EDGE CSE CUET DIGITAL SKILLS TRAINING

Project Report on

Development of a Digital Marketing Strategy for a Startup

Batch Name: CBF-023 Digital Marketing

This Project report (CBF-023 Digital Marketing) is submitted to the Department of CSE, Chittagong University of Engineering and Technology (CUET) to fulfill the partial requirement of the Degree of Digital Marketing Course.

Submitted by:

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Trainer, EDGE-CSE-CUET

DECLARATION

This project report is submitted to the department of Computer Science & Engineering, Chittagong University of Engineering and Technology (CUET) in partial fulfillment of the requirements for the degree of Digital Marketing. So, we hereby declare that this report is based on the surveys found by us and our original work, which has not been submitted anywhere for any award. Materials of work found by other researchers are mentioned with due reference. All the contents provided here are totally based on our own effort dedicated to the completion of the project. The work is done under the guidance of Mr. Shaikat Sharma, Trainer at EDGE-CSE-CUET program.

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Name - Showkat Osman

Batch CBI-023 Digital Marketing

ACKNOWLEDGEMENT

It is our privilege to express our sincerest regards to our project Supervisor, Mr. Shaikat Sharma, for his valuable input, guidance, encouragement, whole-hearted cooperation and constructive criticism throughout the duration of our project. His useful suggestions for this whole work and co-operative behavior are sincerely acknowledged.

We deeply express our sincere thanks to him for encouraging and allowing us to present the project on the topic **"Development of a Digital Marketing Strategy for a startup"** at our department premises for the partial fulfillment of the requirements. We take this opportunity to thank all our trainers who have directly or indirectly helped with our project.

We pay our respects and love to our parents and all other family members and friends for their love and encouragement throughout our career. Finally, we express our thanks to our friends for their cooperation and support.
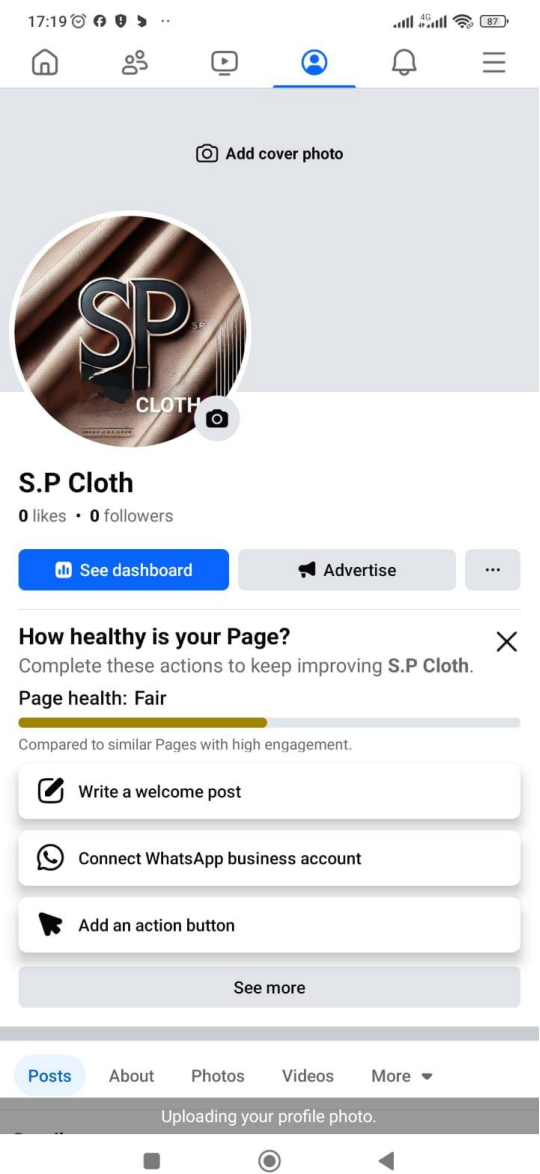
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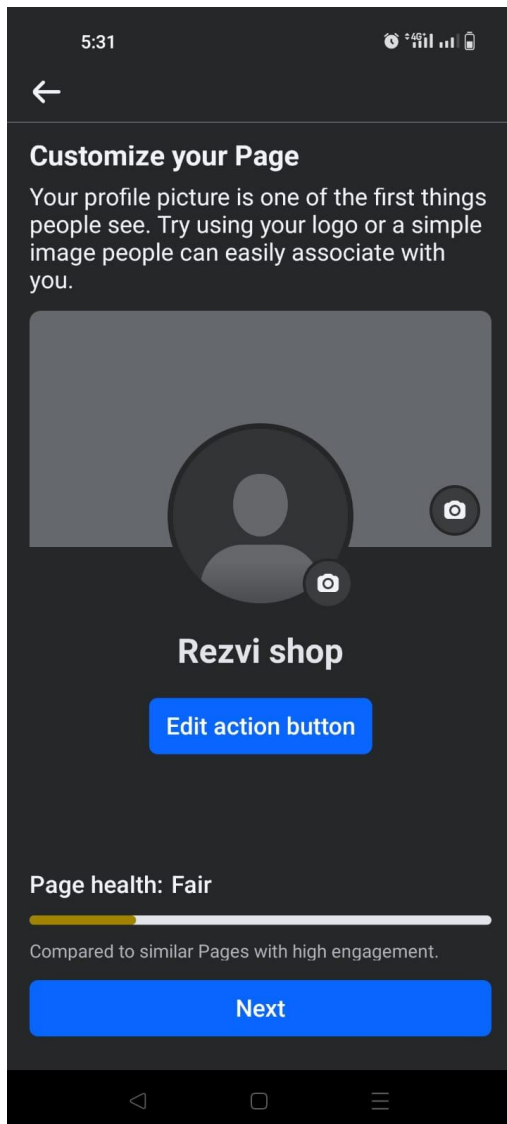
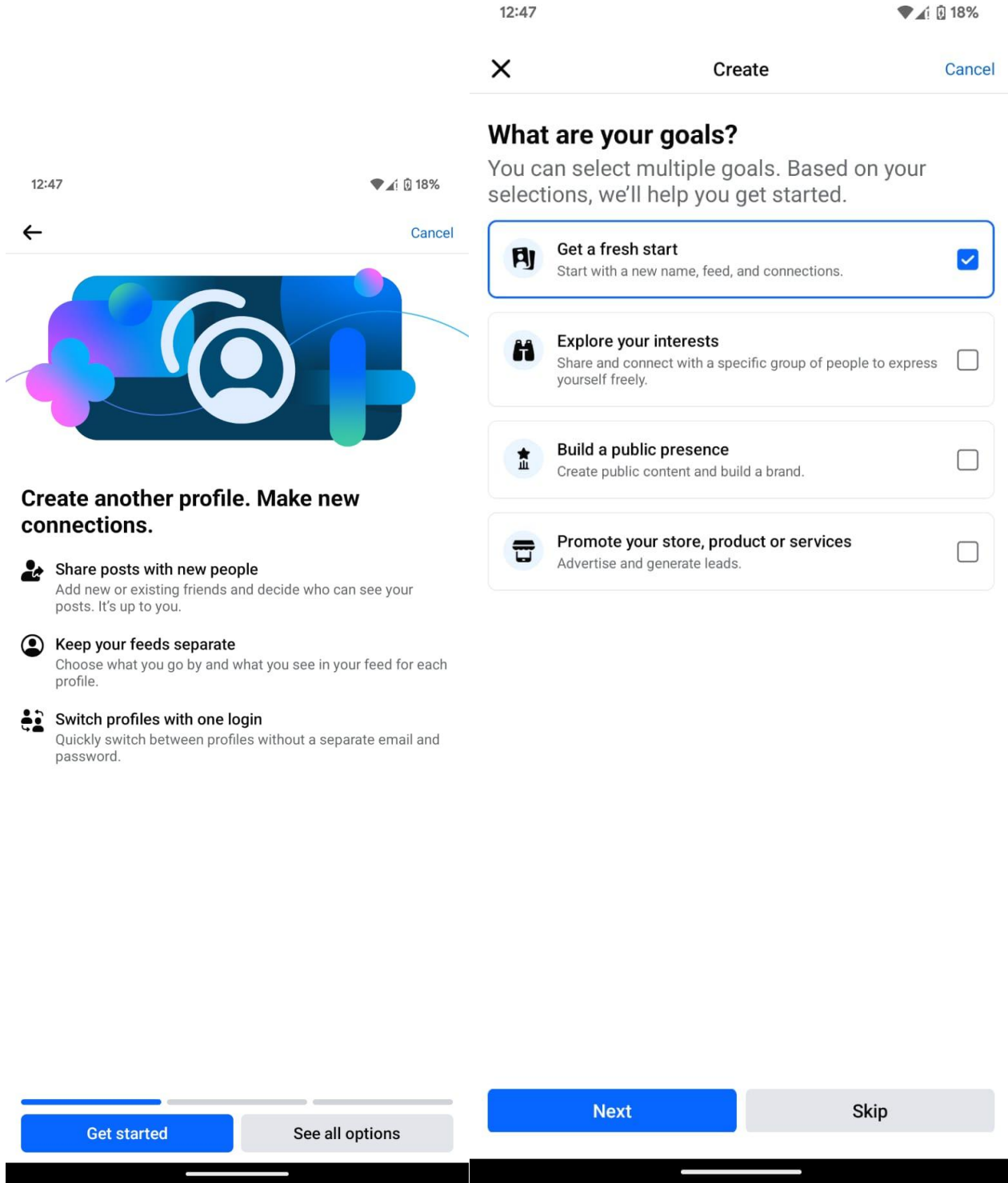Batch CBI-023 Digital Marketing

Abstract

Summarize the thesis, covering the objectives, methods, and major outcomes of creating a digital marketing strategy for "Cloth," a startup focused on the apparel sector. Highlight how SEO optimization, social media marketing, and content creation were used to enhance brand visibility and reach.

Introduction

- **1.1 Background of the Study**: Discuss the importance of digital marketing for startups, specifically in the apparel industry. Mention the shift towards online shopping and the need for strong digital presence.
- **1.2 Objectives**: Outline the main objectives of the project, such as developing an SEO-optimized website, building a brand on social media, and creating compelling ad content.
- **1.3 Scope of the Study**: Define the parameters, including the platforms and tools used (e.g., Pantheon.io for website creation, Canva for visuals, and various social media channels).
- **1.4 Significance of the Study**: Explain the relevance of this project for digital marketing students and entrepreneurs interested in the apparel industry.

- **2.1 Digital Marketing Fundamentals**: Review the principles of SEO, social media marketing, and content marketing in the context of startups.
- **2.2 Digital Marketing**: Examine existing studies on digital strategies tailored to fashion and apparel brands.
- **2.3 Case Studies of Successful Apparel Brands**: Analyze examples of successful digital marketing campaigns in the apparel industry.

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Add new or existing friends and decide who can see your posts. It's up to you.

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Choose what you go by and what you see in your feed for each profile.

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Explore your interests
Share and connect with a specific group of people to express yourself freely. ☐

Build a public presence
Create public content and build a brand. ☐

Promote your store, product or services
Advertise and generate leads. ☐

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Methodology

- **3.1 Research Design**: Describe the design and tools used to create the marketing strategy for "Event"
- **3.2 Website Development**: Detail the process of building a website using Pantheon.io, incorporating SEO through keywords, meta descriptions, and headings.

- **3.3 Social Media Marketing Strategy**: Outline the creation of brand pages on Facebook, Instagram, and other platforms, including content creation, audience engagement, and advertisement setup.
- **3.4 Content Creation**: Discuss the use of Canva for designing logos, product images, and ad posters to create a cohesive brand image.
- **3.5 Payment Integration**: Explain how payment methods (Bkash, Nagad, Rocket) were integrated into the site to ease transaction processes for customers.
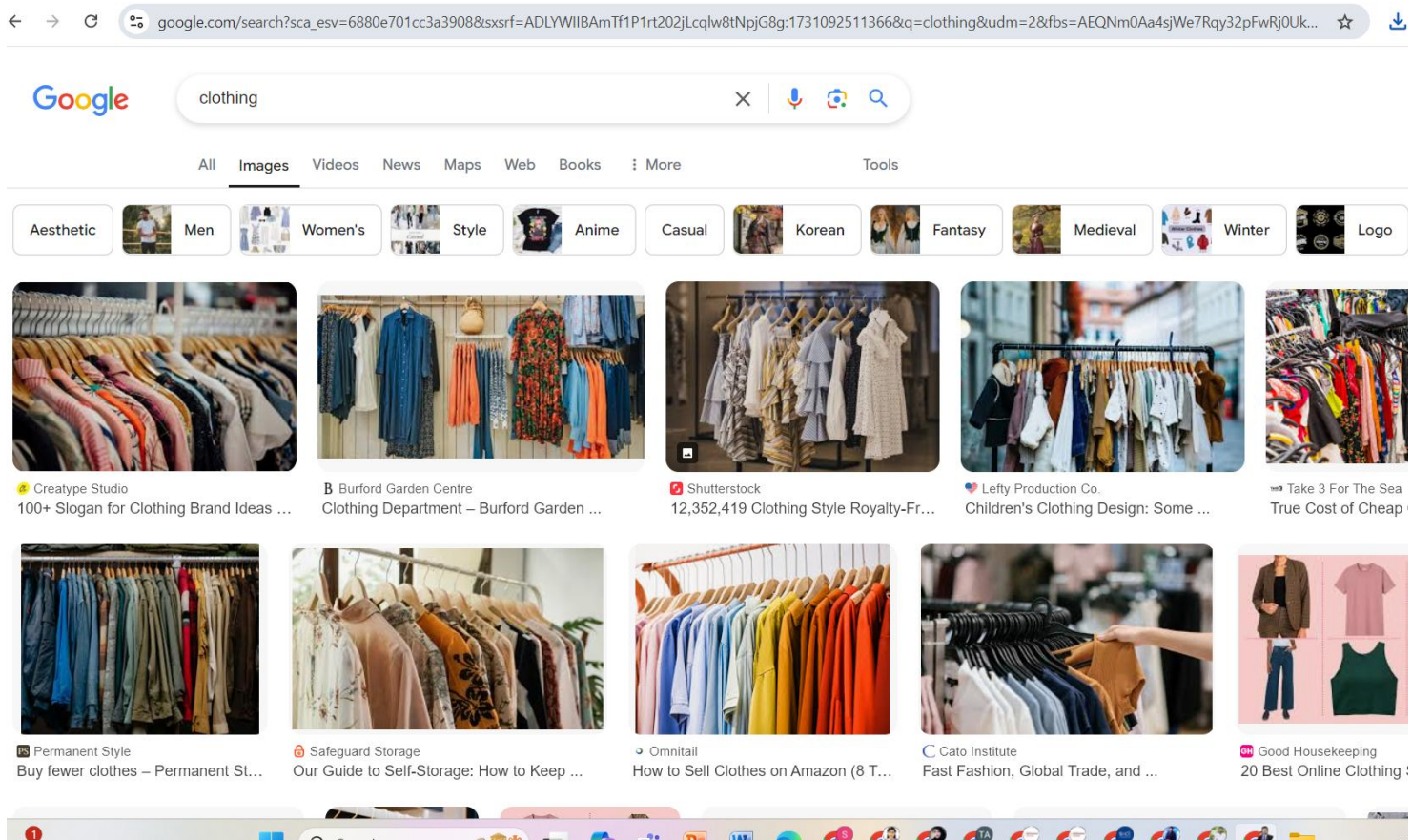
Results and Discussion

- **4.1 Website Performance and SEO Analysis: Provide insights into how the website structure, content, and SEO practices could potentially increase visibility and traffic.**
- **4.2 Social Media Engagement: Discuss the initial engagement metrics from social media, including likes, shares, comments, and click-through rates on ads.**
- **4.3 Brand Perception: Analyze how the branding elements (logo, visuals, and ads) contributed to building a recognizable image for "Cloth."**
- **4.4 Challenges and Limitations: Reflect on any challenges encountered, such as limitations in tools or platform restrictions, and how these were addressed.**
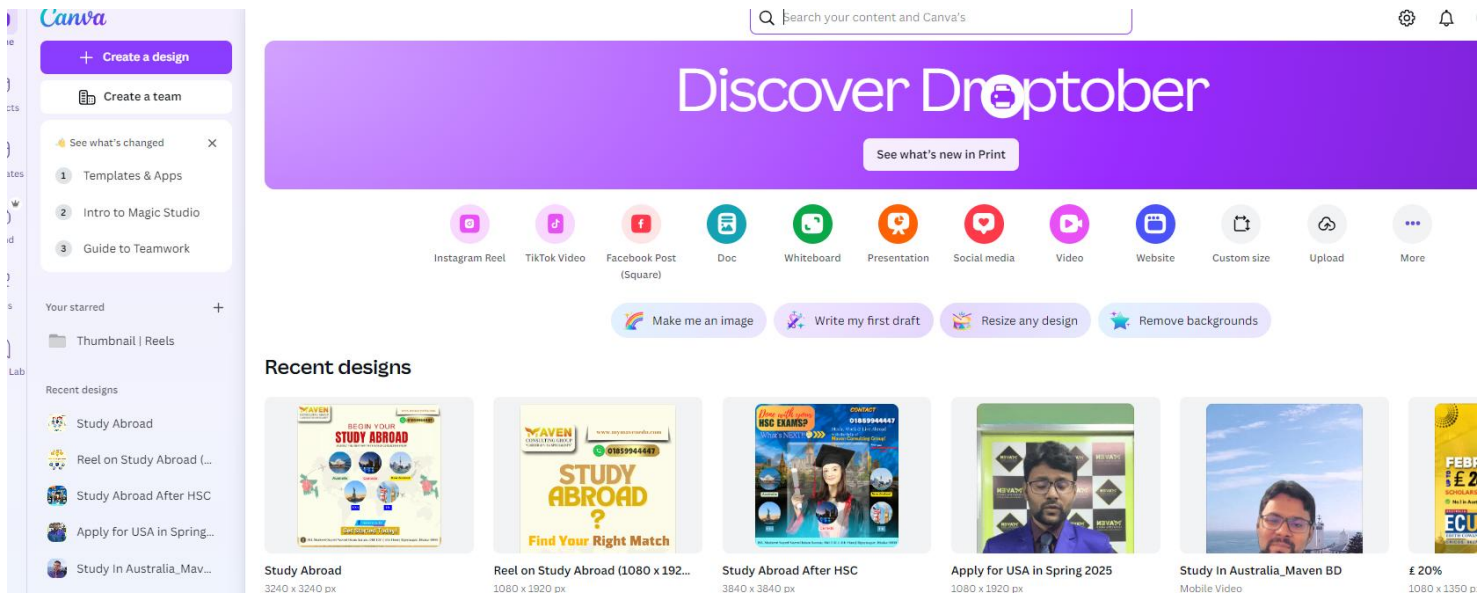
Conclusion and Recommendations

- 5.1 Summary of Findings**: Summarize the key findings from implementing the digital marketing strategy.**
- 5.2 Implications for Digital Marketing in Apparel Startups**: Discuss how this strategy could benefit other apparel startups.**
- 5.3 Recommendations for Future Research**: Suggest areas for further research, such as analyzing long-term brand engagement and exploring additional social media platforms.**

References

Include all sources cited in the literature review, methodology, and any other sections.