

PROGRAM BOOK FOR  
**SHORT-TERM INTERNSHIP**  
(Onsite / Virtual)

Name of the Student: Soupati Akhil Prem Siddanth

Name of the College: V.S.R. Govt Degree & P.G College, Movva

Registration Number: 2129223066048

Period of Internship: 2 Months From: 01-08-2023 To: 30-09-2023

Name & Address of the Intern Organization LaunchPad LLC

Krishna University  
YEAR 2023



# An Internship Report on

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*(CAMPUS TO DIGITAL MARKETING )*

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

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*Under the Faculty Guideship of*

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*(Dr.Ch.Anand Kumar)*  
*M.com.,M.B.A.,M.A(Litt.),MDCA.,APSET.,Ph.D.*  
*Lecturer in Commerce.*

*Department of*

*Commerce*

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*(V.S.R.GOV.T.DEGREE & PG COLLEGE,MOVVA.)*

**Submitted by:**

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*(AKHIL PREM SIDDANTH SOUPATI)*

**Reg.No: 2129223066048**

*Department of*  
*Commerce*

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*(V.S.R.GOV.T.DEGREE & PG COLLEGE,MOVVA.)*

## Student's Declaration

I, Akhil Prem Siddanth Soupati a student of Short term Internship Program, Reg. No. 2129223066048 of the Department of Commerce College do hereby declare that I have completed the mandatory internship from 01-08-2023 to 30-09-2023 in LaunchPad LLC (Name of the intern organization) under the Faculty Guideship of. Dr.Ch.Anand Kumar Lecturer in Commerce. (Name of the Faculty Guide), Department of Commerce ,  
V.S.R.GOV.T.Degree & Pg College,Molege,Movva. (Name of the College)

*S.A.P.Siddantha.*  
(Signature and Date)

## Official Certification

This is to certify that Akhil Prem Siddanth Soupati (Name of the student) Reg. No. 2129223066048 has completed his/her Internship in LaunchPad LLC (Name of the Intern Organization) on Campus to Digital Marketing (Title of the Internship) under my supervision as a part of partial fulfillment of the requirement for the Degree of B.Com Computer Applications in the Department of Commerce V.S.R.GOVT.DEGREE AND PG COLLEGE, MOVVA. (Name of the College).

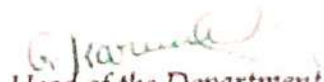
This is accepted for evaluation.

(Signatory with Date and Seal)

### Endorsements



Faculty Guide  
Dr. Ch. Anand Kumar  
M.com., M.B.A., M.A(litt.), MDCA., APSET., Ph.D.  
Lecturer in Commerce.



Head of the Department  
B. Siva Nageswara Rao



Principal  
Dr. S. Madhavi  
PRINCIPAL

VSR GOVT.DEGREE & PG COLLEGE  
MOVVA



# CERTIFICATE OF INTERNSHIP

THIS CERTIFICATE IS PROUDLY PRESENTED TO

**S. Akhil prem siddhanth**

a student of VSR government degree and PG college , movva pursuing a III B.Com Computers has successfully completed Short Term Internship on Empowering Success with Tech internship(From 01.08.2023 To 30.09.2023) at Launchpad LLC through Internme.



SIGNATURE

10-10-2023

DATE





*Congratulations!*

AKHIL PREM SIDDANTH  
SOUPATI

from Grade 8 & Above  
for Successfully Completing  
Your Journey to Become

**CYBER SMART**

Date: 25 Sep 2023





## ACKNOWLEDGEMENT

I am thankful to management and faculty of LAUNCHPAD LLC namely V.Thanuj Kumar Garu, HR Internme, for giving me an opportunity and resources to carry out our work.

We wish to express our heartfelt thanks and deep gratitude to our short term internship (project) supervisor Mrs. **Dr.Ch.Anand Kumar Garu**, Lecturer in Commerce, Department of Commerce. For suggesting the short term internship (project), giving Valuable guidance and imparting the necessary knowledge throughout the course of this work.

I am also thankful to **Dr. S. Madhavi Garu**, Principal of **V.S.R.GOV.T.DEGREE & PG COLLEGE, MOVVA** For according me permission and encouraging me are throughout towards the completion of the side work. We take this opportunity to express our gratitude to our lecturers, vice Principal, **Sri.K.R.MANJULA Garu**, Lecturer in Chemistry, and other faculty members of **V.S.R.GOV.T.DEGREE COLLEGE, MOVVA**.

I thank all our Classmates for their constant support and valuable help during our work and also very grateful to our friends who helped us. Finally, we take this opportunity to thank one and all that helped us directly or indirectly in completing this task.





## 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.

This internship report provides a comprehensive overview of my internship experience within [Sector of Business]. It highlights the objectives and outcomes I aimed to achieve, the organization I interned with, and a summary of the activities I undertook during the internship period.

### **Learning Objectives and Outcomes Achieved:**

1. Develop a deep understanding of Digital Marketing operations and dynamics.
2. Enhance my knowledge and skills in Computer skills.
3. Apply theoretical concepts learned during academic studies to real-life business scenarios.
4. Cultivate effective communication and teamwork skills within a professional setting.
5. Acquire practical experience in project management and problem-solving.

**Brief Description of the Sector of Business and Intern Organization:** The Launchpad LLC is a rapidly growing sector. The Launchpad LLC journey with building value in the skilling ecosystem began 10 years ago. Today we as a team has helped students, professionals, teachers, schools and universities fulfil their aspirations and enabled a seamless ecosystem of end to end of value chain in L&D - from Career guidance - Assessment- Training - IT enabled LMS & blended learning modules, across India. . Throughout this internship, I had the opportunity to work with [Intern Organization], a leading company within this sector with a strong reputation for innovation and excellence.

**Summary of Activities:** During the internship, I engaged in various activities that contributed to my professional and personal development. These activities included: - Assisting in market research and analysis to identify business opportunities. - Collaborating with the team to develop and implement new marketing strategies. - Participating in team meetings and contributing ideas to improve organizational processes. - Shadowing and learning from experienced professionals in different departments. - Preparing reports and presentations to communicate findings to stakeholders. - Engaging in professional development workshops and training sessions. Overall, this internship provided me with invaluable hands-on experience, enabling me to achieve my learning objectives and develop key skills relevant to [Sector of Business]. I highly appreciate the opportunity given by [Intern Organization] and the guidance provided by the professionals within the organization.



## 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.

A. Our journey with building value in the skilling ecosystem began 10 years ago. Today we as a team has helped students, professionals, teachers, schools and universities fulfil their aspirations and enabled a seamless ecosystem of end to end of value chain in L&D - from Career guidance - Assessment- Training - IT enabled LMS & blended learning modules, across India.

B.

### **Vision**

Transforming education system & create accessible platforms and solutions for people to learn.

### **Mission**

To offer world class L&D solutions , accessible by all.

To create highly skilled workforce in the domain of their choice.

C. The three values which drive Launchpad LLC to excel in catering to the needs of the dynamic ecosystem. At Launchpad LLC, we work towards in creating sustainable, competitive & skilled work force with our L&D solutions.

Launchpad LLC is a pioneer in Ed-tech offerings, experiential learning, specialising in industry focussed training solutions. Launchpad LLC differentiates itself with strong focus on sector specific skill development and blended learning models. Launchpad LLC prides itself with Trainers and Master trainers, who have great passion towards education, learning & development.

At Launchpad LLC, our International exposure and associations with leading Universities like Cambridge English and industrial houses helps us bring the best of the Learning & Development solutions to India.



## Differentiator

- Career counseling and identification of right training program
- Identification of applicable government / corporate sponsor program for deserving candidate
- Course enrolment
- Classroom Training
- OJT- Extensive on the job training with corporates
- Assessment
- Certification from Industries and Government departments



- 4,32,400+ candidates trained
- 65,000 faculties trained
- 4 residential Training centres-TN, AP
- 20 Training centres across India
- 46+ corporate association for placements
- LMS platform with sectoral content +Mobile app for Learning on the go

## Launchpad for Colleges

- English Language development program.
- BEC, Linguaskill Business, IELTS - Training, Assessments.
- Faculty Development program & Upgradation programs.
- Digital engagement platforms- For College students.



## **Launchpad For Working professionals**

- Psychometric assessment - by Cambridge Assessments.
- English for career development- Digital Learning modules.
- English skills for Employability - Digital & Blended learning modules.



## 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.*

*Responsibilities of the Internship Student During the internship:*

- 1. Discuss progress and engage in discussion of topics relevant to the operation and philosophical perspective of the office and functional area in general.*
- 2. Carry out established activities and any additional responsibilities which are mutually agreed upon by the student and site super.*
- 3. Fulfill agreed upon time commitments.*
- 4. Conduct oneself in a responsible and professional manner.*
- 5. Raise concerns with the site supervisor and seminar instructor if the objectives for the internship are not being met or if the supervision being received is inadequate.*








ACTIVITY LOG FOR THE 1st WEEK






Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
1/8/23 Day - 1	What is Digital marketing ?	We learn about the Introduction of Digital marketing	
2/8/23 Day - 2	What does a Digital marketer do ?	We learn about the Digital marketer	
3/8/23 Day - 3	Why does Digital marketer	We learn about the Digital marketer	
4/8/23 Day - 4	What does Digital marketer channels	We learn about the Digital marketer channels	
5/8/23 Day - 5	Content Marketing	We learn about the Content Marketing	
6/8/23 Day - 6	Holiday (Sunday)	Holiday (Sunday)	



ACTIVITY LOG FOR THE 2 WEEK





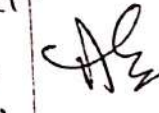

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
7/8/23 Day - 1	Search engine optimization [SEO]	We learn about SEO introduction.	
8/8/23 Day - 2	What is SEO? and how it works?	We learn about SEO how it works	
9/8/23 Day - 3	What is SEO tools?	We learn about SEO tools	
10/8/23 Day - 4	What is Off-Page optimization?	We learn about the off-page optimization.	
11/8/23 Day - 5	What is Search engine Marketing? [SEM]	We learn about the SEM.	
12/8/23 Day - 6	Holiday Second (Sat. Saturday)	Holiday (second Saturday)	

ACTIVITY LOG FOR THE 3 WEEK






Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
14/8/23 Day - 1	Social media marketing (SMM)	We learn about the SMM Introduction	
16/8/23 Day - 2	Introduction about TWITTER Marketing	We learn about the Introduction of (Twitter)	
17/8/23 Day - 3	Why Twitter Marketing?	We learn about the Twitter marketing.	
18/8/23 Day - 4	Important tips for Twitter account.	We learn about Twitter account	
19/8/23 Day - 5	Introduction about INSTAGRAM Marketing	We learn about the Instagram.	
20/8/23 Day - 6	Holiday (Sunday)	Holiday (Sunday)	



ACTIVITY LOG FOR THE 4 WEEK






Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
21/8/23 Day - 1	Instagram Marketing Strategies	We learn about the Instagram Marketing strategies.	
22/8/23 Day - 2	How to use # Hash tags ?	We learn about # Hash tags?	
23/8/23 Day - 3	Youtube Marketing	We learn about Youtube	
24/8/23 Day - 4	Why youtube for Marketing ?	We learn about Youtube Marketing.	
25/8/23 Day - 5	Advantages of Youtube Marketing	We learn about advantages of Youtube Marketing	
26/8/23 Day - 6	Pay-Per-click advertising [PPC]	We learn about Pay-Per-click advertising [PPC]	

ACTIVITY LOG FOR THE 5 WEEK







Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
28/8/23 Day - 1	What is PPC ?	We learn about PPC Introduction.	
29/8/23 Day - 2	Introduction about Affiliate Marketing?	We learn about introduction of Affiliate Marketing	
31/8/23 Day - 3	Introduction about Email - marketing	We learn about email-marketing. Introduction	
1/9/23 Day - 4	Why email marketing?	We learn about email marketing.	
2/9/23 Day - 5	Types of Email marketing.	We learn about types of email marketing.	
3/9/23 Day - 6	Holiday (Sunday)	Holiday (Sunday)	



ACTIVITY LOG FOR THE 6 WEEK







Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
4/9/23 Day - 1	Important parts of Email marketing	We learn about the Important parts of email-marketing	
5/9/23 Day - 2	Email campaign strategies	We learn about Email Campaign strategies	
7/9/23 Day - 3	Layout Specification for effective Email	We learn about layout specification on for effective email	
8/9/23 Day - 4	Email marketing tools	Email marketing tools we learn that	
9/9/23 Day - 5	Facebook marketing	We learn about Facebook marketing	
10/9/23 Day - 6	Sunday (Holiday)	Holiday (Sunday)	

ACTIVITY LOG FOR THE 7 WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
11/9/23 Day - 1	Why Facebook Marketing?	We learn about Facebook marketing	
12/9/23 Day - 2	Facebook marketing tools	We learn about Facebook marketing tools	
13/9/23 Day - 3	Important tips for Facebook	We learn important tips for Facebook.	
14/9/23 Day - 4	Instant messaging Marketing	We learn about Instant messaging Marketing.	
15/9/23 Day - 5	Radio Advertising	We learn about Radio Advertising.	
16/9/23 Day - 6	Television Advertising	We learn about television Advertising.	



ACTIVITY LOG FOR THE 8 WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
18/9/23 Day - 1	Introduction about web development	We learn about Introduction web development	
20/9/23 Day - 2	What is CMS ?	We learn about CMS.	
21/9/23 Day - 3	Features of CMS	We learn about Features of CMS	
22/9/23 Day - 4	Directory submission	We learn about Directory Submission.	
23/9/23 Day - 5	Importants of Directory in SEO	We learn about importants of Directory in seo	
27/9/23 Day - 6	Method of doing Directory submission in seo	We learn about methods of doing directory submission in seo	

## Weekly Report

WEEK-1 [From Dt 1-8-23 to Dt 5-8-23]

Objective of the Activity Done :-

Detailed Report :- What is Digital Marketing?

Digital marketing is the marketing of products or services using digital technologies on the Internet, through mobile phone Apps, display advertising, and other digital mediums. Digital marketing channels are system based on the Internet that can create, accelerate, and transmit product value from producer to a consumer terminal, through digital networks.

What does a digital marketer do?

Digital marketers are in charge of driving brand awareness and lead generation through all the digital channels - both free and paid - that are at a company's disposal. These channels include social media, the company's own website, search engine rankings, email, display advertising and the company's blog.



## Content Marketing

Content Marketing is a type of digital marketing that focuses on creating and distributing content for a target audience. The content aims at being valuable, relevant and [ideally] consistent. Its ultimate goal is to drive a profitable customer action.

### Digital marketing channels :-

- \* Content Marketing
- \* Search Engine Optimization
- \* Pay for click
- \* Affiliate Marketing
- \* Social media Marketing
- \* Email Marketing
- \* Online Public Relations.
- \* Viral marketing
- \* Influencer marketing.

## Search Engine Optimization [SEO]

SEO, or Search Engine Optimization, is the process of getting quality traffic from free, or organic, search results on the search engines [like google and Bing]. It's important that the traffic you drive to your website is relevant to your industry.

### What is SEO and how it works?

In other words, SEO involves making certain changes to your website design and content that make your site more attractive to a search engine. SEO is the process that optimizations go through to help make sure that their site ranks high the search engines for relevant keywords and phrases.

### What is SEO tools?

- \* Ahrefs + SEO keywords tool
- \* Google Search Console :- Top SEO tool
- \* SEM Rush + Marketing SEO tools
- \* KWfinder :- SEO keyword tools
- \* Moz :- SEO software
- \* Ubersuggest :- Keyword Tracking tool
- \* Answer the public :- Free SEO tool



What is Off-Page optimization?

Off-Page optimization plays a vital role for search engine ranking. As per Google having number of quality backlinks can increase your website rank in SERP. Inbound links are important,

What is the inbound link? Links to pages of a website from other sites are termed as inbound links.

What is Search Engine Marketing [SEM]

Initially, the term "search engine marketing" was used as an umbrella term for the process of gaining both paid and free search traffic. Overtime, the industry switched to using the term "SEM", or Search Engine Marketing, solely for paid activities.

## Social Media Marketing [SMM]

Simply put, Social media marketing refers to the process of using social media platforms to attract traffic and attention. By using social media, you can increase exposure and build meaningful relationships with your customers.

### TWITTER +

Twitter is a micro blogging platform with less than or equal to 280 characters enables you to post short message updates with images and videos. The social network was launched in the year of 2006, with 300 million active users around the world.

### Why Twitter Marketing +

Having a marketing business goal and to achieve it you need to have marketing channels. Be it reaching your target audience, brand awareness or generating leads twitter is one of the best social media platform to do.



## Important Tips For Twitter Account

As you are creating account for your/client company & business, so make sure that the details that you are filling are most are correct and professional. Each element of profile is important as this is a replica of your business card.

## INSTAGRAM :

It's been 8 years that Instagram has taken the internet world by storm. It started as a regular social media platform in the year of 2010. But now it is a complete marketing channel for all types of business.

## Instagram Marketing Strategies :

- \* Get fix on target on audience.
- \* An eye on competitive strategies.
- \* Brand Consistence.
- \* Paid Campaigning

Week - 4 [from Dt 21-8-23 to Dt 26-8-23]

## How to Use # Hash Tags:-

This is really a tricky and interesting thing that a marketer should look for. While posting a content on the Instagram try to do a brainstorm with your team for the keywords related to the post. Then go to the explore tab of Instagram wall and search for that # hashtag including Geotags.

## Youtube +

Youtube is the major platform to share your original content videos & advertisement. As per Wikipedia, Youtube, LLC is an American video-sharing website headquarter is San Bruno, California. Three former Paypal employees - Chad Hurley, Steven Chen, and Jawed Karim - created the service in February February 2005.

## Why Youtube For Marketing +

- \* total number of youtube monthly viewer's worldwide - 149 million [statista]
- \* total number of youtube daily viewer's worldwide - 63 million [youtubestars]



- \* Hours of video watched daily - more than 1 billion [Youtube]
- \* More than 50% of Youtube views are coming from mobile devices [Youtube stats]
- \* Total number of Youtube users logged on - 1.8 billion [recode].

### Advantages of Youtube for Marketing :-

- \* Second best search engines and most helpful for SEO
- \* Brand Building.
- \* Inform & educate your Youtube users / subscribers
- \* Promote your videos.

### Pay-per-click Advertising [PPC] :-

Pay-per-click is a model of advertising where marketers pay a fee every time people click on their ad. Basically, it's the process of buying visits to your site, as opposed to getting them organically via SEO & another types of digital marketing.

## What is PPC?

PPC stands for Pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically.

## Introduction about Affiliate Marketing

Affiliate marketing is one of the popular ways people make money online these days. If your affiliate program is successful, you might earn quite a decent passive income.

## Email Marketing

Email marketing is one of the most popular types of digital marketing. To put it shortly, it's the use of email for promoting one's products or services.

## Why Email Marketing?

With email marketing usage you have number of benefits, some of them are



- \* Can be tracked
- \* Unlimited reach
- \* Cost Effective
- \* Allows targeting
- \* Data driven
- \* Builds loyalty :- promotional e-mail special offer e-mails, newsletters.

### Types of Email-Marketing

- \* Newsletters
- \* Event e-mails.
- \* Retention e-mails.
- \* Direct e-mails.
- \* Lead Nurturing e-mails.
- \* Milestone e-mails.
- \* Promotional e-mails.

### Important parts of Email-marketing

- \* Sender
- \* Subject
- \* Context and design
- \* Content
- \* Links
- \* Images.

## Email Campaign Strategies

- \* Planning
- \* Design and develop
- \* Text of the body of Email
- \* Delivery of the Email
- \* Tracking and monitoring of the data.

## Layout Specifications for Effective Email

- \* Use soothing colors for images.
- \* Use perfect CTA's
- \* Should be less than 700 pixels wide, All important content must appear in top 300 pixels.
- \* Use basic HTML5.0, avoid using JS, image maps, attachments and embedded media.
- \* Avoid using flash/other plug-ins.
- \* Should be visually appealing.
- \* Standard HTML font formatting procedures.

## Email Marketing Tools

- \* Mail chimp.
- \* Zoho E-mail Campaign
- \* Active Campaign
- \* Sendy.



## Facebook Marketing

We all know that Facebook is the major social media platform for everyone. Be it business or individual you have enjoyed using Facebook. As per the information on wikipedia, Facebook, Inc., is an American online social media and social networking service company based in Menlo Park, California. Its website was launched on February 4, 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes.

## Why Facebook Marketing

- \* Generate Leads
- \* Boost Branding
- \* Thought Leadership.
- \* Increase vast number of audiences
- \* Increase website traffic
- \* Customer acquisition.
- \* Better customer interaction.
- \* Reputation management.
- \* Effective Feedback System.

Week - 7 from Dt 18/9/23<sup>to</sup> Dt 16/9/23

## Facebook Marketing tools ÷

- \* Hoot Suite
- \* Zotto Social
- \* Sprout Social
- \* Fan Page Karma
- \* Buffer
- \* Drum up.

## Important tips for Facebook ÷

- \* Be professional
- \* Use of Hashtags
- \* Trending Hashtags
- \* Add Image & videos
- \* Engage with polling
- \* Post Message
- \* Have Conversations.

## Instant Messaging Marketing ÷

Instant messagers are the latest Communication trend. There are 1.5 billion people globally using Whatsapp on a monthly basis, followed by Facebook Messenger and Wechat. If you want to be where your audience is, enter instant messaging marketing.



## Radio Advertising

While considered "old-fashioned" by some, radio advertising might still be a powerful medium, especially for B2C companies and local businesses. In the US alone, radio advertisements account for 7.8% of total media expenditures.

## Television Advertising

Last but not least our list of digital marketing types wouldn't be complete without television advertising. With the general population spending over 4.5 hours a day in front of the TV, it's still one of the most popular medium types. It reaches people faster than, say newspaper.

## Web Development

Web development broadly refers to the tasks associated with developing websites for hosting via intranet or Internet. The web development process includes web design, web content development, client-side / server-side scripting.

What is CMS?

A Content Management System [CMS] is a software application that can be used to manage the creation and modification of digital content. CMS are typically used for Enterprise Content Management [ECM] and web content Management [WCM].

Features of CMS

- \* Intuitive indexing, search and retrieval.
- \* Format management facilitates turn scanned paper document.
- \* Publishing functionality allows individuals to use a template.

Directory Submission :-

Directory submission is defined as the practice of submitting your website URL and its details on the web in a directory under a particular category. This is a way which helps you to improve your link building.



## Importants of Directory Submissions SEO

Directory submission, being a basic aspect of off page optimization helps in doing search engine optimization. Directory submissions also attracts traffic on your website and getting. Directory submission helps in increasing your Page rank by building authority back links. For the purpose people who have just started doing blogging.

## Methods of Doing Directory Submission in SEO

While doing Directory submission for effective SEO, make sure you choose the category which is of your niche. Search and research about the directories which are best suitable for your website.

## Conclusion

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of business has to changed.

## 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.)**

### Benefits of a Digital Marketing Internship :

1. Insights into the foundations of digital marketing
2. Access to new skills
3. Exploring your passions
4. Collecting feedback
5. Developing confidence
6. Networking opportunities
7. A stronger resume

### Digital Marketing Intern Skills

1. Basic knowledge of marketing channels and tools
2. Soft skills
3. Basic web design skills
4. Writing skills
5. Knowledge of digital marketing theories

### How to Find a Digital Marketing Internship Job?

looking for opportunities on popular job boards and websites, such as:

1. indeed
2. LinkedIn
3. Glassdoor
4. SimplyHired
5. Google Careers
6. Intern Abroad HQ

### What I to Do After Digital Marketing Internship

1. Earning More Experience
2. Become a Freelancer
3. Experimenting with Digital Marketing Tools
4. Enriching Your Education
5. Expanding your Network
6. Applying for Digital Marketing Positions
- 7.



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

1. Content Marketing
2. Social Media Marketing
3. Communication
4. Data Analysis
5. Analytics
6. Design
7. Creativity
8. Content Creation
9. Copywriting
10. Technology.

**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. Email Marketing
2. Project Management
3. Content Creation
4. SEO
5. Brand Management
6. Advertising
7. Interpersonal Communication
8. User Experience
9. Team work
10. Time Management



**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.,)**

Communication is the key, and being a strong communicator gets you far in life. Though not everyone is a born communicator, there are proven ways to improve your communication skills. Here are 10 ways:-

#### 1.Listen Well

To be a good communicator, you first have to listen well. Communication is hampered when one of the parties involved is not listening properly. By paying attention, you get every important detail of the communication, and you also improve on how to communicate back well.

#### 2.Be to the Point

Majority of the miscommunication happens when there is too much needless information. Keep your communication concise without compromising on the importance of it. This applies to both written and verbal communication. For written communication, proofread, and for verbal communication, practice saying only what is important to the conversation.

#### 3.Know Your Listener

You have to know who you are communicating with, and have to gauge what type of communication they are going to understand. For example, if you are communicating with a colleague or a senior, obviously informal language should not be used. Also, if you use acronyms, you cannot assume that the other person will immediately understand. So, know your listener.

#### 4.Assertive & Active Voice

The language you use in your communication should be assertive and active. This form of language instantly grabs the attention of the listener or reader. They will latch on to your every word and the right message will be passed on.

#### 5.Body Language

Body language is a great way to communicate without words but still have a profound impact. When you are in a video conference call or face-to-face meeting, keep a positive body language like an open stance and eye contact. This is subconsciously read by the other person, and their body language also becomes positive.

#### 6.Always Proofread

People assume they have not made a mistake and hit send on their written communication. Do not do this. Proofread what you have written once or twice before sending. One tip is that do not proofread immediately after writing. It's harder to spot errors. Take a small break, give rest to your eyes, and then proofread.

#### 7.Take Notes

When you are being communicated to, take down important points in the communication. This is a very simple but effective method to ensure there is no miscommunication.

#### 8.Watch Your Tones

Most miscommunication happens because either of the parties involved was not speaking in the right tone. Don't be too loud, don't be too soft, and don't be rude or condescending. Always communicate politely and respectfully with everyone.

#### 9.Right Frame of Mind

When you are about to communicate, be sure that you are in the right frame of mind. Tiredness, frustration, sadness, and anger, among other range of emotions, can hamper what you want to communicate. Just make sure you are positive or at least neutral.

#### 10.Speak Directly

Directly communicate with the person you mean to. In many organizations, communication channels are created with many needless people passing on the messages. As we know thanks to the Chinese whispers game, this does not work when there are too many people. Just communicate directly with the person you mean to.

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

1. KNOW OUR GOAL
2. CLARIFY OUR GOALS
3. POSITIVE MINDSET
4. MANAGE TIME EFFICIENCY
5. SHARE ENTHUSIASM
6. EXERCISE TOGETHER
7. ESTABLISH TEAM RULES AND PURPOSE
8. DO NOT COMPLAIN
9. DO NOTV FIGHT OVER CREDIT

WORKPLACE TIPS:

There are many different ideas and tips to support teamwork skills in the workplace.

1. RESOUCCE MANAGEMENT
2. COLLABARATION TOOLS
3. SELF -AWARENESS
4. ENCOURAGE INNOVATION
5. FOCUS ON OUR PURPOSE
6. REWARD AND RECOGNIZE
7. TAKE A BREAK
8. ACCEPT DIFFERENCES



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

## Effects of New Technologies on Work Characteristics and Work Demands

Based on a systematic review focusing on empirical evidence, several effects of technology on work characteristics were found, thus answering RQ 1. Evidence suggests that complexity and mental work increases with ongoing automation and robotization of work, for instance due to the automatization of procedures which "hides" certain processes from employees. The automatization of tasks introduces new mental tasks, such as monitoring the machine's activities and solving problems. A decrease in manual work depends on the relation between the job and the technology in use (supporting vs. being supported).

### **Eligibility Criteria and Study Selection**

Technical criteria included methodological adequacy. This was ensured by only including studies published in peer-reviewed journals. In addition, the studies had to provide quantitative or qualitative data on relationships between technology and work characteristics. Only English-language studies were considered, because most of the studies are published in English and therefore the most complete overview of the existing knowledge on this topic can be obtained. This also enables as many readers as possible to have access to the original studies and analyse the findings of the empirical studies themselves.

### **Data Extraction**

The variables expressing technology and work characteristics were listed in a table, including the quantitative or qualitative data on the relationships. Pearson's  $r$  correlations were preferred over regression results to ensure comparability. For qualitative data, the relevant passages documenting data were included. Finally, methodological information as well as sample characteristics and size are listed.



## Student Self Evaluation of the Short-Term Internship

Student Name: AKHIL PREM      Registration No:  
SIDDANTH      2129223066048  
SOUPATI

Term of Internship: From: 01-08-2023 To: 30-09-2023

Date of Evaluation:  
Organization Name & Address: LAUNCHPAD LLC, GUNTUR

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	<b>OVERALL PERFORMANCE</b>	1	2	3	4	5

Date:

S.A.P. Siddantha.  
Signature of the Student

Evaluation by the Supervisor of the Intern Organization



## Evaluation by the Supervisor of the Intern Organization

Student Name: Akhil Prem Siddanth S Registration No: 21292230  
66048

Term of Internship: 2 months From: 01-8-23 To: 30-9-23

Date of Evaluation:

Organization Name & Address: Launchpad LLC

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
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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





# DIGITAL MARKETING

**Digital Marketing**

Campaign  
 CREATIVE  
 IDEA  
 IDEAS  
 Web  
 PROMOTE  
 Objectives  
 SEM  
 Target  
 Interactive  
 Customers  
 SELL  
 TECHNOLOGY  
 Content  
 SEO  
 Performance  
 MEDIA  
 Advertising  
 Promotion  
 DYNAMIC  
 INSPIRATION  
 Implementation  
 Online  
 Mobile  
 Growth  
 TARGET  
 BRANDING  
 Solutions  
 GROWTH  
 PLACEMENT  
 Consumer  
 ANALYSIS





**Full Service Digital Marketing Agency**

**DIGITAL MARKETING**

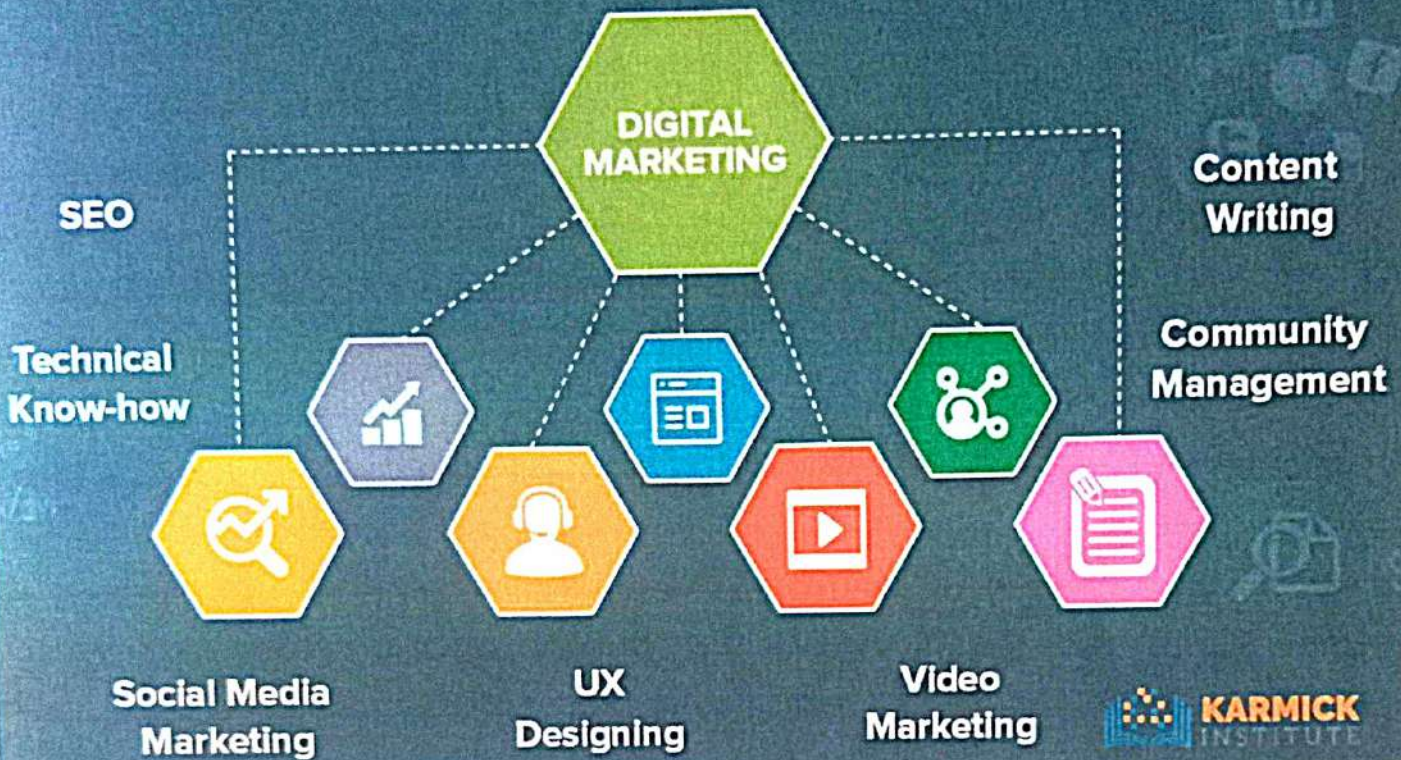
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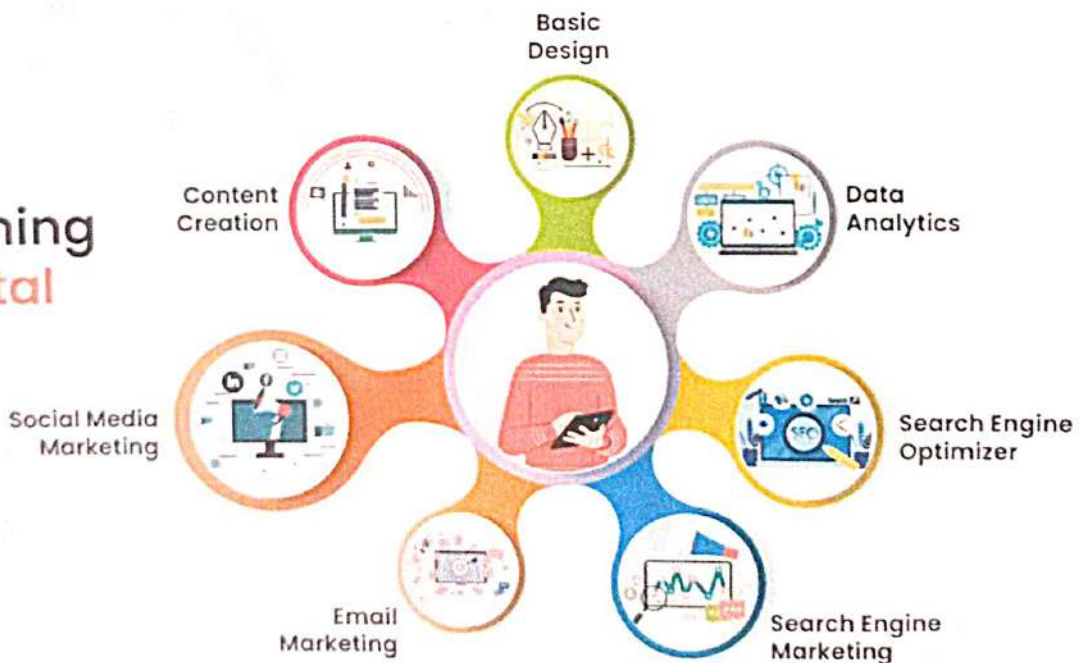
# DIGITAL MARKETING SKILLS

That are In **High Demand** Right Now



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DIGITAL}

## Top Skills For Becoming A Pro Digital Marketer





## Internal Evaluation for Short Term Internship (On-site/Virtual)

### Objectives:

- To integrate theory and practice.
- To learn to appreciate work and its function towards the future.
- To develop work habits and attitudes necessary for job success.
- To develop communication, interpersonal and other critical skills in the future job.
- To acquire additional skills required for the world of work.

### Assessment Model:

- There shall only be internal evaluation.
- The Faculty Guide assigned is in-charge of the learning activities of the students and for the comprehensive and continuous assessment of the students.
- The assessment is to be conducted for 100 marks.
- The number of credits assigned is 4. Later the marks shall be converted into grades and grade points to include finally in the SGPA and CGPA.
- The weightings shall be:
  - Activity Log 25 marks
  - Internship Evaluation 50marks
  - Oral Presentation 25 marks

• Activity Log is the record of the day-to-day activities. The Activity Log is assessed on an individual basis, thus allowing for individual members within groups to be assessed this way. The assessment will take into consideration the individual student's involvement in the assigned work.

• While evaluating the student's Activity Log, the following shall be considered -

- a. The individual student's effort and commitment.
- b. The originality and quality of the work produced by the individual student.
- c. The student's integration and co-operation with the work assigned.
- d. The completeness of the Activity Log.

• The Internship Evaluation shall include the following components and based on Weekly Reports and Outcomes Description

- a. Description of the Work Environment.





## **ANDHRA PRADESH STATE COUNCIL OF HIGHER EDUCATION**

**(A Statutory Body of the Government of Andhra Pradesh)**

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Atmakur (V)Mangalagiri (M), Guntur, Andhra Pradesh, Pin - 522 503

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