

Model Program Book



SHORT TERM INTERNSHIP (On-Site/Virtual)

Designed & Developed by



**ANDHRA PRADESH
STATE COUNCIL OF HIGHER EDUCATION**
(A STATUTORY BODY OF GOVERNMENT OF ANDHRA PRADESH)

Acknowledgement

I would sincerely like to thank APSCHE for providing me with this Corporate Internship which helped me to gain practical experience & knowledge on the topic "Digital Marketing".

I would sincerely like to thank our respected principal sir Dr. G.S.K Chakravarthy for giving me this wonderful opportunity.

I would like to sincerely thank our head of the department Mr. N.K Mahesh department of BBA, and age guide who helped in this project Dr. Smt. N. Roopajyothi for being a wonderful mentor for this project.

I would like to thank god, my parents, my friends and my mentor without their help this project would not have been completed.

I would like to thank the above members from the bottom of my heart with each and every one's support I was able to complete this project.

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CHAPTER 1: EXECUTIVE SUMMARY

The internship report shall have only a one-page 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.

Description of the sector of Business & Intern Organisation

Smartbridge operates "Digital marketing" as a part of virtual internship with "SMART BRIDGE". Where we have learnt the concepts and techniques of social media marketing practically.

Learning objectives:-

- To learn and apply digital marketing techniques
- To know how organisations use digital marketing
- To know various softwares and applications used for social media marketing.
- To know the mechanisms and analytics behind the Digital marketing

Designing Advertisement Campaigns.

outcomes achieved:-

- The skills which are required for social media marketing
- Understanding how digital marketing works in companies.
- Transparency concerning the company marketing roles.

Importance of digital marketing in this digital world

Summary:-

I have been part of learning sessions of digital marketing, where I was introduced & interacted with batches of small groups regarding marketing & digital marketing functions in an organisation who have predicted the issues that may arise in the digital marketing and discussed more about the solutions for the same. We have learnt and companies through social media.

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.

Introduction of the organisation:-

The internship which I have done is conducted by "SMART BRIDGE" which is technology enabled Bridge which includes digital elements that help keep it perform at its optimum levels.

VISION , mission , values of the organisation :-

Smart bridge in general is the development of and training of adaptive system for the provision of relevant information and for a holistic evaluation of a bridge structure.

Policy of the organisation.

Smart Bridge offers suitable skill development and training to young talents before on boarding first job. Their internship program is designed considering the present industry needs.

Organisational Structure:-

Smart Bridge team has accomplished professional trainers who follow organisational chart, team & company values. It provides development programmes for job seekers.

Roles and Responsibilities:-

They provide a sense of accomplishment and the contribution to the society which enhances self worth & motivation.

Performance of the organisation:-

Comprising Smart Sensors networks, these technologies are designed to yield timely, work under a customized control system & be able to collect information for making smart decision.

Future plans of the organisation:-

Smart Bridge is in mission to build technology communities in academic to encourage students towards innovations & entrepreneurship.

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.

Registering with APSCHE : Smart Bridge and enrolling for Digital marketing with smart Bridge i.e live training sessions as per pre-scheduled training calendar.

Participating weekly quiz and completing weekly assignment with respect to digital marketing.

Team formation and selection of project topic "Harmol Ice cream private limited"

Gathering and analyzing information related to the topic "Harmol Ice cream private limited"

-Attending project - Mentoring sessions and designing & creating facebook pages & Instagram stories

Creating face book & Instagram rules for business marketing

Drafting a project video demonstration & Preparation of final report

Submission of team project via uploading the project files in Github repository of the team.

**COMPREHENSIVE DIGITAL MARKETING PROJECT
WORK ON**

HAVMOR

OUR TEAM

COLLEGE NAME : DR. LANKAPALLI BULLAYYA COLLEGE

PRESENTED BY

Team Leader K. C. DEEPTHI

V. MOKSHITHA

M. ANUSHA

CH. SAI SREE

K. JOSHIK

TEAM ID: LTVIP2024TMID24142

INTRODUCTION

'Havmor' was founded by Satish Chandra Chona as 'Have more' in 1944 in colonial India in karachi (now in Pakistan). After partition, Satish Chandra Chona shifted to Dehradun, where he Started a small shop. Later, he moved to Indore and then eventually to Gujarat. There, Chona set up the first outlet on Relief Road. In 1960's, The brand name was changed from "Have more' to 'Havmor' In 2017, Lotte confectionery, a South Korean company acquired Havmor for ₹1020 crore (US \$120 million)

Awards and recognition: 'Times food Award' for the 'Best ice cream shop in Ahemdabad' awards in the year 2007'Times food Award' for the 'Best Ice Cream' in the year 2008, 2010, 2011, 2012 and 2013 In 2014 and 2015, Havmor won the ' Times food Award' for the 'Best Ice Cream Shop' Havmor won the 'Times food Award' for 'Best Snacks - Vegetarian' award in 2016. In 2017, It won the 'Time food Award' for the 'Best Ice Cream in Casual Diving' And in 2019, it won the 'Times food award' for the 'Best Ice Cream Parlor - Casual Dining'

BRAND RESEARCH IDENTITY

MISSION /VALUES : The mission of Havmor ice-creams is to delight customers with delicious and innovative ice-cream creations that joy and satisfaction to people of all age. They maintain a reputation for excellence in taste and quality while continuously innovating to meet the evolving preference of their customers.

USP OF HAVMOR : They emphasizes quality, creativity, customers satisfaction in their communication to convey their commitment of providing enjoyable and ice-cream experience. It mainly focused on India specific marketing strategy.

BRAND MESSAGING : Havmor's messaging aims to evoke feelings of joy, indulgence, and happiness associated with their products, creating a strong emotional connection with their audience.

EXAMINE THE BRAND'S TAGLINE : Havmor ice cream tagline is "the taste of togetherness." It reflects the idea of enjoying delicious ice cream with friends and family, creating shared moments of joy and connection.

COMPETITOR ANALYSIS

Havmor Ice Cream ranks 1st among 28 competitors which include Amul, Kwality walls, Vadilal.

2 of its competitors are funded while 1 has exited. Overall, Havmor Ice Cream and its competitors have raised over \$793K in funding across 2 funding rounds involving 10 investors.



BUYER'S / AUDIENCE'S PERSONA

Demographics: age, gender, income, location

Mostly 5 to 40 years old. Both males the females. Middle to upper-middle class. Lives in cities and towns across India.

Lifestyle and interests: Activities, Values, Hobbies

Enjoys socializing, celebrating, and having treats with friends and family. Cares about quality trust and the brands long history. Loves desserts and trying new ice-cream flavours.

Shopping Habits: Purchasing, Loyalty, Motivation

Buying ice-creams for parties, family, time, and personal enjoyment. Sticks to brands that consistently offer good quality and new flavours. Chooses ice-cream based on taste, quality, and interesting flavours.

Needs and Preferences: Quality, Variety, Convenience

Wants ice-cream made with good ingredients. Enjoys having many flavours to choose from. Likes easy access to ice-cream in stores and through delivery.

Challenges: Availability, Health Price

Wants favourite flavours to be always available Wants good quality at a reasonable price. Looks for healthier ice-cream option that stills tastes great.Wants goods quality at a reasonable price.

SEO AUDIT

Run your website URL through a site audit tool .

Before you get started, you will need to find a website auditing tool that can help you analyse how your website is performing.

Find technical errors

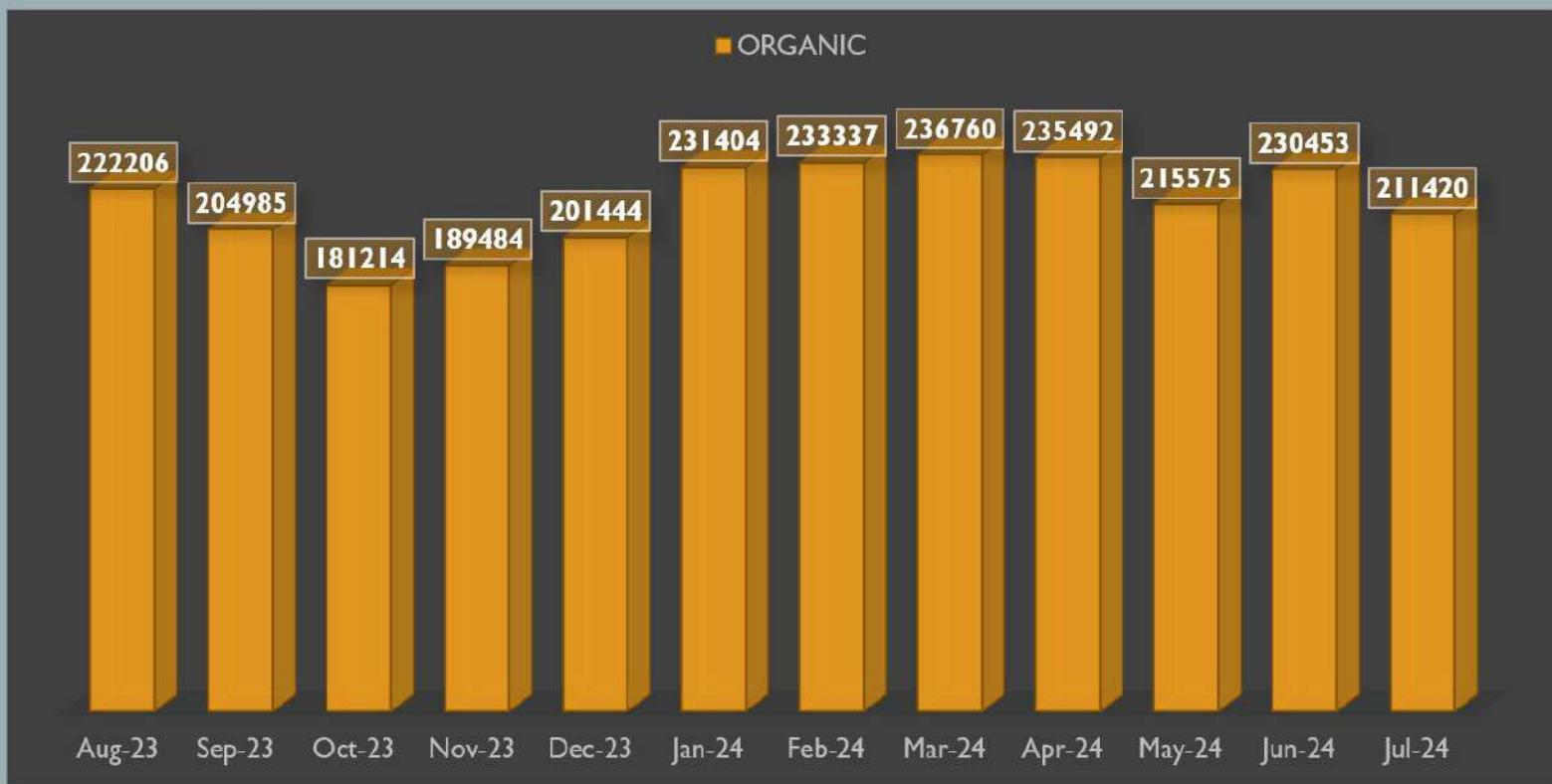
Identify SEO problems

The brand has also expanded its online presence by opening e-commerce websites where you can find them .

KEYWORD RESEARCH

KEYWORD	SEARCH VOLUME	TOP OF PAGE BID (LOW RANGE)	TOP OF PAGE BID (HIGH RANGE)	COMPETITION
HAVMOR NEAR ME	12100	\$0.06	\$0.81	LOW
ICE CREAM CAKE HAVMOR	2900	\$0.05	\$0.48	MEDIUM
HAVMOR CAKE	2900	\$0.05	\$0.48	MEDIUM
HAVMOR HAVE FUN	2900	-	-	LOW
HAVMOR ICE CREAM CAKE	1000	\$0.03	\$0.09	MEDIUM
HAVMOR CHOCO BAR	1000	\$0.06	\$0.15	LOW
HAVMOR CONE	1000	-	-	LOW

ORGANIC TRAFFIC



ON- PAGE OPTIMIZATION

On-Page Optimization Can Improve Your Website's Visibility In Search Engine Results Pages (Serps) By Ensuring Your Content Is Optimized For Both Users And Search Engines. It Can Also Help To Improve User Experience By Providing Them With Relevant Information Quickly And Easily. Optimizing Your On-Page Content Ensures That Your Website Is Visible To Potential Customers Searching For The Products Or Services That Your SEO Course Offer. On-Page Optimization Is An Essential Part Of Any Digital Marketing Strategy. It Can Help Improve Your Website's Visibility, Ranking, And User Experience.

CONTENT IDEAS AND MARKETING

	MONDAY	TUESDAY	WEDNESDAY	THRUSDAY	FRIDAY
WEEK 1	VIDEO	QUOTES	GIVE AWAY	PRODUCT	TUTORIAL
WEEK 2	GIVE AWAY	PRODUCT	PHOTO	PROMO	VIDEO
WEEK 3	TUTORIAL	PHOTO	PROMO	VIDEO	GIVE AWAY
WEEEK 4	PRODUCT	VIDEO	QUOTES	PHOTO	VIDEO

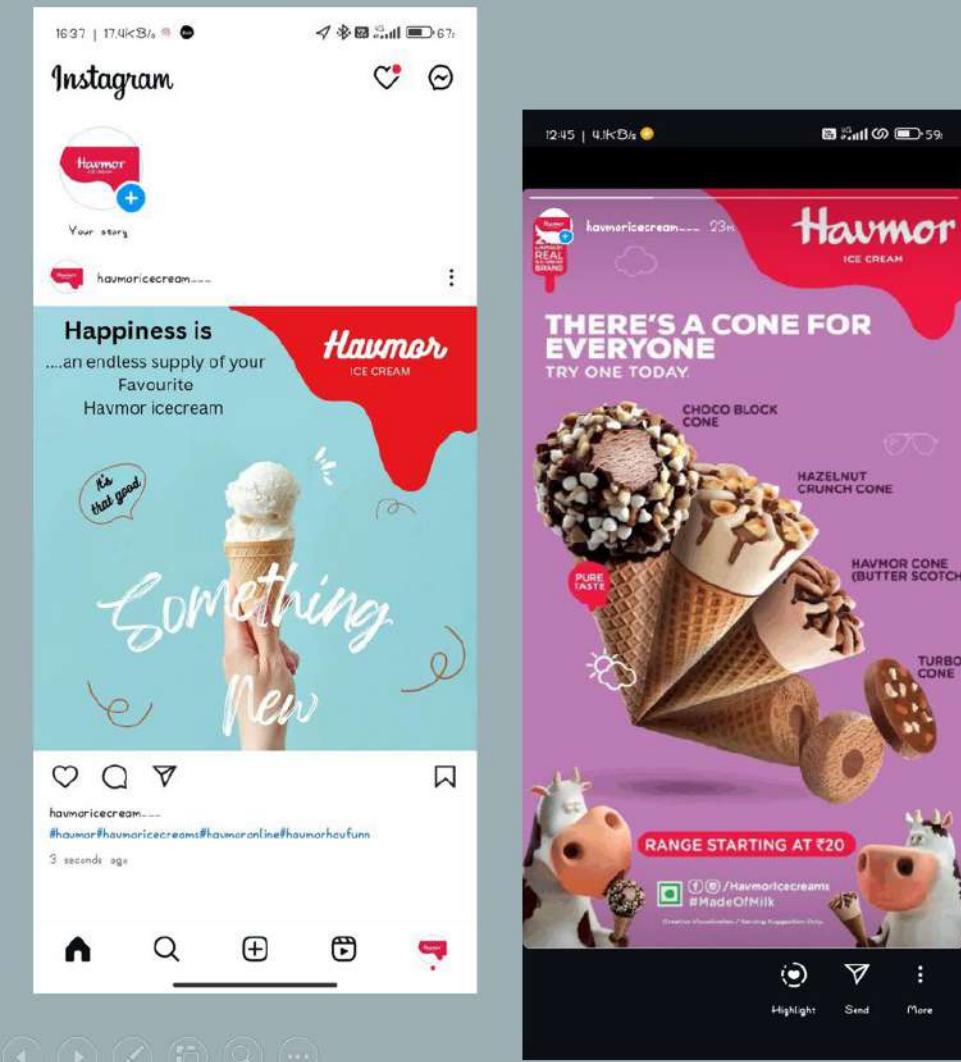
MARKETING STRATEGIES

Havmor ice cream uses various marketing strategies to promote its brand and products. Some of their strategies include:

1. **Product Innovation:** Havmor introduces new and unique flavors to attract customers and keep their offerings fresh and exciting.
2. **Advertising:** They use advertising campaigns across different media platforms like TV, social media, and print to reach a wide audience and create brand awareness.
3. **Promotions:** Havmor runs promotions such as discounts, combo offers, and seasonal deals to attract customers and increase sales.
4. **Retail Presence:** They focus on expanding their retail presence through Havfunn parlors, kiosks, and tie-ups with supermarkets and restaurants to make their products easily accessible.
5. **Customer Engagement:** Havmor engages with customers through social media campaigns, contests, and events to build a loyal customer base.

These strategies help enhance brand visibility, attract new customers, and retain existing ones by offering a variety of flavors and engaging experiences.

CONTENT CREATION AND CURATION



<https://www.instagram.com/havmoricecream/?igsh=cDipamFtc2w5ZWpw>

SOCIAL MEDIA AD. CAMPAIGNS



EMAIL CAMPAIGNS

≡

REACH

OUT TO US



Havmor
ICE CREAM



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Let's start a conversation.
We'd love to hear from you!

Browse our directory of service providers, or post a request and have providers respond to you directly. If you'd like to offer your own services, sign up today.



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We'd love to hear from you!

Browse our directory of service providers, or post a request and have providers respond to you directly. If you'd like to offer your own services, sign up today.

 Talk to Our Team Member
022 4246 0606

 Come Say Hello
2nd floor, Commerce House 4, besides shell petrol pump, Prahladnagar
Anandnagar road, Ahmedabad-380015,
Corporate office : 079 4020 9000

 Share Your Thoughts
Havmor@havmor.com





CONCLUSION

Havmor's digital marketing strategy effectively leverages social media, content marketing, and influencer collaborations to enhance brand visibility and customer engagement. Their innovative campaigns and use of data analytics have driven significant online traffic and sales growth. The company's focus on customer-centric approaches has improved brand loyalty and market reach. Continuous optimization and adaptation to digital trends will be crucial for maintaining their competitive edge. Overall, Havmor's digital marketing efforts have proven instrumental in their success in the modern market.

THANK

YOU

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
8/07/24 Day - 1 Monday	Introduction to Digital Marketing	An idea about digital Marketing cost effectiveness and measurable results & types of digital Marketing	N. T. Raghav /
9/07/24 Day - 2 Tuesday	Organisational culture	Learned about Brand awareness, targeted audience and targeted advertising	N. T. Raghav /
10/07/24 Day - 3 Wednesday	Digital Marketing vs Traditional Marketing	Advantages of digital Marketing & traditional Marketing & disadvantages	N. T. Raghav /
11/07/24 Day - 4 Thursday	Introduction to Search Engine optimisation	Learned about SEO, website designing, hierarchical theory and Keyword Research	N. T. Raghav /
12/07/24 Day - 5 Friday	Introduction to technical SEO	Technical SEO, key elements and introduction to social media marketing	N. T. Raghav /
13/07/24 Day - 6 Saturday	Revised all the topics covered this week	Revision	N. T. Raghav /

WEEKLY REPORT

WEEK - 1 (From Dt. 8-7-24 to Dt. 13-7-24)

Objective of the Activity Done:

Gained Knowledge about digital Marketing, organizational culture, Digital Marketing vs Traditional Marketing, SEO and SMM.

Detailed Report:

In the first week of the Internship programme I was taught about the Introduction of Digital Marketing & why Digital Marketing is useful as in recent times most of the products are being sold through online. I also learnt about key terms and concepts in Digital Marketing & also about the types of Digital Marketing such as (1) Multimedia messaging (2) Email Marketing (3) Social Media Marketing etc.. Also about the Brand awareness and how does a Business grow through Digital Marketing vs traditional Marketing and their advantages and disadvantages. There is a main topic in Digital Marketing that is search engine optimization (SEO).

In addition with SEO I was also taught about technical SEO, Key elements of technical SEO such as crawling, indexing, pagespeed, website architecture & structure, URL structure and HOM Pages & 301 redirects and measuring of SEO performance.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
15/07/24 Day - 1 Monday	Introduction to facebook marketing	learnt about facebook marketing and its key aspects	N. Koothuthu
16/07/24 Day - 2 Tuesday	Facebook analytics & advertising on facebook	An idea about facebook, how advertising works on facebook	N. Koothuthu
17/07/24 Day - 3 Wednesday	No class on of muharram	—	N. Koothuthu
18/07/24 Day - 4 Thursday	Instagram and Twitter marketing	learnt about Instagram marketing strategy with marketing strategy	N. Koothuthu
19/07/24 Day - 5 Friday	LinkedIn Marketing	learnt about defining company page goals establish content governance guidelines	N. Koothuthu
20/07/24 Day - 6 Saturday	Revised the Topics	Facebook analytics Instagram analytics optimizing twitter profile education	N. Koothuthu

WEEKLY REPORT

WEEK - 2 (From Dt 15/07/24 to Dt 20/07/24)

Objective of the Activity Done:

Gained knowledge about facebook marketing, Instagram marketing, twitter marketing and linkedin marketing

Detailed Report:

In the second week of the internship programme. I was taught about the introduction of facebook marketing and how facebook plays crucial role in digital marketing. It also learnt about the key aspects of facebook marketing and advertising on facebook & types of facebook ads such as (A) photo ads, (B) video ads, (C) slide show ads, (D) messenger ads, (E) carousel ads, (F) dynamic ads and more.

I learnt about cost of advertising on facebook & some factors on which cost depends like audience targeting ad placements etc.. I was taught about facebook analytics like understanding insights, custom audience & conversion tracking & why facebook analytics is important in digital marketing.

I learnt about twitter marketing on how to create a twitter account & optimize the twitter profile & convert it into a professional account which will be helpful for digital marketing.

In addition to above I also learnt about linkedin marketing on how to define company page goals & how to fill out page completely & establishment of content governance guidelines & lastly how to setup linkedin campaign manager.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
22/7/24 Day - 1 Monday	Introduction to pay-per-click advertising and google ads.	learnt about ppc advertising used & google ads overview effective ads.	N.Rohit/ ✓
23/7/24 Day - 2 Tuesday	Introduction to email Marketing	An idea about e-mail marketing, its benefits for business & organisation	N.Rohit/ ✓
24/7/24 Day - 3 Wednesday	e-mail marketing automation	what is e-mail marketing automation, its benefits for monitoring & examples	N.Rohit/ ✓
25/7/24 Day - 4 Thursday	Introduction to content Marketing	learnt about content & distribution content calendar, content audit.	N.Rohit/ ✓
26/7/24 Day - 5 Friday	Introduction to video marketing	An idea about video marketing, benefits steps & key factors of video marketing	N.Rohit/ ✓
27/7/24 Day - 6 Saturday	Seive a Case study	Social media marketing.	N.Rohit/ ✓

WEEKLY REPORT

WEEK - 3 (From Dt. 22/07/24 to Dt. 29/07/24)

Objective of the Activity Done:

Gained knowledge about Pay-per-click advertising, email marketing, Email market automation, Content marketing & video marketing.

Detailed Report:

In the third week of the internship programme I was taught about the concept of pay-per-click (PPC) advertising & how advertising pay for each click & goal of PPC advertising.

I also learnt about uses of PPC advertising like price targeting, cost-effective, real-time measurement, complementing other channels.

I learnt about what is email marketing & benefits like increase brand awareness, drive sales & revenue, boost other marketing channels etc.. through email marketing & email marketing is used in different business & organisation for cost-effectiveness, direct communication, increased engagement, targeted campaigns etc.

Next I learn about content marketing which led me to understand business goals, specific measurable, achievable, Relevant & time-bound goals. And content types, distribution channels, content calendar, metrics & key performance indicators etc..

In addition to above I also learnt about video marketing & benefits of video marketing that are increased engagement, improve SEO rankings, higher conversion rates, trust & credibility etc. & steps for successful social media video marketing are key facts about video marketing lastly solved a case study on social media marketing.

ACTIVITY LOG FOR THE FORTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
29/7/24 Day - 1 Monday	Creating video on social media & content marketing	Learned about video marketing measurement & monitoring of content marketing	N. Foujut
30/7/24 Day - 2 Tuesday	Introduction to Digital marketing analysis	An idea about Digital market -ing analytics	N. Foujut
31/7/24 Day - 3 Wednesday	Introduction to google analytics	Learned about importance of google analysis & configuring goals & events	N. Foujut
1/8/24 Day - 4 Thursday	Setting up and using Google Analytics	Learned about e-commerce tracking, conversion tracking, multi-channel funnel etc.	N. Foujut
2/8/24 Day - 5 Friday	Develop a Digital marketing strategy	An idea about planning & budgeting for a Digital marketing Campaign	N. Foujut
3/8/24 Day - 6 Saturday	Solved a Case study	Digital Marketing Campaign.	N. Foujut

WEEKLY REPORT

WEEK - 4 (From Dt. 29/7/24. to Dt. 3/8/24.)

Objective of the Activity Done: Gained knowledge about creating videos on social media. Digital marketing analytics, google analytics and digital marketing strategy.

Detailed Report:

In the fourth week of internship programme. I was taught how to create videos on social media and what is video marketing. Benefits of video marketing like social media engagement, website traffic leads & sales and mobile user targeting. I also learnt about measurement and monitoring of content marketing, metric such as. 1. Traffic metrics b. engagement metrics c. seo metrics d. sales metrics ... etc..

I also learnt about Digital marketing analytics & analytics for decision making like identifying pattern, measuring campaign performance, customer segmentation, ROI analysis...etc.. and how the data is collected (a) how it is used in decision making

Next I was taught about introduction to google analytics importance of data in digital marketing, overview of google analytics and how to set up google analytics, creating a account e-commerce tracking.

In addition to above I learnt how to develop a digital marketing strategy by defining your business goals. Identifying your target audience, choose the right digital marketing channels planning and Budgeting for a digital marketing campaign & evaluating and refining a digital marketing campaign. Lastly solved a case study on Digital marketing campaign

ACTIVITY LOG FOR THE FIFTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
5/8/24 Day - 1 Monday	strategies and actions in advertising campaigns	Learned about campaign optimization techniques.	N. Hooplal
6/8/24 Day - 2 Tuesday	Introduction & key components to content marketing	Concept of content marketing	N. Hooplal
7/8/24 Day - 3 Wednesday	various strategies of content marketing	Content marketing strategies	N. Hooplal
8/8/24 Day - 4 Thursday	concept of visual content marketing	video content marketing	N. Hooplal
9/8/24 Day - 5 Friday	optimizing video content for different social media platform and measuring performance	analysis of KPI's of the content marketing	N. Hooplal
10/8/24 Day - 6 Saturday	No session assignment on video content	Learned how to create the content plan & video content	N. Hooplal

WEEKLY REPORT

WEEK - 5 (From Dt 5/8/24 ... to Dt. 10/8/24)

Objective of the Activity Done: Introduction to content marketing

Detailed Report: In this week we discussed about strategies and actions for advertising campaigns and about content marketing.

Day - 1 :- Introduction was given on the components of content marketing and brief description about it.

Day - 2 :- We discussed about strategies and actions in advertising campaigns.

Day - 3 :- Learned about various strategies of content marketing

Day - 4 :- Introduction to concept of visual content marketing

Day - 5 :- We learned been given with weekly about how to optimize video content fair.

Day - 6 :- We have been given with weekly assignment to create a video content for marketing.

The video marketing was taught with the classes taken by the provider.

ACTIVITY LOG FOR THE SIXTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
12/8/24 Day - 1 Monday	Introduction on Internship program	Briefly understanding of the topic	N.Rajesh
13/8/24 Day - 2 Tuesday	Team members allotment	Allotted team members	N.Rajesh
14/8/24 Day - 3 Wednesday	Creation of the Github account	Learned how to create the Github account	N.Rajesh
15/8/24 Day - 4 Thursday	Collaboration of members in Github account	Learned how to collaborate with team members	N.Rajesh
16/8/24 Day - 5 Friday	Topic Selection	Selection of the topic	N.Rajesh
17/8/24 Day - 6 Saturday	Gathering of the Information	Briefly studies about the topic	N.Rajesh

WEEKLY REPORT
WEEK - 6 (From Dt. 12/8/24 to Dt 17/8/24)

Objective of the Activity Done:

Introduction on Internship program

Detailed Report: In this week, Introduction was given on the

Internship program & team allotment & the project selection.

Day-1:- Introduction was given on Internship program.

Day-2:- Smart bridge allotted team members and also allotted team mentor

Day-3:- We learned how to create Github account and its further process.

Day-4:- Sent collaboration links to the team members to collaborate in Github account.

Day-5:- We were given choice to select a topic of our own.

Day-6:- We started gathering detailed after the above process.

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.)

Description of work environment:-

The internship at Smartbridge has been a transformative experience, equipping me with practical skills in digital marketing and a deep understanding of the role of social media in today's modern world. The hands-on experience & exposure to real-world projects has not only sharpened my technical abilities but has also improved my communication skills and project management skills.

The work environment fostered a collaborative atmosphere with clear task-roles, well-defined protocols & structured procedures. The facilities were equipped with necessary tools for digital marketing. Team members provided mutual support and teamwork, contributing to a harmonious relationship. Overall the internship provided a comprehensive experience in digital marketing with a well-organized & supportive work environment which helped in developing our skills.

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

- 1) Video marketing :- Video continues to take the internet by storm and this will continue to stop video as an important part of the marketing strategy.
- 2) Search engine optimization :- Search engine optimization (SEO) is key to all levels of digital marketing.
- 3) Content marketing :- Content is at the core of digital marketing and will continue to play a crucial part of the game.
- 4) Data and analytics :- Analytics will be central to your strategy and help you make better data-driven decisions for campaigns.
- 5) Social media :- It is essential to have some of the understanding of social media marketing which suits according to your audience.
- 6) Email marketing :- Email is an essential tool for many marketers especially as first-party data is more important than ever, since the demise of cookies.

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.

- 1) Project Management:- coordinating tasks, setting goals & ensuring the fine timely completion of the data analytics project.
- 2) Team collaboration:- working effectively in a group setting, delegating tasks and fostering a collaborative environment.
- 3) Leadership skills:- Taking initiative, guiding the team and making decisions to achieve project objectives.
- 4) Time Management:- Prioritizing tasks, meeting the deadlines and efficiently allocating resources.
- 5) Problem solving as a team:- addressing challenges collectively and finding solutions through group discussion
- (E) Collaboration
- 6) Adaptability :- Being flexible & adopting to changes in project scope
- 7) Quality assurance:- Ensuring the accuracy and quality of the digital marketing project deliverables produced by the team.

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.,)

- 1) Technical communication:- Effectively conveying complex digital marketing concepts and findings.
- 2) Team collaboration:- Collaborating with team members to share information, discuss project updates.
- 3) Written communication:- Drafting clear & concise reports, documentation and emails related to the digital marketing processes.
- 4) Conflict resolution:- Addressing & resolving conflicts within the team to maintain a positive & productive environment between team members.
- 5) Feedback Delivery:- Providing constructive feedback to peers, mentors & trainers and receiving feedback fostering a culture of continuous improvement.

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

Reflecting on my experience in digital marketing at Smartbridge Interns, I have identified key areas of enhancing and leadership. My capabilities in group discussion, team participation and leadership.

To improve my contribution in groups discussing aiming to actively listen to others, ask insightful questions and share my options, perspectives clearly and effectively. As a team member/mentor, I plan to strengthen collaboration by proactively offering support leveraging my techniques skills and embracing different view points of the team members. Lastly to enhance my leadership capabilities. I plan to focus on taking initiating, repeating a positive team activities. Through these measures, I am committed to continuous growth and excellence in my role as a team mentor.

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

From internet of things technology and remote collaboration to AI and business data analytics, new technology has and continues to greatly impact digital marketing. So start, more, more devices can ever before are connected to the internet.

Digital marketers are adopting a multi-channel, multi-device approach to accurately track consumers through their entire buyer's journey. Machine Learning offer impressive tracking and analytics capabilities digital marketing must rise to the challenges of the incorporating Augmented reality and Virtual Reality into their overall strategies.

Along with AI, these technological advancements will be essential in creating an immersive e-commerce experience. The world of digital marketing is constantly solving, with new technology emerging every day it can be challenging to keep up with the latest trends & innovations.