

Model Program Book



SHORT TERM INTERNSHIP (On-Site/Virtual)

Designed & Developed by



Acknowledgement

I would sincerely like to thank APSCHF 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 Chakravarty for giving me this wonderful opportunity.

I would like to sincerely thank our Head of the Department Mr. NIK. Mahesh, Department of B.B.A, and our Guide who helped in this project "Dr. T. L. Purushottam" for being 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.

Contents

Serial No.	Particulars	Page no.
1.	Chapter - 1 : Executive Summary	01-02
2.	Chapter - 2 : Overview of the organization	03-04
3	Chapter - 3 : Internship part (Project)	06
4.	Chapter - 4 : Activity Log - First week Weekly Report - first week	07 08
	-) Activity Log - Second week	09
	-) Weekly Report - Second week	10
	-) Activity Log - Third week Weekly Report - Third week	11 12
	-) Activity Log - Fourth week Weekly Report - Fourth week	13 14
	-) Activity Log - Fifth week Weekly Report - Fifth week	15 16
	-) Activity Log - Sixth week Weekly Report - Sixth week	17 18
	-) Activity Log - Seventh week	
5)	Chapter - 5 : Outcomes · Description	23-28

Page No:

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 Engaged in Organisation

SmartBridge operates "Digital Marketing". Guided Part of Virtual Internship with "SMART BRIDGE", where we have learned 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 application used for Social Media Marketing.
- To Know the Mechanisms and Analytics behind the Digital Marketing.

Designing Advertisement - Campaign

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 arises in the Digital Marketing and discussed more about the Solutions for the same we have learnt ad Company 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 organization:-

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 at its optimum levels.

Vision, Mission, values of the organization:-

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 organization:-

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.

Organisation Structure:

Smart Bridge team has accomplished professional workers who follow organizational chart, team & Company rules. It provides development programs for job seekers.

Rules and Responsibilities:

They provide a sense of accomplishment and the contribution to the social which enhances self worth & motivation.

Performance of the organisation?

Comprising Smart Sensors 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 toward innovation & 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 APSCHF Smart Bridge and enrolling for Digital Marketing with Smart Bridge i.e. Live Training Sessions as per pre-scheduled training calendar.

Participating weekly quiz and Completing weekly Assignment with respect to Digital Marketing.

Team formation and Selection of project topic .

"Funskool".

Attending project Mentoring Sessions and designing and Creating facebook pages & Instagram Stories .

Creating Facebook and Instagram reels 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.

FUNSKOOL

PRESENTED BY
D.TEJA KUSUMA NAGA DEVI
AND TEAM

KETA
SIDDHARTHA
CHAKRAVATHI

PANGA
PRASAD

BOTU
AISHWARYA

• B.DURGA
PRASAD RAJU

STUDENTS OF DR. LANKAPALLI BULLAYYA COLLEGE

FUNSKOOL



- TOPIC OF PROJECT : FUNSKOOL INDIA
- BRAND LOGO : The Funskool logo, which consists of the word "FUNSKOOL" in a white, bold, sans-serif font, set against a solid red rectangular background.
- BRAND COLOUR : RED AND white
- BRAND PERSONALITY : PLAYFULL, INNOVATIVE AND RESPONSIBLE
- BRAND WEBSITE : ho@funskool.co.in
- BRAND TAG LINE : “ FUN FOR ALL”

01

BRAND STUDY, COMPETITOR
ANALYSIS, BUYERS PERSONA



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BRAND STUDY



BRAND STUDY OF FUNSKOOL INDIA : Funskool India Ltd. is a prominent toy manufacturing company in India, established in 1987 as a joint venture between Indian conglomerate MRF and US-based Hasbro Inc. Here's a brand study of Funskool India covering various aspects:

1. HISTORY AND BACKGROUND:

- Establishment: Funskool India Ltd. was founded in 1987.
- Ownership: Initially a joint venture between MRF and Hasbro Inc., it has since evolved.

2. PRODUCT RANGE:

- Toys and Games: Funskool is known for a wide range of toys and games catering to different age groups.
- Popular Brands: It manufactures and distributes brands like Transformers, Monopoly, Nerf, Play-Doh, and others under license from Hasbro.

MISSION AND VISION

MISSION:

Funskool's mission is to enrich the lives of children and families by providing high-quality, safe, and innovative toys and games that stimulate creativity, learning, and fun. They aim to be a trusted partner for parents and caregivers in nurturing the development of children through play.

Vision:

Funskool's vision is to be the leading toy and game company in India, known for its commitment to excellence, innovation, and ethical business practices. They aspire to expand their presence globally while maintaining a strong foothold in the Indian market, continually evolving to meet the dynamic needs of children and families.



VALUES

Values:

1. Quality:

Funskool is committed to maintaining the highest standards of quality and safety in all its products. They ensure that each toy and game meets stringent safety regulations and undergoes rigorous testing.

2. Innovation:

Funskool values innovation and creativity, constantly striving to develop new and exciting toys that engage children and inspire learning and imagination.

3. Integrity:

They conduct their business with honesty, transparency, and ethical practices, fostering trust among customers, partners, and stakeholders.

4. Customer Focus:

Funskool places a strong emphasis on understanding and meeting the needs of their customers, striving to exceed expectations in product quality, service, and support.



COMPETITOR ANALYSIS



1. CUBELELO
2. WIN MAGIC
3. FULL OF TOYS
4. PEGASUS TOYKRAFT
5. TOYCART

TARGET AUDIENCE



Funskool India Ltd. targets a diverse audience primarily centered around children and their families. Here's a breakdown of their target audience:

Primary Target Audience:

1. Children (Age Groups):

- Infants and Toddlers: Funskool offers products such as rattles, stacking toys, and soft toys designed to stimulate sensory development.
- Preschoolers: Educational toys, puzzles, building blocks, and creative play sets cater to this age group, promoting learning through play.

School-Aged Children: Games, action figures, board games, and outdoor
Schools, preschools, and educational centers may purchase Funskool products for
classroom use or as educational aids

Secondary Target Audience:

1. Gift Givers:

Relatives and friends buying gifts for children on special occasions such as birthdays and holidays.

Tertiary Target Audience:

1. Toy Collectors and Enthusiasts:

Hobbyists and collectors interested in specific toy lines or limited-edition products offered by Funskool.

Geographic Focus:

Funskool primarily targets urban and semi-urban areas across India where there is a higher concentration of families with children and access to retail outlets.



BUYERS PERSONA

Creating a buyer persona helps us understand the typical consumer of Funskool products. Let's outline a detailed buyer persona:

Name: Parental Patty

Demographic Information:

- Age: 30-40 years old
- Gender: Female [mostly]
- Marital Status: Married
- Occupation: Full-time parent or working professional
- Education: College educated
- Income Level: Middle to upper-middle class

Psychographic Information:

- Values:

- Safety and quality: Prioritizes toys that are safe and durable.
- Education and development: Values toys that aid in their child's learning and development.
- Fun and engagement: Seeks toys that keep their child entertained and engaged.



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BRAND TRUST:

Positive word-of-mouth and recommendations from parents and educators.

- Marketing Approach:

- Educational content: Provides tips and resources on child development and educational benefits of toys.

- Engaging social media presence:

- Shares user-generated content, product demonstrations, and customer testimonials.

- Responsive customer service:

- Addresses queries and concerns promptly, building trust and loyalty.





02

SEO AUDIT AND KEYWORD RESEARCH



SEO AUDIT

1. Technical SEO:

- Crawlability:
- Robots.txt:

Ensure the `robots.txt` file is configured correctly to allow search engines to crawl important pages.

- XML Sitemap: Verify the XML sitemap is submitted to Google Search Console and Bing Webmaster Tools. Check for proper updates and accuracy.

2. On-Page SEO:

- Title Tags:
- Optimization:

Title tags should be unique, descriptive, and include primary keywords relevant to each page.

3. Off-Page SEO:

- Backlinks:
- Quality and Quantity: Evaluate the number and quality of backlinks pointing to the site



KEYWORD RESEARCH

Keyword research is essential for optimizing Funskool's website to attract the right audience and improve search engine visibility. Here's a comprehensive approach to keyword research for Funskool:

1. Identify Core Topics:

- Toy Categories: Focus on primary toy categories like educational toys, board games, action figures, puzzles, and building blocks.
- Age Groups: Keywords related to toys for different age groups, such as "toys for toddlers," "preschool toys," and "games for kids."
- Brand-Specific Keywords: Keywords related to specific brands or licenses, like "Transformers toys" or "Play-Doh sets."

2. Brainstorm Seed Keywords:

- Start with basic keywords related to Funskool's products and industry. Examples:
- Educational toys
- Kids' board games
- Building blocks
- Children's puzzles



KEYWORD IDEAS

1. Core Keywords:

- Educational toys
- Kids toys
- Board games for children
- Fun toys for toddlers
- Creative playsets

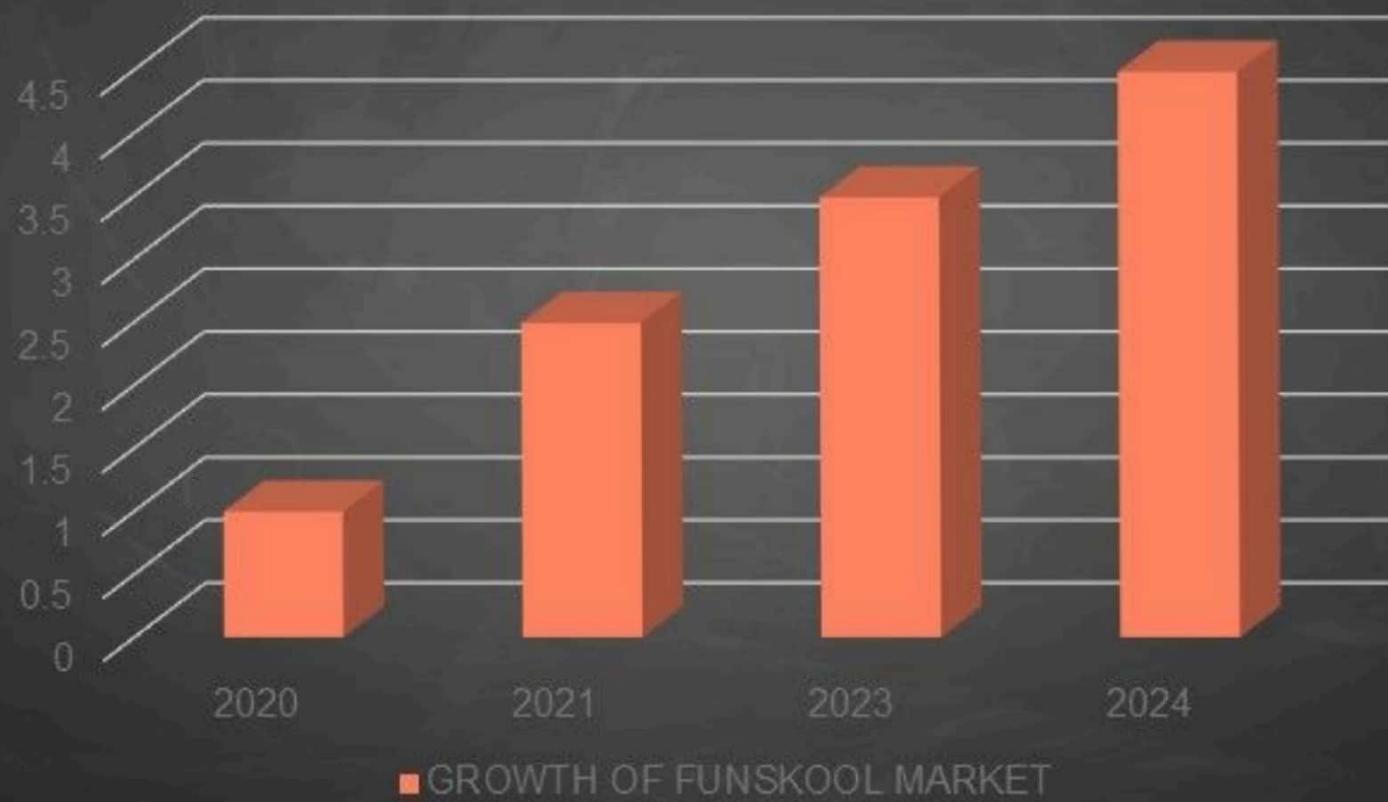
2. Long-Tail Keywords:

- Best educational toys for preschoolers
- Top 10 board games for family fun
- Safe building blocks for 2-year-olds
- Interactive toys for early childhood development
- Where to buy Funskool toys in India

3. Brand-Specific Keywords:

- Funskool toys
- Funskool educational games
- Funskool Play-Doh sets
- Funskool Transformers figures

FUNSKOOL MARKET



ON PAGE OPTIMISATION



On-page optimization is a crucial aspect of SEO (Search Engine Optimization) focused on optimizing individual web pages to rank higher and earn more relevant traffic in search engines. Here's a breakdown of key elements to consider for effective on-page optimization:

1. Title Tags:

- Relevance: Ensure the title accurately reflects the content of the page.
- Length: Keep it under 60 characters to avoid truncation in search results.
- Keywords: Include primary keywords, preferably at the beginning.

2. Meta Descriptions:

- Purpose: Summarize the page content compellingly to encourage clicks.
- Length: Aim for 150-160 characters.
- Keywords: Incorporate relevant keywords naturally.

3. Headings (H1, H2, H3, etc.):

- H1 Tag: Use one H1 tag per page, typically for the main title.
- Subheadings: Use H2, H3, etc., to structure content and improve readability.
- Keywords: Include relevant keywords in headings to indicate content structure and relevance.

03

CONTENT IDEAS AND MARKETING STRATEGIES

CONTENT IDEA GENERATION

Generating content ideas for a brand like Funskool, which specializes in toys and games, involves tapping into themes that resonate with your audience—parents, children, and educators. Here are some strategies and ideas to consider:

1. Educational Content:

- DIY Activities: Create step-by-step guides for DIY toys and crafts using household items.
- Learning Games: Develop articles or videos about games that can help with early childhood education and skills development.
- Skill Development: Write about how certain toys enhance cognitive, motor, and social skills.

2. Play and Parenting Tips:

- Play Tips: Share tips on how to make playtime more engaging and beneficial.
- Parenting Advice: Offer advice on selecting age-appropriate toys and balancing screen time with physical play.

3. Seasonal and Holiday Themes:

- Holiday Specials: Feature themed toys and games for holidays like Christmas, Diwali, or Back-to-School.
- Activities: Suggest seasonal games and activities that match the time of year (e.g., outdoor games for summer, indoor games for winter).



MARKETING STRATEGIES

Funskool, a prominent name in the Indian toy industry, has employed several effective marketing strategies to establish and maintain its position. Here's a breakdown of their key approaches:

Core Marketing Strategies:

Strong Brand Building: Funskool has consistently focused on building a strong brand image associated with quality, trust, and fun. This has been achieved through consistent branding across all touchpoints.

Leveraging Licensing: Partnering with popular movie and character franchises has been a cornerstone of Funskool's marketing strategy. This helps them tap into existing fan bases and generate excitement around their products.

Key Takeaways:

Funskool's marketing strategies have been instrumental in its success. By focusing on brand building, product innovation, distribution, and affordability, the company has managed to create a strong foothold in the Indian toy market. The ability to adapt to changing consumer preferences and competitive pressures will be crucial for its continued growth.



04

CONTENT CREATION AND CURATION



INSTAGRAM STORY



<https://www.instagram.com/p/C-c-rS4SJ5J/?igsh=NmNrY3dxYWMiYjRI>

INSTAGRAM POST



<https://www.instagram.com/p/C-c-rS4SJ5J/?igsh=NmNrY3dxYWMiYjRI>

SOCIAL MEDIA AD CAMPAIGN



Funskool

71K likes • 71K followers

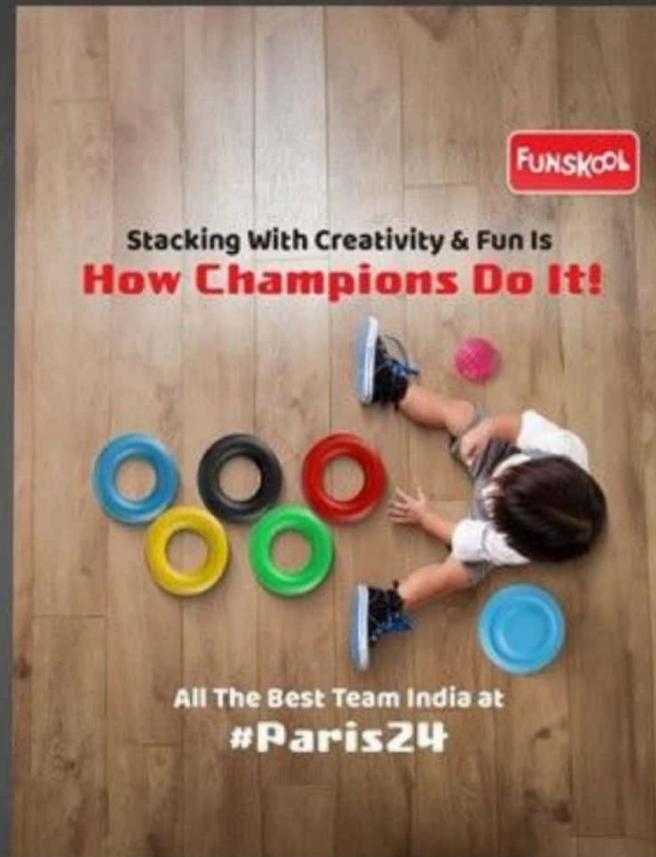
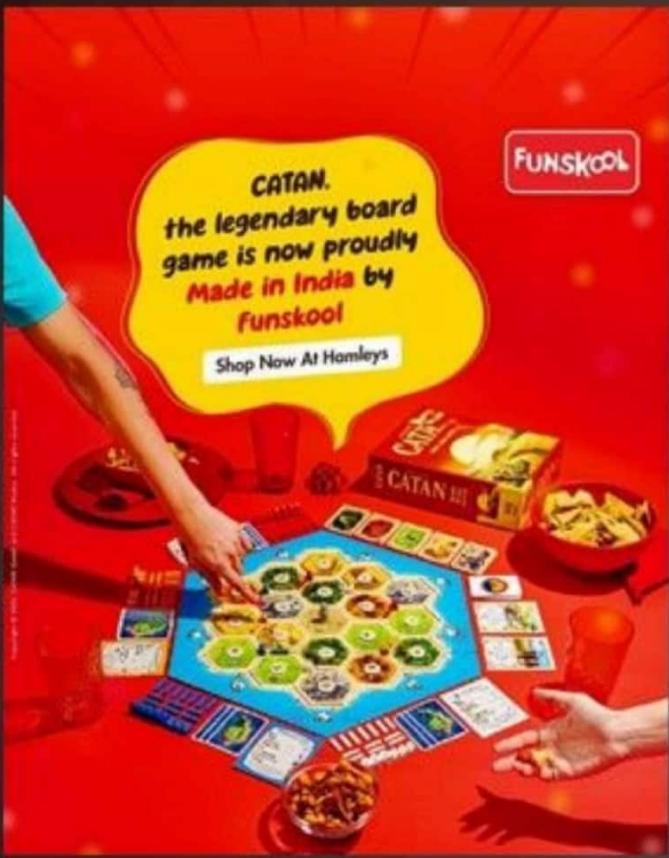
Funskool is India's leading toy manufacturing company promoted by the MRF group.

Like

WhatsApp



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EMAIL AD CAMPAIGN



We'd love to
hear from you

Get in touch with us for your
queries & support



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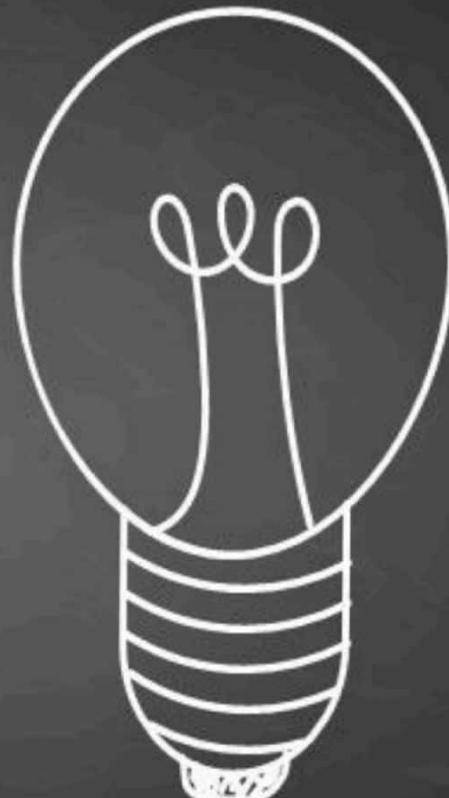
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**THANK
YOU**



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 in measurable results and types of digital marketing	Sujit ✓
9/07/24 Day -2 Tuesday	organisational culture	learn about brand awareness, targeted audience and targeted advertising and business goals	Sujit ✓
10/07/24 Day -3 Wednesday	Digital marketing vs Traditional Marketing	Advantages of Digital marketing and traditional marketing and Disadvantage	Ravi ✓
11/07/24 Day -4 Thursday	Introduction to search engine optimization (SEO)	learn about SEO, website designing, Hierachial theory and keyword research	Sujit ✓
12/07/24 Day -5 Friday	Introduction to Technical SEO	Technical SEO, key elements and introduction to social media marketing.	Sujit ✓
13/07/24 Day -6 Saturday	Revised previous topics	Prepared weekly report	Sujit ✓

WEEKLY REPORT

WEEK - 1 (From Dt. 3-7-24 to Dt. 13-7-24)

Objective of the Activity Done: gained knowledge about digital marketing, organisational culture, digital marketing to traditional marketing, SFO and SMM.

Detailed Report:

In the first week of the internship programme. I was taught about the introduction of digital marketing and why digital marketing is useful as in recent times most of the products are being sold through online. I also learnt about key terms and concepts in digital marketing and also about the types of digital marketing such as @ multimedia messaging @ Email marketing @ social media marketing etc..

Also 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. There is a main topic in digital marketing that is in search engine optimization (SEO). The significance of keyword research, MozFow'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 was also taught 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 the pillars of social media marketing.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Monday Day - 1 15-07-24	Introduction to facebook Marketing	Learned about facebook marketing and its key aspects	Sujit ✓
Tuesday Day - 2 16-07-24	facebook Analytics and advertising on facebook	An idea about facebook, how advertising works on facebook and facebook analytics	Sujit ✓
Wednesday Day - 3 17-07-24	Practicing the previous topics	Facebook marketing, facebook analytics and Advertising on facebook.	Sujit ✓
Thursday Day - 4 18-07-24	Instagram and Digital marketing	Learned about Instagram marketing strategy, Twitter marketing strategy	Sujit ✓
Friday Day - 5 19-07-24	LinkedIn marketing	Learned about defining company page goals, establishing content guidelines	Sujit ✓
Saturday Day - 6 20-07-24	Revision of the explained Topics	facebook analytics, instagram analytics, optimizing twitter profile, LinkedIn editorial	Sujit ✓

WEEKLY REPORT

WEEK - 2 (From Dt. 15-07-24 to Dt 20-7-24.)

Objective of the Activity Done: gained knowledge about facebook marketing
instagram marketing, twitter marketing & linked in marketing

Detailed Report:

In the second week of the internship programme. I was taught about the introduction of facebook marketing and how facebook plays crucial role in digital marketing. I also learnt about the key aspects of facebook marketing and how Advertising works on facebook and types of facebook ads such as a) photo ads b) video ads c) slideshow ads d) messenger ads: and many more.

I also learnt about cost of Advertising on FB and some factor on which cost depends like Audience Targeting Ad placement, campaign duration, Industry competitors etc.. Facebook Analytics like understanding Insights, custom Audience look alike audience and consention tracking.

On the other hand I learnt about instagram marketing on how to build instagram marketing strategies. How to create instagram business Account, types of instagram posts, hacks and best practices and instagram Analytics.

In addition to above I also learnt about Linked In Marketing on how to define company page goals and how to fill out our page completely and establishment of governance guidelines.

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	learnt about ppc advertising, its uses and google ads overview creating effective ads	<i>[Signature]</i>
23/07/24 Day - 2 Tuesday	Introduction to E-mail marketing	An idea about E-mail marketing its benefits for business is organisation	<i>[Signature]</i>
24/07/24 Day - 3 Wednesday	E-mail marketing automation	What is E-mail marketing automation its benefits metrics to monitor & examples	<i>[Signature]</i>
25/07/24 Day - 4 Thursday	Introduction to Content marketing	learnt about content distribution, content calendar, content Audit	<i>[Signature]</i>
26/07/24 Day - 5 Friday	Introduction to video marketing	An idea about video marketing, benefits steps and key factors of video marketing	<i>[Signature]</i>
27/07/24 Day - 6 Saturday	Solve a Case study	Social media marketing	<i>[Signature]</i>

WEEKLY REPORT

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

Objective of the Activity Done:

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 and 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 and 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 (marketing) is used in different business and organisations for cost effectively direct communication.

Next I learnt about content marketing which used to understand business goals, specific measurable, achievable, relevant and time bound (smart) goals, and content types, distribution channels metrics and key performance indicators (KPI) content calendar etc..

In addition to above I also learnt about video marketing and benefits to videomarketing that ① increased engagement ② Improve SEO ranking ③ Higher conversion and steps for successful social media video marketing and key facts about video marketing.

Lastly solved a case study on social media adver Marketing

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
29/7/24 Day - 1 <u>Monday</u>	Creating Video on social media and content marketing	learnt about video marketing measurement and monitoring of content marketing	Sukh
30/7/24 Day - 2 <u>Tuesday</u>	Introduction to Digital marketing Analysis	An idea about digital marketing analysis	Sukh
31/7/24 Day - 3 <u>Wednesday</u>	Introduction to google Analytics	Learn about important of Google Analytics and configuring goals and events	Sukh
1/8/24 Day - 4 <u>Thursday</u>	Setting and using google Analytics	Learn about E-commerce tracking, conversion tracking, multi-channel funnels etc.	Sukh
2/8/24 Day - 5 <u>Friday</u>	Develop a Digital marketing strategy	An idea about planning and budgeting for a Digital marketing campaign	Sukh
3/8/24 Day - 6 <u>Saturday</u>	solved a case study	Digital Marketing campaign	Sukh

WEEKLY REPORT
WEEK - 4 (From Dt. 29/7/24... to Dt. 3/8/24...)

Objective of the Activity Done: gained knowledge about creating videos on social media digital Marketing Analytics, google Analytics and digital Analytics marketing strategy.

Detailed Report:

In the fourth week of internship programme. I was taught how to create videos on social Media and what is video marketing. Benefits of video Marketing like social media engagement, website traffic leads and sales and mobile user targeting. I also learnt about measurement and monitoring of context marketing, Metric such as 1. Traffic Metrics 2. User Engagement Metrics. c. 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 now the data is collected (d) how it is used in decision making.

Next I was taught about introduction to google Analytics importance of data in digital marketing, overview of google Analytic and how to set up google Analytics, creating a account, key metrics I also learnt about conversion tracking E-commerce tracking.

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, planning and budgeting

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
29-7-24 Day - 1 Monday	Identification of Problems and gather related Information	Learned to Identify the Problems	Sunilkumar
30-7-24 Day - 2 Tuesday	Came across the Vision and Mission of "Funskool"	understood the vision of "funskool"	Sunilkumar
31-7-24 Day - 3 Wednesday	Analysed their Brand Logo	we got to know about the logo and its Meaning	Sunilkumar
3-8-24 Day - 4 Thursday	Analysed Search engine optimization (SEO) of "Funskool"	understood the SEO of funskool LTD.	Sunilkumar
2-8-24 Day - 5 Friday	Identification of their Competition	we got to know about their Competitors	Sunilkumar
3-8-24 Day - 6 Saturday	Analysed SEO, Keyword research, Brand Logos and Competitors of 'Funskool'	Learned about their Strategies	Sunilkumar

WEEKLY REPORT

WEEK - 5 (From Dt. 5.3.24. to Dt. 10.3.24.)

Objective of the Activity Done: Identification of vision & Mission of "funkool"

Detailed Report:

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

Day - 1 : we tried to identify problems and gathered information related to it.

Day - 2 : we discussed and came across the vision and mission of funkool

Day - 3 : we discussed and analysed their Brand Logo and main meaning of their Brand Logos

Day - 4 : we Analysed and SEO (Search Engine Optimization) of ~~the~~ funkool LTD.

Day - 5 : we Identified their Competitors and Analysed them to overcome them.

Day - 6 : Analysed SEO, Keyword Research, Brand Log and Competitors of funkool LTD.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
12-8-24 Day - 1 Monday	Identification of their responsibilities	Known about their responsibilities	Sunil ✓
13-8-24 Day - 2 Tuesday	Process of Conducting Keyword Research and their ideas	Learned about Keyword Research Ideas	Sunil ✓
14-8-24 Day - 3 Wednesday	Identification of their Marketing Strategies	Known about their Marketing Strategies.	Sunil ✓
15-8-24 Day - 4 Thursday	Creation of Instagram Stories for Research about "funko"	Learned how to Create the Instagram stories	Sunil ✓
16-8-24 Day - 5 Friday	Report Writing	Completed the Report writing	Sunil ✓
17-8-24 Day - 6 Saturday	Report writing	Completed the Report writing	Sunil ✓

WEEKLY REPORT

WEEK - 6 (From Dt...12/2/24. to Dt...12/8/24.)

Objective of the Activity Done: Research on "funkool"

Detailed Report: In this last week we have done the research about "funkool".

Day -1 : we have identified various Responsibilities of Funkool 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 and people opinion on " funkool".

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 Smart Bridge 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 initiated mutual support and teamwork, contributing 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.
- content marketing : content is at the core of digital marketing and will continue to play a crucial part of the game.
- ③ Data and analytics: Analytics will be central to your strategy and help you make better data-driven decisions for campaigns
- social media : It is essential to have some of the understanding of social media marketing which suits according to your audience
- 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.

Project management: Coordinating tasks, setting goals and ensuring the fine timely completion of the data analytics project.

Team collaboration: Working effectively in a group setting, delegating tasks and fostering a collaborative environment.

Leadership skills: Taking initiative, guiding the team and making decisions to achieve project objectives.

Time management: Prioritizing tasks, meeting the deadlines and efficiently allocating resources.

Problem solving as a team: Addressing challenges collectively and finding solutions through group discussion & collaboration.

Adaptability: Being flexible & adapting to changes in project scope.

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 about 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 between 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 smart bridge interns, I have identified key areas enhancing my abilities in group discussions, team participation & leadership.

To improve my contribution in group discussions, aiming to actively listen to others asks insightfully & share my opinions, perspectives clearly & effectively. As a team member / mentor, I plan to strengthen collaboration by proactively offering support, leveraging my technical skills & 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 & excellence in my role in as a team member.

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 to remote collaboration to AI & Business data analytics, new technology has & continues to greatly impact digital marketing. To start, more and more devices than 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 & analytics capabilities, digital marketers must rise to the challenge of incorporating augmented reality and virtual reality & virtual reality onto their overall strategy.

Along with AI, the technological advancements will be essential in creating an immersive e-commerce experience. The world of digital marketing is constantly evolving, with new technology emerging everyday. It can be challenging to keep up with the latest trends and innovations.