

Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR
SEMESTER INTERNSHIP
DIGITAL MARKETING

Name of the Student: P. SRI ASWINI

Name of the College: R.R.D.S. ^{Govt.} DEGREE COLLEGE

Registration Number: 203126203014

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

Name & Address of the Intern Organization: DH solutions, penugonda

Adikavi Nannaya University
YEAR

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

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

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Student's Declaration

I, Pamuna Sasi Aswini a student of ^{1st year} BA (H.C.PA)
Program, Reg. No. 20312620304 of RRDS Government Degree College,
Bhimavaram do hereby declare that I have completed the mandatory
internship in Digital marketing From 10-4-2023 to
16-07-2023 at DH Solutions at Penugonda
under the Faculty Guideship of
S. Satyanarayana Department of
H.S.180 RRDS Government Degree College,
Bhimavaram.

P. Sasi Aswini
(Signature of the student)

Official Certification


This is to certify that pampano Sri Arun (Name of the student) Reg. No. 203126203014 has completed his/her Internship in DH Solutions (Name of the Intern Organization) on Digital Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B.A (H.A.P.H) in the Department of Govt R.R.D.S. Degree College. (Name of the College).

This is accepted for evaluation.


(Signature with Date and Seal)

Endorsements

Faculty Guide 

Head of the Department 


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



Certificate from Intern Organization

This is to certify that Pampana Sri Aswini (Name of the intern)
Reg. No. 203126203014 of R.P.D.S ^{bout} 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 PAMPANA SRI ASWINI
3RD BA**

**Reg. No 203126203014 of R.R.D.S. Government
Degree College-Bhimavaram**

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

from From 10/04/2023 to 16/07/2023

**The overall performance of the intern during
his/her internship is found to be
Satisfactory.**



**M.Sai Ram
Managing Director**

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

ACKNOWLEDGEMENTS

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Name: Pampana sri Aswini

Hall Ticket Number: 203126203014

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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 digital marketing services such as developing strategies, managing social media platforms, conducting market research, and optimizing websites. Throughout the internship, I successfully achieved the following learning objectives.

- * Acquiring knowledge of digital marketing concepts and strategies
- * Developing skills in market research and data analysis.
- * Creating engaging social media content
- * Understanding marketing campaign development

To accomplish these objectives, I actively participated in various activities. These included conducting market research, analyzing data, creating social media content, assisting in marketing campaign development, and monitoring website analytics.

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

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

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Suggestive contents

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

DH solutions, a cloud-based digital marketing company, has sairam as its managing director. DH solutions has rated top among in the website solution services.

They are offered a wide range of services such as website design, website development, mobile application development, mobile 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 on privacy data security Employee conduct, non-discrimination and Client confidentiality.

Company organization's structure likely includes executive leadership, business development, account management digital marketing specialists, Creative/design team, analytics/reporting, technical team, and responsibilities may involve assisting with market research content creation, social media management, campaign monitoring data analysis, and supporting the team in various digital marketing tasks. DH solutions future plans to grow up they can focus plans to grow clients, expanding service offerings, leveraging partnerships, enhancing customer satisfaction, and staying updated with industry trends and technologies

CHAPTER 3: INTERNSHIP PART

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

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

My weekly schedule consisted of working Monday to Friday, from 10 am to 1pm. The company provided me with a dedicated workspace equipped with a dedicated 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

Throughout my internship, I acquired essential skills in digital marketing. I learned how to conduct effective market research, interpret data to make data-driven decisions, develop engaging social media content and understand the various aspects of running marketing campaigns. I also gained valuable experience in working within a professional team managing deadlines, and effectively communicating with clients.

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

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief description :- INTRODUCTION TO DIGITAL MARKETING	THE PROMOTION OF PRODUCTS OR BRANDS VIA ONE OR MORE FORMS OF ELECTRONIC MEDIA IS CALLED ^{as} DIGITAL	
Day - 2	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	
Day - 3	SEO :- ON-SITE SEO INVOLVES ENSURING THAT YOUR SITE IS DEVELOPED CORRECTLY WITH THE PROPER FRAMEWORK THAT APPEALS TO SEARCH ENGINES	LEARNING OUTCOME: OFF SITE SEO REFERS TO ANY ACTIONS THAT YOU ARE TAKING FOR YOUR BRAND THAT HAPPEN OFF OF YOUR MAIN DIGITAL PROPERTIES	
Day - 4	SMM: WHILE PAID SOCIAL MEDIA MARKETING INCLUDES THE ADVERTISEMENTS WE ALL KNOW AND LOVE IT ALSO INVOLVES PAID OPTIONS FOR DRIVING NEW FANS OF YOUR PAGE OR BRAND	ORGANIC SOCIAL MEDIA IS ABIT MORE ELUSIVE BUT THAT ALSO TENDS TO MAKE IT MORE FUN TO IMPROVE	
Day - 5	SEM :- Advertisements are placed on Google or Bing's search engine so when a user is browsing for the answer to a particular question	your paid and sponsored Brand to the top of the search engine results page (SERP)	
Day - 6	paid ads :- paid ads area fun way to get in touch with a wider audience and bring more traffic to your website test experience from traditional	advertising you can advertise across various platforms using methods such as Google ads, Facebook ads and other social media ad offerings	

WEEKLY REPORT







WEEK - 1 (From Dt. 10/04/23, to Dt. 16/04/23.)

Objective of the Activity Done:

Detailed Report:

Week-1 In the first week of my intern we learn basics of digital marketing. Brief Introduction to Digital Marketing. Content MARKETING they want content that is (compelling) relevant to the searcher frequently updated and full of information. SEO ON PAGE search engines ensuring that your site is developed correctly with the proper format that appeals to search engines. SEM: social media marketing: while paid social media marketing includes the advertisement we all know and love, it also involves paid options for driving new fans to your page or brand. SEM (search engine marketing) Advertisements are placed on Google or Bing search engines, so when a user is browsing for the answer to a particular question, paid ads are a fun way to get in front of a wider audience and bring new

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>Email Marketing</u> :- Email Marketing is far from dead these days and continues to be a highly efficient method for your digital marketing	* More high-quality leads through your other online efforts.	
Day - 2	<u>Affiliate Marketing</u> This type of marketing uses businesses which is paying to individuals or companies	* ad on another site in which the hosts being paid based on number of customers click on.	
Day - 3	<u>Display advertising</u> is one of the most common types of online advertising medium. It is similar to affiliate marketing where placing banners	* who are interested in business's products services.	
Day - 4	<u>Email marketing</u> :- Email marketing is an online version of direct email in this, rather than sending a customer a hand ad or advertisement, it display	* more with the help of email. such type of marketing will include business	
Day - 5	<u>Inbound marketing</u> :- Inbound marketing an online content such as blogs, social media and podcasts are used in order to attract new customer	* the idea of this strategy is that it revolves around business creating own	
Day - 6	<u>pay-per-click advertising</u> :- it is known as search engine marketing, which is advertising in which business place ads on search engine	* These ads are placed in spaces at top or side panels that separated out for paid ads.	







WEEKLY REPORT

WEEK - 2 (From Dt. 16/11/23.. to Dt. 22/11/23..)

Objective of the Activity Done:

Detailed Report: In the second week of my intern we learn about types of internet marketing. Email marketing is far from dead these days and continues to be a highly efficient method for your digital marketing campaigns. The key is to generate. Affiliate marketing this type of marketing uses businesses which is placing to individuals or companies to promote their products/services on their websites. such type of marketing typically involves placing a banner. Display advertising is one of the most common types of online advertising medium. it is similar to affiliate marketing where placing banner ads on other websites for the visitors. Email marketing is an online version of direct mail. in this, rather than sending a customer abroad out or advertisement, it displays a form type which allows businesses to send similar information or even.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>Search Engine Optimization</u> :- it is a free form of advertising which is designed to increase businesses ranking on search engines	* results on top when internet user searches for business or something similar to the match	
Day - 2	<u>Social media marketing</u> :- It this type of marketing strategy the business is promoted with the help of social media outlets such as facebook twitter	* It works by creating a dedicated page for business on each site and developing content which	
Day - 3	<u>Content marketing</u> :- the main goal of content marketing is to attract a customer's attention, educate newcomers and nurture leads.	* Customers by providing them with the necessary contents, guide them through the sales funnel and finally	
Day - 4	<u>Email marketing</u> :- Email is a worthwhile marketing tool that involves sending promotional content to your clients 3.9 billion daily ends	* It allows marketer to send personalized campaigns, segment their audience, and create relevant content	
Day - 5	<u>Advertising</u> :- Advertising is a powerful tool that helps promote your business and a customer base and expand revenue streams	* helps to greatly expand a diverse audience; increases traffic to your website allows.	
Day - 6	<u>Mobile marketing</u> :- mobile marketing is an advertising activity aimed at promoting products and services via smart phones	* Companies use sms marketing as an effective way of promoting their product	

WEEKLY REPORT







WEEK - 3 (From Dt. 20/11/23. to Dt. 27/11/23.)

Objective of the Activity Done:

Detailed Report:

In the 3rd week of my intern we learn about digital Marketing plannings and strategies
search engine optimization: it is a free form of advertising which is designed to increase businesses ranking on search engines. it is seen that higher is the business's ranking, more likely there are chances of displaying
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
content marketing The main goal of content marketing is to attract a customer's attention educate newcomers and nurture leads. with this marketing strategy you can nurture and educate your potential
email marketing email is a worthwhile marketing tool that involves sending promotional content to your clients. 3.9 billion daily email users make this channel the most popular.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<p><u>Reputation Marketing</u>:- Consumer Feedback is essential both for brands and potential customers. Nearly 3 out of 4 customers trust a brand if it has positive review.</p>	<p>* that is why positive online reviews are important for a brand success. with reputation marketing.</p>	
Day - 2	<p><u>Social media marketing</u>:- There are 3.5 billion people that use social media for different needs, they make up 45% of the world's population.</p>	<p>* social media marketing means channels, such as twitter and facebook, instagram and pinterest, tumblr, and linkedin to connect.</p>	
Day - 3	<p><u>Video Marketing</u>:- According to statistics, 54% of consumers prefer videos over other types of content from brands.</p>	<p>* It helps companies provide step-by-step instructions, demonstrate their products or services, show an event or make a particular.</p>	
Day - 4	<p><u>Search engine optimization</u>:- SEO is about optimizing your site and improving organic traffic. Commonly digital marketing managers pay attention.</p>	<p>* It increases the visibility of the website. remember the better visibility the more customers you can attract.</p>	
Day - 5	<p><u>web analytics</u>:- This is a way to track the activity of users on web pages. It enables companies to access information about the preferences and.</p>	<p>* Analytics platforms usually report on the number of visitors and pages they visit on this site the duration.</p>	
Day - 6	<p><u>How ad sense works</u>:- Google AdSense provides a way for publishers to earn money from their online content. AdSense works by matching ads to your site based on your.</p>	<p>* The ads are created and paid for by advertisers who want to promote their products.</p>	

WEEKLY REPORT




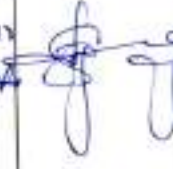


WEEK - 4 (From Dt. 21.9.23 to Dt. 27.9.23..)

Objective of the Activity Done:

Detailed Report:

In the 4th week of my intern 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 trust a brand if it has positive reviews 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. video marketing: According to statistics, 54% of consumers prefer videos over other types of content from brands. This means that if you want your business to go viral you should try video marketing. search engine optimization: SEO is about optimizing your site and improving organic traffic. Commonly, digital marketing managers pay attention to press links and backlinks keywords

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>about wego's</u> 1. Affiliate registration 2. vendor registration. How to add products	* I constant my own business by using affiliate registration	
Day - 2	<u>The basics</u> - facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon	* Actually facebook is the third most visited site in the world after Google and youtube. - Even privacy breaches	
Day - 3	<u>Signing up facebook</u> signing up to facebook is simple the very first step is to sign up for a facebook account and it's pretty simple	* The platform makes it easy to get started.	
Day - 4	* one of the most important basics of facebook it stays secure. once you've created your new profile you can make changes to your privacy	* This will control who can view your profile and information you share to edit these settings.	
Day - 5	<u>personalise your profile</u> this is one of the more fun facebook basics that need to be known	* the chances that you share a name with someone else on facebook are very high	
Day - 6	<u>videos and photo's</u> facebook lets users share all kinds of content such as photos and videos	* to upload you can head to your profile select the 'photos' tab and choose add photo/video.	

WEEKLY REPORT

WEEK - 5 (From Dt. 8.15.23 to Dt. 8.15.23...)

Objective of the Activity Done:

Detailed Report:

In the 5th week of my Intern we learn about digital Marketing in Facebook.

posting on Facebook considered one of its best features. This is one of the many fun features of Facebook.

Signup: you can directly head to pinterest.com and join it just by your e-mail address you can also signup

directly via your Facebook and email account. Create your profile: next thing

that Pinterest Tutorial suggests is creating your Pinterest profile and marketing

it impressively. Going with a consistent username and profile pic that you







already have on. Check your settings:

in Pinterest settings, you can set your notifications, home feed, security and apps

settings you can turn on your email notifications that Pinterest profile is responsible

for adding all your Pinterest pins, Pinterest boards and all other settings.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>posting</u> :- posting on facebook is considered one of its best features.	posting content you want to share with your friends and family	
Day - 2	<u>Sign up</u> :- you can directly head to pinterest.com and join it just by your e-mail address you can also sign create your profile	when you sign up on pinterest you will also get the option to link your twitter or	
Day - 3	Next thing that pinterest tutorial suggests is creating	instagram account is considered advisable	
Day - 4	<u>check your settings</u> :- in pinterest settings you can set your notifications home feed security and apps settings	Email notifications that will help you find new people to follow by seeing	
Day - 5	<u>pinterest profile</u> :- pinterest profile is responsible for adding all your pinterest pins pinterest boards and all other settings	details that your pinterest profile will include are.	
Day - 6	<u>pinterest board</u> :- Pinterest board examples per the definitions suggested by pinterest tutorial. a pinterest board is the.	A pinner owns pinterest boards that can further be shared or pinned to other	

WEEKLY REPORT







WEEK - 6 (From Dt. 19.12/22 to Dt. 19.12/23)

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 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 create your profile. next thing that pinterest tutorial suggests is creating your pinterest profile and making it impressive going with a consistent username and profile pic that you already have on check your settings: In pinterest settings you can set your notifications home feed security and apps settings you can turn on your email notifications that.

ACTIVITY LOG FOR THE SEVEN WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>Brief description:</u> Ad as per your advertising goals pinterest allows you to create ad as per your business goal. if you want to sell more products encourage app downloads, or attract	<u>learning outcome:</u> Now, you need to tap on the red plus button and choose 'create ad.'	
Day - 2	<u>Brief description:</u> What is Twitter? Twitter is a social networking website that's designed for finding and sharing short updates	<u>learning outcome:</u> In fact, each post or tweet as they are called on twitter is limited to just 280 individual characters	
Day - 3	<u>Creating a twitter account:</u> if you want to post your own updates to twitter, you need to create an account there are two ways to do this.	* If you're using a desktop or laptop computer, go to www.twitter.com in your web browser	
Day - 4	* there are many ways to use twitter. some users might never post their own updates choosing instead to follow updates from other users	But many people do enjoy tweeting about what's going on in their world and joining a bigger conversation	
Day - 5	<u>what is a hashtag?</u> Hashtags are a really important part of twitter but what exactly is a hash tag?	Simply put, a hashtag is any word or phrase included in a tweet that starts with a hashtag symbol	
Day - 6	<u>following and connecting on twitter:</u> Twitter is about more than just sharing your own updates	It also allows you to follow tweets from other users so you can see what's happening right now and connect with people who are important to you	

WEEKLY REPORT

WEEK - 7 (From Dt. 20.15/23 to Dt. 26.1.23)

Objective of the Activity Done:







Detailed Report:

In the 7th week of my Intern 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.

What is Twitter: Twitter is a social networking website that's designed for finding and sharing short updates. Creating a Twitter account if you want to post your own updates to Twitter, you'll need to create an account. There are two ways to do this.

There are many ways to use Twitter. Some users might never post their own updates choosing instead to follow updates from other users. Hashtags are a really important part of Twitter. But what exactly is a hashtag.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<p><u>Customizing your profile and privacy settings:</u> Looking to make your twitter profile a bit more personal or make your tweets more secure? Twitter has several options for customizing</p>	<p>Editing your Twitter profile navigate to your profile page. if you're using the twitter mobile app, select the me button</p>	
Day - 2	<p><u>What is LinkedIn?</u> LinkedIn is a popular social network with a specific purpose while other social networks like Facebook and Twitter focus more on your personal life, LinkedIn is all</p>	<p>professional network that is, building a group of contacts to help advance your career</p>	
Day - 3	<p><u>Creating a LinkedIn account:</u> To get started go to LinkedIn.com in your web browser. enter your information, choose a password then click the join</p>	<p>LinkedIn will guide you through the steps of adding more detail to your profile</p>	
Day - 4	<p><u>Common LinkedIn terms:</u> (connections? endorsements? recruiters? if you're new to LinkedIn, these are a few terms that may seem a little confusing at first</p>	<p>reviewing some of the most commonly used terms will give you a better understanding of how LinkedIn works</p>	
Day - 5	<p><u>Navigating LinkedIn:</u> if you've never used an online networking site, LinkedIn can seem a little intimidating at first</p>	<p>even if you're already familiar with social media sites like Facebook and Twitter, you'll still want to take some time to</p>	
Day - 6	<p><u>Adding connections:</u> Adding connections is a big part of LinkedIn but unlike most other social media sites, trying to connect with everyone you know can send the wrong</p>	<p>message so can seem like you're networking for its own sake rather than truly building your professional network.</p>	

WEEKLY REPORT







WEEK - 8 (From Dt. 23/11/22 to Dt. 29/11/22..)

Objective of the Activity Done:

Detailed Report:

In the 8th week of my 9th intern 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. What is LinkedIn is a popular social network with a specific purpose. While other social networks like Facebook and Twitter focus more on your personal life LinkedIn is all creating a LinkedIn account: To get started go to [linkedin.com](https://www.linkedin.com) in your web browser. Enter your information. Choose a password then click the Join button. Common LinkedIn terms: Connections? Endorsements? Recruiters? If your new LinkedIn there are a few terms that may seem a little confusing at first.

ACTIVITY LOG FOR THE NINETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>Watching youtube videos:</u> Now watching that you know the basics you're ready to dive in and start watching you tube videos	* for example you can just click the youtube video below to play it.	
Day - 2	<u>Signing into youtube:</u> 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	
Day - 3	<u>youtube for mobile devices</u> more and more people are watching videos on the go these days	* in fact more than 40 percent of youtube traffic comes from mobile devices including smartphones	
Day - 4	<u>searching for videos</u> mobile watching is a great way to find new videos on youtube	* it sounds a little silly. we know, but there are probably thousands of videos on just this one topic	
Day - 5	<u>sharing options:</u> sharing is probably one of our favorite things to do on youtube	* After all who doesn't want to see that funny video of a dog on a skateboard	
Day - 6	<u>Liking and commenting</u> Signing in allows you to interact with any video you find on youtube.	for example, you can like or dislike videos, or leave a comment to share your thoughts	

WEEKLY REPORT







WEEK - 9 (From Dt. 21/6/22. to Dt. 27/6/22...)

Objective of the Activity Done:

Detailed Report:

In the 9th week of my intern we learn about digital marketing in youtube watching youtube videos now that you know the basics, you're ready to dive in and start watching youtube videos. signing into youtube while it's not necessarily required we do recommend signing in to youtube. youtube for mobile devices more and more people are watching videos on the go these days sharing options: sharing is probably one of our favorite things to do on youtube liking and 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 channels like sms	* Beyond simply delivering messages it has to take into account how information looks on different	
Day - 2	first strategy that mobile priority a company gives to their mobile marketing strategy depends on the comp	* A company may have existed for many decades and have a lot of technology processes	
Day - 3	in-app marketing is marketing through mobile apps. in-app marketing can be either for your own brand	* for your own brand in-app marketing refers to the use of banners, overlays and inboxes	
Day - 4	mobile push marketing sends marketing message on mobile devices using push technology	* It allows you to deliver relevant information to users even if they are not on your website or app	
Day - 5	Sms marketing is a marketing campaign via text message	* Text marketing campaigns can be successful because most people have their phones with them	
Day - 6	QR code marketing allows you to create link to your website, download your app, review your business	* customers can scan the QR code with the camera on their smartphones and it is simple to	

WEEKLY REPORT







WEEK - 10 (From Dt...9/6/22, to Dt...14/6/22.)

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 & MMS messaging, mobile apps, messaging apps, and mobile-optimized browser. what is a mobile-first strategy: How much priority a company gives to their mobile marketing strategy depends on the company itself. In-app marketing: In-app marketing is marketing through mobile apps. In app marketing can be either for your own brand or for other brands mobile push marketing mobile push marketing sends marketing message on mobile devices using push technology SMS marketing in a marketing campaign via text message you can send promotions alerts, offers

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>What is Email Marketing</u> Email marketing is a direct marketing channel that lets businesses share new products.	* It's high return on investment (ROI) makes it crucial to most businesses.	
Day - 2	<u>segmentation</u> :- Segmentation is an effective way to group your consumers on the basis of their	* By using this information you can easily tailor your email to specific groups	
Day - 3	<u>personalization</u> :- Customers are now expecting significant as well as personalized content and	* marketers are determined to leverage email personalization to leverage	
Day - 4	<u>Educational emails</u> The most preferred type of email is educational emails	* An educational mail should help to resolve an issue for the individual user	
Day - 5	<u>welcome email</u> :- Are your subscribers getting the right message through your welcome emails?	* The initial mail you send to your subscribers is critical in building	
Day - 6	<u>Testimonial email</u> if your business is customer-based then sending email includes testimonials will help you to build trust in your brand	* purpose to strengthen your business or product through customer feedback	

WEEKLY REPORT







WEEK - 11 (From Dt. 15/6/23, to Dt. 21/6/23)

Objective of the Activity Done:

Detailed Report:

In the 11th week of my intern we learn about Digital Marketing in email what is email marketing Email Marketing is a direct marketing channel that lets businesses share new products sales and updates with customers on their contact list. segmentation is an effective way to group your consumers on the basis of their demographic information. purchase history and browsing activity personalization customers are now expecting significant as well as personalized content and experiences both online and offline. educational emails: The most preferred type of email is educational emails welcome Email are your subscribers getting the right message through your welcome Emails Testimonial email: if your business is customer-based then sending email including

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>setting goals</u> : The first step in the web analytics process is for	* These goals can include increased sales, customer satisfaction and brand	
Day - 2	<u>collecting data</u> the second step in web analytics is the collection and storage of data	* Businesses can collect data directly from a website or web analytics	
Day - 3	<u>processing data</u> : The next stage of web analytics funnel involves businesses	* processing the collected data into actionable information	
Day - 4	<u>developing a strategy</u> : This stage involves implementing insights to formulate strategies that align with	* for example search queries conducted on-site can help an organization	
Day - 5	<u>Experimenting and Testing</u> Businesses need to experiment with different strategies in order to find the one that	* For example A/B testing is a simple strategy.	
Day - 6	<u>web analytics tools</u> :- web analytics tools report important statistics on a website	* In addition to web analytics these tools are commonly	

WEEKLY REPORT





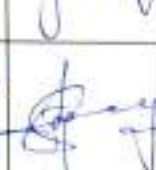
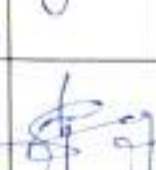
WEEK - 12 (From Dt. 21/6/23.. to Dt. 25/6/23.)

Objective of the Activity Done:

Detailed Report:

In the 12th week of my Intern we learn about digital marketing in web analytics 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 collecting data. The second step in web analytics is the collection and storage of data processing data. The next stage of the web analytics funnel involves businesses developing a strategy. This stage involves implementing insights to formulate strategies that align with an organization's goals. Experimenting and testing businesses need to experiment with different strategies in order to find the one that yields the best results. web analytics tools report important statistics on a website.

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>Pick a best marketing channel</u> : once you have decided on the topic audience and products	* while creating a dedicated review website, such as outdoor gear Lab is a popular	
Day - 2	<u>Join an affiliate marketing networks</u> Affiliate networks connect affiliate and merchants	* while it's not always necessary to join an affiliate network	
Day - 3	<u>Expand your networks</u> Creating a successful affiliate marketing platform takes time.	* TO increase your overall audience size though it's helpful	
Day - 4	<u>Be consistent and master your skills</u> in addition to taking time	* Conducting marketing research to understand your audience	
Day - 5	<u>How do affiliate make money</u> they affiliate gets a link	* the cookie then tracks the user to see if they make a purchase	
Day - 6	<u>the affiliate marketing</u> This party is sometimes also known as publisher	* An affiliate promotes one or multiple affiliate products and services	

WEEKLY REPORT




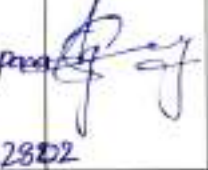


WEEK - 13 (From Dt. 26/6/23 to Dt. 1/7/23...)

Objective of the Activity Done:

Detailed Report:

In the 13th week of my intern we learn about digital marketing in pick marketing channel pick a best marketing channel once you have decided on the topic audience, and products that your affiliate marketing brand will cover, you will want to decide on a marketing channel. Join an affiliate marketing network: Affiliate networks connect affiliates and merchants Expand your network creating a successful affiliate marketing platform takes time and dedication Be consistent and master your skills: In addition to taking time and dedication, affiliate marketing also employs a wide range of skills including how do affiliate make money. The affiliate gets a unique link. form which clicks can be tracked - typically using cookies The affiliate marketing This party is sometimes also know as the publisher.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Sri Astwini pampana Pampana Sri Astwini	Email:- astwini.pampana3@gmail.com password: astwini	
Day - 2	Sri Astwini pampana Pampana Sri Astwini	Email:- PampanaSriAstwini@gmail.com password: Astwini	
Day - 3	pampana Sri Astwini	Email:- P.SriAstwini@gmail.com password: bupriamma	
Day - 4	pampana Sri Astwini	Email:- SriAstwiniPampana@gmail.com password: 20022802	
Day - 5	pampana Sri Astwini	Email:- pampanaastwini@gmail.com password: 12356789	
Day - 6	pampana Sri Astwini	Email:- astwini.pampana@gmail.com password: Annu papa	

WEEKLY REPORT

WEEK - 14 (From Dt. 21/7/23... to Dt. 27/7/23...)

Objective of the Activity Done:

Detailed Report:

In the 14th week of my intern we learn about digital marketing in Email Id and passwords.

1. user name :- pampana Sri Aswini

Email Id :- aswinipampana3@gmail.com

password :- PAASWINI

2. user name :- pampana Sri Aswini

Email Id :- pampana Sri Aswini@gmail.com

password :- ammudaring

3. user name :- pampana Sri aswini

Email Id :- p. Sri Aswini@gmail.com

password :- BUJRAMMA

4. user name :- pampana Sri Aswini

Email Id :- Sri Aswini pampana@gmail.com

password :- 20022802

5. user name :- pampana Sri Aswini

Email Id :- pampana aswini@gmail.com


password :- 12356789

6. user name :- pampana Sri Aswini

Email Id :- aswini pampana@gmail.com

password :- AMMUPAPA

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	<u>shop name</u> :- subodaya Book shop <u>Mobile number</u> :- 794714673	<u>Address</u> :- main Road palakudi West Godavari 534260	
Day - 2	<u>shop name</u> :- vishal mega mart <u>Mobile number</u> :- 7942683395	<u>Address</u> :- Tatawathi Vasi street, Gandhi nagar Bhimavaram 534201	
Day - 3	<u>shop name</u> :- Ibha shopping mall <u>Mobile number</u> 7947148661	<u>Address</u> :- Juvala palam road Bhimavaram Bazaar 534201	
Day - 4	<u>shop name</u> :- Rama sathya shopping M Mall. Complex	<u>Address</u> :- Gandhi Nagar Mastya a puti Road Bhimavaram 534201	
Day - 5	<u>shop name</u> :- Muvvala complex <u>Mobile number</u> 7947149287	<u>Address</u> :- Bhimavaram Bazaar Bank Colony 534202	
Day - 6	<u>shop name</u> :- Kamal Commercial Complex <u>Mobile number</u> 7947149446	<u>Address</u> Narasayya nagaram Bhimavaram Konda valli Road-534202	

WEEKLY REPORT

WEEK - 15 (From Dt. 13.12.22, to Dt. 16.12.22.)

Objective of the Activity Done:

Detailed Report:

In 15th week of My intern we learn about vendor registration

shop name:- Subhadra Subadaya Book shop. (M/W) 7947146736

Address:- Main road palakallu west Godavari 534260

shop name:- Vishal mega mart (M/W) 7942683395

Address:- Tatavarthi Vasi street Gandhi Nagar Bhimavaram 534260

shop name:- Itho shopping mall. (M/W) 7947148661

Address:- Juvale Palem Road Bhimavaram Bazar 534260

Address shop name:- Rama sathya shopping complex.

Address Gandhi Nagar mastya puri Road Bhimavaram 534260

shop name:- Muvale complex (M/W) 7947149287

Address:- Bhimavaram Bazar Bank Colony 534260

shop name:- Komal Commercial complex (M/W) 7947149446

Address:- Narasayya agraham Bhimavaram kada valli

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 penugonda, the work environment is designed to foster a positive and collaborative atmosphere. People interaction are encouraged, with open communication and regular team meetings to discuss projects, share ideas, and address and challenges

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

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

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

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

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

In summary, DH Solutions provides a supportive work environment that values open communication, mutual support, and teamwork.

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

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

search engine optimization (SEO): learn about optimizing websites for search engines, keyword research, on-page and off-page optimization techniques, and staying up to date with algorithm changes

social media marketing: familiarize your self with various social media platforms, their advertising features, and strategies for organic and paid promotion. end.

Combining Email Marketing:-

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

Content marketing:- learn how to create compelling content for different mediums such as blog posts, articles, videos, and infographics.

Analytics and Data Interpretation

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

Mobile marketing

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

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

During my internship at DH solutions, a digital marketing company, I have acquired essential managerial skills. I excel in planning, creating strategic marketing campaigns, setting clear objectives, and organizing resources effectively. As a leader I inspire and motivate team members, promoting collaboration and fostering a positive work environment. I exhibit professionalism, integrity and a strong work ethic, delivering high-quality work within deadlines. I manage my time productively, handling priorities. Continuous improvement is a priority for me, actively seeking feedback and enhancing my skills. I set SMART goals aligned with company objectives and makes informed decisions by analyzing options and considering available data. I evaluate performance using key metrics, identifying areas for improvement.

and making data-driven decisions. Overall, my internship has equipped me with valuable managerial skills in planning, leadership, teamwork, behavior, workmanship, time management, competency improvement, goal setting, decision making, and performance analysis. These skills will shape my future career in digital marketing.

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

As an intern at DH solutions, a digital marketing company, I am determined to continuously improve my communication skills. In terms of oral communication, I am actively working on enhancing my ability to express ideas clearly and effectively. I practice structuring my thoughts before speaking 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 other's opinions.

Building my confidence level in communication is essential. I aim to project self-assurance and professionalism when expressing my ideas or presenting in front of others. To manage anxiety, I practice deep breathing and positive self-talk to remain composed and focused.

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, Contributions as a team member and leading team activities.

To excel in group discussions actively listen to others' perspectives and opinions, seeking to understand different viewpoints. I contribute my insights and ideas thoughtfully, promoting constructive discussions and fostering a collaborative environment. I value open communication and respect diverse opinions encouraging others to express their thoughts freely.

In terms of team participation, I engage wholeheartedly in team activities offering support and cooperation to fellow members. I

Proactively take on tasks and responsibilities, ensuring that I meet deadlines and deliver quality work. I embrace a proactive attitude taking initiative and demonstrating a willingness to go the extra mile.

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

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

During my internship at 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 measurement tools. The availability of sophisticated analytics platforms and tools, such as Google Analytics and social media analytics, has enabled us to track and

analyze the performance of marketing campaigns in real-time. I have gained hands-on experience in leveraging these tools to monitor key performance indicators, measure ROI, and make data-driven decisions.

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

Student Self Evaluation of the Short-Term Internship

Student Name: *pampama Sri Aswini* Registration No: *203126203014*
Term of Internship: From: *10-4-2023* To: *16-7-2023*
Date of Evaluation: *15-07-2023*
Organization Name & Address: *DH.solutions*

Please rate your performance in the following areas:

Rating Scale: Letter grade of CGPA calculation to be provided

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

Date: *15-07-2023*

V.P. Sri Aswini
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: Pampana Sri Aswini Registration No: 203126203014

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

Date of Evaluation: 15-07-2023

Organization Name & Address: DH-solutions.

Name & Address of the Supervisor with Mobile Number M. Sai Ram

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

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

Rating Scale: 1 is lowest and 5 is highest rank

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

Date: 15-07-2023

Signature of the Supervisor



Internal & External Evaluation for Semester Internship

Objectives:

- Explore career alternatives prior to graduation.
- To assess interests and abilities in the field of study.
- To develop communication, interpersonal and other critical skills in the future job.
- To acquire additional skills required for the world of work.
- To acquire employment contacts leading directly to a full-time job following graduation from college.

Assessment Model:

- There shall be both internal evaluation and external evaluation
- The Faculty Guide assigned is in-charge of the learning activities of the students and for the comprehensive and continuous assessment of the students.
- The assessment is to be conducted for 200 marks. Internal Evaluation for 50 marks and External Evaluation for 150 marks
- The number of credits assigned is 12. Later the marks shall be converted into grades and grade points to include finally in the SGPA and CGPA.
- The weightings for Internal Evaluation shall be:
 - Activity Log 10 marks
 - Internship Evaluation 30 marks
 - Oral Presentation 10 marks
- The weightings for External Evaluation shall be:
 - Internship Evaluation 100 marks
 - Viva-Voce 50 marks
- The External Evaluation shall be conducted by an Evaluation Committee comprising of the Principal, Faculty Guide, Internal Expert and External Expert nominated by the affiliating University. The Evaluation Committee shall also consider the grading given by the Supervisor of the Intern Organization.
- Activity Log is the record of the day-to-day activities. The Activity Log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration

the individual student's involvement in the assigned work.


- While evaluating the student's Activity Log, the following shall be considered -
 - a. The individual student's effort and commitment.
 - b. The originality and quality of the work produced by the individual student.
 - c. The student's integration and co-operation with the work assigned.
 - d. The completeness of the Activity Log.
- The Internship Evaluation shall include the following components and based on Weekly Reports and Outcomes Description
 - a. Description of the Work Environment.
 - b. Real Time Technical Skills acquired.
 - c. Managerial Skills acquired.
 - d. Improvement of Communication Skills.
 - e. Team Dynamics
 - f. Technological Developments recorded.

INTERNAL ASSESSMENT STATEMENT

Name Of the Student: pampana sai ASWini
Programme of Study: Internship (D.H. solution) B. A
Year of Study: 2022 - 2023
Group: BA. (H.E.PA)
Register No/H.T. No: 203126203014
Name of the College: R.R.D.S Degree clg. Bhimavaram
University: ADIKAVI NANNAYA UNIVERSITY

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: 15-07-2023


Signature of the Faculty Guide

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Pampana Sri Aswini
 Programme of Study: Internship (DH Selections) B.A.
 Year of Study: 2022-2023
 Group: BA (HCPA)
 Register No/H.T. No: 203126203014.
 Name of the College: R.R.D.S. Degree clg Bhimavaram
 University: ADIKAVI NANNAYA UNIVERSITY

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	77
2.	For the grading giving by the Supervisor of the Intern Organization	20	18
3.	Viva-Voce	50	47
	TOTAL	150	142 + 43
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	185

Signature of the Faculty Guide

Signature of the Internal Expert

Signature of the External Expert

Signature of the Principal with Seal

PRINCIPAL

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

