

INTERNSHIP REPORT

Digital Inclined, Noida

Submitted By

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Introduction

This report provides a comprehensive overview of my internship experience at Digital Inclined, Noida. My internship period from March 10, 2025, to June 10, 2025. Throughout these three months, I was involved in various activities that allowed me to gain valuable insights and practical experience in the Organization.

Objectives of Internship

- 1) To apply theoretical knowledge of health marketing and analytics in a practical digital environment.
- 2) To understand the working structure of digital ad campaigns in healthcare.
- 3) To examine the key performance indicators that determine conversion success in Meta ads.
- 4) To contribute to organizational projects through campaign analysis and strategy development.
- 5) To execute a dissertation study with real-time data insights and simulated modeling.

Organization Profile

Digital Inclined is a Noida-based digital marketing and strategy agency that provides growth-focused online solutions for healthcare organizations, clinics, and service providers. The agency specializes in performance marketing, social media campaigns, content strategy, and analytical modeling. Their clientele includes private clinics, diagnostic chains, cosmetic centers, and multi-specialty hospitals.

With an emphasis on evidence-based marketing, Digital Inclined integrates tools such as Meta Ads Manager, Google Ads, SEO optimization, and A/B testing frameworks to deliver measurable outcomes. The team comprises healthcare marketers, content strategists, graphic designers, and data analysts who work in synergy to meet client goals.

Services Provided by National Health Mission Jaipur:

- 1) **Healthcare Performance Marketing:** Strategizing and running ad campaigns tailored for patient acquisition, appointment bookings, and brand awareness.

- 2) **Creative Content Development:** Designing emotionally resonant ad copies and visuals for various health domains like dermatology, dentistry, and gynecology.
- 3) **Search Engine Optimization (SEO):** Enhancing the online presence of clinics through keyword strategies and on-page optimization.
- 4) **Campaign Analytics & Reporting:** Utilizing tools like Meta Ads Manager and Google Analytics to evaluate campaign performance metrics such as CTR, CPC, and conversion rates.
- 5) **Consulting and Budgeting:** Advising clinics on digital media spend, campaign scheduling, and ROI improvement.
- 6) **Social Media Management:** Creating engaging health content across platforms like Instagram and Facebook to promote wellness and awareness.

Key Activities/ Projects Undertaken Other than Dissertation.

- 1) I assisted in optimizing ongoing campaigns for a cosmetic surgery clinic. This included rewriting call-to-action messages, adjusting targeting demographics, and analyzing A/B test results to improve appointment conversions.
- 2) I developed and maintained performance dashboards for three clients using Excel and Google Data Studio. The dashboards helped visualize trends in lead generation, bounce rates, and engagement metrics.
- 3) I participated in an internal creative audit where I reviewed over 54 ads and assessed them on parameters such as CTA clarity, design balance, and emotional tone. My evaluations were incorporated into the agency's creative standards checklist.
- 4) I prepared a report analyzing the digital presence and ad strategies of top competitors in the fertility clinic segment. This helped the client reposition their digital communication for better differentiation.

Key Learnings from Internship

1. Gained in-depth understanding of how digital advertising, especially on Meta platforms, can drive patient engagement and service visibility for clinics.
2. Learned how to create, manage, and optimize ad campaigns by analyzing key performance metrics like CTR, CPC, and conversion rate.
3. Understood the practical implementation of A/B testing to identify high-performing ad creatives, leading to measurable improvements in campaign effectiveness.
4. Recognized the impact of strong visuals, persuasive ad copy, and compelling CTAs in influencing user behavior and increasing conversion rates.
5. Developed skills in campaign data analysis using tools like Excel and SPSS to derive actionable insights and inform marketing strategies.
6. Learned to tailor campaigns based on the unique goals, audience demographics, and service offerings of various healthcare clients.
7. Understood how campaign scheduling and budget allocation affect ad performance and ROI, especially in cost-sensitive healthcare environments.

8. Improved professional communication and team collaboration skills through active participation in meetings, project discussions, and presentations.