



## Online PGDM

Second Year, Trimester V, Sep 2024

Course Name : Digital Marketing

Max Marks : 70

Course Code : 5108

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### Final Project

As discussed in today's live session, here are the Final Project Requirements for our Digital Marketing assignment. Please go through each point carefully, as these are essential for the completion of our project.

Project Outline:

Create a Presentation:

Start by identifying a brand similar to an established one (e.g., Dabur Honey) and create a competing brand of your own.

Develop a comprehensive digital marketing promotion plan for this brand.

Key Elements to Cover in Presentation:

Identify Brand: Define the brand and product.

Define Target Audience: Who, what, and when (identify the brand persona).

Consumer Behavior: Study how people perceive value.

Digital Marketing Strategy: Propose an applicable strategy for your brand.

Tactics and Activities: Outline your digital marketing activities.

Communication Plan: Cover the full funnel.

Keywords: List actual keywords you'll use and categorize them (informational, transactional, and navigational).

Website: Define elements you would incorporate into the website.

Create a Logo: Design a unique logo for your brand.

Social Media Strategy:

Choose platforms that best suit your target audience.

Explain the type of content you'd use—whether a reel (and its description) or a post (and content format).

Additional Tips :

A. Communication Plan : Who (TGs), What(Msg for each TG), Where (Platforms where TG wud be present so msg can be conveyed to TGs, respectively)

B. Website: Describe each of the 5 elements, what you'd choose and why?

C. List out keywords that you believe each TG are likely to use when looking for your prod/svc.

C1. Categorize each kw in various ways as described in the video

Informational-navihational-transactional

Head-body-Longtail

Broad Match-Phrase Match-Exact Match

C2. Identify where on the website or Google ads you'd use each of the keywords

Deadlines and Presentations:

Presentation: (real-time online session, discussion-based format). Marks will be based on presentation quality, discussion, and how well you address questions.