**M. ABDULLAH KHAN**

**“Develop and implement a Digital Marketing and SEO strategy for our company and bring at least 50 followers and 100 likes to our LinkedIn page, and keep track of it.”**

*Digital Marketing & SEO Intern – Task Report*

**1. Strategy Development:**

For this task, I focused on building both visibility and engagement for the company’s LinkedIn page. My approach was divided into three parts:

**SEO Optimization**: I researched keywords relevant to our domain (e.g., tech solutions, brainwave matrix, digital innovation), and optimized the LinkedIn profile bio, about section, and recent posts with these terms.

**Content Marketing**: I created a mix of engaging posts — including informational tips, motivational quotes for interns, and highlights of our company services. The idea was to make the brand page feel human, approachable, and valuable to the audience.

**Engagement Strategy**: I actively shared posts in relevant groups, invited my professional contacts to follow the page, and encouraged interaction through polls and Q&A type posts.

**2. Implementation:**

Shared 3 posts per week with a mix of visuals, hashtags (#BrainwaveMatrix #DigitalInnovation #FutureOfTech).

* Used Canva to design professional but simple graphics.
* Scheduled posts using Meta Business Suite to ensure consistent timing.
* Personally invited 70+ connections from my network to follow the page.

**3. Progress & Results (Tracking)**

Followers increased by 50+ within the first week.

Total post likes crossed 100+, showing clear engagement growth.

Audience reach improved, and page impressions nearly doubled compared to baseline.

**4. Reflection:**

This task taught me that digital marketing is not just about numbers but about building connections. By engaging with people genuinely, replying to comments, and creating relatable content, I realized how important it is to make a brand feel more human and approachable. For me, the real win was not just hitting the target but seeing people interact and resonate with our company’s values.