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 Chakravarthy for for giving me this wonderful opportunity

I would like to sincerly thank our Head of the Department Mr. N.K. Mahesh, Department of B.B.A and our Guid who helped in this project " D.VARIJA " for being a wonderful mentor of this project.

I would like to thank God, My Parents, My friends and my mentor without whose help this project would not have been completed.

I would like to thank the above members from the bottom of my heart because of each and everyones support I was able to complete 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 & Intern Organization

SmartBridge operates "Digital Marketing". I was a part of virtual internship with "Smart Bridge" where we have learnt the concepts and techiques of social media marketing practically.

Learning objectives:-

1) to learn and apply digital Marketing techniques to
2) Know how organisations use digital Marketing
3) To know various softwares and applications used for social Media Marketing.
4) To know the Mechanisms and analytics behind the Digital Marketing
5) Designing advertisement campaigns

Outcomes Achieved :-

1) the skills which are required for social media Marketing.

2) Understanding how digital Marketing works in companies

3) Transparency concerning the company marketing Roles

4) Importance of digital Marketing in this digital world

Summary :-

I have been part of Learning sessions of digital Marketing, where I was introduced & Interacted with the trainers 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 solution for the same. We have learnt ad companies through Social Media.

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 Organisation :-

the internship which I have done is conducted by "SMART Bridge" which is technology enabled bridge which includes digital elements that help keep it perform of its optimum levels.

Vision, Mission, values of the Organisation :-

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

Policy of the Organisation :-

Smart Bridge offers suitable skill development and training to young talents before onboarding their first job. their Internship program is designed considering the present Industry needs.

Organisational structure :-

Smart Bridge offers team has accomplished professional business who follow organisational chart, team and company rules. It provides development programmes for job stress.

Roles and Responsibilities:-

they provide a sense of accomplishment and the Contribution to the society which enhances self worth and Motivation.

Performance of the organisation:-

Comprising smart sensors networks, these technologies are designed to react timely, work under a Customated control system and be able to collect information for making decision.

future plans of the organisation:-

Smart Bridge is in mission to build technology communi-ties in academic to encourage students towards innovations and enterpreneurship.

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 calender.

Participating weekly quiz and completing weekly assignment with respect to digital marketing.

team formation and selection of Project topic

"Amul

Gathering and analyzing information related to the topic

"Amul

Attending Project - mentoring sessions and designing and creating facebook pages and instagram stories.

Creating facebook and instagram reels for business marketing.

Drafting a project video demonistration and preparation of final repost.

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

Comprehensive Digital Marketing Project Work On AMUL

Presented By

G .Vaishnavi & Team

Team Members

G. John

A.S. Sai Ganesh

T. Kalyani

Students of Dr. Lankapalli Bullayya College

Amul

TOPICS

Seo & Keyword research

Content Creation & Curation

Brand Study

Content Idea & Marketing Strategies

01

Brand Study of AMUL

Research Brand Identity

AMUL Name Origin

AMUL Butter : “AMUL butter asli butter”
Meaning AMUL is the real or the best butter, this phrase is used for adverting of AMUL butter.

About the logo of Amul

The Amul girl is an iconic advertising mascot used by the Indian dairy brand amul. the mascot is a hand-drawn cartoon of a young Indian girl dressed in polka- dotted frock with blue hair and a half pony tied up.
Amul is not just a dairy brand it's a movement that champions cooperative efforts, grass root empowerment and quality products.

About the advertising slogan of AMUL

AMUL's Iconic tagline

“The Taste of India" is a linchpin of the brand. It was created by Sri Kanon Krishna in year 1994. The consistent tagline-led positioning allows the brand to remain relevant and leverage from it, the embedded positioning allows Amul to Indianize every product Idea.

Few other slogans used for AMUL

AMUL Girl : “Utterly Butterly Delicious”
The slogan is said by the Amul girl in Ads. This tagline, accompanied by the Amul girl become synonymous with the brand.
AMUL Butter : “AMUL butter asli butter”
Meaning AMUL is the real or the best butter, this phrase is used for adverting of AMUL butter.

Assi asli makhan dey addict hai!
Amul
Loved by 10/10
Punjabis
Follow us on twitter @ amul_coop

Utterly Butterly Delicious

The Mission Of AMUL

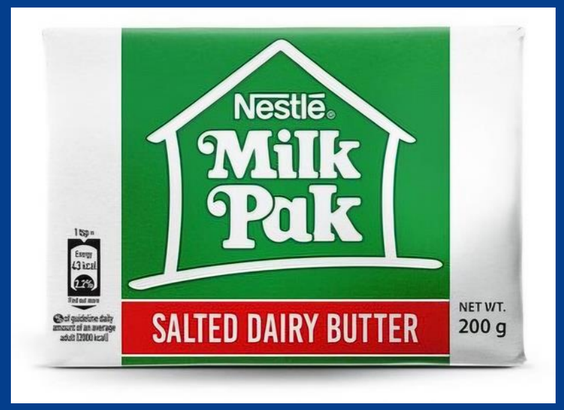
The Apex organization of the dairy cooperatives of Gujarat, popularly known as "AMUL" aims to provide remunerative returns to the farmers and also serve the interest of consumers by providing quality products which are good value for money.

GCNNF endeavour’s to satisfy the taste and nutritional requirement of the customer.

Competitor Analysis Of AMUL

Other competitors of Amul

1) Britannia (butter)
2) Nestle (butter)
3) Mother diary (curd)
4) Cadbury (milk additives)
5) Baskin robbins (ice cream)
6) Kwality walls (ice cream)

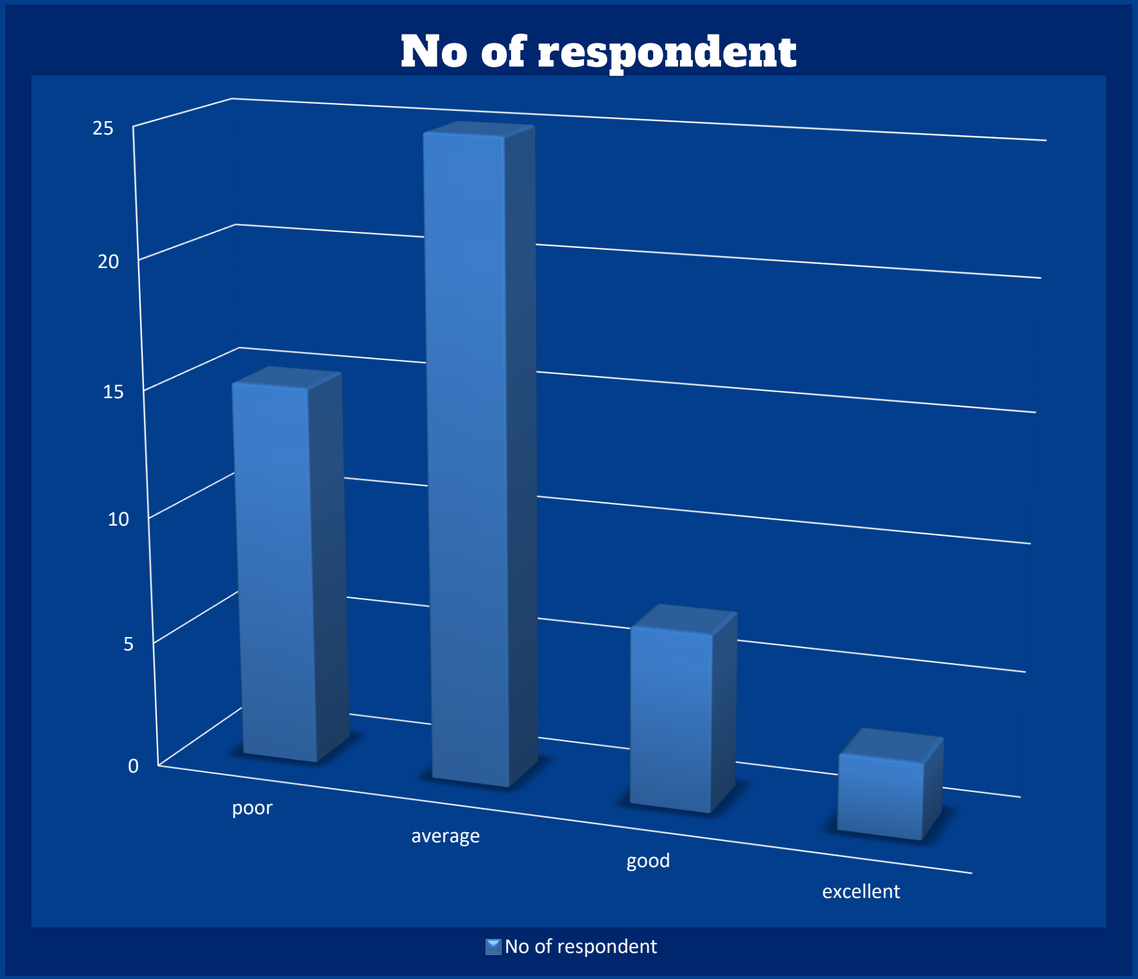


Buyer's Persona

Amul has different age group of customers as per recent research, approximately 60% of Amul's consumers come from the age group of 25-44 years. Which indicates a strong presence among the middle - aged and young population.

The preferences among amul customers are distinctive and who use dairy products daily like ice cream, cheese, butter.

Health conscious customers appreciate Amul's laser - sharp focus on purity and quality with nearly 75% of customers. Keeping quality is the primary reason to choose amul products.



Kids

- Amul milk, chocolate, Amul Kool, Nutramul

Youth

- Amul Pizza, Amul cheese spread, Amul Pizza Cheese

Health Conscious

- Amul lite butter, Nutramul, Amul Shakti, Sugar/skimmed milk powder

02

Seo & Keyword Research

SEO AUDIT

Conducting an SEO audit for amul's website involves several steps to ensure the site is optimized and provides a good user experience.

1) Preparation and goal setting
2) Technical SEO evaluation
3) On-page SEO audit
4) Off-page SEO audit
5) Accessibility and indexability
6) Report and implementation

Regular SEO audits are essential for maintaining website health and ensuring the adherence, lost practices following these steps. Amul can enhance it's site performance by improving user experience and achieve higher search engine rankings.

Overview | Compare domains | Growth report | Compare by countries

Authority Score
59

Semrush Domain Rank 2.3K ↑

Organic Search Traffic
960.5K +2.8%

Keywords 34.8K ↑

Paid Search Traffic

The domain may be new or not ranking right now. To get data on organic traffic, create a Position Tracking campaign.

Go to Position Tracking

Backlinks
270.5K

Referring Domains 4K

Engagement metrics October 2022 | Pages/Visits 1.8 ↓ | Avg. Visit Duration 15:36 ↑ | Bounce rate 0.6 ↑ | Show all

Keyword Research

Keyword Optimization

Conduct keyword research to identify relevant keywords and integrate them naturally into content, meta titles, and descriptions.

Meta Tags Optimization

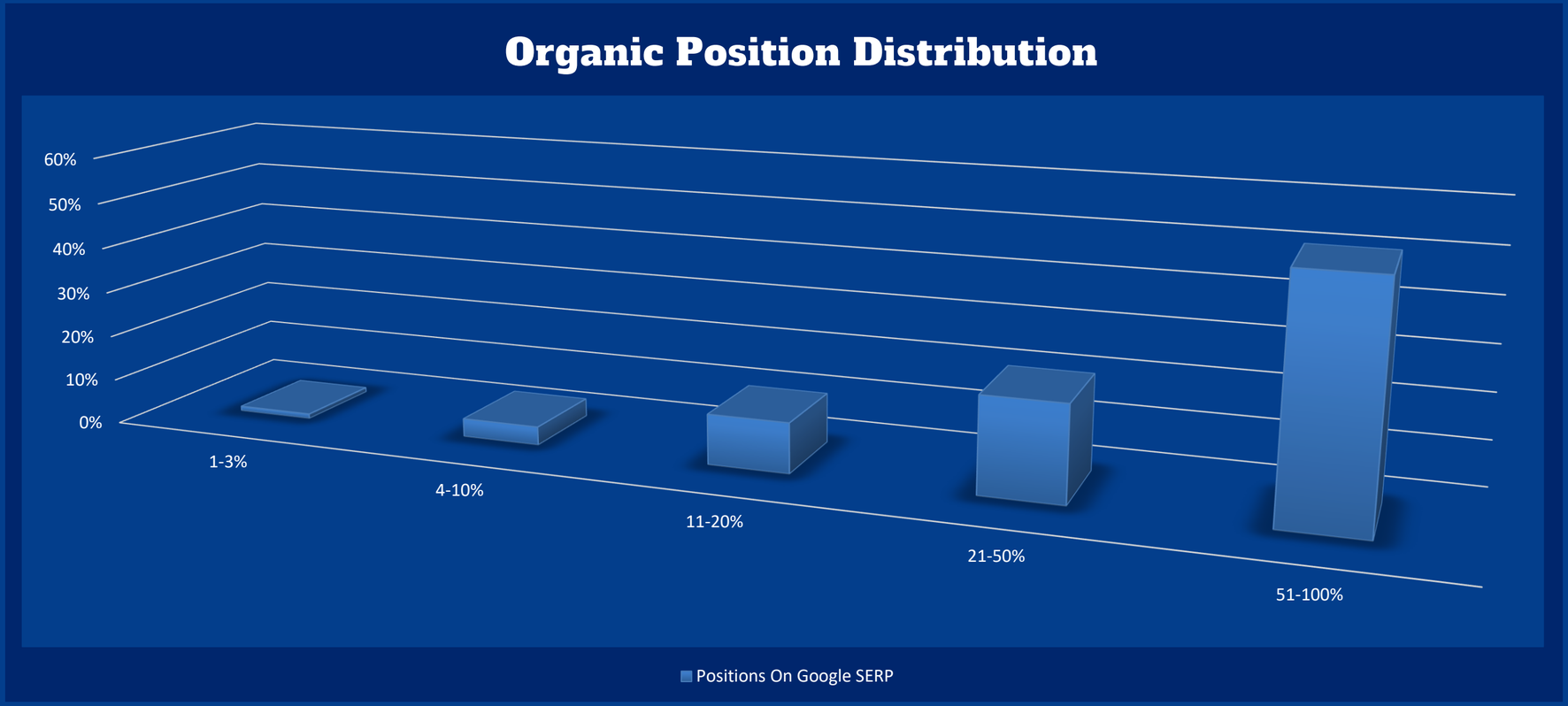
Ensure all pages have unique, descriptive meta titles and descriptions that include primary keywords.

Keyword Research

The following SEO keywords to enhance its online presence

1) Amul recipes
2) Amul milk
3) Amul butter
4) Amul cheese
5) Amul products
6) Amul dairy
7) Amul ice cream
8) Amul ghee
9) Amul chocolate
10) Amul paneer
11) Amul curd
12) Amul flavored milk

These keywords help attract users looking for specific amul products or information related to the brand.



Keyword	Intent	Pos.	Volume	CPC (USD)	Traffic %
amul >>	N	1	135K	0.07	11.39
amul ice cream >>	C	1	90.5K	0.10	7.63
amul dark chocolate >>	I T	1	60.5K	0.05	5.10
amul milk >>	I T	1	49.5K	0.25	4.17
amul chocolate >>	I T	1	40.5K	0.05	3.41

On Page Optimization

How to improve its visibility and ranking

1) Keyword Research

Identify relevant keywords that potential customers might use to find Amul's products. Use tools like Google Keyword Planner, Ahrefs, or SEMrush.

2) Title Tags

Craft unique and descriptive title tags for each page, incorporating primary keywords. Keep them under 60 characters to ensure they display properly in search results.

3) Meta Descriptions

Write compelling meta descriptions that include target keywords and a call to action. Also keep them under 160 characters.

4) URL Structure

Use clean, descriptive URLs that include relevant keywords. Avoid long, complex URLs with unnecessary parameters.

On Page Optimization

5) Header Tags

Utilize H1, H2, H3 tags to structure content and include keywords where appropriate. Ensure there's only one H1 tag per page, typically the main heading.

6) Content Optimization

Use descriptive file names and alt tags for images, incorporating keywords. Compress images to improve page load speed without sacrificing quality.

7) Image Optimization

Use descriptive file names and alt tags for images, incorporating keywords. Compress images to improve page load speed without sacrificing quality.

8) Internal Linking

Link to other relevant pages within the Amul website to improve navigation and distribute link equity.

Visits

2.02M +22.58%

Pages / Visit

2.58

Avg. Visit Duration

05:42

Bounce Rate

58.52%

Total Visits last 2 months

03

Content Ideas & Marketing Strategies

Content Ideas Generation

1) Topical Ads & Social Commentary

Current Events :
Create ads that comment on recent events, like sports victories, political changes, or cultural moments.

Pop Culture Tie-ins :
Reference popular movies, TV shows, or trending topics in your content, aligning with Amul's history of topical humor.

2) Customer Stories & Testimonials

Real-life Stories :
Share stories from farmers, consumers, or employees about how Amul products have impacted their lives.

User-generated Content :
Encourage customers to share their experiences with Amul products using a specific hashtag.

Content Ideas Generation

3) Nostalgic Campaigns

Amul Through the Years :

Showcase the evolution of Amul's advertising and products, As they are in Indian households for generations.

Childhood Memories :

Encourage users to share their childhood memories associated with Amul products.

4) Recipe Series

Quick & Easy Recipes :

Share recipes using Amul products, like butter, cheese, or milk, that cater to busy families.

Celebrity Chef Collaborations :

Partner with well-known chefs to create special recipes using Amul products.

Content Ideas Generation

5) Behind-the-Scenes Content

Farm-to-Table Journey :

Document the journey of milk from farms to Amul products, emphasizing quality and tradition.

Meet the Mascot :

Create a series where the Amul Girl “interviews” people behind the scenes at amul.

6) Seasonal & Festival Campaigns

Festival Specials :

Develop campaigns around major Indian festivals, like Diwali, Holi, or Raksha Bandhan, featuring special recipes.

Summer Coolers :

Promote Amul ice creams, lassis, and other cool beverages during the summer season with refreshing content.

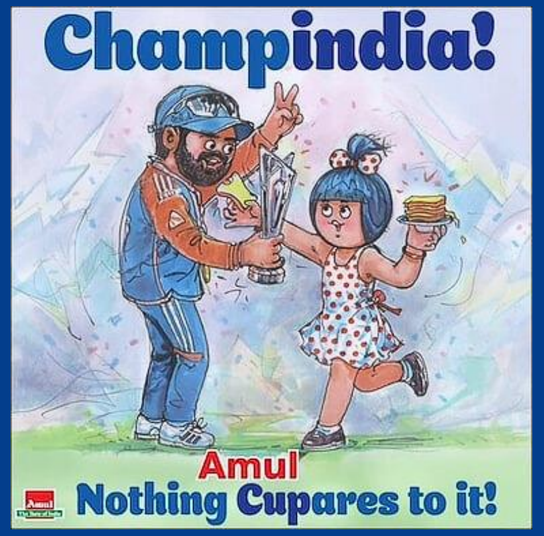
Marketing Strategies

Amul’s unique and innovative marketing strategies make it stand out from other dairy brands. Amul dominated this competitive market with its smart marketing campaigns. Let’s know about each campaign in detail.

1) Amul’s Ad Girl Marketing Strategy

This is a handmade drawing of a girl which Amul created in 1967 in response to it's rival brand. It is the most loved ad icon in India. Amul uses this girl in every ad. The activities of this girl change according to the ads.

You can see her doing Yoga in some ads, whereas playing cricket in others. Using this girl as an ad icon is amul’s best marketing strategy so far.



Marketing Strategies

2) Moment Marketing Strategy of Amul

Amul is using this moment marketing strategy for decades now. Previously, it was in newspapers and now it is on popular social media platforms like Twitter. Amul used this latest news of equal pay for both men & women cricketers. See how smartly, the brand used this news for its marketing purpose.

3) Low-Cost, High-Value Marketing Strategy

Amul targets the mass market. It sells quality products at a reasonable price that everybody can afford. This increase the repeat customers of Amul. It is a simple but effective marketing strategy of Amul. Delivering high-quality products at low cost is also a great competitive advantage of Amul.

Marketing Strategies

4) Smart Tagline Marketing Strategy

Amul's popular taglines, are "Amul Doodh pita hai India" and "The Taste of India". These taglines subconsciously attract the audience and capture the mind space of consumers. Creating jingles and taglines costs no money but some creativity and psychological understanding of the consumers.

5) Sell all Products Under one Brand

Generally, FMCG companies sell products under different brand names. Amul did this differently. They created one flagship brand (Amul) and started selling various products under that brand. Whenever Amul launches a new product, it sold out effortlessly because of its brand value. This is another great marketing strategy of Amul where it thought and acted out of the box.

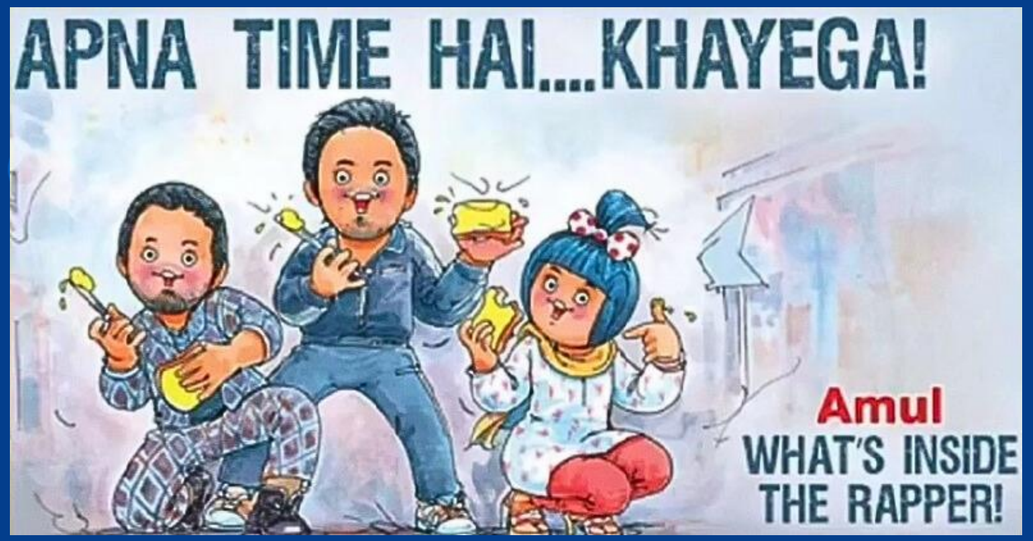
Monthly

Content Plan

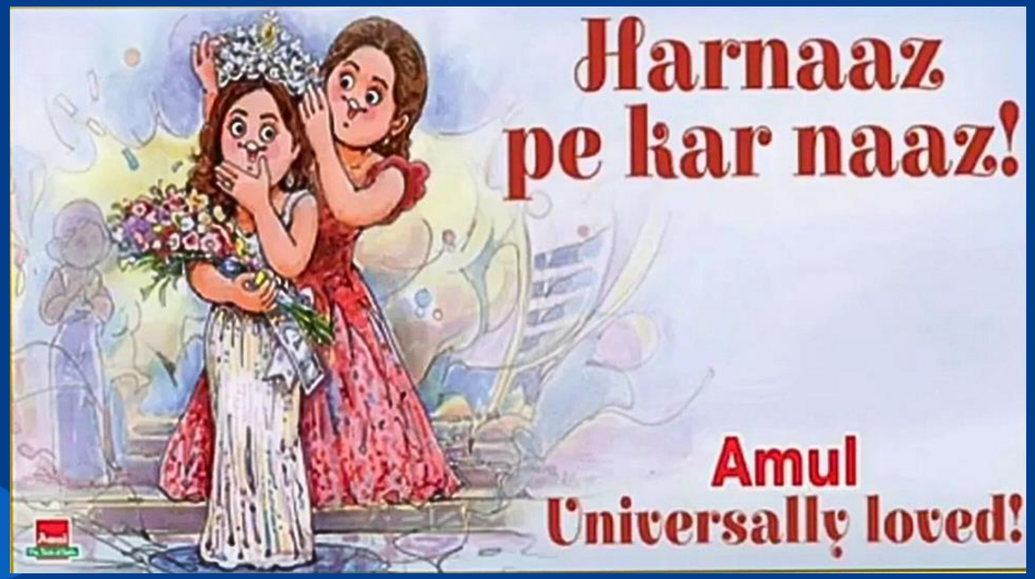
Social Media

Month June

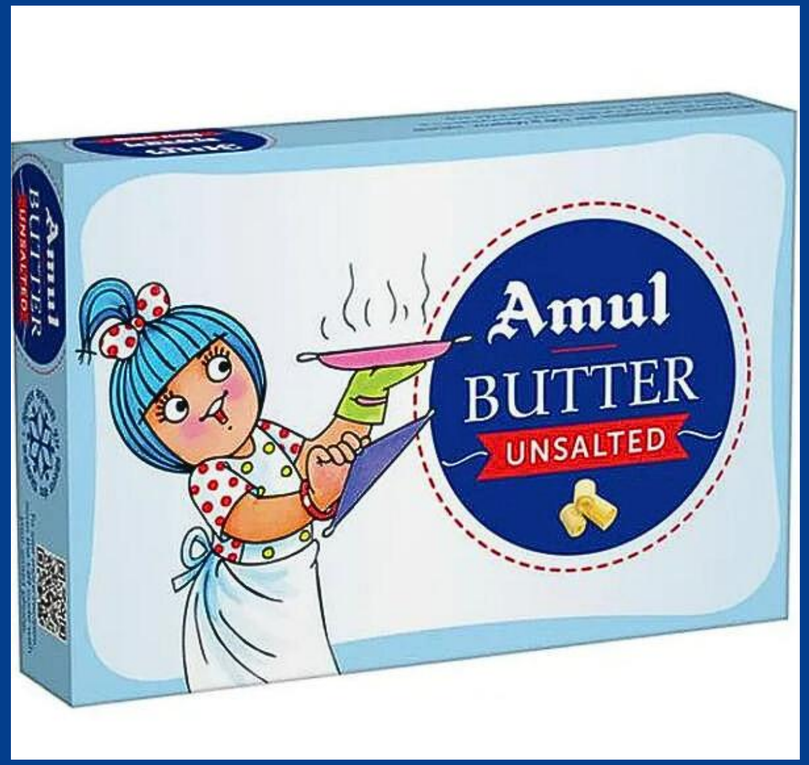
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Instagram *Post time: 12pm* content: Ig live about brand 01	**Facebook** *Post time: 12pm* content: Soft Skills post 02	**Instagram** *Post Time:1pm* content: Branding Post 03	**Facebook** *Post time: 1pm* content: Facebook live 04	**Instagram** *Post time:1pm* content: Travel Multipost 05	**Facebook** *Post time: 1pm* content: Website Advert 06	**Facebook** *Post time 12 PM* *content* *Brand video* 07
Instagram *Post time:* *1PM* *content:* *IG Live about Brand* 08	**facebook** *Post Time:* *12 PM* *content:* *facebook live* 09	**Instagram** *Post Time:* *12 PM* *content:* *IG live about Brand* 10	**Facebook** *Post Time ; 12 PM* Content : monthly update post 11	**Facebook** *post time : 1pm* content : Branding post 12	**Instagram** *Post time : 1 Pm* Content : Leadership 13	**Facebook** *post time : 12Pm* Content Winner post 14
Facebook *post time : 12* *Pm* Content : Summer post 15	**Instagram** *post Time: 1pm* content : IG Live about Brand 16	**Instagram** *post time : 12* *Pm* Content : Website Advert 17	**Instagram** *postime:* *12Pm* content : IG live about Brand 18	**Facebook** *Post time: 12Pm* Content: Website advert 19	**Instagram** *post Time:12 Pm* Content : winnerpost 20	**Instagram** *Postime: 12pm* *Content:* *Q&A Live* 21
Facebook *post time:* *12pm* content: summer post 22	**Facebook** *Post time: 12* *pm* Content: 23	**Instagram** *post Time: 12 Pm* Content : Give away post 24	**Instagram** *post time!12* *Pm* Content: Autumn post 25	**Facebook** *post time : 12 Pm* Content : Give away post 26	**Instagram** *post Time: 1pm* Content: IG Live about Brand 27	**Facebook** *Post time : 1pm* Content: Q&A Live 28
Instagram Post time: 12pm Content: Summerpost 29	**Facebook** *post time: 1Pm* Content Leadership post 30	**NOTES**				


APNA TIME HAI....KHAYEGA!
Amul
WHAT'S INSIDE
THE RAPPER!

Patt Mangni, Bhatt Byaah!
Amul
Star butter!


Harnaaz
pe kar naaz!
Amul
Universally loved!

No waiteen' if you're eighteen!
18+
Amul
Your shot
of butter!



Amul

Startup Talky

AMUL MARKETING STRATEGIES

BRANDING

THE FIRST ASPECT OF THE MARKETING STRATEGY OF AMUL IS BRANDING.

We are all aware of Amul's tagline- 'The taste of India'. Amul marketed all of its products under a single name, which led to advertising merely costing one percent of its revenue.

PRODUCT PORTFOLIO

THE SECOND ASPECT OF AMUL'S MARKETING STRATEGY IS PRODUCT PORTFOLIO.

Amul's variety of products catered to a large audience.Their main target audience was however the middle and economic classes. The simple reason behind their retention of customers is because of the product pricing, which is discussed next.

PRODUCT PRICING

THE THIRD ASPECT IS PRODUCT PRICING.

It opted for a low-cost pricing strategy for products that are consumed regularly. This pricing strategy of Amul made it affordable for its target audience.

25-PERCENT ADVERTISING

THE FINAL ASPECT OF AMUL'S MARKETING STRATEGY, 25 PERCENT OF AMUL'S ADVERTISING STRATEGY.

Amul was (and still is) in the Guinness record for running the longest-ever advertising campaign. The butterly girl appeared in hilarious topical representations involving butter and current affairs!

DIGITAL MARKETING

RELAX AND TAKE THE EXAM.

Amul's digital marketing strategy also made it a point to connect with its customers and take care of any and every complaint rigorously.

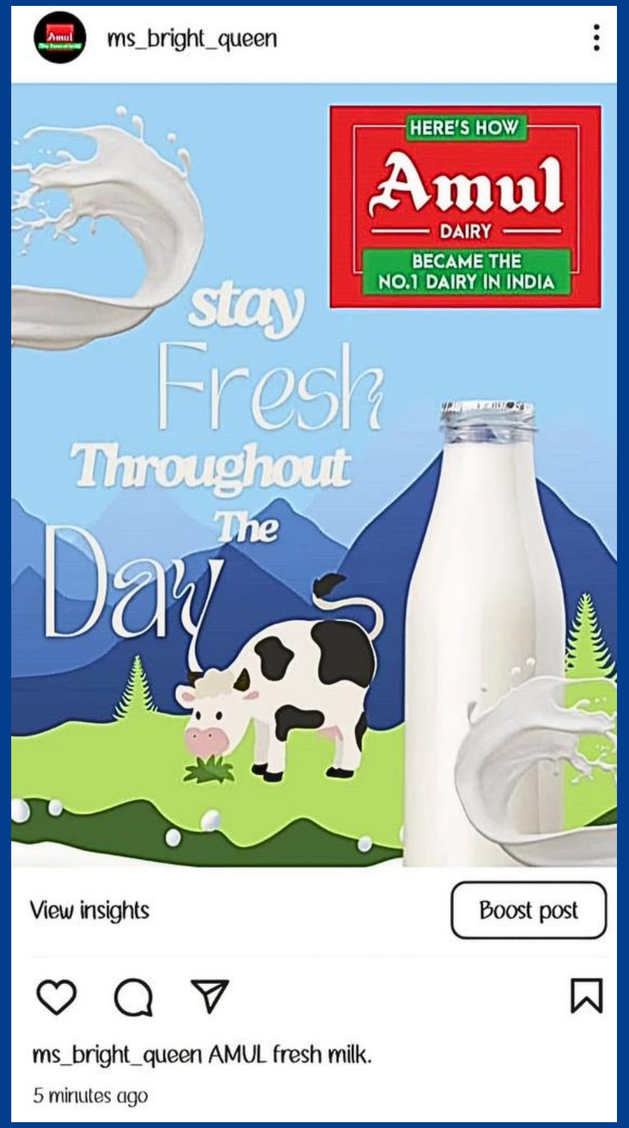
04

Content Creation & Curation

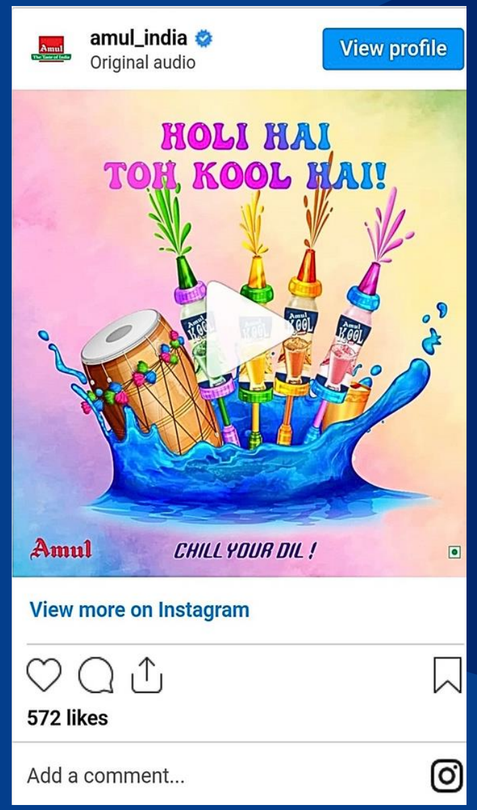
Post Creation

Visual Concept : Illustrating Amul

Visual ads are ads that use images, videos, or animations to get their message across. The purpose of a visual ad is to grab people's attention and persuade them to take action, such as buying a product or service.

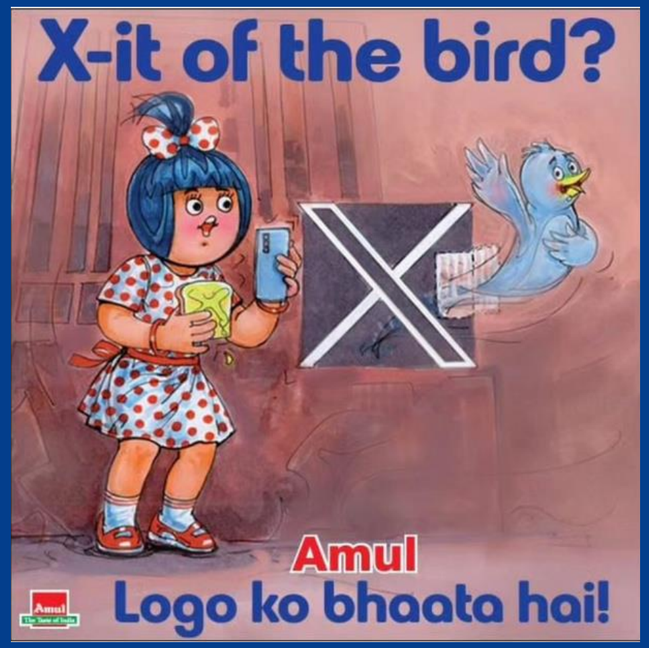


Social media AD Campaigns



#FaceSnack!
Amul
A butter for the ages!

Instagramul!
2 lakh followers
and counting!
Thank you!


X-it of the bird?
Amul
Logo ko bhaata hai!

Email AD Campaign

Talk to us

Locate Us

Talk to us:

Head Office
Gujarat Cooperative Milk Marketing Federation,
PO Box 10, Amul Dairy Road, Anand 388 001,
Gujarat, India.
Phone nos
(+91) (2692) 258506, 258507, 258508, 258509
Fax no.
(+91) (2692) 240208, 240185
Email
Corporate: gcmmf@amul.coop
Exports: export@amul.coop
Customer Care: customercare@amul.coop
Consumer Helpline:
1800-258-3333
For Inquiries regarding Amul Parlor/Franchise please email to retail@amul.coop or you can call on **02268526666**

For Inquiries regarding Amul Distribution please email to distribution@amul.coop or you can call on **02268526666**

Product Feedback:

Milk Powders: milkpowders@amul.coop

Amulya: amulya@amul.coop

Infant Milk Formula I & II: babycare@amul.coop

Amullite: amullite@amul.coop

Butter: butter@amul.coop

Cheese Range: cheese@amul.coop

Credits

Editing & Guidance :
Vaishnavi

Poster making & Assistance :
Sai Ganesh

Information & Support :
Kalyani & John

Thank you!

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
8/07/24 Day - 1 Monday	Introduction to Digital Marketing.	An idea about digital marketing costs effectiveness and types of Digital Marketing	Vaiya
9/07/24 Day - 2 Tuesday	Organisational culture	learnt about brand awareness targeted audien-ce advertising and Business growth	Vaiya
10/07/24 Day - 3 Wednesday	Digital Marketing vs traditional Marketing	Advantages of digital Marketing and traditional Marketing and disadvantages.	Vaiya
11/07/24 Day - 4 thursday	Introduction to Search Engine optimization (SEO)	learnt about SEO, website designing, Hierarch-ial theory and keyword Research.	Vaiya
12/07/24 Day - 5 friday.	Introduction to technical SEO	technical SEO, key elements and Introduction to social media Marketing.	Vaiya
Day -6			

WEEKLY REPORT

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

Objective of the Activity Done:

Gained knowledge about digital Marketing, Organisational Culture, digital Marketing vs traditional Marketing, SFOE, Stu

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 such as (a) multimedia messaging (b) Email marketing (c) 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 optimisation (SEO). the significance of Keyword Research, Maslow's Hierarchy of SEO needs and how does SEO helps in improving the visibility of websites in search engine results.

In addition with SEO I was also taught about technical SEO, Key elements of technical SEO such as Crawling, indexing, pagespeed, website Architecture and Measuring of SEO Performance and social Media marketing along with the Pillow of social Media Marketing.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
15/07/24 Day – 1 Monday	Introduction to facebook Marketing	learnt about facebook Marketing and its key aspects.	Vaiju
16/07/24 Day - 2 Tuesday	Facebook analytics and advertising on facebook	An idea about facebook, how advertising works on facebook and facebook analytics	Vaiju
17/07/24 Day – 3 Wednesday	Holiday	Holiday.	Vaiju
18/07/24 Day – 4 Thursday	Instagram and twitter marketing	Learnt about defining company page goals, establishing of content Governance guidelines	Vaiju
19/07/24 Day – 5 Friday	Linkedin Marketing	learnt about defining company page goals establishing of content Governance guidelines	Vaiju
20/07/24 Day –6 Saturday	Revision of the explained topics	facebook analytics instagram analytics optimizing twitter profile, linkedin editorial.	Vaiju

WEEKLY REPORT

WEEK – 2 (From Dt. 13/7/24 to Dt 20/7/24)

Objective of the Activity Done: Gained Knowledge about facebook Marketing, instagram Marketing, twitter marketing & Linked In 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 (a) Photo ads, (b) video ads, (c) slideshow ads, (d) 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 competitiveness etc. facebook ~~analytics~~ analytics like Understanding Insights, custom audience, Look alike audience and conversion 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 Posts, hacks and Best practices and instagram analytics.

I also learnt about twitter marketing on creating a twitter account, optimising the twitter profile which will be helpful out our page completely and digital marketing.

In addition to above I also learnt about linkedin marketing on how to define company page goals and how to fill out our page completely of content Governance guidelines.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
22/07/24 Day – 1 Monday	Introduction to pay per click advertising & Google Ads	learnt about PPC advertising, its uses and google ads overview, crediting effective ads.	Vaiju
23/07/24 Day - 2 tuesday	Introduction to E mail Marketing	an idea about Email marketing its benefits for business & organisation.	Vaiju
24/07/24 Day – 3 Wednesday	E mail marketing automation.	what is E-mail marketing automation its benefits, methods to monitor and examples	Vaiju
25/07/24 Day – 4 thursday	Introduction to content marketing	learnt about content & marketing, benefits, steps and key facts of video marketing.	Vaiju
26/07/24 Day – 5 friday	Introduction to video marketing	An idea about content & distribution, content calendar, content audit etc.	Vaiju
27/07/24 Day –6 Saturday	solved a case study	Social Media Marketing.	Vaiju

WEEKLY REPORT

WEEK – 3 (From Dt..23/09/24 to Dt..27/09/24)

Objective of the Activity Done: Gained knowledge about pay-per-click advertising, E-mail marketing, E-mail marketing automatic, 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 uses of PC advertising like - Precise targeting, cost effective, real-time measurement and complementary other channels. I was also taught about google ads and its overview and how to create effective ads on google.

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 organisations for cost-efficient, 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, achieveable, relevent and time based (SMART) goals and content types, distribution channels metrics and key performance indicators (KPIS), content calender etc.

In addition to above I also learnt and video making 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 vedio marketing and key facts lastly saw 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
29-07-24 Day - 1 Monday	Creating video on Social media and content Marketing	Learnt about video Marketing and Measurement and monitoring of content Marketing	Vaiju
30-07-24 Day - 2 tuesday	Introduction to Digital Marketing analytics	An idea about Digital Marketing analytics	Vaiju
31-07-24 Day - 3 Wednesday	Introduction to google analytics	Learnt about Importance of google analytics and configuring Goals and events	Vaiju
1-08-24 Day - 4 thursday	Setting and using Google analytics	learnt about E-commerce tracking, Conversion tracking, multi-channel funnels etc.	Vaiju
2-08-24 Day - 5 friday	Develop a digital Marketing strategy	An idea about Planning and budgeting for a digital Marketing campaign	Vaiju
3-08-24 Day -6 Saturday	Solved a case study	Digital Marketing campaign.	Vaiju

WEEKLY REPORT

WEEK – 4 (From Dt. 29.07.21 to Dt 03.08.21)

Objective of the Activity Done: Gained knowledge about Creating Videos on social Media, Digital Marketing (like – social media) analytics, Google Analytic and Digital Marketing strategy.

Detailed Report:

In the fourth week of internship programme. I was taught how to create videos on social 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 (a) traffic Metrics, (b) Engagement Metrics, (c) SEO Metrics, (d) sales Metrics.. etc

I also learnt about digital Marketing analytics and analytics for decision making like – Identifying Patterns, 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 solve 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 Monday	Identification of Problems and Mission gather related information	Learned to Identify the problems	Vaija
6/8/24 Day - 2 tuesday	Came across the vision and Mission of "AMUL"	Understood the Vision of amul	Vaija
7/8/24 Day - 3 Wednesday	Analysed their Brand Logo	We got to know about the logo and its meaning	Vaija
8/8/24 Day - 4 thursday	Analysed Search Engine Optimisation (SEO) of AMUL	Understood the SEO of Amul	Vaija
9/8/24 Day - 5 friday	Identification of their Competitors	We got to know about their competitors	Vaija
10/8/24 Day -6 Saturday	Analysed SEO, Keyword research, Brand Logo and Competitors of Amul	Learned about their strategies	Vaija

WEEKLY REPORT

WEEK – 5 (From Dt...5/8/23... to Dt....10/8/23..)

Objective of the Activity Done: Identification of Vision and Mission of AMUL.

Detailed Report:

In the 5th Week we tried to identify the main purpose and gathered information of Amul.

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

Day 2:- We discussed and come across the vision and mission of Amul.

Day 3:- We discussed SEO (Searchengine optimizing) of Amul

Day 4:- We analyzed their Brand Logo and Main meaning of their Brand Logo

Day 5:- We Identified their Competitors and analysed them to overcome them.

Day 6:- Analysed SEO, Keyword Research, Brand logo and competitors of AMUL.

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	Identification of their responsibilities	Known about their Responsibili-ties	Vaija
13/8/24 Day - 2 tuesday	Process of Conducting Keywords Research and their Ideas.	Learned about Keywords Research Ideas	Vaija
14/8/24 Day – 3 wednesday	Identification of their marketing strategies	Known about their Marketing strategies.	Vaija
15/8/24 Day – 4 thursday	Creation of instagram stories of Research about amul	Learned how to Create the Instagram Stories	Vaija
16/8/24 Day – 5 friday	Report Writing	Completed the Report Writing.	Vaija
17/8/24 Day –6 Saturday	Report Writing	completed the Report Writing.	Vaija

WEEKLY REPORT

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

Objective of the Activity Done: Research on "AMUL"

Detailed Report:

In this last week we have done the Research about AMUL.

Day1 :- We have identified various Responsibilities of AMUL and their main purpose.

Day2 :- We have learnt the process of conducting Research on keywords and their ideas related to the

Day3 :- We have identified their different Marketing strategies and how to research and Read about people.

Day4 :- We have learned to create instagram stories for research and opinion on Amul

Day5 :- We have discussed and wrote report.

Day 6 :- Again we wrote report on whatever the information we have gathered.

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 has been a transformative experience, equipping me with practical skill in Digital market and a deep understanding of the role of social media in todays modern world. the hands on experience and exposure to real-world projects has not only sharpened many technical abilities but has ~~not only~~ also improved my communication skills and project management skills.

the work environment fostered a collaborative path atmosphere with clear task-roles, well-defined protocols and structured procedures. the facilities were equipped with necessary tools for digital Marketing, team members mutual support and teamwork, contributing a harmonious relationship. Overall the internship provided a comprehensive and supportive work environment which helped in developing our skills.

~~Technical communication:-~~

~~effectively conveying complex~~

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

4) time Management :- Prioritizing tasks, meeting the deadlines and efficency allocating resources.

5) Problem solving as a team :- Addressing challenges collectively and finding solutions through group discussion (and) collaboration

6) Adaptability :- being flexible and adapting 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 and trainers. 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 intern, I have identified key areas on enhancing my abilities in group discussions, team participation and leadership.

To improve my contribution in group discussions, am aiming to actively listen to others, ask insightful questions and share my opinions, perspectives clearly 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 member. Lastly to enhance my leadership capabilities. i plan to focus on taking initiating, creating a positive team activities. through these measures, I am committed to continuous growth and excellence in my role on as a team mentor.

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, meme, more devices can ever before 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 the 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 apprience. 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.