

PROFESSIONAL TRAINING REPORT

at

Sathyabama Institute of Science and Technology

(Deemed to be University)

Submitted in partial fulfilment of the requirements for the award of

Bachelor of Engineering Degree in

Electrical and Electronics Engineering

By

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DEPARTMENT OF ELECTRICAL AND ELECTRONICS

SCHOOL OF ELECTRICAL AND ELECTRONICS

SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY

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NOVEMBER 2021

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CERTIFICATE OF COMPLETION

Congratulations!
This certificate is proudly presented in the recognition of the completion of Internship at CAD DESK.

Keshav S Name	Summer Internship Course
15 Oct, 2021 Start Date	15 Days Duration
Digital Marketing Basic Software/Technology	Caddesk Jaipur Training Centre

His/her association with us was very fruitful and we wish him/her all the best in the future endeavors.


Managing Director

30 Oct, 2021
Awarded on



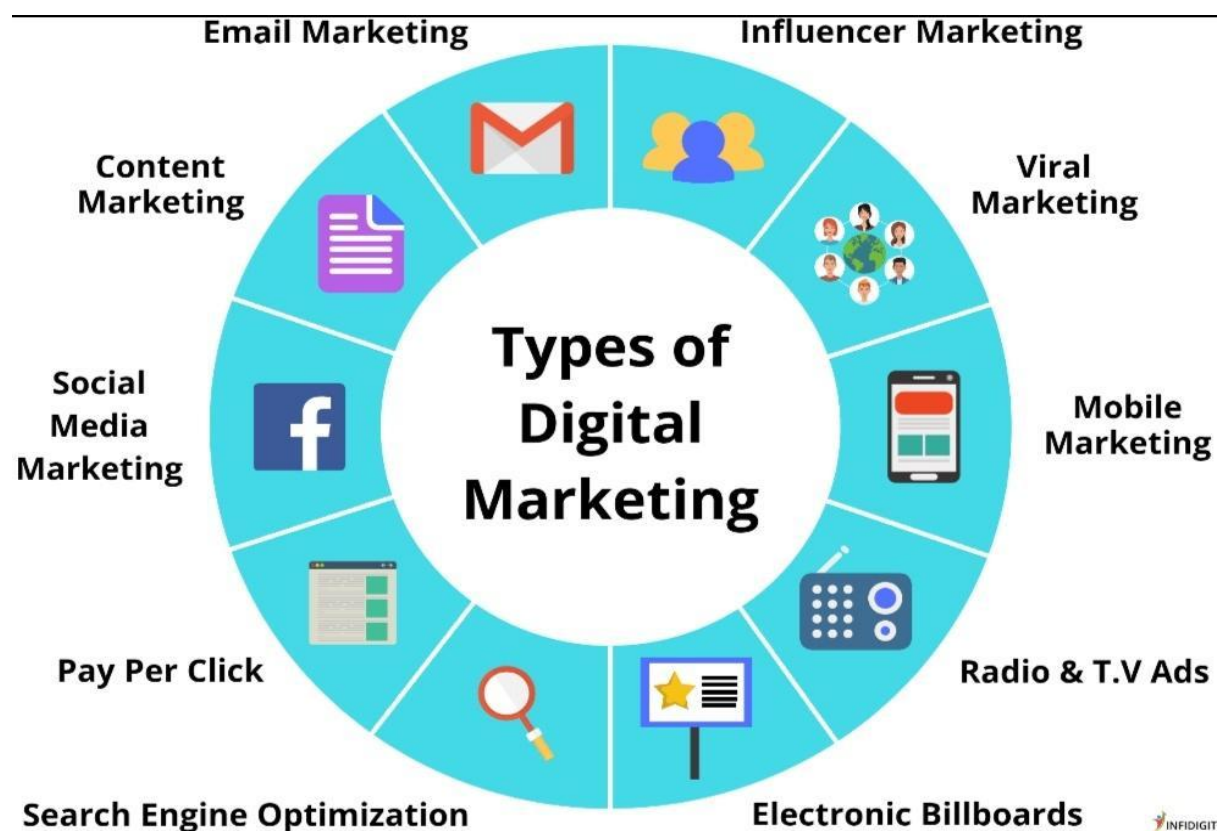
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1.What is Digital Marketing ?

Digital Marketing is the new era promotional activity of products or brands via one or more forms of electronic media. Due to the use of the internet these days, the demand for Digital Marketing is increasing with a high phase. Be it social media marketing, email marketing, pay-per-click, everything comes under digital marketing.



2. Inbound Marketing:

Inbound marketing is a marketing strategy in which you entice and engage with customers through every stage of the purchaser's journey.

Here are Inbound marketing techniques:

(I) Replace traditional pop-up advertising with blogging.

(II) Rather than commercial advertising, reach your audience with video marketing.

(III) Instead of sending email spam, create email contact lists.



3. Online Public Relations (PR):

Online public relations functions similarly to traditional public relations except that it takes place online by gaining coverage with content-based websites, blogs, and digital publications. Some ways you can use the digital landscape to further your PR efforts are:

(I) Engaging with visitors to your blog or website:

You can generate meaningful relationships and conversations with the people who visit your site or read your content by responding to their comments or reactions. Not only does this enhance an individual's experience, but it encourages visitors to engage with your content in the future.

(II) Responding to online reviews:

Whether the review is good or bad, you can humanize your brand by engaging with the online company reviews. This will also help to protect your brand's reputation by directly and quickly addressing any customer critiques that arise.

(III) Developing relationships with the press on social media:

You can facilitate opportunities to produce earned media by interacting and developing relationships with journalists across social media channels.

4.Email Marketing:

Organizations use email marketing to communicate with their audience, direct people to the company's website, spread the word about events and discounts, and to promote content. There's really no limit to the types of information you can share in an email marketing campaign to develop your brand's image and strengthen the relationship with your company's audience. Here are some examples of the kinds of emails commonly sent in email marketing campaigns:

(I)Series emails that offer industry-specific tips or other relevant information.

(II) Promotions and discounts for members of your company's customer loyalty program.

(III) Welcome emails for new customers or clients.

(IV) Emails sent to follow-up with individuals who downloaded something from the website.

(V) Newsletters for those who subscribe to the company's blog.



5. Marketing Automation:

Many marketing professionals rely on marketing automation to automate some of the more repetitive tasks related to marketing operations, such as:

(I) Tracking and reporting campaigns:

Typically, companies create marketing campaigns from several variables, like phone calls, webpages, content, emails, and people. Marketing automation can help categorize the variables by the campaign. From there, you can keep track of the campaign's success by consistently measuring the progress of each of the components over a period of time.

(II)Converting leads:

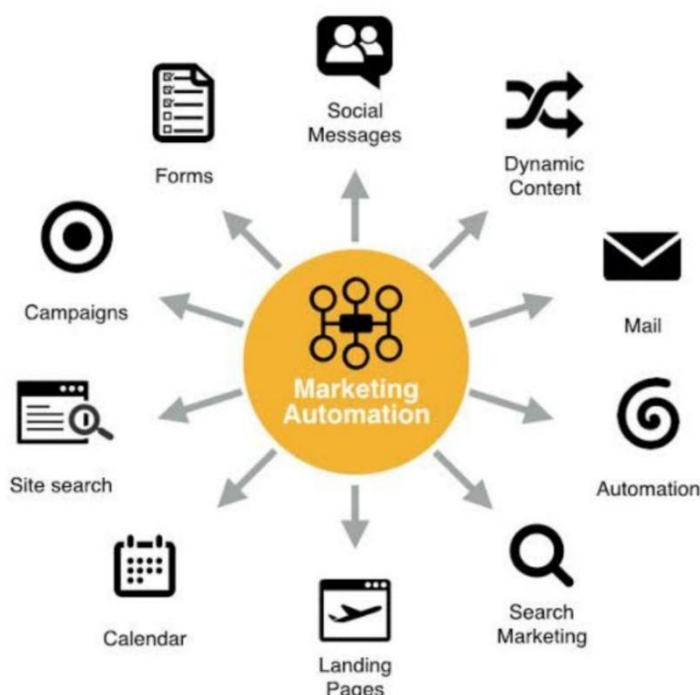
Generating and converting leads is generally a long, drawn-out process that can be easily automated. Through marketing automation, you can specify criteria, like if someone downloads something from your site, that will then send the lead an email with specific information or content that your company intentionally created to convert that lead into a customer.

(III)Scheduling social media posts:

Posting frequently to social media is integral to developing your organization's brand image and visibility. Posting manually can be unnecessarily difficult, which is why most companies rely on social media scheduling tools to automatically post content to their social media channels. This allows them to place more focus on engagement and content strategy. Using these tools, you can upload images, write copy, incorporate hashtags, and post to specific platforms. In fact, some tools on the market can even streamline your engagement and direct messages across the various platforms that your company uses.

(IV)Email newsletters:

You can use email automation to generate and send emails to subscribers to save time. These marketing automation tools allow you to write and structure your company's newsletter messages and then schedule them to automatically send out to your email subscribers at a time that you specify.



6)Native Advertising:

Social media channels include native advertising, which allows organizations to feature paid content alongside non-paid posts. These sponsored posts often resemble the other content on the platform and are barely discernible as advertising. This type of advertising is especially effective because it automatically directs viewers to either your company's social media page or website and provides analytics about the number of views and actions taken by your audience.

Additionally, you are able to choose the factors and characteristics such as geographical location, age, and gender that make up your target audience, and the ad will appear in the feed of individuals that fit those specific parameters.

7)Affiliate Marketing:

Affiliate marketing provides a commission to individuals or brands for promoting another company's services or products on their website. This type of advertising is performance-based and usually includes things like:

(I)Posting links to affiliate companies from a social media account.

(II)Hosting an advertisement through an online video.



8) Pay Per Click (PPC):

Another popular digital marketing strategy is pay per click advertising. Using this strategy, you can drive traffic to a company's website by having a publisher promote an ad on their website and then paying them every time that a user clicks on the ad. You'll often find pay per click advertising when reading a blog or on a webpage.



9) Social Media Marketing:

You can accomplish a lot by promoting your content and brand across social media channels. A majority of individuals have profiles on at least one social media site, making it an obvious choice when looking to expand and improve your company's marketing strategy. Not only are social media business profiles effective, you generate leads, drive web traffic, and improve brand awareness. Some of the most popular social media platforms to use for your marketing needs are:

- (I) LinkedIn
- (II) Twitter
- (III) Facebook