

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

A STUDY ON ROLE OF DIGITAL MARKETING INTERN (WITH SPECIAL REFERENCE TO ONEX SOLUTIONS)

SUBMITTED BY:

LAVINA KAWADKAR

B.com (Honours) VI Semester

PROJECT GUIDE:

PROF. SAKSHEE AHLUWALIA



Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

CERTIFICATE OF INTERNSHIP

OneX Solutions

CERTIFICATE OF INTERNSHIP

This is to certify that Miss Lavina Kawadkar has worked as a Digital Marketing intern from the 19.08.2021 to 10.10.2021. She showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions. We found her to be diligent and disciplined and wish her all the best for her future endeavour



Onex Solutions Pvt. Ltd.

D. Agarwal
Director

DIPAK H AGARWAL
FOUNDER & CEO, Onex Solutions

Shiksha Mandal, Wardha's



G. S. COLLEGE OF COMMERCE & ECONOMICS

(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

A Hindi Linguistic Minority Institution

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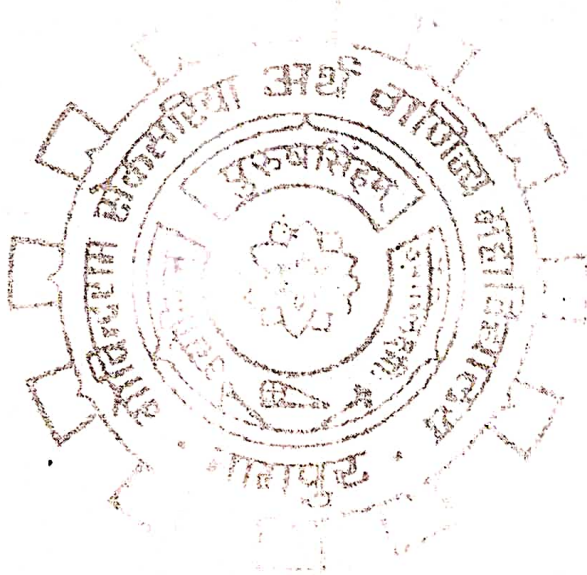
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CERTIFICATE

This is to certify that the said internship project report titled "A study on role of a digital marketing intern with special reference to Onex Solutions" has been completed & submitted by Ms. Lavina Suresh Kawadkar as a part of partial fulfillment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Sakshee Ahluwalia

Date: 12.04.23

Place: Nagpur



Sakshee Ahluwalia

Prof. Sakshee Ahluwalia
Project Guide

Ranjana

Dr. Ranjana Sahu
Coordinator



S.S. Kathaley

Dr. S.S. Kathaley
Offg. Principal

Offg. Principal
G. S. College of Commerce
& Economics, Nagpur.

ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, **Dr. S.S. Kathaley** of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at Onex Solutions. I am grateful to Mr. Dipak H Agarwal Director, Onex Solutions Pvt Ltd for considering me for the internship in her esteemed organisation.

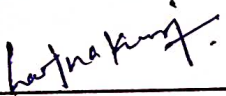
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Onex Solutions Pvt Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to **Dr. Ranjana Sahu** (Coordinator of B. com honours) for the guidance and teachings. I would like to thank **Prof. Sakshee Ahluwalia**, Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 12.04.23

Place: Nagpur



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INTRODUCTION

DIGITAL MARKETING

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Before Digital marketing we had Traditional Marketing, which is a conventional mode of marketing that helps to reach out to a semi-targeted audience with various offline advertising and promotional methods which may have evolved over the past few decades, but the fundamental aspects remain the same. This Traditional Marketing gave birth to the Digital marketing. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. Digital Marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time online.

The ecosystem of digital marketing is not just concerned with social media marketing and internet marketing; in the beginning, we discussed the misconception that social media marketing and internet marketing are the same thing. This should be clear from the beginning. Internet marketing and social media marketing make up the ecosystem of digital marketing. They are merely communication channels; the digital ecosystem consists of integrating channels and services.

Digital Ecosystem

INTEGRATED CHANNELS

- Search Engine (SEO/SEM)
- Displays (Banners, Rich media Banners)
- Mobile Marketing
- Social Media
- Email
- Video

INTEGRATED SERVICES

- Analytics
- Content Management
- Advanced Targeting
- Creative
- Research + Planning
- Digital Strategy

- **Search Engine**

Search Engine Optimization (SEO) is the art of making a website work better with search engines like Google, Bing, and Yahoo. Keyword research is also used to look for profitable, achievable ranking opportunities. Through relevant copy, quality links, domain trust, social popularity, and search engine connectivity, it aims to increase visibility in search engines.

- **Search Engine Marketing**

Search engine marketing (SEM) is a broader term than search engine optimization (SEO) and refers to the various methods of utilizing a search engine's technology, including paid advertisements. The actions of researching, submitting, and positioning a website in search engines are all referred to as SEM. It includes services and features that will increase your website's exposure and traffic, such as paid listings, search engine optimization, and other services and features related to search engines.

- **Displays**

Displays are a type of advertising that typically consists of text (also known as copy), logos, photographs or other images, location maps, and other elements of a similar nature. Display advertising can appear on the same page as general editorial content or next to it in periodicals. Displays include things like pop-ups, rich media banners, interstitials, and normal banners.

- **Mobile Marketing**

The term "mobile marketing" refers to any kind of marketing that is carried out using a mobile device. It involves creating, planning, and carrying out a variety of initiatives to connect buyers and sellers through mobile devices. Examples of mobile marketing include mobile ads, mobile websites, mobile apps, and mobile games.

- **Social Media**

Marketing on Social Media Software that enables and encourages conversation or sharing is referred to as social media. Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google +, and blogs are all

well-known forms of social media. Every day, marketers use social media to have conversations with customers. Customers are now being engaged by brands through social media.

- **Email**

e-mail marketing is a type of direct marketing that entails sending personalized, targeted messages to a specific audience. e-mail marketing is cost-effective, simple, and easy to use. Currently, the majority of B2B businesses use email marketing, but B2C businesses can also benefit from it.

- **Video**

Video is now being used by marketers to introduce brands to customers and share customer testimonials. Ads for videos are too common on YouTube. Video is also being shared by brands on social media platforms.

- **Analysis**

Analytics is the method by which a business makes the best decision and the practice of evaluating data. The integrated channel is the focus of this marketer's investigation into communication efficiency. The number of people who visit or like a social media page, for example, could be used in the analysis.

- **Content Management**

The integrate channels marketer can comprehend the issues with current content after conducting an analysis. He can manage the content later to boost engagement; the content can be text, images, or websites.

- **Advanced Targeting**

Techniques for sending targeted messages to a particular audience are known as advanced targeting. It is utilized to boost a marketing campaign's efficiency. Advanced targeting also includes behavioral targeting, which allows marketers to target customers based on their previous online behavior. Advertisements can be placed on other websites where customers are visiting.

- **Creative**

Creative is an advertisement or website's artistic component. Typically, it includes an advertisement or website image and copy. Customers may find these materials appealing through marketing. Sometimes, a marketer will completely redesign a website, app, or other design.

- **Planning and Research**

The marketer will conduct some research to comprehend the customer's digital platform preferences, preferences, and behavior. This study may make use of paid tools like ComScore and others. Marketers can learn where T.G. is located and what T.G. would like to do online thanks to this research. The marketer will launch a new campaign based on those campaigns based on those research reports following the research. For thorough research into the T.G., these campaigns are superior.

- **Digital Strategy**

The process of defining an organization's vision, objectives, opportunities, and initiatives with the goal of maximizing business benefits from digital media is known as digital strategy. Each brand's strategy will be unique, depending on the brand's goal and target audience.

COMPANY PROFILE



COMPANY INTRODUCTION

Onex Solutions is a full-service mobile marketing agency based in Kolkata, West Bengal for more than seven years. With our focus to provide best-in-class service to each client. we design, plan and implement innovative mobile marketing services. Our basic services include SMS marketing, E-marketing, Voice Calls, Long Code and Short Code. Along with all these, we are also providing online promotional services like SEO, paid services like PPC, Social Media Marketing and Web Design services.

During the tenure of last seven years, we have been associated with a number of prestigious clients all across the country. We have our office in 8 cities of the country as well as in Dubai and Singapore.

At Onex Solutions, we thoroughly do research of your website, the industry you belong to and your competitors before finalising the plan for your digital marketing campaign. Be it SMS marketing, e-marketing, Voice calls or online promotional activities like running PPC campaign, Social Media Marketing we give our best possible service everywhere. We have only one focus, maximize your ROI within the limited deadline.



VISION

- To become a global leader for delivering high-performance and growth-based digital marketing solutions.

MISSION

- To serve all needs in the most affordable manner,
- To develop and implement efficient digital marketing solutions to serve all needs
- To build a successful digital marketing agency
- To be ranked one of the best digital marketing companies in the market
- To provide customer satisfaction to our clients
- To provide outstanding results for our clients
- To make companies in the market.

VALUE

- Through the regular application of these principles, we continue to provide value to our customer, and we consistently meet our goals.



#Aiming To Be The No.1 Text Co.



OBJECTIVES OF OUR COMPANY

- One stop mobile marketing service provider Onex Solutions is a full-service mobile marketing agency based in Kolkata, West Bengal for more than seven years. With our focus to provide best-in-class service to each client. we design, plan and implement innovative mobile marketing services.
- Attract more qualified traffic to website from domestic & international markets. Convert more traffic into leads
- Improve online reputation, attract more clients.
- Identifying and listening the prospectus that could be our potential clients by analysing their business cycle, business model and their prospect clients
- Restructuring and Brain storming as to how pitch the prospectus and make them our potential clients which could be in either the form of reseller or customer
- Make cold calls to the clients and trying to explain them the entire business model of our company which includes marketing about our product and service and trying to urge the needs of those if they don't need of those if they don't need it at that point.
- Understanding the demands and needs of the prospectus and designing the market campaign that would satisfy their needs and demands and help them to increase their sales or their customer base.
- Sending the business proposal to all the interested prospects or the prospectus that have the potential to be our clients. Proposals are mainly drafted according to the needs and demand of the clients.
- Fixing the meeting an onboarding the clients and trying to tell them the pros of using our services and how would they be benefited with the services.
- Generating a greater number of leads for the company and diligently working towards increasing the customer base of the company.
- Taking follow ups of the clients that showed interest in the services that the company offered

- Analysing –
 1. Gap between the service provided by the company and customer expectations and trying to figure out the ways to curb it.
 2. What does the market really want at that point of time i.e where is the demand for our services needed at that period.
 3. What kind of mails get better responses.
 4. What format of cold calling or cold meetings should be followed.
 5. Other ways to approach the prospectus other than cold calls and mails.

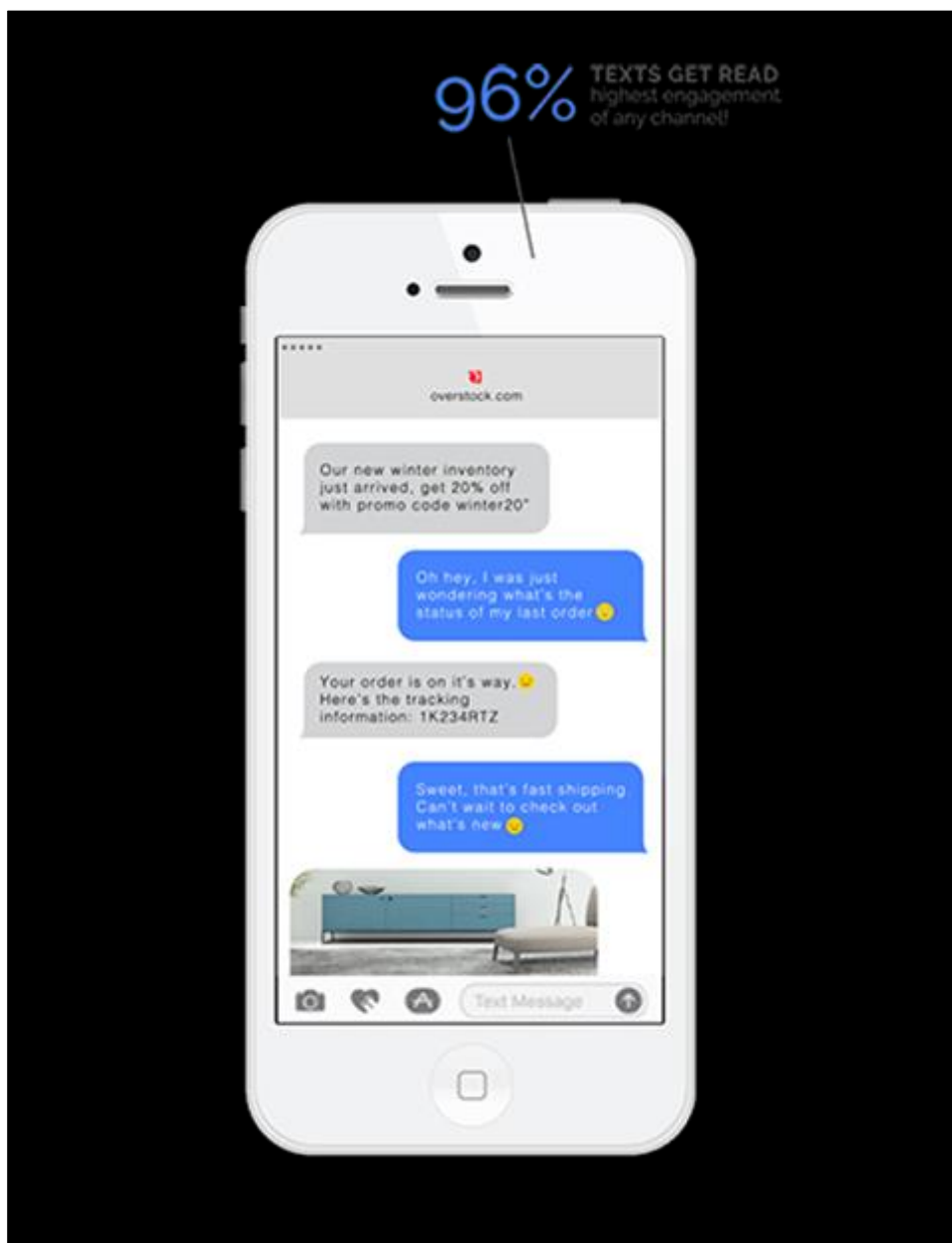
Why choose us

- Serving more than 4000 Pan India based clients
- Enthusiastic team of young and experienced professionals
- Campaign plans based on proper research and analysis
- Real time result tracking and report analysis
- We are registered under Telecom Regulatory Authority on India (TRAI)

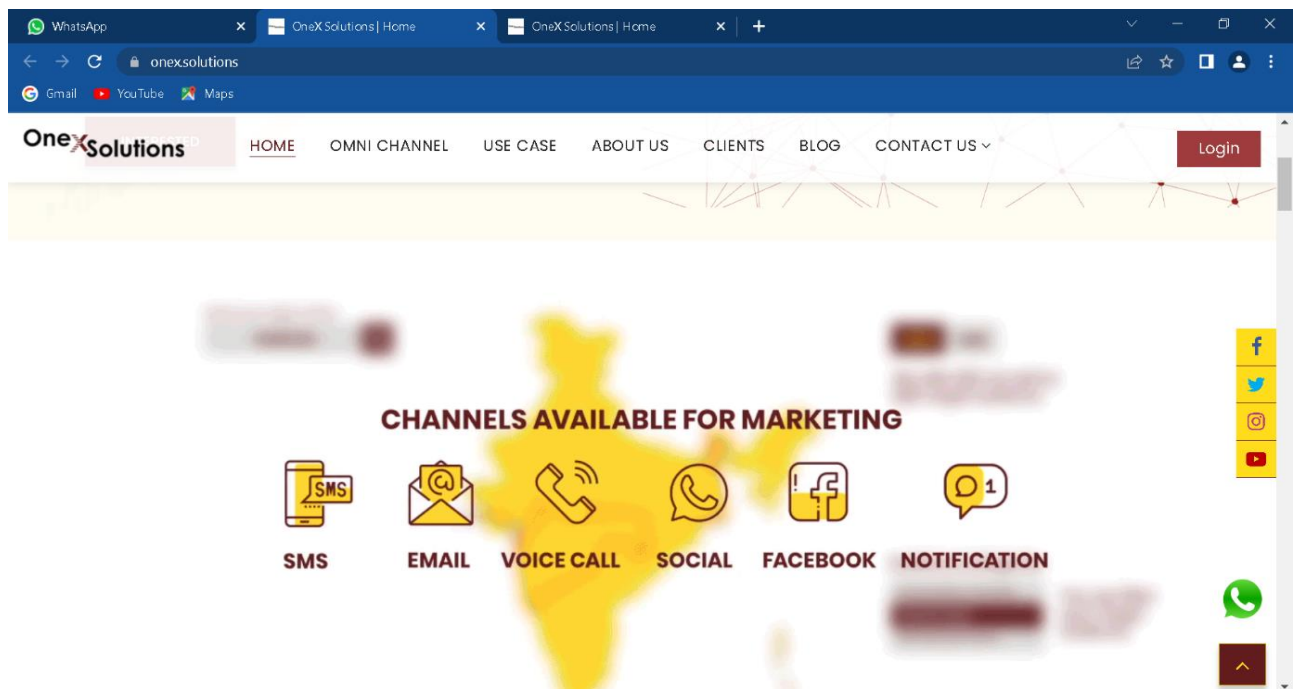
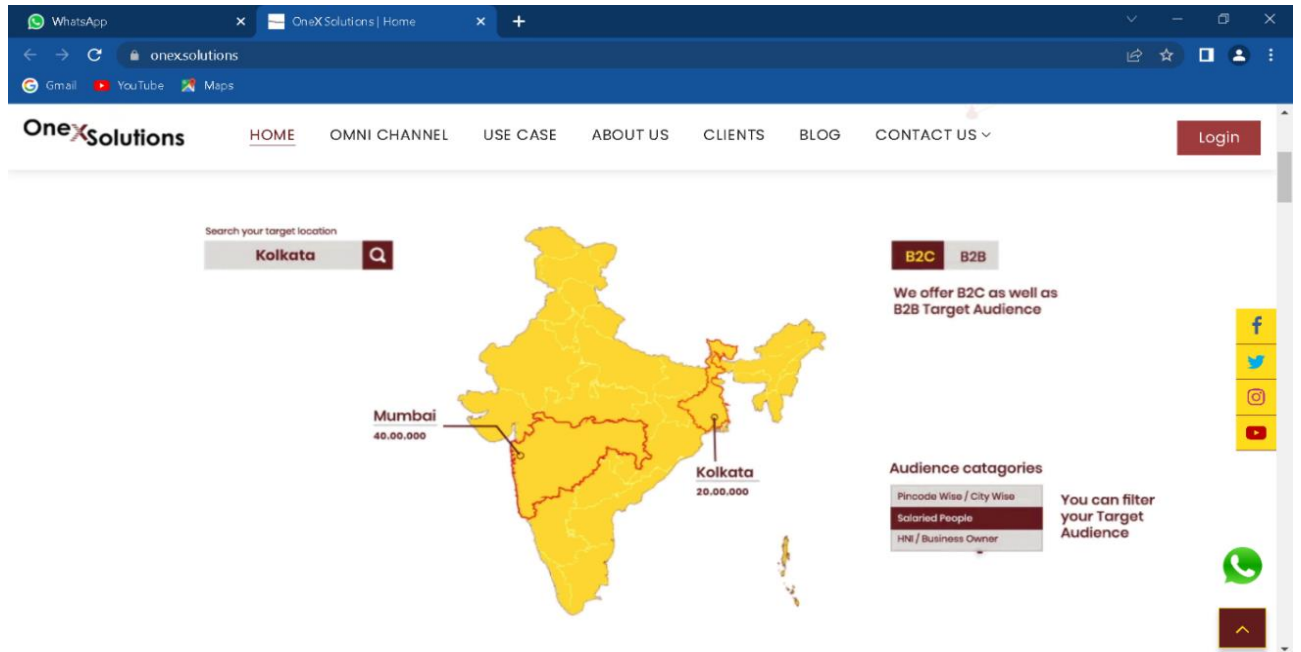


Facts about us


At Onex Solutions, we thoroughly do research of your website, the industry you belong to and your competitors before finalising the plan for your digital marketing campaign. Be it SMS marketing, e-marketing, Voice calls or online promotional activities like running PPC campaign, Social Media Marketing we give our best possible service everywhere. We have only one focus, maximise your ROI within the limited deadline.




Company's website



Facebook page



Facebook page header showing navigation icons (home, friends, marketplace, groups, events, pages) and a search bar.




Scale up with Whatsapp Official Communications

Connect with our expert on **9696335566**

An Initiative by **Pledge Vocal For Local**

SMS | Email | Voice Call

Powered By **OOH**




Onex Solutions Pvt. Ltd.


5.9K likes • 5.9K followers

[Learn More](#) [Message](#) [Like](#)

Twitter page



Twitter page header showing navigation icons (home, explore, notifications, messages, profile) and a search bar.



Onex Solutions Pvt. Ltd.

116 Tweets

DATA IS NEXT GOLD

Onex Solutions Pvt. Ltd.

@LtdOnex

Mobile Marketing Company Specializing in all mobile promotions & digital promotions as well.

Kolkata, India [onexsolutions.com](#) Joined January 2019

317 Following 33 Followers

New to Twitter?

Sign up now to get your own personalized timeline!


[Sign up with Google](#)

[Sign up with Apple](#)

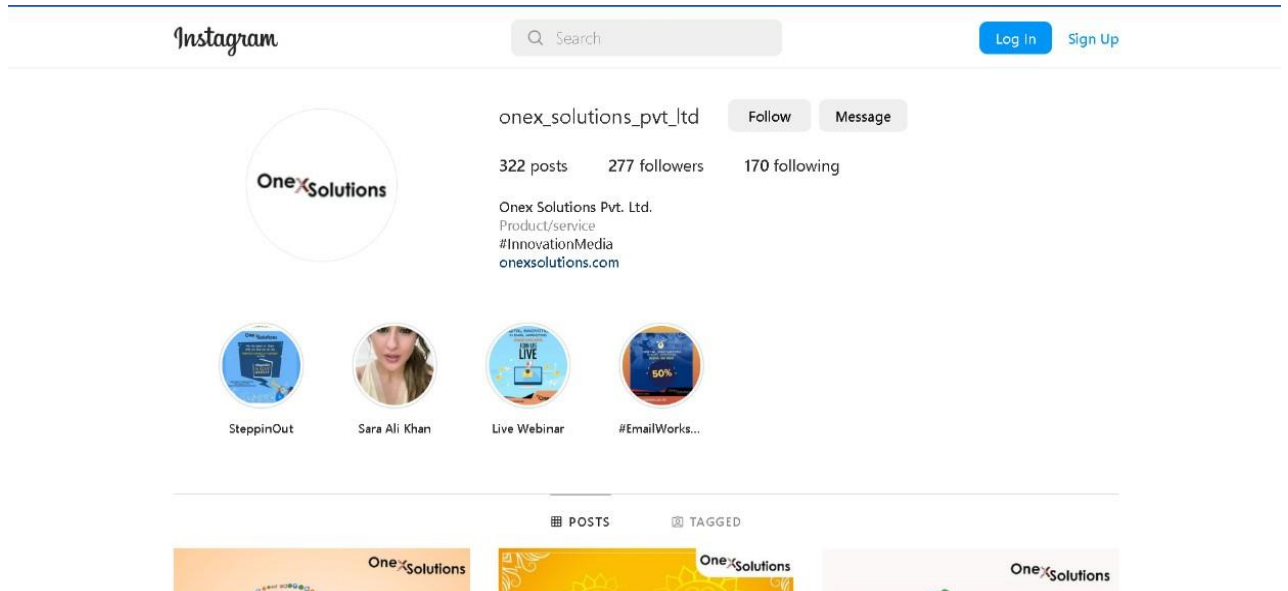
[Create account](#)

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#).

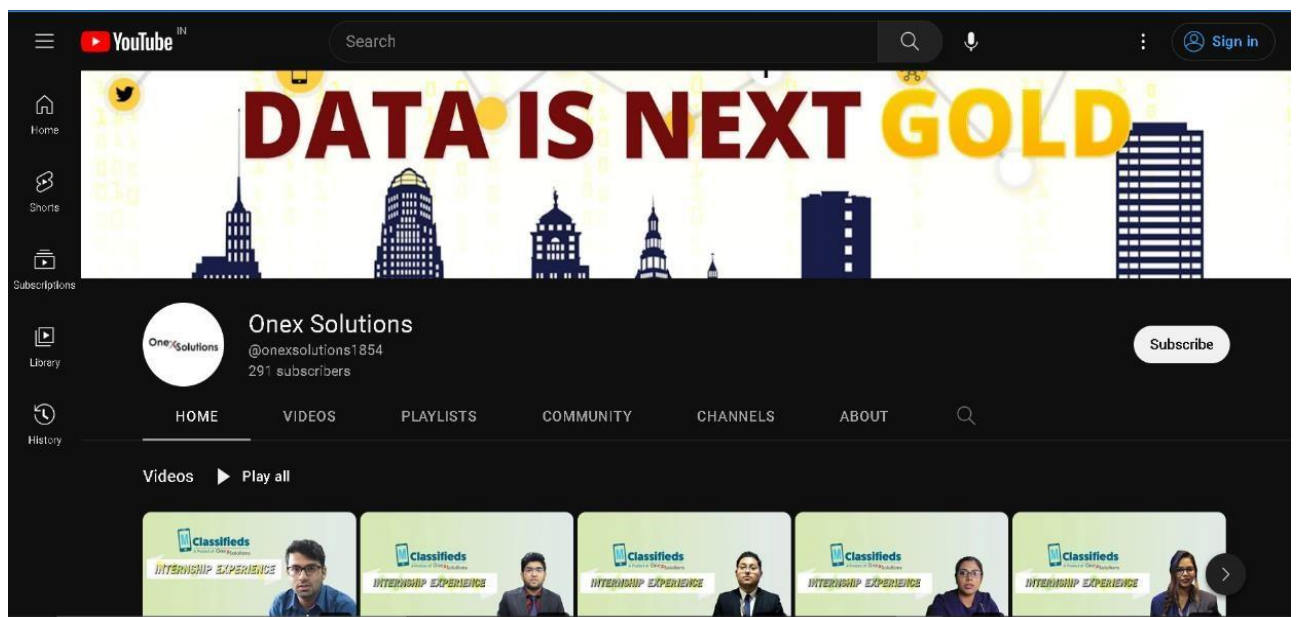
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Instagram page



You tube page



About our Founder

CEO, DEEPAK AGARWAL

A Businessman, A Leader, A Visionary



- Started Onex Solutions in 2013
- Serving around 4000 clients PAN India basis
- Present in six Indian cities and two foreign countries Singapore and Dubai

We work for various industries



REAL ESTATE



RETAIL BUSINESS



HEALTH SECTOR



EDUCATION



TRAVEL & TOURISM



MEDIA & ENTERTAINMENT



RESTAURANT



EVENT



STARTUP



AUTOMOBILE



E-COMMERCE



RADIO CHANNEL



SHOPPING MALL



BRAND



FMCG

Our clients

- Retail Sectors



- Real Estate Sectors





- Health Sector



- Others



Our unique selling proposition



CHANNEL

Reach your Target Audience on Omni Channel



VARIOUS BUSINESSES

We have solutions for all major Industries



PAN INDIA REACH

You can target your customers across 1200 cities in 60,000 Pin codes



REGIONAL LANGUAGE

You can send content in any regional language



WHITE LABEL & RESELLERS

Offer our solutions under your Brand Name and IP



REPORTS & ANALYSIS

We share reports and analytics of campaign



SAMPLE CONTENT

We provide sample content for Store Launch, Sales, Offers, as per Industry



SMARTTEXT

Send Personalised Text Marketing with Name, Code, etc.



SMARTLINK

Track people who clicked link and retarget them



AIDA

Track people who clicked link and retarget them



READY TO USE DATA

Track people who clicked link and retarget them



DELIVERY

We can deliver on our channel in any volume

PROJECT OVERVIEW



OBJECTIVES OF THE STUDY

The objective of a study on the role of digital marketing intern with special reference to Onex Solution Pvt. Ltd. would be to:

- To evaluate the current digital marketing strategies employed by Onex Solution Pvt. Ltd. and determine their effectiveness.
- To identify areas where improvements can be made to the existing digital marketing strategies and make recommendations to the management.
- To study the role of the digital marketing intern in the development and implementation of digital marketing strategies at Onex Solution Pvt. Ltd.
- To investigate the skills and knowledge required for a digital marketing intern to succeed in their role and identify the areas where the intern needs to be trained.
- To evaluate the impact of digital marketing on the overall business performance of Onex Solution Pvt. Ltd.
- To analyse the role of digital marketing in attracting and retaining customers and evaluate the effectiveness of the digital marketing campaigns.
- To determine the role of digital marketing in promoting the brand and increasing brand awareness.
- To assess the return on investment (ROI) from digital marketing efforts and identify ways to improve it.

The study will help to provide a comprehensive understanding of the role of a digital marketing intern and the impact of digital marketing on the success of Onex Solution Pvt. Ltd. The findings of the study will inform the management on how to optimize their digital marketing strategies to improve the performance of the business.

SCOPE OF THE STUDY

The scope of a study on the role of digital marketing intern with special reference to Onex Solution would involve exploring the various responsibilities and tasks performed by a digital marketing intern at Onex Solution. The study would also examine the impact that the digital marketing intern has on the overall success of the company's marketing efforts.

Some key areas that the study could explore include:

- **Understanding of the digital marketing concepts and tools:** This could include exploring the intern's knowledge and understanding of digital marketing strategies, techniques, and tools such as SEO, PPC, social media marketing, email marketing, etc.
- **Roles and Responsibilities:** This could include exploring the day-to-day tasks performed by the digital marketing intern at Onex Solution, such as conducting market research, creating marketing campaigns, managing social media accounts, etc.
- **Impact on the company's marketing efforts:** The study could evaluate the impact that the intern has had on the company's marketing efforts, including their contribution to increased website traffic, engagement, and conversions.
- **Skill development:** The study could examine the skills and competencies that the digital marketing intern has developed during their internship, including their ability to use digital marketing tools, their communication and collaboration skills, and their understanding of market trends and consumer behaviour.

Overall, the study would provide valuable insights into the role of digital marketing interns at Onex Solution and the impact that they have on the company's marketing efforts. This information could be useful for companies looking to hire and train digital marketing interns, as well as for students and professionals seeking a career in digital marketing.

SIGNIFICANCE OF THE STUDY

- Digital marketing has become a crucial aspect for companies as a means to reach their target audience and promote their products or services effectively.
- This study can provide valuable insights into the day-to-day tasks and responsibilities of a digital marketing intern and the impact they have on the company's overall digital marketing strategy. It can also help to understand the skills and knowledge required to be an effective digital marketing intern, and how they can contribute to the company's success.
- In addition, the study can also highlight the opportunities and challenges faced by digital marketing interns in their role, and how they can be overcome. This can provide valuable information for future digital marketing interns, as well as for companies looking to hire and support digital marketing talent.
- Furthermore, the study can also shed light on the role that Onex Solution plays in the digital marketing industry, and how they are incorporating digital marketing into their overall business strategy. This can provide valuable information for other companies looking to implement similar strategies and can help to inform future research in the field of digital marketing.
- Overall, the significance of a study on the role of a digital marketing intern with special reference to Onex Solution lies in its ability to provide valuable insights into the world of digital marketing, the role and impact of digital marketing interns, and the future of digital marketing in the business world.

LIMITATIONS OF THE STUDY

There are several limitations that could impact the validity and reliability of a study on the role of a digital marketing intern with special reference to Onex Solution:

- **Sample size:** The study may have limited the sample size to a few interns or a single intern, which might not accurately reflect the experiences and views of all digital marketing interns at Onex Solution.
- **Selection bias:** The study may have only included interns who were willing to participate, potentially introducing a selection bias and affecting the generalisability of the findings.
- **Self-reported data:** If the data collected in the study is based on self-reported information from the interns, it may be subject to biases such as recall bias or social desirability bias.
- **Lack of control group:** Without a control group, it can be difficult to determine the causality of the findings and determine if the experiences of the interns are unique to Onex Solution or are representative of the broader industry.
- **Limited scope:** The study may have limited its focus to only the role of a digital marketing intern and not taken into account other factors that could influence the internship experience, such as the company culture or department dynamics.
- **Time frame:** The study may have been conducted over a limited time frame, which may not accurately reflect the intern's experience over the entire internship period.
- **Organizational context:** The findings of the study may not be applicable to other organizations or industries, as the context of Onex Solution may be unique and impact the experiences of the interns.

These limitations highlight the importance of conducting comprehensive and well-designed studies to accurately understand the role of a digital marketing intern at Onex Solution and in the broader industry.

ANALYSIS / OUTCOME & LEARNING AS AN INTERN



SELECTION PROCESS

Step 1: Reviewing the internship description and requirements

As a prospective intern at Onex solution pvt. ltd., I carefully reviewed the internship description and requirement to ensure that my qualification and interests aligned with the position.

Step 2: Registration for internship

After reviewing the internship description, I registered for the internship through Onex solution pvt. ltd. Website.

Step 3: Telephonic Interview

After registering, I was contacted for a telephonic interview with the HR department. During the interview, the hiring manager asked me question related to my educational background, skills, work experience, and interest in the digital marketing field. I also had the opportunity to ask the team questions about the digital marketing, the services the company provide, and role of the marketing department in promoting these services.

Step 4: Shortlisting

Based on the telephonic interview, I was informed that I had been shortlisted for the digital marketing internship at Onex solution pvt. ltd. I was thrilled to have been chosen for the internship and looked forward to the opportunity to learn more about the digital marketing companies and gain valuable experience in digital marketing.

After completing all the above steps, the selection process at Onex solution pvt. ltd. was straightforward and efficient and I was excited to start my internship and contribute to the success of the company.

INTERNSHIP TASKS

During my internship at Onex Solution Pvt. Ltd., I was given a variety of tasks to work on. This allowed me to gain a better understanding of tasks.

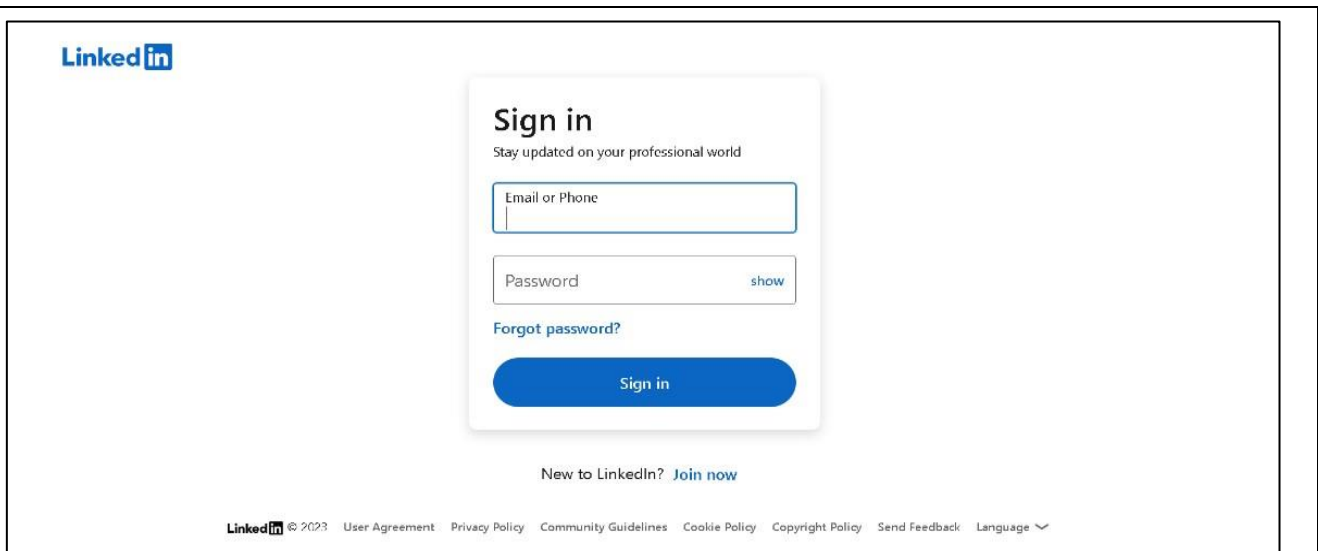


TASK 1

OPEN AN ACCOUNT ON LINKEDIN

To open an account on LinkedIn, we followed these steps:

- **Go to LinkedIn.com:** Go to the LinkedIn website and click on the "Join now" button.
- **Fill in your details:** Enter your first and last name, your email address, and a password to create your account. You may also choose to sign up with your Google account.



The image shows the LinkedIn sign-in page. At the top left is the LinkedIn logo. In the center is a white box with the title "Sign in" and the subtitle "Stay updated on your professional world". Below this are two input fields: "Email or Phone" and "Password". To the right of the password field is a "show" link. Below the password field is a link for "Forgot password?". At the bottom of the box is a blue "Sign in" button. Below the box is a link for "New to LinkedIn? Join now". At the very bottom is a footer with "LinkedIn © 2023" and links for "User Agreement", "Privacy Policy", "Community Guidelines", "Cookie Policy", "Copyright Policy", "Send Feedback", and "Language".

- **Create your LinkedIn profile:** On the next page, you'll be prompted to create your LinkedIn profile. You'll need to provide information such as your current job title, location, and company name.
- **Customize your profile:** You can also upload a profile picture and add details to your profile such as your education, skills, and experience.
- I had to upload a picture with the logo of Onex Solution Pvt. Ltd



- **Connect with others:** Once your profile is set up, you can start connecting with others on LinkedIn by searching for people you know and inviting them to connect.
- **Build your network:** As you start connecting with others, you can continue to build your network by adding more people, joining groups, and following companies.
- **Use LinkedIn for professional growth:** LinkedIn is a valuable tool for professional networking and career growth. You can use it to keep up with industry news, connect with potential employers, and stay in touch with your professional network.

TASK 2

Data Collection

As an intern, I was given the task of collecting data from various industries. Throughout my internship, I diligently collected data from different sources, ensuring its accuracy and completeness. I used a variety of techniques, including online research, surveys, to gather the necessary information. As I completed each data collection task, I carefully organized and documented the data in a clear and concise manner. By the end of my internship, I had successfully collected a significant amount of data that could be used to inform important business decisions.

Restaurant Name	Address	Phone Number	Concern Person	Email Id	Website
Rajput Room	Bhawani Singh Road, Raipur, Rajasthan	9.11412E+11		rambagh.jaipur@tajmahal.com	
Cinnamon	Jacob Road, Civil Lines, Jaipur-302006	9.11417E+11			
Jaipur Adda	4-D Villa, khasa kothi Circle Station Road	8003993681		Jaipuradda@Jaipurhomotel.com	@jaipuradda
Iapri Central	B4-L, 3rd Floor, Surana Jewelers, Opposite	1414011/13		Connect@iapri.net	@iapricentral
Bar Palladio	Narain Niwas Palace Hotel Kanota Bag	91141756556+918078689804		info@bar-palladio.com	
Colorbara-Radisson Blu	Radisson Blu Jaipur, Tonk Road, Jaipur	9.11417E+11		reservation.jaipur@radisson.com	
Lakshmi Mishthan Bhandar	Shop 98-99, Johari Bazar, Jaipur -302001	9.19025E+11		contactus@hotellmb.com	
Mamu's Infusion	101, 1st Floor, Mngalam Ambition, Te	9.18471E+11		info@mamusinfusion.com	
Retreat	Fortune Heights, C 94, 8th Floor, Subh	9.192121+11			@retreatjpr
Cava-The Uptown Lounge	8th Floor, ARG Corporate Park, Ajmer	9587666623			@Cava-theuptownlounge
Kaleidoscope	A2/2 Tilak Marg C Scheme Near Ganpa	9928341111			
Cafe Lazy Mojo	K-7, Malviya Marg, C Scheme Near IDF	9929649191			
The Night Jar	Leisure Inn Grand Chanakya, 3rd Floor	1416652244		Cafelazymojo@gmail.com	@Nightjarjaipur
Chao Chinese Bistro	Holiday Inn Jaipur City Centre, Sardar	09/993921165+09/99393659			
The Eclectica	F-1B, 3rd Floor, Shyam Nagar Extensio	9358818846			@TheEclectica
Spice Court	Achrol House, Hari Bhawan, Jacob Roa	9571970005		Spice@Spicecourtjaipur.com	
Gulabi Nagari	C-13, Shiva Niwas, Sawai Jai Singh Roa	9116615902			@gulabinagarijaipur
Surya Mahal	Mirza Ismail Road, Panch Batti, C Sche	9314527111			
360°	ITN Anukampa Plaza, 9th Floor, Mirza	09660666634+07413012221			@360_jaipur
Skyza	8th Floor, Ambition Tower, Agrasen Ci	8000788870			
Cafe Bae	Hotel las Vegas, Al Sehkar Marg Bais G	9829200026		reservation@hotelllasvegasjaipur.com	
RJ 14	Plot No. 132,133,151, Ajmera Garden,	9887125555			
TIGIB: The Grand Indian Buffet	5th Floor, Omkaram Tower, D245, 246	9079775361			@tigibjaipur
Publiq Club Kitchen	Sunny Trade Centre Mall, 3rd Floor, Ga	9358611147			
Hops n Taters	Unique Aura, Showroom No. 1, Groun	0146652210+09351707533		hopsntatersjaipu@gmail.com + info@hopsntatei	@Hopsntaters
The Barbeque Company	GT Square Building, Floor 6&7, Malviya	7229847773			
Asteria	Shopping Centre, B2, Choti Chopad, Si	9116551333		everyone@regioasteria.com	
Jaipur Modern Kitchen	S1, Sardar Patel Marg, Dhuleshwar Gar	1414113000			@JaipurModern
Skyfall By Replay	SF-57, Riddhi Tower, 5th Floor Tonk I	8560944820			
The Socialite	SBI Bank Building, Patni Chamber, 4th	9636778779			@thesocialitejaipur
Stardust Jaipur	Signature Tower, Terrace Floor, Signat	8239648648			@Stardustjaipur
T. Y. H-The Robot Restaurant	Silver Square Mall, Next to Raj Mandir	08619564853+8619563985			@roborestaurant
Messy Bowl Jaipur	Messy Bowl, Shop No. 2, Mahatma Ga	8955714090		messybowljaipur@gmail.com	@MessyBowlJaipur
Monarch Restaurant	Holiday Inn Jaipur City Centre, Sardar	01416652331+0979393668			
On The House Bistro	E-145, Ramesh Marg, Ashok Nagar C Sc	01413319264+09793937479			
BURJ	Hotel Grand Uniara, Jawahar Lal Nehru	9.17597E+11		INQUIRY@GRANDUNIARA.COM	
The Blendz-Superfood Hashery	Hitawala Complex -Ind, 1/A, Sahelji M	8619875465		manager@theblendz.com	
Shikar Bagh	Hotel Narain Niwas, Kanota Bagh Nara	8708069372			
Rasa By Shahpura	Shahpura Hotels, D-257, Devi Marg Bai	01414089100+08875021913		reservation@shahpura.com	
Tamarind	Shakun Hotels and Resorts, D-28 Subh	9587888115			
Pantheon	D-28, Subhash Marg, C-Scheme	9.11417E+11		reservation@shakunhotels.com	@shakunhotel
Dragon House	MI Rd, Kothi Circle, Jaipur -302001	1414033300			@Dragon-House-Jaipur
Mosaic	Khasa Kothi Swimming Pool, Radisson	9828500980			@Mosaic_Jaipur
Four Seasons Restaurant	D-43, A2, Subhash Marg, C Scheme, As	14127375450			
Notomoro	Rooftop The Fern Residency, Sector 3,I	7340266111			
Foodgram Restaurant & Cafe	Jai Jinendra Complex, University Road,	9.19212E+11			

Being Fit Kitchen & Cafe	G-1, Phoenix Lifestyle Apartment Opp	08209444711/09352560289			@beingfitkitchenandcafe
Soul Bistro & Lounge By Sun N Moon	9,Haridas Ji Ki Magri I,klavya Nagar, Ud	919116681506/919001006/62		thesierraudaipur@gmail.com	@Soulbistrocafeudaipur
The Artist House	Near, Ashoka Cinema Rd, Surajpole, U	9.17357E+11		reservations@theartisthouse.com	@theartisthouseindia
Mathara-The heights	Lakecity Mall, 8th Floor, Durga Nursery	9982430071			
Star Rock Cafe & Restaurant	96 Saraswati Marg, Subhash Nagar, Ud	9414122938			
Tribute	89/B, Behind Monika Complex, Near A	912942430415/917073123954			@TributeRestaurantUdaipur
Ambrai	Hotel Amet Haveli Outside Chandapoli	9672041085		mail@amethaveliudaipur.com + ambrai.restaurant@gmail.com	
1559 AD	P. P. Singhal Marg, Near Fateh Sagar U	9.12942E+11		info@1559ad.com	@1559ad
Jawan Haveli Rooftop Restaurant	14-Lal Ghat, Near Jagdish Chowk Udaip	9.19829E+11		info@jawanahaveli.com	
Charcoal By Carlsson	12 Lal Ghat Road, Behind Jagdish Tern	9.18769E+11		eat@charcoalph.com	@Charcoal
Millet's Of Mewar	Sainganarh Monsoon Palace, 25,Saigan	8769348440		milletz.info@gmail.com	@Millet'sOfMewar
Shamiana Roof Top Restaurant	Ambrai Road Cheerwa Pichola Lake, H	7739974495			@Shamianaudaipur
Yummy Yoga	25 Bheem Parameshwar Marg, Near H	9.19784E+11		info@yummyyogaudaipur.com	@YYBR
Chirag Roof Top Restaurant	36,Gadga Devra Marg, Chand Pole, Sil	9.19983E+11			@chirag-roof-top-restaurant
White Terrace Restaurant	85,Gangaur Ghat Udaipur-313001	9823871102			
Jhumar Restaurant	5 Rani Road, Near Panna Vilas, Fateh S	98289624234919783826642		jhumarrestaurant@gmail.com	@online_food_order_udaipur
Hello Boho lakeview Rooftop Cafe	5/43, Gangaur Ghat Marg Opposite Bu	950095311			@Helloboho
Savage Garden Restaurant	71 Gangour Ghat, Above Cafe Edelwe	9414233283			@Jaajamrestaurant
Jaajam Restaurant	Lake Palace Road, Opposite Rangnivas	8302800545			
Rajj Bagh Restaurant	5-B Fateh Sagar Road Fateh Sagar Lake	2942431701			
The Bungalow Udaipur	1/DA, Fatehpura Rd, New Fatehpura, E	02942422725+02942422726		thebungalowudaipur@gmail.com + info@thebungalowudaipur.com	
Khamma Ghani Restaurant	No 53,Near Hotel Natural Lake View, R	9173406666274912942432343		khannaghaniresto@gmail.com	@best-restaurant-in-udaipur
Royal Repast Restaurant	Bedla House, Chetak Marg, Opposite S	91294522362		royalrepastudr@gmail.com	
Sunrise Rooftop Restaurant	108,Nag Marg, Bhinder ki Haveli, Outsi	9928580882			
Rootage Restaurant And Lounge	Town Hall Road, Suraj Pole Ashok Cine	917230019831/917230019832		info@rootagerestaurant.com + book@rootagere	@RootageRestaurantandLounge
Rainbow Restaurant	2/28, Lal Ghat, Udaipur 313001	9199832672344919828267234		info@rainbowrestaurantudaipur.com + rainbow	@Rainbow-restaurant-udaipur
Mewar Ri Dhani	Residency Rd, Opposite Abhay Bagh, S	8890509992			@Mewarridhani
Hari Garh Restaurant	Ambrai Rd, Outside Chandpole, Hanur	91977288033/912942431578		hari garhudaipur@gmail.com	@best-restaurant-udaipur
Syah Udaipur	Hotel Uda Kothi Opposite Chand Pole	9.19712E+11		Contact@Syahudaipur.com	@Syahudaipur
The Whistling Teal	6,Haridas Ji Ki Magri Trident Road Nea	9828820646			
Krishna Dal Buti Restro	1/1,1st floor, Lal Durshan Market Hotel	9001055322			@Krishnadalbuthiudaipur
Natural View Restaurant	32 Lalghat, Udaipur 313001	918952839999/9024852789		info@hoteldevrainwasudaipur.com + devrainwasudaipur@gmail.com	
Parkview Heights	8th Floor, City Centre Net To Amrit Sh	919351256806/917412033559/917230001088			@ParkviewheightsUdaipur
Bawarchi Restaurant	6,Naya Pura, Delhi Gate, Udaipur-3130			bawarchi0294@gmail.com	@bawarchirestaurantandfastfood
LACONIC	Mulla Talai, Eklavya Colony, Udaipur-3	7014701212			@Laconic_Food
Oven	1/1,City Palace Rd, Jagdish Chowk, Udi	9672645795			
Silver Spoon	Plot 8,Roop Nagar Bhuwana Near Kavy	9.19374E+11			
The Prism Restaurant	The Fern Residency, Plot 1 Sector 3, M	9212240202			
Peacock Restaurant	Garden Road, Near Gulab Bagh, Udaip	9118239442555/918239442777		info@hotelvishnupriya.com	
The Elevate	Hotel Vishnupriya, Ground Floor, Gula	8239442555/918239442777		info@hotelvishnupriya.com	
Open Affair Rooftop Restaurant	7/R World Famous Udaivilas five star	9.17598E+11		thelakeviewpalace@gmail.com	@openaffair
Lake Shore	Near Hauman Ghat, Ambrai Road, Cha	9001832042		WELCOME@lakeshove.in	
Indir Prakash	84 Gangaur Ghat Marg Near Jagdish T	919983060870/91509186625		Sales_udaivilas@gmail.com	
Vantage By BAANSI	G-14 Above Hotel Vian, Trident Bpac	918302945555/917230063331		Vantageudaipur@gmail.com	
Jalsa Restaurant & Cafe	302,Imli Ghat, Puohit Ka Khurra, Befor	9.12942E+11		info@jalsaudaipur.com	@Jalsa-Restaurant-Cafe
Traditional Khana	480 Panchwati Circle Adjoining R KAY	7665166999			
Namaste Cafe & Restaurant	339,Gangaur Ghat Margi, Near Baghor	2942422303			@namastecafeudaipur
Paanya Restaurant	Shiv Nivas Palace, The City Palace Con	2942528016			
Rockwood	Near Aapni Dhani, Pratap Nagar Sukhe	919461377779/917742428744		rockwood_restaurant@gmail.com	
Ambrosia Restaurant	21.22 Airport Rd Seva Shram, Chaurah	9649402674			
Bougainvillea Terrace By The Lake	Hotel Lakend, Fatehgarh Lake Shore, A	2942431401			@BougainvilleaTerrace
ENIGMA-FINE DINE	10, Nr. Oberoi Udaivilas, Haridasji Ki R	9.19117E+11		info@enigmahospitality.com	
Shahi Bagh	766, Rani Road Fateh Sagar Near Lake	2942430421/07665678766			
BAL BAL TO	Royal Raj Vilas Near, Shobhagpura Cir	7014368334			@bal-bal-to

After gathering the data of various industries, my senior instructed me to upload the data online on a daily basis. They provided me with a link for online updating and asked me to upload the data in an Excel sheet.

TASK 3

COLD CALLING

As an intern, I was given the task of making cold calls to clients to introduce our company, Onex Solution Pvt Ltd. My employer provided me with a calling script, and I was expected to follow it while speaking with potential customers. My goal was to communicate the features and benefits of our company and build interest in our services. I was excited to take on this challenge and learn more about the company's offerings through my interactions with clients.

Calling Script

tone: CONFIDENT

Hello , Can I Speak to someone related to [Mentioned Company Name] ?

[If Other Person responds]

Can I know Your Name Sir/ Ma'am ?

I am (Your Name) calling from Onex Solutions Pvt Ltd regarding your business / Brand Promotions or Marketing .

Is it the right time to discuss with you Sir/ Ma'am ?

[If Other Person responds, No]

Reply – Can I know when I can connect with you Sir / Ma'am ?

[If Other Person responds, YES]

Thank You so much for your Time.

Onex Solutions is a Digital Marketing Company , We help Business to reach their target audience in economical and effective manner.

We are working with 4000+ Clients. That Includes Madisson, BuyMediaSpace, Bookallads, Tata Motors, Khadims, Wow Momo, etc.

Sir / Ma'am we know that lock down is the current market scenario , so we can not let this situation hampered your business , So its crucial to reach out to new audience . We are a company who helps to reach out to new clients at a very minimum cost VIA SMS / Email / Whats App & Voice Call Services .

Note – After Speaking its important to hear the client's queries and to revert back accordingly .

[If Person is Interested]

Sir/ Ma'am , Can I get your mail id so that I will send you the mail about my company and commercials.

Rebuttals –

1- How to trust on your Campaigns ?

Ans- We have an experience of handling clients from various Industries like Health care, Real Estate , Education and Hospitality etc . Working with these sectors have help us to gain lots of experience and now were are helping out other clients so that can they make maximum use of SMS/ Whats App / Email & Voice Call Marketing .

2- What is the proofs of your Campaigns ?

Ans- We will help you with detailed reports post each campaign.

3- Do you provide Database ?

Ans- No Sir / Ma'am .

4- Tell me more about your Database ?

Ans- We have PAN INDIA Pincode wise database .

5- Do you have profile database (Female / Student/ HNI etc)?

Ans- Sir / Ma'am , Please let me know the Pincode / Area/City , I will ask my team and update you shortly .

Positive response:

Intern: Hi, this is [name] from Onex Solution, a digital marketing company. I was wondering if you're interested in learning how we can help increase your online presence and drive more traffic to your website?

Client: Oh, hi! Yes, I've been looking for a company that can help me with that. Can you tell me more about your services?

In this case, the client is receptive to the intern's pitch and is interested in learning more about the company's services. This is a positive response that could lead to a potential sale or at least a follow-up call to discuss further.

Negative response:

Intern: Hi, this is [name] from Onex Solution, a digital marketing company. I was wondering if you're interested in learning how we can help increase your online presence and drive more traffic to your website?

Client: I'm not interested, thank you.

In this case, the client is not interested and the call is likely to end quickly. This is a negative response, but it's important for interns to understand that not everyone will be interested and that it's important to maintain a positive attitude and move on to the next call.

Negative experience:

Intern: Hi, this is [name] from Onex Solution, a digital marketing company. I was wondering if you're interested in learning how we can help increase your online presence and drive more traffic to your website?

Client: How did you get my number? I don't appreciate unsolicited calls. Please remove me from your list.

In this case, the client is unhappy about receiving a cold call and may be annoyed or frustrated. This is a negative experience for the intern, but it's important to remember that it's not personal and to handle the situation professionally by apologizing and removing the client from the list as requested.

Positive experience:

Intern: Hi, this is [name] from Onex Solution, a digital marketing company. I was wondering if you're interested in learning how we can help increase your online presence and drive more traffic to your website?

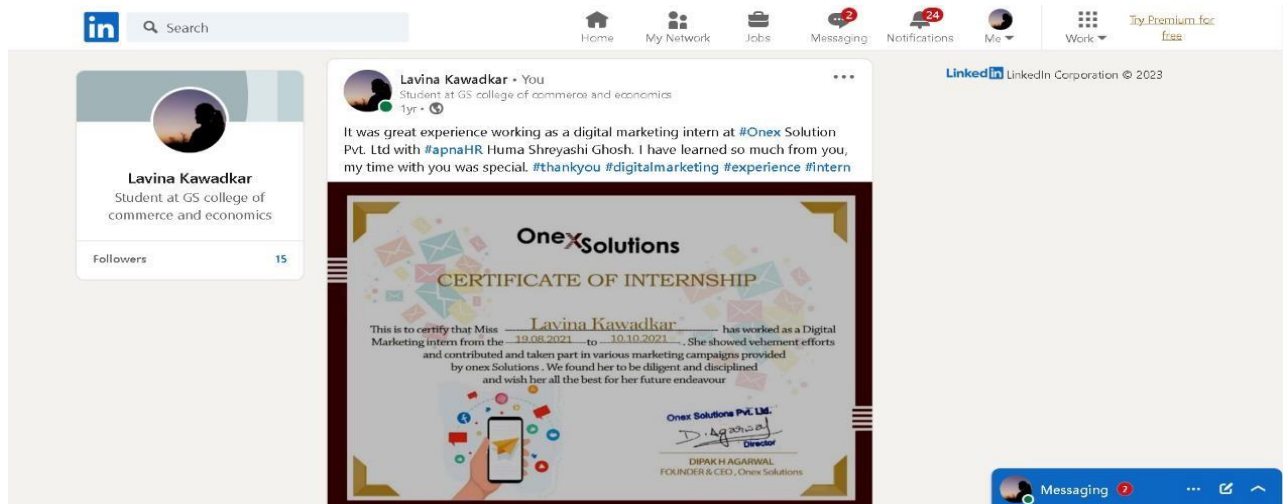
Client: Actually, I've been looking for a company like yours. Can you tell me more about your services and how you can help my business?

In this case, the client is interested in the company's services and is actively seeking a solution to a problem they have. This is a positive experience for the intern, who can discuss the company's

services and potentially close a sale. It's important to handle the situation professionally and follow up with the client as promised.

TASK 4

INTERNSHIP COMPLETION CERTIFICATE



After I completed my internship, I received a certificate of completion from the organization. They advised me to post the certificate on LinkedIn as it would demonstrate my achievement. I took their advice and posted the certificate on my LinkedIn profile to showcase my skills and experience to potential employers. It was a proud moment for me as I felt that my hard work and dedication during the internship had paid off. Additionally, I received many congratulations and positive feedback from my connections on LinkedIn. Posting the certificate on LinkedIn has helped me establish a professional presence and has opened up opportunities for me in my career.

SPECIAL QUALITIES REQUIRED BY A DIGITAL MARKETING INTERN

As a digital marketing intern, I knew that there were certain qualities that were required of me to succeed in my role.

- **Adaptability:** Being adaptable was crucial, as the industry was constantly changing and I needed to keep up with new technologies and techniques.
- **Creativity:** I also had to be creative and come up with fresh ideas for promoting products and services online.
- **Communication skill:** skills were essential for effective collaboration with my team and articulating my ideas clearly and concisely. I always made sure to pay close attention to detail, as digital marketing requires a meticulous approach and a strong eye for detail.
- **Analytical skills:** Analytical skills were also important in measuring the success of marketing campaigns and making data-driven decisions.
- **Team player:** I recognized the value of being a team player and worked effectively with other departments to achieve our goals.
- **Technical knowledge:** Having a basic understanding of digital marketing tools and technologies, such as Google Analytics, AdWords, and social media platforms, was also necessary, but most importantly,
- **Passion:** I was passionate about the industry and eager to learn and grow in my roles as a digital marketing intern.

Looking back on my experience as a digital marketing intern, I know that as a digital marketing intern, I know that possessing these qualities allowed me to contribute effectively to my organization and develop valuable skills that will help me advance my career in the field.

ROLES & RESPONSIBILITIES OF A DIGITAL MARKETING INTERN

As a business development intern at Onex Solution Pvt Ltd, I had various roles and responsibilities to fulfill in order to contribute to the growth of the company.

- **Understanding the value proposition of Onex Solution Pvt. Ltd.:** One of my key responsibilities was to understand the value proposition of the company. This involved studying the SMS marketing services offered by the company, analyzing how they could meet the demands of potential customers, and ensuring that the price of the products offered by the company was fair and justifiable.
- **Understanding the prospects that could be our potential clients:** Another important responsibility was to identify potential clients for the company. I had to research and analyze different businesses to understand their business models, requirements, and demands. This helped me to create a list of prospects that could potentially become clients of the company.
- **Generating leads:** Generating leads was another crucial aspect of my role. I had to use different strategies like cold calls and business proposals to reach out to potential clients and schedule meetings with them. This helped me to generate new leads and retain existing customers.
- **Setting up meeting and on boarding clients:** Once I had identified potential clients and generated leads, my role also involved setting up meetings with them to pitch the products and services offered by the company. These meetings helped me to effectively market the products and create a personal connection with the clients, which in turn helped to retain them in the long run.

In summary, as a business development intern, my role was to understand the value proposition of the company, identify potential clients, generate leads, and onboard clients by setting up meetings with them. Through these activities, I was able to

contribute to the growth of the company and gain valuable experience in the field of business development.



CHALLENGES FACED BY A DIGITAL MARKETING INTERN

As a digital marketing intern, I faced several challenges during my time with the company.

- **Keeping up with the ever-evolving digital marketing landscape:** One of the biggest challenges was keeping up with the ever-evolving digital marketing landscape. I found it difficult to stay up-to-date with latest trends and technologies, especially as I was still learning the ropes.
- **Measuring the impact of campaigns:** Another challenge I faced was measuring the impact of campaigns. It was not easy to determine which metrics were the most important and how to track them effectively, especially as I did not have access to all the necessary tools and data.
- **Balancing creativity with strategy:** I also struggled to balance creativity with strategy. It was important to come up with fresh and engaging ideas that would grab the attention of the target audience, but at the same time, I had to ensure that the campaigns were aligned with the overall marketing objectives and strategies.
- **Limited budget and resources:** As an intern, I had to work with the limited budget and resources, which made it challenging to execute large-scale campaigns and try out new tactics and technologies. I had to be creative in finding ways to make the most of the resources I had available.
- **Working with multiple stakeholders:** Working with multiple stakeholders was also a challenge. I had to balance the needs and expectations of different departments within the company such as the sales team, product team, and customer service team. This was especially challenging as I was just starting out in my career and did not have a lot of experience working with different stakeholders.

Despite these challenges, I found my time as a digital marketing intern to be a rewarding experience. It required a strong work ethic, a willingness to learn, and a desire to succeed. With the right mind set and a solid support system, I was able to overcome these challenges and emerge as a skilled and confident digital marketer.

IMPACT OF DIGITAL MARKETING INTERN ON DIGITAL MARKETING COMPANY

As a digital marketing intern, I played a crucial role in contributing to the success of the digital marketing company I worked for.

- **Fresh perspective:** During my internship, I brought in a fresh and unique perspective to the company. Coming from a different educational background, I had exposure to new and innovative ideas, which helped the company stay up-to-date and keep pace with the latest trends and development in the digital marketing landscape.
- **Increased productivity:** My eagerness to learn and assist the marketing team with various tasks helped to increase productivity and efficiency in the workplace. By helping to free up the time of the marketing team, they were able to focus on more critical aspects of the business. This increased support led to increased productivity, enabling the company to achieve more in less time.
- **Cost effective solution:** As an intern, I was a cost-effective solution for the digital marketing company. I was typically paid a stipend or received course credit, which was much less compared to the cost of hiring a full-time employee.
- **Talent acquisition:** The company used the intern program as a way to identify and evaluate potential full-time hires. By providing to be a valuable asset to the company during my internship, I was offered a full-time job, which helped the company save time and resources in the hiring process.
- **Improved marketing strategy:** Additionally, I brought with me new ideas, innovative approaches, and a fresh perspective, which helped the company improve its marketing strategies and make better-informed decisions. My contributions helped the company identify new opportunities for growth and expand its reach.

Overall, my digital marketing internship was a mutually beneficial experience for both the company and myself. I am grateful for the opportunity to have gained valuable experience in the field of digital marketing, and I believe that my contribution has helped the company maintain a strong position in the market.

LEARNINGS

As an intern at Onex Solution Pvt. Ltd., a digital marketing company, I had an amazing opportunity to learn about the industry and gain practical experience. From the very first day, I was welcomed with open arms by the team, who were eager to teach me about their work and provide me with tasks that challenged me to learn new things.

Throughout my internship, I also had the opportunity to attend meetings and participate in brainstorming sessions. This allowed me to see how decisions were made and how the development team worked together to solve problems.

During my internship, I had the chance to work on real client projects, which allowed me to apply the theories I had learned in school to real-world scenarios. My mentors were always available to answer my questions and provide feedback, which helped me to improve my work and gain confidence in my abilities.

In addition to the technical skills, I also learned a lot about teamwork and collaboration. The team at Onex Solution Pvt. Ltd. was supportive and friendly, and I was encouraged to share my ideas and opinions. This allowed me to develop my communication and collaboration skills, which are essential for any workplace.

Overall, my internship at Onex Solution Pvt. Ltd. was an invaluable learning experience. I gained practical skills, learned about the digital marketing industry, and developed my teamwork and collaboration skills. I am grateful for the opportunity to have worked with such an amazing company and team, and I know that the skills and knowledge I gained will benefit me in my future career.

SUGGESTION

During my time as a digital marketing intern at Onex Solutions, I gained valuable insights into the role of a digital marketing intern in the company. As an intern, I was responsible for assisting the senior digital marketing team in their daily tasks and projects.

One of the key suggestions I have for future digital marketing interns at Onex Solutions is to actively participate in brainstorming sessions. During my time at the company, I found that actively participating in brainstorming sessions allowed me to share my ideas and insights with the team, which helped in the creation of effective digital marketing campaigns.

Another suggestion I have is to take the initiative to learn new skills and technologies. As a digital marketing intern, it is essential to keep up with the latest trends and technologies in the field to create impactful campaigns. During my internship, I took the initiative to learn new skills such as Google Analytics and email marketing, which proved to be valuable assets in my work.

Furthermore, I would advise future interns to build a strong network within the company. Networking with colleagues and other departments allowed me to gain a deeper understanding of the company's operations and contributed to a positive and productive work environment.

Lastly, I would suggest future interns to take ownership of their work and projects. As an intern, it can be easy to feel overwhelmed or like a small part of a larger team, but taking ownership of projects allowed me to contribute meaningfully to the team's success and gain recognition for my work.

Overall, my experience as a digital marketing intern at Onex Solutions was rewarding and valuable, and I hope these suggestions will be useful for future interns looking to make the most of their time at the company.

CONCLUSION

As an intern at Onex Solutions, I had the opportunity to work on a project that aimed to study the role of a digital marketing intern. Throughout the course of the project, I gained valuable insights into the digital marketing industry and learned how to apply various digital marketing techniques to achieve business goals.

One of the key takeaways from this project was the importance of research in digital marketing. I learned how to conduct market research and analyse data to develop effective marketing strategies. I also gained hands-on experience in managing social media platforms, creating content, and running ad campaigns.

Working at Onex Solutions was a great experience for me as I was able to work with a team of experienced professionals who were always willing to guide and support me. Through this project, I was able to apply the theoretical knowledge I had gained in my academic studies to real-world scenarios.

In conclusion, my internship at Onex Solutions was an enriching experience that helped me develop my skills and gain valuable industry insights. The project on the role of a digital marketing intern provided me with an opportunity to learn and grow in the field of digital marketing, and I am grateful for the experience.

ANNEXURE

- <https://www.investopedia.com>
- <https://en.m.wikipedia.org>
- <https://www.onex.solutions>
- <https://in.linkedin.com>
- <https://m.facebook.com>
- <https://www.instagram.com>
- <https://m.youtube.com>
- <https://twitter.com>
- <https://internshala.com>
- <https://www.educba.com>
- https://issuu.com/digitalshreyas/docs/digital_marketing_makes_you_a_better_lover
- https://web.onex.solutions/innovation_media/about-us.html
- <https://unstop.com/c/onex-solutions-pvt-ltd-recruiter-career-interview-selection-process-job-profile-articles-videos-117108>

