

Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR
SEMESTER INTERNSHIP



RRDS GOVERNMENT DEGREE COLLEGE
BHIMAVARAM, W.G.DT, ANDHRA PRADESH

Name of the Student: BELIAM KONDA FAITHLIK

Name of the College: RRDS Government Degree College (Bhimavaram)

Registration Number: 203121200003

Period of Internship: From: 10/06/2023 To: 16/07/2023

Name & Address of the Intern Organization D H Solutions
Penugonda, West Godavari, AP

Adikavi Nannaya University
YEAR 2020 - 2023

An Internship Report on

Digital marketing

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

Final year

Under the Faculty Guideship of

S. Lakshmi kantham

(Name of the Faculty Guide)

Department of Commerce

PRDS Govt Degree College Bhimavaram

(Name of the College)

Submitted by:

BELIAMKONDA KARTHIK

(Name of the Student)

Reg.No: 20312820003

Department of Commerce

PRDS Govt Degree College Bhimavaram

(Name of the College)

Student's Declaration

Bellamkonda Kartik, a student of B.Com [C.A]

Program, Reg. No 20312320099 of RRDS Government Degree College, Bhimavaram do hereby declare that I have completed the mandatory internship in DIT Solutions from 10.4.2020 to 16.07.2020 in Digital Marketing under the Faculty Guideship of _____, Department of Commerce, RRDS Government Degree College, Bhimavaram.

B.Kartik
(Signature of the student)

Official Certification

This is to certify that BELJAMKONDA KARTHIK (Name of the student) Reg. No. 20428200003 has completed his/her Internship in DIA Solutions (Name of the Intern Organization) on Digital marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B-COM (CA) in the Department of RRDS Govt Degree College Bhimavaram (Name of the College).

This is accepted for evaluation.



Endorsements

Faculty Guide

S. Jethili

Head of the Department

S. Jethili

Principal

V.K.S.
PRINCIPAL
R.R.D.S. Govt. Degree College
BHIMAVARAM-534 202.



Certificate from Intern Organization

This is to certify that BELAMKONDA KARTHIK (*Name of the intern*)
Reg. No 2042920003 of RRD'S Govt Degree College (*Name of the
College*) underwent internship in D H Solutions (*Name of the
Intern Organization*) from 10-4-2023 to 16-7-2023.

The overall performance of the intern during his/her internship is found to be
Satisfactory. (*Satisfactory/Not Satisfactory*).





UDYAM-AP-12-0009907

GSTIN : 37CEWPS2264C1Z2

Certificate from Intern Organization

**This is to certify that BELLAMKONDA
KARTHIK,3rd B.com(CA)**

**Reg. No 203128200003 of R.R.D.S. Government
Degree College-Bhimavaram**

**underwent internship in Digital marketing ,
DH Solutions**

**from From 10/04/2023 to 16/07/2023
The overall performance of the intern during
his/her internship is found to be
Satisfactory.**



**M. Sai Ram
Managing Director**

JVL Nagar Road, Colony,
Penugonda, Andhra Pradesh 534320
Number 7661032961

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Name: BELLAMKONI KARTHIK

Hall Ticket Number: 20312820003

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CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have a brief executive summary. It shall include five or more Learning Objectives and Outcomes achieved, a brief description of the sector of business and intern organization and summary of all the activities done by the intern during the period.

Executive summary:

During my internship at DH Solutions, a digital marketing company, I gained valuable practical experience in the field of digital marketing. DH Solutions specializes in providing digital marketing services such as developing strategies, managing social media platforms, conducting social marketing market research, and optimizing websites. Throughout the internship, I successfully achieved the following learning objectives:

1. Acquiring knowledge of digital marketing concepts and strategy
2. Developing skills in market research and data analysis.
3. Creating engaging social media content
4. Understanding marketing campaign development.
To accomplish these objectives, I actively participated in various activities. These included conducting market research, analyzing data, creating social media content, assisting in marketing campaign development, and monitoring website analytics.

This internship provided me with practical skills and knowledge that will be beneficial in my future career in digital marketing. I gained a comprehensive understanding of digital marketing practices, learned to analyze data for informed decision-making.

In conclusion, my internship at PH Solutions allowed me to apply theoretical knowledge in a professional setting, acquire new skills, and gain hands-on experience in the digital marketing industry.

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Suggestive contents

- A. Introduction of the Organization
- B. Vision, Mission, and Values of the Organization
- C. Policy of the Organization, in relation to the intern role
- D. Organizational Structure
- E. Roles and responsibilities of the employees in which the intern is placed.
- F. Performance of the Organization in terms of turnover, profits, market reach and market value.
- G. Future Plans of the Organization.

Dh solutions:

• Dh solutions, a cloud-based digital marketing company, has Saifam as its managing Director. Dh solutions has rated top among in the website solution services.

They are offered a wide range of services such as website design, website development, mobile application development, Digital marketing, Company vision - Leading provider of innovative digital marketing.

Company vision - leading provider
of innovative digital marketing.
and company mission - deliver exceptional
strategies, technologies and experiences
for client success. Company values
excellence, integrity, collaboration,
innovation, client - centricity.

DH Solutions company may have
policies on private privacy, data
security, employee conduct, non-
discrimination, and client
confidentiality.

Company organization's structure
likely includes executive leadership,
business development, digital
marketing specialists, creative/

design team, analytics / reporting, technical team, and administrative / support functions.

As an intern at DH Solutions, in a digital marketing company, my roles and responsibilities may involve assisting with market research, content creation, social media management campaign monitoring, data analysis, and supporting data analysis, and supporting the team in various digital marketing tasks.

DH Solutions future plans to grow up they can focus on acquiring new clients, expanding service offerings, leveraging partnerships, enhancing customer satisfaction, and staying updated with industry trends and technologies

CHAPTER 3: INTERNSHIP PART

Description of the Activities/Responsibilities in the Intern Organization during Internship, which shall include - details of working conditions, weekly work schedule, equipment used, and tasks performed. This part could end by reflecting on what kind of skills the intern acquired.

During my internship at DH Solutions, a digital marketing company, I was assigned a range of activities and responsibilities that provided me with valuable hands-on experience in the field. The working conditions were professional and conducive to learning, with a supportive team and a collaborative work environment.

My weekly schedule consisted of working Monday to Friday, from 10 am to 1 PM. The company provided me with a dedicated workspace equipped with a computer, and relevant software tools used in digital marketing, such as Google Analytics, social media

management platform, and content management systems.

As an intern, I was involved in various tasks to support the company's digital marketing efforts. This included conducting market research, analyzing data to identify trends and insights, creating social media content, assisting in the development and implementation of marketing campaigns, and monitoring website analytics.

Throughout my internship, I acquired essential skills in digital marketing. I learned how to conduct effective market research, interpret data to make data-driven decisions, develop engaging social media content, and understand the various aspects

of running marketing campaigns. I also gained valuable experience in working with in a professional team, managing deadlines, and effectively communicating with clients.

Overall, my internship at DH Solutions provided me with a solid foundation in digital marketing, equipping me with the practical skills and knowledge necessary to pursue a successful career in the field.

ACTIVITY LOG FOR THE FIRST WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|----------------------------|
| Day - 1 | Introduction to digital marketing | The promotion of products or brands via one or more forms of electronic media. | <i>[Signature]</i> |
| Day - 2 | content marketing : They want content that is compelling, relevant and to the searcher, frequently update and full of enriched educational content | content marketing involves researching key words, writing articles, improving the descriptive of products and services on your site and create educational content | <i>[Signature]</i> |
| Day - 3 | SEO(Search Engine Optimization) on-site SEO involves ensuring that your site is developed correctly with the proper framework that appears to search engines | off-site SEO refers to any actions that tell search engines that your brand that belongs off of your own digital property | <i>[Signature]</i> |
| Day - 4 | SMM(Social media marketing) Paid Social media marketing includes the advertisement we all know and love; it also involves Paid, optional for giving new fans to your page or brand | organic social media is a bit more elusive, but these ads tend to make it more fun to implement | <i>[Signature]</i> |
| Day - 5 | SEM(Search Engine Marketing) Advertisements are placed on Google or Bing search engines, so when a user is browsing for the answer to a particular question | You paid ad gets your brand to the top of two search engine results pages | <i>[Signature]</i> |
| Day - 6 | Paid ads: Paid ads are a advertising you can fun way to get info of diverse across a wider audience and bring various platform using more traffic to your website especially than traditional Ad other social media | methods such as Google, Facebook | <i>[Signature]</i> |

WEEKLY REPORT

WEEK - 1 (From Dt 10/4/2023 to Dt 15/4/23.)

Objective of the Activity Done:

Detailed Report:

In the first week of my intern we learn basics of digital marketing on Day 1, I learned about the basic introduction to digital marketing. That is the promotion of products or brands via one or more forms of electronic media is called as digital marketing. On Day 2, I learned about the Content marketing. They want content that is compelling, relevant to the search, frequently updated and full of enrichment. On Day 3 SEO Engine: on-site SEO involves ensuring that your site is developed correctly with the proper framework that appeals to search engine. On Day 4, I learned about SMM : while Paid social media marketing includes the advertisements we all know. On Day 5, Search engine Advertisements are placed on Google or Bing search engines, so when a user is browsing for the answer to a particular question. On the Day 6, Paid ads, Paid ad is a fun way to get in front of a wider audience and bring more traffic to your website.

ACTIVITY LOG FOR THE SECOND WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|------------------|----------------------------|
| Day - 1 | Email Marketing Email has MORE high-quality eting is far from dead it's already through day and continues to be a highly efficient method for your other your digital marketing compa g. The key is to generate online efforts. | | Lok |
| Day - 2 | Affiliate marketing this type of marketing uses business which is paying to individuals being paid based on company to promote their own number of custo product service on their website and make websites. | | Lok |
| Day - 3 | Display advertising: is one of the most common types of online advertising medium. It is similar to affiliate mark when placing banner ad on certain other websites for the visitors video and audio | | Lok |
| Day - 4 | Email marketing: is for online work with the help version of direct mail in the form of email. such type together than sending a copy of marketing will me a hand out of additive include business and it includes a form like coupon, newsletter which all can be given to customer more similar information or by invitation to spe | | Lok |
| Day - 5 | Inbound marketing: in this type of marketing, an online content revenue around such as blog, social media and podcasts are used and businesses of others try to attract new customer own content that | | Lok |
| Day - 6 | pay-per-click advertising: if these ads are placed is known as search engines in special top of marketing which is advertising side panel front in which business place ad separate out for on search engine website paid ad. it is like Google and Yahoo | | Lok |

WEEKLY REPORT

WEEK - 2 (From DU 16/4/23.. to DU 20/4/23..)

Objective of the Activity Done:

Detailed Report:

In the second week of my intern we learn about types of internet marketing on the Day 1, Email marketing: Email marketing is far from dead those days and continues to be a highly efficient method for your digital marketing campaigns. Day 2, Affiliate marketing uses businesses which is paying to individuals or companies to promote their product on their websites. Day 3, Display advertising: is one of the most common types of online advertising medium. On Day 4, Email marketing Email marketing is an online version of direct mail. Day 5, inbound marketing, in this type of marketing, an online content such as blog, social media and podcasts are used in order to attract new customers. On the Day 6, Pay-per-Click advertising: It is known as search engine marketing, which is advertising in which business place ads on search engine websites like Google and ^{yaho}.

ACTIVITY LOG FOR THE THIRD WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|---|----------------------------|
| Day - 1 | <p>Search Engine Optimization (SEO) optimization result on top when it is a free form of digital marketing which is designed to increase business ranking on search engines. It is the best method for businesses to rank higher in the search results. SEO involves social media marketing in that it works by creating type of marketing strategy that business is associated with the help of social media platforms such as Facebook and Instagram. LinkedIn and Medium.</p> <p>Content Marketing is another customer by marketing team. Content marketing is to attract a customer's attention, educate readers and venture leads with the marketed information. Content marketing involves sending promotional content to your clients. 3.9 billion daily users profitably learned the most advertising. Advertising is a powerful tool that helps promote your business find a customer base, and expand global. Growth there are many advantages that include marketing campaigns by using mobile marketing. Mobile marketing is an advertising technique aimed at promoting products and services via smart phones. This type of marketing also involves optimizing</p> | <p>internet usage and for businesses to do something similar to the world.</p> <p>a dedicated post to business on each site and developing content with digital teams that can easily connect with their audience.</p> <p>content by marketing with the help of social media channels through the sales funnel that they have.</p> <p>it allows marketers to send personalized campaigns to their audience and great marketing content to them.</p> <p>helps to grow by send a diverse audience to increase traffic to your website unique targeting and retargeting.</p> <p>marketing by using mobile marketing as an effective way of promoting other products here you can see how Dominos did</p> | |
| Day - 2 | | | |
| Day - 3 | | | |
| Day - 4 | | | |
| Day - 5 | | | |
| Day - 6 | | | |

WEEKLY REPORT

WEEK - 3 (From Dt. 29/4/23 to Dt. 27/5/23)

29/4/23 to 27/5/23

Objective of the Activity Done:

Detailed Report: In the 3rd week of my intern we learn about Digital marketing planings and strategies on the 1st; search engine optimization: It is a form of advertising which is designed to increase business's ranking on search engines. It is seen that, higher is the business's rank more likely there are chances of displaying. On the Day 2, social media marketing: In this type of marketing strategy, the business is promoted with the help of social media outlets such as Facebook, Twitter, Google+, Pinterest and Instagram on Day 3: Content marketing: The main goal of content marketing is to attract a customer's attention, educate newcomers, Day 4: Email marketing: Email is a worthwhile marketing tool that involves sending promotional content to your clients. 3.9 billion daily email users make this channel the most popular. On the 6 Day, mobile marketing: mobile marketing is an advertising activity, aimed at promoting products and services via.

ACTIVITY LOG FOR THE FORTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|---|
| Day - 1 | Reputation marketing consumer feedback is essential both for brands and potential customers. Nearly 3 out of 4 customers trust a brand if it has positive reviews. | That's why positive online reviews are important for a brand's success. With reputation marketing you can highlight. |  |
| Day - 2 | Social media marketing. There are 3.5 billion people that use social media for different needs, they make up 45% of the world's population. | Social media marketing means using social media channels, such as Twitter and Facebook, Instagram and LinkedIn. |  |
| Day - 3 | Video marketing. According to statistics, 50% of consumers prefer visual over other information, depend on type of content about your product or service measured if you want more an event or your business to go viral. | It helps companies provide step-by-step video for viral over other information, depend on type of content about your product or service measured if you want more an event or your business to go viral. |  |
| Day - 4 | Search engine optimization. It is about optimizing your website and improving organic traffic commonly, digital marketing managers pay attention to this link. | It increases the visibility of the website, the better visibility, the more customers you can attract. |  |
| Day - 5 | web analytics. This is a way to track the activities of users on web pages. It enables companies to collect information about the performance. | Analytic platform usually report on the number of visitors and pages they visit on this site, the duration of |  |
| Day - 6 | How AdSense works. Google AdSense provides a way for publishers to earn money from their online content. | The ads are created and paid for by advertisers who want to promote their products. |  |

WEEKLY REPORT

WEEK - 4 (From Date 05/23 to Dt. 05/23.)

Objective of the Activity Done:

Detailed Report:

In 4th week of my intern we learn about Digital marketing planning and strategies on the 4th week, reputation marketing: consumer feedback is essential both for brands and potential customers. nearly 3 out of 4 customers trust a brand if it has positive reviews on Day 2, social media marketing: There are 3.5 billion people that use social media lot for different needs, they make up 45% of the world's population. Day 3, video marketing: According to statistics, 54% of consumers prefer videos over other types of content from brands. Day 4, search engine optimization: SEO is about optimizing your site and improving organic traffic, community, digital marketing manager on Day 5, web analytics: This is a way to track the activity of users on web pages. It enables companies to access information about the preferences and behavior of customers. Analytics platform usually report on trends.

ACTIVITY LOG FOR THE FIFTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|---|----------------------------|
| Day - 1 | About webs 1)Affiliate registration 2)Vendor registration ~ how to add products | I can start my own business by using affiliate registration. | <i>W.</i> |
| Day - 2 | Facebook : The basic : Facebook is widely considered as the most popular social network and its popularity isn't likely to diminish | Actually, Facebook is the third most visited site in the world after Google and YouTube. Even privacy settings can't bring this giant down. | <i>W.</i> |
| Day - 3 | Signing up to Facebook is simple. The very first step is to sign up for a Facebook account and it's pretty simple. | The platform makes it easy to get started. Head over to Facebook's homepage and fill in the required fields. | <i>W.</i> |
| Day - 4 | One of the most important basic of Facebook is staying secure once you've created your new profile, you can make changes to your privacy settings. | This will control who can view your profile and information to edit the settings. Click on the settings option. | <i>W.</i> |
| Day - 5 | Personalise your profile : This is one of the most fun Facebook basics that need to be known. It gives you a shot at being creative. | The chance that you share a name with someone else on Facebook are very high. | <i>W.</i> |
| Day - 6 | Videos and photos : Facebook lets users share all kinds of content such as photos and videos. You can also share live broadcasts. | To upload you can head to your profile, select the photo tab and choose add photo/video. | <i>W.</i> |

WEEKLY REPORT

WEEK - 5 (From Dt.8/5/23. to Dt.13/5/23.)

Objective of the Activity Done:

Detailed Report

In the 5th week of my intern we learn about Digital marketing in Facebook. On this week, about wegos 1. Affiliate registration 2. Vendor registration. How to add products. On Day 1, Facebook - The basics. Facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon. Day 3, Signing up to facebook is simple. The very first step is to sign up for a facebook account and it's pretty simple. On Day 4, one of the most important basics of facebook is staying secure. Once you have created your new profile, you can make changes to your privacy settings. On day 5, personalise your profile. This is one of the more fun facebook basics that need to be known. It gives you a shot at being creative. On Day 6, videos and photo: facebook lets users share all kinds of content such as photos and videos. You can also share live broadcasts.

ACTIVITY LOG FOR THE SIXTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|----------------------------|
| Day - 1 | Posting posting On facebook doing content to is Considered one of its want to share with best feature they is one of the many fun feature of facebook. | posting content to your friends and family. You can keep everyone update on what app. | <i>WJ</i> |
| Day - 2 | Sign up; you can directly register when you sign up to Pinterest.com and join it just by your email address. You can also sign up directly via your Facebook. | when you sign up on Pinterest, you will also get the option to link to your Facebook, Twitter. | <i>WJ</i> |
| Day - 3 | Create your profile next try to read Pinterest tutorial suggestion is creating your Pinterest profile, and making it impressive (along with a consistent username). | Your Twitter or Instagram account is considered advisable. They lets your followers find you quite easily on Pinterest. | <i>WJ</i> |
| Day - 4 | Check your settings. In Pinterest settings, you can set that will help you your notification home find new people to follow, security and app notifications by seeing who you can turn off your email notifications (or pin ideas). | Notification | <i>WJ</i> |
| Day - 5 | Pinterest profile: Pinterest profile is responsible for all your Pinterest pins, Pinterest board and all other settings. | Details that your Pinterest profile will include are your username that you set in the box given after www.pinterest.com | <i>WJ</i> |
| Day - 6 | Pinterest board: Pinterest board can be pinned as per the definition suggested by Pinterest tutorial, a pin is a board is the accumulation of pins pinned on a | A pin can be pinned to other boards. It can further be shared or pinned to other Pinterest accounts. | <i>WJ</i> |

WEEKLY REPORT

WEEK - 6 (From Dt.14/05/23 to Dt.19/05/23)

Objective of the Activity Done:

Detailed Report: In the 8th week of my intern we learn about Digital marketing in Pinterest.

On the day 1, posting: posting on facebook is considered one of its best features. This is one of the many fun features of facebook.

On Day 2, Sign up: You can directly head to [Pinterest.com](https://www.pinterest.com) and join it just by your email address. You can also sign up directly via your facebook and Gmail account.

On the day 3, Create your Profile: next thing that Pinterest tutorial suggests is creating an impressive looking with a consistent username and profile pic that you already have on.

On the day 4, check your settings in Pinterest settings. You can set your notifications, home feed, security and apps settings. You can turn on your Email notification.

On Day 5, Pinterest profile: Pinterest profile is responsible for holding all your Pinterest pins, Pinterest boards and all other settings.

ACTIVITY LOG FOR THE SEVEN WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|----------------------------|
| Day - 1 | Ad as per your advertising goal). Pinterest allow you to create ad as per your business goal, so if you want to sell more products, encourage app download. | NOW YOU need to tap on the red plus button and choose create ad. | |
| Day - 2 | This is Twitter. Twitter is a social networking website that's designed for finding and sharing short updates. | In fact, each post or tweet as they're called on Twitter - is limited to just 140 individual characters. | |
| Day - 3 | Creating a Twitter account till you want to post your own updated Twitter, you'll need to create an account. There are two ways to do this. | If you're using a desktop or laptop computer, go to www.twitter.com in your web browser. | |
| Day - 4 | How to tweet: There are many ways to use Twitter. Some user might never post their own updates choosing to follow others for getting a bigger conversation. | But wrong people do enjoy tweeting about what's going on in their world and joining a bigger conversation. | |
| Day - 5 | What is a hashtag: Hashtags are a really important part of Twitter. But what exactly is a hashtag? | Simply put, a hashtag is any word or phrase included in a tweet that starts with a hash-tag symbol. | |
| Day - 6 | FOLLOWING AND CONNECTING ON TWITTER. Twitter is about more than just sharing your own updates. | It also allows you to follow tweets from other users so you can see what's happening right now. | |

WEEKLY REPORT

WEEK - 7 (From Dt. 20/5/23 to Dt 26/5/23)

Objective of the Activity Done:

Detailed Report:

In the 7th week of my intern we learn about Digital marketing in Twitter on day 1, Ad as per your advertising goals: Pinterest allows you to create ad as per your business goal, so if you want to sell more products, encourage app downloads or attract more traffic, you can find best-suited ad format. On day 2, what is Twitter: Twitter is a social networking website that's designed for finding and sharing short updates. On day 3, creating a Twitter account: If you want to post your own update to Twitter, you'll need to create an account. There are two ways to do this. On day 4, How to tweet. There are many ways to use Twitter. Some users might never post their own updates choosing instead to follow updates from other users. Day 6, following and connecting on Twitter Twitter is about more than just share your own update.

ACTIVITY LOG FOR THE EIGHTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|---|---|
| Day - 1 | Customizing your profile and private settings: Looking to make your Twitter profile a bit more personal or make your tweets more secure? Tap the home screen's options menu, select the "Profile" button. | Editing your Twitter profile. Navigating your profile page. If you're using the Twitter mobile app, select the "Profile" button. |  |
| Day - 2 | What is LinkedIn: LinkedIn is a popular social network with a specific purpose like other social networks like Facebook and Twitter focus more on your personal life. | LinkedIn is a professional network that is, building a group of contacts to help advance your career. |  |
| Day - 3 | Creating a LinkedIn account: To get started go to LinkedIn.com in your web browser. Enter your information, choose details to your profile. | LinkedIn user guide. You through the steps of adding more information, choosing details to your profile. |  |
| Day - 4 | Common LinkedIn terms: Connections, Endorsements, Activity? If you're new to LinkedIn there are a few things that may seem odd at first. | Reviewing some of the most commonly used terms will give you a better understanding of how LinkedIn works. |  |
| Day - 5 | Navigation LinkedIn: If you've never used an online resume site, LinkedIn can seem a little intimidating at first. | Even if you're already familiar with social media sites like Facebook and Twitter, you'll still need to take some time to learn how LinkedIn works. |  |
| Day - 6 | Adding Connections: Adding connections is a big part of what LinkedIn is all about. Unlike most other social media sites, it's not just about connecting with people. | Doing so (or saying connection is a big part of what LinkedIn is all about) for its own sake rather than truly building your business. |  |

WEEKLY REPORT

WEEK - 8 (From Dt: 23/03/23 to Dt: 02/04/23)

Objective of the Activity Done:

Detailed Report: In the 8th week of my intom we learn about Digital marketing in LinkedIn. In day 1, customizing your profile and privacy setting. Looking to make your Twitter profile a bit more personal or make your tweets more secure? Twitter has several options for customizing your account. What is LinkedIn: LinkedIn is a popular social network with a specific purpose while other social networks like Facebook and Twitter focus more on your personal life, LinkedIn is all. Creating a LinkedIn account - To get started, go to LinkedIn.com in your web browser. Enter your information, choose a password then click the join button.

Common LinkedIn terms: Connections? Endorsement? Recruiters? If you're new to LinkedIn, there are a few terms that may seem a little confusing at first navigating LinkedIn: If you have never used an online networking site.

ACTIVITY LOG FOR THE NINETH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|---|----------------------------|
| Day - 1 | watching youtube videos now that you know the basics, you're ready to dive in and start watching youtube videos. | for example, you can just click the youtube video below to play it understand embedded video. | |
| Day - 2 | Signing into youtube: while it's not necessarily required we do recommend signing into youtube. | signing in allows you to like and comment on the video you find, share videos more easily. | |
| Day - 3 | Youtube for mobile devices: more and more people are watching videos on the go these days. | In fact, more than 40 percent of youtube traffic comes from mobile devices. | |
| Day - 4 | searching for videos: searching is a great way silly, we know/but to find new videos on youtube are probably. Let's say you're looking thousands of videos for videos of dogs! On | It sounds a little on just this one topic | |
| Day - 5 | sharing options: sharing is after all, who probably one of our favorite things to do on youtube | see that funny video of a dog or a skateboard. | |
| Day - 6 | linking and commenting: signing in allows you to interact with any video you find on youtube | for example, you can like or dislike videos, or leave a comment to share your thoughts. | |

WEEKLY REPORT

WEEK - 9 (From Dt. 2/6/23.. to Dt.. 8/6/23..)

Objective of the Activity Done:

Detailed Report:

In the 9th week of my intern we learn about Digital marketing in youtube watching youtube videos: Now that you know the basics, you're ready to dive in and start watching youtube videos signing into youtube: while it's not necessarily required, we do recommend signing in to YouTube. YouTube for mobile devices: more and more people are watching videos on the go these days. Searching for videos: searching is a great way to find new videos on YouTube (let's say You're looking for videos of dogs on skateboards). Sharing options: sharing is probably one of your favorite things to do on YouTube. Linking and commenting: signing in allows you to interact with any video you find on YouTube for example, you can like or dislike videos, or leave a comment to share your thoughts.

ACTIVITY LOG FOR THE TENTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|---|----------------------------|
| Day -1 | what is mobile marketing. mobile beyond simple delivery marketing is a marketing via message, it has total strategy that specifically taking account how info advantage of mobile channel like SMS & MMS messaging apps, device, how well can and mobile-optimized brand app perform, location. | | WJ |
| Day -2 | what is mobile - first strategy. A company may have How much priority a company gives to their mobile marketing strategy depends on company itself | designed for many ready and have a lot of technology, process, and systems in place. | WJ |
| Day -3 | In-app marketing in-app marketing is marketing through in-app marketing in mobile apps. In app marketing refer to the user can be either for your business, overlay and own brand or for other inbox message to market you. | for your own brand | WJ |
| Day -4 | mobile push marketing: mobile push marketing allows you to push marketing small message deliver relevant information to user even if they are not on your website or app | mobile push marketing deliver relevant information to user even if they are not on your website or app | WJ |
| Day -5 | SMS marketing: SMS marketing campaign is a marketing campaign via text message. You can summary people fast deal promotion, alert, offers, and more to current | marketing campaign via text message. You can summary people fast deal promotion, alert, offers, and more to current | WJ |
| Day -6 | QR code marketing QR code marketing allow you to create a link to your website, download your app, review your business, or sign up for your newsletter. | customers can scan QR code with the camera on their smartphone and it is simple to use | WJ |

WEEKLY REPORT

WEEK - 10 (From Dt. 9/06/23 to Dt. 14/06/23.)

Objective of the Activity Done:

Detailed Report: In the 10th week of my intern we learn about Digital marketing in mobile on day 1 what is mobile marketing: Mobile marketing is a marketing strategy that specifically takes advantage of mobile channels like SMS & MMS messaging, mobile apps, messaging apps, what is a mobile-first strategy: How much priority a company gives to their mobile marketing strategy depends on the company itself. In-app marketing through mobile apps: In-app marketing can be either for your own brand or for other brands. Mobile push marketing: Mobile push marketing sends marketing messages on mobile devices using push technology. SMS marketing: SMS marketing is a marketing campaign via text message. You can send promotions, offers, and more to current and potential customer phones QR code marketing: QR code marketing allows you to create a link to your website and scan it.

ACTIVITY LOG FOR THE ELEVENTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|---|---|
| Day - 1 | what is email marketing? Email marketing is a direct marketing channel that lets businesses share new products, sales, and updates with customers in their contact list. | It's high return on investment makes it crucial to most businesses' overall inbound strategy. |  |
| Day - 2 | Segmentation: Segmentation by using this information is an effective way to group users, you can easily tailor your emails to specific groups. | |  |
| Day - 3 | Personalization: Customers are marketers are determined now expecting significant value by personalized content and experience both online and offline. | Personalization helps marketers move from many messages towards |  |
| Day - 4 | Educational Email: The most preferred type of mail is educational emails. | An educational mail should help to resolve an issue for the individual receiving the email. |  |
| Day - 5 | Welcome Email: Are your subscribers getting the right message through your welcome emails? | The initial mail you send to your subscribers is critical in building your connection with you. |  |
| Day - 6 | Testimonial Email: If your business is customer-based, consider sending a mail including testimonial will help you to build trust in your brand. | Purpose to strengthen your business over product through customer feedback. |  |

WEEKLY REPORT

WEEK - 11 (From ~~15/06/23~~ to ~~22/06/23~~)

Objective of the Activity Done:

Detailed Report:

In 11th week of my intern we learn about digital marketing in email on day 1 what is email marketing? Email marketing is a direct marketing channel that lets business share new products, sales, segmentation: segmentation is an effective way to group your consumers on the basis of their demographic information, personalization: significant as well as personalized content and experiences both online and offline. Educational mail: the most typed type of mail is educational email welcome email: are you subscriber getting the right message through your welcome emails! Testimonial mail: If your business is customer-based then sending a mail including testimonial will help you to build trust in your brand purpose: To strengthen your business.

ACTIVITY LOG FOR THE TWELVETH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|--|----------------------------|
| Day - 1 | Setting goals: The first step in the web analytics process is for businesses to determine goals and the end result they are trying to achieve. | Their goals can include increased sales, customer satisfaction and brand awareness. | JY |
| Day - 2 | Collecting data: the second step in web analytics is the collection and storage of data. | Businesses can collect data directly from a website or web analytics tool, such as Google Analytics. | JY |
| Day - 3 | Processing data: The next stage of the web analytics funnel involves businesses turning collected data into actionable information. | processing the collected data into actionable information. | JY |
| Day - 4 | Developing a strategy: this stage involves implementing insights to formulate strategies that align with an organization's goals. | for example, search queries conducted on site can help an organization develop a content... | JY |
| Day - 5 | Experimentation and testing: a business needs to experiment with different strategies in order to find the one that yields the best performance. | For example, A/B testing is a simple strategy to help learn how an audience responds. | JY |
| Day - 6 | Web analytic tools: web analytic tools report important statistics on a website, such as where visitors came from. | In addition to web Analytics, these tools are Google Analytics, Product analysis. | JY |

WEEKLY REPORT

WEEK - 12 (From Dt 21/06/23 to Dt 22/06/23)

Objective of the Activity Done:

Detailed Report:

In the 12th week of my intern we learn about digital marketing in setting goals. The first step in the web analytic process is for businesses to determine goals and the end result they are trying to achieve. Collecting data. The second step in web analysis is the collection and storage of data processing data. The next stage of the web analytic funnel involves business developing strategy. This stage involves implementing insights to formulate strategies that align with an organization's goals. Experimenting and testing: Businesses need to experiment with different strategies in order to find the one that yields the best results. web analytic tools report important statistics on a website, such as where visitors come from, how long they stayed, how they found the site and their online activity.

ACTIVITY LOG FOR THE THIRTEENTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|----------------------------|
| Day - 1 | Pick a best marketing channel while creating a new You have decided on a dedicated review topic, audience, and products/categories such as that your affiliate market outdoor gear. As a brand will cover, you will popular approach want to decide throughly social media. | | ✓✓ |
| Day - 2 | Join an affiliate marketing while it's not a large network. Affiliate network necessary to join connect affiliated and on affiliate network merchant. You will likely find that doing so will. | | ✓✓ |
| Day - 3 | Expand your network. Creating a successful affiliate marketing platform takes time and dedication. To increase your overall audience size though, it is helpful to use a mix of digital. | | ✓✓ |
| Day - 4 | Be consistent and practice your skills! In addition to taking time and dedicating affiliate marketing also employs a wide range of skills. Conducting market research to understand your audience. Analyzing the competitive landscape. | | ✓✓ |
| Day - 5 | How do affiliate make their code? than money. The affiliate get track the user on the site from to see if they made a purchase. If they do with a unique code. | | ✓✓ |
| Day - 6 | The affiliate marketing third party is sometimes also known as the publisher. Affiliates can also range from single individuals to entire companies that may pay. | An affiliate program one or tried to attract and convince potential customers for particular products. | ✓✓ |

WEEKLY REPORT

WEEK - 13 (From Dt. 25/05/23 to Dt. 01/07/23)

Objective of the Activity Done:

Detailed Report:

In the 13th week of my intern we learn about Digital marketing in affiliate. Pick a best marketing channel: Once you have decided on the topic, audience, and products that your affiliate marketing brand will cover, you will want to decide on a marketing channel. Join an affiliate network: Contact affiliate and merchant's expand your network; creating a successful affiliate marketing platform takes time and dedication. Be consistent and master your skills: In addition to taking time and dedication, affiliate marketing also employs a wide range of skills, including: How do affiliate make money: The affiliate gets a unique link from which clicks can be tracked (typically using cookies). The affiliate marketing firm party is sometimes also known as the publisher. Affiliates can also range from single individuals.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|-----------------------|---|---|-----------------------------------|
| Day - 1 | <u>Email:</u> <u>karthik@gmail.com</u> bellam konda karthik@gmail.com | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik9</u> <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik@gmail.com</u> | <u>Karthik</u> |
| Day - 2 | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik@gmail.com</u> | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik3</u> | <u>Karthik</u> |
| Day - 3 | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik4</u> | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik4</u> | <u>Karthik</u> |
| Day - 4 | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik5</u> | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik5</u> | <u>Karthik</u> |
| Day - 5 | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik6</u> | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik6</u> | <u>Karthik</u> |
| Day - 6 | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik6</u> | <u>Email:</u> <u>karthik@gmail.com</u> <u>password:</u> <u>karthik6</u> | <u>Karthik</u> |

WEEKLY REPORT

WEEK - 14 (From Dt. 2/07/23 to Dt. 6/07/23)

Objective of the Activity Done:

Detailed Report:

In the 14th week of my interk we learn about Digital marketing in emails and passwords

- 1) Username - Bellamkonda Karthik
Email Id : karthik.bellamkonda2@gmail.com
password : karthik2
- 2) Username - Bellamkonda Karthik
Email Id : karthik.bellamkonda3@gmail.com
password : karthik3
- 3) Username - Bellamkonda Karthik
Email Id : karthik.bellamkonda4@gmail.com
password : karthik4
- 4) Username - Bellamkonda Karthik
Email Id : karthik.bellamkonda5@gmail.com
password : karthik5
- 5) Username - Bellamkonda Karthik
Email Id : karthik.bellamkonda6@gmail.com
password : karthik6
- 6) Username - Bellamkonda Karthik
Email Id : karthik.bellamkonda7@gmail.com
password : karthik7

ACTIVITY LOG FOR THE FIFTEENTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|--|----------------------------|
| Day -1 | shop name: Manikanta Fancy & General store mobile number 9701498461 | Learned digitalk. <u>Address</u> process. DNR Road, near Devonth clothing shop, West Gateway Bhimavaram (A.P) | |
| Day -2 | Shop name Pavan stationary mobile number 08916-733862 | <u>Address</u> police boma road, near Vishal mart, West Gateway Bhimavaram (A.P) | |
| Day -3 | shop name Isha shop mail mobile number 7947148661 | <u>Address</u> . Juvlapalem Road Bhimavaram | |
| Day -4 | shop name RF kirana shop mobile number 9799156052 | <u>Address</u> Narayan college west gateway Bhimavaram (A.P) | |
| Day -5 | shop name Devi AQUATREDARS mobile number 8500673344 | <u>Address</u> Eluru road Kailur west gateway | |
| Day -6 | shop name Navulamra Computer mobile number 7947149297 | <u>Address</u> Bhimavaram Bazar Bank colony. | |

WEEKLY REPORT

WEEK - 15 (From Dt. 07/07/23 to Dt. 16/07/23)

Objective of the Activity Done:

Detailed Report:

In the 15th week of my Intern we learn about Digital marketing in shop Name: Mamikanta Fancy & General store Address :- DNR Road, near mouth (clothes) Bhimavaram
Shop Name: Pavan Stationary [09816 - 233862)
Address : police bama road near Vishal mart
Shop Name: Isha shopping mart [9447148661)
Address : jyothipallam road Bhimavaram
Shop Name: RK Irama shop [7799156052)
Address : mayayana college Bhimavaram
Shop Name: Devi Aqua Tredav [9500673344)
Address : Eluru road kaikalur west Godavari
Shop Name: Navulamma complex [7947149287)
Address : Bank Bhimavaram Bazar Basic Colony

CHAPTER 5: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

As an intern at DH solutions in Panugonda, the work environment is designed to foster a positive and collaborative atmosphere. People interaction are encouraged, with open communication and regular team meetings to discuss projects, share ideas, and address any challenges.

The company provides well-maintained facilities, including a comfortable workspace, necessary equipment maintenance. Staff ensures the upkeep of the office environment, addressing any issue promptly.

The job roles are clearly defined, with supervisors providing guidance and clarity on tasks and responsibilities. Processes are in place to ensure consistency and efficiency in workflow. Time management is emphasized, with clear deadlines and expectations communicated in detail.

A harmonious relationship is fostered among team members, with a supportive and cooperative atmosphere. Socialization is encouraged through team-building activities and occasional social events, enhancing camaraderie and team cohesion.

A harmonious relationship is fostered among team members, with a supportive and co-

mutual support and teamwork are valued, with colleagues readily available to offer assistance and guidance when needed. Regular feedback and performance evaluations help individuals stay motivated and improve their skills.

The office space is designed for productivity, with adequate ventilation and comfortable workstations. Efforts are made to provide a conductive environment that allows individuals to focus on their tasks effectively.

In summary, DH Solutions provides a supportive work environment that values open communication, mutual support, and teamwork. The company emphasizes clarity of job roles, adherence to protocols and procedures, and a strong sense of discipline.

and procedures, promote
and time management, and
ensure a harmonious and
motivating atmosphere for
interns to thrive in their digital
marketing responsibilities.

Describe the real time technical skills you have acquired (in terms of the job-related skills and hands on experience)

In DH Solutions company, I developed real-time technical skills that I can acquire to enhance my abilities and contribute effectively to the company's operations. Here are some key technical skills I can focus on:

Search Engine Optimization (SEO): Learn about optimization websites for search engines, keyword research, on-page and off-page optimization techniques, and staying up-to-date with algorithm changes.

Social media marketing: Familiarize yourself with various social media platforms, their advertising features, and strategies for organic and paid promotion understand

analytics and reporting tools specific to each platform.

content marketing:

Learn how to create compelling content for different medium such as blog post, article, videos, and infographics. Understand how to optimize content for SEO and drive engagement.

Email marketing:

Acquire knowledge of email marketing tools, list segmentation, designing effective email campaigns, and analyzing campaign performance metrics.

Analytics and Data interpretation:

Develop skills in using tools like Google Analytics to track website traffic, user behavior, conversion rates, and other relevant data and use it

to improve marketing strategies.

Mobile marketing:

Gain knowledge of mobile marketing strategies, including mobile app marketing, mobile advertising, and mobile user experience optimization.

Describe the managerial skills you have acquired (in terms of planning, leadership, team work, behaviour, workmanship, productive use of time, weekly improvement in competencies, goal setting, decision making, performance analysis, etc.

During my internship at DIT Solutions, a digital marketing company, I have acquired essential managerial skills. I excel in planning, creating strategic marketing campaigns, setting clear objectives, and organizing, setting clear goals. As a leader, I inspire and motivate team members; promoting collaboration and fostering a positive work environment. I exhibit professionalism, integrity, and a strong work ethic, delivering high-quality work within deadlines. I manage my time productively, handling multiple tasks and adapting to changing priorities. Continuous improvement is a priority for me, actively seeking feedback and enhancing

my skills. I set smart goals aligned with company objectives and make informed decisions by make informed decisions by analyzing options and considering available data. I evaluate performance using key metrics, identifying areas for improvement and making data-driven decisions. Overall, my internship has equipped me with valuable managerial skill in planning, leadership, teamwork, behavior, workmanship, time management, goal setting, decision making, and performance analysis. These skills will shape my future career in digital marketing.

Describe how you could improve your communication skills (in terms of improvement in oral communication, written communication, conversational abilities, confidence levels while communicating, anxiety management, understanding others, getting understood by others, extempore speech, ability to articulate the key points, closing the conversation, maintaining niceties and protocols, greeting, thanking and appreciating others, etc.)

As an intern at DII Solutions, a digital marketing company, I am determined to continuously improve my communication skills. In terms of oral communication, I am actively working on enhancing my ability to express ideas clearly and effectively. I practice structuring my thoughts before speaking and strive to deliver concise and impactful messages.

In written communication, I focus on refining my writing skills to convey information accurately and persuasively. I pay attention to grammar, punctuation, and clarity ensuring that my written content is professional and engaging.

I am also working on improving my communication abilities by actively listening and engaging in meaningful dialogues. I seek opportunities to participate in group discussions, actively contributing my insights while respecting others' opinions.

Building my confidence level in communication is essential. I aim to project self-assurance and professionalism when expressing my ideas or presenting in front of others.

To manage anxiety, I practice deep breathing and ~~pro~~-positive self-talk to remain composed and focused.

Understanding others is crucial for effective communication. I strive to be attentive and empathetic. I strive to be attentive and actively listening to others' perspectives and seeking classification when needed. I value diverse viewpoints and aim to create an inclusive environment where everyone feels heard.

I practice extempore speeches to enhance my ability to think on my feet and communicate ideas spontaneously. They help me develop confidence in expressing my thoughts without prior preparation.

Articulating key points effectively is crucial in communication. I work on organizing my thoughts, prioritizing information, and delivering concise and impactful messages that resonate with the audience.

I recognize the importance of closing conversations gracefully, maintaining respect, and adhering to protocols. I focus on expressing gratitude, summarizing key takeaways, and leaving a positive impression.

By continuously working on these aspects, I am confident that my communication skills will significantly convey my thoughts, build strong relationships, and contribute effectively to the success of DH solutions.

Describe how could you could enhance your abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.

As an intern at iTH Solutions, a digital marketing company, I am committed to enhancing my abilities in group discussions, team participation, contribution as a team member, and leading team activities.

To excel in group discussions, I actively listen to others' perspectives and opinions, seeking to understand different viewpoints. I contribute my insights and ideas thoughtfully, promoting constructive discussions and fostering a collaborative environment.

I value open communication and and respect diverse opinions, encouraging others to express their thoughts freely. In terms of team participation, I engage wholeheartedly in team activities, offering support and cooperation to fellow members.

I proactively take on tasks and responsibilities, ensuring that I meet deadlines and deliver quality work.

I embrace a proactive attitude, taking initiative and demonstrating a willingness to go the extra mile.

As a team member, I contribute by sharing my expertise and knowledge in digital marketing. I actively seek opportunities to provide value and support to my colleagues, whether through offering insights, sharing resources, or collaborating on projects. I am reliable, dependable, and dedicated to the team's success.

Furthermore, I aspire to develop leadership skills by taking the initiative in leading team activities. I am proactive in organizing and

coordinating tasks, setting clear objectives, and guiding the team towards achieving collective goals. I foster a supportive and inclusive environment where every team member feels valued and motivated to perform their best.

In conclusion, my focus as an intern at DH Solutions is to enhance my ability in group discussions as a team member, and leading team activities. By actively engaging in discussions, supporting roles, I aim to strengthen my skills and make valuable contributions to the company's success.

Describe the technological developments you have observed and relevant to the subject area of training (focus on digital technologies relevant to your job role)

During my internship at DIT Solutions, a digital marketing company, I have observed significant technological developments that are highly relevant to my job role. The rapid advancements in digital technologies have revolutionized the field of marketing, and I have had the opportunity to witness and adapt to these changes.

One crucial technological development is the increasing importance of data analytics and measurement tools. The availability of sophisticated analytics platforms and tools, such as Google Analytics and social media analytics, has enabled us to track and analyze the performance of marketing campaigns in real-time. I have gained hands-on experience in leveraging these tools to monitor key performance indicators, measure ROI, and make data-

driven decisions).

Furthermore, the growing prevalence of mobile technologies has had a profound impact on digital marketing with the widespread use of smart phones and tablets, mobile optimization and responsive design have become essential for reaching and engaging target audiences effectively. I have learned to develop mobile-friendly websites, implement mobile advertising strategies, and leverage location-based marketing techniques.

Additionally, the emergence of new social media platforms and features has expanded the possibilities of digital marketing. From the rise of influencer marketing to the adoption of stories and live video features, I have witnessed the power of these

platforms in driving brand awareness and engagement.

Overall, the technological developments I have observed and adapted to during my internship have shaped the way data-driven insights and personalization capabilities, while advanced analytics tools have enabled us to measure and optimize campaigns effectively. Mobile technologies and social media innovations have opened up new avenues for reaching and connecting with target audiences. Embracing these digital technologies has been crucial for staying ahead in the dynamic and ever-evolving field of digital marketing.

Student Self Evaluation of the Short-Term Internship

Student Name: **BELIANI KONDA KARTHIK** Registration No: **203123200103**

Term of Internship: From: **10/04/2023** To: **16/07/2023**

Date of Evaluation: **16/07/23**

Organization Name & Address: **DN solutions, Panikonda west Godavary (AP)**

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

| | | | | | | |
|-----------|------------------------------------|----------|----------|----------|----------|-----------|
| 1 | Oral communication | 1 | 2 | 3 | 4 | 5✓ |
| 2 | Written communication | 1 | 2 | 3 | 4 | 5✓ |
| 3 | Proactiveness | 1 | 2 | 3 | 4 | 5✓ |
| 4 | Interaction ability with community | 1 | 2 | 3 | 4 | 5✓ |
| 5 | Positive Attitude | 1 | 2 | 3 | 4 | 5✓ |
| 6 | Self-confidence | 1 | 2 | 3 | 4 | 5✓ |
| 7 | Ability to learn | 1 | 2 | 3 | 4 | 5✓ |
| 8 | Work Plan and organization | 1 | 2 | 3 | 4 | 5✓ |
| 9 | Professionalism | 1 | 2 | 3 | 4 | 5✓ |
| 10 | Creativity | 1 | 2 | 3 | 4 | 5✓ |
| 11 | Quality of work done | 1 | 2 | 3 | 4 | 5✓ |
| 12 | Time Management | 1 | 2 | 3 | 4 | 5✓ |
| 13 | Understanding the Community | 1 | 2 | 3 | 4 | 5✓ |
| 14 | Achievement of Desired Outcomes | 1 | 2 | 3 | 4 | 5✓ |
| 15 | OVERALL PERFORMANCE | 1 | 2 | 3 | 4 | 5✓ |

Date: **16/07/23**

B. Kartikey
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

| | | | |
|--|--|------------------|--------------|
| Student Name: | Bellamkonda Kartikey | Registration No: | 203129200203 |
| Term of Internship: | From: 10/04/2023 | To: 16/07/2023 | |
| Date of Evaluation: | 16/07/23 | | |
| Organization Name & Address: | D H Solutions, Penchrao, Andheri West (Mumbai) AP | | |
| Name & Address of the Supervisor with Mobile Number | M. Sai Ram. | | |

Please rate the student's performance in the following areas:

Please note that your evaluation shall be done independent of the Student's self-evaluation

Rating Scale: 1 is lowest and 5 is highest rank

| | 1 | 2 | 3 | 4 | 5 |
|--------------------------------------|----------|----------|----------|-----------|----------|
| 1 Oral communication | | | | | ✓ |
| 2 Written communication | 1 | 2 | 3 | 4✓ | 5 |
| 3 Proactiveness | 1 | 2 | 3 | 4✓ | 5 |
| 4 Interaction ability with community | 1 | 2 | 3 | 4✓ | 5 |
| 5 Positive Attitude | 1 | 2 | 3 | 4✓ | 5 |
| 6 Self-confidence | 1 | 2 | 3 | 4 | 5✓ |
| 7 Ability to learn | 1 | 2 | 3 | 4✓ | 5 |
| 8 Work Plan and organization | 1 | 2 | 3 | 4✓ | 5 |
| 9 Professionalism | 1 | 2 | 3 | 4✓ | 5 |
| 10 Creativity | 1 | 2 | 3 | 4✓ | 5 |
| 11 Quality of work done | 1 | 2 | 3 | 4✓ | 5 |
| 12 Time Management | 1 | 2 | 3 | 4✓ | 5 |
| 13 Understanding the Community | 1 | 2 | 3 | 4 | 5✓ |
| 14 Achievement of Desired Outcomes | 1 | 2 | 3 | 4✓ | 5 |
| 15 OVERALL PERFORMANCE | 1 | 2 | 3 | 4✓ | 5 |

Date: 16 - 07 - 2023



Signature of the Supervisor

PHOTOS & VIDEO LINKS





GPS Map Camera

Bhimavaram, Andhra Pradesh, India

22-10-16, Venkaya Naidu St, Gandhi Nagar, Gurupud,

Bhimavaram, Andhra Pradesh 534201, India

Lat 16.542284°

Long 81.525375°

16/07/13 03:46 PM GMT +06:30



INTERNAL ASSESSMENT STATEMENT

Name Of the Student: BEILAM FONDA KARTHIK

Programme of Study: III B.COM (CA)

Year of Study: 2022 - 2023

Group: Commerce (CA)

Register No/H.T. No: 203128200003

Name of the College: P.R.D.S Govt Degree College Bhimavaram

University: Adikavi Nannaya University.

| Sl.No | Evaluation Criterion | Maximum Marks | Marks Awarded |
|-------|-----------------------|---------------|---------------|
| 1. | Activity Log | 10 | 08 |
| 2. | Internship Evaluation | 30 | 29 |
| 3. | Oral Presentation | 10 | 9 |
| | GRAND TOTAL | 50 | 46 |

Date:

16/7/2023.

Signature of the Faculty Guide

S. Jithesh.

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: **BELLAMKONDA KARTHIK**

Programme of Study: **2022 - 2023**

Year of Study: **II B.COM (C.A)**

Group: **Commerce**

Register No/H.T. No: **203128200003**

Name of the College: **R.R.D.S Govt Degree College Bhimavaram**

University: **Adikavi Narmada University**

| Sl.No | Evaluation Criterion | Maximum Marks | Marks Awarded |
|--|---|----------------------|----------------------|
| 1. | Internship Evaluation | 80 | 78 |
| 2. | For the grading giving by the Supervisor of the Intern Organization | 20 | 18 |
| 3. | Viva-Voce | 50 | 48 |
| | TOTAL | 150 | 144 |
| GRAND TOTAL (EXT. 50 M + INT. 100M) | | 200 | 190 |

Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal

PRINCIPAL

**R.R.D.S Govt. Degree College
BHIMAVARAM-534 202**

