

MINI PROJECT
ON
INTERNET MARKETING STRATEGY CHALLENGES AND
APPROACHES

**Business Immersion Report submitted in partial fulfillment of the requirements for the
award of the Degree of**

MASTER OF BUSINESS ADMINISTRATION
of
BENGALURU CENTRAL UNIVERSITY



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I hereby declare that the “*Internet marketing strategy challenges and approaches*” is the result of the work carried out by me under the guidance of *Dr. Y.V. SHESHADRI* in partial fulfillment for the award of a Master’s Degree in Business Administration by Bengaluru Central University.

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Chapter -01



Evolution of internet

Since it first appeared in the 1960s, the internet has undergone enormous development. Here are some significant turning points:

The United States Department of Defense established the Advanced Research Projects Agency Network (ARPANET), the first operational packet switching network, in 1969.

TCP/IP: Developed in the 1970s, TCP/IP (Transmission Control Protocol/Internet Protocol) is the protocol that is typically used to transport data over the internet.

World Wide Web: Tim Berners-Lee, a computer scientist at CERN, invented the World Wide Web (WWW) in 1989. Through the use of a web browser, users could view and exchange information.

Released in 1993, Mosaic was the first web browser with a graphical user interface. It increased public access to the web and contributed to its popularization.

Dotcom boom: In the late 1990s, there was a spike in internet businesses and investment. As a result, the internet quickly expanded and a variety of new online services were developed.

Social media: In the early 2000s, social media sites like Facebook, Twitter, and Instagram were developed, revolutionizing how users engage and communicate online.

Mobile internet: With the advent of smartphones and mobile internet in the middle of the 2000s, more individuals were able to access the internet while they were on the go.

Internet of Things: The Internet of Things (IoT) is the network of ordinary items that may exchange data and communicate with one another. This emerging technology has the potential to completely alter many different industries.

In general, the internet has grown from a small network used by researchers to a massive international network that connects individuals and technological gadgets everywhere. Technology advancements and shifting social demands have fueled its progress

Evolution of marketing

With the advancement of technology, alterations in consumer behavior, and changes in market trends, marketing has experienced tremendous transformation. The following are some significant phases in the development of marketing:

The emphasis of marketing throughout the manufacturing era (late 19th to early 20th centuries) was on increasing production efficiency and lowering costs. Businesses were primarily concerned with creating as much as they could to satisfy demand under the prevalent model of mass production.

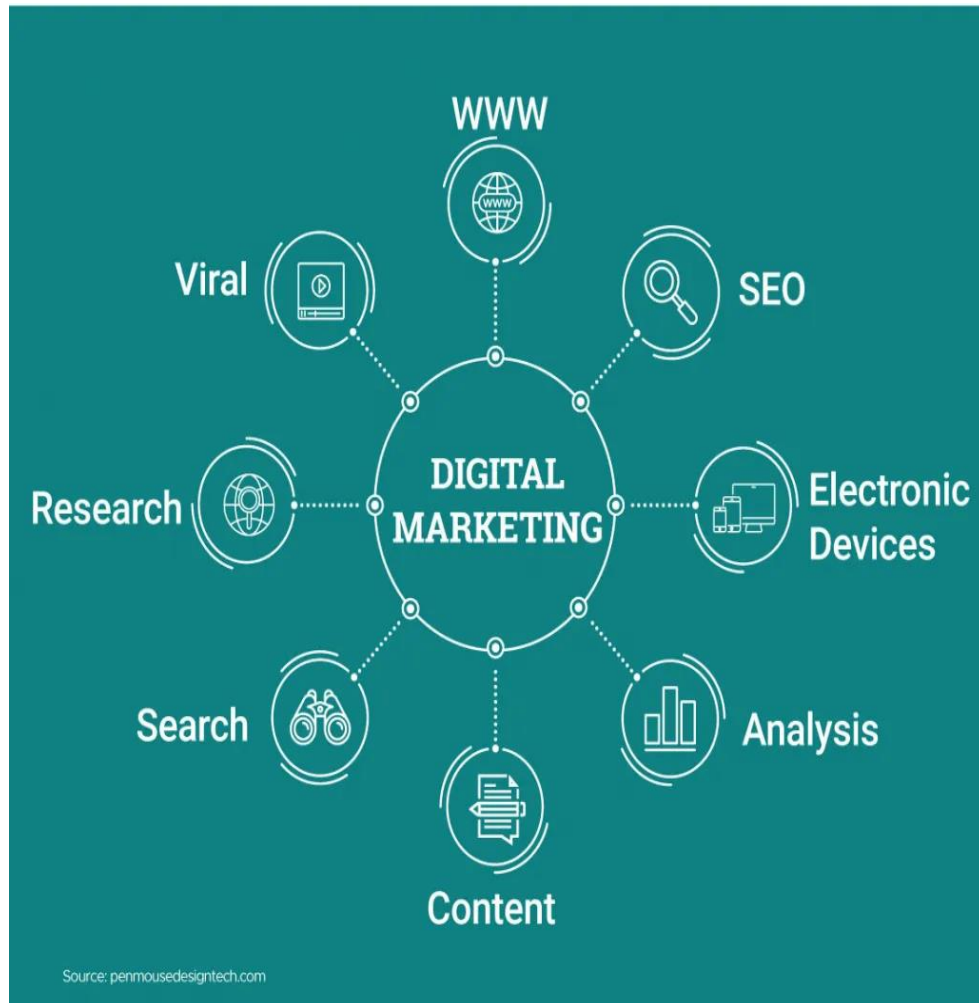
Sales era (1920s–1960s): Businesses started concentrating on selling their products through aggressive advertising and personal selling as competition intensified and customer choice expanded. Instead of just making the products, the emphasis was on convincing customers to purchase them.

The marketing era, which spanned from the 1960s through the 1990s, was characterized by a change in emphasis from sales to the consumer. Businesses started investigating consumer preferences and demands in order to create products and promote them effectively. The emphasis was on forming long-lasting relationships with clients and adding value for them.

Relationship era (1990s to now): During this time, the emphasis switched from short-term business connections to developing enduring relationships with clients. Customers' data was first used by marketers to personalize their campaigns and deliver pertinent, focused information. With the development of digital technology, marketers are now able to interact with consumers in novel ways through channels like social media, email marketing, and mobile apps.

Modern marketing is more data-driven and centered on digital channels as a result of the broad usage of digital technology. New marketing strategies including search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, and social media marketing have emerged as a result of this.

In general, the evolution of marketing has been fueled by shifts in consumer behavior, technology, and market trends, and has resulted in a greater emphasis on forging lasting bonds with clients and offering customized, pertinent information.



Internet marketing, usually referred to as online marketing or digital marketing, is the process of advertising goods or services through the internet or through other digital platforms including social media, email, and websites. It is a broad phrase that covers a variety of methods and tactics that companies can employ to connect and interact with their target market online.

The development of the internet and other digital technologies has changed how companies promote their goods and services. Most customers today use the internet to research goods and services before making a purchase. This means that companies need to have a strong online presence and a successful internet marketing plan if they wish to flourish in today's digital environment.

Search engine optimization (SEO), social media marketing, content marketing, email marketing, influencer marketing, and other methods and approaches are only a few examples of the many tactics and approaches used in internet marketing. These tactics can assist companies in reaching a larger audience, raising brand recognition, and boosting revenue.

In general, internet marketing is a potent tool for companies striving to thrive in the current digital era. Businesses may develop successful online marketing campaigns that drive results and assist them in achieving their objectives by understanding the numerous strategies and techniques used in internet marketing.

For a number of reasons, studying internet marketing is crucial. Some of the main justifications for why it's crucial to learn internet marketing are as follows:

The field of internet marketing is changing quickly due to the tremendous improvements in technology. It is crucial to study internet marketing to stay current with the newest trends and best practises.

Digital channels are becoming more and more important as consumers use them to study and buy goods and services. Businesses need to know how to use digital channels effectively if they want to reach and interact with these consumers. In general, any firm that wants to flourish in the digital age must learn internet marketing. Businesses can spur growth, raise brand awareness, and accomplish their marketing goals by knowing how to connect and engage with customers via digital platform



Plans of action known as strategies are created to accomplish a specific goal or group of goals. A strategy in business is a long-term plan of action created to aid a firm in achieving its goals. A solid strategy is built on an in-depth examination of the organization's assets and liabilities, as well as the opportunities and risks that exist in its external environment.

Depending on their objectives and the nature of their business, organisations can employ a wide range different sorts of strategies of. Among the most popular categories of strategies are:

- Corporate strategy
- Business strategy
- Operational strategy
- Marketing strategy
- Digital strategy

Approaches

- SEO {Search engine optimization}
- Content marketing
- Social media marketing
- E-mail marketing
- Influencer marketing

Challenges

- Competition
- Advertisement blindness
- Changing algorithms
- Privacy concerns

Need of the study

It's crucial to study internet marketing and its techniques for a number of reasons:

Increased internet usage: More people are utilising the internet for communication, entertainment, and shopping; thus, it is essential for businesses to create an online presence and advertise their goods or services to prospective clients.

Cost-effective marketing: Internet marketing can be more cost-effective and reach a wider audience than more conventional marketing techniques like print or TV advertising. Businesses can select the best strategy for their target market and budget by being aware of the numerous possible tactics.

Analytics and data-driven decision making: Businesses may follow and analyse user behaviour through Internet marketing, enabling them to come to data-driven conclusions regarding their marketing plans. People can learn how to evaluate this data and utilise it to enhance their marketing campaigns by studying internet marketing.

Flexibility and adaptability: Internet marketing is a dynamic field that frequently sees the emergence of new trends and technologies. People may keep up with the most recent trends and modify their methods by studying internet marketing and its strategies.

Increased job: Opportunities for employment have grown as a result of the expansion of online marketing, which has raised the need for experts in the field. Those who study internet marketing might acquire useful skills and information that may open up work prospects in this industry.

Chapter -02

Project/Research methodology



Purpose of internet marketing

Internet marketing, commonly referred to as digital marketing or online marketing, is the practise of promoting goods and services through a variety of digital channels, including search engines, social media, email, and websites. Depending on the company's goals, internet marketing may have different goals, however the following are some typical ones:

- **Boost brand awareness:** Internet marketing can assist companies in reaching a larger audience and enhancing their online presence. Businesses can raise brand awareness and notoriety by promoting their goods or services on numerous digital media.

- **Boost website traffic:** Search engine optimization (SEO), paid advertising, and social media marketing are all effective ways for businesses to increase website traffic. Businesses can boost their chances of turning website visitors into customers by increasing website traffic.

- **Increase consumer engagement:** social media, email marketing, and other channels can all be used by businesses to interact with their customers. Businesses can increase their customer happiness and loyalty by paying attention to consumer feedback and acting quickly.

Statement of the problem

The hurdles and barriers that prohibit a company from successfully reaching its target audience online are often identified in the statement of the problem for an internet marketing plan. Typical problems could include:

- **Lack of visibility:** The company might not show up in pertinent search results or might not be able to successfully market itself on social media or other online platforms.
- **Low conversion rates:** Even if a company successfully attracts visitors to its website and converts them into leads or customers, this may not be the case.
- **Ineffective message:** The company may be having trouble developing messaging that connects with its target audience and clearly conveys its distinctive value proposition.

Base case:

Fabric.com

The business sells fabrics online. Based on the database of client behaviour it possessed, it first segmented the customers. From the most active to the least active customers, it developed three levels. Then, offers that were specific to each segment started to be sent out. The main goal of this was to keep the most active consumers and encourage the least active users to become more active.

The company also developed a preference centre where users could enter information about their birthdays, email preferences, frequency preferences, and sewing preferences, such as their degree of experience, the type of sewing they do, and whether they sew for personal or professional purposes.

The business then combined this data with the information from the analytics centre. Three crucial strategies enabled the business' email messages to stand out in the inbox.

The analytics program also created a happy anniversary email on the first anniversary of the customer's first purchase from the business with the help of the birth date information acquired. Customers who leave the website with things in their shopping carts or who purchase fabric swatches but do not return to complete their purchase within two weeks received shopping cart notifications as well.

All of these email marketing tactics produced 40% more conversions and 100% more opens and clickthrough's. Additionally, it enabled the business to produce revenue during lean times, improving planning and revenue management.



The methodology employed

- **Raw data:** These are the data which have been collected directly from the viewer in their perception. This data is first in hand for the study.
- **Second party data:** Journals, newspapers, magazines, websites on the internet, books on the themes, periodicals, and publications were the secondary sources employed in the current study.
- **Discussion:** The obtained data is examined while keeping in mind the study's goals, and then recommendations and findings are made.

Objectives

- To study internet marketing strategy
- To study issues and challenges of internet marketing strategy

Chapter 3. BRIEF PROFILE

History

The first online browser was released in the early 1990s, which is when internet marketing began. Marketers began to investigate the potential of the internet to connect with their consumers during this time. Email, banner ads, and websites were commonly used in the early stages of online marketing.

Due to the dot-com boom's increase in internet utilisation in the late 1990s, new marketing strategies were created. During this time, pay-per-click (PPC) ads and search engine optimisation (SEO) gained popularity. PPC involved paying for ad placements on search engine results pages, whereas SEO involved optimising websites for search engines to better their rankings.

With the introduction of networks like LinkedIn, Myspace, and Facebook in the 2000s, social media marketing began to gain popularity. Marketers rapidly grasped the potential of these platforms to connect with and interact with their target audiences.

Mobile marketing strategies like SMS marketing, mobile display advertising, and mobile search ads were created in the middle of the 2000s as a result of the popularity of smartphones and other mobile devices.

Content marketing, influencer marketing, partner marketing, and video marketing are just a few of the many methods that make up modern internet marketing. The creation of personalised marketing strategies that use data to more effectively target customers has also been facilitated by the rise of artificial intelligence and machine learning.

Internet marketing has a number of benefits over conventional marketing strategies, some of which are as follows:

Greater reach: Through internet marketing, companies can connect with a larger audience outside of their immediate area. As a result, companies can reach clients globally and have access to a global market.

Cost-effectiveness: Compared to conventional marketing strategies, internet marketing is typically more economical. Without the expense of costly advertising space or printed documents, online advertising platforms like social media, email marketing, and search engine optimisation (SEO) can reach a large audience.

Internet marketing enables companies to target particular consumer groups based on their hobbies, behaviours, and demographics. This guarantees that marketing messages are distributed to the most pertinent group, improving conversion rates.

Online advertising campaigns can be tracked and evaluated in real-time, giving companies useful information about consumer behaviour, campaign effectiveness, and return on investment. (ROI).

Greater engagement: Internet marketing platforms like social media and correspondence give companies the chance to interact personally with their clients. Customer relationships are strengthened and company loyalty is increased as a result.

Flexibility: Internet marketing campaigns can easily be changed and tailored to fit shifting consumer demands, market conditions, and corporate goals. Businesses will find it simpler to remain competitive and responsive to market developments as a result.

Internet marketing provides companies with a flexible, cost-effective method to reach a larger audience and interact with clients directly.



Internet marketing has transformed how companies interact with their consumers, but it also comes with some drawbacks. The following are some possible online marketing disadvantages:

High level of competition: It can be difficult for smaller businesses to stick out and draw in new customers online, where there are millions of websites and businesses vying for consumers' attention.

Technical abilities: SEO, PPC, and social media administration are examples of technical abilities needed for successful internet marketing. Small businesses might lack the funding necessary to assemble a specialised team to oversee their internet marketing initiatives.

Cybercrime: Cybercriminals and hackers may target consumer data that is collected and stored as part of online marketing.

Customers may experience ad fatigue as a result of the constant barrage of online advertisements, which may cause them to ignore or block ads entirely.

Lack of a personal touch: Face-to-face contact and online marketing both lack the personal touch that is essential for fostering long-lasting relationships with clients.

Technology dependence: Internet marketing depends significantly on technology, which is susceptible to malfunctions and other technical issues.

It can be difficult to calculate the return on investment (ROI) of internet marketing efforts, which makes it difficult to defend the cost of online marketing initiatives.

Features of internet marketing

The process of advertising and selling goods or services over the internet is referred to as internet marketing or online marketing. The following are some typical elements of online marketing:

Global Reach: Regardless of location, internet marketing enables companies to connect with customers all over the world.

Low cost: Internet marketing is frequently less costly than conventional advertising techniques. This makes it possible for companies of all sizes to advertise their goods and services without spending a fortune.

Internet marketing allows companies to target particular demographics based on factors such as age, gender, location, interests, and more. By doing this, it is ensured that marketing initiatives are focused on consumers who are more likely to make a purchase.

Results that can be measured include website visits, sales, leads, and other metrics, which let companies monitor the success of their marketing campaigns. This aids companies in decision-making and marketing strategy optimisation.

Interactive marketing: Through a variety of platforms, including social media, email, and chat, businesses can interact with consumers in real-time using internet marketing. This enhances customer loyalty and helps companies develop stronger relationships with their clients.

Diverse Marketing Channels: Search engines, social media sites, email, display advertising, and other channels are just a few of the ones that Internet marketing provides to advertise goods and services. This enables companies to select the best platforms for their unique marketing objectives.

Types of internet marketing

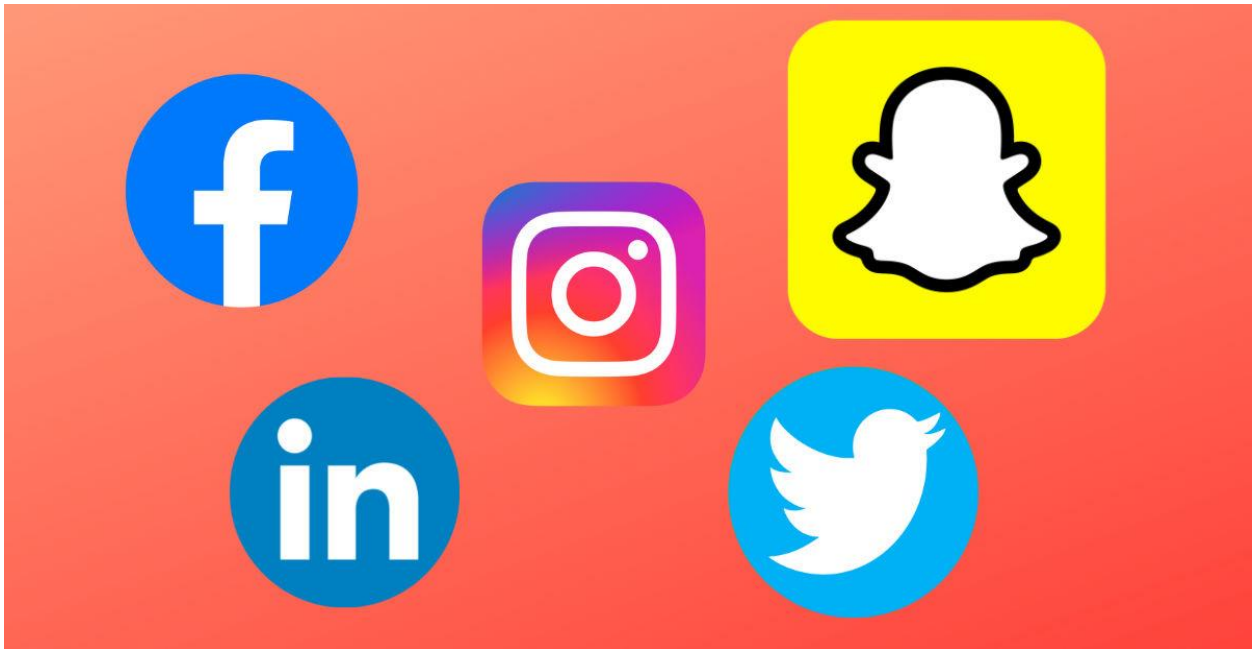
Any promotional actions carried out online to reach a specific audience are referred to as internet marketing, also known as online marketing. The most popular forms of online marketing are listed below, each with an illustration:

SEO: This entails making adjustments to your website so that it appears higher on search engine results pages (SERPs) for particular keywords. For instance, a business that offers sports shoes might optimize their website for the keyword "best running shoes" in order to have it show up first in search results when someone types that term into a search engine.



Online advertisers who use *pay-per-click (PPC)* advertising must fork over money each time a user clicks one of their advertisements. For instance, to increase traffic to their website, a business that sells camping gear might run PPC advertisements on social media sites and search engines.

Social Media: Utilizing social media sites like Facebook, Instagram, and Twitter to advertise a company, good, or service is known as social media marketing. For instance, a business selling skincare products might use Instagram to post product images, videos, and reviews with its followers and raise brand recognition.



The goal of content marketing is to draw in and keep a specific target group by producing and distributing valuable, pertinent, and consistent content. For instance, a business that offers home exercise equipment might start a blog with tutorials and tips for working out to draw in and keep fitness fans.

Email Marketing: Email marketing entails delivering commercial emails to a list of recipients. For instance, a business that sells pet food might offer subscribers a weekly email newsletter with advice on caring for pets, suggestions for products, and special discounts.

These are merely a few kinds of internet marketing. Depending on the objectives of the company and the target market, internet marketing can actually cover a broad range of strategies and tactics.

Strategies used in internet marketing:

Corporate strategy: A company's overall plan or path for achieving its business objectives through online channels is referred to as its corporate strategy in internet marketing. A brand image must be created, target markets must be identified, the company's unique value proposition must be defined, and strategies must be developed to contact and interact with online users.

Search engine optimisation (SEO): pay-per-click (PPC) ads, social media marketing, email marketing, content marketing, and influencer marketing are some typical tactics used in internet marketing. These strategies can be applied singly or collectively to develop a coherent and successful marketing strategy.

Business strategy: The collection of actions, choices, and plans that an organisation makes in order to accomplish its aims and objectives are referred to as its business strategy. It entails determining the purpose, vision, and values of the organization, assessing the internal and external environments, and creating a strategy to achieve a long-term competitive advantage.

Because it allows an organisation to match its resources and capabilities with its long-term goals and objectives, business strategy is crucial. Making informed choices about how to allocate resources and concentrating the organisation's efforts in the areas that are essential to success are both beneficial. Profitability, market share, and customer happiness can all increase as a result of a carefully developed and implemented business strategy.

Operational strategy: A company's or organisation's operational strategy is the plan and course of action used to accomplish its operational aims and objectives. It entails the creation and application of a collection of strategies and practises to optimise resource usage, increase effectiveness, and boost productivity.

Operational strategy and overall business strategy are closely related because they both centre on the precise steps and strategies required to effectively carry out the business plan. It entails making choices regarding, among other things, production, distribution, procurement, inventory administration, and quality control.

By ensuring that operations are effective, efficient, and responsive to changes in the business environment, a well-designed operational plan can assist a company in achieving its objectives. Additionally, it can aid in risk identification and reduction, customer satisfaction enhancement, and efficiency optimisation.

Marketing strategy: A company's or organisation's general plan for promoting and selling its goods or services to its target market is known as its marketing strategy. It entails identifying and assessing the wants and needs of the target market, creating a distinctive value proposition, and putting together a thorough strategy to connect with and engage prospective clients.

Market research, brand positioning, product development, pricing, distribution, advertising, public relations, and sales promotion are usually included in a successful marketing plan. A marketing strategy's overarching objectives are to raise brand recognition, foster client loyalty, and boost sales for the company.

It's critical to have a thorough knowledge of the target market, including their behaviors, preferences, and pain points, in order to develop an effective marketing strategy. This calls for a thorough examination of both internal and external variables, including a study of competitors, consumer trends, and market segmentation. Businesses can successfully set themselves apart from their rivals, forge a distinctive brand identity, and eventually achieve long-term success by developing a strong marketing strategy.

Digital strategy: An organisation or business creates a digital strategy as a plan of action to use digital technologies and channels to further its objectives. It entails a collection of strategies and tactics that a company can employ to connect with and interact with its target market, enhance customer satisfaction, boost sales, and maintain its competitiveness in the digital era.

The following essential components are usually included in a digital strategy:

- Defining the aims and targets the company wants to accomplish through digital platforms.

- Determining the target market and becoming familiar with their tastes, habits, and requirements.
- Examining the company's existing digital resources and skills, as well as those of its rivals.
- Creating a plan outlining the steps required to accomplish the goals and objectives of the organization, including the strategies and channels to be used.
- Measuring and assessing the digital strategy's performance, and making changes as necessary to improve outcomes.

In general, if an organisation wants to succeed in the digital-first world of today and remain one step ahead of the competition, it needs a digital strategy.

Challenges faced in internet marketing are as follows

- **Competition:** It might be difficult to stand out and draw customers when so many firms use internet marketing.
- **Advertisement blindness:** Many people have developed an immunity to traditional web advertising and may ignore or completely block ads.
- **Algorithm updates:** Both social media platforms and search engines regularly modify their algorithms, which can have an effect on a company's exposure and reach.
- **Privacy concerns:** When customers become more aware of data privacy risks, they may become unwilling to give firms their personal information.

Chapter 4. Data Analysis

Internship Description

An internship is a type of professional learning experience that gives students relevant, practical work related to their field of study or career interest. Through an internship, a student can investigate and advance their career while picking up new skills. It provides the company with the ability to develop talent, bring in new viewpoints and vigour, and possibly even build a pipeline for future full-time employees. An excellent internship

- Consists of a work schedule that is either part-time or full-time, with no more than 25% of the day devoted to administrative or clerical chores.
 - Describes in great detail the task or project from the work experience.
 - Explains the culture of the business and possible employment responsibilities to the student.
 - Helps the learner establish and meet learning goals.
 - Regularly provides the intern student with feedback.
 - To advance the organisation by acquiring necessary work experience. They are against turning into gophers!
 - Having a mentor who serves as a role model for professionalism, honesty, criticism, and guidance.
 - To improve one's skills and understanding in a specific field.
 - Forging partnerships in the corporate world.
 - To gain a better understanding of upper management.
- A brief introduction to the company where they are interning. The company's policies, procedures, and goals are explained to the student along with its mission and objectives. The intern is also introduced to other staff members whom they may later query.

Undergraduate students are strongly encouraged to participate in an internship as one of their primary experiences. Specifically, as a business student, gaining work experience is the best approach to boost your employability. At the beginning of the internship, we had a meeting with the research supervisors to learn more about the fundamental research tenets. Consider writing a reflection report as well if you've recently completed an essential internship. Several distinct college education courses may call for an internship experience. You can talk about your specific experience and how it will advance your academic or professional goals in an internship reflection. It may sound challenging, but there are a variety of ways you can write about this experience in an effective way.

OVERVIEW OF INTERNSHIP EXPERINCE

In a piece of reflective writing called an essay about your internship experience, you can discuss how the experience helped you learn new things, comprehend novel concepts, and apply what you have discovered to your career.

Writing a reflection report on your internship may be required by your training or academic programme. A brief essay about an internship, for instance, could be required before graduating from several college degree and professional development programmes.

Writing a reflective essay will allow you to evaluate your experiences and relate them to your personal growth. You can outline your internship in an essay and then discuss how it aided your development and how it assisted you in achieving a goal. This shows that you have the ability to evaluate your own performance and apply what you've learnt to do better in the future.

BUSINESS CANVAS MODEL

Key Partners:

1. Decide which important partners your company will require in order to succeed.
2. Suppliers, distributors, and strategic partnerships are examples of this.

Key Activities:

1. Crucial tasks involved in delivering your good or service.
2. Developing websites, producing content, and providing customer service.

Value Proposition

1. Establish your special value proposition.
2. Issue you are addressing for your clients?
3. What distinguishes your good or service?

Customer Relationship

1. Specify the relationship you want to have with your customers.
2. Will it be handled personally, automatically, or both?

Customer Segments:

1. Identify your target market and develop customer personas using customer segmentation.
2. What are their wants, problems, and actions?

Key Resources:

1. Assets you'll need to manage your company.
2. This can refer to infrastructure, technology, and skill.

Channels:

1. Determine the channels you'll employ to communicate with your customers.
2. Will you make use of paid advertising, email marketing, or social media?

Cost structure:

1. Specify the expenses related to operating your company.
2. This can include operating expenses, variable costs, and fixed costs.

Revenue Streams:

1. Determine your revenue streams by listing them here.
2. Will it be done through advertising, product sales, or affiliate marketing?

- **Customer segments:** Identify your target market and develop customer personas using customer segmentation. What are their wants, problems, and actions?
- **Value proposition:** Establish your special value proposition. What issue are you addressing for your clients? What distinguishes your good or service?
- **Channels:** Determine the channels you'll employ to communicate with your customers. Will you make use of paid advertising, email marketing, or social media?
- **Customer relationship:** Specify the kind of relationship you want to have with your customers. Will it be handled personally, automatically, or both?
- **Revenue streams:** Determine your revenue streams by listing them here. Will it be done through advertising, product sales, or affiliate marketing?
- **Key activities:** Identify the crucial tasks involved in delivering your good or service. This can involve developing websites, producing content, and providing customer service.
- **Key resources:** List the essential assets you'll need to manage your company. This can refer to infrastructure, technology, and skill.
- **Key partners:** Decide which important partners your company will require in order to succeed. Suppliers, distributors, and strategic partnerships are examples of this.
- **Cost structure:** Specify the expenses related to operating your company. This can include operating expenses, variable costs, and fixed costs.

Chapter 5

DISCUSSION AND CONCLUSION

Learning and experience

Learning internet marketing strategy can be a very rewarding experience because it can help you advertise your company, build brand recognition, and improve website traffic.

To discover more about internet marketing strategy, follow these steps:

Read books and blogs: You may learn a lot about internet marketing through the many books and blogs that are accessible. "The New Rules of Marketing and PR" by David Merman Scott, "Contagious: Why Things Catch On" by Jonah Berger, and "Influence: The Psychology of Persuasion" by Robert Cialdini are some recommended works to start with.

Take advantage of online learning opportunities: Online courses can offer structured instruction and are a wonderful method to learn internet marketing tactics. HubSpot Academy, Google Digital Garage, and Coursera are a few websites that offer well-liked online courses.

Attend webinars and conferences: These are excellent opportunities to network with other professionals and learn from subject-matter experts. Search for conferences that cover internet marketing-related topics including SEO, social media marketing, and content marketing.

Test and experiment: Trying out several strategies to discover which ones are most effective for your company is one of the finest ways to learn internet marketing strategy. Test multiple types of content, run advertising on various platforms, and monitor your results to see what generates the greatest interaction.

Look for mentors: A knowledgeable mentor with experience in internet marketing can be a great learning resource. Look for a person who can offer advice and feedback on

your marketing efforts, is open to sharing their expertise, and is willing to share their knowledge and experience.

Conclusion

An internet marketing strategy's success will be determined by its specific aims and objectives. However, the following broad conclusions can be made:

Any current marketing approach must include internet marketing. Businesses need to have a strong online presence in order to reach and engage their target audience because more and more people are spending time online.

An effective internet marketing approach can help firms become more visible online, produce leads, and improve revenue. Finding the best methods and strategies for interacting with and reaching your target audience is crucial.

Because internet marketing is continuously changing, it's critical to keep up with the newest trends and industry best practises. It will be easier to assure your strategy's long-term success if you routinely evaluate it and make adjustments based on data and insights.

You may increase the effectiveness of your internet marketing efforts by working together and integrating them with other marketing channels like social media, email marketing, and content marketing.

A comprehensive grasp of your target market, a clear explanation of your goals and objectives, a well-planned approach, and ongoing monitoring and optimisation are necessary for a successful internet marketing campaign.

Reference and Bibliography

Books

- Digital Marketing Strategy by Simon Kingsnorth in 2016
- Internet Marketing: An Hour a Day by Matt Bailey in 2011
- Digital Marketing Trends and Prospects by Shakti Kundu in 2021
- B2B Digital Marketing Strategy by Simon Hall in 2020

Links

- www.scholar.google.com
- www.researchgate.net
- www.slideshare.net

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WEEKLY REPORT

Name of the Student and Roll Number	MOHAMMED IDRIS P18AT21M0030			
Name of the Topic	Internet marketing strategy challenges and approaches			
Period of the Report	1 st week	2 nd week	3 rd week	4 th week
Activities undertaken during the week	The study's introduction, history, and need have all been explored with the guide.	Every piece of data gathered from the first subject to the second idea was discussed with a guide.	Guide checked the information after gathering it for the brief profile and then submitted it to guide.	We talked about the debate and conclusion, as well as the guide's bibliography, last week.
Learning Points acquired from the above activities	Consider the project's importance and realize that we must first look for the history of business studies.	The instructions will confirm that the data should be added to the project after being gathered.	Here we learn how to analyze data which is collected data and how to pick information from the website, magazine, other books.	I know get to know the use of word and how to collect the data and analyze it.
Plan for the next week Any other point	After the basic information collected, next concept is research methodology.	Following the research technique, a guide has been tasked with creating a brief study profile. The guide will then need to confirm the material.	When the project is finished, help will be provided by the study's collected experience.	The project come to end.