

# 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: Tadi Manikanta

Name of the College: RRDS Govt Degree college  
(Bhimavaram)

Registration Number: 2031260017

Period of Internship: From: 10/1/2023 To: 16/7/2023

Name & Address of the Intern Organization: DH - Solutions,  
Ranulconda west highway,  
A.P.

Adikavi Nannaya University  
YEAR

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

(Affiliated to Adikavi Nannaya University, Rajamahendravaram)

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## 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.A (H.E.P.A)

Under the Faculty Guideship of

S. Satya Narayana

(Name of the Faculty Guide)

Department of History

RRDS Govt Degree College Bhimavaram

(Name of the College)

Submitted by:

Tadi. Manikanta

(Name of the Student)

Reg.No: 203/26203017

<sup>Program</sup>  
~~Department~~ of B.A (HEPA)

RRDS Govt Degree College Bhimavaram

(Name of the College)

### Student's Declaration

I, Tadi Manikant a student of B.A (H.E.P.A)  
Program, Reg. No 23126703<sup>017</sup> 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. Satya Narayana Department of  
HISTORY, RRDS Government Degree College,  
Bhimavaram.

T. Manikanta  
(Signature of the student)

## Official Certification

This is to certify that Tadi Manikanta (Name of the student) Reg. No. 203/26030/2 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 (C.A) in the Department of R.R.D.S Govt Degree College (Name of the College).

This is accepted for evaluation.



### Endorsements

Faculty Guide

Head of the Department

Principal

PRINCIPAL

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



## Certificate from Intern Organization

This is to certify that Tadi Manikanta (Name of the intern)  
Reg. No 203126203017 of KRDS Govt Degree College (Name of the  
College) underwent internship in D.H 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 Tadi Manikanta  
3BA ( HEPA)**

**Reg. No 203126293017 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 P. Aravind Swamy Lecturer in the Department of Economics, 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. Satyanarayana in history for his valuable guidance and help in completing this project.

Name: Tadi Marilkanta

Hall Ticket Number: 20312603017



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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.

### Executive Summary

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 social media platforms conducting market research and optimizing websites. Throughout the internship I successfully achieved the following learning objectives.

1. Acquiring knowledge of digital marketing concepts and strategies
2. Developing skills in market research and data analysis

3. Creating engaging social media content

4. Understanding marketing Campaign -  
development

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

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

## CHAPTER 2: OVERVIEW OF THE ORGANIZATION

### Suggestive contents

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- 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 marketing 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

Company organization's structure likely includes executives leadership business development account management digital marketing specialists, Creative design team, analytics reporting technical team and administrative

Support functions. As an intern at DH solutions in a digital marketing company 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 on acquiring new clients

### CHAPTER 3: INTERNSHIP PART

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

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

My weekly schedule consisted of working Monday to Friday from 10 am to 1 pm. The Company provided me with a dedicated workspace equipped with a computer internet access and relevant software tools used in

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 data-driven decisions develop engaging social media content and understand the various campaigns I also gained valuable experiential team managing-deadlines and effectively communicating with clients



### 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	loti
Day - 2	Content marketing They want content that is compelling	Content marketing involves researching keywords	loti
Day - 3	SEO search engine Optimization on-site SEO involves ensuring that your	off-site SEO refers to and action that you are taking	loti
Day - 4	SMM social media marketing while paid social media marketing includes	Organic social media is a bit more elusive but that also	loti
Day - 5	SEM search engine marketing Advertisements are placed	your paid ads pop your brand to the top of the	loti
Day - 6	Paid ads paid ads are one way to get in front of a wider audience	advertising you can advertise across various platform forms.	loti

## WEEKLY REPORT

WEEK - 1 (From Dt. 10/14/23 to Dt. 15/4/23.)

Objective of the Activity Done:

Detailed Report:

1. In the first week of my intern we learn basics of digital marketing

Brief description:- Introduction to digital marketing

Brief description:- Content marketing is compelling relevant to the searcher frequently updated and full of enrichment

Brief description:- SEO (search engine optimization) On-site SEO involves ensuring that your site is developed correctly with the proper framework that appeals to search engines

**ACTIVITY LOG FOR THE SECOND WEEK**

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Brief description: Email marketing: Email marketing is far from dead these days and	-More high-quality leads through your other online efforts.	<i>Lat.</i>
Day - 2	Affiliate marketing: This type of marketing uses businesses which is paying to.	ad on another site in which the host is being paid based on number	<i>Lat.</i>
Day - 3	Display advertising: is one of the most common types of Online.	who are interested in business's products/ services.	<i>Lat.</i>
Day - 4	Email marketing is an online version of direct mail. In this rather than sending	more with the help of email. such type of marketing will include	<i>Lat.</i>
Day - 5	Inbound marketing In this type of marketing an online content	The idea of this strategy is that it revolves around	<i>Lat.</i>
Day - 6	Pay-per click advertising it is known as search engine marketing	These ads are placed in special top or side panels.	<i>Lat.</i>

## WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

In the first week of my intern we learn basics of digital marketing

### Brief description

Email marketing : Email marketing is far from dead these days and continues to be a highly efficient method for your digital marketing campaigns. The key is to generate brief description :-

Affiliate marketing : This type of marketing uses business which is paying 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.

### 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	Results on top when interested user searches for business or something	J.J.
Day - 2	Social media marketing in this type of marketing strategy the	It works by creating a dedicated page for	J.J.
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	J.J.
Day - 4	Email marketing is a worthwhile marketing tool that involves sending promotional	It allows marketers to send personalized campaigns. segment	J.J.
Day - 5	Advertising is a powerful tool that help promote base and expand	helps to greatly expand a diverse audience	J.J.
Day - 6	Mobile marketing is a advertising activity aimed at promoting	Companies use sms marketing as an effective way of promoting	J.J.

## WEEKLY REPORT

WEEK - 3 (From Dt. 14/4/23 to Dt. 27/4/23)

Objective of the Activity Done:







Detailed Report: In the second week of my internship we learn about types of internet marketing.

Brief description: Search Engine Optimization. It is a free form of advertising which is designed to increase business ranking on search engines. It is seen that higher is the business' ranking more likely there are chances of displaying.

Brief description: Social media marketing strategy. The business is promoted with the help of social media outlets such as Facebook, Twitter, Google +, Pinterest and Instagram.

Brief description: Content marketing. The main goal of content marketing is to attract goal customers' attention, educate newcomers and nurture leads. With this marketing strategy you can nurture and educate your potential.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Reputation marketing Consumer feedback is essential both for brands and	That is why positive online reviews are important for a brand	
Day - 2	Social media marketing There are 3.5 billion people that use	Social media-marketing means using social media channels	
Day - 3	Video marketing According to statistics 54% of consumers	It helps companies provide step-by-step instructions.	
Day - 4	Search engine Optimization SEO is about optimizing your	it increases the visibility of the website to the member	
Day - 5	web analytics: this is a way to track the activity of users on web pages	Analytics platforms. Usually report on the number of visitors	
Day - 6	How AdSense works: Google AdSense provides a way for publishers to earn.	Learning out comes. The ads are created and paid for by advertise	

## WEEKLY REPORT

WEEK - 4 (From Dt. 1.5/23 to Dt. 7.5/23)

Objective of the Activity Done:

Detailed Report: In the 4th week of my intern we learn about digital marketing planning and strategies.







Brief description:- 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.

Brief description:- 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.

Brief description:- 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.



ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	1. Affiliate registration 2. vendor registration -n How to add products	1. Constantly my own business by using affiliate registration	
Day - 2	Facebook - The basics Facebook is widely considered as the most popular social	Actually Facebook is the third most visited site in the world	
Day - 3	Signing up to Facebook is simple the very first step is to	The platform makes it easy to get started	
Day - 4	One of the most important basics of Facebook is staying	This will control who can view your profile.	
Day - 5	Personalise your profile This is one of the more fun Facebook	The chances that you share a name with someone else	
Day - 6	Videos and photos: Facebook lets users and share all kinds of content such as	To upload you can head to your profile select the photos	

## WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: In the 5th week of my intern we learn about digital marketing in Facebook ebook

(1) Brief description:

About description

1. Affiliate registration
2. Vendor registration

How to add products

(2) Brief description: Facebook - The basics Facebook is widely considered as the most popular social network and its popularity isn't likely to diminish any time soon.

(3) Brief description: - Signing up to Facebook is simple the very first step is to sign up for a Facebook account and it's pretty simple.

### ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Posting : posting on Facebook is considered one of its best features	posting content you want to share with your friends and	Lof.
Day - 2	sign up you can directly head to pinterest.com and join it just by your	when you sign up on pinterest you will also get the option to	Lof.
Day - 3	Create your profile next thing that pinterest tutorial suggests	your twitter or Instagram account is considered a	Lof.
Day - 4	Check your settings in pinterest settings you can set your notifications	Email notifications that will help you find new people to follow	Lof.
Day - 5	Pinterest: provide a responsible profile	Details that your pinterest profile will include are	Lof.
Day - 6	Pinterest board example As per the definition suggested by pinterest tutorial	A pinner owns a pinterest board that can further be shared.	Lof.

## WEEKLY REPORT

WEEK - 6 (From Dt. 14/05/23 to Dt. 20/05/23)

Objective of the Activity Done:

Detailed Report:

In the 6th week of my intern-  
I learn about Digital marketing in  
Pinterest

Brief description:- Posting on Face-  
book is considered one of its best feat-  
ures This is one of the many features  
of Facebook

Brief description:- you can directly  
lead to Pinterest Com, and join it  
just by your e-mail address  
you can also sign up directly via your  
Facebook and Gmail account

Brief description:- Create your  
profile Next thing that Pinterest tu-  
torial suggests is Creating your it-  
impressive Going with a consistent user  
name and profile pic that you already  
have on.

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	Now you need to tap on the red plus button and choose.	Log.
Day - 2	What is Twitter: Twitter is a social networking website that's designed for	Outcomes In direct. each post or tweet as they've called on Twitter	Log.
Day - 3	Creating Twitter account: if you want to post your own updates	If you're using a desktop or laptop computer - go to w.w.w. twitter	Log.
Day - 4	How to tweet There are many ways to use Twitter some users might never post	But many people do enjoy tweeting about what's going on in their	Log.
Day - 5	What is a hashtag: Hashtags are a really important part of twitter but what exactly	Simply put a hashtag is a keyword or phrase included	Log.
Day - 6	Following and connecting on Twitter Twitter is a lot more than just sharing your	It also allows you to follow tweets from other users so you can	Log.

## WEEKLY REPORT

WEEK - 7 (From Dt. 20/5/23 to Dt. 26/5/23)

Objective of the Activity Done:

Detailed Report: In the 7th week of my intern we learn about digital marketing in Twitter

Brief description: 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

Brief description: what is Twitter  
Twitter is a social networking web site that's designed for finding and sharing short updates

Brief description: Creating 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.

ACTIVITY LOG FOR THE EIGHTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Customizing your profile and privacy settings looking to make your	Editing your Twitter profile Navigate to your	<i>[Signature]</i>
Day -2	what is linkedin is a popular social network with a specific purpose while other social	Professional networking - that's building a group of contacts to.	<i>[Signature]</i>
Day -3	Creating a linkedin account to get started go to linkedin. Com in your web browser	LinkedIn will guide you through the steps of adding more detail	<i>[Signature]</i>
Day -4	terms: Connections? Endorsements? Recommendations. If you're new to linkedin there are	Reviewing some of the most commonly used terms will give you	<i>[Signature]</i>
Day -5	Navigating linkedin if you've never used an online networking	Learning outcomes Even if you're already familiar with social.	<i>[Signature]</i>
Day -6	Adding Conditions. Adding Conditions is a big part of linkedin but unlike most	Doing so can seem like you're not working for its own sake rather	<i>[Signature]</i>

## WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

In the 8<sup>th</sup> week of my intern we learn about digital marketing in linkedin

Brief description: Customizing your profile and privacy settings making your twitter profile a bit more personal or make your tweets more secure. Twitter has several options for customizing your account

Brief description: what is linkedin linkedin is a popular social network with a specific purpose. while other social networks like Facebook and Twitter focus more on your personal life linkedin is all

Brief description: Creating a linkedin account to get started go to linkedin.com in your web browser Enter your information choose a password then click the join button



ACTIVITY LOG FOR THE NINETH 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	For example you can just click the you tube video below to play	l.j.
Day -2	Signing into you Tube while it's not necessarily required	Signing in allows you to like and comment on the videos	l.j.
Day -3	You Tube for mobile devices More and more people are watching videos on the go	Learning outcomes fact more than 40. percent of you Tube's.	l.j.
Day -4	Searching for videos is a great way to find new videos on you Tube let's say	It sounds a little silly we know but there are probably	l.j.
Day -5	Sharing Options: is probably one of our favorite things to do on	After all, who doesn't want to see that funny video of a dog	l.j.
Day -6	Liking and Commenting For example you can like or dislike video or leave a -	For example you can like or dislike videos or leave a comment	l.j.

## WEEKLY REPORT

WEEK - 9 (From Dt. 3/6/23... to Dt. 8/6/23)

Objective of the Activity Done:

Detailed Report: In the 9<sup>th</sup> week of my intern we learn about digital marketing in you tube

Brief description:- watching you tube videos now that you know the basics you're ready to dive in and start watching you tube videos

Brief description:- signing in allow s you to like and comment on the videos you find share videos more easily and even upload edit your own videos

Brief description:- you tube for mobile devices more and more people are watching videos on the go these days

Brief description:- Searching for video searching is a great way to find new videos on you tube let's say you're looking for videos of dogs on skate boards.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	What is mobile marketing. Mobile is a marketing strategy that	Beyond simply delivering messages it has to take into	Jol.
Day - 2	first strategy how much priority company gives to their mobile marketing	A company may have existed for many decades and have a lot	Jol.
Day - 3	In-app marketing app marketing is marketing through	For your own brand in-app marketing refers to the use	Jol.
Day - 4	mobile push marketing of push marketing sends marketing messages mobile	allows you to deliver relevant information to	Jol.
Day - 5	SMS marketing sms marketing is a campaign via text message you can	Text marketing campaigns can be successful because use most people	Jol.
Day - 6	QR Code marketing. Code marketing allows you to create a link	Customers can scan the QR code with the camera on their	Jol.

## 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

Brief description:- what is mobile marketing mobile marketing is marketing strategy that specifically takes advantage of mobile channels like SMS MMS messaging mobile apps, messaging apps and mobile-optimized browser

Brief description:- what is a mobile first strategy how much priority a company gives to their mobile marketing strategy depends on the company itself

Brief description:- In-app marketing In app marketing is marketing can be either for your own brand or for other brands.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	what is Email marketing :Email marketing is direct marketing	Its high return on investment (ROI) makes it crucial to most	lati
Day -2	Segmentation is an effective way to group your consumers	By using this information you can easily fail or your emails	lati
Day -3	Customers are now expecting significant as well as personalized content and	Marketers are determined to leverage email	lati
Day -4	Educational emails the most preferred type of mail is educational	An educational mail should help to resolve an issue for	lati
Day -5	Are your subscribers getting the right message through	The initial mail you send to your subscribers	lati
Day -6	Testimonial email: if your business is customer-based then sending a mail	purpose to strengthen your business or product through	lati

## WEEKLY REPORT

WEEK - 11 (From Dt. 15/06/23 to Dt. 20/06/23)

Objective of the Activity Done:

Detailed Report: In 11<sup>th</sup> week of my Intern we learn about digital marketing in email

Brief description:- 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

Brief description:- segmentation is an effective way to group your consumers on the basis of their demographic information purchase history and browsing activity

Brief description:- Customers are now expecting significant as well as personalized content and experiences both online and offline

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	The first step in the web analytics process is for businesses to	These goals can include increased sales, customer satisfaction	<i>[Signature]</i>
Day - 2	Collecting data. The second step in web analytics is the collection and storage of data	Businesses can collect data directly from a web site or web	<i>[Signature]</i>
Day - 3	The next stage of the web analytics journey involves businesses	Processing the collected data into actionable	<i>[Signature]</i>
Day - 4	Developing A strategy This stage involves implementing insights	For example search queries conducted on-site can help	<i>[Signature]</i>
Day - 5	Experimenting and testing Businesses need to experiment with different	For example A/B testing is a simple strategy	<i>[Signature]</i>
Day - 6	web analytics tools report important statistics on a website	In addition to web analytics, the setools are commonly	<i>[Signature]</i>

## WEEKLY REPORT

WEEK - 12 (From Dt. 1.10.23 to Dt. 7.10.23)

Objective of the Activity Done:

Detailed Report:

In 12<sup>th</sup> week of my intern we learn about digital marketing in Email

Brief description: The first step in the web analytics process is for businesses to determine goals and the end results they are trying to achieve.

Brief description: Collecting data: The second step in web analytics is the collection and storage of data.

Brief description: Processing data: The next stage of the web analytics funnel involves businesses

Brief description: Developing Ast rategy: The stage involves implementing insights to formulate strategies that align with an organization's goals.



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	<u>Log:</u>
Day -2	Join an affiliate marketing connect affiliates and merchants	while it's not always necessary to join an affiliate doing	<u>Log:</u>
Day -3	Expand your network Creating a successful affiliate marketing	to increase your overall audience size though	<u>Log:</u>
Day -4	Be consistent and master your skill in addition to taking time	Conducting market research to understand your audience	<u>Log:</u>
Day -5	How do affiliate make money? The affiliate gets a unique link	The cookie then tracks the user to see if they	<u>Log:</u>
Day -6	The affiliate marketing this party is some times also know	An affiliate promotes one or multiple affiliate products and	<u>Log:</u>

## WEEKLY REPORT

WEEK - 13 (From Date 16/12/23 to Date 17/12/23)

Objective of the Activity Done:

Detailed Report:







Brief description : picks 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.

Brief description : join an affiliate marketing network. Affiliate networks connect affiliates and merchants.

Brief description : Expand your network. Creating a successful affiliate marketing platform takes time and dedication.

Brief description : Be consistent and master your skills. In addition, affiliate marketing also employs a wide range of skills, including

**ACTIVITY LOG FOR THE FOURTEENTH WEEK**

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Tadi Manikanta	Email Mani 77365T gmail .Com password' 923488 69	
Day -2	Tadi Manikanta	Mani 77808 TA gmail .com password - 8008198 56	
Day -3	Tadi Manikanta	Mani 33 BRD gmail .com password' 6462 7872	
Day -4	Tadi Manikanta	Mani 88 RM gmail .com password - 8356 8866	
Day -5	Tadi Manikanta	Mani 7472 M2 gmail .com password' 9931162 09	
Day -6	Tadi Manikanta	Mani 336 TM gmail .com. password' 3355- 66	

### WEEKLY REPORT







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

Objective of the Activity Done:

Detailed Report: In the 14<sup>th</sup> week of my intern we learn about digital marketing in email id and passwords

- 1) User Name :- Tadi Manikanta  
Email Id :- 9121248869 Mani 77365T@gmail.com  
password :- 92348869
- 2) User Name :- T. Manikanta  
Email Id :- Mani 77808TA@gmail.com  
password :- 800819856
- 3) User Name :- Tadi Manikanta  
Email Id :- Mani 33BRD@gmail.com  
password :- 64627872
- 4) User Name :- Tadi Manikanta  
Email Id :- Mani 88 IEM@gmail.com  
password :- 83568866
- 5) User Name :- Tadi Manikanta  
Email Id :- Mani 7472 MR@gmail.com  
password :- 993116209

**ACTIVITY LOG FOR THE FIFTEENTH WEEK**

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Shop Name :- Ravi Book shop M.N -	Address - Undi G.W : 534 199	
Day - 2	shop Name - Vasu Mobile number :-	Address :- Undi G.W 534 199	
Day - 3	shop name :- Uday Raju mobile Number :-	Address: Undi G.W 534 199	
Day - 4	shop Name :- Jaya Raju mobile Number :-	Address :- Undi G.W 534 199	
Day - 5	Shop Name :- Magaya mobile Number :-	Address : Undi G.W 534 199	
Day - 6	Shop Name :- Suresh mobile number :-	Address: Undi G.W 534 199	

### WEEKLY REPORT

WEEK - 15 (From Dt. 10/7/23 to Dt. 16/9/23)

Objective of the Activity Done:

Detailed Report:

In 15<sup>th</sup> week of my inter we learn about vendor registration

1) Shop Name: Ravi - Book shop

Address: Undi main Road, W.G. 534 199

2) Shop Name: Vasu. Killi shop, Undi

Address: Undi, W.G. 534 199.

3) Shop Name: Uday Raju: Killi shop

Address: Undi, Main Road, W.G. 534 199

4) Shop Name: Jya Raju: Iron shop

Address: Undi Main Road: W.G. 534 199

5) Shop Name: Magaya - Banana shop

Address: Undi Main Road W.G. 534 199

6) Shop Name: Suresh. Iron shop

Address Undi Main Road W.G. 534-

199

## 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 DSI solutions in panugonda the work environment is designed to foster a positive and collaborative atmosphere. People interactions are encouraged with open communication and regular team meetings to discuss projects, share ideas and address any challenges.

The company provides well-maintained facilities including a comfortable workspace, necessary equipment, maintenance staff, and an environment addressing any issues promptly.

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 evaluations help interns stay motivated and improve their skills.

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



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

In DH Solutions Company. Several real time-technical skills that I can acquire to enhance my abilities and contribute effectively to the Company's Operations. Here are some key technical skills I can focus on.

Search Engine Optimization (SEO) Learn about optimizing websites for search engines keyword-research on-page and off-page optimization-techniques and staying up to date with algorithm changes

Social media Marketing Familiarize yourself with various social media platforms their advertising features and strategies for organic and Paid promotion Understand analytics and reporting tools specific to each platform

Content Marketing : Learn how to Create Compelling Content for different mediums such as blog posts, articles videos and Infographics Understand how to Optimize Content SEO and drive engagement

Email Marketing :- Acquire knowledge of email marketing tools list segmentation designing - effective email Campaigns and analyzing Campaign performance metrics.

Analytics and Data Interpretation Develop skills in Using tools like Google Analytics to track website traffic User behavior Conversion rates and other relevant metrics Learn how to interpret data and Use it to improve marketing strategies.

**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 PTH solutions, a digital marketing company I have acquired essential managerial skills. I excel in planning, creating strategic marketing campaigns, setting clear objectives. As a leader, I inspire and motivate team members, promoting collaboration and fostering a positive work environment. I exhibit professionalism, integrity, and a strong work ethic, delivering high-quality work within deadlines. I manage my time productively, handling multiple tasks and adapting to changing my skills. I set 'SMART' goals aligned with company objectives and make informed decisions by analyzing options and considering 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 team-work behavior workmanship time management - Competency improvement goal setting decision-making and performance analysis these skills will shape my future career in digital marketing

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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'm committed to enhancing my abilities in group discussions team participation Contribution as a team member and leading team activities

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

In terms of team participation I engage wholeheartedly in team activities offering support and cooperatively to take 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 collaborating on projects. I am reliable, dependable, and dedicated to the team's success.

Furthermore, I aspire to develop leadership skills by taking the initiative in leading team activities. I am proactive in organizing and coordinating tasks, setting clear objectives and guiding the team towards achieving collective goals. I foster a supportive and inclusive environment where every team member feels valued and motivated to perform their best.

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

As an intern at DH Solutions a digital marketing Company I am committed to enhancing my abilities in group discussions, team participation contribution as a team member and leading team activities.

To excel in group discussions I actively listen to others' perspectives and opinions seeking to understand different viewpoints I contribute my insights and ideas thoughtfully promoting constructive discussions and fostering 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.

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ster a supportive and inclusive environment where  
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vated to perform their best

In Conclusion, my focus as an intern at DH  
solutions is to enhance my adillite's in group  
discussions team participation Contribution,  
as team member and leading team activi-  
tes by actively engaging in discussions.  
supporting my team, and taking on leadership  
roles.



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 of sophisticated analytics and measurement tools. The availability of 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. Utilizing these tools to monitor key performance indicators (KPIs) measure ROI and make data-

driven decisions.

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

Overall, the technological developments I have observed and adaptations I have observed and adapted to during my internship have shaped the way digital marketing operates. AI and ML have empowered us with data-driven insights while advanced analytics tools have enabled us to measure and media innovations have opened up new avenues for reaching and connecting with target audience. Embracing these digital technologies Page No has been crucial for staying.

*Student Self Evaluation of the Short-Term Internship*

Student Name:	Tadi Manikanta	Registration No:	20312620317
Term of Internship:	From: 10-4-23	To:	16-7-23
Date of Evaluation:	16-07-2023		
Organization Name & Address:	DHI Solutions, Panukonda, west Godebary, A.P		

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

T. Manikanta  
Signature of the Student

*Evaluation by the Supervisor of the Intern Organization*

Student Name:	Tadi Manikavolu	Registration No:	203126803017
Term of Internship:	From: 10-4-23	To:	16-7-23
Date of Evaluation:	16-07-2023		
Organization Name & Address:	DH solutions, penuronda, west Godavari, AP		
Name & Address of the Supervisor with Mobile Number			

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

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

Rating Scale: 1 is lowest and 5 is highest rank

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

Date: 16-7-2023

Signature of the Supervisor



## INTERNAL ASSESSMENT STATEMENT

Name Of the Student: Tadi Nani kanta  
Programme of Study: III B.A  
Year of Study: 2022-2023  
Group: HEPA  
Register No/H.T. No: ~~202120000~~ 203126203017  
Name of the College: RPDS Govt Degree College Binalakuram  
University: Adilkavi Narmaya University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Activity Log	10	08
2.	Internship Evaluation	30	24
3.	Oral Presentation	10	08
	GRAND TOTAL	50	40

Date: 16-07-2023

  
Signature of the Faculty Guide

## EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: Tadi Manikanta  
Programme of Study: Digital Marketing BA.  
Year of Study: 2020-2023  
Group: BA(HCRA)  
Register No/H.T. No: 203126203017  
Name of the College: R.R.D.S Govt Degree College Shimavaram  
University: Adikavi Nannaya University

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	68
2.	For the grading giving by the Supervisor of the Intern Organization	20	14
3.	Viva-Voce	50	38
	TOTAL	150	120+40
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	160

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  
SHIMAVARAM-534 202

