SUPERVISOR'S RECOMMENDATION LETTER

I hereby recommend that the report prepared under my supervision by Sakxham Karki in partial fulfillment of the requirements for the degree of Bachelor Of Information Management be processed for evaluation.

……………………………..

Er. Dhiraj Kumar Jha

Internship Supervisor

Department of Information Management

Orchid International College,Bijayachowk, Gaushala

STUDENT DECLARATION

I hereby certify that the internship report I submitted to the dean of the faculty of management at Tribhuvan University under the title "An Internship Report on **Digital Marketing** at **Simrik Digital Marketing Pvt.Ltd**" is my original work completed as a partial fulfillment of the requirements for the Bachelor of Information (BIM) under the direction of **Er. Dhiraj Kumar Jha**. The primary and secondary data used to support this independent study were gathered from numerous sources. The acknowledgement mentions the assistance received from other persons. As a result, neither a portion of this study nor the entire document has been submitted to or published for academic awards at any other university or academic organization.

Sakxham Karki

BIM VIII Semester

Orchid International College

T.U. Symbol No: 10105/19

ABSTRACT

An internship in a specialized field offers a deep understanding of the industry, valuable market exposure, and helps in discovering potential career opportunities. During my internship, I worked as a Digital Marketer at Simrik Digital Marketing, where I was responsible for creating contents, handling social media of different clients, running campaigns. One of the key campaign I played a pivotal role in developing a specialized social media campaign for a skin clinic, which successfully garnered significant reach and engagement. This project involved creating a variety of content tailored to the clinic's audience, utilizing insights from the organization's mentor. This experience was both exciting and challenging, allowing me to apply and enhance the knowledge I gained while in the internship.

Tools Used: Meta Ads, Google Ads, Campaign Development, Content Creation, Audience Engagement

ACKNOWLEDGEMENT

I want to sincerely thank everyone who helped make my internship such a valuable and enjoyable experience. I am especially grateful to my supervisor, Er. Dhiraj Kumar Jha, for his expert advice, constant support, and helpful feedback that guided my project to success. I also appreciate Simrik Digital Marketing for giving me this great opportunity. A big thank you to Mr. Prajwal Karki for his reliable help and support during my time at the company. His excellent mentorship, wise advice, and encouragement were crucial for my growth. I also want to thank the entire Simrik Digital team for their continuous support and motivation throughout my internship. Finally, I am grateful to my fellow interns for their teamwork and cooperation, which made this experience even better.

Sincerely.

Sakxham Karki

TU Exam Roll No: 10105/19

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LIST OF ABBREVIATIONS

BIM   Bachelor of Information Management

FOM   Faculty of Management

IT   Information Technology

TU   Tribhuvan University

CHAPTER I- INTRODUCTION

1.1 Introduction

Meta Ads, formerly known as Facebook Ads, is a powerful advertising platform that allows businesses to reach a vast audience across multiple Meta platforms, including Facebook, Instagram, Messenger, and Audience Network. With a range of ad formats such as image, video, carousel, and collection ads, Meta Ads offers flexibility to tailor campaigns to specific marketing goals, whether it's brand awareness, lead generation, or driving conversions.

One of the key strengths of Meta Ads is its robust targeting capabilities. Advertisers can create highly specific audiences based on demographics, interests, behaviors, and even lookalike audiences that mimic the characteristics of their existing customers. This level of precision enables businesses to connect with potential customers who are most likely to engage with their content or products.

1.2 Problem Statement

The company faced significant challenges due to ineffective content creation and a limited understanding of detailed audience targeting in its digital marketing efforts. The content produced lacked clear messaging, engaging visuals, and a cohesive strategy, resulting in low audience engagement and minimal impact. Additionally, the marketing team's inadequate knowledge of detailed targeting led to poorly defined audience segments, causing ads to be shown to a broad and irrelevant audience. This inefficiency resulted in wasted advertising spend, low conversion rates, and missed opportunities to connect with potential customers who were more likely to be interested in the company's products or services.

1.3 Objectives

The main objective of the internship program is to get real-life working experience in an organizational setting and learn and implement theoretical knowledge and ideas to practical and real-life environment. Some of the objectives for my internship period was to :

- To develop and execute effective social media campaigns that drive engagement and brand awareness.
- To enhance skills in audience segmentation and detailed targeting for maximizing ad performance and ROI.
- To create compelling content across various digital platforms that aligns with the company's brand identity and marketing goals.

1.4 Literature Review

In "Digital Marketing: A Framework, Review and Research Agenda," P.K. Kannan provides a comprehensive overview of digital marketing, highlighting its key components such as content creation, SEO, social media marketing, email marketing, and paid advertising. He emphasizes the importance of integrating these elements for a cohesive strategy and discusses the increasing use of data and analytics to tailor marketing efforts. Kannan also identifies areas for future research, including consumer behavior, the impact of emerging technologies, measurement and metrics, and ethical considerations. Overall, the paper offers valuable insights into the evolving nature of digital marketing and sets a foundation for further study in this dynamic field.

1.5 Scope and Limitation

The main purpose of the internship was to enhance my skills as a Digital Marketer through practical, hands-on experiences. However, my project specifically focused on creating engaging campaigns and reaching out wide audience, which limited my work to this domain.

1.6 Methodology

1.6.1 Organization Selection

Choosing the right organization for an internship is crucial. Given my interest in Digital Marketing, I focused my search on job portals and company websites for Digital Markeitng positions. I then submitted my CV to various suitable organizations. As a result, I was selected for the role of Digital Marketer at Simrik Digital through an interview.

1.6.2 Placement

The intern was placed in the HR section of Simrik Digital and was given the task to research contents and prepare ads. I was provided with a workspace and was allocated to the Digital department where multiple Designers and Editors were present under supervision of Mr. Prajwal Karki throughout my internship period .

1.6.3 Duration

Although as per the requirement of T.U, BIM students are required to do intern for only two months because I started early I decided to extend my internship period to three months.

Start date: 21st March 2024

End date: 21st June 2024

Total Duration: 3 Months

Office hour: 8:30 AM – 5:30 PM

1.7 Roles and Responsibility

The responsibilities that I have been tasked with are:

- Develop and schedule social media content to enhance brand visibility and audience engagement.
- Conduct market research to identify target audiences and refine marketing strategies.Make reusable components and test these components.
- Create and optimize ad campaigns on platforms like Meta Ads and Google Ads to drive traffic and conversions.

Chapter II-INTRODUCTION TO INDUSTRY

2.1 Brief Introduction to IT Industry

The IT industry encompasses a broad range of companies and technologies focused on managing and sharing information through digital tools. This includes hardware manufacturers, software developers, telecommunications providers, internet service companies, and e-commerce platforms. It has revolutionized how we live, work, and communicate by making it easier to stay connected, access information, and perform tasks efficiently. Industry drives economic growth by creating jobs and enhancing technological innovations, and it continues to evolve, introducing new solutions that impact daily life, from online shopping and social media to cloud computing and cybersecurity. This industry is diverse, and it includes companies that specialize in hardware, software, telecommunications, internet services, and e-commerce.

2.2 History of IT In Nepal

The history of IT in Nepal started in the 1980s when the country began using computers in government and schools. In the 1990s, the government created policies to help the IT industry grow, leading to the rise of many IT companies. Since then, the IT sector in Nepal has continued to expand, and now it is an emerging field that provides jobs for thousands of people.

2.3 Importance of IT In Nepal

The IT industry is crucial today because it supports the operations of many different sectors and services. It has changed the way we communicate, get information, and do business. IT has also led to the creation of new fields like online shopping (e-commerce), financial technology (fintech), and health technology (healthtech). Beyond everyday tasks, IT helps focus on global issues such as climate change, poverty, and disease. By providing tools and solutions, IT makes it possible to analyze data, create effective strategies, and implement solutions that address these important challenges, making a significant impact on our world.

2.4 Challenges and Opportunities of IT

The IT industry faces several important challenges and opportunities that can influence its future. Challenges include cybersecurity threats that can harm data security, a shortage of skilled workers needed for technology jobs, limitations in existing infrastructure, and rapidly changing consumer demands. Despite these issues, there are many exciting opportunities. New technologies like artificial intelligence, blockchain, and the Internet of Things are creating new possibilities and innovations. Additionally, evolving consumers' needs to present new avenues for growth. Government support also plays a key role in boosting industry, helping it to overcome obstacles and take advantage of new opportunities.

2.4.1 Challenges

The IT industry faces several challenges that can affect its growth and progress. One major concern is cybersecurity threats, which means companies need to invest in strong security systems to protect their data and networks. Another issue is a shortage of skilled IT workers, as there is high demand for professionals with the right skills. Infrastructure problems, like limited access to reliable internet and electricity, can also slow down the industry's growth. Additionally, companies that are slow to adapt to changing consumer preferences may struggle to keep up with new trends.

2.4.2 Opportunities

Despite the challenges, the IT industry has many opportunities to grow and succeed. New technologies like artificial intelligence, blockchain, and the Internet of Things have the potential to greatly impact the industry and open new possibilities. There are also growth opportunities in underdeveloped areas, such as rural regions and developing countries. Additionally, as consumer needs change, such as a growing desire for personalized services, companies that can adapt will find new chances to succeed. Government support through helpful policies and funding can also boost the industry's growth.

2.5 Present Situation

Over the past few years, Nepal has seen a significant rise in its technology sector, which is now playing a crucial role in the country's economy. According to the Nepal Association of Software and Services Companies (NASSCOM), the sector has grown by more than 20% in the last five years. It provides jobs for over 30,000 people and generates more than $250 million in revenue.Government support has been a key factor in this growth. Tax breaks and funding opportunities have encouraged many entrepreneurs to start new IT businesses and invest in the industry.

However, challenges still remain. The shortage of skilled professionals makes it difficult to meet the growing demand, and infrastructure problems, such as unreliable internet and power outages, slow down progress. Despite these hurdles, the potential for growth in Nepal's tech sector remains high, and addressing these challenges could unlock even more opportunities in the future.

Beyond job creation and revenue generation, the expanding IT sector in Nepal is also fostering innovation and technological advancement. Many companies are developing software solutions, apps, and services tailored to both local and global markets. This growth is helping to put Nepal on the map as a rising player in the global tech scene. With an increasing number of tech startups, the country is gradually becoming a hub for innovation, attracting attention from international investors and tech enthusiasts.

Chapter III-INTRODUCTION TO ORGANIZATION

3.1 Organizational Detail

Simrik Digital Marketing Pvt. Ltd is a leading web development company established in 2021 with expertise in Digital Marketing, Web Development, Graphic Design, and Multimedia Production with implementation. Simrik Digital handles four entities of the company: Clickdribble, UpSkills Nepal, My Career Nepal, and The Digital Magazine.

Clickdribble specializes in providing innovative brand, marketing, and IT solutions to help businesses achieve their goals. UpSkills Nepal is a learning institution and training center in Nepal, dedicated to unlocking the true potential and enhancing professional skills. My Career Nepal is an innovative team that comes up with unique recruitment ideas to help close vacancies sooner than expected. The Digital Magazine is a news and updates platform that provides the latest and trending updates on automobiles, education, and gadgets.

Table 3.1 Organization Detail

Name	Simrik Digital Marketing
Location	Mid-Baneshwor, Kathmandu
Contact Number	9861331656
Email	clickdribble2023@gmail.com
Website	www.clickdribble.com/

Table 3.2 Mentor's Detail

Name	Mr. Prajwal Karki
Position	Managing Director
Contact	9822199670

3.2 Organizational Hierarchy

An organization's structure defines how authority, communication, rights, and responsibilities are organized and managed. It determines how roles and duties are distributed and how information moves through different management levels, guided by the organization's goals. In a centralized structure, top management has most of the decision-making power and closely controls departments. In a decentralized structure, decision-making is spread out, giving departments or divisions more independence.

Simrik Digital uses a hierarchical structure but with a flat design. This means there are fewer levels of management, making it easier for employees to work together and communicate directly. The flat structure helps create a more open and collaborative environment, where employees can share ideas and work closely with each other.
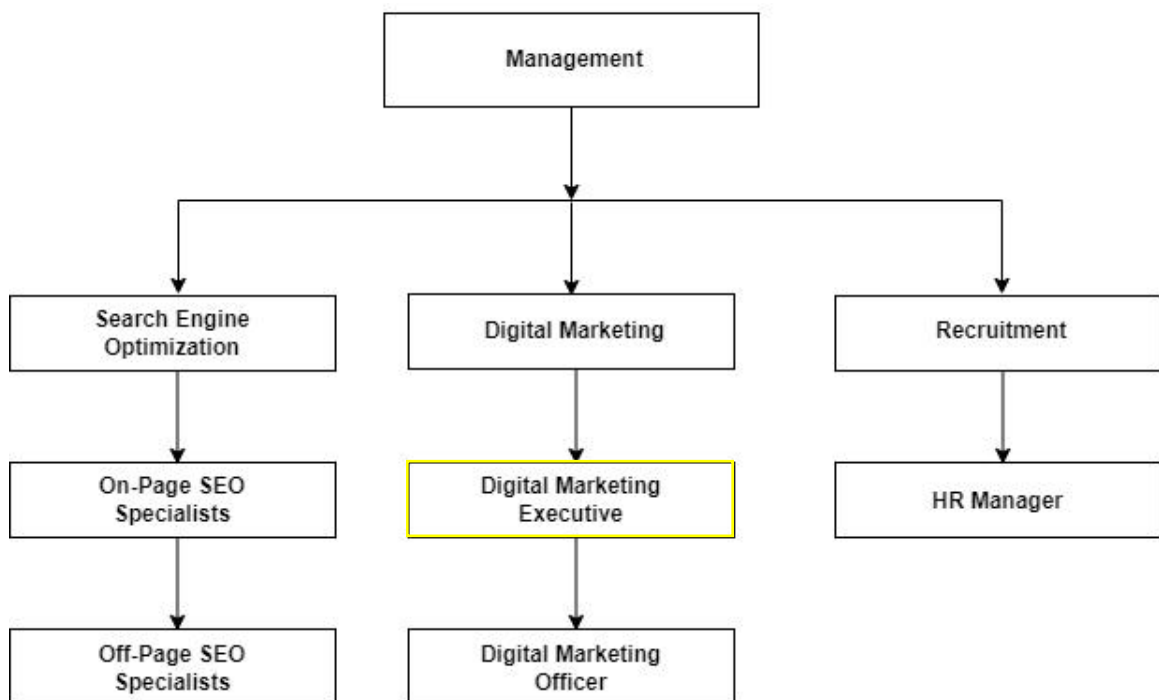

Figure 3.1 Hierarchy of Simrik Digital

CEO: Miss. Shristi Khadka serves as the CEO and oversees the entire company's operations.

- Manager: Mr. Prajwal Karki is a managing director and plays a crucial role in ensuring the smooth functioning of the company. He closely collaborates with senior management to achieve long-term objectives, manage budgets, handle procurement, and formulate operational strategies.

- Digital Marketing Team: The Marketing Department includes SEO Head, Digital Marketing Executive, Designers and Editors who focuses on designing and creative designs.

- Recruitment Department: The Recruitment Department plays a crucial role by ensuring that the company attracts, selects, and hires the best talent to meet its strategic goals. This department is responsible for managing the entire hiring process, from identifying staffing needs to on-boarding new employees.

- Prototype: The prototype is designed by the marketing team to match the specific needs and objectives of the client. After understanding the client's goals, target audience, and overall brand message, the marketing team creates a prototype as an early, interactive model of the final website or campaign design. This prototype allows both the client and the team to visualize how the digital project will function.

- Wireframe: A wireframe is created to map out the structure and layout of the digital product based on the client's requirements. The marketing team builds the wireframe to determine where essential elements like banners, product showcases, or subscription forms will be positioned.

- Brainstorming: Brainstorming is key to generating creative ideas. The marketing team collaborates to brainstorm campaign concepts, content strategies, and design features that will best serve the client's needs.

3.3 Working Domains of the Organization

Simrik Digital provides multiple services in the area of the Digital Marketing. The area of expertise of the organization are:

3.3.1 Digital Marketing

Simrik Digital specializes in digital marketing, helping businesses grow online through social media, SEO, PPC ads, content creation, and email marketing. They focus on connecting with the right audience, improving brand visibility, and driving results. With a data-driven approach, Simrik Digital ensures effective and tailored marketing strategies for each client.

3.3.2 Recruitment

Simrik Digital also excels in recruitment services to help businesses find and hire the best talent. They handle job postings, candidate screening, interviews, and onboarding to ensure a smooth hiring process. By understanding each company's needs, Simrik Digital connects them with qualified candidates efficiently and effectively.

3.3.3 Web Development

Simrik Digital excels in web development, creating and maintaining websites and web applications tailored to client needs. They handle everything from designing user-friendly interfaces and developing functional features to ensuring smooth performance and responsiveness across devices. By using technologies like WordPress, ReactJS, and Laravel, Simrik Digital builds websites that are both visually appealing and highly functional.

3.4 Description of Intern Department

The internship department of the Simrik Digital is responsible for providing students and recent graduates with hands-on experience in web development. The department is responsible for identifying and recruiting interns, as well as providing them with the training and support they need to be successful in their roles. The interns are technically assigned to ongoing campaigns and are given the opportunity to work alongside experienced Marketers. It usually has one meeting in the morning session. It is also consulted to the different teams about the finished issues and the new issues that need to get worked on.

In this department the interns are given the opportunity to learn about the content creation process, as well as the tools and the technologies used in the industry. The department also provided mentorship and guidance to help interns develop their skills and advance their careers. The intern department provides a positive learning experience and to ensure that the interns are well prepared for the next steps in their careers. The procedures, techniques, and tools used to ensure that a product or service complies with the standards are included in the internship working plan.

Table 3.3 Internship Detail

Organization	Simrik Digital Marketing
Name	Sakxham Karki
Position	Digital Marketing Intern
Project Name	Consultation Camp for Aesthetic Aura Skin Clinic
Department	Digital Marketing
Start Date	March 21st 2024
End Date	June 21st 2024
Working Days	Monday-Friday
Office Hours	8:30 AM – 5:30 PM
Mentor's Name	Prajwal Karki
Project Manager	Prajwal Karki

Chapter IV-ANALYSIS OF ACTIVITIES DONE AND PROBLEMS SOLVED

4.1 Project Overview

The digital marketing campaign for Aesthetic Aura, a skin clinic, was designed to enhance online visibility and drive consultations through targeted strategies. The campaign included the following features:

1. Social Media Promotion: Engaged potential clients through tailored posts and ads on platforms like Facebook and Instagram.

2. Content Creation: Developed informative and attractive content, including articles, graphics, and videos, highlighting skin care tips and clinic services.

3. SEO Optimization: Improved search engine rankings with optimized content to ensure higher visibility in relevant search results.

4. PPC Advertising: Implemented pay-per-click ads to target specific demographics and drive traffic to the clinic's website.

5. Email Marketing: Sent personalized emails to nurture leads and keep potential clients informed about special offers and consultations.

4.2 Tools Used in Project

Table 4.1 Tool Description

Purpose	Tools	Used For
PPC Advertising	MetaAds Manager, GoogleAd Manager	Used for developing and executing tailored targeted ads.
Content Creation	Adobe PS CC,Adobe Premier Pro	Used for creating graphics and editing video.
SEO	Semrush	Used for conducting keyword research, competitor analysis, and Google Ad optimization.
Operating System	Windows	Used for managing computer hardware, software resources.

CHAPTER V- CONCLUSION

5.1 Conclusion

Internship at Simrik Digital Marketing Pvt. Ltd as a digital marketer has been an incredible experience. Working with a skilled team, I've gained hands-on experience with real-world digital marketing projects, which is essential for launching a career in this dynamic field. I've developed practical skills in social media management, SEO, PPC advertising, and content creation, and improved my ability to collaborate effectively. This internship has been instrumental in my professional and personal growth, providing exposure to real-world scenarios and helping me refine my digital marketing expertise.

In today's fast-paced digital landscape, combining theoretical knowledge with practical experience is crucial. The internship program at Simrik Digital Marketing Pvt. Ltd aimed to offer a solid foundation for a career in digital marketing. Gaining practical knowledge has provided me with a real-world perspective and a better understanding of the challenges and opportunities in the field. This experience has helped me enhance my communication and interpersonal skills while shaping my professional growth.

Participating in this internship has been a valuable opportunity to acquire new skills, gain practical insights, and expand my horizons. I am grateful for the chance to work on impactful projects and to have grown both professionally and personally.

5.2 Lesson Learnt

The internship at Simrik Digital Marketing was an invaluable experience, providing me with essential knowledge and skills for future career growth. During my internship at Simrik Digital Marketing, I had the opportunity to work on diverse projects, including a comprehensive social media campaigns for different brands. It was a rewarding experience where I learned to develop and execute effective digital marketing strategies from the ground up. I gained expertise in various aspects of digital marketing, including content creation, social media management, SEO optimization, and analytics. This internship not only enhanced my technical skills but also taught me the importance of creativity, adaptability, and teamwork.

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Appendix

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Performance   Daily   Cumulative ⓘ

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17.9K ↑ 569.8%	8.2K ↑ 798.7%	306 ↑ 551.1%	2.9K	83 ↑ 8.2K%	1.3k