



INTRODUCTION

Codeflik Technology is a company that helps other businesses with online marketing. I did this job for 10 weeks. I did many different things at my internship, such as finding new customers, making plans for social media, using Amazon tools, and helping with sales. I also learned how to use WhatsApp, LinkedIn, and Google Maps to find leads.



VISION

TO PROVIDE INNOVATIVE AND CUSTOMER-DRIVEN DIGITAL SOLUTIONS, TRANSFORMING THE WAY BUSINESSES OPERATE AND GROWTH AND BUILD LASTING BRAND PRESENCE.

MISSION

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OBJECTIVE

- To use what we learned in class about marketing and communication in real jobs.
- To use social media, sell online, and keep good relationships with clients.
- How can small and medium-sized businesses use digital platforms and services to grow and reach more customers.



Difference between practical exposure at the SIP organization and theoretical understanding from IIHMR University

THEORETICAL LEARNING (IIHMR UNIVERSITY)	1	PRACTICAL EXPOSURE (CODEFLIK TECHNOLOGY)
Learned concepts through Lectures		Applied Knowledge on real Tasks
Tools Discussed in Class	2	Used Tools like Whatsapp, LinkedIn, GMaps
Campaigns Studied theoretically	3	Did actual sales and Up-selling
Practiced communication through role-plays	4	Interacted directly with Clients

METHODOLOGY

- The job involved creating and posting social media content, scheduling posts, and monitoring how well they performed.
- I assisted with creating and sharing content on social media.
- Sourced leads using Google Maps, LinkedIn, and WhatsApp.
- Contact customers through messages, calls, and emails.
- Work with customers by sending messages, making calls, and replying to emails.
- We can do many things for you online, like: - Selling your products on Amazon - Making and making your website better - Showing people your online business
- Attended meetings with clients to learn what they needed and how we would provide the service.
- Helped the senior team members talk about the performance marketing campaign.



FINDINGS

- I got two new customers, one of them wanted more from Amazon and the other needed web services.
- Learned how to talk to clients, make them buy things, and keep them happy.
- I know that social media and online stores help businesses grow.
- Learned how to make leads and promote products online.



LEARNING

- Learn how to use social media and make good content for your business.
- Learned how to schedule posts, see how well they work, and help clients with their image.
- Learned about how to measure and improve the results of online advertising and how to pay for it.
- I learned how to get more customers using Google Maps, WhatsApp, and LinkedIn.
- I know how to sell things on Amazon, make good listings, and help customers.
- The skills that help you talk to your boss and customers better and close more deals.



STRENGTH

- EASY TO UNDERSTAND
- MULTIPLE SERVICES
- QUICK & EFFECTIVE TEAM

WEAKNESS

- NO PROPER TOOL TRAINING
- NO FIXED WORK FLOWS OR SOPs

SWOT ANALYSIS

OPPORTUNITY

- ONLINE BUSINESS GROWTH
- DEMAND FOR BUDGET MARKETING
- INTERN TRAINING POTENTIAL

THREAT

- TOOL & TRENDS CHANGE FAST
- STRONG MARKET COMPETITION
- RISK OF DELAYS WITHOUT SYSTEMS

CHALLENGES

- Possible - We did not have enough training on how to use tools like Shopify, ad platforms, and social media tools. We needed more training on tools like Shopify, ad platforms, and social media tools, especially in the beginning.
- Possible I had to figure out how to do many things by myself because there were no easy instructions or help for new users.
- We had a hard time understanding how to work on projects because we didn't see many examples of them before.
- We had to learn new things and do different things at the same time. We had to be more independent and take charge of our own work.



CONCLUSION

- Applied classroom knowledge in real-world digital marketing tasks.
- Enhanced skills in communication, client handling, and sales.
- Learned how to use social media, Amazon services, and lead generation.
- Learned how to do digital marketing and consulting work.
- It is better for interns to work on real client projects as soon as possible, so they can learn faster and be more responsible.



The suggestion that you would like to give to the organization related to the day-to-day operations and management of the department/ organization.

- Structured Daily Briefings: A short morning meeting can align all team members and improve task clarity.
- Internship Mentorship: Assigning mentors to interns will enhance learning and productivity.
- Cross-Functional Teams: Collaborating with colleagues from different departments can lead to innovative solutions.
- Culture of Learning: Encouraging a learning mindset can foster continuous improvement.
- Client Communication Templates: Standardizing follow-up and proposal formats can save time and maintain professionalism.
- Interns can learn more by working in different areas (like SEO, content, ads).