

## INTRODUCTION

### DIGITAL MARKETING:

Digital marketing refers to the practice of promoting products or services using digital technologies & platforms. It involves various strategies & techniques to reach & 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 internship is, to increase Brand Awareness. Drive website traffic, generate leads & ultimately, boost sales & business growth of the 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 allotted with the topic TECH Mahindra. This project summarizes the objectives, strategies, results & challenges of the digital marketing project conducted by our team for TECH mahindra.

The comprehensive Digital marketing for TECH Mahindra includes, Brand study, competitor Analysis & Audience persona. It also contains content ideas & marketing strategies & content creation & curation. It also consists SEO & Keyword Research Analysis.

## PURPOSE OF THE PROJECT :

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

This project will help ~~THE~~ TECH mahindra inc to reach new customers, engage existing ones & grow the business in the competitive digital landscape.

## LITERATURE SURVEY

A literature survey of digital marketing project is a systematic review of the existing research & publications on the topic of digital marketing. It aims to identify main themes, methods, challenges & opportunities in the field, as well as to provide a critical analysis of the strengths & weaknesses of the current knowledge. A literature survey of digital marketing project can help to define the research problem, formulate the research questions, & justify the research objectives & methodology.

## EXISTING PROBLEM :

One of the main challenges in the digital marketing project is to increase the conversion rate of website visitors. We propose to implement a personalized recommendation system that will suggest relevant products or services for each visitor.

Another problem is to increase each visitor based on their browsing history. This way, we can increase customers, as well as the revenue of our business.

Other problems may include lack of clear communication among the team members. This leads to confusion, delays, & errors in the execution of the tasks.

## PROPOSED SOLUTION : DATA DRIVEN MARKETING

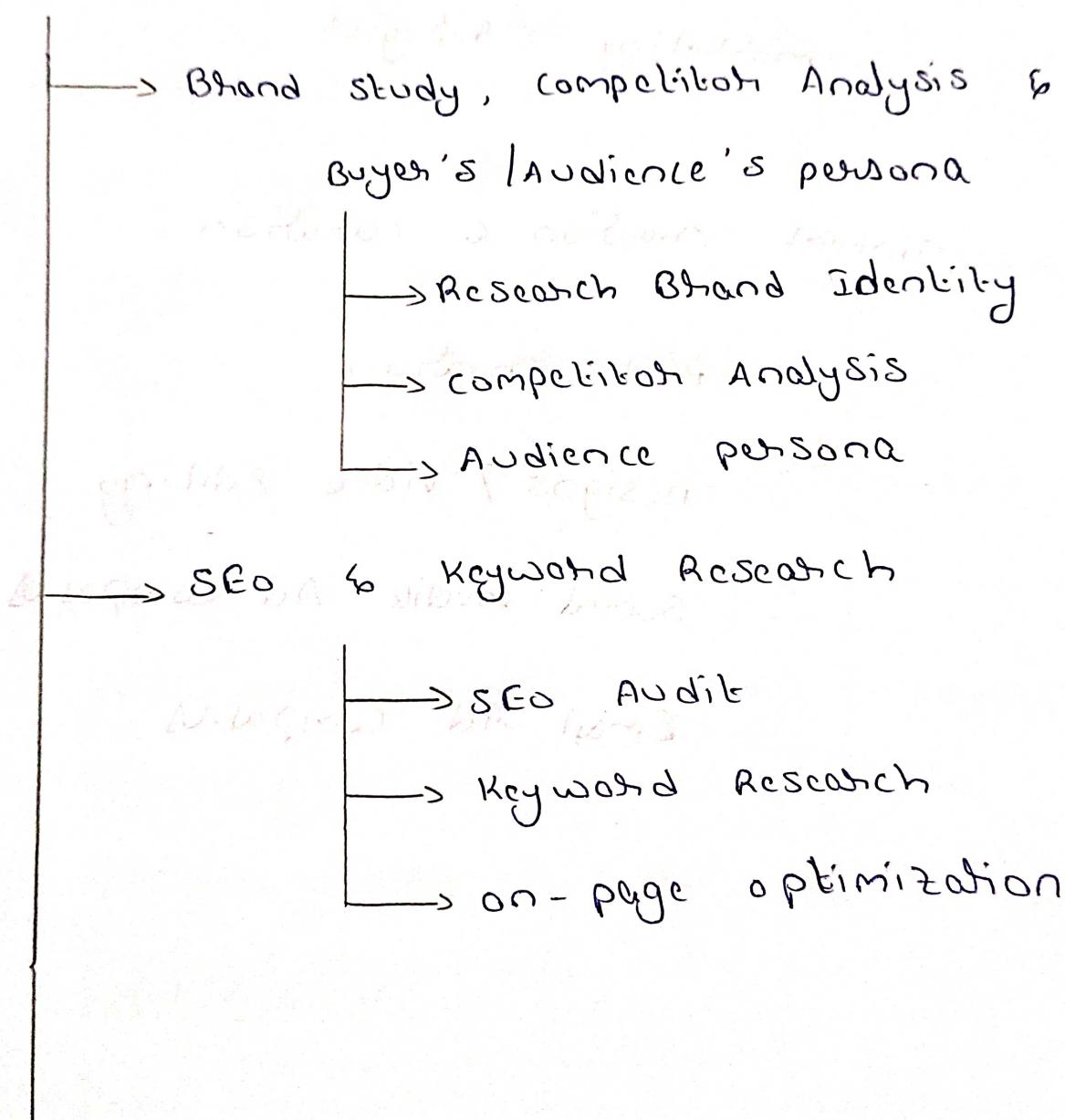
A possible solution for the existing problem of digital marketing project is to use a data driven approach that leverages the latest tools & techniques in the field. By analyzing the customer behavior preferences & feedback, we can design & implement a personalized & effective marketing campaign that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

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

## THEORETICAL ANALYSIS

### BLOCK DIAGRAM

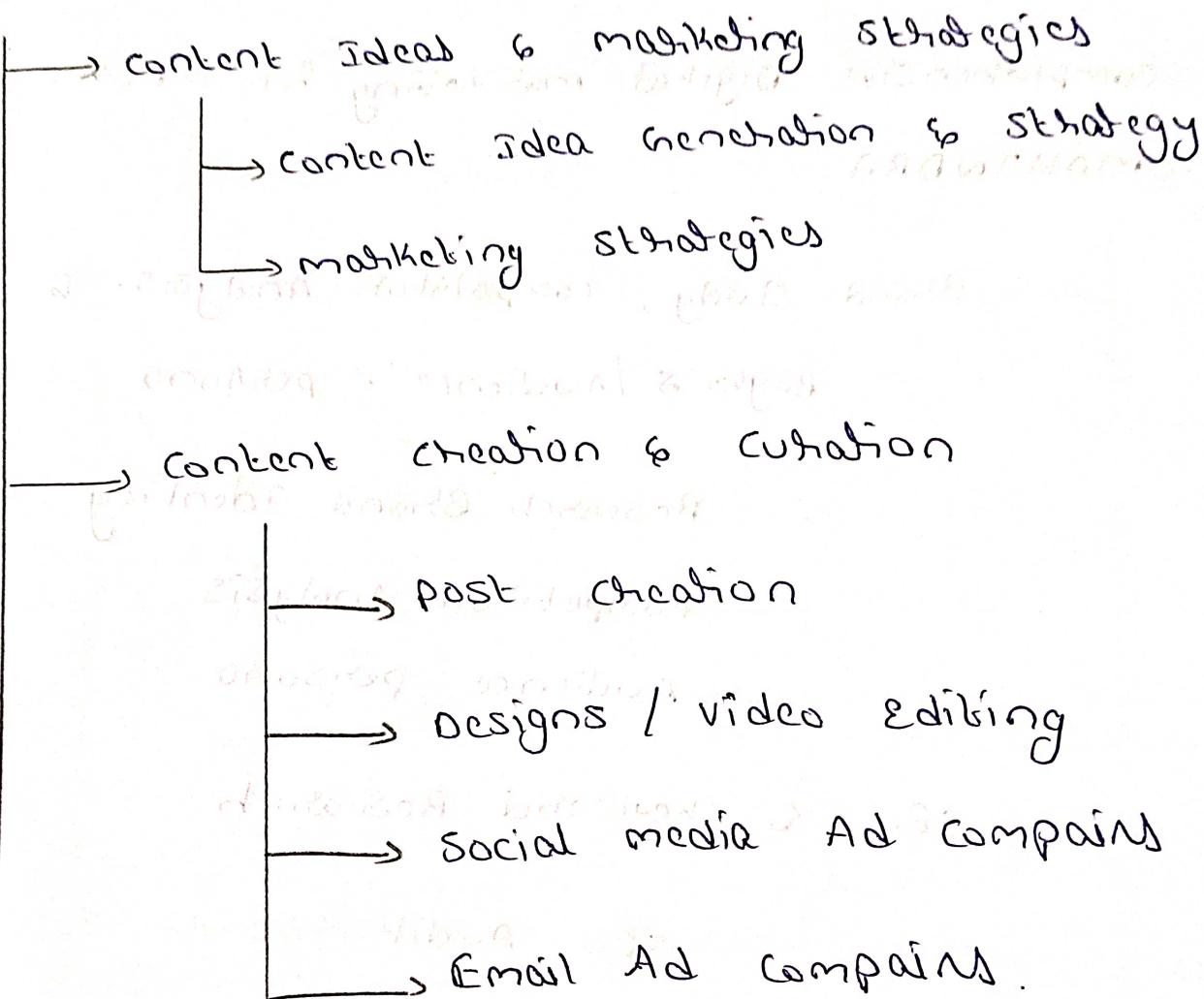
comprehensive Digital marketing for TECH  
MAHINDRA.



# comprehensive digital marketing for project

TECH MAHINDRA

Project Manager - Marketing



## RESULT

The results of TECH MAHINDRA's digital marketing efforts have been significant. Some of the key findings include:

- Increased brand visibility & awareness on digital platforms.
- Higher engagement rates & interactions with the target audience.
- Growth in online sales & website traffic.
- Improved customer loyalty & brand advocacy.
- Valuable data insights for continuous optimization.

## HARDWARE / SOFTWARE DESIGN IN ~~IN~~ 10

The software design process for a digital marketing project involves several steps such as choosing the appropriate platforms such as websites, social media, email or mobile apps. Developing a content strategy that delivers relevant information to target audience, such as using keywords, headlines & calls to action. Here, I used CANVA for designs & VN EIDON for video editing.

## ADVANTAGES & DISADVANTAGES

Digital marketing has several advantages

& disadvantages compared to traditional marketing methods.

### ADVANTAGES

- It can reach a large & global audience at a low cost.
- It can be easily measured & analyzed using various tools & metrics.
- It can be customized & personalized to target specific segments or niches.
- It can enhance customer engagement & loyalty through interactive & creative content.

## 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 internal connections to some areas.
- It can face high competition & clutter from other online resources.
- It can be vulnerable to negative feedback or reviews from dissatisfied customers or competitors.
- It can raise ethical & legal concerns, such as privacy, spam, or plagiarism.

## APPLICATIONS :

Some Applications of digital marketing include.

### SEO [Search Engine Optimization]:

- Improving the visibility & ranking of a website on search engines.

### content marketing:

- creating & distributing valuable, relevant & consistent content to attract & retain a clearly defined audience.

### Social media marketing:

- using social media platforms to connect with & influence potential & existing customers.

### Email marketing:

- using email to communicate with prospects & customers.

## CONCLUSION :

IN conclusion, this digital marketing project has achieved its objectives of increasing brand awareness, 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 the product. The project has also measured & analyzed the performance of each campaign using relevant metrics & tools, such as Google Analytics, Facebook Insights, & mailchimp. It has evaluated the results of each campaign & suggested some ways to improve & grow.

## FUTURE SCOPE :

Digital marketing has a huge & bright future scope. It is a fast-growing sector that uses various online strategies & channels to reach & engage customers. It can help businesses to improve their online presence, generate more leads, increase sales, & retain customers. It can also help business to gain insights & data for optimization & measurement.

Digital marketing project can also foster innovation, creativity, collaboration & networking.