INTRODUCTION :

DIGITAL MARKETING :

Digital Marketing refers to practice of promoting products or services using digital technologies and platforms. It involves various strategies and technique. to reach and engage with a target audience online.

As a part of digital Marketing Internship we got to do a project in a team of 5 members, The goal of digital Marketing Intership. is to increase Brand Awareness, Drive website traffic, generate leads and ultimately, boost Sales and bussiness growth of company allocated to us.

OVERVIEW :-

As a part of our digital Marketing Internship from the Smart Bridge, we ought to do a comprehensive project for digital Marketing in which we were alloted with the topic CADBURY

This project report Summarizes the objectives, Strategies, results and challenges of digital Marketing project conducted by our team for CADBURY.

The comprehensive Digital Marketing for CADBURY includes, Brand Study, competitor Analysis & Audience personal. It also consists SEO & Keyword Research Analysis It also contains content Ideas and Marketing Strategies & content creation & curation.

PURPOSE OF THE PROJECT :

The main goal of this project is to increase the online presence and visibility of brand, products and services. We used various strategies and tools such as SEO, Social media, Email marketing, content creation and analytics to achive this goal. We also monitored & measured the performence and impact of our digital marketing efforts using key metrics and indicators.

This project will help CADBURY INC. to reach new customers, Engage Existing Ones and grow the bussiness in the competitive digital handscape.

LITERATURE SURVEY :

A literature Survey of digital Marketing project is a Systematic review of the Existing research and publications. on the topic of digital Marketing. It aims to Indentify the main themes, methods, challenges and oppurtunities in the field as well as to provide a critical analysis of Strengths and weakness of Current knowledge.

A literature Survey of digital Marketing project can help to define the research problem, formulate the research questions, and justify the research objectives and methodology

EXISTING PROBLEM:

One of the main challenges in digital marketing project is to increase the conversion rate of website visitor. We purpose to implement a personalized recommendation System that will Suggest relevant products or Services to Each Visitor based on their browsing history. preferences and behaviour. This way, we can increase the engagement and loyalty of our customers as well as revenue of our business.

Other problems may include lack of clear and consistent communication among the team members. This leads to confusion, delays, and Errors in the Execution of tasks.

PROPOSED SOLUTION :

A possible solution for the existing problem of digital marketing project is to use a data-driven approach that leverages the latest tools and techniques in the field. By analyzing the customer behaviour preferences, and feedback, we can design & implement a personalized and effective marketing campaign that meets needs and expectations. This way we can increase the conversion rate, retention rate, and customer satisfaction as well as reduce the cost and time of project.

To address the issue, we need to establish a regular and effective communication channel.

THEORETICAL ANALYSIS:

BLOCK DIAGRAM.

Comprehensive Digital Marketing for Cadbury

→ Brand Study, Competitor Analysis & Buyers / Audience's persona

   → Research Brand Identity

   → Competitor Analysis
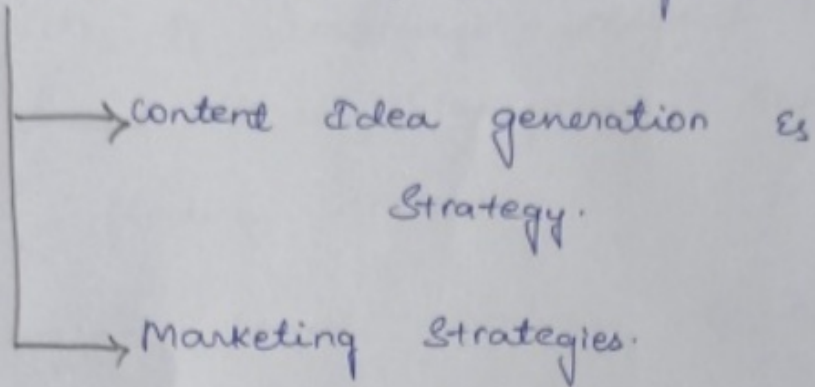
   → Audience Persona.

SEO & Keyword Research.
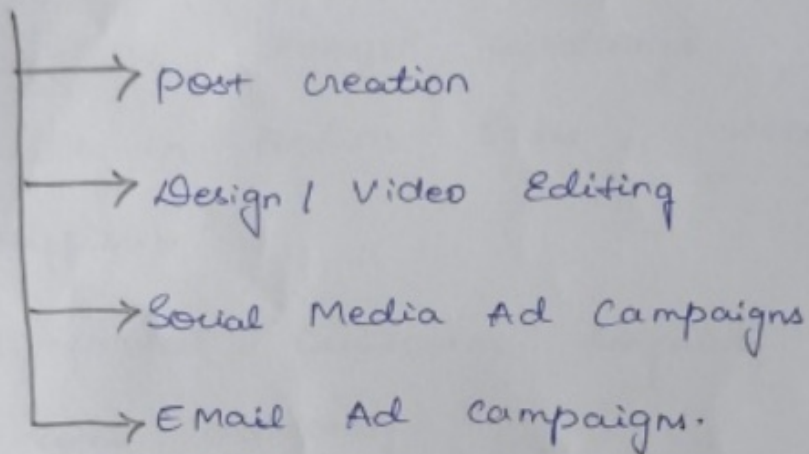
   → SEO Audit

   → Keyword Research

   → On- page Optimization

Comprehensive Digital Marketing for Cadbury

→ Content Ideas & Marketing Strategies

- → Content Idea generation & Strategy.
- → Marketing Strategies.

Content creation and curation

- → Post creation
- → Design / Video Editing
- → Social Media Ad Campaigns
- → Email Ad campaigns.

RESULT :

The results of cadbury's digital Marketing
efforts have been Significant. Some of
the key findings include :

- Increased brand visibility & awarness
  on digital platforms.

- Higher Engagement rates & interactions
  with the target audience.

- Growth in Online Sales & website
  traffic.

- Improved Customer loyality &
  brand advocay.

- Valuable data insights for continous
  optimization.

HARDWARE / SOFTWARE DESIGNING :

The Software design process for a digital marketing project involves several steps such as

choosing the appropriate platforms and channels to reach the target audience, such as websites, Social media, email or mobile apps.

Creating a user interface (UI) and user Experience (UX) design that is attractive, intutive and Engaging for the target audience, such as Using colors, fonts, images or animations. Here, I used CANVA for designs and VN Editor for Video Editing.

Developing a content Strategy that delivery relevant information to target audience. Such as Using Keywords, headlines & calls to action.

ADVANTAGES & DISADVANTAGES

Digital Marketing has Several advantages &
disadvantages compared to traditional marketing
Methods.

ADVANTAGES

It can reach a large and global
audience at a low cost.

It can be Easily measured and analyzed
Using various tools and metric.

It can be customized & personalized
to target Specific Segments or
niches.

It can Enhance customer Engagement
& loyalty through Interactive &
creative content.

Defining the goals & objectives of the
project, Such as increasing brand awarness,
generating leads or imporving customer loyalty

Identifying the target audience and their
needs, preferences & behaviours, Such as
demographics, psychographics or online habits

The appropriate channels we chose for
audience reach are facebook Ads, Meta
Business Suite, Instagram, Advertising.
For E-mail Markeling I chose Mailchimp
and Klaviyo for SEO. the platforms
were SEOptimer SEMrush and Ubersuggest

Testing and Evaluating the Software
design before launching H, Such as
Using analytics feedback, or usability
testing.

DISADVANTAGES

It can be affected by technical issues. Such as slow loading. broken links, or Security breaches.

There is a possibility of not reaching to Some members as there may be no internet connection to Some areas.

It can face high competition and clutter from other online Sources.

It can be Vulnerable to negative feedback or reviews from dissatisfied customers or competitors.

It can raise Ethical and legal concerns, Such as privacy Spam or plagiarism.

APPLICATIONS :

Some Applications of Digital Marketing include SEO [Search Engine Optimization].

Improving the Visibility and ranking of a Website on Search Engines.

CONTENT MARKETING :

Creating and distributing Valuable, relavant and consistent content to attract & retain a clearly defined audience.

SOCIAL MEDIA MARKETING :

Using Social Media platforms to connect with and influence potential & Existing Customers

E-MAIL MARKETING :

Using E-Mail to communicate with prospects and customers.

CONCLUSION :

In conclusion, This digital Marketing project has achieved its objectives of increasing brand awarness, generating leads & boosting conversions.

The project has utilized various online channels & Strategies Such as Social media Email marketing.

SEO & PPC to reach the target audience & communicate the Value proposition of product. The project has also measured & analyzed the performance of Each campaign using relavent matrices and tools, Such as google Analytics, Facebook Insights & mailchimp. It has Evaluated the results of Each Campaign & Suggested Some ways to improve and grow.

FUTURE SCOPE

Digital Marketing has a huge and bright future scope. It is a fast-growing Sector that uses various online Strategies and channels to reach and Engage customers.

It can help business to improve their online presene, generate more leads increase Sales and retain customers. It can also help business to improve their online presene and adapt to changing market and technology & to gain insights and data for optimization & measurement. Digital Marketing project can also faster innovation, creativity collaboration & networking.