Internship on Digital Marketing

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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DAFFODIL INTERNATIONAL UNIVERSITY

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APPROVAL

This Internship titled **"Internship on Digital Marketing"**, submitted by Basudeb Ghosh, ID No: 182-15-11400 to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment 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 11th Sept 2021

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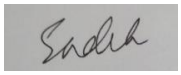

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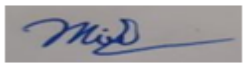

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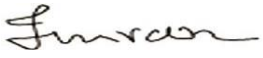

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We hereby declare that this project has been done by us under the supervision of **Ms. Rubaiya Hafiz, Sr. Lecturer, Department of CSE** Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere forward of any degree or diploma.

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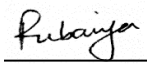

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ABSTRACT

As part of my satisfaction after completing under graduation, I picked this topic because I believe it is the most effective way to grow the current business effectively. Since it covers the whole information technology and advertising space of various sorts of business and framework. As an understudy of Computer Science and Engineering, my allotted task helped me a great deal to comprehend the product instruments, promoting ideas, arranging and methodologies to work in Skill. Jobs does a ton of work before presenting the last work. Learning the exercises of computerized advertising tacticians gave me joy and fulfilment. The job of an advertisement office is exceptionally huge for showcasing an item with an idea to the clients. The general methodology of this report is an unmistakable one as it goes into the profundity of the job of a promotion office and the cycles that they follow to do showcasing. This thing will help me in my future occupation also. During my temporary intern period while I was setting up this report deal with certain issues like a lot of work pressure, different undertakings and so on yet however I have adapted such countless things that are portrayed in the exercises of the section. A few suggestions have been added at the finish of the report.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

To achieve valuable work experience with the touch of hands-on work I choose a 3-months Internship on skill. jobs. This intern allows me to apply my acquired knowledge to real work experience. As an Internship developed my mind and refine my skills. I believe it will bring success in my future carrier. I would like to thank Daffodil International University (DIU) to provide me with this glorious opportunity an internship in a bachelor program.

.

1.2 Motivation

To be a successful businessman it is a prerequisite element to learn each step of digital marketing because we live in the digital era. Here 80 per cent of consumers are using the internet. Digital marketing helps to reach the global marketplace. It also helps to reach more consumers by expending less money than regular marketing methods. Because now a day's 80% of consumers are using social media like Facebook, Instagram, YouTube etc. as Digital marketing helps to increase sales revenue, brand awareness, and extend website traffic so that there is a big opportunity in Digital Marketing.

1.3 Internship Objectives

My main objectives of this internship are to learn web-based eCommerce sites developed and ranking with Search Engine Optimization (SEO), Web Analytics, Google Analytics, Google Search Console, Content Marketing and Social Media Marketing (SMM), Email Marketing.

1.4 Report Layout

The Internship report contains five chapters.

TABLE 1.4.1: REPORT LAYOUT

Chapter Number	Description
Chapter 1	Discussion about Introduction, Motivation & Internship Objectives
Chapter 2	Discussion about Introduction to the company, The Journey of Skill.jobs, Products & marketing situation of skill. jobs as well as functions at the skill.jobs
Chapter 3	Discussion in brief about Daily Tasks, projects & Activities
Chapter 4	Discussion between Implications & Effectiveness of Digital Marketing The Digital marketing scenario in Bangladesh as well as Effects on E-Commerce in Digital Marketing
Chapter 5	Discussion in brief about Discussion & Conclusion and Scope for Further Career.

CHAPTER 2

ORGANIZATION

2.1 Introduction

Skill Jobs is a sub-organization of the Daffodil family under the "Daffodil ICT Division". Skill Jobs is one of the popular job sites in Bangladesh. Skill Jobs is developed to focus on 20+ encounters in the Global Job Market, especially, the most recent patterns in the work field, skill network, mechanical headway, request and assumptions for present-day associations. The association has been begun from Jobsbd.com, the first since forever work gateway in Bangladesh and later renamed as Skill Jobs just to communicate the focal point of the associations and to focus more on its administration designs. The thought was to make its position more one of a kind and explicit work! Skill jobs start its activity at the same time in Bangladesh and Malaysia and soon it will begin same in Australia UK and UAE."

2.2 Journey of Skill. jobs:

Early January 2021 I have received a mail from skill. jobs that I got the opportunity for 3-months of internship on Digital Marketing. The Day starts full of joy. My trainee Md. Sajib Mia was experienced in Digital Marketing. He taught me several steps on Digital marketing with real-life experiments. As have an ordinary teaching technique that makes me succeed in Digital Marketing

2.3 Products & Marketing situation of skill.jobs:

The marketing situation of skill.jobs is outstanding because skill.jobs are one of the popular job sites in Bangladesh which provides an update on the latest job. Skill jobs provide the best solutions for SMS Marketing, Internship, International Placement, Advertisement etc. Skill. Jobs have Own website, Facebook Page & YouTube Channel for advertising. The skill jobs provide the opportunity for professional training. It also gives the solutions for Skill tests, carrier doctor, virtual intern to industry

2.4 Functions at the skill.jobs:

Figure: 2.4.1 Function at the skill.jobs

CHAPTER 3

TASK, PROJECTS & ACTIVITIES

3.1 eCommerce Based Website Develop:

To launch a website firstly its need to create and host an account. In beginning, I choose a free hosting site named profreehost.com

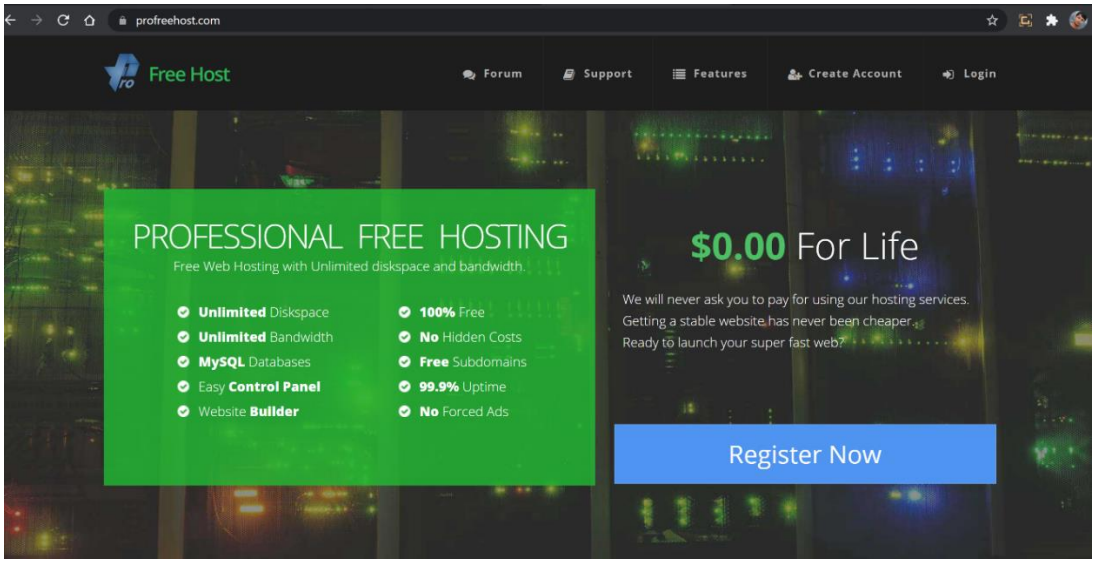

Figure: 3.1.1 Pro Free Host Register page

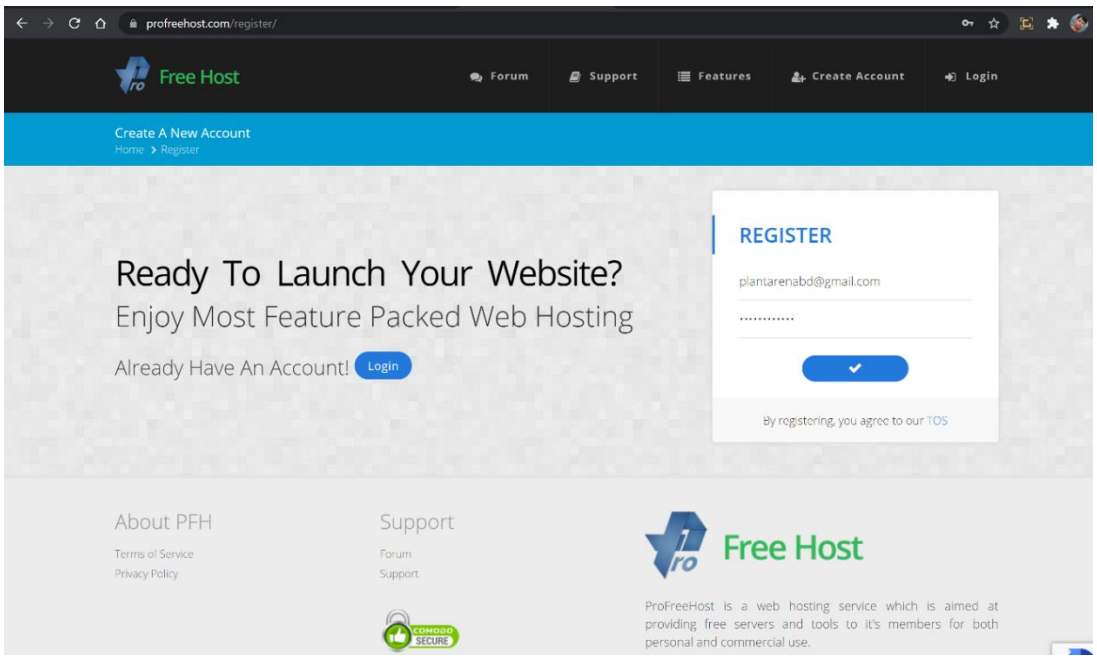

Figure: 3.1.2 Pro Free Host Registration

Then it requires a business email to register.

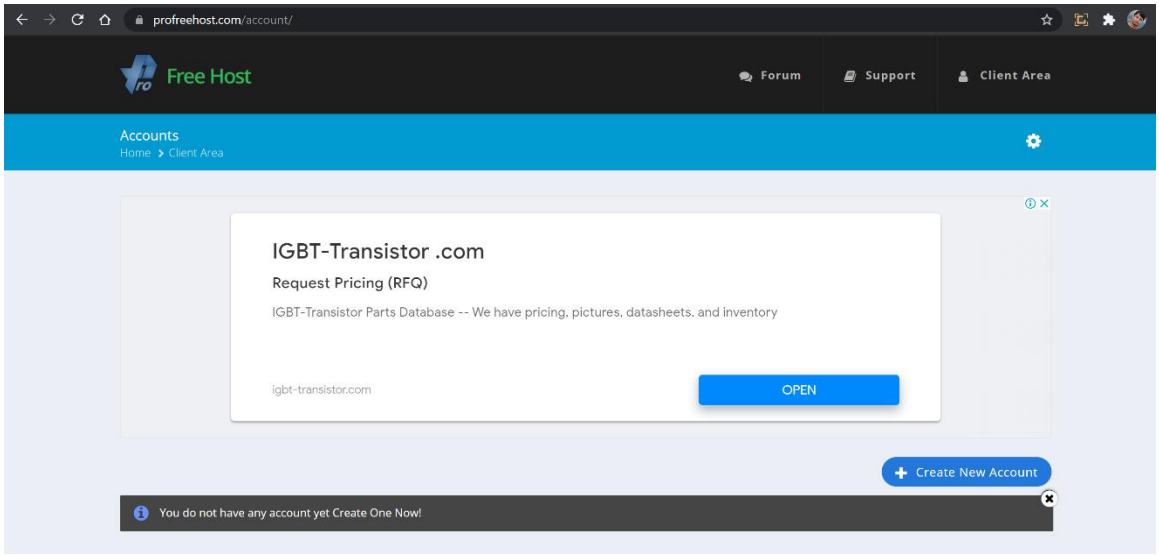

Figure: 3.1.3 Pro Free Host Account Creation

After registering it's easy to create a pro-free host account by clicking the “Create New Account” option.

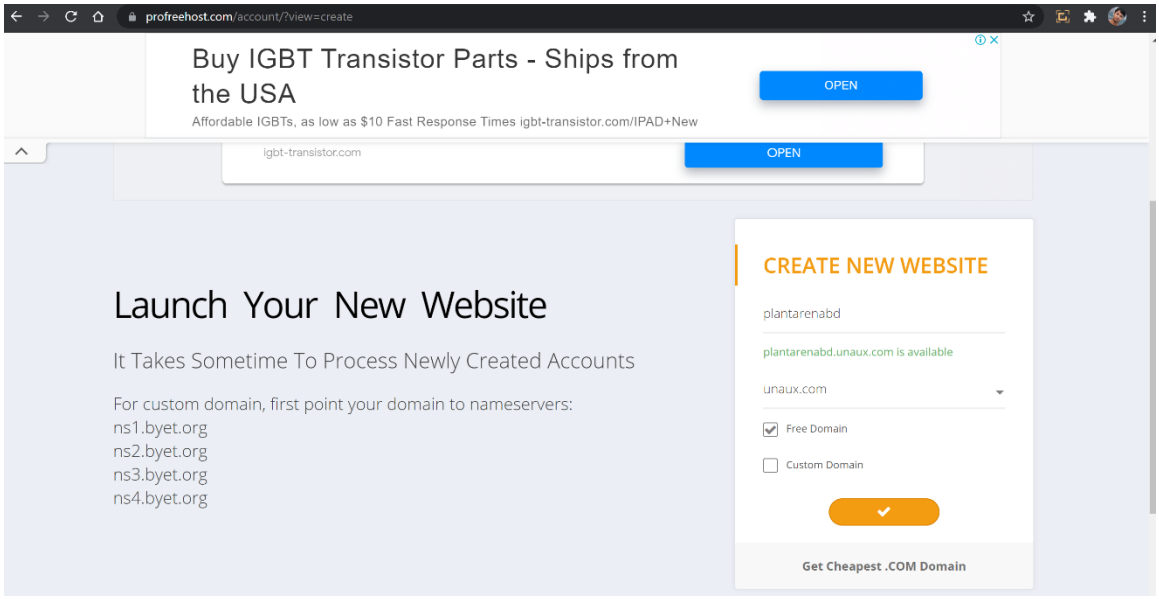

Figure: 3.1.4 Pro Free Host Domain Selection

After creating a pro-free host account it’s time to choose a name for the desired website. I choose plantarena.unaux.com for my eCommerce site. Unaux is a free domain but there is an option for the paid domain. After completing my case study, I will choose a suitable paid domain as well as hosting for my eCommerce site.

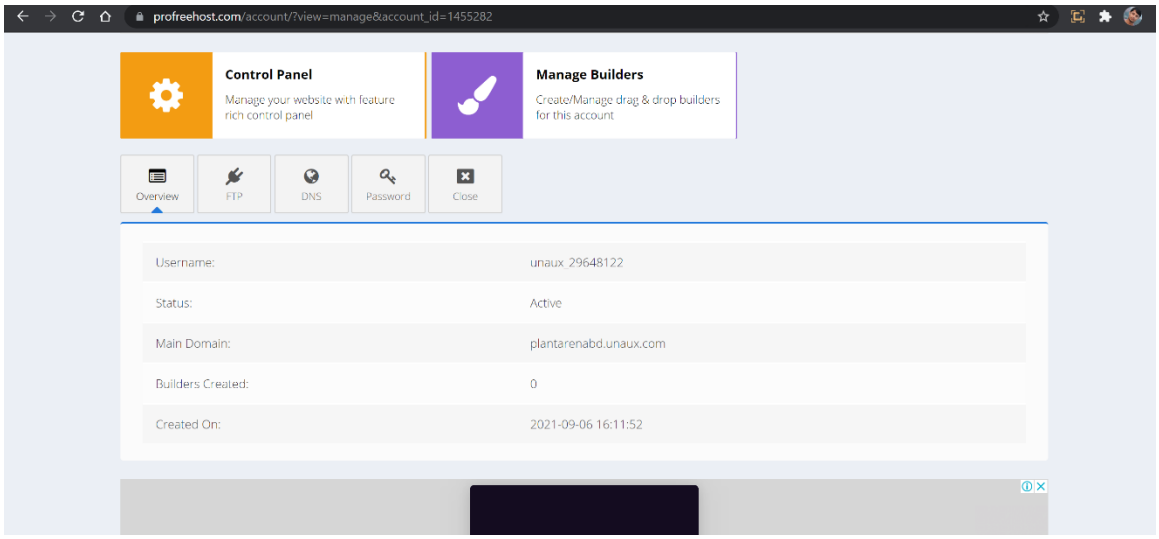

Figure: 3.1.5 Pro Free Host Control Panel

This is the control panel of the hosting site. By using a control panel it's simple to control the desired website.

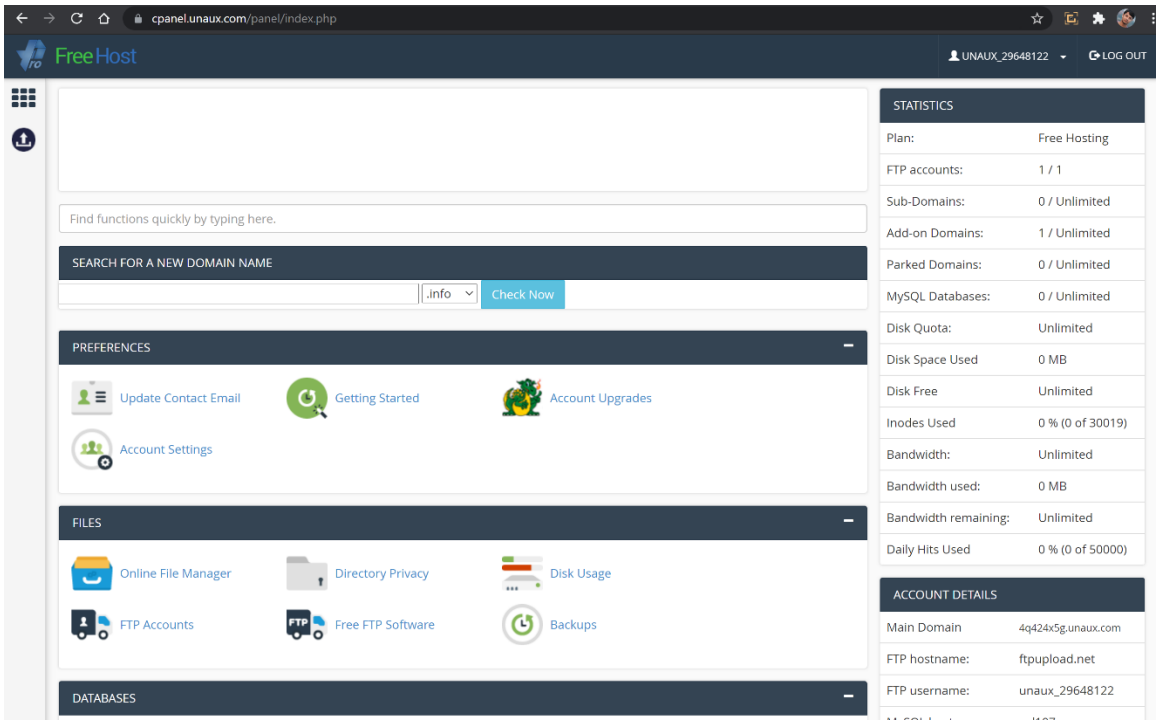

Figure: 3.1.6 Account Upgradation

To launch the website its need to upgrades the account by choosing “Account Up Upgrades account”

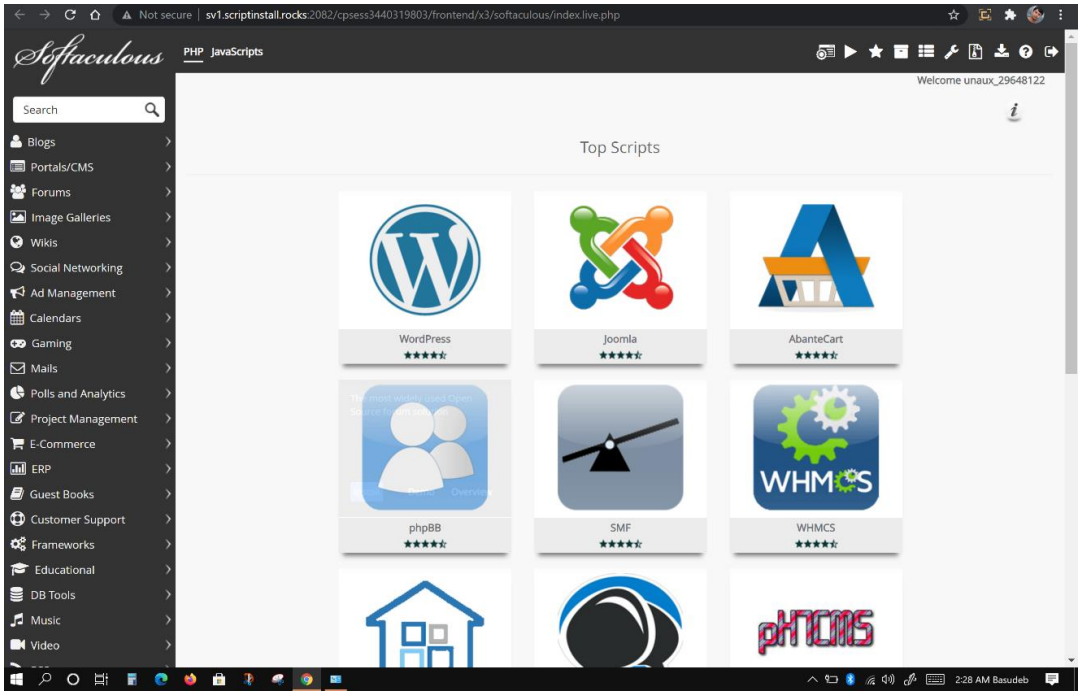

Figure: 3.1.7 WordPress Installation

As I am an expert in WordPress Site that’s why I choose WordPress site for my website.

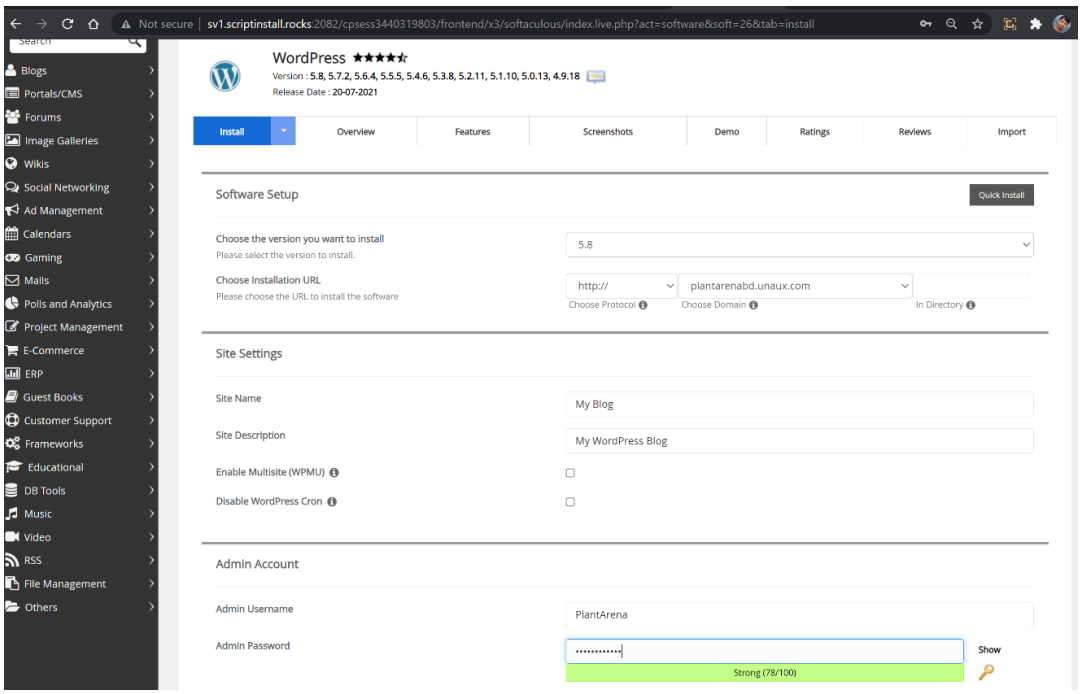

Figure: 3.1.8 WordPress Account Creation in Admin Panel

It requires the admin user name and password to install the WordPress site.

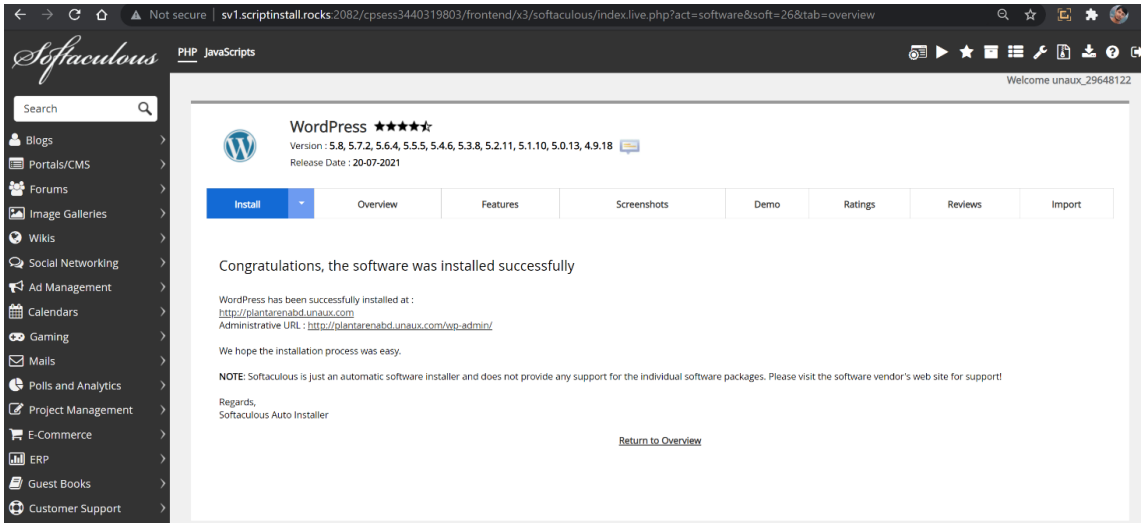

Figure: 3.1.9 WordPress site launching

After submitting now, the desired site is live on the internet.

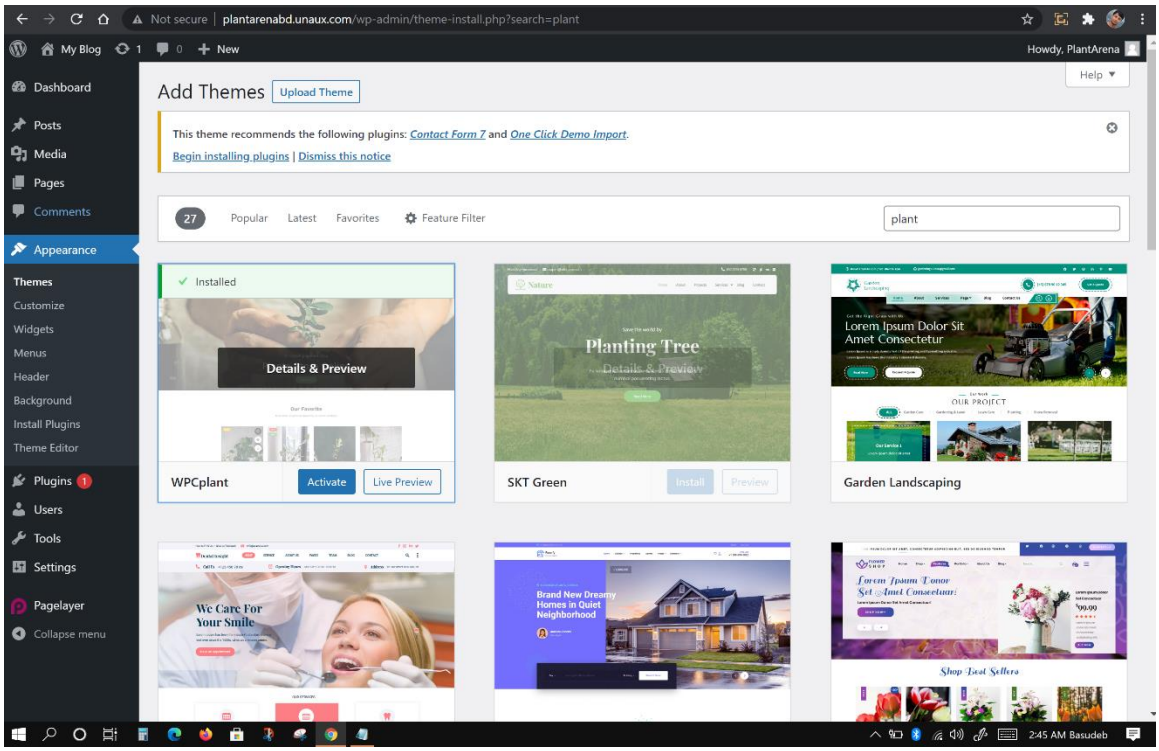

Figure: 3.1.10 WordPress Theme Selection

In Appurtenance menu there is a lot of user-friendly option to customize the sites. I try WPC Plant & SKT Green for my site. Among them, SKT Garden is looking standard for my site that's why I choose SKT Garden

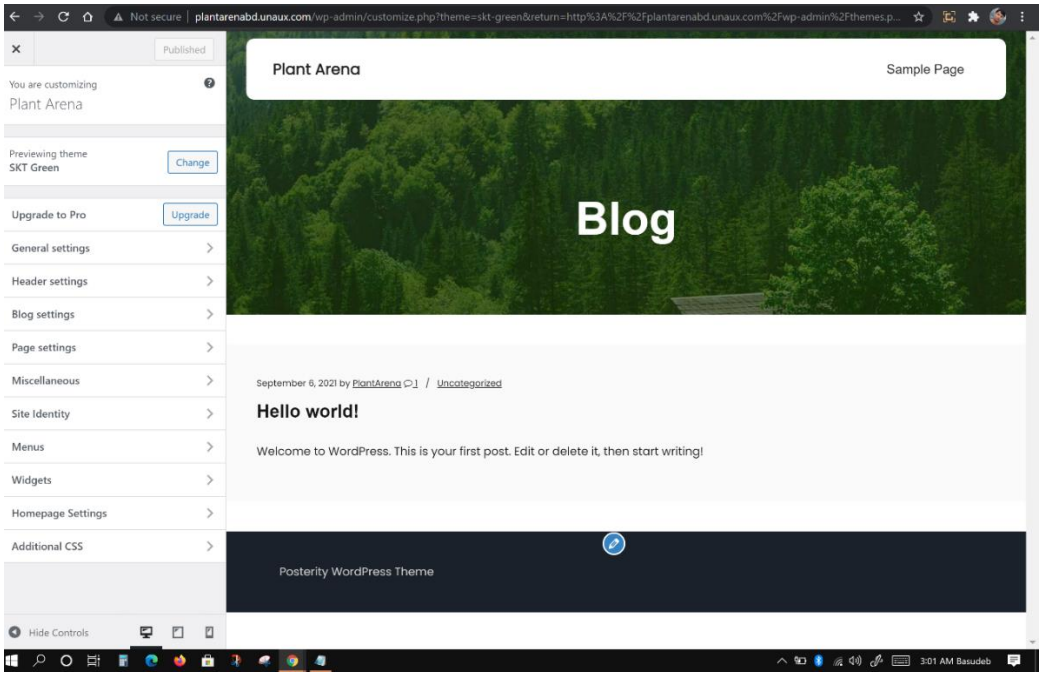

Figure: 3.1.11 Website Customizing

Before publishing the sites there is existing plenty of customizing options in the sidebar

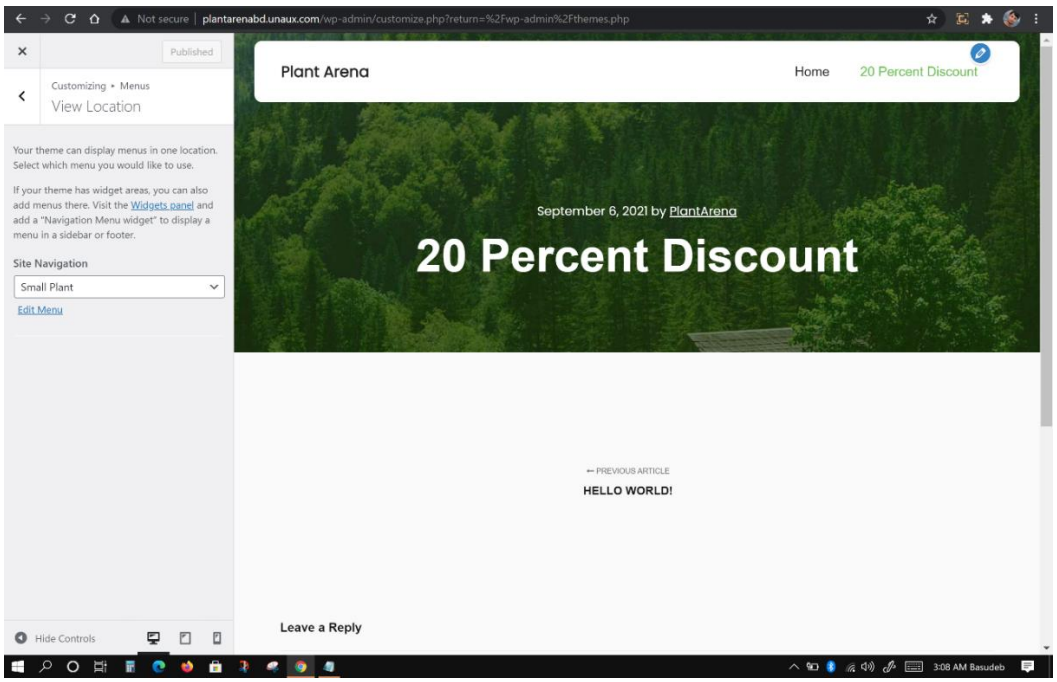

Figure: 3.1.12 Menu & Content Add in the website

Now time to post advertising into the sites

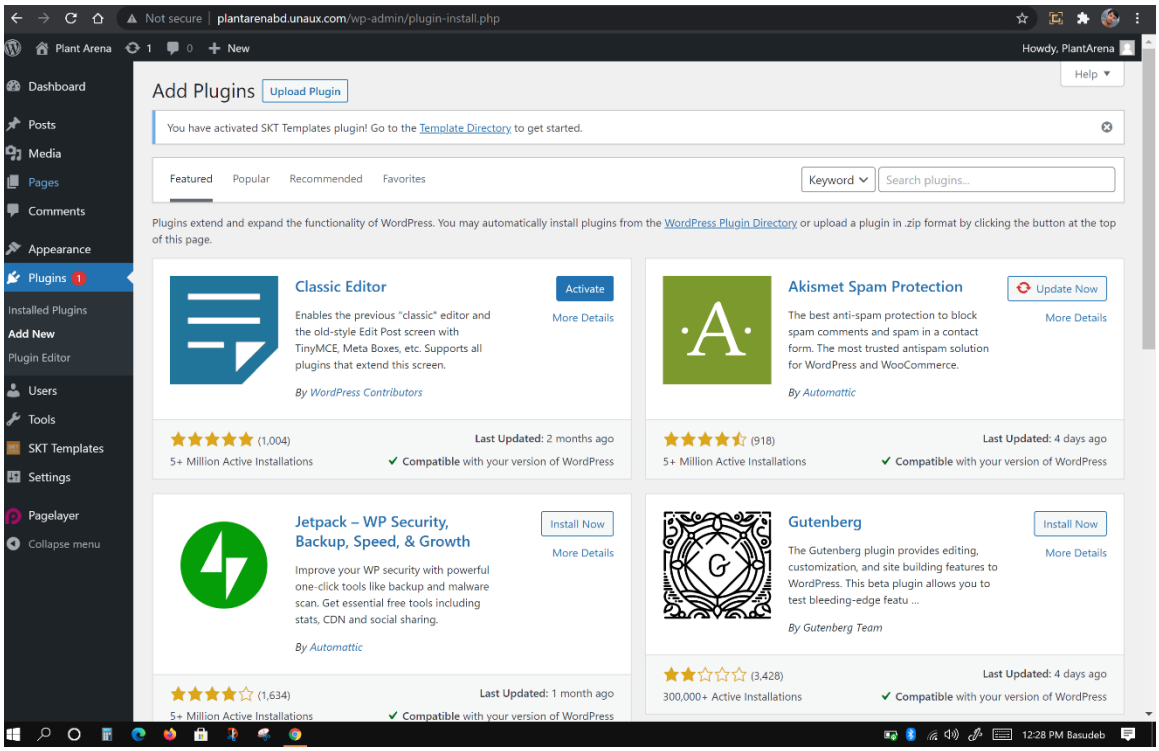

Figure: 3.1.12 Plugins installation for the website

There is exist several plugins for easy customization for the website. I choose Classic editor for my sites.

3.2 Social Media Marketing (SMM):

Social Media Marketing could be a Part of a Digital Marketing Platform. Social Media Marketing involves increasing website traffic, brand awareness, engagement and different promoting goals by making a varied kind of contact for various social platforms.

Our Goal is like,

- Extend the Traffic
- Increasing the likes comments and shares.

To give the users a personalized experience

- Creating Content like Videos, Blogs etc. that can go viral.

As social media marketing can be highly beneficial because,

- it improves brand awareness
- Higher conversion rates
- Improved Search Engine Rankings
- Cost-Effective
- Increase top-funnel traffic.

3.2.1 Channel that used for Social Media Marketing:

Although there are several channels among them some of the most common ones are,

- Facebook
- Instagram
- Lined In
- YouTube
- Twitter etc.

3.2.2 Facebook Advertising:

As Facebook is very popular that's why Facebook Advertising have a great market for digital marketing because,

- Facebook has almost 2.27 billion monthly active users.
- 85 Percent of all users are on a mobile
- 65 per cent of monthly users use Facebook daily
- 60 Percent of seniors online aged 60+ are on Facebook
- 75 Percent of the audience is below the age of 25
- Facebook users are 53 Percent female and 47 per cent, male
- Video Contents provides the largest amount of engagement.

3.2.3 Take advantage of Facebook:

Create a Facebook page for your business then Create original content that's relevant to your audience with occasional self-promotion. Take advantage of user-generated content like sharing a user's experience of using your product. Fix a schedule for posting your content. Advertising the posts using Facebook ads (single image ads, videos ads etc.) Take advantage of insights obtained from Facebook ads for continuous optimization

3.2.4 Way to Advertise on Facebook:

To advertise on Facebook its need to follow the several steps given below. By using this link its easy to open the Facebook for business official website

https://www.facebook.com/business/tools/ads-manager

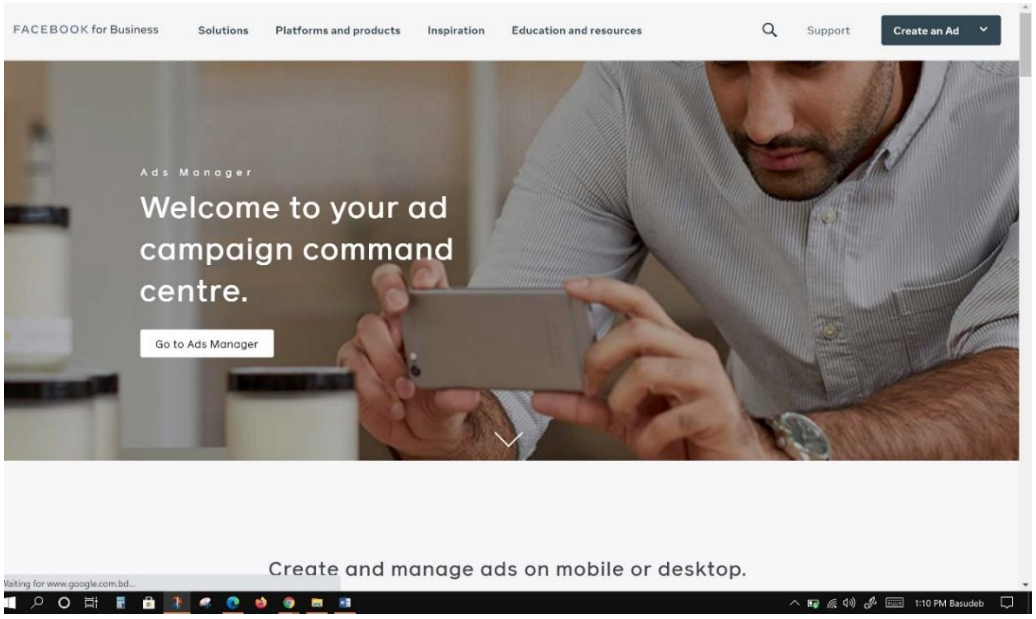

Figure: 3.2.4.1 Facebook Business Official Page

To generate an advertisement its need to Go to Ads Manager.

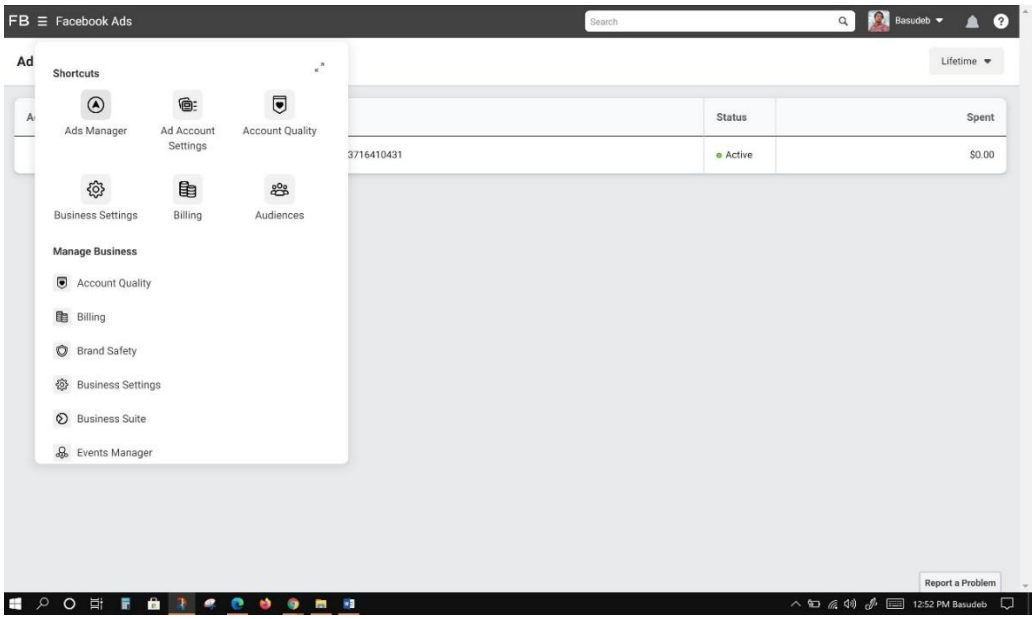

Figure: 3.2.4.2 Facebook Ads Manager

In Ads Manager there are several options to create an advertisement for your desire business Facebook page & there is an option to select the target location, Age Gender etc. for advertisement

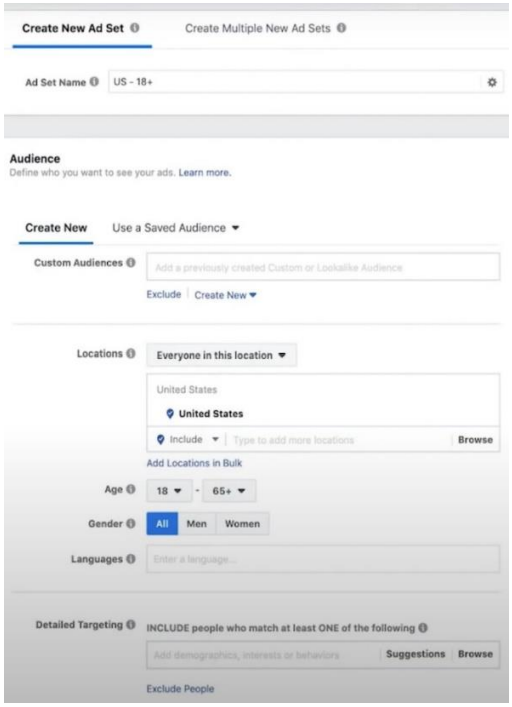

Figure: 3.2.4.3 Facebook Ad Creation

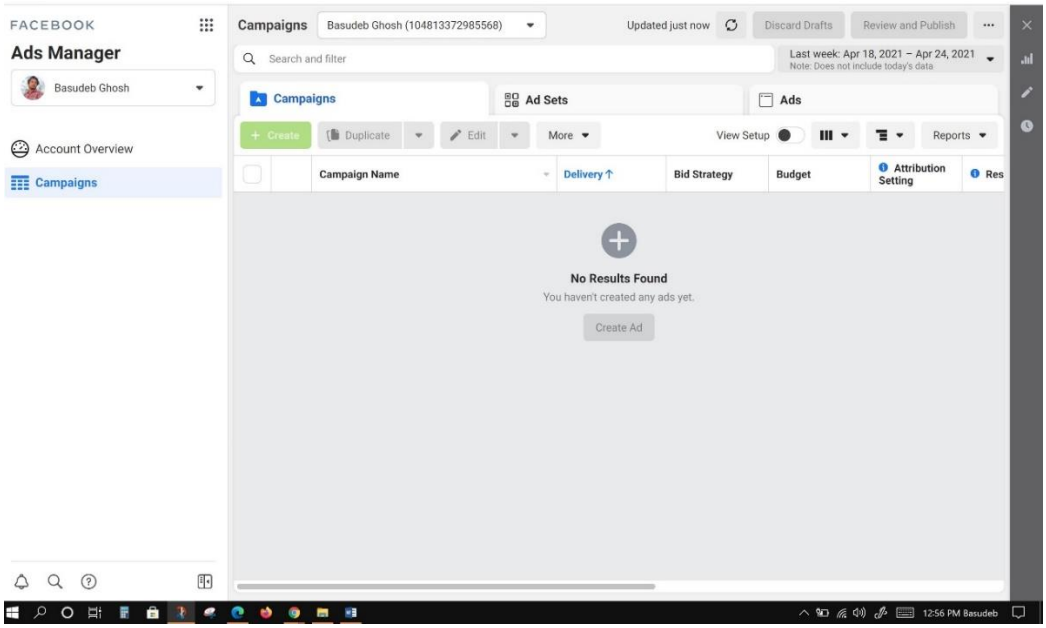

Figure: 3.2.4.4 Facebook Ad Campaigns

All of the campaign histories on this page

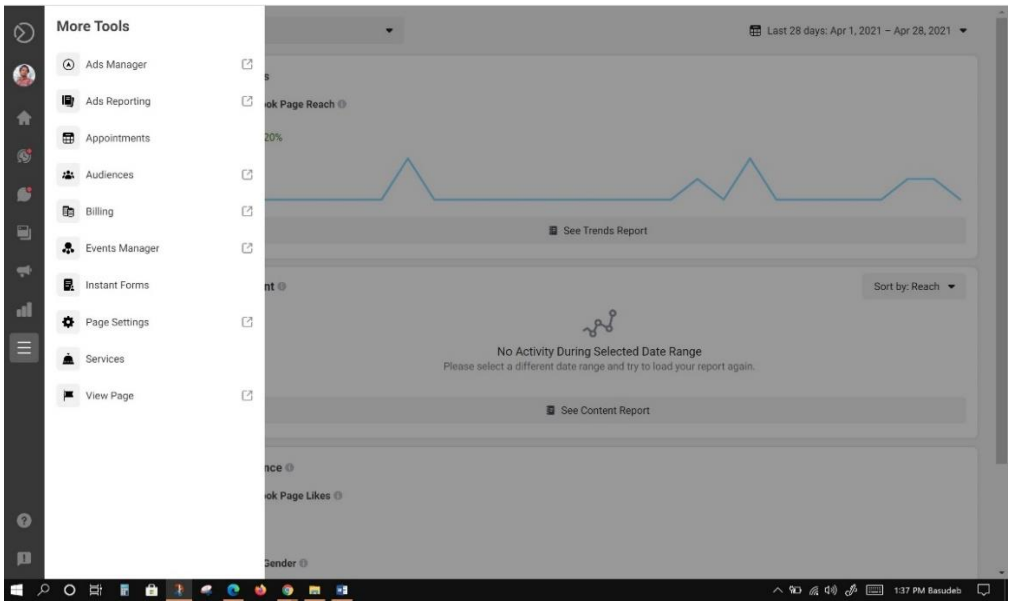

Figure: 3.2.4.5 Facebook Ad Tools

There are available several tools on Facebook business like Ads Reporting, Audiences, Event Manager etc.

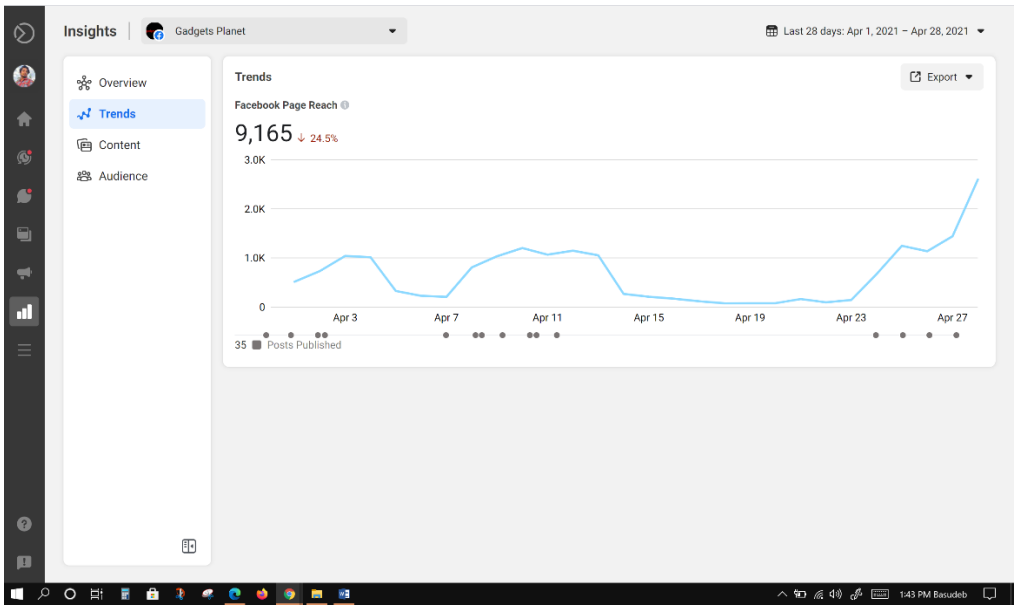

Figure: 3.2.4.6 Facebook Trends on Gadgets Planet Page.

Facebook page reach trends are visible in the upper figure. To reach more people, we have to select paid boost option by using a credit or debit card

3.2.5 Increase Facebook Page Like Report:

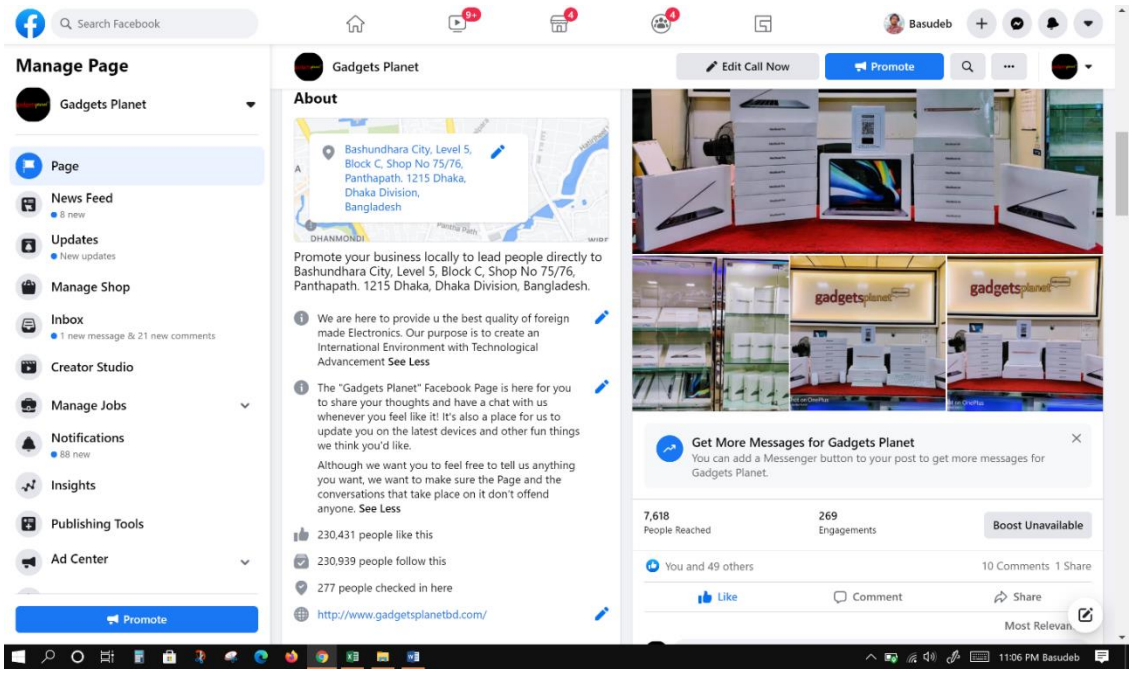

Figure: 3.2.5.1 Facebook page increased like report

It's the report after boosting the page in the creator studio.

3.2.6 Instagram Advertising:

As 38 per cent of all internet users are on Instagram so there is a big market for digital marketing .60 Percent of the audience is aged between 18 to 30. Instagram's content best works on single photos and videos. Beauty, food & beverages items have become successful on Instagram. The most followed brands on Instagram are Nike, Chanel, Starbucks etc.

3.2.7 Best practices on Instagram:

It is essential to create a complete bio for the business profile. Make a follow list for relevant accounts in your industry. Use a bunch of relevant hashtags. Use attractive photos and videos content. Update your Instagram stories regularly. To get engagement to boost your post. In Ads, the Manager checkmark the feed and stories option to get an instant advertisement on-desire business profile.

3.2.8 YouTube Marketing:

YouTube has almost 2 billion monthly active users. 70 per cent of users are using the smartphone to watch YouTube videos. There are several popular that use YouTube to advertise their products on YouTube like Coca-Cola Red Bull LEGO etc. It is easy on YouTube to optimize any videos for SEO to get more views. It is best practice to upload video content regularly. To get more views its need to arrange a playlist properly

3.2.9 Rank your YouTube Videos:

- It is required to use the right keyword for YouTube videos & hashtags
- You should be aware to select the proper title description
- Upload relevant content on your business profile.
- Generate a translator for your videos.
- Need to use skippable and non-skippable ads as well as bumper ads and display ads on YouTube.
- Collaborate a YouTube account with another popular account is the best way to reach more people.

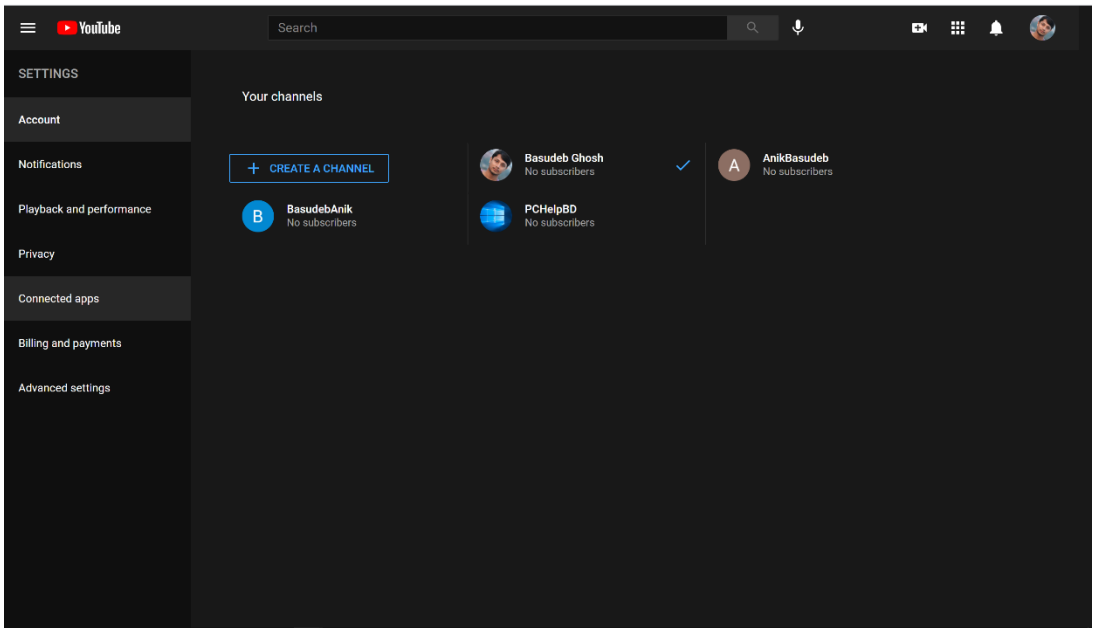

Figure: 3.2.9.1 YouTube Channel Creation

To create a YouTube channel, click on Create a channel button to start

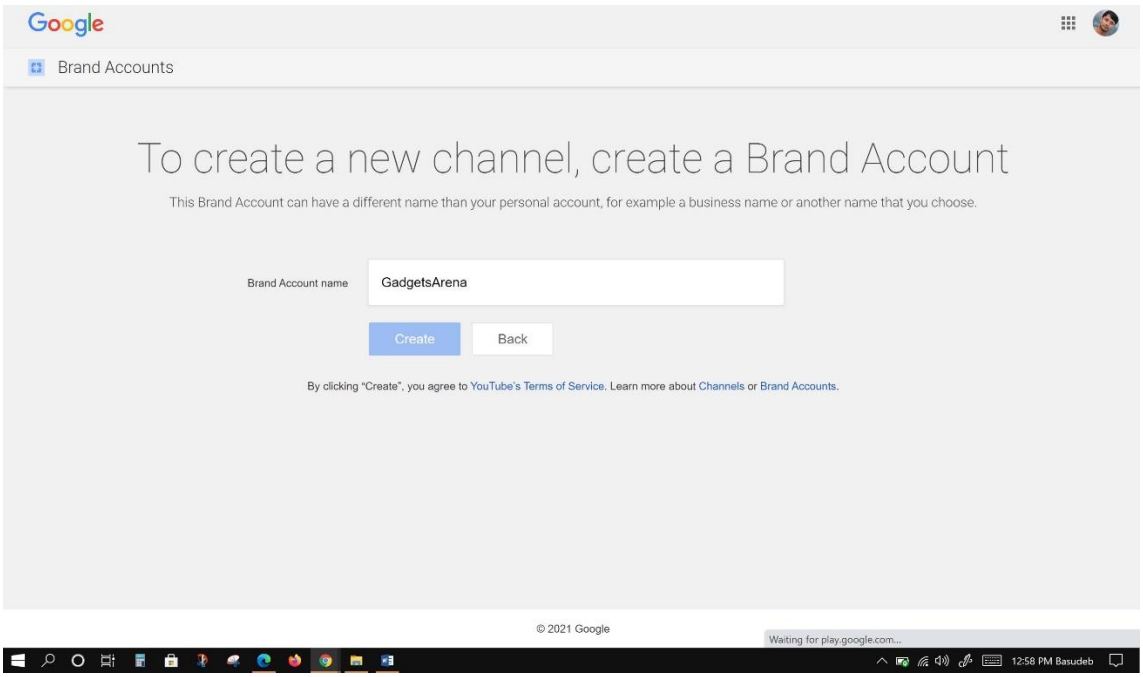

Figure: 3.2.9.2 Figure: 3.2.9.1 YouTube Channel Branding

Need to choose a suitable Channel name

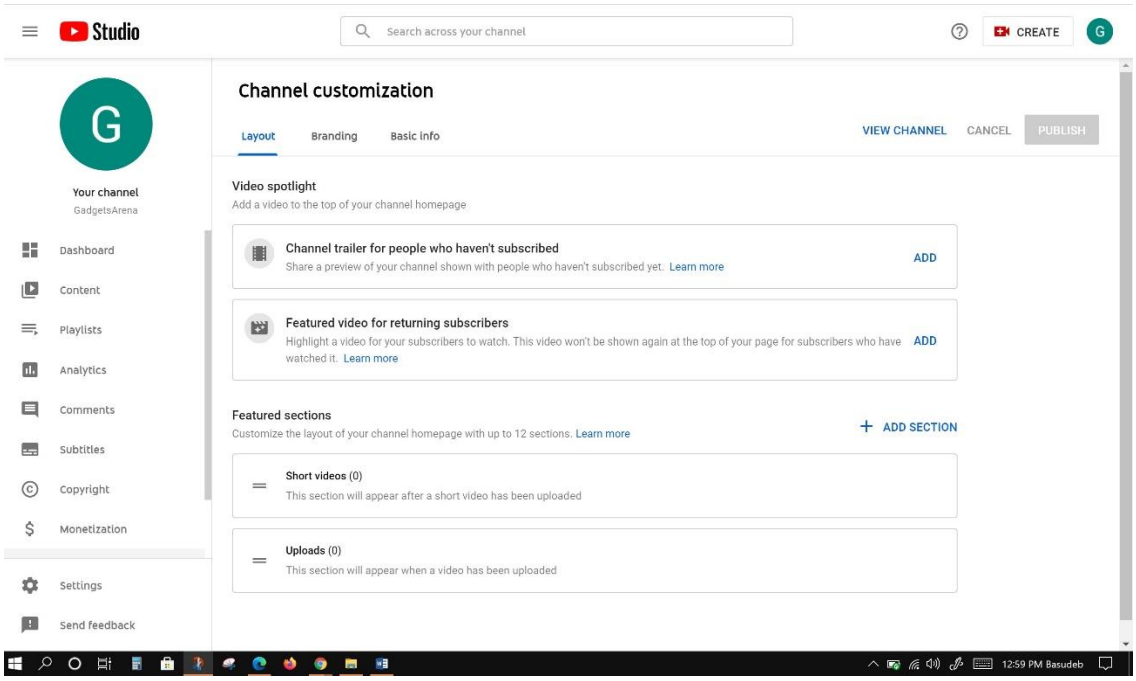

Figure: 3.2.9.3 YouTube Channel Customizing

In YouTube studio, there are available several options to customizing YouTube account like featured video, analytics etc.

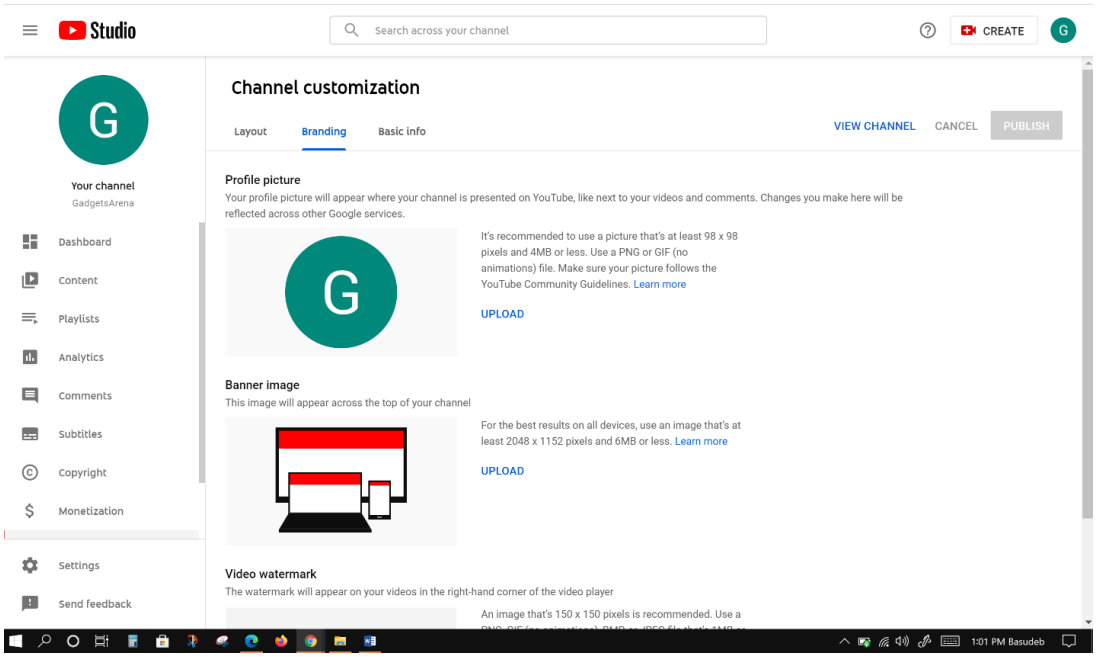

Figure: 3.2.9.4 YouTube Profile Customization

To make the channel branding it is required to upload the profile and cover photo

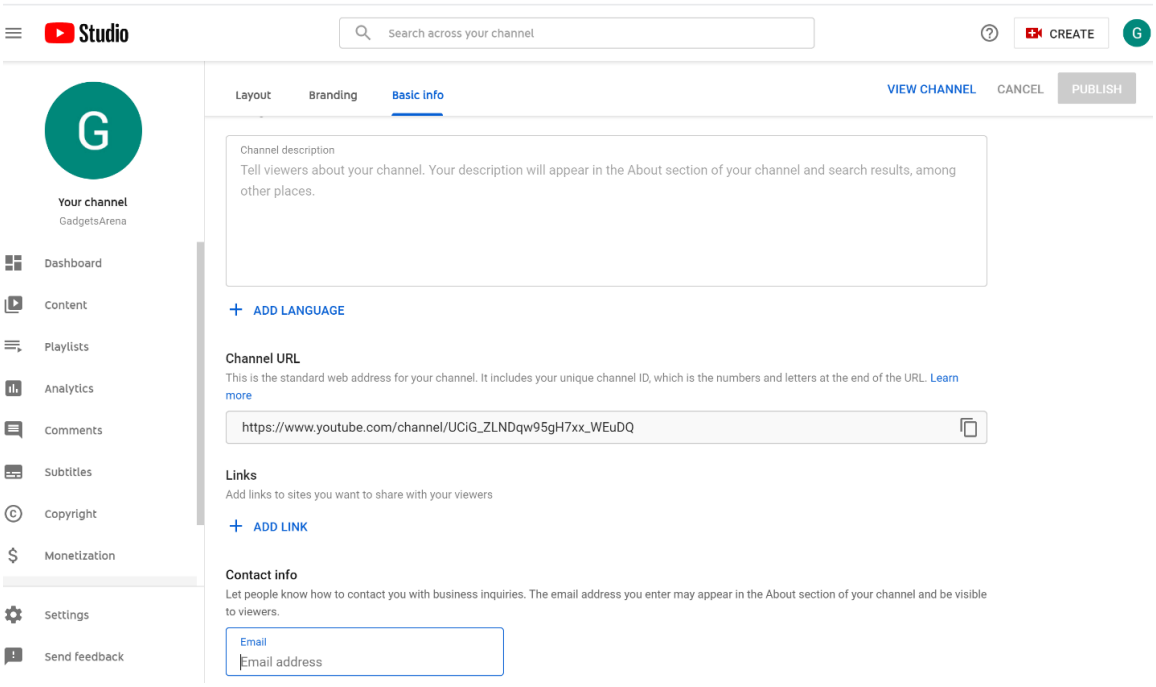

Figure: 3.2.9.5 YouTube Channel's Link generation

To get more popularity it is a wise decision to choose a channel URL and adds your social account & email on YouTube as well as Boost the desired content to go viral soon.

3.3 Search Engine Optimization (SEO):

To rank your organization's website on a search result on any search engine like google yahoo amazon etc. SEO helps to reach 1st page in the 1st place. It improves the quality of website traffic

3.3.1 Website Ranking:

- It requires better content to make popular your website
- use the best keyword for your website.
- Extend your website loading time.
- Use the faster-hosting site.
- Make your website neat and clean and user-friendly.
- Choose relevant content, choose suitable titles for your content.
- Choose a neat and readable article for your post.
- Google search engines follow several steps to rank any website they are crawling, Indexing & Ranking.
- Crawling is a procedure by search engines where bots can copy the whole website content in search engine index.

3.3.2 Types of SEO:

There are 2 types of SEO They are,

- On-Page SEO
- Off-Page SEO

3.3.3 On-Page SEO:

On-page Search Engine Optimization is a way to optimize the several elements on the website they are

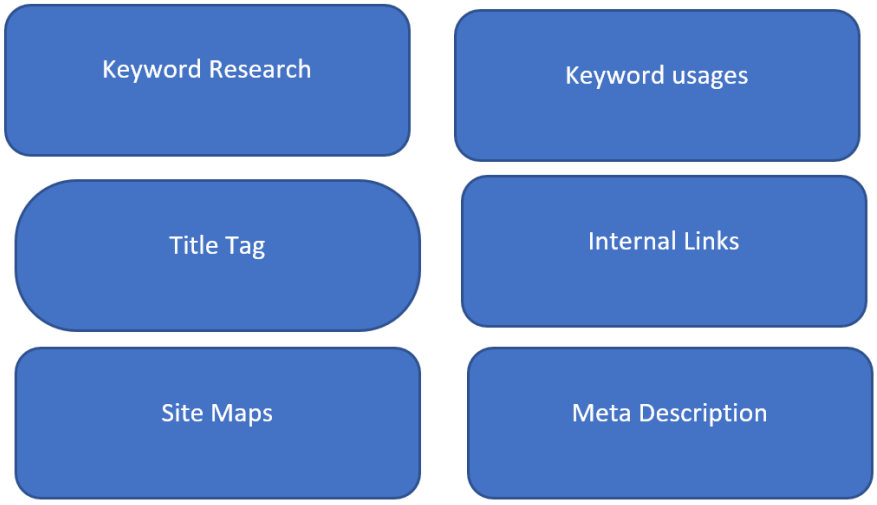

Figure: 3.3.3.1 On Page SEO

3.3.4 Off-Page SEO:

- In off-page SEO the hyperlink is linked to your desire website.
- Those links are allowing their users to navigate the whole website.
- It is using Natural Language processing during Search Engine crawls.
- Site maps are the hierarchy list of a website & it is available 2 types of sitemaps are,

- XML Site Maps
- HTML Site Maps

3.3.4 OFF-Page Optimization:

Social Media Platforms, Blogs, Communities, Link Building, Stack Overflow

3.3.5 Benefits of Off-Page Optimization:

- It helps to Increases the page traffic.
- It provides better credibility.
- It helps to extend the page rank easily.
- Helps to increases brand awareness.
- It provides High Domain Authority.

3.3.6 Link Building on Off-Page Optimization:

- It needs to provide high-quality content for link building.
- We can easily engagement by using social media like Facebook Twitter etc.
- We can also collaborate with several popular bloggers

3.3.7 Keyword Research & Search Trends:

There are available 3 types of components for keyword research they are,

- Search Volumes
- Competition
- Relevancy

Google Key Word is an ideal solution for searching Keywords & Google Ads helps to grow the business

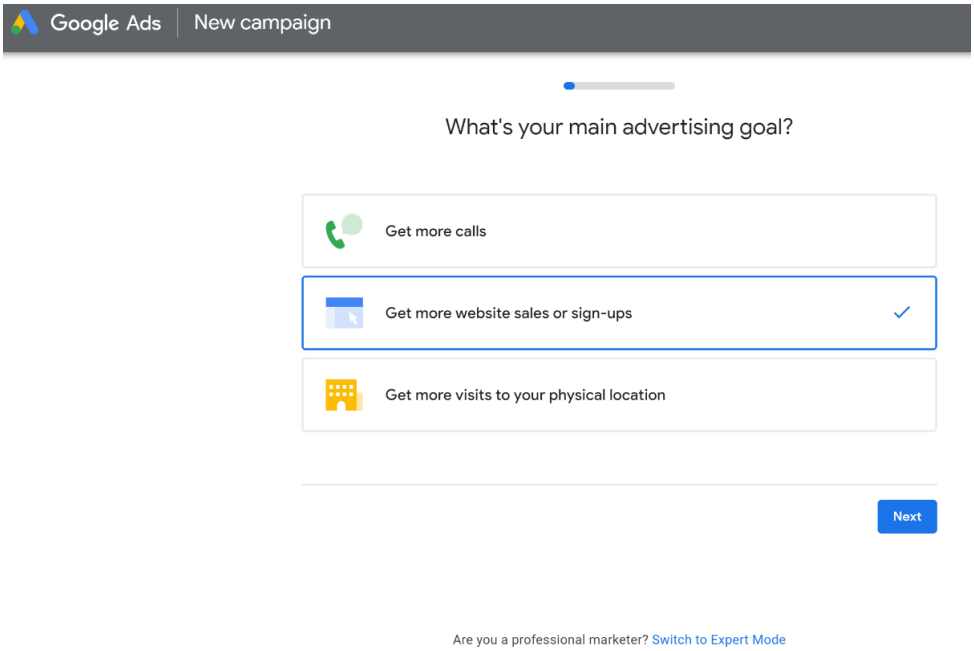

Figure: 3.3.7.1 Google AdSense

Choose your advertising goal to start

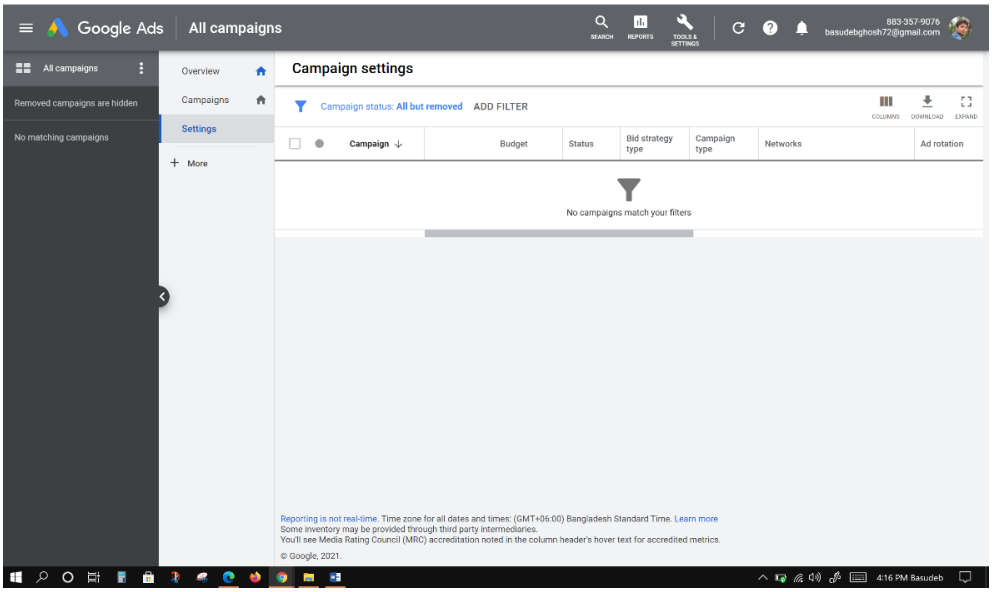

Figure: 3.3.7.2 Google Ad's Creation on Campaigns setting

Create ads on campaigns setting.

3.3.8 Keyword Research:

Google trends for keyword researching because it is the best tool for doing it properly

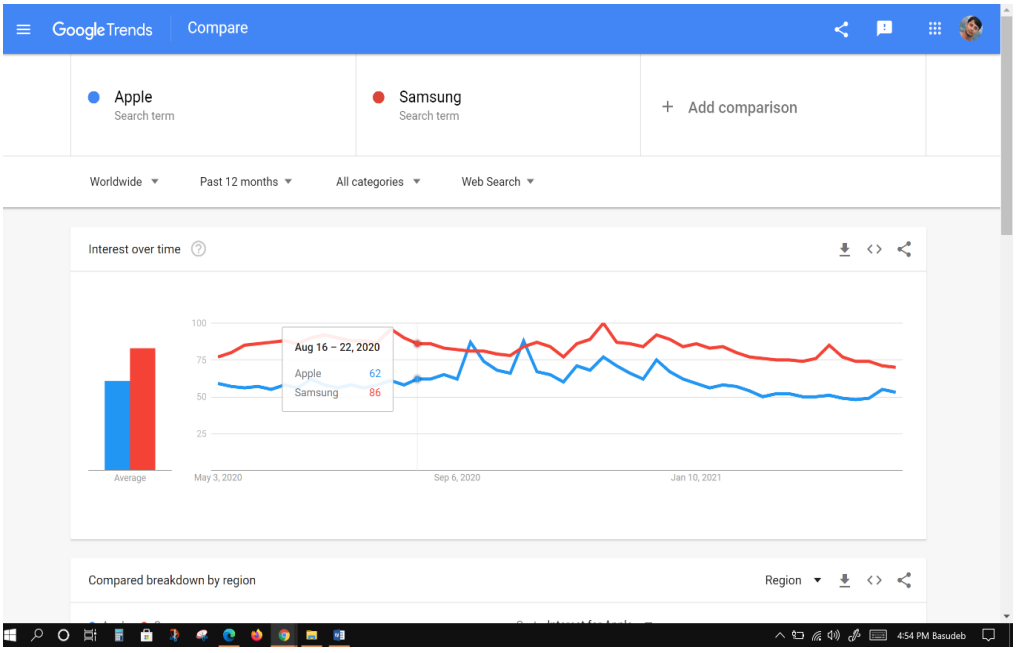

Figure: 3.3.8.1 Google Ad's Creation on Campaigns setting

It’s easy to calculate the search result between apple & Samsung about past 1-year history. Here apple has 62 & Samsung has 86 percentage search history in word wide on last 1 yea. It also provides countrywide search history

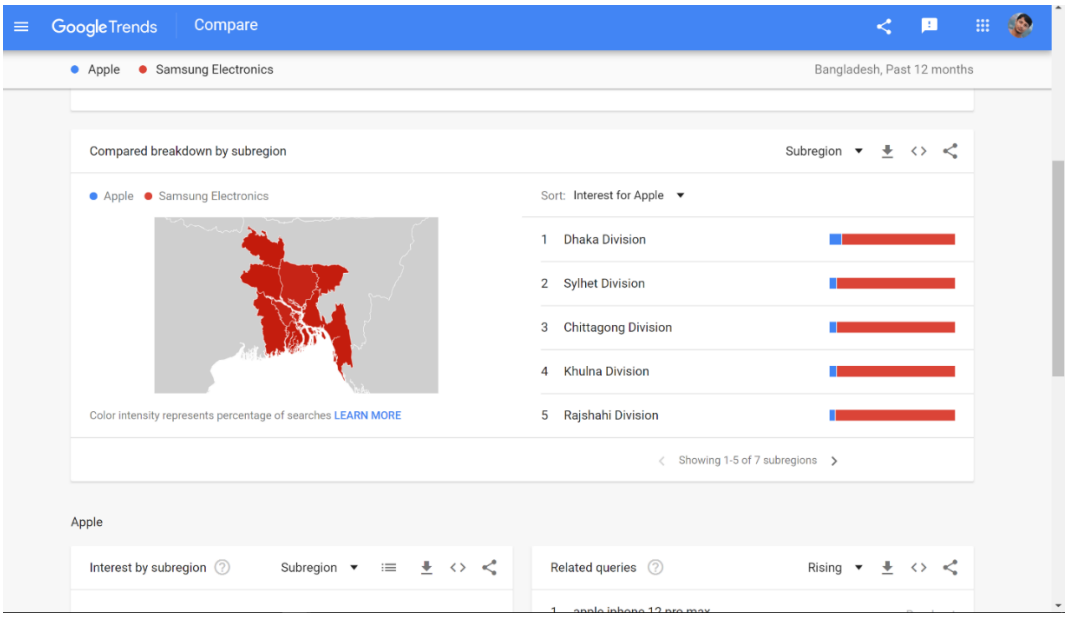

Figure: 3.3.8.2 Division wise Search Trend

It’s simple to compare division wise search results on Google Trends

CHAPTER 4

Implications of Digital Marketing

4.1 The effectiveness of Digital Marketing:

Digital marketing is the one & only way to reach the target customer. Digital Marketing has powerful tools to find the desired customer easily. Digital marketing is one of the most budget-friendly marketing techniques in the world. As SEO & Advance SEO is the part of Digital Marketing So that it will help to reach the more qualified consumer on the internet in the touch of digital marketing, it offers more improved conversion rates by using the organization's website. It is so easy to personalize the goods on the website.

4.2 The Digital marketing scenario in Bangladesh:

As Bangladesh is the fastest growing economy country in the world so that digital marketing becoming a career today. In the urban part of Bangladesh, Digital marketing is effective on several goods and services. To reach certain consumers Social media, search engines, display advertising helps. To promote any new brands or new goods digital marketing keep a great role in the Bangladeshi market. Because Digital marketing is the most budget sufficient advertising way which becomes popular day by day in our country. In Bangladesh there, existence of 50 Million Internet users 45 Million Active Social Media Users up to 50,000 Facebook Based stores, 700 eCommerce Sites, 8000 eCommerce Page on Facebook. So that there is a huge market in Digital Marketing

4.3 Effects on E-Commerce in Digital Marketing:

Sometimes it becomes harder to compete with smaller companies to large ones but Digital marketing helps you to expand your business with less money but you can successfully expose your brand or product. By using Digital marketing strategy E-commerce sites have become popular day by day because by using digital marketing it is so easy to step to reach target consumers easily. It is so easy to focus and highlight the desired goods to a certain consumer. So that E-commerce sites become popular day by day.

CHAPTER 5

CONCLUSION and FUTURE CAREER

5.1 Discussion and Conclusion

The internship gives me to acquire many experiences that will allow me to play a role in Digital Marketing. I am an expert in Digital Marketing like Social Media Marketing (SMM), Search Engine Optimization (SEO), Google Analytics & Google Search Trends, WordPress based eCommerce Site Develop, website ranking etc. This 3 month of internship assumes an important role in making my profession that is the reason I pick skill. jobs

5.2 Scope for Further Career

There is a lot of job opportunity for a Digital Marketing specialist nowadays because of the growth of the e-commerce website as well as online purchase dependency. it is so essential to be skilled in several parts of digital marketing like Advertising Expertise, Accurate Thinking, Analytical & Creative abilities, keyword research specialist.

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APPENDICES

Appendix A:

Internship Reflection:
After completing my 3 months of internship on Skill Jobs Now I can achieve a clear concept about Digital marketing and Advance Reaffiliate Marketing & Social Media Marketing. Those help me to become a freelancer on Upwork and fiver marketplace. It makes my earning opportunity for me. I believe this internship will reflect my future because I have a pre-planned to build up an e-commerce-based business in the future. After completing my training on skill. jobs now I can learn the several hidden step, procedures as well as tips & tricks which is sufficient to make possible my future dream.

Appendix B:

Company Details:
Skill.jobs is one of the popular job sites in Bangladesh. It also provides several services like skills test, Apprentice, Employability 360 Degree, Virtual Intern 2 Industry, E-Learning, Career Doctor, Forum, Nationwide & International Job, Several Job Training etc.URL & address of the company is given below.

https://skill.jobs/

DT4,102/1 Shukrabad, Mirpur Road

Dhanmondi, Dhaka-1207

Open Hours: 9 AM Close Hours: 6 PM

Phone: 01713-493159

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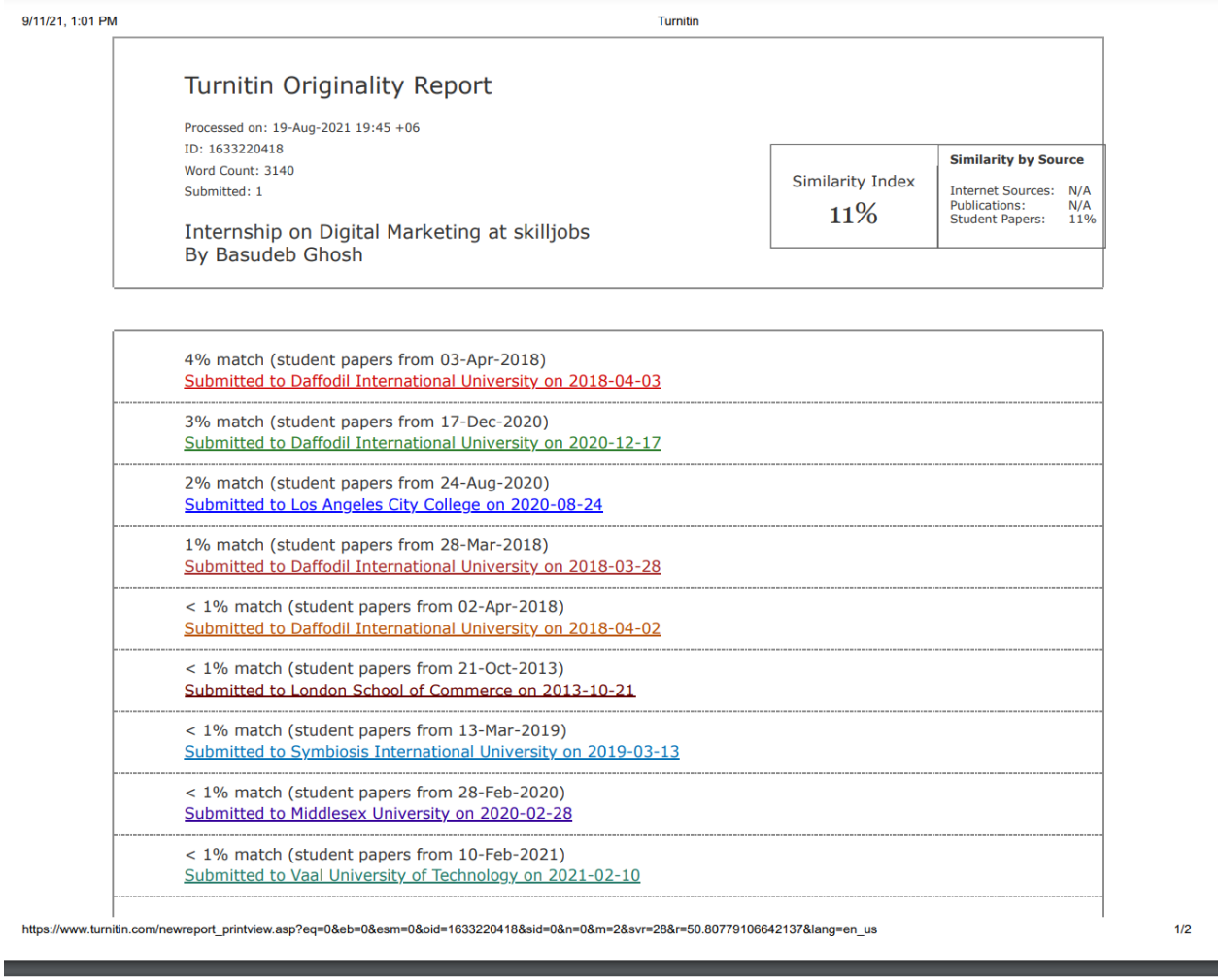

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