INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

"DATA ANNOTATIONS OF DIGITAL MARKETING AND DATA INTERPRETATION OF MANUFACTURING COMPANIES OF METROPOLITAN CITIES OF PAN INDIA"

SUBMITTED BY:

Amar Pote

B.com (Honours) VI Semester

PROJECT GUIDE:

Dr. Ranjana Sahu

Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

INTERNSHIP CERTIFICATE

05.07.2021 to 30.09.2021

This is to certify that Mr. Amar Pote successfully completed the internship program in Digital Marketing at SuccessR.

TEJASVINI PISE
Co Founder and Managing Director

Letter of recommendation

I highly recommend Mr. Amar Pote as a candidate for employment. He was employed as a Digital Marketing Intern with SuccessR HR Tech Pvt Ltd from 5th July 2021 to 30th September 2021. He was responsible for the marketing analysis and was responsible with attracting the customers on a daily basis. SEO and SMEs, Managing the platforms of social media pages and working on keywords for the solar industry, Analysis in market research, cold calling, engaging with the customers.

He has excellent communication skills. In addition, he is extremely organized, reliable and computer literate. He can work independently and is able to follow through to ensure that the work gets done. He is flexible and willing to work on any project that is assigned to him. He was quick to volunteer to assist in other areas of company operations as well.

He would be a tremendous asset to your company and has a highest recommendation. If you have any further questions about his background or qualifications, please get in touch with me.

Sincerely,

SuccessR Hrtech Pvt Ltd

Designated Partner

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

info@successr.in or tejasvinipise@successr.in

SuccessR HR Tech Pvt Ltd

30.09.2021

SuccessR Hrtech Pvt. Ltd.| Room# 6, Plot# 22, Near Municipal School, Kherwadi, Bandra (E), Mumbai, Maharashtra, India 400051
Contact# +91-7498792719 email: info@successr.in Website: www.successr.in

3

CERTIFICATE

This is to certify that the said internship project report titled **"Data Annotation of basic of Digital Marketing and Data Interpretation of Manufacturing companies of Pan India"** has been completed & submitted by **Mr. Amar Pote** as a part of partial fulfillment of mandatory requirement for the degree of B. Com (Honours) at G.S. College of Commerce and Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr. Ranjana Sahu.

Date: 12|04|2023
Place: Nagpur

Ranjang
Dr. Ranjana Sahu
Project Guide

Ranjang
Dr. Ranjana Sahu
Coordinator

SSKathaley
Dr. S.S. Kathaley
Offg. Principal
**Offg. Principal
G. S. College of Commerce
& Economics, Nagpur.**

4

ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, Dr. S.S. Kathaley of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at SuccessR. I am grateful to Ms. Tejaswini Pise Director, SuccessR pvt ltd for considering me for the internship in her esteemed organisation.

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 SuccessR Pvt Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 12|04|2023

Place: Nagpur

Signature of Student

Name: Amar Pote

Enrolment no: 20213008015002

Mobile no: 9665249909

Email: pote65531@gmail.com

5

TABLE OF CONTENT

INTRODUCTION

Digital marketing refers to the process of promoting and selling products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. Some of the key tactics used in digital marketing include search engine optimization (SEO), content marketing, social media marketing, email marketing, pay-per-click advertising, affiliate marketing, influencer marketing, and video marketing. The goal of digital marketing is to reach and engage with customers where they are spending time online.

Digital marketing refers to the use of digital channels and technologies to promote products, services, or brands. It includes a wide range of tactics and strategies, such as social media marketing, email marketing, search engine optimization (SEO), content marketing, and pay-per-click (PPC) advertising.

The expansion of digital marketing has been driven by the proliferation of the internet and the increasing use of digital devices, such as smartphones and tablets, among consumers. As more and more people go online to search for products, services, and information, businesses have had to adapt their marketing efforts to reach these consumers where they are spending their time: online.

The expansion of digital marketing has also been driven by the growth of new technologies and platforms, such as social media, mobile apps, and artificial intelligence (AI). These technologies have opened up new opportunities for businesses to reach and engage with consumers in innovative and personalized ways.

Overall, the expansion of digital marketing has significantly impacted the way businesses market themselves and interact with customers, and it is expected to continue to evolve as new technologies emerge.

REASONS FOR EXPANSION

- THE DIGITAL ECONOMY IS BOOMING
- PEOPLE USE SOCIAL MEDIA FOR BUSINESS AND FOR PLEASURE
- EVENTS AND NETWORKING HAVE MOVED ONLINE
- PEOPLE ARE SPENDING MORE TIME ONLINE THAN EVER BEFORE
- INCREASE IN INFLUENCERS
- OPPORTUNITIES IN OTT ADVERTISING
- INCREASE CUSTOMER LOYALTY WITH FREQUENT COMMUNICATION
- PLUNGE IN PPC [PAY-PER—CLICK]
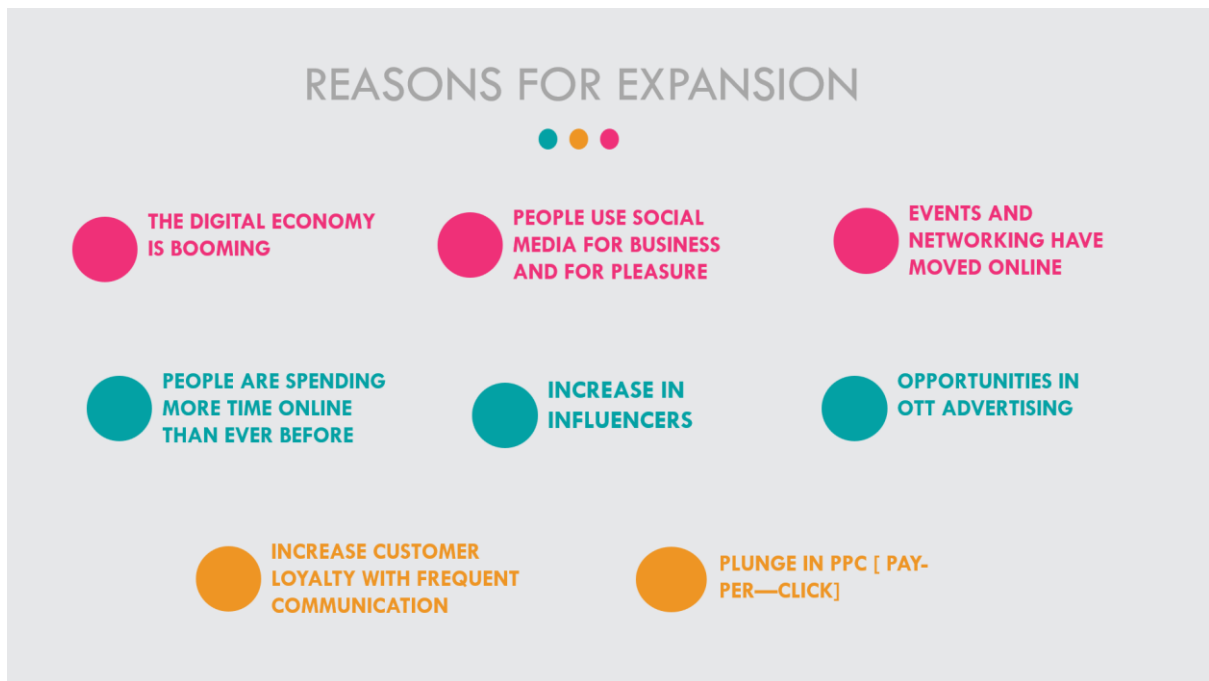
COMPANY PROFILE

The company's broadcasted motive is –

SuccessR is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses. It helps to speed up the career and HR activities of MNCs and start-ups by providing concentrated HR services ranging from recruitment, selection, job profiling, HR planning, talent acquisition, training and development, job switching, HR software development and human resource management. Apart from this, they also offer consultancy and advisory services to help businesses optimize their human resource department.

"Identifying and engaging the right people. That is what we do. But only if those people truly represent the answer to the question. The real question is rarely: who are you looking for? But often: where do you want your company to go? We chase the questions behind the question and help you to develop a sustainable talent strategy"

Date of incorporation	3, July,2020
Company type	Non – Government (Private ltd by shares)
CIN	U72200MH2020PTC341402
Authorized capital	Rs 100000
Paid up capital	Rs 80000

OUR MISSION

What we do?

We're on a mission to improve the impact of human resources in organizations through sustainable talent acquisition and retention strategies.

Success R is on the mission to optimize businesses through human resources. by identifying the potentially right fit for the organisation.

OUR VISION

Why we do it?

We believe that HR is the most important department in any company. It holds things together and deals with innumerable human variabilities but often doesn't have the right tools to realize its full potential and deliver great results.

We want to be the platform which harnesses this potential and helps the business grow

OBJECTIVE OF STUDY:

DATA ANNOTATIONS OF DIGITAL MARKETING AND DATA INTERPRETATION OF MANUFACTURING COMPANIES OF METROPOLITAN CITIES OF PAN INDIA

BASICS

- **Increasing brand awareness**: Digital marketing campaigns aim to increase visibility and recognition of a business's brand, making it more top-of-mind for potential customers.

- **Driving website traffic:** Digital marketing efforts can be used to drive more traffic to a business's website, where potential customers can learn more about the products or services offered.

- **Generating leads:** By utilizing digital channels like search engines and social media, businesses can generate leads and collect contact information from potential customers.

- **Boosting sales:** The ultimate goal of most digital marketing campaigns is to increase sales by reaching and converting potential customers into paying customers.

- **Measurable results:** Digital marketing allows businesses to track and measure the success of their campaigns, allowing them to make data-driven decisions and optimize their efforts.

- **Global reach:** Digital marketing campaigns can reach a global audience, giving businesses the opportunity to expand their customer base beyond their local area.

- **Targeted messaging:** Digital marketing allows businesses to segment their audience and target specific groups with personalized messaging, resulting in a higher return on investment.

- **Cost-effective:** Digital marketing is often more cost-effective than traditional marketing methods, allowing businesses to reach more customers with less budget.

The objective of data collection is to gather information that is relevant and accurate for a specific purpose. Data collection is a crucial step in the research and analysis process, as the quality and reliability of the data collected will directly impact the validity and reliability of the results obtained. The main objectives of data collection are:

- **To answer specific research questions:** Data collection is used to gather information that is necessary to address the research questions that have been formulated. This information can be used to draw conclusions and make recommendations.

- **To validate or support hypotheses:** Data collection can be used to validate or support hypotheses that have been proposed. By collecting data and analysing it, researchers can determine whether their hypotheses are supported by the evidence or if they need to be revised.

- **To support decision-making:** Data collection is often used to support decision-making in organizations and businesses. For example, data can be collected to help organizations understand customer needs, market trends, and performance metrics.

- **To measure outcomes and impact:** Data collection is used to measure the outcomes and impact of programs, projects, and interventions. This information can be used to evaluate the effectiveness of these initiatives and to make necessary changes.

- **To provide a baseline for comparison:** Data collection can be used to establish a baseline for comparison. For example, organizations may collect data on their performance before and after implementing a new initiative to determine if there has been any improvement.

- **To identify patterns and relationships:** Data collection can be used to identify patterns and relationships between different variables. This information can be used to identify causes and effects and to make predictions about future trends.

The objective of data collection will depend on the specific research or business need, but all data collection efforts should aim to gather accurate and relevant information that can be used to address the research questions or support decision-making. Effective data collection requires a well-designed plan, appropriate methods, and careful execution to ensure the quality and reliability of the data obtained.

NEED

There are several needs businesses might consider using digital marketing:

- **Reach:** With the internet and social media, businesses can reach a much larger audience than they would be able to through traditional marketing methods.

- **Cost:** Digital marketing can be much more cost-effective than traditional marketing methods, especially for small businesses.

- **Targeting:** Digital marketing allows businesses to target specific demographics or interests, making it easier to reach the right customers.

- **Measurable:** Digital marketing provides detailed analytics and data, which can help businesses understand the effectiveness of their marketing efforts and make data-driven decisions.

- **Adaptability:** Digital marketing is flexible and can be easily adapted and updated based on changing customer needs and preferences.

- **Engagement:** Digital marketing allows businesses to interact with their customers in real-time, which can help to build loyalty and trust.

- **Personalization:** Digital marketing enables businesses to personalize their marketing efforts and deliver targeted messages to individual customers.

- **Integration:** Digital marketing can be easily integrated with other marketing efforts, such as traditional advertising, PR, and events.

Digital marketing refers to the use of digital channels, such as search engines, social media, email, and websites, to promote a product or service. The impact of digital marketing can be significant because it allows businesses to reach a large audience at a relatively low cost.

SCOPE

Digital marketing refers to the use of electronic media, such as the Internet, social media, mobile apps, and other digital channels, to promote products and services, reach customers, and engage with them. The scope of digital marketing is quite broad and includes a variety of activities, including:

- **Search engine optimization (SEO):** This involves optimizing a website to rank higher in search engine results pages (SERPs) for certain keywords.
- **Pay-per-click (PPC)** advertising: This involves placing ads on search engine results pages or other websites and paying each time someone clicks on an ad.
- **Content marketing:** This involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience.
- **Social media marketing:** This involves using social media platforms, such as Facebook, Twitter, and LinkedIn, to build relationships with customers and promote products and services.
- **Email marketing:** This involves sending targeted emails to a list of subscribers to build relationships and promote products and services.
- **Mobile marketing:** This involves using mobile apps and other mobile-specific technologies to reach customers on their mobile devices

IMPORTANCE OF DIGITAL MARKETING

There are several reasons why digital marketing is important for businesses today:

- **Reach a wider audience:** Digital marketing allows businesses to reach a wider audience, including people who may not be in their local area. This is especially important for small businesses who may not have a physical storefront and rely on online sales.

- **Measurable results:** Digital marketing allows businesses to track the success of their campaigns and see the results in real-time. This allows them to make adjustments and optimize their strategies to achieve better results.

- **Personalization:** Digital marketing allows businesses to personalize their marketing efforts and deliver personalized content to their audience. This can increase customer engagement and loyalty.

- **Improved customer experience:** Digital marketing allows businesses to provide their customers with a seamless and convenient shopping experience. This includes the ability to shop online, receive personalized recommendations, and receive fast and efficient customer service.

- **Increased brand exposure:** Digital marketing provides opportunities for businesses to increase their brand exposure and reach a wider audience through multiple digital channels, such as search engines, social media, email, and websites.

- **Mobile optimization:** With the increasing use of smartphones and mobile devices, digital marketing enables businesses to reach their target audience on the go, through mobile-optimized websites and advertising campaigns.

- **Improved customer experience:** Digital marketing allows for a more personalized and engaging customer experience, which can improve brand loyalty and increase customer lifetime value.

  In conclusion, digital marketing provides businesses with a range of benefits, including cost-effectiveness, increased brand exposure, measurable results, and improved customer experience. It is an essential component of a comprehensive marketing strategy for businesses in today's digital age.

IMPORTANCE OF DIGITAL MARKETING INTERNS

1. **Digital marketing internships provide** a valuable opportunity for individuals to gain hands-on experience in the field of digital marketing. The importance of digital marketing internships can be broken down into several key areas:

2. **Career development:** Digital marketing internships provide a stepping stone to a career in the field, as they allow individuals to gain practical experience and build a portfolio of work that can be used to showcase their skills and abilities to potential employers.

3. **Industry knowledge:** Interning in a digital marketing role allows individuals to learn about the latest trends, strategies, and tools in the field, which can be valuable in both their current and future roles.

4. **Networking:** Entering in a digital marketing role allows individuals to connect with professionals in the industry, which can be valuable for building relationships and learning about job opportunities.

5. **Understanding of the digital marketing ecosystem:** An internship in digital marketing can help an individual to understand how different digital marketing channels work together to form a cohesive digital strategy.

6. **Developing technical skills:** Many digital marketing internships involve working with tools and software that are used in the field, such as analytics platforms, social media management tools, and content management systems.

7. **Identifying strengths and weaknesses:** Interning in digital marketing can help an individual to identify their strengths and weaknesses and focus on areas where they need to improve their skills.

8. **Real-world experience:** Interning in digital marketing provides an individual with the opportunity to work on real-world projects and apply the skills they have learned in a professional setting.

9. **Understanding of different aspects of digital marketing:** An internship in digital marketing can provide an individual with an understanding of different aspects of digital marketing, such as search engine optimization, pay-per-click advertising, social media marketing, email marketing, and content marketing.

LIMITATIONS

There are a few limitations of a digital marketing internship that should be considered:

- **Time constraints:** Internships are typically shorter in duration than full-time jobs, which can limit the amount of time available for learning and hands-on experience.
- **Limited responsibility:** As an intern, you may not have the same level of responsibility or decision-making power as a full-time employee. This can limit the scope of your work and your ability to contribute to the company's success.
- **Limited access to resources:** As an intern, you may not have the same level of access to resources as a full-time employee. This can include things like access to software or data, or the ability to attend company events or training sessions.
- **Limited exposure to different areas of the company:** Depending on the size of the company and the structure of the internship, you may not have the opportunity to work with or learn about different departments or teams within the company.
- **No guarantee of a full-time job:** While an internship can provide valuable experience and may lead to a full-time job, there is no guarantee that this will happen. It is important to consider this when deciding whether an internship is the right opportunity for you.

SWOT

<u>Strengths:</u>

- **Wide reach:** Digital marketing allows businesses to reach a global audience.
- **Targeted marketing:** Businesses can target specific demographics and interests through digital marketing.
- **Measurable results:** Digital marketing campaigns can be tracked and measured in real-time.
- **Cost-effective:** Digital marketing is often more affordable than traditional marketing methods.
- **Customer insights:** Digital marketing provides valuable data and insights about customers.

<u>Weaknesses:</u>

- **Dependence on technology:** Digital marketing relies on technology and can be disrupted by technical issues.
- **Competition:** There may be a lot of competition in digital marketing, making it difficult for businesses to stand out.
- **Time-consuming:** Digital marketing can be time-consuming to manage and optimize.
- **Lack of personalization:** Digital marketing can be impersonal and may not connect with customers on a personal level.

Opportunities:

- **New technologies:** Digital marketing allows businesses to take advantage of new technologies and platforms as they emerge.
- **Personalization:** Digital marketing allows businesses to personalize their marketing efforts to individual customers.
- **Customer engagement:** Digital marketing allows businesses to engage with customers and build relationships with them.

Threats:

- **Privacy concerns:** Digital marketing may face privacy concerns and regulations.
- **Ad-blocking software:** Some customers may use ad-blocking software, which can hinder the effectiveness of digital marketing campaigns.
- **Changing algorithms:** Search engine algorithms and social media algorithms are constantly changing, which can affect the reach and visibility of digital marketing campaigns.

SOME BENEFITS OF DIGITAL MARKETING INCLUDE:

- **Increased visibility and reach:** Digital marketing allows businesses to reach a wider audience than traditional marketing methods, as the internet is accessible to billions of people worldwide.
- **Greater targeting and personalization:** Digital marketing tools, such as search engine optimization (SEO), can help businesses target specific groups of customers based on demographics, interests, and behaviour.
- **Improved engagement and conversion rates:** Digital marketing can help businesses engage with customers in real-time and track the effectiveness of their campaigns.
- **Cost-effectiveness:** Compared to traditional marketing methods, digital marketing is relatively inexpensive and allows businesses to get more bang for their buck.

  Overall, the impact of digital marketing is a lot of companies are moving their marketing strategies digital way as it is cost-effective and can reach more audiences easily.

IMPACT

The impact of digital marketing can be significant for businesses of all sizes and industries. Some of the key benefits include:

- **Increased reach:** Digital marketing allows businesses to reach a global audience at a fraction of the cost of traditional marketing methods.

- **Greater targeting:** By using data and analytics, digital marketing allows businesses to target specific audiences based on demographics, interests, and behaviours.

- **Measurable results:** Digital marketing campaigns can be easily tracked and measured, allowing businesses to understand their ROI and make data-driven decisions.

- **Better customer engagement:** Digital marketing channels such as social media and email allow businesses to interact with customers in real-time, build relationships and increase customer loyalty.

- **Cost-effectiveness:** Many digital marketing techniques are relatively low-cost, making it accessible to small businesses and start-ups.

- **Personalization:** Using customer data, digital marketing can create a personalized experience for the customers, helping to increase the chances of conversion.

- **Brand awareness:** Digital marketing can help increase brand awareness and establish a strong online presence for a business.

- **Increased sales:** By reaching the right audience at the right time, digital marketing can help increase sales and revenue for a business.

- **Greater insights:** By using analytics and data, digital marketing can help businesses gain greater insights into their customers and the marketplace, allowing them to make more informed decisions.

- **Increased customer loyalty:** By providing a personalized experience and building relationships with customers, digital marketing can help increase customer loyalty and lifetime value.

REQUIRED ELEMENTS OF DIGITAL MARKETING

- **Clear Goals and Objectives:** Setting clear and measurable goals and objectives is the first step in any digital marketing strategy. These goals will guide all other decisions and efforts.

- **Target Audience:** Understanding who your target audience is, what their pain points, interests, and needs are, is crucial to create effective campaigns that resonate with them.

- **Website:** A professional and user-friendly website is the foundation of any digital marketing strategy. It should be optimized for search engines, mobile-friendly, and easy to navigate.

- **Search engine optimization (SEO):** SEO is the process of improving the visibility of a website in search engine results pages. This includes optimizing website content, keywords, meta tags, and backlinks.

- **Content Marketing:** Developing and sharing relevant and valuable content can help attract and engage target audiences. Content can include blog posts, videos, infographics, social media posts, and more.

- **Social Media Marketing:** Utilizing social media platforms such as Facebook, Twitter, Instagram, and LinkedIn can help increase brand awareness, generate leads and drive website traffic.

- **Email Marketing:** Email marketing campaigns can be used to build relationships with existing customers, nurture leads, and promote products and services.

- **Analytics and tracking:** Digital marketing efforts should be tracked and analysed to measure their effectiveness and make data-driven decisions for improvement.

- **Mobile Optimization:** With mobile usage on the rise, it's important to ensure that digital marketing efforts are optimized for mobile devices.

- **Adaptability:** With the digital landscape constantly evolving, it's important to stay current with new trends and technologies in the field of digital marketing to ensure digital marketing efforts remain effective.

STRATEGIES FOR DIGITAL MARKETING

Digital marketing can be segmented into several different categories, including:

- **Search engine marketing (SEM):** This includes both search engine optimization (SEO) and pay-per-click (PPC) advertising, which are both used to increase visibility and drive traffic to a website from search engines like Google, Bing, and Yahoo.

- **Social media marketing:** This includes using social media platforms like Facebook, Instagram, Twitter, and LinkedIn to promote a brand and interact with customers.

- **Content marketing:** This includes creating and distributing valuable content, such as blog posts, videos, infographics, and e-books, to attract and engage a target audience.

- **Email marketing**: This includes sending promotional emails to a list of subscribers to drive sales or encourage repeat business.

- **Influencer marketing:** This includes partnering with individuals who have a large following on social media to promote a brand.

- **Affiliate marketing:** This includes partnering with other businesses to promote their products or services on a website or social media channels.

- **Video marketing:** This includes creating and sharing videos on platforms like YouTube and Vimeo to promote a brand.

- **Mobile marketing**: This includes using mobile technology to reach customers, such as through SMS messaging or mobile apps.

- **Marketing Automation:** This includes using software to automate repetitive tasks and target specific groups of customers with personalized messages.

- **E-commerce marketing:** This includes the marketing efforts for online transactions, such as email campaigns, retargeting, and affiliate marketing.

TYPES OF DIGITAL MARKETING

1. **Social Media Marketing:** The process of promoting a product or service on social media platforms such as Facebook, Twitter, Instagram, etc.
2. **Content Marketing:** The creation and distribution of valuable and relevant content to attract, acquire and engage a target audience.
3. **Email Marketing:** The process of sending a commercial message, typically to a group of people, using email.
4. **Affiliate Marketing:** A type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.
5. **Influencer Marketing:** A form of marketing in which focus is placed on influential people rather than the target market as a whole.
6. **Marketing Automation:** Use of software to automate repetitive marketing tasks such as sending email and social media posts.

   These are some of the most popular types of digital marketing, but there are many other digital marketing channels and tactics available, depending on your business goals and target audience.

UNIQUE TYPE OF DIGITAL MARKETING

One unique type of digital marketing is location-based marketing.

This type of marketing uses location-based technologies such as GPS, Bluetooth, and RFID to deliver targeted marketing messages to consumers based on their physical location.

Examples of location-based marketing include:

- **Geofencing:** This involves creating a virtual boundary around a specific location, such as a store or event, and sending targeted messages to consumers who are within that boundary. This can include things like push notifications, text messages, or in-app messages.

- **Beacon technology:** This involves using small, low-power devices called beacons to send targeted messages to nearby consumers. Beacons can be placed in specific locations, such as stores or public spaces, and can trigger personalized messages based on a consumer's proximity to the beacon.

24

- **Augmented Reality (AR):** This technology allows to superimpose digital information, such as images, videos, sound, or 3D models, on the user's view of the real world. It can be used for example for product visualization, interactive advertising, or location-based games.

- **Virtual Reality (VR):** This technology allows the user to be fully immersed in a simulated environment and interact with it, using a headset or other devices. It can be used in various industries like gaming, real estate, and tourism.

  Location-based marketing can be particularly effective for businesses that have a physical presence, such as retail stores or event venues, as it allows them to reach consumers in their immediate vicinity. This type of marketing can also be used to drive foot traffic to specific locations, promote special deals and offers, and gather data on consumer behaviour and preferences.

CONTRIBUTION AND EXPERIENCES

TRAINING

- **Objective:** The objective of the digital marketing intern training program was to provide the intern with hands-on experience and a comprehensive understanding of the various digital marketing tools and techniques. The program was designed to give the intern a solid foundation in the field and prepare them for a career in digital marketing.

- **Methods:** The training program was conducted over a period of 12 weeks and included a combination of hands-on experience, mentorship, training on industry-specific tools, and exposure to various marketing channels. The intern was assigned a mentor who provided guidance and feedback throughout the program.

- **Hands-on experience:** The intern was given real-world projects to work on, such as developing and executing a social media campaign for a client. This provided the intern with hands-on experience and an opportunity to take ownership of specific tasks and campaigns.

- **Training on industry-specific tools:** The intern was provided with training on tools and platforms specific to the industry such as marketing automation software, social media management tools, and analytics platforms. This gave the intern a solid understanding of the tools and platforms used in the industry and prepared them to use them in their future work.

- **Exposure to various marketing channels:** The intern was given exposure to various digital marketing channels such as social media, email, and content marketing. This gave the intern a comprehensive understanding of the field and the ability to develop and execute campaigns across multiple channels.

- **Marketing strategy training:** The intern was provided with training on the development and execution of marketing strategies and campaigns, including goal setting, budgeting, and measuring success. This helped the intern understand the importance of planning and strategy in digital marketing.

- **Data analysis and interpretation:** The intern was trained on how to analyse and interpret data to inform decision making and improve marketing performance. This helped the intern understand the importance of data in the digital marketing field and how to use it to improve campaigns.

- **Industry-specific training:** The intern was provided with training specific to the industry such as search engine optimization techniques for e-commerce websites, or social media advertising strategies for a B2B company.

- **Professional development opportunities:** The intern was encouraged to attend webinars, conferences, or workshops related to digital marketing to continue their professional development.

- **Conclusion:** The digital marketing intern training program was successful in providing the intern with a solid foundation in the field of digital marketing. The intern gained hands-on experience, an understanding of industry-specific tools and platforms, and a comprehensive understanding of the various marketing channels. The intern is now prepared to enter the field of digital marketing and make a valuable contribution to the team.

TRAINING SESSIONS

1. PROFESSIONALISM:

- **Competence:** It involves having the necessary skills, knowledge, and experience to perform one's job effectively. This includes staying up-to-date with industry developments, continuing education and training, and maintaining a high level of technical proficiency.

- **Ethics:** Ethical conduct is a cornerstone of professionalism. It includes following established codes of conduct, avoiding conflicts of interest, and acting with integrity, honesty, and transparency.

- **Communication:** Effective communication is a key aspect of professionalism. It involves being able to express oneself clearly, concisely, and in a manner that is appropriate to the audience. Good listening skills, active listening, and empathy are also important components of professional communication.

- **Reliability:** Being dependable and meeting commitments is a critical aspect of professionalism. This includes showing up on time, delivering on promises, and following through on tasks.

- **Appearance:** In many professions, appearance is seen as an important aspect of professionalism. This includes dressing and grooming in a manner that is appropriate for the workplace and reflects the high standards of the profession.

- **Attitude:** Maintaining a positive and professional demeanour, even in difficult situations, is an important part of professionalism. This includes treating colleagues, clients, and customers with respect and courtesy, and being able to handle stress and pressure in a calm and professional manner.

- **Adaptability:** The ability to adapt to change and new circumstances is an important aspect of professionalism. This includes being flexible and open-minded, and being able to handle new tasks and challenges with ease.

  All of these aspects of professionalism are interrelated and contribute to building trust and respect in the workplace, and to establishing a positive professional reputation.

2. **OPTIMUM UTILIZATION OF DATA:**

- **Data Governance:** Implementing a data governance framework can ensure that data is properly managed and used in an ethical and compliant manner. This includes defining policies, procedures, and roles and responsibilities for data management and use.

- **Integration with Business Processes:** Integrating data into business processes can help to maximize its value and impact. This includes using data to inform and improve operational processes, such as supply chain management and customer service, as well as decision-making processes, such as budgeting and strategic planning.

- **Real-time Analytics:** Using real-time analytics can help organizations make quick and informed decisions based on the most up-to-date information. This can be especially valuable in fast-paced industries or in situations where time is a critical factor.

- **Machine Learning:** Utilizing machine learning algorithms can help to automate data analysis, identify patterns and relationships in large data sets, and make predictions based on historical data.

- **Data Monetization:** In some cases, organizations can monetize their data by selling it to third parties or using it to generate new revenue streams. This requires a deep understanding of the data, as well as the regulations and privacy concerns associated with data sharing.

- **Collaboration and Cross-functional Teams:** Effective data utilization often requires collaboration across departments and cross-functional teams. This includes involving stakeholders from different areas of the organization, such as IT, marketing, and operations, in data-related projects and initiatives.

- **Continuous Improvement:** Optimal data utilization is an ongoing process that requires continuous improvement and adaptation. This includes regularly reviewing and updating data governance policies, investing in new technologies and tools, and continuously seeking new ways to leverage data to achieve business goals.

  By taking these unique points into consideration, organizations can maximize the value of their data and achieve their goals more effectively.

3. HOW SEARCH ENGINE WORKS:

A search engine is a tool that enables users to search for information on the Internet. It works by indexing web pages and their content and providing relevant results to users' queries. Here is a detailed explanation of how search engines work:

- **Crawling:** Search engines use automated software called "spiders" or "bots" to crawl the Internet and index web pages. The bots start at a known website and follow all the links they find on that site to other pages and websites. They repeat this process until they have indexed as many pages as possible.

- **Indexing:** The information gathered by the bots is stored in a massive database called the "index". The index includes a list of all the pages crawled, as well as information about each page's content, such as its title, headings, images, and text.

- **Querying:** When a user enters a search query, the search engine matches it against the information in its index. The search engine uses algorithms to determine the relevance of each page to the query, taking into account factors such as the presence of keywords, the relevance of the content, and the popularity and authority of the website.

- **Ranking:** Based on the relevance of each page, the search engine creates a ranked list of results, usually displayed in the form of a search engine results page (SERP). The ranking of each result is based on a combination of factors, including relevance, popularity, and authority, as well as the search engine's specific ranking algorithm.

- **Displaying Results:** The search engine presents the results to the user, typically in the form of a SERP, which includes a list of links to relevant web pages, along with a brief description of each page's content.

In summary, search engines work by crawling the Internet, indexing web pages, matching search queries to the information in the index, ranking results based on relevance, and displaying the results to users. The process of indexing, querying, and ranking is complex and constantly evolving, with search engines constantly refining their algorithms to deliver the best possible results to users.

INTERNSHIP TASK

TASK-1

FIRSTLY, THEY HAD GIVEN A TASK TO DISCUSS AND GATHER INFORMATION ABOUT DIGITAL MARKETING TO KNOW THE INTEREST OF THE INTERNS.

There are several ways to gather information about digital marketing, including:

- **Online research:** This can include reading articles and blog posts, watching videos and webinars, and looking at case studies on websites and forums that specialize in digital marketing.

- **Industry reports and studies:** There are many organizations and research firms that conduct studies and publish reports on digital marketing trends, best practices, and performance metrics.

- **Networking:** Joining digital marketing groups, attending conferences, and connecting with industry professionals can provide valuable insights and perspectives on the latest trends and strategies in the field.

- **Experimentation:** Conducting your own experiments with different digital marketing tactics can provide valuable first-hand experience and data.

- **Tools and software:** There are a wide variety of tools and software available that can help you gather and analyse data on various aspects of digital marketing, such as website traffic, conversion rates, and social media engagement.

It's also important to note that gathering information about digital marketing is an ongoing process, as the field is constantly changing and evolving. To stay current, it's essential to continuously update your knowledge and stay informed of the latest trends and strategies.

But, I mostly prefer online research for this task so that I can collect the information as fast as possible and online research also gives us variety of data.

So after the collection of data I have prepared a power point presentation on digital marketing.

 These are the slides from that presentation:
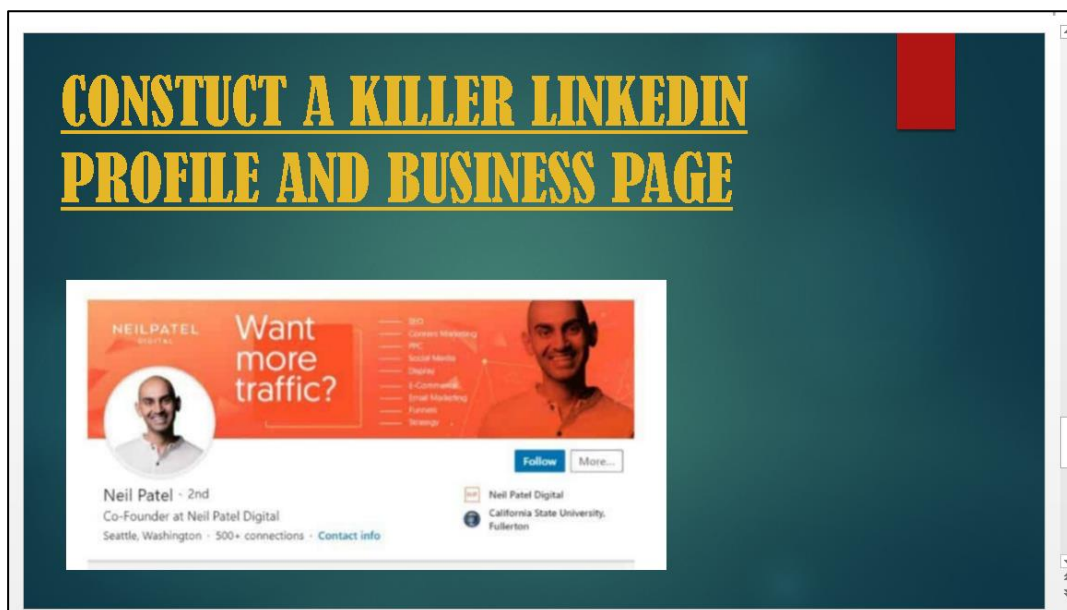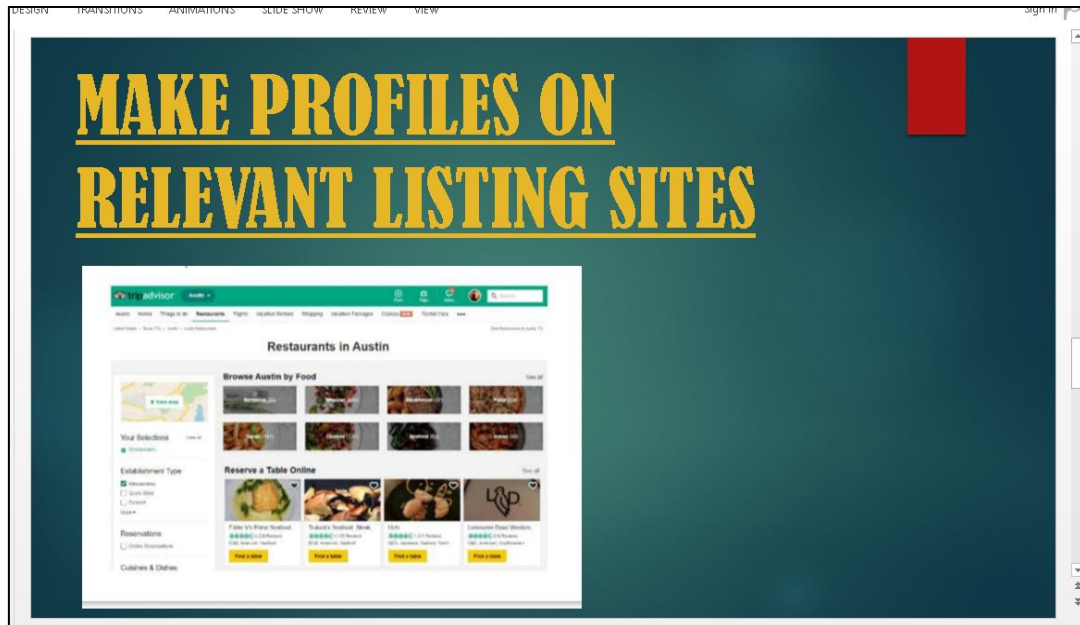
TASK-2

COLLECTION OF HR CONTACT DETAILS OF MANUFACTURING COMPANIES

o The collection of contact details for human resource managers (HRM) of different companies is a critical task that ensures that the company has accurate and up-to-date information on its HR staff. This information is used for a variety of purposes, including communication, recruitment, and legal compliance.

o The process of collecting contact details for HRM may involve a combination of manual and automated methods. For example, HR staff may manually enter HRM contact details into a computer system during the on boarding process. Additionally, the company may use automated systems, such as email or text message, to collect contact details from HRM.

o The specific information that is collected as part of this process may vary depending on the company and its needs, but it typically includes:

- HRM name
- HRM job title
- HRM department
- HRM contact number
- HRM Email
- HRM Business Address

o It is important to ensure that the information is kept confidential and only accessible to authorized personnel. It is also important to keep the information up-to-date and verify the information regularly. This can be done by sending out email or text message to the HRM and ask them to confirm their contact details are correct.

o Having accurate and up-to-date contact information for the HRM is essential for effective communication and coordination between the HR department and other departments within the company. It also allows for efficient recruitment and networking with other companies.

o In addition, having accurate contact details for HRM is important for legal compliance. For example, if a company is facing a legal issue, they need to have accurate contact

information for the HRM in order to provide the necessary information to legal representatives.

o Overall, collecting contact details for human resource managers of different companies is an important task that ensures that the company has accurate and up-to-date information on its HR staff, which is used for communication, recruitment and legal compliance.

FOLLOWING IS THE EXTRACT OF COLLECTED DATA

Industry	Name of the company	Hr head/director(MR/Mrs)	contact(Use 91)	alternate contact	Email id
Pharmaceuticals	Abbott india limited		91-22-5046 1000	91-22-5046 2000	Nandini.goswami@abbott.com
Construction Material	Ambuja Cements ltd		91-022-66597300		jobs@ambujacement.com
Pharmaceuticals	Genex pharma	tanvi shah	91-2267256381	91-2267252201	info@genexphaarma.com
organic food	Kesava organics pvt ltd	ramesh shinde	91-2229271436	91-2229271439	sales@keshavaindia.com
Pharmaceuticals	Mehta API PVT LTD	Khusboo gupta	022-40390400	022-40390422	info@mehtaapi.com
Automotive	Bajaj Auto limited	Ravi kyran ramasamy	91-20-27472851		corporatesales@bajajauto.co.in
Manufactured goods	Bharat Forge Limited	Santosh bhave	91-2067042777	91-2026822387	info@bharatforge.com
Food/Agro	Cobana foods	Faustin mendonca	91226902093		ryanm@bom3.vsnl.net.in
Mercent exports	Cresent expots ltd	hemant godha	9.12222E+11		
Pharmaceuticals	Cure chem india	promila	91116898689	91116139884	rcg@vsnl.com
Chemicals	cush-n-pak corporation	AK Mittal	7940051423		cushnpak@airtelbroadband
Agro	D.M.Lakhani international	Mehul	2812230505		info@dmlakhani.com
pharma machine	Chamunda pharma machinary pvt ltd	gourav soni	91795842712		gourav@cm1981.com
Machinary	chetan Enterprise	NBShah	2223434653		chetan98@bom3.vsnl.net.in
Agro/Food	Chillies export house ltd	R vidyasagar	4562243315		rsrk@swt.com
Agro/Food	chintamani overseas	Arti atul patwardhan	2025449250		chintamanioverseas@yahoo.com
Food/Agro	Chitale group	S.G.Narvane	91204467579		worldtrd@primenet.com
machinary	CIP Machinaries PVT LTD	Pranay Patel	9825317750		exports@cipmach.com
Food	cosmos international	ravi kumar	91116888081	91116888181	cosmosintl@cosmosintl.com
Food/Agro	Dabur india ltd	Manish sawhney	91144881542		sawhneym@datainfosys.net
food and fabric	Darshan oversies	Hasmukh Shah	8031814648		ambicaint@vsnl.net
Electronic	Dayal Electronics	Balchandani	2812466401		dayalelectronics@rediffmail
metal and electronics	Deep international import and export	CN Seth	2812478972		deepinternational@yahoo.com
Dairy product	Devashree food pvt ltd	Devendra Garg			devendra@devashrifoods.com
Food (rice)	Dharamvir exports pvt ltd	TS Ahluvalia	1124335242		dvtrade@hathway.com
Food (fruit)	Dinesh traders	Dinesh Kumar	9894827941		stscocos@yahoo.com
Chemicals	Dutt Exports	Bhuvan trivedi	91796426915		sr-bld@rediffmail.com
Chemicals	Dynamic orbits	Krishna Murty	2256377017		krishna.murty@dynamicor
Food colour	Dynamic Overseas	pinky Mehta	7927773071		info@dynemic.com
Watches And Stationary	E.M.M.Ghadiali	Huzaifa.Z ghadiyaali	2223425828		emm@vsnl.com
Building Material	Eastman impex	Praveen Singh	1125835007		mktg3@eastman-global.com
Agro/Food	Elite Group Of Companies	Reena Roy	4872204816		reena@eliteindia.com
Agro (pulses)	Ess Gee International pvt ltd	MH Imam	91116447613		sales@esgpl.com
Pharma/textile/Agro	Essem Exports And Marketting	R Swaminathan	2222844823		essem@essemgroup.com
Services (Publication of B...	Ex-Impo Action Bulletin	S K Dubey	2222455138		eximpo@bom4.vsnl.net.in

TECHNIQUES USED IN DATA COLLECTION

1. **Manual Entry:** This technique involves manually entering contact information into a system, such as during the on boarding process for new employees or when gathering contact information from business cards. This method is often used when collecting contact information from a small number of individuals. It is a reliable method as the data is entered by the person themselves, however, it can be time-consuming and prone to errors if not done properly.

2. **Web Scraping:** This technique involves using software to automatically collect contact data from websites, such as contact information for HR managers listed on a company's website. This can be an efficient method for collecting large amounts of data quickly, but it requires a good understanding of web scraping software and the ability to navigate and extract data from websites. This method can also be subject to legal restrictions and it's important to ensure that it's not in violation of any website's terms of service or privacy policy.

3. **Surveys:** Surveys can be used to gather contact information from individuals, such as email addresses or phone numbers. Surveys can be conducted in person, over the phone, or online. This method can be useful for gathering information from a large number of individuals, but it can be time-consuming to create, distribute, and analyse the survey results.

4. **Social Media:** Many people list their contact information on social media platforms, so data can be collected by searching for specific individuals or companies on social media sites. This can be an efficient method for finding contact information, but it's important to be aware of privacy settings and to only collect information that is publicly available.

5. **Public Records:** Public records can be used to collect contact information, such as business registration records or property records that list contact information for business owners or property owners. This method can be useful for finding contact information for businesses, but it may not always be up-to-date and may not include contact information for individuals.

6. **Email Campaigns:** Email campaigns can be used to gather contact information from individuals who opt-in to receive emails from a specific organization. This method can be effective for building a list of contacts, but it requires a clear value proposition and a good understanding of email marketing best practices.

7. **Cold calling:** Cold calling is a process of reaching out to potential customers over the phone and gathering contact details. Cold calling can be an effective way to reach a large number of individuals quickly, but it can be time-consuming and may not be well-received by all recipients.

8. **Direct mail:** Direct mail can be used to gather contact information by sending a physical letter or postcard to a specific address, with a reply card or a call-to-action asking for contact details. This method can be useful for targeting specific individuals or businesses, but it can be expensive and may not be well-received by all recipients.

9. **Trade shows and events:** Contact data can be collected by visiting trade shows and events, where individuals can provide their contact information in exchange for information or a product sample. This method can be effective for building a list of contacts, but it requires a physical presence and may not be suitable for all types of businesses.

   Each of these techniques has its own advantages and disadvantages, and the choice of data collection technique will depend on the specific situation and the type of information being collected. It's important to comply with all legal regulations regarding data collection and ensure that the data is kept secure and confidential.

KEY LEARNING

1. HOW AN HR COMPANY WORKS

An HR (human resources) company provides a range of services related to the management of an organization's employees. These services can include:

- **Recruitment:** HR companies assist with the recruitment process by advertising job openings, sourcing candidates, conducting initial interviews, and helping to select the best candidates for the company.

- **On boarding:** HR companies help with the on boarding process by providing new employees with information about the company, its culture, and policies, as well as assisting with the completion of required forms and paperwork.

- **Benefits Administration:** HR companies manage employee benefits programs, including health insurance, retirement plans, and paid time off. They assist employees with enrolling in benefits and answering questions about their coverage.

- **Compliance:** HR companies ensure that the company complies with all relevant employment laws and regulations, such as equal employment opportunity, wage and hour, and workplace safety laws.

- **Employee Relations:** HR companies handle employee relations issues, such as conflict resolution, employee grievances, and performance management. They assist in creating and maintaining a positive work environment and resolving workplace issues.

- **Performance Management:** HR companies develop and implement performance management systems to help organizations evaluate and improve employee performance. This can include setting performance goals, conducting performance evaluations, and providing feedback and coaching to employees.

- **Training and Development:** HR companies provide training and development opportunities for employees, such as leadership development, skills training, and professional development programs.

In summary, an HR company helps organizations manage their human resources by providing support with recruitment, on boarding, benefits administration, compliance, employee relations, performance management, and training and development.

2. MANAGEMENT OF DIFFERENT DEPARTMENTS

The management of different departments in a company is a critical aspect of overall organizational success. Different departments within a company can include:

- **Human Resources (HR):** The HR department is responsible for managing employee-related issues, such as recruiting, hiring, training, and benefits administration.

- **Finance:** The finance department is responsible for managing the company's financial resources, including budgeting, accounting, financial reporting, and taxation.

- **Marketing:** The marketing department is responsible for promoting the company's products and services, developing marketing campaigns, and building brand awareness.

- **Sales:** The sales department is responsible for generating revenue by selling the company's products and services to customers.

- **Operations:** The operations department is responsible for managing the day-to-day activities of the company, including production, supply chain management, and quality control.

- **Research and Development (R&D):** The R&D department is responsible for developing new products and improving existing ones, as well as conducting research and testing to support the company's goals.

- **Information Technology (IT):** The IT department is responsible for managing the company's technology systems, including software, hardware, and data management.

The management of each department within a company requires different skills and expertise, and effective department management is crucial to achieving the company's goals. Department managers must work together to coordinate efforts, allocate resources, and resolve any inter-departmental conflicts that may arise. Additionally, effective communication and collaboration between departments is essential to ensure that the company operates smoothly and efficiently.

3. PROFESSIONAL BEHAVIOUR

Professional behaviour refers to the conduct and actions that are expected of individuals in a professional setting. It encompasses a wide range of behaviours and attitudes that are necessary for success in the workplace, such as:

- **Ethical Conduct:** Professional behaviour involves following ethical principles, such as honesty, integrity, and fairness, in all workplace interactions.
- **Respect:** Professional behaviour involves treating others with respect, regardless of their position, background, or opinions. This includes avoiding discriminatory or harassing behaviour.
- **Communication Skills:** Professional behaviour involves effective communication, including active listening, clear and concise expression, and the ability to adapt communication styles to different audiences.
- **Time Management:** Professional behaviour involves managing time effectively and being punctual for appointments and meetings.
- **Adaptability:** Professional behaviour involves being flexible and adaptable to changes in the workplace, including changes in work assignments, technology, and company policies.
- **Responsibility:** Professional behaviour involves taking responsibility for one's actions and decisions, including admitting mistakes and taking corrective action when necessary.
- **Teamwork:** Professional behaviour involves working collaboratively with others, contributing to team goals, and supporting team members.
- **Continuous Learning:** Professional behaviour involves a commitment to continuous learning and professional development, including staying up-to-date with industry developments and seeking opportunities for growth and advancement.

Professional behaviour is important because it demonstrates to others that an individual is competent, trustworthy, and committed to their work. It can also positively impact the overall productivity and success of the organization. Organizations often provide training and development opportunities for employees to help them develop and maintain professional behaviour. Additionally, employees can learn professional behaviour by observing and learning from colleagues, seeking feedback, and seeking opportunities for growth and development.

4 WORK ETHICS

Work ethics are a set of moral principles and values that guide the behaviour and decision-making of individuals in the workplace. Some common work ethics include:

- **Responsibility:** Taking ownership of one's actions, meeting obligations, and following through on commitments.
- **Honesty:** Being truthful and transparent in all workplace interactions, including avoiding deceptive practices and conflicts of interest.
- **Respect:** Treating others with dignity, regardless of their position or background, and avoiding discrimination, harassment, and other disrespectful behaviour.
- **Fairness:** Being impartial and treating others equally, avoiding bias and discriminatory behaviour.
- **Professionalism:** Demonstrating competence, punctuality, and a commitment to quality work, while maintaining professional conduct and attire.
- **Loyalty:** Being committed to the organization, following company policies and procedures, and avoiding actions that harm the company's interests.
- **Confidentiality:** Keeping sensitive and proprietary information confidential, unless required by law or ethical considerations.
- **Teamwork:** Collaborating and communicating effectively with others to achieve common goals and build a positive work environment.

Adherence to work ethics is important because it contributes to a positive work environment, promotes trust, and enhances the reputation of the individual and the organization. It also helps to ensure that work is carried out with integrity and in accordance with legal and ethical standards. Organizations can promote work ethics by setting clear standards and expectations for employees, providing training and development opportunities, and encouraging open communication and feedback. Individuals can demonstrate work ethics by being mindful of their actions, seeking guidance and feedback, and taking a proactive approach to professional development

CONCLUSION

In conclusion, my digital marketing internship has provided me with valuable insights into the practical applications of marketing theories and concepts. Throughout my internship, I had the opportunity to work on various digital marketing campaigns, including search engine optimization, social media marketing, email marketing, and content marketing. I was able to collaborate with a team of marketing professionals and gain hands-on experience in developing, implementing, and analysing marketing strategies.

Through this internship, I learned how to use various digital marketing tools and techniques to drive website traffic, increase online engagement, and convert leads into customers. I also gained experience in data analysis and measurement, allowing me to track and evaluate the effectiveness of different marketing initiatives.

Overall, this internship has helped me develop crucial skills in the field of digital marketing and has given me a better understanding of the marketing industry as a whole. I am confident that the experience and knowledge I have gained through this internship will be beneficial for my future career and will help me succeed in the ever-evolving world of digital marketing.

<u>SUGGESTIONS</u>

Here are a few suggestions for improving your digital marketing efforts:

- **Develop a strong website:** A well-designed, user-friendly website is the foundation of a successful digital marketing campaign. Make sure your website is mobile-responsive, loads quickly, and provides a good user experience.

- **Use social media:** Social media platforms like Facebook, Twitter, and Instagram can be powerful marketing tools. Post regularly, engage with your followers, and use paid advertising to reach a wider audience.

- **Use email marketing:** Email marketing can be an effective way to nurture leads and stay in touch with customers. Use email marketing software to send newsletters, promotional messages, and targeted campaigns.

- **Use content marketing:** Create valuable, informative, and relevant content that your target audience will find useful. Share this content on your website and social media platforms to attract and engage potential customers.

- **Use video marketing:** Video is a powerful marketing tool and can be used to promote products, explain concepts, or tell stories. Share videos on social media platforms or run video ads on platforms like YouTube.

- **Use marketing automation:** Marketing automation software can help you to automate tasks such as email campaigns and social media posts, freeing up time for other tasks.

TERMINOLOGIES

- **CTA (Call-to-Action):** A button or link on a website or in an email that prompts the user to take a specific action, such as making a purchase or subscribing to a newsletter.

- **CRO (Conversion Rate Optimization):** The process of increasing the percentage of website visitors who take a desired action, such as making a purchase or filling out a form.

- **KPI (Key Performance Indicator):** A metric used to measure the performance of a marketing campaign or strategy.

- **CPM (Cost-Per-Thousand):** A pricing model for online advertising where the advertiser pays for every 1,000 impressions.

- **CPC (Cost-Per-Click):** A pricing model for online advertising where the advertiser pays for each click on their ad.

- **CPA (Cost-Per-Acquisition):** A pricing model for online advertising where the advertiser pays for each acquired customer.

- **ROI (Return on Investment):** The ratio of the profit or loss made on an investment, relative to the amount invested.

- **A/B testing:** A method of comparing two versions of a website or ad to determine which performs better by measuring their success rates.

- **Landing page:** A webpage that a user is directed to after clicking on an online ad.

- **Bounce rate:** The percentage of website visitors who leave the site after only viewing one page.

- **Heat map:** A graphical representation of where website visitors click on a webpage.

- **Retargeting:** A form of online advertising where businesses show ads to users who have previously visited their website.

- **Analytics:** The process of measuring, collecting, analysing, and reporting data to understand and optimize website and digital marketing performance.

REFERIENCES

- www.successr.in

- www.workindia.in

- https://www.investopedia.com/terms/d/digital-marketing.asp

- https://blog.hubspot.com/marketing/what-is-digital-marketing

- https://en.wikipedia.org/wiki/Digital_marketing

- https://www.digitalmarketer.com/digital-marketing/

- www.learndigital.withgoogle.com

- https://www.questionpro.com/blog/data-collection/

- https://digitalmarketinginstitute.com/resources/lessons/traditional-communications_market-research_vgvc

- https://exposureninja.com/training/guides/digital-marketing/research/market/

- https://blog.marketresearch.com/the-impact-of-market-research-on-digital-marketing

- https://insights.civicommrs.com/why-is-market-research-important-to-digital-marketing