

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
DIGITAL MARKETING

Name of the Student: B. Naga hema latha

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

Registration Number: 203126203002

Period of Internship: From: 10-4-2023 To: 16-7-2023

Name & Address of the Intern Organization

Adikavi NANNAYA University

YEAR

RRDS GOVT. DEGREE COLLEGE
BHIMAVARAM, W.G.DT., A.P.

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

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Student's Declaration

I, B. Abghema Latha a student of BA (HEPA)

Program, Reg. No 2023126203002 of RRDS Government Degree College,

Bhimavaram do hereby declare that I have completed the mandatory

internship in Digital Marketing From 10-4-2023 to

16-7-2023 at DH SOLUTIONS at

_____ under the Faculty Guideship of

S. Sathyanarayana Department of

History, RRDS Government Degree College,

Bhimavaram.

B. Abghema Latha

(Signature of the student)

Official Certification

This is to certify that Bokka Naga hema Latha (Name of the student) Reg. No. 802426203002 has completed his/her Internship in DH 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.A (HFA) in the Department of R.R.D.S Govt Degree College (Name of the College).

This is accepted for evaluation.


(Signatory with Date and Seal)

Endorsements

Faculty Guide



Head of the Department



Principal



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



Certificate from Intern Organization

This is to certify that Bokka Naga hema latha (Name of the intern)
Reg. No 203126203002 of R.R.D.S. Degree college (Name of the
College) underwent internship in DH solutions (Name of the
Intern Organization) from 10-4-2022 to 16-7-2023

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



Authorized Signatory with Date and Seal



UDYAM-AP-12-0009907

GSTIN : 37CEWPS2264C1Z2

Certificate from Intern Organization

**This is to certify that Bokka Nagahemalatha
3rd BA HEPA**

**Reg. No 203126203002 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**

ACKNOWLEDGEMENTS

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Name: Bokka Naga Hema latha

Hall Ticket Number: 203126203002.

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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.

During my internship at DH solutions a digital marketing company gained valuable practical experience in the field of digital marketing. DH solutions specialized in providing digital marketing services such as develop strategies, marketing social media platforms, conducting market research, and optimizing websites throughout the internship, successfully achieved the following learning objectives:

- (1) Acquiring knowledge of digital marketing concepts and strategies.
- (2) Developing skills in market research and data analysis.
- (3) understanding marketing campaign development

To accomplish these objectives, I actively participated in various activities that 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. A comprehensive understanding of digital marketing practices learned to analyze data for informed decision making.

In conclusion, my internship at DH 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, a cloud-based digital marketing has sairam as it a managing Director DH solution has outed 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 and company mission deliver exceptional strategies, technologies, and experiences for clients success company values Excellence Integrity collaboration client centricity.

DH solutions company may have provided on privacy data security employee conduct non-discrimination, and client confidentiality company organizations stores -cture likely includes executive leadership business development account management digital marketing specialists creative / design team analytics / reporting technical team and administration / 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 marketing campaign monitoring 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 was assigned a range of activities and responsibilities that provided me with working conditions were professional and conducive to learning with a supportive team and a collaborative work environment.

My weekly schedule consisted working -day to Friday from 10am to 3 PM. The company provided me with a dedicated workplace equipment - personal computer, internet access, and relevant soft tools used in digital marketing such as Analytics, social media management platform and content management systems.







As an intern I was involved in various tasks to support the campaign digital marketing efforts this included conducting market research, and

- tying data to identify brands 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 more data driven decisions develop engaging social media marketing and understand the reasons, I also gained valuable experience in working with a professional team managing deadlines, and effectively communicating with clients.

Overall my internship 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 electronic media is called as digital marketing	
Day - 2	content marketing: they want content that is compelling, relevant to the searcher, frequently updated and full of enrichment	content marketing in values researching key words improving the description of product and services on your site and creating educational content that will	
Day - 3	SEO (search engine optimization) on site SEO optimizes ensuring that your site is developed correctly with the proper framework that appeals to search engine	of site SEO makes to any actions that you are taking for your brand that happens of your main digital property	
Day - 4	SMM (social media marketing) while paid social media marketing includes the advertisement we all know and love, it also involves paid options for driving brand	organic social media is a bit more elusive but that also trends to make it more important	
Day - 5	SEM (search engine marketing) Advertisements are placed on Google or Bing search engine so when a user is browsing for the answer to a particular question	your paid ad properties brand to the top of the search engine results page (SERP)	
Day - 6	paid ads: paid ads are a fun way to get in front of a wider audience and bring more traffic to your website less expensive than traditional.	Advertising, you can advertise across various platforms with methods such as Google ads, facebook ads and other social media ad offerings.	

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 the Internship I learned the basics of digital marketing. On day 1, I learned about the basic introduction of the digital marketing that is the promotion of products or brands via one or more forms of electronic media is called as digital marketing that is the promotion of on day 2 I learned about the content marketing where they want content that is compelling, relevant marketing to the searcher, frequently updated and full of enrichment content marketing involves researching keywords, writing articles, improving description the products services on your site and creating educational content that will compel your audience to engage more one the next day. I learned about the on sit which involves ensuring that your site is developed correctly with the proper framework and offsite SEO refers to any actions that your are taking for your brand that happen of your main digital properties the another day I learned about the social media marketing which includes advertisements, organic social media marketing is a bit more elusive but that also tends to make it more fun to implement on day 5 I learned about search engine marketing where you pay ads page (SERP) you can advertise across various platforms methods such Google ADS, FB ADS and other social media ad campaign.

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 marketing is for from dead those days and continues to be a highly efficient method for your digital marketing campaign. This is to you make more high quality online efforts.	From these, send high quality content in your emails that speak to them personally addressing their cited wants, as needs and enticing them to continue to your website.	
Day - 2	affiliate marketing : This type of marketing issued business which is playing to individuals or companies to promote their products / services on their websites.	Such type of marketing typically involves placing a banner ad on another site in which the host being paid based on number of customers click on particular.	
Day - 3	Display advertising : It is one of the most common types of online advertising medium. It is similar to affiliate marketing where a playing banner ads on another website for the visitors.	who are interested in business in products services the display ads can be in certain range and include video and audio.	
Day - 4	Email marketing : Email marketing is an online version of direct mail in this, rather than sending a customer a hard out of advertisement, it displays a form type which allows business to send information.	made with the help of email, such type of marketing will include business coupons, news letters, invitations to special events and survey.	
Day - 5	Inbound marketing : In this type of marketing an online content such as blogs, social media and products are issued media online to attract new customers.	The idea of this strategy is that it involves creating own content that draws the attention of shoppers.	
Day - 6	Pay-Per-Click Advertising : It is known as search engine marketing which is advertising in which business place ads search engine websites like Google and Yahoo.	These ads are placed in special top or side panels that separated out for paid ads. It is seen that many search engine offers.	







WEEKLY REPORT

WEEK - 2 (From Dt. 16/4/23.. to Dt. 21/4/23..)

Objective of the Activity Done:

Detailed Report: In the second week of my intern about types of internet marketing Email marketing is for from head these days and continues to be highly efficient method for your digital marketing campaign. The key is to generate this type of marketing uses business which is playing to individuals or companies to promote their products / services on their websites. Such type of marketing typically involves placing a banner is one of the most common type of online advertisement. It is similar to affiliate marketing where placing banner ads on other website for the visitors. Email marketing is an online version of customer a hand out or advertisement. It displays a form type which allows business to send similar information or even in this type of marketing an online content such as blogs, social are used in order to attract new.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	SEO (Search Engine Optimization): It is a free form of advertising which is designed to increase business ranking on search engine. It is seen that, higher is the business ranking, more likely there are chances of displaying.	Results on top when internet users search for business or something similar to the match.	
Day - 2	SMM (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.	It works by creating a dedicated page for business on each platform, developing content which attracts followers that eventually converts to pay customers.	
Day - 3	Content marketing: The main goal of content marketing is to attract a customer's attention, educate new customers, and nurture leads. In this marketing strategy, you can nurture and educate your potential.	Customers by providing them with the necessary content guide them through the sales funnel and finally motivate them to take desirable action.	
Day - 4	Email marketing: Email is a worthwhile marketing tool that involves sending promotional content to your clients. 3.9 million daily email issues make this channel the most popular.	It allows marketers to send personalized campaigns, segment their audience, and create relevant content for them.	
Day - 5	Advertising: Advertising is a powerful tool that helps promote your business, find customers, and expand revenue streams. There are many advantages that internet advertising.	It helps to greatly expand a diverse audience; increases traffic to your website; allows targeting and retargeting.	
Day - 6	Mobile marketing: Mobile marketing as advertising activity aimed at promoting products and services via promoting products and services. Mobile marketing also involves optimizing.	Companies issue SMS marketing as an effective way of promoting their products. Here you can see how Domino's Pizza issued SMS.	

WEEKLY REPORT







WEEK - 3 (From Dt. 22/4/23. to Dt. 23/4/23.)

Objective of the Activity Done:

Detailed Report:

In the 3rd week of my intern we learn about digital marketing planings and state - get it is a free form of advertising which is designed to increase business ranking on search engines. It is seen that, higher is the business ranking more likely there are chance of displaying in this type of promoted with the help of social media outlets such as facebook, twitter, google, pinterest. marketing is to attract a customers attention educate new comers and nature leads with this marketing strategy, you can nature and educate your potential. Email is a worthwhile marketing tool that clients 3.9 billion promote - ional content to you users make this channel the most popular. there many advantages that internet advertising.

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 is why positive online reviews are important for a brand's success with reputation marketing you can highlight positive customer reviews of your brand.	
Day - 2	Social media marketing : There are 3.5 billion people that use social media different needs, they represent 45% of the world's population.	social media marketing means using social media channels, such as Twitter and Facebook, Instagram and Pinterest, Tumblr, and LinkedIn.	
Day - 3	Video marketing : according to statistics, 50% of consumers prefer videos over other type of content from brands. This means that if you want your business to go viral you should make videos.	It helps companies provide step by step instructions, demonstrate their products or services, show an offer or make.	
Day - 4	Search engine optimization : SEO is about optimizing your site to improve organic traffic. commonly, digital marketing managers pay attention to across links and backlinks, keywords.	It increase the visibility of the website. Remember, the better visible to the more customers you can attract for instance, when you are searching for grammar.	
Day - 5	web analysis : This is a way to track the activity of users on web pages. It enables companies to access information about the preference and behaviour of customers.	analysis outcomes they report on the number of visitors and pages they visit on the site, the duration of their visit and more.	
Day - 6	How adSense works : Google adSense provides a way for publishers to earn money from their online content. AdSense works by matching ads to your site based on your content.	The ads are created and paid for by advertisers who want to promote their products.	


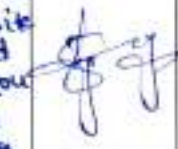




WEEKLY REPORT

WEEK - 4 (From Dt. 03/5/23.. to Dt. 7/5/23..)

Objective of the Activity Done:

Detailed Report: In the 4th week of my Intern we learn about digital marketing planning and strategies can success. Reputation feedback is essential both for brands and potential customers. Nearly 3 out of 4 customers trust a brand if it has positive reviews there are 3.5 billion people that use social media for different needs, they make up 45% of the world's population. According to statistics 54% of consumers prefer videos over other type of content from brands. This means that if you want your business to go viral you should try video marketing. This is a way to track the activity of users on web pages it enables companies to access information about the preference and behaviours of customers. Google AdSense provides a way for publishers to earn money from their online content. AdSense works by matching ads to your site based on your content.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Brief description; about negot 1. affiliate registration 2. vendor registration How to add Products.	I constant my own business by using affiliate registration	
Day -2	Facebook-The basics: Facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time.	actually, Facebook is the third most visit -d site in the world after Google and You tube. Even Privacy bomberman taking	
Day -3	Signing up to Facebook is simple The very first step to sign up for a Facebook account and it's pretty simple.	The platform makes it easy to get started Head over to Facebook home page and fill in the required fields.	
Day -4	Videos and Photos: Facebook lets users share all kinds of content such as photos and videos you can also share live broadcasts and albums.	To upload you can head your profile, click on the photo + tab and choose, add photo / video, this lets you upload media from	
Day -5	Personalize your profile this is one of the more fun face- book basics that need to be known it gives you a shot at being creative.	The chances that you share a name with someone else on Facebook are very high that's why you should personalize	
Day -6	one of the most important basics of Facebook is Privacy aware. 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 you share To edit these settings click on the settings options.	

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 pinterest facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon. signing up to facebook is simple the very first step is to sign up for a facebook account and it's pretty simple one of the most important basics of facebook is playing secure once you've created your new profile you can make changes to your privacy settings. This is one of the more fun facebook basics that need to be known it gives you a shot at being creative facebook lets users video all kinds of content such as photos and videos you can also share live broadcasts and albums.

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 is considered one of the best features. This is one of the many fun features of Facebook.	Posting content you want to share with your friends and family - you can keep every one updated what's going on in your life.	
Day - 2	Sign up : you can directly head 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 link to your Facebook, Twitter, Google, and Yahoo.	
Day - 3	Create your profile : next thing that Pinterest Tutorial says is creating your Pinterest profile and making it going with a consistent.	Your Twitter and Instagram accounts are linked advisable. This lets your followers find you quite easily.	
Day - 4	Check your settings : In Pinterest settings, you can set your notification, home feed, security, and app settings. You can turn on Email notification.	Email notifications that will help you find new people to follow by being who comment or repins ideas that are related to their boards.	
Day - 5	Pinterest profile : Pinterest profile is responsible for holding all your Pinterest pins, boards, and all other settings.	Details that your Pinterest profile will include are your username that you set in the box given after.	
Day - 6	Pinterest board : Pinterest board example as per the definition suggested by Pinterest board is the accumulation of different individual Pinterest pins.	A Pinner owns Pinterest boards that can further be shared or pinned to other Pinner's as well.	







WEEKLY REPORT

WEEK - 6 (From Dt. 14/5/23. to Dt. 19/5/23.)

Objective of the Activity Done:

Detailed Report: In the 6th week of my intern we learn about digital marketing in pinterest posting on facebook is considered one of its best features this is one of the many fun features of facebook you can directed by head to pinterest com and join it just by your mail address you can also sign up directly via your facebook and Gmail account Next thing that pinterest two suggests is creating your pinterest profile and marketing it impressive Going with a consistent user name and profile pic that you already have on in pinterest settings you can set your notifications, name feed, security and apps settings you can turn on your Email notifications that pinterest profile is possible for holding all your pinterest boards and all other settings a pinterest of different individual pinterest pins.

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 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	now you need to tap on the red plus button and choose 'create ad'	
Day - 2	What 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 280 individual characters	
Day - 3	Creating a Twitter account: If you want to post your own updates to 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 your web browser	
Day - 4	How to tweet: There are many ways to twitter, some users might never post their own updates choosing instead to follow updates from other users.	but many 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 hashtag 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 see what's happening right now and connect with people who are important to you	

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. pinterest allows you to create and 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. Twitter is a social networking website that's designed for finding and sharing short updates. If you want to post your own updates to twitter, you'll need to create an account. There are two ways to do this. There are many ways to use twitter. Some users might never post their own updates, choosing instead to follow updates from others. Hashtags are a really important part of twitter. But what exactly is a hashtag? Twitter is about more than just sharing your own updates.

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 privacy settings: looking to make your Twitter profile a bit more personal or make your tweets more secure. Twitter has several options for customizing	Editing your Twitter profile navigate to your profile page. If you're using the several options for mobile app.	
Day-2	What is LinkedIn: is a professional social network with a specific page while other social networks like Facebook and Twitter focus more on your personal interests.	Professional networking that is building a gateway 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 a password, then click the join button.	LinkedIn will guide you through the steps of adding more details to your profile.	
Day-4	Common LinkedIn terms: connections? Endorsements? Recrements? If you're new to LinkedIn, there are a few terms that may seem a little confusing at first.	Reviewing some of the most commonly used terms will give you a better understanding of how LinkedIn works.	
Day-5	navigating LinkedIn: If you've never used an online networking 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 want to take some time to learn your way around.	
Day-6	adding connections: adding connections is a big part of LinkedIn but unlike most other social media sites trying to connect with everyone you know can send the wrong signal.	Doing so can seem like you're networking for its own sake rather than truly building your professional network.	

WEEKLY REPORT







WEEK - 8 (From Dt: 27/5/23. to Dt: 02/6/23...)

Objective of the Activity Done:

Detailed Report:

In the 8th week of my intern we learn about digital marketing in linked in looking to make your twitter has several options for customizing your account linked in is a popular social network with a specific purpose while other social networks like facebook and twitter focus more on your personal life, linked in web browser Enter Enter your information choose a password, then click the join button connections Endorsements Recruit if you're new to linked in there are a few terms that may seem a little confusing at first if you've never used an online networking site linked in can seem a little intimidating at first Adding connections is a big part of linked in But in like most other social media sites, trying to connect with everyone, you know can send the wrong signal.

ACTIVITY LOG FOR THE NINTH 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 derive in and start watching youtube videos.	For example, you can just click the youtube video below to play it understanding embedd- ed video share are two basic ways ^{to share} to you	
Day - 2	Signing into youtube ^{whiles} not necessarily required, we do recommend signing in to youtube	signing in allows you to like and comment on the video's you find these videos more easily and even upload and edit your own video's.	
Day - 3	youtube for mobile devices: more and more people are watching video's on the go these days.	In fact more than 40 percent of youtube's traffic comes from mobile devices, including smart phones and tablets.	
Day - 4	searching for videos: searching is a great way to find new videos on youtube let's say you're looking for video's of dogs on skateboards.	It sounds a little silly, we know, but there are probably thousands of video's on just this one topic	
Day - 5	sharing options: sharing is probably one of our favorite things to do on youtube.	after all, who doesn't want to see that funny video of a dog on a skateboard	
Day - 6	liking and commenting: signing in allows you to interact with any video you find on youtube.	learning outcomes for examples, you can like or dislike video's or leave a comment to share your thoughts.	

WEEKLY REPORT







WEEK - 9 (From Dt 03/6/23.. to Dt 08/6/23..)

Objective of the Activity Done:

Detailed Report:

in the 9th week of my intern we learn about Digital marketing in youtube Now that you know the basics you're ready to dive and start watching youtube videos while it's not necessarily required we do recommend signing in to youtube more and more people are watching video's on the go these days something is a great way to find new video's of dogs on sketchboard showing is probably one of our favorite things to do on utube signing in allows you to interact with any video you find on youtube.

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 marketing strategy that specifically takes advantage of mobile channels like SMS, MMS, messaging, mobile apps, marketing apps, and mobile-optimized websites.	Beyond simply delivering messages, it has to take into account how information looks on different devices, how well an app performs, location-based information.	
Day - 2	What is mobile-first strategy? How much priority a company gives to their mobile marketing strategy depends on the company itself.	A company may have existed for many decades and have a lot of technology, products, and systems in place for the desktop.	
Day - 3	In-app marketing: In-app marketing through mobile apps. Marketing can be either for your own brand or for other brands.	For your own brand, in marketing refers to the use of banners, overlays, and native marketing to market your product to your app users.	
Day - 4	Mobile push marketing: mobile push marketing sends marketing messages on mobile devices using push technology.	It allows you to deliver relevant information to users even if they are not on your website or app.	
Day - 5	SMS marketing: SMS marketing is a marketing campaign via text message. You can send promotions, alerts, offers, and more to current and potential customers' phones.	Text marketing campaigns can be successful because most people have their phones with them, and it's difficult to ignore.	
Day - 6	QR code marketing: QR code marketing allows you to create a link to your website, download your app, review your business, or sign up for your newsletter.	Customers can scan the QR code with the camera on their smartphones and it's simple to use.	





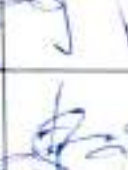
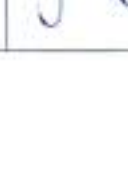
WEEKLY REPORT

WEEK - 10 (From Dt 29/6/23.. to Dt 19/6/23..)

Objective of the Activity Done:

Detailed Report: In the 10th week of my intern we learn about Digital marketing in Mobile marketing is a marketing of Mobile that specifically takes advantage of mobile apps marketing apps and mobile apps How marketing much priority a company gives to their mobile marketing strategy depends on the company itself in-app marketing is marketing through mobile apps in apps marketing can be either for your own brand or for other brands mobile push marketing sends marketing messages on mobile devices using push technology SMS marketing is a marketing campaign SMS marketing is a m via text message is a man you can send promotions alerts, offers and more to current and potential customers phone QR code marketing allows you to create a link to your website download your app review your business or sign up for your news letter.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<p>What is Email marketing? Email marketing is a direct marketing channel that lets business share new products, sales, and updates with customers on their contact list.</p>	<p>It's high return on investment (ROI) makes it crucial to most business owners - all inbound strategies.</p>	
Day - 2	<p>Segmentation: Segmentation is a effective way to group your consumers on the basis of their demographic information, purchase history, and browsing activity.</p>	<p>By using this information, you can easily tailor your emails to specific groups.</p>	
Day - 3	<p>Personalization: Customers are now expecting significant as well as personalized content and experience both online and offline.</p>	<p>marketers are determined to leverage email personalization to move from 1: many messaging toward 1:1 experiences that not only meet, but exceed consumer expectations.</p>	
Day - 4	<p>Educational Emails: The most preferred type of mail is educational email.</p>	<p>an educational mail should help to resolve an issue for the individuals receiving the email.</p>	
Day - 5	<p>Welcome Email: Are your subscribers getting the right message through your welcome emails?</p>	<p>The initial mail you send to your subscribers is critical in building your connection with your subscribers.</p>	
Day - 6	<p>Testimonial Email: If your business is customer based, sending a mail including testimonials with help you to build trust in your brand.</p>	<p>To strengthen your business or product through customer feedback.</p>	

WEEKLY REPORT







WEEK - 11 (From Dt. 15/6/23. to Dt. 20/6/23.)

Objective of the Activity Done:

Detailed Report:

In the 11th week of my intern we learn about digital marketing in Email marketing is a direct marketing channel that lets business share new products, sales, and updates with customers on their content. High return on investment (ROI) makes it crucial to most businesses overall. Inbound strategy segmentation is an effective way to group your consumers on their basis of their demographic information. Activity by using this information you can easily tailor your emails to specific groups. Some may not easily tailor expecting significant as well as respected content and experience both online and off line marketing are determined to leverage email is educational emails. An educational email should help to resolve to move from the most individuals receiving the mail. Are your subscriptions getting the right message through your welcome emails. The initial mail you sent to your subscribers is critical in building your connection with your audience. If your business will help you to build trust in your brand to strengthen your business core. Product through customer feedback.

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.	These goals can include increased sales, customer satisfaction and brand awareness. Business goals can be quantitative and qualitative.	
Day - 2	collecting data : The second 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.	
Day - 3	processing data : the next stage of the web analytics funnel involves businesses.	processing the collected data into actionable information.	
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 strategy based on what users are searching for.	
Day - 5	Experimenting and testing : Businesses need to experiment with different strategies in order to find the one that yields the best results.	for example, A/B testing is a simple strategy to help learn how an audience responds to different content.	
Day - 6	web analytics tools : web analytics tools report important statistics on a website, such as where visitors came from, how long they stayed, how they found the site and their online activities.	In addition to web analytics these tools are commonly used for product analytics, social media analytics and marketing analytics.	

WEEKLY REPORT







WEEK - 12 (From Dt. 21/6/23. to Dt. 26/6/23.)

Objective of the Activity Done:

Detailed Report:

In the 12th week of My Intern we learn about Digital marketing web analytics. The first step in the web analytics process is for businesses to determine goals and the end results they are trying to achieve. The second step in web analytics is the collection and storage of data. The next stage of the web analytics funnel involves business. This stage involves implementing insights to formulate strategies that align with an organization's goals. Business need to Experiment with different strategies in order to find the one that yields the best results. Web analytics tools report important statistics on a website, such as where visitors come from how long they stay as where visitors come from how long they stayed, how they found the site and their online activity while on the site.

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: once you have decided on the topics, audience, and products that your affiliate marketing brand will cover, you will want to decide on a marketing channel.	while creating a dedicated review website, such as outdoorGrecalab is a popular approach you can also do affiliate marketing on social media platforms like Instagram.	
Day - 2	Join an affiliate marketing network: Affiliate networks connect affiliates and merchants.	while it's not always necessary to join an affiliate network, you will likely find that doing so will streamline the relationship building process with merchants and allow	
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 marketing approaches, including	
Day - 4	Be consistent and master your skills: In addition to taking time and dedication, affiliate marketing also employs a wide range of skills, including	conducting market research to understand your niche - analyzing the competitive landscape to know when you stand	
Day - 5	How do affiliate make money: The affiliate gets a unique link from which clicks can be tracked - typically using cookies.	The cookie then tracks the user to see if they make a purchase. If they do within an allotted amount of time, then the affiliate will	
Day - 6	The affiliate marketing: The point is sometimes also known as the publisher affiliates can also range from single individuals to entire companies.	an affiliate promotes one or multiple affiliate products and tries to attract and convince potential customers of the value of the merchant's	




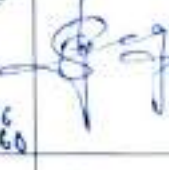


WEEKLY REPORT

WEEK - 13 (From Dt. 26/6/23. to Dt. 01/7/23..)

Objective of the Activity Done:

Detailed Report: In the 13th week of the internship I learned once you have decided on the topic, audience, and products that your affiliate marketing, and product that your affiliate marketing brand will cover you will want to decide on a marketing channel while creating a decided review website, such as outdoor Gearlab, is a popular approach, you can also do affiliate marketing on social media platforms like Instagram join an affiliate marketing network Affiliate networks connect affiliate and merchants while it's not always necessary to join an affiliate network you will likely find that doing so will streamline the relationship-building process with merchant: and ultimately increase your potential to earn affiliate commission creating a successful affiliate marketing platform takes time and dedication to increase your overall digital marketing.

ACTIVITY LOG FOR THE FOURTEENTH WEEK




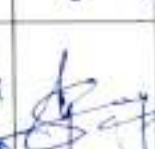

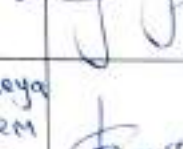
Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Bokka Naga hema latha	Email :- naga hema latha 03 @ gmail. com Password :- pa naga	
Day - 2	Bokka Naga hema latha	Email :- Naga hema latha 30 @ gmail. com Password :- Hema	
Day - 3	Bokka Naga hema latha	Email :- Hema latha 50 @ gmail. com Password :- Buddi	
Day - 4	Bokka Naga hema latha	Email :- hema @ gmail. com Password :- 201160	
Day - 5	Bokka Naga hema latha	Email :- Naga hema latha papasa @ gmail. com Password :- 1532977	
Day - 6	Bokka Naga hema latha	Email :- latha 66 @ gmail. com Password :- 30126 14	

WEEKLY REPORT

WEEK - 14 (From Dt: 07/07/23 to Dt: 07/13/23.)

Objective of the Activity Done:	
Detailed Report: In the 14 th week of my internship we learned about email id's in	
1. User name	: Sopko Naga hema latha
2. email Id	: Naga hema lathasr@gmail.com
password	: Naga
2) User name	: Naga hema latha
email Id	: Naga hema latha 30@gmail.com
password	: Hema
3) User name	: Hema latha
email ID	: Hema latha 50@gmail.com
password	: Buddi
4) User name	: Naga hema latha
email ID	: Hema latha 07@gmail.com
password	: 20416576
5) User name	: Sopko Naga hema latha
email ID	: Naga hema latha pafasai 30@gmail.com
password	: 1552 8728
6) Username	: Naga hema latha
email ID	: Naga hemalatha 06@gmail.com
password	: 20217554.

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day-1	shop name : Subhadra Book Shop Mobile number : 7987146736	Address : Main Road Palakolu West godavari 534260	
Day-2	shop name : vishal mega mart mobile number : 7947148661	Address : Tataca -thirai street, Gandhi Nagar Bhimavaram 534 201	
Day-3	shop name : Isha shopping mall Mobile number : 7949683395	Address : Savala Palam Road Bhimavaram Bhimavaram 534202	
Day-4	shop name : Rama Satya shopping complex	Address : Gandhi Nagar, Hasthapuri Road Bhimavaram 534201	
Day-5	shop name : manalu complex Mobile number : 7947149287	Address : Bhimma Varam Bazar, Bank colony 534202	
Day-6	shop name : kamal comm -ercial complex Mobile number : 7947149446	Address : Narsimha -garaharam BVM Kotavali Road 534210	

WEEKLY REPORT

WEEK - 15 (From Dt 08/7/23.. to Dt 14/7/23..)

Objective of the Activity Done:	
Detailed Report:	
Shop name	: Subadnya Book shop (7947146736)
Address	: main Road, Palakolu BVM (534260)
shop name	: Vishal mega mart (7942683395)
Address	: Tatavanthinsai street BVM (534201)
Shop name	: Taha shopping mall (7947148668)
Address	: Tuvakulam Road BVM (534201)
shop name	: Rama Satya shopping complex
Address	: Grandi Nagar, Matsyapuzi Road Bhimmanuram 534201
Shop name	: manjula complex (7947149287)
Address	: Bhimmanuram, Bazar Bank Colony 534201
shop name	: kamal commercial (794714946)
	complex
Address	: Vamsayyagobanuram Bhimma - naram Kodavali Road 534210.

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 DHI solutions in penugonda,
The work environment is designed to foster
a positive and collaborative atmosphere where people
interactions are encourage with open address
any challenges

The company provides
well-maintained facilities, including a comfortable
work space, necessary equipment, maintenance staff
ensures promptly

The job roles are clearly defined, with
supervisors providing guidance and clarity on tasks
and responsibilities protocols, procedures and efficiently
in work flow time manage communicated to interns.
A harmonious relationship is fostered among
team members with a supportive and cooperative activities
and occasional social events fosters cohesion.

Mutual support and teamwork are valued, with colleagues readily available to offer assistance and guidance when needed help turns stay motivated and improve their skills.

The office space is designed for productivity with adequate ventilation and comfortable work stations that allows interns to focus on their tasks effectively.

In summary DT solutions provides a supportive work environment that values open communication, mutual support, and teamwork. Clarity of job roles adheres to protocols and procedures promotes discipline and time management and ensures 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 several real-time technical skills that I can acquire to enhance my abilities and effectively to the company's operations skill I can focus on.

Search engine optimization (SEO): learn about optimizing websites for search engines keyword search techniques, and staying up to date with algorithm changes.

Social media marketing: familiarize yourself with social media platforms, their advertising features, and strategies for organic and specific to each platform.

Content marketing: learn how to create compelling such as blog posts, articles, videos and infographics SEO and drive engagement.

Email marketing: acquire knowledge of Email marketing tools, list segmentation, designing effective performance metrics.

analytics and data in internship : Develop skills in using tools like Google Analytics to track website traffic, user behavior learn how to interpret -post data and use it to improve marketing strategies.

mobile marketing : Gain knowledge of mobile marketing strategies, including mobile app marketing mobile advertising 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).

Describe managerial skills : During my internship at DH solutions a digital marketing company I acquired essential management skills I excel in and organizing measure effectively as a leader I inspire and motivate team members promoting integrity and 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 actively seeking feedback and enhancing my skills I set smart goals aligned with company objectives make informed decisions by analyzing opinions and considering available data I evaluate performance using key metrics, identifying areas for improvement and skills in planning leadership teamwork behavior workmanship time management competency improvement 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.,)

Communication skills : As an intern at DH solutions a digital marketing company, I am determined to continuously improve my communication skills. In terms of oral communication ideas clearly and effectively I practice structuring my thoughts before speaking and strive to impactful messages.

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

I am also working on improving my conversational abilities by actively listening and engaging in meaningful dialogues; seek opportunities to contributing my insights while respecting other's opinions.

Building my confidence level in communication is essential to project self-assurance and professionalism when expressing my ideas or presenting in remain composed and ^{Page No} focused.

Understanding others is crucial for effective communication. It is imperative to be attentive and empathetic. This active listening to others' perspectives values diverse viewpoints and aims to create an inclusive environment where everyone feels heard.

I practise extempore speeches to enhance my ability to think my feet and communicate ideas spontaneously. This helps 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 that resonates with the audience.

I recognize the importance of closing conversations gracefully, maintaining niceties, and adhering to socializing conventions to leave a positive and lasting impression.

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

Describe how could you enhance your abilities in Group discussion

As an intern at DH solutions, a digital marketing company I am committed to enhancing my abilities in group discussions team participation contribution leading team activities.

To excel in group discussions, actively listen to others' perspectives and opinions, seeking to understand different viewpoints I contribute discussions and fostering environment, value open communication and respect thoughts freely.

in terms of team participation, I engage wholeheartedly in team activities offering support and cooperation to fellow members ensuring that I meet deadlines and behavior work demonstrating a willingness to go the extra mile

As a team member, I contribute by sharing my expertise and knowledge in digital marketing actively seek opportunities 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, foster a supportive and inclusive environment where every team member can perform their best.

In conclusion, my focus as an intern at DH solutions is to enhance my abilities in group discussion team participation contribution as a team activities by actively and taking on leadership roles to strengthen my skills and make valuable contributions towards 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)

Technological development :

During my internship at DH solutions a digital marketing company I have observed significant in digital technologies have revolution the field of marketing and I have had the opportunity to witness and adapt to these changes. Increasing importance of data analytics and measurement tools. The availability of sophisticated analytics

Furthermore the growing prominence of mobile technologies has had a profound impact on digital marketing with the wide smartphones responsive design have become essential for reaching and engaging target audience effectively 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 influencers marketing to the adoption of stories of these platforms in driving brand awareness and engagement.

Overall, the technological developments, have observed and adapted to during my internship have shaped the way digital marketing operates. AI and ML have empowered us with data-driven insights and personalization capabilities while advanced analytics tools have enable us to measure and social media spend up new avenues for reaching 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: BOKKA Naga hema latha Registration No: 203126203002
Term of Internship: From: 10-4-2023 To: 16-7-2023
Date of Evaluation: 16/7/23
Organization Name & Address: DH solutions

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: 16/7/23

B. Naga hema latha
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: BOKKA Abga hema latha Registration No: 202126203001
 Term of Internship: From: 16-11-2023 To: 16-7-2023
 Date of Evaluation: 16/7/23
 Organization Name & Address: DH solutions
 Name & Address of the Supervisor
 with Mobile Number

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	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: 16/7/23


 Signature of the Supervisor

M. Sa. Di

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: B. Naga hema latha
Programme of Study: Internship DH solutions
Year of Study: 2022-2023
Group: BA (HEPA)
Register No/H.T. No: 203126203002
Name of the College: R.R.O.s Gout Degree college
University: Adikavi Nannaya university

SLNo	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	9
2.	Internship Evaluation	30	28
3.	Oral Presentation	10	8
	GRAND TOTAL	50	45

Date: 16/7/23


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: B. Naga hemalatha
Programme of Study: ~~Internship~~ ~~at~~ ~~collocation~~ UIBA
Year of Study: 2022-2023
Group: BA (HGA)
Register No/H.T. No: 203126203002
Name of the College: R.R.D.S Govt Degree college
University: ADIKAVI NANNAYA 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	17
3.	Viva-Voce	50	40
	TOTAL	150	135+15
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	180

Signature of the Faculty Guide



Signature of the Internal Expert



Signature of the External Expert



Signature of the Principal with Seal
PRINCIPAL
H.R.D.S. Govt. Degree College
BHIMAVARAM-534 202

