Digital Marketing – Project

1. Introduction
This project is based on the Google Digital Garage course: Fundamentals of Digital Marketing.
It highlights the main strategies I learned and applies them in a simple campaign plan.

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2. Key Learnings
- Basics of Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social media strategy
- Email marketing campaigns
- Measuring performance with analytics

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3. Mini Project: Online Marketing Campaign
Scenario:
A local bookstore wants to attract more young readers.
I designed a digital marketing campaign:

Channel	Goal	Duration
SEO (Website)	Improve ranking for "Books for students"	3 months
Instagram Ads	Promote discounts to young readers	1 month
Email Campaign	Send weekly reading tips and offers	Ongoing
Google Ads	Increase visibility for new arrivals	2 months

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4. Benefits of the Project
- Reaches target audience effectively
- Uses cost-efficient marketing strategies
- Builds customer loyalty with engagement

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5. Conclusion
This project shows how digital marketing tools can be used to support small businesses.
The course helped me understand how to design a campaign that is practical and measurable.

Certificate
[https://skillshop.exceedlms.com/student/award/QV2ifLPSK17SvzHZTuRd4Bbs]