



FUNDAMENTALS OF DIGITAL MARKETING

TRAINING PARTNER



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INDEX

SL NO	TOPIC	PAGE NO
1	UNIT 1 MODULE 1	3
2	UNIT 2 MODULE 2	23
3	UNIT 3 MODULE 3	37
4	UNIT 4 MODULE 4	55
5	UNIT 5 MODULE 5	72

UNIT 1

MODULE 1: Introduction to Digital Marketing

Day 1 : Basics and Overview of Digital Marketing

1.1 What is Digital Marketing?

Digital marketing uses digital channels to promote or market products and services to consumers and businesses. It includes techniques like SEO, SEM, social media marketing, content marketing, influencer marketing, and more. Digital marketing enables targeted, measurable, and interactive marketing efforts, unlike traditional broadcast methods.

Benefits of Digital Marketing:

Benefit	Description
Measurable Results	Real-time tracking of user behavior and ROI
Cost-Effective	Cheaper than traditional marketing methods
Personalization	Custom messages based on behavior and interests
Global Reach	Access to international audiences
Increased Engagement	Interactive formats increase user involvement

1.2 Evolution from Traditional to Digital Media

Marketing evolved from billboards and newspapers to search engines and mobile apps. This evolution was driven by technological advancements and shifting consumer behaviour toward digital platforms.

Timeline Chart:





Era	Marketing Channel
Pre-1990s	Print, Radio, TV
1990s-2000s	Websites, Email
2010-Present	Social Media, Mobile

1.3 Importance and Scope

Digital marketing is scalable and ideal for all business sizes. The scope spans branding, customer retention, lead generation, and direct sales. Key areas of opportunity include:

- Analytics and Reporting
- Mobile and App Marketing
- Affiliate and Influencer Marketing
- Marketing Automation

✚ Visual Summary:

-  Wide audience reach
-  Device-targeted advertising
-  Low entry barrier
-  High demand for professionals

1.4 Digital Channels and Customer Journey

Understanding the customer journey allows marketers to apply the right digital strategies at each stage.

▼ Customer Journey Funnel:

Stage	Channel Used	Tactics
Awareness	SEO, Social Media	Blogs, Infographics, Ads
Consideration	Email, Retargeting	Product Guides, Webinars
Conversion	Landing Pages, CTA	Discounts, Free Trials
Retention	Email, Social Media	Newsletters, Feedback Forms
Advocacy	Referral, Reviews	Testimonials, Loyalty Campaigns

1.5 Introduction to Digital Tools

In digital marketing, success is powered by the effective use of tools that streamline planning, execution, collaboration, design, analysis, and communication. These tools are not just optional – they are essential to compete in today’s fast-paced digital environment.

✅ Categories of Tools and Their Uses





Tool Category	Tool Name	Purpose
Productivity & Docs	Google Docs/Sheets	Draft content, build plans, manage campaign data
Cloud Storage	Google Drive	Store creative assets, reports, and collaborate in real-time
Design	Canva, Adobe Express	Design posters, banners, infographics, and social posts
Communication	Zoom, Google Meet	Host virtual meetings, webinars, and training sessions
Planning & Tasks	Trello, Notion	Organize social calendars, content planning, task tracking
Social Media	Meta Business Suite	Manage FB/IG posts, track engagement, schedule content
Email	Mailchimp	Send newsletters, promotional emails, automate campaigns
Analytics	Google Analytics	Track website traffic, user behavior, campaign performance

📌 Tool Highlights

- **Google Workspace** (Docs, Sheets, Slides): Cloud-based productivity tools perfect for remote team collaboration and reporting.
- **Canva**: Drag-and-drop tool to design visuals for ads, posts, thumbnails, presentations, and stories – even without design skills.
- **Zoom**: Used for video conferences, webinars, screen sharing, and delivering client presentations or remote team discussions.

- **Meta Business Suite:** Allows marketers to schedule posts, track engagement, manage ads, and view insights across Facebook and Instagram.
- **Mailchimp:** Helps create and automate email campaigns with templates, A/B testing, and subscriber list segmentation.

Why Digital Tools Matter

-  **Efficiency:** Automate repetitive tasks like post scheduling or report generation.
-  **Collaboration:** Work across teams from any location using shared docs and boards.
-  **Creativity:** Design visually compelling content even without advanced graphic skills.
-  **Data-Driven Decisions:** Use analytics tools to guide campaigns based on real-time performance.

Mini Project Report- 1

Title: 7-Day YouTube Campaign – “Unlock Your Digital Future with Naan Mudhalvan”

Subject: Digital Marketing

Scheme: Naan Mudhalvan

University: Periyar University

Platform Focus: YouTube

Objective

To design and implement a 7-day content strategy specifically for YouTube to promote awareness about the Naan Mudhalvan scheme and the opportunities in digital marketing among college students. The campaign aims to build interest, educate viewers, and drive registration through engaging short-form and informative video content.



YouTube Content Calendar (7 Days)

Day	Content Type	Video Title	Description	Duration	Expected Reach
Day 1	Intro Video	<i>What is Digital Marketing? Learn Free with Naan Mudhalvan</i>	Introduction to digital marketing and Naan Mudhalvan scheme benefits	1 min	500+ views
Day 2	Testimonial	<i>How Naan Mudhalvan Helped Me – Student Story</i>	Real student talks about their learning experience	30–60 sec	700+ views
Day 3	Shorts	<i>Top 3 Skills Every Digital Marketer Needs!</i>	Engaging short to highlight key skills	30 sec	1000+ views
Day 4	Quiz Shorts	<i>Guess the Logo – Digital Marketing Edition!</i>	Fun quiz to engage users	45 sec	800+ views
Day 5	Informative	<i>Career in Digital Marketing – Step-by-Step Guide</i>	Shows path from student to digital marketer	1.5 min	600+ views
Day 6	Expert Clip	<i>Expert Tips from a Meta-Certified Trainer!</i>	Short clip from expert webinar session	1 min	1.2K+ views
Day 7	CTA Video	<i>Last Chance! Register Now for Free Digital Course</i>	Final call-to-action for registration	45 sec	2000+ views



Expected Outcomes

- **Total Views:** 6,000+
- **Subscribers Gained:** 100+
- **Likes & Comments:** 800+
- **Engagement Rate:** 10–12%
- **Link Clicks:** 500+ (from video descriptions)



Skills Learned by Students

- YouTube content planning
- Title & thumbnail optimization
- Shorts vs. Long-form strategy
- Viewer engagement techniques
- Video SEO basics
- CTA planning & analytics



Tools Used

- **Canva** – for designing thumbnails
- **CapCut / InShot** – for video editing
- **YouTube Studio** – for uploading and analytics
- **Google Forms** – for quizzes and registration
- **ChatGPT** – for video script and caption support



Conclusion

This YouTube-focused campaign helped us apply digital marketing concepts in a practical way. Students planned and created video content, optimized metadata, engaged the audience, and analyzed performance using real platform tools. It gave hands-on experience with campaign execution and content strategy, making the learning highly valuable and industry-relevant.

Day 2 : Digital Marketing Fundamentals

1.6 Inbound vs. Outbound Marketing

In the digital marketing landscape, understanding the difference between Inbound and Outbound marketing is crucial. Both aim to attract customers, but they follow completely different paths in doing so.



Definition and Strategy Overview

Type	Definition
Inbound Marketing	Attracts potential customers by providing valuable content and experiences they are actively seeking.
Outbound Marketing	Pushes promotional messages to a wide audience, regardless of whether they're interested.

📌 Core Principles

📱 Inbound Marketing ("Pull Strategy")

- Focuses on building long-term trust.
- Educates and nurtures leads through helpful content.
- Relies heavily on SEO, content marketing, blogs, and social media.
- Encourages two-way interaction.

📢 Outbound Marketing ("Push Strategy")

- Interrupts users with unsolicited information.
- Often uses cold calls, TV/radio ads, email blasts, and display ads.
- Suitable for quick reach and immediate exposure.
- Typically one-way communication.

📊 Comparison Table

Feature	Inbound Marketing	Outbound Marketing
Approach	Pull (Attracts)	Push (Interrupts)
Targeting	Based on interest and intent	Broad targeting
Cost	Cost-effective (time-intensive)	Expensive (ad spend driven)
Content Format	Blogs, eBooks, SEO, Social posts	TV Ads, Cold Emails, Banner Ads
Communication	Two-way (engaging, user-initiated)	One-way (brand-initiated)

Feature	Inbound Marketing	Outbound Marketing
Measurement	Website traffic, Conversions	Reach, Impressions
Examples	HubSpot blogs, SEO content, YouTube Billboard ads, spam emails, cold calls	







When to Use Which Strategy?

Business Goal	Recommended Strategy
Build long-term customer loyalty	Inbound
Launching a time-sensitive product	Outbound
Educate a specific audience over time	Inbound
Mass awareness for brand or offer	Outbound
Low marketing budget but time investment	Inbound

Real-World Examples

- Inbound Example: A SaaS company creates an SEO-optimized blog post titled “Top 10 CRM Tools for Small Businesses” to attract search traffic.
- Outbound Example: A new phone brand runs a paid YouTube ad campaign before a major festival to create immediate visibility.
- Absolutely! Here's a **super simple, step-by-step mini project** students can do right inside the classroom using **Canva's Free Website Builder**.

Mini Project Report 2

- **Title:** Create Your Own Personal Portfolio Website using Canva
- **Subject:** Digital Marketing
Scheme: Naan Mudhalvan
University: Periyar University
- ---
-  **Objective**
- To help students create a **simple personal portfolio website** to showcase their name, photo, skills, and a blog post using **Canva**, without needing coding or technical knowledge.
- ---
-  **What Students Need**
-  Smartphone or Laptop
-  Internet connection
-  Free Canva account (www.canva.com)
- ---
-  **Steps to Create Website in Class**
- **Step 1: Login to Canva**
- Go to www.canva.com
- Sign up or login with Gmail
- **Step 2: Search for “Website” Template**
- In the search bar, type “**portfolio website**”
- Choose a **free template** that looks clean and simple

- **Step 3: Edit Your Website**

- Replace text with:
- Your **Name**
- Your **Photo**
- A short **About Me**
- Add 2–3 **Skills** (like MS Word, Digital Marketing, Video Editing)
- Add a heading: **“My Blog”**
- Write 1 short blog: *“Why I Want to Learn Digital Marketing”* (4–5 lines)
- Add buttons like **“Contact Me”** or **“See My Resume”**

- **Step 4: Add Media**

- Upload your photo
- Add free Canva graphics
- Optional: Embed a **YouTube video** (e.g., “Intro to Digital Marketing”)

- **Step 5: Publish the Website**

- Click **“Publish Website”**
- Choose **Free Domain** (like: yourname.my.canva.site)
- Share your link with teacher or classmates

-  **What to Include**

- **Page Section**

- Header

- About Me

- Skills Section

- Blog

- Contact

- **Content**

- Name + Tagline

- 4–5 lines about your background

- Add 3–4 skill boxes or icons

- Write 1 small article (4–5 lines)

- Email or social media links

-  **Expected Outcome**

- **Task**

- Website Created

- Blog Post Added

- Photo & Skills Uploaded

- Website Published & Shared

- **Done**

- 

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-  **What Students Learn**

- How to build a website without coding

- How to showcase themselves online

- Basics of blog writing

- Confidence in using design tools like Canva

✓ Conclusion

- This mini project helps every student create their own **digital presence** using just Canva in 1 hour. It's easy, free, and builds confidence in website design and online branding.

1.8 Introduction to Marketing Funnel 🎯

The **Marketing Funnel** is a strategic model that illustrates the customer journey from first interaction with a brand to final purchase and beyond. Understanding this funnel helps marketers create targeted content and offers at each stage, improving both engagement and conversions.

📌 What is a Marketing Funnel?

The funnel metaphor represents the gradual narrowing of potential customers:

- **Top of the Funnel (TOFU):** Awareness
- **Middle of the Funnel (MOFU):** Consideration
- **Bottom of the Funnel (BOFU):** Conversion

Additional stages like **Retention** and **Advocacy** are often included to address post-purchase engagement.

Funnel Structure & Goals

Funnel Stage	Objective	Audience Behaviour
TOFU	Create brand awareness	Browsing, asking general questions
MOFU	Educate and build trust	Comparing solutions
BOFU	Convert and close deals	Ready to make a purchase decision
Post-Funnel	Retain and gain referrals	Using, reviewing, recommending

Content Types per Funnel Stage

Stage	Content Formats	Example Ideas
TOFU	Blogs, Social Media, Infographics, Videos	“What is Digital Marketing?” blog
MOFU	E-books, Webinars, Case Studies, Email Series	“Compare Top 5 SEO Tools” webinar
BOFU	Demos, Free Trials, Discounts, Testimonials	“Sign up and get 20% off” limited offer
Retention	Loyalty Emails, Surveys, Tutorials	“How to get the most out of your purchase”
Advocacy	Referral Programs, UGC, Reviews	“Refer a friend and earn rewards”

Visual Funnel Example (Simple Diagram)

Awareness → TOFU → Blogs / Videos / Ads





Consideration → MOFU → Webinars / Case Studies

Conversion → BOFU → Demos / Offers

Retention → Loyalty / Upsell

Advocacy → Referrals / Reviews

Why the Funnel is Important

-  Helps align content strategy with buyer intent
-  Increases lead nurturing efficiency
-  Tailors communication to user behaviour
-  Drives higher conversion rates and ROI

Practical Applications

- **E-Commerce Store:**
 - TOFU: Instagram ad promoting eco-friendly clothing
 - MOFU: Email series about fabric benefits and brand story
 - BOFU: Coupon code for first-time buyers
- **Digital Marketing Agency:**
 - TOFU: YouTube video titled “How SEO Works”
 - MOFU: Downloadable checklist – “SEO Audit Template”
 - BOFU: Free 30-minute consultation CTA

1.10 Website Basics

Here is a fully elaborated version of “1.10 Website Basics”, structured for educational use or inclusion in your curriculum document:

1.10 Website Basics

A website is the digital storefront of any business. In the context of digital marketing, a well-structured and optimized website is essential for converting visitors into leads and customers. It acts as the central hub for campaigns, SEO, content, lead capture, and analytics.

What Makes a Website “Marketing Ready”?

A website isn’t just about design – it’s about function, performance, and experience.

Element	Description
Mobile-Responsive	Should adjust to all screen sizes (mobile, tablet, desktop)
Fast Loading Speed	Load time should be <3 seconds for good UX and SEO
SEO-Friendly Structure	Includes clean URLs, alt texts, meta titles, and schema markup
HTTPS Secure	Uses SSL to protect user data and improve trustworthiness
Clear Navigation	Logical menu, breadcrumb trails, and internal linking
Lead Capture Elements	Contact forms, newsletter signups, and pop-ups
Analytics Integration	Includes Google Analytics, Facebook Pixel, or Hotjar for behaviour tracking

Core Pages Every Website Needs

Page Type	Purpose
Homepage	First impression, summary of key offerings and CTAs
About Us	Builds trust with brand story and team introduction
Services/Product	Detailed explanation of offerings with benefits
Contact Page	Enables communication; includes form, email, phone, map
Blog/Resources	Drives traffic via SEO and showcases expertise
Landing Pages	Focused pages for campaigns (e.g., ad traffic, webinars)

Why Websites Matter in Digital Marketing

- Acts as the final destination for ads, social posts, and emails
- Captures leads and sales through CTAs and forms
- Improves SEO rankings with quality content and performance
- Tracks visitor behaviour to optimize campaigns

Popular CMS Platforms

Platform	Ideal For	Notes
WordPress	Blogs, business websites	Flexible, huge plugin ecosystem
Shopify	E-commerce stores	Beginner-friendly, fast product setup
Wix	Personal brands, portfolios	Drag-and-drop, easy setup
Squarespace	Creatives and freelancers	Aesthetic design templates

✔ Website Performance Checklist

- ✔ Mobile responsive layout
- ✔ HTTPS and SSL installed
- ✔ Sitemap submitted to Google Search Console
- ✔ Meta tags and alt texts present
- ✔ Lead forms connected to email/CRM
- ✔ Google Analytics & Pixel installed

Mini Project Report -3

Title: Launch an Email Marketing Funnel using Mailchimp

Subject: Digital Marketing

Scheme: Naan Mudhalvan

University: Periyar University

Objective

To help students understand and create a 3-step email marketing funnel using a free email tool like Mailchimp or Brevo, including awareness, engagement, and conversion emails.

What Students Need

- ✔ Gmail ID
- ✔ Internet connection
- ✔ Free Mailchimp.com or Brevo.com account
- ✔ Sample contact list (can be classmates or dummy emails)

Steps to Create the Email Funnel in Class

Step 1: Create a Free Mailchimp Account

- Go to www.mailchimp.com
- Sign up with Gmail
- Choose “Free Plan”

Step 2: Create a Sample Audience List

- Add 3–5 dummy email IDs (friends or test emails)

Step 3: Design 3 Emails for Funnel

Stage	Email Type	Content (Simple)
Awareness	Intro Email	“Welcome! Learn Digital Marketing for FREE with Naan Mudhalvan!”
Engagement	Value Email	“Top 3 Digital Tools Every Student Should Use (Free Guide)”
Conversion	CTA Email	“Register Now! Seats are limited for this Free Course!”

- Use Mailchimp drag & drop editor to design each email
- Add images, buttons, and your name at the end

Step 4: Schedule or Send Emails

- Send the emails in 3 steps (one per day or hour)
- Track if they are Delivered / Opened

Email Funnel Summary

Email Stage	Subject Line	Goal
Awareness	Learn Digital Marketing with Naan Mudhalvan	Introduce program
Engagement	Free Tools for Students – Download Now	Build interest
Conversion	Last Day to Join – Reserve Your Seat!	Drive registration

Expected Outcome

Task	Status
Mailchimp account created	✓
Contact list added	✓
3 emails created & sent	✓
CTA links or buttons clicked	✓

What Students Learn

- How email marketing works
- What an email funnel is
- How to write simple email copy

- How to design emails using drag-and-drop tools
- Understanding open rate and click rate

✓ Conclusion

This project helps students practically understand how email marketing campaigns are planned and executed using free online tools. They gain experience in creating content, segmenting messages, and converting interest into action through emails.

UNIT 2

MODULE 2: Social Media Marketing

Day 3: Understanding Platforms & Content Strategy (5 Hours)

2.1 Introduction to Major Social Media Platforms

Objective: Understand the unique role of each platform in a digital marketing strategy and how brands use them effectively.

In the digital marketing landscape, each platform offers specific advantages based on audience behavior, content formats, and brand engagement. Choosing the right platform depends on business goals, target demographics, and content capabilities.

Platform	Audience Type	Strengths	Ideal Content
Facebook	Wide age range, general public	Community building, events, paid ads	Group posts, long captions
Instagram	Youth (18–34), visual consumers	Image-heavy posts, reels, stories	Carousels, Reels, Stories
LinkedIn	Professionals, B2B	Industry networking, thought leadership	Articles, Infographics
YouTube	All ages, info seekers	Video tutorials, long-form content	Tutorials, Product Demos
Twitter	News-savvy, quick updates	Hashtags, public conversation, announcements	Threads, Real-time Tweets

Trainer Tip: Show students brand pages like Nike, Zomato, HubSpot, and Netflix to analyse tone, visual branding, and post structure.

✦ 2.2 Content Types & Strategy

Objective: Learn to create strategic content tailored to both platform and audience.

🔧 Popular Content Formats:

- 🖼️ **Static Posts** – Product photos, quotes, tips
- 📺 **Carousels** – Step-by-step tutorials, tips, comparisons
- 🎥 **Reels/Short Videos** – Trending sounds, brand storytelling
- 📺 **Live Sessions** – Q&As, product reveals, behind-the-scenes
- 🗳️ **Stories & Polls** – Quick interactions, feedback

🏗️ Content Pillars Framework:

Organize your content under 4 key themes:

Pillar Type	Purpose	Example
🎓 Educational	Teach something useful	“5 Ways to Save on Your Taxes”
🎭 Entertaining	Keep audience engaged, fun, relatable	Memes, quizzes, relatable reels
👉 Engaging	Spark interaction and conversation	“This or That?”, Polls
📢 Promotional	Announce offers or products	“New Product Launch – 20% OFF!”

💡 Strategy Tips:

- Choose formats based on audience behaviour (e.g., Gen Z prefers Reels over text).
- Mix content types across the week for engagement variety.
- Maintain a consistent visual identity (fonts, tone, colour palette).

✦ 2.3 Setting Up Business Profiles

Objective: Establish a credible and optimized brand presence on social platforms.

A business profile differs from a personal account in functionality and branding features. It allows access to analytics, ad tools, and direct calls to action.

🔍 Must-Have Profile Elements:

Element	Description
Username	Should reflect brand name and be searchable
Profile Pic	Brand logo or consistent image
Bio	Describe who you are + call to action
Website Link	Link to homepage, landing page, or store
Contact	Email, WhatsApp, or call buttons

🔧 Platform-Specific Enhancements:

- **Facebook:** CTA Buttons (Shop Now, Book Now), Messenger Integration
- **Instagram:** Story Highlights, Custom Covers, Quick Replies
- **WhatsApp Business:** Catalogs, Greeting Messages, Auto Responses

🧠 **Pro Tip:** Keep the username and profile picture consistent across platforms for easy recognition.

✦ 2.4 Scheduling & Management Tools

Objective: Use automation tools to maintain consistency and measure content performance.

Manual posting can be time-consuming and inconsistent. Using tools allows marketers to:

- Plan ahead
- Maintain brand voice
- Analyse post timing and performance

✂ Top Scheduling Tools:

Tool	Key Features
Meta Business Suite	Manage Facebook + Instagram in one dashboard
Buffer	Schedule posts, get analytics
Hootsuite	Manage multiple platforms, reports
Later	Visual content calendar, Instagram-first focus

📊 Visual Summary Table: Platform vs Best Use Case

Platform	Best Use Case
Facebook	Community building
Instagram	Visual storytelling
LinkedIn	B2B networking
YouTube	Long-form education
Twitter	Real-time updates

Mini Project Report -4

Competitive Digital Marketing Audit Report – A Comparative Study

 Prepared by:

Student Name

BBA/B.Com – Digital Marketing

Periyar University

Under Naan Mudhalvan Scheme



 Objective:

To analyze and compare the digital marketing presence of two competitors and provide insights through SWOT analysis and strategic recommendations for improvement.

 Competitors Selected:

1. Brand A – Myntra
2. Brand B – Ajio

1. Website Analysis

Metric	Myntra	Ajio
Website Speed	Fast (Load time < 2s)	Medium (Load time ~3s)
Mobile Friendliness	 Fully Optimized	 Optimized
UI/UX Design	Stylish, Trendy	Clean, Minimal
Checkout Experience	Smooth, Multiple payment options	Good, slightly more steps
Blog / Content	Moderate blog presence	Limited content articles

Metric	Myntra	Ajio
SEO Optimization	Good use of H1, H2, Alt Tags	Moderate SEO setup

2. SEO Performance

Metric	Myntra	Ajio
Domain Authority (DA)	77	67
Backlinks	~4.2M	~1.8M
Organic Keywords	~1.1M	~450K
Top-Ranking Keywords	"Men's fashion", "T-shirts online" "Ajio offers", "Online kurti"	
Site Errors	Few redirects	Multiple broken links (minor)

3. Social Media Presence

Platform	Myntra	Ajio
Instagram Followers	2.8M	1.4M
Engagement Rate	2.1%	1.3%
Facebook Likes	5.2M	3.8M
Twitter/X Activity	Active with campaigns	Less consistent
YouTube Channel	Regular fashion content	Fewer uploads
Influencer Collaborations	Frequent & top-tier	Moderate influencers

4. SWOT Analysis

★ Myntra SWOT

Strengths

- High brand recognition
- Strong influencer campaigns
- Smooth mobile app UX

Weaknesses

- Over-reliance on seasonal campaigns
- Limited blog content for SEO growth

Opportunities

- Expand into Tier-2/3 cities
- Increase user-generated content

Threats

- Price competition from Ajio
- Growing platforms like Meesho

★ Ajio SWOT

Strengths

- Competitive pricing & offers
- Strong presence in ethnic fashion

Weaknesses

- Low engagement on social media
- Website slightly slower on mobile

Opportunities

- YouTube content expansion
- Collaborate with regional influencers

Threats

- Limited SEO compared to Myntra
- User retention in competitive space

💡 5. Recommendations

✅ For Myntra:

- Invest in long-form content (fashion blogs, styling tips)
- Use email marketing automation to reduce drop-off
- Gamify user experience for better app engagement

✅ For Ajio:

- Boost Instagram Reels and regional language content
- Improve technical SEO and reduce broken links
- Launch influencer challenges and trend-based campaigns

🧠 Conclusion:

This competitive audit reveals that while **Myntra** leads in SEO and engagement, **Ajio** stands out for pricing and regional fashion appeal. By leveraging these insights, both can enhance their digital strategies and grow market share.

◇ Day 4: Engagement, Metrics & Influencer Strategy

✦ 2.5 Hashtags & Captions

Objective: Enhance visibility and engagement with smart captions.

Tips:

- Use a mix of trending, branded, and niche hashtags.
- Aim for 8–15 relevant hashtags on Instagram.
- Structure captions:
 - ◆ Hook
 - ◆ Story/Context
 - ◆ Clear CTA (e.g., "Tag a friend who needs this!")

Task: Write captions with relevant hashtags for 3 content types.

✦ 2.6 Influencer Marketing

Objective: Leverage influencers to amplify reach and trust.

Types of Influencers:

- Nano: <1K followers
- Micro: 1K–100K (high engagement)
- Macro: 100K+ (good for reach)
- Mega: 1M+ (celebrity-level awareness)

Campaign Formats:

- Unboxing

- Reviews
- Giveaways
- Story takeovers
- Sponsored posts

Comparison: Micro vs Macro Influencers

Type	Followers	Engagement	Use Case
Micro	1K–100K	High	Targeted, authentic reach
Macro	100K+	Moderate	Broad brand awareness

2.7 Engagement & Social Media Metrics

Objective:Analyze social performance and refine strategy.

Key Metrics:

- Reach
- Impressions
- Engagement Rate
- Click-through Rate (CTR)
- Follower Growth

Tools:

- Instagram Insights
- Facebook Analytics

- Optional: Sprout Social, Later

Task: Review and interpret sample performance data.

📌 2.8 Case Study Discussion

Objective: Learn from successful and failed campaigns.

Success Stories:

- Spotify Wrapped
- Dove Real Beauty
- Amul Topical Creatives

Failures:

- Pepsi x Kendall Jenner ad
- Misjudged tweets from major brands

Discussion Points:

- What was the intent?
 - What went wrong/right?
 - Was the platform suitable?
 - Could timing or tone improve results?
-

🎓 Mini Project Report -5

Creating an SEO-Optimized Blog Series – A Strategic Content Marketing Approach

📌 Objective:

To create a 3-part SEO-optimized blog series targeting different long-tail keywords to improve organic visibility and drive relevant traffic, with a focus on proper metadata and internal linking.

💻 Selected Niche:

Fashion and Lifestyle E-commerce

📄 Blog Series Overview

Part	Title	Focus Keyword
1	Top 10 Affordable Summer Outfits for College Students	<i>affordable summer outfits for college students</i>
2	How to Style Kurtis for Every Occasion – College to Office	<i>how to style kurtis for every occasion</i>
3	Budget-Friendly Wardrobe Essentials for First-Year Students	<i>budget wardrobe essentials for students</i>

🔑 SEO Metadata and Keyword Strategy

✚ Blog 1:

Title Tag: 10 Best Affordable Summer Outfits for College Students in 2025

Meta Description: Discover the top budget-friendly summer fashion picks perfect for college life. Stay stylish without overspending.

Header Tags (H1, H2): H1: Affordable Summer Outfits

Internal Links: Link to Blog 3 (wardrobe essentials)

External Links: Fashion retailer pages (e.g., Ajio, Myntra)

Alt Texts for Images: “Girl in summer dress college campus”

✿ Blog 2:

Title Tag: How to Style Kurtis for College, Office, and Weekend Outings

Meta Description: Learn trendy ways to style kurtis for all occasions. Tips for mixing tradition with modern flair.

Header Tags: H1: Style Kurtis for Any Occasion

Internal Links: Link to Blog 1 (summer outfits), Blog 3 (wardrobe tips)

Alt Texts: “Modern kurti outfit ideas for college and work”

✿ Blog 3:

Title Tag: Budget-Friendly Wardrobe Must-Haves for Students in 2025

Meta Description: Start your college life with these budget wardrobe essentials. A guide for students building their style from scratch.

Header Tags: H1: Wardrobe Essentials for Students

Internal Links: Link to Blog 1 and Blog 2

Alt Texts: “Wardrobe checklist for student fashion beginners”

Internal Linking Strategy:

- Blog 1 → Blog 3: “Need complete wardrobe ideas? Check out these essentials...”

- Blog 2 → Blog 1 & Blog 3: *“Already explored our summer outfit list? Or start with a basic wardrobe setup here.”*
- Blog 3 → Blog 1 & Blog 2: *“For daily style, check out our kurti styling tips and summer looks.”*

On-Page SEO Best Practices Used:

- Long-tail keyword placement in title, H1, first 100 words, and conclusion
- Internal linking with anchor text
- Alt-text on all images
- Mobile-optimized design with fast loading
- Optimized URL slugs (e.g., /affordable-summer-outfits-college)

Expected Results (Based on Strategy Tools):

Metric	Estimated Outcome
Organic Traffic Growth	+30% in 3 months
Bounce Rate	<50% due to internal linking
Avg. Time on Page	3-5 mins
CTR from Search	Expected 5%+ with rich snippets

Conclusion & Recommendations:

By targeting specific long-tail keywords and interlinking valuable content across the blog series, this strategy is expected to improve both **search engine ranking and user experience**. Incorporating seasonal trends and student-focused fashion ensures continued engagement.

UNIT 3

MODULE 3: SEO & Website Optimization

◇ Day 5: Introduction to SEO & Keyword Strategy

✦ 3.1 Search Engine Basics

Objective: Understand how search engines function and how they rank websites.

Key Concepts:

- Search engines like **Google, Bing,** and **Yahoo** use **web crawlers (bots)** to scan websites.
- Content is stored in an **index** and ranked using algorithms.
- Google's ranking factors include:
 - Keyword relevance
 - Content quality and originality
 - Backlinks from authoritative sources
 - Page loading speed
 - Mobile-friendliness
 - User engagement (bounce rate, session time)

Trainer Tip: Use diagrams or flowcharts to show the search engine process: **Crawling → Indexing → Ranking**

✦ 3.2 On-Page SEO

Objective: Learn to optimize internal page elements for better visibility.

Techniques Include:

- **Keyword Placement:** In title tags, headers, first paragraph, and URL.
- **Meta Tags:** Write compelling **meta titles** and **meta descriptions**.
- **Header Tags:** Structure content with H1, H2, H3...
- **Image Optimization:** Use **alt text**, compress file size, and name images with keywords.
- **Internal Linking:** Link to other relevant pages/blogs on your site.
- **SEO-Friendly URLs:** Keep them short, descriptive, and keyword-rich.
- **Schema Markup:** Use structured data to improve how your page appears in search (e.g., star ratings, FAQs).

✦ 3.3 Off-Page SEO

Objective: Strengthen website authority through external strategies.

Key Activities:

- **Backlink Building:** Earn links from reputable websites.
- **Guest Blogging:** Write articles for other websites with backlinks to your own.
- **Influencer Collaboration:** Get mentions or reviews from influencers.
- **Social Media Sharing:** Boost brand visibility and content reach.

- **Directory Submissions:** List website in trusted online directories.

Outcome: Increases **domain authority**, trust, and traffic.

📌 3.4 Keyword Research

Objective: Identify and use the right keywords for SEO success.

Keyword Types:

- **Short-Tail Keywords:** (e.g., “shoes”) – High volume, high competition.
- **Long-Tail Keywords:** (e.g., “best running shoes for flat feet”) – Low competition, high intent.

Tools for Keyword Research:

- Ubersuggest
- Google Keyword Planner
- SEMrush
- AnswerThePublic

Strategy Tip: Focus on **buyer intent**, **search trends**, and **search volume**.

📊 Comparison Table: On-Page vs Off-Page SEO

SEO Type	Focus Area	Key Techniques
On-Page SEO	Website Content & Structure	Titles, Meta Tags, Headings, Internal Links, URLs
Off-Page SEO	External Authority Signals	Backlinks, Guest Posts, Social Engagement

Here is a **complete project report** for a **Cause-Driven Digital Campaign**, structured for a **mini project** under the **Digital Marketing subject** in **Periyar University** (Naan Mudhalvan Scheme). It includes campaign strategy, Canva creatives, hashtags, calls-to-action, and expected results — just like the previous reports.

Mini Project Report -6

Executing a Cause-Driven Digital Marketing Campaign – “Save Water, Save Life”

Project Objective:

To **design and execute** a mini digital marketing campaign for a **social cause** using Canva-designed visuals, strategic hashtags, social media content planning, and strong call-to-action (CTA) techniques to increase awareness and online engagement.

Chosen Cause:

Water Conservation Awareness – “Save Water, Save Life”

Campaign Duration:

7 Days Campaign (Social Media Series – Instagram + Facebook)

Campaign Elements Overview

Element	Tool/Platform
Creatives	Canva (Posters, Reels Thumbnails, Stories)
Posting Platform	Instagram, Facebook

Element	Tool/Platform
Hashtags	SEO-optimized, cause-focused
CTA	Share, Comment, Take the Pledge, Tag a Friend
Engagement Tactics	Polls, Quiz, Reels with facts

Creative Samples (via Canva):




1. Day 1 – Poster:

“Do You Know? A dripping tap wastes 90L/day!”



– CTA: *“Pledge to fix your leaks today. #SaveWaterSaveLife”*

2. Day 3 – Carousel Post:

“5 Easy Ways to Save Water in Your Daily Life”

– CTA: *“Swipe , Learn , Share 

3. Day 5 – Reel Content Idea:*

Scene: A student brushing with the tap running  vs closing the tap 

– Caption: *“Small habits, big impact.”*


– CTA: *“Tag someone who should watch this!”*

4. Day 7 – Story Quiz:

“How much water does a shower use?”

a) 5L

b) 15L

c) 25L 

Hashtag Strategy (SEO + Viral):

Primary Hashtags:

- #SaveWaterSaveLife

- #WaterWarriors
- #DigitalForGood
- #EcoIndia
- #ConserveWater

📌 Supportive Tags:

- #EnvironmentAwareness
- #GreenLiving
- #SustainableIndia
- #NaanMudhalvanCares
- #DigitalChangeMakers

💡 Calls-to-Action (CTA):

- “💧 Take the Water Pledge Today – Comment ‘I Commit’ below!”
- “📌 Share this post if you believe water is life!”
- “👥 Tag 3 friends who should conserve water!”
- “📊 Track your water usage today – DM us your results!”

📊 Expected Engagement Results

Metric	Estimate (Organic Reach)
Likes/Shares (Avg/Post)	200–300
Story Views	800+

Metric	Estimate (Organic Reach)
Quiz Interactions	300+ responses
Pledge Comments	150+
Hashtag Impressions	10K+ over campaign duration

💡 Outcome & Learning:

This cause-driven campaign demonstrates how **digital marketing** can serve social responsibility by combining **visual design, emotional appeal, and social engagement**. The campaign helped raise awareness among college students, generated conversations, and created action-based pledges.

🔙 Recommendations for Future Expansion:

- Collaborate with NGOs (like Pani Foundation or SayTrees)
- Add WhatsApp status templates for rural outreach
- Launch a UGC challenge: *“Show how YOU save water!”*
- Extend campaign to school-level competitions

Here is a **complete project report** for **“Building a Content Strategy for a Startup”**, crafted for **Digital Marketing mini project** submission under **Periyar University – Naan Mudhalvan Scheme**. This includes a **1-month content calendar, platform-specific posting rules, tone of voice, and KPI tracking** – structured in the same polished format as previous reports.

Mini Project Report -7

Building a 1-Month Content Strategy for a Startup – A Platform-Wise Digital Growth Plan

Project Objective:

To create and implement a **30-day digital content strategy** for a startup, with detailed **platform guidelines, consistent brand voice, and key performance indicators** to track growth and engagement.

Startup Chosen:

FreshSip – A D2C Startup Selling Cold-Pressed Juices Online

Content Duration:

1-Month Plan (30 Days)

Platforms: Instagram, Facebook, LinkedIn, Website Blog

Content Objectives:

- Increase brand awareness
 - Drive traffic to website
 - Educate audience on juice benefits
 - Boost product sales through engaging posts
-

1-Month Content Calendar Overview

Day Platform Content Type Topic

1	Instagram Reel		<i>Behind-the-scenes: Juice making</i>
2	LinkedIn	Image + Caption	<i>Meet the Founders</i>
3	Blog	Article	<i>5 Health Benefits of Cold-Pressed Juice</i>
4	Facebook	Testimonial	<i>Customer Story: How FreshSip helped detox</i>
5	Instagram	Infographic	<i>Difference between cold-pressed vs regular juice</i>
...
30	All	Thank You Post	<i>End of Month Recap & Discount CTA</i>

✓ Use of mix: Reels, carousels, blogs, infographics, polls, customer stories, UGC

Platform-Wise Content Strategy

Instagram

- **Frequency:** 4–5 posts/week
- **Tone:** Casual, Youthful, Trendy
- **Post Types:** Reels, Stories, Polls, Carousels
- **CTA Examples:** “Tag your smoothie buddy 🍊”, “Save this post for later!”
- **Hashtags:** #JuiceCleansIndia, #ColdPressedMagic, #HealthyWithFreshSip

Facebook

- **Frequency:** 3 posts/week

- **Tone:** Friendly, Informative
 - **Post Types:** Customer reviews, Product images, Offers
 - **CTA:** “Try now”, “Order via Messenger”
-

LinkedIn

- **Frequency:** 2 posts/week
 - **Tone:** Professional, Inspiring
 - **Post Types:** Founder’s journey, startup culture, health stats
 - **CTA:** “Learn more”, “Connect with us”
-

Blog (Website)

- **Frequency:** 1 blog/week (4 total)
 - **Tone:** Informative, SEO-friendly
 - **Titles:**
 - “Why Cold-Pressed Juices Are a Game Changer in 2025”
 - “How to Start Your Day with a Juice Detox”
 - Internal Linking: CTA buttons to Shop Page
-

Tone of Voice (TOV):

Platform Tone

Instagram Fun, Youthful, Trendy

Platform Tone

Facebook Friendly & Helpful

LinkedIn Professional but Human

Blog Informative & Search-Optimized

 Brand voice should be consistent: **"Friendly, Fresh, and Honest"**

KPI Tracking Methods

Metric	Platform	Tool
Reach & Impressions	Instagram/Facebook	Meta Business Suite
Engagement Rate	All platforms	Insights/Buffer
Click-Through Rate (CTR)	Blog, FB, Insta	Google Analytics
Follower Growth	Instagram, LinkedIn	Native Analytics
Blog Traffic	Website	GA4
Conversions	Website	WooCommerce Reports

Expected Outcomes:

- 15% Growth in Instagram Followers
- 25% Increase in Blog Page Views
- Engagement Rate: 5% on Instagram Posts
- Sales through social links: ₹10K+ via UTM tracking

✓ Conclusion:

A well-executed content plan tailored for each platform ensures **higher engagement, organic reach, and brand trust**. The strategy uses consistent tone, visual appeal (via Canva), and actionable CTAs to grow the startup FreshSip's digital footprint.

← Future Recommendations:

- Run Instagram & Meta Ads using top-performing posts
 - Add WhatsApp automation for repeat customers
 - Launch a “30-Day Juice Challenge” with hashtags
-

◇ Day 6: Website Optimization, Blogging & Analytics

✦ 3.5 Website Optimization

Objective: Improve the speed, usability, and performance of a website.

Key Focus Areas:

- **Page Speed:** Optimize images, reduce server response time.
- **Mobile Responsiveness:** Ensure site adapts well to mobile screens.
- **HTTPS (SSL Security):** Use a secure protocol (https://).
- **Navigation:** Keep menus and structure clean and user-friendly.
- **Performance Tools:**
 - Google PageSpeed Insights
 - GTmetrix
 - Lighthouse (Chrome DevTools)

Best Practice: Aim for under **3 seconds load time**.

✦ 3.6 Blogging and SEO

Objective: Use content marketing to drive SEO traffic and engagement.

Why Blogging Helps SEO:

- Targets long-tail keywords
- Adds fresh content for Google to index
- Encourages user time on site
- Generates backlinks when shared
- Supports internal linking strategy

Tips for SEO Blogging:

- Choose keywords from research tools.
- Use headings, short paragraphs, and media.
- Link to relevant internal and external sources.
- Update older blogs to maintain rankings.

✦ 3.7 Google Search Console Basics

Objective: Monitor how Google views your website and fix SEO issues.

Key Features:

- View **search queries** that bring traffic
- Check for **indexing issues**
- Identify **mobile usability errors**
- Submit **XML sitemaps**
- Monitor **backlink profile**

Bonus Tip: Regularly check the **Coverage Report** to fix crawl errors.

✦ 3.8 Measuring SEO Success

Objective: Understand how to measure SEO performance over time.

Important Metrics:

- **Organic Traffic** – Visitors from search engines
- **Bounce Rate** – % of users who leave quickly
- **Average Session Duration** – How long users stay
- **Keyword Rankings** – Where your pages rank

- **Domain Authority (DA)** – Overall trust of your domain

Tools Used:

- Google Analytics
- Google Search Console
- Moz Bar / Ahrefs for DA
- Yoast SEO Plugin (WordPress)

SEO Toolkit Checklist

Tool	Purpose
Ubersuggest	Keyword research
Google Keyword Planner	Search volume and trends
Google Search Console	Indexing, crawl issues
Google Analytics	Track visitor behavior
Yoast SEO Plugin	WordPress on-page SEO optimization

Tool

Purpose

Mini Project Report -8

Designing a Cross-Platform Analytics Dashboard – A Data-Driven Approach to Digital Campaign Tracking

Project Objective:

To create and simulate a digital campaign's performance data across platforms like Instagram, Facebook, and YouTube using **Google Sheets**, and visualize key performance indicators (KPIs) such as **reach, engagement, and click-through rate (CTR)** using interactive charts.

Tools Used:

- **Google Sheets** (Data entry + formulas)
- **Google Charts / Excel Graphs** (Visual KPIs)
- **Simulated Data Source:** 1-week campaign across 3 platforms

Campaign Summary

Campaign Name #EatCleanChallenge

Objective Brand Awareness & Engagement

Duration 7 Days

Tool

Platforms Tracked Instagram, Facebook, YouTube

Content Used Reels, Stories, Paid Posts, Shorts

Purpose

Simulated Daily KPI Data (Example)

Day Platform Impressions Reach Engagements Clicks

1	Instagram	12,000	8,500	1,200	350
1	Facebook	9,000	6,700	980	210
1	YouTube	5,500	4,000	520	150
...

(This format continues for 7 days)

KPIs Calculated (With Formulas)

KPI	Formula
Engagement Rate	$(\text{Engagements} \div \text{Reach}) \times 100$
CTR (Click-Through Rate)	$(\text{Clicks} \div \text{Impressions}) \times 100$
Average Daily Reach	$\text{Total Reach} \div 7$
Total Engagements	$\text{SUM}(\text{Engagements})$
Platform-Wise ROI	Simulated as $\text{Revenue} \div \text{Ad Spend}$ (Optional)

Tool

Purpose

Dashboard Visualization Overview

Charts Created in Google Sheets/Excel:

- **Bar Chart:** Daily Reach comparison across platforms
- **Pie Chart:** Total Engagement % share (IG vs FB vs YT)
- **Line Graph:** CTR trend across 7 days
- **Stacked Column Chart:** Impressions vs Clicks

Each chart used:

- Color-coded by platform
- Legends + Title for readability
- Labeled data points for interpretation

Insights from Dashboard

Insight

Action

Instagram had highest reach & engagement

Focus next campaign heavily on Reels

YouTube Shorts had lowest CTR

Improve thumbnail + CTA for Shorts

Facebook audience clicks more but engages less Use more interactive story polls or offers

Tool

Purpose

📌 KPI Summary (Final Week Totals)

Platform Reach Engagement Rate CTR

Instagram	60,000	14.5%	2.7%
Facebook	45,000	11.2%	3.1%
YouTube	28,000	10.5%	2.1%

📊 Key Learnings:

- Data visualization helps **quick decision-making**
- **CTR alone doesn't guarantee success** — engagement quality matters
- Cross-platform analysis enables **budget redistribution** effectively
- Google Sheets is an accessible tool to simulate and track campaign performance

📌 Future Recommendations:

- Automate data input using Google Data Studio or Meta Ads Manager integration
- Add ROI and conversion metrics for deeper campaign analysis
- Use heat maps to detect content interaction spikes
- Share weekly dashboards with team via Google Drive

UNIT 4

MODULE 4: Paid Marketing & Analytics

◇ Day 7: Paid Advertising Platforms & Campaign Setup

📌 4.1 What is Paid Advertising?

Objective: Understand how paid advertising works and its advantages over organic reach.

Definition:

Paid advertising refers to placing ads across platforms like **Google, Facebook, and Instagram**, where advertisers pay for exposure.

Key Benefits:

- Instant visibility to target audiences
- Control over audience targeting, messaging, and timing
- Measurable ROI and faster results than organic methods

Common Paid Ad Types:

- **Search Ads:** Appear on top of Google results (based on keywords)
- **Display Ads:** Banner/image ads shown on websites
- **Video Ads:** Skippable/non-skippable ads on YouTube
- **Social Media Ads:** Stories, feeds, reels, etc., on Facebook & Instagram
- **Shopping Ads:** Product-based ads for e-commerce

🧠 *Trainer Tip:* Compare organic vs paid results live using Google search examples.

✦ 4.2 Google Ads Overview


Objective: Learn the structure and types of campaigns on Google Ads.

Google Ads Campaign Types:

- **Search Ads:** Text-based, shown for keyword queries
- **Display Ads:** Image/banner ads shown across Google Display Network
- **Shopping Ads:** Product-based listings (Google Merchant Center)
- **Video Ads (YouTube):**
 - Skippable In-Stream
 - Non-Skippable
 - Bumper Ads

Key Concepts:

- Keywords & Match Types
- $\text{Ad Rank} = \text{Quality Score} \times \text{Bid}$
- Quality Score based on CTR, Ad Relevance, Landing Page Experience

 *Example:* Show ad preview using the Google Ads interface demo or screenshots.

✦ 4.3 Facebook & Instagram Ads

Objective: Use Meta Ads Manager to run visual, engaging ad campaigns.

Features:

- **Targeting Options:** Age, gender, interests, location, behavior

- **Ad Formats:**

- Image
- Video
- Carousel
- Stories/Reels

- **Objectives:**

- Awareness (reach, impressions)
- Consideration (traffic, engagement)
- Conversion (leads, sales)

Other Concepts:

- A/B Testing (Split Testing)
- Custom & Lookalike Audiences
- Retargeting using Pixel Data

✂ *Pro Tip:* Demonstrate ad creation in Ads Manager with mock targeting.

✂ 4.4 Budgeting & Optimization

Objective: Understand ad costs, bidding models, and how to optimize results.

Budget Types:

- **Daily Budget:** Amount spent per day
- **Lifetime Budget:** Spent over a defined campaign duration

Bidding Strategies:

- **CPC (Cost per Click)**

- CPM (Cost per 1,000 Impressions)
- CPA (Cost per Acquisition)
- ROAS (Return on Ad Spend)

Optimization Tips:

- Test multiple creatives (image, headline, CTA)
- Refine audience targeting
- Use performance data to reallocate budget

Comparison Table: Google Ads vs Facebook Ads

Feature	Google Ads	Facebook/Instagram Ads
Platform Type	Intent-based (Search)	Interest-based (Social)
Best For	Capturing demand	Creating awareness & engagement
Ad Formats	Text, Display, Video	Image, Video, Carousel, Stories
Targeting Method	Keywords, Location	Demographics, Interests, Behavior

Mini Project Report -9

Creating a Visual Branding Kit for a Startup

 Prepared By:

Student Name

BBA/B.Com – Digital Marketing

Periyar University

Under Naan Mudhalvan Scheme

Objective:

To create a simple and clear **branding toolkit** using **Canva**, which includes a **logo, color palette, fonts, and sample social media posts** for a new business idea.

Startup Name:

JuicyNest – Cold-Pressed Juice Brand

Tools Used:

- **Canva** – for logo and post design
 - **Coolers.co** – for choosing colors
 - **Google Fonts** – for font selection
-

Brand Kit Includes:

Logo Design

- Created in **Canva**
- Logo has a **leaf and juice drop** icon
- Text: “JuicyNest” with a fun and fresh font
- Colors used: Orange and Green
- Versions made: Full color + White background + Transparent

2 Color Palette

Color Name	Code	Use
Orange	#FF6F00	Main color
Green	#6FBF73	Backgrounds
White	#FAF9F6	Base background
Grey	#333333	Text
Mint	#A9E5BB	Highlights

3 Typography

Font Name Used For

Montserrat	Logo & Headings
Open Sans	Paragraphs / Info
Lobster	CTA Text (e.g., “Order Now”)

4 Sample Social Media Designs (in Canva)

Post Type	Message	CTA
Product	“Try our Amla Detox Juice”	“Order Now!”
Customer Review	“Loved the taste!”	“See More”
Offer	“Buy 1 Get 1 Free”	“Limited Time Only”

Post Type	Message	CTA
Tips	“Why Cold-Pressed is Healthy”	“Swipe to Learn”

✓ All posts use the **same colors, fonts, and logo** to keep it professional.

✓ Why This Branding Kit Helps

- Makes your brand **look professional**
- Helps people **recognize your posts easily**
- Saves time when creating new designs
- Can be used for website, social media, posters, etc.

💡 Next Steps:

- Add this brand kit in Canva “Brand Hub”
- Use same kit for YouTube and brochures
- Create a packaging design using these elements

Here is a **complete and simplified mini project report** for “Pitching a Digital Marketing Plan to a Local Business”, made easy for **college students** under **Periyar University’s Naan Mudhalvan Scheme** – with full details like audience targeting, budget, platforms, KPIs, and strategy.

Mini Project Report -10

Digital Marketing Plan Proposal for a Local Business – “The Chai Corner”

Objective:

To prepare and present a **360-degree digital marketing plan** for a local tea shop called “**The Chai Corner**”, using smart strategies, targeting, budget allocation, platform selection, and KPIs.

Business Name:

The Chai Corner – Fresh Tea & Snacks Cafe in Salem

Target Audience:

Segment	Details
Age Group	16–35 years
Audience Type	College students, Office workers, Tea lovers
Location	Salem (within 5–8 km radius)
Interests	Tea, Hangout spots, Quick bites, Local food

🔔 Platforms to Use

Platform	Purpose
Instagram	Reels, Offers, Stories, Customer pics
WhatsApp	Daily menu broadcast, order link
Facebook	Local ads and events
Google My Business	Reviews, Directions, Photos
Poster Templates	Print + Digital (via Canva)

💰 Suggested Budget: ₹5,000/month

Category	Amount
Instagram Ads (Local Target)	₹2,000
Facebook Page Boosting	₹1,000
WhatsApp Marketing Tool (WATI/Manual)	₹500
Poster Printing / Canva Pro	₹1,000
Google Ads (Optional)	₹500

📅 Marketing Plan Timeline (15 Days)

Day	Action
Day 1	Post “Grand Offer: Buy 1 Get 1 Chai”
Day 3	Upload Reel: “Making Masala Chai”

Day	Action
Day 5	Share Customer Review on WhatsApp
Day 7	Boost Instagram Offer Post
Day 10	Google Review Request via QR Code
Day 13	Poll: "Your Favorite Snack with Chai?"
Day 15	Launch Mini Contest: "Post Selfie @ChaiCorner"

Key Performance Indicators (KPIs)

KPI	Target
Instagram Reach	10,000+
WhatsApp Status Views	500+
Google Reviews	50+ in 1 month
Followers Gained	300+ on Instagram
Daily Walk-ins	+15% increase

Why This Plan Works:

- ☒ Low-cost strategies using local targeting
- ☒ Reels and WhatsApp = high attention grab
- ☒ Google Reviews increase trust and local search
- ☒ College crowd easily attracted by offers + contests

← Conclusion:

A simple yet powerful digital marketing plan like this can help **local businesses grow their visibility and customer base** using **targeted social media, low-budget ads, and real-time customer interaction**.

◇ Day 8: Analytics, Tracking & Measurement

✦ 4.5 Google Analytics Basics

Objective: Learn to monitor website traffic and user behavior.

Key Metrics in Google Analytics:


- Users & Sessions
- Pageviews
- Bounce Rate
- Average Session Duration
- Traffic Sources
- Conversions

Why Use It?

- Understand what's working
- Track which marketing channels bring results
- Adjust strategies based on real data

Google Analytics Versions:

- GA4 (latest version) – event-based tracking
- Universal Analytics (legacy – sunset in 2023)

 *Live Demo:* Use GA demo account for hands-on practice.

4.6 Setting up Goals and Events

Objective: Measure key actions users take on your website.

What are Goals?

Pre-defined actions that matter for your business:

- Newsletter signup
- Purchase completion
- Contact form submission

What are Events?

Track user interactions such as:

- Button clicks
- Video plays
- File downloads

How to Set Them Up:

- Use GA4 Tag Manager or direct GA interface
- Assign value to conversions for ROI analysis

✦ 4.7 UTM Parameters

Objective: Track performance of individual campaigns.

What are UTMs?

Tags added to a URL that allow Google Analytics to track traffic source.

Common UTM Tags:

- utm_source = Platform (e.g., Facebook, Google)
- utm_medium = Channel (e.g., email, cpc, social)
- utm_campaign = Campaign name (e.g., summer_sale)
- utm_term = Keyword (optional, for paid search)
- utm_content = Ad variation (e.g., button vs image)

📌 *Example URL:*

https://yourwebsite.com/?utm_source=facebook&utm_medium=cpc&utm_campaign=launch2025

✦ 4.8 Report Analysis in Google Analytics

Objective: Use reports to gain insights and make data-driven decisions.

Types of Reports:

- **Real-Time:** See current activity on the site
- **Audience:** User demographics, devices, locations
- **Acquisition:** How users arrived (organic, paid, referral, etc.)
- **Behavior:** Which pages users visit, how long they stay
- **Conversions:** Track goal completions and revenue

Actionable Insights:

- Identify high-performing channels
- Spot pages with high bounce rates
- See which content leads to conversions

Google Analytics Essentials Checklist

- Install GA Tracking Code
- Link Google Ads with GA
- Set up at least one Goal
- Add UTM tags to all paid campaign URLs
- Review key metrics weekly (traffic, bounce rate, conversions)

Here is a **complete and easy-to-follow mini project report** for “Curating a LinkedIn Optimization Strategy”, perfect for students of **Periyar University – Naan Mudhalvan Scheme** under the **Digital Marketing subject**. It covers profile redesign, personal branding tips, and a content posting plan to boost visibility and engagement.

Mini Project Report -11

Curating a LinkedIn Optimization Strategy – Personal Branding for Career Growth

Objective:

To improve a student’s or professional’s **LinkedIn profile** and build a **30-day content plan** to strengthen **personal branding, networking, and engagement** on the platform.

LinkedIn Profile Redesign Steps

1 Profile Photo

- Use a clear, smiling, professional photo
- Plain background or soft focus
- Dress in neat, formal/semi-formal clothes

2 Banner (Cover Photo)

- Designed in Canva
- Include: Career goals, quote, or tools used (e.g., Digital Marketer | Canva | SEO | Google Ads)

3 Headline

- Example:
“Aspiring Digital Marketer | SEO | Social Media | Content Creator | BBA Student”
- Use keywords that recruiters search

4 About Section

- Keep it short and powerful (3–5 lines)
- Example:
“I'm a passionate digital marketing student with hands-on experience in Canva designs, Instagram campaigns, and SEO basics. Currently learning Google Ads. Open to internships.”

5 Skills

- Add: SEO, Canva, Google Ads, Social Media Marketing, Email Marketing

6 Custom URL

- Edit your LinkedIn URL to something like:
linkedin.com/in/yourname-digitalmarketing

30-Day Content Plan for Personal Branding

Day	Content Idea	Format
1	Introduction Post (Who you are)	Text + Photo
3	“3 Tools I Use for Digital Marketing”	Carousel (Canva)
5	College Project Snapshot	Image + Caption
7	Share a Quote with your learning	Text
9	Industry News Reaction (e.g., AI in Marketing)	Text
12	Mini Blog: What I learned from a free course	Text
15	Video: “What is SEO in 60 seconds?”	Reel/Video
18	Share a Canva design	Image
21	Ask: “What’s the best career tip you’ve received?” Poll	
25	Celebrate milestone: 500 connections	Text + Image
28	Share an infographic you made	Image
30	Summary of your month & learnings	Text

 Use hashtags: #LinkedInLearner #DigitalMarketingStudent #CareerGrowth

Engagement Strategy

Strategy	Purpose
Like & Comment on others' posts	Increases visibility

Strategy

Purpose

Use 3–5 relevant hashtags	Helps content get discovered
Tag mentors/teachers in posts	Builds reach and credibility
Post 3–4 times/week	Keeps your profile active

Success Tracking (KPIs)

Metric	Target
Profile Views	+150%
New Connections	+100 in 30 days
Post Reactions	Avg. 15–30 per post
Comments/DMs	10+ meaningful connections
Endorsements	10+ skill endorsements

Conclusion:

This LinkedIn optimization strategy can help students and professionals create a **strong personal brand**, connect with **industry experts**, and attract **career opportunities** using **free tools like Canva** and consistent content.

UNIT 5

MODULE 5: Email Marketing, E-Commerce & Career Development

◇ Day 9 : Email Marketing, E-Commerce & Career in Digital Marketing

5.1 Email Marketing Fundamentals

Objective:

Understand how email marketing works and how to create impactful campaigns that convert.

What is Email Marketing?

Email marketing is a direct form of digital communication used to:

- Build customer relationships
- Promote products or services
- Nurture leads and drive conversions

Common Email Types:

- **Newsletters** – Informative and brand-building
- **Product Announcements** – New launches or features
- **Promotional Offers** – Discounts and limited-time deals
- **Customer Retention Campaigns** – Feedback requests, win-back emails

Key Components of Successful Emails:

- **Segmentation:** Group users by behavior, interests, or stage in the funnel

- **Personalization:** Use names, previous purchases, or preferences
- **Subject Line:** Keep it concise and curiosity-driven
- **Call-to-Action (CTA):** Use clear buttons or links like "Shop Now" or "Learn More"

💡 *Example Subject Line:*

"Still thinking about it? Here's 10% off to help you decide."

♦ 5.2 Funnel and Automation

🧠 Objective:

Learn how to set up automated campaigns that guide users through the marketing funnel.

📌 What is Email Automation?

Email automation sends pre-scheduled emails based on user actions, making campaigns timely and relevant.

⚙️ The Marketing Funnel:

- **TOFU (Top of Funnel):** Awareness
- **MOFU (Middle of Funnel):** Consideration
- **BOFU (Bottom of Funnel):** Conversion

📧 Funnel-Based Email Examples:

Funnel Stage	Email Type	Example Subject Line
TOFU	Welcome/Intro	"Welcome to [Brand]! Let's get started"
MOFU	Educational/Value	"Top 5 tools to boost your productivity"
BOFU	Offer/Trial/CTA	"Here's 20% off your first subscription"

✂ Tools to Use:

- Mailchimp
- ConvertKit
- Moosend
- HubSpot (freemium features)

📌 *Automation Tip:* Trigger a welcome email the moment a user subscribes.

◆ 5.3 E-Commerce Marketing

🧠 Objective:

Explore how digital marketing strategies apply in an e-commerce environment.

🛒 Popular Platforms:

- Shopify
- WooCommerce
- BigCommerce
- Magento

💡 Key E-Commerce Marketing Techniques:

- **SEO for Product Listings:** Use keywords in titles, descriptions, and alt text for images
- **Upselling & Cross-selling:** Show related or premium products at checkout
- **Cart Abandonment Emails:** Recover lost sales by reminding users of incomplete purchases
- **User-Generated Content:** Encourage product reviews and testimonials
- **Loyalty Programs:** Points, discounts, and referral rewards

✚ Conversion Optimization Tips:

- Fast-loading mobile-friendly pages
- Secure payment gateways (SSL)
- Clear product images and descriptions
- Multiple payment options and guest checkout

✂ *Example:* Show Shopify store with optimized product pages and email recovery flow.

◆ 5.4 Digital Marketing Career Paths

🧠 Objective:

Introduce students to career opportunities and freelancing avenues in digital marketing.

🎯 High-Demand Roles:

- SEO Specialist
- Google Ads Expert (PPC Specialist)
- Social Media Manager
- Content Marketer/Copywriter
- Email Campaign Manager
- Digital Marketing Analyst
- E-commerce Manager

🌐 Freelancing Platforms:

- Upwork
- Fiverr
- Freelancer

- **Toptal**(for advanced professionals)

Remote Work & Trends:

- Flexible work hours
- Cross-border freelance opportunities
- Retainer contracts with SMEs and startups

 **Career Tip:** Niche specialization (like Shopify SEO or Instagram Ads) often leads to higher pay.

◆ 5.5 Portfolio and Resume Building

Objective:

Prepare students to apply for jobs or freelance gigs with a compelling resume and portfolio.

Key Resume Sections:

- **Professional Summary:** 3–4 lines highlighting strengths and tools
- **Certifications:** Google Ads, HubSpot, Meta Blueprint, SEMrush, etc.
- **Tools:** Google Analytics, Mailchimp, Canva, Hootsuite
- **Projects:** Real or mock campaigns with metrics
- **Experience:** Internships, freelance clients, course work

Portfolio Platforms:

- **Notion** – Clean, minimalist layout
- **Behance** – Visual project showcase
- **WordPress** or **Wix** – Build your own personal website

Checklist: Digital Marketing Job Readiness

Task	Status
Resume in PDF with clear layout	✓
Online portfolio with 3-5 project samples	✓
LinkedIn profile optimized with keywords	✓
Completed at least 2 certifications	✓

Mini Project Report -12

Building a Social Media Persona Matrix – Understanding Audience for Smarter Marketing

Objective:

To create **user personas** and understand their **platform behavior, content likes, and engagement preferences**. This helps design better social media content for specific audiences.

User Personas Created (3 Sample Audiences)

Persona Name	Age	Profession	Interests
College Kriti	20	B.Com Student	Fashion, Reels, Trending topics
Startup Arjun	28	Founder – Local Café	Business, Instagram, Quick Ads
Mompreneur Maya	34	Homemade Food Seller	Recipes, WhatsApp, Facebook

Social Media Persona Matrix

Platform	Kriti (Student)	Arjun (Startup)	Maya (Mompreneur)
Instagram	Follows trends, Reels, Polls Posts stories, Uses hashtags	Less active, sees DMs	
Facebook	Rarely uses	Uses for events	Active in groups, uses FB Shop
YouTube	Watches vlogs, Shorts	Learns marketing tips	Watches recipes & testimonials
WhatsApp	Group chats, status	Broadcast offers	Uses status for product sales
LinkedIn	Not active	Shares business wins	Not present

Content Preferences

Persona Likes To See	Format
Kriti	Fun Reels, Relatable Quotes Reels, Carousels
Arjun	Quick promo videos, Tips Short videos, Infographics
Maya	Testimonials, Recipe images Images, WhatsApp status

Engagement Techniques

Persona Engagement Strategy	
Kriti	Host Instagram polls & Q&A, meme-based posts
Arjun	Use local hashtags, promote discounts in stories
Maya	Share customer reviews, use WhatsApp stickers

Benefits of the Persona Matrix

- ✓ Know **what to post, where, and how**
 - ✓ Saves time by targeting the **right content to the right person**
 - ✓ Helps **build community and brand loyalty**
 - ✓ Boosts **organic engagement without high ad costs**
-

🔙 Conclusion:

This **Social Media Persona Matrix** shows how different people behave on different platforms. By understanding their behavior and preferences, businesses and creators can post smarter content and get better result.

🎓 Mini Project Report -13

Crafting a Digital Product Launch Strategy – “GlowBerry” Organic Skincare Gel

👤 Prepared By:

Student Name
BBA/B.Com – Digital Marketing
Periyar University
Under Naan Mudhalvan Scheme

🎯 Objective:

To create a **3-stage digital marketing plan** (Pre-launch, Launch, Post-launch) for a **hypothetical skincare product** using **email campaigns, social media posts, and engagement strategies**.

🧴 Product Overview:

- **Product Name:** GlowBerry Skin Brightening Gel
- **Category:** Organic Skincare
- **Target Audience:** Women aged 18–35
- **USP:** 100% herbal, no chemicals, suitable for all skin types

📅 Launch Timeline:

Stage	Duration	Goal
Pre-launch	7 days	Build excitement
Launch	3 days	Drive sales & reach
Post-launch	10+ days	Build loyalty, collect feedback


🧠 Pre-Launch Strategy (7 Days Before Launch)

✉ Email Campaigns:

- **Day 1:** “Something exciting is coming for your skin!”
- **Day 3:** “Glow Naturally – Be the First to Know” (with Waitlist Link)
- **Day 6:** “Sneak Peek of Our 100% Natural Formula”

 **Social Media Plan:****Day Content**


- 1 Countdown Story – “7 Days to Glow”
- 3 Ingredient Reveal – “Why GlowBerry Works”
- 5 Giveaway Announcement – “Tag & Win Early Access”
- 6 Influencer Teaser Video

 **Goal:** Collect email signups, build Instagram buzz, create waitlist **Launch Strategy (Days 1-3 of Launch)** **Email Campaigns:**

- **Day 1:** “GlowBerry is Live! Order Now”
- **Day 2:** “Only 24 Hours Left to Get Free Shipping!”
- **Day 3:** “Last Call! Launch Offer Ends Tonight”

 **Social Media Plan:****Day Content**

- 1 Product Demo Reel
- 2 Customer Reactions (Video replies/comments)
- 3 Offer Countdown – “Ends in 4 Hours!”

 **Goal:** Generate urgency, collect orders, increase reach with reels

☀️ Post-Launch Strategy (10+ Days)

✉️ Email Campaigns:

- **Day 4:** “Loved GlowBerry? Here's What's Next”
- **Day 8:** “Leave a Review & Get 10% Off”
- **Day 10:** “Refer a Friend = Earn a Free Sample”

📱 Social Media Plan:

Day Content

- 5 Before & After Skin Results
- 7 Story Poll – “What would you like next?”
- 10 Highlight UGC (User-Generated Content)

🎯 **Goal:** Collect testimonials, increase repeat purchases, boost word-of-mouth

📊 Key Metrics (KPIs)

Channel	KPI	Target
Email	Open Rate	30%+
Instagram	Launch Reel Views	10,000+
Website	Conversion Rate	5%
Feedback	Reviews Collected	100+

✓ Conclusion:

This 3-stage product launch strategy helps a new skincare brand **create excitement, drive sales**, and **build long-term loyalty** using digital tools like email, Instagram Reels, influencer marketing, and customer feedback.

Mini Project Report -14

Producing an Educational Video Series – “Basics of Instagram Marketing”

Objective:

To **script, record, and edit** a 3-part educational video series explaining the **basics of Instagram marketing** for beginners. This helps learners understand the platform and grow their business or personal brand online.

Topic Chosen:

Instagram Marketing – Beginner Series

📺 Video Series Overview (3 Parts)

Video No.	Title	Duration	Focus
1	Introduction to Instagram Marketing	5 mins	Account setup, business profile, goals
2	Content Strategy for Growth	6 mins	Reels, hashtags, captions, posting times
3	Analytics & Engagement Tips	5 mins	Insights, CTR, story polls, interaction hacks

📝 Scripting Plan (Simple Example)

✅ Video 1 – Introduction to Instagram Marketing

- Opening line: “Hi everyone! Welcome to our beginner series on Instagram Marketing.”
- Topics covered:
 - What is Instagram Marketing?
 - Difference between personal & business accounts
 - Steps to switch to business profile
 - Setting goals: followers, engagement, leads

Closing CTA: “Like this video? Watch Part 2 to learn how to grow with content!”

📹 Recording Plan

Equipment Used	Description
Mobile Camera	Shot in 1080p HD
Ring Light	Used for even lighting

Equipment Used	Description
Tripod	For stable vertical shots
Screen Recording	For demo (e.g., editing reels, checking analytics)
Voice Recorder (Phone)	Clear audio narration

✓ Each video recorded in portrait (9:16) for Instagram & YouTube Shorts

Editing Process

- **Tool Used:** CapCut / Canva Video Editor / InShot
- Intro screen: Logo + video title
- Background music: Soft instrumental
- Text overlays: Important points and tips
- Subtitles: Auto-generated for clarity
- Outro CTA: “Subscribe for Part 2” + “Follow us on Instagram @yourhandle”

Expected Results & Learning Outcomes

Metric	Target
Views	300+ across 3 videos
Engagement	50+ likes & 20 comments
Watch Time	Avg. 3 minutes
Shares	30+ total shares on WhatsApp or Instagram

✦ Key Learnings:

- ✓ How to structure video lessons
 - ✓ How to record clear and engaging content
 - ✓ Basics of editing, text overlay, and pacing
 - ✓ Real experience in content creation & teaching
-

🧠 Next Steps:

- Upload to YouTube + Instagram Reels
 - Collect feedback from classmates
 - Create Part 4 on “Running Paid Ads on Instagram”
 - Add videos into a WhatsApp course for local learners
-

✓ Conclusion:

This video series project teaches students the **real-world process** of **planning, recording, and sharing digital tutorials**, especially in the field of **social media marketing**. It develops both digital and teaching skills.

Here is a **complete and simplified mini project report** for “**Creating a Local SEO Strategy Guide**”, perfect for submission under **Periyar University – Naan Mudhalvan Scheme** (Digital Marketing subject). It includes **Google Business profile optimization, location-based blog strategy, and backlink plan** – written in an easy-to-follow format.

Mini Project Report -15

Creating a Local SEO Strategy Guide – Boosting Local Search Visibility

Objective:

To create a **Local SEO plan** for a small/local business using a **Google Business Profile mock-up**, a **location-based blog**, and **basic backlink techniques** to appear in top search results in local areas.

Local Business Example:

CoolSip Juice Bar – Salem, Tamil Nadu

Part 1: Google Business Profile Optimization (Mock-Up)

Business Details:

- **Name:** CoolSip Juice Bar
- **Address:** No. 25, Gandhi Road, Salem – 636007
- **Phone:** 98765 43210
- **Website:** www.coolsipsalem.com
- **Category:** Juice Shop
- **Hours:** 10 AM – 10 PM
- **Photos:** Shop exterior, juice menu, customer pics
- **Services:** Dine-in, Takeaway, Online Order via Swiggy/Zomato

- **Description:**

“CoolSip Juice Bar offers fresh fruit juices, smoothies, and detox drinks in the heart of Salem. 100% hygienic, no added sugar. Best juice shop near New Bus Stand, Salem.”

★ **Optimization Checklist:**

- ✓ Use of local keywords in description
- ✓ Geo-tagged photos uploaded
- ✓ WhatsApp contact added
- ✓ FAQs added (e.g., “Do you have sugar-free juices?”)
- ✓ Customer reviews with replies
- ✓ Business Profile verified

📌 **Part 2: Location-Based Blog Strategy**

📄 **Blog Title:**

“Top 5 Juice Shops in Salem You Must Try This Summer”

📌 **Keywords Used:**

- Best juice shop in Salem
- Fresh fruit juices near Gandhi Road Salem
- Cool places to drink juice in Salem
- Salem summer drinks
- Juice bars open near me

📄 **Blog Structure:**

- Intro: Why Salem needs cool juice bars
- Section 1: Highlight CoolSip with benefits
- Section 2: List other shops to make it neutral

- Section 3: Google Map embedded
- CTA: “Visit CoolSip Juice Bar Today – Click for Directions”

Internal Links:

- Link to CoolSip homepage
- Link to order online
- Blog posted on the website + shared on social media

Part 3: Local Backlink Strategy

Method	Description
 Local Directory Submission	Add to JustDial, Sulekha, IndiaMART
 Blog Commenting	Comment on Tamil Nadu food bloggers’ posts with website link
 Social Profiles	Share blog on Facebook, Instagram bio
 Partner with Local Bloggers	Offer a free drink for a blog feature
 Google Review with Link	Ask customers to review and link from personal blogs

KPIs to Track:

Metric	Tool
Google Maps Views	Google Business Dashboard
Website Traffic from Blog	Google Analytics
Clicks on “Call” or “Get Directions”	GBP Insights

Metric	Tool
Keyword Ranking	Ubersuggest / Google Search Console
New Backlinks	Ahrefs Free / Manual Checks

✓ Conclusion:


A strong Local SEO strategy with a **Google Business profile + blog + backlinks** can help small businesses like **CoolSip** attract more **foot traffic and online orders** from nearby customers, especially during peak times like summer.

Here is a complete, student-friendly **Mini Project Report** for “**Designing a Crisis Communication Plan**”, suitable for **Digital Marketing students** under the **Naan Mudhalvan Scheme – Periyar University**. It includes a simulated social media crisis, step-by-step digital response, escalation flow, and how to maintain brand trust online.

✓ **Project Title:**

Mini Project Report -16

Designing a Crisis Communication Plan – A Digital Response Strategy for Social Media

 **Objective:**

To simulate a **social media crisis** and create a structured **digital response plan** including escalation steps, team roles, and engagement strategies to protect brand reputation and rebuild audience trust.

 **Brand Example (Simulated):**

FreshSip Juices – A Cold-Pressed Juice Brand in Tamil Nadu

 **Simulated Crisis Scenario:**

A customer posts a viral Instagram Reel claiming they found a plastic piece in a FreshSip juice bottle. The post is shared widely, and hashtags like **#FreshSipFail** start trending. Followers begin questioning product safety.

 **Phase 1: Crisis Identification & Acknowledgment**

✓ **Immediate Steps:**

- Monitor Instagram & Twitter for mentions
- Screenshot and document the viral post

- Pause scheduled social posts for 24 hours
- Notify the digital & product quality teams

Timeline:

Respond publicly within **2 hours** of first viral post.

Phase 2: Digital Response Strategy

Public Response (on Instagram, Twitter, Facebook)

Sample Statement:






“We are aware of a serious concern raised regarding one of our juice bottles. We take safety seriously and are investigating the matter. Please DM us with your contact details so we can address this quickly. – Team FreshSip”

- ☒ Pin this to the top of Instagram and Facebook
- ☒ Comment the same on the original viral post
- ☒ Share a “We’re Listening” Instagram Story

Phase 3: Escalation Matrix

Escalation Level Action		Who Handles
Level 1	Customer complaint received	Social Media Executive
Level 2	Viral spread or media mention	Digital Marketing Manager
Level 3	Brand tag by influencer or YouTuber	Brand Head / PR Manager
Level 4	Legal threat or boycott trend	CEO + Legal Team

Phase 4: Audience Engagement Plan

Method	Action
 Instagram Q&A	“Ask us about our safety process”
 WhatsApp Broadcast	Share apology and discount code for regular customers
 Blog Post	“How FreshSip Ensures Safety – Behind the Scenes”
 Reels	Product testing video from inside the factory
 Apology Offer	“20% OFF + free delivery for affected area customers”

Post-Crisis Actions

- Respond to every DM and public comment politely
- Offer refund or replacement to affected customer
- Share positive reviews/testimonials to rebuild trust
- Monitor sentiment using tools (Meta Insights, Google Alerts)

KPIs to Track

KPI	Target
Response Time	Under 2 hours
Negative Comment Volume	Declines within 3 days
Story Views on Apology	5,000+
Brand Sentiment Recovery	80% positive within 7 days

KPI	Target
Refunds Processed	100% resolved within 48 hrs

← Conclusion:

A digital crisis can damage a brand overnight, but with **fast response**, **transparent communication**, and **consistent engagement**, companies can **regain audience trust** and even build a stronger brand image.

Here is a complete and simplified **Mini Project Report** for:

“Running a Survey-Based Market Research Project”

Designed for **Periyar University – Naan Mudhalvan Scheme** under the **Digital Marketing** subject.

It includes **Google Form design**, **survey insights**, **visual data**, and **marketing use cases**.

✓ Project Title:

🎓 Mini Project Report -17

Survey-Based Market Research on Digital Habits of College Students

🎯 Project Objective:

To conduct a **Google Form survey** among college students to understand their **digital media habits**, then analyze and present the findings through **charts and marketing recommendations**.

 **Survey Tool Used:****Google Forms**

 **Target Audience:**

- Age Group: 18–25
 - Location: Tamil Nadu
 - Sample Size: 100 students
 - Background: UG/PG students (Commerce, Arts, Science)
-

 **Survey Questions Included:**








1. How many hours do you spend online daily?
 2. Which platform do you use the most? (Instagram, YouTube, WhatsApp, Facebook, Others)
 3. Do you follow any brands on social media? (Yes/No)
 4. What type of content do you like most? (Memes, Reels, Tutorials, Offers, Testimonials)
 5. How often do you click on online ads? (Frequently, Sometimes, Rarely, Never)
 6. Have you ever purchased a product after seeing it on Instagram/YouTube? (Yes/No)
 7. Which device do you use most to access digital platforms? (Mobile, Laptop, Tablet)
-

Results Overview (Visuals)






✓ Created **bar charts, pie charts, and line graphs** in Google Sheets using the collected responses.

Insight

Summary

 Time Online	65% students spend 5+ hours/day online
 Platform Use	Instagram (45%) and YouTube (30%) top the list
 Brand Follows	72% follow at least 1 brand page
 Content Preference	Reels (40%) and Memes (25%) are most liked
 Ad Reaction	55% say they “Sometimes” click on ads
 Social Media Purchase	60% said “Yes” to buying from Instagram/YouTube
 Device	92% use Mobile phones

Key Insights

-  Students are highly active on mobile-first platforms like Instagram and YouTube
-  Short-form video (Reels) is the **most engaging content type**
-  Students are **open to buying products they see on social media**
-  Visual storytelling (memes + videos) can help brands capture this segment
-  Digital campaigns must be **mobile-optimized**

💡 Marketing Implications

Strategy	Action
Instagram Campaigns	Use reels, trending music, and campus-style content
Influencer Tie-ups	Partner with micro-influencers in Tamil Nadu colleges
WhatsApp Promotions	Share offer links and coupon codes via WhatsApp broadcast
Mobile Optimization	Ensure websites and landing pages load fast on mobile
Ad Timing	Post after 5 PM when most students are online

📊 Tools Used

- Google Forms (Survey collection)
- Google Sheets (Charts and graphs)
- Canva (Infographic summarizing results)
- PowerPoint/Docs (Final presentation layout)

✅ Conclusion:

Survey-based research helps marketers **understand audience behavior** directly from data. This project shows that **college students are highly digital**, responsive to **visual content**, and **influenced by what they see on social media**.

Here is a **complete mini project report** for “**Email A/B Testing Simulation**”, designed in a simple and professional format for **Digital Marketing students** under **Periyar University – Naan Mudhalvan**

Scheme. It includes **email versions (A & B)**, **hypothesis**, **analytics results**, and **conclusion** — perfect for classroom or practical submission.

✓ **Project Title:**

Mini Project Report -18

Email A/B Testing Simulation – Improving Email Engagement Through Smart Design

 **Objective:**

To simulate an **A/B test** by creating **two versions of a marketing email**, then compare their **engagement performance** based on open rates and click-through rates (CTR), and analyze which version worked better.

 **Product Promoted:**

GlowBerry Skin Brightening Gel

 **A/B Testing Setup**




Element	Version A	Version B
Subject Line	“Get Radiant Skin This Summer 🌞”	“Summer Glow Alert! 20% OFF Inside ✨”
Header	“Glow Naturally With GlowBerry”	“Limited Time: 20% OFF GlowBerry Gel!”

Element	Version A	Version B
CTA Button Text	“Learn More”	“Buy Now & Save 20%”
Image Used	Lifestyle model using product	Close-up of product bottle with price

Hypothesis:

Version B will perform better because it includes a **discount offer in the subject line**, stronger CTA, and a price image, which may trigger urgency and action.

Simulated Campaign Results

Metric	Version A	Version B
Emails Sent	1,000	1,000
Open Rate	18.2%	24.7% 
Click-Through Rate (CTR)	3.5%	6.2% 
Conversion Rate	0.9%	2.3% 

Visual Summary (Bar Chart Representation):

Bar Chart 1 – Open Rates

- A: 18.2%
- B: 24.7%

Bar Chart 2 – Click Rates

- A: 3.5%

- B: 6.2%

(Charts created using Google Sheets)

📌 Insights:

- **Subject line with urgency and offer** (Version B) got more opens
- **Clearer CTA** in Version B led to more clicks
- Customers are more likely to act when a discount is shown upfront
- “Buy Now” is stronger than “Learn More” in CTA text

💡 Best Practices Learned:

Tip	Why It Works
Use Emojis	Increases open rate by 10–15%
Add Offers in Subject	Catches attention immediately
CTA Must Be Clear	Tells the reader what to do next
Use Mobile-Optimized Layouts	Most opens are from phones

✅ Conclusion:

Version B of the email performed better in all areas. A/B testing shows how **small changes in subject lines, CTAs, or images** can create **big results in email marketing performance**.

Here is a complete and simple **Mini Project Report** for:

“Building a Nonprofit Awareness Campaign”,

perfect for **Digital Marketing students** under **Periyar University – Naan Mudhalvan Scheme**.

This project includes a **cause-based campaign plan**, with a **landing page mockup idea**, **social media posters**, and **email templates** – ideal for classroom or project submission.

✓ **Project Title:**

Mini Project Report -19

Building a Nonprofit Awareness Campaign – “Feed the Future” Hunger Relief Drive

 **Objective:**






To design and simulate a **digital marketing campaign** for a nonprofit initiative, using a **landing page**, **social media visuals**, and **email templates** to spread awareness and drive support.

 **Partnered Cause (Simulated):**

Feed the Future – NGO Working to End Child Hunger in Tamil Nadu

1. Landing Page Mock-Up

Page Sections (Designed in Canva / Figma):

Section	Description
 Hero Banner	"Help End Child Hunger – Donate a Meal Today"
 Why This Matters	Stats: 1 in 5 children sleep hungry in India
 How You Can Help	₹50 = 1 meal
 Real Stories	Photos of meals being served, student testimonials
 CTA	"Donate Now" / "Share This Page"





Colors: Warm orange and green (hope + food)

Design Tip: Mobile-optimized layout with a donation button on top

2. Social Media Poster Campaign

Campaign Title: #OneMealOneHope

Sample Poster Ideas (Designed in Canva):

Post Type	Caption	CTA
 Impact Post	"Just ₹50 can feed a child for one day."	"Donate now via link in bio"
 Story Reel	"This is Anu. Your donation gave her lunch today."	"Watch & Share"
 Offer Post	"Sponsor a week of meals, get a Thank You certificate"	"DM us to join"
 Countdown	"3 Days Left to Reach 1,000 Meals!"	"Tag 3 friends to spread the word"

- ✓ Posted on: Instagram, Facebook, WhatsApp Status
- ✓ Hashtags: #OneMealOneHope #FeedTheFutureTN #HungerFreeTamilNadu

3. Email Campaign (Awareness + Action)

Email Type	Subject Line	CTA
● Awareness	"Child Hunger is Real – Here's How You Can Help"	"Read More"
● Donation Request	"₹50 Can Change a Life. Be a Meal Giver Today."	"Donate Now"
● Thank You	"You Just Fed a Child Today – Thank You!"	"Share This Impact"

- ✓ Emails designed in Mailchimp / Canva
- ✓ Tone: Hopeful, emotional, solution-focused

Expected Results (Simulated)

Metric	Target
Landing Page Visits	5,000+
Social Post Reach	10,000+ (via shares + stories)
Email Open Rate	30%+
Donations	₹50,000 raised in 2 weeks
Volunteers Signed Up	100+

✓ Conclusion:

This nonprofit awareness campaign shows how **digital tools can create real impact** when used with strong visuals, emotional messaging, and clear donation paths. The campaign connects **hearts to action** through simple but effective online content.

Here is a complete and student-friendly **Mini Project Report** for:

“Presenting a Digital Detox Awareness Campaign”,

crafted for **Digital Marketing students** under **Periyar University – Naan Mudhalvan Scheme**.

This includes a **campaign plan, blog content, infographic concept, and short video ideas** — ideal for digital submissions or classroom presentations.

✓ Project Title:

Mini Project Report -20

Digital Detox Awareness Campaign – “Disconnect to Reconnect”

Objective:

To design and present a **digital awareness campaign** that encourages students and working professionals to use technology **mindfully**, through engaging **blogs, infographics, and video content**.

Campaign Theme:

“Disconnect to Reconnect” – Take Charge of Your Digital Life

**Campaign Duration:**

7 Days – Digital Awareness Week

**1. Blog Post (Educational Content)****Blog Title:**

“7 Signs You Need a Digital Detox – And How to Start Today”

**Blog Highlights:**

- Do you feel anxious without your phone?
- Average screen time of Indian youth = 6.5+ hours/day
- Tips:
 1. No-screen mornings
 2. App time limits
 3. Tech-free meals
 4. “Digital Sabbath” (1 day offline)

**Internal Links:**

- Link to mental health helplines
- Link to digital wellness YouTube playlists







Blog is mobile-friendly and SEO-optimized (keywords: *digital detox, screen time, tech-free lifestyle*)


2. Infographic Design (Using Canva)

Infographic Title:

“Digital Detox: Quick Fixes for a Balanced Life”

Sections:


-  “How much is too much?” – Screen time stats
-  Effects of overuse: Poor sleep, stress, FOMO
-  Fix it:
 - Use “Focus Mode”
 - Schedule offline hobbies
 - 1-hour no-tech zones at home
-  5-Second Pledge: “I will unplug after 9 PM daily”


 Shared on Instagram, Facebook, college notice board (digital & print)

3. Short Video Series (3 Videos x 30 secs)

Video No.	Title	Content
1	“Wake Up, Don’t Scroll”	A person wakes up and stares at phone – contrast with outdoor walk version
2	“Phone-Free Friendships”	Friends at café scrolling silently → then switch to laughter after keeping phones away
3	“1-Day Digital Detox Challenge”	Invite viewers to spend one full day offline and share their experience

 Video Format: Vertical (Instagram Reels / YouTube Shorts)

 Background: Soft, motivational music

 CTA: “Tag a friend and try a detox day!”

Campaign Posting Plan

Day	Content	Platform
Day 1	Blog link + “Are you digitally drained?” question	LinkedIn, WhatsApp
Day 2	Infographic: “5 Benefits of Digital Detox”	Instagram, Stories
Day 3	Short Video 1	Reels, YouTube Shorts
Day 4	Tip of the Day + Poll (“Can you go 1 day without phone?”)	Instagram
Day 5	Short Video 2	Reels
Day 6	Blog 2: “How I Spent 1 Day Offline”	Medium.com / Personal blog
Day 7	Recap carousel post: “7 Days of Detox”	Facebook, LinkedIn

Expected Results (Simulated)

Metric	Target
Reels Views	8,000+
Blog Reads	1,000+
Story Poll Responses	300+
Shares	500+
Comments	100+ meaningful replies

Conclusion:

The “**Disconnect to Reconnect**” campaign promotes **healthy screen habits** using relatable content formats. A mix of blogs, visuals, and short videos helps spread the message across platforms and encourage people to **pause and take control** of their tech use.