

# **INTERNSHIP PROJECT REPORT**

**Academic Year 2022-2023**

**“A Study on Importance of Digital Marketing Services for  
Promotion of Restaurants”**

**SUBMITTED BY:**

**Samiksha Singh**

**B.com (Honours) VI Semester**

**PROJECT GUIDE:**

**Prof. Piyusha Telang**



**Shiksha Mandal, Wardha's**

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

**Nagpur**

**NAAC Accredited 'A' Grade Autonomous Institution**

## Internship Certificate :-





Shiksha Mandal, Wardha's  
**G. S. COLLEGE OF COMMERCE & ECONOMICS**

(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

A Hindi Linguistic Minority Institution

Amravati Road, Civil Lines, Nagpur – 440 001

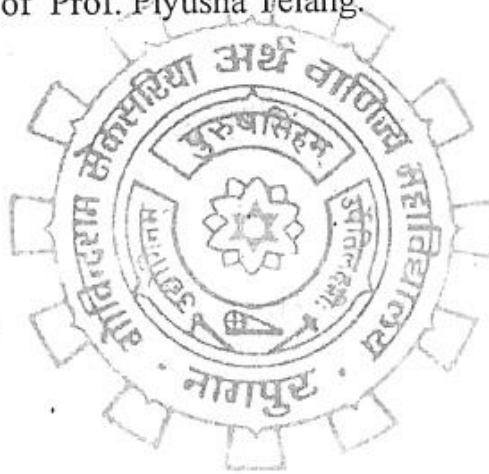
Fax : 2528747 | E-mail : [gscollegenagpur@rediffmail.com](mailto:gscollegenagpur@rediffmail.com) | Website : [www.gscen.shikshamandal.org](http://www.gscen.shikshamandal.org) | Phone : 2531760


## CERTIFICATE


This is to certify that the said internship project report titled “**A Study on Importance of Digital Marketing Services for Promotion of Restaurants**” has been completed & submitted by **Ms. Samiksha Suman Singh** as a part of partial fulfilment of 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. Piyusha Telang.

Date: 12-04-2023

Place: Nagpur



  
Prof. Piyusha Telang  
Project Guide

  
Dr. Ranjana Sahu  
Coordinator

  
Dr. S.S. Kathale  
Offg. Principal  
Offg. Principal  
G.S. College of Commerce  
& Economics, Nagpur.



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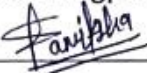
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Onex solutions. for giving me an exposure to learn and grow on a platform.

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Place: Nagpur



Signature of Student

Name :- Samiksha Singh

Enrolment no:- 20213008014988

Mobile no :- 9172312689

Email :- [samiksha30112002@gmail.com](mailto:samiksha30112002@gmail.com)

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# INTRODUCTION

Digital marketing is the climax of a company's branding and marketing endeavor across all digital channels, inclusive to search engines, the websites, email, social media, SMS text message marketing, affiliate websites and more. A digital marketing campaign typically involves multiple channels. It can also involve both paid and organic approaches to improving visibility and shifting traffic into sales. Digital marketing campaigns be liable to have so much moving parts, some of which are inherently longer-term plan by nature. As a result, it can be challenging to determine whether your digital marketing campaign is indeed give rise to a return.

Search engine optimization (SEO) is a important for all businesses that explore to establish an online presence. It's not just about sauce the rankings for search engine results. It's essentially about putting up the right information about your company online to inform both search engines and human viewers about what you're offering. Social media marketing is also considered fundamental, given the act it plays in the consumer market. Around every potential customer has a social media account these days, so it's an excellent platform for eternal your marketing messages. Other methods to consider involve content marketing, email marketing, video advertising and affiliate marketing.

Digital Marketing is nothing but the marketing program curated upon the digital foundation. With the progression of the internet, human brains started to think that why not take favor of this digital platform in marketing too? So, to promote a brand, make an advertisement, or record customer feedback, in place of traditional marketing props like billboards, hoardings, and television ads, people gradually start to use different forms of online marketing.

These all are mainly different types of marketing campaigns like video ads, social media posts, SEO marketing, online ads, etc. that imply to appear on a laptop, desktop, mobile, or tablet when someone is active on that digitally. Over time it is recognised that this newly invented form of marketing is efficient enough to draw the attention of the target audience and at the equal time easy and more or less, cost-effective too.

A useful restaurant does not equal to a successful restaurant. Even if you do the essentials right, that is, provide good food and service at a good price, you still cannot rely just on word of mouth to keep your restaurant active.

Competition is extremely stiff, and you need to do the right marketing for your restaurant, be it offline marketing or online marketing. Offline marketing strategies involve things like radio mentions, the newspaper adds, hosting events, etc. Online marketing for restaurants popularly known as digital marketing for restaurants includes creating a brand existence of the restaurant through digital channels like Facebook, Twitter, website, etc.

The Internet has absolutely taken over our lives; so much so that digital marketing for restaurants has become the demand of the hour. Restaurant Digital Marketing is essential as it helps in targeting online customers whose reviews can precisely impact your Restaurant's reputation.

Some reasons why digital marketing for restaurants is important are- Online marketing for restaurants has a great reach and costs less in terms of the profits it can garner. If you do not go for paid advertising or boosting posts online, it will be basically free. Having a functional Facebook, Twitter and an Instagram account will put you directly in touch with customers, both present and potential.

Because of this, they will always be able to contact you in case of any complaint or grief thus improving your customer care. Because of their huge reach, online marketing channels can provide you with many customers both present and probable on the receiving end of your marketing campaigns. Customers basically express their views online and being online with them will let you understand what they want from a restaurant and what they are saying about you.

Now that it has been established how important it is to come up with digital marketing strategies for your restaurant, next is understanding what various methods restaurant digital marketing you can use. Below are how you can use technology for marketing your restaurant online. Search engine optimization (SEO) is an important for all businesses that explore to establish an online presence. It's not just about sauce the rankings for search engine results.

It's essentially about putting up the correct information about your company online to inform both search engines and human viewers about what you're offering. Social media marketing is considered fundamental, given the act it plays in the consumer market. Around every potential customer has a social media account these days, so it's a better platform for eternal your marketing messages. Other methods to consider involve content marketing, email marketing, video advertising and affiliate marketing.

As the restaurant industry turn out more and more competitive, it's becoming increasingly difficult for restaurant owners to capture people's attention and reach more customers. Although the restaurant industry has depended entirely on traditional forms of marketing like brochures, paper menus, etc. for the largest time, the recent rise in digitalization has completely changed the marketing bold.

Now, if restaurants want to have any chance at reach to the people, they have to be present where their customers are - online. People now use the internet to do about everything, and discovery a restaurant to eat at is no exception. Up to 90% of people stated that they research restaurants online before deciding where to eat. It's clear that having a best online presence has become a necessity for attracting various customers to your restaurant. Digital marketing for restaurants can no larger be sidelined.

For restaurants that are advanced to the online world, digital marketing can seem very daunting, and things can get very complex very fast. There are 100 diverse strategies that can be adapted when creating a digital marketing plan. However, you don't need to be doing all of them for your restaurant. It's better to focus on a few sure-shot strategies that will help you reach more customers and increase revenue in active and effective way.



## DEFINITION:-

Digital marketing is a subset of marketing that focuses on promoting products or services through digital channels such as the internet, social media, search engines, email, and mobile apps. It involves using various digital tactics to connect with potential customers, engage with them, and ultimately convert them into paying customers.

Some common examples of digital marketing tactics include search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, content marketing, email marketing, and mobile marketing. Digital marketing allows businesses to target specific audiences, measure the effectiveness of their marketing efforts, and adjust their strategies based on data-driven insights. With the increasing importance of digital technologies in people's lives, digital marketing has become an essential component of most modern marketing strategies.

Digital marketing has become increasingly important in recent years due to the growing use of digital technologies, especially the internet and social media, in people's daily lives. Digital marketing offers several advantages over traditional marketing, such as:

**Greater reach:** Digital marketing allows businesses to reach a wider audience, including people in different geographic locations, more easily and cost-effectively than traditional marketing. **Targeted advertising:** Digital marketing enables businesses to target specific groups of people based on demographics, interests, behavior, and other factors, which can lead to more effective advertising campaigns.

**Measurable results:** Digital marketing allows businesses to track and measure the results of their marketing efforts in real-time, which can help them optimize their strategies and improve their return on investment (ROI).

**Cost-effectiveness:** Digital marketing can be more cost-effective than traditional marketing, as it eliminates many of the expenses associated with print advertising, TV commercials, and other traditional marketing methods.



**Flexibility:** Digital marketing allows businesses to adjust their strategies quickly based on changing market conditions, customer preferences, or other factors. To be successful in digital marketing, businesses need to have a clear understanding of their target audience, develop engaging content that resonates with that audience, and use the right channels and tactics to reach them. They also need to continuously analyze and optimize their strategies to improve their results over time

Digital marketing uses various same tools as inbound marketing—email and online content, to name a few. Both exist to abduction the attention of prospects through the buyer’s journey and turn them into customers. But the 2 approaches take different views of the relationship between the tool and the goal. Digital marketing considers how individual tools or digital channels can disciple prospects. A brand's digital marketing strategy use multiple platforms or focus all of its efforts on 1 platform. For example, a company may primarily create content for social media platforms and email marketing campaigns while slighting other digital marketing strategies.

On the other hand, inbound marketing is a Integrated concept. It considers the goal first, then looks at the accessible tools to determine which will effectively reach target customers, and then at which stage of the sales funnel that should happen. As an example, say you want to boost website traffic to create more prospects and leads. You can focus on search engine optimization when generating your content marketing strategy, resulting in more optimized content, including blogs, landing pages, and more.

The most essential thing to remember about digital marketing and inbound marketing is that as a marketing professional, you don’t have to elect between the 2. In fact, they work best together. Inbound marketing equip structure and purpose for effective digital marketing to digital marketing efforts, making sure that every digital marketing channel works toward a goal.

According to Jeevan (2015), digital marketing facilitates the rapid dissemination of information to a broader audience while also enabling customers to engage and interact with the company's various products. Restaurant owners can use digital marketing strategies like search engine optimization to have a website and the tools they need to rank first on search engines and get more customers.

The proprietor of the restaurant can now gather customer data and insights at a relatively low cost using digital marketing tools. The restaurant industry now has a lot of technological options for attracting customers thanks to digital marketing. It aids in the development of a more effective restaurant communication strategy (Li et al., 2019). Belanger and others 2006) have suggested that restaurant owners.who continue to use digital marketing have established a substantial level of trust and relationship with customers, which results in increased sales.

According to Yasmin et al.'s research, digital marketing significantly boosts a company's performance by providing customers with novel experiences. 2015). Digital marketing is being utilized by many businesses to enhance their competitive advantage (Momaya, 2020; 2019, Panchal and Krishnamoorthy; Sonar and co., 2020; Yeshitila and others, 2020). It contributes to an increase in brand loyalty and increases customer brand awareness (Jain et al., 2020).

According to Kaushik (2016), it can lower marketing expenses, boost consumer traffic to the brand page, and improve search engine rankings. The company's impact on digital marketing has resulted in excellent customer relationships, and the platforms provide an efficient and robust method of product and service promotion. Numerous academics have examined the firms' marketing strategies as well as the significance of branding and advertising for being profitable, competitive, and focused on goals (Alonso et al., 2021; Bowen, 1999; Mohammed and other, 2014; Park and others, 2013; Pettijohn and others, 1997; Reich, 2011; Rumore and others, 1999; Tessitore and others, 2021). However, previous studies only provide a limited understanding of how digital marketing strategies affect a company's competitiveness.

Additionally, the impact of digital marketing strategies on restaurants' competitiveness has not been extensively researched in the literature. As a result, this study aims to accomplish two things. To begin, we must determine the aspect of digital marketing that has an effect on the company's competitiveness. Second, to investigate the significance of the identified digital marketing factor that influences the restaurants' competitiveness. The competitiveness is examined in this study using a novel asset-process-performance (APP) framework (Subramanian et al., 2014) of the eating places. The assets and procedures make the company competitive. The processes can change the assets to make money, while the assets themselves can be bought or made. As a result, it's critical to comprehend the digital marketing processes and assets that can boost restaurant competitiveness.

By dividing the factors into assets and processes, the study adds to the existing body of knowledge on digital marketing. The study's findings will also assist in directing the digital marketing strategy and incorporating predictive analysis to gain an advantage over rivals. The study also helps practitioners and managers learn about important aspects of the digital strategy that can make a big difference in how competitive a company is and how well it does.

Six sections make up the remainder of this study. The methodology, results, discussion, conclusion, and limitations are then presented in the following section.

## **ABOUT PROJECT**

### **Objective**

**Increasing brand awareness:** Digital marketing can help businesses increase their brand's visibility and awareness by promoting their products or services through various digital channels such as social media, search engines, and online advertising.

**Generating leads and sales:** Digital marketing can help businesses generate leads and sales by targeting potential customers with relevant content, offers, and promotions through various digital channels such as email marketing, PPC advertising, and social media advertising.

**Building customer loyalty:** Digital marketing can help businesses build customer loyalty by engaging with customers through social media, email marketing, and other digital channels, providing them with valuable content and offers, and offering excellent customer service.

**Improving customer engagement:** Digital marketing can help businesses improve customer engagement by providing customers with relevant and personalized content through various digital channels and encouraging them to interact with the brand through social media, reviews, and other channels.

**Analyzing and optimizing marketing efforts:** Digital marketing can help businesses analyze and optimize their marketing efforts by tracking and measuring the performance of their campaigns, and using data-driven insights to improve their strategies over time.

**Increasing website traffic:** Digital marketing can also help businesses increase their website traffic by using SEO, content marketing, and other tactics to improve their website's visibility in search engine results pages (SERPs).

**Establishing authority and thought leadership:** Digital marketing can help businesses establish authority and thought leadership in their industry by creating and sharing high-quality content that provides value to their target audience.

**Enhancing the customer experience:** Digital marketing can help businesses enhance the customer experience by providing personalized and relevant content, engaging with customers through various digital channels, and using technology to streamline and improve the customer journey.

**Increasing brand credibility and trust:** Digital marketing can help businesses increase their brand's credibility and trust by sharing user-generated content, reviews, and testimonials through social media and other digital channels. By showcasing positive feedback from satisfied customers, businesses can build trust with potential customers and establish a reputation as a reliable and trustworthy brand.

To study awareness of digital marketing among business holders To study need and interest of digital marketing services To study the growth of digital marketing among business holders To study the effectiveness of digital marketing among business holders It will also compare and contrast the use of digital marketing and traditional marketing.

Goals to investigate various digital services. to investigate the effects of various digital marketing services. to investigate how digital services function. to investigate how digital marketing affects people. to investigate how digital services are used. Digital marketing's impact on startups, as well as its effectiveness and role in startups, are discussed in this research analysis. It also discusses how and how startups use digital marketing. Objectives to investigate the impact of digital marketing on startups; to investigate the use of digital marketing by startups; to investigate startups' awareness of digital services; to investigate digital marketing's efficacy among startups.

Owners of restaurants are finding it harder and harder to attract more customers as the restaurant industry becomes increasingly competitive. Whereas the restaurant industry has only used conventional marketing methods like brochures and printed menus. The marketing landscape has been completely transformed by the recent rise of digitalization over the past few years.

Now, in order for restaurants to have a chance of connecting with customers, they need to be online. The internet is now used for almost everything, including finding a restaurant to eat at. Before choosing a restaurant, up to 90% of respondents said they did online research. It is abundantly clear that if you want to increase the number of people who visit your restaurant, you must have a strong online presence. Restaurants can no longer ignore digital marketing.

Digital marketing can seem like a big deal to restaurants that have never done business online before, and it can become very confusing very quickly. When developing a plan for digital marketing, there are one hundred distinct strategies that can be adapted. However, you are not required to perform each and every one for your restaurant. Concentrate on a few tried-and-true strategies that will enable you to reach a greater number of customers and boost revenue in an efficient and effective manner.

## **Need**

**Digital presence:** In today's digital age, it is essential for businesses to have a strong online presence. A digital presence includes a website, social media profiles, and other digital channels that can be used to reach and engage with customers.

**Targeted messaging:** Digital marketing allows businesses to target specific audiences with relevant messaging based on their interests, demographics, and behaviors. By tailoring their messages to the right audience, businesses can increase the effectiveness of their marketing efforts.

**Data-driven insights:** Digital marketing provides businesses with valuable data and insights about their audience and the performance of their marketing campaigns. By using data to inform their marketing strategies, businesses can optimize their efforts and improve their return on investment.

**Customer engagement:** Digital marketing allows businesses to engage with customers in real-time through various digital channels such as social media, email marketing, and chatbots. By providing personalized and relevant content, businesses can deepen their relationships with customers and improve customer loyalty.

**Mobile optimization:** With more people accessing the internet on their mobile devices, businesses need to ensure that their digital marketing efforts are optimized for mobile users. This includes having a mobile-friendly website and using mobile-specific tactics such as mobile ads and SMS marketing.

**Content creation:** Digital marketing relies heavily on content creation, including blog posts, social media updates, email newsletters, videos, and more. By creating high-quality and valuable content, businesses can attract and engage their target audience and establish themselves as thought leaders in their industry.

**Search engine optimization (SEO):** SEO is a crucial component of digital marketing as it helps businesses improve their visibility in search engine results pages (SERPs). By optimizing their website and content for relevant keywords, businesses can increase their organic traffic and generate more leads and sales.

**Integration with traditional marketing:** Digital marketing should be integrated with traditional marketing efforts to create a cohesive marketing strategy that reaches customers across multiple channels. For example, businesses can use digital advertising to drive traffic to their physical stores, or use direct mail campaigns to promote their website or social media profiles.

**Competitive advantage:** Digital marketing can give businesses a competitive advantage by allowing them to reach and engage with customers in ways that their competitors are not. By staying up-to-date with the latest digital marketing trends and using innovative tactics, businesses can differentiate themselves from their competitors and stand out in their industry.

## Scope

- **E-commerce:** With the growth of online shopping, digital marketing has become a critical component of any e-commerce strategy. Digital marketing can help businesses drive traffic to their website, improve customer engagement, and increase sales.
- **Social Media:** Social media platforms have become a powerful marketing tool for businesses. Digital marketing can help businesses leverage social media to engage with their customers, build brand awareness, and drive traffic to their website.
- **Mobile Marketing:** With the increasing use of mobile devices, mobile marketing has become an essential part of any digital marketing strategy. Digital marketing can help businesses reach their target audience on their mobile devices through mobile apps, SMS, and push notifications.
- **Content Marketing:** Content marketing has become a popular strategy for businesses to attract and retain customers. Digital marketing can help businesses create and distribute high-quality content that engages their target audience and drives traffic to their website.
- **Search Engine Optimization:** Search engine optimization (SEO) is a critical component of digital marketing. By optimizing their website for search engines, businesses can improve their visibility in search engine results pages (SERPs) and attract more organic traffic to their website.
- **Analytics and Data Science:** Digital marketing relies heavily on analytics and data science to track and analyze marketing campaigns. By using analytics tools, businesses can measure the effectiveness of their digital marketing efforts and adjust their strategy accordingly.
- **Email Marketing:** Email marketing is a cost-effective and powerful way to communicate with customers and prospects. Digital marketing can help businesses create targeted email campaigns that drive traffic to their website, promote products and services, and build brand awareness.
- **Video Marketing:** Video marketing has become a popular way for businesses to engage with their target audience. Digital marketing can help businesses create and distribute high-quality videos that showcase their products and services, educate their audience, and build brand awareness.
- **Influencer Marketing:** Influencer marketing is a powerful way for businesses to reach their target audience through social media. Digital marketing can help businesses find the right influencers to partner with, create compelling campaigns, and measure the results of their influencer marketing efforts.

## ADVANTAGES OF DIGITAL MARKETING :-

- **Cost Effective :-** Unlike traditional mass media marketing, digital marketing is much cheaper, and frequently websites can indeed drive business for free.
- **Interactivity :-** Online druggies can choose when start the connection and how long it lasts.
- **Commission :-** Effectiveness One of the advantages of internet marketing is related to its commission. Especially the impact on independent businesses, because the Internet can expand the request. Reach and functional effectiveness of small and medium enterprises( SMEs)
- **Unlimited followership :-** For example, the web can reach everyone, but it's also important. It's possible to acclimatize digital tasks to reach a network of neighborhoods
- **Duration :-** online information is still their availability.
- **Active stoner Approach :-** Featured online happy permanently available to druggies, who choose to consume or not to consume.
- **discussion between druggies :-** Internet marketing enables collaboration between druggies and offers free expression option their point of view on the design/ operation.
- **Rich Content :-** Digital marketing offers nearly unlimited content. Plus, content can be fluently refreshed when it matters.
- **Easy to measure :-** Digital technology allows easier to measure impact than traditional marketing.
- **Customizable :-** fluently modify online content to suit the stoner feedback.
- **Personal :-** Digital Marketing May give Offers and particulars that can be substantiated or substantiated grounded on biographies or consumer geste and preferences



## **DISADVANTAGE OF DIGITAL MARKETING :-**

- **Unremarkable Digital Marketing campaign :-** One of the perils of internet marketing is that a particular task can be done without challengers repeated numerous extraordinary stretches, and numerous did hence the possible legal counteraccusations of a total abandonment of their conditioning to bring Brand names or ensigns may be used to mislead guests and a big part of your general trade. Not only that, but also used to apply negative and incorrect data about your brand, the thing or association that will destroy your online presence- and bring a lot focus on guests.
- **Digital Marketing Can Be impregnable Online advertising is mixed :-** there's both factual association and sketchy rudiments similar as heathens , spammers and scammers appear in the digital request, the internet is full of tons of online scrap. it's really going to be twice delicate show internet sponsors that they watch about their guests. colorful shoppers are presently ignoring elevations on the internet, performing in real associations lose huge quantities of business and significant profit at the same time.
- **Digital Marketing isn't taken seriously without professionalism :-**business possessors and digital guarantors should concentrate on contributing their internet connection marketing sweats are at the administrative position, else they won't be concentrated on the client. Beforehand raspberry offers really count if you use them traditional marketing and distribution channels or the Internet, so it'll be your most important strength is to be predictable and competent in everything the channel you use to complete tasks.
- **Internet Marketing involves too important competition :-** in fact, commodity like online elevations is on the rise and online marketing is on the rise unusual test of numerous competitions. Digital PR professionals strive to ameliorate give the ideal place of observability for their marketing and promotional sweats, And since there's a lot of competition, it'll make effects more delicate and more precious. Stand out from the concentrated crowd.



## SWOT Analysis

### Strengths :-

- nearly everyone uses the internet, so there is a lot of eventuality for reaching guests.
- There are numerous, numerous channels to reach cult
- veritably easy to target lower niches or groups of people
- Access to data on stoner gesture to understand guests more.
- Offers both cost-effective options and larger budget options.
- Readily available data allows for wisdom- suchlike testing and crusade monitoring

### Weaknesses :-

- In utmost cases it requires a decent quantum of specialized moxie to do it well
- Because it evolves so presto, you need to keep over- to- date on trends
- In competitive niches, it can be hard to break in as a lower company Doing marketing for one channel well occasionally requires doing other channels too(e.g. SEO needs content)
- It's commodity you need to continuously work on/ invest in



## **Opportunities:-**

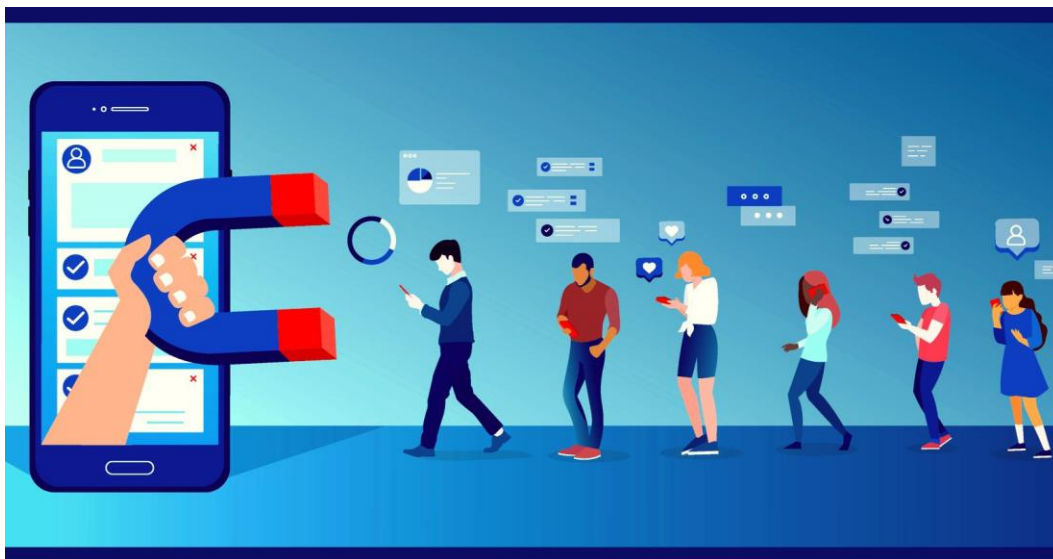
The world has gone digital, and your marketing needs to evolve right along with it. Moving from print ads, fliers, and spots on TV or the radio, we suggest moving online. Here are some of the top digital marketing opportunities to get you started.

### **Newsletters :-**

Newsletters are a great illustration of an effective and uncomplicated digital marketing trouble. Over time through your website, or through purchase, you should be suitable to acquire an dispatch list of implicit guests or those who fall into your target followership. You can reach them directly through newsletter emails. Newsletter exemplifications follow the principles of included substantially illustrations, and being veritably sparing on textbook; this is an occasion to catch your client's eyes. The newsletter exemplifications can announce effects similar as a large trade your brand is having, a creation going on, or simple new stock.

### **Social media :-**

Social media has snappily come a digital marketing must. However, are you indeed a brand? Next to your website, Twitter, If your brand is not on social.



To truly launch your brand into the digital marketing sphere, you need to produce a presence on social. However, Instagram should be your main sphere, if not, If you are products are visually appealing.

On social media you should develop a voice for your brand, that easily illustrates who you're and becomes recognizable. You should also understand the different approaches for social media. First there's held content, anything you produce and post on your own runner fully free. also there's patronized content, which you can produce and also pay to have it promoted in implicit guests' feeds. A blend of both is suggested. Still no fear If you are not sure how to launch digital marketing for your brand in this area. Social media has an ever growing field of experts that are also to advance their knowledge and propel your brand forward.

### **A stunning and user-friendly website :-**

As stated, your brand's website is going to be the first place guests look for you. It's your most important digital marketing opportunity. However, the 21st century client is not going to deal with that, If you have an outdated or hard to navigate website. They will snappily exit your runner no way to visit again.

Your point should be streamlined visually with top plates, an easy to navigate menu and taskbar, an dispatch subscribe up section for callers to subscribe up for newsletter exemplifications, and a quick and secure checkout option, among other individualized features. To successfully launch digital marketing for your own brand, your website is the main and starting point. Look to contrivers and inventors to produce the stylish interpretation possible



## Threats :-

The last external factor that you can not control is pitfalls. These aren't as positive for your business, and if not managed rightly they could affect in lost deals and guests.

Threats to your business can include :-

- Negative press or media content
- Government regulations that negatively affect your business
- Consumer trends moving down from your business
- New technology that renders your product or service obsolete
- New competition in the market

It's important to remain apprehensive of the pitfalls that could affect your business.



## **Benefits of Digital Marketing:-**

Digital advertising is becoming an increasingly integral part of many organizations' budgets today. The medium is utilized by organizations of all sizes for product and service promotion. If this is the case, why do so many organizations utilize the medium? Simply put, it is because of the numerous benefits offered by online advertising. The following paragraphs discuss these.

**Reach:** One of the greatest advantages of digital advertising is the medium's capacity to target a particular user demographic. Additionally, the online medium has a much wider geographical reach than traditional media. Reaching a wider area is not only cost-effective, but the ads can also be tailored to the intended audience. For instance, online advertising makes it possible for an advertiser to sell products that are specifically aimed at a particular group of people. The development of digital advertising has reached the point where web publishers, media agencies, and advertisers themselves are aware of the most effective methods and websites for a particular type of product or service. **Measurement:** With the availability of a variety of tools, advertising campaigns' effectiveness can now be monitored. To put it another way, today it is becoming increasingly feasible to measure ROI. Businesses that were previously hesitant to conduct business online now realize that the internet does provide means to allay such concerns. Additionally, advertisers are encouraged to keep advertising online when well-designed online marketing campaigns produce the desired outcomes. **Interactive and Engaging** Among numerous other media, the Internet is unquestionably the most interactive and engaging. With the power of the internet, interactive campaigns are now commonplace. The AXE campaign, which featured an interactive framework in which users could change a woman's smile, is one such advertisement that merits mention. The young people for whom AXE is marketed instantly connected with the advertisement. Advertisers are essentially just a click away. In other words, the online medium makes it possible for end users and advertisers to respond directly.

**Time:** An advertiser can reach a desired demographic or target group much more quickly through the Internet. For instance, if a marketer needs to plan some kind of ambush marketing, the online medium might be a good option. Even in other circumstances, such as regular marketing campaigns, the total amount of time required to complete an online advertising campaign is shorter than that required by conventional advertising methods.

**Cost:** Digital advertising is less expensive than traditional forms of advertising. Between advertisers and publishers, there are a variety of payment options. Advertisers frequently only pay for visitors who click on their ads. In the following section, the various payment models are discussed in detail



**Online marketing:** Ad Avenues: **SEARCH BANNERS:** This category includes text-based advertisements, which are typically displayed as sponsored links on search engines. These are accompanied by hyperlinks, which, when clicked, take the potential client to the advertiser's website.

**POSITION MARKETING:** Advertisements that appear at various points on a website and typically include text, photographs, logos, or other images. These are image, simple flash, and rich media, both with and without video ads, technologically speaking. Ads on mobile devices: This category includes advertisements that are viewed or consumed on mobile phones or tablets. Mobile Web ads, SMS, MMS, Mobile Video and TV ads, and In-App ads are all examples of these.

**Advertisements on Social Media:** Any kind of advertising: text, display, stamp pads, and other items shown on a variety of social media websites, such as: This group includes sites like Facebook, LinkedIn, Pinterest, Orkut, and others. **E-mail ad campaigns:** This kind of advertisement consists of commercial messages that are sent via email to a group of people. Emails are used to communicate with current customers and gain new ones as well as retain existing ones.

**Advertisements on video:** Advertisements that fall broadly under the display category but contain video and are served prior to, during, or after an online video stream. TrueView ads, Standard In-Stream ads (pre, mid, or post rolls), and In-Video ads make up this category.

**A Few Fundamental Terms in Digital Marketing:** "Page View" refers to the process of looking at a page. As soon as the page loads, it is counted. Leads are created when a single individual enters their information into the provided box. Change over

The proportion of people who actually make a purchase after clicking on an advertisement or visiting a website that can be tracked. If the link, ad, or website had a high conversion rate, it was successful. Inbound link that leads to your website from another website. Profiling is the process of using data from a variety of sources, such as customer transactions, completed forms, and demographic information, to create a picture of a target customer. One-time Visitor A single IP address used to access a website. Landing Page A bespoke web page intended to generate leads or sales from visitors. A landing page is accessed via email, banner ads, and even offline outbound marketing campaigns to collect information or make a sale. The landing page is also known as the splash page or destination page.

Ad types above the fold: The term "above the fold" refers to advertisements that appear at the top of a website. Broad media: Rich media ads are online advertisements with motion, sound, or video. Interstitial ads: ads that are displayed in between pages. ad banners: Putting an advertisement on a page—known as a "click through" because of the interactive actions that occur when the customer clicks and is taken to the company websites of the advertisement Pop-up: advertisements that appear either in front of or behind the current browser window.

Digital marketing's cost-per-action (CPA) monetary term: Cost of advertising based on a visitor responding to an advertisement in a specific way. Actions like "sales," "transaction," "acquisition of customers,

Cost-per-click" (CPC): Cost of advertising based on how many people click. CPM (cost per thousand): the most common unit for buying or selling advertising on the Internet. The number "thousand advertising impressions or views" stands for "thousand."

Per-Impression Pricing: When a user clicks on an advertisement in online advertising, the advertiser is required to pay a predetermined fee. Ad placement is determined by the relative size of the bid as well as other factors when negotiating the cost of the click through auction.

Pay-Per-Inclusion: Programs for paid search engine marketing that guarantee a website's listing for a particular keyword search term

Pay-Per-Lead: Branding in the Digital Era Prior to this internship, believed that a marketer is in charge of building a brand or is the custodian of a brand. Paying to acquire leads from an outside party at a set rate or amount per lead. But during my internship, I learned that a marketer is not a custodian; rather, he helps a product become a brand. Today, connected users who exist across digital platforms are brand custodians. They have many faces. In addition to being the custodians, they are also the publishers, ambassadors, instigators, and circulators of the material. Their existence connected to the internet possesses authority, credibility, influence, breadth, and scope.

However, brands and their default custodians continue to blissfully believe that they have complete control over their brands. In this day and age, brand acts as an enabler. The participants, brand conversations, and platforms are what propel the brand's philosophy and amplify it. As a result, businesses must acquire a deeper comprehension of customers and the ever-evolving digital sphere in order to continue building brands within the digitally connected ecosystem by concentrating on the following three aspects:

**People** The digital age has made everyone a citizen. They are now creative and active participants rather than passive consumers. They move from being customers to being users because they expect and believe in the co-creation of an experience.

They are becoming the most trustworthy and reputable source of a brand's true image. Customers are beginning to look for a relationship in which they and the businesses exchange goods and services fairly so that everyone benefits. People are looking for a relationship with multiple dimensions that provides them with more than just the brand's product or service. The business is also getting new chances to make more connections with people through the fair exchange relationship.

Businesses will need to open up to this new definition of relationship that customers are looking for in the modern era. They might be wise to move ahead and create an atmosphere that is open to this kind of relationship.



**Channels** Because consumers are becoming users and participating in co-creation, it is essential for brands to provide platforms and channels that enable this process. Users want channels that offer more than just digital promotional activities to them; They want channels that give them the freedom to publish content, data, and information, give them control over the content they produce and consume, and let them collaborate on brand experiences.

Additionally, the channels must be compatible with all devices. Users are adjusting to using a variety of devices throughout the day to complete daily tasks. They might use a tablet or smartphone to complete various functional tasks. although they use a PC for extensive content creation and research while on the move.



The smartphone is the most common starting point. Most of the time, the work is done on a PC, but tablets are also becoming increasingly popular for social networking and video watching. By having access to a device that is always on and active, consumers have made the publisher more credible, which businesses and brands need to accept. To address this shift, platforms and channels that are device-independent and enable brands and consumers to co-create content will be created.

Creating a window of increased attention to influence behavior and motivations is the goal of engagement. Every company is looking for ways to engage users, so it's important to focus on engagement by making the brand more prominent and influencing buyer behavior and choice. Brands should be able to map a customer's journey to find opportunities to engage them and where they can add value. Brands must recognize that engagement is not about promoting products; It's all about getting the user's attention and imagination. It's about creating an experience that naturally draws people in.

There are currently 213 million users of Gender Wise India online, of which 60% are male and 40% are female. There are 110 million mobile internet users, with 80 percent being male and 20 percent being female. 176 million people use social media, making up the majority of internet users. At the end of June 2013, there were 190 million Internet users in India, according to the Internet and Mobile Association of India (IAMAI). The number of people who use the internet increased by 42% in 2013, reaching 213 million, up from 150 million in 2012. By June 2014, the country's internet user base is expected to reach 243 million, an increase of 28% year-over-year due to an increase in mobile phone use.

Males between the ages of "15-24" and "35-44" are the primary internet users in India, while females between the ages of 35 and 44 are the primary users. The distributions by age are listed below.

Indian Internet users' online behavior is changing a lot, and social networking is now leading the way. The internet will be used by early people to access email and search for information. But nowadays, people enjoy being social and want to share their lives with others. In India, social networking accounts for 25% of the population, followed by services for 23%. Administrations incorporate messaging and texting



## COMPANY'S PROFILE

OneX Solutions is a full service mobile marketing agency based in Kolkata, West Bengal for more than seven years. With our focus to provide best-in-class service to each client. we design, plan and implement innovative mobile marketing services. Our basic services include SMS marketing, E-marketing, Voice Calls, Long Code and Short Code. Along with all these, we are also provide online promotional services like SEO, paid services like PPC, Social Media Marketing and Web Design services.

During the tenure of last seven years, we have been associated with a number of prestigious clients all across the country. We have our office in 8 cities of the country as well as in Dubai and Singapore.

- Serving more than 4000 Pan India based clients
- Enthusistic team of young and experienced professionals
- Campaign plans based on proper research and analysis
- Real time result tracking and report analysis
- We are registered under Telecom Regulatory Authority of India (TRAI)

At Onex Solutions, we thoroughly do research of your website, the industry you belong to and your competitors before finalizing the plan for your digital marketing campaign. Be it SMS marketing, e-marketing, Voice calls or online promotional activities like running PPC campaign, Social Media Marketing we give our best possible service everywhere. We have only one focus, maximize your ROI within the limited deadline.

The journey of a customer with the company can be divided into 3 phases - Acquisition, Engagement, and Retainership. Right from acquisition of customers to having continuous engagement with them, Onex has helped more than 4000+ clients build their strong customer base.

**It is founded in 2009.**

**It's headquarter is in Mumbai, Maharashtra.**

**CEO of OneX solution is Mr. Dipak H Agarwal.**

**He believes in Localization and supports #BeVocalforLocal.**

**Onex Solutions Pvt. Ltd. is a digital marketing company in India.**

**It provides two way solutions.**

**It is a pioneer in mobile marketing services. It provides services of bulk SMS, bulk Email, voice call and VMN solutions.**

## Company's Objectives

Every marketing activity conducted by a company has clear goals such as brand awareness and lead generation. Digital marketing helps you achieve your business goals by translating them into various digital marketing goals. If someone wants to build a brand and grow their business quickly, they should have a clear digital marketing strategy with precise and clear goals in their digital marketing plan.

Whenever you pursue and implement a digital marketing strategy, it will not only help you build your customer base, but it will also help you win additional business and establish yourself as a brand. For example, let's say your business goal is lead generation. Make sure your digital marketing discipline aims to meet them

Let's take a look at the main goals of digital marketing :-

- Brand awareness
- Lead generation
- Promotion of new products and services
- Target customers
- Retain old customers
- Increased sales and profit
- Expand the market
- More website traffic
- Improved user experience
- Improve conversions
- Cheap

These are some of the most important goals of digital marketing. Let's take a look at them one by one and see how they can help your business.

**Awareness of a brand:** One of digital marketing's most important features and goals is to raise people's awareness of brands. You can use digital marketing strategies to raise your brand's profile, even if your business is small or limited to a smaller area. It will greatly expand your company's reach and increase the number of people who learn about your brand and profile. Keep in mind that it is highly recommended for new businesses just entering the market.

**Generation of Leads:** You need to focus on lead generation strategies if your company is getting few leads and not making any money or even a small profit throughout the entire period. It will definitely help you get more leads, which will fill your email list with potential customers, and it will definitely help you get more of them to convert. One of the best digital marketing strategies is to use social media platforms to attract online customers.

**Promotion of new goods and services:** Do intend to introduce new services or products to the market? Then, the promotion of those goods and services should be the focus of your digital marketing goals. For instance, whenever a company intends to introduce a new bike to the market, they ensure that they spend their budget on activities related to product promotion, such as digital boards, Google ads, and so on.

**Customers in mind:** Profit shares will rise significantly when new products introduce new customers in business. If you already have a large customer base and want to increase that number in order to grow your business, you can choose this goal. Change is a natural occurrence; if you don't expand your business, someone else will take your customers away.

**Retaining Existing Clients:** Sometimes you don't have everything you need to grow your business or get new customers. In addition, you do not want to lose your devoted regular and potential customers. Instead of thinking about acquiring new customers, you should instead concentrate on maintaining your current clientele.

**Boost Revenue and Profits:** Increasing the number of sales of your goods and services is one of digital marketing's primary goals. In the end, it will boost your profit and business wealth. Selling the right goods and services to the right customers is the key. Every user is not intended to purchase everything from your business. You must determine which product is designed for which customer segment. The next step is to target them with digital marketing platforms. Digital marketing tools can help you not only identify the right customer but also engage that customer and get them to the point where they will convert.

**Boost Sales:** If your company is doing well in one area and becoming well-known in the surrounding areas. You should absolutely concentrate on reaching out to other parts with your hands. Find a market or another location where you can easily target the ideal customer base for your business. Digital marketing can assist you in all of the aforementioned steps, from locating potential customers to targeting them with your products and services.

**Increased Website Visits:** Using a variety of digital marketing strategies, such as SEO and OFF-Page SEO, you can boost your website's traffic and rank in Google. Your audience base will significantly expand as a result of having more websites.

**Enhance the User Experience:** Make use of digital marketing strategies to get more people to visit your website and lower its bounce rate. Improve the structure of the website and the arrangement of customer feedback. Customers will become more devoted to your company as a result, allowing you to retain them over time.

**Lower Cost:** Because digital marketing allows you to directly target potential audiences at the appropriate location, the cost of running online marketing ads is nearly one-fourth that of offline marketing. For instance: The cost of posting hoardings for the launch of new products may range from Rs. 1,000 to Rs. 70,000, depending on the size and location of the hoardings. However, with conventional marketing, business owners do not know whether or not the people who see their ads will bring in more business than the hoardings cost. But if you spend anywhere from Rs. 1,000 to Rs. 70,000 on the same product,

you can be sure that ads will be shown directly to potential customers for each amount spent. This will make the products more likely to be purchased and will also increase the number of clients.

The level of business owners' awareness of digital marketing This section primarily addresses the level of business owners' awareness of digital marketing.



Do they know whether or not digital marketing contributed to their expansion and success, and if so, in what ways?



This book will provide an in-depth explanation of the comparison between digital marketing and traditional marketing, as well as the impact that digital marketing has over traditional marketing on businesses and how to choose which is best. A study on digital marketing services This study will provide a comprehensive explanation of the various ongoing digital marketing services as well as the services that are not yet used, as well as the impact of digital marketing, how it helps to grow your business, and the effectiveness of digital marketing on the people.

# LinkedIn Profile

LinkedIn

Join now

Sign in



**samiksha singh {honours}**  
Student at GS College of commerce and economics Nagpur  
Nagpur, Maharashtra, India  
2 followers · 2 connections

GS College of commerce and economics Nagpur

Join to view profile

## Activity



**Excited to learn new things and gain knowledge about digital marketing as a digital marketing intern in Onex Solutions Pvt Ltd #digitalmarketing...**

Liked by samiksha singh {honours}



**Excited to learn new things and gain knowledge about digital marketing as a digital marketing intern in Onex Solutions Pvt Ltd #digitalmarketing...**

Shared by samiksha singh {honours}



**We are proud to announce that we have hired more than 500+ Interns in the span of last 3 years. We have made sure that these interns are able to...**

Liked by samiksha singh {honours}

Join now to see all activity

## Education



**GS College of commerce and economics Nagpur**

Bcom Honours · Human Resources Management and Services

2020 - 2023

# **INTERNSHIP IN ONEX SOLUTIONS PVT LTD**

## **Job Description**

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### **Internship Description – Onex Solutions Pvt. Ltd.**

**Internship Title:** Digital Marketer Intern

**Duration :** 2 months

**Medium :** Work From Home

**Stipend:** Unpaid (Incentives based on performance )

### **Requirements:**

1. UG/ PG students having interest in digital marketing field.
2. They should be equipped with internet facilities, laptop and mobile phone.

### **Duties and Responsibilities :**

1. Interns will have to help Small Medium Enterprises(SMEs) for their business growth via Digital Marketing medium.
2. They will have to connect with the prospective clients and can support the initiative **#BeVocalForLocal**.
3. They will be given the opportunity to learn Digital Marketing + Business Development which will involves Business Development via Digital Marketing Including online promotions, generating leads via Telemarketing & Online marketing , Generating Prospect clients etc .

### **Skills and competencies :**

1. Interns are expected to have good communication skills.
2. Interns are expected to have proficiency in English and Hindi.

### **Perks & Benefits of Internship:**

1. Interns will be given training on Digital Marketing. It will be a **free** 32 hours online digital marketing course for them.
2. They can earn incentive if they make sale or onboard client.
3. Depending upon their performance, they can get **Placement Job Offer**.
4. They will receive welcome merchandise on joining.
5. After successful completion of their internship, they will receive a completion certificate.

## **Digital Marketing Intern Responsibility**

In contrast to online or school-based digital marketing training, interns gain hands-on experience working with qualified professionals. Interns learn how to use a variety of digital marketing tools during the digital marketing internship. They are responsible for a variety of tasks. Let's go over the responsibilities of the intern one by one.

First, the intern in a digital marketing internship will also need to come up with new concepts and create digital strategies that will help the client effectively promote their brands and businesses.

Second, the interns will assist their seniors and learn about email marketing. Practical experience will be gained by the interns themselves. The interns learn to communicate with clients and customers effectively and quickly through email marketing.

The interns learn how to send emails to promote their products and increase website visits by maintaining contact with customers.

Thirdly, optimizing content is an essential skill that interns learn in digital marketing internships. referred to as the well-known SEO; Optimization for search engines. The interns want to learn how to make content that is optimized.

The interns become moderately proficient at developing SEO content thanks to the direct instruction they receive from their superiors, which is an impressive skill to learn.

Fourthly, interns—newcomers to digital marketing agencies—have a fantastic chance to learn about and apply social media marketing concepts.

In order to promote their company, the interns conduct market research, create engaging content for social media, and make themselves socially accessible on these platforms.

Fifth, interns in the field of digital marketing are required to submit monthly reports to clients and the industry. They use these reports to improve their digital marketing strategies and give the interns a valuable learning experience.

Sixth, the interns learn to work on Pay-per-click (PPC), which is also associated with the top search engines, among other things. The advertising strategy known as PPC involves the advertiser paying for the ads.

The interns in the digital marketing internship quickly learn about PPC and are then required to market the client's business using Pay-per-Click.

Seventh, the websites of the marketing agency are actually the responsibility of the interns. They are in charge of the official website of the organization. The interns contribute content to it, and when necessary, they are also required to occasionally update the website.



Last but not least, the interns produce excellent blog posts for both the clients and the digital agency they work for. The written material must meet the requirements. The majority of the writing must be "search engine optimized."

The interns learn how to research hot topics, choose the right keywords, come up with hot hashtags, and finally, but certainly not least, publish content on websites.

**Measures and variables Website experience** The scale developed by Liu (2003) and Elling et al. (2012) can be used to measure the variable website experience. The scale has seven items that measure the factors that affect a website's online interactivity. In addition, respondents were asked how frequently they visited the restaurant's website.



**Online branding** A scale developed by Munuera- Aleman et al. for the purpose of measuring the variable online branding, Utilized is (2003). The adapted scale has six items to measure a company's online branding.

**Social media** A scale created by Khan and Jan (2019) is used to measure the social media variable. The scale has eight items to measure consumers' attitudes toward social media.

**Advertisements** A scale developed by N and L-D (1999) is used to measure the variable effect of advertisements online. The scale includes ten items to assess the impact of online advertisements on consumers.

**Quality of online services** The scale created by Z. Yang et al. (2004) has been used to measure online service quality. The scale has seven items to measure the factors that influence customers' perceptions of online service.

**Post-service quality** A scale created by Kumar and Anjaly (2017) is used to measure the variable post-service quality. The post-sale service's impact on customers is measured by six items on the scale. **Competitiveness** A scale that Sachitra (2016) developed is used to measure the variable competitiveness. There are five items on the scale to measure factors that affect a company's competitiveness.

## **Selection process :-**

In the first year of college, it was compulsory to do an internship that year, because during this period, many companies came to the college for the internship campaign, and all students were invited to register for the internship interview of the company.

Following the registration process, a screening process was initiated, shortlisting the required CV prospect based on the required skills, knowledge and experience.

Later, the college held various sessions on corporate work environment, formal communication and behavior, which helps us a lot in the job interview. The demo interview was conducted by the faculty and practiced us the most frequently asked questions during the interview and the perfect answer to them.

After all these processes, the shortlisted students were informed about the official interview date and interview time. The interview was conducted by the telephone interview method as it was the era of the covid-19 pandemic, so the company accepted the remote interview for this purpose.

All selected students then had a few days to prepare for the interview.

Referred to some informative articles and videos from the internet for the digital marketing company interview about how digital marketing works, its types etc. and prepared for the expected interview questions. Studied Onex solutions, company history, founder details, company performance etc.

## **Interview Process :-**

The interview was conducted by telephonic method by HR of Onex Solutions Pvt. Ltd. The interview was conducted on the sequential basis of the shortlisted students. The interview was recorded during office hours.

During the phone interview, many questions were asked based on digital marketing and experiences in this field. HR asked me about skills and personal attributes that would help me as a digital marketing intern.

Some conversations from the interview

1) Tell me about us? -

As mentioned in my current CV, I am pursuing a B. Com Honors in 2nd year of G.S. Nagpur College of Commerce and Economics.

I did MSCIT and Tally ERP9

Some of my soft skills are time management, decision making, quick learning

2) What do we mean by digital marketing? - Digital marketing is the component of marketing that uses the Internet and online digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

3) Why did we want to do this internship? - As this is the digital age for every business and the world, digital technology is moving faster than before. Nowadays, every business is going digital and also promoting the business digitally while digital marketing in that factor is the key to entry marketing. That's why I'm interested in this internship because it's the future of marketing. I also wanted to know how companies can use digital channels to reach the target audience and grow their business.

4) What do we know about Onex Solution Pvt. ltd :-

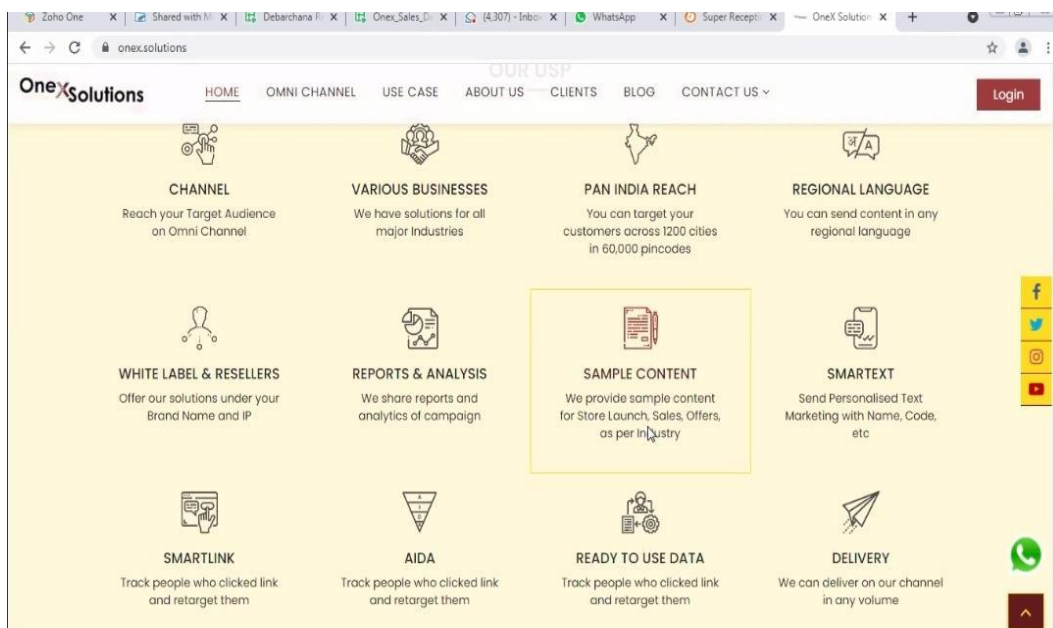
Onex Solutions Pvt. Ltd. is the digital marketing company that provides the services of bulk call, bulk amount, bulk email, etc. to the client.

## Orientation Program

After shortlisting, an email was received to attend orientation and training program, mentioning the schedule. The orientation and training session was conducted for the new trainees who joined the company and gave us information about the company.

The orientation program was picked up by HR and other respected dignitaries. The orientation gave us some information about the company such as:

- 1) As an indication, they gave us information about the services that the company offers to customers.
- 2) Told us the history of the company, how the company was started by our founder.
- 3) Company cooperation and providing marketing solutions for them.
- 4) As the company announced some well-known and large companies that Onex solutions have provided services to, such as Tata Motors, Emami, VLCC, etc.
- 5) The company shared with us the role of the intern in the company.
- 6) The company also explained the mission and purpose of the company.
- 7) They also share their prices of sale ,payment modes, special notes.



Khadims	PS Group	Pharmeasy	WOW Momo
Tata Motors	Merlin Group	Cordlife	KFC
Emami	Trump Towers	AMRI Hospitals	ATK Kolkata
Shoppers Stop	Siddha Group	Sabse Sasta Dukaan	Madison
VLCC	Srijan-Building Tomorrows	Narayana Health	Pioneer
Bazaar Kolkata	Mani Enclave	CK Birla Hospitals	Novotel
Turtle	Fortune Realty-Great Value, Grand Lifestyle	Rabindra Nath Tagore Hospital	Tech Mahindra
The Great Eastern Electronics	Primarc Group	Dr. Shetty's New Medical Centre Private Limited	11 Wickets
	Swayam City	Motherhood Fertility	Indian Chamber of Commerce
		Gems Hospital and Research Centre Private Limited	Sanmarg



CHANNELS AVAILABLE



**Client Cost**

QUANTITY	RATES
10,000	25 p
25,000	20 p
50,000	18 p
100,000	16 p
500,000	15 p
1,000,000	14 p
5,000,000	13 p
10,000,000	12 p

**NOTE :**

- WE WORK ON PREPAID BASIS
- ALL THE PRICES MENTIONED ABOVE WILL INCUR TAXES

**CONTACT DETAILS:**

[www.onex.solutions](http://www.onex.solutions) 9696335566 [sales@onexsolutions.com](mailto:sales@onexsolutions.com)

Quantity	Rate	Amount
10,000	25 paisa	2,500
25,000	20 paisa	5,000
50,000	18 paisa	9000
1,00,000	16 paisa	16,000
5,00,000	15 paisa	75,000
10,00,000	14 paisa	1, 40,000
50,00,000	13 paisa	6,50,000
1,00,00,000	12 paisa	12,00,000
<b>Amount Plus 18% Gst</b>		

## Payment Advice

- While client processes the payment, he will get some sms or receipt. He must share that with DOST4SME ,which DOST4SME must notify to the Sales Team. Sales share that to the accounts for payment receive confirmation.

## Payment Mode

- We accept payments via Paytm, Netbanking, Credit Cards,UPI, Debit Card. When customer will receive invoice every options will be there. He or she can choose the mode which is comfortable for him/her.
- Onex bank details always mentioned in invoice which is shared with the client.
- \*\* The above payment options are only available for payment acceptance.\*\*

## Special Notes

- Commission is only payable all amount realised from the client.
- It is calculated on base price (without GST).
- The above rate card is applicable for all campaign like sms,whatsapp,voice call and mail.

## Sale

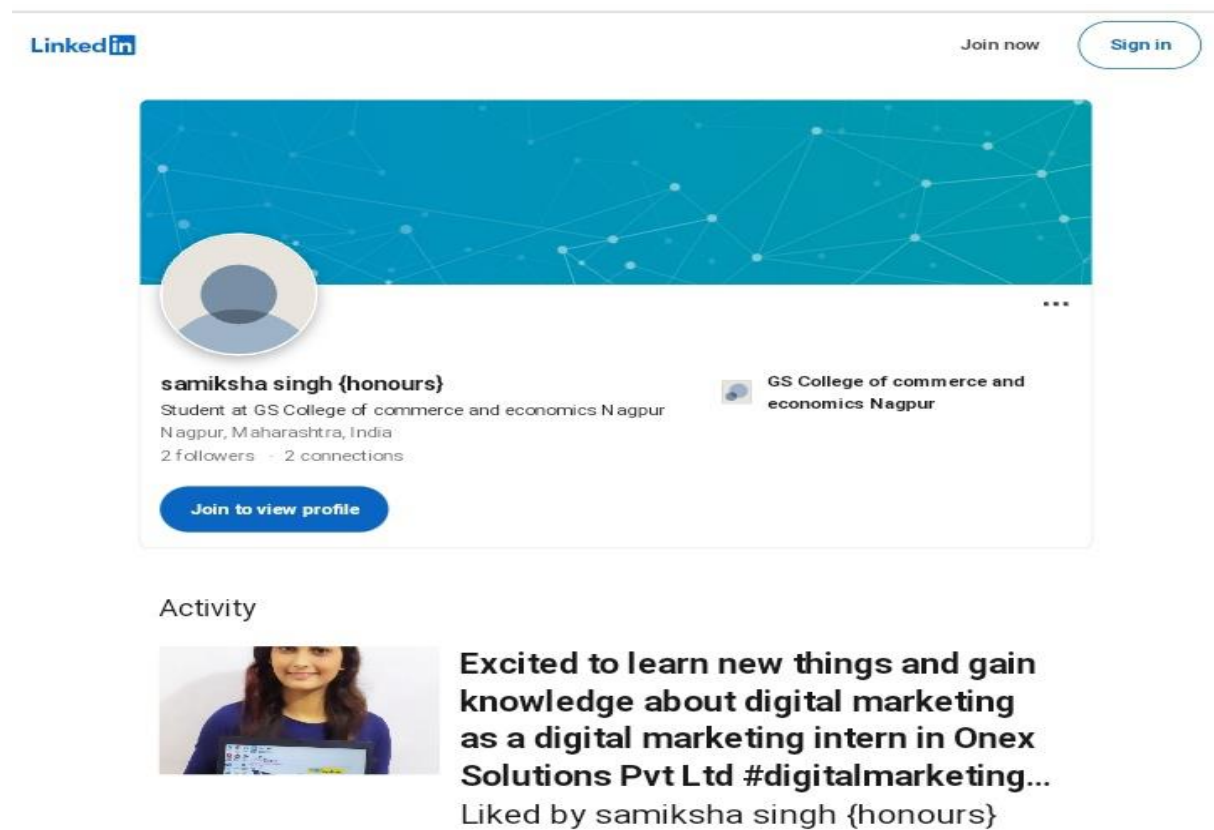
- We work on prepaid basis .
- Sale is accounted only on receipt of payment only when Bank account is credited( Payment advice doesn't allow campaign execution for client )
- If client wants campaign on Friday, payment must come by Thursday max by 4pm. Accounts once gives payment confirmation to CS and Sales only then we can schedule the campaign. Time cut off for approval for campaign summary for next day, from client is 6pm .

# INTERNSHIP TASK

## Task 1 :-

Creation of LinkedIn Profile :-

First of all, we were asked to create a LinkedIn profile and we had to post our photo. We had to put the image of the company name in front of our laptop and take photos.



1. Create your LinkedIn profile:- On the next page, you'll be prompted to create your LinkedIn profile. You'll need to provide information such as your current job title, location, and company name.

2. Customize your profile:- You can also upload a profile picture and add details to your profile such as your education, skills, and experience.

I had to upload a picture with the logo of Onex Solution Pvt. Ltd

3. Connect with others: Once your profile is set up, you can start connecting with others on LinkedIn by searching for people you know and inviting them to connect.

4. Build your network:- As you start connecting with others, you can continue to build your network by adding more people, joining groups, and following companies.



## Task 2 :-

Data collection of five star restaurants:-

As an intern, I was given the task of collecting data from five star Restaurants. Throughout my internship, I diligently collected data from different sources, ensuring its accuracy and completeness. I used a variety of techniques, including online research, surveys, to gather the necessary information. As I completed each data collection task, I carefully organized and documented the data in a clear and concise manner. By the end of my internship, I had successfully collected a significant amount of data that could be used to inform important business decisions.

Samiksha\_Work Sheet Saved at 12:48 PM

File Edit View Insert Format Data Tools Help

Tahoma 10 B I S A

E33 fx

1	Restaurant Name	Address	Phone Number	Concern Person	Email Id	Website
2	Sorriso kitchen Gurgaon	E 31, opp. Paras Hospital, E - Block, Sushant Lok Phase I, Sector 52A, Gurugram, Haryana 122001	8529948123			<a href="https://sorrisokitchen.in/">https://sorrisokitchen.in/</a>
3	Burma Burma Restaurant & Tea Room	Tower C, DLF Cyber Hub, Shop No - 6 Ground Floor, DLF Cyber City, DLF Phase 3, Gurugram, Haryana 122002	1244572999			<a href="https://www.burmapurma.in/">https://www.burmapurma.in/</a>
4	threesixtyone?	The Oberoi, 443, Udyog Vihar Phase V, Udyog Vihar, Sector 19, Gurugram, Haryana 122016	1242451234			<a href="https://www.oberoihotels.com/hotels-in-gurgaon/restaurants/threesixtyone/?utm_source=MBListing&amp;utm_medium=organic">https://www.oberoihotels.com/hotels-in-gurgaon/restaurants/threesixtyone/?utm_source=MBListing&amp;utm_medium=organic</a>
5	Amaranta	The Oberoi, 443, Udyog Vihar Phase V, Udyog Vihar, Sector 19, Gurugram, Haryana 122016	1242451234			<a href="https://www.oberoihotels.com/hotels-in-gurgaon/restaurants/amaranta/?utm_source=MBListing&amp;utm_medium=organic">https://www.oberoihotels.com/hotels-in-gurgaon/restaurants/amaranta/?utm_source=MBListing&amp;utm_medium=organic</a>
6	OM Sweets	Sector 14, Gurugram , 84-85 Shopping Complex Sector 14 DLF Colony Main Huda Market, Gurugram, Haryana 122001	8010070707			<a href="http://www.omsweets.in/">http://www.omsweets.in/</a>
7	Clantro	443, Udyog Vihar Phase V, Phase V, Udyog Vihar, Sector 19, Gurugram, Haryana 122016	1242450505			<a href="https://www.tridenthotels.com/hotels-in-gurgaon/restaurants-in-gurgaon/dining-clantro">https://www.tridenthotels.com/hotels-in-gurgaon/restaurants-in-gurgaon/dining-clantro</a>
8	Citrus Cafe - Restaurant in Sector 29 Gurgaon	Lemon Tree Premier, Ground Floor, Leisure Valley, Sector 29, Gurgaon, Sector 29, Gurgaon, New Delhi	1244480200			<a href="https://www.lemontreehotels.com/lemon-tree-premier/gurgaon/city-center-north-gurgaon/restaurants.aspx">https://www.lemontreehotels.com/lemon-tree-premier/gurgaon/city-center-north-gurgaon/restaurants.aspx</a>
9	Seasonal Tastes	The Westin Gurgaon New Delhi Number 1, MG Road Sector 29, New Delhi, NCR, Gurugram, Haryana 122002	1244977831			<a href="https://www.marriott.com/hotels/hotel-information/restaurant/details/delhi-the-westin-gurgaon-new-delhi/5968748/">https://www.marriott.com/hotels/hotel-information/restaurant/details/delhi-the-westin-gurgaon-new-delhi/5968748/</a>

Restaurant Gurgaon

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10	Restaurant Name	Address	Phone Number	Concern Person	Email Id	Website
11	The IVY Restaurant	Gurgaon, Haryana 122002 Highway 8, Gurugram, 122002 G - 89, 90, 91 Ground Floor , D Block , Baitani Square, Sector 50, Gurugram, Haryana 122018	9871449222			<a href="https://the-ivy-restaurant-continental-mediterranean-restaurant/buhasas&amp;utm_source=mbListing&amp;utm_medium=organic">https://the-ivy-restaurant-continental-mediterranean-restaurant/buhasas&amp;utm_source=mbListing&amp;utm_medium=organic</a>
12	Butter Chicken Factory Gurgaon, Sector 14	Leisure Inn West Gurgaon, 1st Floor, Old Delhi Gurgaon Road, Sector 14, Gurugram, Haryana 122001	060009 00038			<a href="https://www.zomato.com/ncr/butter-chicken-factory-sector-14-gurgaon">https://www.zomato.com/ncr/butter-chicken-factory-sector-14-gurgaon</a>
13	Farzi Cafe	Ground Cyber Hub, 7-8, DLF Cyber City, Gurugram, Haryana 122016	8800690419	Vijay		<a href="https://farzicafe.com/">https://farzicafe.com/</a>
14	Potli	Central Arcade, Shop 161, DLF Phase 2, Gurugram, Haryana 122002	095999 89833	Santosh		<a href="https://g.co/kg/vPmU8Q">https://g.co/kg/vPmU8Q</a>
15	Carnatic Cafe Gurugram	32nd Avenue (Milestone), Ground NH 8, Galaxy Rd, next to Google Building, Sector 15, Gurugram, Haryana 122001	096671 80466			no website
16	Biryani Blues	17, First Floor, Nimes City Mart, Sohna Rd, Gurugram, Haryana 122002	090692 61233	Anish Singh	@biryani blues.com	<a href="https://restaurants.biryani blues.com/biryani-blues-restaurant-sohna-road-gurgaon-93168/Home?utm_source=organic&amp;utm_medium=organic&amp;utm_campaign=organic">https://restaurants.biryani blues.com/biryani-blues-restaurant-sohna-road-gurgaon-93168/Home?utm_source=organic&amp;utm_medium=organic&amp;utm_campaign=organic</a>
17	Indian Grill Room	315 Suncity Business Tower, Sector 54, Gurugram, Haryana 122002	1244477806			<a href="http://www.indiangrillroom.in/">http://www.indiangrillroom.in/</a>
18	united coffee house revind	DLF Cyber Hub Shop number 103, 1st floor, DLF Phase 2, Sector 24, Gurugram, Haryana 122002	1244938523			<a href="http://unitedcoffeehouse.in/">http://unitedcoffeehouse.in/</a>
19	Latest Recipe	Mehrault-Gurgaon Rd, Sikanderpur, Sector 26, Gurugram, Haryana 122002	1244992008			<a href="https://www.marriott.com/hotels/hotel-information/restaurant/details/meridien-gurgaon-delhi-ncr/">https://www.marriott.com/hotels/hotel-information/restaurant/details/meridien-gurgaon-delhi-ncr/</a>
20	Haldram's	Shop No. 309 & 310, 3RD Floor, DLF Phase 3, Gurugram, Haryana 122001	011 7156 8609			<a href="https://stores.haldram.com/ambiance-mall-gurgaon/5757462326687744">https://stores.haldram.com/ambiance-mall-gurgaon/5757462326687744</a>

Restaurant Gurgaon

### Task 3 :-

#### Cold calling :-

As an intern, I was given the task of making cold calls to five star restaurants to introduce our company, Onex Solution Pvt Ltd. My employer provided me with a calling script, and I was expected to follow it while speaking with potential customers. My goal was to communicate the features and benefits of our company and build interest in our services. I was excited to take on this challenge and learn more about the company's offerings through my interactions with clients.

#### Calling Script

##### **TOPE: CONFIDENT**

Hello, Can I Speak to ( Mr/Ms/Mrs Name )?

[If Other Person responds ]

I am (Our Name) calling from Onex Solutions Pvt Ltd regarding our business / Brand Promotions .

Is it the right time to discuss with we Sir/ Ma'am ?

[If Other Person responds, No ]

Reply – Can I know when I can connect with we Sir / Ma'am ?

[If Other Person responds, YES ]

Thank We so much for our Time.

Onex Solutions is a Digital Marketing Company , We help Business to reach their target audience in economical and effective manner.

We are working with 4000+ Clients. That Includes Madisson, BuyMediaSpace, Bookallads, Tata Motors, Khadims, Wow Momo, etc.

Sir / Ma'am we know that lock down is the current market scenario , so we can not let this situation hampered our business , So its crucial to reach out to new audience . We are a company who helps to reach out to new clients at a very minimum cost VIA SMS / Email / Whats App & Voice Call Services .

**Note – After Speaking its important to hear the client's queries and to revert back accordingly .**

**[ If Person is Interested ]**

Sir/ Ma'am , Can I get our mail id so that I will send we the mail about my company and commercials.

1- How to trust on our Campaigns ?

**Ans-** We have an experience of handling clients from various Industries like Health care, Real Estate , Education and Hospitality etc . Working with these sectors have help us to gain lots of experience and now were are helping out other clients so that can they make maximum use of SMS/ Whats App / Email & Voice Call

## **Task 4 :-**

### **Lead Generation:-**

1. **Identified potential businesses:-** As a intern I researched and identified businesses that might benefit from the agency's services. This was done through online directories, social media, industry associations, or any other relevant sources.
2. **Built a prospect list:** I had identified potential businesses, they built a prospect list that included the business name, contact person, phone number, email address, and any other relevant information.
3. **Qualified the leads:** I researched each prospect and qualified them based on their budget, size, industry, location, and any other relevant criteria. This helped ensure that the sales team only contacted qualified leads.
4. **Contacted the leads:** I reached out to the leads via phone or email to introduce the agency and its services. They also provided information about the marketing campaign and invited the leads to engage with the agency's social media channels or subscribe to the agency's email list.
5. **Followed up with the leads:** I followed up with the leads after they had engaged with the marketing campaign to answer any questions they may have had and gauge their interest in purchasing the company services.

This approach helped me to develop skills in research, lead generation, marketing, communication, and data analysis, which are valuable skills in the digital marketing industry

## Promotional Strategies For restaurant

**1. Create and keep up a good website** Restaurants always give their storefronts a lot of attention. Why? because it is what people see first. It makes their first impression of the restaurant and draws them in. Your restaurant's online storefront is its website. Similar to your physical storefront, if it fails to attract customers, they will move on to a restaurant with a more appealing website. Your restaurant's website is probably the first point of contact for customers because 77% of people look for restaurants online. You need to ensure that it successfully engages people and turns them into customers. A dingy, out-of-date website will probably deter potential customers from coming to your restaurant and leave a bad first impression before they even enter.

A good restaurant website should be appealing to the eye and simple to use, and it should provide customers with all the information they require about your company, such as hours, menu, contact information, address, and event details. Make sure your website is mobile-friendly and easy to use on any device because more than half of people visit websites from their mobile devices. It is not enough to just make a good website; you must also make sure to regularly update and properly maintain it so that visitors always get the right information.

**2. Enhance your website's search engine optimization (SEO) efforts** Search engine optimization, or SEO, contributes to your website's higher ranking in Google's search results. When people find your restaurant, SEO is very important. 95% of search traffic, according to this study, is directed to the first page of results. When people search for related terms like "Indian restaurant in New York" or "Italian restaurant near me," for example, you want to ensure that your establishment appears at the top of the results. So that you can attract these potential clients.



While SEO can be a difficult process, it can be simplified for your website by following these straightforward steps:

A Make your website easy to use Search engines like Google give websites higher rankings based on a variety of factors, one of which is how easy it is to use and navigate a website. Search engines will not rank your website highly in search results if it is overly complicated and poorly organized into sections and pages.

b. Maintain your website If it is out of date and not properly maintained, it will not be able to rank highly in search results. Check to see that you regularly update it with new information and maintain all of the pages.

c. Add content to your website that is focused on keywords Keywords are terms that people search for on search engines like Google. Your website will rank higher in the search results if you use keywords related to your restaurant, like “Chinese restaurant in London,” and this will help you reach potential customers.

### **3. Grow your social media following**

Social media is one of the most important tools for restaurants. With over 4 billion users, it’s one of the fastest-growing digital platforms. Social media has become a lot more than a place for people to connect. It’s now become the primary source of information about brands and products. Oberlo’s research found that 54% of social browsers use it to research products before purchasing them.

Being active on social media has now become a prerequisite for restaurant success. Customers are looking for restaurants online - 45% of people claim to visit a restaurant for the first time after finding it on social media. It’s clear that if you are not building your presence on social media, you are missing out on potential customers. It’s one of the most effective marketing platforms for restaurants because it helps them reach and engage with a large number of potential customers at a very low cost. It also helps create identity, awareness, and retention for your restaurant brand online. But now, social media is much more than just a marketing tool for restaurants.

Lately, social media platforms like Facebook and Instagram have started identifying the needs of businesses and have introduced many useful features to help businesses reach more customers. One such tool is the social “reserve” button on Facebook and Instagram. Facebook and Instagram “Reserve” Button The “reserve” buttons on Facebook and Instagram turn a restaurant’s social pages into booking generators, allowing people to make a reservation at the restaurant directly through their social media pages without having to leave the platform. This enables restaurants to reach more customers and convert their social media followers into customers

### **4. Use email marketing to maintain customer relationships**

Email marketing is one of the most effective digital marketing strategies for restaurants, with one of the highest ROIs of an average return of \$53 per invested dollar. Combining that with this study that states that 77% of people prefer getting permission-based promotional messages via email as opposed to text, phone, or social media, it’s evident that email marketing is definitely worth investing in.

The secret behind a successful email marketing strategy is personalization. People are no longer convinced by nonspecific emails that may or may not be applicable to them. They’re looking for promotional messaging that caters specifically to their interests. Instead of sending the same email to all of your customers, try tailoring your messaging based on their behavior history and preferences. For instance, if a customer has ordered sushi at your restaurant more than once, send them an email inviting them to a sushi night. Personalized messages like birthday or anniversary wishes on their special days also add that extra touch that helps build customer loyalty.

It's all about creating custom-tailored campaigns that specifically target relevant customers. You can identify and create these customer segments using a customer relationship management (CRM) system that allows you to collect data about your customers including name, contact information, guest preferences, order history, and a lot more.

With advanced CRM software, like Eat App, you can store data, filter guests, and send them a marketing email all within one system. No need to spend extra time and money on a separate email marketing provider, Eat App does it all.



## **5. Optimize your Google My Business profile**

Google is the most used discovery platform: it takes up the majority of the search volume of the world, with approximately 63,000 searches every second and over 2 trillion every year. To help businesses connect with their customers more effectively through search results, Google uses a simple business profile, also known as Google My Business (GMB) that includes business name, timings, address, websites, reviews, photos, and more.

GMB profiles help businesses like restaurants reach more customers by providing them with all the information they need in one place. To make the most out of this feature, always keep your profile updated with new information, add new photos, and respond to reviews regularly. With the introduction of Google's "reserve" button, GMB profiles have become more important than ever. The "reserve" button is embedded into a restaurant's GMB profile and allows users to book a table at your restaurant directly through Google search results. This helps restaurants reach and convert more customers. You can activate the Google "reserve" button for your restaurant easily and for free by signing up with an official Google booking partner, like Eat App.

## **6. Keep track of your restaurant reviews**

Reviews are a very useful tool, both for the restaurant and for the customer. Good reviews provide potential customers reassurance about your restaurant, while bad reviews can be catastrophic for business. Negative reviews on the internet are becoming increasingly common and can tarnish your brand's reputation, which will eventually lead to lost customers and decreased revenue - 40% of customers claim to not visit a business with bad reviews. Given their importance, it's essential to keep track of all the reviews your restaurant is receiving on different platforms like Zomato, Yelp, Trip advisor, Facebook, etc. so that you can appreciate positive reviews and respond to negative reviews to manage the situation before it gets out of control.

Responding to reviews regularly shows potential customers that the restaurant's management cares about what its customers are saying, which helps build trust towards your brand and increases the likelihood of people visiting your restaurant.

## **7. Maintain your online presence**

As a business, it's important to maintain your online presence across the internet and make sure that all the information available about your restaurant is accurate and updated. This includes not just your website, but other places where your restaurant might be listed. Doing a quick google search for your restaurant will show you all the places where your restaurant has an online presence.

For instance, if your restaurant is listed on websites like TripAdvisor or Yelp, make sure that all the details on each of these platforms are up to date, including timing, address, menus, and images. The last thing you want is for people to get conflicting information about your restaurant from different platforms.

## **8. Measure your digital marketing performance**

Let's say you have put all the right digital marketing strategies in place for your restaurant. You are dedicating time and resources towards making sure your website is updated, your SEO is optimized, your social media is engaging, and your email marketing is personalized. How will you know if any of this is helping your restaurant earn more revenue? After all, the main goal of these digital marketing strategies is to help you increase profit.

It's important to put a system in place to keep track of how different strategies are performing so that you can make changes accordingly, or you will continue dedicating time and effort to the same tactics without knowing if they are contributing to your restaurant's success or not. A table management system, like Eat App, can help you keep track of various aspects of your restaurant's digital marketing like reservations through social media, email marketing, and more.

**9. Enable a loyalty program** Partnering with a restaurant loyalty app could also be a major component of your digital marketing strategy. This encourages your diners to visit more frequently in order to benefit from your loyalty program.

For a set number of visits where they scanned their virtual card, you can give customers discounts or free purchases. The antiquated handout punch cards are an alternative. Despite not being as cutting-edge as apps, they can still show your appreciation for your clients.

**10. Dabble in Online advertising** Given that restaurants are location-based businesses, it's critical that your digital marketing strategies target local markets in addition to the internet as a whole. A great way to expand your clientele and increase sales is through locally focused online advertising.

Social media is one tool for this: you can run Facebook or Instagram ads that target users in a particular geographic area as well as other demographics to fit your customer base. You can even schedule your ads to run just before lunch or just before dinner, when your customers are most likely to be planning their meals.

Using list-based targeting on Facebook and Instagram, you can also target people from your list of previous clients. Be sure to segment your audience as much as you can - based on date of last visit, total amount spent and what dishes they've ordered. Advanced restaurant CRM systems like Eat App can help you easily gather this information and export it to be used on any ad platform. To maximize your advertising performance, be sure your social media creatives are eye-catching and visually appealing.

Restaurants can also target specific search traffic by using search ads on Google and other search engines. Whereas SEO might take some time to kick in and display your restaurant organically, bidding on the right keywords with the right web content can put you at the top of Google search within the first week.

People have enthusiastically accepted the rapid digitization of the world. You can also find a job in this digital age because almost every sector and industry requires digital marketing. But why are we talking about the internship in digital marketing then?

There are a lot of jobs in digital marketing, but experts in that area are needed by every industry and business. Even for newcomers, digital marketing offers a competitive salary, but you must also perform at that level. Employees should have sufficient knowledge of digital marketing, according to businesses that hire for digital marketing purposes.

Because of this, every candidate who intends to pursue a career in digital marketing seeks internships. In addition to teaching you about digital marketing, internships offer a wealth of benefits. We have discussed the significance and necessity of a Digital Marketing Internship in this article. Performing the duties and procedures of one's job can help a person develop expertise. However, if you learn under the direction of experts, you can extend the learning curve of your personality and skills. Additionally, the field of digital marketing is constantly evolving, so you must be up to date and comfortable working with the most recent developments. An internship also teaches you that.

- 1) **Insight into Each Vertex of Digital Marketing** During the internship, you will gain insight into various digital marketing tools and techniques. These are some of the great learning outcomes. You will use cutting-edge technology in your work. You'll get a sense of what it's like to work in a real job by working on real projects. You will also acquire knowledge of various facets of digital marketing, including SEO, paid advertisements through SEM, SMM, and PPC, among others. You can show off your creative side and discover something previously unknown about yourself here.



You will be able to demonstrate that the area of digital marketing that most interests you as you work with all of its subfields.

- 2) **Social Skills** There are many differences between working life and college life. When college students start working, they need to accept many things. Social skills, which can help you succeed at work, are the first thing you need. Students learn about the workings of the digital marketing industry by collaborating with other students during digital marketing internships. They learn to adapt to the office environment during the digital marketing internship. The best part is that because it is your internship period, you can explore as much as you want and make a lot of mistakes and learn from them. However, if you make a mistake, you won't get a second chance at the job. Maintain a friendly relationship with your coworkers at the office and pay attention to how they interact with one another. Learn from your surroundings.



- 3) **Experience in the Field** Internships in digital marketing can teach you a lot. As you work on a real project, you learn about digital marketing in a real-world setting. You can discover what to do for a Social Media Sensation, how the ads are managed, and what to do if a website needs to be ranked in a particular location. The best part is that you will be a part of the events that are taking place in front of you. You will see them. Digital marketing is more than just learning how to do it; it can only be learned through practice. So, if you don't have all the practical knowledge, it doesn't matter if you took a great digital marketing course. In addition, if you make a mistake or get stuck somewhere in the middle, you have experts on your side.

- 4) **Confidence in your professional life** There are numerous subfields within digital marketing, and one cannot excel in all of them. As a result, you can narrow down your career options by filtering your skills. You will know which field actually interests you from this.

You can specialize in SEO, SMO, Analytics, Adwords, etc. after the internship. and perform well in each one. Additionally, you can continue your career in that area.

Another benefit of internships is that they expose you to a wider audience, which is beneficial to your outlook on the future. After or during your internship, you might get a great job offer from a well-known company.

You will spend your entire day working with experts, and talking about their experience and plans for digital marketing will improve your skills and point you in the right direction.

5) A Digital Marketing Resume With Weighting If you do an internship with a reputable company, it will also appear on your digital marketing resume with their seal. The seal adds weight to your resume because it indicates your expertise. Depending on how well you do during your internship, the same company may offer you a job. However, if you apply for a job at a different company, your CV will be preferred because companies prefer candidates who have worked in business before.

6) The discipline of timing There is no time limit at the institute or college. You will be able to attend the second lecture or inquire about him with friends if it is waived; however, this does not occur at work. If you don't arrive on time, not only will it hurt your image but also your salary.

On the other hand, enrolling in an internship program teaches you to be on time. Although it will take some time, you will be fine with it in the end. Even though the Digital Marketing industry isn't as strict as this one, your work and performance are more important than timing. Despite this, it's a good habit.

7) Work Completion Throughout the internship, the Seniors' work is finished on time and flawlessly every day. This is not a common occurrence during college. You develop the habit of finishing all work on time before beginning your internship. Furthermore, this will have a significant impact on your workplace.

8) Communication abilities There is a method for interacting with coworkers at work. how much to talk to someone, how to talk to them, what words to use, etc. This helps the job in the long run. You also learn how to communicate. Using relevant copy, high-quality links, domain trust, social popularity, and search engine connectivity, it aims to boost visibility in search engines.

Search engine marketing (SEM) is a broader term than SEO. It includes paid ads and other ways to use a search engine's technology. The actions of researching, submitting, and positioning a website in search engines are all referred to as SEM. It includes services and features that will increase your website's exposure and traffic, such as paid listings, search engine optimization, and other services and features related to search engines. Displays are a type of advertising that typically consists of text (also known as copy), logos, photographs or other images, location maps, and other elements of a similar nature.

Display advertising can appear on the same page as general editorial content or next to it in periodicals. Displays include things like pop-ups, rich media banners, interstitials, and normal banners.

Mobile marketing :- The term "mobile marketing" refers to any kind of marketing that is carried out using a mobile device. It involves creating, planning, and carrying out a variety of initiatives to connect buyers and sellers through mobile devices.



Examples of mobile marketing include mobile ads, mobile websites, mobile apps, and mobile games. Marketing on Social Media Software that enables and encourages conversation or sharing is referred to as social media. Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google , and blogs are all well-known forms of social media. Every day, marketers use social media to have conversations with customers.

Customers are now being engaged by brands through social media. e-mail marketing is a type of direct marketing that entails sending personalized, targeted messages to a specific audience.

E-mail marketing e-mail marketing is cost-effective, simple, and easy to use. Currently, the majority of B2B businesses use email marketing, but B2C businesses can also benefit from it. Video marketers now use video to educate customers about brands and share customer testimonials.

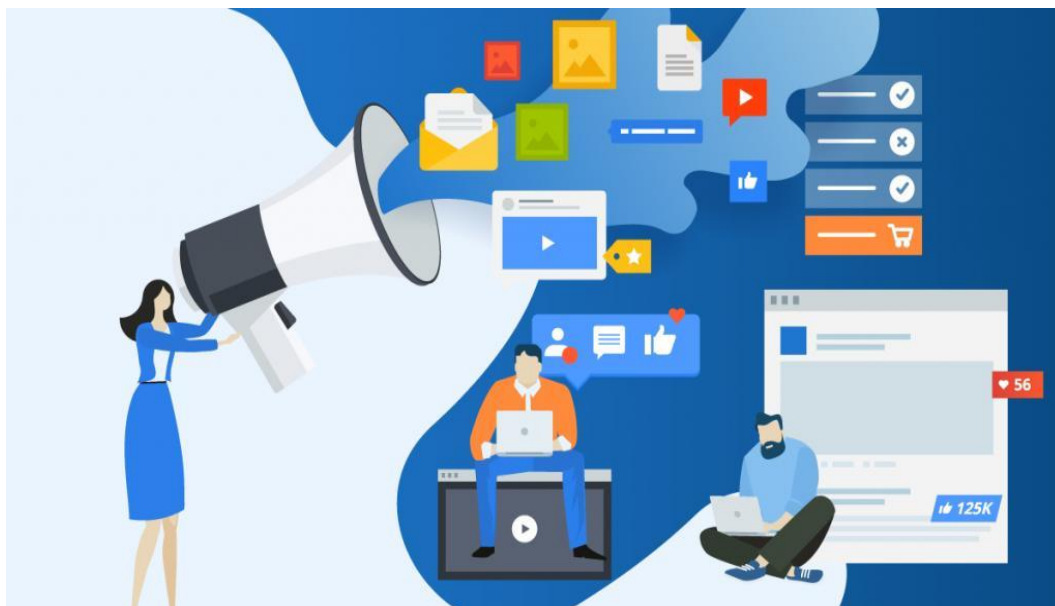
Ads for videos are too common on YouTube. Video is also being shared by brands on social media platforms. Analysis Analytics is the method by which a business makes the best decision and the practice of evaluating data. The integrated channel is the focus of this marketer's investigation into communication efficiency. The analysis might be based on how many people visit or like social media pages, etc. The integrate channels marketer can comprehend the issues with current content after conducting an analysis. He can manage the content later to boost engagement; the content can be text, images, or websites. Techniques for sending targeted messages to a particular audience are known as advanced targeting. It is utilized to boost a marketing campaign's efficiency. Advanced targeting also includes

behavioral targeting, which allows marketers to target customers based on their previous online behavior.

Advertisements can be placed on other websites where customers are visiting. Creative is an advertisement or website's artistic component. It usually includes text and an image from an advertisement or website. The content can be made appealing to customers by marketers. Sometimes, a marketer will completely redesign apps, websites, and other items. Planning and Research The marketer will conduct some research to learn about the preferences, habits, and preferences of digital platform customers. This study might be carried out with paid tools like ComScore...etc. Marketers can learn where T.G. is present and what T.G. would like to do online thanks to this research. Based on research

The marketer will use those research reports to plan new campaigns. To properly communicate with the T.G., these campaigns are more successful. Digital Strategy The process of defining an organization's vision, objectives, opportunities, and initiatives in order to maximize business benefits from digital media is known as digital strategy. Each brand's strategy will be unique and based on the brand's goal and target audience.

The pull and push marketing strategies that we employ in typical outbound marketing are the types of digital marketing. Similar to this, there are two types of digital marketing: push and pull.



Display advertising on news blogs and websites are examples of push digital marketing, in which a message is sent without the recipient actively seeking the content. When the recipient has not actively sought the marketing message, email, text messaging, and web feeds with customized contents can also be considered push digital marketing. You can use your

marketing dollars to promote your product to people you know will be interested in it by targeting your demographics with push marketing.

Because the initial costs of a push marketing campaign can be higher, you really need to make sure that your marketing reaches the right people at the right time. A good illustration of push digital marketing is behavior targeting.

Blogging, email marketing, social media, infographics and other forms of visual messaging, as well as search engine optimization (SEO), are all examples of digital marketing in Pull. Public relations or other means of contacting potential or existing customers that you want to keep engaged are also included in a pull marketing campaign. Even though starting a pull marketing campaign might be cheaper, there are other costs involved. If you are running a social media campaign, for instance, you will need to hire someone to manage your social media accounts and respond to questions and comments.

Social media encourages conversation, which has a significant impact on sales. Pull marketing also requires more time, but it gives you more opportunities to educate and entertain your customers about your business. However, if you see Email as push or pull, there is a difference.

## **LEARNING FROM THE PROJECT**

- Digital Marketing is more about Marketing than about Digital.
- The future of digital marketing is bright.
- I had learned that doing an office job is also tough.
- Analyzed how the employees do the work in given time period.
- Professionalism regarding the work.
- Discipline.
- Improving communication skills.
- Hard work and dedication.
- Stress management.
- Patience.



## **CHALLENGES FACED**

- Understanding the business.
- Promotion of content.
- Communication problem.
- Convincing the clients.
- Producing effective referrals.
- Generating traffic.
- Keeping the customers first.
- Generating new leads.



## **CONCLUSION : -**

As my digital marketing internship completed, I am grateful for the opportunity to work on this project and gain valuable experience in the field. Throughout my time, I have learned a lot about digital marketing strategies, tools and techniques and have gained hands-on experience in implementing them.

During this project, I had the chance to work on several different aspects of digital marketing such as social media marketing, content creation, and email marketing. This helped me to understand the importance of having a holistic approach to digital marketing and how these different channels can work together to create a successful campaign.

Throughout the project, I faced various challenges, including tight deadlines, resource constraints, and technical difficulties. However, with the support of my team, I was able to overcome these challenges and deliver quality work.

In conclusion, this digital marketing internship has been an enriching experience, and I am grateful for the guidance and mentorship provided by the team. I am leaving this internship with newfound skills, knowledge, and experience that will be beneficial for my future career growth in the field of digital marketing.



## **SUGGESTION :-**

1. Develop a social media content calendar - The intern can create a content calendar for different social media platforms and plan posts in advance. This can include researching popular hashtags, designing graphics, and writing captions to increase engagement and drive traffic to the company's website.
2. Conduct a competitor analysis - The intern can research and analyze the company's main competitors to gain insights into their digital marketing strategies. This can help the company identify areas for improvement and potential opportunities for growth.
3. Optimize website for search engine optimization (SEO) - The intern can research and implement strategies to improve the website's SEO. This can include optimizing metadata, improving site speed, and conducting keyword research to improve search engine rankings.
4. Create email marketing campaigns - The intern can design and execute email marketing campaigns to promote products, events, and other company initiatives. This can involve creating targeted email lists, designing templates, and analyzing campaign performance.
5. Manage social media advertising campaigns - The intern can manage social media advertising campaigns, including creating ad copy and graphics, targeting specific audiences, and analyzing campaign performance.
6. Develop a blog content strategy - The intern can develop a content strategy for the company blog, including researching popular topics in the industry, identifying target audiences, and creating a publishing schedule. This can help drive traffic to the website and position the company as a thought leader in the industry.
7. Monitor and analyze digital marketing metrics - The intern can monitor and analyze key metrics such as website traffic, social media engagement, and email campaign performance to identify areas for improvement and track progress over time.

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