



Four-Week Training Report on Digital Marketing

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Introduction

Training Duration: 4 weeks (27 June – 20 July 2025) **Purpose:** To gain practical exposure to digital marketing concepts and tools **Key Learning Areas:**

- **SEO (Search Engine Optimization):** Techniques to improve website ranking on Google
- **Social Media Marketing:** Building presence on Facebook & LinkedIn
- **Email Marketing (Mailchimp):** Designing and sending admission campaigns
- **WordPress Development:** Creating a team portfolio website



Objectives

Gain hands-on skills in digital tools

Build & promote a portfolio website

Learn SEO, SMM, Mailchimp campaigns

Apply concepts in real-world scenarios

Tools & Platforms



Mailchimp – Email campaigns



Social Media – Facebook & LinkedIn promotion



SEO – On-page, Technical & Off-page optimization



WordPress – Portfolio website design

Mailchimp Campaign

01

Created GNDEC admission campaign

02

Designed professional templates

03

Used segmentation & CTAs

04

Tracked performance (open rate, CTR, conversions)



SEO

On-Page: Keywords, meta tags, image alt text

Technical: Mobile speed, sitemap, responsiveness

Off-Page: Backlinks, sharing, engagement



Social Media Marketing

Facebook: Mass engagement, peer awareness

LinkedIn: Professional branding, recruiter visibility

Activities: Page setup, content posting, engagement tracking





WordPress Website

- Built team portfolio site (Raj bharti, Anhad Kaur, Sameer Kumar Rai)
- Features: Sliding banner, responsive layout, profile pages
- Plugins: Smart :shopress,kata
- Integrated Mailchimp + Social Media

Results



Mailchimp → Increased email engagement

SEO → Improved visibility of portfolio website



SMM → Higher reach & networking

WordPress → Fully functional digital portfolio

Conclusion

Learned SEO, SMM, Email Marketing & WordPress

- Improved technical + communication skills
- Balanced academic learning with professional growth

