CareerSwami · Digital Marketing & Growth

FREE TWO-WEEK INTERNSHIP

Project 1 — Fill forty Repair Cafe slots on a three thousand rupee budget

A campus repair cafe has forty appointment slots and two weeks to fill them. You have four channels, a thousand six hundred rupees of spend already committed to the two that work worst, and a baseline that tells you exactly where the money is going wrong.

2 weeks	1 project	6–8 hrs
START TO SUBMIT	ONE SUBMISSION	PER WEEK

WHAT IS IN THIS BRIEF

1. The situation — the problem you are being handed
2. The four channels, and what the numbers say about each — the cases your work must survive
3. What you are given — your data and starting files
4. What finished looks like — the two things you hand in
5. How the two weeks run — week by week
6. Before you start — rules, tools and your starter kit
7. How the work is judged — the marking scheme
8. How to submit — one link, pasted into your dashboard

Read 1 to 4 before you do anything. They take five minutes and they are what the marking scheme is built on. Sections 5 to 8 are the how — come back to them once you know what you are solving.

1 The situation

Treat this as a real client brief. The Repair Cafe is fictional, but the channel table is the honest version of what a first marketing dashboard looks like — one channel quietly doing all the work.

A student society is launching a Repair Cafe: bring in a broken lamp, kettle or headphones and a volunteer will try to fix it. There are forty appointment slots across the launch fortnight and a simulated budget of three thousand rupees.

They have run something similar before, so you have a baseline. Email reached a thousand people and produced eighteen sign-ups for nothing. Social reached four thousand, produced twelve sign-ups, and cost twelve hundred rupees. Posters cost four hundred and produced ten. Referrals reached three hundred people and produced fifteen, free.

Look at that for thirty seconds and the problem becomes obvious: the two channels that cost money are the two that convert worst, and the best-performing channel is the smallest and the cheapest. The previous organiser spent sixteen hundred of three thousand rupees before anyone checked.

WHAT YOU ARE BEING ASKED TO DO

Fill forty slots inside two weeks. Decide where the three thousand rupees goes, build a plan and a calendar you could hand to someone else to run, and set up the tracking that would tell you within three days if you were wrong.

2 The four channels, and what the numbers say about each

You have real conversion data for all four. Your channel plan has to allocate against this evidence, not against what feels like marketing — and it has to say what you are deliberately spending nothing on.

Email — 1,000 impressions, 120 clicks, 18 sign-ups, 0 cost

Goes to people who already opted in to hear from the society.

What the baseline shows — Nothing is broken. It is the second-best converter and it is free. The real risk is the opposite one — assuming a free channel is maxed out when nobody has tested a second send or a different subject line.

Social — 4,000 impressions, 160 clicks, 12 sign-ups, 1,200 spent

The widest reach by far, and where most of the money went.

What the baseline shows — Four thousand impressions bought twelve sign-ups at a hundred rupees each. It converts clicks to sign-ups worse than every other channel. The reach is real; the intent behind it is not.

Posters — 800 impressions, 40 clicks, 10 sign-ups, 400 spent

Physical, on-campus, hard to measure.

What the baseline shows — Forty rupees a sign-up, so better value than social. But "impressions" for a poster is an estimate someone made up, and you should say so rather than treating it as measured.

Referrals — 300 impressions, 45 clicks, 15 sign-ups, 0 cost

Existing members telling friends.

What the baseline shows — The best converter in the table, free, and the smallest. The question your plan must answer is whether it can be made bigger on purpose, or whether it only works because it is small and personal.

Forty slots is a ceiling, not a target to beat. Over-filling is a failure too — it means people turn up and are turned away. Your plan should say what happens at slot forty-one.

3 What you are given

You have one baseline table and one hard ceiling of forty slots. Everything else — the split, the message, the calendar — is yours to decide and yours to defend.

The channel baseline you are working from

`email 1000 / 120 / 18 / ₹0` `social 4000 / 160 / 12 / ₹1200` `posters 800 / 40 / 10 / ₹400` `referrals 300 / 45 / 15 / ₹0`

One channel, worked through, so the method is clear

`Channel`	Social
`Impressions → clicks`	160 ÷ 4000 = 4.0%
`Clicks → sign-ups`	12 ÷ 160 = 7.5%
`Cost per sign-up`	1200 ÷ 12 = ₹100
`Compare: referrals`	45 ÷ 300 = 15% click, 15 ÷ 45 = 33% sign-up, ₹0
`The finding`	Social buys attention that does not convert
`What it does not prove`	That social is useless — only that this spend, on this creative, was

Four steps the funnel map must show

`See` `Click` `Book` `Attend`

All figures are simulated and the budget is not real money. Do not run real advertising, contact real suppliers, or promise that any item can be repaired. No actual electrical repair is involved in this project. Where a number is missing — no-show rate, for instance — choose a reasonable assumption and record it.

4 What finished looks like

At the end of two weeks you should be able to hand the society two things and walk away, and they could run the launch without you.

- **An audience brief, funnel map and message hierarchy** — who you are talking to, the exact steps from seeing something to holding a booking, where people fall out, and what the one sentence is that does the work. Message hierarchy means ranked: the thing you lead with, what supports it, and what you only say if asked.
- **A channel plan, tracking sheet and two-week calendar** — where every rupee of the three thousand goes and why, dated and timed posts and sends across fourteen days, and a tracking sheet with the measurement set up before launch rather than after.

This is not a copywriting exercise. It is scored on whether your allocation follows from the baseline, and whether someone else could pick up the calendar and run it without asking you what you meant.

5 How the two weeks run

Work through it in two parts — but you submit **once**, at the end, not once per week.

PART 1 · WEEK 1

Understand the funnel before you buy anything

Work out the conversion rate at each step for each channel — impression to click, click to sign-up, cost per sign-up. Then write who this is actually for and what single message moves them.

Produce

- An audience brief: who they are, what they already believe, what would stop them
- A funnel map with the real conversion rates at each step
- A message hierarchy — the lead message, the supports, the fine print

> Cost per sign-up per channel must appear as a number. Your audience brief must name at least one reason someone would decide not to come — a brief with no objections in it has not thought about the audience.

PART 2 · WEEK 2

Allocate, schedule and set up measurement

Now spend the money. Decide the split, build a dated fourteen-day calendar, and set up the tracking sheet before launch so the numbers exist when you need them.

Produce

- A channel plan with the rupee split and the reasoning for each
- A fourteen-day calendar: what goes out, where, on which day
- A tracking sheet with the metrics defined and the collection method stated

> Your plan must name at least one channel you are reducing or dropping, with the number that justifies it. A calendar must have dates and times, not just a list of ideas, and must show what happens when the fortieth slot fills.

6 Before you start

- Work in rates, not totals. Four thousand impressions sounds like the best channel until you divide.
- The forty slots are a hard ceiling. Define what success looks like — slots filled, not sign-ups collected — and plan for no-shows explicitly.

- Every creative needs alt text on images and a readable call to action. Accessibility is part of the mark here, not a bonus.
- A tracking sheet built after launch is not tracking. Define every metric and how it is collected before Day 1 of the calendar.
- You may not claim repairs reduce waste by any specific amount. No environmental or health claim goes in the copy without a source, and you have none.

Your tools

A spreadsheet and a document editor. Canva or any free design tool if you want to mock up a post — optional. No paid tool is required, no advertising account is required, and no ID document is ever required.

CS_digital-marketing-growth_Starter_Kit.zip — channel-baseline.csv, a funnel workbook, a calendar template, a tracking dictionary, an evidence log, and a file index.
https://careerswami.com/wp-content/uploads/careerswami-projects/CS_digital-marketing-growth_Starter_Kit.zip

7 How the work is judged

WHAT IS ASSESSED	WEIGHT
Problem and requirements — did you understand what you were solving	**20%**
The core artefact — the thing you actually made	**40%**
Validation and evidence — how you know it works	**25%**
Clarity and reproducibility — can someone else open and follow it	**15%**

Strong	Complete, correct, evidence-backed and easy to inspect.
Developing	A useful partial result, with the gaps explained.
Needs revision	Core deliverable missing, claims unverified, or the work cannot be opened.

Credit reflects demonstrated work, not visual polish. A small, honest result beats a large, unsupported one.

What counts as evidence

expected result → actual result → the baseline row or calculation → conclusion. Then say what the evidence does not establish.

Why this one is worth doing. Most marketing portfolios are a folder of nice-looking posts. What gets someone hired is a page showing they looked at four channels, found the one quietly doing the work, moved the money, and said in advance how they would know if they were wrong. That is the difference between making content and running growth.

8 How to submit

One link, pasted into your dashboard

1. Put your work somewhere with a link — Google Drive, Figma, GitHub, Notion, Loom. Whatever fits the work.
2. **Set it so anyone with the link can view.** A locked link is the single most common reason a submission comes back.
3. Include a short README or cover page saying what to open first, and where each deliverable lives.
4. Open your dashboard, paste the link into the submit box, and add a line or two on anything you want the reviewer to know.

Name files `CS_digital-marketing-growth_YourName_v1`. Keep your own copy. A screenshot on its own is not enough for anything interactive. A video is optional — annotated screenshots or narrated slides are fine.

Submitted and heard nothing, or the link came back? Email **support@careerswami.com** with the email address you enrolled with.

Work honestly. Use fictional data and your own work. Credit anything you reused, and disclose AI assistance — including what you checked yourself. Never invent interviews, users, tests or results. Nothing here requires you to spend money, contact real organisations, or deploy anything publicly. Never upload identity documents, real customer records or credentials.

Stuck, confused, or something is broken? Write to us.

`support@careerswami.com`

Or WhatsApp **+91 7383138418**. We answer on working days. Use it for anything at all — a part of this brief that does not make sense, a starter file that will not open, a dashboard link that has stopped working, a deadline you need moved, or a submission you are not sure about.

To get a useful answer fast, spend twenty minutes narrowing the problem down first, then tell us four things: what you expected, what actually happened, what you already tried, and your one specific question. Include your track name and the email you enrolled with.

Asking is not penalised. Submitting partial work with a clearly stated blocker always scores better than a finished answer you copied, and better than a silent no-show.

Optional stretch

Optional, and only once the main work is done — cap it at an hour. Design one experiment to make referrals bigger on purpose, or write the second-send email variant. Label it clearly as a stretch.