

Model Program Book



SHORT TERM INTERNSHIP (On-Site/Virtual)

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**
(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

Acknowledgement

I would sincerely like to thank APSCHE for providing me with this corporate Internship which helped me to gain practical experience and knowledge on the topic "Digital Marketing".

I would sincerely like to thank our respected Principal Sir, Dr. G.S.K Chakravarty for giving me this wonderful opportunity.

I would like to sincerely thank our Head of the Department of B.B.A, and our guide who help in this project Dr. N. Sunil Kumar for being a wonderful mentor of this project.

I would like to express my sincere gratitude to everyone who supported me throughout the completion of this project.

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CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have only a one-page executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

Description of the sector of Business and Intern Organization.

SmartBridge operates "Digital Marketing". I was a part of virtual Internship with "SMART BRIDGE", where we have learnt the concepts and techniques of social media marketing practically.

Learning objectives:
To learn and apply digital marketing techniques.
To know how organizations use digital marketing.
To know various software and applications used for social media marketing.

Designing Advertisement Campaigns.

- Outcomes Achieved
 - The skills which are required for social media marketing
 - Understanding how digital marketing works in companies.

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Suggestive contents

- A. Introduction of the Organization
- B. Vision, Mission, and Values of the Organization
- C. Policy of the Organization, in relation to the intern role
- D. Organizational Structure
- E. Roles and responsibilities of the employees in which the intern is placed.
- F. Performance of the Organization in terms of turnover, profits, market reach and market value.
- G. Future Plans of the Organization.

Introduction of the organization:

The Internship which I have done is conducted by "SMART BRIDGE" which is technology enabled that helps the organization to perform at its optimum levels.

Vision, Mission, values of the Organization:

Smart Bridge in general is the development of an adaptive system for the provision of relevant information and for a holistic evaluation of bridge structure.

Policy of the organization:

Smart Bridge offers suitable skills development before onboarding program is designed considering the present Industry needs.

- Transparency concerning the company marketing roles.
 - Importance of digital marketing in this Digital world.
- Summary:
- I have been part of learning sessions of digital marketing, where I was introduced and interacted with his trainees of smart Bridge regarding marketing and Digital marketing functions in an organisation who have predicted the issues that may arise in the Digital marketing and discussed more about the solutions for the same. We have learnt ad companies through social media

CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

Registering with APSCHE : Smart Bridge and enrolling for Digital Marketing with Smart Bridge i.e. Live Training sessions as per pre-scheduled training calendar.

Participating weekly Quiz and completing weekly Assignment with respect to Digital Marketing.

Team formation and selection of project topic

" Britannia Company Ltd " and Analyzing information related to gathering the "Hew MotoCorp Ltd".

Attending Project - Mentoring sessions and designing and creating facebook pages and Instagram stories for Creating facebook and Instagram needs for Business marketing.

Drafting a project video demonstration and preparation of final report.

Submission of team project via uploading the project files in Github Repository of the team.

► **COMPREHENSIVE DIGITAL
MARKETING PROJECT WORK
ON BRITANNIA**



COLLEGE NAME: DR LANKAPALLI BULLAYYA COLLEGE

PRESENTED BY:

TEAM LEADER : SADYASNATA SAHOO

TEAM MEMBERS

- **T. KAVITHA**
- **P. TRUPTHI**
- **K MOUNIKA**
- **B MAHESH**

TEAM ID : LTVIP2024TMID24169

ABOUT THE PROJECT



EAT HEALTHY AND THINK BETTER

BRAND WEBSITE : <https://www.britannia.co.in/>

INTRODUCTION

Britannia industries limited, founded in 1892 by Nusli Wadia, is a leading public food processing company based in Kolkata, India. Wadia group of Britannia is key player in the biscuits market reporting Rs11878.95 crores INR (\$1.7billion).

Britannia began in 1892 as "V.S. Brothers," acquired by the Gupta brothers. It was rebranded as The Britannia Biscuit Company Limited in 1918 with C.H. Holmes as a partner. Key milestones include opening a factory in Mumbai in 1924 and Peek Freans UK's acquisition of a controlling interest.

► **MISSION AND VISION :** Our vision is to be a responsible total foods company, serving products that brim with exciting goodness, through the day.

Unique Selling Proposition (USP): Britannia stands out as India's first Zero Trans Fat Company, catering to health-conscious consumers with high-quality bakery and dairy products.

Brand Messaging: Britannia emphasizes its heritage, trust, quality, and innovation, resonating with consumers through a message of health and wellness.

Competitor Analysis

The competition between Britannia and its key competitors—Parle Products, ITC Limited (Sunfeast), and Nestlé—intensified through strategic moves and market developments.

Parle Products: Established in 1929, Parle is one of India's oldest biscuit manufacturers, with an extensive product range.

ITC Limited (Sunfeast): ITC diversified into the FMCG sector in the early 2000s, launching Sunfeast in 2003 and focusing on innovative, premium products.

Nestlé: Leveraging global expertise, Nestlé brought a diversified portfolio and strong brands like Maggi and KitKat to the Indian market



Buyer's persona

Demographics: age, gender, income, location

Mostly 5 to 65 years and above. Both males the females. Middle to upper-middle class. Lives in cities and towns across India.

Lifestyle and interests: Activities, Values, Hobbies

Enjoys socializing, celebrating, and having treats with friends and family. Cares about quality trust and the brands long history.

Shopping Habits: Purchasing, Loyalty, Motivation

Needs and Preferences: Quality, Variety, Convenience

Wants biscuits made with good ingredients. Enjoys having many flavours to choose from. Likes easy access to biscuits in stores and through delivery.

Challenges: Availability, Health Price

Wants favourite variety to be always available Wants good quality at a reasonable price. Looks for healthier biscuits option that stills tastes great. Wants goods quality at a reasonable price.

SEO AUDIT

- Run your website URL through a site audit tool. Before you get started you'll need to find a website auditing tool that can help you analyze how your website is performing.
- 2. Find technical errors
- 3. Identify SEO problems
- 4. The brand has also expanded its online presence by opening E-Commerce website where you can find them.

Key research

KEYWORDS	SEARCH VOLUME	TOP OF PAGE BID (LOW RANGE)	TOP OF PAGE BID (HIGH RANGE)	COMPETITION
BRITANNIA BISCUIT COMPANY	49,500	\$0.20	\$0.62	LOW
GOOD DAY BISCUITS	40,500	\$0.01	\$0.10	HIGH
BRITANNIA BISCUITS	33,100	\$0.01	\$0.11	HIGH
BISCUIT NUTRI CHOICE	27,100	\$0.01	\$0.11	HIGH
MILK BIKIES	22,200	\$0.01	\$0.38	MEDIUM
50 50 BISCUITS	22,200	\$0.01	\$0.47	MEDIUM

BACKLINK ANALYTICS

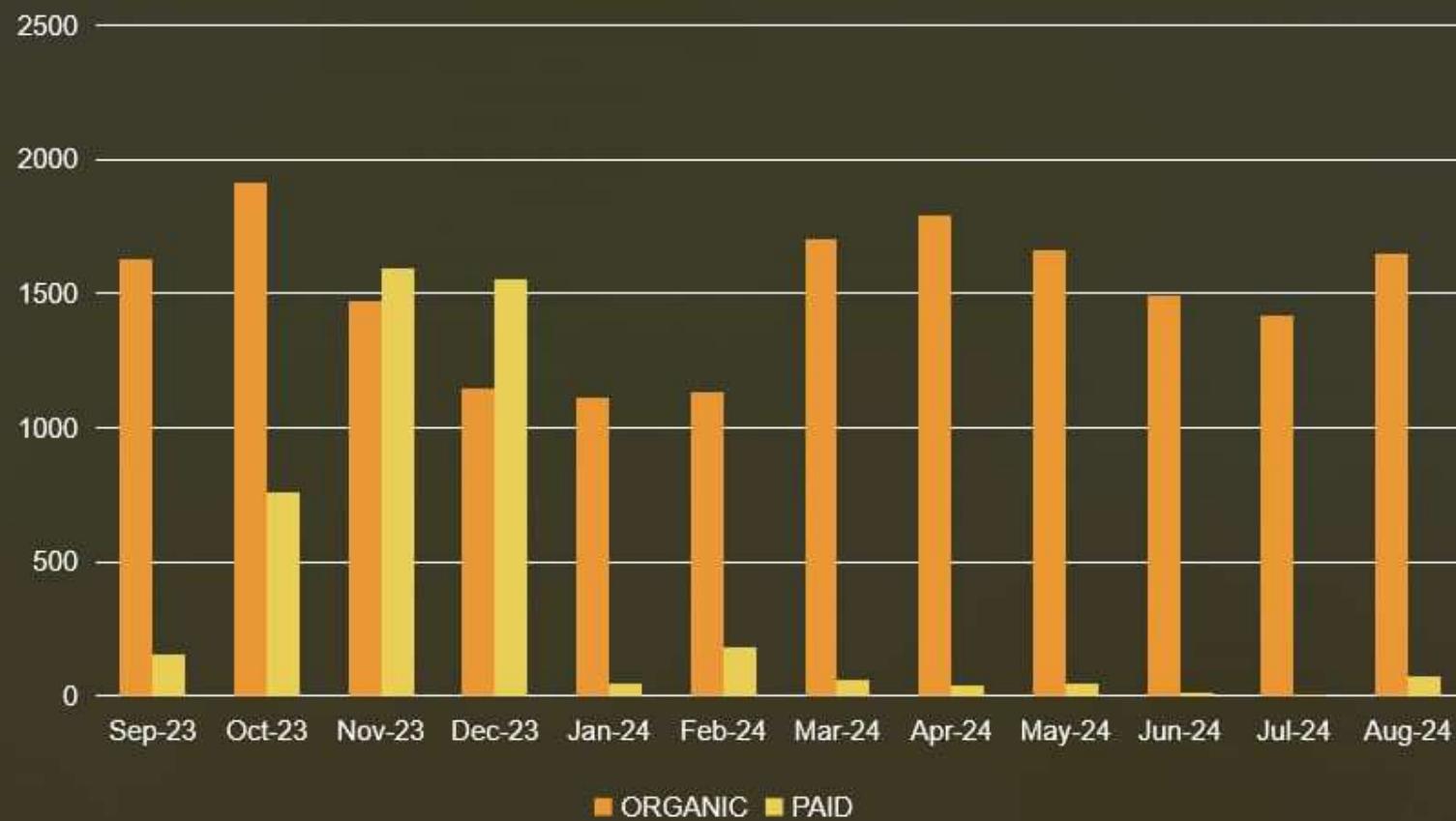
Backlinks: approximately 11%

Referring domains: 11%

Note: These numbers can fluctuate over time. For the most accurate and up to date information, I recommended using a tool like; Semrush, Ahrefs or moz

Referring domains	Backlinks	Monthly visits	Outbound domains	Organic traffic
11%	11%	n/a	0	n/a

ORGANIC AND PAID TRAFFIC





ON-PAGE OPTIMIZATION

On-page optimization is the process of ensuring the content is both relevant and provides a great user experience.

Pre-Click and Post-Click Optimization

There are two categories of on-page optimization – pre-click and post-click.

Pre-click on-page optimization is what is visible to the user before they click on a result on the search engine results page or SERP.

Post-click on-page optimization is what is visible to the user after they click on your listing and land on your web page.

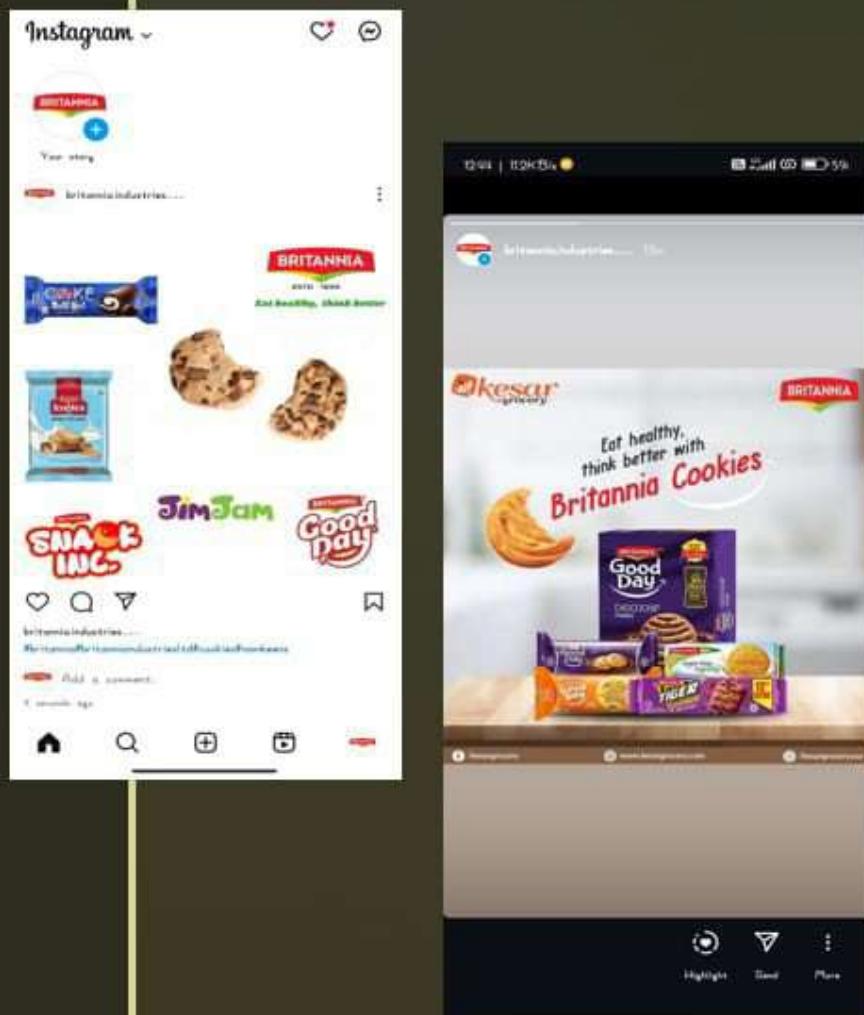
MONTHLY CONTENT PLAN

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
WEEK1	INTRODUCTION REELS	POLL OR QUIZ	TUTORIAL VIDEO	CUSTOMER VIEW	VIDEO
WEEK2	PRODUCT SPOTLIGHT	CUSTOMER Q&A	BEFORE & AFTER	INFOGRAPHIC	SHORT QUIZ
WEEK3	LIVE Q & A SESSION	PODCAST	WELLNESS WEDNESDAY	INTERACTIVE POLL	VIDEO
WEEK4	COMMUNITY SPOTLIGHT	POLL Q&A	SHARE A BLOG POST	THANKFUL THURSDAY	EDUCATIONAL VIDEO

MARKETING STRATEGIES

- Britannia Industries employs a well-rounded marketing strategy using segmentation, targeting, and positioning (STP) to market its products.
- *Segmentation:*
- Demographic: Targets children (Fruity Rolls, Tiger), adults (Good Day, Cream Crackers), and youth (Little Hearts).
- Behavioral: Focuses on benefits (Nutri-protects, tea-time snacks), user status (casual snacking), usage rate (Marie Gold for frequent consumers), and occasions (specific snacks).
- Psychographic: Offers age-specific products and adapts to market demands.
- *Targeting : Britannia Tiger for budget-conscious consumers. Britannia Marie Gold for families.*
- *Positioning : Uses social media platforms for wide reach, interactive campaigns, customer engagement, and collaborations with influencers.*
- *Britannia's strategy, blending traditional and modern methods, ensures a strong market presence.*

CONTENT CREATION AND CURATION



https://www.instagram.com/stories/britannia.industries_/_3429935125796590572?igsh=MTIsZWxra3Q4enlleA==

<https://www.instagram.com/p/CIcketWPoT8/?igsh=MjEzbGxsanE0czgz>

SOCIAL MEDIA AD. CAMPAIGNS



EMAIL AD. CAMPAIGNS

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CONSUMER FEEDBACK

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EMPLOYMENT VERIFICATION OF EX-EMPLOYEES OF OUR ORGANIZATION - VERIFYING AUTHORITY

We would like to inform that HR Operations team is the verifying authority for all employee data related to Employment Verification of Ex-employees. For any such verification mails please contact us at hr@britaindia.com

CONCLUSION

- In conclusion, Britannia Company's digital marketing strategies have significantly enhanced its brand visibility and customer engagement. By leveraging social media platforms, SEO, and targeted online campaigns, Britannia has effectively reached a broader audience and increased its market share. The integration of data analytics has provided valuable insights, enabling more personalized and efficient marketing efforts. Overall, Britannia's commitment to digital transformation has solidified its position as a leading player in the FMCG sector. Future growth will depend on continuous innovation and adaptation to evolving digital trends.

THANK
YOU

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
8/7/24 Day - 1 Monday	Introduction to Digital Marketing	An idea about digital marketing, cost effectiveness and measurable results and types of Digital Marketing	SuNIV
9/7/24 Day - 2 Tuesday	Organizational Culture	Learned about Brand awareness, Targeted advertising and Business growth.	SuNIV
10/7/24 Day - 3 Wednesday	Digital Marketing Vs Traditional Marketing	Advantage of Digital Marketing and Traditional marketing and Disadvantages	SuNIV
11/7/24 Day - 4 Thursday	Introduction to Search Engine Optimization (SEO)	Learned about SEO, website designing, Hierarchical theory and Keyword Research	SuNIV
12/7/24 Day - 5 Friday	Introduction to Technical SEO	Technical SEO, Key elements and Introduction to Social media Marketing.	SuNIV
13/7/24 Day - 6 Saturday	Revised all the topics discussed	Prepared weekly Report	SuNIV

WEEKLY REPORT

WEEK - 1 (From Dt. 8/7/24.. to Dt. 13/7/24.)

Objective of the Activity Done:

Gained Knowledge about Digital Marketing, organizational culture, Digital Marketing vs Traditional Marketing, SEO and SMM

Detailed Report:

In the first week of the Internship programme. I was taught about the Introduction of Digital Marketing and why Digital Marketing is useful as in recent times most of the products are being sold through online. I also learnt about key terms and concepts in digital Marketing and also about the types of digital marketing such as
① Multimedia messaging
② E-Mail marketing
③ Social Media Marketing etc.

Also, about the Brand Awareness and how does a business grow through Digital Marketing vs Traditional Marketing and their Advantages and Disadvantages. There is a main topic in digital Marketing that is search engine optimization (SEO). The significance of Keyword Research, Mozlow's Hierarchy of SEO needs and how does SEO helps in improving the visibility of websites in search engine results.

Search engine optimization plays a key role in improving your ranking positions. URL structure and 404 pages and 301 Redirects and Measuring of SEO Performance and Social Media. You can ensure the crawlability and indexability of your pages through a number of actions and best practices commonly referred to as technical SEO.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
15/7/24 Day - 1 Monday	Introduction to Facebook Marketing	Learned about Facebook Marketing and its key aspects.	Selvi
16/7/24 Day - 2 Tuesday	Facebook Analytics and Advertising on Facebook	An idea about Facebook Marketing. How advertising work on facebook and Facebook analytics.	Selvi
17/7/24 Day - 3 Wednesday	Holiday	Holiday	Selvi
18/7/24 Day - 4 Thursday	Instagram and Twitter Marketing	Learned about Instagram marketing strategy, Twitter Marketing strategies.	Selvi
19/7/24 Day - 5 Friday	LinkedIn Marketing	Learned about defining company page goals, establishing of content governance guidelines.	Selvi
20/7/24 Day - 6 Saturday	Revision of Explained topics	Facebook Analytics, Instagram Analytics, Optimizing Twitter Profile, LinkedIn.	Selvi

WEEKLY REPORT

WEEK - 2 (From Dt. 15. / 7 / 24. to Dt. 20. / 7 / 24.)

Objective of the Activity Done: Gained Knowledge about Facebook Marketing
Instagram Marketing, Twitter Marketing and LinkedIn Marketing

Detailed Report:

In the second week of the Internship programme I was taught about the Introduction of Facebook Marketing and how Facebook plays crucial role in Digital Marketing. I also learnt about the key aspects of Facebook Marketing and how Advertising works on Facebook and types of Facebook Ads such as ① Photo ads ② video ads. ③ slideshow ads, ④ Messenger ads and many more.

I also learnt about cost of Advertising on Facebook and some factors on which cost depends like Audience targeting Ad Placement, campaign Duration, Industry etc. Facebook Analytics like Insights, custom Audience, look alike audience and convention Tracking.

On the other hand I learnt about Instagram Marketing on how to build Instagram Marketing strategies How to create Instagram business account, types of Instagram post and Instagram Analytics.

I also learnt about Twitter Marketing on creating a twitter account, optimizing the twitter profile which will be helpful for Digital Marketing.

In addition to above I also learnt about LinkedIn Marketing on how to define company page goals and how to fill out a page completely and establishment of content governance guidelines.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
29/7/24 Day - 1 Monday	Introduction to Pay-per click Advertising and Google Ads.	Learned about PPC Advertising, its uses and google Ads overview, creating effective Ads.	Sunita
23/7/24 Day - 2 Tuesday	Introduction to E-Mail Marketing	An Idea about E-Mail Marketing, its benefits for Business and Organization.	Sunita
24/7/24 Day - 3 Wednesday	E-Mail Marketing Automation	What is E-Mail Marketing Automation, its benefit metrics, to Monitor and Examples.	Sunita
25/7/24 Day - 4 Thursday	Introduction to content Marketing	Learned about content and Distribution, Content calendar, Content Audit etc.	Sunita
26/7/24 Day - 5 Friday	Introduction to Video Marketing	An Idea about video Marketing Benefits, steps and Key facts of video marketing	Sunita
27/7/24 Day - 6 Saturday	Solved a Case Study	Social Media Marketing.	Sunita

WEEKLY REPORT

WEEK - 3 (From Dt. 22/7/24... to Dt. 23/7/24.)

Objective of the Activity Done: Gained Knowledge about Pay-Per-click Advertising, E-Mail Marketing, E-Mail Automation, Content Marketing and Video Marketing.

Detailed Report:

In the third week of the Internship programme I was taught about the concept of pay-per click (PPC) Advertising and how advertising pay for each click and goal of PPC Advertising. I also learnt about User of PPC Advertising like Precise Targeting, cost-effective, Real-Time measurement and complementing other channels. I was also taught about Google Ads and its overview and how to create effective Ads on Google like I also learnt what is E-Mail Marketing and Benefits like Increase Brand awareness, Drive sales and revenue, Boost other Marketing channels etc, through E-Mail Marketing. And E-Mail Marketing is used in different Business and organizations for cost-effectiveness, Targeted campaigns etc. On the other hand I learnt about E-Mail Marketing Automation and its benefits. How to design the perfect Marketing Automation flow etc.

Next I learnt about Content Marketing which led me to learn/understand Business goals and specific, Measurable, Achievable Relevant and Time-Bound (SMART) goals and content Types, Distribution channels, Metrics and key performance Indicators (KPI's), Content calendar etc.

In addition to above I also learnt about Video Marketing and benefits like ① Increased Engagement ② Improve SEO Rankings ③ Higher conversion Rates. ④ Trust and credibility etc. And steps for successful social Media video Marketing and Key facts.

Lastly solved a case study on Social-Media Marketing.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
29/7/24 Day - 1 Monday	Creating video on Social Media and Content Marketing.	Learnt about video marketing measurement and monitoring of content marketing.	Sanjay ✓
30/7/24 Day - 2 Tuesday	Introduction to Digital Marketing Analysis	An idea about Digital Marketing Analytics.	Sanjay ✓
31/7/24 Day - 3 Wednesday	Introduction to Google Analytics	Learnt about importance of google Analytics and configuring goals and events.	Sanjay ✓
1/8/24 Day - 4 Thursday	Setting and Using Google Analytics.	Learnt about E-commerce Tracking, conversion Tracking Multi-channel Funnels etc.	Sanjay ✓
2/8/24 Day - 5 Friday	Develop a Digital Marketing strategy	An idea about Planning and budgeting for a Digital Marketing campaign	Sanjay ✓
3/8/24 Day - 6 Saturday	Solved a case study.	Digital Marketing campaign.	Sanjay ✓

WEEKLY REPORT

WEEK - 4 (From Dt. 29/7/24 to Dt. 3/8/24.)

Objective of the Activity Done: Gained knowledge about creating videos on Social media, Digital Marketing Analytics, google Analytics and Digital Marketing Strategy.

Detailed Report:

In the fourth week of Internship programme. I was taught how to create videos on social-Media and what is video marketing. Benefits of video marketing like - Social Media Engagement, website Traffic leads and sales and mobile user Targeting. I also learnt about Measurement and monitoring of content Marketing, Metrics for content marketing such as ① Traffic metrics ⑥ Engagement metrics ② SEO metrics ③ Sales metrics etc

I also learnt about Digital marketing Analytics and Analytics for decision making like - Identifying Pattern, Measuring campaign performance, customer segmentation, ROI Analysis.... etc. And how the data is collected (or) how it is used in decision making.

Next I was taught about Introduction to google Analytics Importance of data in Digital Marketing, overview of google Analytics and how to set up google Analytics, Creating a Account, Key metrics. I also learnt about conversion tracking, E-commerce tracking, Funnel visualization, multi-channel funnels (MCF) etc.

In addition to above I learnt how to develop a Digital Marketing strategy by defining your business goals, Identifying your Target Audience, choose the right digital marketing channels, Planning and Budgeting for a Digital Marketing campaign and evaluating and refining a Digital Marketing campaign. Lastly solved a case study on Digital Marketing campaign.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
5/8/24 Day - 1 <u>Monday</u>	Identification of problems and gather related information	Learned to identify the problems	Sujit
6/8/24 Day - 2 <u>Tuesday</u>	Came across the vision and mission of Hero motocorp LTD"	Understood the vision.	Sujit
7/8/24 Day - 3 <u>wednesday</u>	Analysed search engine optimization (SEO)	We got to know about the logo and its meaning	Sujit
8/8/24 Day - 4 <u>Thursday</u>	Analysed their Brand Logo	understood the SEO	Sujit
9/8/24 Day - 5 <u>Friday</u>	Identification of their competitors	We got to know about their competitors	Sujit
10/8/24 Day - 6 <u>Saturday</u>	Analysed SEO, Keyword research, Brand Logo and competitors.	Learned about their strategies	Sujit

WEEKLY REPORT

WEEK - 5 (From Dt. 5/8/24 to Dt. 10/8/24)

Objective of the Activity Done:

Identification of vision and mission of Hero motocorp LTD"

Detailed Report:

In the fifth week we tried to Identify the main purpose of "Hero Motocorp LTD"

Day 1: We tried to identify problems and gathered information related to it.

Day 2: We discussed and came across the vision and mission of Hero motocorp LTD.

Day 3: We discussed and Analysed their Brand Logo and Main meaning of their Brand Logo.

Day 4: We analysed SEO (Search Engine Optimization) of Hero Motocorp

Day 5: We identified their competitors and Analysed them to overcome.

Day 6: Analysed SEO, Keyword Research, Brand logo and competitors of Maruti Suzuki.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
12/8/24 Day - 1 Monday	Introduction on Internship program	Briefly understanding of the topic	SIV
13/8/24 Day - 2 Tuesday	Team members allotment	Alloted team members	SIV
14/8/24 Day - 3 Wednesday	creation of Github Account	Learned how to create the Github Account	SIV
15/8/24 Day - 4 Thursday	collaboration of members in Github account	Learned how to collaborate with Team members	SIV
16/8/24 Day - 5 Friday	Topic selection	Selection of the topic	SIV
17/8/24 Day - 6 Saturday	Gathering all Information	Briefly studies about the topic.	SIV

WEEKLY REPORT

WEEK - 6 (From Dt. 12/8/24 to Dt. 17/8/24)

Objective of the Activity Done: **Introduction on Internship program**

Detailed Report:

In this week, Introduction was given on the Internship program and team Allotment and project selection.

Day 1: Introduction was given by an Internship program.

Day 2: Smart Bridge allotted team members and also allotted team mentor.

Day 3: We learned how to create Github account and its further process

Day 4: Sent collaboration links to the team members to collaborate in Github account.

Day 5: We were given choice to select a topic of our own.

Day 6: We started gathering details to complete the work.

CHAPTER 5: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

Description of work environment:

The Internship at Smart Bridge has been a transformative experience, equipping me with practical skills in Digital marketing and a deep understanding of the role of social media in today's modern world. The hands-on experience and exposure to real-world projects has not only sharpened my technical abilities but has also improved my communication skills and project management skills.

The work environment fostered a collaborative atmosphere with clear task-roles, well-defined protocols with structured procedures. The facilities were equipped with necessary tools for Digital marketing. Team members exhibited mutual support and teamwork, contributing a harmonious relationship. Overall, the Internship provided a comprehensive experience in Digital marketing with a well-organized and supportive work environment which helped in developing our skills.

Describe the real time technical skills you have acquired (in terms of the job-related skills and hands on experience)

1) Video Marketing :

Video continues to take the Internet by storm and this unit about to stop video is an important part of the marketer strategy

2) Search Engine Optimization :

Search Engine Optimization (SEO) is key to all levels of digital marketing.

3) Content Marketing :

Content is at core of digital marketing and will continue to play a crucial part of the game.

4) Data and Analytics :

Analytics will be central to your strategy and help you make better data-driven decisions for campaigns.

5) Social Media :

It is essential to have some of the understanding of social media marketing which suits according to your Audience.

6) Email marketing:

Email is an essential tool for any marketer, especially as first-party data is more important than ever, since the demise of cookies

Describe the managerial skills you have acquired (in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc.

1) Project Management:

Coordinating tasks, setting goals and ensuring the fine timely completion of the data Analytics project.

2) Team collaboration:

Working effectively in a group setting, delegating tasks and fostering a collaborative environment

3) Leadership skills:

Taking initiative, guiding the team and making decisions to achieve project objectives.

4) Time management:

Prioritizing tasks, meeting the deadlines and efficiency allocating resources.

5) Problem solving as a team:

Addressing challenges collectively and finding solutions through group discussion and collaboration.

6)

Adaptability :

Being flexible and adopting to changes in project scope.

7)

Quality Assurance:

Ensuring the accuracy and quality of the digital marketing project deliverables produced by the team.

Describe how you could improve your communication skills (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.,)

1) Technical communication:

Effectively conveying complex digital marketing concepts and findings.

2) Team collaboration:

Collaborating with the team members to share information, discuss project updates.

3) Written communication:

Crafting clear and concise reports, documentation and emails related to the Digital Marketing processes.

4) Conflict Resolution:

Addressing and Resolving conflicts within the team to maintain a positive and productive environment between team members.

5) Feedback Delivery:

Providing constructive feedback to peers, mentors and trainers and receiving feedback, fostering a culture of continuous improvement

Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

Reflecting on my experience in Digital marketing Smart Bridge Interns, I have identified key areas for enhancing my abilities in group discussion, team participation and leadership.

To Improve my contribution in group discussions, I am aiming to actively listen to others ask insightful and effectively.

As a team member / Mentor, I plan to strengthen collaboration by proactively offering support, leveraging my technical skills and embracing different view points of team members.

Lastly to enhance my leadership capabilities. I plan to focus by taking initiating, creating a positive team activities.

Through these measures, I am committed to continuous growth and excellence in my role as a team member.

Describe the technological developments you have observed and relevant to the subject area of training (focus on digital technologies relevant to your job role)

From Internet of things technology and Remote collaboration to AI and business data Analytics, new technology has and continues to greatly impact Digital Marketing. To start, more and more devices are connected to the Internet.

Digital Marketers are adopting a multi-channel, multi-device approach to accurately track consumers through their entire buyer's journey. Machine Learning offer impressive tracking and Analytics, capabilities, Digital Marketers must rise to the challenge of incorporating Augmented Reality and Virtual Reality into their overall strategies.

Along with AI, these technological advancements will be essential in creating

an immersive e-commerce experience. The world of Digital Marketing is constantly evolving, with new technology emerging every day. It can be challenging to keep up with the latest trends and innovations.