internStudio

# DIGITAL MARKETING INTERNSHIP

TASK GUIDE

**Turn strategy into measurable growth.**
Campaigns, content and data.

SIX MARKETING PROJECTS — CHOOSE ANY TWO

01 **SEO Audit & Organic Growth Strategy**

02 **Multi-Channel Social Media Campaign**

03 **Email Marketing Automation & Lifecycle Campaign**

04 **Paid Ads Campaign Strategy & Performance Analysis**

05 **Content Marketing Strategy & Editorial Calendar**

06 **Brand Positioning & Go-To-Market Launch Plan**

| INTERNSHIP | REQUIRED TASKS | FOCUS |
| --- | --- | --- |
| Digital Marketing | Complete any 2 projects | SEO · Content Strategy · Paid Ads · Analytics · Campaign Planning |

INTERNSHIP INSTRUCTIONS

# Your Internship Tasks

Select and complete **any 2 projects** from the task list. Each should be a real strategy backed by data — not a list of generic marketing tips.

| Research | Strategize | Plan | Execute | Measure | Report |
|---|---|---|---|---|---|

### EVERY PROJECT SHOULD INCLUDE

- [ ] Real market/competitor/audience research
- [ ] A clearly defined target audience and goal
- [ ] A concrete strategy, not generic best practices
- [ ] Actual campaign assets or deliverables, not just a plan
- [ ] Defined success metrics decided before execution
- [ ] Real or realistic performance data to analyze
- [ ] Honest analysis of what worked and what didn't
- [ ] Recommendations for what to do next

### BEFORE YOU SUBMIT

- [ ] Complete any 2 projects from the list
- [ ] Publish the strategy document (Drive / Notion / PDF)
- [ ] Include the actual campaign assets created
- [ ] Include a performance/analytics summary
- [ ] Document key findings and recommendations
- [ ] Submit details via the submission form
- [ ] Share your work on LinkedIn as required

> **Suggested tools:** Google Analytics / Looker Studio · Google Search Console · Meta/Google Ads (test or small-budget accounts) · a scheduling tool (Buffer/Later) · Canva or similar for assets.

### Submit your completed work here

Once both projects are documented with real assets and results, submit your project details through the official submission form.

**https://forms.gle/vxL5JE8cvRXXfDBv8**

> **A note on quality.** "We should post more on Instagram" is not a strategy. Ground every recommendation in research or data, and show the actual assets, not just a plan to make them.

## 01 SEO Audit & Organic Growth Strategy

Perform a full SEO audit of a real or realistic business website and build a prioritized organic-growth plan.

**REQUIREMENTS**

- Technical SEO audit (site speed, indexing, structure)
- Competitor content and backlink analysis
- A prioritized content plan targeting real search intent
- A 90-day action roadmap
- Keyword research relevant to the business
- On-page optimization recommendations
- Defined tracking metrics (rankings, organic traffic)
- Clear before-state documentation for later comparison

**Focus:** Technical and content SEO analysis translated into a prioritized, measurable roadmap.

## 02 Multi-Channel Social Media Campaign

Plan and execute a real multi-channel social campaign around a defined goal (launch, awareness, engagement).

**REQUIREMENTS**

- A clearly defined campaign goal and audience
- A content calendar spanning the campaign period
- Consistent messaging and visual identity across channels
- Engagement/reach data reviewed post-campaign
- Channel selection justified by where the audience actually is
- Actual created assets (posts, captions, graphics)
- Scheduled or simulated publishing
- A results summary against the original goal

**Focus:** Cross-channel campaign planning, asset creation and goal-based performance review.

## 03 Email Marketing Automation & Lifecycle Campaign

Design a lifecycle email sequence (welcome, nurture, win-back) for a real or realistic business.

**REQUIREMENTS**

- A defined customer lifecycle stage to target
- Actual written email copy and subject lines
- A/B test design for at least one variable
- Realistic performance simulation or a small real send
- A multi-email sequence with a clear narrative arc
- Segmentation logic (who receives what, when)
- Defined open/click/conversion metrics
- Recommendations based on the results

**Focus:** Lifecycle sequencing, segmentation logic and metric-driven email optimization.

## 04 Paid Ads Campaign Strategy & Performance Analysis

Plan, launch (small budget/test mode) and analyze a paid ad campaign on Google or Meta Ads.

**REQUIREMENTS**

- Clear campaign objective and target audience
- Defined budget allocation and bidding strategy
- Performance tracking (CTR, CPC, conversions)
- Cost-per-acquisition analysis
- Ad copy and creative variants for testing
- Actual campaign setup (test or small real budget)
- A/B comparison between at least two ad variants
- Recommendations for scaling or cutting spend

**Focus:** Real ad-platform execution, A/B testing and budget-allocation reasoning from actual data.

## 05 Content Marketing Strategy & Editorial Calendar

Build a content marketing strategy and a real editorial calendar for a niche brand.

**REQUIREMENTS**

- Audience and content-gap research
- A 3-month editorial calendar with real topics
- Distribution plan across owned/earned channels
- SEO consideration in topic selection
- A defined content pillar structure
- At least two fully written/produced content pieces
- Defined success metrics per content type
- A summary of expected impact and how you'd measure it

**Focus:** Content strategy, real production output and channel-appropriate distribution planning.

## 06 Brand Positioning & Go-To-Market Launch Plan

Develop a full go-to-market plan for a new product or brand entering a competitive market.

**REQUIREMENTS**

- Competitive landscape and positioning analysis
- Target segment definition and messaging per segment
- A launch timeline with concrete milestones
- Defined KPIs for launch success
- A clear, differentiated value proposition
- A channel strategy across the funnel (awareness to conversion)
- Sample messaging/creative for the launch
- Risk factors and contingency considerations

**Focus:** Strategic positioning, full-funnel channel planning and a launch-ready go-to-market plan.

FINAL STEP

# Ready to Submit?

Verify everything below before you send your work in.

### SUBMISSION

- [ ] Strategy document published
- [ ] Campaign assets included
- [ ] Performance summary included
- [ ] Submission form completed
- [ ] LinkedIn post where required

### ANALYSIS

- [ ] Real or realistic performance data reviewed
- [ ] Findings analyzed honestly
- [ ] Concrete next-step recommendations given

### STRATEGY

- [ ] Target audience clearly defined
- [ ] Research grounds the approach
- [ ] Success metrics defined up front

### EXECUTION

- [ ] Real campaign assets created
- [ ] Assets match the defined strategy
- [ ] Execution documented step by step

**Important.** Complete any 2 projects. Each should show real strategic thinking backed by research or data — not generic advice anyone could write without looking at the business.

### Submission Form

Submit your strategy document, campaign assets and results here.

**https://forms.gle/vxL5JE8cvRXXfDBv8**

internStudio

LEARN · BUILD · GROW

**www.internstudio.in**

team.internstudio@gmail.com