

# **INTERNSHIP PROJECT REPORT**

Academic Year 2022-2023

## **IMPACT OF APPEALING POSTERS ON PROMOTIONAL STRATEGIES FOR MUDRABIZ**

**SUBMITTED BY:**

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**PROJECT GUIDE:**

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Shiksha Mandal, Wardha's

**G.S. College of Commerce & Economics**

**Nagpur**

NAAC Accredited 'A' Grade Autonomous Institution

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# MUDRABIZ FINANCE COMPANY

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Since 2014



Date: 09-03-2022

To Whomsoever it May Concern,

This is to certify that Miss/Mr KAVY PANDEY has undergone Experience training and undertaken the Internship work with us **Mudrabiz Finance Company** in the field of Marketing for Project titled **TO STUDY ON SOCIAL MEDIA MARKETING** for the period of 3 month.

In pursuance of the work, she/he was sincere and punctual and her/his conduct was found very well.

*Sincerely*

*It Takes Money To Make Money*



**AMRESH DASH**

*Managing Director*

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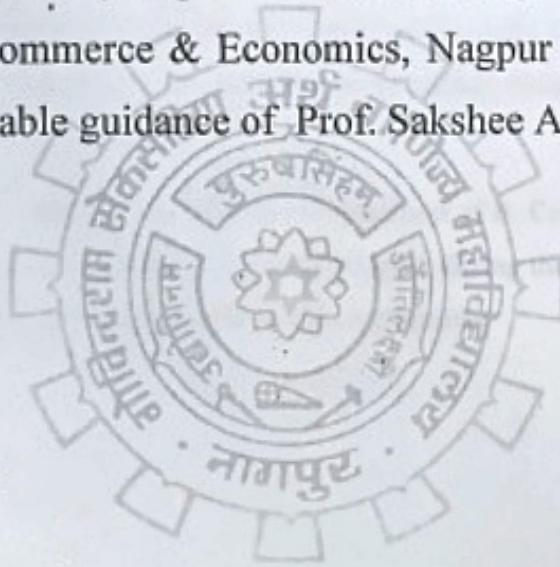
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**CERTIFICATE**

This is to certify that the said internship project report titled **“Impact of Appealing Poster on Promotional Strategies for Mudrabiz”** has been completed & submitted by **Mr. Kavy Sanjay Pandey** as a part of partial fulfillment of the mandatory requirement for the degree of B. Com (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Sakshee Ahluwalia.

Date: 12/04/23

Place: Nagpur



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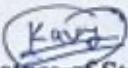
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Mudrabiz. for giving me an exposure to learn and grow on a platform.

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Date: 12/04/2023

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# **INTRODUCTION**



## 1.1 Social Media Marketing

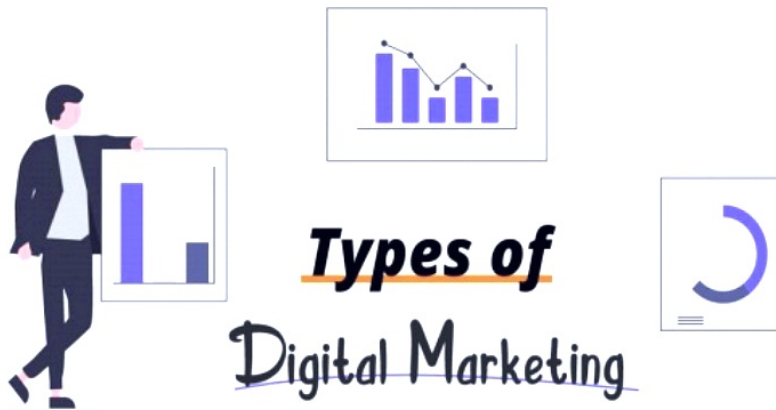
Social media marketing is the promotion of a business, organization, or brand through channels such as the internet, mobile devices, television, and radio, in addition to the use of bright online advertising. Works, videos, podcasts, and other similar ways of distributing messages. Internet marketing, in particular, plays a major role in any digital marketing strategy and is central to many organizations' overall marketing strategies, especially when it comes to social media. Social media and viral marketing. The digital



marketing ecosystem is much more than internet marketing and social media marketing. In our introduction, we explained that people believe that internet or social media marketing are the same, but let's be clear from the outset that they are not. The digital marketing ecosystem includes internet marketing and social media marketing. These are just communication channels and the digital ecosystem is about channel integration and service integration.

Advanced promoting, too known as online showcasing, is the hone of advancing brands to associate with potential clients utilizing the web and other shapes of computerized communication. This incorporates not as it were e-mail, social media, and web promoting, but too content informing and mixed media as a promoting channel. Fundamentally, on the off chance that a showcasing campaign includes advanced media, it's computerized marketing.

## 1.2 TYPES OF SOCIAL MEDIA MARKETING



- 1)Content marketing
- 2)Search engine optimization
- 3)Search engine marketing
- 4)Social media marketing
- 5)Affiliate and influencer marketing
- 6)Email marketing
- 7)Mobile marketing
- 8)Video marketing
- 9)Audio marketing

There are numerous sorts of advanced promoting that you just can use to extend your gathering of people reach. Utilizing numerous advanced promoting channels can assist you make a well-rounded technique that will surrender the leading results.To assist you decide which advanced showcasing methodologies may work best for your trade, here are six of the foremost successful sorts of advanced showcasing:



### **1)Content Marketing:-**

Content marketing refers to valuable instructive content like as blog entries, how-to videos, and other instructional materials. This type of marketing allows you to connect with your audience and respond to their inquiries. It can also aid in the generation of leads and the closing of sales.

With the target audience in mind, content should be released on a regular basis. Ideally, your business would establish itself as a reliable voice in the sector through generating high-quality content. You want your target audience to come to you first for updates on industry developments.

### **2 )Search Engine Optimization**

Search engine optimisation (SEO) refers to the strategy of creating content in such a way that search engines such as Google will rank your page high on the search engine results page. (SERP). Google uses algorithms to determine how relevant your page is to the user's search terms. These algorithms evolve often, and SEO methods must be adjusted just as quickly to be effective. When done correctly, SEO efforts will propel your page to the top of the SERPs and increase organic traffic.

### **3) Search Engine Marketing**

SEM, or search engine marketing, refers to paid adverts that display at the top of the SERP. The cost of these adverts is often determined by the number of clicks the link receives, hence the term “pay-per-click.” When you pay for these top SERP spaces, the label “Ad” will appear next to your URL. Despite the fact that many consumers are aware that these are advertisements, they continue to click on these links, and it may be a very effective digital marketing tactic.

### **4)Social Media Marketing**

Social media platforms are employed as a digital marketing medium with social media marketing. Ads can be purchased to reach a new audience, or you can build a profile for your business on any social networking platform and generate posts to promote new items, sales, or newly published content. The social media platform you choose will be determined by the type of audience you wish to attract. According to Pew Research, Instagram is excellent for reaching audiences aged 25 to 29, and Facebook is best for reaching individuals aged 65 and up

### **5)Affiliate And Influencer Marketing**

Working with an affiliate or influencer can help you reach more people by engaging their existing audience. Try to work with someone who is well-known and respected in your sector for an effective affiliate/influencer relationship. They can develop material to promote your company or product, as well as offer a link to your website. The influencer/affiliate will get paid every time a sale is completed or a link is clicked.

### **6)Email Marketing**

When someone visits your website or business, invite them to join your email subscriber list. With their permission, we can send you emails about sales, special events, or product releases. Email marketing is often underestimated, and according to Lyfe Marketing, every dollar he spends on email marketing gets him about \$40 in sales. The most important part of this digital marketing channel is adding value to your audience. Build mutually beneficial relationships and increase brand loyalty by offering exclusive, exclusive deals.

### **7)Mobile Marketing**

According to Google research, 27% of people around the world use mobile voice search. Mobile consumer journeys are increasing exponentially. Digital marketing requires both immediacy and loyalty. A smartphone is one of the quickest partners to solve problems anytime, anywhere. Mobile marketing is essential for brands that want to stay with their customers. Marketers need to adapt everything they do on desktop to mobile. They also need to efficiently perform mobile-specific tasks such as in-app ads, SMS, and social girlfriend messaging apps. For brands targeting younger audiences, this is very important.

### **8)Video Marketing**

In today's fast-paced scenario, short videos engage customers faster than text. Whether educational or entertainment, live or recorded video content is a reliable digital marketing option. Today, over 2 billion people search for something on YouTube each month. This is a promising opportunity to reach new customers, and your video marketing strategy will yield results throughout the marketing funnel. 80% of customers choose search engines and videos to learn about products and read reviews. 55% of consumers do this before purchasing.



## **9)Audio Marketing**

Radio has been loved by customers since the era of commercial broadcasting. From the 1920s to today, some people still listen to radio regularly, switching from traditional radio to Internet radio. Channels like Spotify can help drive your audio marketing. Audio marketing is much broader as it includes podcasts and smart home assistants like Google Home and Amazon Alexa.

### **1.3 COMPANY PROFILE**



#### **COMPANY INTRODUCTION**

MudraBiz is a comprehensive education platform that offers high-end education courses with 100% Job guarantee programs. Founded in 2014, MudraBiz is committed to providing quality education to students that is designed to equip them with the skills and knowledge necessary for success in their chosen careers.

Mudrabiz's courses are designed to help students gain the necessary skill sets to be successful in their chosen fields. The courses are tailored to meet the needs of each student's individual goals. From Investment Banking, Stock Markets to Human Resources and data science, MudraBiz provides an array of courses that provide students with the skills and knowledge required to excel in their chosen career paths. MudraBiz also offers various job guarantee programs. Through this program, students who successfully complete the courses are guaranteed a job in the field they studied. This ensures that students receive the best possible job opportunities upon graduation

MudraBiz employs a team of experienced professionals who are dedicated to providing students with the best education possible. They have implemented a rigorous learning process that ensures students receive the highest quality education. The courses are also regularly updated to reflect the changing trends in the industry. MudraBiz also offers a wide range of support ser



<b>Website</b>	<b><a href="http://www.mudrabiz.com">http://www.mudrabiz.com</a></b>
<b>Industry</b>	<b>Financial services</b>
<b>Company size</b>	<b>11-50 employees</b>
<b>Type</b>	<b>Public company</b>
<b>Founded</b>	<b>2014</b>
<b>Specialties</b>	<b>Advisory Broking, Financial Planning, Wealth Management, B2B Market Research , Institutional Equities , Equity , Mutual Funds .</b>

## 1.4 IMPACT OF POSTERS ON PROMOTIONAL STRATEGIES

Insights on Mudrabiz



0%  
Total headcount growth  
6 months

🕒 1.7 years  
Median tenure

➤ Mudrabiz is India's premier "Finance Services" Company, with over years of experience In helping people protect and grow their wealth.

➤ We've helped to create more capital than any other firms in India. But it is our deep personal relationships with clients that truly set us apart.

➤ No other firm can match the depth of our experience and our dedication to personal service.

The markets may fluctuate, but our dependability never does.

➤ With, Headquarters in PUNE, INDIA. Since 2014, we have assisting our valuable customer To take better business and investment decision- in India and across the Globe.

➤ We educate the youth of the Nation to be better finance professionals & provide them great Opportunities with their careers.

➤ Achievements: 10000+ Free education in Covid, Marked amongst top 5 finance companies In Pune.

➤ Revenue: \$5 Million

➤ Contact: 89833 11444

➤ Website: [www.mudrabiz.com](http://www.mudrabiz.com)

➤ Employee: 11-50

➤ Mudrabiz's Tech Stack: The technologies that are used by Mudrabiz are: GoDaddy DNS, Font Awesome, Microsoft IIS, Plesk



## **1.5 BENEFITS OF SOCIAL MEDIA MARKETING**



### **1)Global reach**

Digital marketing takes place on the Internet. In other words, the reach you get out of it is immeasurable. Even very small local business owners have the opportunity to use an online store to reach an international audience. This is never possible with traditional marketing, and it costs a lot of money to do it. This online accessibility has opened up many growth opportunities for businesses to explore. The combination of global reach and visibility is a great opportunity for any business.

### **2. Local reach**

Global reach is the main benefit of digital marketing, but it also increases local awareness. This is especially important if your business relies on nearby customers. Local SEO and locally targeted advertising are beneficial for businesses trying to attract more customers. Think of the reach you can achieve with neighborhood-wide digital marketing compared to the reach it takes to print and distribute flyers.

### **3. Low cost**

Whether you want to promote your business locally or internationally, digital marketing offers a cost-effective solution. This allows even smaller companies to compete with larger companies with highly targeted strategies. Most of these strategies are free to start with (SEO, social media, content marketing, etc.). However, not all forms of digital marketing are suitable for every business. Businesses can find the right solution based on their marketing goals.

#### **4. Easy to learn**

There are many facets of digital marketing to learn, but getting started is very easy. The nature of the goal and the scope of the campaign make it more complicated. However, it's all about finding the right strategy for your business.

#### **5. Effective targeting**

Even if you don't have a clear idea of your target audience, digital marketing allows you to extract data to see which audiences are most effective and optimize your campaigns around them. There are various targeting methods such as search engine optimization (SEO) keywords, pay-per-click (PPC), and social media demographics. With this vast array of targeting elements at your disposal, you can be assured that each campaign reaches the right audience.

#### **6. Multiple strategies**

There are many different digital marketing strategies that different types of businesses can use. A B2B company interested in acquiring international leads may have a completely different strategy than his local B2C company selling clothing. Some companies can more easily profit from content his marketing and his SEO, while others can profit from conversion-based advertising campaigns. The key is to always analyze your results and develop better tactics and methods over time. A well-executed digital marketing strategy changes and adapts quickly as business needs change.

#### **7. Multiple content types**

Another key advantage of digital marketing is the variety of content types available to showcase your brand online. Many platforms have a wide range of content types to choose from to keep your brand fresh and create effective online campaigns. Unlike traditional marketing, content can be more easily replicated and adapted for as many platforms as needed.

#### **8. Increased engagement**

One of the main benefits of digital marketing is increased engagement. By default, digital marketing is designed to be highly engaging. Users can share blog posts such as photos, save videos, and interact with the site by clicking paid advertisements. The best part is that you can measure all these actions. This allows you to create more engaging posts to increase brand awareness and increase sales

### **9. Analysis and optimization**

Another key benefit of digital marketing is web analytics, which measures the results of your digital marketing campaigns in real time. This allows you to optimize future campaigns and fix errors quickly. By analyzing your digital marketing campaigns, you can also pinpoint each traffic source and gain complete control over your sales funnel.



## **1.6 DISADVANTAGES OF DIGITAL MARKETING**



Along with the advantages of digital marketing, there are also some disadvantages.

### **1. Competition is fierce**

Your digital marketing campaign should be well thought out, stand out, grab attention, and influence your target audience. A monotonous or repetitive approach will quickly put your brand out of the competition. Digital marketing campaigns have become very competitive. Therefore, brands need to be relevant and responsive to customer needs.

### **2. Reliability of technology**

Digital marketing is purely technology based and the internet is error prone. Sometimes links don't work, landing pages don't load, page buttons don't work, and so on. This leads to prospects switching to other brands. To avoid this, you should test your website. It will also be important to proofread your content and make sure your campaign is working in your targeted niche

### **3. It takes time**

One of the biggest drawbacks of digital marketing campaigns is that they are time consuming. Disorganized tactics and strategies can take a lot of time, making it difficult to spend the time you need on your campaign. This ultimately leads to negative results. Therefore, it was suggested to focus on the strategy that the company needs most and plan and curate the content accordingly. Digital marketing tools like HubSpot, Ahrefs, social media posts, and planning tools like Hootsuite and Tweetdeck should be used to overcome potential roadblocks.

### **3.Security and Privacy Issues**

Safety is a key requirement for any brand. Therefore, as a digital marketer, securing your website should be taken seriously. We always recommend securing your network connection with an encryption tool such as a firewall or VPN. A basic approach of using a good antivirus is the most preferable. Legal considerations in procuring customer data for digital marketing strategies must be followed through with all necessary procedures. Protecting customer data is a top priority as it could be compromised in the event of a data breach.

# **PROJECT**

# **OVERVIEW**



## 2.1 Digital Marketing Scope:



### Social media and beyond

Over half of consumers discover businesses through social media newsfeeds. Businesses can reach nearly 1 million customers on Instagram alone, and over 9 million businesses use Facebook and Instagram to connect with their customers.

Businesses use social media platforms for both business-to-business (B2B) and business-to-consumer (B2C) digital marketing campaigns.

**B2B**: marketers actively use social media platforms such as LinkedIn and Twitter to generate leads. They also often rely on PPC campaigns to reach their target audience without spending a lot of money.

**B2C**: B2C marketers focus on improving brand awareness and attracting customers to their websites and products using social media platforms like Facebook, Twitter, Instagram, and Pinterest.

While posting ads and content on Facebook and other popular platforms continue to be an effective way to reach your target market, the scope of digital marketing encompasses much more than just social media. In addition to social media, savvy businesses also employ the following methods to reach new audiences while building (and maintaining) their brand awareness:

**Paid search:**

Marketers pay Google and other search engine companies a fee whenever someone types in your keyword, and their ad is shown at the top of the search results (“PPC” model).

**Organic (or natural) search:**

This method takes more finesse than PPC since marketers are using keyword analysis and other search engine optimization (SEO) methods to naturally push their content to the top of the list of natural search results on Google and other search engines.

**Email marketing campaigns:**

Believe it or not, email marketing campaigns (if done properly) are still very effective at reaching your target market, and they’re also very accessible for small businesses. Content marketing:

Publishing informative articles, guides, tutorials, and other online content (in addition to webinars and podcasts) to resonate with your target audience is the essence of content marketing.

**Webinar:**

This is a great way to offer something of value to consumers while promoting your brand or product.

**Podcast:**

Persuasive audio is another way to reach your audience and can be used in conjunction with other media for broader marketing campaigns.

## **2.2 Meaning of Digital marketing**

Marketing that uses electronic devices and can be used by marketers to deliver promotional messages and measure impact across the customer's journey. In practice, digital marketing usually refers to marketing campaigns displayed on computers, phones, tablets, or other devices. It can take many forms, including online video, display advertising, search engine marketing, and paid social networks.





### **2.3 Features of Social Media Marketing**



**1)Flexibility** – There are many ways to do digital marketing, including: Email marketing, social media posts, content marketing, banner ads, etc. Therefore, it is your responsibility to select appropriate media and use appropriate methods to develop your marketing activities. You can also use all kinds of media to build awareness and brand awareness. It also helps you analyze which media are responding well and which types of campaigns are effective.

**2)Affordability** – Digital marketing methods are reasonable compared to other marketing methods. Pricing may vary depending on the technology implemented. Additionally, digital marketing advertising costs are relatively small.

**3)Expansion** – The majority of people have spent a lot of money shopping online. People choose to shop online when they can easily shop from a distance with just a few clicks. This is where digital marketing can be used to attract customers. Promote your products and services through professional paid campaigns. This allows you to quickly drive more traffic to your website with less effort.

**4)Interactivity** – opens up a platform for interacting directly with customers. Gain customer trust by receiving and responding to customer ratings, comments, and feedback. It also makes them feel respected and encourages them to do more business with you. With transparency, you can attract more customers. And you can quickly fix issues your customers are facing.

**5)Authority** – We all believe in being able to seek advice from people we trust and give good advice. Customers will come back to you for information and ultimately purchase your product/service if you can create the impression that you are trustworthy in their respective areas. Issues related to your product/industry Your valuable suggestions/comments on issues and controversies can prove and inspire your credibility as an industry expert. Cell Phones – Almost everyone owns a smartphone these days. Easily reach your customers through email/SMS marketing, in-app banner ads, social media promotions, and more to keep them up-to-date on your products, services, and offers. This is the best way to reach more targeted customers at any time. This online presence can lead to commercial transaction.

**6)Tracking** – In addition to communications, it can also be used to track which campaigns lead customers to conversions. This makes it easier for you to focus and increase your efforts in areas where traffic to your website is growing. Similarly, you can rework techniques that don't work.

**7)Multimedia** – People tend to be interested in marketing materials that combine different types of content such as photos and videos, making it easier to incorporate this content into their digital marketing. Therefore, using this type of marketing can attract more customers to her website.

## **2.4 Limitations of Social Media Marketing**



Computerized showcasing has a few restrictions, counting:

### **Reach:**

Whereas computerized showcasing can reach a huge group of onlookers, it may not be as compelling in coming to more seasoned eras or people who are not tech-savvy.

### **Competition:**

The computerized commercial center is amazingly competitive, making it troublesome for businesses to stand out and be taken note.

### **Overreliance on innovation:**

Advanced showcasing depends intensely on innovation, which can be questionable and helpless to hacking or specialized breakdowns.

### **Information protection and security concerns:**

The collection and capacity of client information raises genuine protection and security concerns.

### **Advertisement Blockers:**

The broad utilize of ad-blockers can decrease the adequacy of computerized publicizing endeavors.

**Estimation and ROI:**

Measuring the return on venture (ROI) in advanced promoting can be challenging and requires cautious following and examination of information.

**Fetches:**

Advanced promoting can be costly, particularly for little businesses that will not have the assets to keep up with the most recent advances and showcasing patterns.

**Changes in calculations and look motor positioning:**

Changes in calculations utilized by look motors and social media stages can affect the perceivability of advanced promoting endeavors



## 2.5 11 Reasons Why Posters are so Effective:



1. Affordability
2. Visibility
3. Reliability
4. Flexibility
5. Impact
6. Response
7. Call to Action
8. Drive Online
9. Versatile
10. Awareness

### **1) Affordability**

One of the key benefits of ad spot advancing is its cost-effectiveness. Making, printing, and presenting blurbs is modestly sensible, and they can remain in put for a long period of time. This grants businesses to reach a wide gathering of individuals at a much lower taken a toll than other shapes of advancing, such as radio or tv. Another advantage of ad spot advancing is that it is routinely a one-time wander. Not at all like other shapes of advancing, such as pay-per-click or social media advancing, which require advancing installments, ad spot publicizing because it were requires a single installment to a dependable ad spot diagram company. These companies offer indoor and open discuss ad spot diagrams and printing organizations at sensible costs, and routinely utilize high-quality progressed presses to ensure that the blurbs are apparently striking and basic to examined. The theory in ad spot advancing will pay off through extended brand mindfulness and lead time.

### **2)Visibility**

Showcasing experts and print specialists get it the control of a well-placed blurb outline. Whether you're publicizing a item or service, a blurb within the right area can capture the consideration of potential clients. Blurbs can be shown in a assortment of settings, counting open air spaces, shopping shopping centers, metro stations, and other open regions. Key situation of the blurb outlines can increment the chances of coming to the target showcase. The expansive measure and visual affect of blurbs make them an viable apparatus for raising a company's perceivability. A cleverly planned blurb with a outwardly compelling message can make a enduring impression on potential clients and increment brand mindfulness.

### **3)Reliability**

Interestingly, research shows that traditional forms of print media such as newspapers, magazines, and poster frame ads are seen as more reliable sources than online, pay-per-click, or social media ads. Posters in particular are often seen in public spaces and help to be perceived as more visible and credible than other forms of advertising.

### **4)Flexibility**

Blurbs can offer assistance within the message you need to send to the focused on gatherings of people. The imaginative conceivable outcomes are boundless. From attractive content styles within the outline eye-catching realistic plan and intelligent composed substance, the flexibility to put an effective marketing

message wide extend of scale essentially the most excellent. Great blurbs outline plan is enlivened and catchy. At the point of when individuals think of showcasing blurbs, they tend to think of the 20" x 30" standard outline measure film blurb. As one of the more adaptable sorts of outline showcasing materials, promoting blurb outlines actually come in a distinctive shapes and sizes. At red17

**We Offer different sizes of blurb outlines:**

A5
A4A3
A2
A1
A0
20"x 30"
30"x 40"
40"x 60"

The accessibility of distinctive sizes of blurbs outlines permits for a wide run of promoting openings. For case, littler blurbs outlines can be set in regions with constrained space, such as on a bulletin board or in a booth. Bigger blurbs outlines, on the other hand, give more plan adaptability and can make a more prominent visual affect to seize consideration.

When it comes to planning and creating blurbs outlines, the conceivable outcomes are for all intents and purposes perpetual much obliged to the utilize of computerized assets. From expansive features to smaller text that draws individuals in for a closer see, from unobtrusive, natural colours to strong, eye-catching

plans, the plan choices are constrained only by one's creative energy. Proficient photographs, outlines, and drawn visuals can all be utilized to make striking and successful blurbs.

One of the major benefits of publicizing blurbs is their capacity to communicate a wide extend of showcasing messages. They can be utilized to construct brand mindfulness, advance a item or benefit, declare a deal or extraordinary occasion, or bolster a local charity. These are fair a couple of cases of the numerous sorts of showcasing messages that are well-suited for blurb publicizing.

Compared to seeing other item or benefit promotions, blurb publicizing is more simple and solid for the group of onlookers. There appears to be something around blurb data that our brains find more joy in and less demanding to handle. A few investigate carried out within the USA has appeared that people are more likely to review an advert they saw

#### **5)Local impact**

Choosing the area of your blurbs may be a exceptionally imperative step. Area is noteworthy and to some degree associated to the demographics of your focused on gathering of people. The blurb has to be set best spots where there will be seen by the foremost number of individuals. Area will influence the measure of the blurb outline as well as percept its substance such as pictures, content in a blurb outline, colours, etc. A great outline blurb in a nearby zone, busy street, shopping centre, public escalator or comforts can work ponders for a captive gathering of people. Put the proper campaign message before the target gathering of people and get seen! Take full advantage of the imaginative capacity of promoting blurbs to reach expansive groups of onlookers in tall footfall and car activity zones.

#### **6)Response**

Blurb promoting could be a well known shape of open air publicizing that can viably target clients by engaging to their intuitive reactions. A well-designed blurb can bring out feeling and make a association between a item or benefit and the customer's heart and mind. Utilizing emotional visual symbolism in posters may be a capable way to form a solid and enduring impression on potential clients.

#### **7)Call to Action**

A blurb campaign is an viable way to boost promoting endeavors. In spite of the fact that it contains a long history, it remains a relevant and profitable shape of promoting. Make the foremost of the space by making a clear, coordinate call-to-action for your group of onlookers, such as "Purchase presently," "Book



nowadays,” “Call presently,” “See the item,” “Utilize our rebate code,” or “Enter the competition.” A blurb campaign can be an successful apparatus to extend item perceivability and client engagement.

### **8)Drive Online**

There's a parcel of dialog between conventional and online promoting, but it doesn't have to be either-or. Some time recently individuals posted on, Twitter, Facebook, they utilized real blurbs! Why not utilize one medium to advance the other? Utilize blurb promoting to raise the profile of your Twitter handle or post-campaign hashtag, post QR codes, energize social media such as Instagram, Twitter supporters or make your blurb go viral.

### **9)Versatile**

Blurbs can be used for different promoting purposes. Whether you need to advance an occasion, or on the off chance that you basically need individuals to memorize approximately your item or benefit, they can be compelling. Blurbs can be utilized by both huge and little estimate businesses, they can be effectively put in exterior or interior areas, and they can be used to advance transitory or changeless offers.

### **10) Awareness**

Blurbs are an compelling instrument for expanding brand mindfulness. One of the key standards of fruitful promoting is guaranteeing that all components of your showcasing program, such as substance, color, symbol, and plan, are cohesive and facilitated. Promoting blurbs are an compelling way to form consistency and cooperative energy together with your other promoting materials. Whether you're rebranding or propelling a modern site with diverse colors, duplicate, and design, posters can rapidly and cheaply get your unused visuals and informing before the open. They are bigger than e-books and flyers but littler than announcements, and when planned with a compelling message and awesome plan, they can make tall levels of engagement. Also, they can reach a wide group of onlookers, particularly in high-traffic areas. When outlined to adjust with the center components of your promoting technique, blurbs have the control to construct and upgrade your brand in a noteworthy way.

## 2.6 Benefits of Poster Advertising



If you want to engage others with creative poster promotion ideas, be sure to mention the following benefits of poster advertising and highlight the benefits of this simple yet versatile marketing tool :

You can print promotional posters in any shape and size

Traditional poster sizes are 24 x 36 inches, but they can be printed in many other sizes, from 8 x 8 inches to 58 x 100 inches.

However, when it comes to custom promotional posters, size and shape are not the limit. For promotional purposes, a unique poster design can help the poster stand out and capture the audience's attention.

Another poster promotion technique that can help your posters get noticed is a custom printed finish such as a matte, glossy or decorative finish like foil that gives your poster the look. shiny and eye-catching. . They are easy to distribute. poster advertising offers a powerful opportunity to target your message and communicate it to the targeted area. There's plenty of time to create, use, and access a well-positioned commercial poster. If you print font-size posters, you can choose to send them directly to the people you want to reach. If you choose a larger format, you will need to carefully select the desired location and verify that you have the necessary permissions. You can even offer a special offer to the owner of the area where you want to place the poster in exchange for allowing you to advertise in their location. The most important thing when placing your promotional poster is to choose a prominent location to give you the most exposure.

### **Affordable posting fees**

While custom poster prices can vary depending on size, color, and finish, they are still an inexpensive investment and offer a high return on investment. The main reason for this is that they can be purchased in bulk and unlike other forms of advertising, they do not require ongoing investment.

### **They are a versatile advertising tool**

Posters can be used for many promotional purposes. Whether you're promoting an event or just want to build brand awareness and help people get to know your business better, poster advertising can be a useful technique.

Promotional posters can be used by businesses large and small, it can be easily placed outdoors or indoors, and it can be used to advertise temporary or ongoing offers. Plus, when it comes to visual design, our team can help you create a new poster template, or we can work with a design you already have. Whether it's a minimalist, colorful, or typographic poster design, the creative design possibilities are truly endless.

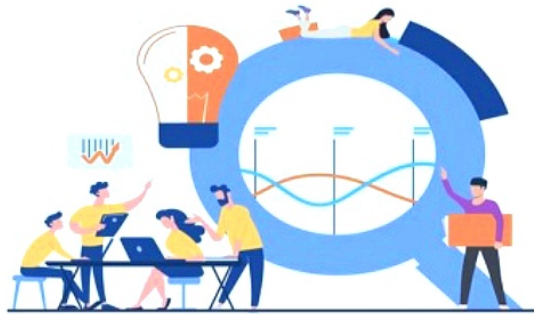
### **It's a great way to get brand awareness.**

Poster ads work for your marketing and business goals with a unique design tailored specifically for your business and brand. Designed with your brand's colors, logo, typography, and language, custom posters can help create immediate visual impact, attract more attention to your message, and easily reach a wider audience. A poster is simply a blank canvas on which you can freely create a design that accurately represents your brand identity. However, remember that where you place your poster plays an important role. Target areas with regular and constant traffic, such as shopping malls, lobbies, coffee shops, and cafeterias.

# **BODY OF THE** **PROJECT**



### **3.1 Roles and Responsibilities**



There were 5 rounds in my interview. The first round was Resume Shortlist, followed by Assignment round. After the second round, there was HR round, followed by fourth Technical round. The process ended with fifth and final Aptitude Test round.

#### **ROIE IN COMPANY**

Oversee the company's social media accounts and post substance.

Collect campaign thoughts.

Screen different social media stages such as Facebook, Instagram, and Twitter.

Analyze analytics to degree campaign victory.

Get it the complete commerce concept counting brand, client, item objectives, and all other perspectives of benefit. interact with clients or clients to supply administrations and/or deals;

Make suggestions to administration to make strides the client encounter over social stages and inner forms.

Learning and competent application of inside program frameworks.

Back for creating execution reports.

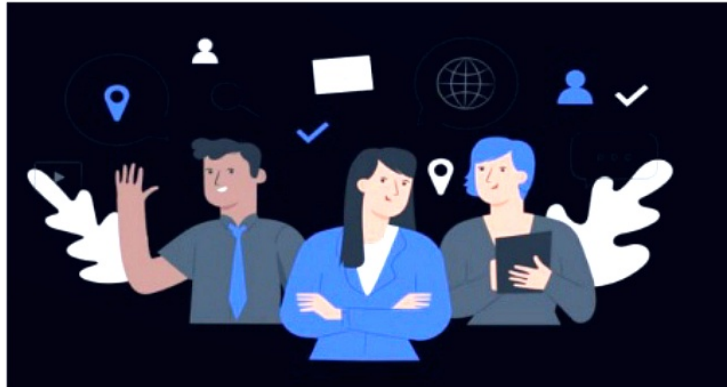
[Working Hours and Benefits] Company-specific working hours and benefits ought to be emphasized.

Potential assistants need to memorize things like group measure, mentor-to-trainee proportion, and

weekafter week time necessities. You'll be able moreover highlight the points of interest that set you separated from the rest, such as:

B. Contact with senior administration or school credit.

### **RESPONSIBILITY**



- Construct, arrange and actualize the by and large computerized promoting methodology
- Oversee the methodology
- Oversee and prepare the rest of the group
- Remain up to date with the most recent innovation and best hones
- Oversee all advanced showcasing channels
- Degree ROI and KPIs
- Plan and oversee a computerized showcasing budget
- Direct all the company's social media accounts
- Oversee and move forward online substance, considering SEO and Google Analytics
- Construct an inbound promoting arrange
- Figure deals execution patterns
- Spur the computerized showcasing group to realize objectives
- Screen competition and give recommendations for advancement

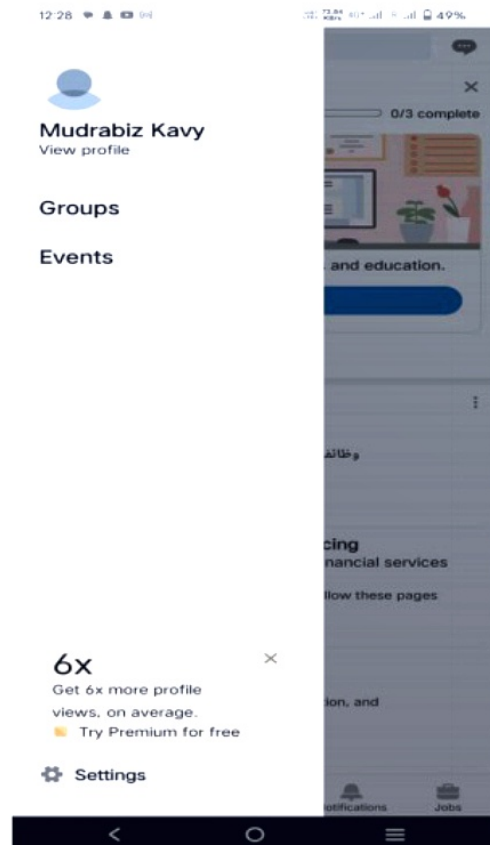
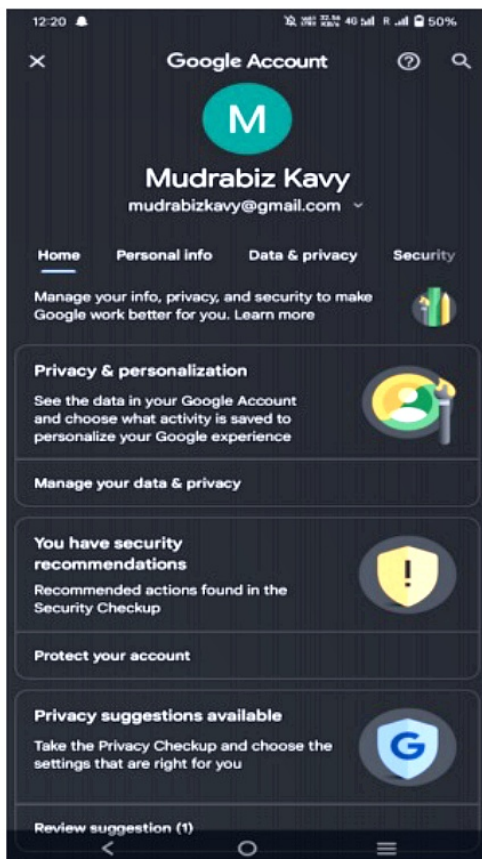
### 3.2MONTHLY TASKS

#### NOVEMBER

At the starting month of the internship they have trained us about how to use canva app to create posters , videos and other things .After creating posters for advertisement they told us to post that in social media handles with hashtags and company name .The first task was to create social media accounts to perform there given activities .

As we all known digital marketing platform is based on social media. During that session they trained us for their work. Following are the social media handles which I have created for promotional activities.

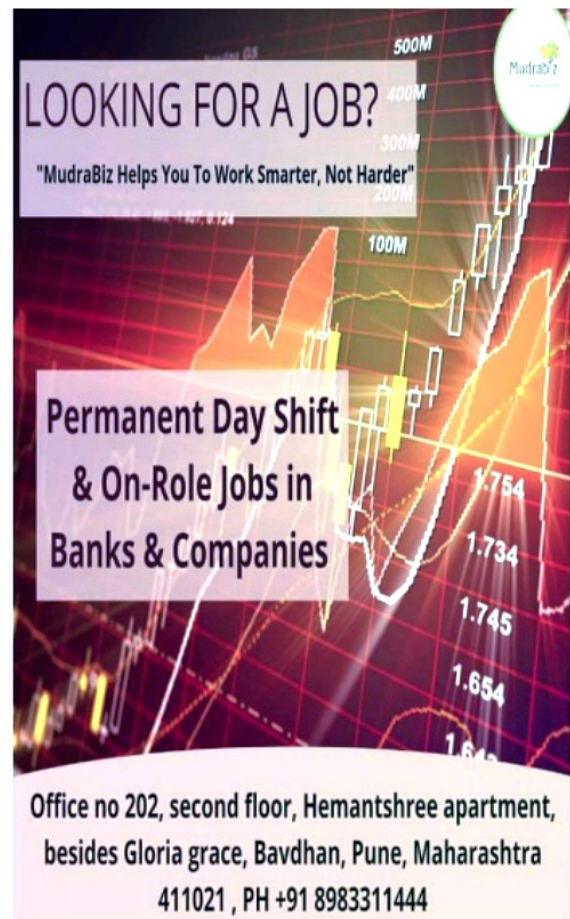
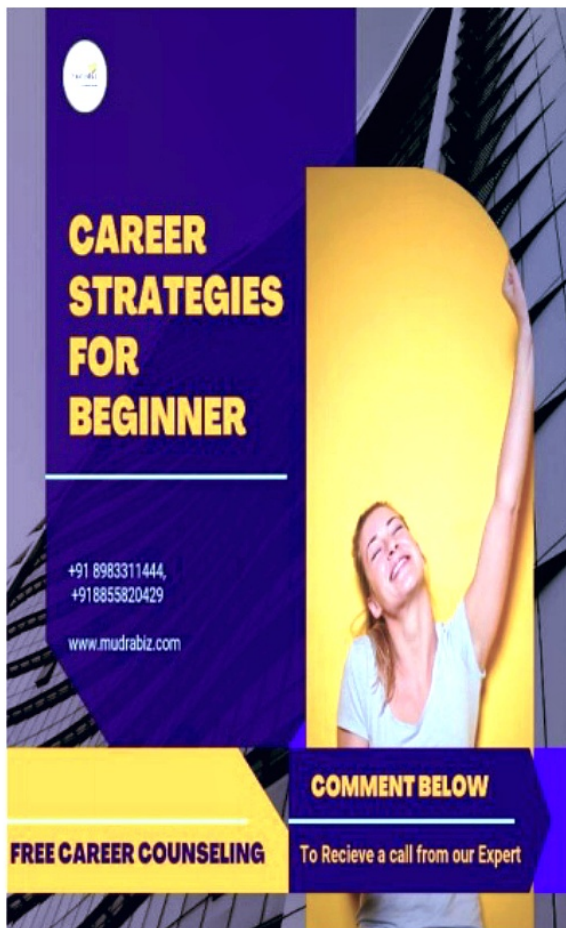
#### **Google Account, Linkdin , and Instagram**



**DECEMBER :-**

At the month of December the task was given by them to create something new and attractive , create something which will attractive our customers to invest in us . So as it is told we have created certain videos , posters, for company advertisement.

After Creating .





## **JANUARY:-**

January was the end month of our internship, the last and final task was they have Assigned certain number of people's. On that time we were the team leader of that group of students. We have assigned certain types of work to them, and dead line to finish that work .At the end of Internship they have told us to make a Project Report .and submit that to them, after 15 days of completion of Internship we got certificate of completion.

## **3.3FOLLOWING ARE THE PLATFORM WHICH CAN BE USED FOR POSTERS ADVERTISING**

### **TWITTER**

Twitter is a microblogging platform where posts are limited to 280 characters or less.

Short message updates with photos and videos. The social network was launched this year

In 2006, he has 300 million active his users worldwide. First day started at 140

Letters only. Most companies use Twitter as one of his social media platforms to get in touch.

Target group. Twitter's marketing strategy is different and has nothing to do with Facebook's marketing strategy

Or other social media marketing strategies. Because Twitter is a fast and short social media Channels to reach your target audience. People can find out about it by visiting the Twitter website or app

Quickly check the latest events, news and other alerts. Customers can stay up to date with the latest business news

You can get the latest information from the company through this social platform. Twitter can be a powerful marketing and PR tool

### **Why Twitter Marketing?**

There is a business purpose of marketing and to achieve it you need to have better marketing channels.

Whether it's reaching your target audience, building brand awareness, or generating leads, Twitter is one of the best.

social media platform to do. With Twitter marketing, you can reach your target audience and customers easily. People can even get acquainted with the brand quickly. With Twitter Marketing, you can:

- Generate leads.
- Promote brand image.
- Thought leaderships
- Increase viewership.
- Increase website traffic. And many more benefits when you do Twitter marketing for your business.

## **INSTAGRAM**

It's been 8 years since Instagram took the internet by storm. It started normally  
2010 social media platform

store type. Whether you are a startup or a small business, Instagram is the perfect platform for you marketing business.

With Twitter Marketing, you can:

first. In June 2018, there were approximately 1 billion monthly active users.

2. He hits the like button an average of 4.2 billion times a day.

3. The engagement rate on Instagram is 10 times higher than Facebook. 4. 70% of users search for brands on Instagram.

5. 80% of users follow at least one of their brands on Instagram.

6. 60% of users discover new products through Instagram.

7. 30% of users say they bought a product they found on Instagram.

8. More than 200 million users access company profiles at least once a day. Looking at the stats above, it's clear that most viewers are watching

Instagram. And it's the right digital platform to reach your target group at the right time. So it could be you

Don't forget to start your Instagram marketing journey today. But how do you get started on Instagram.

## **YOUTUBE**

YouTube is the driving stage for sharing recordings and advancing unique substance. concurring to wikipedia, youTube, LLC is an american video sharing site based in San Bruno.

california. Three Previous people Representatives - Chad Hurley, Steve Chen and Jawed Karim - Google he made the benefit in February 2005. Google acquired the location for \$1.65 in November 2006.

billion; YouTube presently works as one of Google's backups.

Why utilize YouTube for promoting.

- Add up to month to month YouTube watchers around the world:  
149 million

Add up to of his every day YouTube watchers around the world:  
63 million (YouTube Stats)

- Watch hours per day - over a billion
- More than 50% of YouTube views come from mobile devices
- Total users logged in to YouTube: 1.8 billion .
- Hours of video uploaded to YouTube per minute - more than 300
- Time spent on YouTube per month: 19 .
- Top YouTube channel - Series T with 2.2 million monthly views .
- The biggest celebrity on YouTube: PewDiePie with 54 million subscribers.
- Top YouTube Video - Despacito with 5.12 billion views .

The benefits of YouTube in marketing

YouTube has many advantages for marketers to get the best return on investment from this social network channel. Let's discuss a few first.

- 1.The second best and most useful earth engine for SEO.
  2. Brand development.
  3. Educate or educate YouTube users/subscribers. Four. Promote your videos.
- Expand your reach to the public

YouTube. Marketing strategy

### **3.4 SWOT ANALYSIS**



#### **Strength**

- Popular in the industry due to brand image.
- Strong customers with long-term relationships.
- Employees are productive with many ideas.
- Strong branding experience with many brands in various industries.
- Strong backend technology team and support.

#### **Weakness**

- You don't have enough employees to manage your customers.
- No business expansion to new geographic locations in India.

#### **Opportunities**



- Internet penetration is increasing in India.
- Marketers are changing their communication model from traditional media to digital media.
- Growing number of mobile users in India.
- There are fewer players on the market.
- Technology development in the digital ecosystem.

**Threat**

- Competitors
- Even traditional agencies are going digital.
- Very high financial risk due to operation on customer demand .

### **3.5 ASPECT OF SOCIAL MEDIA MARKETING**



#### **Search Engine Marketing.**

It is described as the process of enhancing a website on various fronts in order to rank higher in the SERPs and increase organic traffic to your website or domain.

#### **Use of Content in Marketing.**

In order to engage and interact with the audience or customers, this marketing strategy has focused on creating interesting and valuable content. Customers are constantly looking for rich, authentic data or content in today's market environment, which is an important consideration when choosing a call to action. via social media promotion.

A recent development in brand awareness and product promotion is the use of social media platforms. In this competitive market, it's critical to position your brand among the best. Facebook, Twitter, LinkedIn, Instagram, and other platforms are the biggest social media players. contributes significantly to the global promotion of your brand. Social media marketing also assists in generating leads that support company growth by motivating customers to answer necessary calls to action.

### **Pay-Per-Click (PPC) Marketing Campaign.**

Both businesspeople and digital marketers frequently refer to the pay-per-click model by the acronym PPC. With this business model, you can display your ads next to relevant search results, and the advertiser only has to pay the search engine when a user or member of your target market clicks on the ad. The most widely used and where PPC campaigns are used by marketers is Google. Digital marketers must effectively bid on their target keywords in order for their advertisements to show up on search engine results pages (SERPs).

### **Employ Affiliate Marketing.**

A company will pay an affiliate a commission for each visitor or customer who uses their services or purchases their products as part of an affiliate marketing strategy that is performance-based.

In this type, affiliates market a particular good or service. Affiliates are paid commissions by businesses when customers take action after visiting a brand, specific merchant page, or call to action. Additionally, it boosts the company's daily traffic and customer databases. Consequently, the subsidiaries of the company profit from this marketing strategy as well.

### **Using Email to Promote.**

Email marketing is a type of online marketing that uses an email strategy to contact users or potential clients. It is a requirement for all industries and is regarded as the gold standard. The various goals of email marketing are listed below.assists in building and maintaining relationships with both new and current business unit clients.Email marketing also aims to acquire new targeted customers as well as raise brand awareness among the target audience.

### **Promoting With Video.**

video-based marketing is what it says it is. Additionally, web pages with embedded videos typically take longer to load than pages without them. What's more, it's been discovered that those who watch videos are more likely to buy something and feel more confident to do so. Since consumers prefer watching short videos, a 10 second video has a much greater impact. The most effective marketing videos are under a minute long.

## **Analytic**

Marketing analytics is another important component that enables us to monitor the volume of visitors to our website at any given time, the number of completed sessions, the bounce rate, and most importantly, the volume of visitors who have made purchases. The term "user" in this context refers to a visitor to our website. A session is the amount of time a user spends on a website. Each session lasts 30 minutes, and the high number of sessions shows how busy the user is. The term "bounce rate" here refers to the proportion of visitors to a website who leave after only viewing one page, typically the home page.

## **3.6 LEARNINGS**



Last summer, I interned at this amazing company called MudraBiz, using social media and got his social media presentation certificate.

That said, I've never overseen a company's social media recently during this internship, nor did I pay much attention to it. I saw an opportunity to help this company expand its reach online, so I tried and learned a bit. Thanks to the encounter and hours of investigation, I'm here to share everything I've learned over the summer, almost on social media.

We quickly realized the importance of using social media as a tool to give your business a personalized voice. I connect a children's charity, so it's easy to discover powerful and compassionate people who fit the organization's mission. I am able to stay in touch with beneficiaries and donors on a daily basis, leading to a closer and personal relationship with people. Prepare. It's also a great way to show our followers the great work we do and the amazing beneficiaries we fund. When I told my friends that I was monitoring his



media for a bit of social commerce, they were confused that it would be a full-time job. But they don't understand the importance of finding the idealized substance. In my request I found "5:3:

2" for social media posts. This involved sharing 5 of our posts with miscellaneous content, 3 posts with our related content, and 2 "fish" status updates. This last step is mandatory as it creates a more direct relationship with the people who contract with your company and includes the level of dedication that really matters. 3:Ratio 2 is more of a rule than a quick and hard race for all social media, but it serves as an update on the importance of aligning self-promotion with the community. Nonprofit. Rice field.

# **SUGGESTIONS**

## SUGGESTIONS



With more than half of the world's population using social media, having businesses online is no longer an option – it's a necessity. Businesses large and small are using social media to grow their online presence, engage followers, and connect with their audience. However, the large number of platforms available and their different uses can make building your brand online a daunting task. But even if you're a beginner or a pro, there's always room for improvement.

We've discussed how important your digital marketing strategy is to the success of your business. The right tactics can go a long way in helping your business grow.

We all know that the ultimate goal of this company is to increase sales and profits. To do this, you need a way to track the steps you're taking. So you can stay focused on the task at hand and never deviate. The first step is to set goals. Before formulating a strategy, you should ask yourself what you want to achieve. It sounds easy, but it's very difficult, so I recommend following the so-called "SMART" criteria.

SMART is a very useful and commonly used memory tool for setting goals.

The acronym SMART stands for:

-Specific

-Measurable

- Achievable
- Related
- Timely goals

During planning, you should always have 2-3 plans and carefully consider them to decide which one is best. Also, your strategy should be the perfect mix of various digital marketing elements. Once the strategy is set, the next steps begin.

The second step is to ensure open communication between all team members involved in the strategy. It's important to make sure everyone on your team is aware of their responsibilities and what they need to do to fulfill those responsibilities.

Having goals in mind gives the whole team a clear picture of what they should be striving for. The next step is to track your progress towards your goals. You'll need to make sure your team follows the instructions in step

2. This is important because it encourages the team to focus on what needs to be done if goals are not met or distracted from the task at hand.



# CONCLUSION

## CONCLUSION



The original purpose of this study was to explore various issues related to digital marketing. According to conversations, connecting with users is the most important aspect of digital marketing. Instructions for contacting the customer are displayed in the contact ladder. The study also showed that businesses need to develop a powerful platform to use digital marketing effectively. There was some discussion about how effectively social media platforms are using his Pinterest as an example. The study also examined recent developments in digital marketing. The current environment shows the importance of consolidating all systems into a digital platform. The current trend of digitization is best illustrated by the move of newspapers from print formats to online versions

We can see that almost every business is in a difficult situation during this pandemic. Even when shopping in brick-and-mortar stores, people want unique experiences over simple items. Therefore, it is important to include advertising and customer feedback in your social media platform advertising for brick-and-mortar stores that want to promote their products and shop online. Malaysia is a city-state and the country currently ranks as one of the countries with the highest network penetration in the region. This means that citizens will greatly benefit from the e-commerce market in the future. i promise. The big difference when using digital marketing is that in digital marketing the customer becomes the main criterion, offering a completely personalized service to the customer. B. Answer his messages and inquiries politely. In

general, one way to increase the usage of your content is to allow search engines to rank your content higher in searches with a single click on a particular keyword. Businesses are realizing the benefits of doing business online. Especially when it comes to reducing production costs when companies can spend money on research and development of the products themselves. We have moved to an online base. It can also be a competitive advantage if you can expand your business globally because there is enough space and demand and no physical location costs.

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