SUMMER INTERNSHIP PROJECT REPORT

Doing Internship At



ON

**DIGITAL MARKETING AND SOCIAL MEDIA**

(AUGUST 6th ,2020 - OCTOBER 8th,2020)

**SUBMITTED**

In the Partial Fulfillment Of

**Bachelor of Technology**

**Department of Computer Science**



**SHARDA UNIVERITY, GREATER NOIDA, U.P**

SUBMITTED TO: SUBMITTED BY:

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**ACKNOWLEDGEMENT**

The internship opportunity I had with POCHOCKI TECHNICAL TRAINING AND SERVICES was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period. I am using this opportunity to express my deepest gratitude and special thanks to the MD Mr. Asif who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the internship. I express my deepest thanks to Ms. Rashmi Tayal, Business Development Executive for taking part in useful decision & giving necessary advice and guidance and arranged all facilities to make life easier. I chose this moment to acknowledge his contribution gratefully. It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Mr. Shams, Project Coordinator, Mr. Amit, SEO Specialist, Mr.Shravan, Web designer for their careful and precious guidance which were extremely valuable for my study both theoretically and practically. I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

Sincerely,

KASHISH MITTAL

**ABSTRACT**

 I remember my interview with the HR of my company at POCHOCKI TRECHNICAL TRAINING Pvt Ltd. He was looking for a person who is outgoing and has current updates about the digital world. I realised this during the first few minutes of the interview. As I got selected, I realised this was a crucial phase of my life. I was a part of Digital Marketing Team. First phase of my internship was about getting familiar with the Products & Services offered by org. well as the Environment (People & Processes) . After a few days, I was put into a team which was looking after the Marketing of Tempting Home which is an e-commerce website for home decorating products. I worked on the Social Media Marketing of Tempting Home for 3 weeks. Phase Two ​started in Fourth week onwards I started my working with the SEO Team. It was a very dynamic profile and various tasks were already planned for me by Mr. Amit Singh, these included writing product pages and blogs, which gave me the opportunity to learn content writing. Scheduling social media posts and updates, was daily activity for keeping the customers engaged with the products. I also looked after the inventory management and product listing of Tempting home’s product on Amazon through Amazon Seller Central. Phase Three started in 6th week where I started handling the social media accounts of Limofahr, which is an online taxi booking service provider, from another client and created google ads using AD. The Special offers campaign and submission of coupons, attracts new customers to buy products. Digital Marketing is about combination of various things – value of content is most important as the people who are searching online have to be provided with information which is relevant & they can use. If one succeeds in doing this rest of the sales follows, I was able to increase more visitors to our blogs and websites. This was a great achievement for me because digital marketing is measured by Traffic which is generated by the Marketers. It was a very exciting journey of seven weeks where I got ample opportunities to learn and apply my knowledge which I got in Jamia Hamdard. It helped me a lot to contribute to the growth of business.

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1. **INTRODUCTION** 
   1. **COMPANY PROFILE**

POCHOCKI TECHNICAL TRAINING AND SERVICES is popularly known for efficacious digital marketing services, best eCommerce design & development services, and for ethic-led SEO services. Established in 2011, IT a complete web solution provider that consult, plan and implement your entire web promotion strategy. From developing a modern website for your business to redesigning your old website, from Social Media Marketing to Search Engine Optimization, we are here to strengthen your online footprint. Being one of the best SEO companies in India, we understand the importance of your business and help you achieve your dream ranking in least possible time. IT is one-stop-web-solution. We believe in designing and developing sites with a touch of creativity and innovation that reflects the imagination of our clients to make their business soar. We are known in the industry for providing complete web solutions that includes website designing, website development, mobile application development, custom app development, online marketing (SEO, SMO, Online Campaigns, etc.), eCommerce solutions, ERP, etc. COMPANY’S Mission: One of the main mantras that passionately follow is “​Design and Develop best sites with innovative products and creative ideas to make our client’s business soar​”

* 1. **DEPARTMENT PROFILE**

The Marketing department is led by Mr.Mahesh Kumar, Digital Marketing Consultant at POCHOCKI TECHNICAL TRAINING Software pvt.ltd. The department is further divided into 3 major branches under different team leaders. SEO, SMM, and online marketplace management department is led by Mr.Amit Singh, Mr.Najme Suhail, and Mr. Shams Faisal respectively. They look after the team of executives of 5-6 people working under each team. These executives work on different digital marketing channels under the guidance of their team leaders. All marketing channels used by the company

 Digital Marketing Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, tv and radio advertisement. The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), accurate targeting and excellent reporting.

1. SEO (Search Engine Optimization) Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or unpaid ("organic") search results. SEO may target different kinds of search, including image search, local search, video search, academic search,[1] news search and industry-specific vertical search engines. As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of backlinks, or inbound links, social bookmarking, directory submission is another SEO tactic.
2. SEM (Search Engine Marketing) Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising. SEM may use search engine optimization (SEO), which adjusts or rewrites website content to achieve a higher ranking in search engine results pages, or use pay per click listings.

**2.WORK PROFILE**

I was working with the team of executives guided by the team leader of one branch at one time where I had to look after marketing and promotional activities of two different clients (Temptinghome.com and limofahr.com ) on various digital platforms working closely with the SEO team, Social Media Marketing Team and the E-commerce team .

* 1. TEMPTING HOME Tempting Home is an E-commerce website ​that offers some of the most graceful, unique and innovative décor articles and other accessories that blend with magic to give charm and appeal to your house by facilitating you a hassle-free and comfortable walk through to their portal to pick the item of your choice. Tempting Home has a wide range of home decor products such as vases, table lamps, hanging lamps, candle stands, statues and many more. They offer a superior quality products that are handcrafted exclusively in India. The products are made up of aluminiun or sheet metal that made them quite unbreakable and durable
  2. Roles and Responsibilities in Tempting Home

Step Ⅰ - Identifying ways of promotion and advertising

Step Ⅱ- Displaying Ads

Step Ⅲ- Measuring Return on investment The team is doing promotions and advertising by following methods identified

1. Social Media Marketing - Facebook Marketing - Instagram Marketing - Twitter Marketing - Pinterest Marketing - Whatsapp Marketing

2. Search Engine Optimization

3. Amazon 1. Daily schedule of social media activities : When the updates and news are published on social media like ​Facebook and ​Twitter​. Users ​like and share the posts and it creates brand awareness. It includes : ● Posting interactive content like photos and videos of the products which will drive the customers towards the official website of the company.

**3.RELEVANCE OF WORK DONE TO MANAGEMENT**

At one point online marketing was just a new and different way to market. It opened up a new form of media on which to peddle goods and services. But within just the past few years, the importance of digital marketing has become something else. It’s become an integral part of what a business is to its customers. It’s no longer enough to have a website or run some un-focused Ads campaign. Don’t have integrated digital marketing strategies working for your business? Time is working against you because of it. As the Internet becomes entwined with everything we do, the importance of digital marketing is becoming crystal clear. Reaches People Where They Spend Their Time & Money In 2019, the average Internet user has at least 7 social media accounts. That’s up from 3 just 5 years ago.Social Media is where people are. But do people buy things there? One of the top 10 reasons people say they’re on social media is to buy products advertised to them. They spend around 37% of their social media time interacting with branded content. Levels the Playing Field for Small Business Digital marketing allows small businesses to compete with a much smaller advertising budget. When managed effectively, it gives them laser-focused control over where and how they spend their money.

More targeting With search advertising, you can target people with a very specific:

Challenge

1. Goal
2. Profession
3. Education level
4. Buying behaviour
5. DIGITAL MARKETING | LEANPORT | 2018-20 Social media advertising similarly allows you to narrow your target audience Use the data they’ve collected about their users. Tell Facebook, for example, to only show your ad to people with a very specific recent behavior, interest, location or other identifier. Can be hyper-personalized Tailor-made content as per the targeted audience can be displayed to them. For example You recognize a person on an individual level. You are able to recommend the best products to them because you know their purchase history. You recognize that they just visited your website and abandoned their cart. You refer to them by name. They feel that you respect their individuality. LEANPORT | Page 039
6. Whether they actually saw it. With TV ads, you don’t even know that much. They could have been in the kitchen or had the TV on mute.
7. If they interacted with it
8. If they liked it
9. If they lingered on it
10. If they shared it with a friend
11. If it prompted another If it led to a sale down the road (this is important when deciding how to best spend money) Easy to scale and adopt Digital marketing to small businesses becomes very clear when you see how easy it is to scale and adapt as your business grows. For example, with social media campaigns, display ads and search ads you can choose a daily budget. You know exactly how much that campaign will cost you.

**4.KEY LEARNINGS**

● Get to know about challenges and opportunities for digital marketing in India.

● Gain a basic understanding of SEO, SEM, SMM, etc

● Fulfilling each and every requirement of client is very important regardless of whether that requirement is small or big.

● I experienced the corporate feeling which gives me a good exposure

. ● I was able to put in practice what I have learnt in my first year of the BTECH curriculum. Leadership quality, it’s all about the impact you have on other people. You need to have leaders within an organization. Leaders will deal with the customer, project, etc. as a leader.

● Healthy Competition forced to do a better job the trick is to learn from your competitors quicker than they can learn from you. Always look for your competitors’ strengths.

● Digital marketing work is all about teamwork and it always try to give the best out of all.

● Time management is the big management lesson I have learnt as make individual more divert to words it work.

● How to do a formal communication, the way how to communicate with each level of management to get work done.

**5.CHALLENGES FACED**

● Generating Traffic and leads With so many options of platforms for marketers to publish their content and even more ways to promote it, it's hard to know where to focus the efforts. Creating a high quality content which the audience actually want is the biggest challenge

● Generating the ROI Generating high return on investment at initial phase of marketing and promotions were quite low. Implementing a marketing campaign and executing it is a long term process that requires a lot of time and patience before it works out successfully.

● Securing Enough Budget Securing Budget from our clients was another biggest challenge that we faced. Most of the clients were not ready to invest enough money in the promotional activities thus it was hard to achieve the ROI.

● Product Returns on Amazon One of the major challenges we faced on Amazon was getting high number of product returns. Sales were increasing but we were getting many product returns as well that led to the decrease in the ranking of our products and negative feedbacks on amazon. CAUSE: Customers could not figure out the size of the products that was up on Amazon. Some of the products were too large in size but looked to small in the pictures and vice-versa After figuring out the reason for the problem and brainstorming about ideas to solve the problem , it was concluded to get the photoshoot of all the products again and this time with a standard size product ( a 750ml bottle of Pepsi was used) as a reference so that the customers could figure out the exact size of the picture by comparing it with the reference product.

**6.RECOMMENDATIONS TO THE DEPARTMENT**

6.1 In Tempting home

The current Marketing Strategy is working upto the mark to generate traffic (potential leads) that are converting into customers. There are few areas of improvement which I suggest can be looked upon for more sales :

1. The company should collaborate with influencers on social media who have a large number of followers or send them free products for reviewing them. It will help increase the reach.

2.Videos about products or reviews on Youtube/Vimeo will help users to understand more about the product features.

3. High definition lifestyle photoshoot of the products must be done in order to be uploaded on the website so that the customers can get a detailed knowledge about the description of the products (size, colour etc).

4. The company should expand its business by opening a physical offline store because most of the people prefer offline shopping of home decorating products from a showroom for many reasons. It also helps converting visits into sales as it facilitates them touch and feel.

**7.CONCLUSION**

Marketing Strategy & Planning is a key factor for the success of any project, what my company mentor Asif Sir told me at the first day in the company.

The importance of planning is

To facilitate goals achievement

To facilitate assessment

To reduce risks and loss

To make good decisions To carry out job division

To determine opportunities and threats

So my company mentor already planned and assigned me tasks for me to execute during the internship period. For the time period 1.5 months I did not only learn about area of my interest – Digital Marketing but also how to make a plan based on data and reports that are generated from tools like Google Analytics, . I learned how important it is to monitor tasks of the team , also how can organisation can secure its user id and password and give access to all the employees & the importance of Social Media in business today. I personally think working in Digital Marketing is not everyone’s cup of tea. Digital Marketers have to be updated with the changing technology which is proficiently used by their companies viz-a-viz the competition. Continuous information of what is happening around the world in terms of Events, Google Updates, Content Management, SEO, is required.

**8. REFRENCES :**

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● [www.temptinghome.com](http://www.temptinghome.com)

● https://www.slideshare.net/shikh18/a-study-of-digital-marketing-services-summer-interns hip-project

● <https://www.cpcstrategy.com/blog/2019/04/sell-on-amazon/>

● www.limofahr.com ●