



Daffodil
International
University

Internship on Digital Marketing

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Submitted by

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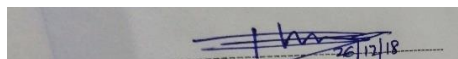
This Internship report has been submitted in fulfillment of the requirements for the Degree of
Bachelor of Science in Software Engineering.

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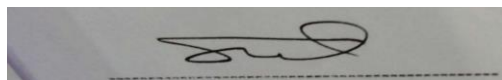
This **Internship report** titled “**Internship on Digital Marketing**”, submitted by **Raad Sheraz, ID: 151-35-859** to the Department of Software Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc in Software Engineering and approved as to its style and contents.

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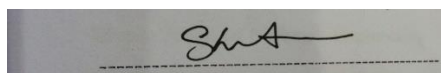
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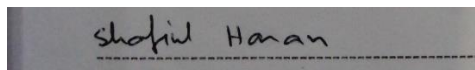
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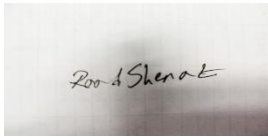


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DECLARATION

It hereby declares that this internship report has been done by me under the supervision of **Ms. Manan Bintah Taj Noor**, Lecturer, Department of Software Engineering, Daffodil International University. It is also declared that neither this report nor any part of this has been submitted elsewhere for award of any degree.



Raad Sheraz

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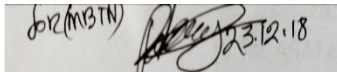
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ACKNOWLEDGEMENT

At the beginning , I would like to thank Almighty Allah, for his grace in accomplishing my internship report timely. I really want to express my gratitude to the Faculty Science and Information Technology to keep the internship credit in the graduation program curriculum and give me an opportunity to taste the taste of industrial-based work and the field of action. I am also thankful to the Faculty of Science and Information Technology, Honorable Head Sir Dr Touhid Bhuiyan, My Supervisor Miss Manan Binth Taj Noor, DIU to arrange an opportunity for choosing an own interested organization and complete internship there. I thank Prochito Team for the sincere support, guidance, constructive, supervision, guidance and advice and for inspiring me to strengthen my internship at Prochito ITS. I am proud and grateful that I was always under the supervision of the Prochito team and received direct advice from Mr Arshnul Bari, Head SEO and Digital Marketing, Prochito ITS. Here, an internship with daily reporting including emotional and professional support enhances my experience of life. I am also thankful to the employees of Prochito Marketing team who gave me immense support while working on client-end and also in technical difficulties. In addition, to prepare this report and other documentation regarding Internship Report and otherwise, I would like to show my deepest gratitude to all the members of the team, who always advised me and helped me through hands and pens..

Raad Sheraz

EXECUTIVE SUMMARY

As part fulfillment of my BSC degree I chose this topic because it covers the overall information technology and marketing area of different types of business and system. If I would do my internship who has only one brand then I would have experience in only one brand but in Prochito IMC ltd. I have worked on several brands. As a student of Software Engineering, my assigned task helped me a lot to understand the software tools , marketing concepts, planning and strategies to work in an IMC company. Prochito does a lot of work before submitting a final work to the clients and their role of doing marketing for their clients is vast. The IMC tools are really important and they are the expertise who knows the best use of it. Learning the activities of digital marketing strategist gave me the pleasure and satisfaction.

IMC for brand communication are also effective because a brand should be known to all at first and the major role plays an Ad agency to communicate the brand with the customers in an effective way.

The role of an ad agency is a very big for marketing a product with a concept to the customers. The overall approach of this report is a descriptive one as it goes into the depth of the role of an ad agency and the processes that they follow to do marketing. Several projects like Oh t-shirt campaign, Visualizing ad of Asian Duplex Town was a different experience for me because I have learned few new things like how to build the concepts, doing the strategic plan. This things will help me in my future job as well. During my internship period while I was preparing this report face some problems like too much work pressure, multiple tasks etc. but though I have learned so many things that is described in the lessons of the chapter. The findings of this report also shows some Organization related problems like time related problems, meeting related problems, payment problem, system analysis and design problem , online tool problem , performance measurement problems are also given. Some recommendations has been added at the end of the report. I hope this will be helpful for them.

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CHAPTER 1: INTRODUCTION

1.1 Background

Internships give the students an opportunity to relate their theoretical knowledge with the tough real world environments. Moreover, if the internship is within a bachelor program and the students have to return to the academia after completing it, the skills that they have developed during the internship help them to gain a moresound academic result.

Daffodil International University (DIU) provides that glorious opportunity to their students of having an internship within their bachelor program. I am being one of the lucky ones to study in DIU and give me the opportunity in Prochito Information Technology to complete my internship. Before Starting The expectations were high and now almost nearing the end of my internship, I must admit that it was really a wonderful experience. The journey was not very simple. There were many obstacles, new technologies that I have to handle with, yet after overcoming each challenge, I had discovered a new potential within myself. The skill I have gathered are priceless to me and I

cannot wait to apply those in the upcoming career. In addition to that, some of the non-technical skills that I have procured, combined with those technical skills will certainly prove handy in my future jobs. Internship offers cooperation between industry and the university to provide the student with a supervised technical work experience which strengthens a student's educational experience and credentials. The internship experience offers many rewards and can be used for undergraduate applied/technical elective credit(s). I am concerned to start this report since I want to reveal the consequence of my academic knowledge. I have faith in this report I will be capable to demonstrate the significance of this internship & report..

1.2 Motivation

For choosing this profession i was highly motivated by the life of Steve Jobs the the great leader of Apple Inc. He was a great digital marketer . His strategies took apple to an unreachable height . As i have taken this as a profession for doing the same and become world's one of the best Digital Marketing strategist . On the journey of this internship period i am very pleased and

thankful to our head of the department “Professor Dr. Touhid Bhuiyan” who told me to do internship on this sector . Andat the end I would also like to thank my supervisor “Miss. Manan Bintah Taj Noor” . She was the only one who bring this far .

1.3 Objectives

The primary objective of digital marketing is to provide online presence to our business through website and social media. We can spread awareness about our brand and provide support to our customer by handling their grievance and queries, which ultimately leads to sales, customer acquisition & satisfaction

1.3.1 Wide Objectives

According to the research, Online sales revenue and the most important goals relate to lead generation (Those companies who focused on lead generation relevant to companies who don't sell online) . Since these stays the main commercial outputs of a digital marketing plan this makes good sense. critical success factors that support these goals are the other objectives are around, i.e. user experience should achieve more outcomes and increasing traffic. It helps to have a specific objectives for these, As an example increasing net promoter score or increasing visits defined in a conversion funnel spreadsheet . For Ecommerce businesses, breaking down sales into those from new and existing customers is needed.

1.3.2 Specific Objectives

The report has some specific objectives. Learned how these problems are solved

1. Site engagements rates
2. Search engine top rank
3. Re targeting audience
4. Make strategy for digital campaign
5. Wation and customization working with document
6. Understand Software Maintenance Methodology

1.4 Scope

This report is made only for academic purpose and to fulfill the requirement for internship affiliation. This report has covered the direct and indirect perspective of software industry and their challenges and its marketing strategy . In addition, the report is focused on Digital Marketing

CHAPTER 2: COMPANY OVERVIEW

2.1 About

Prochito IMC Limited is a 360° integrated marketing communications agency, which is thriving in Advertisement & Media sector of our country for last 17 years. They have started their journey to the world of advertising in 1998. Since then they geared themselves up for endurance in flying the way to success. Prochito is Bangla for gathered, collected or accumulated. Relating with this nature, they have taken honeybee as our corporate symbol, which happens to gather or accumulate the purest of food found in the nature, the honey. Prochito's Communications are all about creating new ideas to deliver messages to the audiences in a clear, concise and intelligible way. The services that Prochito gives are Designing, Printing, TVC/RDC making, Outdoor advertising, Event Management, Software Development , Market Survey, Media Buying, Press Release, Digital Marketing.

2.1.1 Vision and Mission

In the regularly changing business world, our central goal is to make the correspondences that emerge from the group. Our main goal is to make interchanges that work, to make mark pictures that assistance an item or administration to locate the correct situating in the swarmed commercial center. Prochito IMC Limited is a 360° coordinated showcasing interchanges office with a dream to get new measurements contemporary style of correspondences.

2.1.2 History

We started our journey to the world of advertising in 1998. Since then we geared ourselves up for endurance in flying the way to success. Prochito is Bangla for gathered, collected

or accumulated. Relating with this nature, we have taken honeybee as our corporate symbol, which happens to gather or accumulate the purest of food found in the nature, the honey.

2.1.3 Location

Prochito IMC is located at Banani .

Tower Hamlet (8th Floor),

16, Kemal Ataturk Avenue,

Banani, Dhaka-1213. Bangladesh.

Phone : +02-9820011,

+02-9820081-2

Email : info@prochito.com

2.2 Organ-gram

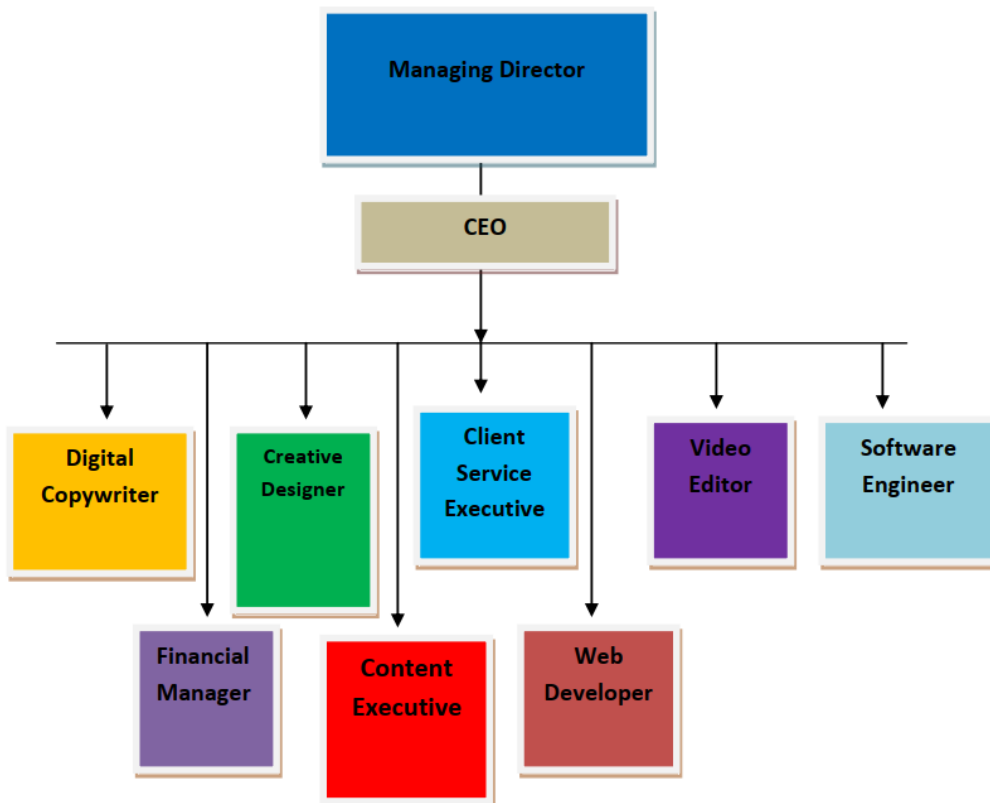


Figure 1 : Organization Diagram of Prochito ITS

2.3 Products

OH-T Shirts

Amujamu.com

Rodoshee Magazine

Reach Digital Kiosk

2.4 Clients

The clients of Prochito IMC are AIUB, American Dairy Ltd, GDS Chemical, Bank Asia, British Council, Dutch Bangla bank, FSIB, Asian Town, Meena Bazar, Popular life insurance company limited, Rich, Uttara motors, Edilson group, Shah cement, Holcim, Abul khair group, Trust Bank, Midland bank, Raymond and Abdul Monem(Igloo), Akij Motors Ltd, Amin MohammadGroup, Asset Development Ltd, Atish Depankar University, Beacon Point, Chemlube Ltd, City Bank Ltd, Exim Bank Ltd, Laser Treat, Meena Sweets, Suzuki(Rangs), Tanveer Food Ltd, Midland Bank Ltd, Trust Bank, The jungle restaurant and café, Mutual Trust Bank Ltd, Independent University Bangladesh and so on.



Figure 2 : Number of Clients 1



Figure 3 : Number of Clients Clients 2

CHAPTER 3: COMPANY CULTURE AND CARRYING OUT

3.1 Department : Digital Marketing and SEO

The head of the department is Mr. Arshnul Bari . Here all the Digital Marketing projects of Prochito ITS and Prochito IMC are done .

3.2 Working Team : “ Reach Digital “

Reach digital is the only working team of Prochito ITS and Prochito Imc Ltd .Around 6 members are in this team and each of them are highly professional

3.3 Working Environments & Protocols

Working environment here is great . I’ve my own desk surrounded by 2 laptops. There are 25 employee working together on this unit. Office time starts at 10 am . End 6 pm .

3.3.1 Rules & Regulations

Exercise care and steadiness in taking care of University assets and property depended to your custody by the prudence of your position or by direct approval or task. Similarly, regarding each other's close to the home property.

I ought not -

- abuse, or be imprudent with, instruments and gear bringing about harm to office property;
- neglect to watch security precautionary measures, bringing about the loss of office assets or property;
- neglect to report, at the earliest opportunity, any noteworthy loss of, or harm to, organization property;
- use Company property to which you have not been allocated, or use Company property for individual purposes, except if with earlier formal endorsement;
- take out Company property from the University premises except if with earlier composed approval;
- retain from the Company's any reserve or property having a place or depended with the Company.

Leaves :

All leaves, whether with or without pay, are subject to prior authorization. If, for any reason, I cannot report for work, I need to send word to my supervisor as soon possible, or by telephone or by personal messenger, informing him of the reason for my absence and indicating, if possible, how soon I can report back to work. Short notice does not mean automatic approval of the leave. Secure formal approval for my leave not later than the day I return to work.

I may not

- absent myself without my supervisor's permission, particularly on workdays immediately before or after a weekend or a paid holiday
- fail to notify my supervisor immediately in case of absence due to sickness emergency
- fail to secure prior formal authorization for leave, before going on leave
- take a leave despite failure to secure valid authorization for the leave
- feign illness.

3.3.2 Motto of the Organization :

There are different companies who have gaps in their brand communication. For example: Some companies or organizations are not present in the internet where internet are playing a vital role in communicating with their customers. So, if they are not present online media like online adv in newspapers or social media, we go to them with a presentation that how they can be benefited by this medium and what are the things we can provide to them. We suggest them to buy

impressions for online adv. or we offer them to promote them in social media like facebook and how they can do the best use of it. We also offer them to run their page on behalf of them.

3.3.3 Handling Clients

I. Send it for distributing. A meeting to generate new ideas for a customer who needs to expand deals in an explicit classification can be a subject. Account chiefs additionally plan store strolls to look at customers' opposition, review their discoveries and offer them with customers. They likewise audit magazine and paper articles for new inclinations all the time.

II. Presenting to/Receiving the customer brief: The brief is the most critical piece of data issued by a customer to an office since it is from the concise that everything else streams. There are a few customers who is enrolled in our organization. These customers give their work arrange. This brief incorporates data about the intended interest group their frames of mind and practices, crusade necessities and the key message. So, when they want to give any work order, they contact with me. Then I go to those clients or contact with them over the phone and take the brief. Then I forward it to the related departments in my company. For example: there are several briefs that my client give. These briefs are based on different things like they want bookings in media, want to make TV commercial, print adv. magazine adv. Radio commercial, Scripts for TVC or RDC, events, campaign or activation and so on. If any client want to give a press advertisement or booking for a TVC then I forward it to the media buying department. If any client want any quotation related to media buying, then I ask the media buyers to give me a quotation for the related booking. On the other hand, if any client wants to make a print advertisement then I forward it to the creative department.

III. Accomplish the tasks according to the brief:

When I get the brief and get an official work order from the client then I submit it to the related department. Then they do the rest of the part. For example: my client wanted to give an press advertisement in Prothom-alo 1st page (8 column X 5 inch) and they have given the soft copy of the advertisement. After getting the soft copy, I forward it to the media department and they do the rest of the part. A company who wants to make a print adv. then I set a meeting and go to them. There are marketing executives who describe that what are the texts, colors or elements they want in that particular adv. After that, I write a brief for the creative department for that

company want to make a print adv. Their product is Y and they want these elements in that particular adv. Now, you have to submit 3 or more designs within the given deadline.

IV. Sending the designs to the client:

After getting the matter (works) from the creative department, I send the matter to my client. If they want any correction or any other things, then I give it again to the creative department. If they like it, I give them the soft copy of the matter.

V. Prepare the bills:

Client give different work orders. After the submission of the works and the completion of the works, I prepare the bills and give it to the reception. From there, they send it to the particular company.

VI. Client hunt:

This is a very major part of all the works. When we get the news that there is a new company or that is an existing company then we go to that company, talk to them and set a meeting with the higher authority. Then we go along with our portfolio. Now, if they will enlist us or not, it is their decision. We keep follow up with them and if they want to do any brand promotion, events, campaigns, we give them quotations and our works related to their brief.

VII. Pitching, making and giving presentations :

First of all, when we sort out what to do and what are the things we will include in the presentation, I make the presentation and give presentation along with the team. When a company give us work orders like they want logo design, flyers, brochures, print adv. online adv. TVC, we make them along with a presentation where we tell the insights.

VIII. Maintaining good relations with the clients:

Those clients who are in my client list, continuously I have to maintain a good relation with them. In between this, it become a good bonding and it helps us to know about the work opportunities which are coming soon or later on.

3.3.4 Facilities

Facilities of Prochito ITS are given bellow :

1. Medical Insurance
2. Life Insurance
3. Disability Insurance

4. Retirement Benefits
5. Vacation
6. Family Leave
7. Tuition Benefits

3.4 Comparative Analysis of Office Culture

1. They Hire People Who Fit Your Culture
2. Having Employees Know the Values and the Mission of the Company
3. Knowing That Good Decisions Can Come from Anywhere
4. Realizing I'm on a Team and Not a Bunch of Individuals

3.4.1 Mixed up with Office Culture

This was a great experience for me how i mixed in office culture . The office starts at 10 am and runs for next 9 hours . Every employee of this office are highly professional . I use to talk with them very friendly and the were very pleased to have me in there team .

3.4.2 Entertainments & Refreshments

In our office we have a playground . We use to play here when we got stress while working . We also have a big screen where we watch live matches .

3.5 Internee Life Cycle

It is great to do internship . Because as an intern i have learned real life execution of a project .

3.5.1 Getting Started

It was middle of march when i thought about doing internship. Then i search for a platform. From a friend of mine i heard about the internship offer that was going in “Prochito ITS” . I grabbed that opportunity and applied for it.

3.5.2 Recruiting Policies

After applying here , i received a call from HR department of prochito ITS . The called me for an interview . I faced interview next week after getting call . It was a good interviewed for me and i

got selected . Recruitment policies of an intern here in this office are pretty good . They offer 6 month paid internship and they hire employee if they perform good in their internship period .

3.5.3 Professional Environment

Professional environment here is great. Everyone here in this office does follow the rules and regulations . The cope up with every situation and give maximum effort . If someone got stuck in one place another helps for overcoming that situation.

CHAPTER 4: TECHNOLOGY EMPLOYING

4.1 Fundamental Technologies

PHP

Android

Java Script

Html

CSS

4.2 Supportive Technologies

User Experience and design

Software Engineering

Agile management

Benchmark email

SCRM

Slack

4.3 Technology in use

Since the get-go innovation has bailed us out as a human race. From the innovation of the wheel to space, innovation has been a noteworthy factor in the manner in which our progress has developed. To adapt up to a regularly evolving pattern, we utilize distinctive advances, for example, Symfony, Laravel, VueJs, ReactJs, Docker, Git, Selenium, NodeJs, Python, PHP, JavaScript, MySQL, Adobe Photoshop, Adobe artist, Adobe Experience Design, Balsamiq. What's more, our virtuoso and imaginative group is constantly prepared to learn new things.

4.4 Logistic Support

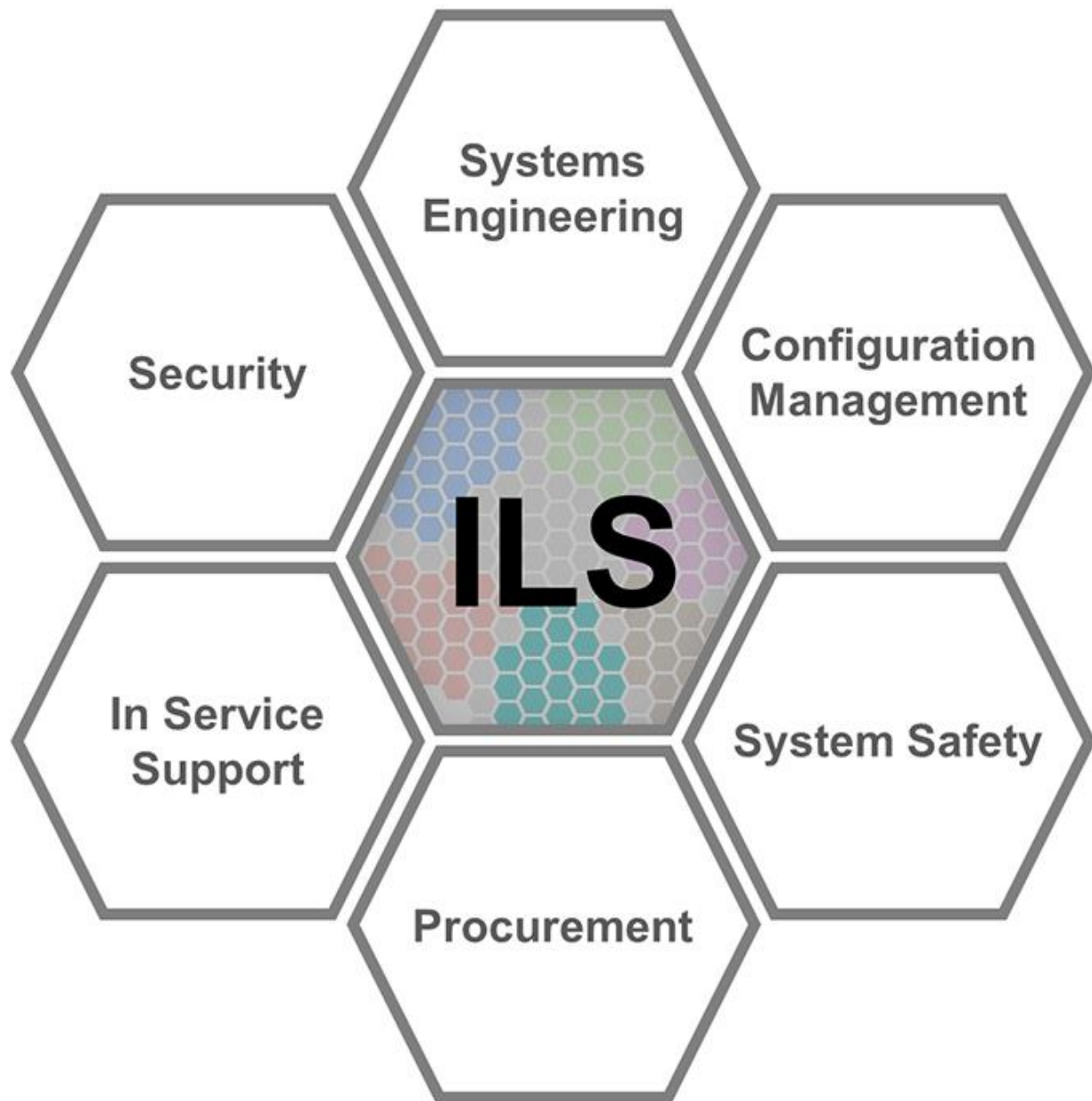


Figure 4 : Logistic Support

CHAPTER 5: PROJECT EXERTION

5.1 Training / Domain Knowledge Sharing

From the project of amujamu.com i have learned the most effective marketing technologies . Mostly it is RE-Targeting of audience . All in a row it was the best out of digital marketing . In the era of digitalization remarketing is the most effective way to the brands . I've learned almost everything according to the Digital marketing level .

5.2 Project name : Campaign Management and Execution

I was really privileged to do some of the great campaign management and execution of those campaigns.. Some of the illustrations of the campaigns that I managed are given below –

5.2.1 Project Plot and Requirements:

Our work was to do the online marketing compaigns of different companies . We needed following thing to run the campaign –

1. Targeted customer data
2. Graphic and motion technology
3. Facebook ad manager
4. Resources of product



Do you know ?

Client : Ismami Bank
Bangladesh Ltd



Pleasant Living

Client : EDISON
Property



Furniture Fair

Client : NAVANA
Furniture

Figure 5 : Campaigns

5.2.1 Project Plot and Requirements:

Our work was to do the online marketing campaigns of different companies . We needed following thing to run the campaign –

1. Targeted customer data
2. Graphic and motion technology
3. Facebook ad manager
4. Resources of product

5.2.2 Solution Providing

Promotion plans: Facebook

- o regular posts based on target audience
- o post boosting
- o creative content development
- o Advertising generation based on offers & target audience
- o Online competition
- o Online commercial video development

Asian Duplex Town work for Brand Forum Another work that I have executed is a concept of Asian Duplex town. I have given a visualization of a magazine advertisement to the creative department which has been taken by Asian Duplex town. Here is the creative brief that I have given to them

CREATIVE BRIEF of Asian Duplex Town

Job No. : 1438/FHJ/ April 8-06

Date : April 2018

Product : Commercial Land & House

Client : Asian Town Development Ltd.

Creative Challenge:

We have to make a design for strengthen brand image & catch attention of TG. Address:
Holding-41, Road-07, Level and 5, Block-F, Banani, Dhaka-1213

Basic Customer:

Age : 40+

Social Class : Middle class, Upper middle class, Upper class

Occupation : Business man, Employee, Supplier

Influencer : Business people, Employee

Assigned Task:

Paper & Magazine & Facebook Ad Design for Asian Duplex Town Ltd.

Type : Magazine Advertisement Design

Size : Magazine- H_14'' X W_9.9''

Color : 4 Colors

Language : Bangla

Mobile : 01833311203, 01833311204

Project Details: Same as previous ad.

Point to be considered:

- Asian Town Ltd. Logo, Brand Name, The punch line: *Dhakay flat er dam a duplex bari*
- Colorful visualization
- Copy will be based on Asian Town Development Ltd.

Communication Task:

- Brand Name & Logo
- Brand Color

Brief

Theme 1: A big portion of this ad will covered by a surprised women who is holding a duplex house on her hand. She is surprised by seeing the offer of “ *Dhakay Flat er dam a duplex bari* ”. The background of this ad will show an overview of Asian Duplex town. The texts and highlighted text will be the same as the previous advertisement (January Brand Forum ad).

Theme 2: The lower half part will be a landscape view of Asian duplex town. The upper half part will be a couple who is mesmerized by the offer of “ *Dhakay Flat er dam a duplex bari* ”. The texts and highlighted text will be the same as the previous advertisement (For example: January Brand Forum ad).

Theme 3: A visual which create the buzz itself more than the punch line of “ *Dhakay Flat er dam a duplex bari* ”. It can be any object like a big building like a human shaped with a face who is

surprised by watching the Green Asian duplex town. The texts and highlighted text will be the same as the previous advertisement (For example: January Brand Forum ad).

Deadline: 14 April , 2018 Time: First Half These three creative theme was given by me from which Asian town have taken theme 1.

The advertisement is a vertical poster with a light beige background. On the left, a woman with dark hair, wearing a black and white striped shirt and a necklace, is smiling and holding a small model of a two-story duplex house in her left hand. To her right, the text is arranged in a structured layout. At the top left, there are three green banners with white text: 'ডুপ্লেক্স বাড়ি ৩২০০ বর্গফুট', 'বাড়ি সহ জমির আয়তন ৫ কাঠা', and 'প্রতিটি বাড়ির সাথে বাস্কেটবল গ্রাউন্ড এবং লন রয়েছে'. Below these banners is a list of bullet points in Bengali. In the center right, the slogan 'ঢাকায় ফ্ল্যাটের দামে ডুপ্লেক্স বাড়ি' is written in large, colorful letters (green, red, and black). Below the slogan, it says '● প্রতি বর্গফুট ৪০০০ টাকা'. At the bottom left, there is contact information: 'Corporate Office: Holding 41, Road 07, Level 04, 05 Block-F, Banani, Dhaka-1213' and 'Hotline: 01841110666'. At the bottom right, the 'এশিয়ান DUPLEX TOWN' logo is displayed with the tagline 'আড়িআড়োর নতুন ঠিকানা'.

www.asiantownbd.com | AsianTown2011

ডুপ্লেক্স বাড়ি ৩২০০ বর্গফুট

বাড়ি সহ জমির আয়তন ৫ কাঠা

প্রতিটি বাড়ির সাথে বাস্কেটবল গ্রাউন্ড এবং লন রয়েছে

- দিন দ্বারা ২৪ ঘণ্টা বিশিষ্ট নিরাপত্তা ব্যবস্থা আছে।
- ৪৭ বিঘা জমির ওপর আধুনিক যুগের সাথে পেশার মার্চ এবং টিলড্রেন পার্ক
- সমসের অংশে বেট ক্রাব ও জপিং পার্ক সহ ১০০ ফিট প্রশস্ত সেক
- ৩০০ ফিট প্রশস্ত এশিয়ান হাইওয়ে ও ১০০ ফিট সকাইপেট মহাসড়ক সংস্থা।
- আত্মরক্ষী ১০০ ফিট সিক্সার দু'পাশে সর্বোচ্চ বেটসী

ঢাকায়
ফ্ল্যাটের দামে
ডুপ্লেক্স বাড়ি

● প্রতি বর্গফুট ৪০০০ টাকা

Corporate Office: Holding 41, Road 07, Level 04, 05
Block-F, Banani, Dhaka-1213
Hotline: 01841110666

এশিয়ান
DUPLEX TOWN
আড়িআড়োর নতুন ঠিকানা

Figure 6 : Creative Design

Here This slogan “ Dhakay flat er dam a duplex bari ’ defines with the visualization that, the women is mesmerized by the offer and she has the duplex house in her hand because the price

of the duplex is relatively lower than the other duplex town. I have made it in a less creative way so that the target audience can understand what the picture is trying to explain. So that it becomes easier to understand to the target group and it is relevant with the slogan as well.

5.2.3 Challenges

The challenges that I have faced doing this project is to run this campaign on social media platform . Doing digital marketing of this project i have to maintain my strategy on every step of DMLC (Digital Marketing life cycle).

5.2.4 Technical Findings

Positioned by 43% of showcasing administrators as essential, an extra 29% positioned examination as a number 1 (critical). So the consolidated basic and imperative score a 72%. As the computerized showcasing changes proceed with, brands are unmistakably expecting advertising innovation arrangements that will enable them to enhance their choice and assessment capacities. An investigation will keep on being a regularly expanding capacity prerequisite that showcasing administrators request.

5.2.5 Completion & Delivery

The delivery was made in between the deadline and the client was fully satisfied .

5.3 Project Name : amujamu

Amujamu is an online administration that empowers clients to research, find, and book travel encounters around the world. Amujamu offers an assortment of visits, tickets and administrations made accessible by Amujamu's outsider providers through Amujamu's and its subsidiaries' sites and versatile properties and related applications.

5.3.1 Project Plot & Requirements

Our work was to do Digital marketing and SEO of amujamu.com . Our seoteam worked for ranking high our website on any search engine and retargeting them on Social Media platform .

Our Requirments :

1. Server response time <500ms (<200ms, ideally).
2. Server supports browser caching and file compression.

3. Supports minification of JS and CSS.
4. Home page able to “live” at domain root (and not example.com/abc/home/index.html , for example).
5. Category and Subcategory pages able to include up to 500 words of text copy above/below the product grid.
6. Supports breadcrumbs on e-commerce category, subcategory and product pages.
7. Supports Organization, Product, Local Business and Breadcrumb schema markup on appropriate pages.
8. Support for product ratings and reviews (or at least inclusion of a third-party rating/review system).
9. Supports Open Graph tags on all pages (syntax-based OK).
10. Supports inclusion of social sharing buttons on product pages.
11. Meta title and description on board

5.3.2 Solution Providing



Figure 6 : Solution of SEO

At first we to collect the images from authentic sources so that google do not mark our website as a copyright content. So we collect them from authentic source . Then we optimize those images . We use google page insights for optimizing . It does compress the contents of the webpage and give better solution for a web page run time . For trending up on the search engine we use to create backlink . and moreover we do on page and off page optimization .

5.3.3 Challenges

Building singular pages for individual catchphrases Speaking of watchwords, another smarmy strategy utilized in SEO is devoting a solitary page to focus on an explicit variety of a

watchword. While the facts demonstrate that this system worked for quite a while, at last you're giving up ease of use. Letting web based life well enough alone for my SEO methodology From tenable backlinks to viral social sharing of blog entries, web based life profiles are regularly among the best outcomes in scan postings for brand names. This implies advertisers can't limit social's effect on SEO. Also, when was the last time you Googled an organization's socialchannel? I did just today around evening time. Individuals don't simply go to Google to gaze stuff upward – they likewise utilize online life channels to discover what they're searching for.

Ignoring the power of mobile

- Mobile users interact with content differently than non-mobile users
- Mobile and desktop keyword researches are separate

Disregarding local

- Relevance: Google needs to understand your business so it can match your listing to relevant search terms. Provide detailed and complete info about your business.
- Distance: If the user hasn't specified a location, Google will take into account whatever it knows about their location.
- Prominence: If your business is well-known offline, Google will take that into account. It will also factor in the information it has from across the web, such as links and articles.

Relying solely on search

- Drive direct traffic
- Google indirectly includes it in the algorithm
- It draws links better than non-branded content

5.3.4 Competition and delivery :

It was about 3 month to complete those requirements . Website is now fully SEO friendly and ready to rank high on search engines.

5.3.5 Technical Findings

Monitor Google Search Console stats

Regularly updating old content

Using multiple keywords in SEO page titles

Using AdWords copy in on-page SEO
Use advanced SEO internal deep linking

5.4 Project Name : Email Marketing

While doing email marketing i have made a tool to work on email campaign .

5.4.1 Project Plot & Requirements

1. Valid mail address for specific customer
2. Email marketing tool
3. Google spam trigger avoidation
4. SPF and VName changing on domain

5.4.2 Solution Providing

We Does provide clients to sent directly into inbox . Emails are very much strictly filtered by google spam triger . so we need to have change the domain C_ name and SVX . For my working purpose i have tried most of the email marketing tools . but to see how it works i made myself a email marketing tool .

Activity Diagram:

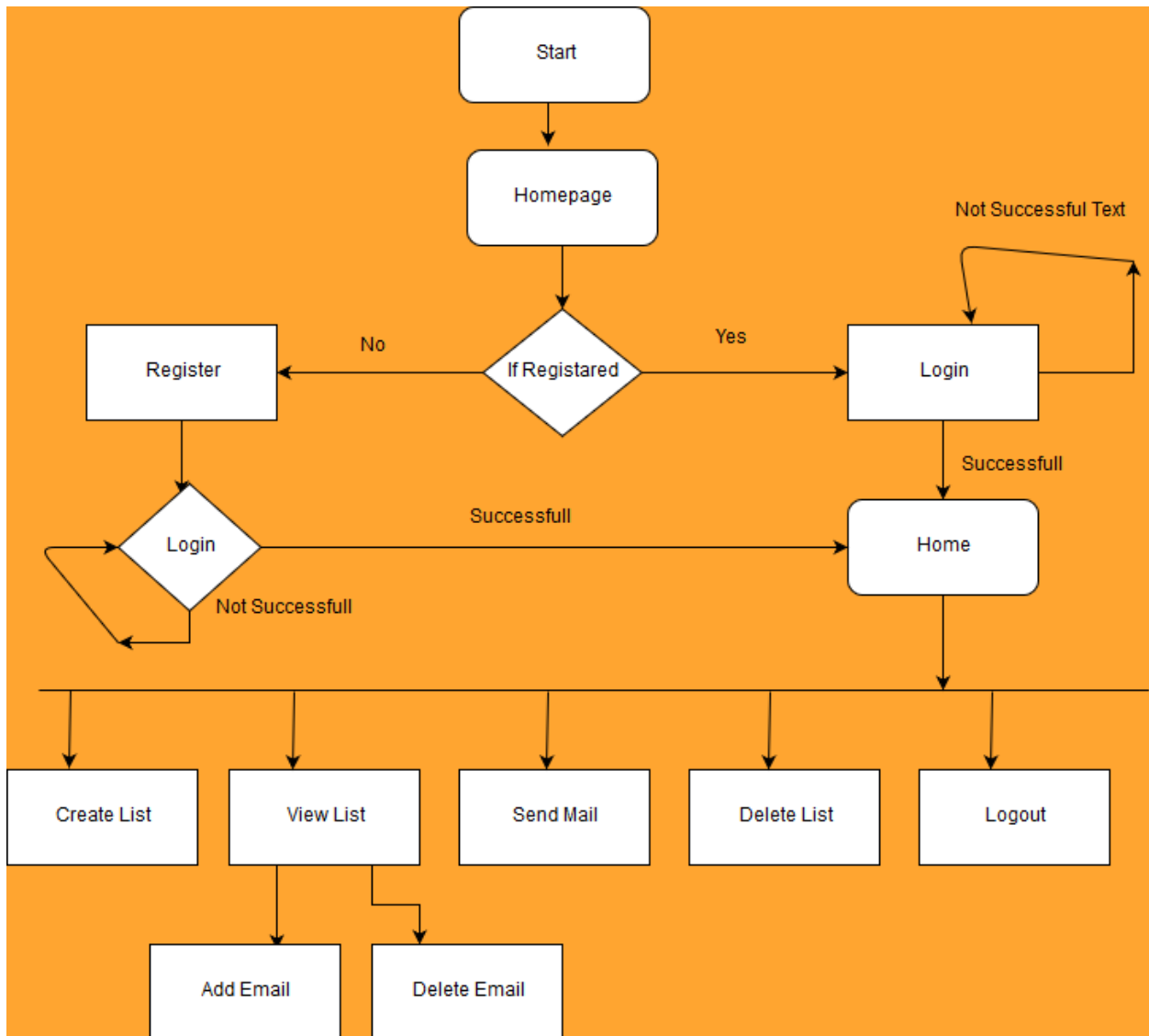


Figure 8 : Email Activity

ER Diagram :

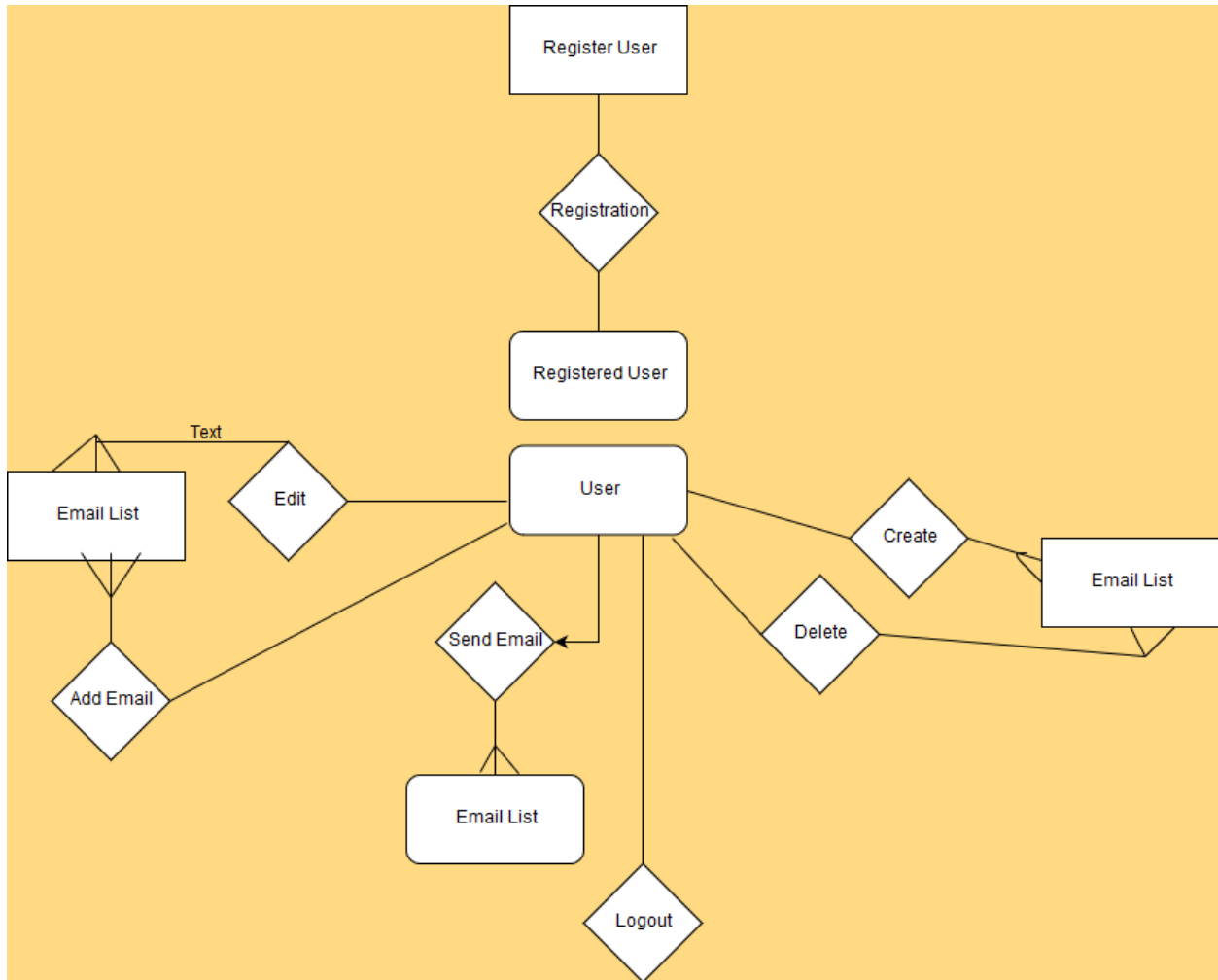


Figure 9 : ER Diagram



Figure 10 : Email Marketing Strategy

Email Marketing Building Up :

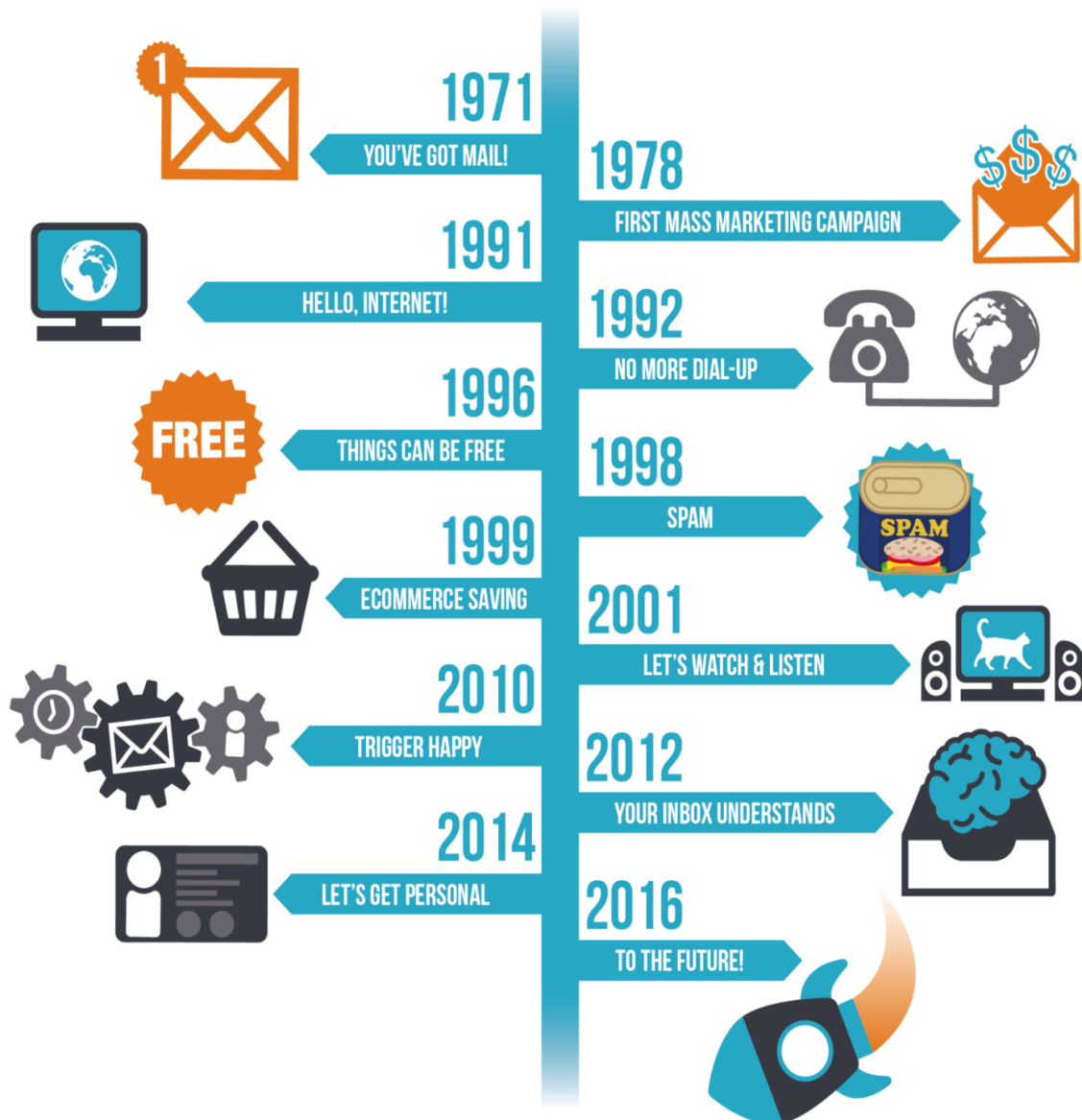


Figure 10 : Email Marketing Building Up

5.4.3 Challenges

Challenges was to increase open rates . Here how i improve my open rates –

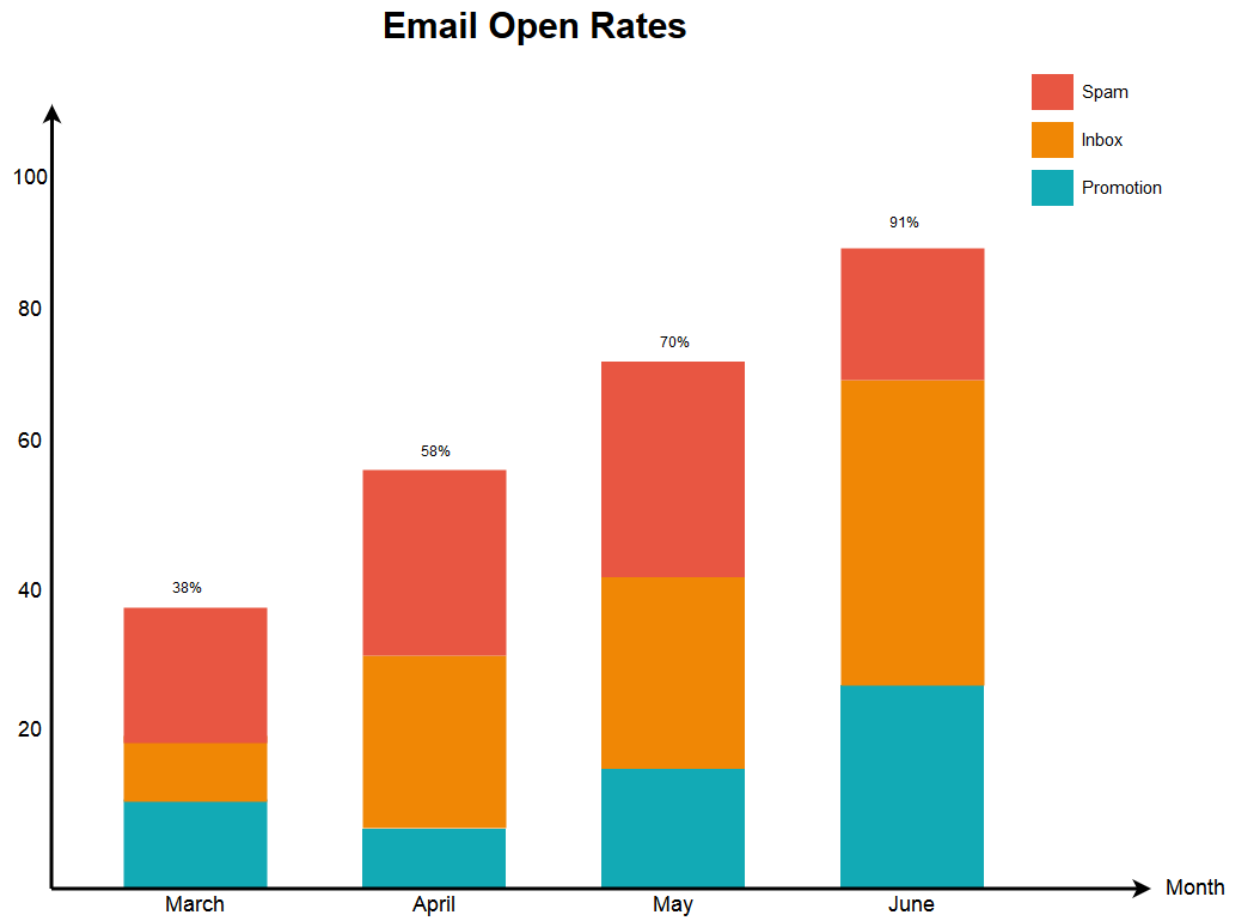


Figure 12 : Email Open Rates

5.4.4 Technical Findings:

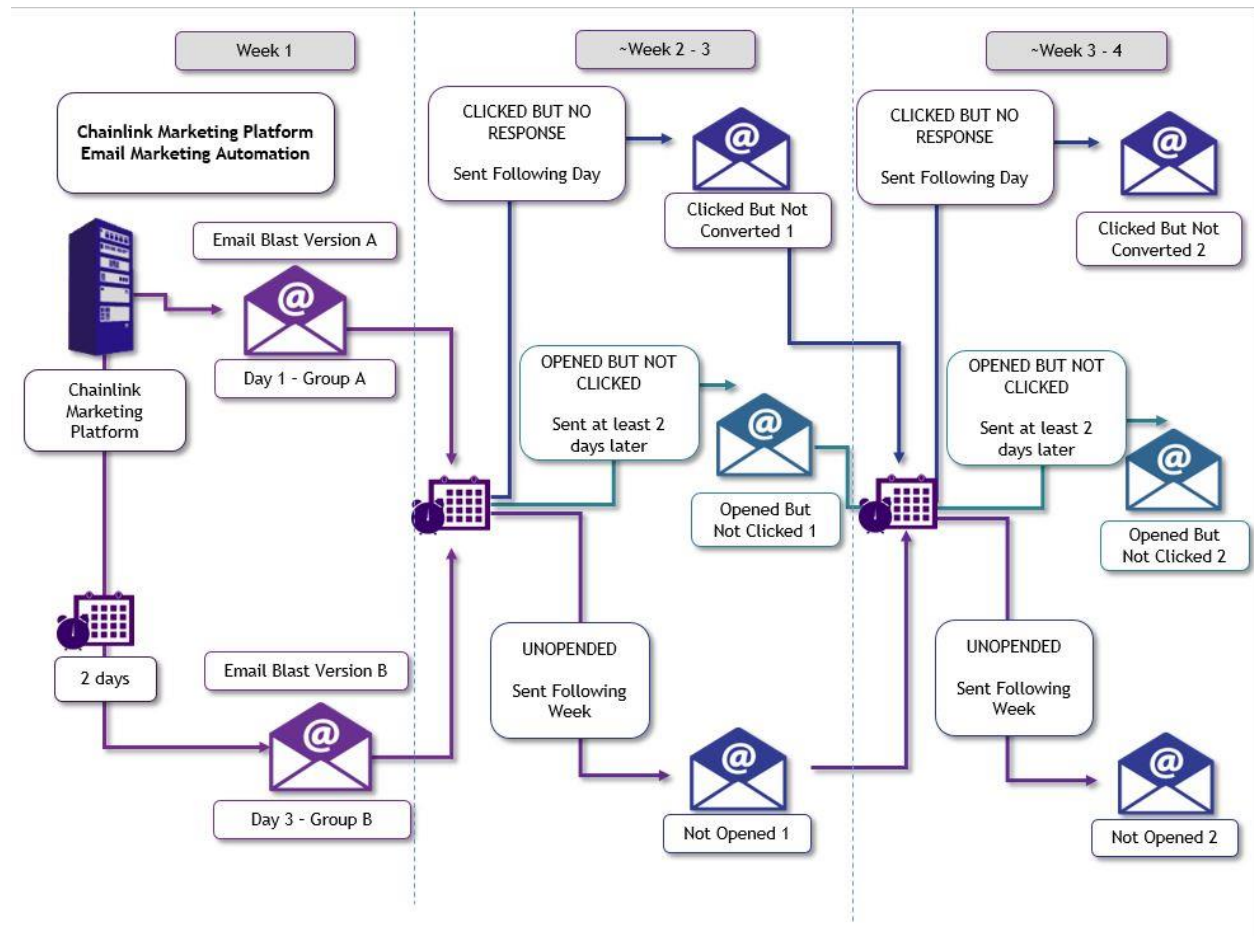


Figure 13 :Email Marketing Life Cycle

4.4.5 Competition and delivery :

The system was ready within 20 days . The System is fully configured and works very well indeed . And All the marketing campaign I have run by the paid tool was very successful and client was very satisfied .

CHAPTER 6: EXPERIENCE AND ACHIEVEMENTS

6.1 Overcome Problems and Difficulties

During my internship period it was very challenging for me . I use to come late to the office which was very unprofessional . But i managed it quickly . The biggest problem that i have faced was retargeting audience to my company website . It was a new experience for me . Any user who visited my website i have to target them in social media platform to keep them in touch with the product . On the circle of Digital marketing it is said “Missing Cart Operation” . I used to talk with my supervisor about this and learned it from youtube . Which was very difficult for me .

6.2 Working Practices

I use to practice SEO and Digital marketing on our staging site . That was fully free for my work practices . I have also used MailChimp for sending email campaign . Those are some following fildes that i have done practices .

6.2.1 SEO

1. Title tags. Assuming you've already done your keyword research, this is one of the most important on-page **SEO** factors
2. Meta descriptions. ...
3. Content with targeted keyword phrases
4. Header tags and keyword phrases
5. Internal page linking with anchor text
6. Image ALT tags and filenames.
7. 7. Make content easy to read
8. Meta keywords

6.2.2 Digital Marketing

1. Agency marketing

2. B2B Digital Marketing Strategy
3. Content marketing management
4. Affiliate marketing
5. Ecommerce
6. Email marketing
7. Google Analytics
8. Lead generation

6.2.3 Software Testing

- Rely Only on a Controlled Security Environment for **Testing** .
- Carry **Tests** Throughout the **Software** Development Cycle.
- Break **Tests** in Small Fractions.
- Write **Tests** for Maximum Coverage.
- Carry Regression **Tests** .
- Programmers Should Not Write **Tests**

6.2.4 UI/UX

- User-focused design research. ...
- Establish design patterns for product design consistency. ...
- Consistent actions in application. ...
- Product content. ...
- Consistent communication.

6.3 Technological Enhancement

Now a days the technology is increasing day by day , but it is not much secured . The most common things that I have faced is lake of security . Google has the most unique and safer spam filters in there mail box . they sometime blocks those contents . But I have seen sometimes it does not work properly.

6.4 Non-Technical Growth

1. Strong Work Ethic.

2. Positive Attitude.
3. Good Communication Skills.
4. Time Management Abilities.
5. Problem-Solving Skills.
6. Acting as a Team Player

6.5 Achievement

Achievement while doing this internship was great . Some on my achievements are given below

-

- ROI of 900% for a travel agency brand in just 25 days
- 60% of email campaign was success .
- 80% increase in traffic through organic search in amujamu.com
- 150% growth in organic traffic for Video on Demand for same brand in 4 months

CHAPTER 7: CONCLUSIONS AND RECOMMENDATIONS

7.1 Findings and Contributions

The internship program made me accustomed to the professional company culture and the technologies they mostly deal with. It has helped me to develop good judgment, proceed on my own in new technological challenges, and develop better analytical skills. The company in which I worked inspired me to be harder working, responsible and confident. The internship program has been a great helping the sense that it improved my teamwork capabilities. At the companies, it is important to function as a unit and respect the teammate's ideas and suggestions. Team discussions like brainstorming sessions helped me to identify and solve numerous issues that would have been impossible to solve otherwise. At last, I want to confess one very important thing that will be useful even for my younger brothers that Google is the savior in this sort of technological arena of expertise. So, one should be proficient enough to utilize the best out of it.

7.1.1 Avoiding spam

Technology in hand has upgraded and it is now smarter . All the marketing emails are filtered by spam trigger . I have learned how to avoid it and fix it .

7.1.2 Maximum reach using minimum resource

On the term of digital marketing money spending is not everything . We have to use it properly . By using keyword research i have founded technic to do it.

7.1.3 Search engine optimization

Search engine optimization is a coolest thing to do for me . I can rank higher any webpage now . Also can improve the run time of a website

7.1.4 UI/UX

UI/UX is one of those thing which is very important for developing any site . I know how a user is doing his activity . By viewing user traffic activity on hotjar i can understand how to make good user experience .

7.2 Recommendations for Future Works

Future scope for here works for me great . As now i'm a full time employee here in Prochito ITS . Not only here i have got offers from different companies of Bangladesh as it is one of the trading job in this country

REFERENCES

<https://amujamu.com/>

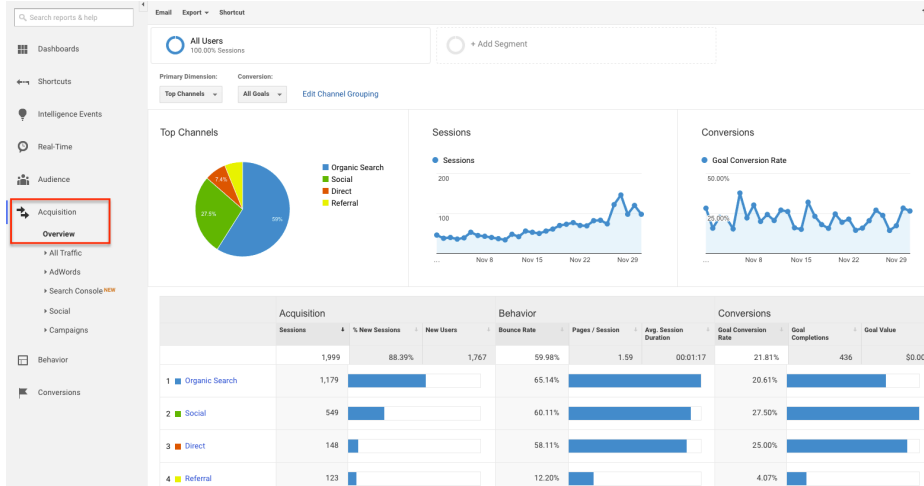
<https://ui.benchmarkemail.com>

<https://tagmanager.google.com>

<https://analytics.google.com>

APPENDIX A

Google analytics



Benchmark Email

The screenshot shows an email management interface with a list of emails. Each row includes a recipient name, a 'Send' button, a modification date, and a status indicator.

Recipient Name	Modification Date	Status
Brijesh Surana	Modified Dec 05, 2018	Send
Sonam Choden	Modified Dec 05, 2018	Send
PAING SOE	Modified Dec 04, 2018	Send
RAGHAVENDRA LJ	Modified Dec 03, 2018	Send
Narla Copy Copy	Modified Dec 03, 2018	Send
Narla Copy	Modified Dec 03, 2018	Send
Jeshini Pillay Copy	Modified Dec 03, 2018	Send

APPENDIX B

amujamu.com

