

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)

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 principle Sir Dr. G.S.K. Chakraverty for giving me this wonderful opportunity.

I would like to sincerely thank our Head of Department Mr. N.K. Mahesh, Department of BBA and our guide who helped in this project "Dr. ~~H.~~ Sunil Kumar for being a wonderful mentor of this project.

I would like to thank God, My parents, My friends & my mentor without whose help this project would not have been completed.

I would like to thank the above members from the bottom of my heart because of each and everyone support I was able to complete this project.

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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 organisation

Smart Bridge 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 & apply digital Marketing techniques.
- To know how organisations 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 sessions of digital Marketing, where I was introduced & interacted with the trainees of smart Bridge regarding marketing and Digital Marketing functions in an organisation 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 companies 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 organisation:-

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, values of the organisation:-

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 organisation:-

Smart Bridge offers suitable skill Development & training to young talents before onboarding their first job. Their internship program is designed considering the present industry needs.

Organisational structure:-

Smart Bridge team has accomplished professional trainers who follow organisational 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 organisation :-

Comprising smart sensor 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 organisation :-

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 Smart Bridge i.e. attending Training sessions as per pre-scheduled training calendar.

Participating weekly quiz & completing weekly assignment with respect to Digital Marketing.

Team formation & selection of project topic "Maruti Suzuki Ltd".

Gathering & Analyzing information related to the topic "Maruti Suzuki Ltd".

Attending project - Mentoring sessions and designing & creating facebook pages, and Instagram stories.

Creating facebook & Instagram reels for Business Marketing.

Drafting a project video demonstration & preparation of final report.

Submission of team project via uploading the project files in Github Repository of the team.

Topic:
 1. What is the role of marketing in business?
 2. Explain the concept of branding.
 3. Explain the concept of market segmentation.
 4. Explain the concept of market targeting.
 5. Explain the concept of market positioning.
 6. Explain the concept of market orientation.
 7. Explain the concept of market research.
 8. Explain the concept of market analysis.
 9. Explain the concept of market strategy.
 10. Explain the concept of market segmentation.
 11. Explain the concept of market targeting.
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 98. Explain the concept of market research.
 99. Explain the concept of market analysis.
 100. Explain the concept of market strategy.

COMPREHENSIVE DIGITAL MARKETING PROJECT WORK ON MARUTI SUZUKI





TEAM DETAILS

COLLEGE: DR.LANKAPALLI BULLAYYA COLLEGE

TEAM LEAD : KUNAL PATEL

TEAM MEMBERS: J.GAYATHRI

S.V.SRUTHI

B.SANJANA

K.GYANA AKSHAYA

TEAM ID: LTVIP2024TMID24148

ABOUT OUR PROJECT

COMPANY/TOPIC FOR PROJECT: MARUTI SUZUKI INDIA LTD.

LEARNING PLATFORM : SMARTINTERNZ.

STREAM : DIGITAL MARKETING.

BRAND LOGO :  MARUTI SUZUKI

BRAND COLOUR : SILVER & BLUE

BRAND TAGLINE : “WAY OF LIFE”.

BRAND WEBSITE : www.marutisuzuki.com

INTRODUCTION

Maruti Suzuki is synonymous with the Indian automotive industry. It has evolved from being a pioneer in the mass market segment to a brand that caters to a wide spectrum of consumers. Let's delve into a comprehensive brand study:

Brand Overview

- **Core Business:** Manufacturing and selling passenger vehicles in India.
- **Target Audience:** Historically focused on the mass market, but has expanded to include a wider demographic.
- **Brand Positioning:** Initially positioned as an affordable, reliable, and fuel-efficient brand. Now expanding into premium and SUV segments.
- **Brand Values:** Trust, reliability, value for money, customer satisfaction.

Brand History and Evolution

- **Early Years:** Introduced the iconic **Maruti 800**, revolutionizing personal mobility in India.
- **Market Leadership:** Became the dominant player in the Indian passenger car market.
- **Product Expansion:** Diversified into various segments with models like **Alto**, **Swift**, **Dzire**, and **WagonR**.
- **Premium Push:** Launched premium models like **Baleno**, **Ciaz**, and **Vitara Brezza**.
- **Electric Vehicle Focus:** Entered the EV segment with the launch of the **Fronx**.

Mission

To modernize the Indian automobile industry by developing and selling affordable, fuel-efficient vehicles at a large scale to support economic growth through market penetration, product development, and value delivery.

Core Brand Values

- **Customer Focus:** Placing the customer at the heart of all operations, understanding their needs, and exceeding expectations.
- **Trustworthiness:** Building strong relationships based on honesty, integrity, and reliability.
- **Innovation:** Continuously seeking new ideas and technologies to improve products and services.
- **Efficiency:** Optimizing processes and resources to deliver maximum value.
- **Affordability:** Making quality vehicles accessible to a wide range of customers.

Unique Selling Proposition (USP)

Reliability and Low Maintenance.

fuel-efficient vehicles.

Extensive dealers and Service networks.

High resale value.

Analysis of the Tagline

Maruti Suzuki's tagline, "**Way of Life**," is a powerful statement that encapsulates the brand's deep integration into the lives of Indian consumers.

Key implications of the tagline

- **Emotional connection:** The tagline suggests that a Maruti Suzuki car is more than just a mode of transport; it's an integral part of people's daily lives and experiences.
- **Lifestyle brand:** It positions Maruti Suzuki as a lifestyle brand rather than just a car manufacturer, associating the brand with various aspects of consumers' lives.
- **Long-term commitment:** The tagline implies a long-term relationship with customers, suggesting that Maruti Suzuki is committed to being a part of their lives for years to come.

Effectiveness of the Tagline

The "Way of Life" tagline has been highly effective for Maruti Suzuki for several reasons:

- **Resonance with consumers:** It accurately reflects the brand's position as a mass-market leader, connecting with a wide range of consumers.
- **Brand building:** It has contributed to building a strong and enduring brand image.
- **Versatility:** The tagline can be adapted to different marketing campaigns and product launches.

However, as the automotive industry evolves and consumer preferences change, it's essential for Maruti Suzuki to continuously evaluate the effectiveness of its tagline and consider potential updates or refinements.

COMPETITORS ANALYSIS

Maruti Suzuki is the undisputed leader in the Indian passenger car market, but it faces stiff competition from several strong players. Here are the major brands that compete directly with Maruti Suzuki:

Tata Motors: Known for its robust build quality and recent focus on design, Tata has made significant inroads into the market with models like Nexon, Tiago, and Harrier.

Hyundai: A strong contender with a wide range of models, Hyundai offers stylish designs, advanced features, and good after-sales service.

Mahindra: Primarily known for SUVs, Mahindra has expanded its portfolio to include smaller cars. Their robust build and off-road capabilities are their strengths.

Kia: A relatively new entrant, Kia has quickly gained popularity with its modern designs and feature-rich cars.

Toyota: Known for reliability and durability, Toyota offers a strong lineup of cars in India.

Honda: With a focus on technology and driving experience, Honda competes primarily in the premium segment.

BUYERS PERSONA

Understanding the target audience is crucial for effective marketing. Here are two primary buyer personas for Maruti Suzuki

Persona 1: The First-Time Car Buyer

Demographics: Young professionals, aged 22-30, middle-income families.

Needs: Affordable, fuel-efficient car for daily commute, safety features, easy maintenance.

Motivations: Independence, status symbol, practicality.

Challenges: Limited budget, lack of car knowledge.

Persona 2: The Upgrading Family

Demographics: Married couples with children, aged 30-45, upper-middle-income families.

Needs: Spacious car for family, safety features, comfort, boot space.

Motivations: Family safety, comfort, status.

Challenges: Balancing budget with features, trade-in value.

CAR VERSIONS

 MARUTI SUZUKI



SEO & KEYWORD RESEARCH

SEARCH ENGINE OPTIMISATION

Maruti is one of the most successful automobile companies in India has worked immensely on optimizing its platform to rank on the search engine. Whenever someone searches for Keywords like “ Cars, Best Cars or anything related to Car and vehicles” the chances of results showing Maruti's article are very high. And this is all possible because Maruti has put a lot of effort into SEO.

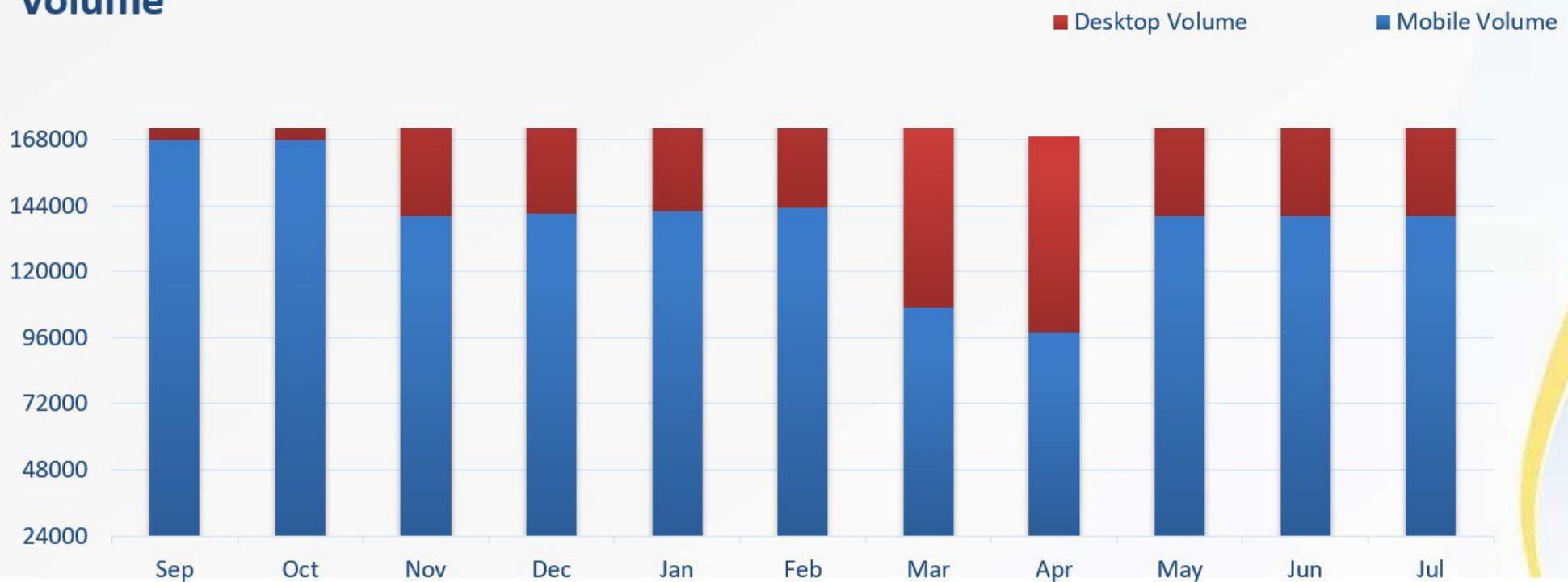
As per Ubersuggest, a keyword tool by Neil Patel, Maruti has a search volume of 135000 while 55837 people click on SEO results in India.

The average web page that ranks in the top 10 has 290 backlinks and a domain score of 75. These stats are really amazing.

The graph below shows the monthly search volume of Maruti. As per the latest results in the month of July, Maruti had a total of 135000 searches, out of which 54726 were mobile searches while 80274 desktop searches.

Maruti Suzuki Marketing Case Study - Target Audience - Search Engine Optimisation - Volume

Volume



Ubersuggest gives an overall idea of keywords for which Maruti is being searched over the internet. The graph below shows Different keywords and their search volume.

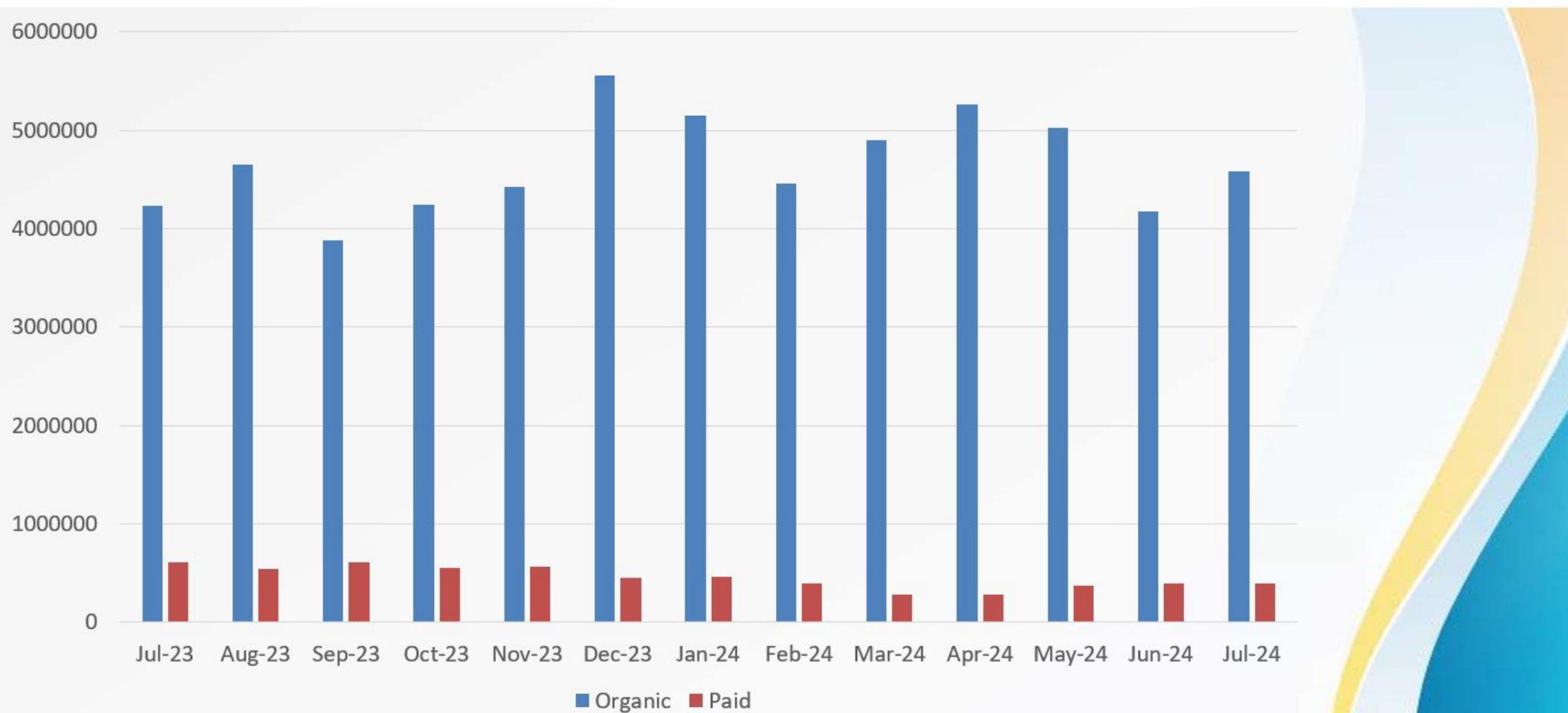
Keyword	Volume	CPC
Maruti Suzuki	550,000	Rs. 3.06
Maruti Share price	450,000	Rs. 1.95
Maruti s presso	165,000	Rs. 4.58
Maruti Suzuki car	165,000	Rs. 9.59
Maruti	135,000	Rs. 7.98
Maruti Suzuki Baleno	135,000	Rs. 5.94
Maruti courier	110,000	Rs. 41.88

SEO AUDIT



1. Reference everything.
2. Include a reference section.
3. Use figures, visuals, and text stylization.
4. Contextualize the audit.
5. Include positive and negative findings.
6. Ensure every issue incorporates the five C's of observations.
7. Include detailed observations.

ORGANIC & PAID TRAFFIC OF MARUTI SUZUKI WORLDWIDE



Below is the list of top pages for which marutisuzuki.com ranks.

SEO TITLE	EST. VISITS
URL	
Maruti Suzuki Cars in India – ARENA , NEXA, TRUE VALUE... marutisuzuki.com/	152,488
Maruti Suzuki Wagon R : Wagon R Features, Specifications... marutisuzuki.com/channels/arena/hatchbacks/wagonr	50,709
Maruti Suzuki S-Presso : S-Presso Features,Specifications... marutisuzuki.com/channels/arena/suvs-muvs/s-presso	45,260
Alto Features, Specifications, Colours and...- Maruti Suzuki Alto marutisuzuki.com/channels/arena/hatchbacks/alto	45,247
Swift Features, Specifications, Colours...- Maruti Suzuki Swift marutisuzuki.com/channels/arena/hatchbacks/swift	38,263

Backlinks of Maruti

It's great that Maruti receives backlinks from around 37803 distinct domains. The backbone of Maruti Suzuki's top search engine position is all these backlinks.

Backlinks: marutisuzuki.com

DOMAIN SCORE	BACKLINKS
75	37,083

NoFollow: 13,801

On Page Optimization

On-page optimization for Maruti Suzuki, or any other website, involves several key strategies to improve the website's visibility in search engine results and enhance the user experience. Here's a breakdown of the main components:

Keyword Optimization:

Identify relevant keywords and phrases that potential customers might use to search for Maruti Suzuki vehicles. This includes model names(eg., "Maruti Suzuki Swift"), features(eg., "Fuel-efficient cars"), and buyer intent keywords(eg., "Best cars under 10lakhs").

Meta Tags Optimization:

Ensure each page has a unique, descriptive title tag that includes the primary keyword(eg., "Maruti Suzuki Swift – Best Fuel – Efficient hatchbacks").

Content Quality & Relevance:

Create high quality, informative content that addresses the needs and questions of potential customers. This could include product description, blog post, FAQs, and how-to guides. Use multimedia(images, videos, infographics) to engage visitors and make the content more dynamic. Use internal links to connect related content within the website, helping both users and search engines navigate the site more effectively.

Technical SEO:

Ensure that the website loads quickly, as page speed is a crucial ranking factor. Ensure the website provides a seamless experience on mobile devices. Use clean, descriptive URLs that includes relevant keywords and avoid unnecessary characters or parameters.

User Experience:

Create a user friendly navigation structure that allows visitors to easily find the information they are looking for. Use clean and compelling Call to Action(CTAs) to guide users towards desired actions, such as booking a test drive or contacting a dealership. Ensure the design of the website is clean, professional, and aligned with Maruti Suzuki's brand identity.

Image Optimization:

Use descriptive alt text for all images, including relevant keywords. Name image files appropriately by using keywords(eg., "maruti-suzuki-swift-front-view.jpg"). Compress images to reduce load time without compromising quality.

Content Updates:

Regularly update content to keep it current and relevant. Search engines favor websites that continuously refresh their content. Expand on existing content to cover more in-depth topics related to Maruti Suzuki's vehicles and services.

Analytics & Monitoring:

Use tools like Google Analytics and Google Search Console to monitor the performance of the on-page SEO efforts and make data-driven adjustments as needed.

By implementing these On-Page Optimization strategies, Maruti Suzuki can improve its search engine rankings, attract more visitors, and ultimately, drive more conversions on its website.

HERE ARE SOME CONTENT IDEAS FOR MARUTI SUZUKI TO ENGAGE THEIR AUDIENCE AND ENHANCE SEO

Vehicle Reviews and Comparisons

- Model Reviews: Detailed reviews of various Maruti Suzuki models, highlighting features, performance, and user experiences.
- Comparative Articles: Compare Maruti Suzuki vehicles with competitors' models (e.g., "Maruti Suzuki Swift vs Hyundai i20").

Buying Guides and Tips

- How to Choose the Right Maruti Suzuki Model: A guide to selecting the best vehicle based on needs and budget.
- First-Time Car Buyer Tips: Advice for first-time buyers on what to look for in a Maruti Suzuki car.

Maintenance and Care

- Maintenance Tips: Best practices for maintaining Maruti Suzuki vehicles to ensure longevity and performance.
- DIY Repair Guides : Step-by-step instructions for common DIY repairs and maintenance tasks.

Customer Stories and Testimonials

- Owner Experiences: Feature stories and testimonials from Maruti Suzuki owners about their experiences and satisfaction.
- Video Testimonials: Short video interviews with customers sharing their positive experiences with Maruti Suzuki vehicles.

Industry News and Updates

- New Launches: Announce and provide details about upcoming Maruti Suzuki models and features.
- Automotive Trends: Insights into trends and innovations in the automotive industry, including Maruti Suzuki's role.

MONTHLY CONTENT PLAN SOCIAL MEDIA

MONTH: JULY

WEEK 1

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	Social media focus on digital presence Ex- Instagram, Facebook.	Strengthen /kick start your social media strategy to increase reach	Product spotlight	Live question & answers	Poll or quiz
<u>WEEK 2</u>	Introduction to reels	Video tutorial & creating interactive content	Video	Customer view	Customer's questions & answers
<u>WEEK 3</u>	Podcast	Live question & answer	Before & after	Infographic	Short quiz
<u>WEEK 4</u>	Community spotlight	Sharing a blog post	Interactive poll	Thankful Thursday	Educational video

MARKETING STRATEGIES FOR MARUTI SUZUKI



Digital Marketing

- Search Engine Optimization (SEO): Optimize website content with targeted keywords to improve organic search rankings and drive traffic.
- Content Marketing: Create and share valuable content, including blog posts, videos, and infographics, to attract and engage potential customers.
- Social Media Marketing: Use platforms like Facebook, Instagram, Twitter, and LinkedIn to promote new models, share customer stories, and engage with the audience.
- Email Marketing: Send targeted emails with updates on new launches, promotions, and personalized offers to subscribers.

Paid Advertising

- Search Engine Marketing (SEM): Use Google Ads and Bing Ads to target specific keywords and drive traffic to landing pages or promotions.
- Social Media Ads: Run paid campaigns on social media platforms to reach targeted demographics and boost brand visibility.
- Display Advertising: Use banner ads on relevant websites and automotive forums to capture potential leads.

Influencer & Affiliate Marketing

- Influencer Partnerships: Collaborate with automotive influencers and bloggers to review and promote Maruti Suzuki vehicles.
- Affiliate Programs: Partner with automotive websites and review platforms to drive traffic and sales through affiliate links.

Traditional Advertising

- Television and Radio: Invest in TV and radio ads to reach a broad audience with brand messaging and promotions.
- Print Media: Use newspapers, magazines, and automotive publications to target potential customers with in-depth articles and ads.

Experimental Marketing

- Test Drive Events: Organize events where potential customers can test drive Maruti Suzuki vehicles and experience their features firsthand.
- Auto Shows: Participate in automotive expos and shows to showcase new models and innovations.

CONTENT CREATION & CURATION



MARUTI SUZUKI

INSTAGRAM STORY :

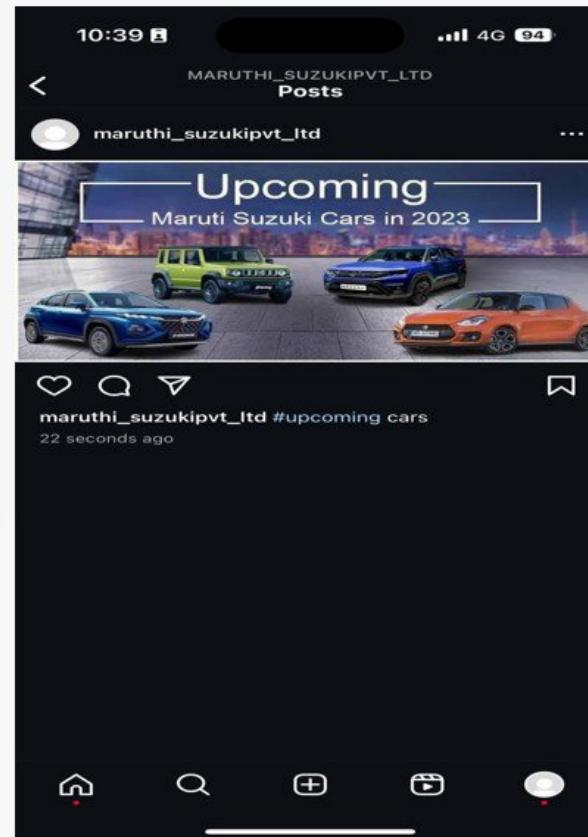


https://www.instagram.com/stories/maruthi_suzukipvt_ltd/3429880372612413151?utm_source=ig_story_item_share&igsh=YjRsZHA0enNmYjZx

CONTENT CREATION & CURATION



INSTAGRAM POST CREATION:

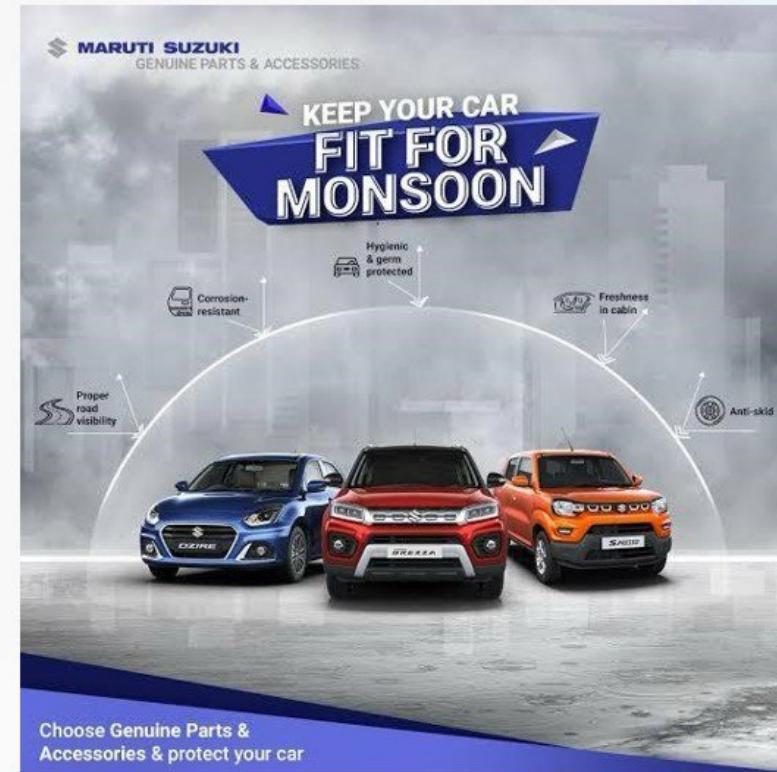


<https://www.instagram.com/p/C-ZYnZdJK84OUzhHIDlw6ZFty5KYoAL-NtSgYs0/?igsh=MmJhbDBvcXI5cjFt>

CONTENT CREATION & CURATION



SOCIAL MEDIA AD CAMPAIGNS:



CONTENT CREATION & CURATION



SOCIAL MEDIA AD CAMPAIGNS:



CONTENT CREATION & CURATION



SOCIAL MEDIA AD CAMPAIGNS:



EMAIL AD CAMPAIGN



HOME CORPORATE SALES SERVICE MORE FROM US IMPORTANT CUSTOMER INFO ENGAGE

1800 102 1800
contact@maruti.co.in

CONNECT TO NEAREST MARUTI SUZUKI SHOWROOMS

COMPETENT AUTOMOBILES CO. LTD.

F- 14 COMPETENT HOUSEMIDDLE CIRCLE,DELHI

1905226565

[BOOK NOW](#)

T.R. SAWHNEY MOTORS PVT LTD

MAIN RING ROADINDER PRASTHA,DELHI

9999399108

[BOOK NOW](#)

MAGIC AUTO PVT LTD

7/56 DESBANDHU GUPTA ROADKAROLBAGH
NEW DELHI,DELHI

011-47777777

[BOOK NOW](#)

EMAIL AD CAMPAIGN



HOME CORPORATE SALES SERVICE MORE FROM US IMPORTANT CUSTOMER INFO ENGAGE

1800 102 1800
contact@maruti.co.in

CONNECT TO NEAREST MARUTI SUZUKI SHOWROOMS

VARUN MOTORS PVT LTD

Varun Towers 10-50-22/1 Kasturbamarg, ANDHRA PRADESH

9885565922

[BOOK NOW](#)

JAYABHERI AUTOMOTIVES PVT. LTD.

DOOR NO 54-20-9 NH-5 VISHAKHAPATNAM, ANDHRA PRADESH

8008333560

[BOOK NOW](#)

VARUN MOTORS PVT LTD

D.NO.-37-5-88/1 VARUN POINT MANCHUKONDA GARDENS, ANDHRA PRADESH

9885565922

[BOOK NOW](#)

LESSON LEARNED



Consistency is Key

Consistency in content creation helps to establish brand recognition and build a loyal audience. Maintaining a consistent brand voice, visual identity, and posting schedule creates a cohesive brand experience for the audience.

Quality over Quantity

While it's important to consistently create content, focusing on quality should take precedence over quantity. Well-produced and thoughtful content tends to have a more significant impact and can lead to higher engagement and brand loyalty.

Building Relationships and Collaborations

Collaboration with influencers, partners, or customers can provide fresh perspectives and expand the reach of the brand's content. Collaborations help tap into new audiences, bring in diverse ideas, and create engaging content.

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 & measurable results & types of Digital Marketing	Sukhe
9/07/24 Day - 2 Tuesday	Organizational Culture.	Learned about Brand awareness, Targeted audience & Targeted advertising & Business growth.	Sukhe
10/07/24 Day - 3 Wednesday	Digital Marketing vs Traditional Marketing	Advantages of Digital Marketing & Traditional marketing and Disadvantages	Sukhe
11/07/24 Day - 4 Thursday	Introduction to Search Engine Optimization (SEO)	Learned about SEO, website designing, Hierarchical theory and Keyword Research	Sukhe
12/07/24 Day - 5 Friday	Introduction to Technical SEO	Technical SEO, Key elements and Introduction to social media marketing.	Sukhe
13/07/24 Day - 6 Saturday	Revised all the topics discussed.	Prepared weekly report	Sukhe

WEEKLY REPORT

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

Objective of the Activity Done:

Obtained Knowledge about Digital Marketing, Organizational culture, Digital Marketing vs Traditional marketing, SEO & 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
① Multimedia Messaging
② Email Marketing
③ 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 & their advantages & 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 & 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 & 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.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
15/7/24 Day - 1 Monday	Introduction to Facebook Marketing	Learned about Facebook marketing and its key aspects.	SuLL✓
16/7/24 Day - 2 Tuesday	Facebook Analytics and Advertising on Facebook	An idea about facebook marketing how advertising work on facebook and facebook analytics	SuLL✓
17/7/24 Day - 3 Wednesday	Revision	Revision	SuLL✓
18/7/24 Day - 4 Thursday	Instagram and Twitter Marketing	Learned about Instagram marketing strategy, Twitter Marketing strategies	SuLL✓
19/7/24 Day - 5 Friday	LinkedIn Marketing	Learned about defining company page goals, establishing of content governance guidelines	SuLL✓
20/7/24 Day - 6 Saturday	Revision of Explained topics	Facebook Analytics, Instagram Analytics, optimizing Twitter profile LinkedIn	SuLL✓

WEEKLY REPORT

WEEK - 2 (From Dt.. 15/9/24... to Dt... 20/9/24)

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

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 (a) Photo ads, (b) Video ads
(c) Slideshow ads, (d) Messenger ads & many more.

I also learnt about cost of advertising on Facebook & 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 a Instagram business account, types of Instagram posts, 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
22/7/24 Day - 1 Monday	Introduction to Pay-Per click Advertising and Google Ads.	Learned about PPC advertising, its user and Google Ads overview, creating effective ads.	Sunita
23/7/24 Day - 2 Tuesday	Introduction to E-Mail Marketing	An idea about E-mail Marketing, its benefits for business and organization.	Sunita
24/7/24 Day - 3 Wednesday	E-Mail Marketing Automation	What is E-Mail marketing Automation? Its benefit metrics, to monitor and examples.	Sunita
25/7/24 Day - 4 Thursday	Introduction to Content Marketing	Learned about content and distribution, content calendar, content audit etc.	Sunita
26/7/24 Day - 5 Friday	Introduction to Video Marketing	An idea about video marketing benefits, steps and key facts of video marketing.	Sunita
27/7/24 Day - 6 Saturday	Solved a case study	Social Media Marketing.	Sunita

WEEKLY REPORT

WEEK - 3 (From Dt. 22/7/24. to Dt. 23/7/24.)

Objective of the Activity Done: Gained knowledge about Pay-per click Advertising, E-mail Marketing, E-mail 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 and goal of PPC Advertising. I also learnt about uses of PPC Advertising like precise Targeting, cost-effective, Real-Time measurement & 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 & 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 business and organisations for cost effectiveness. Targeted campaigns 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 and specific, measurable, achievable relevant and time-bound (SMART) goals and content types, 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 facts. 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
29/7/24 Day - 1 Monday	Creating video on social Media and content Marketing	learnt about video marketing measures and monitoring of content marketing	Sunita
30/7/24 Day - 2 Tuesday	Introduction to Digital Marketing Analysis	An idea about Digital Marketing Analytics	Sunita
31/7/24 Day - 3 Wednesday	Introduction to Google Analytics	learnt about importance of google analytics & configuring goals & events	Sunita
1/8/24 Day - 4 Thursday	Setting & using google analytics	learnt about E-commerce Tracking, conversion tracking, Multi-channel funnels etc.	Sunita
2/8/24 Day - 5 Friday	Develop a Digital Marketing strategy	An idea about planning and budgeting for a Digital Marketing campaign	Sunita
3/8/24 Day - 6 Saturday	Solved a case study.	Digital Marketing campaign	Sunita

WEEKLY REPORT

WEEK - 4 (From Dt. 29/7/24.. to Dt. 3/8/24.)

Objective of the Activity Done: Learned knowledge about creating videos on social media, Digital Marketing Analytics, google analytics & Digital analytics
Detailed Report: strategy.

In the fourth week of Internship programme. I was taught how to create videos on social-media & what is video marketing. Benefits of video marketing like - Social media engagement website traffic leads & sales & mobile user targeting. I also learnt about measurement & monitoring of content Marketing, metrics for content marketing such as (a) Traffic metrics (b) Engagement metrics (c) SEO metrics (d) Sales metrics.... etc.

I also learnt about Digital marketing analytics & analytics for decision making like - Identifying pattern, 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 & 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 & Budgeting for a Digital Marketing campaign & 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 problems and gather related information	Learned to identify the Problems	SuN
6/8/24 Day - 2 Tuesday	Came across the vision and Mission of "Maruti Suzuki LTD"	Understood the vision of "Maruti Suzuki"	SuN
7/8/24 Day - 3 Wednesday	Analysed their Brand logo	We got to know about the logo & its meaning	SuN
8/8/24 Day - 4 Thursday	Analysed search engine optimization (SEO) of "Maruti Suzuki" LTD	Understood the SEO of Maruti Suzuki LTD.	SuN
9/8/24 Day - 5 Friday	Identification of their competitors.	We got to know about their competitors	SuN
10/8/24 Day - 6 Saturday	Analysed SEO, Keyword research, Brand logo and competitors of Maruti Suzuki LTD.	Learned about their strategies	SuN

WEEKLY REPORT

WEEK - 5 (From Dt. 5/8/24... to Dt. 10/8/24.)

Objective of the Activity Done: Identification of vision & Mission of "Maruti Suzuki LTD".

Detailed Report:

In the 5th week we tried to identify the main purpose of "Maruti Suzuki / LTD".

Day 1:- We tried to identify problems and gathered information related to it.

Day 2:- We discussed and came across the vision & mission of Maruti Suzuki LTD.

Day 3:- We discussed & Analysed their Brand logo and main meaning of their Brand logo.

Day 4:- We Analysed SEO (Search Engine Optimization) of Maruti Suzuki LTD.

Day 5:- We identified their competitors and Analysed them to overcome them.

Day 6:- Analysed SEO, keyword Research, Brand logo and competitors of Maruti Suzuki LTD".

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	Smt ✓
13/8/24 Day - 2 Tuesday	Process of conducting keywords Research and their ideas.	Learned about keywords Research Ideas	frv ✓
14/8/24 Day - 3 Wednesday	Identification of their Marketing Strategies	Known about their Marketing strategies	✓
15/8/24 Day - 4 Thursday	Creation of Instagram stories for Research about "Maruti Suzuki limited".	Learned how to create the Instagram stories.	Smt ✓
16/8/24 Day - 5 Friday	Report Writing	Completed the report writing	frv ✓
17/8/24 Day - 6 Saturday	Report writing (Lastly attended a grand Test).	Completed the report writing.	✓

WEEKLY REPORT

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

Objective of the Activity Done: Research on "Maruti Suzuki LTD".

Detailed Report:

In this last week we have done the Research about "Maruti Suzuki LTD".

Day 1:- We have identified various Responsibilities of Maruti Suzuki LTD and their main purpose.

Day 2:- We have learnt the process of conducting Research on keywords and their ideas related to it.

Day 3:- We have identified their different Marketing strategies and how to Research and Reachout people.

Day 4:- We have learned to create Instagram stories for Research & people opinion on "Maruti Suzuki LTD".

Day 5:- We have discussed and wrote Report.

Day 6:- Again we wrote report on whatever the information we have gathered.

Lastly attended a grand Test.

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 exposure to real-world projects has not only sharpened technical abilities but has also improved my communication skills & project management skills.

The work environment fostered a collaborative atmosphere with clear task-roles, well-defined protocols & structured procedures. The facilities were equipped with necessary tools for Digital Marketing. Team members contributed mutual support & teamwork, contributing to 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 will about to stop videos is an important part of the Marketer strategy.
- ②. Search Engine Optimization :- Search Engine Optimization (SEO) 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 game.
- ④. Data & Analytics :- Analytics will be central to your strategy & 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. Email Marketing :- Email 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 :- Coordinating tasks, setting goals & 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 efficiently allocating resources.
- ⑤. problem solving as a team?- Addressing challenges collectively & finding solutions through group discussions & collaborations.
- ⑥. Adaptability!- Being flexible & adapting to changes in project scope.
- ⑦. Quality Assurance!- Ensuring the accuracy & 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 & findings.
- 2) Team collaboration:- Collaborating with the team members to share information discuss project updates.
- 3) Written communication:- Crafting clear & concise reports, documentation & emails related to the Digital Marketing processes.
- 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 & 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 Smart Bridge Interns, I have identified key areas for enhancing my abilities in group discussions, team participation & leadership.

To improve my contribution in group discussions, aiming to actively listen to others, ask insightful questions & share my opinions, perspectives clearly and effectively. As a team member / mentor, I plan strengthen collaboration by proactively offering support, leveraging my technical skills and embracing different viewpoints 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 as 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 & Remote collaboration to AI and business data analytics, new technology has and continues to greatly impact digital Marketing. To start, more and more devices than ever before are connected to the Internet.

Digital Marketers are adopting a multi-channel, multi-device approach to accurately track consumers through their entire buyer's journey. Machine learning offers impressive tracking and analytical capabilities. Digital Marketers must rise to the challenges of 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 every day. It can be challenging to keep up with the latest trends & innovations.