

Program Book



SEMESTER INTERNSHIP

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**

(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

PROGRAM BOOK FOR
SEMESTER INTERNSHIP



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

Name of the Student: V. padmaravathi

Name of the College: RRDS Govt, degree college

Registration Number: 203128200023

Period of Internship: From: 10/6/2023 To: 16/07/2023

Name & Address of the Intern Organization DH Solutions

Adhikavi Nannaya **University**
YEAR 2023

An Internship Report on

Digital Marketing

(Title of the Semester Internship Program)

Submitted in accordance with the requirement for the degree of

final year B.Com (CA)

Under the Faculty Guidship of

S. Lakshmi Kantham

(Name of the Faculty Guide)

Department of Commerce

RPOs Govt Degree College Shimavaram

(Name of the College)

Submitted by:

VALLARAPU PADMAVATHI

(Name of the Student)

Reg.No: 203129200023

^{Program}
Department of B.Com (CA)

RPOs Govt Degree College Shimavaram.

(Name of the College)

Student's Declaration

I, VALLARAPU PADMAVATHI student of B.com (CA)

Program, Reg. No. 203129200023 of RRDS Government Degree College,

Bhimavaram do hereby declare that I have completed the mandatory

internship in DH Solutions From 10.4.2023 to

16.07.2023 in _____ at

Digital marketing under the Faculty Guideship of

S. Lakshmi (anitha) Department of

Commerce RRDS Government Degree College,

Bhimavaram.

V. Padmaathi
(Signature of the Student)

Official Certification

This is to certify that Vallarapu Padmavathi (Name of the student) Reg. No. 203128200023 has completed his/her Internship in OH 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 (Computer) in the Department of R.R.D.S Govt Degree College (Name of the College).

This is accepted for evaluation.



(Signature with Date and Seal)

Endorsements

Faculty Guide S. Jitendra Kumar

Head of the Department S. Jitendra Kumar

Principal [Signature]

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



Certificate from Intern Organization

This is to certify that Vallarapu padmavathi (Name of the intern)
Reg. No. 203128200023 of RRDs Govt Degree College (Name of the
College) underwent internship in OH 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 VALLARAPU PADMAVATHI
3rd B.com(computer)

Reg. No 203128200023 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: V. Padmavathi

Hall Ticket Number: 20328200023

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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 specialized in providing digital marketing service such as developing strategies, managing social media platform conducting market research, and optimizing websites. Throughout and optimizing we internship, I successfully achieved the following learning objectives.

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

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

This internship provided me with practical skills and knowledge that will be beneficial in my future career in digital marketing.

I gained a comprehensive understanding of digital marketing practices, learned to analyze data for informed decision-making.

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

CHAPTER 2: OVERVIEW OF THE ORGANIZATION

Suggestive contents

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

DH Solutions, a cloud-based digital marketing Company, has Sairam as its managing Director. DH solutions has voted top among in the website Solutions Services.

They are offered a wide range of service such as website Design, website Development, Mobile Application Development, Digital marketing Company vision - leading provide of innovation digital marketing. and Company Mission - Deliver exceptional Strategies, Technologies, and Experience for clients' Success.

Company value - 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 / reporting, technical team, and administrators / support functions. As an intern at DH Solutions, in a digital marketing company, my roles and responsibilities may involve assisting with market research, content creation, social media management, campaign monitoring, data analysis, and supporting the team in various digital marketing tasks.

DH Solutions future plans to grow up they can focus on acquiring new 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 Solution a digital marketing Company, I was assigned a range of activities and responsibilities that provided me with valuable hands-on experience in the field. The working conditions were professional and conducive to learning, with a supportive team and a collaborative work environment.

My weekly schedule consisted of working Monday to Friday, from 10 am to 1 pm. The company provided me with a dedicated workspace equipped with a computer, internet access, and relevant software tools used in digital marketing, such as Google Analytics, social media management platforms, and content management systems.

As an intern, I was involved in various tasks to support the company's digital marketing

efforts. This included conducting market research, analyzing data to identify trends and insights, creating 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	Introduction to digital marketing	The promotion of products or brands via one or more forms of electronic media	lej.
Day - 2	Content marketing: They want content that is compelling, relevant to the searcher, frequently updated	Content marketing involves researching keywords, writing articles, improving the description	lej.
Day - 3	SEO (Search engine optimization) On-site SEO involves ensuring that your site is developed correctly with the proper.	Off-site SEO refers to any actions that you are taking for your brand that happen	lej.
Day - 4	SMM (Search media marketing) while paid social media marketing include the advertisement we all know and love, it also involves	organic social media but that also tends to make it more fun to implement.	lej.
Day - 5	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	Your paid ads push your brand to the top of search engine results page (SERP)	lej.
Day - 6	Paid ads: Paid ads are a fun way to get in front of a wider audience and bring more traffic to your	Advertising you can advertise across various platforms using method such as Google Ads, Facebook	lej.

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: In the first week of the internship, I learned the basics of digital marketing. On Day 1, I learned about the basic introduction of digital marketing that is the promotion of products or brands via one or more forms of electronic media is called as "Digital marketing". On Day 2, I learned about content marketing where they want content that is compelling, relevant to the searcher, frequently updated and full of enrichment. Content marketing involves researching keywords, writing articles, improving description of the products & services on your site, and creating educational content that will compel your audience to engage more on the next day. I learned about SEO which involves ensuring that your site is developed correctly with the proper framework and off-site SEO refers to any actions that your are taking your brand that happen off of your main digital properties. The another day, I learned about social media marketing which includes advertisements, organic social media is a bit more elusive.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Email Marketing:- Email marketing is far from dead these days and continue to be a highly efficient method for your	more high-quality leads through your other online efforts. From there, send high	<i>[Signature]</i>
Day - 2	Affiliate marketing:- This type of marketing uses business which is paying to individuals & companies to promote	ad on another site, in which the hosts being paid based on number of customer	<i>[Signature]</i>
Day - 3	Display advertising:- is one of the most common type of online advertising medium. It is similar to affiliate	who are interested in business products service this display ads can be in certain	<i>[Signature]</i>
Day - 4	Email marketing:- Email marketing is an online version of click mail. In this rather than sending a customer a hand out or	more with the help of email such type of marketing will include business.	<i>[Signature]</i>
Day - 5	Inbound marketing:- in this type of marketing an online content such as blogs social media and podcasts are used in order to attract	the idea of this strategy is that it revolves around business creating own content that draws attention.	<i>[Signature]</i>
Day - 6	Pay-per-click advertising:- It is known as search engine marketing, which advertising in which business place ads	These ads are placed in special top or side panels that separated out for paid ads.	<i>[Signature]</i>

WEEKLY REPORT

WEEK - 2 (From Dt. 16.4.23 to Dt. 21.4.23)

Objective of the Activity Done:

Detailed Report: In the second week of the internship I learned the basics of digital marketing. One day I learned about the basic context marketing that is Email marketing is far from dead these days and continue to be a highly efficient method for your digital marketing campaigns. The key is to generate. One day 2 This type of marketing uses business which is paying to individual or companies to promote their products / service on their websites. Such type of marketing typically involve placing a banner. Next day Display Advertising is one of the most common type of online advertising medium. It is similar to affiliate marketing where placing banner ads on other websites for the visitors. On day on the another day - Email marketing is an online version of direct mail. In this rather than sending a customer a hand out or advertisement, it displays a form type which allows business to send similar information or even. The idea of this strategy is that it revolves around business creating.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Search engine optimization It is a free form of advertising which is designed to increase business ranking on	result on top when internet user searches for business or something similar	<i>[Signature]</i>
Day - 2	Social media marketing: in this type of marketing strategy, the business is promoted with the help of social media outlets	It works by creating a dedicated page for business on each site and developing content	<i>[Signature]</i>
Day - 3	Content marketing: The main goal of content marketing is to attract a customer attention, educate new customer and nurture leads.	Customer by providing them with the necessary content guide them through the sales.	<i>[Signature]</i>
Day - 4	Email marketing: Email is a worthwhile marketing tool that involves sending promotional content to your client. 39 billion daily email	It allows marketers to send personalized campaign segments to their audience.	<i>[Signature]</i>
Day - 5	Advertising: Advertising is a powerful tool that helps promote your business, find a customer base, and expand revenue streams.	helps to greatly expand a diverse audience, increase traffic to your website	<i>[Signature]</i>
Day - 6	Mobile marketing: 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 products.	<i>[Signature]</i>







WEEKLY REPORT

WEEK - 3 (From Dt. 29.4.23 to Dt. 27.4.23)

Objective of the Activity Done:

Detailed Report: In the Third week of the internship, I learned the basics of digital marketing. On Day 1, I learned about Search engine optimization that is a free form of advertising which is designed to increase business ranking on search engine. It is seen that, higher is the business ranking more likely there are chances of displaying. On Day 2 I learned about the Content Social media marketing strategy, the business is promoted with the help of social media outlets such as Facebook, Twitter, Google+, Pinterest and Instagram. Next Day 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. Another Day Mobile marketing mobile marketing is an advertising activity aimed at promoting products and services via smartphones. This type of marketing also involves optimizing. Companies use SMS marketing as an effective way.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Reputation marketing: consumer feedback is essential both for brands and potential customers. Nearly 50%	that is why positive online reviews are important for a brand's success.	
Day - 2	Social media marketing: There are 3.5 billion people that use social media for different needs.	Social media marketing means using social media channels such as twitter and	
Day - 3	Video marketing: According to statistics, 54% of consumers prefer videos over other type of content from	It help companies provide step-by-step instruction, demonstrate their products	
Day - 4	Search engine optimization: SEO is about optimizing your site and improving organic traffic to your site and	It increases the visibility of the website. Remember the better visibility the	
Day - 5	Web analytics: This is a way track the activity of users on web pages. It enables companies to access.	Analytics platforms usually report on the number of visitors and pages they	
Day - 6	How ad sense works: Google AdSense provides a way of public to earn money from their online content.	The ads are created and paid for by advertisers who want to promote	







WEEKLY REPORT

WEEK - 4 (From Dt. 2.5.23. to Dt. 7.5.23)

Objective of the Activity Done:

Detailed Report: In the fourth week of the internship I learned the basics of digital marketing. On Day 1 I learned about the basic digital marketing plans 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. On Day 2 Social media marketing -9 mean using social media channels. Such as Twitter and Facebook, Instagram and Pinterest, Tumblr, and LinkedIn to connect. Next Day I learned about according to statistics 54% of consumers prefer videos over other type if you want your business to go viral, you should try video marketing. Another day I learned about the it increase the visibility of the website Remember, the better the more customers you can attract. This is a way to track the activity of user on web pages. It enable companies to access to information about the preference and behaviour.

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	About wages :- 1) Affiliate registration 2) vendor registration	Constant my own business by using affiliate registration	
Day - 2	face book - The basic: face book is widely considered as the most popular social network and its popularity	Actually facebook is the third most visited site in the world after	
Day - 3	Signing up to facebook is simple. The very first step is to sign up for a facebook account and its	The head over to facebook homepage and fill in the required	
Day - 4	One of the most important basics of face book is staying secure. once you created your new profile	To edit these settings, click on the Settings option	
Day - 5	Personalise your profile. This is one of the more fun facebook basics that need to be known if you are on face book are	The chances that you share a name with someone else	
Day - 6	Video and photo facebook lets users share all kinds of content such as photos and videos	To upload you can head to your profile select, the photos to and choose.	

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: In the fifth week of the Internship, I learned the basics of digital marketing. On Day 1 I learned about the basis of the internet we learn about digital marketing in a Facebook. The basic considered as the most popular social network and its popularity isn't likely to diminish any time soon. On Day 2 I learn the basics signing up to Facebook is simple. The very first step is to sign up for a Facebook account and it's pretty simple. The next day I learn out one of the most important basics of Facebook is staying secure. Once you've created your new profile, you can make changes to your privacy settings. Another day this is one of the more fun Facebook basics that need to be known. It gives you a shot at being creative. Videos and photos Facebook lets users share all kinds of content such as photos and videos. You can also share live broadcasts and albums. This lets you upload media from your computer.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day -1	Gallery using envira gallery if you want to create a more functional and aesthetically pleasing image gallery for your	we will be using the envira gallery plugin as it is the best word press image gallery plugin	h.j.
Day -2	Word press Add pages: in this chapter we will study how to add page into the word press adding page is similar to adding posts in word press	step (1) click on pages Add New as shown in the following screenshot step (2) you will get that editor page as seen in	h.j.
Day -3	Word press - Publish pages In this chapter we will study how to publish page word press.	The "publish" is used to make the pages available to all users wherein each user can view that particular	h.j.
Day -4	Word press - edit pages In this chapter, we will study how to edit pages in word press	Step (1) - click on Page - All page in a word press as show in the following	h.j.
Day -5	Word press - Delete pages In this chapter, we will learn to delete pages in word press	step (1) click on page all page in word press step (2) you can delete sample page	h.j.
Day -6	Add page - title Next, add the title of the page, like About click the Add title text open the text box	The title of your page should be descriptive of the information the page	h.j.

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report:

In the 6th week of the internship, I learned the basics of digital marketing. On Day 1 I learned about the basic digital marketing in Pinterest. I learned posting on Facebook is considered one of its best features of Facebook. You can directly head to Pinterest.com and join it just by your e-mail address you can also sign up directly via your Facebook and Gmail account. On Day-2 I learn when you sign up on Pinterest, you will also get the option to link to your Facebook, Twitter, Google+, Yahoo & Microsoft account. Next day I learn 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. Another day I learn in Pinterest settings you can set your notification home, feed, security and apps settings you can turn on your email notification that comments, like, or repins ideas that are related to your board.

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 :- pinkrest allows you to create ad as per your business goals so if you want to sell more products	now, you need to tap on the red plus button and choose 'create ad'	lj.
Day - 2	What is Twitter? Twitter is a social networking website that's designed for finding and sharing short updates	In fact each post or tweet as they're called on twitter is limited to just 280	lj.
Day - 3	Creating a twitter account if you want to post your own update to twitter you need to create an account.	If you're using a desktop or laptop computer go to www.twitter.com in your web browser	lj.
Day - 4	How to tweet: There are many ways to use twitter some users might never post their own updates though instead to	But many people do enjoy tweeting about what's going on in their world and joining	lj.
Day - 5	What is a hashtag: Hashtags are a really important part of twitter. But what exactly is a hashtag	Simply put a hashtag is any word or phrase included in a tweet that starts with a hash-tag	lj.
Day - 6	Following and connecting on twitter: Twitter is about more than just sharing your own updates.	It also allows you to follow tweets from other users so you can see what's happening right	lj.

WEEKLY REPORT

WEEK - 7 (From Dt. 20.5.23 to Dt. 26.5.23)

Objective of the Activity Done:

Detailed Report: In the seventh week of the internship I learned the basics of digital marketing on Day 1 I learned about the basics of digital marketing in Twitter. Now, you need to tap on the red plus button and choose 'create ad'. On Day 2 I learned Twitter is a social networking website that's designed for finding and sharing short updates. Next day I learned 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. Another day I learned some users might never post their own update choosing instead to follow updates from other users. Simply put, a hashtag is a word or phrase included in a tweet that starts with a hashtag symbol. 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.

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 Setting: Looking to make your twitter profile a bit more personal or make your tweets more secure?	Editing your twitter Profile Navigate to your Profile page. if you're using the toolbar	li
Day - 2	What is linkedin: linked in a popular social network with a specific purpose. while other social network like facebook and twitter	Professional networking that is building a group of contacts to help advance your	li
Day - 3	Creating a linkedin account to get started go to linkedin.com in your web browser enter your information check a passed then click the	linkedin will guide you through the steps of adding more detail to your profile	li
Day - 4	Common linked in terms Connections? endorsements? Recruiters? If you're new to linked in, there are a few terms that may seem a	Reviewing some of the most commonly used terms will give you a better	li
Day - 5	Navigating linked in: If you never used an online networking site, linked in can seem a little intimidating at first	even if you're already familiar with social media sites like facebook and twitter	li
Day - 6	Adding connections: Adding connection is a big part of linked in but unlike most other social media sites, trying to connect	Doing so can seem like you're networking for its own sake rather than truly building	li

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: In the eight week of the internship I learned the basics of digital marketing. On Day 1 I learned about the basics of digital marketing in LinkedIn. editing your twitter profile navigate to your profile page. If you're using the twitter mobile app, select the me button. on Day 2 I learn 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. next day I learn to get started, go to linkedin.com in your web browser. enter your information, choose a password, then click the join button. Another Day I learn Reviewing Some of the most commonly used terms will give you a better understanding of how linkedin work. even if you're already familiar with social media sites like facebook and twitter, you'll still want to take some time to learn your way around linkedin. doing so can seem like you're networking for its own sake rather than truly building your professional network.

ACTIVITY LOG FOR THE NINTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	watching youtube videos:- Now that you know the basics, you're ready to dive in hand start watching youtube	for example you can just click the youtube vicle below to play it Understand embedded	ly.
Day - 2	Signing into Youtube: while it's not necessarily required we do recommend Signing in to Youtube	Signing in allows you to like and comment on the videos you find, share video	ly.
Day - 3	Youtube for mobile device: more and more people are watching videos on the go these days	in fact, more than 40 percent of youtube traffic come from mobile devices, including	ly.
Day - 4	Searching for video: Searching is a great way to find new videos on youtube. Let's say you're looking for videos	it sound a little silly we know but there are probably thousands of videos	ly.
Day - 5	Sharing options: Sharing is Probable one of our favorite thing to do on youtube.	After all, who doesn't want to see that funny video of a dog on a skateboard	ly.
Day - 6	liking and commenting: Signing in allows you to interact with any video you find on youtube.	for example, you can like or dislike videos or like a comment to share your thought	ly.

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: At the Ninth week of the internship I learned the based of digital marketing on Day 1 I learned about the digital marketing in youtube. You can just click on the youtube video below to pay it. understanding embed-ad videos. There are two basic way to view a youtube video. On Day 2 I learn Signing in allows you to like and comment on the video you find, share videos more easily, and even upload and edit your own videos. next day I learn more and more people are watching videos on the go these days. Another Day 2 I learn It sound a little silly, we know but there are probaby thousands of video on just this one topic. After all who dont wan to see that funny video of a dog on a skateboard? I learn linking and commenting Signing in allow you to interact with any video you find on youtube. for example, you can like or dislike videos. or leave a comment to the a share your thoughts.

ACTIVITY LOG FOR THE TENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	what is mobile marketing. Mobile marketing is a marketing strategy that specifically takes advantage of mobile app.	Beyond simple delivering message it has to take into account how information	ly.
Day - 2	what is a mobile-first strategy. How much priority a company give to their mobile marketing strategy depends	A company may have existed for many decades and have a lot of technology,	ly.
Day - 3	In-app marketing in-app marketing is marketing through mobile app. In-app marketing can be either	for your own brand in app marketing refer to the use of banners, overlays	ly.
Day - 4	Mobile push marketing. Mobile push marketing sends marketing message on mobile device using	It allows you to deliver relevant information to users even if they are not	ly.
Day - 5	SMS Marketing: SMS marketing is a marketing campaign via text message you can send promotions alerts offers and more	Text marketing campaign can be successful because most people have their phones with	ly.
Day - 6	QR code marketing: QR code marketing allows you to create a link to your website download your app. review	Customer can scan the QR code with the camera on their smartphone and it	ly.

WEEKLY REPORT

WEEK - 10 (From Dt. 9.6.23 to Dt. 14.6.23)

Objective of the Activity Done:

Detailed Report:

At the Tenth week of the internship. I learned the basics of marketing. On Day 1 I learned about the basics of digital marketing in mobile. Marketing is a marketing strategy that specifically takes advantage of mobile channels like SMS & MMS messaging, mobile app messaging apps, and mobile-optimized browser. On Day 2 I learn a company may have existed for many decades and have a lot of technology, processes, and systems in place for the desktop. Next day I learn for your own hand, in-app marketing refers to the use of banners, overlays, and in-box messaging to market your products to your app users. Another day I learn by it allows you to deliver relevant information to users even if they are not your website or app. Text marketing campaign can be successful because most people have their phone with them, and it's difficult to ignore push notifications. Customers can scan the QR code with the camera on their smartphone and it's simple to use.

ACTIVITY LOG FOR THE ELEVENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	What is email marketing? Email marketing is a direct marketing channel that lets business show new products	It has high return on investment (ROI) makes it crucial to most businesses	<i>[Signature]</i>
Day - 2	Segmentation: Segmentation is an effective way to group your consumer on the basis of their demographic information	By using this information you can easily tailor your emails to	<i>[Signature]</i>
Day - 3	Personalization: Customers are now expecting significant as well as personalized content and experience both online and offline	Marketers are determined to leverage email personalization to move from	<i>[Signature]</i>
Day - 4	Educational emails: The most preferred type of mail is educational emails	An education mail should help to resolve an issue for the individual email	<i>[Signature]</i>
Day - 5	Welcome email: Are your subscribers getting the right message through your welcome emails?	The initial mail you send to your subscribers is critical in building your	<i>[Signature]</i>
Day - 6	Testimonial email: If your business is customer-based then sending a mail including testimonials will help	To strengthen your business or product through customer feedback	<i>[Signature]</i>

WEEKLY REPORT

WEEK - 11 (From Dt. 15.6.23 to Dt. 20.6.23)

Objective of the Activity Done:

Detailed Report: At the Eleventh week of the Internship I learned the basics of marketing. On Day 1 I learned about the basics of digital marketing in email. Email marketing is a direct marketing channel that lets businesses share new products, sales and updates with customers on their contact list. On Day 2, I learned by using this information, you can easily tailor your emails to specific groups. On the next day, I learned customers are now expecting significant as well as personalized content and experience both online and offline. On another day, I learned an education mail should help to resolve an issue for the individual receiving the email. The initial mail you send to your subscriber is critical in building your connection with your audience. If your business is customer-based then sending a mail including testimonials will help you to build trust in your brand. To strengthen your business or product through customer feedback.

ACTIVITY LOG FOR THE TWELVETH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Setting goals: The first step in the web analysis process is for business to determine goals and the end results.	These goals can include increased sales as customer satisfaction and brand awareness.	<i>[Signature]</i>
Day - 2	Collecting data: The second step in web analysis is the collection and storage of data.	Business can collect data directly from a website or web analytics tool, such as Google.	<i>[Signature]</i>
Day - 3	Processing data: The next stage of the web analytics funnel involves business.	Processing the collected data into actionable information.	<i>[Signature]</i>
Day - 4	Developing a strategy: This stage involves implementing insight to formulate strategies that align with an experimenting and testing.	For example, search queries conducted on-site can help an organization develop	<i>[Signature]</i>
Day - 5	Business need to experiment with different strategies in order to find the one that	For example A/B testing is a simple strategy to help learn how an audience	<i>[Signature]</i>
Day - 6	web analysis tools: web analytics tools report important statistics on a website, such as where visitor came.	In addition to web analytics, these tools are commonly used for product analytics	<i>[Signature]</i>

WEEKLY REPORT

WEEK - 12 (From Dt. 21.6.23 to Dt. 26.6.23)

Objective of the Activity Done:

Detailed Report: At the Twelfth week of the interns-hip I learned the basics of the marketing on Day 1 & learned about basic digital marketing. Setting goals: The first step in the web analysis process is for business to determine goals and end result they are trying to achieve. On Day 2, Businesses can collect data directly from a website or web analytic tools, such as Google Analytics. On the next day, I learned processing the collected data into actionable information. This stage involves implementing insights to formulate strategies that align with an organization. Another day, I learned for example, A/B testing is a simple strategy to help learn how an audience responds to different content. Web tools analytics tools report important statistics on a website, such as where visitors come from, how long they stayed, how they found the site and their online activity while on the site. They are used for product analytics, social media analytics and marketing analysis.

ACTIVITY LOG FOR THE THIRTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Pick a best marketing channel. Once you have decided on the topic audience and product that you affiliate	while creating a dedicated review web site, such as outdoor gear lab is popular	lej.
Day - 2	Join an affiliate marketing: Affiliate networks connect affiliate and merchants.	while it's not always necessary to join an affiliate network, you will likely find that	lej.
Day - 3	expand your network. Creating a successful affiliate marketing platform takes time and dedication	To increase your overall audience size, though it is helpful to use a mix of digital	lej.
Day - 4	Be consistent and make your: In addition to taking time and dedication, affiliate marketing also employs a	Conducting market research to understand your audience and analyzing the competitive landscape to know where your	lej.
Day - 5	How do affiliate make money: The affiliate get a unique link (an affiliate link) from which clicks can be tracked	The cookie then tracks the user to see if they make a purchase if they the affiliate an	lej.
Day - 6	The affiliate marketing: The cookie then tracks the user to see if they make a purchase. if they do within will earn.	An affiliate promotes one or multiple affiliate products and tries to attract and	lej.







WEEKLY REPORT

WEEK - 13 (From Dt. 2.7.23 to Dt. 2.7.23)

Objective of the Activity Done:

Detailed Report: At the Thirteenth week of the internship I learned the based of digital marketing one Day I learned about the digital marketing in affiliate link once you have decided on the topic, audience, and product that your affiliate marketing brand will cover, you will want to decide on a marketing channel. one Day I learn Affiliate networks connect affiliate and merchants. next Day learn To increase your overall audience size, through, it is helpful to use a mix of digital marketing approaches, including Another Day I learn Conduct market research to understand your audience Analyzing the competitive landscape to know where stand among other affiliate marketers in your niche. The affiliate get a unique link (an affiliate link) from which click can be tracked - typically using cookies. Affiliate promotes one or multiple affiliate products and tries to attract and convince potential customer of the value of the merchant's product to so that they end up buying it.

ACTIVITY LOG FOR THE FOURTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	E-mail Id :- Padmaravathi vallarapu@gmail.com	user name padmaravathi vallarapu Password : 9573515424 Learn creation of email id	
Day - 2	E-mail Id :- Prasad prasad ddf@gmail.com	user name Prasad Prasad ddf Password : 7799674749 Learn creation of Id	
Day - 3	E-mail Id :- Vallarapu padmaravathi@gmail.com	username Padmaravathi vallarapu Password :- 9573515424 padhu	
Day - 4	Email Id :- Vallarapu padmaravathi1@gmail.com	username Padmaravathi vallarapu Password Learn creation email id 9573515424 padhu	
Day - 5	E-mail Id :- Vallarapu padmaravathi03@gmail.com	username Padmaravathi vallarapu Password 9573515424 padhu Learn creation email id	
Day - 6	G-mail Id :- Purnam Lalitha 08@gmail.com	username Lalitha lalli Password 6304821553 @ lalitha	

WEEKLY REPORT

WEEK - 14 (From Dt. 7.23 to Dt. 7.23)

Objective of the Activity Done:

Detailed Report: In the fourteenth week of the Internship

I learned about digital marketing in the about the e-mail Id's in

1. user name :- Padmarathi vallarapu

Email Id :- padmarathi.vallarapu@gmail.com

Password :- 9573515424 padhu

2. user name :- Prasad prasad ddf

Email Id :- Prasad prasad ddf@gmail.com

Password :- 7799674749

3. user name :- padmarathi vallarapu

Email Id :- vallarapu.padmarathi@gmail.com

Password :- 9573515424 padhu

4. User name :- Lalitha lalli

Email Id :- punnam.lalitha.02@gmail.com

Password :- 6304821553 @lalitha

5. User name :- padmarathi vallarapu

Email Id :- vallarapu.padmarathi.1@gmail.com





Password :- 9573515424 padhu

6. User name :- padmarathi vallarapu

Email Id :- vallarapu.padmarathi.03@gmail.com

Password :- 9573515424 padhu.

ACTIVITY LOG FOR THE FIFTEENTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Shop name: Vishal mega mart Mobile No: 7942695360	Address: Gandhina gar, Shimavaram - 534201	
Day - 2	Shop name: Coastal city - Center Mobile No: 7947422144	Address: Balusu moodi, Shimavaram - 534201	
Day - 3	Shop name: Ibhax Shopping mall Mobile No: 7942696480	Address: Jvualapal - m road Shimavaram - 534202	
Day - 4	Shop name: Dhasavi Shopping Complex Mobile No: 7942692216	Address: Gandhina gar, Shimavaram - 534202	
Day - 5	Shop name: Surya Teja Shopping mall Mobile No: 7942422184	Address: Tackypalli Gudem, maruthuru west Godawari - 534122	
Day - 6	Shop name: Mavvula Complex Mobile No: 7942698214	Address: Bhimavaram - 534202	

WEEKLY REPORT

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

Objective of the Activity Done:

Detailed Report: In the fifteenth week of the internship I learned about digital marketing in about the mall marketing:

1) Shope name :- Coastal city center

Mobile No :- 7947422144

Address :- Talusumudi, Thimavaram - 534202

2) Shope name :- Vishal mega 534202 mart

Mobile No :- 7942695860

Address :- Gardinagar, Thimavaram - 534201

3) Shope name :- Isha Shopping mall

Mobile No :- 7942696480

Address Javvulapalem Road, Thimavaram - 534202

4) Shope name :- Dhasari Shopping mall

Mobile NO :- 7942692216

Address :- Gardinagar, Thimavaram - 534202

5) Shope name :- Muvula Complex

Mobile No :- 7942698214

Address :- Thimavaram - 534202

6) Shope name :- Surya kja shopping mall

Mobile No :- 794242184

534122

Address :- Tadepelli gudam, mareru west godavari

CHAPTER 5: OUTCOMES DESCRIPTION

Describe the work environment you have experienced (in terms of people interactions, facilities available and maintenance, clarity of job roles, protocols, procedures, processes, discipline, time management, harmonious relationships, socialization, mutual support and teamwork, motivation, space and ventilation, etc.)

As an intern at DH Solutions in Penugonda, the work environment is designed to foster a positive and collaborative atmosphere.

People interactions are encouraged, with open communication and regular team meetings to discuss projects, share ideas, and address any challenges.

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

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

to interns.

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

Mutual support and teamwork are valued with colleagues readily available to offer assistance and guidance when needed. Regular feedback and performance evaluation 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.

In Summary, DH Solutions provided a supportive work environment that values open communication, mutual support, and teamwork. The company emphasizes clarity of job roles, adheres to protocols and procedures, promotes discipline and time management and ensures a harmonious and motivating atmosphere for interns to thrive in their digital marketing responsibilities.

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

In DH Solution 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 of different mediums such as blog posts, articles, videos, and infographics. Understand how to optimize content for SEO and drive engagement.

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

Analytics and Data Interpretation: Develop skills in using tools like Google Analytics to track website traffic, user behavior, Conversion rates and other relevant metrics. Learn how to interpret data and use it to improve marketing strategies.

Mobile Marketing: Gain knowledge of mobile marketing strategies, including mobile marketing, mobile advertising, and mobile user experience optimization.

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

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

I evaluate performance using key metrics, identifying areas for improvement and making data driven decision. Overall, my internship has equipped me with valuable managerial skill 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 the 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. 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 conversational 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 idea or presenting in front of others. To manage anxiety, I practice deep breathing and positive self-talk to remain composed and focused.

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

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

Articulating key points effectively is crucial in communication. I work on organizing my thoughts, prioritizing information, and delivering concise and impactful messages that resonate with the audience.

I recognize the importance of closing conversations gracefully, maintaining niceties, and adhering to protocols. I focus on expressing

gratitude, summarizing key take over
takeaways, and leaving a positive impression.

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

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

As an intern at DH Solutions, a digital marketing company, I am committed to enhance 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' perspective and opinions, seeking to understand different viewpoints. I contribute my insights and ideas thoughtfully, promoting constructive discussion 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 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.

In conclusion, my focus as an intern at DH Solutions is to enhance my abilities in group discussions, team participation, contribution as a team member and leading team activities. By actively engaging in discussion, supporting my team, and taking on leadership roles, I aim to strengthen my skills and make valuable contributions to the company's success.

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

During my internship at DH Solutions, a digital marketing Company, I have observed significant technological development that are highly relevant to my job role. The rapid advancements in digital marketing 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 analysis and measurement tools.

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

ROI, and make data-driven decisions.

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

Additionally, the emergence of new social media platform and feature has expanded the possibilities of digital marketing. From the rise of influence marketing to the adoption of stories and live video features, I have witnessed the power of these platform in driving brand awareness and engagement.

Overall, the technological developments I have observed and adapted to during my internship have shaped the way digital marketing operate. AI and ML have empowered us with data-driven insights and personalization capabilities, while advanced analytics tools have enabled us to measure and optimize campaign effectively. Mobile technologies and social media innovations have opened up new avenues for reaching and connecting with target audience. Embracing these digital technologies has been crucial for staying ahead in the dynamic and ever-evolving field of digital marketing.

Student Self Evaluation of the Short-Term Internship

Student Name: V. Tadmovathi	Registration No: 203128200023
Term of Internship: From: 10/4/2023 To: 16/07/2023	
Date of Evaluation:	
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:

V. Tadmovathi
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

Student Name: V. Adnavathi	Registration No: 203128200023
Term of Internship: From: 10/4/2023 To: 16/07/2023	
Date of Evaluation:	
Organization Name & Address: DH solutions	
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:



INTERNAL ASSESSMENT STATEMENT

Name Of the Student: V. Padmavathi
Programme of Study: ~~B.Com (CA)~~ Digital marketing B.Com (CA)
Year of Study: 5th Year
Group: B.Com (CA)
Register No/H.T. No: 203128200023
Name of the College: RRDS Govt Degree college Tshimavaram
University: Adhikavi Nannaya University

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

Date: 13/07/23

Signature of the Faculty Guide

S. Jathilal

EXTERNAL ASSESSMENT STATEMENT

Name Of the Student: V. Padmavathi
Programme of Study: ~~Digital marketing~~ B.Com (CA)
Year of Study: IIIrd year
Group: B.Com(CA)
Register No/H.T. No: 20312820023
Name of the College: R.R.D.S Govt Degree college Bhimavaram
University: Adhikavi Mannaya university

Sl.No	Evaluation Criterion	Maximum Marks	Marks Awarded
1.	Internship Evaluation	80	78
2.	For the grading giving by the Supervisor of the Intern Organization	20	18
3.	Viva-Voce	50	48
	TOTAL	150	144
GRAND TOTAL (EXT. 50 M + INT. 100M)		200	188

Signature of the Faculty Guide

S. Jathilal

Signature of the Internal Expert

P. Thirumala

Signature of the External Expert

N. Lalshi Suya

Signature of the Principal with Seal

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

