

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: *Dasari Ramesh*

Name of the College: *RRDS Govt Degree College*

Registration Number: *203/26203005*

Period of Internship: ~~From: 10-07-2023~~ To: *16-07-2023*

Name & Address of the Intern Organization: *DH Solutions
Penugonda*

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 Dasari Ramesh a student of BA (HFA)
Program, Reg. No. 2030620305 RRDS Government Degree College,
Bhimavaram do hereby declare that I have completed the mandatory
internship in Digital Marketing From 10-4-2023 to
16-07-2023 at Digital Solutions # penugonda
under the Faculty Guideship of
S. Sathyanarayana Department of
History RRDS Government Degree College,
Bhimavaram.

D. Ramesh
(Signature of the student)

Certificate from Intern Organization

This is to certify that Jasari Ramesh (Name of the intern)
Reg. No 203126203005 of R.R.D.S. Govt Degree College (Name of the
College) underwent internship in DH Solutions (Name of the
Intern Organization) from 10-4-2023 to 16-07-2023

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

Authorized Signatory with Date and Seal



Official Certification

This is to certify that Jasari Ramesh (Name of the student) Reg. No. 2021620200 has completed his/her Internship in Dtt 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 III-BA (HCPA) in the Department of R.R.D.S Govt Degree college (Name of the College).

This is accepted for evaluation.

(Signature) S. Ramesh (Date and Seal)



Endorsements

Faculty Guide S. Ramesh

Head of the Department S. Ramesh

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





UDYAM-AP-12-0009907

GSTIN : 37CEWPS2264C1Z2

Certificate from Intern Organization

**This is to certify that DASARI RAMESH
3RD BA HEPA**

**Reg. No 203126203005 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: D. Ramesh

Hall Ticket Number: 803126203005

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PROGRAM BOOK FOR
SEMESTER INTERNSHIP

DIGITAL MARKETING

Name of the Student: DASARI RAMESH

Name of the College: R.P.D.S. GOVT. DEGREE COLLEGE
BHIMANARAM

Registration Number: 203126203005

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

Name & Address of the Intern Organization D.H. SOLUTIONS, PENYONGDA

Adi Kavi Nanayya University
YEAR

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, 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 market research, and optimizing websites. Throughout in the internship, I 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. 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 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 company, has Sairam 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, mobile digital marketing.

Company vision - Leading provider of innovative digital marketing. and company mission deliver exceptional strategies, technologies, and experience for client's success. Company values - Excellence, Integrity, Collaboration, innovation client-centricity.

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

Company organization's structure likely includes executive leadership, business development, account management, digital marketing specialists, creative/design team, analytics/reporting, technical team, and administrative/support function. 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 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 partnership 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 DRT 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, internet access, and relevant software tools used in digital marketing, such as Google Analytics, social media management platforms, 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 content in the development and implementation, 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 within 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 is called as digital marketing.	
Day - 2	Content Marketing:- They want content that is compelling, relevant to the searcher, frequently updated and full of entertainment.	Content marketing involves researching topics, writing articles, improving the description of products & services on your site, & creating educational content that will help your audience to engage more.	
Day - 3	SEO (Search Engine Optimization) On-site SEO optimization optimizes ensuring that your site is developed correctly with the proper framework that appeals to search engines.	off-site SEO, refers to any actions that you are taking for your brand that happen off of your main digital properties.	
Day - 4	SMM (Social Media Marketing) while paid social media marketing includes the advertisements we all know and love, it also involves paid options for driving fans to your page & brand.	Organic social media is a bit more elusive, but that also tends to make it more fun to implement.	
Day - 5	SEM (Search Engine Marketing) Advertisements are placed on Google & Bing search engines, so when a user is browsing for the answer to a particular question.	your paid ads pop your brands 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 using methods such as Google ads, Facebook ads, and other social media ads offerings.	

WEEKLY REPORT







WEEK - 1 (From Dt. 11/4/23 to Dt. 12/4/23.)

Objective of the Activity Done:

Detailed Report:

In the first week of the Internship, I learned the basics of digital marketing, on day, 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" on day, I learned about the content marketing where they want content that is compelling relevant to the searcher, frequently updated and full of the content. Content marketing involves researching keywords, writing articles improving description of the products & services on your site, and creating educational content that will compel your audience to engage more on the next day. I learned about the seo which involves ensuring that your site is developed correctly with the proper framework and off site seo refers to any actions that your site is taking your brands.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<p>Email Marketing: Email Marketing is far from dead these days and continues to be a highly efficient method for your digital marketing campaigns. The key is to generate high-quality leads through your digital efforts.</p>	<p>From there, send high-quality content to your email that speaks to them personally, addressing interests, wants, needs and encouraging them to continue to your website.</p>	
Day - 2	<p>Affiliate Marketing: This type of marketing uses business which is paying to individuals or companies to promote their products/services on their websites.</p>	<p>Such type of marketing typically involves placing a banner ad on another site in which the hosts being paid based on no. of customer click on product ad and make the purchase online.</p>	
Day - 3	<p>Display Advertising:- It is one of the most common types of online advertising medium. It is similar to affiliate marketing where placing banner ads on other websites for the visitors.</p>	<p>Who are interested in business's products/services. They display ads can be in certain range and include video and audio.</p>	
Day - 4	<p>Email Marketing: Email Marketing is an online version of direct mail. In this rather than sending a customer a hand out or advertisement, it displays a form type which allows business to send similar information.</p>	<p>More with the help of email. Such type of marketing will include business coupons, newsletters, invitations to special events and surveys.</p>	
Day - 5	<p>Inbound Marketing: In this type of marketing, an online content such as blogs, social media and podcasts are used in order to attract new customer.</p>	<p>The idea of this strategy revolves around business creating own content that draws attention of shoppers.</p>	
Day - 6	<p>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 Yahoo.</p>	<p>Those ads are placed in special top or side panels that separated out for paid ads. It is search that may search engines offers.</p>	

WEEKLY REPORT

WEEK - 2 (From Dt. 16/04/23, to Dt. 21/04/23)

Objective of the Activity Done:

Detailed Report:

In the second week of my intern we learn about types of internet marketing. Email marketing is for free and has become a highly efficient method for your digital marketing. From there send high quality content in your emails that speaks to them personally, and crossing interest.

This type of marketing uses business which is paying to individuals or companies to promote their products/services on this website. Such type of market typically involves placing a banner ad on another site, in which the host is being paid. It is one of the most common types of offline advertising medium. It is similar to affiliate marketing they are interested in business products/services. The display ads videos.

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 marketing on search engines. It is seen that, higher is the business's ranking.	Results on top when internet user searches for business or something similar to the match.	<i>[Signature]</i>
Day - 2	SMM (Social Media Marketing) is 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 site and developing content which draws followers that eventually converts to paying customers.	<i>[Signature]</i>
Day - 3	Content Marketing: The main goal of customer marketing is to attract a customer's attention, educate new comes and nurture leads. With this marketing strategy, you can nurture and educate your	Customers by providing them with the necessary content guide them through the sales funnel, and finally makes them take a desirable actions.	<i>[Signature]</i>
Day - 4	Email Marketing: While marketing tool that involves sending promotional content to your clients. 3.9 billion daily email users receive	It allows marketers to send personalized campaigns, segment their audience, and create relevant content for them.	<i>[Signature]</i>
Day - 5	Advertising: Advertising is a powerful tool that helps promote your business, find a customer base, and expand revenue streams. There are many advantages that internet advertising.	It helps to great by expand a diverse audience; increases traffic to your website; allows targeting and reforge	<i>[Signature]</i>
Day - 6	Mobile Marketing: Mobile marketing is an advertising activity aimed at promoting products and services via smartphones. This type of marketing also involves	Companies use SMS marketing as an effective way of promoting their products. Here you can see how companies use SMS.	<i>[Signature]</i>

WEEKLY REPORT

WEEK - 3 (From Dt. 22/11/23, to Dt. 27/11/23)

Objective of the Activity Done:

Detailed Report:

In the 3rd week of my intern we learn about digital marketing, planings and strategies, it is a form of advertising which is done or to increase business ranking on search engines, it is seen that, higher is the business, results on top when internet user search for business or something similar to the match. In this type of marketing strategy, the business is promoted with the help of social media outlets such as facebook, it works by creating a dedicated page for business on each site, developing content which always follows, content marketing main goal of content marketing is to offer a customer's attention educate new cores and nature leads,

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Brief: Reputation marketing. Customer 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. Reputation marketing you can highlight positive customer reviews of your brand.	Jat
Day -2	Social media marketing: There are 3 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 Pinterest, Tumblr and LinkedIn.	Jat
Day -3	Video Marketing: According to statistics, 54% of consumers prefer videos over other types of content from brands. This means that if you want your business to go viral, you should try.	It helps companies provide step-by-step instructions, demonstrate their products or services, show an event, or make a particular announcement.	Jat
Day -4	Search Engine Optimization: SEO is about optimising your site and improving organic traffic. Commonly, digital marketing managers pay attention to cross links and backlinks, keywords.	It increases the visibility of the website. Remember, the better visibility, the more customers you can attract.	Jat
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 behaviors of customers.	Analytics platforms usually report on the no. of visitors and pages they visit on the site, the duration of their visit, and more.	Jat
Day -6	How ad sense 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.	Jat







WEEKLY REPORT

WEEK - 4 (From Dt. 25/11/23. to Dt. 31/11/23...)

Objective of the Activity Done:

Detailed Report: In the 4th week of my internship we learned about digital marketing. Plannings and strategies consumer feedback is essential both for brands and potential customer nearly 3 of 4 customers trust a brand if it has positive, That is why for a brand's success with important for a brand's success with reputation Marketing digital marketing or 35 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 and instagram, Pinterest, Tumblr, twitter ect.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	About Wegos. 1) Affiliate registration. 2) vendor registration. How to add products.	3) 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 soon.	Actually, facebook is the third most visited site in the world after Google and Youtube. Even privacy breaches can't bring them down.	
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 home page and fill in the required fields.	
Day - 4	One of the most imp. basics 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 elsewhere. To edit these settings, click on the 'settings' tab.	
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 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 your profile.	
Day - 6	videos and photo: Facebook lets users share all kinds of content such as photos and videos. you can also share live broadcast and albums.	To upload, you can head to your profile, select the photos tab and choose 'Add photo/video'. This lets you upload media from your computer.	

WEEKLY REPORT







WEEK - 5 (From Dt. 8/15/23... to Dt. 13/15/23.)

Objective of the Activity Done:

Detailed Report:

In the 5th week of my internship we learned about digital marketing in facebook is widely considers as the most popular social networks and its popularity isn't likely to diminish any from time seen. Actually facebook is the third most visited site in the third world after google and youtube. Signing up to facebook is simply the first step is to sign up for a facebook account and it's profedly simple. Head over to face book's homepage and fill in the required fildes. one at the most important basics of facebook is staying serivise, once you're created your new profile, To edit these settings, click on the settings option.

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 its best features. this is one of the many fun features of facebook.	Posting Content you would like to share with your friends and family.	
Day - 2	Sign up; You can directly head to pinterest.com and join it just by your e-mail address you can also sign up directly	When you sign up on pinterest, you will also get the option to link to your facebook, Twitter, Google+, Yahoo & Microsoft	
Day - 3	Create your profile; Next thing that Pinterest Tutorial suggests is creating your pinterest profile and making it impressive.	your Twitter or Instagram account is considered advisable. This lets your followers find you quite easily on phone.	
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 that will help you find new people to follow by seeing who comments, likes, or reply ideas that are related to your board.	
Day - 5	Pinterest profile; pinterest profile is responsible for holding all your pinterest pins, pinterest boards and all other settings.	Details that your Pinterest Profile will include are - your bio, name that you set in the bio gives after www.pinterest.com/	
Day - 6	Pinterest board; Pinterest board ex. As per the definition suggested by Pinterest Tutorial, a pinterest board is the	A Pinner owns pinterest Boards that can further be shared or pinned to other pinner as well.	

WEEKLY REPORT







WEEK - 6 (From Dt. 14/5/23 to Dt. 20/5/23)

Objective of the Activity Done:

Detailed Report:

In the 6th week of my internship we learned about digital marketing in Pinterest you can directly head to pinterest.com and join it just by your e-mail address. When you sign up on Pinterest, you will also get option to link to your Facebook. That Pinterestins, you can set your notifications, home your feed, security and apps setting. Email notifications that will help you find new people to follow by seeing comments. Pinterest profile is responsible for holding all your Pinterest pins, Pinterest brand and setting. Digital that your Pinterest profile will include are your username that you've given Pinterest marketing is called Pinterest marketing.

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 allow you to create ad as per your business goal, So if you want to sell more products.	Now, you need to tap on the red plus button and choose 'Create ad'	
Day - 2	What is Twitter: Twitter is a social networking web site 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 will 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	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 - 5	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, and connect with people who are important to you.	
Day - 6	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.	But many people do enjoy tweeting about what's going on in their world and joining a bigger conversation.	

WEEKLY REPORT

WEEK - 7 (From Dt 20/1.5/23, to Dt 26/1.5/23)

Objective of the Activity Done:

Detailed Report:

In the 7th week of my internship we learned about digital marketing in Twitter. Twitter is a social networking website that's designed for finding and sharing short updates. In fact each post or tweet as these are called on Twitter - is limited to just 280 individual characters. Twitter account creating to post your own updates to twitter, you'll need to create an account. There are two ways this website if you're using a desktop or laptop computer, go to www.Twitter.com in your web browser. There are many ways to use Twitter, some users might never post their own updates choosing instead to follow. But many people do enjoy tweeting about what's going on in their world joining.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Customising your profile and privacy settings: Looking to make your Twitter profile a bit more personal or make your tweets more secure?	Editing your Twitter profile navigate to your profile page. If you're using the Twitter mobile app, select More	Lat.
Day - 2	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	professional networking that is, building a group of contacts to help advance your career.	Lat.
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 detail to your profile.	Lat.
Day - 4	Common LinkedIn terms: Connections? Endorsements? Recruiters? 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.	Lat.
Day - 5	Navigating LinkedIn: If you have 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	Lat.
Day - 6	Adding Connections: Adding connections is a big part of LinkedIn. But unlike most other social media sites, trying to connect with everyone	Doing so can seem like you're networking for its own sake rather than truly building your professional network.	Lat.

WEEKLY REPORT

WEEK - 8 (From Dt. 23/12/23 to Dt. 29/12/23)

Objective of the Activity Done:

Detailed Report: In the 8th week of my internship we learned about digital marketing in linked in. linked in is a popular social network with a specific purpose. while other social network like facebook and twitter focus on professional network that is building a group of contacts to help advance your career. create a linked in account to get started. go to linked in .com in your web browser, enter your information choose a Password, then click the button. linked in will guide you through the steps of adding more detail to your profile. common linked in terms, connections endorsement ? recrites? If you're new to linked in, there are a few terms that you see a little contents reviewing some of the most ^{used} commonly.

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 dive in and start watching Youtube videos.	For ex, you can just click the youtube video below to pay it. Understanding embed-ded videos. These are two basic ways to view a youtube video.	lej.
Day - 2	Signing into Youtube: while it's not necessarily required we do recommend signing in to youtube.	Signing in allows you to like and comment on the videos you find. Share videos more easily.	lej.
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's traffic comes from mobile devices, including smartphones and tablets.	lej.
Day - 4	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.	It sounds a little silly, we know, but there are probably thousands of videos on just this one topic.	lej.
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?	lej.
Day - 6	Liking 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.	lej.

WEEKLY REPORT

WEEK - 9 (From Dt. 2.16.23. to Dt. 2.16.22.)

Objective of the Activity Done:

Detailed Report:

In the 9th week of my internship we learned about digital marketing in youtube videos now that you know the basics, you're ready to drive in and start watching youtube, for example, you can just click the youtube video below to play it understanding embedded video's while it is not necessarily required, we do recommend signing in to youtube, signing in allows you to like and comment on the video you find, share videos more easily mobile device or more and more people are watching videos on the go these days, in fact, more than 40 percentage of youtube traffic comes from mobile devices includes smart phones.

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 is a marketing strategy that specifically takes advantage of mobile channels like SMS, MMS, etc.	Beyond simple delivering messages, it has to take into account how information looks on different devices.	Jal.
Day - 2	What is a mobile 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, processes, and systems in place for	Jal.
Day - 3	In-app marketing; In-app marketing is marketing through mobile apps. In-app marketing can be either for your own brand or for other brands.	For your own brand, in-app marketing refers to the use of banners, overlays, and in-app messaging.	Jal.
Day - 4	Mobile push marketing; Mobile push marketing sends marketing msgs 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.	Jal.
Day - 5	SMS marketing; SMS marketing is a marketing campaign via text message. You can send promotions, alerts.	Text marketing campaigns can be successful because most people have their phones with them, and it's difficult	Jal.
Day - 6	QR Code marketing; QR code marketing allows you to create a link to your website, download your app, review	Customers can scan the QR code with the camera on their smartphones and it's a simple to use	Jal.

WEEKLY REPORT

WEEK - 10 (From Dt. 9/6/23.. to Dt. 14/6/23.)

Objective of the Activity Done:

Detailed Report: In the 10th week of my internship we learned about digital marketing in mobile marketing. mobile marketing is an marketing strategy that specifically takes advantage of mobile channels like sms & mms. Beyond simply delivering messages it has to take into account how information looks on different devices, mobile is first strategy how much priority a company gives to their mobile marketing strategy depends on the brands. for your own brand in - App marketing refers to the use of banners, overlays and in del box manage, overlays it allows you to deliver relevant information to users even if they are not on your website or app.

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 updates.	Its high return on investment (ROI) makes it crucial to most businesses' overall inbound strategy.	Lea
Day - 2	Segmentation: Segmentation is an effective way to group your customers on the basis of their demographic information, purchase history.	By using this information, you can easily tailor your email to specific groups.	Lea
Day - 3	Personalization: Customers are now expecting significant as well as personalized content and experiences both online and offline.	Marketers are determined to leverage email personalization to move from 1:many marketing towards 1:1 experiences.	Lea
Day - 4	Educational Emails: The most preferred type of mail is educational emails.	An educational mail should help to resolve an issue for the individuals receiving the email.	Lea
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 your audience.	Lea
Day - 6	Testimonial Email: If your business is customer-based then sending a mail including testimonials will help you to build trust in your brand.	Purpose: To straighten your business or product through customer feedback.	Lea

WEEKLY REPORT

WEEK - 11 (From Dt. 15.11.23 to Dt. 20.11.23)

Objective of the Activity Done:

Detailed Report: In the 11th week of my internship 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 contact list high return on investment (ROI) makes it crucial to most business overall in brand strategy segmentation is an effective way to grow your customer on the basis of their demographic information you can easily tailor your emails to specific group statement are now expecting significant and experience both personalized content and experience both online and offline marketers are determined to level up email personalization to more from that most preferred type of mail is educational email an educational mail should help to overcome an issue you the individual receiving the emails are your subscribers getting the right message through.

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 results they are trying to achieve.	These goals can include increased sales, customer satisfaction and brand awareness. Business to determine	Jal.
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.	Jal.
Day -3	Processing data: The next stage of the web analytics funnel involves business.	processing the collected data into actionable information.	Jal.
Day -4	Developing A strategy: This stage involves implementing insights to formulate strategies that align with an organization's goals.	for ex, search queries conducted on-site can help an organization develop a content strategy based on what	Jal.
Day -5	Experimenting and testing: Businesses need to experiment with different strategies in order to find the one that yields the best results.	for ex; A/B testing is a simple strategy to help learn how an audience responds to different content.	Jal.
Day -6	Web analytics tools report important statistics on a website, such as where visitors came from, how long they stayed, how they found the site.	In addition to web analytics, these tools are commonly used for product analytics,	Jal.







WEEKLY REPORT

WEEK - 12 (From Dt. 21/6/23... to Dt. 27/6/23)

Objective of the Activity Done:

Detailed Report: In the 12th week of my internship we learned about digital marketing, in data website, The first step in the web analysis process is for business to determine goals and the achieve. These goals can include increased sales, customer satisfaction and brand awareness. The second step in web analysis is the collection and storage of data. Business can collection data directly from a website or web analysis, such as google analysis, the next stage involves implementing to formulate strategic that align with organization for example, search queries conducted on site can help an organization on develop a content, business need to experimenting experiment with different strategies in order result.

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 topic, audience, and products that your affiliate marketing brand will cover, you will want	while creating a dedicated review website, such as out doorgearlab, is a popular approach, you	
Day - 2	Join an affiliate marketing network: Affiliate marketing networks connect affiliate and merchants.	while it's not always necessary to join an affiliate network, 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 marketing.	
Day - 4	Be consistent and master your skills: In addition to taking time and dedication, affiliate marketing	Conducting market research to understand your audience	
Day - 5	How do affiliate make money? The affiliate gets a unique link. - typically using cookies.	The cookie then tracks the user to see if they make a purchase.	
Day - 6	The affiliate marketing's other party is sometimes also known as the publisher.	An affiliate promotes one or multiple affiliate products and tries to	







WEEKLY REPORT

WEEK - 13 (From Dt. 26/6/23 to Dt. 1/7/23)

Objective of the Activity Done:

Detailed Report: In the 13th week of my internship we learned about digital marketing in marketing channel once you have decided on the topic, audience and products that your affiliate marketing brand will cover. While creating a dedicated review website, such as approach, you can also do affiliate marketing. Affiliate networks connect its affiliate and merchants, while its not always necessary to join an affiliate network, you will likely find that doing so will streamline creating a successful affiliate marketing platform takes and dedication, conducting market research to understand your audience.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	wwe ramesh702@gmail.com	12/2 rany 12/2	
Day - 2	r883863@gmail.com	2/21 rany 2/21	
Day - 3	dhanya dhanya957@gmail.com.	12/2 dhanya @ 2/2	
Day - 4	dasariramesh850@gmail.com.	2/21 dhanya 2/21	
Day - 5	wwe dhanya@gmail.com.	dhanya@123	
Day - 6	dhanya@gmail.com	123 dhanya	

WEEKLY REPORT

WEEK - 14 (From Dt. 21.7.22. to Dt. 27.7.22.)

Objective of the Activity Done:

Detailed Report:

wweetamesh702@gmail.com
password :- 1212raw1212

r883863@gmail.com
password :- 2121raw2121







dhanyadhanya95702@gmail.com
password :- 1212 dhanya 1212

dasaritamesh250@gmail.com
password :- 2121 dhanya 2121

wweedhanya@gmail.com
password :- dhanya @D3

dhanya@gmail.com
password :- 123 dhanya.

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	<u>shop name:-</u> Ravi Commercial Complex X.	<u>Address:-</u> Narasimha putray, pin:-534206	
Day -2	<u>shop name:-</u> Marullamma Complex * Mobile no:-944039 421.	<u>Address:-</u> J.P Road Bhimavaray.	
Day -3	<u>shop name:-</u> Sri Venkateswara Book Shop.	<u>Address:-</u> Marullamma Center, Bhim avaray pin:-534206.	
Day -4	<u>shop name:-</u> kings work shop. Mobi no:-989821822	<u>Address:-</u> Lalitha Jewellery pin:-534206.	
Day -5	<u>shop name:-</u> vishal Mart mobile:-814282168	<u>Address:-</u> Kotla Bustand Road, pin:-534206	
Day -6	<u>shop name:-</u> Reliance trends. Mobi: No:-913421846	<u>Address:-</u> J.P Road Bhimavaray.	

WEEKLY REPORT

WEEK - 15 (From Dt. 8/7/23. to Dt. 16/7/23.)

Objective of the Activity Done:

Detailed Report:

shop Name: Pavi Commercial Complex.
Address: Narasimhapuram Bhimavaram.
pin code: - 534206.

shop Name: - Navullamma Complex
Address: - Jip Road Bhimavaram.

shop Name: - Sri Venkateswara Book Shop.
Address: - Navullamma Center.
pin code: - 534206.

shop Name: - Kings work shop.
Address: - Lalitha Jewellery
pin code: - 534206.

shop Name: - Vishal mart, Mob no - 8122969696.
Address: - Kollaburda Road, Bhimavaram

shop Name: - Relience trends
Mobile No: 9134218261
Address: - Jip Road Bhimavaram.

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 penugonda, the work environment is designed to foster a positive and collaborative atmosphere. People interactions 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 issues promptly.

The job roles are clearly defined, with Supervisors providing guidance and clarity on tasks and responsibilities. Protocols, procedures, and processes are in place to ensure consistency and efficiency in workflow. Time management is emphasized, with clear deadlines and expectations communicated to interns.

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.

Mutual support and teamwork are valued, with colleagues readily available to offer assistance and guidance when needed. Regular feedback and performance evaluations help interns 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 conducive environment that allows interns to focus on their tasks effectively.

In Summary, DIT Solutions provides a supportive work environment that values open communication, mutual support, and teamwork. The company emphasizes clarity of job roles, adheres to protocols and procedures, promotes discipline and time management and ensures 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. Several 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 optimizing 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 mediums such as blog posts, articles, 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 metrics. Learn how to interpret 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 DH Solutions, a digital marketing Company, I have acquired essential managerial skills. I excel in planning, creating strategic marketing campaigns, setting clear objectives, and organizing resources effectively. 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 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 skills in planning, Leadership, time management, Competency improvement, 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 DH 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 my thoughts before speaking and strive to deliver concise and impactful message.

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 conversation ability by actively listening and engaging in meaningful dialogues. I seek opportunities to participate

In group discussions, actively contributing my thoughts 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 positive self-talk to remain composed and focused.

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

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

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

resource, or collaborating on projects, I am reliable, dependable, and dedicated on 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 abilities in group discussions, team participation, contribution as a team member, and leading team activities. By actively engaging in discussions, supporting my team, and taking on leadership 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 Oll solutions, a digital marketing company, I have observed significant technology 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.

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, 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 (KPIs), measure ROI, and make data-driven decisions.

Furthermore, the growing prominence of mobile technologies has had a profound impact on digital marketing. With the widespread use of smartphones 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 so 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 development I have observed and adapted to during my internship has shaped the way digital marketing operates. AI and ML have empowered us with data-driven insights and personalization capabilities while advanced analytics tools have enabled us to measure and optimize campaigns effectively. Mobile technologies and social media innovation 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: <i>Dasari Ramesh</i>	Registration No: <i>203126203005</i>
Term of Internship: From: <i>10-04-2023</i> To: <i>16-07-2023</i>	
Date of Evaluation: <i>16-07-2023</i>	
Organization Name & Address: <i>DH SOLUTIONS</i>	

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:

16-07-2023

D. Ramesh
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: Dasari Panyshu Registration No:

Term of Internship: From: 10-04-2023 To: 16-07-2023

Date of Evaluation: 16-07-2023

Organization Name & Address: DH SOLUTIONS

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	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: 16-07-2023

Signature of the Supervisor


INTERNAL ASSESSMENT STATEMENT

Name Of the Student: *Darari Panyela*
Programme of Study: *Internship (D.H solutions) B.A.*
Year of Study: *2020-2023*
Group: *BA-HEPA*
Register No/H.T. No: *203126203005*
Name of the College: *RRDS Govt Degree college (Rhimavaram)*
University: *Adikavi Nannaya University.*

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	07
2.	Internship Evaluation	30	27
3.	Oral Presentation	10	07
	GRAND TOTAL	50	41

Date: *16-07-2023*


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Dasari Ramesh
 Programme of Study: Internship (Solutions) B.A.
 Year of Study: 2020-2023
 Group: BA-HEPA
 Register No/H.T. No: 203126203005
 Name of the College: R.R.D.S Govt Degree college (Bhimavaram)
 University: Adikavi Nannaya University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	73
2.	For the grading giving by the Supervisor of the Intern Organization	20	16
3.	Viva-Voce	50	40
	TOTAL	150	129+41
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	170

Signature of the Faculty Guide



Signature of the Internal Expert



Signature of the External Expert

N. Lalehi Sanya

Signature of the Principal with Seal

PRINCIPAL

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

