Internship on Digital Marketing Approach for Products Ranking

BY

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Computer Science and Engineering

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APPROVAL

This Project/internship titled **Internship on Digital Marketing Approach for Products Ranking**, submitted by Ripon Molla, ID No: 173-15-10337 to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfilment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on 02/02/2023.

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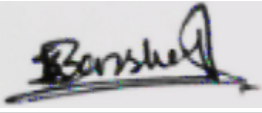Daffodil International University

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We hereby declare that, I have done this project under the supervision of **Dr. Sumit Kumar Banshal**, Assistant Professor, Department of Computer Science and Engineering, Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any bachelor degree.
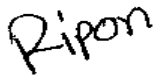
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Finally, we must acknowledge with due respect the constant support and patients of our parents.

ABSTRACT

Digital marketing is the promotion of a product or service using all modern communication technologies, especially the Internet. There are many types and types of digital marketing and it depends on the type of campaign it is being used for. Other hand, have increasing financial resources that allow them to act under the conditions of Digital Marketing Approach for Products Ranking applicable in the acquisitions practice that have greatly increased in the digital world. This is accurate in a sophisticated, versatile, and constantly changing economy. Digital marketing also referred to as "electronic marketing" or "internet marketing," was originally employed by pioneering companies that conducted online product sales in the early 1990s. Experts claim that a set of tactics and methods used in digital marketing can be described as a digitalization theme.

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CHAPTER 1

Introduction of Digital Marketing

1.1 Introduction

There is no substitute for marketing in the digital world. So most business organizations today have started to feel the need for digital marketing in their marketing strategy. In fact, digital marketing is more multifaceted, multifaceted, and realistic than other forms of marketing. Digital marketing benefits both consumers and marketers at the same time.

We now call the e-commerce sector of Bangladesh a potential sector. And an upward growth line has worked as a basis behind this. We now expect to have 50 million e-commerce customers in the next five years. We all are working from every place to realize the dream of a digital Bangladesh. The e-commerce sector is playing a significant role in this regard and this role will be more prominent in the coming days. Now international companies are showing interest in investing in the country's e-commerce sector. This is very positive for our sector.

According to the German statistics portal Statists, the e-commerce sector of Bangladesh will swell to more than 195 million US dollars this year, which is about 16,500 crores in terms of money. By 2023, the volume of transactions in this sector will increase to more than 26 thousand core BTD. Bangladesh has already placed in the 46th position on the global list of e-commerce trade.

Digital marketing is more popular because of the opportunity to target specific audiences and the benefits of performance tracking. Due to this business gains and losses can be easily calculated. The presence of people on digital platforms has increased thousands of times.

Figure 1.1: This is a banner with the company logo

In Figure 1.1 there, I have trained in this company for more than 6 months, I know how to rank the products in a Digital way. How to reach specific customers with strategies and fifteen values.

1.2 Motivation

In simply we can explain, digital marketing refers to the promotion of product brands through electronic media. Digital marketing enables an organization from traditional marketing to analyze marketing campaigns using channels and methods in real-time and understand what is working and what is not. The Internet is closely related to digital marketing. So digital is the modern automated technological environment and marketing is the process of generating an organizational profit by creating customer value and passing it on to customers.   Despite the widespread use of digital marketing worldwide, the demand is still low in our country. By applying digital marketing, it is possible to create new customers and compete with competitors easily, even with digital marketing at a lower cost than general marketing.

Recently, researchers in this sector have published a new research report on the direction of the position of the digital marketing sector.

1.3 Internship Objectives

Reaching the audience and giving them what they need is the main goal of digital marketing. Among other wonderful advantages, we may increase brand awareness and customer service through greater retention rates! I may be capable of begin this form of the paintings as we other goal is-

- Achieving knowledge about Digital Marketing
- Achieving knowledge about Digital Marketing
- On site of Search Engine Optimization
- Digital marketing strategy
- Products ranking in any Search Engine.

There are various mediums for marketing promotion in digital marketing. At this stage we have briefly discussed the marketing mediums of digital marketing:

(Search Engine Optimization) SEO has an important role. Through SEO, you can easily bring your product to the top of Google, as a result of which your product sales will also increase because nowadays people take the help of search engines before buying anything.

Social Media Marketing: There is no better medium to promote your business. You can easily run initial campaigns on these mediums without spending any money. The marketing is done through SMS, and MMS is called mobile marketing.

The general process purpose of a social media advertising intern is to take responsibility for coordinating and executing the social media strategy of the employer and work across key social media channels together with Facebook, twitter, and more

1.4 Introduction to the Company

If I have to complete my B.Sc. and interned at an institution. For that, I chose Bangladesh Innovation of Software (BIOSOFT), Web www.biosoft.com.bd Shop: 203, BTI Central Plaza, 95 Green Road, Farmgate, Dhaka-1215. It is a New and large IT company based in Freelancing, SEIP, and Web Development IT based Company, Dhaka. This company is providing technologies service with their best opportunities to the Alumni student.
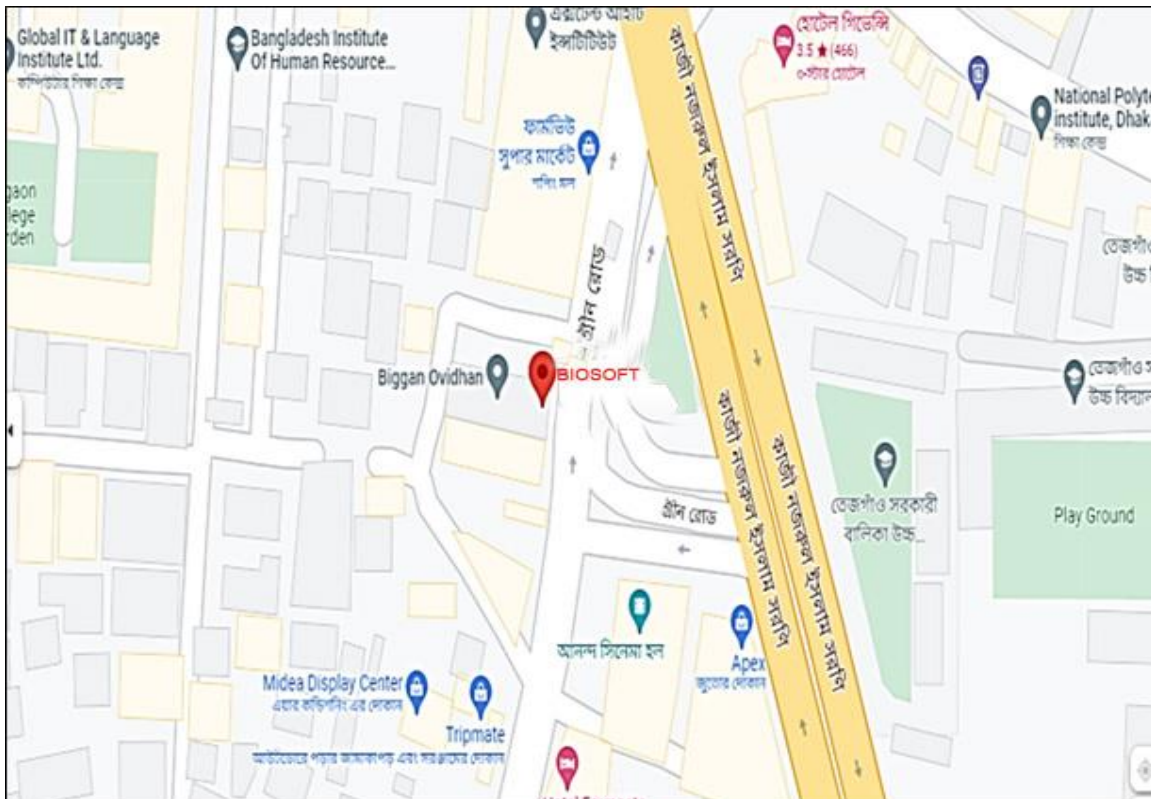

Figure 1.2: Company Address in Google Map

I have completed my internship there in about 6th the most matter is that I even have already been given the possibility to paintings with them as a freelancer. They paintings with numerous overseas corporations on their large projects. With whom I additionally was given the possibility to paintings.

Figure 1.1: This figure had the address of my assigned company. Where Google Maps is known. And shown by the area of the red dot. Bangladesh Innovation of Software (BIOSOFT) is a trusted company established with the goal of creating success in IT. Since its inception, This IT has achieved multi-faceted success in the long 10 years till now. Contributing to the construction of digital Bangladesh. One of the leading IT companies in Bangladesh has been playing an important role in eliminating the unemployment problem since 2014.

1.6 Report layouts

In the first chapter discuss the introduction of the internship and in quickly discus of my motivation. Digital Marketing a product or service is creating value or utility of a product for the customer. If you can create good networking with the consumer or buyer by satisfying their need with a product or service, then the consumer will understand nothing without your product or service. In 2nd chapter, it's, in quick, speak my internship's organization. It told about the function of my corporation, product and market region, purpose organization, analysis, and agency structure. In financial disaster 3, it is quickly cited my daily project and what I look at at some point in my internship consultation. In financial disaster, 4 mentioned abilities and techniques or plans to restore the trouble. The remaining bankruptcy is ready to cease and approximately my destiny profession

CHAPTER 2

Organization

2.1 Introduction

We use many types of social media, such as Facebook, Twitter, Instagram, Quora. These social networks or social media we use these media to keep in touch with one another or with many people or organizations. Marketing using these social media or the method we follow to promote is called social media marketing. There are two types of social media marketing. Paid Marketing (promoting pages or groups with money). Free Marketing (through posts or comments on public groups and public pages). The focused on obstacles of conventional advertising techniques will growth your advertising charges typical because the audiences may not be as described while in comparison to virtual advertising techniques.

2.2 Product and Market Situation

With more than 80% of consumers reporting that social media, especially influencer content, has a significant impact on purchasing decisions, marketers across all industries are embracing the evolution of marketing. Social media (SMM) from various tools to multi-pronged. Source of increasing market intelligence. Great young audience   The gain of virtual advertising for focused on is the possibility to expand higher and greater centered audiences for destiny campaigns. With optimizing audiences, you could constantly be on pinnacle of who is the excellent consumer for you. As the commercial enterprise is in general manager of focused on, it may expand greater enticing campaigns to enhance outcomes from advertising.

2.3 Target Group

Users can measure every step and phase of digital marketing. Each activity is measurable by how many people visit the website each day, which is not possible with newspaper or TV advertising. So Digital Marketing can create an index when a visitor finds their content and this strategy can help the person or visitor by giving niche results

Figure: 2.1: SEO (Search Engine Optimization) Process

In the Figuire 2.1: Researching search volume for keywords is important for more than simply SEM and SEO. Audience preferences, interests, and hints about upcoming market trends are all included in consumer information. As a result, SEO should be integrated into your physical and online marketing channels, techniques, and plans. My internship provider taught me that www.biosoft.com.bd is a website that offers a cutting-edge method of approaching online.

The marketing project plan should contain information on digital market planning, overall marketing strategy, milestones, results, and any applicable marketing channels like social, web, sales, etc. Describe how each project will enhance your overall strategy.

Demonstrating Organic SEO, which includes work that is done for free and helps you rank on Search engines such as Google, Paid SEO also, helps the search rank but costs money. When using organic SEO, users can optimize their websites by submitting them for free to various online directories.

2.4 SWOT Analysis

Any type of digital marketing that doesn't involve sponsored ads is called organic marketing. Social networks and content are the most typical forms of this type of digital marketing. Influencers, SEO, and video sharing are also included.

How To Help Organic Digital Marketing Benefit Businesses Organic marketing methods seek to build an influential connection with your audience through educational or entertaining materials to keep your business at the forefront of their thoughts when they are ready to make a marketing decision. Conversions are significantly influenced by the brand awareness and social engagement that organic marketing creates. Because of this, businesses that only use paid marketing often waste money. Additionally, organic digital marketing is a great complement to a paid marketing plan because it attracts viewers and followers who you can then retarget with ads to significantly reduce your cost-per-click (CPC) and return on ad spend (ROAS).
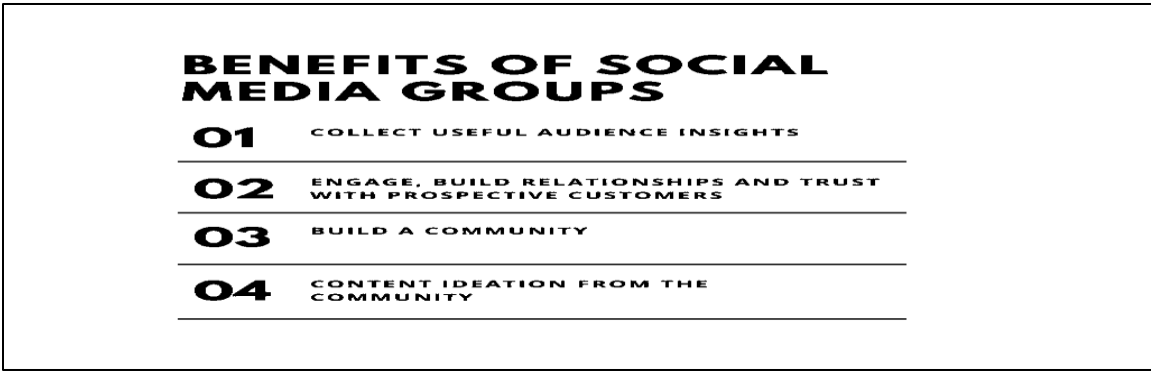
Figure 2.2: Benefits of Social Media Groups

In the following figure 2.2: Communities and groups make great platforms for growing organic traffic. It is simple to use and free. You can gain access to a clientele through groups. You can inform your clients about the introduction of new products, future events, and potential queries.

You don't necessarily have to create your own group; you can join groups on Facebook or LinkedIn that already exist to network with locals. Engage your target audience and provide them with insightful information. You'll attract a lot of attention from potential clients if you use the appropriate approach.
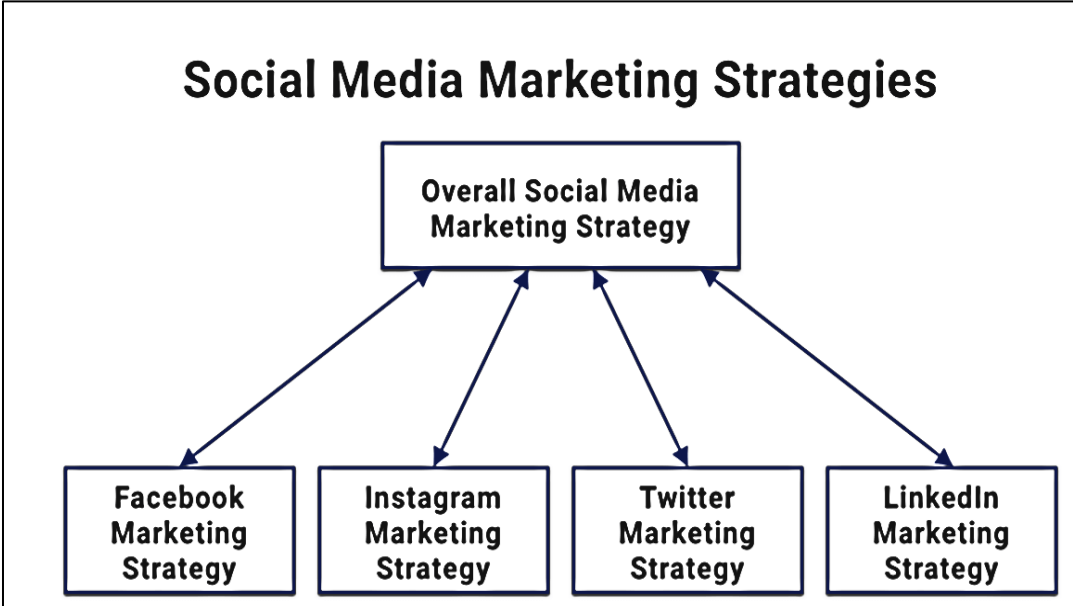

Figure 2.3: SMM Strategy

In figure 2.2 it's interesting to see how a marketing plan and a social media marketing strategy often overlap. Consider it this way: Your destination is a plan. Having a plan will help you get there. Facebook groups will teach you a lot more about your clients. People enjoy sharing their successes, which you can use to create case studies. Additionally, you may use these groupings. As the use of social media increases, marketers are developing strategies to capture a significant competitive advantage and tap into this key.

There are generally nine social media objectives you can have:

- Elevate brand awareness
- Boost website traffic and produce new leads
- Increased income (by increasing signups or sales)
- Increase brand loyalty
- Create a community around your company.
- Offer considerate client service
- increase the number of press mentions
- Pay attention to discussions regarding your brand.
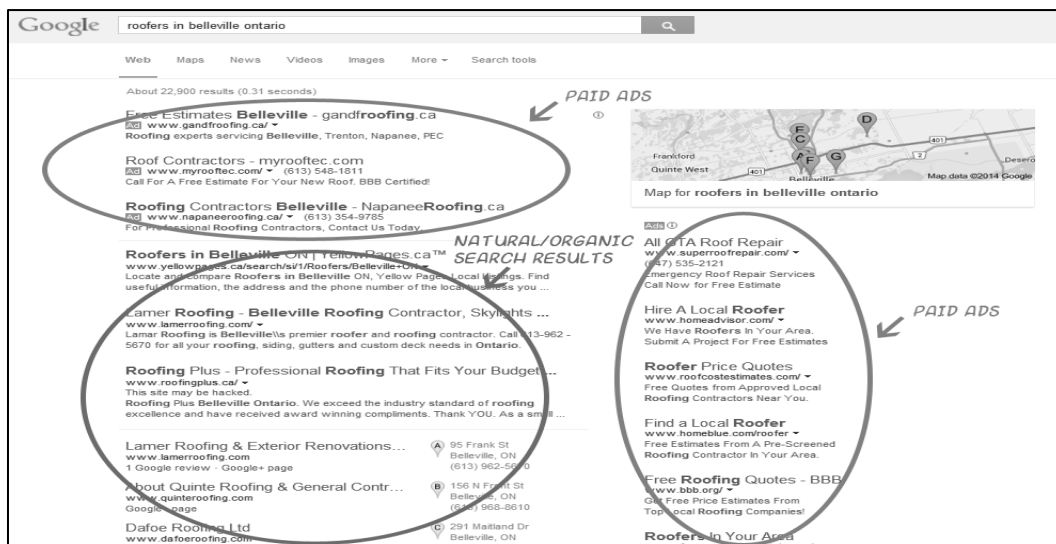- It's acceptable to have multiple social media objectives.

Figure 2.4: Difference between paid vs. organic search traffic

In figure 2.4: Cost and immediate results are the two main distinctions between organic and paid marketing techniques. Unlike paid advertising, organic marketing strategies don't charge you money every time someone clicks through to your website. Providing visitors with premium material at no cost as part of organic marketing encourages them to come back to your website. For small businesses, an organic marketing strategy works effectively because once you get traction, you don't need a significant marketing spend. AI-powered SEO tools and AI-powered content generation make organic marketing easier, but it takes time and consistency to see results.

Paid advertising, on the other hand, lets you choose who sees your message because you don't need everyone to. You can reach customers instantly with paid ads. Finally, blog posts that have been optimized for SEO are a great approach for reaching potential customers through organic search. A well-written blog post can drive a significant amount of traffic from search engines like Google or Bing to your website. Learn about the benefits of blogging for business and how it works. Since traffic continues even after a small business stops spending on advertising, inbound marketing is a great technique for them.

2.5 Organizational Structure

We often talk about the importance of social media managers and the amazing people who manage social media as a team of one. But often, for agencies, larger corporations, and even some small businesses, social media is run by teams of people who span a wide range of skill sets. In the organizational process, we'll take you step-by-step through the process of building a great social media team. If you've already built a social media team or have any tips to share with us and other readers of this blog, it would be great for us.

I think an excellent first step in creating your social media team is to evaluate your existing position. Your current position can affect a number of the choices you make about your social media team. Among these elements are:

Budget: Your budget can affect a number of important hiring decisions, including how many individuals you can hire and the equipment your team will have access to. It might also have an impact on how ambitious you wish to make your social media goals.

Workforce: Rather than adding new team members, your organization may already have individuals interested in working on or assisting with social media. Or maybe everyone in your workplace would like to spend a little time on social media.

Resources: Resources include both tools, like a marketing automation program, and assets, like images that your media team has taken or content that your content team has produced. Having these resources can boost team productivity and possibly minimize the number of team members required.

Email marketing: Email marketing is an online marketing method through which you can promote your products and services and promote your site. Currently, many small and large companies in different countries around the world are increasing their income through this method. Email marketing is the most effective method of getting product information to customers.

For e-mail marketing, you must collect the mail addresses of people of different ages or different categories in different countries, research the product you want to market, research the same product of other companies and their marketing strategy. Simply describe the quality of your product in your mail.

CHAPTER 3

TASK, PROJECT AND ACTIVITIES

3.1 Daily Task and Activities

As an intern student, I actually have a lot of everyday obligations and projects. They have truly been a part of many of my efforts. Every day I collaborated with my excellent intern teachers on business tasks. By structuring my daily foundation work, they assist me.

I've worked with a few businesses on the following themes, which I learned from this list:

1. Business opportunities in terms of generating revenue.
2. Apply the fee stick, a technique development framework built on research, to the crucial strategic choices that businesses must make.
3. Acquire a working knowledge of business terminology and tools to help with strategic conversations and the success of digital marketing.
4. Given its increased ability to innovate, BIOSOFT is able to produce value for customers, employees, and suppliers that is challenging for other companies to match.
5. As the long-term fulfillment brought about by advancements and positive effects on the community.

3.2 Events and Activities

Additionally, SMM can be a powerful tool for business promotion. It is highly likely that SMM will attract clients. We are aware that the company's main priority is its customers. SEO & SMM is the method that anyone can use to get traffic for a particular term. Numerous OFF pages SEO tactics are shown in Table 3.1.

• SMM Keyword research • Marketing team structures • Social Management • Article writing or posting • Forum posting • Blog commenting • Local Citations USA based • Link wheel and common Articale posting.	Off-page SEO refers to "SEM" techniques that are unlimited outside of your website or Webpage.

The marketing strategist is whoever is in charge of implementing the entire digital strategy. Creating marketing strategies and planning the allocation of resources among marketing goals are their main responsibilities.

Although marketing strategists may lack the technical expertise to complete the task, they are generalists who are familiar with the process. When deciding whether to outsource your digital marketing, for example or buying digital way, they also maintain with the founder.

3.3 Project Task and Activities

Table 3.2 Method of SEO & Uses Percentage

• Unique method	>50% (Users use this Technique)
• Paid/ Award method	<25% (Users use this Technique)
• Tools software method (both)	<25% (Users use this Technique)

3.4 Challenges

Search Engine Optimization or SE, SEM and SMM is basically reviewing the search results of Google, Yahoo Bing or any other search engine. SEO plays a very important role in product marketing in today's competitive market.

If you bring your product to the top of Google search through SEO, then the sales of your product will also increase because nowadays people make a decision by searching on Google before buying a product. Google updates its data regularly.
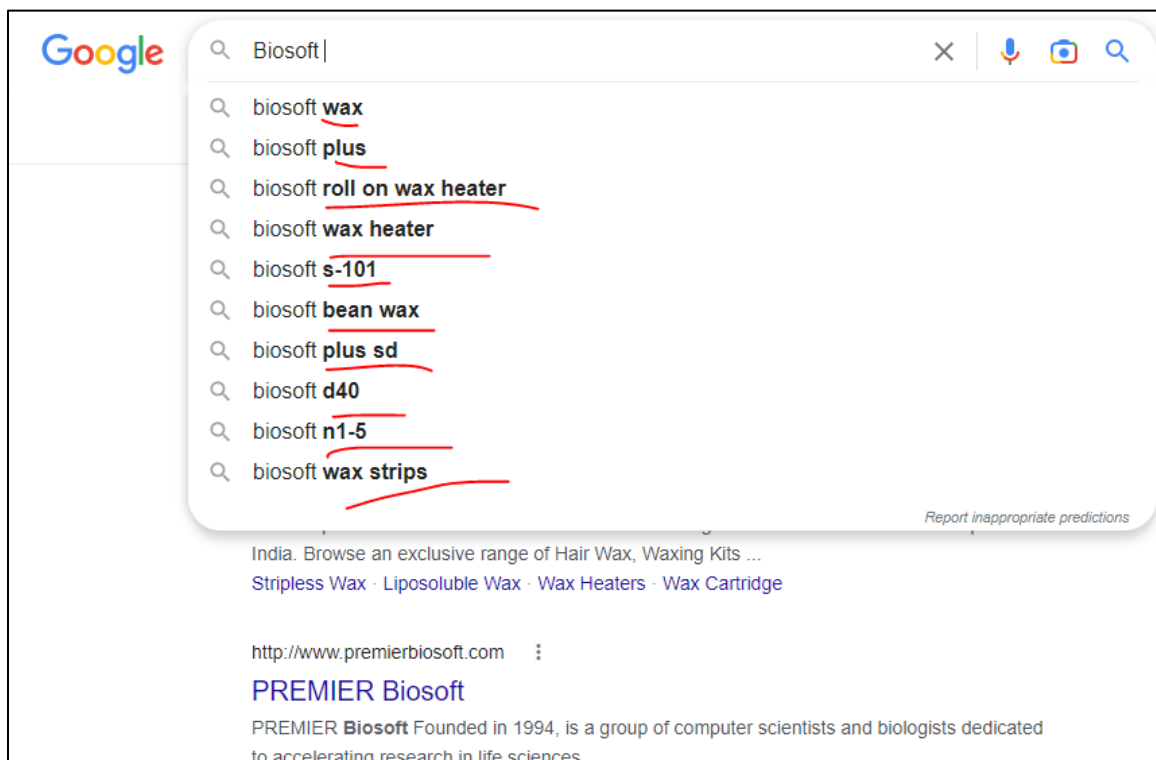

Figure 3.1: Organic unique keyword research

In figure 3.1: This figure shows how we can get good quality keywords without using any tools.

Paid method: Deploying each program uniformly and using unified messaging is the first step.

Since visitors may become perplexed and depart if your adverts are visually and acoustically different from your website, it is best to avoid doing so. Instead of having them work alone, you must ensure that they integrate well. positive information By proactively making sure that your search engine marketing's paid and organic components work together, you can speed campaign optimization and raise ROI. Here are 8 tactics for combining PPC and SEO effectively.

Figure 3.2: Keyword Research List (tools based)

In figure 3.2 Tools for keyword research are online sources that can show how often a keyword is used in a search engine. Here are some examples of search engines: Google, Tools based method (Paid/organic)

-Providing suggestions based on keyword

-It can help for your huge keywords collection.

Figure 3.3: Tool based results

In figure 3.3: It used to be free to use, though. You may avoid copying and pasting keywords separately by utilizing this tool..

The purpose of bookmarking: Bookmarking is to create backlinks for your website by submitting its URL to many websites that work as directories. Outbound SEO or SMM strategies are used to build external links to your website. When consumers find their articles in an online directory, the directory entry is an off-page feature. It is a SEO link, which increases the quality of a website or web page. You should set your URL in this format if your website is important to health. Making a one-way connection like this is interesting. There are a large number of articles.
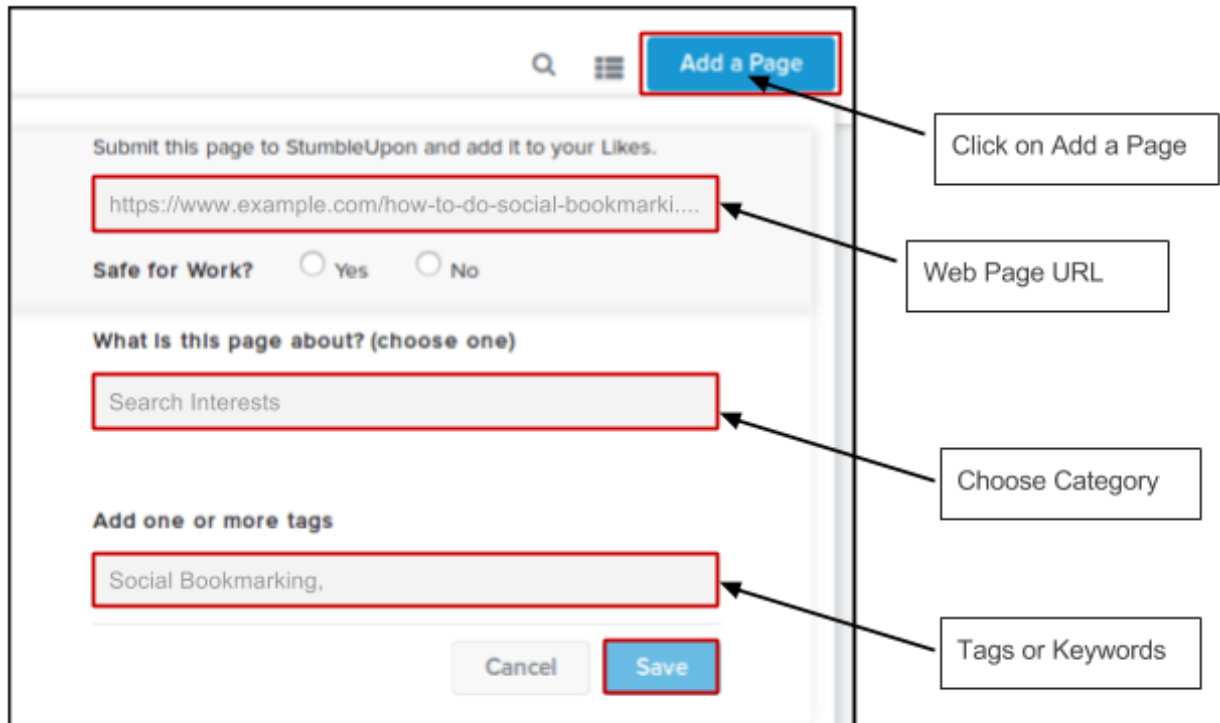
Figure 3.4: Web info submission

In figure 3.4: This shows how to do directory submission. This demonstrates how to submit a directory. There are specific informational characters in each stage that must be entered during submission. After determining this type of page, you must enter the information for your website. Here is a list of the details that are required. There won't be a need for additional information because I believe this is sufficient.

1. Web Title (Website Title)
2. URL- (Website Link)
3. Meta Tag/Keywords (Tag, Short Keywords in the Web Pages)
4. Meta Description (Short Description 200-250 Character)
5. Keyword (Website Keywords).
6. User Information (Submitter Info).

Free Submission Types: There are three different types of directory submissions, and all three are very important for promoting a blog or website topic and getting high quality backlinks. Make sure the listing has good Alexa rank, page rank, and domain authority

before submitting (Domain authority should not be lower than 20). Use unique meta descriptions, meta keywords, and descriptions for each directory, if possible. The link will be approved quickly and receive good search traffic.

- Free Listing
- Paid Feature directory listing
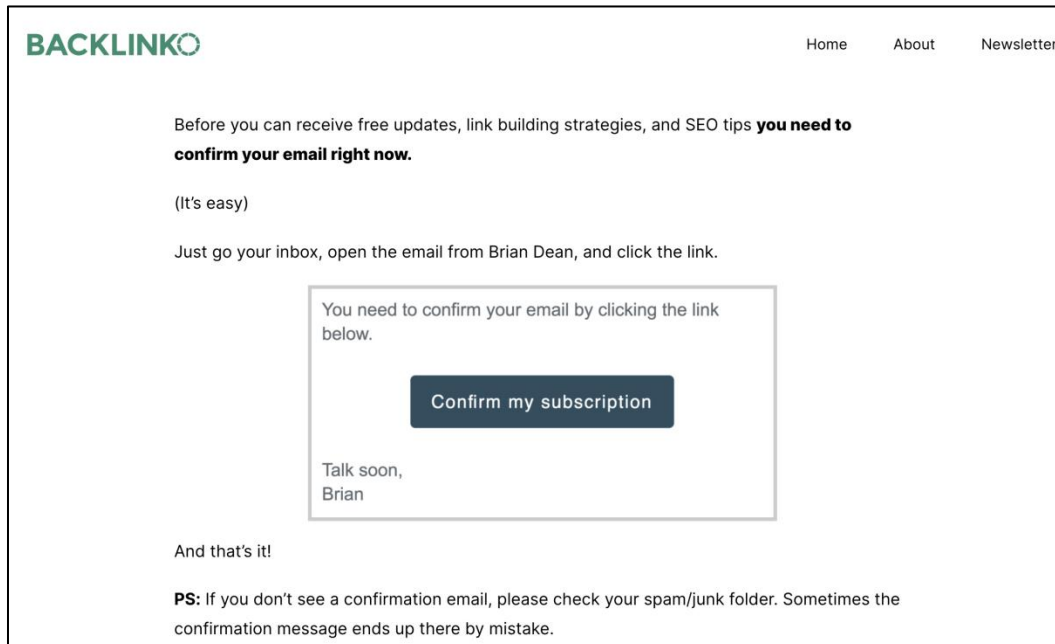- Reciprocal link listing

Figure 3.5: Link Submission

In figure 3.5: Here is the submission process. The submission procedure for this directory link submission task is shown below. Paid Listing in Feature Directory: The owner of the directory website can charge for a Paid Feature directory listing, and it can be authorized in as little as 24 hours. You have the option of a monthly, annual, or lifetime package with this listing.

No cost listing: there is a price for this submission because it is a free regular listing on a website. The website administrator decides when to approve your link for free listing.
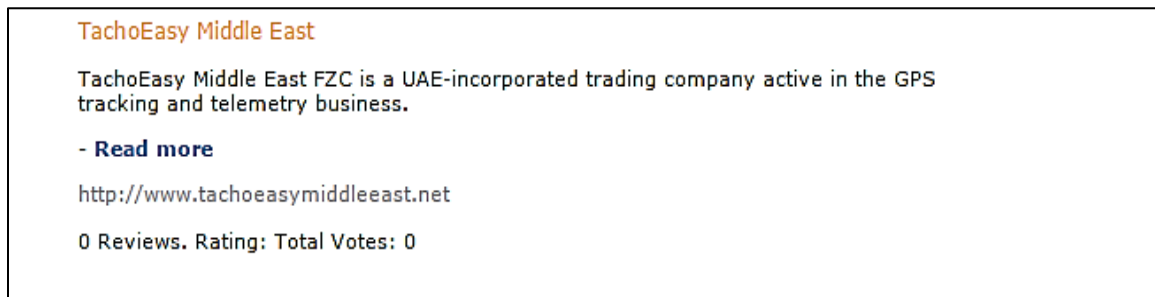

Figure 3.6: Approved link example

There's no warranty on this listing. No time limit. Whenever a site's administrator makes a choice update. Exchange of reciprocal links: Your website links must be submitted, and only those that pass the administrator's scrutiny are accepted. Your website will be listed after the link has been approved.

In figure 3.6: Where Directory sites are websites that categorize thousands of such site addresses. Additionally, the act of accepting a person's link on a website like this and providing a link to it is referred to as successful directory submission. There are lots of directories where you can add free site connections to the affiliate area. One illustration of it is this.   The power of social media marketing (SMM) is built on unparalleled marketing potential in three marketing areas: connections, relationships, and customer data.

Moms Web Directory	**Listing Details**

ID: 248736

Title: Daily Online News Papers

URL: http://www.news.com.au/

Category: News: Newspapers

Description: News headlines from Australia and the world The latest national, world, business, sport, entertainment and technology news.

Meta Keywords: daily online news papers,newspapers,william kerry

Meta Description: News headlines from Australia and the world The latest national, world, business, sport, entertainment and technology news.
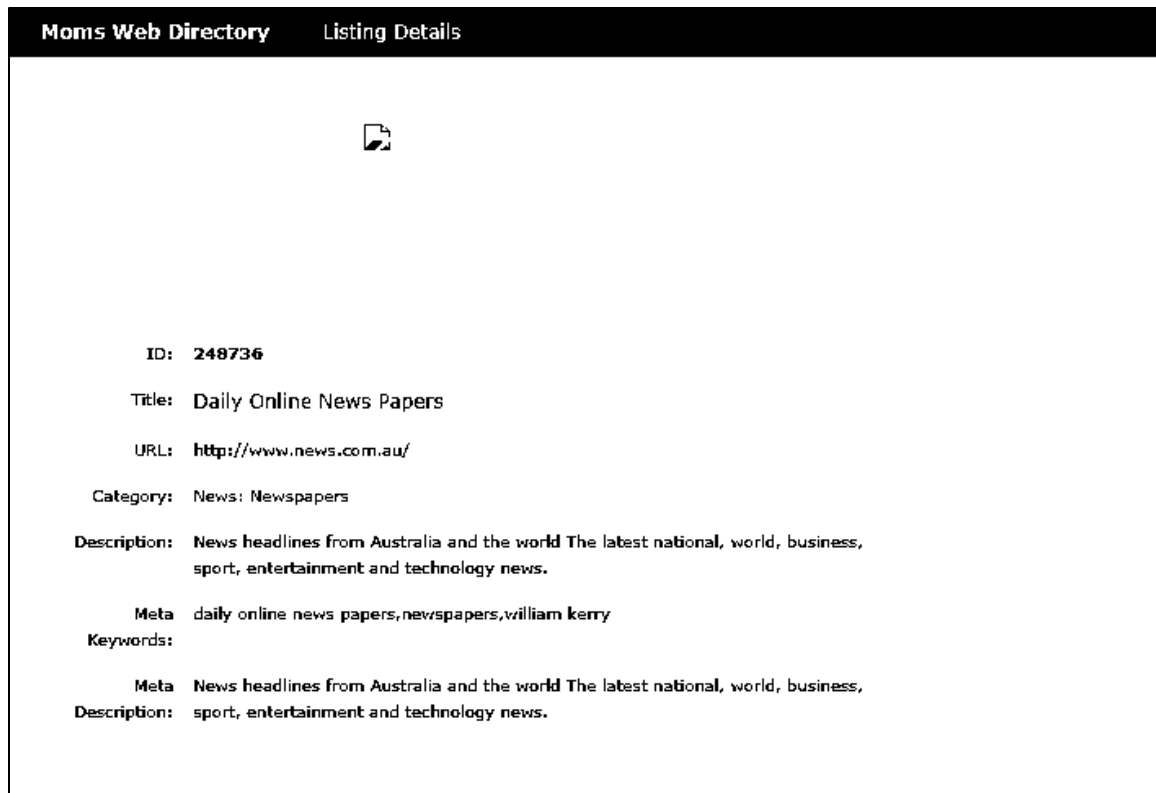
Figure 3.7: Complete Submission

In figure 3.7: I sent the information in this figure to a directory business, which verified it and emailed me back. This is another contribution. The information I submitted is contained in a letter that is later included in that email. They also added my information to their directory.

Forum posting on blogs is crucial. We are all aware that natural backlinks are essential for ranking. Additionally, obtaining these natural backlinks is not a simple task. Why do people only connect to fresh websites? However, if you consistently pay attention to the guest blog, the search engine will see the situation favorably, which is not the case. A user might raise suspicions. Even the website is in Peanut's hands.

Therefore, if you can use a different kind of backlink, you may be able to eliminate that concern. Blog commenting, which boosts page rank in Google PR, is the most prevalent SEO factor. Evidently, blog comments must be.

- Visitors: This can be a great way to get visitors to users' sites. Blog commenting on good sites can get a lot of visitors. As a result, articles rank faster.
- User can boost their link or profile
- Usercan use Anchor Text link on commenting site.
- Calibration opportunities
- Reliable easy method for blogs posting
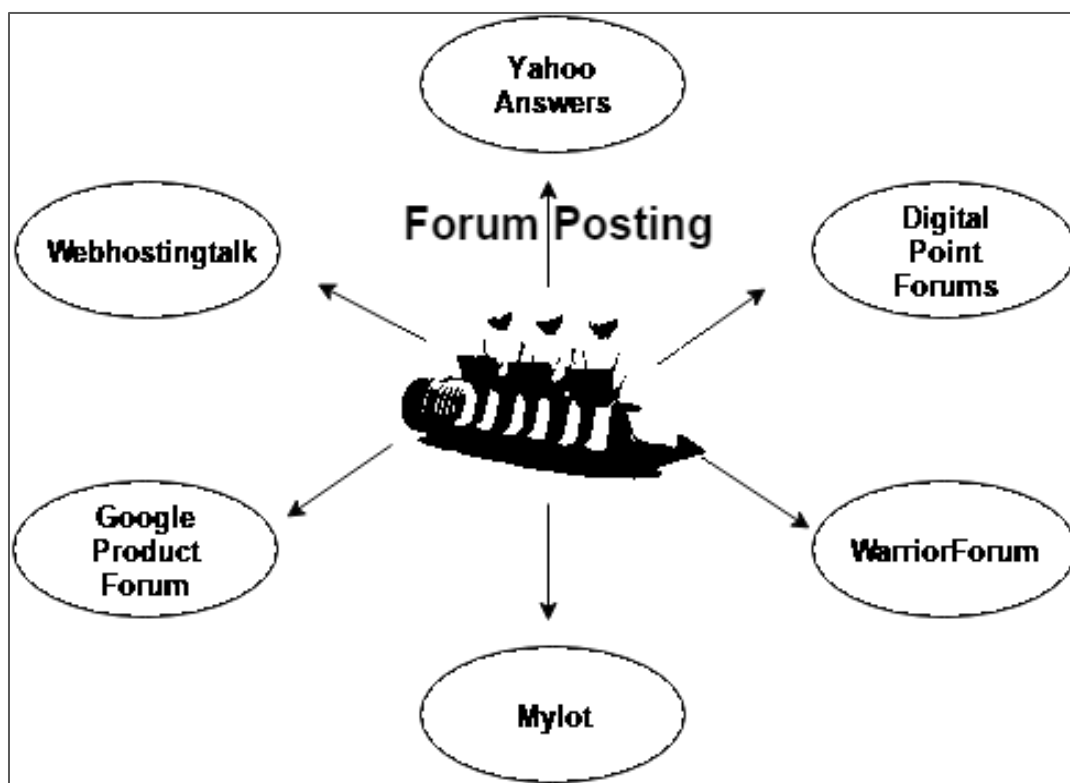- Very cost effectively way.

Figure 3.8: Forum strategy

In figure 3.8: A forum is a platform where all users registered on a particular topic can participate in discussions about it and its various problems and solutions. Forum commenting or profile linking is very important for backlinks. Forum sites play a great role in getting do follow backlinks. And you can get backlinks to your site by posting on forums, even signatures and comments. Profile linking or forum posting jobs are

available on various marketplaces such Upwork and freelancer sites. Also, it's unbeatable to get Do Follow backlinks for your blog. Today we will see through video tutorial how to register in the forum as well as use signature and finally we will see how to post in the forum.

Let us first see how to register on the forum as well as use the signature. Not to mention before that, during profile setting, home page means there is an option to name your site. Here is the URL of your blog or website page.
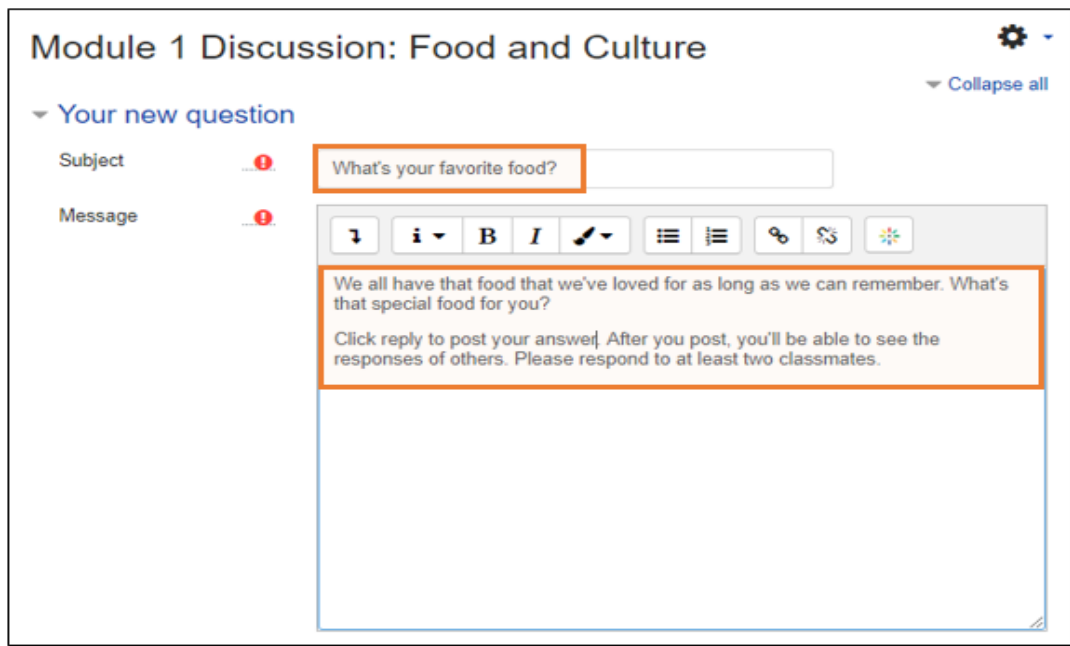

Figure 3.9: Forum comments

The most important thing is that you will get an option called signature to share your links on your profile, this is a key feature of the forum. Go to edit profile option of your profile, there you will find signature option, click on it. There, link your site's main keyword using BB code of anchor text/HTML code (which the forum supports) on it.

And save. Let's make the video easier but Of course, the special thing to note for forum commenting is that no one can provide this link in the comment as a registered member.

CHAPTER 4

Competencies and Smart Plan

4.1 Competencies earned

If no one sees your work as a digital marketer, it's pointless. Connecting with your audience starts with using search engines to drive visitors to your web resources, especially your landing page. This may be the most important step. You need to be an expert in SEO and SEM optimization if you want to be successful as a digital strategy.

4.2 Smart Plan

Basically, SMART goals are specific goals that will drive your larger digital business goals. They should serve as the cornerstone of what digital marketing efforts need to accomplish. Any SMART goal should be goals that are not well defined and are less likely to be achieved. When was the last time the "I'm going to be fit this year" resolution actually worked? It would be better to say, "I will join a gym near my workplace and I will go twice a week to do a good balance of cardio and weights." It is more concrete because it is specific.

4.3 Reflection

Social media marketing strategy is all about preparing for the process to stay on time. When it comes to social media marketing response time and customer development time and strategy, customers need to be prepared for different situations.

CHAPTER 5

Conclusion and Future Career

5.1 Discussion and Conclusion

We must come to the conclusion that social networks have become a form of reality in which people talk, engage and trust clearly in a world where more than 70% of Internet users work in social networks and invest and at least one hour a day with these. social network on average. Also, we should know that more than 60% of these users access social networks using mobile devices, and there are good reasons to believe that this percentage will increase in the coming years. . In such a society, we must understand that the social network is a new innovation that is now entering the business sector. More than 90% of marketers say they use or plan to use social media for business purposes, and more than 60% of them do. Understanding the importance of social media in the daily lives of your potential customers can help you determine the benefits of using social media in marketing. Considering the expansion of social networks and their impact on users, social media is now a requirement for business.

5.2 Scope for Future Career

Digital Marketing and SEO wasn't very well-liked in the past. Google employed these easy strategies that webmasters used to optimize websites to offer them better ranks. The situation today is different, though. Because Google has begun enhancing its algorithms, managing websites has become more challenging.

Every issue presents a chance for fresh approaches, and in this case SEO is the approach. Webmasters today are looking for experts who can help their websites rank highly, which This is where SEO experts come in since every business has a website they want to improve, it is no wonder that SEO experts are in high demand. The future of SEO in Bangladesh is mostly possible to build excellent career.

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