

UPSKILL – WINTER INTERNSHIP

WEEK- 4 PROGRESS REPORT

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DIGITAL MARKETING INTERNSHIP

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Domain: Digital Marketing

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Week Ending: 04

The report highlights the progress undertaken during my fourth week of Digital Marketing Internship at upskill campus.

1) **Overview:** This week focused on report writing and submission. There was a blog for the future of digital marketing. Also there was a Quiz of 10 questions that tests our overall knowledge in Digital marketing.

2) **Achievements:** It was a good overall experience. As mentioned earlier, most of the tasks done, were self-explanatory and easy to understand for beginners and I thank Upskill Campus and Iot Academy for the same. For Quiz, I had scored 9/10. I tried to review the wrong answer and gained additional knowledge. I was able to contribute positively towards the project.

3) **Challenges and hurdles faced:** Unfortunately the blog link posted hasn't been working. So the topic related to blog, that is the future of digital marketing, I tried to gain few insights online before proceeding with the quiz, and it was quite informative too.

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4) **Lessons learnt:** There is always a hidden solution to every problem we come across in our lives. So we should not be panic and loose our cool. Through the given quiz I learnt some details regarding IP address, Twitter widgets, targeting audience through Facebook ads, safety campaigns of Instagram etc to name a few.