DIGITAL MARKETING INTERNSHIP REPORT

Internship Duration:

\*June 2, 2025 to July 23, 2025 (Excluding Sundays)\*

Internship Organization:

\*Media Wave Technologies\*

Intern Name:

[Your Name]

Institution:

[Your MBA College/University Name]

Internship Title:

Digital Marketing Intern

---

INTRODUCTION:

The digital era has changed the landscape of marketing by introducing powerful tools and platforms. As part of my MBA curriculum, I completed a 45-day internship in Digital Marketing with Media Wave Technologies. My role included working on real-time client projects, most notably for a fashion brand named \*DARLA\*. Throughout the internship, I explored various areas of digital marketing including SEO, social media marketing, branding, ad campaigns, and customer engagement strategies.

---

OBJECTIVES:

* To understand the core components of digital marketing.
* To gain hands-on experience with digital tools and platforms.
* To work on real-time business branding and promotion.
* To understand customer journey mapping and analytics.
* To plan, create, and execute marketing strategies.

---

ORGANIZATION PROFILE – MEDIA WAVE TECHNOLOGIES:

Media Wave Technologies is a growing digital marketing agency that specializes in social media management, performance marketing, brand identity development, and website optimization. With a client-centric approach, they provide services across domains including fashion, tech, healthcare, and lifestyle brands.

---

CLIENT PROFILE – DARLA:

Darla is a fashion brand focused on ethnic and modern apparel for women. Their digital presence was in its nascent stage, and my contribution was centered around brand development, campaign planning, and boosting their visibility through paid ads and organic strategies.

---

DETAILED DAILY ACTIVITY REPORT:

Day 1 – [02.06.25]

\*Activities:\* Introduction to Digital Marketing

\*Objectives:\* Understand the fundamentals of digital marketing

\*Skills Learned:\* SEO, SMM, Email Marketing overview

Day 2 – [03.06.25]

\*Activities:\* Created Gmail and business profile

\*Objectives:\* Understand digital presence setup

\*Skills Learned:\* Google Business Tools

Day 3 – [04.06.25]

\*Activities:\* SEO Basics

\*Objectives:\* Learn keyword research

\*Skills Learned:\* Search trends, Google Keyword Planner

Day 4 – [05.06.25]

\*Activities:\* On-Page SEO Techniques

\*Objectives:\* Optimize content and structure

\*Skills Learned:\* Title, meta, headers, image alt tags

Day 5 – [06.06.25]

\*Activities:\* SEO Practical – Blog Optimization \*Objectives:\* Apply SEO to sample blog

\*Skills Learned:\* Yoast plugin, keyword density

Day 6 – [07.06.25]

\*Activities:\* Off-Page SEO Basics

\*Objectives:\* Understand link building

\*Skills Learned:\* Backlinks, guest posting

Day 7 – [09.06.25]

\*Activities:\* Social Media Marketing Introduction

\*Objectives:\* Learn various platforms

\*Skills Learned:\* Instagram, Facebook, LinkedIn basics

Day 8 – [10.06.25]

\*Activities:\* Instagram Business Setup

\*Objectives:\* Create a business account

\*Skills Learned:\* Username selection, niche setup

Day 9 – [11.06.25]

\*Activities:\* Content Planning

\*Objectives:\* Build content calendar

\*Skills Learned:\* Trello, Notion

Day 10 – [12.06.25]

\*Activities:\* Hashtag Strategy

\*Objectives:\* Increase reach organically

\*Skills Learned:\* Hashtag research tools

Day 11 – [13.06.25]

\*Activities:\* Reels and Engagement Strategy

\*Objectives:\* Understand video reach

\*Skills Learned:\* Reels creation, trending audio

Day 12 – [14.06.25]

\*Activities:\* Facebook Page Creation

\*Objectives:\* Set up digital brand

\*Skills Learned:\* Page optimization

Day 13 – [16.06.25]

\*Activities:\* Instagram Analytics

\*Objectives:\* Understand post performance

\*Skills Learned:\* Insights, engagement rate

Day 14 – [17.06.25]

\*Activities:\* Introduction to Canva

\*Objectives:\* Learn designing basics

\*Skills Learned:\* Poster, carousel creation

Day 15 – [18.06.25]

\*Activities:\* Content Creation Practical

\*Objectives:\* Make 3 sample posts

\*Skills Learned:\* Design consistency

Day 16 – [19.06.25]

\*Activities:\* Branding Basics

\*Objectives:\* Understand brand identity

\*Skills Learned:\* Logo, colors, fonts

Day 17 – [20.06.25]

\*Activities:\* Digital Marketing Funnels

\*Objectives:\* Understand customer journey

\*Skills Learned:\* Awareness to conversion

Day 18 – [21.06.25]

\*Activities:\* Google Ads Introduction

\*Objectives:\* Understand paid ads

\*Skills Learned:\* Campaign creation basics

Day 19 – [23.06.25]

\*Activities:\* Keyword Research for Ads

\*Objectives:\* Target right keywords

\*Skills Learned:\* Google Ads planner

Day 20 – [24.06.25]

\*Activities:\* Facebook Ad Manager

\*Objectives:\* Setup ad campaign

\*Skills Learned:\* Targeting, budget, creatives Day 21 – [25.06.25]

\*Activities:\* Instagram Promotion

\*Objectives:\* Boost posts

\*Skills Learned:\* Insights, audience targeting

Day 22 – [26.06.25]

\*Activities:\* Email Marketing Basics

\*Objectives:\* Intro to email tools

\*Skills Learned:\* Mailchimp basics

Day 23 – [27.06.25]

\*Activities:\* Create First Email Campaign

\*Objectives:\* Build list, design mail

\*Skills Learned:\* Campaign creation

Day 24 – [28.06.25]

\*Activities:\* Understanding Analytics Tools

\*Objectives:\* Use Google Analytics

\*Skills Learned:\* Bounce rate, sessions

Day 25 – [30.06.25]

\*Activities:\* Create Landing Page

\*Objectives:\* Design for conversions

\*Skills Learned:\* Carrd, page builders

Day 26 – [01.07.25]

\*Activities:\* Digital Strategy Planning

\*Objectives:\* Create a campaign flow

\*Skills Learned:\* Funnel mapping

Day 27 – [02.07.25]

\*Activities:\* Influencer Marketing

\*Objectives:\* Explore collaborations

\*Skills Learned:\* DM strategy, paid promo

Day 28 – [03.07.25]

\*Activities:\* Affiliate Marketing \*Objectives:\* Understand product promotions

\*Skills Learned:\* Amazon affiliate basics

Day 29 – [04.07.25]

\*Activities:\* Performance Metrics

\*Objectives:\* Measure success

\*Skills Learned:\* CTR, conversion rate

Day 30 – [05.07.25]

\*Activities:\* Create a Mini Campaign

\*Objectives:\* Apply what is learned

\*Skills Learned:\* Ad copy, creatives, analysis

Day 31 – [07.07.25]

\*Activities:\* Google My Business

\*Objectives:\* Set up local SEO

\*Skills Learned:\* Profile optimization

Day 32 – [08.07.25]

\*Activities:\* Video Marketing

\*Objectives:\* Engage audience via video

\*Skills Learned:\* Shorts, reels

Day 33 – [09.07.25]

\*Activities:\* Marketing Psychology

\*Objectives:\* Understand customer behavior

\*Skills Learned:\* Color theory, urgency

Day 34 – [10.07.25]

\*Activities:\* Trend Analysis

\*Objectives:\* Work with current trends

\*Skills Learned:\* Reels trend usage

Day 35 – [11.07.25]

\*Activities:\* Competitor Analysis

\*Objectives:\* Study rival strategies

\*Skills Learned:\* SWOT, content gap

Day 36 – [12.07.25]

\*Activities:\* Caption Writing

\*Objectives:\* Write attractive captions

\*Skills Learned:\* Call to actions, hooks

Day 37 – [14.07.25]

\*Activities:\* Copywriting Basics

\*Objectives:\* Promotional writing

\*Skills Learned:\* AIDA model

Day 38 – [15.07.25]

\*Activities:\* Lead Generation

\*Objectives:\* Collect customer data

\*Skills Learned:\* Forms, CTA buttons

Day 39 – [16.07.25]

\*Activities:\* Customer Retargeting

\*Objectives:\* Re-engage customers

\*Skills Learned:\* Retargeting ads

Day 40 – [17.07.25]

\*Activities:\* Instagram Highlights Setup

\*Objectives:\* Organize business page

\*Skills Learned:\* Highlight covers, branding

Day 41 – [18.07.25]

\*Activities:\* Creating Business Bio

\*Objectives:\* Professional first impression

\*Skills Learned:\* Keywords, emojis, CTA

Day 42 – [19.07.25]

\*Activities:\* Posting Schedule

\*Objectives:\* Build consistency

\*Skills Learned:\* Time management tools

Day 43 – [21.07.25]

\*Activities:\* Online Tools Overview

\*Objectives:\* Explore tools for growth

\*Skills Learned:\* Buffer, Hootsuite basics Day 44 – [22.07.25]

\*Activities:\* Feedback Collection

\*Objectives:\* Improve customer experience

\*Skills Learned:\* Google Forms, DMs

Day 45 – [23.07.25]

\*Activities:\* Internship Conclusion & Review \*Objectives:\* Summarize the internship

\*Skills Learned:\* Report writing, presentation

---

CONCLUSION:

This internship enhanced my technical knowledge and creative understanding of the digital marketing space. Through hands-on projects, real-time ad creation, and content strategies, I have developed core competencies that will be instrumental in shaping my future career in marketing.

---