

INTERNSHIP REPORT

A report submitted in partial fulfillment of the requirements for the Award of Degree of

BACHELOR OF TECHNOLOGY

In

INFORMATION TECHNOLOGY

By

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Under Supervision of

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Hyderabad

(Duration: 13th May, 2019 to 10th June, 2019)



**DEPARTMENT OF INFORMATION TECHNOLOGY
ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT**

(An Autonomous Institution)

Approved by AICTE, Permanently affiliated to JNTU, Kakinada

TEKKALI, ANDHRA PRADESH

2019 – 2020

DEPARTMENT OF INFORMATION TECHNOLOGY
ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT
(An Autonomous Institution)
TEKKALI



CERTIFICATE

This is to certify that the “**Internship report**” submitted by **ROHIT D(Regd. No.: 16A51A1210)** is work done by her and submitted during 2019 – 2020 academic year, in partial fulfillment of the requirements for the award of the degree of **BACHELOR OF TECHNOLOGY in INFORMATION TECHNOLOGY**, at KRV Guru.

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CERTIFICATE OF INTERNSHIP

This is to certify that Mr. /Ms. **Pranitha Sakalabhaktula** Student of **ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT, Tekkali** bearing IDno. **16a51a1237** has successfully completed the internship program from **13th May 2019** to **10th June 2019** in our Organization.

 

Signature & Stamp of Authorized Person

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Abstract

Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Startups that use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales. Digital Marketing is any form of marketing products or services, which involves electronic devices. It can be both online and offline. According to institute of direct marketing "the use of internet and related digital information and communication technologies to achieve marketing objectives."

Digital marketing and its tools (online advertising, online video and interactive television advertising, mobile marketing, buzz marketing, websites and social media) are perfect for communication with all stakeholders, and at first place with customers. This days the main challenge of companies and digital marketing communication is being noticed. Digital technologies match traditional communication and media channels, beside that they span the marketing mix. Accordingly, digital communication become significant element of marketing communication. Companies can hardly gain profit without getting noticed, especially if the target audience is young people that are digital natives. The originality of this paper is its focus on new trends in digital communication and their impact on companies' processes to explore how a strategic adoption of digital communication tools can influence creating strategies and action plans.

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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

1st WEEK	DATE	DAY	NAME OF THE TOPIC/MODULE COMPLETED
	13/May/19	Monday	Joined in the company as an Intern, filled forms, explored the company. Met Vinod, H.R, KRV Guru.
	14/May/19	Tuesday	Vinod, H.R, in KRV Guru. Introduced the reporting manager.
	15/May/19	Wednesday	Went to meet the HR for my on boarding process as an intern.
	16/May/19	Thursday	Communicated with my Reporting Manager and Applied for the Systems to be assigned to us.
	17/May/19	Friday	Systems are allocated.

2nd WEEK	DATE	DAY	NAME OF THE TOPIC/MODULE COMPLETED
	20/May/19	Monday	Learning Digital Marketing Basics.
	21/May/19	Tuesday	Explore different types of Marketing techniques.
	22/May/19	Wednesday	Continuing understanding the above concepts
	23/May/19	Thursday	Selecting the techniques.
	24/May/19	Friday	Generating Sample Website.

3rd WEEK	DATE	DAY	NAME OF THE TOPIC/MODULE COMPLETED
	27/May/19	Monday	Introduction to SEO
	28/May/19	Tuesday	SEO Continued.
	29/May/19	Wednesday	SEO Continued.
	30/May/19	Thursday	Creating back links, Directories.
	31/May/19	Friday	Introduction to SMM.

4th WEEK	DATE	DAY	NAME OF THE TOPIC/MODULE COMPLETED
	03/May/19	Monday	Continued SMM.
	04/May/19	Tuesday	Introduction to WIX.
	05/May/19	Wednesday	Continued WIX.
	06/May/19	Thursday	Working with WIX to create Secondary Website.
	07/May/19	Friday	Creating Secondary Website

INTRODUCTION

Kolichina Raja Vikram Dev (KRV) is a passionate and creative marketer, with 10 years of In-depth experience in Marketing, Sales, Digital Marketing, Branding, Supply Chain Management and HR Operations. He has worked in the large-scale organization like Godrej & Boyce Mfg. Co. Ltd, Zuari Cements, Murugappa Group. Having 360- degree marketing functional experience has helped him in setting up the entire marketing and operations at start-ups like ProConstructors, Adept Concepts and Summation IT.

KRV Guru is a digital marketing, Branding, Web development, and training company with experienced and passionate marketers. Experienced in SEO, Social media marketing, online branding and reputation management. Having 10 years of in-depth experience in sales, business development, marketing, branding and digital marketing, we can deliver the best results with quick turn around time.

What is Digital Marketing?

Digital marketing is the marketing of products or services using digital technologies on the Internet, through mobile phone Apps, display advertising, and any other digital mediums. Digital marketing channels are systems based on the Internet that can create, accelerate, and transmit product value from producer to a consumer terminal, through digital networks.

The development of digital marketing, during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing.

So, how is digital marketing different from traditional marketing?

The traditional manner of marketing involved businesses to advertise their products or services on print media, radio and television commercials, business cards, bill boards, and in many other similar ways where Internet or social media websites were not employed for advertising. Traditional marketing policies had limited customer reachability and scope of driving customers' buying behavior.

Digital marketing is a way to promote brands and products online and through other **digital** channels.In addition to their website, a company might also use PPC and display Ads, email **marketing**, mobile technology like smartphones, social media, and other mediums to attract and engage their target consumers.



What does a digital marketer do?

Digital marketers are in charge of driving **brand awareness** and **lead generation** through all the digital channels -- both free and paid -- that are at a company's disposal. These channels include social media, the company's own website, search engine rankings, email, display advertising, and the company's blog.

The digital marketer usually focuses on a different key performance indicator (KPI) for each channel so they can properly measure the company's performance across each one. A digital marketer who's in charge of SEO, for example, measures their website's "organic traffic" -- of that traffic coming from website visitors who found a page of the business's website via a Google search.

Digital marketing is carried out across many marketing roles today. In small companies, one generalist might own many of the digital marketing tactics described above at the same time. In larger companies, these tactics have multiple specialists that each focus on just one or two of the brand's digital channels.

Why Digital marketing?

While traditional marketing might exist in print ads, phone communication, or physical marketing, digital marketing can occur electronically and online. This means that there are a number of endless possibilities for brands including email, video, social media, or website-based marketing opportunities.

How does a business define digital marketing?

Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From the website itself to a business's online branding assets digital-advertising, email-marketing, online brochures, and beyond -- there's a spectrum of tactics that fall under the umbrella of "digital marketing."

The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal.

A **content marketer**, for example, can create a series of blog posts that serve to generate leads from a new eBook the business recently created. The company's **social media marketer** might then help promote these blog posts through paid and organic posts on the business's social-media accounts. Perhaps the **email marketer** creates an email campaign to send those who download the eBook more information on the company.

DIGITAL MARKETING CHANNELS



Here are the main types of digital marketing you should consider for your business.

1. Content Marketing

Content marketing is a type of digital marketing that focuses on creating and distributing content for a target audience. The content aims at being valuable, relevant, and (ideally) consistent. Its ultimate goal is to drive a profitable customer action.

The crucial part here is “*valuable*” and “*relevant*”. This is what tells content marketing apart from traditional spammy advertising. The target audience should want to seek the content out and consume it.

2. Search Engine Optimization(SEO)

SEO, or Search Engine Optimization, is the process of getting quality traffic from free, or organic, search results on the search engines (like Google and Bing).

It’s important that the traffic you drive to your website is relevant to your industry. If you manage to attract a high volume of visitors searching for Macintosh computers while what you actually do is selling raincoats, the traffic will do you no-good.

SEO is one of the most important types of digital marketing. By optimizing your content for search engines, you can increase a steady stream of relevant traffic that will only grow over time. Without search engine optimization, people simply won't be able to find you on the Internet.

What is SEO and how it works?

In other words, **SEO** involves making certain changes to your website design and content that make your site more attractive to a search engine. ... **SEO** is the process that organizations go through to help make sure that their site ranks high in the search engines for relevant keywords and phrases.

Best Search Engine Optimization (SEO) Tools:

1. Ahrefs: SEO Keyword Tool

Ahrefs is one of the most recommended SEO tools online. It's only second to Google when it comes to being the largest website crawlers. SEO experts can't get enough of Ahref's Site Audit feature as it's the best SEO analysis tool around. The tool highlights what parts of your website require improvements to help ensure your best ranking. From a competitor-analysis perspective, you'll likely use Ahrefs to determine your competitor's backlinks to use them as a starting point for your own brand. You can also use this SEO tool to find the most linked to content within your niche

2. Google Search Console: Top SEO Tool

Offered for free to everyone with a website, Search console by Google lets you monitor and report on your website's presence in Google SERP. All you need to do is verify your website by adding some code to your website or going through Google Analytics and you can submit your sitemap for indexing. Although you don't need a Search Console account to appear in Google's search results you can control what gets indexed and how your website is represented with this account.

3. SEMRush: Marketing SEO Tools

Marketing SEO tools like SEMRush tend to be fan favorites in the SEO community. Experts love that you can easily assess your rankings and changes to them as well as new ranking opportunities. One of the most popular features of this SEO tool is the Domain Vs Domain analysis allowing you to easily compare your website to your competitors. If you're looking for analytics reports that help you better understand your website's search data, traffic, or even your competitors, you'll be able to compare keywords and domains. The On-Page SEO Checker tool allows you to easily monitor your rankings as well as find some recommendations on how to

improve your website's performance. Liraz Postan, a Senior SEO & Content Manager at Outbrain, recommends SEMRush as one of the best SEO tools. She says, "My favorite SEO tool is SEMrush with the feature of "organic traffic insights". This feature lets me see all my leading articles with one dashboard, along with keywords related, social shares and word count- lets you a quick overview of what's working and where to optimize. I generally use SEMrush on my daily work, love this tool, as well as site audit to optimize our site health. We improved our site health by 100% more since we started using SEMrush, and we increased conversions by 15% more from our content pages."

4. KWFinder: SEO Keyword Tool

An SEO Keyword Tool like KWFinder helps you find long-tail keywords that have a lower level of competition. The experts use this SEO tool to find the best keywords and run analysis reports on backlinks and SERP (Search Engine Results Page). Their Rank Tracker tool helps you easily determine your ranking while tracking your improvement based on one key metric. Plus, if that's not enough, you'll get a ton of new keyword ideas to help you rank your website even higher.

5. Moz: SEO Software

SEO Software Moz kept popping up as one of the best SEO tools that experts actually use. Some raved about how Moz was always up to date despite Google's regular algorithm changes. Others raved about their chat portal because it allowed them to always get an insightful response to every question asked. Whether you're looking for keyword recommendations or a site crawl, Moz is a full-service powerhouse. You can get great insights into how your website is performing but also how to improve it. They also have a free MozBar toolbar that you can download for free that allows you to see your store's metrics while browsing any page. If you're looking to learn more about SEO you should also consider checking out MozCon, their annual conference.

6. Ubersuggest: Keyword Tracking Tool

Ubersuggest, developed by Neil Patel, is a keyword finder tool that helps you identify keywords and also the search intent behind them by showing the top ranking SERPs for them. From short to long-tail phrases, you can find the right terms to use on your website with hundreds of suggestions from this free great keyword tool. Metrics they include in their report are keyword volume, competition, CPC, and seasonal trends. Great for both organic, SEO and paid, PPC teams this tool can help determine if a keyword is worth targeting and how competitive it is.

7. Answer The Public: Free SEO Tools

Free SEO tools like Answer The Public allow you to easily find topics to write about for your ecommerce blog. I've used this tool in the past to create content around specific keywords to better rank online. Say you're in the 'fitness' niche. You can use this free SEO tool to create content around for keywords like fitness, yoga, running, cross fit, exercise and cover the entire spectrum. It's great for finding featured snippet opportunities. Say you hire a freelancer to create content for you, all you need to do is download this list and send it over to them. And it would've only taken you five minutes of effort making it one of the most efficient ways to come up with SEO topics for new websites.

8. SpyFu: Free SEO Tools

While SpyFu does have an amazing premium version, many of our experts raved about their free features. If you're just starting out, you can easily grow into the paid features as you start succeeding. You can easily view the number of times a keyword gets searched each month while easily determining the difficulty to rank for that keyword. You can also do some research on your competitors to determine which keywords they use. You can search your competitor's, or your own, website to easily see how many organic keywords they have, how many monthly clicks they get, who their paid and organic competitors are, the ads they created on GoogleAdwords and more. It's one of the most detailed SEO analysis tools on the market

Woorank: SEO Ranking Tool

As a top SEO analysis tool, Woorank offers free and paid options to track and report on your marketing data. You can plug in your competitors to discover which keywords they are targeting so you can to overlap with theirs. Try reporting on how keywords perform over time to really understand your industry and optimize for users in the best way possible. And most importantly understand the things your website is lacking from both a technical and content perspective as this tool can identify duplicate content, downtime, and security issues and provide guidelines on how to fix them.

9. Majestic: Marketing SEO Tools

Majestic is one of the best marketing SEO tools according to experts. It has countless useful features like The-Majestic-Million which lets you see the ranking of the top million websites. Did your website make the cut? The Site-Explorer feature allows you to easily see a general overview of your online store and the number of backlinks you have. It also works as an SEO keyword

tool allowing you to find the best keywords to rank for while also having features geared to site comparisons and tracking your rank.



On-Page Optimization Checklist:

- **Title tag** of the web page should be optimized with the relative keyword of that webpage.
- **Meta Tags** of the website should be optimized and it should be carefully written including keywords related to the content of the page and meaningful for the user.
- **Mind your URL**, do not write any underscore in the web page URL. Try to keep some keyword in the URL and it should match with the web page content.
- **Use H Tags of HTML**, Try to use H1 tags for the titles and H2 tags for sub-titles. Most of the experts suggest to use H1 to H6 tags in the web page on various parameters.
- **Responsive Design** should be the important criteria for the website. Because the use of mobile devices has a steady growth and most of the users browse through mobile devices only. So, it is suggestable to have a responsive designed website.
- **Content of the website** should be unique, there should not be any duplicate content written on the web page. Content is for the user and not for the search engines. It should be written clean and simple so that it is meaningful to your web users.
- Try to do **Image optimization** by writing alt text for all the images in the webpage.
- Check **Google page speed insight** for your website and modify the errors accordingly.

Off-Page Optimization:

Off-page optimization plays a vital role for search engine ranking. As per Google having number of quality backlinks can increase your website rank in SERP. Inbound links are important. What is the inbound link? Links to pages of a website from other sites are termed as

inbound links. Based on these links search engines rank the website. Search engines look for the relevance of the link and the quality of the link from where it is originated. Having high quality, links give your website a thumbs up in ranking. The link should be from good quality websites and should not be from a spam website. Some of the off page optimization techniques are;

- **Social Media Marketing:** Create profile page on various social channels like facebook, Instagram, Google+, Twitter, Pinterest, LinkedIn etc. Check the appropriate channel for your business and create account accordingly. This will help you to create brand awareness, lead generation, and converting social media traffic to web traffic. Do some meaningful posts in your account so that you can engage your audience and generate some lead out of it.
- **Video Marketing:** Create & Upload your corporate videos, service or product offering videos on YouTube, Vimeo, and Daily motion so as to increase chances of web traffic and brand awareness.
- **Content Marketing:** Write and Post some useful articles in your blog. Submit articles on various article submission sites like Ezine articles, Hub pages etc.
- **PR Submission:** Make some press releases about your new services, websites, awards and accolades, certifications and so many things. This helps you to develop an important inbound link to your website as well as building brand through onlinemedia.
- **Directory Submission:** Submit website URL to local directories and all the leading directories which help you to build backlinks also. Some of the general directories give delayed results but you get results for sure.
- **Social Bookmarking:** Bookmark your articles, blog posts, important page URL's on social bookmarking sites such as Reddit, Digg, Stumble upon, Delicious etc. The results depend upon your submission and effective of using tags in the social book marking websites.

3. Search Engine Marketing (SEM)

Initially, the term “*search engine marketing*” was used as an umbrella term for the process of gaining both paid and free search traffic. Over time, the industry switched to using the term “SEM”, or Search Engine Marketing, solely for paid activities.

Search engine marketing refers to a form of digital marketing that aims at increasing the visibility of a website in search engines by using paid methods. In other words, it's the ads you put out there on Google AdWords and BingAds.

By combining SEO and SEM, you can drive quality traffic to your website. With the help of search engine marketing, you can put yourself in front of the audience that is actively searching for services and brands like yours.

What is SEM?

SEM, or search engine marketing, is often considered the part of search marketing that uses PAID tactics to gain visibility in SERPs. A paid SEM strategy includes both the activities involved with setting up and optimizing ads as well as setting a budget that pays for the placement of ads.

This strategy is often referred to as paid search or pay-per-click (PPC) marketing.

Google Ads (formerly Google Adwords) is the search provider most commonly used for this strategy. With this tactic, brands conduct keyword research and create campaigns that target the best keywords for their industry, products, or services.



4. Social Media Marketing(SMM)

Simply put, social media marketing refers to the process of using social media platforms to attract traffic and attention. By using social media, you can increase exposure and build meaningful relationships with your customers.

While everybody can benefit from SMM as a type of digital marketing, B2C and SaaS companies tend to get the most out of it. Social media marketing is all about listening to what your customers have to say, engaging in the conversation, and sharing valuable content.

Together, content marketing, SEO, and social media marketing constitute what is called “inbound marketing”. It is a marketing methodology that aims at attracting, engaging, and delighting leads. Some goals of inbound marketing include attracting users’ attention, driving relevant traffic to the website, and converting it into happy customers.

Social media is really an amazing platform to build your brand, generate leads and promote your products or services. You can create your own Facebook business page also. You can add details about your business, website URL etc. The page likes your business page makes your brand more popular, the increase in page likes or post likes, shares helps you to build your brand easily. The same concepts with few tweaks are applicable to other social media channels like Twitter, Google+, LinkedIn, and Pinterest. In Twitter account, you have retweets, favorites whereas in LinkedIn likes, shares and +1’d in Google+. The no.of shares, likes, retweets etc. helps you to build a strong brand. The engagement rate of the audience with your page shows your social media score. Likes growth, PTAT, Engagement Rate, Posts per week, Posts per type, Timing, length of posts, curiosity and hashtags are some of the parameters which we have to take care while building the brand in social media.

It is important for a business to choose the network that supports your brand image. Do not be more social, with your presence on all the social networks. Understand your target audience and work accordingly.

Know the statistics:

- There are just over 3 billion active Internet users (45% of the world’s internet users).
- Nearly 2.1 billion people have social media accounts.
- 3.65 billion mobile users have access to the internet via smart phones and tablets.
- Close to 1.7 billion people have active social media accounts.
- Facebook: There are nearly 1.4 billion Facebook users.

- 47% of all Internet users are on Facebook.
- 4.5 billion likes are generated daily.
- Twitter: Twitter has 284 million active users at last count.
- 88% of Twitter users are on mobile4.
- Google+: Google+ cost over half a billion to design and develop.
- 363 million users.

TWITTER

Twitter is a micro blogging platform with less than or equal to 280 characters enables you to post short message updates with images and videos. The social network was launched in the year of 2006, with 300 million active users around the world. In the initial days it started with 140 characters only. Most of the business use twitter as one of their social media platforms to reach the target audience.

Twitter marketing strategies are different, and it is not related to Facebook marketing strategies or any other social media marketing strategies. As twitter is a quick and short social media channel to reach your target audience. By visiting twitter website or app, people can know the latest happenings, news and other alerts quickly. Customers can know the latest business news and company updates through this social platform. Twitter can be a powerful marketing & PR tool.

Why Twitter Marketing?

Having a marketing business goal and to achieve it you need to have better marketing channels. Be it reaching your target audience, brand awareness or generating leads twitter is one of the best social media platforms to do. With twitter marketing you can reach your target audience and customers easily. Even people can get to know about the brand quickly.

With Twitter Marketing you can:

- Generate leads.
- Boost Branding.
- Thought leadership.
- Increase vast number of audiences.
- Increase website traffic.

And many more benefits, when you work on twitter marketing for your business.

Important Tips For Twitter Account:

As you are creating account for your/client company or business, so make sure that the details what you are filling are correct and professional. Each element of profile is important as this is a replica of your business card.

- 1. Add profile photo (Try to keep your company logo)- Profile pic size:400X400.
- 2. Add header image: (Try to keep the header image neat and clean, by conveying the products and services clearly). Header pic size:1500X1500.
- 3. Add Bio (Write the details for the page and company details in short).
- 4. Location: Add the company location, if you have multiple branches, then keep the head Quarters details.
- 6. Theme Color: Choose the theme color for the profile, try to have the theme profile matching with your logo color (approx. is also fine).

Important Marketing Tips For Twitter:

1. Be Professional: Make sure that your tweets are professional. Your tweet will represent a company. The message is from a company on social media channel. So, before tweeting anything in twitter, you need to recheck twice or thrice.

2. Use of Hashtags: Using hashtags in the content can generate or attract number of followers and impressions. But, using too much hashtags can hamper your content. It may be considered as SPAM also. So, beware while writing the content using hashtags. We have discussed about various hashtags above. Use location-based hashtags when you are mentioning about a location or a geographical area in the tweet. And, exactly would be the same scenario with event hashtags & brand hashtags.

3. Campaign Hashtags: If you would like to do something different and make it viral on twitter. Then start your own campaigning strategy with a # hashtag word. Make it short and simple. It should be memorable and catchy. The campaigning # should sound local but the reach should be global. Ask your followers to retweet (RT) the tweet with the # campaigning word in it. Make sure that you will engage your audience with the campaigning.

4. Trending Hashtags: Using trending hashtags is good to have huge number of impressions and retweets. But, make sure that it is related to your company's business. For Ex: if your company is into FMCG Industry and where as you are doing a tweet with a trending # of entertainment Industry which is not at all correlated. But there might be few situations where it can work. Majority of the trending hashtags are good for individuals and small businesses.

5. Add Image & Video: Try to add image or video to your twitter posts, it will have a good impact on the targeted audience. They can easily understand what you are talking about.

6. Engage with Polling: Create a Poll that your audience may like to get engaged. Try to post polls related to the trending topics and poll segments of your Industry.

7. Brand Voice or Message: Make sure that you will establish a positive brand voice and twitter strategy. Be original with your twitter messages. Convey the message correctly. Reflect your companies or brand core values on twitter.

8. Have Conversations: Engage with your audience by having a conversation on relevant topics. Make sure that you are not arguing with them. It should be a soothing and positive discussion. Have a healthy mix of replies and organic tweets.

9. Promote: Paid tweets or promoting your tweet with twitter ads can be a powerful way to reach the mass audience at a time. It can help you to build brand awareness and even generate leads by promoting.

INSTAGRAM

It's been 8 years that Instagram has taken the internet world by storm. It started as a regular social media platform in the year of 2010. But now it is a complete marketing channel for all types of business. Be it a startup or a small business Instagram is the perfect platform for the business marketing.

With Twitter Marketing you can:

1. As of June 2018, there are nearly 1 billion monthly active users.
2. Like button is hit an average of 4.2 billion times per day.
3. Brands see engagement rates 10X higher in Instagram than they do on the Facebook.
4. 70% of user's lookup for a brand in Instagram.
5. 80% of users follow at least one brand on Instagram.
6. 60% of users learn about new products through Instagram.
7. 30% of users say they've bought a product they discovered on Instagram.
8. More than 200 million users visit a business profile at least once daily.

By looking the above statistics, it is clear that our most of target audience are present on Instagram. And, it is the apt digital platform to reach target audience on time. So, you might be thinking to start your Instagram marketing journey now. But, how to get started with Instagram marketing. Let us discuss the steps below.

Instagram Marketing Strategies:

Get Fix on your target audience

Determine your target audience in Instagram. For whom and the reason that you are posting content on Instagram. Check out the followers profiles, their interesting behaviors, likes etc. Have an eye on your competitors or parallel business followers to have an understanding of your strategies.

An Eye on competitor strategies:

Focus on your competitor strategies for the Instagram marketing. Stalk their profiles and check for their style of writing the BIO, Profile picture, URL's etc. Check their number of followers and how they are doing so differently that their Instagram profiles are good. Some of the aspects or important point that you should consider are:

- Check out their image/video posting styles, themes, colors, retain strategies.
- Check out their comments section, what their followers or people are loving to discuss with them.
- How regularly they are posting the content.
- What are the niche strategies that they are following.
- What popular hashtags are they using in captions.
- Check out if anything is missing.

Brand Consistency:

Follow a brand consistency by looking at your brand identity. How would you like to position your brand to your target audience. What is the brand value or score you are planning to hit? Manage a perfect branding combination with your posts and content so as to meet your branding goals at right time and right place. If your content, posts and themes are different, then there might be a chance that your audience may get confused.

Paid Campaigning:

You can start using paid campaigning or Instagram advertising strategies to reach the target audience. It will connect with the Facebook advertisement dashboard.

1. Brand Awareness.
2. Reach.
3. Traffic.
4. App Installs.
5. Engagement.
6. Video views.
7. Conversions.

Based on the above objective and your selection, you can plan your budget for the advertisement.

You will find the Promote button in the below of your posts.

Check The Length Of Your Captions:

Work on the length of your captions, Make sure that it should not cross 2200 characters. Put the most important content in the first two lines of the caption. So, it is not necessary to keep yourself struck with 2 sentences only. It is a story telling medium, try to write engaging content with some story telling ideas with it. Use the Hashtags as per your post and content. Do not make the caption clumsy with numerous hashtags. While sharing your content on Instagram try to use geo tags, Which have high rate of engagement compared to a normal post.

How To Use **#HashTags**:

This is really a tricky and interesting thing that a marketer should look for. While posting a content on the Instagram try to do a brainstorm with your team for the keywords related to the post. Then go to the explore tab of Instagram wall and search for that #hashtag including Geotags. Check for the most recent, top hashtags, branded hashtags etc. Use them properly in your caption. Encourage your audience to use those hashtags while in conversation. Please make sure that you do not make your post caption a SPAMMY one.

Instagram Tools:

Tools are an important aspect for every social media marketer. Because you can strategize, optimize and analyze your posts with the help of tools. There are number of tools available online, but let me put forward few of them which can help you to understand for the usage and features of it.

YOUTUBE

YouTube is the major platform to share your original content videos or advertisements. As per Wikipedia, YouTube, LLC is an American video-sharing website headquartered in San Bruno, California. Three former PayPal employees—Chad Hurley, Steve Chen, and Jawed Karim—created the service in February 2005. Google bought the site in November 2006 for US\$1.65 billion; YouTube now operates as one of Google's subsidiaries.

Why YouTube For Marketing?

- Total number of YouTube monthly viewers worldwide – 149 million(Statista)
- Total number of YouTube daily viewers worldwide – 63 million (YouTubestats)

- Hours of video watched daily – more than 1 billion(YouTube)
- More than 50% of YouTube views are coming from mobile devices (YouTubestats)
- Total number of YouTube users logged on – 1.8 billion(Recode)
- Hours of Video Uploaded to YouTube per minute – 300+ (OmMalik)
- Hours spent on YouTube per month – 19 (Business Insider)
- YouTube top channel – T-series with 2.2 million views / month (Source:Statista)
- YouTube top celebrity – PewDiePie with 54 million subscribers (Source: Business Insider)
- YouTube top video – Despacito with 5.12 billion views (Source:Wikipedia).

Advantages Of YouTube For Marketing

YouTube has number of advantages for marketers so as to get the best ROI from this social channel. Let us discuss some of them.

1. Second best search engines and most helpful for SEO.
2. Brand Building.
3. Inform or educate your YouTube users/subscribers.
4. Promote your videos.
 - Increase your reach to the vast audience of YouTube.

YouTube Videos:

After the video uploaded and done with the SEO work. You need to work on few things to get best out of it.

1. Checkout the interest of your subscribers/users and prepare videos accordingly. Or else try to prepare videos which can engage your audience.
2. Use Your Logo in the video as watermark.
3. Use social media channels in the video, ask the viewers to follow/like the social networks.
4. Share the video links in social media networks including WhatsApp.
5. Write the title, description of the video perfectly. So that the video can rank better.
6. Use End notes in the video- Put other videos of your channel to appear at the end of the videos. This can be done through video manager section in YouTube.
7. If possible, add subtitles to your video or if it is a song then try to add lyrics to that.
8. Use Call to actions to convert the viewers as subscribers even to customers for your business.
9. Last but not least, Be Consistent. Post the videos in the regular intervals so that your subscribers stay connected with your channel.

5. Pay-Per-Click Advertising(PPC)

Pay-per-click is a model of advertising where marketers pay a fee every time people click on their ad. Basically, it's the process of buying visits to your site, as opposed to getting them organically via SEO or other types of digital marketing.

PPC is one of the types of paid search. It's similar to SEM (search engine marketing) but can also include display advertising (cost-per-click based), and affiliate advertising.

What is PPC?

PPC stands for *pay-per-click*, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement in a search engine's sponsored links when someone searches on a keyword that is related to their business offering. For example, if we bid on the keyword "PPC software," our ad might show up in the very top spot on the Google results page. Every time our ad is clicked, sending a visitor to our website, we have to pay the search engine a small fee. When PPC is working correctly, the fee is trivial, because *the visit is worth more than what you pay for it*. In other words, if we pay \$3 for a click, but the click results in a \$300 sale, then we've made a hefty profit.

A lot goes into building a winning PPC campaign: from researching and selecting the right keywords, to organizing those keywords into well-organized campaigns and ad groups, to setting up PPC landing pages that are optimized for conversions. Search engines reward advertisers who can create relevant, intelligently targeted pay-per-click-campaigns by charging them less for ad clicks. If your ads and landing pages are useful and satisfying to users, Google charges you less per click, leading to higher profits for your business. So if you want to start using PPC, it's important to learn how to do it right.

PPC Keyword Research

Keyword_research for PPC can be incredibly time-consuming, but it is also incredibly important. Your entire PPC campaign is built around keywords, and the most successful Google Ads advertisers continuously grow and refine their PPC keyword list. If you only do keyword research once, when you create your first campaign, you are probably missing out on hundreds of thousands of valuable, long-tail, low-cost and highly relevant keywords that could be driving traffic to your site.

An effective PPC keyword list should be:

- **Relevant** – Of course, you don't want to be paying for Web_traffic that has nothing to do with your business.
- **Exhaustive** – Your keyword research should include not only the most popular and frequently searched terms in your niche, but also to the_long_tail_of_search. Long-tail keywords are more specific and less common, but they add up to account for the majority of search-driven traffic. In addition, they are less competitive, and therefore less expensive.
- **Expansive** - PPC is iterative. You want to constantly refine and expand your campaigns, and create an environment in which your keyword list is constantly growing and adapting.

If you want to find high-volume, industry-specific keywords to use in your PPC campaigns, be sure to check out our popular-keywords.

Managing Your PPC Campaigns

Once you've created your new campaigns, you'll need to manage them regularly to make sure they continue to be effective. In fact, regular account activity is one of the best predictors of account success. You should be continuously analyzing the performance of your account and making the following adjustments to optimize your campaigns:

- **Add PPC Keywords:** Expand the reach of your PPC campaigns by adding keywords that are relevant to your business.
- **Add Negative Keywords:** Add non-converting terms as negative keywords to improve campaign relevancy and reduce wasted spend.
- **Split Ad Groups:** Improve click-through rate (CTR) and Quality Score by splitting up your ad groups into smaller, more relevant ad groups, which help you create more targeted ad-text and landing-pages.
- **Review Costly PPC Keywords:** Review expensive, under-performing keywords and shut them off if necessary.
- **Refine Landing Pages:** Modify the content and calls-to-action (CTAs) of your landing pages to align with individual search queries in order to boost conversion rates. Don't send all your traffic to the same page.



6. Affiliate Marketing

Affiliate marketing is one of the popular ways people make money online these days. If your affiliate program is successful, you might earn quite a decent passive income.

Basically, affiliate marketing is a type of digital marketing where a person partners up with other businesses in order to receive a commission for the traffic s/he generates for this business. Imagine this: you put a link to an external website on your own blog or website. Every time a user proceeds to this external website and makes a purchase, you receive a commission.

This marketing strategy might work especially well for bloggers, since they can write different types of articles on the given topic and naturally include affiliate links.

7. Email Marketing

Email marketing is one of the most popular types of digital marketing. To put it shortly, it's the use of email for promoting one's products or services.

If you go a little deeper, email marketing might also refer to building relationships with your customers. Ideally, emails you send out to your clients should not only speak *at* them but also encourage meaningful interaction with your brand.

There are many things that contribute to the success of your email marketing strategy, from the content you create to the time you send your emails. One thing is certain, though: email marketing is far from being dead and should definitely be part of your overall digital marketing as to promote the product/services/offers of the company.

Why E-Mail Marketing?

There are various other methods to reach your target audience, but why e-mail marketing is popular and most of the marketers choose e-mail marketing.

With E-mail marketing usage you have number of benefits, some of them are:

1. Can be tracked.
2. Unlimited reach.
3. Cost effective.
4. Allows targeting.
5. Data driven.
6. Builds loyalty: Promotional e-mails special offer e-mails, newsletters.

So, e-mail marketing helps marketers to track, monitor and analyze their online pitching strategies. Whether the strategies are working perfectly or not.

Types Of E-Mail Marketing:

1. Newsletters.
2. Event E-mails.
3. Retention E-mails.
4. Direct E-mails.
5. Lead Nurturing E-mails.
6. Milestone E-mails.
7. Promotional E-mails.

IMPORTANT PARTS OF E-MAIL MARKETING

For any e-mail to be effective, we have to take care of few aspects. Before discussing about the aspects of the e-mail, let us go through the important parameters of E-mail.

Sender: From which e-mail id are you sending the e-mails. Please check your name and details

in that e-mail. Because you are the sender of thee-mail.

Subject- Check the subject of the e-mail. The most vital part of the e-mail. Do not mention unnecessary things in the Subject line.

Context and Design: If you are sending an HTML template e-mail or even text e-mail make sure that your context and design of the e-mail are perfect.

Content: The major element of any e-mail is the e-mail body content.

Links: Check out the links associated with the e-mail. It may be to your landing page or signup page.

Images: If you have added any images in the e-mail, then check out the responsiveness of the image. The resolution, look & feel should be good.

Before sending the e-mails always TEST-TEST-TEST the e-mail with complete specifications, whether you have everything correct or not.

E-MAIL Campaign Strategies

For any e-mail to be effective you have to follow few steps.

- Planning.
- Design & Develop.
- Text or the body of thee-mail.
- Delivery of thee-mail.
- Tracking and monitoring of the data.

These 5 are most important parameters for any e-mail campaign to be effective. But As per DMI, for e-mail campaigns you need to follow 4 steps such as:

Data: You need to have Data (Validated) to send successful e-mails.

Design: Design of the e-mail should be professional.

Delivery: Scheduling of e-mails and delivery details. and

Discovery: Track and monitor data of open rate etc.

Layout Specifications For Effective E-Mail:

- Use soothing colors for images.
- Use perfect CTA's.
- Should be less than 700 pixels wide, All important content must appear in top 300pixels of an E-mail.
- Use basic HTML5.0, avoid using JS, image maps, attachments, and embedded media.
- Avoid using flash/other plug-ins.
- Should be visually appealing.
- Standard HTML font formatting procedures.

- Do not keep important content matter only in images
- Must have an unsubscribe link.

E-MAIL Marketing Tools

Some of the important marketing tools which are available both for free as well as for paid versions. Some of them are:

1. Mail chimp.
2. Zoho E-mail Campaign.
3. Active Campaign.
4. Sendy.

These tools have all the required fields that a marketer need to send e-mails for a successful e-mail marketing campaign.

Facebook Marketing

We all know that Facebook is the major social media platforms for everyone. Be it business or individual you have enjoyed using Facebook. As per the information on Wikipedia, Facebook, Inc. is an American online social media and social networking service company based in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes.

Facebook has been the best platform for most of the small business owners even for startups to market their business easily with no cost. Let us discuss how we can do the Facebook Marketing and get the best ROI from it. Facebook is popular for the both individual usage as well as business usage.

For Business you can create pages, groups and spread your business in many of the communities already present in the Facebook. Your business may be local or global, you can reach to large number of audiences without any doubt.

Why Facebook Marketing?

As already discussed in the above sessions Facebook is the largest and major social platform to reach the vast audience. You can reach your target audience as per the segmentation process. You have number benefits when you think that why you should focus on Facebook Marketing for your business. Some of them are

- Generate leads.
- Boost Branding.
- Thought leadership.
- Increase vast number of audiences.
- Increase website traffic.
- Customer acquisition.
- Better customer interaction.
- Reputation management.
- Effective Feedback system.

Things To Note In The Facebook Page:

Name & Username: The name which you have given while creating the facebook page will appear here in the name section. You can create your own username of your own, you can click on the username and create your own username. Try to use your business name or brand so that people can find you easily. You will get an URL of facebook according to your username, so be sure of selecting the apt username. Even you can edit it anytime but there should be an availability of the username at that time.

Invite Friends: If you already have an account and the page is correlated to your account then you will get a pop up below as shown. You can Invite Friends to like your page and follow the page.

Add Button: If you click on the add button, You will get a pop up as shown in the below image. This is one of the call to action button which can help you for the conversions.

Facebook Marketing Tools:

Use social media marketing tools to schedule the facebook posts and do them with one click. You can save lot of time and at the same moment you will not miss anything to reach your prime audience when they are online. There are some of the top and known tools available on the marketing as free and paid versions. Some of the are:

- Hoot suite.
- ZOHO social.
- Sprout social.
- Fan page Karma
- Buffer.
- Drum up.

Get going with these tools, so that you can engage your audience well and boost your ROI from your facebook account.

Important Marketing Tips For Facebook

Be Professional: Make sure that your facebook posts are professional. Your posts will represent a company. The message is from a company on social media channel. So, before posting anything in facebook, you need to recheck twice or thrice.

Use of Hashtags: Using hashtags in the content can generate or attract number of followers and impressions. But, using too much hashtags can hamper your content. It may be considered as SPAM also. So, beware while writing the content using hashtags.

should be memorable and catchy. The campaigning # should sound local but the reach should be global. Ask your followers to like, share the post with the # campaigning word in it. Make sure that you will engage your audience with the campaigning.

Trending Hashtags: Using trending hashtags is good to have huge number of impressions and shares. But, make sure that it is related to your company's business. For Ex: if your company is into FMCG Industry and where as you are doing a tweet with a trending # of entertainment Industry which is not at all correlated. But there might be few situations where it can work. Majority of the trending hashtags are good for individuals and small businesses.

Add Image & Video: Try to add image or video to your facebook posts, it will have a good impact on the targeted audience. They can easily understand what you are talking about.

Engage with Polling: Create a Poll that your audience may like to get engaged. Try to post polls related to the trending topics and poll segments of your Industry.

Post Message: Make sure that you will establish a positive brand voice and facebook strategy. Be original with your facebook messages. Convey the message correctly. Reflect your companies or brand core values on facebook.

Have Conversations: Engage with your audience by having a conversation on relevant topics. Make sure that you are not arguing with them. It should be a soothing and positive discussion.

8. Instant Messaging Marketing

Instant messengers are the latest communication trend. There are 1.5 billion people globally using WhatsApp on a monthly basis, followed by Facebook Messenger and WeChat. If you want to be where your audience is, enter instant messaging marketing.

This type of digital marketing exploded over the last couple of years. People are much more likely to trust the information sent via a messenger (as if it comes from a good friend) than email or SMS that are vulnerable to spam.

There are different ways how you can proceed with instant messaging marketing, from using them for customer support to updating your users about new posts on your blog. But just like with any other digital marketing type, before diving right in, I'd recommend that you develop a strategy first.

9. RadioAdvertising

While considered “old-fashioned” by some, radio advertising might still be a powerful medium, especially for B2C companies and local businesses. In the US alone, radio advertisements account for 7.8% of total media expenditures

Radio advertising is also relatively cheap, as you don't need to produce fancy visuals: you solely rely on your customers' imagination.

10. Television Advertising:

Last but not least, our list of digital marketing types wouldn't be complete without television advertising. With the general population spending over 4.5 hours a day in front of the TV, it's still one of the most popular medium types. It reaches people faster than, say, newspapers or radio. Due to the powerful effect video has on humans, it might also be very effective.

Television advertising is expensive, and coming up with a great and engaging ad might be a daunting task, too. TV ads work great for clothing brands, cars, medicine, and food.

WEBDEVELOPMENT

Web development broadly refers to the tasks associated with developing websites for hosting via intranet or internet. The web development process includes web design, web content development, client-side/server-side scripting and network security configuration, among other

tasks. Web development is also known as website development.

Web development is the coding or programming that enables website functionality, per the owner's requirements. It mainly deals with the non-design aspect of building websites, which includes coding and writing markup.

Web development ranges from creating plain text pages to complex web-based applications, social network applications and electronic business applications.

Web programming, also known as web development, is the creation of dynamic web applications. Examples of web applications are social networking sites like Facebook or e-commerce sites like Amazon.

The good news is that learning web development is not that hard!

In fact, many argue it's the best form of coding for beginners to learn. It's easy to set up, you get instant results and there's plenty of online training available.

A lot of people learn web coding because they want to create the next Facebook or find a job in the industry. But it's also a good choice if you just want a general introduction to coding, since it's super easy to get started. There are two broad divisions of web development – front-end development (also called client-side development) and back-end development (also called server-side development).

Front-end development refers to constructing what a user sees when they load a web application – the content, design and how you interact with it. This is done with three codes – HTML, CSS and JavaScript.

HTML, short For Hyper Text Markup Language, is a special code for ‘marking up’ text in order to turn it into a web page. Every web page on the net is written in HTML, and it will form the backbone of any web application. CSS, short for Cascading Style Sheets, is a code for setting style rules for the appearance of web pages. CSS handles the cosmetic side of the web. Finally, Javascript of a scripting language that’s widely used to add functionality and interactivity to webpages.

Back-end development controls what goes on behind the scenes of a web application. A back-end often uses a database to generate the front-end.

The traditional way to learn web development is to enroll in a university or trade school course. However, it can be costly – and what’s more, the web evolves so fast that schools often can’t keep up!

Luckily, there’s plenty of good quality coding training available here on the Internet. What better place to learn web development than the web itself?

A particular training recommendation is TreeHouse. This is because it has a focus on web development, is recommended by many of the world’s most trusted and recognized web developers and most of its teachers are themselves web developers.

The web development hierarchy is as follows:

- Client-sidecoding
- Server-sidecoding
- Databasetechnology



What is CMS?

A **content management system (CMS)** is a software application that can be used to manage the creation and modification of digital content. CMSs are typically used for enterprise content management (ECM) and web content management (WCM). ECM typically supports multiple users in a collaborative environment by integrating document management, digital asset management and record retention. Alternatively, WCM is the collaborative authoring for websites and may include text and embed graphics, photos, video, audio, maps and programme code that display content and interact with the user.

Common Features:

The core CMS features are; indexing; search and retrieval; format management; revision control; and management.

Features may vary depending on the system application but will typically include:

- Intuitive indexing, search and retrieval features index all data for easy access through search functions and allow users to search by attributes such as publication dates, keywords or author.
- Format management facilitates turn scanned paper documents and legacy electronic documents into HTML or PDF documents.
- Publishing functionality allows individuals to use a template or a set of templates approved by the organization, as well as wizards and other tools to create or modify content.



DIRECTORY SUBMISSION

Directory submission is defined as the practice of submitting your website URL and its details on the web in a directory under a particular category. This is a way which helps you to improve your link building.

Directory Submission is an off page factor which helps to optimize your webpage. In these directories, your own website is submitted to another website. There are different categories under which you can submit your website. For example, if you have a site related to Health, then you will submit your site under Health category which will help you to get backlinks from them. It very interestingly build links in one way. These directories are somewhat similar to the phone directories which has a list of websites in each category.

There are three types of Directory Submissions:

- **Paid or Featured Web Listing:** In this, the owner of Directories site will charge for Submission and your link will be approved in some moment or within 24 hours. This will help you in getting backlinks from this type of submission. Some sites offer this package for yearly or lifetime.
- **Free or Regular Web Listing:** It is free for Directory Submission, no one charges for free or regular submission but there is no guarantee of the websites getting approved by the Administrator. Also, this involves time.
- **Reciprocal Regular Web Listing:** In this, a reciprocal link must be submitted to your site when you activate Directory Link, only then the Directory administrator will approve your link.

Business listing means **listing** of your **business** according to category on classified sites, while in **directory submission** you **submit** your domain to another site so they can update their **directory** by adding you in specific category/section.

Importance of Directory Submission in SEO

Directory submission being a basic aspect of Off page optimization helps in doing search engine optimization. Directory submissions also attracts traffic on your website and getting. Directory submissions help in increasing your page rank by building authority back links. For the people who have just started doing blogging, it is a must for them. This way you will see growth in the rankings of your website and blog by submitting your URL to web directories.

Method of Doing Directory submission in SEO:

While doing Directory Submissions for effective SEO, make sure you choose the category which is of your niche. Search and research about the directories which are best suitable for your website.

Before you submit your website or a blog find a particular category where you have to submit a link or insert your blog's URL. That's all and you are done!

Some Tips for Not going Wrong on Submission

- **Submit** your website to the most **suitable subcategory**.
- **Do not submit** your website to the **wrong category** just for gain full is tings.
- Remember, **not to spam a directory**.
- Make sure the **physical address or blog stats** you provide are **correct**.
- Try to **avoid a site** that requires a **link back or banners on your site**. Having badges and site wide link backs to the directories may harm your site's SEO score. So better stay safe.

CONCLUSION

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantage of digital marketing.