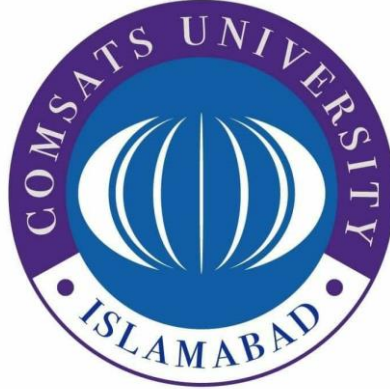


Internship Report on  
**INTECH SOLUTIONS (PVT) LTD**



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## EXECUTIVE SUMMARY

Digital marketing is the current equivalent of an engine, driving businesses forward. It's all about using the web to spread the word about stuff. My internship in digital marketing was quite educational, and I also had a great time. My skillset now includes the generation of search engine optimised material, the administration of social media profiles, the writing of user-friendly emails, and the development and distribution of targeted online advertising. I learned how to analyse data and statistics to find out what works and what doesn't. Thanks to my digital marketing knowledge, I've been able to develop with the sector. During my internship, I learned how important digital marketing is for expanding a business's reach and attracting new customers. This presentation will outline my past, lessons, and their significance to the world of digital advertising.

Marketing of products and services via electronic media. You need a website if you want to be taken seriously online. It's where potential buyers go to learn more about your business and the products you sell. Make sure your site is quick to load, simple to use, and search engine optimised.

In digital marketing, the content is king. Anything goes, from written pieces to motion pictures to weblog entries. To attract your ideal consumers, you need material that is useful, amusing, and instructional. Investing time and energy into creating content that sparks conversation will pay off in the end.

# **CHAPTER#1**

## **INTRODUCTION TO DIGITAL MARKETING**

### **WHAT IS DIGITAL MARKETING**

Digital marketing and advertising is the use of computers and other digital tools to sell things and services on websites, in applications for smartphones, in billboards, as well as any other kind of digital way. These are systems that are connected to the Internet and can construct, quicken, and deliver product value from a business to a customer's computer through digital networks.

Digital marketing grew in popularity in the 1990s and 2000s. This changed how brands and businesses use technology for marketing. Digital platforms are used all the time in marketing efforts and in everyday life. Also, a growing number of individuals make purchases digitally versus going to stores. Combination in keywords optimisation, influencer marketing of content, robotics, advertising, and advertising utilising information, online shopping marketing, social networking marketing, and social media are used in these projects.

### **WHAT MAKES DIGITAL MARKETING DIFFERENT FROM OLD-FASHIONED MARKETING**

Businesses used to market their goods and services in a lot of different ways, like in paper ads, radio and TV commercials, business cards, billboards, and other similar places. They didn't use online platforms or social media websites for advertising. Traditional marketing strategies had limited ways to reach customers and change their buying habits. Digital marketing means spreading the word about a business or item on the internet and other digital media. A business might use more than just their website to reach and interact with their ideal customers. These could include pay-per-click (PPC) and display ads, promotional emails, mobile devices, social media, and more.

## **HOW DO YOU BECOME A DIGITAL MARKETER?**

Digital marketers use all of a company's digital channels, whether they are free or paid, to spread the word about the business and find new customers. Online communities, the business website, search engine results, emails, display ads, and the business blog are some of these platforms. A digital marketer usually looks at a unique key indicator of success (KPI) for every medium so they can see how well the business is doing in all of them. A digital marketer to the role of SEO, for example, tracks the amount of "organic traffic" that comes to their website from people who found a page on the business's website through a Google search.

Today, digital marketing is used in a lot of different marketing jobs. In small businesses, one person may be in charge of a lot of the above digital marketing strategies at the same time. Larger businesses use these strategies with a team of experts who each work upon a few different brand's digital platforms.

## **WHY DO YOU NEED DIGITAL MARKETING**

Traditional marketing includes things like advertisements in newspapers, phone calls, and marketing in person. This is different from digital marketing, which can only happen online or on a computer. What this means is that brands can sell themselves in a lot of different ways, such as through email, film, social media, and their own websites.

## **WHAT DOES A COMPANY MEAN BY DIGITAL MARKETING**

Digital marketing means using a lot of different digital tools and platforms to reach people where they spend a lot of time: online. "Digital marketing" includes a wide range of strategies, such as internet ads, email marketing, online handouts, a business's website, and more.

Digital marketers who are good at what they do can see how each strategy helps them reach their overall goals. Plus, managers can support a bigger campaign through both free and paid platforms, according to the objective of their marketing plan.

For example, a content marketer can use a new eBook to promote a set from blog posts that help the business get new leads. The social media marketer for the company could then help get the word out about these blog posts on the firm's social media pages, both through paid and natural posts. The person who works with email marketing might set up a programme that offers individuals that acquire the electronic book more information about the business.

## **WAYS TO USE DIGITAL MARKETING**

**Search Engine Optimisation, or SEO:** It is the process of making your web page and online material better so that they show higher than others via the search engine results pages, or SERPs, for relevant keywords. More organic traffic will come to your site if you rank higher. On the internet, consider it as the opening pitch for your site.

**Pay-Per-Click (PPC):** Advertising means that you have to pay for your ads to show up in search engines, social media sites, and other websites. It's a cheap way to reach specific groups of people because you're simply pay when someone hits on your ad. Think of it as a tailored advertisement on a busy internet highway.

**Social media marketing:** Using sites such as LinkedIn, Instagram, and Facebook to interact with your ideal customers can help spread the word about your brand, bring people to your website, and create leads. You may consider of the experience as having a shop online in a busy market.

**Content marketing:** Making and sharing useful, interesting, and informative content like articles, blog entries, infographics, and videos draws and keeps a clear-cut audience and, in the end, gets customers to do something that makes you money. Think of it as giving away free samples to get people to buy.

Having a list of email addresses alongside delivering targeted campaigns can help you keep people interested, get people to buy your goods, and make more sales.



## HOW DOES DIGITAL ADVERTISING WORK?

Imagine a busy bazaar where vendors sell their goods to specific people instead of just yelling at others. Basically, that's internet advertising! Advertisers write ads, name their ideal audience (including age, interests, and online habits), and then compete for room on websites, apps, and social media sites. You can choose which ad to see based on real-time bidding powered by algorithms that love data. Tracking technology like cookies tells advertising what you like when you're online. Following the data from clicks, conversions, and engagement, advertisers make changes to their ads to make sure their message gets through. The digital advertising engine works with the help of imagination, data, and technology working together in a dynamic dance that shapes your online experiences and even decides what you buy. In the future, when you see an ad, remember that it's not just a banner; it's part of a complex environment that wants your attention.

## WHY DIGITAL MARKETING IS GOOD

Digital marketing is helpful in many ways, which makes it a useful tool for companies of all kinds. In simple words, here are some of the key explanations for how digital marketing is a good idea:

1. **Global Audiences and Targeting:** With digital marketing, your business can reach people all over the world, not just in your area. Many online tools let you connect with possible customers, no matter where they are in the world or in your neighbourhood. You can also exactly define categories with individuals based on their demographics, interests, and how they act online.
2. **Cost-effective:** The use of digital marketing tends to be less expensive than standard forms of advertising like TV or print ads. You can begin via a little money and add to it as you start to see results. It's a great choice for small businesses that don't have a lot of money or other tools because it's so cheap.
3. **Results that can be measured:** One of the best things about digital marketing is that it's easy to keep track of. Your projects' progress is shown to you in real time. You can quickly see what's working and what's not, which lets you change your plans on the spot to achieve the best results.
4. **Interaction and Engagement:** With digital marketing, you can really talk to your community. You can talk back and forth on websites, blogs, and interactive

material. This interaction helps you get to know your customers better, which makes them more loyal to your brand and more likely to spread the word about it.

5. **Data and analytics:** When you use digital marketing, you can access a lot of data and analytics. Your eyes can see who is reading and responding to the information you provide, where they are from, and what they do. The knowledge in these insights can help you learn more about your audience and make your marketing more effective.
6. **Available 24 hours:** Your online profile remains "open for business." Potential customers can reach your web page, social media pages, and online ads at any time, day or night. Your audience will be able to learn about your goods or services whenever it's convenient for them thanks to this constant availability.
7. **Flexibility and adaptation:** Digital marketing lets you make changes and react quickly. Your actions can make changes right away if you see that a certain strategy isn't working. This adaptability is very important in the modern world, which moves quickly and is always changing.
8. **Equal Playing Field:** Digital marketing for businesses makes the playing field level. In the online world, small businesses can go up against big ones. It is not only regarding who has the most money; it's also about how well you are able to communicate with your viewers.

To sum up, digital marketing is helpful because it lets you contact and interact with people all over the world in a way that is efficient, measurable, and highly targeted. You can't just send out a message; you need to build connections, be open to change, and use data to make decisions that will help your business grow.

## **ADVANTAGES OF DIGITAL MARKETING**

There are many great things about digital marketing that make it a great tool for businesses. First, it lets you reach a huge audience around the world, not just in your area. Imagine having a huge sign on the web that everyone can see. Second, it's cheaper than standard forms of advertising such as television or newspaper ads. Online signs are like that, but they don't cost a fortune. Another great thing is that you can see what's happening right now. You can quickly change your message if people aren't interested if you have a magic gadget who tells you if they are. You can have real talks with your audience through digital marketing, which gives you an opportunity to solve inquiries

and make friends. You're not only talking at people; you're getting to know them. It also gives you useful information about your target audience, like a spy telling you what city they exist, what they feel like, and what that they buy. People are able to discover about your business in your online store, which is open all the time. In the end, it helps you change quickly. You can change things in seconds if they don't work. Small businesses can also win during the digital race, so it's a level playing field for everyone. Being connected with internet media is like having a strong friend who helps your business connect, reach, and grow every day.

## **DIGITAL MARKETING IN PAKISTAN**

Digital marketing is big business in Pakistan, and they offer lots of different services. Pakistan is a great place for digital marketing to grow because the people there are young and know about technology, and the internet infrastructure is growing quickly. Let's get into the specifics of this market so that we can better understand it.

### **A BIG MARKET AND QUICK GROWTH**

The digital marketing business in Pakistan anticipates being value five hundred million dollars by 2025, which is 26% more than what it is now. Online sites are becoming more and more important for businesses, and this huge increase shows that more people are using digital technologies. A visual look at the size and growth of the Pakistani internet advertising market. This rise is mostly due to people shopping online, marketing on the internet, or digital ads. This shows that people are interacting with companies and buying things online more and more. In the country's digital marketing scene, which is known for being diverse and full of new trends, it's just as important to adapt with local conditions and come up with new ideas as it is to follow global trends. A lot of companies and agents in Pakistan are making campaigns and material that are sensitive to local culture to meet the needs of the local market. Marketers need to be mobile-first because more than 70% of people who use the internet do so on their phones. Now more than ever, ads and phone apps may be able to communicate with additional individuals in more places. The social media platforms Facebook, TikTok, and Instagram are well-known brands.

Even though digital marketing has grown in Pakistan, there are still some problems, such as a lack of trained professionals and spotty internet access in more rural places. Challenges like this one give us the chance to learn and grow.

There are a lot of great job positions in digital marketing right now, and courses of study and educational efforts are helping to fill them. By giving money and other resources, government programmes like Digital Pakistan Vision are making it possible for the sector to grow in the future.

The online marketing business in Pakistan has a lot of good opportunities. This market is exciting to watch because it is growing so quickly, has a lot of different businesses, and puts a lot of stress on domestic innovation. Businesses can use digital marketing to get more customers, make their brand more visible, and eventually make more sales if they know what Pakistani customers want and need.

### **Here are some more things about digital marketing**

Pakistani social media stars are becoming more and more important for advertising goods and services. If you work with the right kind of person, you might be able to connect with your viewers as well as earn their trust. If you want to get and keep Pakistani customers, make sure your information is interesting and useful in Pakistani as well as the other local languages. Data-driven marketing: Businesses can learn more about their customers, make their marketing more personal, and improve the chances of project success by using data and analytics.

## **CHAPTER#2**

# **INTRODUCTION, HISTORY AND MISSION & VISION STATEMENT OF IN TECH SOLUTIONS**

### **INTRODUCTION**

InTech Solutions is Pakistan based IT Company, consulting and outsourcing company with 150+ employees serving over 900 customers in almost 10 countries. The company has great revenue. InTech Solutions helps customers to do business in a superior way by leveraging our industry-wide capabilities, in-depth technology skills, comprehensive service portfolio, and vertically aligned business model. InTech is well recognized into its customers. Intech use good and less expensive resources. Today it has a great resonance into the customers. In today's world, organizations will need to reorganize quickly and be more responsive to changing customer needs. Intech is well positioned into the customer's minds. And now it is growing more into the different domains it is working on the soft and hard in both formats.

### **MISSION STATEMENT**

To become a premium solution for different sectors which includes growth of the country. And making ways to manage different government projects. To grow more in different countries such as Europe and USA. So it can make the strong revenue. In order to achieve our goals, we will provide our staff with the resources they need to excel. We will always look for methods to expand our capabilities, both internally and via mergers and acquisitions.

### **VISION STATEMENT**

The company's mission is to "leverage its global position to generate substantial expansion possibilities, resulting in better shareholder value, and to provide favourable circumstances for its employees," with "every area throughout which it operates" being one in which it provides IT solutions and services.

## **HISTORY**

In 2010, InTech Solutions was established as a fledgling company with the goal of transforming digital marketing tactics. Because the founders were so enthusiastic about local businesses taking advantage of the internet, they initially concentrated on assisting them in creating a strong online presence. Website building, SEO, and Facebook and Twitter management were InTech Solutions main offerings in the beginning.

The business grew and diversified its services to suit the changing demands of its customers. To help companies monitor the efficacy of their digital marketing initiatives in real-time, InTech Solutions launched data analysis and performance tracking in 2015. This action was a turning point in the company's development, highlighting the significance of quantifiable outcomes in the realm of digital marketing.

In 2018, InTech Solutions integrated social media advertising and multimedia production as part of their commitment to innovation. In order to increase brand awareness and engagement, the company took advantage of partnerships with social media stars, who have a growing influence. Concurrently, meeting the evolving tastes of internet viewers necessitated the incorporation of captivating video material into their tactics.

By 2021, InTech Solutions Marketing's clientele had grown to include both domestic and foreign companies. The key to the organization's success was its commitment to offering complete, individualised solutions while remaining ahead of digital developments. What started as a small team of web designers, writers and editors, marketing planners, and data analysts has now expanded into a large and talented one.

InTech Solutions was honoured with prizes outstanding innovation and excellence in the digital marketing business, acknowledging its significant impact on the field. The company's track record of satisfied customers demonstrates its capacity to help companies in a wide range of industries achieve their goals.

To sum up, the achievements of InTech Solutions Marketing throughout the years demonstrate the revolutionary potential of digital marketing. The company has come a long way from its infancy, emerging as a formidable player in the market thanks to its ability to anticipate customer needs and implement innovative solutions. This concise history gives readers a glimpse into InTech Solutions path, showcasing the company's

expansion, service diversification, and dedication to becoming a digital marketing industry leader.

## **CHAPTER#3**

### **BUSINESS OPERATIONS**

On a very high note, it is gathered that any Business organization is standing on many Pillars which are highly adapted to hike the new levels of the market. If these factors are not implemented then there could be a decline in the early stage. These tremendous themes are:

- Organizational Structure
- SWOT
- Marketing Strategy
- Cooperative Strategy
- Business Process Analysis

For the sake of knowledge I've experienced and explained all of the factors which ensure their presence.

#### **ORGANIZATIONAL STRUCTURE**

Each organization stands with its basics and some strategies that define their roles. No firm is complete without people that put their efforts into making their Organization to the next level. As an Advisor of my real estate society, I'd put efforts towards my ambitious goals and attain sustainability in my relevant field. The most impactful person may work with full strength to prevent problem-causing factors so is my work, I served best as an internee which can be shown up by my professional services.



# SWOT ANALYSIS

## STRENGTHS

### **Long-reputation clients**

InTech Solutions have good clients who are very sincere with the organization. Clients respects the employees. Clients trusts on the organization and this is the main strength of the organization.

### **Quality staff**

InTech has quality staff who provides quality of work. They always gives quality of work and competent. They always follows the instructions given by the organization. They are productive they have good time management.

### **Excellent Business Ethics**

The company has excellent business ethics. They treats employees well. Pay the wages and keeps the promises. They are honest in all business dealings. They pay the amount on which they are agreed on. They have abilities to be socially responsible.

### **Supportive management**

They have good approaches in every part. They show concern for the employees and the clients. They show dignity and respect. That is why employee feels valued. If anybody made the mistake they treat it very well and trained that employee.

### **Cooperative environment**

Company have a good cooperative environment. There are different departments and the people assigned their work and they handles it.

### **Flexible work environment**

One of the best thing which I think is good that it has flexible work environment. It has just due dates before due date you can complete your task.

## **WEAKNESSES**

### **No digital footprint**

Company has a physical appearance but not have any website.

### **Lack of audit**

The company does not have any audit for the employees. Although the employees are cooperative in every regard but the company must have the audit.

### **No presence in Pakistani market**

While comparing the company to its competitors in the same niche is; that they are less active in the Pakistani market

### **Shared Workplace**

The lack of partition walls between different department resources makes the work a bit more tedious

## **OPPORTUNITIES**

### **Creating digital footprint**

By creating the interactive website they can catch more audience. Which will grow their revenue. This is a suitable opportunity for the company. The company can get extra orders from clients if proper marketing and marketing and advertising and marketing techniques are applied.

### **Acquiring more resources**

Number of employees increasing in the company but space is less in the office. They can change the office and can hire more people. They can hire fresh graduates and can train them so they can work for the company with the powerful mind. As the company does not have the audit staff they can hire the new audit staff.

## **THREATS**

### **Lack of skilled resources**

As we know that are many well-known IT Companies working in Pakistan, which catch the eye of trained staff and resources. Trained people want to go towards those companies, hence this is a basic threat for this company that it has lack of the skilled and trained staff. There is a high competition in hiring the new staff against high ranked IT companies.

### **Lack of Audit**

The employees were left due to the packages offered by the other companies and this threat still exists. Loss of revenue due to less audit. It is an IT organization and using old systems somewhere, which could be threat.

# MARKETING STRATEGY

A full marketing plan is used by InTech Solutions Marketing to help businesses do well in the digital world. The strategy is based on a personalized and data-driven method to get the best results. First, the company meets with clients in-depth to learn about their unique goals, target audience, and market positioning. InTech Solutions then creates custom digital marketing plans that include building websites, doing search engine optimisation (SEO), and managing social media.

InTech Solutions strategy depends on making material that people want to read and share. The business knows that content marketing and social media can help spread the word about its brand and connect with people in important ways. The content creation team makes text, images, and films that fit with the brand of the client and the tastes of the target audience.

InTech Solutions approach is based on data analytics, which lets the team see how campaigns are doing in real time. This method is based on data, so it's easy to make quick changes and improve things to make sure the marketing is working. The business also uses influencer marketing, working with well-known people in the industry to use their reputation and reach to promote the brand.

Also, InTech Solutions puts a lot of stress on constantly changing and improving things. Marketing is always changing, and the company stays on top of changes in customer behaviour, industry trends, and search engine algorithms. This method of iteration makes sure that clients' marketing efforts stay effective and keep up with how the digital world is changing.

Communication is an important part of InTech Solutions plan. The company keeps in touch with clients regularly and openly, giving them detailed reports on the success of campaigns, key metrics, and insights that can be used. This method of working together makes sure that the marketing plan stays in line with the client's business goals and lets everyone make smart choices.

To sum up, InTech Solutions marketing approach includes personalised advice, making decisions based on data, creating interesting content, and always adapting to changes in the industry. By putting these things together, the company hopes to not only make

businesses more visible online, but also help them build long relationships with the people they want to do business with online.

## COOPERATIVE STRATEGY

InTech Solutions Marketing has a plan called "cooperative," which encourages people inside and outside the company to work together and form partnerships. People at the company really value working together and reaching the same goals. Different departments, such as those that build websites, write content, and analyse data, work together smoothly because they know that when they work together, the results are better for clients. On the outside, InTech Solutions works together with its clients because it sees them as key equals in the digital advertising process. Through in-depth consultations, the company tries to understand each client's specific wants and goals, which helps build a working relationship. In influencer marketing, InTech Solutions works with stars in the client's business because they both have valuable audiences and can benefit from working together. The business also believes in honest contact with clients and gives them periodic notifications along with comprehensive reports to make sure their goals are being met. InTech Solutions cooperative strategy shows that the company values teamwork, cooperation, and shared success, both within the company and with its clients and business partners.

## **BUSINESS PROCESS ANALYSIS**

InTech Solutions does a Business Process Analysis (also called BPA) on its own processes to make them more efficient, effective, and high-performing overall. The business starts by listing its most important business processes, such as getting new clients and making strategies, as well as creating material, analytics, and contact with clients. As part of BPA, each step in these processes is carefully looked at to find ways to improve and streamline routines. As an example, during the consultation process with clients, InTech Solutions makes sure that they fully understand their goals and expectations. This builds a strong base for developing a strategy. In the development of websites and material creation, BPA is used to help teams work together better, making sure that design, SEO, and interesting content all work together smoothly. The study includes data analytics, which lets changes be made in real time because it is constantly being watched, which fits with how digital marketing works. InTech Solutions stresses using technology to automate boring chores and make operations run more smoothly all over the BPA. InTech Solutions is able to stay flexible, adapt to changes in the industry, and give its clients excellent digital marketing solutions because it carefully looks at its business processes.

# CHAPTER#4

## LEARNING AS A STUDENT INTERN

A student interning in social media digital marketing typically learns a variety of key skills and concepts, including:

### **SOCIAL MEDIA MANAGEMENT**

Interns will acquire hands-on experience with social media platforms including Facebook, Instagram, and Twitter through the development, scheduling, and publication of original content.

### **CONTENT CREATION**

Students will learn how to create compelling content for a variety of social media channels and audiences.

### **COMMUNITY ENGAGEMENT**

Learning how to interact with the online community, responding to comments and messages, and fostering engagement to build a loyal following.

### **SOCIAL MEDIA ADVERTISING**

Learning the fundamentals of paid social media advertising, such as how to construct and fine-tune ad campaigns to attract target demographics.

**ANALYTICS AND METRICS** Utilizing social media analytics tools to track performance, monitor key metrics (e.g., likes, shares, clicks), and interpret data to refine strategies.

**SOCIAL MEDIA TRENDS:** Staying up-to-date with the latest social media trends, algorithm changes, and emerging platforms to keep campaigns relevant and engaging.

**SOCIAL MEDIA ADVERTISING BUDGET MANAGEMENT** For those involved in paid advertising, understanding how to allocate budgets effectively and measure return on investment.



**CONTENT COMPLIANCE AND ETHICS** Ensuring that content adheres to legal and ethical guidelines and complies with the platform's policies.

## **COLLABORATION**

Working in a team environment, interns often collaborate with graphic designers, content writers, and marketing managers to create and execute comprehensive social media strategies.

Interning in social media digital marketing provides a hands-on experience in using social platforms as powerful marketing tools. It equips students with practical skills and insights into the ever-evolving world of online communication and customer engagement.

## CHALLENGES

**Changing with the Times:** The world of digital marketing is always changing, with new trends and formulas coming out all the time. Dealing with these changes, keeping up with the latest trends in the industry, and figuring out what these changes mean for advertising tactics can be hard. This challenge, on the other hand, is a great chance to get faster and more knowledgeable about the business.

**Technical Issues and Solving Problems:** If you work in a tech-focused workplace, you may have to deal with technical issues related to building websites, using analytics tools, or using other digital platforms. Troubleshooting and being able to solve problems will be very important. Getting through these problems will not only improve your technical skills, but it will also make you more resilient and creative.

**Meet or Exceeding Client standards:** One of the hardest things about digital marketing is achieving or exceeding client standards. Clients may have different wants and needs, and you need to be able to communicate clearly and understand their business well in order to make sure that your plans are in line with their goals. You can improve your consumer management and interpersonal abilities by taking on this task.

**Finding a balance between creative and data-driven approaches:** In digital marketing, it's always hard to find an appropriate balance between creative material and making decisions based on data. It can be hard to make content that is both interesting to the audience and in line with data-driven ideas. Getting through this task will help you combine creative and analytical thinking better.

**Planning your schedule and multitasking:** When you work in a fast-paced workplace, you need to be able to do more than one thing at once and use your time well. It can be hard to balance many tasks at once, like meeting with clients, writing material, and doing analytics. You will improve your organisational abilities as well as your capacity to do several things at once if you can complete this challenge.

**Effective Team Collaboration:** In a company like InTech Solutions that does a lot of different things, collaboration is very important. Working well with people from different teams, like builders, writers, editors, and data analysts, can be hard when it

comes to conversation and planning. You will be better able to work together in a business setting if you can get past these problems.

## RECOMMENDATIONS

During my internship at InTech Solutions I observed many things. I observed many ups and downs. As we all know that every company has some flaws but by covering them they can be sorted out. In this regard I will give them some following recommendations.

1. It has been noted that the IT department staff members are overworked and required to work late hours. This needs to be improved by hiring more employees.
2. The company should provide facilities for refreshments, as this can inspire workers. For entertainment and employee interaction, it is recommended to organise outings, futsal matches, and other games.
3. The canteen needs to serve more nutritious lunches.
4. AC installation: Working in high temperatures is difficult during the summer because of how hot it is.

## CHAPTER#5

### CONCLUSION

I have had a lot of experience and this internship was a great opportunity for me, during my internship at the "IT based" inTech Solutions, I created different accounts for the clients. Now I know that how the e-commerce companies doing businesses. This not only allows me to just learn it but it also motivates me to start my own business in the world of e-commerce. Staff friendliness was a major influence in my decision to join this fast-paced, yet tranquil and creative workplace. Because of the company's clear corporate objective, any competent individual would be impressed by working here.

As I reflect on my time at inTech Solutions, it is clear that the chance was little less than life-changing. When you worked in different parts of digital marketing, like organising the approach behind digital ads, it grew clear to me that it's not easy. Knowing the significance of effective communication is for marketing ideas helped me a lot. I also got to see firsthand how much planning gets into making a campaign work by helping to make full online advertising strategies that included web design, search engine optimisation, and social media management.

Having to deal with problems during the job, including becoming acquainted with how the business worked and fixing tech issues, was a great way to learn. These problems were not just obstacles; they were steps that helped me get stronger and learn better ways to solve them. Making changes in real time with data analytics tools taught me how essential it is to use data to guide decisions in order to boost marketing results. This helped me learn how to look at facts better. Not only did inTech Solutions teach me new skills, but its artistic and collaborative environment has also changed how I think about my job. Having worked with smart people on different teams, I know just how crucial that it's to be able to quickly work with others and organise tasks. This desire to work collectively has not only made my relationships with other people better, however it additionally assisted in making the inTech Solutions team believe that they belong and do well as a whole. From the very end, inTech Solutions proved to be an opportunity of learning, growth, and success for me. The different positions and tasks I've had have shaped how much I know about digital marketing. They taught me a lot of different skills and how to think strategically

so I can do well in this field that is always changing. Whatever I do in my job, I'll remember the helpful abilities, career ideas, and commitment to put projects together that I gained at inTech Solutions. These things are sure to help me deal with the digital marketing world, which is always changing.

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# Weekly Report of Internship

## Week 1

### Monday

<b>Time</b>	<b>Activities</b>
09:00 AM – 10:00 AM	Introduction to Marketing.
10:00 AM – 11:00 AM	Introduction to Digital Marketing.
11:00 AM – 12:00 PM	Difference between Marketing and Digital Marketing.
12:00 PM – 01:00 PM	Types of Digital Marketing.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Social Media Marketing.
03:00 PM – 04:00 PM	Types of Social Media.
04:00 PM – 05:00 PM	Facebook Instagram Youtube etc.



## Tuesday

Time	Activities
09:00 AM – 10:00 AM	Social Media Marketing.
10:00 AM – 11:00 AM	Facebook.
11:00 AM – 12:00 PM	Simple page of Facebook.
12:00 PM – 01:00 PM	Facebook business page.
01:00 PM – 02:00 PM	Lunch break.
02:00 PM – 03:00 PM	Difference between business and simple page.
03:00 PM – 04:00 PM	Advantages of business page.
04:00 PM – 05:00 PM	Why necessary for business.

## Wednesday

Time	Activities
09:00 AM – 10:00 AM	Create a facebook business page.
10:00 AM – 11:00 AM	Name of business page.
11:00 AM – 12:00 PM	Category of business page.
12:00 PM – 01:00 PM	Three categories related to business page.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	About / Description of page.
03:00 PM – 04:00 PM	Review.
04:00 PM – 05:00 PM	Complete the rest.

## Thursday

Time	Activities
09:00 AM – 10:00 AM	Open the business page.
10:00 AM – 11:00 AM	Login profile picture.
11:00 AM – 12:00 PM	Finding the cover.
12:00 PM – 01:00 PM	Editing the templates of cover.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Add cover profile picture.
03:00 PM – 04:00 PM	Checking overall the page.
04:00 PM – 05:00 PM	Review.

## Friday

Time	Activities
09:00 AM – 10:00 AM	Earning opportunities.
10:00 AM – 11:00 AM	Fiverr.com
11:00 AM – 12:00 PM	Canva.com
12:00 PM – 01:00 PM	Cover templates.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	How to edit templates.
03:00 PM – 04:00 PM	What are best for Clients.
04:00 PM – 05:00 PM	What to avoid.

## Saturday

Time	Activities
09:00 AM – 10:00 AM	Username.
10:00 AM – 11:00 AM	Check availability.
11:00 AM – 12:00 PM	Advantages of username.
12:00 PM – 01:00 PM	Create the username.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Edit page information.
03:00 PM – 04:00 PM	Contact.
04:00 PM – 05:00 PM	Website.

# Weekly Report of Internship

## Week 2

### Monday

Time	Activities
09:00 AM – 10:00 AM	I received an order from client.
10:00 AM – 11:00 AM	Started making business cover for business page.
11:00 AM – 12:00 PM	Finding the right templates.
12:00 PM – 01:00 PM	Completion of the order.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Temporary service changes.
03:00 PM – 04:00 PM	Online services, delivery, pickup etc.
04:00 PM – 05:00 PM	Review.

## Tuesday

Time	Activities
09:00 AM – 10:00 AM	Received the order.
10:00 AM – 11:00 AM	Started making the business page.
11:00 AM – 12:00 PM	Added all the necessary information.
12:00 PM – 01:00 PM	Started making the login picture and cover.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Selecting the templates.
03:00 PM – 04:00 PM	Completion of the order.
04:00 PM – 05:00 PM	Review.

## Wednesday

Time	Activities
09:00 AM – 10:00 AM	Go To Other Accounts option.
10:00 AM – 11:00 AM	Other Accounts can be Youtube, Instagram etc.
11:00 AM – 12:00 PM	Link the other accounts.
12:00 PM – 01:00 PM	Check they are working.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Checked the business accounts.
03:00 PM – 04:00 PM	Overviewing the business page.
04:00 PM – 05:00 PM	Review.



## Thursday

Time	Activities
09:00 AM – 10:00 AM	What are Facebook Ads.
10:00 AM – 11:00 AM	Facebook Ads Manager.
11:00 AM – 12:00 PM	Personal Ads account and Business Ads account.
12:00 PM – 01:00 PM	Go to All tools and open billing option.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Go to payment setting and add payment method.
03:00 PM – 04:00 PM	Location and currency, Business Information.
04:00 PM – 05:00 PM	Campaigns = goals, Ad sets= gender, Ads= image, video, text.

## Friday

Time	Activities
09:00 AM – 10:00 AM	Campaigns.
10:00 AM – 11:00 AM	Awareness = Brand Awareness, Reach.
11:00 AM – 12:00 PM	Consideration.
12:00 PM – 01:00 PM	App installs, Video views.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Traffic, Engagement.
03:00 PM – 04:00 PM	Conversion.
04:00 PM – 05:00 PM	Store traffic, course sell.

## Saturday

Time	Activities
09:00 AM – 10:00 AM	Campaign name.
10:00 AM – 11:00 AM	Campaign category, Employment, Housing.
11:00 AM – 12:00 PM	A/B test to test two ads.
12:00 PM – 01:00 PM	Campaign budget.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Campaign budget testing.
03:00 PM – 04:00 PM	Campaign objective.
04:00 PM – 05:00 PM	Review.

# Weekly Report of Internship

## Week 3

### Monday

Time	Activities
09:00 AM – 10:00 AM	Received an order to make business page.
10:00 AM – 11:00 AM	Started making the page.
11:00 AM – 12:00 PM	Completion of the order.
12:00 PM – 01:00 PM	Started to learn Ad set in Ads manager.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Budget and Schedule overview.
03:00 PM – 04:00 PM	Budget overview.
04:00 PM – 05:00 PM	Early discharge from the office.

## Tuesday

Time	Activities
09:00 AM – 10:00 AM	Received order to make business cover for a client.
10:00 AM – 11:00 AM	Started working on the business cover.
11:00 AM – 12:00 PM	Completion of the order.
12:00 PM – 01:00 PM	Ad set daily budget, lifetime Budget.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Daily budget start and end date.
03:00 PM – 04:00 PM	Lifetime budget ad scheduling.
04:00 PM – 05:00 PM	Early discharge from office.

## Wednesday

Time	Activities
09:00 AM – 10:00 AM	Lifetime budget overview.
10:00 AM – 11:00 AM	Ad scheduling overview.
11:00 AM – 12:00 PM	Choosing which days to choose for Ads.
12:00 PM – 01:00 PM	Analyzing ad schedule.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Schedule Hours.
03:00 PM – 04:00 PM	Selecting Ads time and days.
04:00 PM – 05:00 PM	Early discharge from office.

## Thursday

Time	Activities
09:00 AM – 10:00 AM	Audience overview.
10:00 AM – 11:00 AM	Location for ad Overview.
11:00 AM – 12:00 PM	Age group for ad Overview.
12:00 PM – 01:00 PM	Gender= men/women Overview.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Detailed targeting audience.
03:00 PM – 04:00 PM	Product audience.
04:00 PM – 05:00 PM	Early Discharge from office.

## Friday

Time	Activities
09:00 AM – 10:00 AM	Detailed targeting.
10:00 AM – 11:00 AM	Audience behavior and interests related to product.
11:00 AM – 12:00 PM	How to select the right audience.
12:00 PM – 01:00 PM	Interests and behavior overview.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Placements of Ads.
03:00 PM – 04:00 PM	Automatic and Manual placement.
04:00 PM – 05:00 PM	Early discharge from Office.



## Saturday

Time	Activities
09:00 AM – 10:00 AM	Ads placement overview.
10:00 AM – 11:00 AM	Automatic and Manual placement.
11:00 AM – 12:00 PM	Difference between Automatic and Manual Placement.
12:00 PM – 01:00 PM	In manual placement selecting devices
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Selecting platforms facebook, instagram, messenger.
03:00 PM – 04:00 PM	Feeds, Stories and Reels, In-stream.
04:00 PM – 05:00 PM	Early discharge from office.

# Weekly Report of Internship

## Week 4

### Monday

<b>Time</b>	<b>Activities</b>
09:00 AM – 10:00 AM	Started receiving orders from client.
10:00 AM – 11:00 AM	Opened Ads manager and started making the Ads.
11:00 AM – 12:00 PM	Review the requirements for the client.
12:00 PM – 01:00 PM	Completed the process of campaign.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Chat with the client.
03:00 PM – 04:00 PM	Kept working on the Ads manager.
04:00 PM – 05:00 PM	Early discharge from the office.

### Tuesday

Time	Activities
09:00 AM – 10:00 AM	Started the work on Ads manager.
10:00 AM – 11:00 AM	Ads set process began.
11:00 AM – 12:00 PM	Fill the information in Ad set.
12:00 PM – 01:00 PM	Spent testing the information.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Working on Ad set.
03:00 PM – 04:00 PM	Completed the process of Ad set.
04:00 PM – 05:00 PM	Early discharge from office.

## Wednesday

Time	Activities
09:00 AM – 10:00 AM	Started working on the Ad in Ads manager.
10:00 AM – 11:00 AM	Filled the information in ad.
11:00 AM – 12:00 PM	Added the URL of website.
12:00 PM – 01:00 PM	Added display Link in Ad.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Added headlines to the ad.
03:00 PM – 04:00 PM	Completion of the order.
04:00 PM – 05:00 PM	Early discharge from office.

## Thursday

Time	Activities
09:00 AM – 10:00 AM	Audience insight tool.
10:00 AM – 11:00 AM	What is audience insight tool.
11:00 AM – 12:00 PM	What is advantage of audience insight tool.
12:00 PM – 01:00 PM	Importance of audience insight tool.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	What are Custom Audience.
03:00 PM – 04:00 PM	Website sources, customer sources, video sources.
04:00 PM – 05:00 PM	Early discharge.

## Friday

Time	Activities
09:00 AM – 10:00 AM	Facebook sources.
10:00 AM – 11:00 AM	Instagram business profile.
11:00 AM – 12:00 PM	Facebook page followers.
12:00 PM – 01:00 PM	Early break.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	What is lookalike audience.
03:00 PM – 04:00 PM	How to use lookalike audience.
04:00 PM – 05:00 PM	Early discharge.

## Saturday

Time	Activities
09:00 AM – 10:00 AM	Audience insight tool.
10:00 AM – 11:00 AM	Location, Age and Gender, Interest.
11:00 AM – 12:00 PM	Choosing location of audience insight tool.
12:00 PM – 01:00 PM	Age and gender and interest of audience.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Demographic Men and women, relationship status, education level.
03:00 PM – 04:00 PM	Pages likes, Locations, towns, cities.
04:00 PM – 05:00 PM	Early discharge.

# Weekly Report of Internship

## Week 5

### Monday

Time	Activities
09:00 AM – 10:00 AM	Overview on event manager.
10:00 AM – 11:00 AM	What is event manager.
11:00 AM – 12:00 PM	Importance of event manager.
12:00 PM – 01:00 PM	Advantages of event manager.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Manage event manager.
03:00 PM – 04:00 PM	Review.
04:00 PM – 05:00 PM	Early discharge from office.



## Tuesday

Time	Activities
09:00 AM – 10:00 AM	Event manager.
10:00 AM – 11:00 AM	Connect a data source.
11:00 AM – 12:00 PM	Connect website URL.
12:00 PM – 01:00 PM	Manage the website.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Manage the activity on the website.
03:00 PM – 04:00 PM	Review.
04:00 PM – 05:00 PM	Early discharge from office.

## Wednesday

Time	Activities
09:00 AM – 10:00 AM	Started working on the Event manager.
10:00 AM – 11:00 AM	I checked the activity of customers.
11:00 AM – 12:00 PM	How many customers added items to cart. How many purchased the items.
12:00 PM – 01:00 PM	Made a list of customers.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Managing customer strategy in the event manager.
03:00 PM – 04:00 PM	What to do after the data activity.
04:00 PM – 05:00 PM	Early discharge from office.

## Thursday

Time	Activities
09:00 AM – 10:00 AM	Working on event manager.
10:00 AM – 11:00 AM	Noticing the activity of customers.
11:00 AM – 12:00 PM	Noticing the activity from different websites.
12:00 PM – 01:00 PM	Collecting the data on the activity of customers.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Keep working on the event manager.
03:00 PM – 04:00 PM	Review.
04:00 PM – 05:00 PM	Early discharge from office.

## Friday

Time	Activities
09:00 AM – 10:00 AM	Working on the event manager.
10:00 AM – 11:00 AM	Collecting data on customers.
11:00 AM – 12:00 PM	Seeing how many engaged the website.
12:00 PM – 01:00 PM	Collecting data.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Preparing to show the ads to customers.
03:00 PM – 04:00 PM	Review.
04:00 PM – 05:00 PM	Early discharge from office.

## Saturday

Time	Activities
09:00 AM – 10:00 AM	Started event manager.
10:00 AM – 11:00 AM	Notice the activity on different websites.
11:00 AM – 12:00 PM	Collected the data of customers.
12:00 PM – 01:00 PM	Discussing strategy to get customers.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Discussing discount given to customers.
03:00 PM – 04:00 PM	Review.
04:00 PM – 05:00 PM	Early discharge.

# Weekly Report of Internship

## Week 6

### Monday

<b>Time</b>	<b>Activities</b>
09:00 AM – 10:00 AM	Checked the orders.
10:00 AM – 11:00 AM	Saw the requirements.
11:00 AM – 12:00 PM	Working on the business page.
12:00 PM – 01:00 PM	Made the cover and logo for business page.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Asked for the response from clients.
03:00 PM – 04:00 PM	Completion of the order.
04:00 PM – 05:00 PM	Early discharge.

## Tuesday

Time	Activities
09:00 AM – 10:00 AM	Checked the order by client.
10:00 AM – 11:00 AM	Started facebook business cover.
11:00 AM – 12:00 PM	Handled the cover.
12:00 PM – 01:00 PM	Chat with the client.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Made the template according to requirement.
03:00 PM – 04:00 PM	Completion of order.
04:00 PM – 05:00 PM	Early discharge.

## Wednesday

Time	Activities
09:00 AM – 10:00 AM	Late start from office.
10:00 AM – 11:00 AM	Checked the order.
11:00 AM – 12:00 PM	Started working on the orders.
12:00 PM – 01:00 PM	Chat with the client.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Made business page for a client.
03:00 PM – 04:00 PM	Free time.
04:00 PM – 05:00 PM	Early discharge.



## Thursday

Time	Activities
09:00 AM – 10:00 AM	Checked the order.
10:00 AM – 11:00 AM	Chat with the client.
11:00 AM – 12:00 PM	Started working on the order.
12:00 PM – 01:00 PM	Working on the facebook ads.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Working on the process of the campaign, Ad set.
03:00 PM – 04:00 PM	Completion of the order.
04:00 PM – 05:00 PM	Early discharge from the office.

## Friday

Time	Activities
09:00 AM – 10:00 AM	Late start from the office.
10:00 AM – 11:00 AM	Checked the orders.
11:00 AM – 12:00 PM	Chat with the clients.
12:00 PM – 01:00 PM	Started working on the order requirements.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Made a business page for the client.
03:00 PM – 04:00 PM	Completion of the order.
04:00 PM – 05:00 PM	Early discharge.

## Saturday

Time	Activities
09:00 AM – 10:00 AM	Checked the order of client.
10:00 AM – 11:00 AM	Chat with the client.
11:00 AM – 12:00 PM	Spent reviewing the order.
12:00 PM – 01:00 PM	Started working on business page and Ads.
01:00 PM – 02:00 PM	Lunch Break.
02:00 PM – 03:00 PM	Made business page cover, logo, information.
03:00 PM – 04:00 PM	Completion of the order.
04:00 PM – 05:00 PM	Early discharge from the office.