

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: PANDRANKI AJAY Kumar

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

Registration Number: 203128200017

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

Name & Address of the Intern Organization DH solutions Panugonda
W.G.DT. AP

Adi Kavi Nammay 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

R.R.D.S Govt Degree College Bhimavaram

(Name of the College)

Submitted by:

Pandoranki Ajay Kumar

(Name of the Student)

Reg.No: 203120200017

Program
Department of B.com (CA)

R.R.D.S. Govt Degree College Bhimavaram

(Name of the College)

Student's Declaration

I, Panditanki Ajay Kumar a student of B.COM [C.A]

Program, Reg. No. 20328200017 of RRDS Government Degree College,

Bhimavaram do hereby declare that I have completed the mandatory
internship in DH solutions From 10-4-2023 to

16-7-2023 in _____ at
Digital marketing under the Faculty Guideship of

S. Dakshini Kantham, Department of
Commerce, RRDS Government Degree College,

Bhimavaram.



(Signature of the student)

Official Certification

This is to certify that Pavdhaniki Ajay Kumar (Name of the student) Reg. No. 20312820001 has completed his/her Internship in DH solutions (Name of the Intern Organization) on Digital marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B.COM [CA] in the Department of RRDS Govt Degree College (Name of the College).

This is accepted for evaluation.



Endorsements

Faculty Guide

S. Jadhav

Head of the Department

S. Jadhav

Principal

V. K. J. Jadhav

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



Certificate from Intern Organization

This is to certify that Panduranki Ajay Kumar (Name of the intern)
Reg. No. 2036820001 of R.R.D.S Govt Degree College (Name of the
College) underwent internship in DH SOLUTIONS (Name of the
Intern Organization) from 10-04-2023 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



UDYAM-AP-12-0009907

GSTIN : 37CEWPS2264C1Z2

Certificate from Intern Organization

**This is to certify that PANDRANKI AJAY KUMAR ,
3rd B.com(CA)**

**Reg. No 203128200017 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

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.SAI RAM of DH SOLUTINS 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 Commerce, 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: P. A JAY KUMAR

Hall Ticket Number: 203128200017

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CHAPTER 1: EXECUTIVE SUMMARY

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

During my internship at DH solutions, a digital marketing company, I gained valuable practical experience in the field of digital marketing. DH solutions specializes in providing strategic 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 maintaining 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.

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

DH solutions company may have Policies, 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 DIT 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 work space 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. 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 or brands via one or more digital electronic media in a digital | h.h. |
| Day -2 | Content marketing: It is content that is compelling, relevant to the searcher, frequently updated and full of enrichment | Content marketing involves researching keywords, writing articles, improving the description. | h.h. |
| Day -3 | SEO (Search Engine Optimization): on-site SEO involves ensuring that your site is developed correctly. | off-site SEO refers to anyone that you are talking about your brand that happen off digital. | h.h. |
| Day -4 | SMM (Social media marketing) while paid social media marketing includes the top, it also involves paid. | organic social media is a bit more elusive, but that also tends to make it implement | h.h. |
| Day -5 | SEM (Search Engine marketing): Advertisements are placed on Google or Bing search engines. | Your paid ad pops your brand to the top of the search engine result page. | h.h. |
| Day -6 | Paid Ads: paid Ads are a sure way to get in front of a wider audience and bring more traffic. | Advertising, you can advertise across various platforms using various methods of targeting. | h.h. |

WEEKLY REPORT

WEEK - 1 (From Dt 10.11.2023 to Dt 15.11.2023)

Objective of the Activity Done:

Detailed Report:

In the first week of my intern we learn basics of digital marketing. Introduction to digital marketing. The Promotion of digital marketing products or brands via one or more forms of electronic media is called as digital marketing.

Content marketing: They want content that is compelling, relevant to the searcher, frequently updated and full of enrichment. Content marketing involves researching keywords, writing articles, improving the description of products and services on your site, and creating educational content that will compel your audience to engage more.

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 far from dead these days and continues to be popular. | more high-quality leads through your direct online efforts | lsh |
| Day - 2 | Affiliate marketing: This type of marketing uses businesses which is paying a banner. | Ad banner that site, in which the host being paid based on number | lsh |
| Day - 3 | Display advertising is one of the most common types of online advertising medium. | who are interest in business's products/services. The display ads can be real. | lsh |
| Day - 4 | Email marketing is an online version of direct mail in this, rather than. | more with the help of email such type of marketing will include. | lsh |
| Day - 5 | Inbound marketing is one type of marketing an online content such as blog. | The idea of this strategy is that it revolves around business. | lsh |
| Day - 6 | Pay-per-click is known as search engine marketing, which is advertising. | These ads are placed in special top or side panels that search engines | lsh |

WEEKLY REPORT

WEEK - 2 (From Dt 16-11-2023 to Dt 21-11-2023)







Objective of the Activity Done:

Detailed Report:

In the second week of my intern we learn about types of internet 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 more high-quality leads through your other online efforts. From speaks to them personally. Addressing interests, wants or needs and enticing them to continue to your website.

Affiliated marketing this type of marketing uses businesses which is paying to individuals or companies to promote their products/services.

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 it is a free form of Advertising which is designed to increase | Results on top when internet user searches for business or something like |  |
| Day -2 | Social media marketing in this type of marketing strategy the business is promoted. | It works by creating a dedicated page for business on each site. |  |
| Day -3 | Content marketing The main goal of content marketing is to attract a customer's. | customers by providing them with the necessary content, guide them through. |  |
| Day -4 | Email marketing is a worthwhile marketing tool that involves sending promotional content to users. | It allows marketers to send personalized campaigns, send their guidance for them. |  |
| Day -5 | Advertising is a powerful tool that helps promote your business Advertising | helps to quickly expand address audience, increase traffic to your website. |  |
| Day -6 | Mobile marketing is an advertisement activity aimed at promoting products | Companies use SMS marketing as an effective way of promoting products. |  |

WEEKLY REPORT







WEEK - 3 (From Dt. 22-4-23 to Dt. 28-5-23)

Objective of the Activity Done:

Detailed Report:

In the 3rd week of my internship we learn about digital marketing planings and strategies search engine optimatation it is a free form of advertising which is desined to increase businesses ranking on search engines, it is seen that highest is the business' ranking more likely there are chances of displaying results on top when internet user searches for business or to the match social media marketing in this type of marketing strategy. the business is promoted with the help of social media outlets such as facebook, Twitter, Google + Pinterest and Instagram.

ACTIVITY LOG FOR THE FORTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|--|---|
| Day - 1 | Reputation marketing To summarize feedback is essential both for brands and users. | This is why positive online reviews are important for a brand name. |  |
| Day - 2 | Social media marketing There are 3.5 billion people that use social media for different needs population. | Social media marketing means using social media channels such as Twitter. |  |
| Day - 3 | Video marketing According to statistics 5% of consumers prefer videos from brands. | It helps companies provide step-by-step instructions demonstrate their products. |  |
| Day - 4 | Search engine optimization your site and improving organic content. | It increases the visibility of the website. Remember the better visibility. |  |
| 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 visits and pages. |  |
| Day - 6 | How ad sense works Google Ad sense provides a way for publishers to earn. | The ads are created and paid for by advertisers who promote. |  |

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

In the 1st week of my internship we learn about digital marketing Planings and strategies Reputation marketing consumer feedback is essential both for brands and potential customers Nearly 3 out of 4 customers find a brand if it has positive reviews way positive online reviews are important for a brand success. with reputation marketing you can highlight positive consumer reviews of your brand social media marketing there are 3.5 billion people that use social media for different needs they make up 45% of the world's population.

ACTIVITY LOG FOR THE FIFTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|---|----------------------------|
| Day - 1 | About wegas 1) Affiliate registration 2) vendor registration How to Add Products | I can start my own business by using a affiliate registration | <i>[Signature]</i> |
| Day - 2 | Facebook - The basics Facebook is widely considered as the most popular social network and its popularity | Actually, facebook is the third most visited site in the world after google/youtube | <i>[Signature]</i> |
| Day - 3 | signing up to facebook is simple. The very first step is to sign up for a facebook account. | The platform makes it easy to get started head over to facebook's page | <i>[Signature]</i> |
| Day - 4 | one of the most important basics of facebook is staying secure, once you've created your. | This will control who can view your profile and information you share. | <i>[Signature]</i> |
| Day - 5 | Permissions make your profile this is one of the most fun facebook basics | The chances that you share online with someone else on facebook are very high. | <i>[Signature]</i> |
| Day - 6 | Videos and Photo facebook lets users share all kinds of contents. | To upload you can head to your profile select the photos tab and choose. | <i>[Signature]</i> |

WEEKLY REPORT

WEEK - 5 (From Dt 8.5.23. to Dt 13.5.23)

Objective of the Activity Done:

Detailed Report:







In the 5th week of my internship we learn about digital marketing in face book.

About FB pages (1) Affiliate registration (2) vendor registration How to add Products I consider my own business by using affiliate registration

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 Dailymotion branches can't bring this giant down.

ACTIVITY LOG FOR THE SIXTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|---|
| Day - 1 | Posting on Facebook is considered one of its best features. This is one of Facebook | Posting content you want share with your friends and family. |  |
| Day - 2 | Sign up you can directly head to Pinterest and join it just by your e-mail address. | When you sign up on Pinterest you will also get the option to link Facebook |  |
| Day - 3 | Create your Profile first thing that Pinterest tutorial suggests is creating | Your Twitter or Instagram account is considered advisable. |  |
| Day - 4 | Check your settings in Pinterest settings you can set your notifications, home. | Email notifications that will help you find new people to follow by seeing who board |  |
| Day - 5 | Pinterest Profile is responsible for holding all your Pinterest Pins. | Details that your Pinterest Profile will include are. |  |
| Day - 6 | Pinterest board as provide destination suggested by Pinterest Tutorial. | A Pinner owns Pinterest Board that can surely be shared or Pinned to. |  |

WEEKLY REPORT

WEEK - 6 (From Dt. 14.5.23 to Dt. 19.5.23)

Objective of the Activity Done:

Detailed Report:

In the 6th week of my intern we learn about digital marketing in pinterest.

Posting on facebook is considered one of its best features.

This is one of the many fun features of facebook. Posting content you want to share with your friends and family. You can keep everyone updated on what's going on in your life. sign up you can directly head to [Pinterest.com](https://www.pinterest.com) and join it just by your e-mail address. You can also sign up directly via your facebook and gmail account. when you sign up on Pinterest, you will also get the option to link to your facebook.

ACTIVITY LOG FOR THE SEVEN WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|---|----------------------------|
| Day - 1 | Ad as per your advertising goals Pinterest allows you to create ad as per your ad. | Now you need to tap on the red plus button and choose create ad. | lyj |
| Day - 2 | what is twitter is a social networking web site that's designed for updates | In fact each post or tweet as they're called on twitter is 140 characters | lyj |
| Day - 3 | Creating a twitter account if you want to post your own updates to account | if you're using a desktop or laptop computer go to twitter.com | lyj |
| Day - 4 | There are many ways to use twitter some users might never post their own updates | but many people do enjoy being about what's going on in their world. | lyj |
| Day - 5 | what is a hashtag are a really important part of twitter but what exactly. | simply put a hashtag is any word or with a hashtag symbol | lyj |
| Day - 6 | Following and connecting on twitter is about more updates | also allows you to follow tweets from other users so you can interact. | lyj |

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 in 4sem we learn about digital marketing in twitter.

Ad as per your advertising goals Pinterest allows you to create ad as per your business goal, so if you want to sell more products, encourage app downloads, or attract more traffic you can find best suited ad format.

Now, you need to tap on the red plus button and choose create ad.

what is twitter is a social networking website that's designed for finding and sharing short updates. In fact each post or tweet as they're called twitter.

ACTIVITY LOG FOR THE EIGHTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|--|--|
| Day - 1 | customizing your profile and privacy settings Looking to make your Twitter has several options for your account | Editing your Twitter profile Navigate to your profile page if you're twitter |  |
| Day - 2 | what is LinkedIn is a popular social network with a specific purpose. | Professional networking that is building a group of contacts to help careers. |  |
| Day - 3 | creating a LinkedIn account to get started Go to linkedin.com in your web browser Enter your information | LinkedIn will guide you through the steps of adding more detail to profile. |  |
| Day - 4 | common LinkedIn terms connections Endorsements Recommendations if you're new to LinkedIn | Reviewing some of the most commonly used terms will give you a better understanding |  |
| Day - 5 | navigating LinkedIn if you've never used an online network site LinkedIn is a social network site | Even if you're already familiar with social media sites like Facebook |  |
| Day - 6 | Adding connections is a big part of LinkedIn but unlike most other social media sites. | Doing so can seem like you're not working for it, its own sake rather than truly build |  |

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

In the 8th week of my in-term we learn about digital marketing in LinkedIn.

customizing your profile and privacy settings looking to make your Twitter profile a bit more personal or make your tweets more secure Twitter has several options for customizing your account Editing your Twitter Profile navigate to your Profile page. If you're using the Twitter mobile app select the me button. 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 ab.

ACTIVITY LOG FOR THE NINTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|----------------------------|
| Day - 1 | watching you tube videos now that you know the basics, you're ready to dive in and start videos. | For example, you can just click the youtube video below to play it and watch | Leti |
| Day - 2 | signing in allows you to like and comment on the videos you find share videos more easily and edit. | signing in allows you to like and comment on the videos you find share videos. | Leti |
| Day - 3 | Youtube for mobile devices more and more people are watching videos on their go days | In fact, more than 40 percent of youtube's traffic comes from mobile. | Leti |
| Day - 4 | searching for videos is a smart way to find new videos on you tube let's say you're looking board | It sounds a little silly, we know but these are probably topics. | Leti |
| Day - 5 | After all, who doesn't want to see that funny video of a dog on a skateboard | Sharing is probably one of our lowest things to do on you tube | Leti |
| Day - 6 | liking and comment signing in allows and commenting signing in you tube | For example, you can like or dislike videos or leave a comment. | Leti |

WEEKLY REPORT







WEEK - 9 (From Dt. 3.6.23. to Dt. 8.6.23.)

Objective of the Activity Done:

Detailed Report:

In the 9th week of my intern we learn about digital marketing in youtube watching youtube videos now that you know the basics you're ready to dive in and start watching youtube videos. For example you can just click the youtube video below to play it understanding embedded videos these are two basic ways to view a youtube video. signing in to 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, and even upload and edit your own videos.

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 is a marketing strategy that specifically takes Advantage | Beyond simply delivering messages it has to take into account how. |  |
| Day - 2 | What is a mobile marketing strategy. How much Priority a company gives to their mobile. | A company may have existed for many years and have a lot of technology. |  |
| Day - 3 | In for your own brand App marketing options to the use of banners, overlays and in box. | For your own brand In APP marketing options to the use of banners overlays. |  |
| Day - 4 | Mobile push marketing Sends marketing messages on mobile devices using technology. | allows you to deliver relevant information to users even if they visit. |  |
| Day - 5 | sms marketing is a marketing campaign via text message. You can send Promotions | Text marketing campaigns can be successful because most people have phone |  |
| Day - 6 | QR code marketing allows you to create a link to your website downloaded app. | customers can scan the QR code with the camera on their phones. |  |

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.

What is mobile marketing mobile marketing is a marketing strategy that specifically takes advantage of mobile channels like SMS and MMS messaging mobile apps messaging apps and mobile optimized browser. Beyond simply delivering messages, it has to take into account how information. 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 existed lot of technology processes and systems.

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 is a direct marketing channel that lets business | It's high return on investment (ROI) makes it crucial to most strategies. | <i>[Signature]</i> |
| 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 queries. | <i>[Signature]</i> |
| Day -3 | Personalization customers are now expecting significant as well as personal content and both | marketers are determined to leverage email personalization to move. | <i>[Signature]</i> |
| Day -4 | Educational emails the most powerful type of mail is educational emails | An educational mail should help to resolve an issue for the email. | <i>[Signature]</i> |
| Day -5 | welcome email Are subscribers getting the right message through. | The initial mail you send to your subscribers is critical. | <i>[Signature]</i> |
| Day -6 | testimonial email to your business is customer based then sending and | Purpose to strengthen your business or product details | <i>[Signature]</i> |

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 internship we learn about digital marketing in email.

Email marketing is a direct marketing channel that lets businesses share new products sales, and updates with customers on their contact list. Its high return on investment makes it crucial to most businesses overall. Inbound strategy, segmentation is an effective way to group your consumers on the basis of their demographic information purchase history and browsing activity.

By using this information you can easily tailor your emails to specific groups.

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 set business | These goals can include increased sales customers | lali |
| Day -2 | collecting data The second step in web analytics is the collection of data | Businesses can collect data directly from a website or web Google. | lali |
| Day -3 | Processing data The next stage of the web analytics funnel involves 'processing data' | Processing the collected data into actionable information | lali |
| Day -4 | Developing A strategy This stage involves implementing insights to goals | For example search queries conducted on site can help an organization | lali |
| Day -5 | Experimenting and testing Businesses need to experiment with their content. | For example A/B testing a simple strategy to help audience. | lali |
| Day -6 | web analytics today report important statistics on a website such as where visitors | In addition to web analytics these tools are commonly used | lali |

WEEKLY REPORT

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







Objective of the Activity Done:

Detailed Report:

In the 12th week of my intern we learn about digital marketing setting goals. The first step in the web analytics process is for business 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 analytic is the collection and storage of data. Business can collect data directly from a website or web analytics tool, such as Google Analytics.

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 | While creating a dedicated review website such as outdoor |  |
| Day - 2 | Join an affiliate marketing network. A affiliate network connect affiliates and merchants | while it's not always necessary to join an affiliate network work you will |  |
| Day - 3 | Expand your network creating a successful affiliate marketing platform takes time dedication | To increase your overall audience size though it is helpful for |  |
| Day - 4 | Be consistent and master your skills in addition to taking time and dedication | conducting market research to understand your audience |  |
| Day - 5 | How do affiliate make money the affiliate gets a unique link. | The cookie that tracks the user to see if they make a purchase. |  |
| Day - 6 | The affiliate marketing this party is something also known as selling | An affiliate promotes one or multiple affiliate products. |  |

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 intern we learn about digital marketing. Pick a best marketing channel.

Once you have decided on the topic audience and products that your affiliate marketing brand will cover you will want to decide on a marketing channel.

While creating a dedicated review website such as out door GearLab is a popular approach you can also do affiliate marketing on social media platforms like insta gram. Join an affiliate marketing network. Affiliate networks connect affiliates and merchants.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|---|---|
| Day - 1 | User name: Ajay Kumar | mail id:- ajay526247@gmail.com Password! @kumar |  |
| Day - 2 | User name! Ajay Kumar | mail id!- Ajay 526247@gmail.com Password! Ajay51421 |  |
| Day - 3 | User name! Ajay Panditki | mail id! ajay kumar Panditki @gmail.com Password!-Panditki |  |
| Day - 4 | User name: Ajay Kumar | mail id! Kumar Panditki @ gmail.com Password!- Ajay15125 |  |
| Day - 5 | User name Panditki Ajay | mail id! Pandit ki boras @ gmail .com Password!-626595 |  |
| Day - 6 | User name Panditki Kumar | mail id!- vishu ajay 2003@gmail .com Pass!- Ajay12627 |  |

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

In the 14th week of my internship we created about email Id's.

① user name : Pandirink Ajay
mail id : ajay 586277@jmi.com

② user name : Pandirinki? Ajay
mail id : ajay 586249@jmi.com

③ user name : Pandirinki Ajay
mail id : ajay kumar 2nd@jmi.com

④ user name : Pandirinki Ajay
mail id : aishik ajay 3002@jmi.com

⑤ user name : Pandirinki Ajay
Pandirinki Jiras@jmi.com

ACTIVITY LOG FOR THE FIFTEENTH WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|--|----------------------------|
| Day - 1 | Shop name: Kamal Commercial Complex mobil: 7947149666 | Address: Narasa 43492020 Bhimavaram Kobavali Road 534210 | hi |
| Day - 2 | Shop name: mullala complex mobil: 7949149297 | Address:- Bhimavaram Bazar Bank colony 534202 | hi |
| Day - 3 | Shop name: Rama sathy shopping complex | Address: Goundaki nagar matra Puni Road Bhimavaram-534202 | hi |
| Day - 4 | Shop name: Lbha shopping mall mobil: 630 5515259 | Address: Mulala Rallam Road Bhimavaram 534202 | hi |
| Day - 5 | Shop name: Vishal mega mart mobil: 8102329142 | Address: Jakkathi Vas: Verdhi Bhimavaram 534201 | hi |
| Day - 6 | Shop name: Venkateswara book shop mobil: 630 5515251 | Address: Lalitha Jury beside Bhimavaram 534201 | hi |

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

Shop name : Subadaya Book store
Address : main Road Palakolu
Bhimavaram 534210

Shop name : vishal mega mart
Address : Tatachivasi street
Bhimavaram 534201

Shop name : Dama sthya shopping
complex
Address : Gandhi Nagar mathy
Puri Road, Bhimavaram

Shop name : muvvala complex
Bhimavaram, Bazar
Bank colony 534202

Shop name : Kamal Commercial
Address : Bhimavaram kodavale?
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 DH Solutions in Penang, the work environment is designed to foster a positive and collaborative atmosphere. People interactions are encouraged, with open communication and 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 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 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 evaluation.

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

In D+A 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.

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 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 Professional 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.
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 valuable managerial skills in Planning, leadership, teamwork, behavior, workmanship, time management, goal setting, decision making. 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, practice structuring my thoughts before speaking and strive to deliver concise and impactful messages.

In written communication, I focus on enhancing my writing skills to convey information accurately and persuasively. I pay attention to grammar and 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. To manage anxiety, I practice deep breathing focused.

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 other's 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.

I In terms of team participation
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.

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 DAI solutions a digital marketing company, I have observed significant technological developments that are highly relevant to my job role. The rapid advancements in digital technologies have revolutionized the field of marketing, and I have had the opportunity to witness and adapt to these changes. One crucial technological development is the increasing importance of data analytics and tools, such as Google Analytics and social media analytics, which 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.

Student Self Evaluation of the Short-Term Internship

Student Name: Ramdoank Ajay Kumar Registration No: 20312820017
Term of Internship: From: 10/4/2023 To: 16/07/2023
Date of Evaluation: 16-07-2023
Organization Name & Address: OH Solutions, Ponnampudi.

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

R. Ajay Kumar
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: Dandaramk Ashok Kumar Registration No: 2031280007
 Term of Internship: From: 10/4/2023 To: 16/07/2023
 Date of Evaluation: 16-07-2023
 Organization Name & Address: DH Solutions, Pamboda.
 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



INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Pamdanki Ajay Kumar
Programme of Study: ~~Digital marketing~~ B.Com
Year of Study: 2020-2023
Group: B.com (CA)
Register No/H.T. No: 203128200017
Name of the College: R.R.P.S govt. Degree college.
University: Adikavi Nannaya.

| Sl.No | Evaluation Criterion | Maximum Marks | Marks Awarded |
|-------|-----------------------|---------------|---------------|
| 1. | Activity Log | 10 | 08 |
| 2. | Internship Evaluation | 30 | 27 |
| 3. | Oral Presentation | 10 | 08 |
| | GRAND TOTAL | 50 | 43 |

Date:

16/07/23

S. J. J. J. J. J.
Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Panduramki Asar Kumar
Programme of Study: Marketing B.Com (CA)
Year of Study: 2020-2023
Group: B.Com (CA)
Register No/H.T. No: 203128200017
Name of the College: R.R.D.S Govt. Degree College,
University: Adikavi Nammaya

| Sl.No | Evaluation Criterion | Maximum Marks | Marks Awarded |
|-------------------------------------|---|---------------|---------------|
| 1. | Internship Evaluation | 80 | 78 |
| 2. | For the grading giving by the Supervisor of the Intern Organization | 20 | 18 |
| 3. | Viva-Voce | 50 | 47 |
| | TOTAL | 150 | 143 |
| GRAND TOTAL (EXT. 50 M + INT. 100M) | | 200 | 186 |

Signature of the Faculty Guide

S. J. Subramanian

Signature of the Internal Expert

P. S. S. S. S.

Signature of the External Expert

N. Lalshi Sanyal

Signature of the Principal with Seal

PRINCIPAL

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

