

# Program Book



## SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH  
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR  
**SEMESTER INTERNSHIP**



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

Name of the Student: *N. Vimala vasantha.*

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

Registration Number: *20312820004*

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

Name & Address of the Intern Organization *DH solutions. perugonda  
west Godavari.*

*Adi Kavi Annaya* University  
YEAR *2020 2023*

## An Internship Report on

Digital marketing

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

Final year B.com [CA]

Under the Faculty Guideship of

S. Lakshmi Kantham

(Name of the Faculty Guide)

Department of Commerce

R.R.D.S Govt Degree College Bhimavaram

(Name of the College)

Submitted by:

Nanneti Vimala Varantha

(Name of the Student)

Reg.No: 203128200014

Department of Commerce

R.R.D.S Govt Degree College Bhimavaram

(Name of the College)

### Student's Declaration

I, Nanneti Vimalavarantha a student of B-com [CA]  
Program, Reg. No 20318200014 of RRDS Government Degree College,  
Bhimavaram do hereby declare that I have completed the mandatory  
internship in DH solutions From 10-4-2023 to  
16-07-2023 in \_\_\_\_\_ at \_\_\_\_\_  
Digital marketing under the Faculty Guideship of  
S. Lakshmi Kantam Department of  
Commerce RRDS Government Degree College,  
Bhimavaram.

N. Vimala varantha  
(Signature of the student)



## Official Certification

This is to certify that Manneti. Vimala vasantha (Name of the student) Reg. No. 203128200014 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 III B.com [CA] in the Department of R.R.D.S. Govt Degree college (Name of the College).

This is accepted for evaluation.

  
(Signature with Date and Seal)

### Endorsements

Faculty Guide

S. Jeyashilpa

Head of the Department

S. Jeyashilpa

Principal

VEG

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



## Certificate from Intern Organization

This is to certify that Nanneti Vimala Varanitha (Name of the intern)  
Reg. No 203128200014 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 16-7-2023

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 N. Vimala Vasantha**

**Reg. No 203128200014 of R.R.D.S. Government  
Degree College-Bhimavaram**

**underwent internship in Website Design ,  
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

I take immense pleasure to express my thanks to each and every faculty member for giving their valuable suggestions in completing this Long Term Internship within the limited timeframe. I thank all my college mates and friends for giving their moral support. I would like to express my humble gratitude to my beloved parents for their blessings throughout my academic career. I would like to express my sincere thanks to Dr V.K.J. PRASUNA, M.COM, Ph.D., Principal, for her constructive cooperation, motivation and valuable guidance throughout the course and also during the Long-Term semester Internship in DH SOLUTIONS. I am really thankful to proprietor and Supervisor M. SAIRAM of DH SOLUTIONS for giving me opportunity to do Long-Term semester Internship and guiding us about function of their industry. I would like to convey my heartfelt thanks and gratitude to S. Lakshmi Kantham Lecturer in the Department of Commece R.R.D.S GOVERNMENT DEGREE COLLEGE BHIMAVARAM for his support and encouragement at each stage of this endeavor. I accord with pleasure, our deep sense of gratitude to our beloved Internship Mentor S. Lakshmi Kantham for his valuable guidance and help in completing this project.

Name: Manjeti Vimala Varantha

Hall Ticket Number: 203128200014



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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 DTI solutions, a digital marketing company, I gained valuable practical experience in the field of digital marketing. DTI solutions specializes in providing digital marketing services such as developing strategies, managing social media platforms, conducting market research, and optimizing websites. Throughout 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, a professional 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 saivann as its managing director. DH solutions has rated top among in the website solution services.

They are offered a wide range of services such as website design website development mobile application development digital marketing. company vision - leading provider of innovative digital marketing. and company mission - deliver exceptional strategies technologies and experiences for clients success. company values - excellence integrity, collaboration, innovation client - centricity

DH solutions company may have policies about 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, and administrative/support functions. As an intern at DH solutions, in a digital marketing company my roles and responsibilities may involve assisting with market research, content creation, social media management, campaign monitoring, data analysis, and supporting the team in various future plans to grow up they can focus on acquiring new clients.



### CHAPTER 3: INTERNSHIP PART

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

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

My weekly schedule consisted of working Monday to Friday, from 10am to 1pm. 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 social media content, assisting in the development and implementation of marketing campaigns and monitoring website analytics.

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 and brands via one or more forms of electronic media is called as digital	l.j.
Day - 2	Content marketing: they want content that is compelling, relevant to the searchers frequently updated and full of engagement	Content marketing involves researching keywords writing articles, improving the descriptions.	l.j.
Day - 3	SEO (Search Engine Optimization) on-site SEO involves ensuring that your site is developed correctly with the proper framework	Off-site SEO refers to any actions that you are taking far beyond that happen off of your main digital prop	l.j.
Day - 4	SMM (social media marketing) while paid social media marketing includes the advertisements we all know and love also involves paid	Organic social media is a bit more elusive but that also tends to make it more fun	l.j.
Day - 5	SEM (Search Engine marketing) Advertisements are placed on Google or Bing search engines so when a user is browsing for the answer	your paid ads pop your brand to the top of the search engine results page.	l.j.
Day - 6	Paid ads: Paid ads are a sure way to get in front of a wider audience and bring more traffic to your web site.	Advertising, you can advertise on various platforms using methods such as Google AdWords.	l.j.

## WEEKLY REPORT

WEEK - 1 (From Dt. 10.4.23 to Dt. 15.4.23)







Objective of the Activity Done:

Detailed Report:

In the first week of my intern we learn basics of digital marketing. The promotion of products or brands via one or more forms of electronic media is called digital marketing. Content marketing involves researching keywords, writing articles, improving the description. Off-site SEO refers to any action that you are taking for brand that happens off of your main digital programs. Organic social media is a bit more elusive but that also tends to make it more fun. You can pay ads to pop your brand to the top of the search engine results page. Advertising, you can advertise across various platforms using methods such as Google Ad offerings.



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 a form of direct marketing that involves sending promotional messages to a list of email addresses. It is a highly effective and targeted method for reaching your audience.	more high-quality leads through your other online efforts. From there, send high-quality content.	
Day - 2	Affiliate marketing: This type of marketing uses businesses which is paying to individuals or companies to promote.	ad on another site in which the hosts being paid based on number of clicks.	
Day - 3	Display advertising is one of the most common types of online advertising medium. It is similar to affiliate marketing where	who are interested in business's products / services.	
Day - 4	Email marketing: Email marketing is an online version of direct mail. In this, rather than sending	more with the help of email. such type of marketing will include business	
Day - 5	Inbound marketing: In this type of marketing an online content such as blogs, social media and podcasts	The idea of this strategy is that it revolves around businesses creating	
Day - 6	Pay-per-click advertising: It is known as search engine marketing which is advertising in which	these ads are placed in special top or side panels that separated out for	



## 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 we learn about types of internet marketing. Email marketing more high-quality leads through your other online efforts from there, send high-quality content on another site in which the hosts being paid based on number of customers who are interested in business's products / services. more with the help of email. such type of marketing will include business the idea of this strategies is that it revolves around businesses creating ~~businesses~~ ~~and~~ these ads are placed in special top or side panels that separated out from pay per-click advertising it is known as search engine marketing which is advertising which

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Search Engine optimization results on top it is a free form of advertising which is designed to increase business	when internet users search for something	h.
Day - 2	social media marketing in this type of marketing strategy the business is promoted with the help	if works by creating a dedicated page for business on each site	h.
Day - 3	The main goal of content marketing is to attract a customer's attention, educate new consumers.	customers by providing them with the necessary content.	h.
Day - 4	Email marketing: Email marketing is a wealth while marketing tool that involves sending	It allows marketers to send personalized campaigns segment	h.
Day - 5	Advertising: Advertising is a powerful tool that helps promote your business.	helps to greatly expand a diverse audience.	h.
Day - 6	mobile marketing: mobile marketing is an advertising activity aimed at promoting products	companies use sms marketing as an effective way of promoting	h.

## WEEKLY REPORT

WEEK - 3 (From Dt 22-4-23 to Dt 27-5-23)

Objective of the Activity Done:

Detailed Report:

In the 3rd week of my intern we learn about digital marketing plans and strategies. results on top when internet user searches for business of something it works by creating dedicated page for business on each site. customers by providing them with the ~~thoses~~ content. It allows marketers to send personalized campaigns segment helps to greatly expand a diverse audience. companies use sms marketing as an effective way of promoting. mobile marketing is an advertising activity aimed at promoting products. social media marketing in this type of marketing strategy the business is promoted with the help.



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.	That is way positive online reviews are important for.	h.f.
Day - 2	Social media marketing There are 3.5 billion people that use social media for different reasons.	social media marketing means using social media channels	h.f.
Day - 3	video marketing: according to statistics 51% of consumers prefer videos over other types.	It helps companies provide step by step instructions demonstrated.	h.f.
Day - 4	search engine optimization: SEO is about optimizing your site and improving organic traffic.	It increases the visibility of the website remember best.	h.f.
Day - 5	web analytics: This is a way to track the activity of users on web pages.	Analytics platform usually report on the number of visitors and page	h.f.
Day - 6	How ad sense works: Google ad sense provides a way for publisher.	The ads are created and paid for by advertisers.	h.f.

## WEEKLY REPORT

WEEK - 4 (From Dt. 2-5-23, to Dt. 7-5-23)







Objective of the Activity Done:

Detailed Report:

In the 11th week of my intern we learn about digital marketing planings and strategies. Reputation marketing consumer feed back is essential both for brands and potential. social media marketing there are 3.5 billion people that use social media for different heads. video marketing. according to statistics 54% of consumer prefer videos over other types. search engine optimization SEO is about optimizin your site and improving organic traffic. that is way positive on line reviews are important social media marketing means using social media channels it helps companies provide step by step instructions and emons to rate. it increases the visiditige of the website remember.



ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	About megos 1. Affiliate registration 2. vendor registration How to add products.	constant my own business by using affiliate registration.	
Day - 2	Face book - The basics Face book is widely considered as the most popular social network	actually facebook is the third most visited site in the world.	
Day - 3	signing up to facebook is simple. The very first step is to sign up for a Face book.	The platform makes it easy to get started.	
Day - 4	One of the most important basics of facebook is staying secure.	This will control who can view your profile.	
Day - 5	personalise your profile this is one of the more fun face book basics that need to be	the chances that you share a name with someone else on facebook	
Day - 6	Videos and photo: face book lets users share all kinds of content, such as photos and	To upload you can head to your profile select the photos	



## 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 Face book. I constant my own business by using affiliate registration. Actually Face book is the third most visited site in the world. The platform makes it easy to get started. This will control who can view your profile. The chances that you share a name with some one else on face book. To upload you can head to your profile select the photos. Face book is widely considered as the most popular as the most social net ~~work~~ work. signing up to face book is simple. the very first step is to sign up for a face book.

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	Posting content you want to share with your friends and family	
Day - 2	you can directly head to <a href="http://pinterest.com">pinterest.com</a> and join it just by your e-mail address	when you sign up on Pinterest you will also get the option to link.	
Day - 3	Create your profile. Next thing that Pinterest Tutorial suggests is creating your profile	your Twitter or Instagram account is considered advisable.	
Day - 4	check your setting in Pinterest settings you can set your notifications.	Email notifications that will help you find new people	
Day - 5	Pinterest Profile: Pinterest profile is responsible for holding all your Pinterest pins	Details that you Pinterest profile will include are your username	
Day - 6	Pinterest board: Pinterest board example as per the definition suggested by Pinterest	A Pinterest owned Pinterest Board that can further be shared online.	

## 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 content you want to share with your friend and family when you sign up on pinterest you will also get the option to link your twitter or Instagram account is considered advisable. your email notifications that will help you find new people. Details that you pinterest profile will include are your user name. A pinterest owns pinterest Boards that can further be shared or pinned. pinterest board. pinterest board exams as per the definition suggested by pinterest. check your setting in pintrest setting you can set your notifications.



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 ads as per	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	In fact each post or tweet as they are called on Twitter	
Day -3	Creating twitter account? If you want to post your updates to twitter you'll need	If you are using a desktop or laptop computer	
Day -4	There are many ways to use Twitter some users might never post their own updates	But many people do enjoy tweets about what's going on their	
Day -5	What is a hashtag? Hashtags are really important part of Twitter.	Simply put a hashtag is any word or phrase	
Day -6	Following and connecting on twitter? Follow tweets from	It also allows you to follow tweets from other users	

## 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 course we learn about digital marketing in twitter. Now you need to tap on the red plus button and choose create ad. In fact each post on twitter is called as tweet. If you're using a desk top or lap top computer but many people do enjoy tweeting about what's going on their simply put a hashtag is any word or phrase. It also allows you to follow tweets from other users. Following and connecting on twitter follow tweets from they are many way to use twitter some users might never post their 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	Editing your twitter profile as navigate to your	<i>Jali</i>
Day -2	what is linkedin: linkedin is a popular social network with a specific purpose	professional networking that is building a group-	<i>Jali</i>
Day -3	Creating linkedin account to get started go to linkedin.com in your web browser	Linkedin will guide you through the steps	<i>Jali</i>
Day -4	Common linkedin terms connections Encouragements Recruiters	Reviewing some of the most commonly used terms will give	<i>Jali</i>
Day -5	Navigating linkedin if you've never used on online networking	Even if you've already familiar with social	<i>Jali</i>
Day -6	Adding connections is a big part of linked	Doing so can seem like you networking	<i>Jali</i>



## WEEKLY REPORT







WEEK - 8 (From Dt 27.5.23 to Dt: Dt 2.6.23)

Objective of the Activity Done:

Detailed Report:

In the 8th week of my intern we learn about digital marketing in linkedin. editing your twitter profile navigate to your professional net working that is building a group. linked in will guide you through the steps. Reviewing some of the most commonly used terms will give even if you're already familiar with social doing so can seem like your net working. common linkedin terms connections endorsements recruiters. Navigating linked in if you've never used on online networking adding conditions adding conditions is a big part of linked.

### ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	watching youtube videos now that you know the basics you're ready to	For example you can just click the youtube video below to play it.	
Day - 2	signing into youtube while it's not necessarily a requisite if we do select an end signing into youtube	signing in allows you to like and comment on the videos you find	
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	
Day - 4	searching is a great way to find new videos on youtube, let's say you're looking for a video	sounds a little silly we know but these are probably.	
Day - 5	sharing options: sharing is probably one of our favourite things to do	after all who doesn't want to see that funny video of a dog	
Day - 6	liking and commenting signing in allows you to interact with anyone you find on youtube.	For example you can like or dislike videos or leave.	

## WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

In the 9th week of my internship we learn about digital marketing in you tube. For example you can just click the youtube video below to play it. signing in allows you to like and comment on the videos you find. In fact more than 90 percent of you tube's traffic comes from sounds a little silly we know but there are probably. After all who doesn't want to see that funny video of a dog. For example you can like or dislike videos or leave. liking and ~~comment~~ commenting 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	mobile marketing is a marketing strategy that specifically takes advantage of mobile.	Beyond simply delivering messages, it has to take into account	Jali
Day - 2	what is a mobile first strategy How much sociality a company gives to their mobile.	A company may have existed for many decades and have a lot of	Jali
Day - 3	In app marketing In app marketing is marketing through mobile apps.	For your own brand in app marketing relies on the use of banners	Jali
Day - 4	mobile push marketing mobile push marketing messages on mobile devices using push technology	it allows you to deliver relevant information to users even	Jali
Day - 5	sms marketing sms marketing is a campaign via text message you can send promotional	text marketing campaigns can be successful because most	Jali
Day - 6	QR code marketing QR code marketing allows you to create a link to your website	Customers can scan the QR code with the camera on their smart phones.	Jali

## 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 intern we learn about digital marketing in mobile. Beyond simply delivering messages it has to take into account. A company may have existed for many decades and have a lot of foot fall ~~own~~ own brand. In app marketing sites to the use of banners. It allows you to deliver relevant information through even. Text marketing campaigns can be successful because most customers can scan the QR code with the camera on their smart phones. QR code marketing also allows you create a link to your website.

**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	It's high return on investment makes it govt to most business	Jeli
Day -2	segmentation is an effective way to group your consumers on the basis of their	By using this information you can easily tailor your emails	Jeli
Day -3	customers are now expecting significant as well as personalized	marketers are determined to leverage email personalization	Jeli
Day -4	educational emails. the most preferred type of mail is educational emails.	An educational mail should help to resolve an issue for	Jeli
Day -5	welcome email: Are you subscribers getting the right message through	the initial mail you send to your subscribers is critical	Jeli
Day -6	if your business is customer based then sending a mail	to strengthen your business out product through customer	Jeli



## 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. It's high return on investment makes it crucial to most business. By using this information you can easily tailor your emails. Marketers are determined to leverage email personalization. An educational mail should help to resolve an issue for the email you send to your ~~sub~~ subscribers is critical to strengthen your business or product or product through customer. If your business customer based them sending a mail.

**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	These goals can include increased sales, customer satisfaction.	Jodi
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.	Jodi
Day - 3	processing data: the next stage of the web analytics funnel involves.	Processing the collected data into actionable information.	Jodi
Day - 4	Developing a strategy. This stage involves implementing insights	For example search queries conducted on site can help	Jodi
Day - 5	Experimenting and testing. Businesses need to experiment	For example A/B testing is a simple strategy	Jodi
Day - 6	web-analytics tools: web analytics tools report important statistics.	in addition to web analytics these tools are.	Jodi

## WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

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 goals can be both quantitative and qualitative. Collecting data: The second step in web analytics is the collection and storage of data. Outcomes: Businesses can collect data directly from a website or web analytics tool, such as Google Analytics. The next stage of the web analytics funnel involves businesses.



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	while creating a dedicated review website such as outdoo	laji
Day - 2	Join an affiliate marketing network affiliate networks connect affiliates	while it's not always necessary to join an affiliate network.	laji
Day - 3	Expand your network creating a successful affiliate marketing	To increase your overall audience size though it is.	laji
Day - 4	Be consistent and master your skills in addition to taking time and dedication	conducting market research to understand your audience.	laji
Day - 5	How do affiliate make money The affiliate gets a unique link.	the cookie then tracks the user to see if they make	laji
Day - 6	the affiliate marketing: This party is sometimes also known as the publisher.	an affiliate promotes one or multiple affiliate products	laji

## WEEKLY REPORT







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

Objective of the Activity Done:

Detailed Report:

pick a best marketing channel. once you have decided on the topic audience, and products that your affiliate marketing brand will cover you will want to decide on marketing channel. while creating a dedicated 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 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.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<del>E-mail Id: username</del> Nanneti vimala vasantha.	<del>username</del> e-mail Id: vasantha.nanneti@gmail.com vasantha 2894	
Day - 2	<del>E-mail Id: username</del> Nanneti vimala vasantha.	<del>username</del> vasantha.nanneti@gmail.com vasantha 2894	
Day - 3	<del>E-mail Id: username</del> Nanneti vimala vasantha.	<del>username</del> vasantha.nanneti@gmail.com vasantha 2894	
Day - 4	<del>E-mail Id: username</del> Nanneti vimala vasantha.	<del>username</del> vasantha.nanneti@gmail.com vasantha 2894	
Day - 5	<del>E-mail Id: username</del> Nanneti vimala vasantha.	<del>username</del> vasantha.nanneti@gmail.com vasantha 2894	
Day - 6	<del>E-mail Id: username</del> Nanneti vimala vasantha.	<del>username</del> vasantha.nanneti@gmail.com vasantha 2894.	



## WEEKLY REPORT

WEEK - 14 (From Dt. 2-7-23 to Dt. 7-7-23)

Objective of the Activity Done:

Detailed Report:

In the 14<sup>th</sup> week of my internship we learned about e-mail id's in

1. user name : nanneti.vimalavarantha.

E-mail Id : varanthananneti@gmail.com

Pass word : varantha2894

2. user name : Nanneti.vimala varantha

E-mail Id : varanthananneti@gmail.com

Pass word : varantha2894

3. user name : Nanneti.vimala varantha

E-mail Id : varanthananneti@gmail.com

Pass word : varantha2894

4. user name : Nanneti.vimala varantha.

E-mail Id : varanthananneti@gmail.com

Pass word : varantha2894

5. user name : Nanneti.vimala varantha

E-mail Id : varanthananneti@gmail.com







Pass word : N varantha2894

6. user name : Nanneti.vimala varantha.

E-mail Id : varanthananneti@gmail.com

Pass word : varantha2894.

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	shop name: subodaya Book shop mobile number: 7947146736	Address: main Road, Palakallu West Godavari 534260	
Day - 2	shop name: vishal mega mart. mobile number: 7942683395	Address: Tata road Veer storeet, Gandhi nagar Bhimavaram 534201	
Day - 3	shop name: Ibha shopping mall mobile number: 7947148661	Address: Junala Palem Road Bhimavaram Bazar 534202	
Day - 4	shop name: Rama sathya shopping complex	Address: Gandhi nagar, Matsya Puri Road Bhima varam - 534201	
Day - 5	shop name: muvvala complex mobile number: 7947149287	Address: Bhimava aram Bazar, Bank colony 534202	
Day - 6	shop name: kamal commercial complex mobile number: 7947149446	Address: Naras ayya gopalaharim Bhimavaram Kotha valli Road 534210	

### WEEKLY REPORT

WEEK - 15 (From Dt. 8.7.23 to Dt. 16.7.23)

Objective of the Activity Done:

Detailed Report:

shop name : subodaya Book shop [7947146736]

Address : main Road, Palakattu Bhimavaram 534266

shop name : vishal mega mart [7942683395]

Address : Tatavartlyyadi street Bhimavaram 534201

shop name : Jbha shopping mall [7947148667]

Address : Juvalapalem Road Bhimavaram 534202

shop name : Rama sathya shopping complex

Address : Gandhi nagar, matsyapuri

Road Bhimavaram - 534201

shop name : muvvala complex [7947149287]

Address : Bhimavaram Bazar Bank

Colony 534202

shop name : kamal commercial [7947149446]

complex.

Address : Narayagartham

Bhimavaram kodavalli

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 OH solution 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 work space. Necessary equipment, maintenance staff ensure 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 work flow. 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.

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: learn about optimizing websites for search engines, key word 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.



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~~ mobile app marketing.

**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 informed ~~deside~~ decisions by analyzing options and considering available ~~to~~ data. I evaluate performance using key metrics identifying areas for improvement and making data-driven ~~to~~ decisions overall my internship has equipped me with valuable managerial skills in planning leadership, teamwork, behavior workmanship time management, competency improvement, goal setting, decision making and performance analysis.



**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 and strive to deliver concise and impactful messages.

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

I am also working on improving my conversation abilities by actively listening and engaging in meaningful dialogues. I seek opportunities to participate in group discussions actively contributing my insights while respecting others opinions. Building my confidence level in communication is essential. I aim to project self assurance and professionalism when expressing my ideas or presenting in front of others.

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 discussions, I actively listen to others perspectives and opinions. seeking to understand different viewpoints. I contribute my insights, and ideas. thoughtfully promoting constructive discussions and fostering a collaborative environment. I value open communication and 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~~ through offering insights, sharing resources, or collaborating on projects.

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

crucial technological development is the increasing importance of data analytics and measurements. tools. the availability of sophisticated analytics platforms and tools.

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

Furthermore the growing 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.



### Student Self Evaluation of the Short-Term Internship

Student Name: <i>Nanneti vimala vasantha</i>	Registration No: <i>20312320004</i>
Term of Internship: From: <i>10-4-2023</i>	To: <i>16-7-2023</i>
Date of Evaluation: <i>16-07-2023</i>	
Organization Name & Address: <i>DH solutions penugonda west Godavari</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*

*N. Vimala Vasantha*  
Signature of the Student

*Evaluation by the Supervisor of the Intern Organization*

Student Name: *Manneji vimalavarantha* Registration No: *20312820044*

Term of Internship: From: *10-4-2023* To: *16-7-2023*

Date of Evaluation: *16-07-23*

Organization Name & Address: *DH solutions, Penugonda west Godevi*

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: *16-7-2023*

  
Signature of the Supervisor

## INTERNAL ASSESSMENT STATEMENT

Name Of the Student: *Manjethi Vimala vasantha*  
Programme of Study: *B. Com*  
Year of Study: *2020-2023*  
Group: *B. Com [CA]*  
Register No/H.T. No: *203128200014*  
Name of the College: *R. R. D. S Govt college Bhimavastur.*  
University: *Adikavi Naraya University.*

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	08
2.	Internship Evaluation	30	28
3.	Oral Presentation	10	08
	GRAND TOTAL	50	44

Date: *20.07.2023*

*S. Jeevika*  
Signature of the Faculty Guide



## EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: *Nanneti Vimala Varantha*  
Programme of Study: *B. Com*  
Year of Study: *2020-2023*  
Group: *B.COM [CA]*  
Register No/H.T. No: *203128200014*  
Name of the College: *R.R.D.S Govt College Bhimavaram*  
University: *Ashikavi Manaya University*

SLNo	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	50	78
2	For the grading giving by the Supervisor of the Intern Organization	20	18
3	Viva-Voce	50	48
	TOTAL	150	144
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	188

Signature of the Faculty Guide

*S. Jankikadam*

Signature of the Internal Expert

*P. T. Rao*

Signature of the External Expert

*N. Lalshi Suya*

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

