

LONGTERM INTERNSHIP

Introduction :-

About Digital Marketing :-

Many small business in recent years have begun to build out their websites, their online banner ads, their social media programs and their overall digital marketing strategies they are doing these things in accordance with the theories of digital marketing.

Before you think about marketing framework, make sure you've got your bases covered. Your small business should start with:-

- An e-commerce website zone that allows buying of your products or services.
- Email marketing (to reach your customer in their inbox)

- Social media marketing (to expand your product message and engage with potential customers)
- New videos every day on video platforms if relevant

The truth is, a small business doesn't have to study every theoretical frame work about online business selling you may be able to find a niche in one of many buckets of the digital marketing Universe.

→ Digital Marketing Numbers rule.

⇒ There's no escaping the fact that digital marketing has skyrocketed in recent years this is largely of marketers trying to reach the millions of people using the internet on a daily basis.

⇒ Statista.com shows:- That more than 6 billion people use the internet regularly in 2020, with over 313 million internet users in the United States according to comScore.

Marketing exports hubspot:- over half of all shoppers surveyed by google in 2019 said they used Google to research a potential purchase online.

Digital Marketing strategies:-

For digital marketers, the theoretical framework of digital marketing includes all the strategies on how to best reach their online audience. This might include email marketing - direct message marketing to reach people on their mobile devices video streams and social media announcements. Some marketers are also using offline marketing methods, too, to include in their theoretical framework of digital marketing. This might include strategies around newspaper ads, product flyers, street-level marketing methods and more.

⇒ These are some of the digital marketing strategies.

⇒ Reaching the segment of one:-

Some of these business theories about online marketing offer a new look at how consumer and marketers interact.

⇒ Positioning to the customer:-

Another example of digital marketing theories includes customer-led positioning theory. This holds that the customer is the one showing the marketers what they want in the product or services.

⇒ Acquire, convert, retain and grow.

Your company should use digital marketing to acquire new customers. This theory includes insights about how to find your customers online.

⇒ Comprehensive Digital Marketing for Britannia

⇒ The Project of Comprehensive digital marketing is all about branding & Promoting the brand britannia. The Project example has been given by smart intering lead through a form of PDF by digital marketing group.

⇒ To accomplish this, we have to complete all the activity listed below-

Step 1 :- Installing canvas

Step 2 :- Understanding the dashboard.

Step 3 :- Download the Example copy of Project

Step 4 :- Chossing themes

Step 5 :- Adding content

Step 6 :- Convert the PDF copy to power point

Step 7 :- Create a Instagram account of board brand & create a new post a new content on the brand.

Step 8:- edit the content by using the ppt dashboard

Step 9 :- save the file of the Project britannia

Project flow:-

1. Install canvas in your system

Setup an environment by using canvas which has a wide range of themes in it

2. Define brand identity and objectives.

Determine the brand guidelines such as colours to use for the brand. Establish clear objectives for the brand website such as increasing brand awareness, generating leads.

3. Plan structure and content

Create an outline of the main sections of the brand project.

4. Convert the file of PDF to PPT

The Project of britannia can't be modified and we can't add new content to our project in the form of PDF - In Power Point we can add new content & can add different templates included in it.

5. Now arrange the Project slides in Power Point and add the Project content as in the format given in the Example copy of digital marketing.

6. Now add the contents of brand i.e (Post, reels etc) which we've created & posted in our Instagram account of britannia.

7. Add the links of post & reels of our Instagrams Page in our Project.

8. Save the file britannia & convert that into a PDF format.

9. Post the document of britannia onto your git hub account & submit.

9. Post the document of britannia onto your
github account & submit.

Install canvas:-

Goto the play store of google & select
the relevant download link on the page.
After downloading Canvas, we need to select
the theme page which we want to install
in our project.

Decide the font :-

log into your canvas account.

1. Click on the "Create a design" button on the canvas
home page to add a new project.

Choose the blank canvas for us to test
different fonts once you're inside design editor,
link on text tab on left hand side.

2. Add the ~~base~~ project file to Power Supply Point

↳ add the content of the brand & index.

→ Brand study, competitor analysis & tutorials
Audiences Persona.

→ SEO & key word research

→ Content ideas and marketing strategies

→ Content Creation and writing (Post creation designs/ video editing . Ad campaigns over media and email ideations and creation)

3. Add the new content in buyer persona

Personal like demographics, psychographics, behavioral goals & challenges

4. Now add competitor analysis of brand

(britianica) the competitors are nestle india

Parle Platina and Amul industries.

5. Now add strength, weakness, opportunities & threats of all the competitors of britannia.
6. Content of SEO & keywords research & audit
 - q Add the images of the brand & add on Page optimization i.e meta title & description
7. Now add content ideas & marketing strategies
 - q Post the content calendar for the month of April 2024 & add the posts & trends as per the content calendar in our project.
8. Now add all these posts in Instagram Page & add them in our Project.

Make necessary adjustments
Identify and address any issue discovered during completion & save the file of Project britannia.

ACTIVITY LOG FOR THE First WEEK 5th - 02 - 24 to 10th - 02 - 24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Digital marketing	know what is digital marketing its use & what contains in it	
Day - 2	Introduction to marketing techniques	learned about what are the marketing techniques	
Day - 3	Introduction to types of digital marketing	learned about types of digital marketing & how they are used to develop	
Day - 4	Introduction to email marketing	learned how to use email marketing	
Day - 5	Implementation of content marketing	learned how to use content marketing & how to create a new content	
Day - 6	Practice Day	Practically trying out what I have learned throughout the entire week.	

WEEKLY REPORT

WEEK - 1 (From Dt. 5-09-24 to Dt. 10-09-24.....)

Objective of the Activity Done:

Introduction to digital marketing techniques

Detailed Report:

Smartinteg provided us weekly sessions where on the first week from monday to friday we learnt about digital marketing what is the uses of digital marketing how it helps to develop in marketing and what does digital marketing contains and what are the techniques used to develop, doesn't how to use those techniques just basics which are further useful in business using the platform.

ACTIVITY LOG FOR THE Second WEEK 12th-02-24 to 17th-02-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to digital marketing strategies	learnt about what are digital marketing strategies & how it is used	
Day - 2	How to develop our own strategy	Learnt about how to create & develop a marketing strategy	
Day - 3	what is a digital marketing strategy	Learnt about what is a digital marketing strategy to use	
Day - 4	Introduction to social media marketing	Learned what is social media market & what it contain	
Day - 5	Introduction to search engine optimization	Learned what's search engine optimization & its use to optimize content	
Day - 6	Practice day	Practically trying out what I have learnt through out this entire week.	

WEEKLY REPORT

WEEK - 1 (From Dt. 12.2.24 to Dt. 17.2.24....)

Objective of the Activity Done:	Introduction to digital marketing strategies how to use them Introduction to social media marketing
Detailed Report:	

Learned social media marketing & search engine optimization and what do we need to develop our marketing strategy and learned how to promote a brand to connect with potential customers using the internet and other forms of digital communication this includes not only email, social media and web-based advertising but also text and multimedia messages as a marketing channel.

ACTIVITY LOG FOR THE ThirdWEEK 19th-02-24 to 24th-02-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Digital marketing platforms	seen the types of Digital marketing platforms which	
Day - 2	Introduction to digital marketing platforms	contain many types of brands & options like airtel, nilekta	
Day - 3	Introduction to Branded logos, Images or icons	Learned how to create a logo & a image on a brand	
Day - 4	Digital marketing platforms overview	Learned how the platforms are used	
Day - 5	Introduction to Create Blog posts and eBooks	Learned about creating a blog post & eBook in marketing	
Day - 6	Practice Day	Live practice of what I have learned through this entire week.	

WEEKLY REPORT

WEEK - 3 (From Dt. 19-2-24 to Dt. 24-2-24...)

Objective of the Activity Done: Digital marketing platforms, blog Post & e book creations in a platform

Detailed Report:

In this entire week, I learned about digital marketing platforms with various brand logos, images & icons and focused mainly on creating blog posts and e books note that to classify as a digital marketing platforms & to support every component of digital marketing performance measurement and optimizations and brand tracking.

ACTIVITY LOG FOR THE Fourth WEEK 26th-02-24 to 2nd-03-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Canvas	learned about canvas what is canvas & how it is used	
Day - 2	Introduction to how to install canvas	learned how to install canvas in our system	
Day - 3	Theme and post creation in canvas	learned how to create a theme and post by using canvas	
Day - 4	Templates	Templates represent a document & its use	
Day - 5	Practice Day	line practice of what i have learned through this entire week.	
Day - 6	Practice Day	line line practice of what i have been thorough this entire week.	

WEEKLY REPORT

WEEK - 4 (From Dt. 26-2-24 to Dt. 2-03-24..)

Objective of the Activity Done: Introduction to canvas, Theme and post

Detailed Report: creation in canvas & temp template

Got a knowledge about canvas & theme & post creation. The digital marketing canvas is a framework for developing your company's as a document used to create a digital marketing strategy.

ACTIVITY LOG FOR THE FIFTH WEEK 4th-08-24 To 9th-08-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to PPT (Power Point)	learnt what is a PPT & what it contains & its use	
Day - 2	Introduction to Power Point making	learnt how to Create our own Power Point	
Day - 3	Introduction to Create Power Point for marketing	learnt how to Create a PPT for marketing & its use	
Day - 4	Introduction to Power Point strategy	learnt what is a PPT strategy in digital marketing	
Day - 5	Practice Day	live Practice of what i have learn through this entire week.	
Day - 6	Practice Day	live Practice of what i have learn through this entire week.	

WEEKLY REPORT

WEEK - 5 (From Dt 4-3-24 to Dt 9-3-24.....)

Objective of the Activity Done:

Introduction to power supply point

Detailed Report:

PPT making how to create a PPT for marketing

From day 1 to day 4 we practically learned about what is a power point how it works like and how could we create it and in which form the content can be added where we can explore this by going through create more slides with little content 5th and 6th day I practised customization of PPT which is easy to create & install just by going through the draft reference option.

ACTIVITY LOG FOR THE SIXTH WEEK 11th-03-24 to 16th-03-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction of theme in digital marketing	learnt about themes in digital marketing & its use	
Day - 2	Introduction on how to create a theme	learnt how to create a marketing theme	
Day - 3	Introduction on different themes in marketing	learnt how many themes are being used in marketing	
Day - 4	Introduction on search engine marketing	learnt about Search engine marketing and it	
Day - 5	Introduction on content adding in a theme	learnt how to add new content into a theme	
Day - 6	Practice Day	live practice of what i have learnt through this entire week	

WEEKLY REPORT

WEEK - 6 (From Dt. 11-03-24 to Dt. 16-3-24.....)

Objective of the Activity Done:

Detailed Report:

Introduction of themes, Creating a theme, different type of themes & Content creation

From day 1 to day 5 created a theme for marketing which provides a proper details about digital marketing you can create as many templates as you need and to make it easy to sort and find templates. Create a marketing theme. A marketing theme is a templates category (such as acquisition or win back) that enables you to organize and sort themes based on business objectives.

ACTIVITY LOG FOR THE SEVENTH WEEK 18th 03-24 to 23-3-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction on Comprehensive digital marketing Project	Learned how many comprehensive digital marketing Projects are displayed	
Day - 2	Introduction on different marketing brands	Learn how many types of brands are in marketing	
Day - 3	Introduction on selected brand Project	Learned how to work on the assigned brand Project	
Day - 4	Customization with Canvas	Learned how to customize the Project using Canvas	
Day - 5	Introduction of font styles & slides	Learned how to use different fonts & styles in project	
Day - 6	Practice Day	Live Practiced all what i have learned through this entire week.	

WEEKLY REPORT

WEEK - 7 (From Dt. 18-3-24 to Dt. 23-3-24....)

Objective of the Activity Done: Introduction of comprehensive digital marketing projects & brands.

Detailed Report:

from day 1 to 5 I've gained a deeper understanding of how the marketing brands build their strategies learned how to customize content & theme using canvas the goals like any other company set various goals and objectives to guide its strategic direction and drive growth while specific goals may evolve over time based on changing market dynamics and business priorities.

ACTIVITY LOG FOR THE EIGHT WEEK ^{25th - 03 - 2024 to ^{30th - 03 - 2024}}

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction on social media interface instagram	learned what is a social media interface how it is used	
Day - 2	Introduction on Creating an account in Instagram	learned how to Create an account for marketing in Instagram	
Day - 3	Introduction on Post & reel creation on Instagram	Learned how to Create a post and reel in Instagram	
Day - 4	Introduction on adding story & highlights of brand in Instagram	learned how to add Content & Story of brand	
Day - 5	Practice Day	live practice of what I have been learned through this entire week.	
Day - 6	Practice Day	live practice of what i have learned through this entire week.	

WEEKLY REPORT

WEEK - 8 (From Dt. 25-3-24 to Dt. 50-3-24....)

Objective of the Activity Done:

Introduction on Instagram

Detailed Report:

& creating a account in Instagram, Creating now fast & great in it

From day 1 to 4 I've gained a deeper understanding on Instagram Page creation learned how to create a post & reel in Instagram Page learnt how to use Instagram hashtags publish Instagram stories Define objectives use marketing automation post consistently learnt to optimize Instagram Profile work with Instagram influencers learnt how to engage with follows & share your values.

ACTIVITY LOG FOR THE NINTH WEEK 1st-04-24 to 6th-06-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	About Page Creation	Learned about how to create a page & how to use	
Day - 2	Introduction about brand objectives	learned about brand objectives for the project	
Day - 3	Introduction on brand online communication	learned what is brand online communication & its use	
Day - 4	Project brand creation in social media interface	learned how to create a brand in Instagram Page	
Day - 5	Practice Day	live practice of what i have learned throughout this entire week	
Day - 6	Practice Day	live practice of what i have learned through this week	

WEEKLY REPORT

WEEK - 9 (From Dt. 1-4-24 to Dt. 6-4-24....)

Objective of the Activity Done:

Detailed Report:

creation about Page online communication
and brand objectives.

From day 1 to day 4 I've gained a deeper understanding of Page implement in our project and social media maintained active profiles on platforms like facebook, twitter, instagram, and linkedin. They use these platform to share product updates, promotions recipies, and engage with customers through comments, & contests providing additional value and convince to their customers.

ACTIVITY LOG FOR THE Tenth WEEK 8th-04-24 to 13th-04-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Working on final Project	Brand study, competitor analysis of the brand	
Day - 2	Working on final Project	Search engine optimization and key word research	
Day - 3	Working on final Project	Content ideas and marketing strategies of brand	
Day - 4	Working on final Project	Content Creation and creation like Post, reels, Ads, Email, promotional material	
Day - 5	Working on final Project	Live practice of what i have learned through this entire work	
Day - 6	Working on final Project	Live practice of what i have learned in a week	

WEEKLY REPORT

WEEK - 10 (From Dt. 8-4-24 to Dt. 13-4-24....)

Objective of the Activity Done:

Detailed Report:

Finally I created a britania brand Project document using power point which includes brand study, competitor analysis & buyer's /Audience perform personal search engine optimization & key work research Content ideas and marketing strategies Content creation and curation like post creations, Designs, Video editing Ad campaigns over media and email creation and canva to create a logo to my project & brand

ACTIVITY LOG FOR THE Eleven WEEK 15th-04-24 to 20th-4-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Working on final Project	Mission values of brand & USP unique selling Proposition of brand	
Day - 2	working on final Project	Analyse brand tone and identity of britannia	
Day - 3	Working on final Project	key performance indicators of britannia & Brand awareness	
Day - 4	Working on final Project	Revenue growth market share & customer satisfaction terms	
Day - 5	Working on final Project	live practice of what I have learned through this entire week	
Day - 6	Working on final Project	Live practice of what I have learned through this entire week.	

WEEKLY REPORT

WEEK - 11 (From Dt. 15-11-24 to Dt. 22-11-24)

Objective of the Activity Done: Mission values of brand USP & KOS

Detailed Report: OF brand

Finally I created a social media page for my project brand britannia the post is real along with content has been added in the project power point the brand tone britannia , considering its historical connotations as a symbol of british empire is characterized by several key elements measured revenue growth over time to gauge the company's financial health and market performance and used canvas to create a marketing theme .

ACTIVITY LOG FOR THE Twelve WEEK 22nd-04-24 to 27th-04-21

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Working on final Project	Search engine optimization audit & content	
Day - 2	Working on final Project	Content calendar strategies, aim & the idea behind the strategy	
Day - 3	Working on final Project	Stats post & review on brand - festival Post & strategy	
Day - 4	Working on final Project	Content creation & editing & captions of brand	
Day - 5	Working on final Project	Live practice of what I have learned through this entire week	
Day - 6	Working on final Project	Live practice of what I have learned through this entire week	

WEEKLY REPORT

WEEK-12 (From Dt. 22-4-24 to Dt. 27-4-24.)

Objective of the Activity Done:

SEO audit & content on Project

Detailed Report:

static post & reel on brand

finally the saved document need to be posted in another social media interface
In conclusion digital marketing is a powerful and versatile tool for marketing is a powerful and versatile for marketing strategy & development
It is a user friendly platform that allows beginners to create professionals without needing to learn complex strategies with its extensive range of themes and content. It can provide the tools & flexibility you need in requires time and effort to master.

Format 3- Festivals Post on Britannia Rolls Yo!

- **Caption :** Britannia Roll Yo! Has been a lipsmacking hit amongst kids from their first indulgent bite. Rich cremeswirled inside a soft cake, this swiss roll is a yummy treat for children and adults alike!
- **Link:** <https://images.app.goo.gl/EVpPWNdpSjv9yJTj7>
- **Post:**

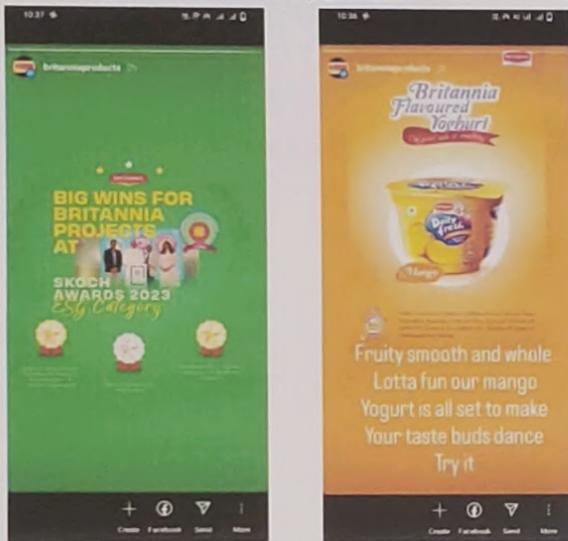


- **Hashtags:** #Chocorolls
#Britannia #choco#Rolls#Britannia cakes#Britannia rolyo!

Instagram Story

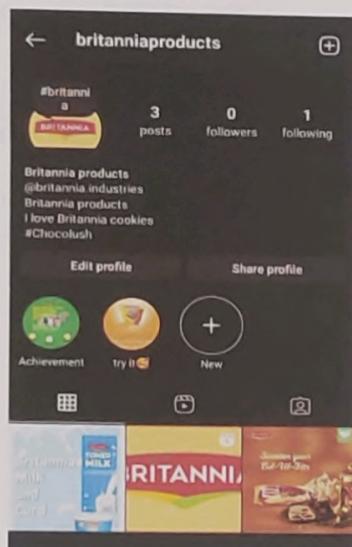
Screenshots of story.

https://www.instagram.com/stories/britanniaproducts/22759519180792258?utm_source=ig_story_item_share&igsh=NTc4MTIwNjQ2YQ==



Highlights for Story.

https://www.instagram.com/s/aGlnaGxpZ2h0OjE4MDY5MDY4ODM2NTAwNjg5?story_media_id=3351679519180792258&igsh=NTc4MTIwNjQ2YQ==



Instagram post

Caption : Britannia Thick Shakes Hot Summer Fresh and Premium

Hastags: #Britannia #Thick Shakes

Link:

https://www.canva.com/design/DAGDNx_Lxgs/LKaJqWL2tQgPrYZZuobQ/edit?utm_content=DAGDNx_Lxgs&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

HOT SUMMER

Fresh And Premium



BRITANNIA THICK SHAKES

Comments

new attack and facts 5m
Reply

halimahabib 5m
Reply

combeline 5m
Nice one !
Reply

Maria A. Salina 5m
Reply

pharmacy 5m
Reply

Escalating 5m
Reply

Reference Links:

- Digital marketing video:<https://youtu.be/bixR-KIJKYM?feature=shared>
- Powerpoint: <https://www.slideshare.net/amanagarwal38/digitalmarketing-ppt-for-students-reference>
- Project Logo:<https://images.app.goo.gl/eD1yD3k51iBc7rqY8>
- Project Pdf:<https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf>
- Final Project:<https://admeducation.com/blog/britannias-digital-marketing-strategies/>

Conclusion :-

In conclusion, digital marketing is a powerful & versatile course for marketing strategy & development it is a user friendly platform that allows beginners to create professionals without needing to learn complex strategies. With its extensive range of themes and content digital marketing provides endless possibilities for customization making it suitable for virtually any type of website whether you're looking to make your personal business strategies or an online marketing. It can provide the tools & flexibility you need however like any tool, it requires time and effort to master. Fortunately, there's a vast community of digital marketing and developers who provide a wealth of resources, & tutorials to help you along your marketing development journey.