

# LONGTERM INTERNSHIP

Introduction :-

About Digital Marketing :-

Many small business in recent years have begun to build out their websites, their online banner ads, their social media programs and their overall digital marketing strategies they are doing these things in accordance with the theories of digital marketing

Before you think about marketing frameworks, make sure you've got your bases covered your small business should start with :-

→ An e-Commerce website one that allows buying of your products or services.

→ Email marketing (to reach your customers in their inbox)

→ social media marketing (to expand your product message and engage with potential customers)

→ New videos every day on video platforms if relevant

The truth is, a small business doesn't have to study every theoretical framework about online business selling you may be able to find a mine in one of many buckets of the digital marketing Universe.

→ Digital Marketing Numbers rule.

⇒ There's no escaping the fact that digital marketing has sky rocketed in recent years this is largely of marketers trying to reach the millions of people using the internet on a daily basis.

⇒ Statista-Com shows:- That more than 6 billion people use the internet regularly in 2020, with over 313 million internet users in the united states / <sup>6 inputs</sup> According to digital.

Marketing Exports hubspot:- over half of all shoppers surveyed by google in 2019 said they used Google to research a potential purchase online.



## Digital Marketing strategies:-

For digital marketers, the theoretical framework of digital marketing includes all the strategies on how to best reach the online audience. This might include email marketing - direct message marketing to reach people on their mobile devices video streams and social media announcements. Some marketers are also using offline marketing methods too. To include in their theoretical framework of digital marketing this might include strategies around newspaper ads product flyers, street-level marketing methods and more.

→ There are some of the digital marketing strategies.

⇒ Reaching the segment of one:

Some of these business theories about online marketing offer a new look at how consumer and marketers interact.

⇒ Positioning to the customer:-

Another example of digital marketing theories includes customer led positioning theory. This holds that the customer is the one showing the marketers what they want in the product or services.

⇒ Acquire, Convert, Retain and grow.

Your company should use digital marketing to acquire new customers. This theory includes insights about how to find your customers online.

⇒ Comprehensive Digital Marketing for Britannia

⇒ The Project of Comprehensive digital marketing is all about branding & Promoting the brand britannia. The Project Example has been given by Smart intering lead through a form of PDF by digital marketing group.

⇒ To accomplish this, we have to complete all the activities listed below.

Step 1 :- Installing canvas

Step 2 :- Under standing the dashboard.

Step 3 :- Download the Example copy of Project

Step 4 :- Chossing themes

Step 5 :- Adding content

Step 6 :- Convert the PDF copy to Power point

Step 7 :- Create a Instagram account of ~~brand~~ brand & create a new post & reel content on the brand.



Step 8:- edit the content by using the ppt dashboard

Step 9:- save the file of the Project britannia.

### Project flow:-

1. Install canvas in your system

Setup an environment by using canvas which has a wide range of themes in it

2. Define brand identity and objectives.

Determine the brand guidelines such as colours, fonts for the brand. Establish clear objectives for the brand website such as increasing brand awareness, generating leads.

3. Plan structure and content

Creates an outline of the main sections of the brand project.

4. Convert the file of PDF to PPT

The Project of britannia cant be modified and we can't add new content to our project in the form of PDF-In Power Point we can add new content & can add different templates included in it.

5. Now arrange the Project slides in Power Point and add the Project content as in the format given in the Example copy of digital marketing.

6. Now add the contents of brand i.e (Post, reels etc) which we've Created & Posted in our Instagram account of britannia.

7. Add the links of Post & reels of our Instagrams Page in our Project.

8. Save the file britannia & Convert that into a Pdf format.

9. Post the document of britannia into your github account & Submit.



9. Post the document of britannia into your github account & submit.

### Install Canvas:-

Go to the play store of google & select the relevant download link on the page. After downloading Canvas, we need to select the theme page which we want to install in our project.

### Decide the fonts:-

log into your canvas account.

1. <sup>link</sup> ~~which~~ on the "create a design" button. the canvas home page to add a new project.

Choose the blank canvas for us to test different fonts once you're inside design editor, click on text tab on left hand side.

2. Add the ~~base~~ Project file to Power supply point  
& add the content of the brand & Index.

→ Brand study. competitor analysis & butoris/  
Audiences Persona.

→ SEO & key word research

→ Content ideas and marketing strategies

→ Content Creation and creation (Post Creation  
designs/ Video editing. Ad Campaigns over  
media and email ideation and creation)

3. Add the new Content in layer landiene  
Personal like demographics, psychographics, behaviours  
goals & Challenges

4. Now add competitor analysis of brand  
(baitianica) the competitors are nestle india  
Parle Platima and Amul industries.

5. Now add strength, weakness, opportunities & threats of all the Competitors of britannia.
6. Content of SWOT & keywords research & Audit & Add the images of the brand & add on Page optimization i.e meta title & description
7. Now add content ideas & marketing strategies & Post the content calendar for the month of April 2024 & add the posts & means as per the content calendar in our project.
8. Now add all these posts in instagram Page & add them in our Project.

make necessary adjustments

Identify and address any issue discovered during Completion & save the file of Project britannia.



ACTIVITY LOG FOR THE First WEEK 5<sup>th</sup> -02-24 to 10<sup>th</sup> -02-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Digital marketing	know what is digital marketing its use & what contains in it	
Day - 2	Introduction to marketing techniques	learned about what are the marketing techniques	
Day - 3	Introduction to types of digital marketing	learned about types of digital marketing & how they are used to develop	
Day - 4	Introduction to email marketing	learned how to use email marketing	
Day - 5	Explanation of content marketing	learned how to use content marketing & how to create a new content	
Day - 6	Practice Day	Practically trying out what I have learned through out this entire week.	

## WEEKLY REPORT

WEEK - 1 (From Dt. 5-02-24 to Dt. 10-02-24.....)

Objective of the Activity Done: Introduction to digital marketing techniques

Detailed Report:

Smartintorg provided us weekly sessions where on the first week from Monday to Friday we learnt about digital marketing what is the uses of digital marketing how it helps to develop in marketing and what does digital marketing contains and what are the techniques used to develop, learnt how to use those techniques just basics which are further useful in business using this platform.

ACTIVITY LOG FOR THE Second WEEK 12<sup>th</sup>-02-24 to 17<sup>th</sup>-02-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to digital marketing strategies	Learn't about what are digital marketing strategies & how it is used	
Day - 2	How to develop our own strategy	Learn't about how to create & develop a marketing strategy	
Day - 3	what is a digital marketing strategy	Learn't about what is a digital marketing strategy & its use.	
Day - 4	Introduction to social media marketing	Learned what is social media marketing & what it contains	
Day - 5	Introduction to search engine optimization	Learned what is search engine optimization & its use to optimize content	
Day - 6	Practice day	Practically trying out what I have learnt through out this entire week.	



## WEEKLY REPORT

WEEK 2 (From Dt. 12-2-24 to Dt. 17-2-24 )

Objective of the Activity Done: Introduction to digital marketing strategies  
how to use them Introduction to social

Detailed Report: media marketing

Learned social media marketing & search  
engine optimization and what do we need to  
develop our marketing strategy and learned how  
to promote a brand to connect with potential  
customers using the internet and other forms  
of digital communication this includes not only  
email, social media and web-based advertising  
but also text and multimedia messages as a  
marketing channel.

ACTIVITY LOG FOR THE Third WEEK 19<sup>th</sup>-02-24 to 24<sup>th</sup>-02-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Digital marketing platforms	seen the types of Digital marketing platforms which	
Day - 2	Introduction to digital marketing platforms	contains many types of brands & options like airtel, nileete	
Day - 3	Introduction to Branded logos, Images or icons	Learned how to create a logo & a image on a brand	
Day - 4	Digital marketing platforms overview	learned how the platforms are used	
Day - 5	Introduction to create Blog posts and ebooks	learned about creating a blog post & ebooks in marketing	
Day - 6	Practice Day	Live practice of what I have learned through this entire week.	

## WEEKLY REPORT

WEEK - 3 (From Dt. 19-2-24 to Dt. 24-2-24...)

Objective of the Activity Done:

Digital marketing platforms, Blog Post &

Detailed Report:

ebook Creations in a platform

In this entire week, I learned about digital marketing platforms with various brand logos, images & icons and focused mainly on creating Blog posts and e books note that to classify as a digital marketing platforms & to support every component of digital marketing performs measurement and optimisations and brand tracking.



ACTIVITY LOG FOR THE Fourth WEEK 26<sup>th</sup> - 02 - 24 to 2<sup>nd</sup> - 03 - 24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Canvas	learned about canvas what is canvas & how it is used	
Day - 2	Introduction to how to install canvas	learned how to install canvas in our system	
Day - 3	Theme and post creation in Canvas	learned how to create a theme and post by using canvas	
Day - 4	Templates	Templates represent a document & its use	
Day - 5	Practice Day	line practice of what i have learn through this entire week.	
Day - 6	Practice Day	line practice of what i have been through this entire week.	

## WEEKLY REPORT

WEEK - 4 (From Dt. 26-2-24 to Dt. 2-03-24...)

Objective of the Activity Done: Introduction to Canvas, Theme and post

Detailed Report: creation in canvas & temp & templates

Got a knowledge about canvas & theme & post creation. the digital marketing canvas is a framework for developing your company's as a document used to create a digital marketing strategy.

ACTIVITY LOG FOR THE FIFTH WEEK 4<sup>th</sup>-03-24 to 9<sup>th</sup>-03-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to PPT (Power point)	learnt what is a PPT & what it contains & its use	
Day - 2	Introduction to Power point making	learnt how to create our own Power point	
Day - 3	Introduction to Create Power point for marketing	learnt how to create a PPT for marketing & its use	
Day - 4	Introduction to Power Point strategy	learnt what is a PPT strategy in digital marketing	
Day - 5	Practice Day	live practice of what i have learn through this entire week	
Day - 6	Practice Day	live practice of what i have learn through this entire week	



## WEEKLY REPORT

WEEK - 5 (From Dt. 4-3-24 to Dt. 9-3-24.....)

Objective of the Activity Done: Introduction to power supply point

Detailed Report: \* PPT making how to create a PPT for marketing

From day 1 to day 4 we practically learned about what is a power point how it works like and how could we create it and in which form the content can be added where we can employ this by going through create more slides with little content 5th and 6th day I practised customization of PPT which is easy to create & install just by going through the self reference option.

ACTIVITY LOG FOR THE SIXTH WEEK 11<sup>th</sup> -03-24 to 16<sup>th</sup> -03-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction of theme in digital marketing	learnt about elements in digital marketing & it's use	
Day - 2	Introduction on how to create a theme	learnt how to <del>many</del> create a marketing theme	
Day - 3	Introduction on different themes in marketing	learnt how many themes are being used in <del>marketing</del>	
Day - 4	Introduction on search engine marketing	learnt about <del>Search engine</del> search engine marketing and it	
Day - 5	Introduction on content adding in a theme	learnt how to add new content into a theme	
Day - 6	Practice Day	live practice of what i have learnt through this online week	

## WEEKLY REPORT

WEEK - 6 (From Dt. 11-03-24 to Dt. 16-3-24.....)

Objective of the Activity Done: Introduction of themes, Creating a

Detailed Report: theme, different type of themes & Content Creation

From day 1 to day 5 created a theme for marketing which provides a proper details about digital marketing you can create as many templates as you need and to make it easy to sort and find templates. Create a marketing theme. A marketing theme is a templates category (such as acquisition or win back) that enables you to organize and sort themes based on business objectives.



ACTIVITY LOG FOR THE SEVENTH WEEK 18<sup>th</sup> 03-24 to 23-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction on Comprehensive digital marketing Projects	learned how many Comprehensive digital marketing Projects are displayed	
Day - 2	Introduction on different marketing brands	learn how many types of brand are in marketing	
Day - 3	Introduction on selected brand Project	learned how to work on the assigned brand Project	
Day - 4	Customization with Canvas	learned how to customize the Project using Canvas	
Day - 5	Introduction of font styles & slides	learned how to use different fonts & styles in Project	
Day - 6	Practice Day	live practice of what i have learn through this entire week.	

## WEEKLY REPORT

WEEK - 7 (From Dt. 18-3-24 to Dt. 23-3-24 )

Objective of the Activity Done: Introduction of comprehensive digital

Detailed Report: marketing projects & brands.

from day 1 to 5 I've gained a deeper understanding of how the marketing brands build their strategies learned how to customize Content & theme using canva the goals like any other company set various goals and objectives to guide its strategic direction and drive growth while specific goals may evolve over time based on changing market dynamics and business priorities.

# ACTIVITY LOG FOR THE EIGHTH

WEEK 25<sup>th</sup> - 03 - 24 to 30<sup>th</sup> - 03 - 24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction on social media interface instagram	learned what is a social media interface & how it is used	
Day - 2	Introduction on Creating an account in Instagram	learned how to create an account for marketing in Instagram	
Day - 3	Introduction on Post & reel Creation on on brand	Learned how to create a post and reel in Instagram	
Day - 4	<del>Int</del> Introduction on adding story & highlight of brand in Instagram	learned how to add content & story of brand	
Day - 5	Practice Day	live practice of what I have <del>been</del> learned through this entire week.	
Day - 6	Practice Day	live practice of what i have learn through this entire week.	



## WEEKLY REPORT

WEEK - 8 (From Dt. 25-3-24 to Dt. 30-3-24.....)

Objective of the Activity Done:

Introduction on Insta gram

Detailed Report:

& creating a account in Instagram, Creating  
now post & reel in it

From day 1 to 11 I've gained a deeper understanding on insta gram Page creation learned how to Create a post & reel in Instagram Page learnt how to use Instagram hashtags publish Instagram stories Define objections use marketing automation post consistently learnt to optimize Instagram Profile work with Instagram influencers learnt how to engage with follows & share your values.

ACTIVITY LOG FOR THE NINTH WEEK 1<sup>st</sup> -04-24 to 6<sup>th</sup> -04-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	About Page Creation	Learned about how to create a page & how to use	
Day - 2	Introduction about brand objectives	learned about brand objectives for the project	
Day - 3	Introduction on brand online communication	learned what is brand online communicate & its use	
Day - 4	Project brand creation in social media interface	learned how to create a brand in instagram page	
Day - 5	Practice Day	live practice of what i have learn through this entire week	
Day - 6	Practice Day	live practice of what i have learn through this entire week	

## WEEKLY REPORT

WEEK - 9 (From Dt. 1-4-24 to Dt. 6-4-24....)

Objective of the Activity Done:

creation about Page online communication

Detailed Report:

and brand objectives.

From day 1 to day 4 I've gained a deeper understanding of Page implement in our project and social media maintained active profiles on platforms like facebook, twitter, instagram, and linkedin. They use these platform to share product updates, promotions, recipes, and engage with customers through comments, & contents providing additional value and convince to their customers.



ACTIVITY LOG FOR THE Tenth WEEK 8<sup>th</sup>-04-24 to 13<sup>th</sup>-04-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	working on final project	Brand study, Competitor analysis of the brand	
Day - 2	working on final Project	search engine optimization and key word research	
Day - 3	working on final project	Content ideas and marketing strategies of brand	
Day - 4	working on final project	Content Creation and creation like posts, reels, Ads, email, decoration, etc.	
Day - 5	working on final project	live practice of what i have learnt through this entire work	
Day - 6	working on final project	live practice of what i have learnt in a week	

## WEEKLY REPORT

WEEK - 10 (From Dt. 8-4-24 to Dt. 13-4-24...)

Objective of the Activity Done: Brand study and Content ideas of brand

Detailed Report:

Finally I Created a britania brand project document using power point which includes brand study, competitor analysis & buteris / Audicni's perform personal search engine optimization & key work research Content ideas and marketing strategies content reation and curation like post reations, Designs, Video editing Ad campaigns over media and email creation and canva to Create a logo to my project & brand

ACTIVITY LOG FOR THE eleven WEEK 15<sup>th</sup>-04-24 TO 20<sup>th</sup>-4-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	working on final project	Mission values of brand & USP unique selling Proposition of brand	
Day - 2	working on final project	Analysed Brand tone and identity of britannia	
Day - 3	working on final project	Key Performance indicators of britannia & Brand awareness	
Day - 4	working on final project	Revenue growth market share & customer satisfaction terms	
Day - 5	working on final project	live practice of what I have learnt through the entire week	
Day - 6	working on final project	live practice of what I have learnt through the entire week.	



## WEEKLY REPORT

WEEK -11 (From Dt. 15-4-24 to Dt. 20-4-24)

Objective of the Activity Done: Mission values of brand, USP & KDS

Detailed Report: of brand

Finally I created a social media page for my project brand britannia the post & reel along with content has been added in the project power point the brand tone britannia, considering its historical connotations as a symbol of british empire is characterized by several key elements measures revenue growth over time to gauge the company's financial health and market performance and used canvas to create a marketing theme.

ACTIVITY LOG FOR THE Twelve WEEK 22<sup>nd</sup>-04-24 to 27<sup>th</sup>-04-23

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Working on final Project	search engine optimization audit & content	
Day - 2	Working on final Project	content calendar strategies, aim & the idea behind the story	
Day - 3	Working on final Project	Storyboard & reel on brand, festival Post & story	
Day - 4	Working on final Project	content creation & editing & caption of brand	
Day - 5	Working on final Project	live Practice of what I have learnt through this entire week	
Day - 6	Working on final Project	live Practice of what I have learnt through this entire week	

## WEEKLY REPORT

WEEK -12 (From Dt. 22-4-24 to Dt. 27-4-24.)

Objective of the Activity Done: SDO audit & Content on Project

Detailed Report: static post & reel on board

finally the saved document document need to be posted in another social media interface  
In conclusion digital marketing is a powerful and versatile for marketing is a powerful and versatile for marketing strategy & development  
It is a user friendly platform that allows beginners to create professionals with out needing to learn complex strategies with its Extensive range of themes and Content - It can provide the tools & flexibility you need in requires time and effort to master.



### Format 3- Festivals Post on Britannia Rolls Yo!

- **Caption :** Britannia Roll Yo! Has been a lipsmacking hit amongst kids from their first indulgent bite. Rich cremeswirled inside a soft cake, this swiss roll is a yummy treat for children and adults alike!
- **Link:** <https://images.app.goo.gl/EVpPWndpSjv9yJTj7>
- **Post:**



- **Hashtags:** #Chocorolls  
#Britannia #choco#Rolls#Britannia cakes#Britannia rolyo!

## Instagram Story

Screenshots of story.

[https://www.instagram.com/stories/britanniaproducts/22759519180792258?utm\\_source=ig\\_story\\_item\\_share&igsh=NTc4MTIwNjQ2YQ==](https://www.instagram.com/stories/britanniaproducts/22759519180792258?utm_source=ig_story_item_share&igsh=NTc4MTIwNjQ2YQ==)



## Highlights for Story.

[https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDY5MDY4ODM2NTAwNjg5?story\\_media\\_id=3351679519180792258&igsh=NTc4MTIwNjQ2YQ==](https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDY5MDY4ODM2NTAwNjg5?story_media_id=3351679519180792258&igsh=NTc4MTIwNjQ2YQ==)





## Instagram post

Caption : Britannia Thick Shakes Hot Summer Fresh and Premium

Hastags: #Britannia #Thick Shakes

Link:






















[https://www.canva.com/design/DAGDNx\\_Lxgs/LKa/qWl2UqPr1rY2YuoBQ/edit?utm\\_content=DAGDNx\\_Lxgs&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGDNx_Lxgs/LKa/qWl2UqPr1rY2YuoBQ/edit?utm_content=DAGDNx_Lxgs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

HOT SUMMER  
Fresh And Premium



BRITANNIA THICK SHAKES

### Comments

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## Reference Links:

- Digital marketing video:<https://youtu.be/bixR-KIJKYM?feature=shared>
- Powerpoint: <https://www.slideshare.net/amanagarwal38/digitalmarketing-ppt-for-students-reference>
- Project Logo:<https://images.app.goo.gl/eD1yD3k51iBc7rqY8>
- Project Pdf:<https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
- Final Project:<https://admeducation.com/blog/britannias-digital-marketing-strategies/>

## Conclusion:-

In conclusion, Digital marketing is a powerful & versatile course for marketing strategy & development. It is a user friendly platform that allows beginners to create professionals without needing to learn complex strategies. With its extensive range of themes and content, digital marketing provides endless possibilities for customization, making it suitable for virtually any type of website. Whether you're looking to make your personal business strategies go online, marketing it can provide the tools & flexibility you need. However, like any tool, it requires time and effort to master. Fortunately, there is a vast community of digital marketing and developers who provide a wealth of resources & tutorials to help you along your marketing development journey.