

SUMMER PROJECT REPORT

**“SOCIAL MEDIA MARKETING at MEDIAPUR
EVENT PRODUCTION LLP”**

Submitted to:
**Rashtrasant Tukadoji Maharaj Nagpur University,
Nagpur**

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NAAC Accredited “A” Grade Institution
Academic Year 2020-21

G.S. College Of Commerce & Economics, Nagpur

CERTIFICATE

This is to certify that the investigation described in this report titled **“SOCIAL MEDIA MARKETING at MEDIAPUR EVENT PRODUCTION LLP”** has been carried out by Mr. **Abhishek Sharma** during the summer internship project. The study was done in the organisation, **MEDIAPUR EVENT PRODUCTION LLP**, in partial fulfillment of the requirement for the degree of Master of Business Administration of R. T. M. Nagpur University, Nagpur.

This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree.

The assistance and resources used for this work are duly acknowledged.

Dr. Ashwini Purohit
(Director)

G.S. College Of Commerce & Economics, Nagpur

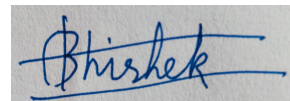
ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in **MEDIAPUR EVENT PRODUCTION LLP**, and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to "**Mrs. Aishwarya More**" for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without her support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G S College of Commerce and Economics, Nagpur and particularly my mentor "**Prof. Geeta Naidu**" for helping me during the project.

Finally, I am grateful to my family and friends for their unending support.



Abhishek Sharma



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Certificate

Of Internship

We proudly present this certificate to

Abhishek Sharma

In appreciation for your successful internship as Social Media Marketing intern

The Internship was conducted between 01/06/2020 to 29/07/2020

Mediapur Production & Events LLP

For MEDIAPUR PRODUCTION & EVENT LLP.

A handwritten signature in blue ink that reads "Sunil".

SUNIL SHARMA
Director

Sunil Sharma

Director

29 July 2020

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INDEX

S. NO.	TOPIC	Page No.
1	INTRODUCTION	01 - 07
2	COMPANY PROFILE	08 - 10
3	OBJECTIVE	11
4	SCOPE	12
5	NEED	13
6	CONTRIBUTION IN SIP	14 - 18
7	LIMITATION	19
8	FINDINGS	20
9	CONCLUSIONS	21
10	SUGGESTIONS	22
11	BIBLIOGRAPHY	23

INTRODUCTION

Marketing

Marketing is the study and management of exchange relationships.

Marketing is the business process of creating relationships with and satisfying customers.

Marketing refers to the activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people.

Marketing entails product development, market research, product distribution, sales strategy, public relations, and customer support.

Dr. Philip Kotler defines marketing as

“The science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

Marketing Management

Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segment.

Marketing management is 'the art and science of choosing target markets and getting, keeping, and growing customers through creating, delivering, and communicating superior customer value'

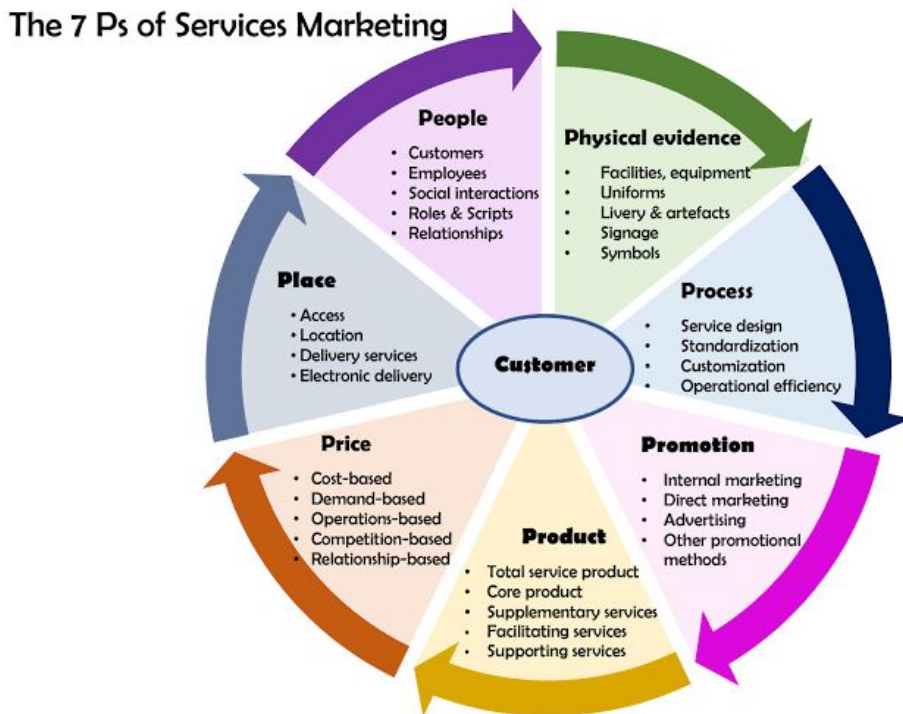
Marketing management is the process of developing strategies and planning for product or services, advertising, promotions, sales to reach desired customer segments.

It employs tools from economics and competitive strategy to analyze the industry context in which the firm operates.



Marketing Management

Marketing Mix -



The marketing mix definition is simple. It is about putting the right product or a combination thereof in the place, at the right time, and at the right price. The difficult part is doing this well, as you need to know every aspect of your business plan.

Product

A product is an item that is built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods.

You must ensure to have the right type of product that is in demand for your market. So during the product development phase, the marketer must do an extensive research on the life cycle of the product that they are creating.

Price

The price of the product is basically the amount that a customer pays for to enjoy it. Price is a very important component of the marketing mix definition.

It is also a very important component of a marketing plan as it determines your firm's profit and survival. Adjusting the price of the product has a big impact on the entire marketing strategy as well as greatly affecting the sales and demand of the product.

Promotion

Promotion is a very important component of marketing as it can boost brand recognition and sales. Promotion is comprised of various elements like:

Sales Organization

Public Relations

Advertising

Sales Promotion

Place

Placement or distribution is a very important part of the product mix definition. You have to position and distribute the product in a place that is accessible to potential buyers.

This comes with a deep understanding of your target market. Understand them inside out and you will discover the most efficient positioning and distribution channels that directly speak with your market.

3 additional Ps

Physical

Evidence

Marketing Mix Physical Evidence In the service industries, there should be physical evidence that the service was delivered. Additionally, physical evidence pertains also to how a business and its products are perceived in the marketplace.

People

Thorough research is important to discover whether there are enough people in your target market that is in demand for certain types of products and services.

Process

The systems and processes of the organization affect the execution of the service.

It could be your entire sales funnel, a pay system, distribution system and other systematic procedures and steps to ensure a working business that is running effectively.

Digital Marketing

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

As digital platforms became increasingly incorporated into marketing plans and everyday life and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace.

Social Media Marketing

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers.

COMPANY PROFILE



Mediapur is a Production house and Corporate Event Planning company which was introduced by Mr. Sunil Sharma in Jan 2019.

The company is experienced into research and planning and strive hard to serve you with the quality services majorly into Market Research, Video Production and Digital Transformation.

Mediapur produces more than 100+ B2B & B2C events and brands each year. Our events and brands bring a diverse range of industries and specialist markets to life, as they have significant national & international reach and industry depth and breadth.

Anchors of Mediapur for smooth Sailing

Production

We at Mediapur, uniquely write and narrate the stories for our specialized areas of producing, directing and executing commercial movies, web series and commercial ads without repeating the ideas and thoughts behind the stories.

Events

Our forte also includes arranging commercial events and exhibitions. We upturn the entire event management task and have managed hundreds of thousands of meetings and events

Technology

In this technology driven generation IT has proven the ladder to climb high in Business. It had opened up a new world for our production section by glamorizing the projects of film land.

Events



Objectives

1. To learn the consumer convincing skills
2. To increase the communication skills with different kind of people
3. To keep cool and calm with the prospects
4. To understand consumer demand

Scope

1. To make a career in digital marketing
2. Understand market better and target the right market segment
3. Digital Marketing is future of marketing
4. Larger reach

Need

1. To gain knowledge and experience of real world
2. Understanding the market
3. Usage of new technology - digital marketing
4. Very useful in this situation of work from home

Contribution

I started Internship at Mediapur Production Events LLP as a Social Media Intern for a period of 2 months i.e. from 1st June to 29th July 2020.

My work as a Social Media Intern was to invite interested students and aspirants who want to kickstart their careers to the webinar.

It was a 3 day event from 28th August to 30th August 2020.

The event was held online in various different fields such as Digital Marketing, AI, Aviation, Fashion Designing, Interior Designing, Food and Beverages, Electronic, Computer Science, Psychology, Graphic Design, Web design, Agriculture, etc

Various speakers were invited from different companies for the event.

Nikhil Malhotra

Global head of innovation

Tech Mahindra

Deepak Talwar

National Security Officer

Microsoft

Sandeep Balani

Head of India

Outbrain

Ayush Jain

Manager - Strategic Analytics & Data Science at Hindustan Coca-Cola Beverages Pvt

Ltd

Dr Jagadish Hiremath

CEO

Ace Suhas Hospital

Ramanik Pevekar

Mentor

Head of Product Design

Lenskart.com

Ujyaini Mitra

Head of Data

ZEE5

I used various social media sites like Instagram, Facebook, WhatsApp to reach out to the prospects for the event/webinar.

We were given a target of inviting 15 individuals for attending the webinar daily.

During the internship, I reached out to a number of prospects and told them about the event and try to convenience them to participate/attend the webinar as it's beneficial for their careers.

I mostly used Instagram as the social media platform to invite individuals for the webinar.

During the course of time, many people said no without even listening about the event, many showed interest but didn't register and also various others did register.



Thank you. Your order has been received.

ORDER NUMBER: **9114** DATE: **June 30, 2020**
 TOTAL: **₹0.00**

Order details

PRODUCT	TOTAL
Book Your Free Session x 1	
Select Session: Aviation	₹0.00
Subtotal:	₹0.00
Total:	₹0.00



Thank you. Your order has been received.

ORDER NUMBER: **13534** DATE: **July 10, 2020**
 TOTAL: **₹0.00**

Order details

PRODUCT	TOTAL
Book Your Free Session x 1	
Select Session: Artificial Intelligence	₹0.00
Subtotal:	₹0.00
Total:	₹0.00



Thank you. Your order has been received.

ORDER NUMBER: **13623** DATE: **July 11, 2020**
 TOTAL: **₹0.00**

Order details

PRODUCT	TOTAL
Book Your Free Session x 1	
Select Session: Interior Designing	₹0.00
Subtotal:	₹0.00
Total:	₹0.00



Thank you. Your order has been received.

ORDER NUMBER: **14376** DATE: **July 13, 2020**
 TOTAL: **₹0.00**

Order details

PRODUCT	TOTAL
Book Your Free Session x 1	
Select Session: Event Management	₹0.00
Subtotal:	₹0.00
Total:	₹0.00



tickets sold

	A	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD
8 vikram																
10 Saurav Mishra																
11 Himanshu Nagpal	16	17	16	16	16	16	16	19	15	16	18	16	16	15	15	15
12 upasna bhattacharye		9		4	2			9		6						
13 sanjay haldar	62	28	18			12	18	29	21	13	11		15		12	11
14 disha	151	150	61	55			8	100	30		46					
16 aashirwad	19	15	17	15			15	15		15	15	15	15	16	15	15
17 himanshi bhatt	15	15	15	17	15	16	15	17	15	15	16	15	15	15	15	15
19 muwalli sangtam	17	16	15	17	16	16	18	16	16	17	16	16	18	15	15	16
20 payal singh	20	16					16									
22 Ayush Kumar Rai											21					
23 nivetha																
24 shubham bhagat	16	17	15	17	15	15	15	15	16	16	15	15	23	15	15	15
28 nikita prasad		10	15	15	16	8	16	16	16	20	14			15	12	
44 janhavi kar		16			28		20				30	20				
46 ashok																
51 gaurav manwal	16	13	20	18	14	42	30	22	15	30	23	29	20	21		
53 kartik	20	24	20	20	20	15		16	22	24	23	15	23			
54 divya	16	15			18	17	11	23	17		7	22	14			20
56 lovely																
57 ananya									15		11					
61 vishal rajju	18	12	16	11	12	15		15	17	20	17	19	20	12	19	
65 eshita mahajan	19							13			17	11	26	8		
68 aman gupta	16	16	16	16	15	17	15			16	15	14		16	10	
71 ajay																
72 vishal																
78 rahul sharma	14	6	7	11	7	10	15	19	15	10	15	10			5	5
79 bhushan santosh																
81 trisha singh	11		13								16	16				
82 km mansi	7	13		18	13	11	11			16	5	3		12	8	
86 ajitha																
87 ganeshrata	14	17	14		15	15	14	16	15	17	16	15	14	15	16	
91 abhishek sharma	15	11	8	8	9	8	13	15	10	10	8	8	7	10	8	
95 ram ratan												22	10	17	17	20
96 muskaan											10	5				7
97 deepall											13	19	14			9
98 shashank											13	20	6	8	11	
99 sri reghan											15	15	10			
100 balshali											10	13				

During the internship, I was able to invite about 500 individuals to attend the webinar.

Reached out to almost 1200 individual, it was a great life lesson to reach out to such a number of people and try to convince them to attend a webinar.

The webinar was in 2 types - Paid n Unpaid

Paid version costed ₹120 with multiple sessions with the industrial experts.

Free session was an one time event.

We were offered 10% incentive for each paid registration, but I wasn't able to convince any for the paid session.

Limitations

1. Work From Home lacks human touch
2. Lack of practical knowledge
3. Lack of training provided by the company
4. Customer relationship might not be very strong

Findings

1. Knowledge about target market
2. Working of corporates
3. Target based marketing
4. Convincing prospects
5. Not all prospects become customer
6. Digital marketing

Conclusion

The 2 month long Internship was a great eye opener and gave me an idea about the functioning of real world.

Got a completely new experience as the internship was Work From Home i.e. digital marketing.

It taught me about how big corporates function and handle it's various processes.

It not only enhanced knowledge related to the industry but also polished learning skills.

Suggestion

1. It would have been better if the company provided some prospects to approach to.
2. The company should have had given us some training sessions about how to convince the stubborn prospects.

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