

SUMMER PROJECT REPORT

“Digital marketing”

Submitted to:

Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur

Submitted by:

Dilsha Nair

Company Guide:

Prachi

Faculty Guide:

Prof. Geeta Naidu



Department of Management Sciences and Research,
G.S. College of Commerce & Economics, Nagpur
NAAC Accredited “A” Grade Institution Academic
Year 2020-21



CERTIFICATE

This is to certify that the investigation described in this report titled “**Digital marketing**” has been carried out by **Dilsha Nair** during the summer internship project. The study was done in the organisation, **Deesha Tech** in partial fulfillment of the requirement for the degree of Master of Business Administration of **R. T. M. Nagpur University, Nagpur**.

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree.

The assistance and resources used for this work are duly acknowledged.

Dr. Ashwini Purohit

(Director)



Private and confidential

DATE: 4th September 2020

INTERNSHIP CERTIFICATE

This is to confirm that **Dilsha Nair** has successfully completed the Internship Program at DEEESHA EDU & FIN TECHNOLOGIES.

Dilsha Nair has started the internship training by **22nd July 2020** for the period of **45 Days** under Marketing Department, wherein the work involved reaching out to working corporate professionals globally using digital & social media platforms to promote our brand MirrorView360 – a web based feedback platform for working professionals.

On behalf of the company, we wish to record our sincere appreciation for the time rendered and we would like to wish you all the success in your career.

FOR [DEEESHA EDU & FIN TECHNOLOGIES]



Harsh Jain

[HARSH JAIN]
[Co-CEO]

Date : 04/09/2020

Authorized Signatory



DEEESHA EDU & FIN TECHNOLOGIES www.deesha.com
55/2547, Gokul, Opposite MIG Sports Club, Gandhinagar, Bandra(E), Mumbai-400051. Ph. 022-2655 9298

ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in “**Digital Marketing**” and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to “**Ms. Prachi**” for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his / her support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor “ **Prof. Geeta Naidu**” for helping me during the project.

Finally, I am grateful to my family and friends for their unending support.

Dilsha Nair

Index (Table of Contents)

Sr. No.	Particulars	Page No.
1	Introduction	
2	Company profile	
3	Terminologies	
4	Objective of study	
5	Scope of study	
6	Need of study	
7	Contribution during SIP	
8	Limitations	
9	Research methodology	
10	Findings	
11	Conclusion	
12	Suggestion	
13	Bibliography	

Introduction

What is meant by Digital marketing?

Digital marketing is the component of [marketing](#) that utilizes [internet](#) and [online](#) based digital technologies such as [desktop computers](#), [mobile phones](#) and other [digital media](#) and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of [search engine optimization](#) (SEO), [search engine marketing](#) (SEM), [content marketing](#), [influencer marketing](#), content automation, campaign marketing, [data-driven marketing](#), [e-commerce marketing](#), [social media marketing](#), [social media optimization](#), [e-mail direct marketing](#), [display advertising](#), [e-books](#), and [optical disks](#) and games have become commonplace.

What is meant by social media marketing?

Social media marketing is the use of [social media](#) platforms and [websites](#) to promote a product or service. Although the terms [e-marketing](#) and [digital marketing](#) are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers. Most social media platforms have built-in data [analytics](#) tools, enabling companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, [journalists](#), [bloggers](#), and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, [governance](#), setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and "tone."



Deeeshy's key focus is to help you with taking a **FOCUSED DIRECTION** during 3 crucial stages of your professional life cycle by giving you an opportunity with a practical hands-on experience in the direction of your choice, in addition to the theory – whether you need a direction for building your **CAREER** or a direction for finding a suitable **JOB** or a direction for starting your own **BUSINESS**.

In short ... **EDUCATE** final year school & college going students:

We provide practical hands-on experience/training for final year school/college student that will give you a taste of industry/sector in which you aspire to make your career, in addition to giving you a most advanced career self-assessment Report

EMPLOY the final year students into industries of the future such as Solar, LED, Home Automation, cyber security, etc. by giving them practical hands-on industry-specific training to make the would-be fresh graduates employable for industries of the future

EMPOWER entrepreneurs and MSME owners that want to make big: support MSME companies with FREE infrastructure support (e.g. FREE Rent space, FREE back-office staff for accounting/ finance/ taxation/legal matters etc.), handholding from our in-house professionals who are equally interested for your growth.

Project name - Mirrorview360

Project description

- I started as a marketing intern in the marketing research project named 'Mirrorview360'
- I started from 22nd July 2020 for 45 days internship.
- I had to get the feedback filled by people using online social media marketing to gather user data.
- I had to build genuine user content, validation check of data using social platforms like LinkedIn etc
- I had to create regular user reports to highlight successes and failures

Objectives of mirrorview360:

- ☆ To create a free social platform for all named as Mirrorview360
 - ☆ To create a data base of professionals
 - ☆ To have access to as many feedbacks as possible
-

My contribution to sip

- **Made people aware about the website...through social media platforms like facebook and linkedin.**
 - **Joined more than 50 groups on fb and linkedin .**
 - **Posted about the website on different groups**
 - **Got the feedback forms filled**
 - **Made professional conatcts**
 - **Made people aware about the website i.e Mirrorview360**
 - **Told them the importance of having feedbacks .**
-

My tasks -

1st task: To fill the given forms myself first, so that i know what is our

MIrrorview360 product

2nd task : Create a separate linkedin and facebook account of myself

3rd task: Go through the PERFORMANCE GOOGLE SHEET and understand how the company Deesha will evaluate my performance

4th task: Reach out to my own personal network on whatsapp and ask them to fill the form

Objective here is to first feel comfortable asking people to fill the feedback form, .

5th task - To create 2 LinkedIn Ids1.

From the 1st ID i had to join groups of the company that was allotted to me that is - Goldman Sachs, New York

2. From the 2nd Id i had to join general company's group in LinkedIn

Learnings

- Communication skills
 - Interaction with professionals
 - Make google sheets
 - How to make a marketing pitch online
 - How to avoid being spamed.
 - More about digital marketing
-

Research Methodology

With digital marketing, you have the ability to engage with your ideal customer base on a deeper level than other methods, directing your efforts to your target customers gaining a more true understanding of their needs and how you can provide the best service for them.

When it comes to conducting market research, there are two forms of data: primary and secondary research.

Types of Primary Research Methods

Primary market research begins and ends with your business. This includes all the information gathered directly from your own company. This can include questionnaires, social media engagement and personal interactions that your business engages with their customers. A third-party may be beneficial as they have an objective outlook on your industry and will simply report the results.

Types of Secondary Research Methods

When conducting market research, using information gathered by other companies in a similar industry can save you time and money. You will not have to personally conduct the research yourself but use their results to help you understand your target audience. Utilizing government agencies, trade association and other businesses within your industry will give a clear insight on what works best.

Bibliography-

[Google. com](#)

[Wikipedia](#)

[Mirrorview360](#)
