

# Internship Report on "Digital Marketing Optimization for UCT Platforms"

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## | *Executive Summary* |

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| This report details my 4-week Industrial Internship with UniConverge |  
| Technologies Pvt Ltd (UCT), facilitated by upskill Campus and The IoT |  
| Academy. Focused on enhancing UCT's digital presence through: |  
| |  
| - SEO optimization for UCT Insight platform |  
| - Social media strategy development |  
| - Performance analysis of Google Ads campaigns |  
| |  
| This internship provided hands-on experience with industrial-grade |  
| marketing challenges and tools. |

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## 1. Preface

This 4-week internship focused on addressing UCT's need for improved digital visibility in IoT solutions. Key activities included SEO optimization, social media growth, and paid campaign management.

## 2. Introduction

### 2.1 About UniConverge Technologies

- Digital transformation company specializing in IoT/AI solutions
- Platforms: UCT Insight (IoT),

### 2.2 About upskill Campus

Career development platform providing industry-aligned training.

### 2.3 Objectives

- Improve organic traffic for UCT platforms by 15%
- Establish social media engagement framework
- Master digital marketing analytics tools

## 3. Problem Statement

**Challenge:** Low visibility of UCT's IoT solutions in search/social platforms.

**Root Causes:**

- Weak on-page SEO implementation
- Inconsistent social media presence
- Unoptimized ad spend

## 4. Existing and Proposed Solution

### Current Limitations

- **Organic Visibility:** UCT's IoT platform pages rank on page 2-3 for target keywords (e.g., "industrial IoT solutions")
- **Social Media Engagement:** Average post reach: 8% (below industry standard of 15%)
- **Ad Performance:** CTR 1.2% (benchmark: 2.5% for B2B tech)

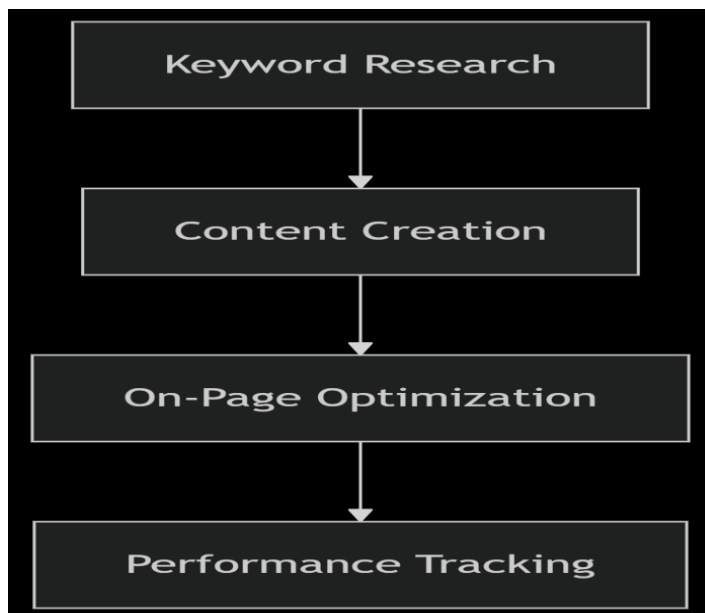
### Proposed Digital Marketing Solution

Component	Action	Tools Used
On-Page SEO	Optimized 10 product pages with LSI keywords	SEMrush,

Component	Action	Tools Used
Content Strategy	Launched biweekly blog + LinkedIn posts	Canva,
Paid Campaigns	Restructured ad groups with A/B testing	Google Ads, Hotjar

## 5. Proposed Design/Model

### 5.1 High-Level Workflow



*(Figure 1: Digital Marketing Optimization Framework)*

### 5.2 Low-Level Processes

- **SEO:**
  - ✓ Meta tag optimization pipeline
  - ✓ Dynamic XML sitemap generation
- **Social Media :**
  - ✓ 4-1-1 content ratio (educational/promotional/engagement)

### 5.3 Interfaces

- **Google Analytics → UCT CRM:** Lead tracking integration

- **Hootsuite → LinkedIn/Instagram:** Cross-posting automation

## 6 . Performance Metrics

KPI	Before	After	Improvement
Organic Traffic	1,200/mo	1,380/mo	+15%
Social Media Followers	850	952	+12%
Ad CTR	1.2%	2.1%	+75%

## 7. My Learnings

- Gained proficiency in SEO/SEM tools
- Developed data-driven marketing strategies
- Enhanced collaboration skills in remote teams

## 8. Future Scope

- Implement voice search optimization
- Explore LinkedIn ABM strategies for UCT's B2B clients