

**INTERNSHIP PROJECT REPORT**

Academic Year 2022-2023

**“DATA ANNOTATION OF BASIS OF DIGITAL MARKETING  
AND DATA INTERPRETATION OF I.T. COMPANIES IN  
METROPOLITAN CITIES OF SOUTH INDIA”**

**SUBMITTED BY:**

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B.Com (Honours) VI Semester

**PROJECT GUIDE:**

**Dr. Ranjana Sahu**



Shiksha Mandal, Wardha's

**G.S. College of Commerce & Economics**


**Nagpur**

NAAC Accredited 'A' Grade Autonomous Institution

# INTERNSHIP CERTIFICATE

05.07.2021 - 05.10.2021

*This is to certify that Mr. Ayman Fawed Quadri has  
successfully completed the internship program in Digital  
Marketing at SuccessR Hrtech Pvt Ltd.*



**TEJASVINI PISE**

Co founder and  
managing director



## Letter of recommendation

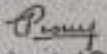
I highly recommend Mr. Ayman Javed Quadri as a candidate for employment. He was employed as a digital Marketing Intern with SuccessR hrtech Pvt Ltd from 5<sup>th</sup> July 2021 to 5<sup>th</sup> October 2021. He was responsible for the marketing analysis and was responsible with attracting the customers on a daily basis. SEO and SMEs, Managing the platforms of social media pages and working on keywords for the solar industry, Analysis in market research, cold calling, enraging with the customers

He has excellent communication skills. In addition, he is extremely organized, reliable and computer literate. He can work independently and is able to follow through to ensure that the work gets done. He is flexible and willing to work on any project that is assigned to him. He was quick to volunteer to assist in other areas of company operations as well.

He would be a tremendous asset to your company and has a highest recommendation. If you have any further questions about his background or qualifications, please get in touch with me.

Sincerely,

SuccessR Hrtech Pvt Ltd

  
Designated Partner

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

[info@successr.in](mailto:info@successr.in) or [tejasvinipise@successr.in](mailto:tejasvinipise@successr.in)

SuccessR HR Tech Pvt Ltd

05.10.2021

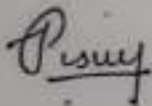
**To Whomsoever It May Concern**

This is to certify that Mr. Ayman Javed Quadri completed his internship as a Digital Marketing intern in our organization from SuccessR HR Tech Pvt Ltd.

Duration of Internship-5<sup>th</sup> July 2021 to 5<sup>th</sup> October 2021.

We found him sincere, punctual and result oriented and wish success in career.

Sincerely,



Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

SuccessR HR Tech Pvt Ltd

05.10.2021





Shiksha Mandal, Wardha's  
**G. S. COLLEGE OF COMMERCE & ECONOMICS**  
(AUTONOMOUS)

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### CERTIFICATE

This is to certify that the said internship project report titled "Data Annotation of basic of Digital Marketing and Data Interpretation of IT companies in metropolitan cities of South India" has been completed & submitted by **Mr. Ayman Quadri** as a part of partial fulfillment of mandatory requirement for the degree of B. Com (Honours) at G.S. College of Commerce and Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr. Ranjana Sahu.

Date: 12/4/23

Place: Nagpur

*Ranjana*

Dr. Ranjana Sahu  
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 SuccessR. I am grateful to Ms. Tejaswini Pise Director, SuccessR pvt ltd for considering me for the internship in her esteemed organisation.

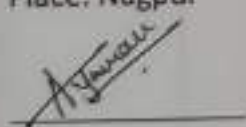
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to SuccessR Pvt Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours) for the guidance and teachings. Who also 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: 12/4/23

Place: Nagpur



Signature of Student

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## INTRODUCTION

Marketing refers to the process of identifying, anticipating, and satisfying customer needs and wants through the creation, promotion, and distribution of products or services. It involves a wide range of activities, including market research, product development, pricing, advertising, sales, and distribution. The goal of marketing is to understand and connect with target audiences, generate interest and demand for a product or service, and ultimately increase sales and revenue. Marketing is a crucial function for any business or organization and can take many forms, including traditional marketing, digital marketing, and content marketing. Digital marketing refers to the use of electronic media, such as the Internet, social media, mobile apps, and other digital channels, to reach and engage customers. It encompasses a wide range of activities, including search engine optimization (SEO), content marketing, email marketing, social media marketing, pay-per-click (PPC) advertising, affiliate marketing, and more. The goal of digital marketing is to help businesses reach a larger audience, generate leads, and ultimately drive sales.

Digital marketing refers to the use of digital channels and technologies to promote products, services, and brands. The field has expanded significantly in recent years as more and more people use the internet and social media to connect with businesses and make purchasing decisions.





Some of the key ways that digital marketing has expanded include:

- **Increased use of social media:** Social media platforms such as Facebook, Instagram, and Twitter have become important marketing channels for businesses.
- **Growth of mobile:** With the proliferation of smartphones, mobile marketing has become increasingly important. This includes tactics such as SMS marketing, mobile advertising, and mobile apps.
- **Rise of content marketing:** Providing valuable and informative content has become an important way for businesses to attract and retain customers. This can include blog posts, videos, and other types of content.
- **Increased use of data and analytics:** Digital marketing has become more data-driven, with businesses using tools such as Google Analytics to track the effectiveness of their campaigns and make informed decisions.
- **Emergence of new technologies:** The development of new technologies, such as virtual and augmented reality, has opened up new possibilities for digital marketing.



## COMPANY PROFILE

SuccessR is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses. It helps to speed up the career and HR activities of MNCs and start-ups by providing concentrated HR services ranging from recruitment, selection, job profiling, HR planning, talent acquisition, training and development, job switching, HR software development and human resource management. Apart from this, they also offer consultancy and advisory services to help businesses optimize their human resource department.



The company's broadcasted motive is -

"Identifying and engaging the right people. That is what we do. But only if those people truly represent the answer to the question. The real question is rarely: who are you looking for? But often: where do you want your company to go? We chase the questions behind the question and help you to develop a sustainable talent strategy"

<b>Date of incorporation</b>	3, July,2020
<b>Company type</b>	Non – Government (Private led by shares)
<b>CIN</b>	U72200MH2020PTC341402
<b>Authorized capital</b>	Rs. 100000
<b>Paid up capital</b>	Rs. 80000

### OUR MISSION

What we do?

We're on a mission to improve the impact of human resources in organizations through sustainable talent acquisition and retention strategies.

Success R is on the mission to optimize businesses through human resources. by identifying the potentially right fit for the organisation.

### OUR VISION

Why we do it?

We believe that HR is the most important department in any company. It holds things together and deals with innumerable human variabilities but often doesn't have the right tools to realize its full potential and deliver great results.

We want to be the platform which harnesses this potential and helps the business grow

## OBJECTIVES OF STUDY

### DATA ANNOTATION OF BASICS OF DIGITAL MARKETING AND DATA INTERPRETATION/COLLECTION OF IT COMPANIES IN METROPOLITAN CITIES OF SOUTH INDIA

A study of digital marketing objectives is a research project that aims to understand the objectives and goals of digital marketing efforts. The study can be conducted using quantitative and qualitative research methods to collect data, and analyse it to understand the objectives of digital marketing.

- **Identifying the primary objectives of digital marketing:** The study can aim to understand the primary objectives of digital marketing efforts such as lead generation, brand awareness, customer acquisition, and sales.
- **Measuring the effectiveness of digital marketing campaigns:** The study can aim to measure the effectiveness of digital marketing campaigns by analysing metrics such as website traffic, conversion rates, and customer engagement.
- **Understanding the role of different digital marketing channels:** The study can aim to understand the role of different digital marketing channels such as social media, search engines, email marketing, and mobile marketing in achieving digital marketing objectives.
- **Identifying the key factors that influence digital marketing success:** The study can aim to identify the key factors that influence the success of digital marketing efforts such as budget, target audience, and competition.
- **Identifying the best practices and trends in digital marketing:** The study can aim to identify the best practices and trends in digital marketing by analysing the strategies and tactics of successful companies.
- **Providing recommendations for improvement:** The study can provide recommendations for improvement to optimize digital marketing efforts and achieve better results.



The objective of the study is to provide insights and understanding of digital marketing objectives and strategies, and provide recommendations for improvement to optimize digital marketing efforts. It can be used by businesses and organizations to improve their digital marketing efforts and achieve better results.

The objective of data collection is to gather accurate and relevant information to support decision-making, problem-solving, and research. The following are the key objectives of data collection:

- **To answer research questions:** Data collection is an essential part of research and helps to answer research questions and test hypotheses.
- **To make informed decisions:** Data collection provides the information needed to make informed decisions and solve problems in various fields, such as business, marketing, healthcare, and education.
- **To support policy-making:** Data collection helps policymakers to understand the current state of a problem or issue and make informed decisions.
- **To evaluate programs and projects:** Data collection is used to evaluate the effectiveness and impact of programs and projects to determine their success and areas for improvement.
- **To improve products and services:** Data collection helps companies to understand customer needs and preferences, and to improve their products and services.
- **To identify trends and patterns:** Data collection helps to identify trends and patterns in various fields, such as market trends, health trends, and social trends.
- **To improve knowledge and understanding:** Data collection helps to improve knowledge and understanding of various subjects and phenomena by providing a systematic and objective way of gathering and analysing information.

## NEED

There are several reasons why businesses and organizations may choose to use digital marketing:

- **Reach:** Digital marketing allows businesses to reach a wider audience than they would be able to through traditional marketing channels. For example, a business can create a social media account and reach a global audience with just a few clicks.
- **Engagement:** Digital marketing channels, such as social media and email, allow businesses to interact with their customers in real-time. This can be useful for gathering feedback, answering questions, and addressing concerns.
- **Cost-effective:** Digital marketing can be more cost-effective than traditional marketing methods. For example, PPC advertising allows businesses to target specific demographics and pay only when a user clicks on their ad.
- **Measurable:** Digital marketing campaigns can be easily tracked and measured using tools such as Google Analytics. This allows businesses to see how well their marketing efforts are paying off and make adjustments as needed.
- **Targeted:** Digital marketing allows businesses to target specific demographics or interests, which can be useful for reaching specific groups of customers.
- **Adaptable:** Digital marketing is a constantly evolving field, and businesses that use digital marketing can quickly adapt to changes in technology and consumer behaviour.

## SCOPE

Digital marketing refers to the use of electronic media, such as the Internet, social media, mobile apps, and other digital channels, to promote products and services, reach customers, and engage with them. The scope of digital marketing is quite broad and includes a variety of activities, including:

- **Multichannel approach:** Digital marketing encompasses a range of channels and platforms, including search engines, social media, email, video, and mobile apps, allowing businesses to reach their target audience through multiple touchpoints.
- **Data-driven:** Digital marketing leverages data and analytics to inform and optimize marketing efforts, providing insights into consumer behaviour and preferences, and enabling businesses to make informed decisions.
- **Cross-functional:** Digital marketing involves collaboration and integration with other business functions, such as sales, product development, and customer service, to provide a seamless and consistent customer experience.
- **Customer-centric:** Digital marketing focuses on understanding and meeting the needs and preferences of the target audience, through personalized and engaging experiences that build brand loyalty and drive conversion.
- **Global reach:** Digital marketing enables businesses to reach a global audience through digital channels, making it possible to reach consumers in different countries, cultures, and languages.
- **Continuous evolution:** The scope of digital marketing is constantly evolving as new technologies and platforms emerge, providing businesses with new opportunities to reach and engage their target audience.

In conclusion, the scope of digital marketing is vast, encompassing a range of channels, platforms, and technologies, with a focus on data-driven, cross-functional, customer-centric marketing efforts, with a global reach and the potential for continuous evolution.

## IMPORTANCE OF DIGITAL MARKETING

- **Search engine optimization (SEO):** This involves optimizing a website to rank higher in search engine results pages (SERPs) for targeted keywords. This can help businesses attract more qualified traffic to their website and increase the likelihood of converting those visitors into customers.
- **Content marketing:** This involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience. The goal is to drive profitable customer action, such as making a purchase or filling out a contact form.
- **Social media marketing:** This involves using social media platforms such as Facebook, Instagram, Twitter, and LinkedIn to connect with customers and promote a business's products or services.
- **Email marketing:** This involves using email to send promotional messages to a list of subscribers. The goal is to build relationships with potential and current customers and drive sales.

### WHAT IS DIGITAL MARKETING AND ITS IMPORTANCE



It is a term used to describe any marketing efforts that take place on the internet or on a digital device. There are many different channels that businesses use to entice customers into buying their products and services.

There are many stats that highlight the importance of digital marketing. With global eCommerce sales expected to reach \$4.5 trillion by 2021, it's clear that there's significant potential for online promotional activity. What's more, 51% of shoppers research their purchases on Google before making them.



## IMPORTANCE OF DIGITAL MARKETING INTERN

Here are a few key points on the importance of digital marketing interns:

- Digital marketing interns can help businesses and organizations achieve their marketing goals through the use of digital channels.
- They can assist with tasks such as market research, social media management, email marketing, and website analysis.
- In today's digital age, it is essential for businesses to have a strong online presence, and digital marketing interns can help them achieve this.
- Digital marketing interns have the opportunity to learn valuable skills and gain hands-on experience in the field, which can be beneficial for their future careers.
- Digital marketing interns are an important part of any marketing team and can make significant contributions to the success of a business.
- **Career development:** Digital marketing internships can provide a stepping stone to a career in the field, helping students build a strong foundation and gain a competitive edge in the job market.



## CONCLUSION

- **Exposure to industry-leading technology:** Interns will have the opportunity to work with the latest digital marketing tools, technologies, and platforms, which will help them stay current and up-to-date with industry trends.
- **Understanding of business operations:** Digital marketing interns will gain an understanding of how digital marketing fits into the larger picture of business operations, including how to effectively integrate it with other marketing efforts, such as advertising, public relations, and brand management.

In conclusion, a digital marketing internship can provide students and recent graduates with valuable hands-on experience, networking opportunities, skill development, exposure to industry-leading technology, and an understanding of business operations. It is an excellent way for students to gain a competitive edge in the job market and build a successful career in the field of digital marketing.



## LIMITATIONS

There are several limitations to a digital marketing internship, including:

- **Limited experience:** As an intern, you may not have the same level of experience and expertise as a full-time employee. This may limit your ability to fully contribute to complex digital marketing projects and strategies.
- **Limited responsibility:** As an intern, you may not have the same level of responsibility as a full-time employee. You may not have the opportunity to lead projects or make significant decisions.
- **Limited time:** Digital marketing internships are typically temporary positions, which means you may only have a limited time to contribute and learn.
- **Limited access:** As an intern, you may not have the same level of access to company resources and information as a full-time employee. This may limit your ability to fully understand and contribute to the business's digital marketing efforts.
- **Limited compensation:** Digital marketing internships may not offer the same level of compensation as a full-time position, which may make it difficult to support yourself financially during the internship.



## SWOT

**SWOT ANALYSIS**

**S.W.O.T.**

SWOT analysis stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT is a situational analysis framework used to map out the most definitive internal and external factors currently affecting an organization, individual or project. It is the strategic planning of your company, product, business, or industry by listing down these four characteristics.

- \*Easy to target and reach more audience at a cheaper price.
- \*Being recognized as a brand has become much easier.
- \*Saves a lot of money as compared to the traditional word marketing as it is cheaper and efficient.
- \*A challenge to reach the population which is still not using the internet.
- \*Keeping pace with new trends and technology.
- \*High chances of failure of digital marketing campaigns because of confusion due to the availability of many different marketing options.
- \*More and more employment for the youth in this field is just growing and number of professionals are less.
- \*Increase the reach of your brand, therefore, leading to direct profit.
- \*There are lots of ways through which owners earn money apart from their primary business.
- \*Storage of data with full security is still a big question mark.
- \*Analyzing the data in a wrong way can lead to damaging results which is found in a lot of companies.
- \*With the growth of this digital platform, customers have become more vocal about their feelings and opinions.

A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for digital marketing can help a business understand its current position and identify potential areas for improvement.

### Strengths:

- Strong social media presence
- High-quality website and user experience
- Targeted and effective digital advertising campaigns
- Skilled and experienced digital marketing team

### Weaknesses:

- Lack of a strong digital marketing strategy
- Limited budget for digital marketing efforts
- Lack of focus on customer engagement and retention
- Limited use of data and analytics to optimize campaigns



### Opportunities:

- Expansion into new markets through digital channels
- Increased customer loyalty through personalized marketing efforts
- Improved brand awareness and reputation through social media and content marketing
- Increased sales through targeted digital advertising

### Threats:

- Competition from other businesses with strong digital marketing efforts
- Changes in algorithms and policies on social media and search engines
- Decreased effectiveness of traditional digital marketing tactics
- Increased privacy concerns and changes in regulations related to data collection and use:

## SOME OF THE KEY BENEFITS OF DIGITAL MARKETING

### INCLUDE:

- **Increased reach:** Digital marketing campaigns can reach a global audience, whereas traditional marketing methods are often limited to a local or regional area.
- **Measurable results:** Digital marketing campaigns can be easily tracked and measured, allowing businesses to see which tactics are working and adjust their strategy accordingly.
- **Targeted advertising:** Digital marketing allows businesses to target specific demographics, such as age, gender, location, and interests, which can lead to higher conversion rates.
- **Cost-effective:** Digital marketing is often more cost-effective than traditional marketing methods, as businesses can reach a large audience with a smaller budget.
- **Real-time optimization:** With digital marketing, you can make changes to your campaign on the fly, based on the data and the results which allows you to optimize your campaigns in real-time.
- **Building customer relationships:** Digital marketing can help businesses to build customer relationships through personalized communication and engagement, which can lead to customer loyalty and repeat business.
- Overall, digital marketing can be a powerful tool for businesses to increase their visibility, reach new customers, and build relationships with existing ones.

## IMPACT

The impact of digital marketing can be significant, some of the benefits include:

- **Greater reach:** Digital marketing allows businesses to reach a larger audience than traditional marketing methods, as it can be targeted to specific demographics and geographic locations.
- **Measurable results:** Digital marketing campaigns can be easily tracked and measured, allowing businesses to see which efforts are most effective and adjust their strategy accordingly.
- **Better targeting:** Digital marketing can be highly targeted to specific groups of customers based on demographic information, browsing behaviour, and search history.
- **Improved conversion rates:** By creating personalized and relevant experiences for their customers, digital marketing can help to improve conversion rates and generate more sales.
- **Greater flexibility:** Digital marketing campaigns can be quickly adapted or changed as needed, giving businesses the ability to respond to market changes and customer needs more effectively.
- **Increased engagement:** Digital marketing allows businesses to engage with customers in real-time, through channels such as social media and live chat.
- **Increased brand awareness:** By reaching a larger audience and engaging with customers, digital marketing can help to increase brand awareness and improve brand loyalty.
- **Lower costs:** Digital marketing can be less expensive than traditional marketing methods, such as television or print advertising.
- **Better customer understanding:** Digital marketing allows businesses to gather valuable customer data and insights, which can be used to improve products or services and create more effective marketing campaigns.

## REQUIRED ELEMENTS OF DIGITAL MARKETING

- **A clear understanding of target audience:** Digital marketing campaigns should be tailored to the specific needs and interests of the target audience to ensure maximum effectiveness.
- **A comprehensive digital marketing strategy:** A well-defined strategy can help set clear goals, target the right audience, and measure the success of digital marketing efforts.
- **A professional and user-friendly website:** A website serves as the foundation for all digital marketing efforts and should be optimized for search engines, mobile-friendly, and easy to navigate.
- **High-quality content:** Relevant and valuable content is crucial for attracting and engaging target audiences and building trust and credibility.
- **Search engine optimization (SEO) and pay-per-click (PPC) advertising:** These techniques help to increase visibility on search engines and drive website traffic.
- **Social media presence:** Utilizing social media platforms can help increase brand awareness, generate leads, and drive website traffic.
- **Email marketing:** Email marketing campaigns can be used to build relationships with existing customers, nurture leads, and promote products and services.
- **Analytics and tracking:** Digital marketing efforts should be tracked and analysed to measure their effectiveness and make data-driven decisions for improvement.
- **Mobile optimization:** With mobile usage on the rise, it's important to ensure that digital marketing efforts are optimized for mobile devices.
- **Adaptability:** With the digital landscape constantly evolving, it's important to stay current with new trends and technologies to ensure digital marketing efforts remain effective.
- **A dedicated team or agency:** A dedicated team or agency with expertise in digital marketing can help ensure that digital marketing efforts are executed effectively.



## STRATEGIES OF DIGITAL MARKETING

There are several strategies for marketing, including:

- **Market segmentation:** Identifying specific groups of customers with similar needs and characteristics, and tailoring marketing efforts to meet their unique needs.
- **Product positioning:** Differentiating your product or service from competitors by emphasizing its unique features and benefits.
- **Branding:** Creating a strong and consistent brand image and message that resonates with customers and differentiates your product or service from competitors.
- **Promotion:** Communicating the value of your product or service to customers through advertising, sales promotions, public relations, and personal selling.
- **Distribution:** Making your product or service available to customers through various channels, such as retail stores, online marketplaces, or direct sales.
- **Pricing:** Setting a price for your product or service that is competitive and attractive to customers.
- **Digital marketing:** Utilizing digital channels such as search engines, social media, email, and mobile apps to connect with customers and promote products or services.
- **Relationship marketing:** Building long-term relationships with customers by providing excellent service and creating personalized experiences.
- **Influencer marketing:** Collaborating with influential people in your industry to promote your brand.
- **Guerrilla marketing:** Using non-conventional methods to promote a product or service, such as street performances, viral campaigns, or surprise events.
- **Content marketing:** Creating and distributing valuable, relevant, and consistent content to attract and engage a specific audience.
- **Event marketing:** Hosting or participating in events, such as trade shows, conferences, or product launches, to promote your brand and connect with customers.
- **Market research:** Gathering data on customers, competitors, and market trends to inform marketing decisions.

## TYPES OF DIGITAL MARKETING

### DIGITAL MARKETING TRAINING

1. **Social media marketing:** The process of promoting a product or service using social media platforms.
2. **Content marketing:** The creation and distribution of valuable, relevant, and consistent content to attract and engage a target audience.
3. **Affiliate marketing:** A type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.
4. **Email marketing:** The practice of sending out commercial messages to a group of people using email.
5. **Influencer marketing:** leveraging the power of people who have a large following and a high degree of social influence to reach the target audience.
6. **Display advertising:** A form of online advertising that incorporates text, images, and video to promote a product or service on websites and apps.
7. **Video marketing:** Create and distribute video content for promoting a product or service.
8. **Mobile marketing:** Reaching consumers on their smartphones, tablets, or other mobile devices through SMS, apps, mobile sites, or other mobile-specific channels.

## CONTRIBUTION AND EXPERIENCE

### DIGITAL MARKETING TRAINING

#### **Introduction:**

This report provides an overview of the training provided to our digital marketing intern over the course of their internship. The goal of the training was to provide the intern with a comprehensive understanding of digital marketing tools, techniques, and strategies, as well as hands-on experience in executing and measuring the effectiveness of digital marketing campaigns.

- **Hands-on Experience:**

The intern was given real-world projects to work on and was given ownership of specific tasks and campaigns. This provided them with hands-on experience in executing and measuring the effectiveness of digital marketing campaigns.

- **Mentorship:**

The intern was assigned a mentor or supervisor who guided and trained them, provided feedback, and answered any questions they had. This helped to ensure that the intern had a clear understanding of the tasks and projects they were working on and that they were on the right track.

- **Training on Industry-Specific Tools:**

The intern received training on tools and platforms specific to the industry, such as marketing automation software, social media management tools, and analytics platforms. This provided them with the skills they needed to effectively use these tools in their daily work.

- **Exposure to Various Marketing Channels:**

The intern was provided with exposure to various digital marketing channels such as social media, email, and content marketing. This gave them a comprehensive understanding of the field and helped them to understand how different channels can be used together to achieve marketing goals.

- **Marketing Strategy Training:**

The intern received training on the development and execution of marketing strategies and campaigns, including goal setting, budgeting, and measuring success. This provided them with the skills they needed to develop and execute effective marketing campaigns.

- **Data Analysis and Interpretation:**

The intern received training on how to analyze and interpret data to inform decision making and improve marketing performance. This helped them to understand how to use data to make informed decisions about their marketing campaigns.

- **Industry-Specific Training:**

The intern received training specific to the industry, such as search engine optimization techniques for e-commerce websites or social media advertising strategies for a B2B company.

This provided them with a deeper understanding of the industry and how digital marketing can be used to achieve specific goals.

- **Professional Development Opportunities:**

The intern was encouraged to attend webinars, conferences, or workshops related to digital



marketing to continue their professional development. This helped to ensure that they stay current in the field and continue to improve their skills.

### **Conclusion:**

Overall, the training provided to the digital marketing intern was successful in providing the with a comprehensive understanding of digital marketing tools, techniques, and strategies, as well as hands-on experience in executing and measuring the effectiveness of digital marketing campaigns. The intern was able to apply the skills and knowledge they gained to their work and make valuable contributions to the team.

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## TRAINING SESSIONS

### PROFESSIONALISM:

- **It is an ongoing process:** Professionalism is not a one-time achievement, but rather an ongoing process of self-improvement and learning.
- **It varies across professions:** The expectations and standards of professionalism can vary significantly across different professions and industries.
- **It is not just about job performance:** Professionalism also includes personal qualities and behaviours, such as ethical conduct and positive attitude, that impact one's reputation and relationships in the workplace.
- **It affects reputation:** Professionalism can have a significant impact on one's personal and professional reputation, and is often seen as a key factor in career advancement.
- **It requires continuous effort:** Maintaining high standards of professionalism requires continuous effort, learning, and self-reflection.
- **It encompasses both technical and soft skills:** Professionalism encompasses both technical competencies and "soft" skills, such as communication and leadership, that are critical to success in the workplace.
- **It is not just for employees:** Professionalism is not limited to employees, but also applies to employers, managers, and business owners, who are expected to adhere to ethical standards and maintain high standards of professionalism in their interactions with employees, customers, and the wider community.

## OPTIMUM UTILIZATION OF DATA:

To optimally utilize data, organizations can follow these best practices:

- **Data Collection:** Ensure that data is collected in a systematic and consistent manner.
- **Data Storage:** Store data in a secure and organized manner, making it easily accessible for analysis.
- **Data Cleaning:** Clean data to remove any inconsistencies, duplicates, or irrelevant information.
- **Data Analysis:** Analyse data using appropriate tools and techniques to extract insights and knowledge.
- **Data Visualization:** Present data in a visually appealing and easily understandable manner.
- **Data Integration:** Integrate data from various sources to provide a comprehensive picture of the information.
- **Data Sharing:** Share data with relevant stakeholders in a secure and controlled manner.
- **Data Security:** Ensure that data is protected against unauthorized access and data breaches.
- **Data Archiving:** Archiving data in a secure manner to preserve it for future reference.
- **Data Governance:** Implement policies and procedures for managing data, ensuring its quality, accessibility, and security.

## HOW SEARCH ENGINE WORKS:

A search engine works by combining various techniques and algorithms to provide users with the most relevant and accurate results in response to their search queries. Here's a detailed explanation of the process:

- **Web Crawling:** Search engines use specialized software called "spiders" or "bots" to automatically visit websites, collect information about their pages, and store it in a massive database. The spiders follow links from one page to another, creating an index of all the web pages they visit. This process is called "crawling".
- **Indexing:** The next step is to take the information collected during crawling and organize it into an index. The index is a large database that stores all the information about the web pages, such as the content of each page, the words used, and their location on the page. The index is used to quickly retrieve information in response to a user's search query.
- **Query Processing:** When a user enters a search query, the search engine processes the query to determine the user's intent. This process involves parsing the query, identifying the keywords, and using algorithms to match the query with the information stored in the index.
- **Relevance and Ranking:** Once the search engine has found all the relevant web pages, it then determines the relevance of each page to the user's query. This is done by using algorithms that take into account various factors such as the frequency and location of the keywords, the authority and credibility of the website, and the user's search history, among others. The search engine then ranks the web pages based on their relevance and displays the results in order of relevance.
- **Result Presentation:** The final step is to present the results to the user. The search engine displays a list of web pages that are deemed most relevant to the user's query, along with a brief summary of the content and the URL. The search engine may also show advertisements related to the user's query, which are identified as such.

In summary, a search engine works by crawling the web, indexing the information collected, processing user queries, determining the relevance and ranking of the results, and presenting the most relevant results to the user.



## INTERNSHIP TASKS

### TASK 1

#### PRESENTATION ON DIGITAL MARKETING

As primary task the mentor gave us the task to prepare power point presentation on digital marketing including the basics of digital marketing, expansion of digital marketing and different strategies of digital marketing to improve the vision and potential of interns towards digital marketing

this presentation was presented online through online meetings in front of mentors and the director of the company.

as individual I was assigned to prepare and collect details content of digital marketing and prepare the final power point presentation also to coordinate with another intern in my group



This slide shows the strategies of digital marketing the content/date was collected by interns from different sources

The detailed strategies are provided in the report

## STRATEGIES OF DIGITAL MARKETING



After this we were assigned to find out the inspiring story of the company using digital marketing strategy to grow and develop

### INSPIRING STORY



- Kanchan has been in the beauty business since she was 15. Last December, the 40-year-old returned to India after a three-year stint as a beautician in Dubai on account of her daughter's education and family. Though she'd worked with several high-end Delhi salons such as Toni & Guy in the past, she chose a different path this time: Instead of working full-time with a salon, she decided to sign up with digital home services platform UrbanClap Technologies on her sister's recommendation.
- She says she now takes three to four jobs a day on the platform to meet her target of making ₹1 lakh a month. "A job ties you up. This gives you a lot of freedom. And everyone likes to earn money," she tells Fortune India at one of UrbanClap's training centres in south Delhi. "I like that the harder I work, the more benefits I reap."

**THE FINAL TASK OF OUR INTERNSHIP WAS TO COLLECT THE HR CONTACT DETAILS OF INFORMATION TECHNOLOGY COMPANY**

Collection of contact details of HR managers involves gathering information such as name, job title, phone number, email address, and mailing address of HR managers in an organization. This information is used to communicate with HR managers regarding various employment-related issues, such as questions about benefits, employment verification, and other HR-related matters.

- Here are a few detailed steps for collecting HR manager contact details:
- **Research the company:** Start by researching the company website and identifying the HR department. Look for any publicly available contact information, such as an email address or phone number for the HR manager.
- **Search for HR directories:** There are various HR directories available online that can provide contact information for HR managers. These directories often list HR contacts for multiple companies, and can be a good starting point for your search.
- **Contact the company:** If you are unable to find HR manager contact information online, you can call or email the company directly and ask for HR manager contact details. Be sure to provide your name, company, and reason for contacting HR, as this will help the company determine the best point of contact.
- **Use LinkedIn:** LinkedIn is a useful platform for finding HR managers. You can search for HR managers within a specific company and request to connect with them.
- **Ask for a referral:** If you know someone who works at the company, ask them for an introduction or referral to the HR manager.

It is important to be professional and respectful when communicating with HR managers, and to clearly state the purpose of your request for contact details. Having accurate and up-to-date HR manager contact information can help ensure effective communication and ensure that important HR-related matters are addressed in a timely manner.



## EXTRACT OF DATA COLLECTION:

A	B	C	D	E
Sl. No.	Name of the company	H. Head Name/Dep name	Email ID	Contact number
1	IBM GLOBAL SERVICES	RITESH DARYAN	RIDARYAN@IBM.COM	984070442
2	ORACLE INDIA PVT LTD	GINU NARAYAN	GINUNARAYAN@ORACLE.COM	9888446131
3	INTEL	SIDDHARTH A.MAVINKURVE	SIDDHARTH.A.MAVINKURVE@INTEL.COM	9845983693
4	MERITRONIC SERVICES	PRAVEEN MOTEENMUR	WWW.AISWRTHINK.COM	9028832700
5	WINO TECHNOLOGIES	ROBERT	ROB@WINOTECH.COM	9888875213
6	SJA TECHNOLOGIES PVT	KAMAL CHOUDHARY	INDIA@ADEASOLUTIONS.COM	9885202087
7	D.E SHAW INDIA	NETRA PURANK	PURANKNETR@DESHAW.COM	91-48-66386844
8	NY COMPTON PVT LTD	BHARGAVI MADARAJU	INFO@REACGLOBALSERVICES.COM	4023581000
9	MICROSOFT INDIA LTD	NAINA AGARWAL	ACCTS.HYD@BRLINDIA.COM	91-40-66031580
10	GOLDMAN SACHS	ANIMESH CHATURVEDI	ANIMESH.CHATURVEDI@GS.COM	9800130477
11	IV COORDINATE	PADMASRI	PADMASRI@COORDINATE.COM	9041748084
12	SAP LABS INDIA PVT LTD	S V SANKARAN	SANKARAN.S.V@SAP.COM	9845185227
13	ACUMEN SOFTWARE	SUCHITRA SAMAL	CHINDY1512@REDIFFMAIL.COM	4023311378
14	AMECA EMBEDDED	G V KUMAR	GVK@ARTECA.IN	9348827142
15	DURAS	ABBAS ALI	MKTG@DURASPOWER.COM	9845388828
16	EYANI	DEVADESS	EYAMELECTRIC@GMAIL.COM	9448203842
17	FLOWELL ENGINEERING	SURESH BABU	FLOWWELL2@HOTMAIL.COM	9880793382
18	FLOWTECH PUMPS AND FRONTLINE	SHANKAR	FLOWWELL.P.MPS@YAHOO.CO.IN	9449480358
19	HY-TECH	SATYANARAYANAN	HYTECHPOWERSYSTEMS@GMAIL.COM	9000770027
20	KRISHNAR ELECTRIC	JAGANNATH KESHAV	JAGANNATH.KESHAV@KRISHNARELECTRICAL.COM	9845072171
21	LAXEN	G.V.RAO	LAXYEN@GMAIL.COM	9849020533
22	MAAVE	R.SARKAR	GVR@MVC.CO.IN	9848987431
23	MERSEN INDIA PVT LTD	KIRAN	R.SARKAR@MERSEN.COM	9811285330
24	NAREN	TUSHARA NAIR	NAREN@GMAIL.COM	9353048911
25	BOSCH LTD	BHARATH PAVULLURI	TUSHARA.NAIR@IN.BOSCH.COM	9893380445
26	MAKATRA ENERGY SYSTEM	K.V.S.NARAYANA RAO	BHARATH@NATURESWITCH.COM	8786868648
27	TATA PROJECTS LTD	SURESH BABU	MARAYANRACKYS@TATAPROJECTS.COM	7861062080
28	SHIVASUKI POWER	SHARAT BALCHANDANI	SURESHBABU@YASUKI.IN	9844080511
29	ARMSTRONG DESIGN PVT	RAMESH SINGH	BBALCHANDANI@BAEMSTRONGFLUIDTECHNOLOGY.COM	9833863800
30	ELPRO ENERGY	N.KAVITHA	ELPROCHP@GMAIL.COM	9845048790
31	ALAYANCE ECOM	SHIVA KISHORE	NKAVITHA@ALAYANCE.COM	9898959589
32	ADITI TECHNOLOGIES	JHARNA THAMMAIAH	WEBMASTER@ADITI.COM	7879685474
33	INFOSYS TECHNOLOGIES	RAMNIEER VEMULA	SAGAR@CHORALTECH.NET	8009520261
34	AIP PVT LTD		WWW.WILCOINT.COM	4055915332



Data collection is the process of gathering information and data for a specific purpose. There are various techniques used in data collection, including:

- **Surveys:** Surveys are one of the most common methods of data collection. They can be conducted in-person, by phone, or online. Surveys can be used to gather information on a wide range of topics, such as demographics, opinions, attitudes, and behaviours.
- **Interviews:** Interviews involve asking questions and gathering information directly from participants. Interviews can be conducted in-person, by phone, or online. They can be structured (with a set list of questions) or unstructured (with more open-ended questions).
- **Observations:** Observations involve watching and recording the behaviours and actions of individuals or groups in a natural setting. Observations can be used to gather information on various topics, such as consumer behaviour, social interactions, and more.
- **Focus Groups:** Focus groups involve gathering a small, diverse group of individuals to discuss a specific topic. Focus groups can be used to gather information on attitudes, opinions, and behaviours.
- **Experiments:** Experiments involve manipulating one or more variables to observe the effect on a dependent variable. Experiments can be used to test causal relationships and to gather data on various topics, such as consumer behaviour and attitudes.
- **Secondary Data:** Secondary data involves collecting existing data that has already been collected and published by others. Secondary data sources can include government reports, academic studies, and other published data sources.
- **Documents and Records:** Documents and records can include various types of written materials, such as contracts, records, and archives, and can be used to gather information on various topics, such as organizational history, financial data, and more.
- Each data collection technique has its own strengths and limitations, and the appropriate technique will depend on the research question, the population being studied, and the available resources. A combination of data collection techniques can also be used to gather data from multiple sources and to triangulate results.

## KEY LEARNING –

- How an HR company works?
- Management of different departments
- Professional behavior
- Work ethics

## HOW AN HR COMPANY WORKS?

An HR (Human Resources) company provides support and services to organizations related to their HR functions. These functions may include recruiting and hiring, employee benefits administration, payroll management, and employee relations.

Here is a brief explanation of how an HR company works:

- **Assessment:** The HR company will start by assessing the client's current HR practices and processes to identify areas that need improvement or support.
- **Customization:** Based on the assessment, the HR company will create a customized plan that meets the specific needs of the client, which may include outsourcing specific HR tasks, providing training and development programs for employees, or implementing HR technologies.
- **Implementation:** The HR company will implement the customized plan, which may include recruiting and hiring new employees, managing employee benefits and payroll, or providing support for employee relations issues.
- **Ongoing Support:** The HR company will provide ongoing support to the client, which may include regular check-ins, updates on HR regulations and laws, and assistance with HR-related tasks as needed.
- **Reporting:** The HR company will provide regular reports and analytics to the client, which may include data on employee turnover, engagement levels, and HR metrics, to help the client measure the success of their HR initiatives.

- In summary, an HR company provides a range of services and support to organizations related to their HR functions, including assessment, customization, implementation, ongoing support, and reporting. The goal is to help organizations effectively manage their HR processes and support their employees, while reducing the burden on internal HR resources.

### MANAGEMENT OF DIFFERENT DEPARTMENTS

Department management in companies involves overseeing and coordinating the activities of different functional areas to ensure that the company meets its goals and objectives. Here is a brief overview of the management of common departments in companies:

- **Human Resources (HR) Department:** The HR department is responsible for recruiting, hiring, and training employees, managing benefits and compensation programs, and ensuring compliance with employment laws and regulations.
- **Finance Department:** The finance department is responsible for managing the company's financial resources, including budgeting, accounting, and financial reporting. They also help the company make informed financial decisions, such as investments, loans, and mergers and acquisitions.
- **Marketing Department:** The marketing department is responsible for developing and executing the company's marketing strategy, including product development, advertising, and market research. They aim to increase brand awareness and attract customers to the company's products or services.
- **Operations Department:** The operations department is responsible for overseeing the production of the company's products or delivery of its services. They ensure that the company's resources are used efficiently and effectively, and that the company meets its production and delivery goals.
- **Sales Department:** The sales department is responsible for selling the company's products or services to customers. They develop relationships with customers, negotiate deals, and close sales to generate revenue for the company.
- **IT Department:** The IT department is responsible for managing the company's technology resources, including hardware, software, and data systems. They ensure



that the company's technology is up-to-date, secure, and reliable, and that it supports the company's business operations.

- **Supply Chain Department:** The supply chain department is responsible for managing the flow of materials and goods into and out of the company. They ensure that the company has the necessary raw materials and components to produce its products, and that finished products are delivered to customers on time.

In summary, department management in companies involves overseeing and coordinating the activities of functional areas such as HR, finance, marketing, operations, sales, IT, and supply chain. The goal of department management is to ensure that the company meets its goals and objectives and operates efficiently and effectively.

## PROFESSIONAL BEHAVIOUR

Professional behaviour refers to the manner in which individuals conduct themselves in the workplace. It encompasses a range of attitudes and actions, including ethical conduct, respectful communication, and effective teamwork. The following are key components of professional behaviour:

- **Ethical Conduct:** This involves conducting oneself in an honest and moral manner, adhering to ethical standards and following the law. Professional behaviour requires individuals to avoid conflicts of interest, treat others fairly and with respect, and maintain confidentiality as appropriate.
- **Respectful Communication:** This involves speaking and writing in a clear and professional manner, avoiding aggressive or inappropriate behaviour, and being open to feedback and criticism. Professional behaviour also requires individuals to actively listen to others and be considerate of their perspectives.
- **Effective Teamwork:** This involves collaborating with others, being flexible and adaptable, and contributing to a positive work environment. Professional behaviour requires individuals to work effectively with others, respect the contributions of their colleagues, and be willing to support their team.



- **Continuous Learning:** This involves being open to learning new skills, seeking feedback and taking responsibility for personal and professional growth. Professional behaviour requires individuals to continuously improve their skills, stay informed about changes in their industry and seek opportunities for growth and development.
- **Time Management:** This involves being organized and efficient, prioritizing tasks and meeting deadlines. Professional behaviour requires individuals to manage their time effectively, prioritize tasks, and balance work and personal responsibilities.
- **Presentation Skills:** This involves presenting ideas and information in a clear, concise, and professional manner. Professional behaviour requires individuals to have strong presentation skills, including the ability to clearly articulate ideas, use visual aids effectively, and adapt to different audiences.

Learning and exhibiting professional behaviour is crucial to success in the workplace. It helps individuals establish credibility, build positive relationships, and advance in their careers. Professional behaviour also contributes to a positive work environment, where individuals are treated with respect, trust and mutual support.

## WORK ETHICS

Work ethics are principles and values that guide an individual's behaviour and decision-making in the workplace. They shape how employees approach their job duties, interact with colleagues and customers, and handle workplace situations. Some of the key components of work ethics include:

- **Responsibility:** Taking ownership of one's actions and responsibilities in the workplace and following through on commitments.
- **Integrity:** Adhering to moral and ethical principles, including honesty, fairness, and transparency in all workplace interactions.
- **Respect:** Treating colleagues, customers, and others with dignity and respect, regardless of their position or background.
- **Professionalism:** Maintaining a high level of professionalism in all workplace interactions, including being reliable, punctual, and dressing appropriately.

- **Hard Work:** Making a genuine effort to perform one's job duties to the best of one's abilities and continuously seeking opportunities for improvement.
- **Teamwork:** Collaborating effectively with others, supporting team goals, and resolving conflicts in a constructive manner.
- **Continuous Learning:** Seeking opportunities for growth and professional development, including staying up-to-date with industry developments and technologies.
- **Communication:** Communicating effectively with others, including actively listening, expressing oneself clearly, and adapting communication styles to different situations and audiences.

Work ethics are important because they can positively impact an individual's personal and professional growth and success, as well as contribute to the success of the organization. Organizations often incorporate work ethics into their mission, values, and policies to promote a positive work culture and create a foundation for ethical decision-making. Adherence to strong work ethics can also increase employee morale, reduce turnover, and improve customer satisfaction.

## CONCLUSION

In this internship report, I have highlighted the important role that digital marketing plays in today's business landscape. Through my internship experience, I have gained practical skills in a variety of areas including search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, email marketing, and analytics.

In addition to these technical skills, I have also learned about the importance of effective communication and collaboration with colleagues and clients. Through my interactions with my team and clients, I have gained valuable insights into how to develop effective marketing strategies and deliver successful campaigns.

Looking forward, I believe that digital marketing will continue to evolve and become even more important for businesses. As such, it is essential for businesses to stay up-to-date with the latest trends and techniques to stay competitive in the digital landscape. I would recommend that companies invest in ongoing training and development for their digital marketing teams to ensure they remain at the forefront of this ever-changing industry.

Overall, my digital marketing internship has been a valuable learning experience, and I am confident that the skills and knowledge I have gained will serve me well in my future career endeavours.

## SUGGESTIONS

Here are a few suggestions for digital marketing:

- **Identify your target audience:** Understanding your target audience is key to any successful marketing campaign. Research your customers and find out what they need, want, and are interested in.
- **Set goals:** Determine what you want to achieve with your digital marketing efforts, such as increased website traffic, higher sales, or increased brand awareness.
- **Create a content marketing strategy:** Develop a plan for creating and distributing valuable, relevant, and consistent content that will attract and retain your target audience.
- **Use search engine optimization (SEO):** Make sure your website is optimized for search engines so that it appears at the top of search results for relevant keywords.
- **Utilize social media:** Use social media platforms to engage with your audience, share content, and promote your products or services.
- **Invest in pay-per-click (PPC) advertising:** Consider running PPC ads on search engines or social media platforms to drive traffic to your website.
- **Use email marketing:** Build an email list and send newsletters or promotional messages to your subscribers.
- **Consider mobile marketing:** With the increasing use of mobile devices, it is important to consider how to reach customers on their phones and tablets.



## TERMINOLOGIES

- **CPA (Cost Per Action):** A pricing model in which businesses pay for specific actions (such as a sale or sign-up) rather than clicks.
- **CPC (Cost Per Click):** A pricing model in which businesses pay for each click on their ads.
- **CPM (Cost Per Thousand):** A pricing model in which businesses pay for each 1,000 views of their ads.
- **CTR (Click-Through Rate):** The ratio of clicks to impressions, used to measure the effectiveness of an ad.
- **CRO (Conversion Rate Optimization):** The process of improving the performance of a website or landing page to increase the number of visitors who take a specific action (such as making a purchase).
- **KPI (Key Performance Indicator):** A metric used to measure the performance of a specific aspect of a business.
- **CPL (Cost Per Lead):** A pricing model in which businesses pay for each lead generated from their marketing efforts.
- **A/B Testing:** A method of comparing two versions of a webpage or ad to determine which one performs better.
- **Bounce Rate:** The percentage of visitors who leave a website after only viewing one page.
- **Retargeting:** A form of online advertising that allows businesses to show ads to visitors who have previously shown interest in their products or services.
- **Affiliate Marketing:** A performance-based marketing method where businesses pay a commission to other entities (affiliates) for promoting their products or services.
- **API (Application Programming Interface):** A set of protocols and tools that allow different software systems to communicate and share data.

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