadership Skills

Taking Initiative, guiding the team and making decisions to achieve Project objectives.

4. Time Management

Prioritizing tasks, Meeting the deadlines and efficiency .
allocating Resources .

5. Problem Solving as a team

Addressing challenges collectively and finding solutions through group discussion & collaboration.

6. Adaptability

Being flexible & adapting to changes in Project Scope

7. Quality Assurance

Ensuring the accuracy and quality of the Digital Marketing Project deliverables produced by the team.

Describe how you could improve your communication skills (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.,)

1. Technical Communication

Effectively Conveying Complex Digital Marketing Concepts and findings.

2. Team Collaboration

Collaboration with the team member to Share information discuss Project updates.

3. Written Communication

Crafting clear & Concise reports, documentation and E-mails related to the Digital Marketing Process

4. Conflict Resolution

Addressing & Resolving Conflicts within the team to maintain a Positive & Productive Environment between team members.

5. Feedback Delivery

Providing Constructive feedback to Peers ,Mentors & Trainers and receiving feedback ,Fostering a Culture of Continuous Improvement.

Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

Reflecting on my Experience in Digital Marketing at Smart Bridge, I have Identified Key areas (1) enhancing my abilities in group discussions, Team Participation and Leadership.

To Improve my Contribution in group discussions, aiming to actively listen to others, ask insightful questions and share my opinions, perspectives clearly and effectively. As a team Member, I Plan to Strengthen Collaboration by Proactively Offering Support, leveraging my technical skills and embracing different view Points of team members. Lastly to enhance my leadership Capabilities. I Plan to focus in taking Initiating, Creating a Positive team activities. Through these measures, I am committed to Continuous growth and excellence in my role in a team Member.

Describe the technological developments you have observed and relevant to the subject area of training (focus on digital technologies relevant to your job role)

From Internet of things , technology and Remote Collaboration to AI and business data Analytics , new technology has and continues to greatly impact Digital Marketing . To start , more devices than ever before are connected to the Internet .

Digital Marketers are adapting a multi-channel , Multi-device approach to accurately track consumers through their entire buyers journey . Machine learning offer impressive tracking and Analytics capabilities , Digital Marketers must rise to the challenge of the incorporating Augmented Reality and Virtual Reality into their overall strategies .

Along with AI , these technological advancements will be essential in creating an immersive E-commerce Experience . The world of digital marketing is constantly evolving , with new technology emerging everyday . It can be challenging to keep up with the latest trends and innovations .