LONG TERM INTERNSHIP

Introduction:

About Digital Marketing:

Many small businesses in recent years have begun to build out their websites, their online banner ads, their social media programs and their overall digital marketing strategies. They are doing these things in accordance with the theories of digital marketing.

Before you think about marketing frameworks, make sure you've got your bases covered. Your small business should start with:-

→ An e-commerce website (one that allows buying of your products or service)

→ Email marketing (to reach your customers in their inbox)

→ Social media marketing (to expand your product message and engage with potential customers)

→ New videos every day on video platforms, i.e they should be relevant.

The truth is, a small business does not have to study every theoretical framework about online business selling. You may be able to find a niche in one of many buckets of the digital marketing universe.

Digital Marketing Numbers Rule:

→ There's no escaping the fact that digital marketing has sky rocketed in recent years. This is largely of marketers trying to reach the millions of people using the internet on a daily basis.

→ Statista.com shows that more than 4.6 billion people use the internet regularly in 2020, with over 313 million internet users in the united states.

→ According to digital marketing experts hub spot over half of all shoppers surveyed by google in 2019 said they use google to research a potential purchase online.

Digital Marketing Strategies:

For digital marketers, the theoretical frame work of digital marketing includes all the strategies on how to best reach this online audience. This might include e-mail marketing direct message marketing to reach people on their mobile devices, video streams and social media announcements.

Some marketers are also using offline marketing methods too to include in their theoretical frame work of digital marketing. This might include strategies around newspaper ads, product flyers, street-level marketing methods and more.

These are some of the digital marketing strategies:

- Reaching the segment of one:

Some of these business theories about online marketing offer a new look at how consumer and marketers interact.

- Positioning to the customer:

Another example of digital marketing theories includes customer led positioning theory. This holds that the customer is the one showing the marketers what they want in the product or services.

- Acquire, convert, retain and grow:

Your company should use digital marketing to acquire new customers. This theory includes insights about how to find your customers online.

Comprehensive Digital Marketing for Tech-Mahindra:

- The project of comprehensive digital marketing is all about branding & promoting the brand Tech-Mahindra. The project example has been given by smart interns lead through a form of PDF by digital marketing group.

To accomplish this, we have to complete all the activities listed below:

Step 1: Installing canvas

Step 2: Understanding the Dash board

Step 3: Download the example copy of project

Step 4: Choosing themes.

Step 5 : Adding content

Step 6 : Convert the PDF copy to power point

Step 7 : Create a instagram account of brand
Tech mahindra & create new post & reel
content on the brand.

Step 8 : Edit the content by using PPT dashboard

Step 9 : Save the file of the project Tech Mahindra.

PROJECT FLOW:

1. Install canvas in your system:
Setup an environment by using canvas which has
a wide range of themes in it.

2. Define Brand Identity and Objectives:

Determine the brand guidelines such as colours,
fonts for the brand. Establish the objectives for
the brand website such as increasing brand
awareness, generating leads.

3. Plan structure and content:

Create an outline of the main sections of the
brand project.

4. Convert the file of PDF to PPT:

The project of Tech Mahindra cant be modified
and we cant add new content to our project in
the form of PDF. In power point we can add new
content & can add different templates included in it.

5. Now arrange the project slides in power point and add the project content as in the format given in the example copy of digital marketing.

6. Now add the contents of brand i.e (post reels etc) which we've created & posted in our instagram amount of Tech Mahindra.

7. Add the links of post & reels of our instagram page in our project.

8. Save the file ~~britannia~~ Tech Mahindra & convert that into a PDF form.

9. Post the document of Tech Mahindra into your git hub account & submit.

Install Canvas:

Go to the play store of google & select the relevant download link on the page.
After downloading canvas, we need to select the theme page which we want to install in our project.

Decide the fonts:

Log into your canvas account

1. Click on the "create a design" button on the canvas homepage to add a new project.

choose the blank canvas for us to test different fonts. Once you're inside design editor, click on itext/ tab on left hand side.

2. Add the project file to power point & add the content of the brand & Index.

→ Brand study, competition analysis & buteris / Audiences persona.

→ SEO & keyword reasearch.

→ Content ideas and marketing stratagies.

→ Content creation and curation (Post creations / video editing. Ad campaings over media and e-maid ideation and creation)

3. Add the new content in buyer / audience persona like demographics, psychographics, behaviour, goals & challanges.

4. Now add the competition analysis of brand (Tech Mahindra) the competitors are TCS, Infosys, Google companies.

5. Now add strengths, weakness, oppourtunities & threats of all the competitors of Tech Mahindra.

6. Content of SEO & key word research & Audit & add the images of the brand & add on page optimization i.e metatitle and description.

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Introduction of digital marketing	know what is digital marketing & its use & what containing in it	
Day – 2	Introduction to marketing technique	Learned about what are the marketing techniques	
Day – 3	Introduction to types of digital marketing	Learned about types of digital marketing & how they are used to develop	
Day – 4	Introduction to e-mail marketing	Learned how to use e-mail marketing	
Day – 5	Explanation of content marketing	Learned how to use content marketing & how to create a content	
Day –6	Practice Day	Practically trying out what I have learnt through this entire week	

WEEK – 01 (From Dt. 5-2-24 to Dt. 10-2-24 ....)

Objective of the Activity Done: Introduction to Digital marketing, marketing techniques.
Detailed Report:

Smart interns provided us weekly sessions where on the first week from monday to friday. We learnt about digital marketing. what is the use of digital marketing. How it helps to develop in marketing and what does digital marketing contains and what are the techniques used to develop, learnt how to use those techniques just basics which are further useful in business using this platform.

ACTIVITY LOG FOR THE ___Second___ WEEK 12-02-24 to 17-02-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Introduction to digital marketing strategies	Learnt about what are digital marketing strategies & how it is used	
Day – 2	How to develop our own strategy	Learnt about how to create & develop a marketing strategy	
Day – 3	what is a digital marketing strateing	Learnt about what is digital marketing stratgy & its use	
Day – 4	Introduction to social media marketing	Learnt what is social media marketing & what it cantains	
Day – 5	Introduction to search engine optimization	Learned what is SEO & its use to optimize the content	
Day – 6	Practice Day	Practically trying out what I have learnt through out this week.	

WEEK – 02 (From Dt. 12-2-24 to Dt. 17-2-24)

Objective of the Activity Done: Introduction to digital marketing strategies. How to use them. Introduction to social media marketing

Detailed Report:

Learned social media marketing & search engine optimization and what do we need to develop our marketing strategy. Also learned how to promote a brand to connect with potential customers using the internet and other forms of digital communication. This includes not only e-mail, social media and web-based advertising, but also text and multi media messages as a marketing channel.

ACTIVITY LOG FOR THE ___Third___ WEEK 19-02-24 to 24-02-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Introduction to digital marketing platforms	Seen the types of digital marketing platforms which contains many types of brands & options like different IT sectors	
Day – 2	Introduction to digital marketing platforms		
Day – 3	Introduction to branded logos, images or icons	Learned how to create a logo & a image on a brand	
Day – 4	Digital marketing platforms overview	Learned how these platforms are used	
Day – 5	Introduction to create blog posts & e-books	Learned about creating a vlog post & e-books in marketing.	
Day – 6	Practice Day	Live practice of what I have learnt through this entire week	

Objective of the Activity Done: Digital marketing platforms, vlog post & e-book creation in a platform

Detailed Report:

In this entire week, I learned about digital marketing platforms with various brand logos, images & icons and focused mainly on creating vlog posts and e-books. Note that to classify as a digital marketing platform & to support energy component of digital marketing, performance measurement and optimization and brand tracking.

ACTIVITY LOG FOR THE __Fourth__ WEEK 26-02-24 to 02-03-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Introduction to canvas	Learned about canvas what is canvas & how it is used	
Day – 2	Introduction to how to install canvas	Learned how to install canvas in our system	
Day – 3	Theme and post creation in canvas	Learned how to create a theme and post by using canvas	
Day – 4	Templates	Templates represent a document & its use	
Day – 5	Practice Day	Live practice of what I have learn through this entire week	
Day –6	Practice Day	Live practice of what I have been through this entire week	

WEEKLY REPORT

WEEK – 04(From Dt 26-2-24 to Dt 02-03-24)

Objective of the Activity Done:	Introduction to canvas, Theme and post creation in canvas & templates

Detailed Report:

· Gained knowledge about canvas & themes and also about post creation. The digital marketing canvas is a frame work for developing your company's digital marketing strategy. Template is a document used to create a digital marketing strategy.

ACTIVITY LOG FOR THE _fifth_ WEEK 04-03-24 to 09-03-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Introduction to PPT (power point)	Learnt what is a PPT & what it contains & its use	
Day - 2	Introduction to power point making	Learnt how to create our own power point	
Day – 3	Introduction to create power point for marketing	Learnt how to create a PPT for marketing & its use	
Day – 4	Introduction to power point strategy	Learnt what is a PPT strategy in digital marketing	
Day – 5	Practice Day	Live practice of what I have learnt through this entire week	
Day –6	Practice Day	Live practice of what I have learnt through this entire week.	

WEEK – 05 (From Dt. 0.4.-.3-.2.4 to Dt. 0.9.-.03-.2.4 ......)

Objective of the Activity Done:	Introduction to power point & PPT making how to create a PPT for marketing

Detailed Report:

From day 1 to day 4 we practically learned about what is a power point, how it looks like and how could we create it and in which form the content can be added where we can explore this by going through create more slides with little content. 5th and 6th day I practiced customization of PPT which is easy to create & install just by going through the reference option.

ACTIVITY LOG FOR THE ___Sixth___ WEEK 11-3-24 to 16-3-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Introduction of theme in digital marketing	Learnt about themes in digital marketing & its use.	
Day – 2	Introduction on how to create a theme	Learnt how to create a marketing theme	
Day – 3	Introduction of different themes in marketing	Learnt how many themes are being used in marketing	
Day – 4	Introduction an search engine marketing	Learnt about search engine marketing and its use.	
Day – 5	Introduction an content adding in a theme	Learnt how to add new content into a theme	
Day – 6	Practice Day	Live practice of what I have learn through this entire week	

Objective of the Activity Done: Introduction of themes, creating a theme, different type of themes & content creation.

Detailed Report:

From day 1 to day 5 created a theme for marketing which provides a proper details about digital marketing. You can create as many templates as you need and to make it easy to sort and find templates. Create a marketing theme. A marketing theme is a template category (such as acquisition or win back) that enables you to organise and sort themes based on business objectives.

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Introduction an comprehensive digital marketing projects	Learned how many comprehensive digital marketing projects are displayed	
Day - 2	Introduction an different marketing brands	Learned how many types of brands are in marketing.	
Day – 3	Introduction of selected brand project	Learned how to customize the project using canvas	
Day – 4	Customization with canvas	Learned to customize the project work	
Day – 5	Introduction of font styles & slides	Learned how to use different fonts & styles in project	
Day –6	Practice Day	Live practice of what I have learnt through this entire week.	

Objective of the Activity Done: Introduction of themes, creating a theme, different types of themes & content

Detailed Report:

From day 1 to 5 I've gained a deeper understanding of how the marketing brands build their strategies & learned how to customize content & theme using canvas. The goals like any other company, set various goals and objectives to guide its strategies direction and drive growth while specific goals may evolve our time based on changing market dynamics and business priorities.

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Introduction on Social media interface instagram	Learned what is a social media interface & how it is used.	
Day - 2	Introduction on creating an account in instagram	Learned how to create an account for marketing in instagram	
Day – 3	Introduction on post & reel creation on brand	Learnt how to create a post and reel in instagram	
Day – 4	Introduction on adding story & highlights of brand in Instagram	Learned how to add content & story of brand	
Day – 5	Practice Day	Live practice of what I have learn through this entire week	
Day –6	Practice Day	Live practice of what I have learn through this entire week	

Objective of the Activity Done: Introduction on instagram & creating a account in instagram, creating new post & reel in it

Detailed Report:

From day 1 to day 4 I've gained a deeper understanding on instagram page creation. Learned how to create a post & reel in instagram page. Learnt how to use instagram hashtags. Publish instagram stories. Define objectives. Use marketing automation. Post consistently. Learnt to optimize instagram profile work with instagram influencers. Learnt how to engage with followers & share your values.

ACTIVITY LOG FOR THE ___Ninth___ WEEK 01-04-24 to 06-04-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	About page creation	Learned about how to create a page & how to use	
Day – 2	Introduction about brand objectives	Learned about brand objectives for the project	
Day – 3	Introduction on brand online communication	Learned what is brand online communication & its use	
Day – 4	Project brand creation in social media interface	Learned how to create a brand in instagram page	
Day – 5	Practice Day	Live practice of what I have learn through this entire week.	
Day – 6	Practice Day	Live practice of what I have through this entire week.	

WEEK – 09 (From Dt. 1-4-24 to Dt. 6-4-24)

Objective of the Activity Done: Creation about page, online communication and brand objectives
Detailed Report:
From day 1 to day 4. I've gained a deeper understanding of page implement in our project grid. Social media maintains active profiles on platforms like facebook, twitter, instagram and LinkedIn. They use platform to share product updates, promotion, replies and engage with customers through comments & contests providing additional value and convince to their customers.

ACTIVITY LOG FOR THE ___Tenth___ WEEK 8-4-24 to 13-4-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	working on final project	Brand study, competitor analysis of the brand	
Day – 2	working on final project	Search engine optimization and key word research	
Day – 3	working on final project	Content ideas and marketing strategies of brand	
Day – 4	working on final project	Content creation and curation like posts, reels, Ads email idea & creation	
Day – 5	working on final project	Live practice of what I have learn through this entire week.	
Day –6	working on final project	Live practice of what I have learn through this entire week.	

WEEK – 10(From Dt.8-4-24 to Dt.13-4-24)

Objective of the Activity Done: Brand study and content ideas of brand

Detailed Report:

Finally I created a Tech-Mahindra project document using power point which includes brand study, competitor analysis & buteril/Audiences persona. serch engine optimization (SEO) & keyword reasearch. Content ideas and marketing Strategies. Content creaton and curation like post creabons, designs, video editing, Ad campaigne over media and e-mail creation and canvas to create a logo to my project & brand.

ACTIVITY LOG FOR THE __Eleventh__ WEEK 15-04-24 to 20-04-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	working on final project	Mission values, of brand & USP unique selling proposition of brand	
Day - 2	working on final project	Analyse brand tone and identity of Tech Mahindra	
Day – 3	working on final project	Key performance indicators of Tech-Mahindra & Brand awareness	
Day – 4	working on final project	Revenue growth, market share & customer satisfaction terms.	
Day – 5	working on final project	Live practice of what I have learn through this entire week.	
Day –6	working on final project	Live practice of what I have learn through this entire week.	

Objective of the Activity Done:	Mission values of brand, USP & KPI of brand

Detailed Report:

Finally I created a social media page for my project brand britannia the post & reel along with content has been added in the project power point. The brand tone Tech Mahindra considering its historical connotations as a symbol of british empire is characterised by several key elements. Measure revenue growth over time to guage the campaings financial health and market performance and used canvas create a marketing theme.

ACTIVITY LOG FOR THE __Twelve__ WEEK 22-04-24 to 27-04-24

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day – 1	Working on final project	Search engine optimization audit & content	
Day – 2	Working on final project	Content calender, strategies, aims, the idea behind this story	
Day – 3	working on final project	Static post & reel on brand, festival post and story	
Day – 4	Working on final project	content creation & editing & caption of brand	
Day – 5	working on final project	Live practice of what I have learn through this entire week	
Day –6	working on final project	Live practice of what I have learn through this entire week.	

Objective of the Activity Done: SEO audit & content on project static post & reel on brand.
Detailed Report:

Finally the saved document need to be posted in another social media interface. In conclusion digital marketing is a powerful versatile for marketing strategy & development It is a user friendly platform that allows beginners to create professionals without needing to learn complex strategies with its extensive range of themes and content. It can provide the tools & flexibility you need. It requires time and effort to master.

Screenshots of Story.

Highlights for Story.

https://www.instagram.com/tech_mahindra_internship/

Instagram post

Caption : Tech Mahindra

Hastags : #tech#IT services#

Link :
https://www.canva.com/design/DAGDfyQqGps/V_J
NAIIF7FhzVSHpWW_0gQ/view?utm_content=DAG D
fyQqGps&utm_campaign=designshare&utm_mediu
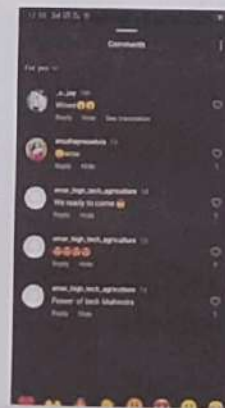m=link&utm_source=editor

Instagram Story

Caption : Tech Mahindra Hiring process 2024.

Hastags : #techm#TechMahindra#hiringtech

Link :
https://www.canva.com/design/DAGDfyQqGps/
V_JNAIlF7FhzVSHpWW_0gQ/view?utm_content
=DAGDfyQqGps&utm_campaign=designshare&u
tm_medium=link&utm_source=editor

Reference Links:

- Digital marketing video:https://youtu.be/bixR-KIJKYM?feature=shared
- Powerpoint: https://www.slideshare.net/amanagarwal38/digitalmarketing-ppt-for-students-reference
- Project Logo:https://images.app.goo.gl/eD1yD3k51iBc7rqY8
- Project Pdf:https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf
- Final Project:https://admeducation.com/blog/techmahindra-digital-marketing-strategies/

7. Now add content ideas & marketing strategies & post the content calender for the month of april 2024 & add the posts & reels as per the content calender in our project.

8. Now add all these posts in instagram page & add them in our project.

9. Make necessary adjustments. Identify and address any issues discovered during completion & save the file of project Tech Mahindra.

CONCLUSION:

In conclusion, Digital marketing is a powerful & versatile course for marketing strategy & development. It is a user friendly platform that allows beginners to create professionals without needing to learn complex strategies with its extensive range of themes and content. Digital marketing provides endless possibilities for customization making it suitable for virtually any type of website whether youre looking to make your personal business strategies or an online marketing. It can provide the tools & flexibility you need. However like any tool, it requires time and effort to master. Fortunately there's a vast community of digital marketing to help you along your marketing development journey.