

DIGITAL MARKETING PROJECT
MKSSS'S CUMMINS COLLEGE OF ENGINEERING FOR WOMEN,
KARVENAGAR, PUNE - 411052

Subject : (OEHS-3101B) Introduction to Digital Marketing

T1-Assignment Academic year 2025-2026

1.CREATING WEBSITE/BLOG (15 MARKS):

TITLE: BeanBox

WEBSITE GROUP

Roll no.	Name	Year - Department	Division
UIT2024939	Shivani Nagure	SY - IT	B
UIT2024946	Saachi Patwari	SY - IT	B
UIT2024947	Maitreyi Pawar	SY - IT	B
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Submission Date: 6 October 2025

SHORT NOTE ON WEBSITE

Structure & Navigation

- Clean and minimal layout with a coffee-themed design.
- Navigation bar includes: Home, Shop, Extras, About, Blog, Contact.
- Hero section on homepage:
 - Tagline – “Great coffee, perfectly boxed.”
 - Prominent “Shop Now” button for quick access.
- Smooth scrolling and consistent design across pages.
- Navigation is simple and user-friendly, ensuring easy browsing.

Product & Collection

- Focused mainly on coffee-related products – especially coffee beans.
- Shop page displays products in a clean, grid-style layout.
- High-quality visuals with minimal text for an aesthetic look.
- Product details and pricing are clearly visible.
- No separate categories or collections, all items appear together.

Promotion & Business Features

- Homepage banner effectively promotes the brand and products.
- Strong emphasis on quality packaging and the brand’s premium feel.
- Blog section adds value by sharing coffee-related content and brand stories.
- Integration of social media links (Instagram, Facebook, Pinterest) for engagement.
- These features enhance trust and professionalism.

Footer & Contact Information

- Footer contains important customer service links and social media icons.
- Contact page accessible via navbar for customer inquiries.
- No direct email or phone number visible on the homepage.
- Clean and simple footer layout matching the overall theme.
- Copyright: ©2025 by BeanBox Coffee. Powered and secured by Wix.

©

Sessions over time



2025 by VRESS.

● Views captured:

All essential links and contact methods are clearly displayed for customer convenience.

Site sessions
184

Unique visitors
143

Overall Analysis:

New vs returning visitors



[View Report](#)

Sessions by device



[View Report](#)

Link to our Website:

<https://pranjalipawar73.wixsite.com/beanbox00>

CONTRIBUTION:Everyone was equally responsible for each task.

U No.	Name	Role
UIT2024939	Shivani Nagure	Visual Design :Aesthetics; Layout; Branding
UIT2024946	Saachi Patwari	Presentation: Slide Design, Content Formatting, Visuals & Final Report

UIT2024947	Maitreyi Pawar	Strategy & Analytics :Metrics; Tracking; KPIs
UIT2024948	Pranjali Pawar	Ad Campaign: Google Ads Setup, Headlines & Descriptions, Targeting

2) GOOGLE ADS : 10marks

Campaign Title: BeanBox Coffee

Ad type: Responsive Search Ad (RSA)

Product/Service Brew & Bake Delights

<u>: Rubric for Google Ads</u>	<u>Type Used</u>	<u>Purpose</u>
Keyword type Used	Broad Match	Google's Smart Bidding works best with Broad Match as it helps discover relevant search terms you might miss. This approach maximizes reach and targets users who are more likely to make a purchase.
Bidding Strategy	Maximize Conversions	This strategy uses machine learning to automatically set bids in real-time to get the maximum number of purchases (Conversions) while maintaining your desired Cost Per Acquisition (CPA) (e.g., ₹250).
Extensions Used	1. Sitelink Extensions 2. Callout Extensions 3. Promotion Extension	1. Direct shoppers to key product categories like Sourdough, Choco Chip Cookies, and Flavored Coffees. 2. Highlight USPs such as "Freshly Baked" and "Premium Quality Coffee." 3. Showcase special offers like "10% Off on First Purchase" to encourage immediate clicks.
Target Audience	Observation type	Since the goal is purchases, the campaign starts by targeting highly relevant audiences, such as coffee enthusiasts, bakery lovers, and people who enjoy gourmet treats, to drive maximum sales volume.

STEP 1: Unique Business Description (Elevator Pitch):

BeanBox ☕ brings together the art of freshly brewed coffee and the comfort of handcrafted bakes 🍞🍪.

From rich, aromatic blends to warm sourdough loaves and choco-chip cookies, we create a cozy café experience in every box 📦 — crafted with passion, delivered with care ❤️.

Tell us about your business

You'll get suggestions based on the information you provide

What's your business name?

Enter your business name (optional) —

BeanBox

Where should people go after clicking your ad?

Your website

Consider what you're advertising and enter the most relevant URL. This might be a specific page on your website, your homepage, YouTube channel, or social media page.

Enter a web page URL* —

 <https://pranjalipawar73.wixsite.com/beanbox00>

Your business phone number

Your app download page

2: Specific Products/Services in Campaign

The campaign is advertising several product categories, which are listed as search terms:

- Freshly Brewed Coffee 
- Flavored Coffee Powders (Vanilla, Butterscotch, Matcha) 
- Sourdough Bread 
- Choco-chip Cookies & Croissants 

Describe your business to get better campaign suggestions

Google will use this to personalize your campaign and find the right audience.

Describe what makes your business unique

[Learn more about how to set your business apart from similar ones](#)

BeanBox is a premium café, dedicated to serving high-quality coffee and creating a refined café experience. We offer a variety of freshly brewed beverages and coffee-based products crafted with care and precision.

Through our online store, customers can conveniently explore and purchase premium coffee blends, cold brews, and related merchandise. Our mission is to deliver excellence in every cup, combining taste, quality, and convenience for coffee enthusiasts everywhere.

476 / 3000

STEP 3:

Sales (Purchases)

The primary objective is to sell products (coffee, flavored coffee powders, sourdough bread, cookies, croissants). Sales directly measure revenue and are the most important goal for an e-commerce food & beverage store.

How much do you want to spend per day?

Reach your campaign goal while staying within budget

Set a budget

Required

₹3,007.45

₹2,506.21 Recommended

₹2,004.97

Set custom budget

Set your average daily budget for this campaign

Indian Rupee (INR ₹) ▾

₹ 2,945.76

Weekly_conv.
17.8

Cost./Conv.
₹1,158.44

Weekly_cost
₹20,620.32

STEP 4:

The campaign - Search.

Search Ads are text ads that appear on Google results. They capture users with high purchase intent (i.e., people who are actively searching for "instant coffee powder" or "best coffee shop near me").

Define who should see your ads

Search themes

What are some words or phrases people use when searching for your products or services?

Add search themes (15 of 50)

- best coffee shop near me X
- café with good ambience X
- premium coffee café X
- specialty coffee near me X
- local café for meetings X
- cozy café X
- buy coffee online X
- freshly roasted coffee beans X
- best coffee blends online X
- instant coffee powder X
- cold brew coffee bottles X
- organic coffee beans X
- flavored coffee X
- coffee gift boxes X
- coffee brewing accessories X

Add search themes (up to 50)

STEP 5:

Language & location

The campaign targets customers in India  and is presented in English .

More settings

 Locations
India



 Languages
English



Step 6 – Headlines & Descriptions for BeanBox

- Headlines: Combine the brand with high-intent keywords like Coffee, Sourdough, Cookies, Croissants and strong CTAs to encourage purchases (e.g., “Shop Premium Coffee Online & Order Coffee from BeanBox”).
- Descriptions: Highlight the product variety (premium coffee powders, flavored coffee, sourdough bread, choco-chip cookies, croissants) and key USPs (freshly baked, artisan quality, cozy café experience delivered to your door).
- Visuals: Use high-quality, appealing images of coffee cups, bread, and cookies to evoke a warm, cozy, and indulgent brand experience.

Create an ad to sell your product or service
Add text, images, and other assets. Google builds and tests different combinations of your assets to find your highest performing ads. [Learn more about asset groups](#)

Landing Page <https://pranjalipawar73.wixsite.com/beanbox00> ▾

Review your assets

Headline 13/15 ⓘ ▾

Shop Premium Coffee Online
Required 26 / 30

Order Coffee from BeanBox
Required 25 / 30

Authentic Coffee, Rich Aroma
Required 28 / 30

Campaign optimization score ⓘ
99.9%

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STEP 7: Descriptions are added below the headlines:

- BeanBox: Your one-stop shop for premium coffee & freshly baked treats ☕
- Shop artisan coffee, sourdough bread, cookies, and croissants – all freshly made.
- Enjoy cozy mornings and indulgent snacks delivered to your door 📦
- Find your favorite flavors and discover new delights at BeanBox
- Elevate your coffee experience with freshly baked treats – shop now!

Preview helps visualize how the ad looks to users.

Descriptions 5/5 ⓘ ⬤

Premium café offering freshly brewed coffee and curated online coffee products
Required 78 / 90

Serving premium coffee and exclusive coffee products with passion and care
Required 74 / 90

Elevating coffee moments with fresh brews and quality products online
69 / 90

Crafting quality coffee experiences in-store and online for every coffee lover
78 / 90

Your destination for specialty coffee and curated coffee products online
72 / 90

[View suggestions](#)



YouTube

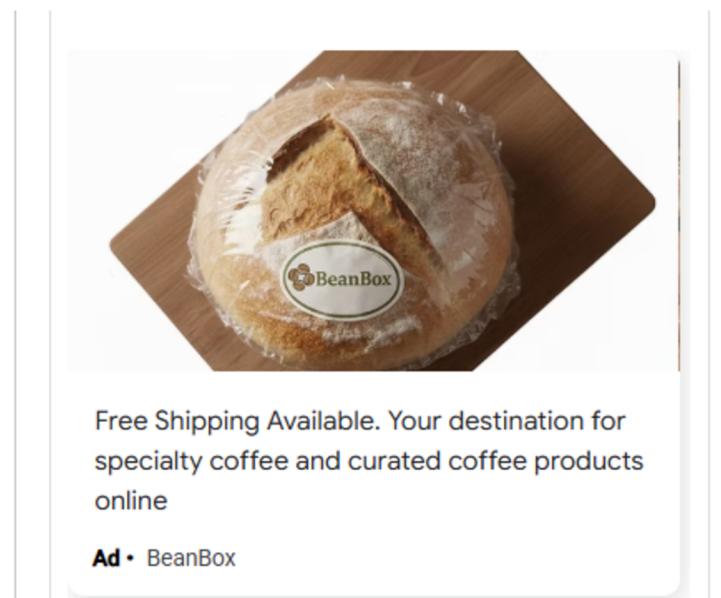
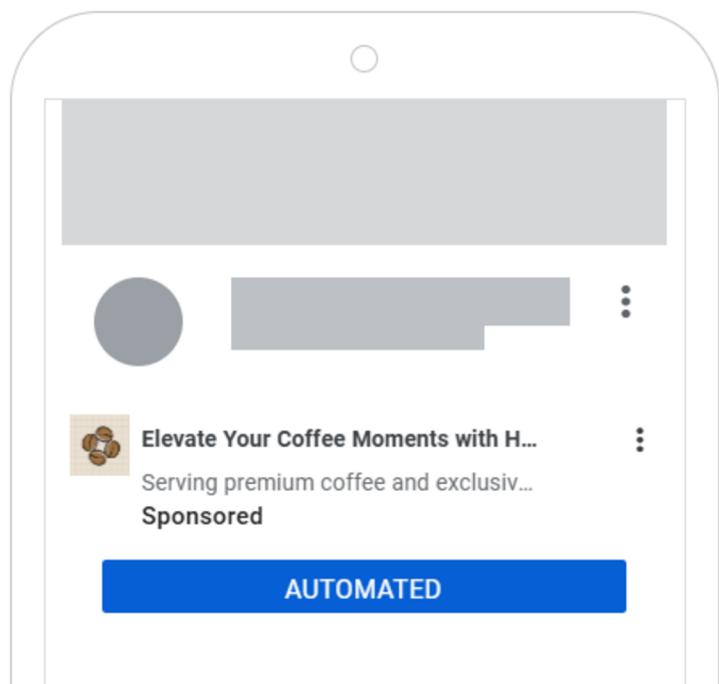
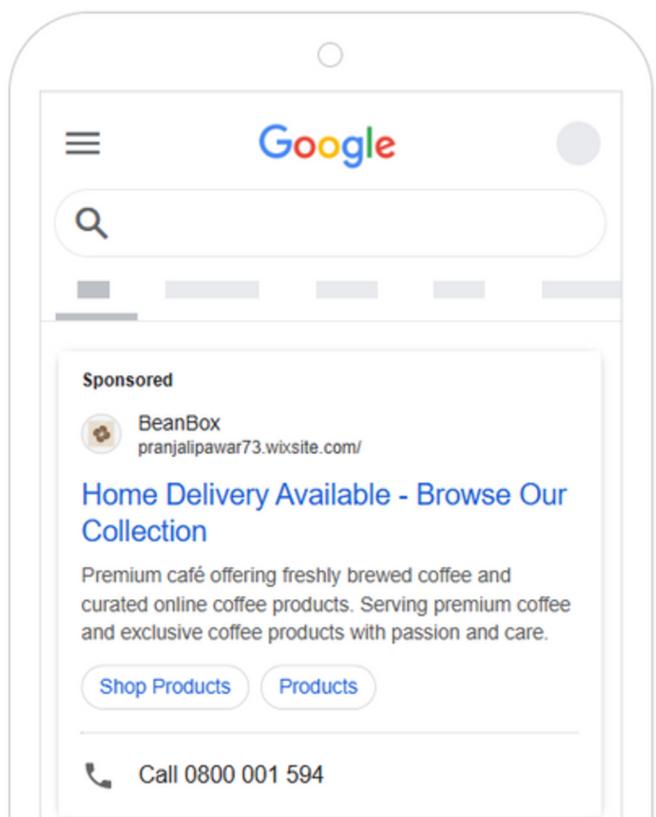
Gmail

Search

Display

Discover

Search ad

**STEP 8: Sitelink extensions are added:**

- About Us
- Products
- Shop Products

These will directly take the audience to specific product categories on the website.

Add features to your ads to get more clicks 

 **Sitelinks** 
Add links to your ads to take people to specific pages on your website. 

[About Us](#) 
Add a description

[Products](#) 
Add a description

[Shop Products](#) 
Add a description

STEP 9 : Set a Bid Strategy

This smart bidding strategy tells Google to use machine learning to get the maximum number of Purchases (conversions) while ensuring the target return on ad spend (ROAS) of 400%, meaning

Google will automatically adjust bids to get the highest possible revenue while aiming for a 400% return on the money spent on ads.

Set a bid strategy

Your strategy determines how to focus your budget on getting purchases. [Learn more about choosing a bid strategy](#)

What do you want to focus on?

Conversion value

Set a target return on ad spend. [Learn more](#)

Target ROAS ?

400 %

Required

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STEP10: Set a Budget

Google Ads suggests this budget based on your target CPA and the competitive landscape. This budget optimizes for both reach and efficiency. The selected custom budget is ₹443.94 per day, with an estimated weekly cost of ₹3,107.56 and a weekly conversion value of ₹12,430.25 targeting an average 400% return on ad spend. This helps control spending while optimizing ad performance and conversions.

How much do you want to spend per day?

Reach your campaign goal while staying within budget

Set a budget

Required

₹532.72



₹443.94 Recommended
Average daily budget



Weekly_conversion_value
₹12,430.25

Avg._conversion_value/cost
400%

Weekly_cost
₹3,107.56

Recommended because of your campaign settings, such as bidding, targeting and ads, as well as the budgets of similar advertisers.

₹355.15



Set custom budget



STEP 11: Enter Account and Payment Details

Enter your account and payment details

India

(GMT+05:30) India Time

Time zone applies to your entire account and cannot be changed later.

Introductory offer

Offer code

Apply