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:

Name: Md Shahriar Hossain

Batch: CBF-023 Digital Marketing

Supervised by:

Shaikat Sharma

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.

_____

Name Md Shahriar Hossain

Batch 2nd
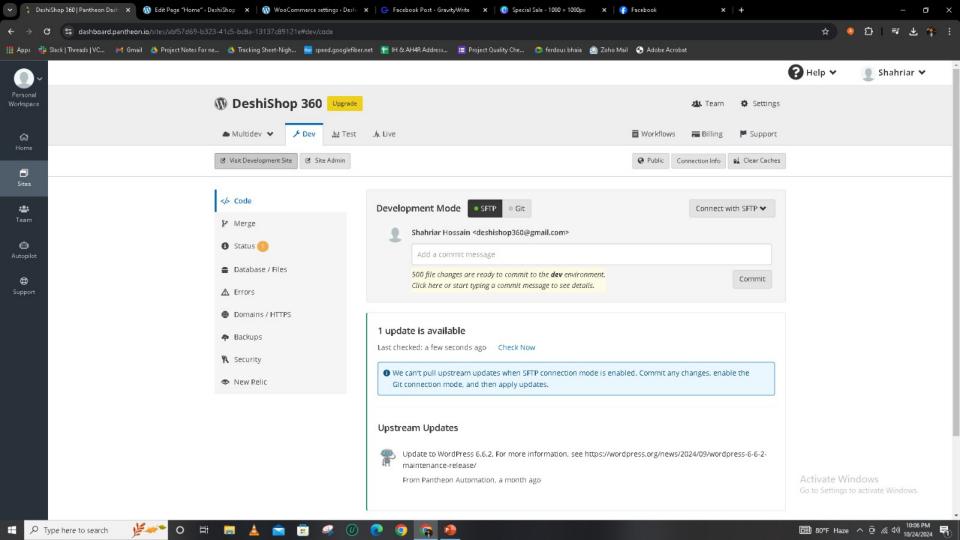
ACKNOWLEDGEMENT
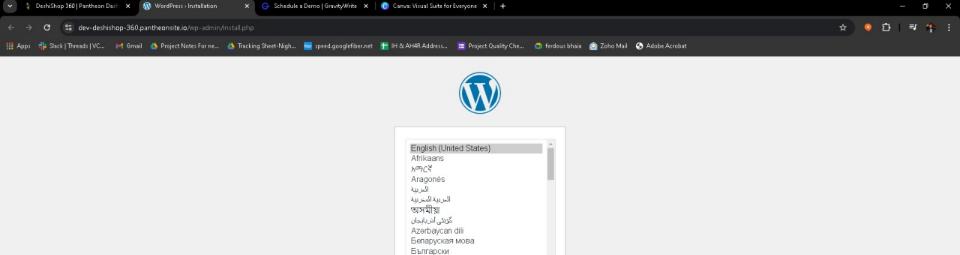
It is our privilege to express our sincerest regards to our project Supervisor, Mr. Shaikat Sharma, for his valuable input, guidance, encouragement, whole-hearted cooperation and constructive criticism throughout the duration of our project. His useful suggestions for this whole work and co-operative 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.

_____

Name Md Shahriar Hossain
Batch 2nd

dashboard.pantheon.io/sites/abf57d69-b323-41c5-bc8a-13137c89121e#/dev/code

Apps | Slack | Threads | VC... | Gmail | Project Notes For ne... | Tracking Sheet-Nigh... | speed.googlefiber.net | IH & AH4R Address... | Project Quality Che... | ferdous bhaia | Zoho Mail | Adobe Acrobat

Help ⌄ | Shahriar ⌄

Personal Workspace

DeshiShop 360 [Upgrade]

Team | Settings

☁ Multidev ⌄ | 🔧 Dev | 📊 Test | ⚡ Live

Workflows | Billing | Support

⟳ Visit Development Site | Site Admin

Public | Connection Info | Clear Caches

Home

Sites

Team

Autopilot

Support

</> **Code**

⑂ **Merge**

ⓘ **Status** 1

🗄 **Database / Files**

⚠ **Errors**

🌐 **Domains / HTTPS**

💾 **Backups**

🔒 **Security**

👁 **New Relic**

Development Mode [● SFTP | ○ Git]

Connect with SFTP ⌄

Shahriar Hossain <deshishop360@gmail.com>

Add a commit message

*500 file changes are ready to commit to the **dev** environment. Click here or start typing a commit message to see details.*

Commit

1 update is available

Last checked: a few seconds ago   Check Now

ⓘ We can't pull upstream updates when SFTP connection mode is enabled. Commit any changes, enable the Git connection mode, and then apply updates.

Upstream Updates

Update to WordPress 6.6.2. For more information, see https://wordpress.org/news/2024/09/wordpress-6-6-2-maintenance-release/

From Pantheon Automation, a month ago

Activate Windows
Go to Settings to activate Windows.

Type here to search

80°F Haze   10:06 PM   10/24/2024

English (United States)
Afrikaans
አማርኛ
Aragonés
العربية
العربية المغربية
অসমীয়া
گؤنئی آذربایجان
Azərbaycan dili
Беларуская мова
Български
বাংলা
བོད་ཡིག
Bosanski
Català
Cebuano
Čeština
Cymraeg
Dansk
Deutsch (Schweiz, Du)
Deutsch

Continue

Welcome

Welcome to the famous five-minute WordPress installation process! Just fill in the information below and you'll be on your way to using the most extendable and powerful personal publishing platform in the world.

Information needed

Please provide the following information. Do not worry, you can always change these settings later.

Site Title	DeshiShop
Username	DeshiShop

Usernames can have only alphanumeric characters, spaces, underscores, hyphens, periods, and the @ symbol.

Password	●●●●●●●●●●	👁 Show

Medium

Important: You will need this password to log in. Please store it in a secure location.

Your Email	deshishop360@gmail.com

Double-check your email address before continuing.

Search engine visibility   ☐ Discourage search engines from indexing this site

It is up to search engines to honor this request.

Install WordPress

Activate Windows
Go to Settings to activate Windows.

Success!

WordPress has been installed. Thank you, and enjoy!

Username	DeshiShop
Password	*Your chosen password.*

Log In

dev-deshishop-360.pantheonsite.io/wp-admin/

DeshiShop   22   0   + New

Howdy, DeshiShop

Dashboard

Screen Options ▼

Help ▼

A new WordPress update is available! Please update from **your Pantheon dashboard**.

For details on applying updates, see the Applying Upstream Updates documentation.
If you need help, contact an administrator for your Pantheon organization.

Dashboard

Home

Updates

Posts

Media

Pages

Comments

Appearance

Plugins

Users

Tools

Settings

Collapse menu

✕ Dismiss

Welcome to WordPress!

Learn more about the 6.6.1 version.

Author rich content with blocks and patterns

Block patterns are pre-configured block layouts. Use them to get inspired or create new pages in a flash.

Add a new page

Customize your entire site with block themes

Design everything on your site — from the header down to the footer, all using blocks and patterns.

Open site editor

Switch up your site's look & feel with Styles

Tweak your site, or give it a whole new look! Get creative — how about a new color palette or font?

Edit styles

Site Health Status   ⌃ ⌄ ⌃

No information yet...

Site health checks will automatically run periodically to gather information about your site. You can also visit the Site Health screen to gather information about your site now.

Quick Draft   ⌃ ⌄ ⌃

Title

Content

What's on your mind?

Drag boxes here

Drag boxes here

Activate Windows
Go to Settings to activate Windows.

At a Glance   ⌃ ⌄ ⌃

Type here to search

How would you like to build
your website?

AI Website Builder

Experience the future of website building. We offer AI features powered by ZipWP to help you build your website 10x faster.

Build with AI →

Classic Starter Templates

Begin the website-building process with our extensive library of professionally designed templates tailored to meet your requirements.

Build with Templates →

Exit to Dashboard

Select features

Select the features you want on this website

Page Builder	Contact Form
Design pages with visual website builder	Allow your visitors to get in touch with you

eCommerce	Donations
Sell your products online **WooCommerce**	Collect donations online from your website

Automation & Integrations	Sales Funnels
Automate your website & tasks	Boost your sales & maximize your profits

Video Player	Free Live Chat
Showcase your videos on your website	Connect with your website visitors for free

Continue →   Back   Skip this step

We are building your website...

1. Installing required theme, plugins, forms, etc.   9%

Activating Spectra plugin.

Back

Congratulations 🎉

Your Website is ready and it took just 1.17 minutes to build.   100%

I just built my website in 1.17 minutes with Starter Templates by @AstraWP.
Can't believe how easy it was!!! 😍

Tweet this 🐦

View Your Website →

Visit Dashboard

Mangools

KWFinder — Keyword Research | SERPChecker — SERP Analysis | SERPWatcher — Rank Tracking | LinkMiner — Backlink Checker | Site Profiler — Site Explorer

Upgrade now   Need help?   D

Search   Import   Lists⁰   History

Help

Search by Keyword | Search by Domain

iphone 16 | Anywhere | Any Language | →

Filter

Related keywords | Autocomplete | Questions

	Keywords	Trend	Search	CPC	PPC	KD
☐	**iphone 16** — seed keyword	+4.1k%	13,700,000	$1.22	90	78
☐ ☆	apple iphone ios 16	-37%	190	$2.47	99	🔍
☐ ☆	ios 16	-46%	96,300	$1.72	2	47
☐ ☆	ios 16 features	-76%	1,700	$2.15	4	56
☐ ☆	apple iphone ios 16.1	-81%	20	N/A	50	43
☐ ☆	iphone 16 pro max	+2.1k%	4,150,000	$1.44	99	43
☐ ☆	apple iphone ios 16 features	-50%	30	$2.23	45	81
☐ ☆	iphone ios 16	-56%	1,900	$1.21	73	46
☐ ☆	iphone ios 16.2	-48%	40	$1.56	50	46
☐ ☆	iphone 16 pro	+3.2k%	2,020,000	$1.26	99	57
☐ ☆	ios 16 download	+7%	22,400	$0.24	4	35

0 / 25   There are more keywords available.   Upgrade

Refresh | Add to list | Export

iphone 16

Anywhere   Any Language

78 / 100   VERY HARD

Keyword Difficulty

Relative values

90m
45m
0
Aug '15   Sep '16   Oct '17   Nov '18   Dec '19   Jan '21   Feb '22   Sep '24

13,700,000 +4.1k%
Search Volume

Monthly Searches | Trends

SERP overview   ⏱ 12 days ago

Analyze SERP

	URL	DA	PA	CF	TF	Links	FB	LPS	EV
1	apple.com/iphone-16/	99	71	51	66	953	442	98	4.1m
2	apple.com/iphone/	99	88	73	87	232k	125k	100	1.7m
3	wired.com/review/apple-iphone...	93	60	34	31	5k	35	69	915.2k
4	macrumors.com/roundup/ipho...	92	63	56	46	56k	792	87	578.1k
5	youtube.com/watch?v=GDlkCkc...	100	70	35	16	226	N/A	67	389.1k
6	tomsguide.com/phones/iphone...	89	51	50	27	173	252	71	285k

+ Load next page

Activate Windows
Go to Settings to activate Windows.

big news

Anywhere | Any Language

81 / 100
VERY HARD

Keyword Difficulty

Relative values

13,000 N/A
Search Volume

Monthly Searches | Trends

SERP overview
Just now | Analyze SERP

	URL	DA	PA	CF	TF	Links	FB	LPS	EV	
1	cnn.com/	95	86	48	48	1m	1m	93	3.9k	
2	nbcnews.com/	93	85	70	82	3m	230k	100	1.6k	
3	abcnews.go.com/	93	79	62	82	606k	130k	100	868	
4	usnews.com/news/top-news	92	62	47	40	411	289	80	548	
5	npr.org/sections/national/	93	69	67	63	3k	396	100	369	
6	apnews.com/	92	75	60	51	558k	165k	96	270	
7	usatoday.com/	94	82	75	72	10m	133k	100	196	

Search by Keyword | Search by Domain

big news

Anywhere | Any Language | →

Filter

Related keywords | Autocomplete | Questions

	Keywords	Trend	Search	CPC	PPC	KD
	big news — seed keyword	N/A	13,000	N/A	N/A	81
	top news			N/A	N/A	🔍
	top news stories			N/A	N/A	100
	top news stories today	-40%	29,900	N/A	N/A	100
	top news stories this week	N/A	1,000	N/A	N/A	88
	top news this week	N/A	1,900	N/A	N/A	81
	top stories	+18%	73,100	N/A	N/A	100
	top new stories	N/A	300	N/A	N/A	82
	top news stories of the day	N/A	1,400	N/A	N/A	88
	big news this week	N/A	390	N/A	N/A	🔍
	major news	N/A	1,500	N/A	N/A	81

Keyword Interest Growth (%)
calculated as a % difference between the average search volume for the months 2024/06 - 2024/08 with the same months one year ago (year-over-year).

0 / 25   There are more keywords available. Upgrade

Refresh | Add to list | Export

Facebook Post

Craft compelling Facebook posts with our AI Tool. Follow the 4A writing formula to engage your audience effectively.

1 🗣️ What is your post about?

iphone 16 in lowest price in the city

2 ⚙️ More Settings

Create Content

Playground

🚨💥 **BIG NEWS:** The iPhone 16 is here, and guess what? We're offering it at the LOWEST price in the city! 📱🎉 Whether you're a tech lover or just need an upgrade, now is the perfect time to get your hands on the latest iPhone without breaking the bank.

Why miss out on this amazing deal? With its stunning camera, sleek design, and powerful features, the iPhone 16 is a must-have this season. Imagine capturing your favorite moments in breathtaking quality and enjoying seamless performance for all your apps and games.

What do you think about the iPhone 16? Are you Team Android or Team iPhone? Let us know in the comments! And don't forget to tag a friend who needs to hear about this deal! 🙌

✍️ Click here to grab your iPhone 16 now: [insert link]

#iPhone16 #BestPrice #TechDeals #SmartphoneGoals #CityShopping #UpgradeYourTech📱✨

Manage Page

DeshiShop

DeshiShop

Professional dashboard

Insights

Ad Center

Create ads

Boost Instagram post

Settings

More tools
Manage your business across Meta apps

Meta Verified

Leads Center

Meta Business Suite

Advertise

DeshiShop

Work and education

Places lived

Page transparency

Family and relationships

Details about you

Life events

Deshishop, Chittagong, Bangladesh, 4203
Address

Muradpur, Chittagong Division, Bangladesh
Service Area

+880 1638-289840
Mobile

deshishop360@gmail.com
Email

Websites and social links

Website address
https://dev-deshishop-360.pantheonsite.io/

+ Add a website

Public   Cancel   Save

⊕ Add social link

Basic info

⊕ Add services

⊕ Add a language

Not yet rated (1 Review)

Open now

Create post

DeshiShop is at DeshiShop

Public

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👉 Click here to grab your iPhone 16 now: [insert link]

#iPhone16 #BestPrice #TechDeals #SmartphoneGoals #CityShopping #UpgradeYourTech📱 ✨

SPECIAL SALE

Add to your post

Boost this post to get more messages
Start more conversations across Messenger, Instagram and WhatsApp that can lead to sales. You'll choose your settings after you click Post.

Schedule your post from **Meta Business Suite.**

Post

DeshiShop is at DeshiShop.
a few seconds ago · Chittagong ·

🔔🌟 BIG NEWS: The iPhone 16 is here, and guess what? We're offering it at the LOWEST price in the city! 📱💸 Whether you're a tech lover or just need an upgrade, now is the perfect time to get your hands on the latest iPhone without breaking the bank.
ONLY FOR FRIDAY (25TH OCTOBER)

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#iPhone16 #BestPrice #TechDeals #SmartphoneGoals #CityShopping #UpgradeYourTech📱✨

SPECIAL SALE

iPhone 16
ONLY FOR FRIDAY

✓ 1 Year Official Warranty
✓ H/K Variant
✓ Brand New Intake

128GB - 1,10,000/-
256GB - 1,30,000/-
512GB - 1,65,000/-

Activate Windows
Go to Settings to activate Windows.