



SHORT-TERMINTERNSHIP



**Dr. LANKAPALLI BULLAYYA COLLEGE
VISAKHAPATNAM**

PROGRAM BOOK FOR SHORT-TERM INTERNSHIP

Name of the Student : *Vobayana Deepika*

Name of the College : Dr Lankapalli Bullayya College, Visakhapatnam

Registration Number : *72212 8805520*

Period of Internship : *2 months*

Name & Address of Intern Organization: *Smart Intentz*

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 Bio technology

Under the Faculty Guideship of

Sushma mam

Department of

Bi chemistry

Dr Lankapalli Bullayya College: Visakhapatnam

Submitted by

Udayana · Deepika

Reg. No.

722128805520

Dr. Lankapalli Bullayya College
Visakhapatnam-13

Declaration

I Udayana Deepika student of Digital marketing Program, Reg. No. 722128805520 of the Department of Biotechnology College do hereby declare that I have completed mandatory Short-Term Internship Under the Faculty Guideship of Sujatha mam Department of Chemistry, Dr.L.Bullayya College, Visakhapatnam.

U. Deepika

Signature of the student

Official Certification

This is to certify that Udayana Deepika

Reg. No. 722128805520 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 Biotechnology in Department of

Dr. Lankapalli Bullayya College, Visakhapatnam.

This is accepted for evaluation.

Signature with Date and seal

Endorsements

Faculty Guide :

Head of the Department :

Principal :

Acknowledgements

The completion of this Project will be incomplete without mentioning a 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 Smartinturk. The supervision and support that she gave truly help the progression and smoothness of the internship programme. I would like to thank ms. Sivesha Ram for her support and guidance throughout the project study. The co-operation a much indeed appreciated.

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

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 | Understand Digital marketing strategy. | |
| 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 | what are the digital marketing channels | Identify various digital marketing channels and strategy. | |
| Day - 6 | challenges of opportunities | Develop solutions for overcoming challenges. | |

WEEKLY REPORT

WEEK - 1 (from Dt. to Dt.)

Objective of the Activity Done:

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 traditional methods.

- Enhance website visibility in search engine results.
- Create valuable content to attract and engage audiences.
- Use platforms like Facebook and Instagram for brand building and engagement.
- Sends targeted messages to nurture leads and build customer relationship.
- Run 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 FIRST WEEK

Second

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|--|----------------------------|
| Day - 1 | Traditional vs Digital marketing | understanding Brand building Techniques. | |
| Day - 2 | on-page optimization techniques | content quality of structure | |
| Day - 3 | social media marketing | Platform proficiency of content creation | |
| Day - 4 | search engine optimization | content creation and optimization | |
| Day - 5 | key word elements | Skills in strategy - calling placing key-words | |
| Day - 6 | Basics of application to digital marketing | Advanced Strategy development | |

Page No

WEEKLY REPORT

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

Objective of the Activity Done: Basics of Application of Digital marketing

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

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

Identify the specific demographics and interests of potential customers.

Defining clear goals such as brand awareness or lead generation.

Using analytics tools to gather insights and measure campaign effectiveness. Adjusting strategy to incorporate the latest best practices and innovations.

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ACTIVITY LOG FOR THE FIRST WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|----------------------------|
| Day - 1 | Introduction social media marketing , Quiz on the previous topics | Better understanding of the social media marketing | |
| Day - 2 | Facebook marketing :- Setting up and managing a Facebook page | Understanding of the Facebook marketing | |
| Day - 3 | Instagram marketing :- Instagram Business Account, Instagram Advertising. | Understanding of the Instagram marketing | |
| Day - 4 | Twitter marketing :- Setting up and managing a Twitter account | Understanding of the Twitter marketing | |
| Day - 5 | LinkedIn marketing :- Setting up and managing a LinkedIn | 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: | <p>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.</p> <ul style="list-style-type: none">• Analyze engagement rate, 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. <p>This report covers our social media activity from [insert start date] to [insert end date]. The report focuses on the data analyzed, including engagement metrics, follower growth, content performance, and advertising campaign results.</p> |
| Page No | |

4
ACTIVITY LOG FOR THE FIRST 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 | Helps for your online businesses to 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 business, raising awareness of 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 - 1 (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 of keywords.

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.

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ACTIVITY LOG FOR THE FIRST WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|--|----------------------------|
| Day -1 | Introduction to e-mail marketing & quiz on relevant topics | understand the fundamentals of email marketing and its importance in digital 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 Behavioral segmentation | 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: | about email marketing Automation |
| Detailed Report: | E-mail marketing is a powerful strategy that involves sending targeted emails to current and potential customers. Its goals include increasing brand awareness, driving engagement, nurturing leads and boosting sales. |
| Benefits of email marketing:- | Increase brand awareness, generate website traffic, drive sales and revenue, gain valuable business data, keep customers engaged. |
| | <ul style="list-style-type: none">• Building an 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 using pre-defined rules to trigger email messages and personalise them based on specific actions. |
| Example of automation:- | welcome emails, Thankyou emails, post-purchase emails, cross-sell and up-sell emails. |
| Email Automation Platforms :- | Active Campaign, GetResponse, B2CVO |

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ACTIVITY LOG FOR THE FIRST WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|--|---|----------------------------|
| Day - 1 | Introduction to Content marketing of video marketing | understand content marketing of video marketing | |
| Day - 2 | What is content marketing | understand content marketing strategy | |
| Day - 3 | How video marketing obe's we | understand creating video's on content of using video's | |
| Day - 4 | Content marketing strategy | understand creating a content strategy of developing engaging | |
| Day - 5 | measurement and monitoring of content marketing | Identification of trends and to improve user experience | |
| Day - 6 | | | |

WEEKLY REPORT

6
WEEK - 1 (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 :-

- 1) Using video content to promote products, services or brands.

Types of marketing:-

- (Explainer videos (2) Product Demos (3) Brand Story)

7
ACTIVITY LOG FOR THE FIRST WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|---|----------------------------|
| Day - 1 | Introduction to Analytics and Data, Quiz on the Previous topics | Better understand -ing of the market and customer | |
| Day - 2 | Understanding web analytics | Enhance 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

7
WEEK - 1 (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 analytic 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 performance and organic traffic.

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ACTIVITY LOG FOR THE FIRST WEEK

| Day & Date | Brief description of the daily activity | Learning Outcome | Person In-Charge Signature |
|------------|---|---|----------------------------|
| Day - 1 | Submission of the assignments that are done | Revised the previous weekly class. | |
| Day - 2 | Developed a digital marketing strategy | Understanding of enhancing the strategy | |
| Day - 3 | Planning and Budgeting for a 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 brand 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 about Develop and 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 arena.

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 the effect the digital marketing campaign shows on the particular products.

Page No

CHAPTER 6: 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.)

⇒ In an effective work environment:-

- People interaction:- open and respectful communication.
- facilities and maintenance:- well-maintained and equipped
- Clarity of job roles:- clearly defined responsibility
- 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 set up
- (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 involve coordinating multiple tasks, deadlines and team members.
- (4) Budget management :- managing budgets for advertising spend, tools and other resources.
- (5) Team leadership and collaboration :- Digital marketing often involves working with cross-functional teams. including design, development and other marketing.
- (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 communication.
- 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 concisely 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 these content :-

- 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 audience.

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

- Enhancing our abilities in group discussions, participation in teams, contribution as a team member, leading a team/activity.
- Collaboration and leadership skills involve 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 contribution:-
 - 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, and 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 digital marketing, key technological developments include:

- ⇒ AI and machine learning enhance personalization and optimize and targeting.
- ⇒ Marketing Automation platforms :- automate tasks like email campaigns and lead nurturing.
- ⇒ Data Analysts provide insights into customer engagement and gather interaction data.
- ⇒ Programmatic Advertising automate and buying and optimize targeting.
- ⇒ AR and VR create immersive and interactive consumer experience.
- ⇒ voice search optimization - focus on natural language processing for better visibility in voice searches.

Student Self Evaluation of the Short-Term Internship

| | | | | |
|------------------------------|-------------------------|---------|------------------|--------------|
| Student Name: | U. Deepika | | Registration No: | 722128805520 |
| Term of Internship: | From: | July 30 | To: | 8 weeks |
| Date of Evaluation: | 23/8/24 | | | |
| Organization Name & Address: | RJS Lankaraliya collage | | | |

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:

U. Deepika
Signature of the Student

Evaluation by the Supervisor of the Intern Organization

| | | | | |
|--|---------------------------------|----------|------------------|--------------|
| Student Name: | Udayana · Deepika | | Registration No: | 722192805520 |
| Term of Internship: | From: | July 3rd | To: | 8 weeks |
| Date of Evaluation: | 23 - 8 - 24 | | | |
| Organization Name & Address: | Dr. Lankasalle bullege 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 | 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:

Signature of the Supervisor

Page No

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

Name Of the Student: *Udayana · Deepika*

Programme of Study: *Digital marketing*

Year of Study: *2024*

Group: *BSC Biotechnology*

Register No/H.T. No: *722128805513*

Name of the College: *Dr. Lankarallei Bellayya 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 | |
| | GRAND TOTAL | 50 | |

Date:

Signature of the Faculty Guide