

Industrial Internship Report on
”Digital Marketing”
Prepared by
A.M.Nafeshathul Humaira

TABLE OF CONTENTS

1	Preface	3
2	Introduction	4
2.1	About UniConverge Technologies Pvt Ltd.....	4
2.2	About upskill Campus.....	9
2.3	Objective.....	11
3	Executive Summary.....	12
4	Methodology.....	13
5	Results and Analysis.....	15
6	Conclusion.....	23

1 Preface

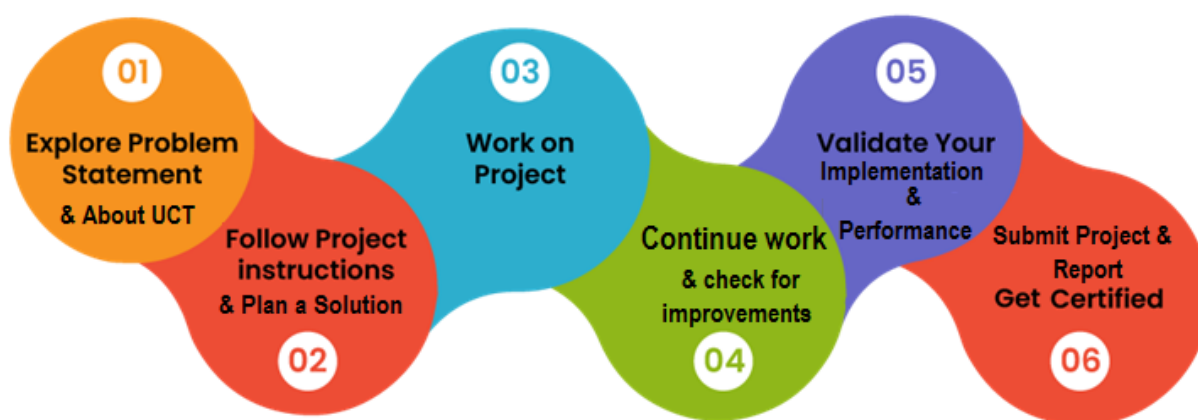
Summary of the whole 6 weeks' work.

About need of relevant Internship in career development.

Brief about Your project/problem statement.

Opportunity given by USC/UCT.

How Program was planned



Your Learnings and overall experience.

Thank to all , who have helped you directly or indirectly.

Your message to your juniors and peers.

2 Introduction

2.1 About UniConverge Technologies Pvt Ltd

A company established in 2013 and working in Digital Transformation domain and providing Industrial solutions with prime focus on sustainability and RoI.

For developing its products and solutions it is leveraging various **Cutting Edge Technologies e.g. Internet of Things (IoT), Cyber Security, Cloud computing (AWS, Azure), Machine Learning, Communication Technologies (4G/5G/LoRaWAN), Java Full Stack, Python, Front end etc.**



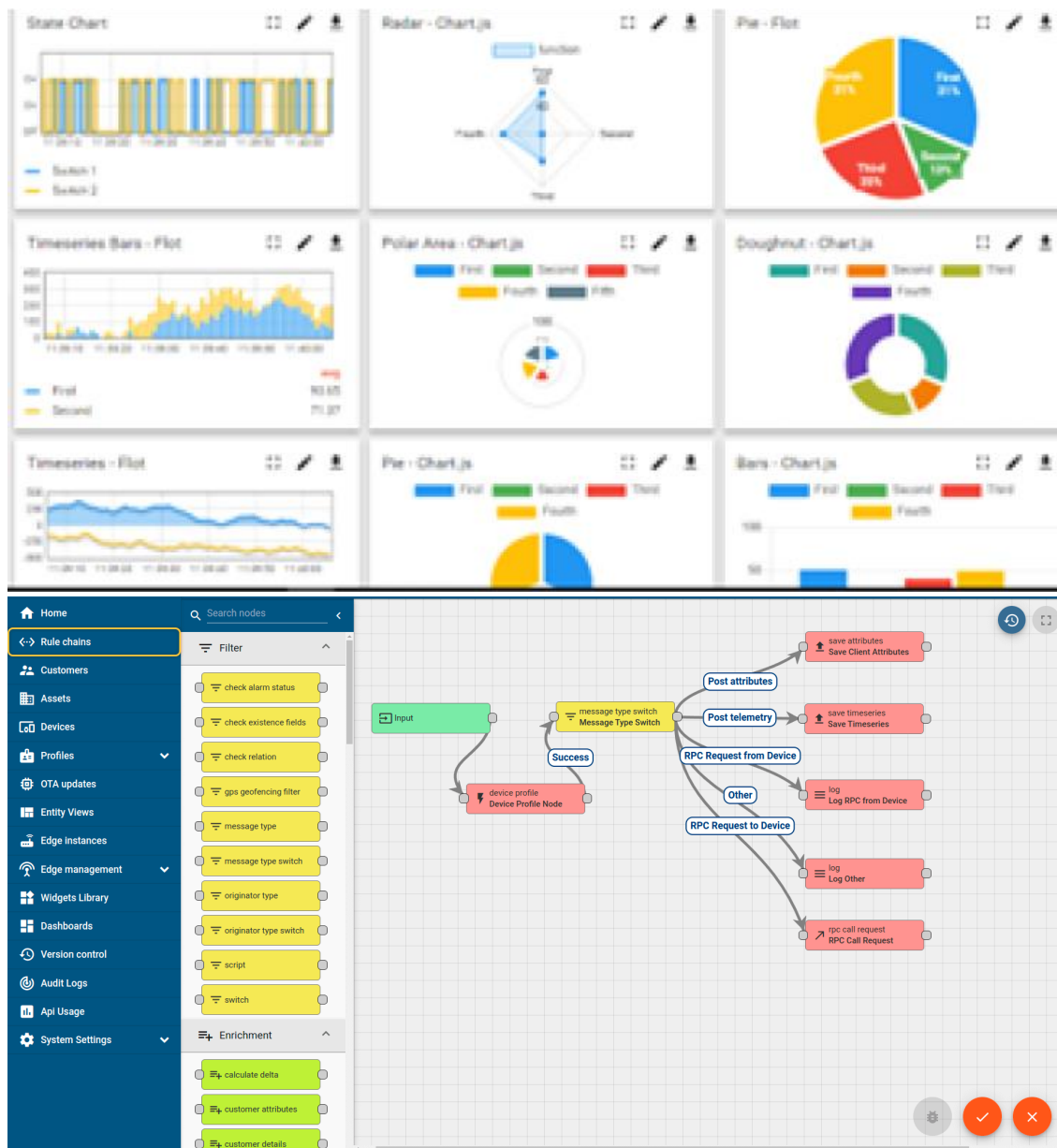
i. UCT IoT Platform ()

UCT Insight is an IOT platform designed for quick deployment of IOT applications on the same time providing valuable “insight” for your process/business. It has been built in Java for backend and ReactJS for Front end. It has support for MySQL and various NoSql Databases.

- It enables device connectivity via industry standard IoT protocols - MQTT, CoAP, HTTP, Modbus TCP, OPC UA
- It supports both cloud and on-premises deployments.

It has features to

- Build Your own dashboard
- Analytics and Reporting
- Alert and Notification
- Integration with third party application (Power BI, SAP, ERP)
- Rule Engine



FACTORY **WATCH**

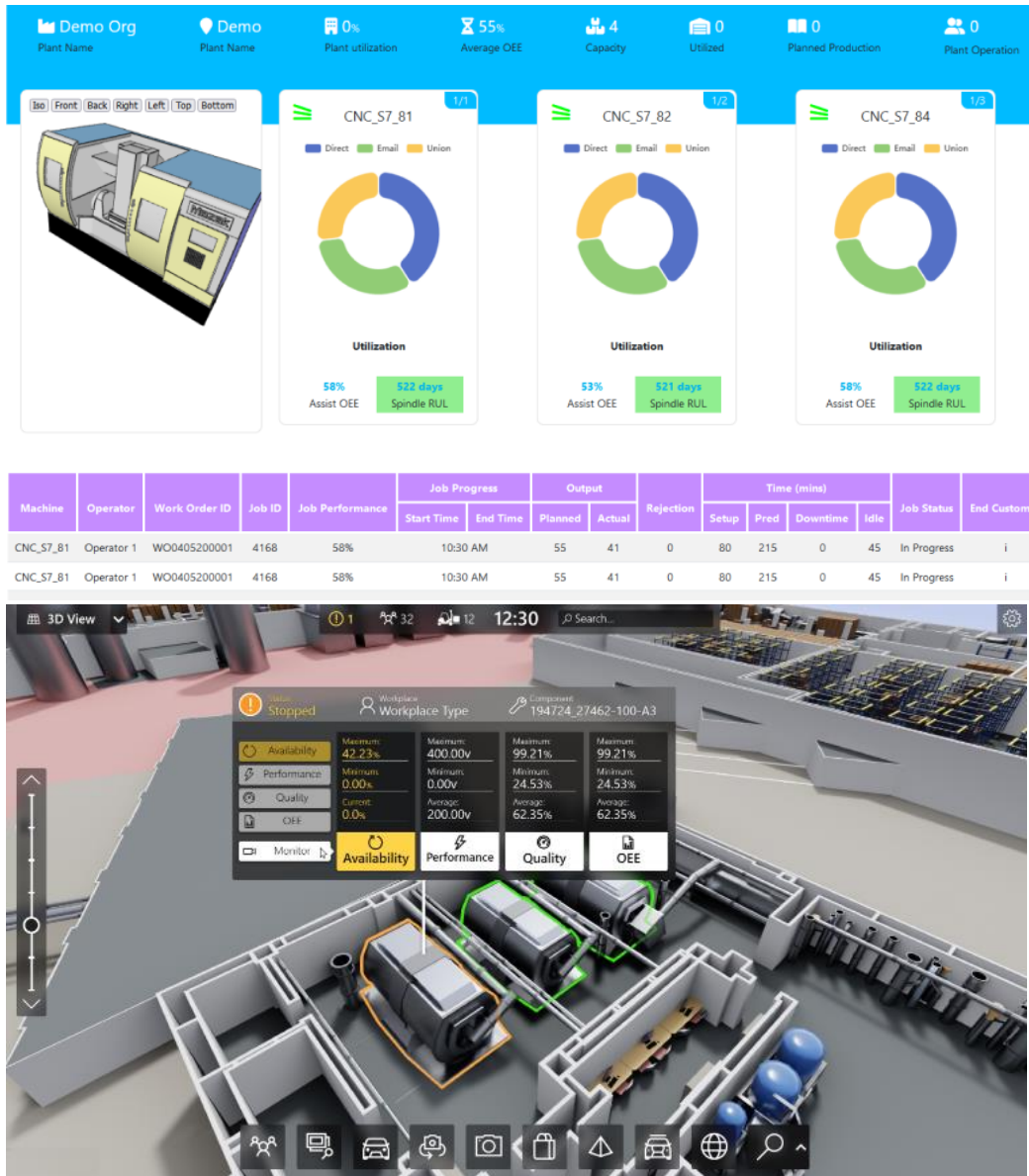
ii. Smart Factory Platform ()

Factory watch is a platform for smart factory needs.

It provides Users/ Factory

- with a scalable solution for their Production and asset monitoring
- OEE and predictive maintenance solution scaling up to digital twin for your assets.
- To unleash the true potential of the data that their machines are generating and helps to identify the KPIs and also improve them.
- A modular architecture that allows users to choose the service that they want to start and then can scale to more complex solutions as per their demands.

Its unique SaaS model helps users to save time, cost and money.



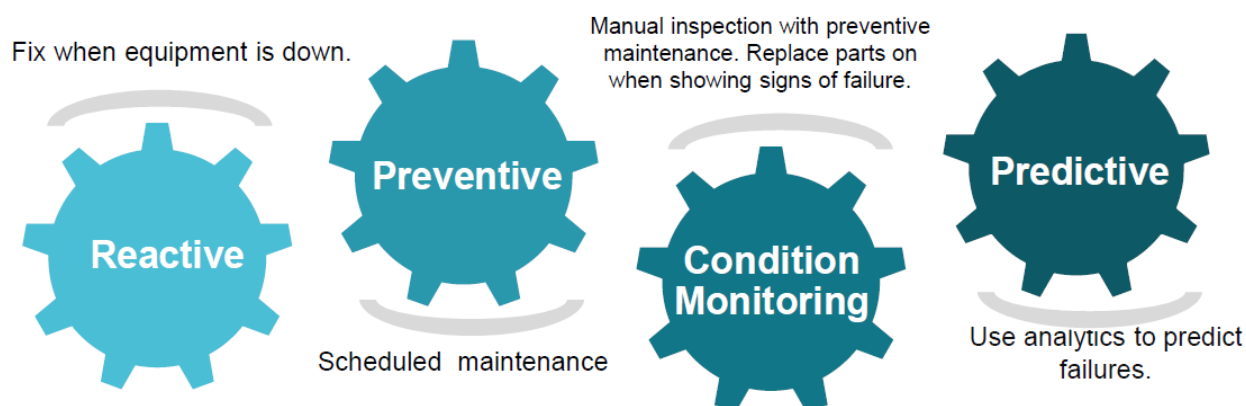


iii. LoRaWAN based Solution

UCT is one of the early adopters of LoRAWAN technology and providing solution in Agritech, Smart cities, Industrial Monitoring, Smart Street Light, Smart Water/ Gas/ Electricity metering solutions etc.

iv. Predictive Maintenance

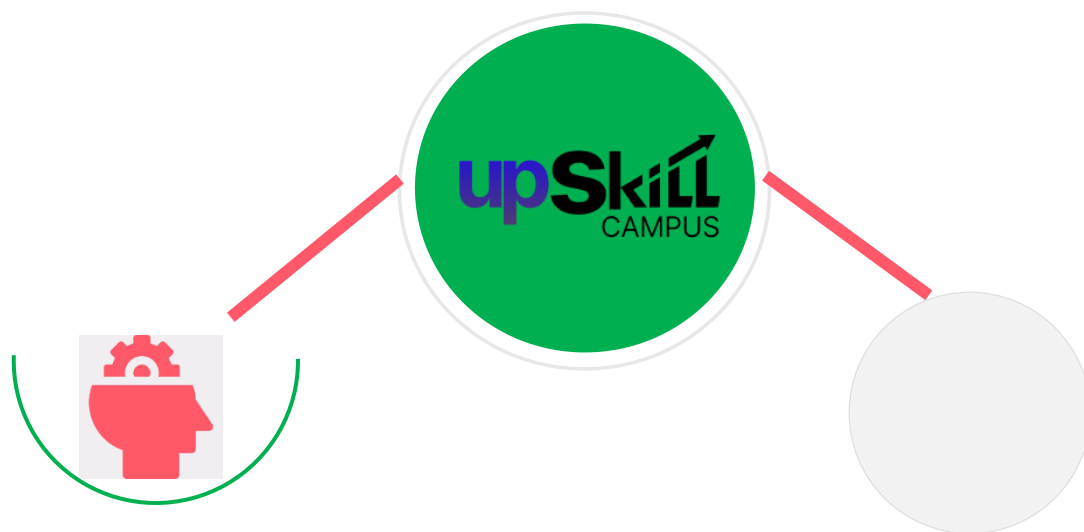
UCT is providing Industrial Machine health monitoring and Predictive maintenance solution leveraging embedded system, Industrial IoT and Machine Learning Technologies by finding remaining useful life time of various Machines used in production process.



2.2 About upskill Campus (USC)

Upskill Campus along with The IoT Academy and in association with Uniconverge technologies has facilitated the smooth execution of the complete internship process.

USC is a career development platform that delivers **personalized executive coaching** in a more affordable, scalable and measurable way.



Seeing need of upskilling in self-paced manner along-with additional support services e.g. Internship, projects, interaction with Industry experts, Career growth Services

upSkill Campus aiming to upskill 1 million learners in next 5 year

<https://www.upskillcampus.com/>

Career growth/upskilling

- Interview Preparation and skill building
- upskilling Courses
- Skill Assessment
- Profile building

Professional networking

- Alumni Connections
- Mentorship
- Discussion/QA forum

Collaboration platform

- Project collaboration
- Discussion forum
- Tech updates

Job/internship platform

- Job portal
- Internship portal
- Freelancing projects

The IoT Academy

The IoT academy is EdTech Division of UCT that is running long executive certification programs in collaboration with EICT Academy, IITK, IITR and IITG in multiple domains.

2.3 Objectives of this Internship program

The objective for this internship program was to

- Get practical experience of working in the industry.
- To solve real world problems.
- To have improved job prospects.
- To have improved understanding of our field and its applications.
- To have Personal growth like better communication and problem solving.

3 Executive Summary

This report provides details of the Industrial Internship provided by upskill Campus and The IoT Academy in collaboration with Industrial Partner UniCoverage Technologies Pvt Ltd (UCT)

This internship was focused on a project statement provided by UCT. We had to finish the project including the report in 6 weeks' time.

This internship gave me a very good opportunity to get exposure to Industrial problems and implement solution for that. It was an overall great experience to have this internship.

4 Methodology

1. Define Objectives:

- Clearly outline the project's goals and objectives. Identify key performance indicators (KPIs) that align with business objectives.

2. Market Analysis:

- Conduct a thorough analysis of the target market. Identify customer segments, demographics, and psychographics. Utilize tools like Google Analytics, Facebook Insights, and market research reports.

3. Competitor Analysis:

- Analyze competitors' digital strategies. Evaluate their online presence, social media activities, content marketing, and SEO strategies. Tools like SEMRush, Ahrefs, and SimilarWeb can aid in competitor analysis.

4. Keyword Research:

- Use keyword research tools (e.g., Google Keyword Planner, SEMRush, Moz) to identify relevant keywords for SEO and content creation.

5. User Persona Development:

- Create detailed user personas based on market and audience research. Understand the needs, pain points, and preferences of the target audience.

6. Content Strategy:

- Develop a content strategy aligned with user personas. Plan content creation, distribution channels, and engagement tactics.

7. SEO Strategy:

- Implement on-page and off-page SEO strategies. Optimize website content, meta tags, and ensure a mobile-friendly experience. Monitor rankings using tools like Google Search Console.

8. Social Media Strategy:

- Develop a social media strategy based on the target audience's preferences. Utilize tools like Hootsuite, Buffer, or Sprout Social for scheduling and analytics.

9. Paid Advertising:

- Plan and execute paid advertising campaigns (Google Ads, Facebook Ads). Set budgets, target specific demographics, and analyze performance metrics.

Tools:

- **Google Analytics:** For website and traffic analytics.
- **SEMRush, Ahrefs, Moz:** For SEO analysis and competitor research.
- **Hootsuite, Buffer, Sprout Social:** For social media management.
- **Google Ads, Facebook Ads Manager:** For paid advertising.
- **Mailchimp, HubSpot:** For email marketing.
- **Optimizely, VWO:** For A/B testing and CRO.
- **Google Search Console:** For SEO performance monitoring.

5 Results and Analysis

PROJECT-1

Creating a targeted Meta ads audience for a digital marketing course offered by an EdTech Company involves considering various criteria to reach the most relevant and potential learners. Here are suggested criteria along with the rationale for each:

1. Location:

Criteria: Target locations where there is a high concentration of potential learners or a strong interest in digital education.

Findings: Select cities or regions known for their technology hubs, educational institutions, or a high population interested in online learning.

2. Age:

Criteria: Choose an age range that aligns with the typical demographic of individuals interested in up skilling or pursuing further education.

Findings: Consider ages between 18 and 45, as this range often includes students, recent graduates, and working professionals looking to enhance their digital skills.

3. Language:

Criteria: Target users who speak languages relevant to the course content.

Findings: If the course is offered in English, prioritize English-speaking regions. Consider other languages if the course is available in multiple languages.

4. Demographics:

Criteria: Consider demographics such as education level, employment status, and industry.

Findings: Target individuals with at least a high school education or equivalent, and focus on employed individuals or those actively seeking employment in industries related to technology or digital marketing.

5. Interests:

Criteria: Select interests related to digital marketing, online education, technology, and career development.

Findings: Target individuals interested in topics such as digital marketing, online courses, e-learning platforms, and professional development.

6. Behavior:

Criteria: Consider online behavior and engagement, such as previous interactions with educational content, engagement with EdTech platforms, or interest in similar courses.

Findings: Target users who have shown a history of engaging with online learning materials, educational websites, or digital marketing content.

Reasoning for Choices:

- **Relevance:** The selected criteria ensure that the audience is relevant to the digital marketing course, increasing the likelihood of engagement and conversion.
- **Alignment with Goals:** The chosen demographics, interests, and behaviors align with the goal of reaching individuals who are likely to benefit from the course and contribute positively to the EdTech Company's success.
- **Cost-Effectiveness:** By targeting a specific and relevant audience, advertising costs are optimized, and the budget is utilized efficiently.

It's important to regularly analyze and adjust the audience based on performance metrics to ensure ongoing effectiveness and adapt to changes in the digital landscape.

PROJECT-2

1. Unique Feature:

- The smart watch has an innovative health monitoring system that provides real-time insights into various health metrics, setting it apart from competitors.

2. Target Audience:

- Health-conscious individuals, fitness enthusiasts, tech-savvy consumers, and professionals looking for a stylish yet functional smart watch.

3. Social Media Platforms:

- **Instagram:** Visual content showcasing the sleek design and health features.
- **Facebook:** Engaging videos demonstrating the smart watch in real-life scenarios.
- **Twitter:** Updates on product features, health tips, and quick highlights.
- **LinkedIn:** Professional insights, targeting working professionals interested in health and tech.

4. Social Media Themes:

- **#Health Revolution:** Emphasize the health monitoring features and how the smart watch is revolutionizing personal wellness.
- **#Smart Style:** Showcase the stylish design and how the smart watch complements various outfits.
- **#TechWellness:** Highlight the technology behind the health insights, positioning it as a tech-forward wellness solution.
- **#YourHealthCompanion:** Promote the smart watch as a reliable companion on the journey to better health.

5. Content Calendar:

- **Teaser Campaign (2 weeks before launch):**
 - Cryptic posts hinting at the revolutionary health feature.
 - Countdown visuals building anticipation.
- **Launch Week:**
 - Unveiling video showcasing the smart watch's design and unique features.
 - Influencer partnerships for authentic reviews.
 - Live Q&A sessions addressing audience queries.
- **Post-Launch:**
 - User-generated content contests: Encourage customers to share their experiences.
 - Educational content: Regular tips on maximizing health benefits using the smart watch.

Limited-time offers or discounts for early adopters

PROJECT-3

Certainly, a comprehensive competitive analysis is essential for enhancing your payment gateway. Here's an analysis of five popular payment gateways along with suggested improvements for your own:

1. Stripe:

- *Strengths:* Seamless integration, developer-friendly APIs, and extensive global reach.
- *Weaknesses:* Limited currency support for certain regions.
- *Improvements for Your Gateway:* Enhance currency support, particularly for emerging markets, to attract a more diverse customer base.

2. PayPal:

- *Strengths:* High brand recognition, widespread adoption, and buyer/seller protection.
- *Weaknesses:* Transaction fees can be relatively high.
- *Improvements for Your Gateway:* Implement a transparent fee structure, potentially with tiered pricing, to attract cost-conscious merchants.

3. Square:

- *Strengths:* User-friendly interface, quick setup for small businesses, and a range of additional services.
- *Weaknesses:* Limited international presence.
- *Improvements for Your Gateway:* Focus on global expansion and offer tailored solutions for small businesses.

4. Adyen:

- *Strengths:* Robust fraud prevention, support for various payment methods, and excellent reporting tools.
- *Weaknesses:* Complex pricing structure.
- *Improvements for Your Gateway:* Simplify the pricing model for transparency and ease of understanding.

5. Authorize.Net:

- *Strengths:* Long-standing reputation, compatibility with various shopping carts, and robust security features.
- *Weaknesses:* Some users find the interface outdated.
- *Improvements for Your Gateway:* Invest in a modern, intuitive user interface to enhance the overall user experience.

Common Improvements for Your Payment Gateway:

1. Enhanced Security Measures:

- Implement advanced security protocols and fraud detection systems to build trust among users.

2. Transparent Pricing:

- Clearly articulate your pricing structure, ensuring transparency and simplicity for both merchants and customers.

3. Global Reach:

- Work towards expanding your currency and language support to cater to a more diverse user base.

4. Developer-Friendly APIs:

- Prioritize developer experience by offering well-documented APIs and SDKs to encourage seamless integration.

5. Customer Support:

- Establish responsive customer support to address queries and issues promptly, enhancing overall user satisfaction.

6. Innovative Features:

- Regularly introduce innovative features that add value, such as advanced analytics, subscription management, or integrations with emerging technologies.

7. Tailored Solutions for Business Types:

- Customize your offering to cater to the specific needs of various businesses, whether they are small startups or large enterprises.

By combining the strengths of existing gateways and addressing their weaknesses, you can position your payment gateway as a competitive and compelling choice in the market. Regularly reassess the competitive landscape to stay adaptable and responsive to industry trends and user preferences.

PROJECT-4

1. Educational Video Series:

- Type of Content: Video
- Theme/Strategy: Develop a series of short, engaging videos highlighting the unique features, benefits, and diverse uses of the FMCG products. Include how-to guides, product comparisons, and tips for optimal use.
- Impact: Position the brand as an authority in the industry, educating consumers on the versatility and value of the products. This fosters a sense of connection and trust with the audience.

2. Interactive Infographics:

- Type of Content: Image
- Theme/Strategy: Create visually appealing infographics that showcase the product's journey from sourcing raw materials to the final consumer. Include interactive elements like clickable hotspots to provide in-depth information.
- Impact: Enhance transparency in the supply chain, reinforcing the brand's commitment to quality. The interactive format increases engagement and encourages social sharing.

3. User-Generated Content Campaign:

- Type of Content: Text, Image, and Video
- Theme/Strategy: Launch a campaign encouraging users to share their experiences with the products through written testimonials, photos, and videos. Offer incentives for the best submissions.
- Impact: Leverage authentic user stories to build a community around the brand. User-generated content serves as powerful social proof, influencing potential customers.

4. Lifestyle Blog Series:

- Type of Content: Text and Image
- Theme/Strategy: Develop a series of lifestyle blogs that integrate FMCG products seamlessly into various aspects of daily life. Include tips, recipes, and creative ideas for incorporating the products.

- Impact: Connect with the audience on a personal level, positioning the brand as a lifestyle partner. Drive organic traffic through search engines by providing valuable and shareable content.

5. Behind-the-Scenes Videos:

- Type of Content: Video
- Theme/Strategy: Offer a glimpse behind the scenes, showcasing the manufacturing process, quality control measures, and the people behind the brand. Highlight the company's commitment to sustainability and ethical practices.
- Impact: Foster transparency and trust by humanizing the brand. Consumers appreciate knowing the faces and values behind the products, building a stronger emotional connection.

Execution Plan:

1. Multichannel Distribution:

- Utilize social media platforms, the company website, and email newsletters to disseminate content strategically. Tailor the content format to each platform for maximum reach.

2. Influencer Collaborations:

- Partner with influencers aligned with the brand's values to amplify the reach of content. Influencers can create engaging content and reviews to tap into their follower base.

3. Engagement Metrics Monitoring:

- Implement tools for tracking engagement metrics such as views, shares, and comments. Analyze the data regularly to refine content strategies based on audience preferences.

4. Community Building:

- Encourage discussions and interactions around the content by responding to comments and creating branded hashtags. Foster a sense of community among consumers who share common interests related to the brand.

5. Content Calendar and Consistency:

- Develop a content calendar to maintain consistency in content delivery. Align the calendar with product launches, seasons, and relevant events to keep the audience engaged throughout the year.

By implementing this comprehensive content marketing strategy, the FMCG Company can create a dynamic online presence, effectively communicate its brand values, and establish lasting connections with its audience

PROJECT-5

1. Clear Navigation Links: Include clear navigation links on every page for easy movement through categories and products.
2. XML Sitemap: Submit an XML sitemap to search engines to provide a comprehensive list of pages for indexing.
3. Breadcrumb Navigation: Implement breadcrumb navigation to show the hierarchical structure and aid users and crawlers in understanding the site's organization.
4. Canonical Tags: Use canonical tags to avoid duplicate content issues and specify the preferred version of a page.
5. Mobile Responsiveness: Ensure the website is mobile-friendly for better crawling and indexing, considering the importance of mobile-first indexing.
6. Page Load Speed: Optimize page load speed to enhance the user experience and encourage search engine crawlers to navigate efficiently.
7. Robots.txt File: Use a robots.txt file to guide crawlers on which pages to crawl and which to avoid.
8. Unique and Descriptive URLs: Use descriptive and unique URLs for each category and product, aiding both users and search engines.
9. Schema Markup: Implement schema markup for products to provide additional information to search engines.
10. Social Media Integration: Integrate social media sharing buttons to encourage social sharing, potentially attracting more crawlers.

6 Conclusion

In conclusion, my internship in digital marketing has been a valuable and enriching experience. Through hands-on involvement in various aspects of digital marketing strategies, I have gained practical insights into the dynamic and ever-evolving landscape of online promotion. The opportunity to work on real projects has allowed me to apply theoretical knowledge, develop crucial skills, and navigate challenges within a professional setting.

Throughout the internship, I had the chance to collaborate with a talented team, learning from experienced professionals in the field. The exposure to diverse tasks, from content creation to data analysis, has broadened my understanding of the intricacies involved in crafting successful digital campaigns.

Furthermore, the internship has deepened my appreciation for the importance of adaptability and continuous learning in the fast-paced world of digital marketing. The real-world application of SEO techniques, social media management, and analytics tools has provided a solid foundation for my future endeavors in the digital space.

I extend my gratitude to upskill campus for providing this invaluable opportunity and to my mentors and colleagues for their guidance and support. This internship has not only enhanced my academic knowledge but has also equipped me with practical skills that will undoubtedly contribute to my future success in the field of digital marketing.