



**SREENIVASA INSTITUTE of TECHNOLOGY AND MANAGEMENT STUDIES**

**(Autonomous)**

**CHITTOOR-517 127**

**DEPARTMENT OF MANAGEMENT STUDIES**

**DIGITAL MARKETING LAB MANUAL**



**LAB MANUAL**

**PREPARED BY**

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## **INSTITUTE VISION AND MISSION**

### **VISION:**

To emerge as a Center of Excellence for Learning and Research in the domains of engineering, computing and management.

### **MISSION:**

IM1: Provide congenial academic ambience with state-of-art resources for learning and research.

IM2: Ignite the students to acquire self-reliance in the latest technologies.

IM3: Unleash and encourage the innate potential and creativity of students.

IM4: Inculcate confidence to face and experience new challenges.

IM5: Foster enterprising spirit among students.

IM6: Work collaboratively with Technical Institutes / Universities / Industries of National, International repute.

## **DEPARTMENT OF MANAGEMENT STUDIES VISION AND MISSION**

### **VISION**

Become Center of Excellence for Educating Management Students as Leaders of Tomorrow.

### **MISSION**

- Provide congenial academic ambience with necessary infrastructure and learning resources.
- Inculcate confidence to face and experience new challenges from industry and society.
- Ignite the students to acquire self-reliance in State-of-the-Art Technologies.
- Foster Enterprising spirit among students.



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## Program Educational Objectives (PEOs)

PEO1: Have in-depth knowledge through life-long learning to conceptualize, critically analyze and add value in the areas of business management.

PEO2: Have lateral thinking enabling simple solutions for complex managerial problems.

PEO3: Ignite the passion for entrepreneurship.

PEO4: Inculcate a spirit of ethical and social commitment in the personal and professional life and to add value to the society.

## PROGRAM OUTCOMES

PO1: Apply Knowledge of management theories and practices to solve business problems.

PO2: Foster analytical and critical thinking abilities for data - based decision making.

PO3: Ability to develop value based leadership ability.

PO4: Ability to understand, analyze and communicate global, economic, legal and ethical aspects of business.

PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

PO6: Apply specialized tools and techniques of human resource management in real life business practices.

PO7: Apply the ever evolving marketing techniques to encounter the challenges and leverage opportunities.

PO8: . Apply sophisticated financial tools and techniques for smooth management of organization.

## PROGRAM SPECIFIC OUTCOMES (PSOs):

**On successful completion of the program, the post graduates will be able to**

**PSO1:** Apply core and functionary management skills for professional growth and business evaluation.

**PSO2:** Adapt to dynamic changes in an environment relevant to professional managerial practice and entrepreneurship as emerging leaders.



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**Course Outcomes**

**On successful completion of the course the student will be able to**

<b>On successful completion of the course the student will be able to,</b>		<b>POs &amp; PSOs related to COs</b>
CO1	<b>Create</b> content relating to product, services and information sharing.	PO4, PSO2
CO2	<b>Apply</b> the knowledge of drafting business oriented mails.	PO1, PSO1
CO3	<b>Develop</b> blogs, add contents and promote the blogs.	PO5, PSO2
CO4	<b>Apply</b> the techniques of Search Engine Optimization to increase page views.	PO2, PSO1
CO5	<b>Examine</b> the various social media and develop suitable business content.	PO7, PSO1

**COURSE OUTCOMES VS POs MAPPING (DETAILED; HIGH:3; MEDIUM:2; LOW:1):**

Course	PO CO	PO	PO	PO	PO	PO	PO	PO	PO	PSO	PSO
		1	2	3	4	5	6	7	8	1	2
<b>C1208 : DIGITAL</b>	<b>C1208.</b>	-	-	-	3	-	-	-	-	-	3
	<b>C1208.</b>	3	-	-	-	-	-	-	-	3	-
	<b>C1208.</b>	-	-	-	-	3	-	-	-	-	3
	<b>C1208.</b>	-	3	-	-	-	-	-	-	3	-
	<b>C1208.</b>	-	-	-	-	-	-	3	-	3	-
	<b>C1208</b>	<b>3</b>	<b>3</b>	-	<b>3</b>	<b>3</b>	-	<b>3</b>	-	<b>3</b>	<b>3</b>



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## RUBRICS FOR DM LAB

	<b>Excellent(3)</b>	<b>Good(2)</b>	<b>Fair(1)</b>
<b>Assemble (CO1)</b>	Student is able to gather complete information and knowledge for content creation related to product, services or information sharing	Student is able to gather complete information and limited knowledge for content creation related to product, services or information sharing	Student is able to gather limited information and knowledge for content creation related to product, services or information sharing
<b>Exhibit (CO2)</b>	Student is able to demonstrate the knowledge of drafting business oriented mails in the best manner	Student is able to demonstrate the knowledge of drafting business oriented mails in an appropriate manner	Student is able to demonstrate the knowledge of drafting business oriented mails in less appropriate manner
<b>Apply (CO3)</b>	Student is able to develop blogs and provides excellent content	Student is able to develop blogs and provides limited content	Student is able to develop blogs and provides inappropriate content
<b>Develop (CO4)</b>	Student is able to Develop digital marketing contents using appropriate key words.	Student is able to Develop digital marketing contents using key words.	Student is able to Develop digital marketing contents but unable to use exact key word.
<b>Derive (CO5)</b>	Student is able to analyze the various social media and post many business oriented contents in social media	Student is able to analyze the various social media and post few business oriented contents in social media	Student is able to analyze the various social media and post very less business oriented content in social media



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### **ACTIVITY 1 CONTENT CREATION USING CANVA**

AIM: To create Logo and Your story using Canva

#### PROCEDURE:

Step 1 : Open the website “Canva.Com”

Step 2: Sign into the Canva account using your Gmail or Google Account.

Step 3: Create a logo by clicking on Logo Option.

Step 4: Use templates and drop down items (or) upload photos

Step 5 :Add text and animate the logo by choosing animate option

Step 6 : Change the background Style and save the logo

Step 7 : Download the logo by clicking the file option

Step 8 : Create your story by clicking the file option

Step 9 : Use template to drop-down the content

Step 10 : Edit the content and add text

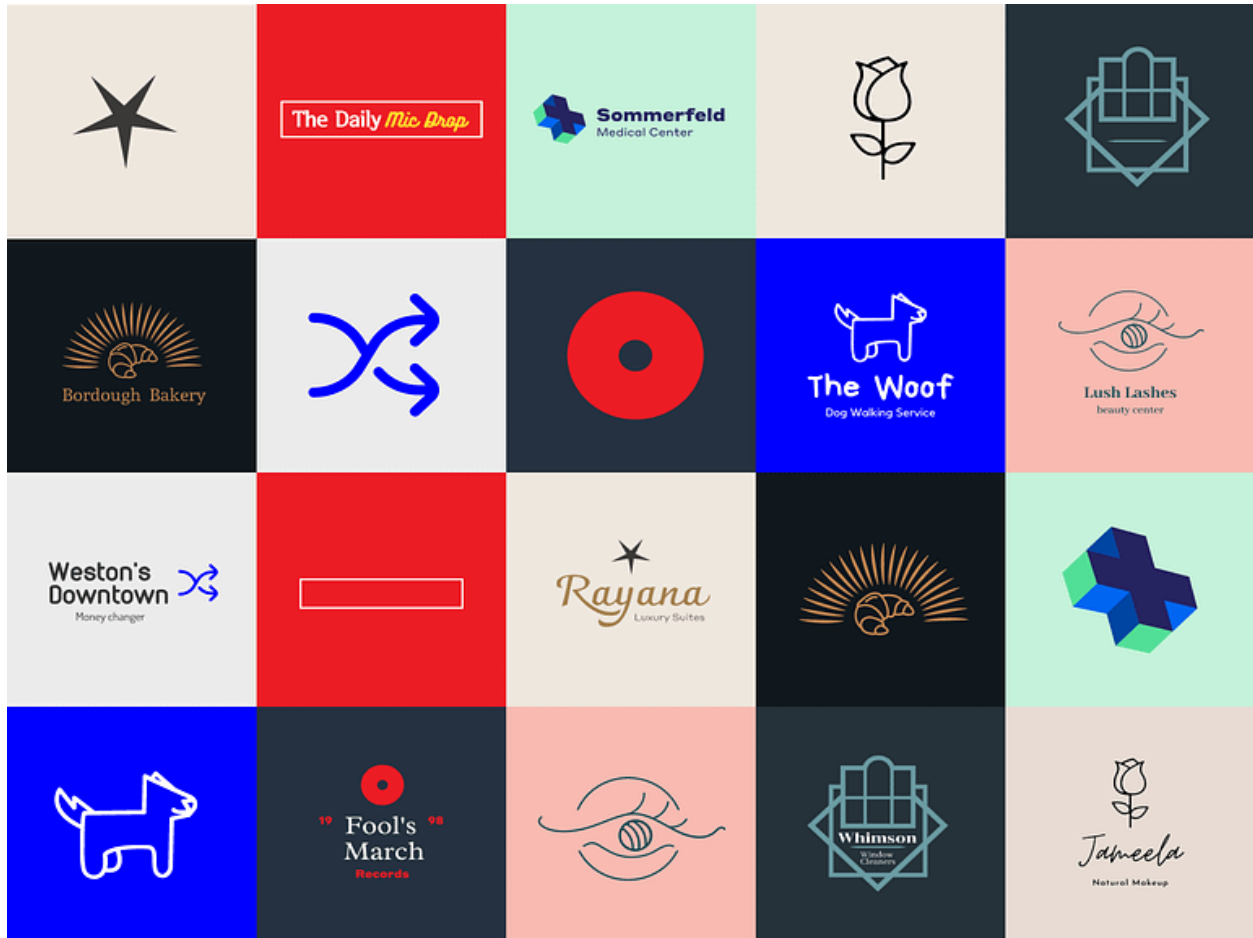
Step 11: Animate Your story

Step 12: Save and download to the File Option



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**ILLUSTRATION OF CANVA LOGO TEMPLATES AND DESIGNS**







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## **ACTIVITY 2 WEBSITE ANALYTICS**

**AIM:** To compare Marketing Features of three different websites and perform website analytics using SEMRUSH.

### **PROCEDURE**

Step 1: Identify three website in which product comparisons are made like Flipkart, Amazon, Myntra.

Step 2: Select a product for comparison

Step 3: Open an MS-Word file and create a table that consists of details of the products and columns for three websites.

Step 4: Identify the criteria for comparison like product, images, price, delivery, availability, offer etc.,

Step 5: Open the respective website and fill the table created by getting relevant information.

Step 6 : Write interpretation of the website to purchase the selected product as the Analysis..

Step 7 : Save the word file by pressing Ctrl+S and give a suitable name for the file “Product Comparison”

Step 8: Open Semrush.com

Step 9: Sign up for the website for free

Step 10 : Select the comparison column and type the domain of the three website already chosen.

Step 11: Click Ok button which reveals comparison of website based on traffic

Step 12:; Click export button at the bottom of the webpage and Export Png File and Csv File

Step 13: Save the file with name Website Analytics.

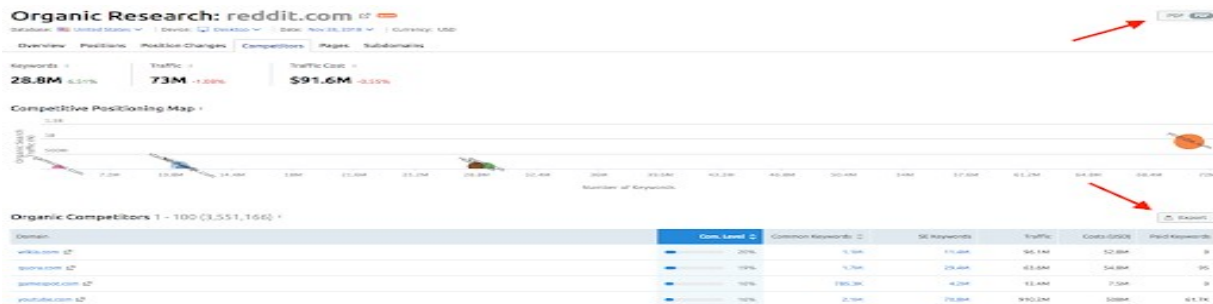


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Five (5) Steps to Improve Organic Traffic using the Semrush Competitive Research Toolkit

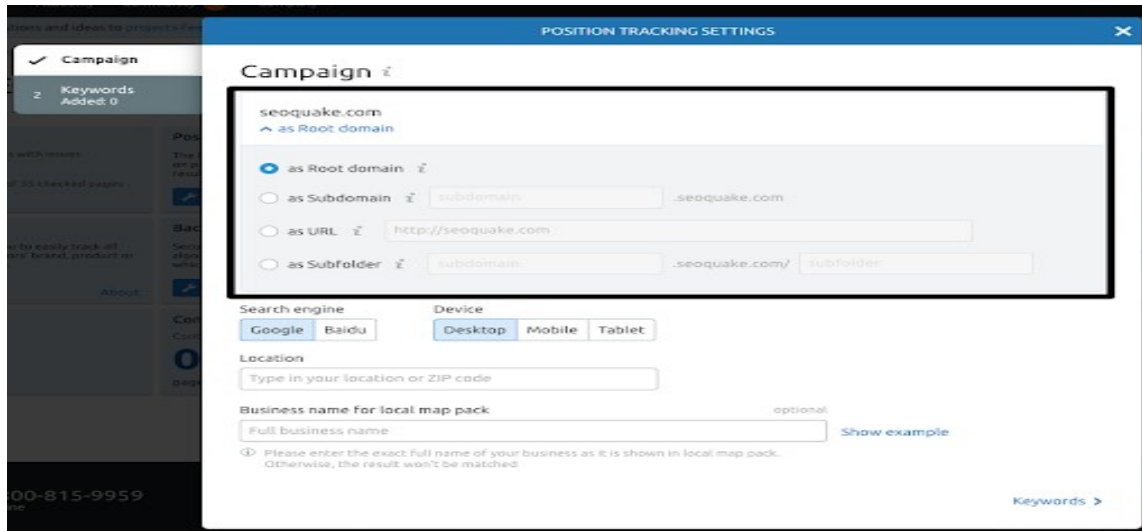
## 1. Identify your Organic Competitors

You can find everything you need to know about your competitors in SEMrush's Organic Research Competitors Report.



## 2. Measure your Competitor Rankings

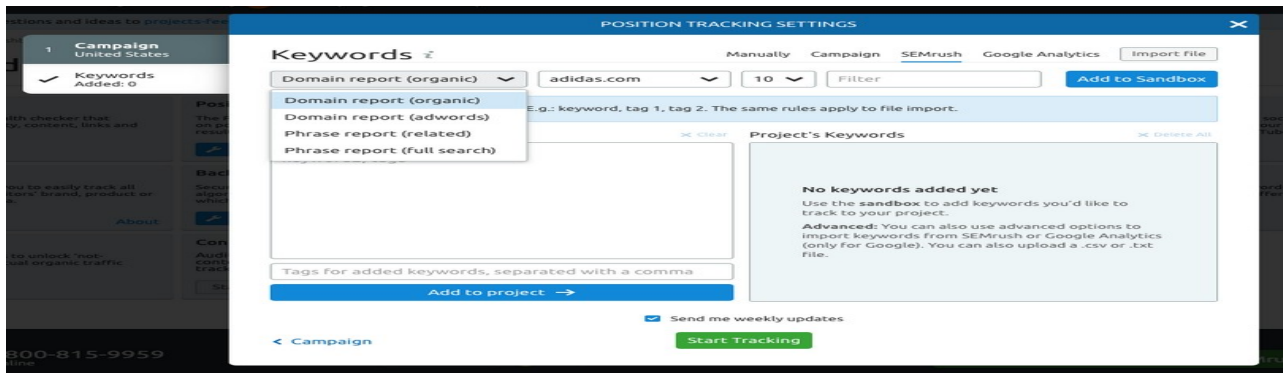
Use this tool to see who is ranking best on Google and understand your competitors better.



Then, manually input up to 20 competitors or rely on Semrush's auto-generated list of recommended organic and AdWords competitors.

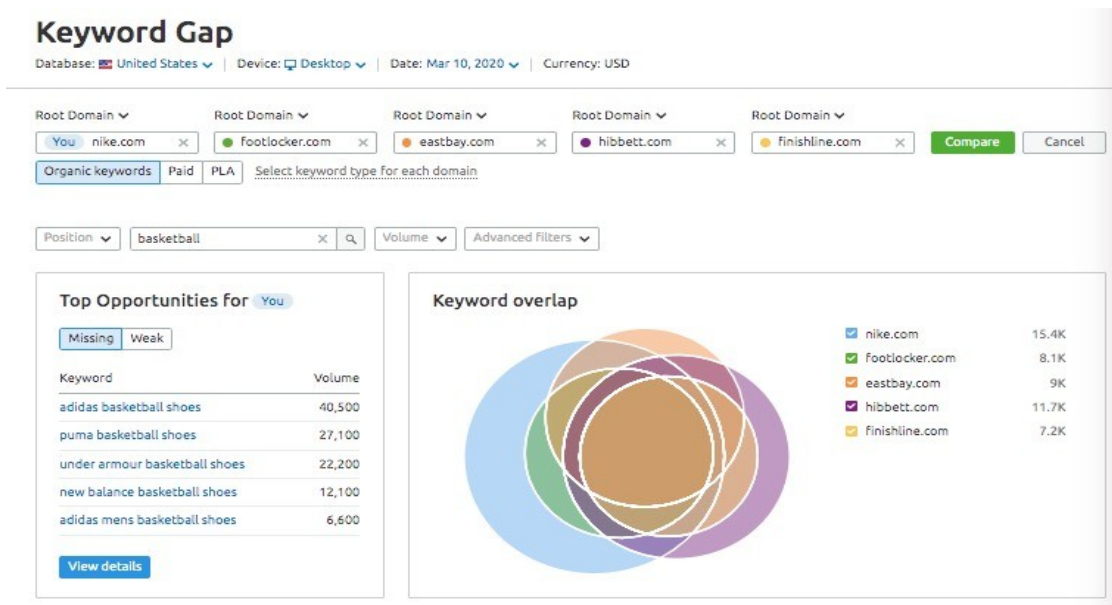


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### 3. Compare your Website to Competitors

The Keyword Gap Tool will help you to see how your competitors are ranking for keywords



You can use data from the Organic Research Competitors report to identify domains that share similar keyword rankings as you. Click on the Keyword Gap tool and enter the top five competitor domains in order to get a quick comparison.



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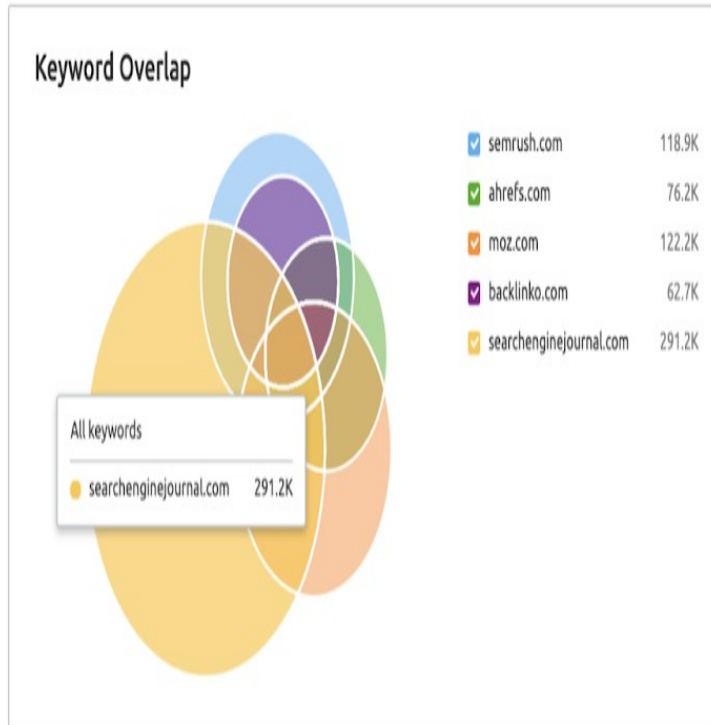
Position ▾ Search  Q Volume ▾ Advanced filters ▾

### Top Opportunities for You

Missing Weak

Keyword	Volume
content ▾	165,000
google do ▾	12,100
google s ▾	8,100
structured data testing tool ▾	8,100
google 1 ▾	5,400

[View details](#)



## 4. Discover New Opportunities

Using the Backlink Gap tool is a great way to find new opportunities for generating backlinks.

Referring Domain	Rank	Rating	Volume	Matched	Unmatched	Score	First Seen	Last Seen
searchenginejournal.com	1	4.5	41,134	42%	12	146		
source-seo.com	10	4.0	2,122	0%	2,122	100%	6 Dec 2018	17 Apr 2019
the-ultimate-guide-to-using-seo-tools-for-content-marketing-2	8	3.5	1,011	0%	1,011	100%	6 Jun 2018	14 Apr 2019
the-ultimate-guide-to-using-seo-tools-for-content-marketing-3	7	3.5	1,011	0%	1,011	100%	29 Jun 2018	14 Mar 2019
the-ultimate-guide-to-using-seo-tools-for-content-marketing-4	6	3.5	1,011	0%	1,011	100%	19 Jun 2018	2 Apr 2019
the-ultimate-guide-to-using-seo-tools-for-content-marketing-5	5	3.5	1,011	0%	1,011	100%	7 Jun 2018	10 Feb 2019

You can now start looking for untapped link-building opportunities for your domain. This means you'll have to scan for referring domains from which your competition has links but your domain does not. To see this information, choose your domain from the drop-down menu above the table. Since they link to your



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competitors' websites but not yours, these sites may be your next link-building targets.

## 5. Check Bulk Domains

The Quick Batch Comparison Tool allows you to select up to 200 domains at once and tells you how your selected domain compares against its competitors.

Backlinks: facebook.com

Report Scope: Root Domains

Overview Backlinks Anchors Referring Domains Referring IPs Indexed Pages Comparison

Compare backlinks for 6 domains Quick Batch

Enter up to 200 URLs, one per line: [View](#)

snapchat.com  
linkedin.com  
plus.google.com  
pinterest.com  
reddit.com  
tumblr.com  
vk.com  
myspace.com

Results scope: Auto Compare

By Metrics (11)

No.	Domain or URL	Domain Score	Trust Score	Backlinks	Domains	Follow / NoFollow	Text	Image	Form	Frame	Info
1	youtu.be.com root domain	91	95	3,473,506,438	5,461,310	2.5B / 538M 75% / 21%	2.9B 66%	390M 11%	230K 0%	102M 3%	more v
2	twitter.com root domain	95	99	5,345,266,437	7,196,368	4.1B / 2.2B 65% / 20%	5.8B 92%	525M 8%	305K 0%	11.4M 0%	more v
3	instagram.com root domain	88	92	1,315,685,192	2,587,362	827M / 493M 61% / 37%	5.1B 87%	171M 13%	33.7K 0%	1.6M 0%	more v
4	snapchat.com root domain	59	66	10,535,099	29,835	6.3M / 4.3M 59% / 41%	9.8M 99%	1.3M 11%	3 0%	28 0%	more v
5	linkedin.com root domain	87	90	337,601,822	2,384,156	348M / 190M 65% / 30%	488M 87%	68.7M 13%	4.3K 0%	551K 0%	more v
6	plus.google.com subdomain	97	100	1,262,416,675	3,160,517	566M / 696M 45% / 55%	5.1B 90%	521M 10%	2.9K 0%	4.9K 0%	more v
7	pinterest.com root domain	81	86	790,603,465	1,490,155	338M / 423M 66% / 36%	477M 89%	83.9M 11%	337 0%	109K 0%	more v
8	reddit.com root domain	73	77	330,875,395	340,833	387M / 164M 70% / 30%	511M 93%	36.8M 7%	33.6K 0%	3.2M 1%	more v



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### **ACTIVITY 3 E-MAIL CAMPAIGN**

**AIM:**

To create an e-mail campaign for opening up a restaurant in the local area

**PROCEDURE:**

Step 1: Choose mailchimp as te E-mail marketing campaign platform

Step 2: Build the contact list in the mail chimp

Step 3: Create a campaign and build an e- mail

Step 4: Create the header of e-mail

Step 5: Create the body of e-mail

Step 6 : Enable auto responder

Step 7 : Enable tracking

Step 8 : Start the E-mail marketing campaign



## What is Mailchimp?

[Mailchimp](#) is an email marketing company that was founded by Ben Chestnut and Dan Kurzios in 2001.



### Mail Chimp Makes HTML Email Easy!

Mail Chimp is the fast, simple, convenient way to get your HTML emails delivered---correctly. Don't make the mistake of sending your HTML and image files as attachments, or building your email in Outlook and praying that it works in all other email apps, or pasting your entire list of customers into each email (ever experience the "reply-to-all-nightmare"?). Do it the *right* way, with Mail Chimp.

### Simple Copy n' Paste Interface

Design your email, copy the HTML, paste it into Mail Chimp, and send it off! That's how simple the Mail Chimp [interface](#) is.

### Cheap. Very cheap.

You only pay for the cost of delivery: 1¢ or 2¢ per email. There are no big setup fees, hidden monthly fees, or annual contracts. You pay for emails sent, and that's it. It's great for any budget. Start with as little as \$50.

### What makes Mail Chimp different from the rest

Mail Chimp has a lot of the same [features](#) as the big sophisticated systems out there, but offers several convenient advantages:

## SCREENSHOTS



Paste recipient list from virtually any database. Pop-ups let you preview emails in HTML and plain-text before you send.



Admin page helps you manage your clients' campaigns, track emails remaining, and add money to your account anytime you need it.

## WANT AN EXAMPLE?

email   
first name

Enter your email address above, and we'll send you an example of what you can do with Mail Chimp!



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### **ACTIVITY 4 WEBSITE DESIGNING**

AIM: To create a new website

MATERIALS : Worksheet

PROCEDURE:

Step 1: Signup a new account in Profreehost.com with your google account

Step 2: Enter the domain name which is acceptable.

Step 3: Select the wordpress in the same website and press install.

Step 4: Click manage and choose Softaculous app Installer

Step 5: Wordpress is installed

Step 6: Enter admin user name, password and E-mail

Step 7 : Choose building the website and enter the username and password for the website

Step 8 : Go to the dashboard and choose the website Design

Step 9: Choose the themes available under astra for free

Step 10 : Add images, text and the required content in the website layout

Step 11 : Activate the website

Step 12 : Press View site to see the website

Step 13: Save the screenshot and website address

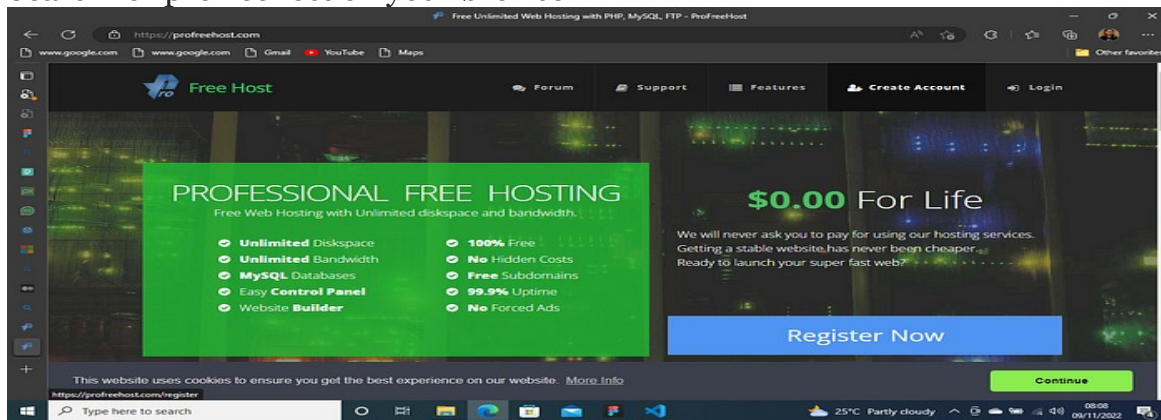




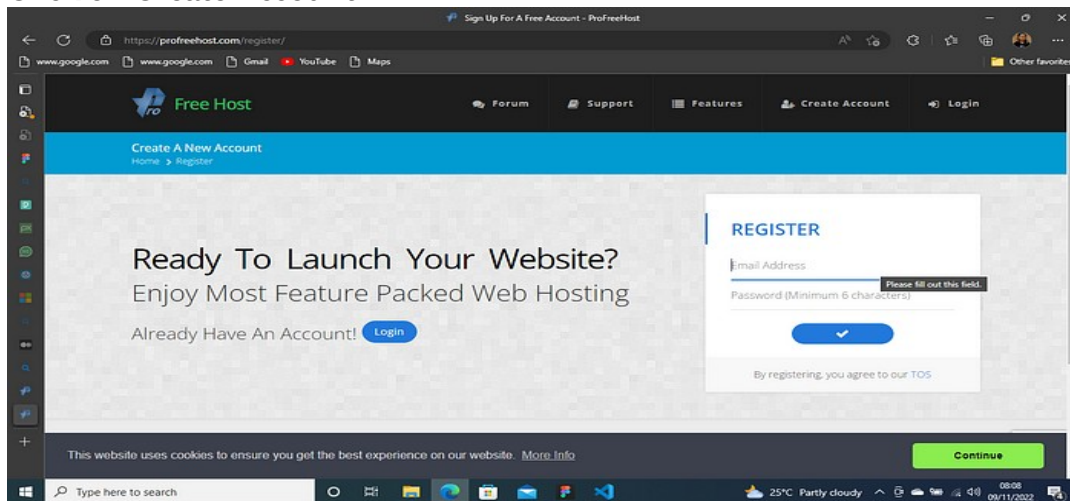
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## Free Domain in Profreehost

Search for profreehost on your browser



Click on Create Account

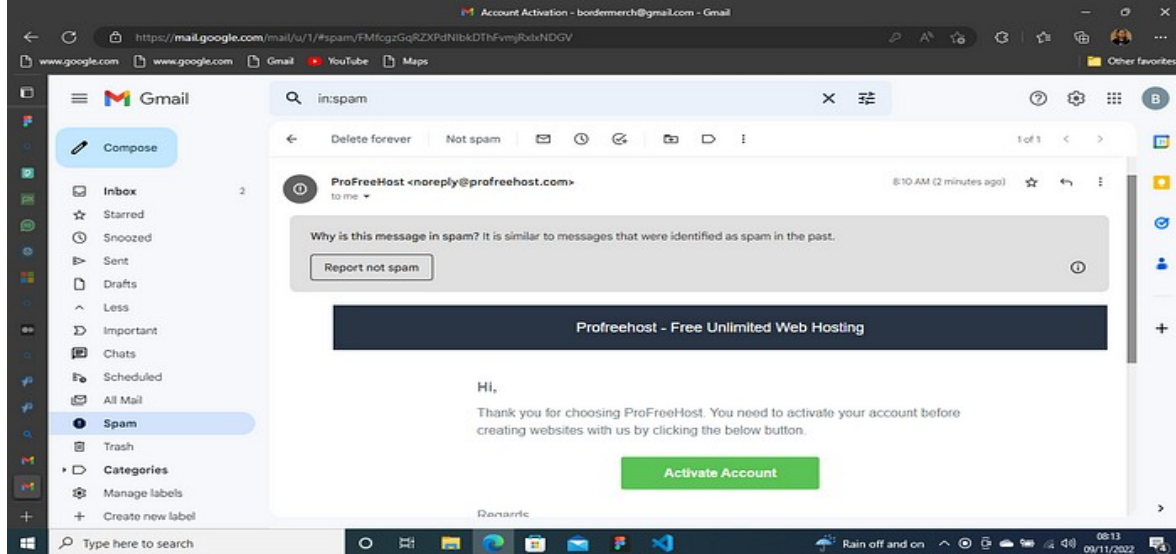


Provide your active email address and a strong password. This account should not be accessed by anyone else or else your database will be tampered with.



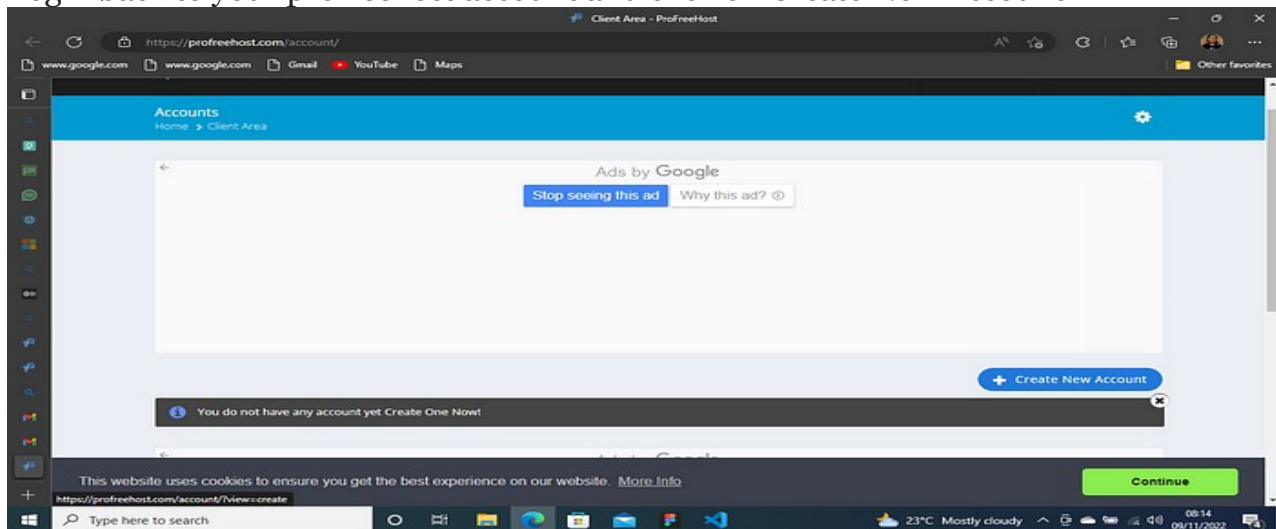
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Check out your email to activate your account



Activating Account from your email

Login back to your profreehost account and click on Create New Account

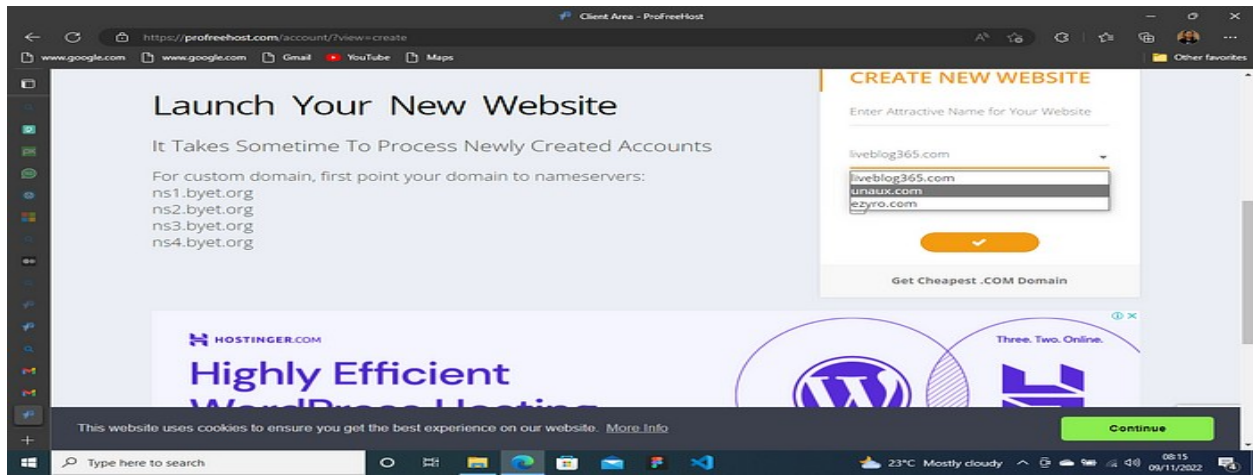


Create New Account

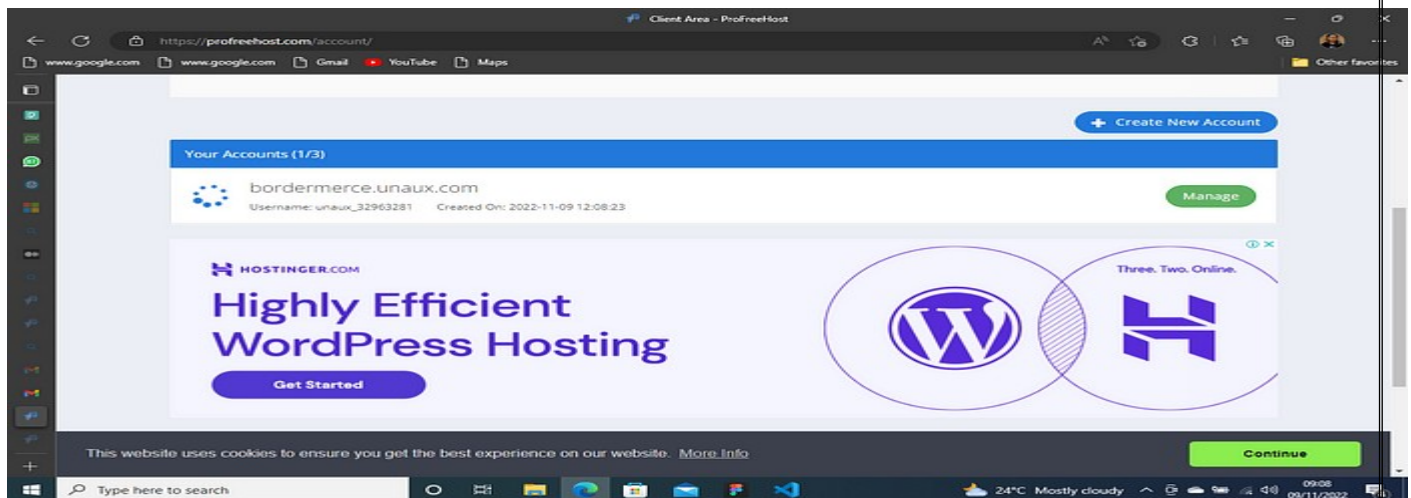
Provide your preferred domain name. Domain name should communicate what your site will entail. After that, select **unaux.com** and check on free domain



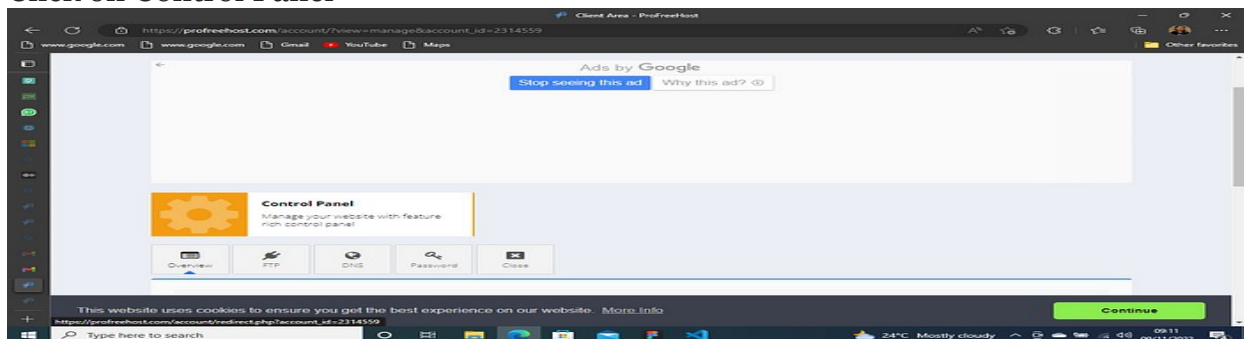
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click on manage



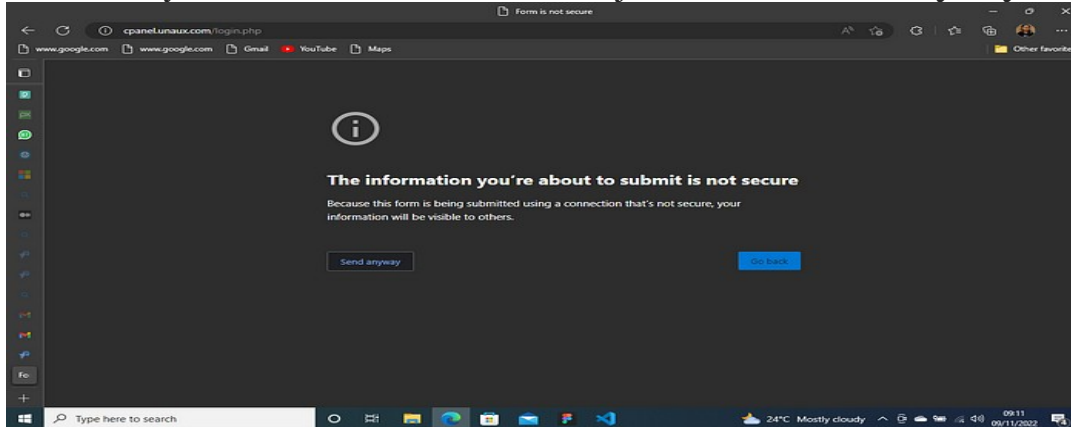
Click on Control Panel



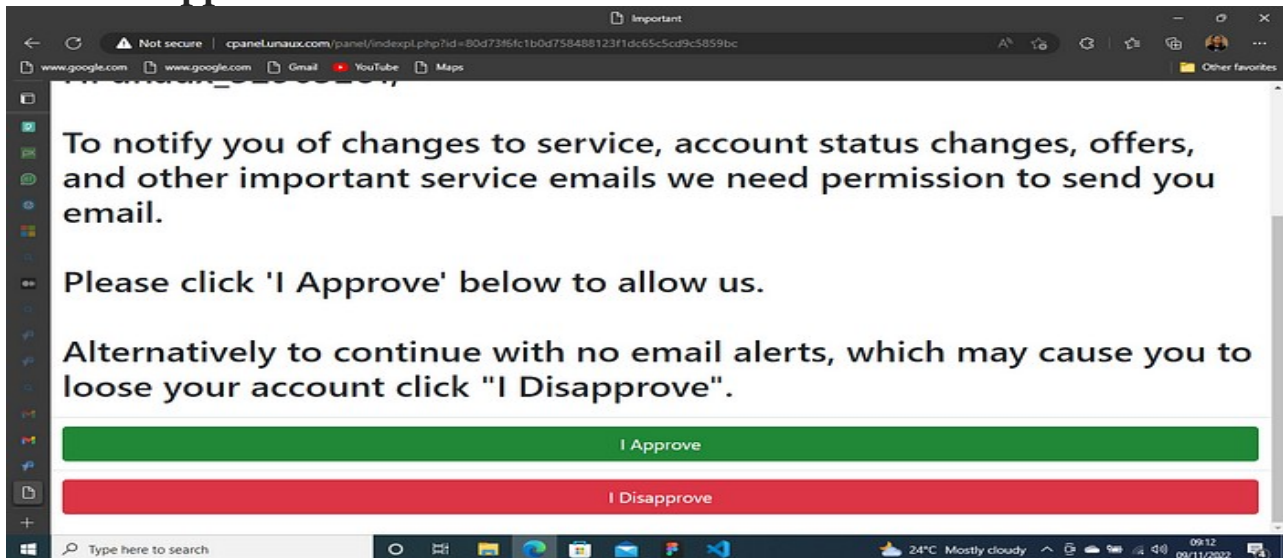


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Don't worry this is an insecure domain so just click on **Send anyway**



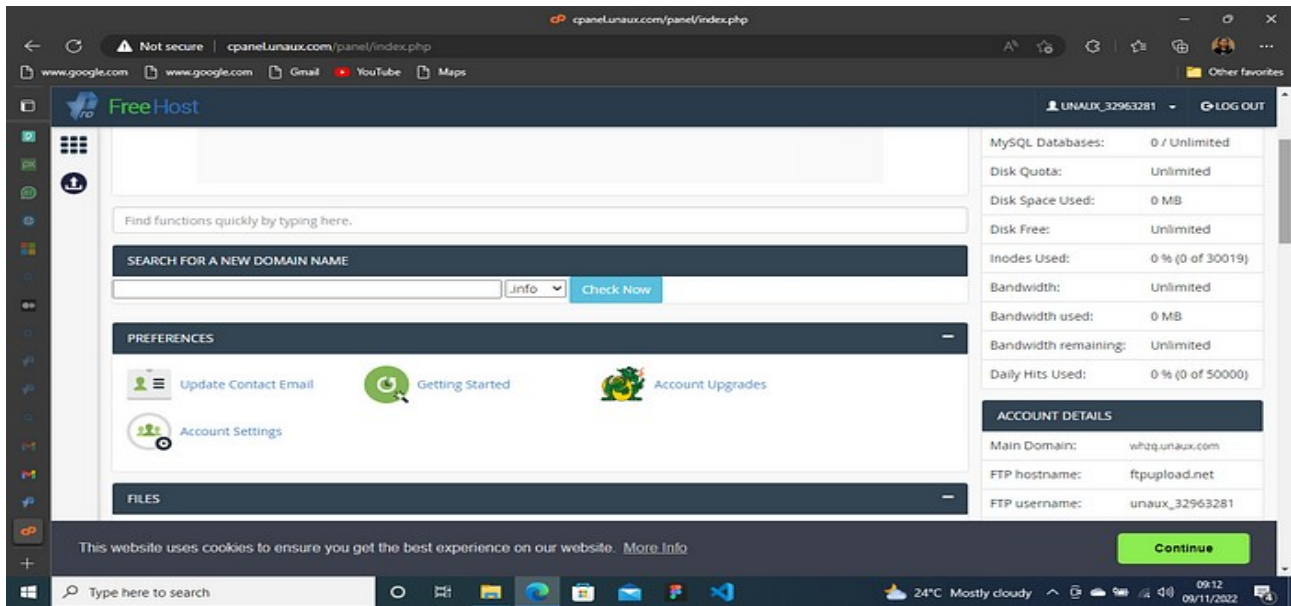
Click on **I Approve** to continue



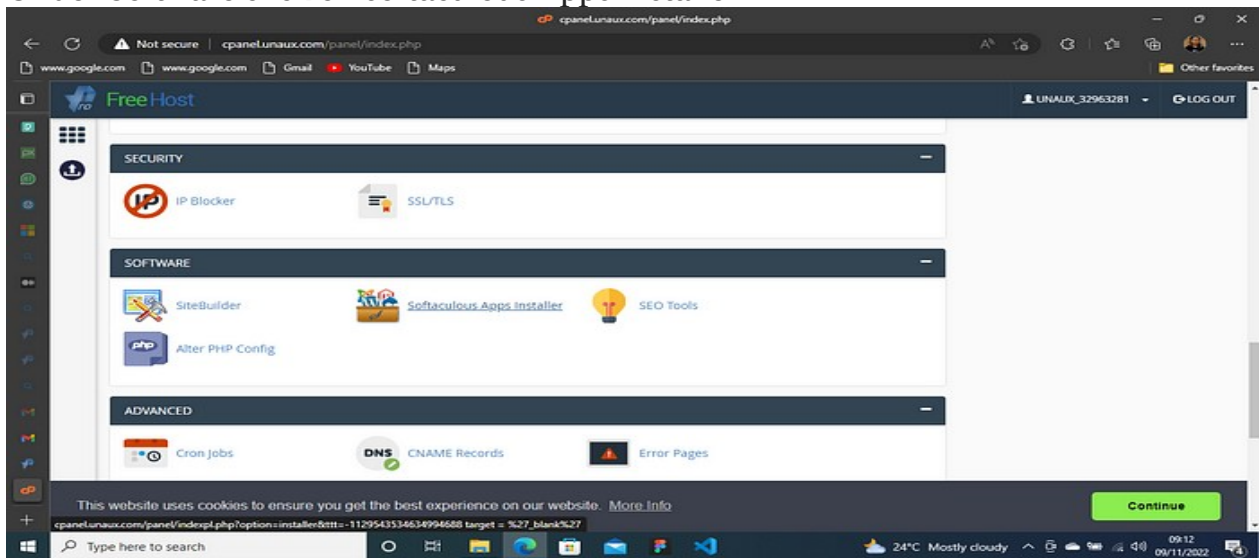
The below window will be displayed. Take time to scroll through



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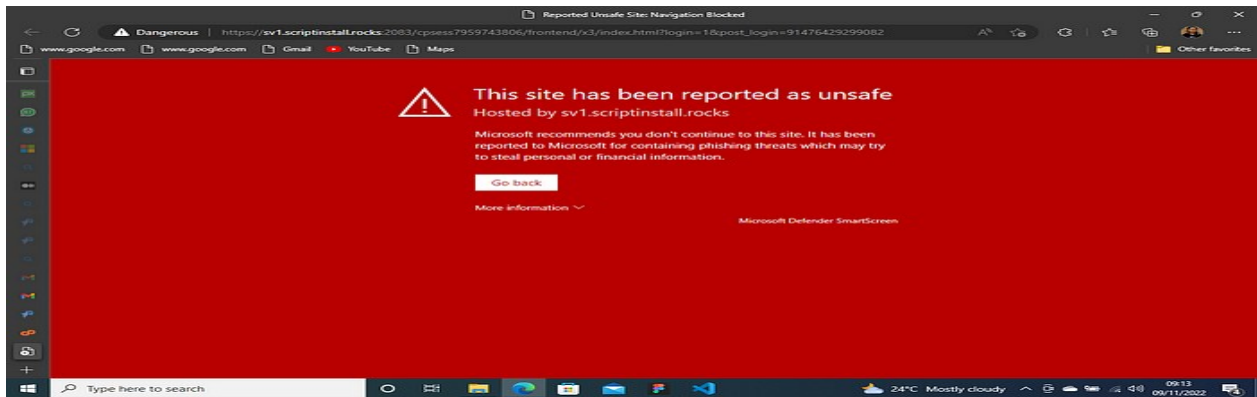
Under Software click on softaculous Apps installer



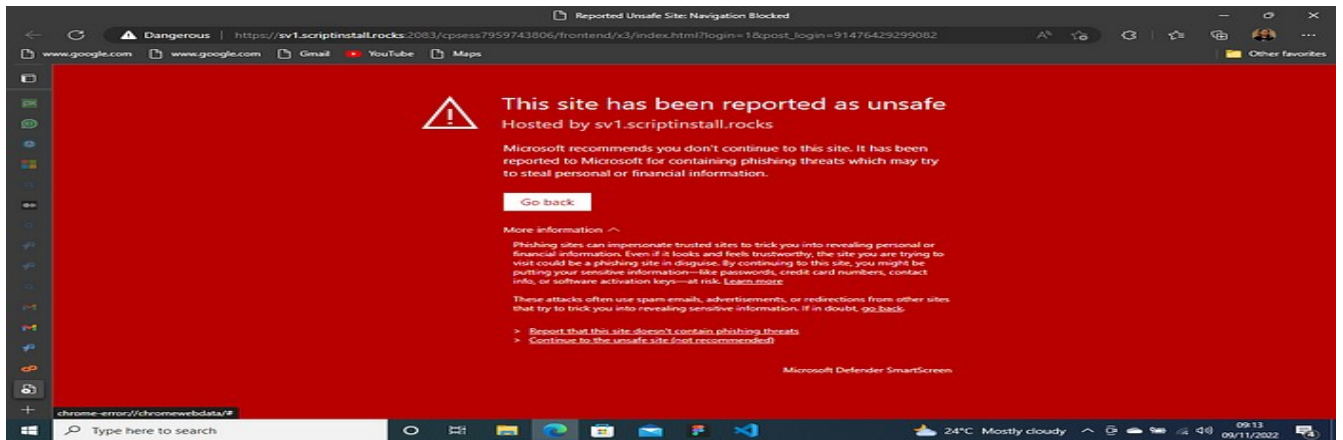
You will be provided with the below window. Click on More information



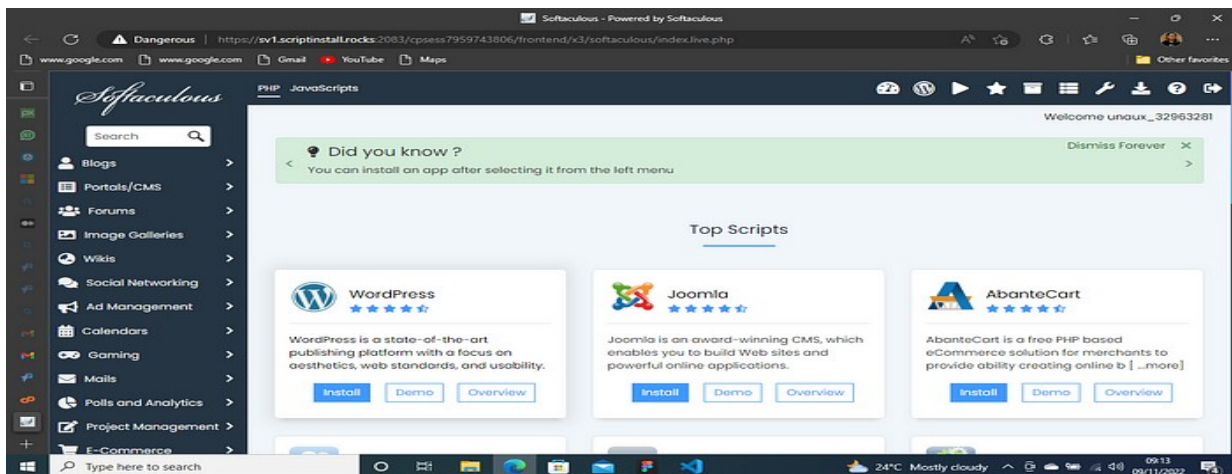
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You will have to click like three times on Continue to the unsafe site



Click on **Install Wordpress**

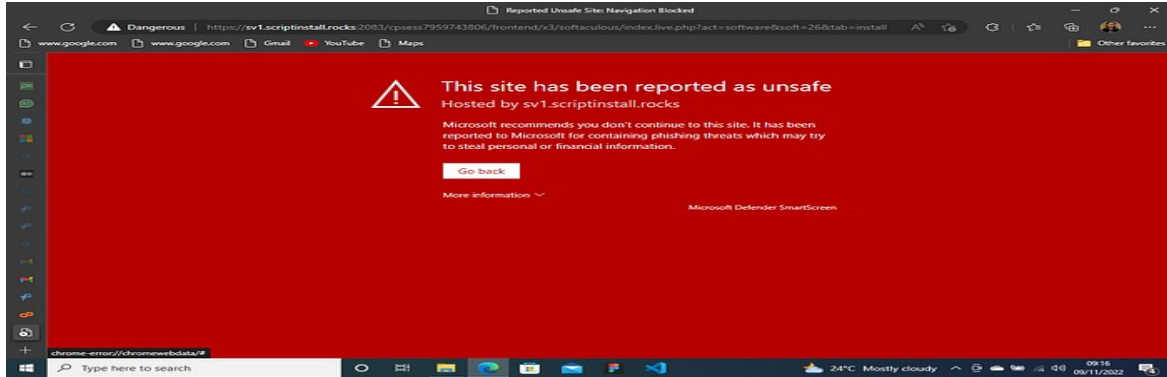


Install Wordpress

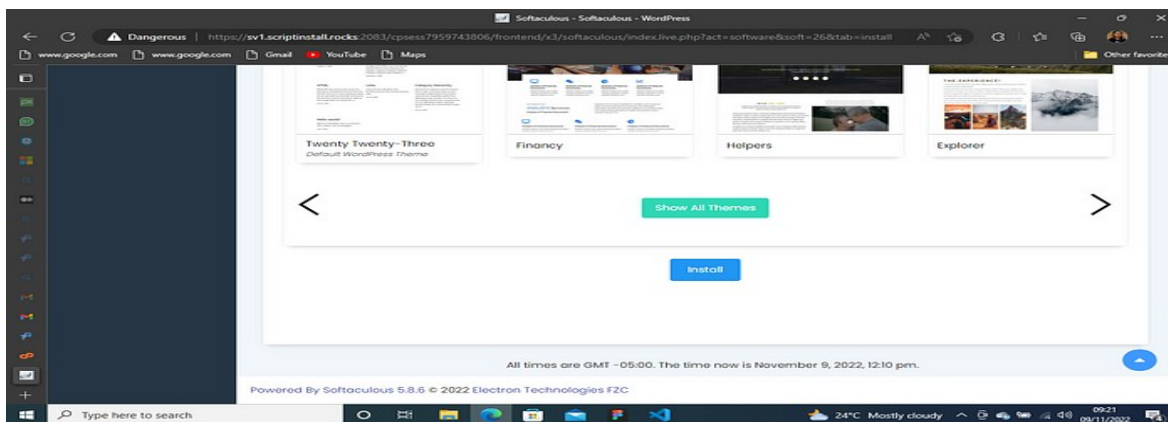
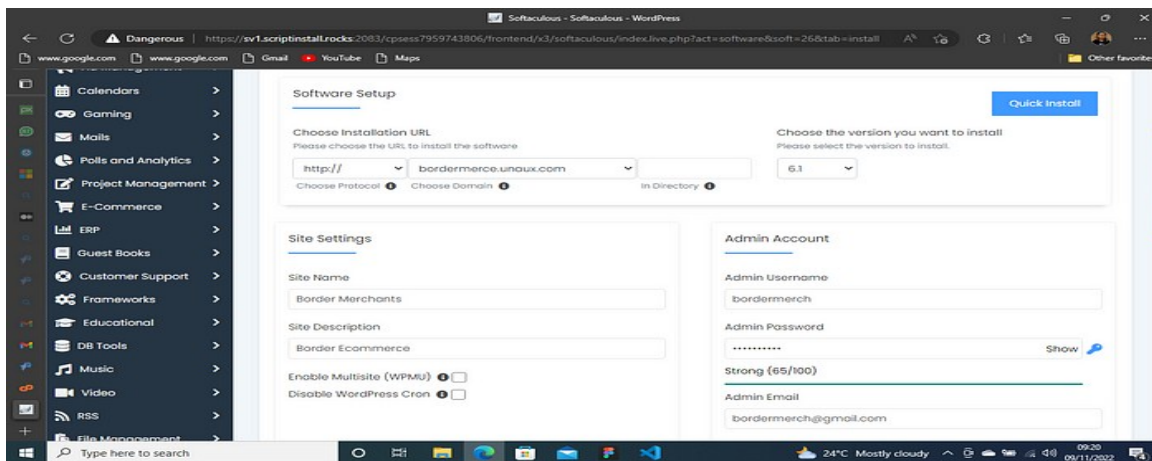


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Click on More information and select Continue to the unsafe site



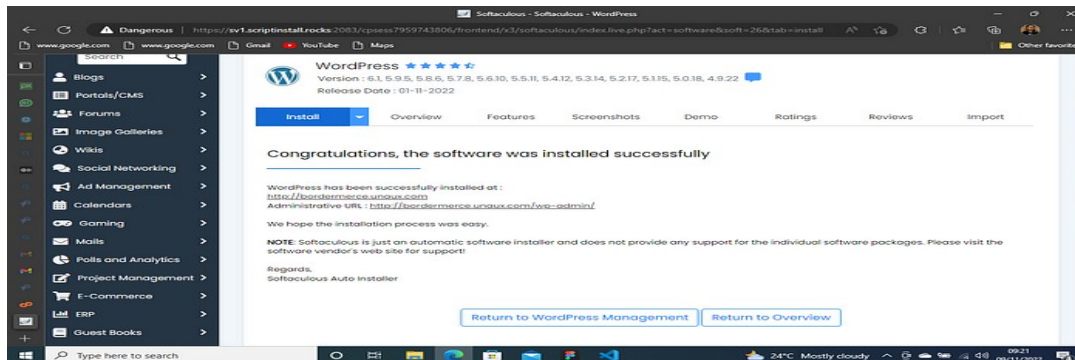
Provide Site Name, Site Description, Admin Username, Admin Password can be changed. Install



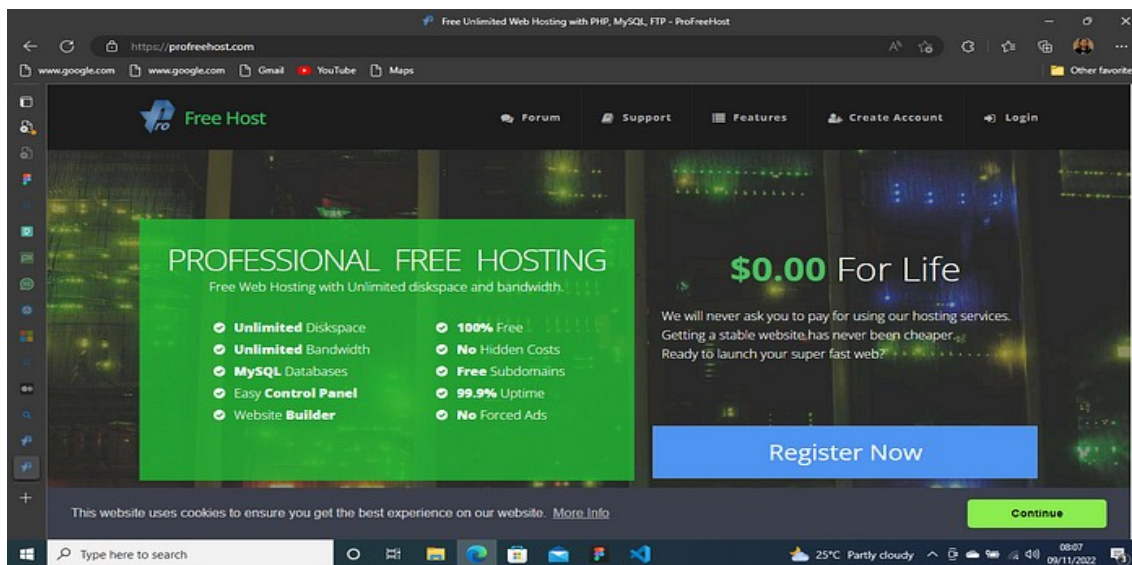
Wordpress will be installed. Click on Administrative URL for example <http://bordermercerce.unaux.com/wp-admin> for login credentials



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To access your site's database you will have to login to your profreelhost account



Wordpress login credentials are the Admin Username and Admin Password that was generated or that which you changed to.





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### **ACTIVITY 5 BLOG CREATION**

AIM : To create blog and promote personal blog

Step 1: Open the Blogger.com website

Step 2: Signup using the gmail account

Step 3 : Click create to add a new blog button.

Step 4: Enter the blog name and check its avialbility. Confirm the blog name

Step 5: Choose the them suitable to your blog from the drop down menu on the left side

Step 6: Add contents and pages

Step 7 : Register for earning revenue



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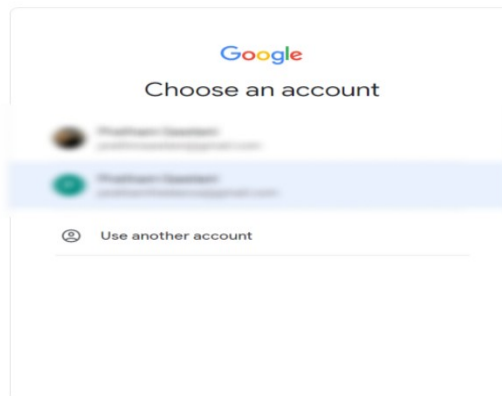
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## **Steps to Create a Blog on Blogger**

### **Step 1: Go to Blogger and Sign In**



The first step is to go to [www.blogger.com](http://www.blogger.com) and sign in with your Gmail account; you'll get a sign-in option at the upper right corner of the screen.

.Step 2: Choose a Name for Your Blog



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**Choose a name for your blog**

This is the title that will be displayed at the top of your Blog.

Title

0 / 100

**SKIP** **CANCEL** **NEXT**

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Once you have signed in to [blogger.com](https://www.blogger.com), you can create a blog. The first step to building a blog is to choose a name for it – a title. For example, BlogHeist, PayUOC, etc.

### **Step 3: Choose a URL for the Blog**

**Choose a URL for your blog**

This web address is how people will find your blog online

Address

0 / 100 .blogspot.com

You can also add a custom domain later.

**PREV** **CANCEL** **NEXT**

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URL is a web address for your blog; you can add a web address for your blog and check if it is available.

### **Step 4: Confirm Your Display Name**



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**Confirm your display name**

How do you want your name displayed to readers of your blog?

Display name

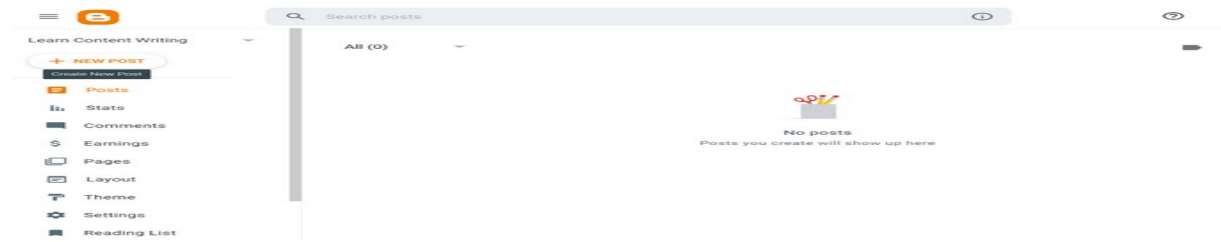
0 / 200

PREV CANCEL FINISH

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The last step is to confirm your display name (which appears at the top of your blog); just verify your display name and tap on Finish. That's it. You have successfully created a blog; the next step is to [write blogs](#).

### Step 5: Add a Post to Your Blog



After creating a blog, you'll be redirected to the Blogger dashboard, which looks like the image above. Here you have options to post a blog, design your blog, choose themes and layouts, etc. Once your blog gets monetized, you can also see your earnings here.



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- Tap on **New Post** to post a blog.
- You can see your blog's performance by clicking on **Stats**, like visitors, impressions, etc.
- You can tap **Comments** to see if anyone has [commented on your blog](#).
- Once your blog gets monetized, you can tap on **Earnings** to see your revenue.
- Tap on **Pages** to create blog pages like – About, Contact & Privacy Policy, etc.
- If you want to change the layout of your blog (arrangements), you can click on **Layout**.
- To change the theme of your blog, tap on **Themes**, and select from hundreds of free themes.
- Lastly, tap **Settings** to change your blog's time zone, author name, and other settings.

### ACTIVITY 6 YOUTUBE CHANNEL CREATION AND POSTING VIDEOS

AIM: To create you tube channel and post product promotion

#### PROCEDURE

Step 1: Signup you tube account using e-mail

Step 2: Create your channel by giving a suitable name

Step 3: Create an unique password for you tube

Step 4: Apply themes to build the channel layouts

Step 5: Choose a product for review and Demo

Step 6: Develop the content /script

Step 7 : Make a Video using the app like inshot

Step 8 : Post the video in the you tube channel

Step 9: Promote the video for more view by sharing links and proper key words.



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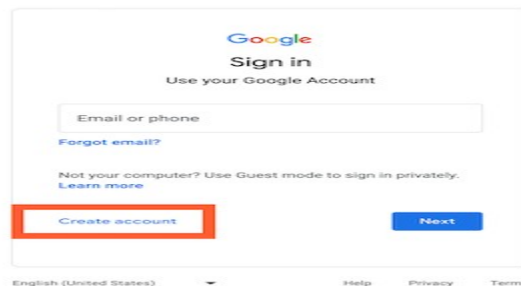
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## How to Create a YouTube Channel

Creating a well-managed YouTube channel with consistent content can help businesses grow better, but doing it right is just as important. Here's how to do it step-by-step.

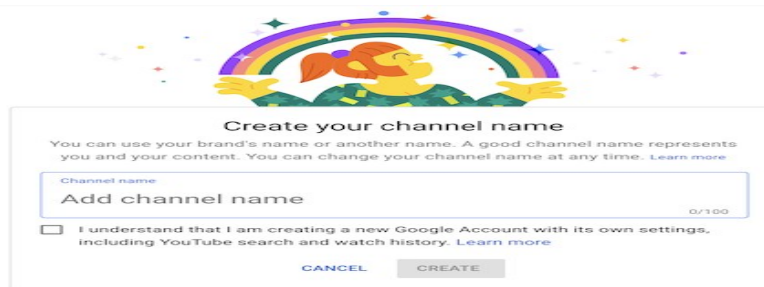
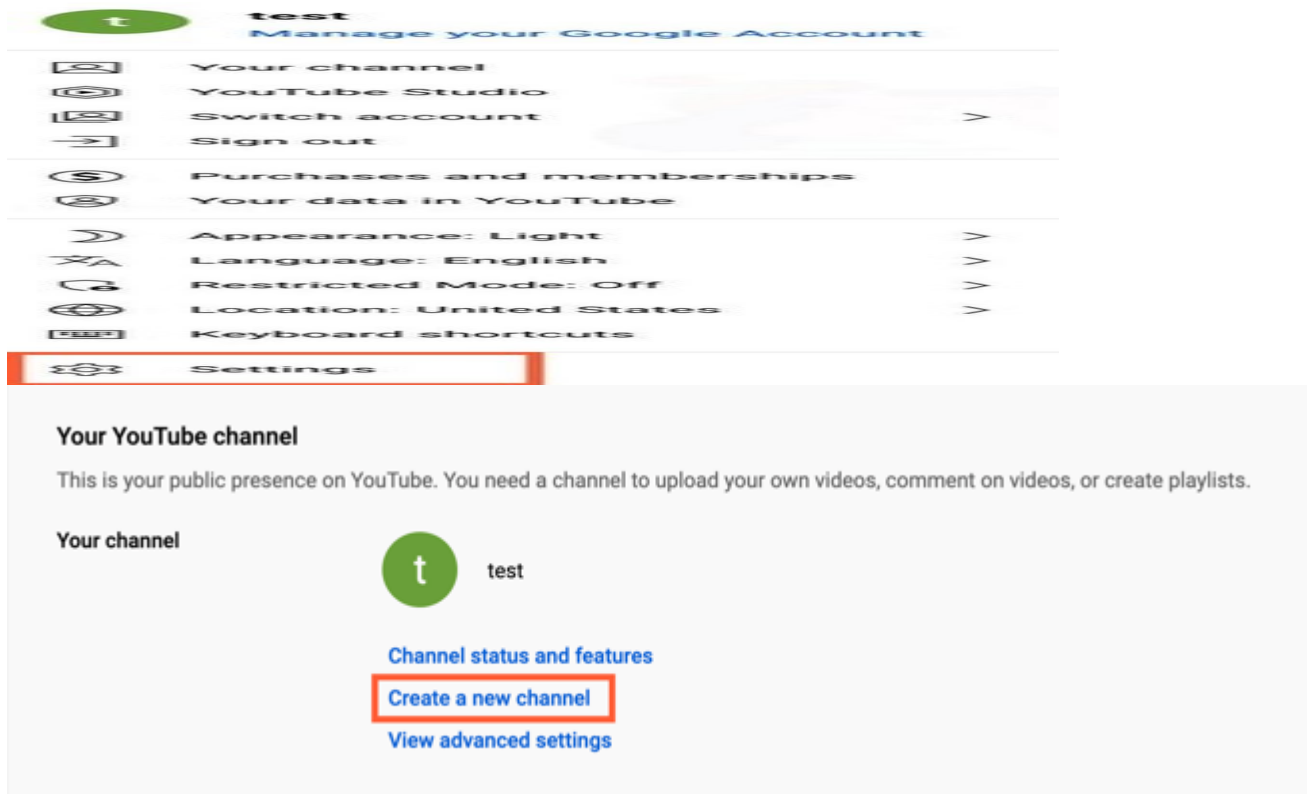
1. Sign in to your Google account.



2. Create a new YouTube channel using your Google account.



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After

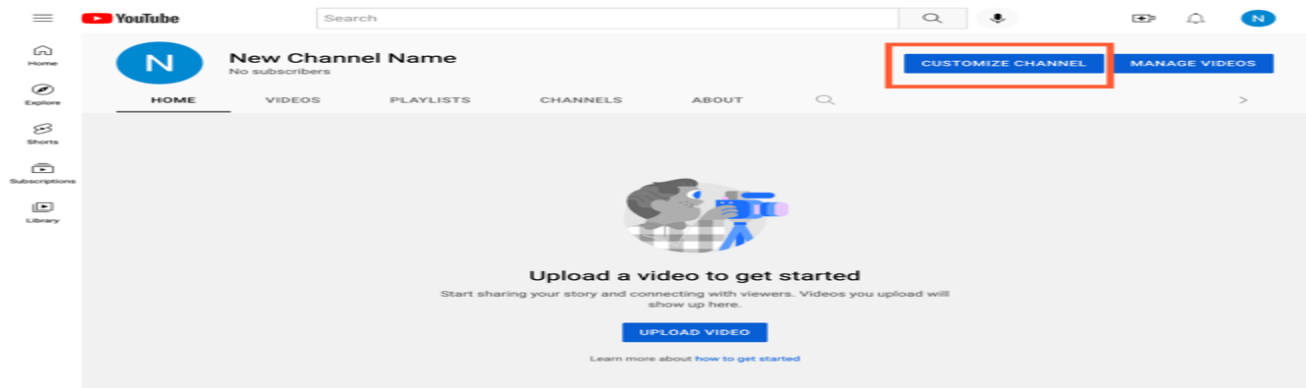
you enter the channel name, you might be asked to verify the account via text message or voice call. If that happens, enter the code you receive from the option you choose.

Once you've verified your account, you'll be taken to the dashboard for your channel. Now, it's time to start customizing it.

3. Navigate to the Customize Channel page.



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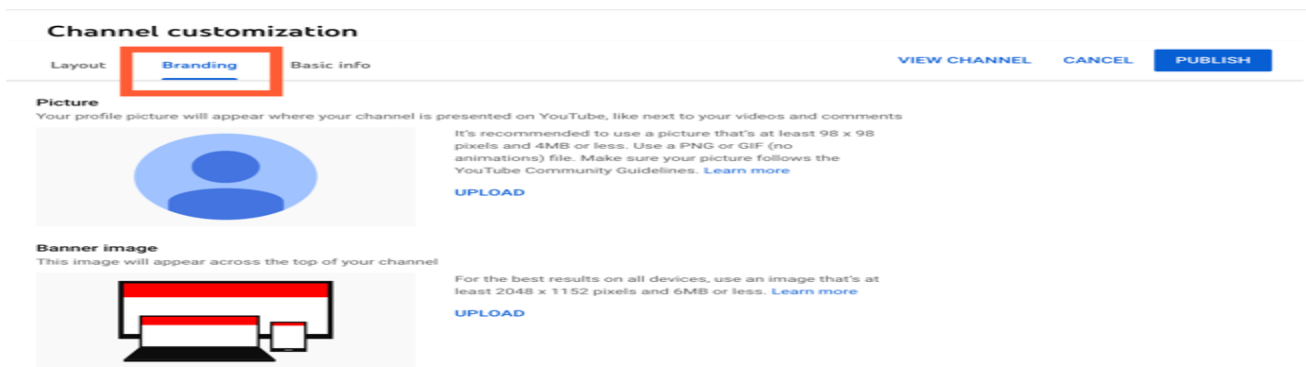


4. Add Basic Info to your channel for discoverability.



5. Upload branding elements to your channel.

In addition to the descriptive details you've added, there's another element of customization for a new YouTube channel: The visuals.







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### Banner Image

The [banner image](#) is a large banner displayed at the top of your channel page, and it's a big opportunity to convey your brand to your viewers. YouTube recommends using an image that's at least 2048 x 1152 px and 6MB or less.

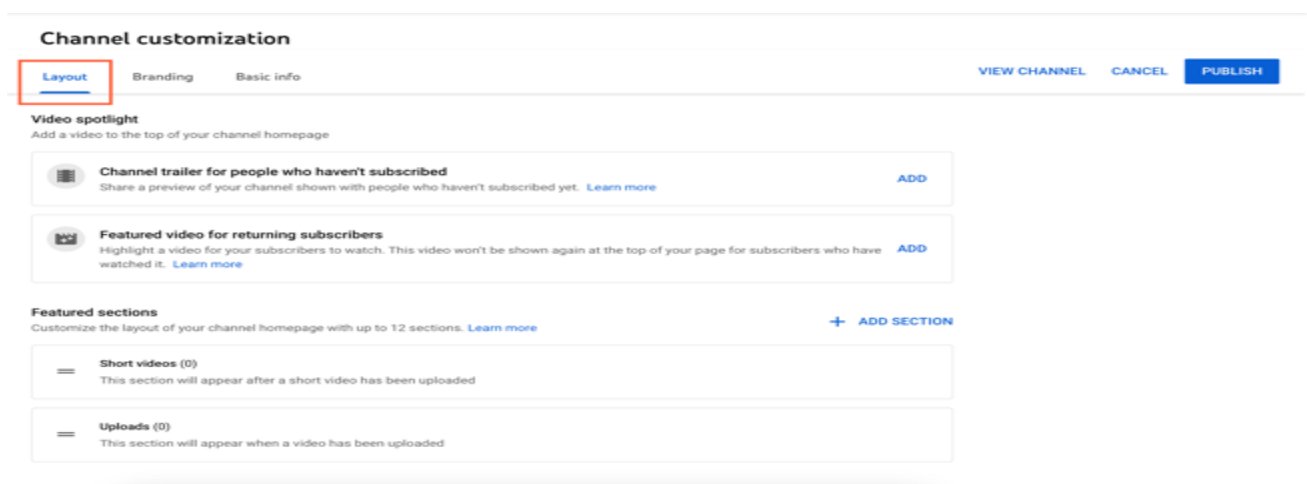


### Video Watermark

The video watermark is displayed at the bottom right of every video you post (see below). You'll want to choose a logo that best represents you sized at 150 x 150 px.

## 6. Customize your more advanced layout options.

Click the "Layout" tab.



## 7. Add videos and optimize them for search.



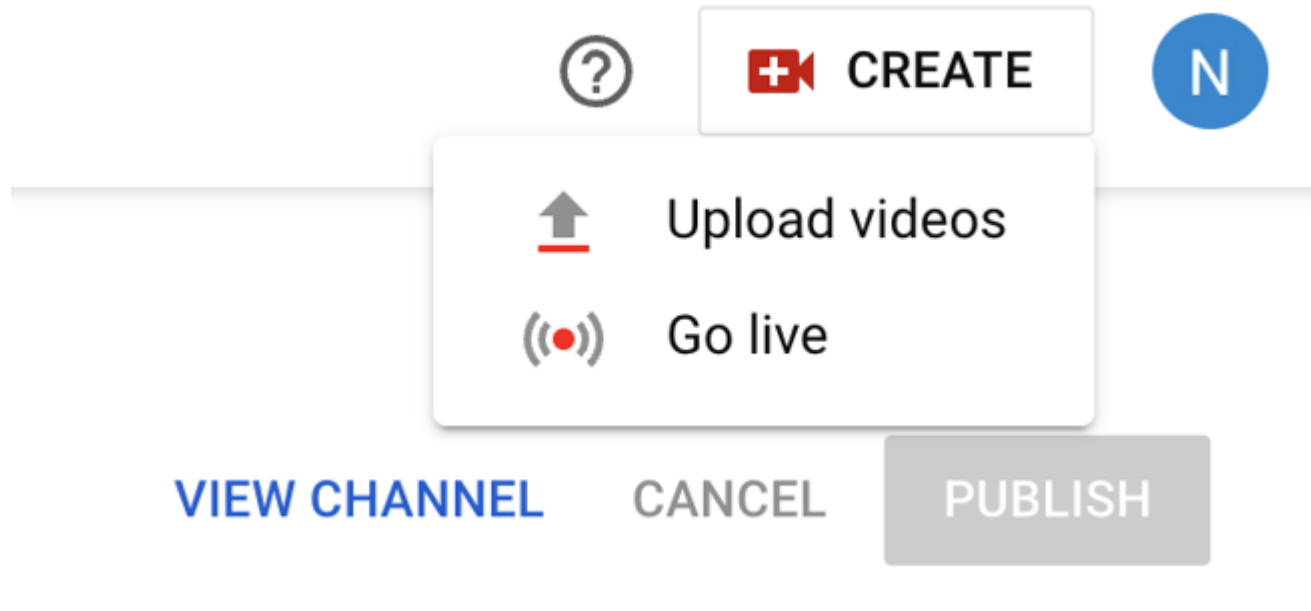
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### **ACTIVITY 7 INSTAGRAM STORY**

AIM: To create an Instagram Story

#### PROCEDURE

Step 1: Sign in to the Canva App

Step 2: Choos “Create Instagram Story”

Step 3: Add product, content and Image

Step 4: Save and import the story

Step 5: Post the story in Instagram Promotion



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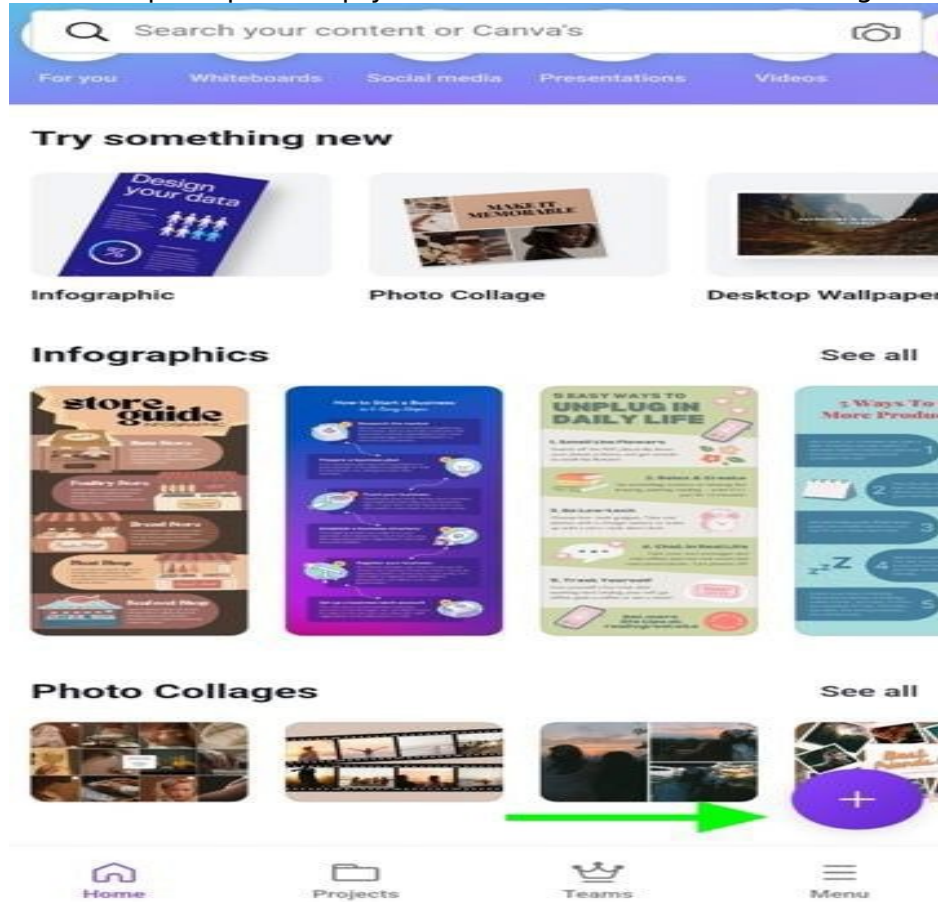
## **Step 1: Create A New Instagram Story Design**

The last thing you want to do when creating an Instagram story on Canva Mobile is to worry if your design is the correct size or not. To make things easy for you, tap the **Plus button** on the main screen and choose **Instagram Story** from the size choices.



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This will open up an empty canvas the exact size of an Instagram Story .



## Step 2: Find An Instagram Story Template

You need to pick out a few good Instagram Templates, so you don't have to create them from scratch.

To find Instagram Templates, open the Main Panel with the **Plus button** and tap on the **Templates tab**. You can choose from the templates presented, but to make things even easier, you can type the theme of your project in the search bar and find a template that is more likely to fit your needs.

If you're not [a Canva Pro user](#), skip all the templates with " PRO " to avoid any potential issues later on.



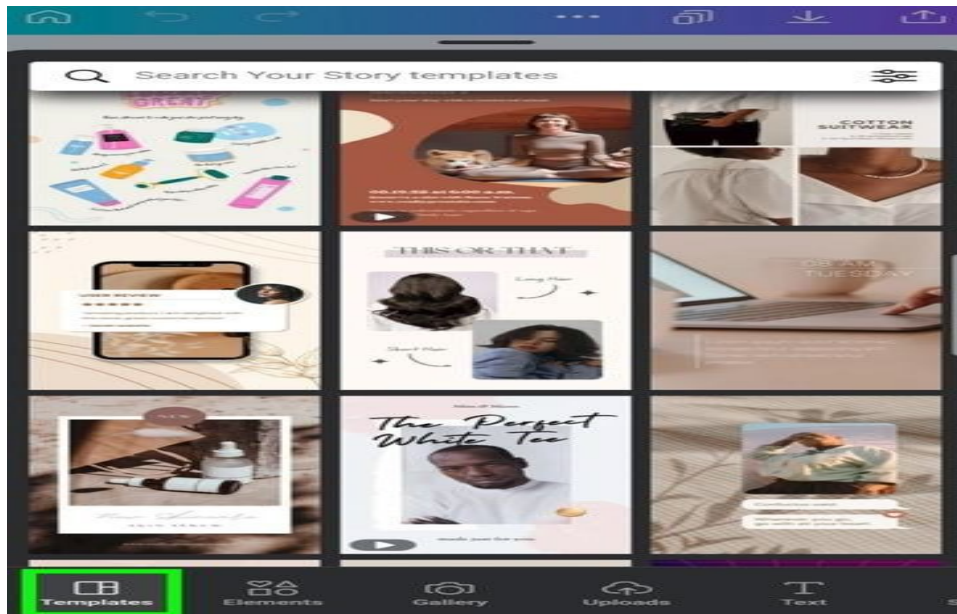
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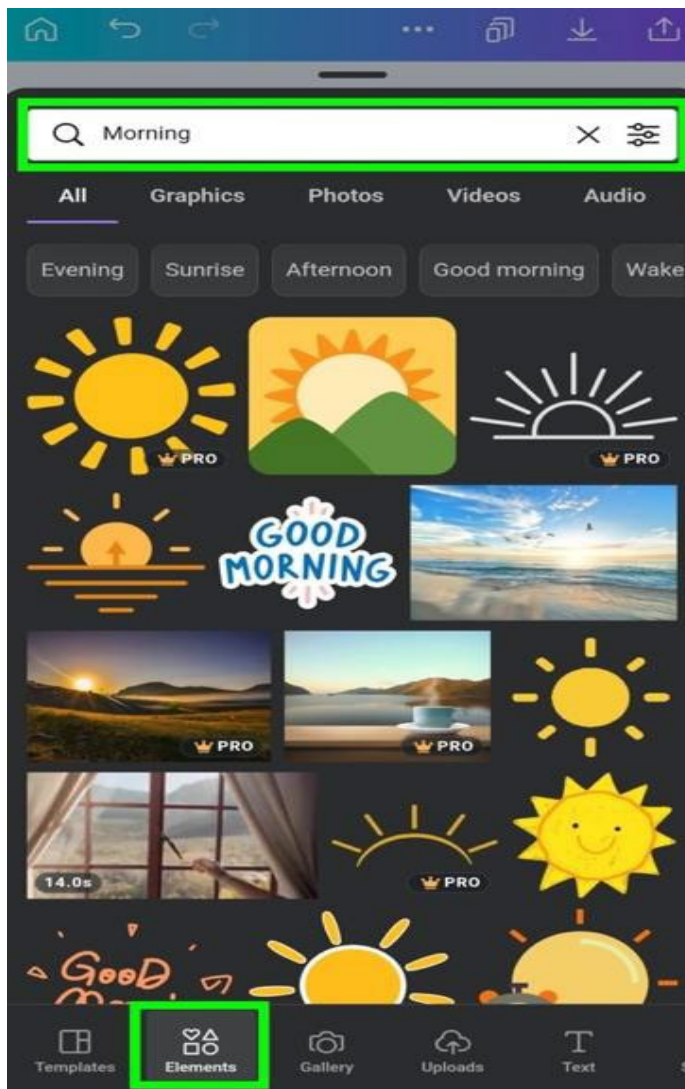




## Step 3: Change The Background

One of the first things you'll want to do is change the backgrounds of your templates. Canva has plenty of images for you to use. You just need to know where to find them.

To find them, open the Main Panel and tap on the **Elements Tab**. Type in the theme of your project in the search bar. You will see thousands of graphics and photos you can use for your Instagram story. Of course, you can also upload your own images too.



If you're not a [Canva Pro user](#), only search for free templates. To do this, tap the **Options button** in the search bar, then tap on **Free** under the Price section. Also,



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to make things easier, tap on **Static** under **Animation**. That way, you won't have to worry about animated graphics.

For Instagram stories, it is helpful for you to click the **Vertical** option to make sure your choices are limited to only vertical images. This is optional, but I'll show you how to use vertical and horizontal images as a background.

Tap **Apply Filters** to make your selections final.



