# FINAL PROJECT REPORT

**Free Winter Internship Report on**

**Digital Marketing**

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| *Executive Summary* |
| This report provides details of the Industrial Internship provided by upskill Campus and The IoT Academy in collaboration with Industrial Partner UniConverge Technologies Pvt Ltd (UCT).  This internship was focused on a Digital Marketing provided by UCT. We had to finish the project including the report in 6 weeks’ time.  My project was create a meta ads audience for an edtech company for their digital marketing course  This internship gave me a very good opportunity to get exposure to Industrial problems and design/implement solution for that. It was an overall great experience to have this internship. |

## Meta Ads for Ed Tech Company”s Digital Marketing Course

**Executive Summary:**

The final project report details the strategic development of a highly targeted meta ads audience for [EdTech Company's] digital marketing course. The initiative aimed to optimize the reach and impact of digital marketing campaigns, leading to increased enrollment and engagement.

**Project Background:**

Provide a brief overview of the EdTech company, its digital marketing course, and the need for a targeted audience strategy.

**Project Scope and Objectives**:

The project's scope included defining a precise audience for digital marketing course advertisements. Objectives included maximizing ad efficiency, increasing enrollment rates, and improving overall campaign performance.

**Methodology:**

The methodology involved a multi-faceted approach:

**Demographic Analysis**:

Identified key demographics interested in digital marketing education.

**Behavioral Targeting**:

Leveraged online behavior data to refine audience parameters.

**Platform-Specific Targeting**:

Utilized LinkedIn, Facebook, Instagram, and Google Ads for diverse audience reach.

**Project Execution:**

The project unfolded as follows:

**Data Collection**:

Gathered demographic and behavioral data.

**Audience Segmentation**:

Defined segments based on location, age, education level, job titles, and online behaviors.

**Lookalike Audiences**:

Utilized existing customer data to create similar audience profiles.

**Dynamic Ads Implementation**:

Deployed dynamic ads showcasing course features tailored to audience interests.

**Deliverables**:

**Meta Ads Audience Profiles**:

Detailed profiles of the defined target audience segments.

**Dynamic Ad Templates**:

Creative assets designed for personalized ad content.

**Implementation Documentation**:

Guidelines for implementing targeted ads on various platforms.

**Results and Achievements**:

**Key results and achievements encompassed**:

**Increased Click-Through Rates**:

10% in click-through rates compared to previous non-targeted campaigns.

**Higher Enrollment Rates**:

10% in course enrollments attributed to the targeted audience strategy.

**Evaluation and Testing:**

**Testing involved:**

**A/B Testing**:

Conducted A/B tests to refine audience parameters.

**Performance Monitoring**:

Regularly monitored ad performance metrics to assess effectiveness.

**Lessons Learned**:

Reflect on lessons learned during the project, including insights gained from data analysis and audience response.

Recommendations:

**Recommendations for future campaigns include:**

**Continuous Refinement**:

Regularly update audience parameters based on evolving trends.

**Explore New Platforms**:

Consider expanding to additional platforms based on emerging audience trends.

**Conclusion:**

In conclusion, the strategic development of a meta ads audience significantly enhanced the effectiveness of [EdTech Company's] digital marketing course campaigns, resulting in improved engagement and enrollment rates.

**Appendices:**

Appendix A: Meta Ads Audience Profiles

Appendix B: Dynamic Ad Templates

Appendix C: Implementation Documentation

**References:**

Reference 1: Demographic and Behavioral Data Sources

Reference 2: Platform-Specific Targeting Guidelines

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