



## SHORT-TERMINTERNSHIP



**Dr. LANKAPALLI BULLAYYA COLLEGE  
VISAKHAPATNAM**

# **PROGRAM BOOK FOR SHORT-TERM INTERNSHIP**

**Name of the Student :** Bhimuni Vineetha Rao

**Name of the College :** Dr Lankapalli Bullayya College, Visakhapatnam

**Registration Number :** 722128805449

**Period of Internship :** 8 weeks

**Name & Address of Intern Organization:** Smart Internz

**Name of the University :** Andhra University

**Year :** 2024

# An Internship Report on

## Digital Marketing

*Submitted in accordance with the requirement for the degree of*

BSc 'CMBBT'

*Under the Faculty Guideship of*

Sivanesha Mam

*Department of*

Chemistry

*Dr Lankapalli Bullayya College: Visakhapatnam*

*Submitted by*

Bhimuni Vineetha Rao

*Reg. No.*

722128805449

*Dr. Lankapalli Bullayya College  
Visakhapatnam-13*

## Declaration

I Bhimuni Vineetha Rao student of Digital marketing Program, Reg. No. 122128805449 of the Department of Biotechnology College do hereby declare that I have completed mandatory Short-Term Internship Under the Faculty Guideship of Sirisha Mam Department of Chemistry, Dr.L.Bullayya College, Visakhapatnam.

b. Vineetha

Signature of the student

## Official Certification

This is to certify that Bhimuni Vineetha Rao

Reg. No. 722128805449 has completed Internship in  
3rd year on Digital Marketing

Under my supervision as part of a partial fulfillment of the requirement for  
the Degree of BSc 'CMBBT' in Department of

Dr. Lankapalli Bullayya College, Visakhapatnam.

This is accepted for evaluation.

Signature with Date and seal

### Endorsements

Faculty Guide : [Signature]

Head of the Department : [Signature]

Principal : [Signature]

## Acknowledgements

The completion of this project will be incomplete without mentioning of few names. I take this opportunity to acknowledge the efforts of the many individuals who helped me to complete this project. I want to express my heartfelt gratitude to Ms. Sneha Singh for giving me the opportunity to do my internship project at smartinternz. The supervision and support that she gave truly help the progression and smoothness of the Internship programme. I would like to thank Mrs. Sireesha Mam for her support and guidance throughout the project study. The co-operation is much indeed appreciated.

Finally, I would like to thank my Institute, Dr. Lankapalli Bullayya College for making this experience of internship program. The learning from this experience has been immense and would be cherished throughout life.

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**This page content gives an idea only, which topics have to write.**

## **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.

## **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.

## **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.*

## 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	Understand Digital Marketing fundamentals.	
Day - 2	What is digital marketing.	Understanding digital marketing strategies.	
Day - 3	How digital marketing is useful	Benefits and target audience engagement.	
Day - 4	How digital marketing influence the social media.	To understand the role of social media.	
Day - 5	Digital marketing channels	Identify various digital marketing channels and strategies.	
Day - 6	-	-	

## WEEKLY REPORT

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

Objective of the Activity Done: INTRODUCTION TO DIGITAL MARKETING

Detailed Report:

Digital marketing uses online platforms and technologies to promote products and services. It allows businesses to reach, engage and measure their audience more effectively than traditionally methods.

- Enhance website visibility in search engine results.

- Create valuable content to attract and engage audiences.

Uses platforms like facebook and Instagram for brand building and engagement.

- Sends targeted messages to nurture leads and build customer relationship.

- Paid ads on search engines and social media platforms.

- Partners with affiliates to promote products and earn commissions.

- Collaborates with influencers to reach their followers.

**ACTIVITY LOG FOR THE 2 ND WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day - 1	Traditional vs Digital Marketing.	Understanding Brand building Techniques.	
Day - 2	On-Page Optimization technique.	Content Quality & structure.	
Day - 3	Social Media marketing	Platform proficiency & content creation.	
Day - 4	Search engine optimization (SEO).	Content creation and optimization	
Day - 5	Keyword elements	Skills in strategically placing keywords.	
Day - 6	-	-	

# WEEKLY REPORT

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

Objective of the Activity Done: WEBSITE AND SEO

Detailed Report: Digital marketing involves various online channels used to reach and engage customers.

Includes social media, search engines, email and websites.

Techniques to improve a website's visibility in search engine results.

Creating valuable content to attract and engage a target audience.

Identify the specific demographics and interests of potential customers.

Using social platforms to build brand awareness and engage with audiences.

Defining clear goals such as brand awareness or lead generation.

Using analytics tools to gather insights and measure campaign effectiveness.

Adjusting strategies to incorporate the latest best practices and innovations.

### ACTIVITY LOG FOR THE 3 RD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to social media marketing , Quiz on the previous topic	Better understanding of social media marketing	
Day - 2	Facebook marketing : Setting up and managing facebook page	Understanding of facebook marketing	
Day - 3	Instagram marketing : Setting up instagram business account	Understanding of instagram marketing	
Day - 4	Twitter marketing : setting up & managing a twitter account	Understanding of the twitter marketing	
Day - 5	LinkedIn marketing : Setting up & managing a linkedin account.	Understanding of the linkedin marketing.	
Day -6	-	-	

# WEEKLY REPORT

WEEK - 3 (From Dt..... to Dt .....

Objective of the Activity Done: SOCIAL MEDIA MARKETING

Detailed Report: In today's digital landscape, social media has become an essential channel for business to connect with their target audience, build brand awareness and drive website traffic and sales. Our company has been actively engaging on various social media platforms, including (insert platforms). This report will delve into our performance on these platforms, highlighting key metrics, successes and challenges.

- Analyze engagement rates, follower growth, content.
- Performance across social media platforms.
- Evaluate the effectiveness of our social media advertising campaigns.
- Identify areas for improvement and provide recommendations for future strategy.

This report covers our social media activity for the week. The report focuses on the data analyzed which includes engagement metrics, follower growth, content performance and advertising campaign results.

ACTIVITY LOG FOR THE 4TH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Pay Per click Advertising , Quiz on the previous topic	Helpful for your online businesses & achieve marketing objectives.	
Day - 2	Introduction to Pay Per click Advertising	Helps to reach the right audience	
Day - 3	Setting up and managing Google Ads account.	Promotion of businesses , raising awareness & increase traffic to the website	
Day - 4	Creating effective ads	Offers opportunities to increase the global reach.	
Day - 5	Measuring and monitoring performance.	Evaluation of the effectiveness of digital marketing strategy .	
Day - 6	—	—	

## WEEKLY REPORT

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

Objective of the Activity Done: INTRODUCTION To PAY PER CLICK ADVERTISING

Detailed Report: Pay Per Click (PPC) advertising is a digital marketing strategy that involves advertisers paying a fee each time a user clicks on their ad. PPC is also known as the cost-per-click (cpc) model.

PPC allows advertisers to reach people who are already interested in their products or services.

PPC can be used to place ads on search engine result pages, social media sites and other websites. The amount an advertiser pays is based on how much they bid for the ad space as well as other factors like the ad network, audience and competitiveness of the industry or keyword.

Google Ads is one of the most popular PPC advertising systems in the world. It allows businesses to create ads that appear on Google's search engine and other Google properties.

ACTIVITY LOG FOR THE 5TH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to Email marketing , Quiz on previous topics	Understand the fundamentals of email marketing	
Day - 2	Building an email list and creating effective email campaigns	Understand the key elements of effective email campaigns .	
Day - 3	Email marketing automation and behaviour.	Understand the benefits and types of email marketing	
Day - 4	Measuring and monitoring email marketing performance.	Learn how to track and measure email marketing metrics.	
Day - 5	Email marketing automation and platforms.	Understand the benefits and platforms of email marketing automation.	
Day - 6			

# WEEKLY REPORT

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

Objective of the Activity Done: EMAIL MARKETING AUTOMATION.

Detailed Report: Email marketing is a powerful strategy that involves sending targeted emails to current and potential customers. Its goals include increasing brand awareness, driving engagement, and boosting sales.

Benefits of email marketing - Increase brand awareness, generate website traffic, drive sales and revenue, gain valuable business data, keep customers engaged.

- Building on email list - Create a sign-up form
- Leverage social media.
- Content upgrades, Host webinars or events, Networking and partnerships, segment your list, optimise landing pages.

Email marketing automation refers to use of pre defined rules to trigger email messages and personalize them based on specific actions.

Examples of automation :- welcome emails, Thank you emails, post-purchase emails, cross sell & upsell emails.

Email automation platforms : Active campaign, Get response, Bravo. ..

ACTIVITY LOG FOR THE 6TH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Introduction to content marketing & video marketing	Understanding content marketing & video marketing	
Day - 2	What is content marketing	Understanding content marketing strategies	
Day - 3	How video marketing works.	Understanding of creating videos on content & using videos.	
Day - 4	Content Marketing strategy	Understand creating a content strategy	
Day - 5	Measurement and monitoring of content marketing.	Identification of trends and to improve user experience.	
Day - 6	—	—	

## WEEKLY REPORT

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

Objective of the Activity Done: CONTENT MARKETING & VIDEO MARKETING

Detailed Report:

### Content Marketing :

1. Creating valuable, relevant and consistent content.
2. Attracting and retaining a clearly defined audience.

### Types of content marketing :

1. Blogging
2. Social media
3. Email newsletters
4. Video marketing
5. Podcasting

### Video Marketing :

Using video content to promote products, services or brands.

### Types of Marketing :

1. Explainer videos
2. Product demos
3. Brand stories.

**ACTIVITY LOG FOR THE 7TH WEEK**

<b>Day &amp; Date</b>	<b>Brief description of the daily activity</b>	<b>Learning Outcome</b>	<b>Person In-Charge Signature</b>
Day - 1	Introduction to Analytics and Data , Quiz on the previous topic	Better understanding of the market and customers.	
Day - 2	Understanding Web Analytics	Enhances the online business strategy.	
Day - 3	Understanding key performance indicators	Useful to measure the success of search campaign.	
Day - 4	Setting and using Google Analytics	Identification of performance of media across the channels.	
Day - 5	Measuring and monitoring website and marketing performance	Identification of trends and to improve the user experience.	
Day - 6	-	-	

# WEEKLY REPORT

WEEK - 7 (From Dt..... to Dt .....

Objective of the Activity Done: ANALYTICS AND DATA.

Detailed Report: Digital marketing analytics is the practice of gathering, analyzing and interpreting data to make informed decisions and improve marketing performance across all your channels. These channels may include social media, websites, ad campaigns or search engines. In digital marketing, data analytics help companies understand customer behavior, measure campaign performance and optimize marketing strategies.

A successful marketing analytics strategy has three components :

1. Collect accurate and timely data
2. Analyze the data to identify trends and patterns.
3. Act on the insights gained from the data.

Marketing data analytics can also be used to determine the success of past campaigns in terms of ROI, conversions, customer behavior and preferences and organic traffic.

ACTIVITY LOG FOR THE 8TH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day - 1	Submission of the case studies that are done.	Revised the previous weeks classes.	
Day - 2	Develop and digital marketing strategy	Understanding & enhancing the strategies.	
Day - 3	Planning and budgeting for a detail digital marketing campaign.	Evaluating the budget that is usually needed.	
Day - 4	Evaluating and refining a digital marketing campaign.	Making minor changes to enhance the campaign.	
Day - 5	Finding the impact of digital marketing along with grand assessment.	Gained an overall view on digital marketing strategy.	
Day - 6	—	—	

## WEEKLY REPORT

WEEK - 8 (From Dt..... to Dt .....

Objective of the Activity Done: DIGITAL MARKETING STRATEGIES

Detailed Report: Learned how to develop digital marketing strategies. An effective digital marketing strategy helps you drive business growth by expanding and reinforcing your customer engagement in the most competitive online arenas.

But every strategy has its own unique advantages, limitations and ROI. In this article we'll look at some specific examples and explain how to build a comprehensive digital marketing strategy that delivers measurable results.

We also learned about planning and budgeting a digital marketing campaign and how it influences the people. And this effect the digital marketing campaign shows on the particular products.

Also submitted the case files on the first day which lead to the detailed understanding of all the weeks classes. At the last day of the week grand assessment have been conducted on the overall subject.

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.)

⇒ In an effective work environment :

- People interactions : Open and respectful communication.
- Facilities and maintenance : Well-maintained and equipped.
- Clarity of job roles : Clearly defined responsibilities.
- Protocols and procedures : Structured and consistent.
- Discipline and Time management : Emphasis on punctuality and efficiency.
- Harmonious relationships : Supportive and cooperative.
- Socialization : Opportunities for informal interactions.
- Mutual support and teamwork : Collaborative and helpful.
- Motivation : Recognized and incentivized.
- Space and ventilation : Comfortable and well-ventilated.

In a digital marketing internship, the work environment can be dynamic and fast-paced, often reflecting the nature of the industry. Some common aspects include:

1. Collaborative Atmosphere
2. Remote / Hybrid setup

3. Tech - Driven Environment
4. Learning - Oriented
5. Data - Driven Decision - making
6. Flexible and creative
7. Deadlines and high expectations.

Overall, a digital marketing internship provides a balanced mix of learning, creativity and hands-on experience in a supportive, tech-savvy environment.

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

A digital marketing course typically covers a range of topics to equip us with skills for online marketing. Key areas often include :

1. Search Engine Optimization (SEO) : Techniques to improve website visibility on search engines.
2. Content Marketing : Strategies for creating and distributing valuable content to attract and engage audiences.
3. Social Media Marketing : Using platforms like Facebook, Instagram and Twitter to build brand presence and engage with users.
4. Pay-Per-Click (PPC) Advertising : Managing paid ad campaigns on platforms like Google Ads.
5. Email marketing : Crafting effective email campaigns and managing subscriber lists.
6. Analytics and Data analysis : Using tools like Google Analytics to track performance and optimize strategies.
7. Digital strategy : Developing comprehensive marketing plans and strategies for online channels.
8. Marketing Automation : Platforms like HubSpot are used to

automate repetitive marketing tasks such as sending out drip email campaigns or managing customer journeys.

9. A/B Testing : You learn to run A/B tests on various campaign elements such as ad copy, email subject lines or landing page designs.

These skills provide a strong technical foundation, enabling you to execute and measure digital marketing strategies effectively.

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.

⇒ Taking a digital marketing course can significantly enhance various managerial skills like :

1. Strategic planning : We'll learn how to develop comprehensive digital marketing strategies aligned with business goals.
2. Data Analysis : Gaining skills in analyzing metrics from different platforms to assess campaign performance and make informed adjustments.
3. Project Management : Managing digital marketing campaigns involves coordinating multiple tasks, deadlines and team members.
4. Budget Management : Effective digital marketing requires managing budgets for advertising spend, tools and other resources.
5. Team leadership and collaboration : Digital marketing often involves working with cross-functional teams, including designers, developers and other marketers.
6. Content Creation and Management : This includes understanding content strategy, SEO and how to leverage different types of content to engage your audience.

7. Customer Relationship Management (CRM): This includes using CRM tools to track customer behavior, personalize communications.
8. Crisis Management: We learnt how to handle negative feedback, manage online reputations and respond to crisis.
9. Communication skills: We'll enhance our ability to write, and speak clearly, present data compellingly and negotiate with stakeholders.

These skills are valuable for managing digital marketing efforts effectively and can translate to other areas of management as well.

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.,)

⇒ We can enhance our communication abilities in this context :

1. Active listening : Engage in active listening during lectures, discussions and interactions with peers and instructors.
2. Enhance presentation skills : Many digital marketing courses involve presenting projects or ideas. Practice delivering presentations confidently and clearly.
3. Use data to communicate insights : Learn to interpret and present data in way that is understandable and actionable.
4. Leverage Digital tools : Familiarize yourself with digital communication tools and platforms used in marketing.
5. Participate in discussions : Engage in online discussions, forums or study groups.
6. Engage in peer reviews : Participate in peer review sessions where you provide feedback on communication.

7. Seek constructive feedback: Actively seek feedback from instructors, mentors and peers on your communication style and effectiveness.

By focusing on these strategies, one can enhance their communication skills making them more effective in conveying marketing messages, collaborating with teams and engaging with audiences.

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

⇒ Enhancing our abilities in group discussions, team participation and leadership roles involves improving communication, collaboration and decision-making skills.

1. Enhancing abilities in group discussions :

- Active listening
- Effective communication
- Encouraging participation
- Building on others' ideas
- Conflict resolution

2. Enhancing participation in teams :

- Proactivity
- Reliability
- Collaboration
- Empathy and support
- Feedback sharing

3. Enhancing contributions as a Team Leader :

- Vision and direction
- Delegation

- Inspiration and motivation
- Conflict management
- Leading by example
- Decision-making
- Continuous learning

⇒ By focusing on these strategies, we can enhance our effectiveness in group discussions, our participation in teams and our impact as a team leader.

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

⇒ In a digital marketing course, technological developments play a significant role in shaping the strategies and tools used. Here are some key technological advancements that are relevant to training in digital marketing:

1. Artificial Intelligence (AI) and Machine Learning :

- AI-powered Analytics
- Chatbots
- Content Creation.

2. Automation and Marketing Automation Platforms :

- Email Automation
- Ad campaign automation
- Customer journey mapping

3. Data Analytics and Big Data :

- Advanced Analytics tools
- Big data integration

4. Social Media and Influencer marketing Technologies :

- Social listening tools
- Influencer marketing platforms

## 5. Voice search and smart devices :

- Voice search optimization
- Smart device Integration

## 6. Video Marketing and Augmented Reality (AR) :

- Video content tools
- Augmented Reality (AR)

# Student Self Evaluation of the Short-Term Internship

Student Name: Bhimuni Vinetha Rao

Registration No: 722128805449

Term of Internship: 8 weeks From: July 3rd To: August

Date of Evaluation: 23/08/24

Organization Name & Address: Dr. Lankapalli Bullayya College,  
Visakhapatnam

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:

B. Vinetha  
Signature of the Student

*Evaluation by the Supervisor of the Intern Organization*

Student Name: Bhimuni Vinutha Rao

Registration No: 722128805449

Term of Internship: 8 weeks From: July 3rd To: August

Date of Evaluation: 23.08.24

Organization Name & Address: Dr. Lankapalli Bellayya College

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

Date:

Signature of the Supervisor

**MARKS STATEMENT**  
**(To be used by the Examiners)**  
**ASSESSMENT STATEMENT**

Name Of the Student: Bhimuni Vineetha Rao  
Programme of Study: Digital Marketing  
Year of Study: 3rd year  
Group: BSc CMBBT  
Register No/H.T. No: 722128805449  
Name of the College: Dr. Lankapalli Bullayya College  
University: Andhra University

<i>Sl.No</i>	<i>Evaluation Criterion</i>	<i>Maximum Marks</i>	<i>Marks Awarded</i>
1.	Activity Log	10	
2.	Internship Evaluation	30	
3.	Oral Presentation	10	
	<b>GRAND TOTAL</b>	<b>50</b>	

Date:

Signature of the Faculty Guide