

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 APSCHIE 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 Principal sir Dr. G.S.K. Chakravarthy for giving me this wonderful opportunity.

I would like to sincerely thank our Head of the department Mr. N.K. Mahesh, department of BBA, and our guide who helped in this Project "Smt. N. Roopa Jyothi" for being a wonderful mentor of this Project.

I would like to thank God, my Parents, my friends and 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's 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 Organization:

Smartbridge 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 and 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 & 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 of 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 and 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 customized control system & be able to collect information for making smart decision.

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 APSHTE Smart bridge and Enrolling for digital marketing with Smart bridge i.e live training sessions as per Pre-Scheduled training Calender.

Participating weekly quiz and completing weekly assignment with respect to digital marketing.

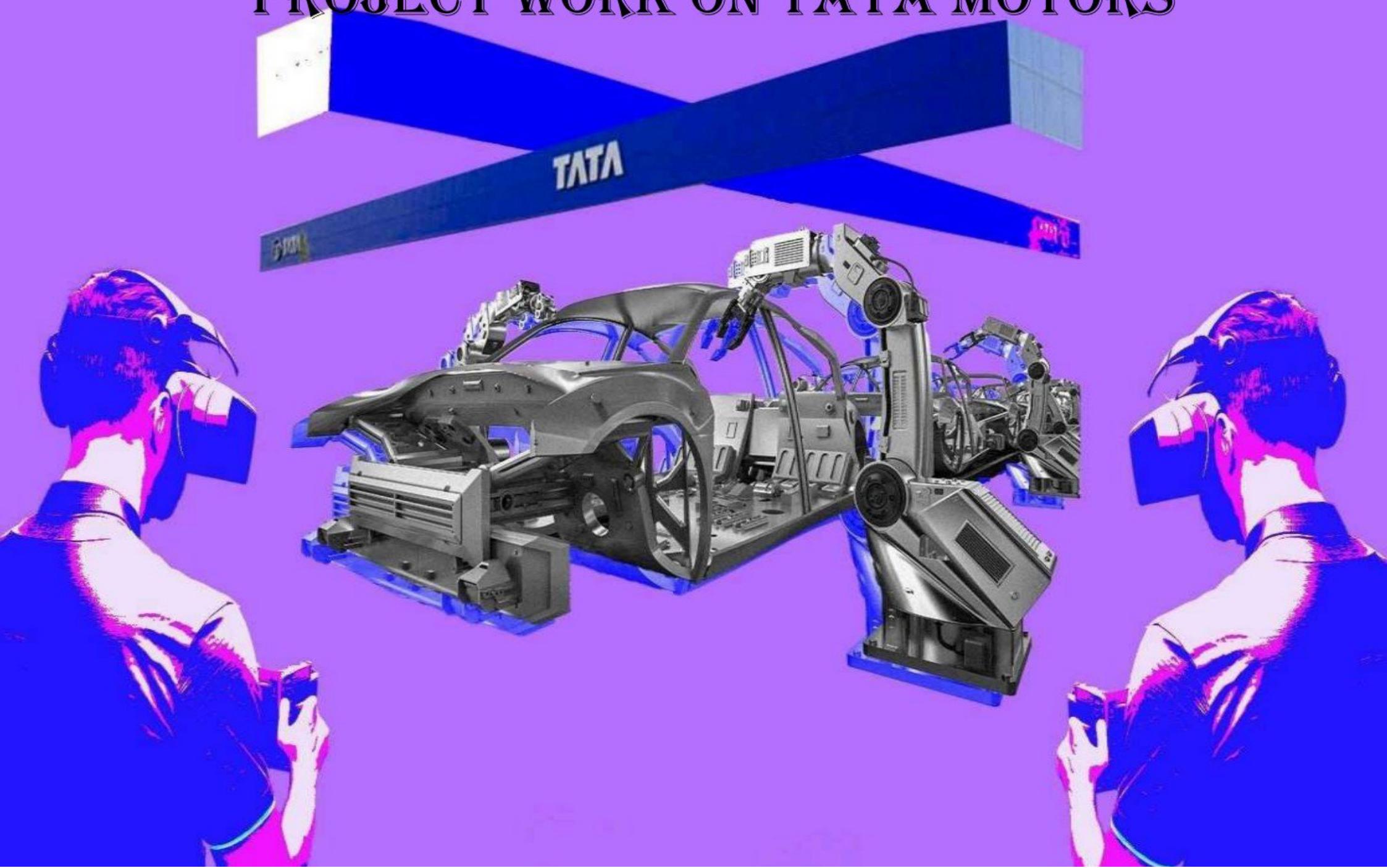
Team formation and selection of Project topic "TATA motors"
Gathering and analyzing information related to the topic "TATA motors"
Attending Project-mentoring sessions and designing and creating Instagram Stories.

Creating Instagram reels and Posts for Business marketing.

Drafting a Project video demonstration and Preparation of final report.

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

COMPREHENSIVE DIGITAL MARKETING PROJECT WORK ON TATA MOTORS



TEAM DETAILS

COLLEGE :- Dr . LANKAPALLI BULLAYYA COLLEGE

TEAM LEAD :- A.VENKATA PARTHIV SUSHANT

TEAM MEMBERS :- K. HEMANT RAO

: - AMBATI ABHILASH

: - ROHIT RAJ GUPTA

: - KOLUSU HIMAJA

TEAM ID:- LTVIP2024TMID24113

ABOUT OUR PROJECT

➤ **COMPANY/TOPIC FOR PROJECT :- TATA MOTORS**

➤ **BRAND LOGO :-**



➤ **BRAND COLOUR :- BLUE**

➤ **BRAND TAGLINE :- “MOVE WITH MEANING”**

➤ **BRAND`S WEBSITE :- <https://www.tatamotors.com>**

BRAND STUDY OF TATA MOTORS

About the logo of TATA MOTORS :-

- The original Tata logo, created in 1945, featured a red-colored "T" in a red colored circle. This design represented Tata's diversified interests in engineering, while the red color signified trust, integrity, and reliability – traits synonymous with the Tata brand.
- By analyzing the design elements and symbolism, one can understand how Tata aimed to enhance brand recognition, differentiate itself in a competitive market, and align its identity with the changing business landscape. From the incorporation of a new symbol representing precision and the future to the strategic positioning of the Tata name, each decision was carefully crafted to resonate with customers worldwide.

About mission/vission/values of tata motors:-

MISSION:-

We innovate mobility solutions with passion to enhance the quality of life.

VISION:-

we will become the most aspirational Indian auto brand, consistently winning, by:

- Delivering superior financial returns
- Driving sustainable mobility solutions
- Exceeding customer expectations, and
- Creating a highly engaged workforce

VALUES:-

We innovate mobility solutions with passion to enhance the quality of life.

- Integrity - Teamwork - Accountability - Customer focus - Excellence - Speed

UNIQUE SELLING PROPOSITION

About the USP of TATA MOTORS :-

- Tata Motors excels with affordable, innovative vehicles, a robust domestic presence, and a diverse product portfolio including electric vehicles. Known for safety, strong R&D, and Global reach through brands like Jaguar and Land Rover, it leads in sustainable mobility solutions, driving growth and innovation in the automotive sector.

ANALYSIS OF THE TAGLINE

About The Tagline of TATA MOTORS :-

- Tata motors Tagline **"MOVE WITH MEANING"**
- The new brand identity has been developed with Landor & Fitch, a global brand transformation company. Along with the new brand name, Tata has also unveiled its new brand tagline - 'Move with Meaning', which reflects the sustainability at the core

TARGET AUDIENCE

Target Audience:-

- Tata Motors has a diverse Target Audience that includes people in rural and semi-urban areas, small towns, villages, and cities across India. The company also has a range of clients in various sectors, including public sector units (PSUs) and state transport corporations that use Tata Motors' commercial vehicles for public transportation.
- In that case, their target audience might be young people who are just starting out and looking for an affordable car to get around in. On the other hand, if Tata Motors is selling a luxury SUV, its target audience might be wealthy individuals or families who want a comfortable and spacious vehicle for long drives.

COMPETITOR ANALYSIS OF TATA MOTORS

About the other competitors with TATA MOTORS :-

Tata Motors has many competitors, including global competitors and domestic competitors

Global competitors

Volkswagen Group, General Motors, and Toyota are some of Tata Motors' global competitors. In 2021, Volkswagen sold 9.16 million vehicles, General Motors sold almost 7 million, and Toyota sold almost 9 million. Tata Motors' sales in 2021 were 840,000, and it recorded a loss of \$1.8 billion on sales of \$34 billion.

Domestic competitors

Some of Tata Motors' domestic competitors include:-

Ashok Leyland, Force Motors, Mahindra & Mahindra, and Maruti Suzuki India.

- Ashok Leyland: A top manufacturer of commercial vehicles in India, especially buses.
- Force Motors: A leader in manufacturing tractors, buses, and smaller commercial vehicles.
- Mahindra & Mahindra: Offers a variety of commercial vehicles, including trucks, tractors, buses, and military vehicles.

BUYER'S PERSONA

BUYER'S PERSONA FOR CARS :-

- A buyer persona for Tata Motors might encompass the following characteristics:

Demographics

- Age :-25-55 years
- Gender :-Both male and female
- Income Level :-Middle to upper-middle class
- Occupation :-Professionals, business owners and senior executives

Geographics:-

- Location :- Urban and semi-urban areas in India and international markets where Tata Motors operates
- Region :-India, with significant interest in emerging markets like Africa and Southeast Asia

Psychographics

- Values :- Reliability, durability, and value for money. Preference for brands with strong ethical values and local engagement.

Life style :-Daily commute, family-oriented, and environmentally conscious

Behavioral Traits:-

- Buying Motivation :- Need for a reliable vehicle for personal or business use. Interest in advanced features and fuel efficiency.
- Buying Concerns:-Concerns about vehicle maintenance costs, resale value, and after-sales service.

BUYER'S PERSONA

BUYER'S PERSONA FOR COMMERCIAL VEHICLES:-

It's important to evaluate factors such as piston quality, back body, chassis quality, and the finance company involved. Additionally, the types of trucks available, ranging from 10 to 16 tires, can significantly impact decision-making. Build quality and engine capacity are also key considerations that should not be overlooked when assessing a vehicle's suitability for specific needs and requirements.

- Ensuring sufficient cargo space
- Minimizing operational costs
- Securing financing options that fit the business's budget

Buying Criteria:-

- Vehicle durability and reliability
- Cargo capacity and fuel efficiency
- Flexible financing options-
- After-sales support and maintenance services

MODELS OF CARS



MODELS OF TRUCKS



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.

SEO & KEYWORD RESEARCH

Search Engine Optimization:

Search Engine Optimization (SEO) for Tata Motors, or any large corporation, involves a comprehensive strategy aimed at improving the visibility of their website and online presence on search engines like Google

Backlink and referring Domain :-

- Uncover the referring domains of your competition, assess their backlink profile expansion, and get a clear picture of the opportunities you may be missing.
- April the number of backlinks to tatamotors.com has dropped by -2.8% and equals 4.61M. The amount of referring domains has increased by 0.75% and equals 24.84K.

ON PAGE OPTIMIZATION

Meta tag optimization is an “SEO 101” best practice – an “old” checkbox we all continue to mark in digital marketing. But they’re more than keyword stuffing, when used correctly meta tags tell the user and Google’s search engine crawlers what your page is about and how to index it. There are quite a few “types” of meta tags available for website use and optimization:

- Meta description
- Meta content type
- Viewport
- Title tag (this one isn’t a “meta” but it’s within the same category and placement)
- Robots-
- Header [designation] tags
- Canonical tag
- Alt image tag
- Keywords tag (this one just typically gets grouped in with title tag and meta description as it’s typically all done at the same time.)
- Language and more.

Content Optimization:-Content optimization is the process of making sure content is written in a way that it can reach the largest possible target audience. The process of optimizing content should include making sure associated keywords are present, adding meta and title tags, and relevant links.

KEYWORDS RESEARCH

OBJECTIVES FOR KEYWORD RESEARCH

-TO INCREASE WEBSITE TRAFFIC :

As keyword research helps us know which key words are used by target customer mostly, by this we can improve our website traffic.

-TO IMPROVE ORGANIC SEARCH RANKING :

By Keyword Research we can know which key words are performing est, which high search volume and lower competition, so that we can optimize our website with those key words to improve organic search ranking.

-TO REACH OUT MORE AUDIENCE :

Keyword research helps us to find out which keys are good to target our prospective customers and so that we can use those keywords in our website's content.

KEYWORD RESEARCH & IDEAS

KEYWORD	VOL	POS	EST. VISITS
Tata motors share price	4.1m	2	447,456
Tata motors share p	4.1m	2	441,099
Stock price tata motors	4.1m	2	441,099
Tata motors company share price	4.1m	2	441,099
Tata motors ltd share price	4.1m	2	441,099
Tata motors stock value	4.1m	2	441,099
Price of tata motors stock	4.1m	2	441,099
Stock price of tata motors	4.1m	2	441,099
Tata motors stock price	4.1m	2	441,099

BACKLINK & REFERRING DOMAINS ANALYTICS

Backlinks: Approximately 3.6 million

Referring Domains: Around 25.17 thousand

Note: These numbers can fluctuate over time. For the most accurate and up-to-date information, I recommend using a tool like Semrush, Ahrefs, or Moz.

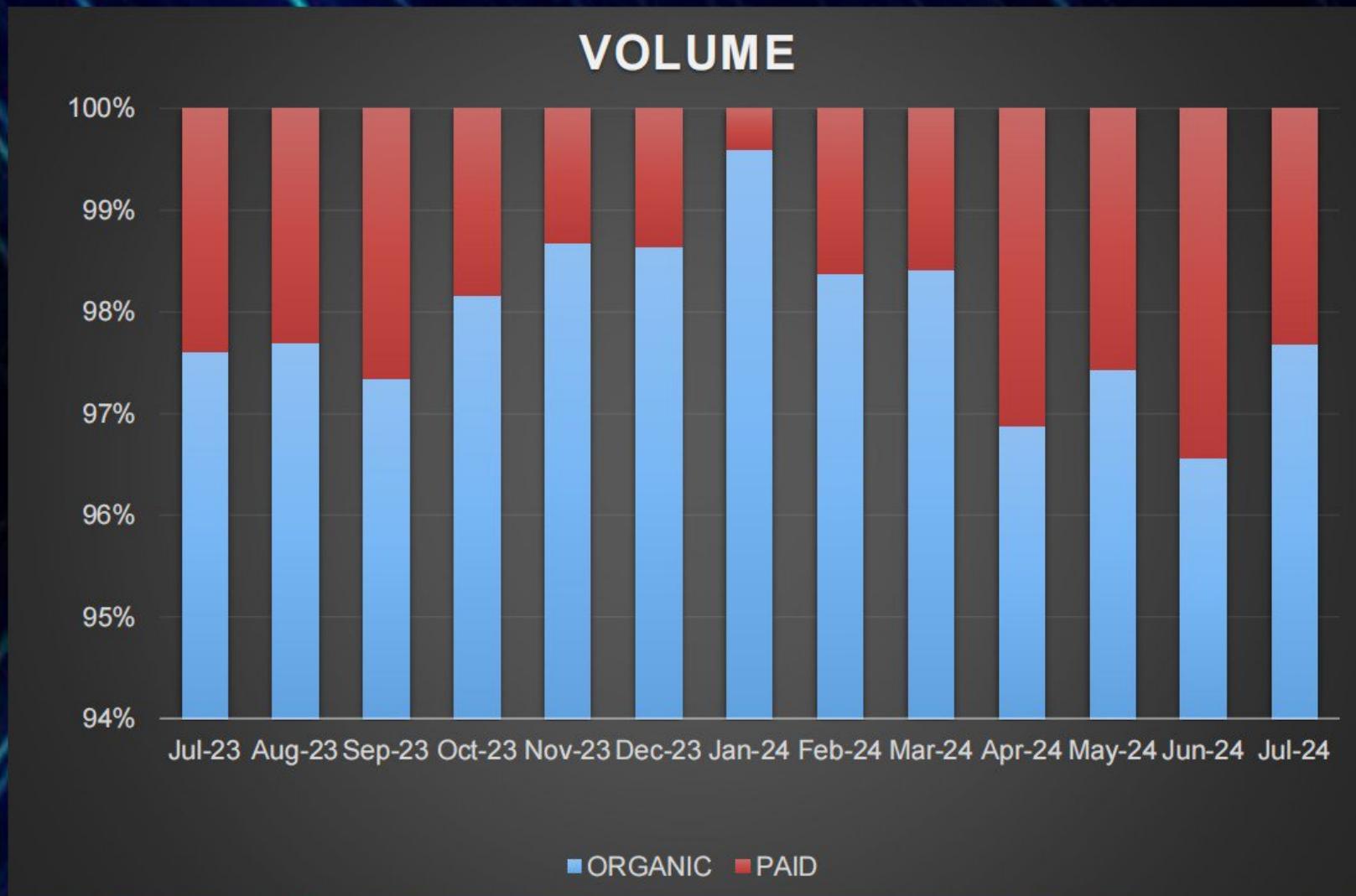
Authority score
75

Referring domains
25.17k

Backlinks
3.6M

Google penalty risk
unlock

ORGANIC & PAID TRAFFIC



CONTENT IDEAS

The Importance Of Car Maintenance:

Regular checks on brakes, tires, steering, and lights can help identify potential issues before they lead to accidents.

Maintain control: Proper tire pressure and alignment ensure optimal grip on the road, reducing the risk of skidding or hydroplaning

Financial Benefits

Avoid costly repairs: Early detection of minor problems through routine maintenance can prevent them from escalating into expensive breakdowns.

Higher resale value: A well-maintained car is worth more when it's time to sell.

BASIC CAR MAINTENANCE TASK

- Oil Change: Regularly check and change the engine oil to ensure your car runs efficiently. This typically needs to be done every 3,000 to 5,000 miles.
- Check and Replace Air Filter: The air filter should be checked regularly and replaced when dirty to ensure your engine gets clean air.
- Check Tire Pressure and Tread: Regularly check tire pressure and ensure it's the recommended level. Inspect the tread for wear and replace tires as needed.
- Replace Windshield Wipers: Check the condition of your windshield wipers and replace them if they are worn or leaving streaks.
- Check and Top Up Fluids: Regularly check levels of brake fluid, coolant, power steering fluid, and windshield washer fluid, and top them up as needed.

EQUAL OPPORTUNITY EMPLOYEE

- Tata Motors has a recognition and reward program called 'Udaan' that recognizes and rewards employees for their exceptional performance.

- Tata motors company providing an equal opportunity employer in their organization that agrees not to discriminate against any employee or job applicant because of race, color, religion, national origin, sex, physical or mental disability, or age.

PERKS OF BEING A TATA MOTORS EMPLOYEE

1. Medical Benefits. Comprehensive medical benefits for employees and their dependent family members.
2. Flexi Working.
3. Perk Car & Interest Subsidy on Car Loan.
4. Explore your Career, Higher Education Program & Management Education Academy.
5. Sabbatical, Maternity & Adoption leave & Holiday Club.
6. Tata Shop Share Smile.

COMMUNITY DRIVEN CONTENT OF TATA MOTORS

In the year 2023-24, our CSR interventions have touched over 8.01 lakh lives across India.

Driving positive change :

Working with communities involves collaborating, listening and understanding their needs. It fosters inclusive decision-making, builds trust and promotes shared ownership. Through active engagement, we are creating positive social impact, empowering individuals and contributing to the well-being and development of local communities.

Vasundhara :

“For a greener India 5.5 Lakh Trees planted”

We strive to minimize our impact on the environment through a range of green initiatives like promotion of renewable resources, creation of carbon sinks through large-scale sapling plantation, construction of water conservation structures and building awareness among the communities. We planted 90% saplings of indigenous varieties and worked towards maintaining the survival rate as high as 90%. Through these initiatives, we could convert numerous locations into micro-habitats for diverse varieties of flora and fauna. We strive to sensitise people, especially younger children about the environment.

PROJECT COMMUNITY ENGAGEMENT:-

Tata Motors' Amrtudhara, a national programme, focuses on ensuring water security in rural areas and tribal hamlets. We have successfully given every family access to drinking water within a 200-metre radius of their homes.

Aadhaar:-

Affirmative action ₹40+ Crore

Worth of business awarded to Affirmative Action suppliers

Our initiatives adopt an integrated development approach to uplift individuals from Scheduled Caste (SC) and Scheduled Tribe (ST) communities. Within the broader stakeholder community, our programmes primarily empower women and support children's education.

IIDE LOGO

- The Tata logo symbolizes fluidity and adaptability. It is also said to depict a fountain of knowledge, or a tree of trust under which people can take shelter.

- The wordmark, executed in a traditional sans-serif Helvetica typeface is placed under the emblem and features the same blue color. Both the letter “A” does not have its horizontal bars. The Tata emblem symbolizes movement and fluidity. It shows the brand as progressive and forward-looking.

MARKETING STRATEGY

MARKETING STRATEGIES OF TATA MOTORS:

Tata Motors is a company that uses digital marketing strategies to promote its products and reach new customers. Here are some of the digital marketing strategies they use

Social Media Marketing:

Tata Motors uses social media platforms like Facebook, Instagram, and Twitter to promote its products and engage with customers. They share images and videos of their vehicles and also run and track social media campaigns to attract new customers.

Search Engine Optimization (SEO):

Tata Motors makes sure that its website appears at the top of search engine results when people search for keywords related to their products. This is done through various SEO techniques like optimizing website content and building backlinks.

INFLUENCER MARKETING OF TATA MOTORS:

Shubhranshu Singh –

Vice President, Marketing,
Commercial Vehicle Business, Tata Motors

In the realm of consumer influence, the supremacy of celebrities once dictated consumer preferences, utilizing their fame across billboards, magazines and screens to shape brand perception. Their endorsements, broadcasted through traditional media channels, wielded substantial power, becoming the cornerstone of brand marketing strategies. For years, brands heavily relied on the magnetic pull of these public figures, leveraging their star power to drive consumer behaviour. However, the seismic wave of the digital era has revolutionized this landscape, fundamentally altering the dynamics of influence. Social media has birthed a new breed of influencers, transforming individuals, like you and me, into powerful advocates who redefine how brands connect with their audience.

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
WEEK - 2	Introduction to reels	Video tutorial and creating interactive content	Video	Customer view	Customer's Questions & Answers
WEEK - 3	Podcast	Live question & answers	Before & After	Infographic	Short Quiz
WEEK - 4	Community Spotlight	Sharing a blog post	Interactive poll	Thankful Thursday	Educational Video.

INFOGRAPHIC OF TATA MOTORS:

Infographics are visual representations, like charts or diagrams, used to convey information about Tata Motors Corp in a clear and engaging way.

TOTAL INCOME

₹80649.9cr

+29.56%YOY

OPERATING EXPENCES

₹74039.1cr

+29.29%YOY

LOSS BEFORE TAX(LBT)

₹-1461.2cr

-57.90%YOY

EPS(Basic)

₹-2.5

+78.44%

Revenue by source – percent change

Operations (₹79611.4cr) +29.70%YOY

Others (₹1038.5cr) 19.79%YOY

Sales

Operations
others

1%

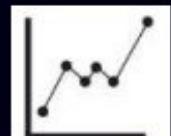
99%



OPERATING PROFIT
₹5572.3CR



OPERATING PROFIT MARGIN
7.0%



NET LOSS
₹-944.6CR

CONTENT CREATION & CURATION

INSTAGRAM STORY :

https://www.instagram.com/stories/tatamotors.com.tml/3430052727882414966?utm_source=ig_story_item_share&igsh=eXFwajVtdDQwd Tg0



CONTENT CREATION & CURATION

INSTAGRAM POST CREATION :-

https://www.instagram.com/p/C-Z_ce6SgGm/?igsh=MXd6MnFtMjJhY3VIYQ==



CONTENT CREATION & CURATION

SOCIAL MEDIA AD CAMPAIGNS



CONTENT CREATION & CURATION

SOCIAL MEDIA AD CAMPAIGNS



CONTENT CREATION & CURATION

SOCIAL MEDIA AD CAMPAIGNS



Content Creation & Curation

EMAIL AD CAMPAIGNS :



FUTURE OF MOBILITY ORGANISATION BUSINESS CORPORATE RESPONSIBILITY INVESTORS NEWSROOM CAREERS



Contact us

For any assistance

Commercial vehicles

cac@tatamotors.com

[1800 209 7979](tel:18002097979)

Passenger vehicles

customercare@tatamotors.com

[1800 209 8282](tel:18002098282)

Electric vehicles

customercare@tatamotors.com

[1800 209 8282](tel:18002098282)

Registered office

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Phone: +91-22-6665 8282

Content Creation & Curation

EMAIL AD CAMPAIGNS :

TATA MOTORS
Connecting Aspirations

FUTURE OF MOBILITY ORGANISATION BUSINESS CORPORATE RESPONSIBILITY INVESTORS NEWSROOM CAREERS



Contact us

Investor relations

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International business

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Worli, Mumbai - 400 018
Phone: +91-22-6757 7200

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 and measurable results and types of digital marketing	N.Kothiyal
9/07/24 Day - 2 Tuesday	Organizational Culture	learnt about brand awareness, targeted advertising, business growth.	N.Kothiyal
10/07/24 Day - 3 Wednesday	Digital marketing vs Traditional marketing	learnt about advantages and disadvantages of digital marketing and traditional marketing	N.Kothiyal
11/07/24 Day - 4 Thursday	Introduction to Search Engine Optimization	learnt about SEO, web-site designing, Hierarchical theory and Keyword research	N.Kothiyal
12/07/24 Day - 5 Friday	Introduction to technical SEO	learnt about technical SEO and key elements of technical SEO, and introduction to social media marketing	N.Kothiyal
13/07/24 Day - 6 Saturday	Solved a Case Study	optimizing a tech blog for SEO	N.Kothiyal

WEEKLY REPORT

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

Objective of the Activity Done:

Grained basic Knowledge about digital marketing, organisational Culture, Digital marketing vs Traditional marketing, Search Engine optimization (Seo) and Social media marketing.

Detailed Report:

In the first week I was taught about the introduction of digital marketing and why digital marketing is useful in recent time, as most of the products are being sold through online. And I also learnt about key terms and concepts in digital marketing also about the types of digital marketing such as ① multimedia messaging ② Email marketing ③ Social media marketing etc.

I was taught 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 and their advantages and disadvantages. I also learnt about the main topic of digital marketing that is Seo (Search Engine Optimization). The significance of keyword research and moz's hierarchy of Seo needs and how does Seo helps in improving the visibility of websites in search engine results.

In addition with Seo, I also learnt about technical Seo, key elements of technical Seo such as, Crawling, indexing, Pagespeed, website architecture and structure, URL structure and 404 pages and 301 redirects. And measuring of Seo performance and social media marketing, along with pillars of social media marketing.

Lastly solved a case study.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
15/07/24 Day - 1 monday	Introduction to facebook marketing	learnt about face-book marketing and its keyaspects	N.Farooq/1
16/07/24 Day - 2 Tuesday	Facebook analytics and advertising on facebook	An idea about facebook, how advertising works on facebook, and why are facebook analytics important.	N.Farooq/1
17/07/24 Day - 3 wednesday	No classes on account of muharram	-	N.Farooq/1
18/07/24 Day - 4 Thursday	Instagram and twitter marketing	learnt about instagram marketing strategy, Twitter marketing Strategy	N.Farooq/1
19/07/24 Day - 5 Friday	LinkedIn marketing	learnt about defining Company Page goals, Establish Content Governance guidelines	N.Farooq/1
20/07/24 Day - 6 Saturday	Revised the Topics	Facebook analytics, instagram analytics, optimizing twitter Profile, LinkedIn Editorial	N.Farooq/1

WEEKLY REPORT

WEEK - 2 (From Dt. 15/07/24.. to Dt 20/07/24)

Objective of the Activity Done:

Gained Knowledge about Facebook marketing, Instagram marketing, Twitter marketing and LinkedIn marketing.

Detailed Report:

In the second week of the Internship Programme, I was taught about the introduction of Facebook marketing and how Facebook plays a crucial role in digital marketing. I also learnt about the key aspects of Facebook marketing and advertising on Facebook and types of Facebook ads, such as (1) Photo ads, (2) Video ads, (3) Slideshow ads, (4) Messenger ads, (5) Carousel ads, (6) Dynamic ads and more. And I also learnt about cost of advertising on Facebook and some factors on which cost depends like audience targeting, ad placement...etc.

I was taught about Facebook analytics like understanding insights, custom audiences, lookalike audience and conversion tracking and why Facebook analytics is important in digital marketing. On the other hand, I learnt about Instagram marketing on how to build Instagram marketing strategies, how to create Instagram business account, types of posts, hacks and best practices and Instagram analytics.

I also learnt about Twitter marketing on how to create a Twitter account and optimize the Twitter profile and convert it into a professional account, 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 and lastly how to set up LinkedIn campaign manager.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
22/07/24 Day - 1 Monday	Introduction to Pay-per-click advertising and Google ads	Learned about PPC advertising, its uses and Google ads overview, creating effective ads.	N. Took /not/
23/07/24 Day - 2 Tuesday	Introduction to E-mail marketing	An idea about E-mail marketing, its benefits for business & organization	N. Took /not/
24/07/24 Day - 3 Wednesday	E-mail marketing automation	What is E-mail marketing automation, its benefits, metrics to monitor and examples	N. Took /not/
25/07/24 Day - 4 Thursday	Introduction to Content marketing	Learned about Content & distribution, Content Calendar, Content audit.	N. Took /not/
26/07/24 Day - 5 Friday	Introduction to video marketing	An idea about Video marketing, benefits, steps and key facts of video marketing	N. Took /not/
27/07/24 Day - 6 Saturday	Solve a Case Study	Social media marketing	N. Took /not/

WEEKLY REPORT

WEEK - 3 (From Dt 22/07/24. to Dt 27/07/24.)

Objective of the Activity Done:

Gained Knowledge about Pay-per-click advertising, E-mail marketing, E-mail marketing 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 & goal of PPC advertising. I also learnt about uses of PPC advertising like Precise targeting, Cost-Effective, real-time measurements, Complementing other channels. I was also taught about google ads and its overview & how to create Effective ads on google.

I also learnt what is E-mail marketing and 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 organizations for Cost-Effectively direct communication, increased engagement, 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 and 5 best practices to make E-mail marketing automation more effective. I also learnt about metrics and monitoring.

Next I learnt about Content marketing which led me to understand business goals, Specific, measurable, Achievable, Relevant and Time-bound (SMART) goals. And Content types, distribution channels, metrics and key performance indicator (KPIs), Content calendar etc.

In addition to above I also learnt about video marketing and benefits of video marketing that are ① Increased Engagement, ② Improve SEO rankings, ③ Higher conversion rates, ④ Trust and Credibilities etc and steps for successful Social media video marketing are key facts about video marketing.

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
29/07/24 Day - 1 Monday	Creating videos on Social media and Content marketing	learnt about video marketing and measurement & monitoring of content marketing	N. Took notes
30/07/24 Day - 2 Tuesday	Introduction to digital marketing analytics	An idea about digital marketing analytics	N. Took notes
31/07/24 Day - 3 Wednesday	Introduction to google analytics	learnt about importance of google analytics and Configuring goals and Events	N. Took notes
01/08/24 Day - 4 Thursday	Setting and Using Google analytics	learnt about e-commerce tracking, conversion tracking, multi-channel funnels etc.	N. Took notes
02/08/24 Day - 5 Friday	Develop a digital marketing strategy	An idea about planning and budgeting for a digital marketing campaign	N. Took notes
03/08/24 Day - 6 Saturday	Solved a Case Study	digital marketing campaign.	N. Took notes

WEEKLY REPORT

WEEK - 4 (From Dt. 29/07/24 to Dt 03/08/24)

Objective of the Activity Done:

Gained knowledge about creating videos on Social media, digital marketing, analytics, Google analytics and digital marketing strategy.

Detailed Report:

In the fourth week of internship programme I was taught about how to create Videos on Social media and what in Social, video marketing, benefits of video marketing like - Social media engagement, website traffic, leads & sales, mobile user targeting. I also learnt about measurement and monitoring of Content marketing, metrics for Content marketing such as: ① Traffic metrics, ② Engagement metrics, ③ SEO metrics, ④ Sales metrics....etc.

I also learnt about digital marketing analytics and analytics for decision making like- identifying Patterns measuring Campaign Performance, customer Segmentation, ROI analysis ...etc. And how the data is collected (or) how it is used in decision making. Variety of tools and technologies are employed to handle and analyze data. The challenges faced by data analytics in digital marketing.

Next I was taught about introduction to google analytics, importance of data in digital marketing, overview of google analytics and how to set up google analytics, creating a google analytics account, configure goals and events, key metrics. I also learnt about conversion tracking, e-commerce tracking, funnel visualization, multi-channel funnel (mCF), custom reports, dashboards, real-time reporting, and how to link google analytics with Adwords and search console and best practices for google analytics.

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, Create compelling content, integrate all digital platform. I also learnt about planning and budgeting for digital marketing campaign and 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
05/08/24 Day - 1 Monday	Identification of Problems and gather related information	Learned to identify the Problems	N. K. Ravi
06/08/24 Day - 2 Tuesday	Came across the vision and mission of "TATA motors LTD"	Understood the vision of "TATA motors"	N. K. Ravi
07/08/24 Day - 3 Wednesday	Analyzed their brand logo	we got to know about the logo & its meaning	N. K. Ravi
08/08/24 Day - 4 Thursday	Analyzed search engine optimization (SEO) of "TATA motors LTD"	Understood the SEO of TATA motors LTD	N. K. Ravi
09/08/24 Day - 5 Friday	Identification of their Competitors	we get to know about their Competitors	N. K. Ravi
10/08/24 Day - 6 Saturday	Analyzed SEO, Keyword research, Brand logo and Competitors of TATA motors LTD	Learned about their strategies	N. K. Ravi

WEEKLY REPORT

WEEK - 5 (From Dt. 08/08/24 to Dt. 10/08/24.)

Objective of the Activity Done:

Identification of vision & mission of "TATA MOTORS LTD".

Detailed Report:

In the 5th week we tried to identify the main purpose of "TATA MOTORS 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 "TATA MOTORS 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 "TATA MOTORS LTD".

Day 5: we identified their competitors and analysed them to overcome them.

Day 6: Analysed SEO, Keyword Research, brand logo and Competitors of "TATA MOTORS LTD".

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
12/08/24 Day - 1 Monday	Identification of their Responsibilities	Known about their responsibilities	N. K. Raja /
13/08/24 Day - 2 Tuesday	Process of Conducting key words research and their ideas	Learned about keywords research ideas	N. K. Raja /
14/08/24 Day - 3 Wednesday	Identification of their marketing strategies	Known about their marketing strategies	N. K. Raja /
15/08/24 Day - 4 Thursday	Creation of Instagram Stories for research about "TATA MOTORS LTD"	Learned how to create the Instagram stories	N. K. Raja /
16/08/24 Day - 5 Friday	Report writing	Completed the report writing	N. K. Raja /
17/08/24 Day - 6 Saturday	Report writing	Completed the report writing	N. K. Raja /

WEEKLY REPORT

WEEK - 6 (From Dt 12/08/24 to Dt 17/08/24)

Objective of the Activity Done:

Research on "TATA MOTORS LTD".

Detailed Report:

In this this last week we have done the research about "TATA MOTORS LTD".

Day 1: we have identified various responsibilities of TATA motors 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 "TATA MOTORS LTD".

Day 5: we have discussed and wrote report.

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

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

The work environment fostered a collaborative atmosphere with clear task-roles, well-defined protocols and structured procedures. The facilities were equipped with necessary tools for digital marketing. Team members exhibited mutual support and 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 unit about to Stop video 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 and Analytics:

Analytics will be Central to your strategy and 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 and ensuring the fine timely completion of the digital marketing 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 efficiency allocating Resources.

5) Problem Solving as a team:

Addressing challenges collectively and finding Solutions through group discussion & collaboration.

6) Adaptability:

Being flexible & adapting to changes in Project scope.

7) Quality Assurance:

Ensuring the accuracy and 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 and findings.

2) Team Collaboration:

Collaborating with the team members to share information and discuss project updates.

3) written Communication:

Crafting clear & concise reports, documentation and emails related to the digital marketing processes.

4) Conflict Resolution:

Addressing & resolving conflicts within the team to maintain a positive & productive environment b/w team members.

5) Feedback Delivery:

Providing constructive feedback to peers, mentors & trainers and 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 at Smart Bridge Interns, I have identified key areas for enhancing my abilities in group discussions, team participation and leadership.

To improve my contribution in group discussions, I am aiming to actively listen to others, ask insightful questions and share my opinions, perspectives clearly and effectively. As a team member/mentor, I plan to 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 on taking initiating, creating a positive team activities. Through these measures, I am committed to continuous growth and excellence in my role as a team mentor.

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 and remote collaboration to AI and business data, new technology has and continues to greatly impact in digital marketing. To start, more devices can 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 analytics capabilities, digital marketers must rise to the challenge 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 and innovations.