

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

TITLE

A study on Moment Marketing as a game changing marketing strategy for emerging start-ups

SUBMITTED BY

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B.Com (Honours) VI Semester

PROJECT GUIDE

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Shiksha Mandal, Wardha's

G.S. College of Commerce and Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

OneX Solutions

CERTIFICATE OF INTERNSHIP

This is to certify that Mr Darsh Khodankar has worked as a Digital Marketing intern from 14.06.2021 to 25.08.2021. He showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions . We found him to be diligent and disciplined and wish him all the best for his future endeavour



Onex Solutions Pvt. Ltd.

Director

DIPAK H AGARWAL
FOUNDER & CEO , Onex Solutions



Shiksha Mandal, Wardha's
G. S. COLLEGE OF COMMERCE & ECONOMICS
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CERTIFICATE

This is to certify that the said internship project report titled “A study on Moment Marketing as a game changing marketing strategy for emerging start-ups” has been completed & submitted by **Mr. Darsh Pravin Khodankar** as a part of partial fulfillment of mandatory requirement for the degree of B. Com (Honours) at G.S. College of Commerce and Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr. Ranjana Sahu.

Date: 12/04/2023

Place: Nagpur

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ACKNOWLEDGEMENT

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I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Onex Solutions Pvt. Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu, Coordinator, B. Com (Honours) for the guidance and teachings. I would like to thank Prof. Pooja Shukla, Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship and project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thank my parents and almighty god for this opportunity

Date: 12/04/2023

Place: Nagpur

 ARSH

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CHAPTER 1

INTRODUCTION

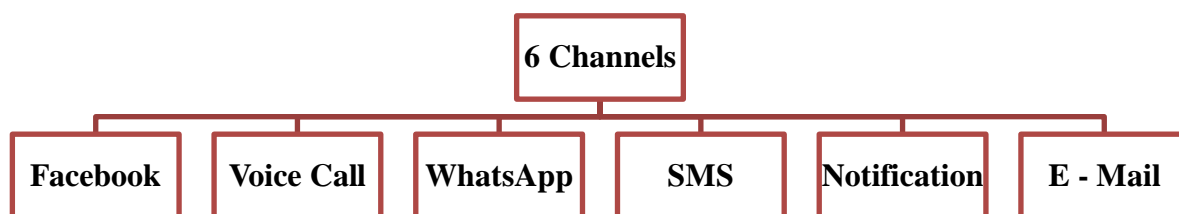
- **COMPANY PROFILE**
- **ABOUT THE TOPIC**

CHAPTER 1: INTRODUCTION



1.1 Company Profile

Onex Solutions Pvt. Ltd. is a digital marketing company in India which provides two way solutions. Onex is a pioneer in mobile marketing services of Bulk SMS (both promotional and transactional SMS), Bulk Email (Inbox Landing), Voice Calls (30 seconds) to convey voice message and VMN Solutions (short codes and long codes). Onex solutions work as a connect base helping the customer to reach their target audience. Also, they help their customer to focus and make development of business in relevant target audience at economical cost. Onex Solutions help the business to reach their target audience at economical cost. Onex Solutions help the business to reach their target audience – B2B (Business-To-Business) as well as B2C (Business-To-Consumer) across India in economical way over 6 channels.



Onex Solutions works for various Industries



Real Estate



Retail Business



Health Sector



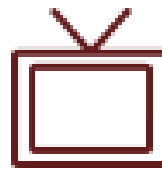
Automobiles



Education



**Travel &
Tourism**



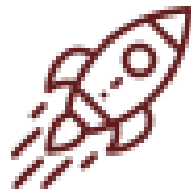
**Media &
Entertainment**



Event



Restaurant



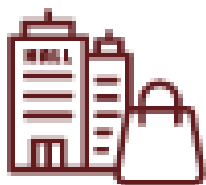
Startups



E - Commerce



Radio Channel



Shopping Mall



Brands



FMCG



Recruitment

Unique Selling Proposition of Onex Solutions Pvt. Ltd.



Channel

Reach your target audience
on various channels



Various Businesses

Onex have solutions for all
major industries



Delivery on right time

SMS- 8 Lac. per Minute
Email- 8 Cr. a Day
Voice- 10 Lac. An Hour



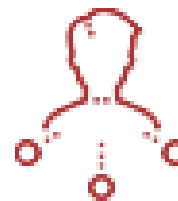
PAN India Reach

You can target customers
across 1200 cities in 60000
pin codes.



Regional Language

You can send content in any
regional language.



White Label & Resellers

Offer the marketing
solutions under your brand
name and IP.



Reports & Analysis

Onex Solutions share reports and analysis of campaign.



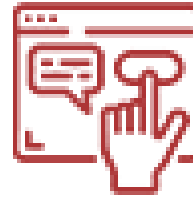
Sample Content

Provide sample content for store launch, sales, offers, as per industry.



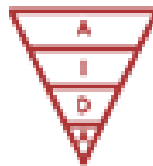
Smart Text

Send personalized text marketing with name, code etc.



Smart Link

Track people who clicked link and retarget them.



Follow AIDA

AIDA (Attention- Interest- Desire- Action) the golden principle of advertising.

Clients of Onex Solutions Pvt. Ltd.





Indian Chamber of Commerce
Facilitating business since 1925



Connect with Onex Solutions Pvt. Ltd.

Address: RDB Boulevard, GP Block, Sector V, Bidhannagar, Kolkata, West Bengal 700091

Phone: 9007754000, 9696335566

Website: www.onex.solutions

1.2 About the Topic

What is Moment Marketing?

Marketers are constantly trying to find new ways and means to connect with their customers and have begun to turn to moment based marketing to get their message across with more relevance. Brands have been prudent in making use of the trends to catch peoples' attention since long. Moment marketing is the ability to take advantage of ongoing events and creating communications & marketing collaterals around such events. This is used by brands to insert themselves in the ongoing conversations bring relevance to how they market.

Moment marketing is the powerful technique of Guerilla marketing. It is a low cost marketing technique which is done by taking advantage of an ongoing trending event. It helps to built communication and marketing collaterals. In simple words it is done by hijacking a trending topic and creating a clever content by using a clever approach. It improves recall and builds deeper connection with the customer at ongoing news, events and trending topics on social media, which creates a spontaneous hook and generates maximum advantage at minimum cost.



CHAPTER 2

PROJECT OVERVIEW

- **OBJECTIVE OF MOMENT MARKETING**
- **NEED FOR MOMENT MARKETING**
- **SCOPE OF MOMENT MARKETING**
- **LIMITATION OF MOMENT MARKETING**
- **EXAMPLES OF MOMENT MARKETING**

CHAPTER 2: PROJECT OVERVIEW

2.1 Objectives of Moment Marketing

- **Creation of Demand**

Moment marketing's first objective is to create demand through various ongoing trending topics on social media and creating content using these ongoing events.

- **Customer Attraction**

Moment marketing attracts customer and demonstrates the customer why they should purchase the product to improve their personal experience.

- **Generation of Profits at Minimum Cost**

The main motive of moment marketing is to generate maximum profits to the company. Since it requires very less amount to create content on trending events and market the product it eventually maximizes the profit.

- **Building Communication and Marketing Collaterals**

Moment marketing is an easy marketing technique to communicate with people and help to build better communication system. It also builds marketing collaterals. Marketing collateral are digital or printed materials used to communicate or promote a company's brand message, products, or services.

- **Spontaneous Hook**

Content designed by using the concept of moment marketing helps to create spontaneous hook among the consumers which fascinates them to buy the product.

- **Maximum Advantage at Minimum Cost**

It takes very low cost to create the content which results in huge number of customers to buy the product and hence moment marketing generates maximum advantage for the company at a minimum cost.

2.2 Need for Moment Marketing

- **Low-cost Marketing Strategy**

Moment marketing is an efficient guerilla marketing technique for cost-effectively building an online consumer base. A marketing campaign can only perform well if it reaches the customers at the right time with the right rationale. Marketers can execute successful moment marketing by leveraging relevant trends and understanding their demographic target well.

- **Improves Brand Recall and Builds Deeper Connections**

Brands have created a reputation by employing relevant trends and events to make their marketing messaging pertinent to their audiences. Since social media is fast-paced and viewers have a shorter attention span and a plethora of content to interact with, a brand can effectively engage customers through moment marketing. Furthermore, creative and personalized marketing campaigns can boost audience engagement and brand recall value while building deeper customer relationships.

- **Boosts Conversion Rate**

Moment marketing aids brands in expanding their online presence and advertising their products to target consumers actively searching for related items. Hence, it can improve marketing results and boost conversions through website traffic, store visits, purchases, etc. Additionally, brands can directly engage with customers as trending events help them better communicate with their target audience when the messaging is centered on the trend.

2.3 Scope of Moment Marketing

- **Spread Awareness**

The moment marketing advertisements carries a message and it spreads awareness about the product among the people.

- **Publicity of the Product**

Publicity means communication about the product and services for creating awareness & demand for the product through publicity and advertisement. Moment marketing does the same thing for the company.

- **Studies Consumer Behavior**

Moment marketing is more suitable technique to understand the consumer behavior than other techniques.

- **Selling of Product**

The sale of product is the main purpose of moment marketing, without sales company cannot generate profit.

- **Leveraging the trending issues, events and occasions**

Moment marketing is a dynamic and spontaneous branding and promotion technique that focuses on leveraging the trending issues, events, occasions and more. As the name suggests, it is the method of finding the marketing and branding scope in the “moment”.

2. 4 Limitations of Moment Marketing

- **Requires Marketers to Be as Hyper-Vigilant and Remain in the Loop**

Of course, to create marketing messages and collaterals about a particular event or an ongoing trending topic, marketers need to be aware that such moment exists. This means being vigilant about what is happening around and remaining in the loop. Marketers need to utilize all sources of information to remain updated constantly. These include traditional mass media such as broadcast and newspaper, as well as digital media, including the internet and specific social media platforms.

- **It Can Backfire When Done Wrong or When Content is Forced**

Another disadvantage of moment marketing is that it can backfire and result in negative publicity. A prime example is when a marketer uses a sensitive trending topic about politics to insert a brand he or she intends to promote. The public can accuse the brand of either being too insensitive or simply capitalizing on an intensely debated issue for mileage or clout. Marketers should carefully select which events or topics they can safely utilize to their benefit.

- **Moment Marketing Can Also Create Noise and Does not Guarantee Reach**

Remember that contents based on a particular moment have a higher chance of receiving engagement or getting shared across different platforms. However, some of them can become unnoticeable due to the influx of participation in an ongoing conversation. A particular content can also drown alongside other marketing messages and collaterals from other marketers. These contents are fundamentally competing against one another. Proper positioning and right timing are always essential.

- **Effective as a Tactic for Supplementing Overall Marketing Strategy**

Using moments to leverage marketing messages should not be the primary or lone tactic in an overall marketing strategy, especially in a specific marketing promotion strategy. It is most effective when used to supplement other marketing activities. It can make marketers or the image of brands or causes they represent become too predictable when overused, thereby losing the interest of an existing audience. Because it is also reactive in nature, overdoing it can create an impression of clout-chasing among the public.

2. 5 Examples of Moment Marketing

Onex Solutions

Srikant

Sir, where can I find the best Whatsapp Marketing Panel?

Chellam Sir

Sri, Check out Onex Solutions Pvt. Ltd.

When the master says it, you believe it!

www.onex.solutions Ph: 9696335566

This moment marketing creative by Onex Solutions Pvt. Ltd. depicts that Onex Solutions have the best WhatsApp Marketing Panel as is it claimed and verified by Srikant's senior colleague master Chellam Sir.

Moment Reference: Amazon Prime Video web series "The Family Man Season 2."



Blinkit and Zomato twisted a Bollywood film's dialogue in an interesting collaboration for their billboard advertisements. Onex Solutions wasn't far behind and hopped onto the bandwagon too.

This recent moment marketing creative by Onex Solutions in collaboration between Blinkit and Zomato that is doing the rounds of the internet is the perfect example of that. Well, the grocery app and the food delivery app twisted a Bollywood film dialogue and started a hilarious wordplay and Onex Solutions joined in too.

CHAPTER 3

ANALYSIS, OUTCOME AND LEARNING AS AN INTERN

- **SELECTION AT ONEX SOLUTIONS**
- **ROLE IN THE COMPANY AS AN INTERN**
- **WORK PROFILE**
- **ONLINE TRAINING SESSIONS AND
TASKS ASSIGNED BY THE COMPANY**

CHAPTER 3: ANALYSIS, OUTCOME AND LEARNING AS AN INTERN

3.1 Selection at Onex Solutions

During the pandemic, I got this opportunity through my institute and was selected as a digital marketing intern through an online personal interview.

3.2 Role in the company as an Intern

I did 10 weeks internship in the domain of digital marketing at Onex Solutions Pvt. Ltd. In this tenure of 10 weeks did the following things:

- Attended the online training sessions set up by the company.
- Contributed and taken part in the marketing campaigns.
- Designed creatives for social media posts.
- Collected data of various industries.
- Generated customer leads for the company.
- Fulfilled the tasks assigned by the supervisors.
- Promoted the various schemes and services of the company.

3.3 Work Profile

I was working with the digital marketing team guided by the team leader. I had to look after the online marketing and promotional activities by designing various creatives for social media posts, data collection of various industries and generate customer leads by promoting the schemes and services of the company.

3.4 Online Training Sessions and Tasks assigned by the company

In this 10 weeks internship I was introduced to the founder & CEO of the company and team leaders of the marketing department. I attended total 7 online training sessions and on the basis of these sessions 5 tasks were assigned to me.

WEEK 1 & 2

Training Session 1: The first training session was an introductory session based on the “Billing, Commission, Rebuttals & Sales Process” of the company and “Application of Basic and Advance Data” in Digital Marketing

Commission Slab	Quantity	Campaign	Dost4SME	Amount(Rs)
40%	10,000	25p	10p	1,000
30%	25,000	20p	6p	1,500
25%	50,000	18p	4.50p	2,250
20%	100,000	16p	3.20p	3,200
15%	500,000	15p	2.25p	11,250
15%	1,000,000	14p	2.10p	21,000
15%	5,000,000	13p	1.95p	97,500
15%	10,000,000	12p	1.80p	1,80,000

The above mentioned commission structure was explained to the interns in this online training session. Along with the commission structure, the calling script and rebuttals were distributed to the interns by the team leader.

CALLING SCRIPT

tone: CONFIDENT

Hello, Can I Speak to (Mr./Ms./Mrs. Name)?

[If Other Person responds]

I am (Your Name) calling from Onex Solutions Pvt. Ltd. regarding your business / Brand Promotions.

Is it the right time to discuss with you Sir/ Ma'am?

[If Other Person responds, No]

Reply – Can I know when I can connect with you Sir / Ma'am?

[If Other Person responds, YES]

Thank You so much for your Time.

Onex Solutions is a Digital Marketing Company; we help Business to reach their target audience in economical and effective manner.

We are working with 4000+ Clients. That Includes Madisson, BuyMediaSpace, Bookallads, Tata Motors, Khadims, Wow Momo, etc.

Sir / Ma'am we know that lock down is the current market scenario, so we cannot let this situation hampered our business, So it's crucial to reach out to new audience. We are a company who helps to reach out to new clients at a very minimum cost VIA SMS / Email / WhatsApp & Voice Call Services.

Note – After Speaking it's important to hear the client's queries and to revert back accordingly.

[If Person is Interested]

Sir/ Ma'am, Can I get your mail id so that I will send you the mail about my company and commercials.

REBUTTALS

Q1) How to trust on your Campaigns?

Ans- We have experience of handling clients from various Industries like Health care, Real Estate, Education and Hospitality etc. Working with these sectors has helped us to gain lots of experience and now we're helping out other clients so that can they make maximum use of SMS/ WhatsApp / Email & Voice Call Marketing.

Q2) What is the proof of your Campaigns?

Ans- We will help you with detailed reports post each campaign.

Q3) Do you provide Database?

Ans- No Sir/Ma'am.

Q4) Tell me more about your Database?

Ans- We have PAN INDIA Pin code wise database.

Q5) Do you have profile database?

Ans- Sir / Ma'am, Please let me know the Pin code / Area/City, I will ask my team and update you shortly.

Task 1: After the completion of the first training session, the first task assigned was to collect the data of restaurants located in Pune.

A	B	C	D
Restaurant Name	Marketing Person	Marketing Phone Number	Address
1 Paasha - JW Marriott Pune	Navaid Pasha	919032944357	North Indian, Kebab, Desserts, Senapati Bapat Road, Pune, Maharashtra 411053
2 Independence Brewing Company	Vinayak Shinde	918888168886	79/1, Zero One Complex, Pingale Vasti, Mundhwa, near Passport Seva Kendra, Pune, Maharashtra 411036
3 Spice Kitchen - JW Marriott Pune	Jatin Gautam	919158767545	JW Marriott Hotel Pune, Lobby Level West, Senapati Bapat Rd, Shivajinagar, Pune, Maharashtra 411053
4 Savya Rasa	Sheik Mohideen	919130095528	Gera Serenity Building, CTS No. 15, near Starbucks Cafe, Koregaon Park, Pune, Maharashtra 411001
5 Senses - Marriott Suites Pune	Sandeep Chemate	917420021163	81, Mundhwa Rd, Fatima Nagar, Koregaon Park Annexe, Mundhwa, Pune, Maharashtra 411001
6 Conander Kitchen - Conrad Pune	Bicky Sharma	913067456745	Conrad, 7, Mangaldas Rd, Sangamwadi, Pune, Maharashtra 411001
7 Latitude - Blue Diamond	Shripa Gokhale	91306806700	11, Koregaon Park Rd, Vasari Nagar, Koregaon Park, Pune, Maharashtra 411001
8 Bean Tap - Hyatt Pune	Anagita Namman	918936751234	Hyatt Pune, 88, Nagar Rd, Adjacent to Aga Khan Palace, Palace View Society, Kalyani Nagar, Pune, Maharashtra 411006
9 Cafe 24	Shruti Shirke	91337882392	PLOT No. 129, Kunglagon, Lavale, Pune, Maharashtra 410401
10 Chingari - Sheraton Grand	Saurav Gode	917720004877	Sheraton Grand, Terrace, Raja Bahadur Mill Rd, Railway Officers Colony, Sangamwadi, Pune, Maharashtra 411001
11 Shikharani - JW Marriott Pune	Partha Pratim Pal	91918924833	Senapati Bapat Rd, Laxmi Society, Model Colony, Shivajinagar, Pune, Maharashtra 411053
12 Alto Vino - JW Marriott Pune	Rohan Rege	919831181787	Senapati Bapat Rd, Laxmi Society, Model Colony, Shivajinagar, Pune, Maharashtra 411016
13 Feast - Sheraton Grand	Radhika Dhruv	917720004877	Raja Bahadur Mill Rd, Sangamwadi, Pune, Maharashtra 411001
14 Zeta - Hyatt Regency Pune	Ankita B	919158893844	Weekfield IT Citi Info Park, Hyatt Regency Pune, Nagar Rd, Viman Nagar, Pune, Maharashtra 411014
15 The Square - Novotel	Deepa Chandramani	918411956579	Weekfield IT City Infopark, Nagar, Samrat Ashok Rd, Pune, Maharashtra 411014
16 Whispering Bamboo - Blue Diamond	Gopi Nandakumar	91206806700	Blue Diamond, Pune - IHCL SeleQtions, 11, Koregaon Park Rd, Pune, Maharashtra 411001
17 MoMo Cafe - Courtyard By Marriott Pune Hinjawadi	Shiraz Govadia	919046740286	S. No 19 & 20, P4, Phase 1, Hinjawadi Rajiv Gandhi Infotech Park, Hinjawadi, Pune, Maharashtra 411057
18 Aasmiana - The Ritz Carlton	Sachin Doldkar	912067675000	Golf Course Square, Airport Rd, Yerawade, Pune, Maharashtra 411006
19 Harajuku - The O Hotel	Deepak Amin	918893600394	N Main Rd, Vaswari Nagar, Ragvillas Society, Koregaon Park, Pune, Maharashtra 411001
20 Anigma Food Studio	Poojima Somayaji	919921712787	201, Insignia, Dhole Patil Rd, Sangamwadi, Pune, Maharashtra 411001
21 Key - Conrad Pune	Rishi Paul	912067469745	7, Mangaldas Rd, Sangamwadi, Pune, Maharashtra 411001
22 Eighty Eight - Hyatt Pune	Zubin Sufiani	918836751234	Nagar Road Adjacent to Aga Khan Palace, Nilnagali Society, Kalyani Nagar, Pune, Maharashtra 411006
23 Zebra - Conrad Pune	Shawn Subramaniam	912067469745	7, Mangaldas Rd, Sangamwadi, Pune, Maharashtra 411001
24 Kangan - The Westin Pune	Kangan Jan	919819344549	39/3-B, Mundhwa Rd, Pingale Vasti, Koregaon Park Annexe, Ghorpadi, Pune, Maharashtra 411001
25 Pune Sugar Box - Conrad Pune	Revali Joshi	912067469745	7, Mangaldas Rd, Sangamwadi, Pune, Maharashtra 411001
26 Mystic Masala - Blue Diamond	Avinash Waghmare	91206806700	Blue Diamond-IHCL SeleQtions, 11, Koregaon Park Rd, Vasari Nagar, Koregaon Park, Pune, Maharashtra 411001
27 The Market - The Westin Pune	Amal Joe	919158893802	39/3-B, Mundhwa Rd, Koregaon Park Annexe, Ghorpadi, Pune, Maharashtra 411001
28 Coffee to Cocktails Bar	Pabitra Das Biswas	912068961234	Hyatt Place Pune, Phase 1, Hinjawadi, Pune, Maharashtra 411057
29 Masu - Conrad Pune	Umash Chulal	912067469745	Conrad UG Level, 7, Mangaldas Rd, Sangamwadi, Pune, Maharashtra 411001
30 The Lotus Deck - Hyatt Regency	Arjun Dasgupta	919158893844	Weekfield IT Citi Info Park, Hyatt Regency Pune, Nagar Rd, Viman Nagar, Pune, Maharashtra 411014

A	B	C	D
216	Wood Fire Grill		9055548888 Deccan Gymkhana, Pune
217	Souk By Cafe Arabia		9655561625 Bhekrai Nagar, Pune
218	Silver Spoon Family Resto		9355572238 Koregaon Park, Pune
219	Garden Gate Restaurant		7555622746 Kharadi, Pune
220	George Restaurant		7555622394 Mundhwa Road, Pune
221	Shizu San		9455558794 Koregaon Park, Pune
222	Betos Bar & Kitchen		2026952222 Lavale, Pune
223	Aquarius Resort		9424701256 Koregaon Park, Pune
224	Dumb & Dumber		8888411112 Yerawade, Pune
225	Skye Resto & Lounge		8923846923 Koregaon Park, Pune
226	The Samrat Hotel		9347634524 Pimpri, Pune
227	Rainforest Resto-Bar		9287245620 Sangamwadi, Pune
228	Boteco - Restaurante Brasileiro		8347529834 Ghorpadi, Pune
229	Samruddhi Restaurant		2032582443 Shivaji Nagar, Pune
230	Angoor Family Restaurant		9234648649 Viman Nagar, Pune
231	Supriya Restaurant		7643634333 Hadapsar, Pune
232	Cafe Indian Foodies		9896343734 Sangamwadi, Pune
233	Jai Ambika		8234762353 Paud Road, Pune
234	Hotel Vinayak Pure Veg		9864535487 Kale Padal, Pune
235	Nimantran Restaurant & Bar		9775534957 Old Mumbai Pune Highway, Pune
236	Darshan Restaurant		2309375282 Hinjawadi, Pune
237	Darios Restaurant		8234234235 Ghorpadi, Pune
238	Hotel Chul Mutton		2382396293 Alandi, Pune
239	Darshan Restaurant		8123432458 Kalyani Nagar, Pune
240	Tarawade Clarks Inn		6743287423 Viman Nagar, Pune
241	Sarathi Restaurant		9182347518 Mohammed Wadi, Pune
242	The Bar Stock Exchange		7775023852 Wanowrie, Pune
243	Hotel Studio Estique		2098129211 Kalyani Nagar, Pune
244	Little Italy		7126232384 Lavasa, Pune
245	Malaka Spice		2039386564 Sayad Nagar, Pune

The above attached images are screenshots of Data of Restaurants located in Pune which was collected during the task.

Learnings: In the first and second week, I learned data collection in marketing research, types of data, data collection methods and application of data.

Data Collection in Marketing Research

Data Collection in Marketing Research is a detailed process in which a planned search for all relevant data is made by researcher.

Types of Data

- **Primary Data-** Primary data is the data which is collected first hand specially for the purpose of study. It is collected for addressing the problem at hand. Thus, primary data is original data collected by researcher first hand.
- **Secondary data-** Secondary data is the data that have been already collected by and readily available from other sources.

Data Collection Methods

1. **Qualitative Research-** Qualitative Research is generally undertaken to develop an initial understanding of the problem. It is non statistical in nature. It uses an inductive method, that is, data relevant to some topics are collected and grouped into appropriate meaningful categories. The explanations are emerged from the data itself. It is used in exploratory research design and descriptive research also. Qualitative data comes into a variety of forms like interview transcripts; documents, diaries and notes made while observing. There are two main methods for collecting Qualitative data.
 - a. **Direct Collection Method-**When the data is collected directly, it makes use of disguised method. Purpose of data collection is not known. This method makes use of-
 - i. Focus Groups
 - ii. Depth Interview
 - iii. Case Study

- b. Indirect Collection-Method**
 - i. Projective Techniques
- 2. Quantitative Research-** Quantitative Research quantifies the data and generalizes the results from the sample to the population. In Quantitative Research, data can be collected by two methods
 - i. Survey Method
 - ii. Observation Method

Application of Data

Why application of data in your Digital Marketing strategy is so essential?

In today's marketing world, decisions are no longer guided just by hypothesis and past experience. Influential marketing ideas are now determined by analytics and big data. By utilizing past data and predictive analytics, businesses can now generate better return on investment (ROI) and provide insights that can lead to effective business strategies and decisions within an organization, not just in the marketing department but across teams.

- **Having The Right Data**

Having accurate data is essential for making effective marketing decisions, but having too much data can actually harm your marketing strategy if not utilized correctly. You should start with your key performance indicators (KPIs) and work backwards. Key performance indicators represent measurable values which give an indication of campaigns' performance.

- **Knowing Your Audience and Channels**

The best part of having data is being able to know exactly who you are talking to and who you should be targeting in your marketing campaigns. You can track the type of visitors that come to your site and build personas around those who engage to then target other people similar to your current customer base.

- **Targeting the Right Keywords**

Data can help determine what your audience is searching when looking for your service or product and help you to target those keywords and drive traffic to your channels.

- **Showing ROI**

Stakeholders want to know that their marketing spend is working and with digital marketing you can show in the data exactly how the amount spend is being utilized and what affect it is having on profit.

WEEK 3 & 4

Training Session 2: The second training session was based on the “Importance of Market Survey.”

Task 2: After the completion of the second training session, the second task was assigned to perform a market survey on different types of industries and businesses and connect to various business groups on Facebook.

	B	C	D
1	Group Name	Members	Group Link
2	1 Business Nagpur	22000	https://www.facebook.com/groups/1886910001590608/?ref=share
3	2 Nagpur Business Group	72000	https://www.facebook.com/groups/172861393414702/?ref=share
4	3 Nagpur - Business Group	12000	https://www.facebook.com/groups/643847359339163/?ref=share
5	4 Business Nagpur	144000	https://www.facebook.com/groups/642521992544123/?ref=share
6	5 Nagpur Media Group	2800	https://www.facebook.com/groups/636511830605474/?ref=share
7	6 Nagpur Marketplace	38000	https://www.facebook.com/groups/nagpurdistrict/?ref=share
8	7 BUY SELL NAGPUR	28000	https://www.facebook.com/groups/102451320172013/?ref=share
9	8 Nagpur Foodies	17000	https://www.facebook.com/groups/1625846134355647/?ref=share
10	9 Apna Nagpur	5300	https://www.facebook.com/groups/515757748560309/?ref=share
11	10 Nagpur Business Group	78000	https://www.facebook.com/groups/1308937755882759/?ref=share
12	11 Nagpur New Business Distributionships Franchise Bazar	2400	https://www.facebook.com/groups/nagpurfranchise/?ref=share
13	12 Nagpur Group of Friends	1600	https://www.facebook.com/groups/192776527423524/?ref=share
14	13 Nagpur City - Buy & Sell	39000	https://www.facebook.com/groups/1892957587675090/?ref=share
15	14 Maharashtra Business Group	8200	https://www.facebook.com/groups/1063216313889660/?ref=share
16	15 Nagpur Business Network	4800	https://www.facebook.com/groups/NagpurBusinessNetwork/?ref=share
17	16 Maharashtra Business Platform	10000	https://www.facebook.com/groups/nagpurbusinessplatform/?ref=share
18	17 Connect Nagpur	243	https://www.facebook.com/groups/806267573646951/?ref=share
19	18 Broadcast – Gondia – Nagpur – Bhandara	2400	https://www.facebook.com/groups/393998181777442/?ref=share
20	19 Nagpur Car Bazaar (Sales and Purchase All Vehicles)	1400	https://www.facebook.com/groups/793890591217987/?ref=share
21	20 Nagpur Jobs	8300	https://www.facebook.com/groups/576503085862020/?ref=share
22	21 Business Platform Nagpur, Bhandara, Chandrapur, Amravati, Gondia For Farmer	641	https://www.facebook.com/groups/907293669610191/?ref=share
23	22 Nagpur Business Group	7100	https://www.facebook.com/groups/nagpurbiz/?ref=share
24	23 Nagpur Job	674	https://www.facebook.com/groups/284431849882929/?ref=share
25	24 Search Nagpur	2600	https://www.facebook.com/groups/searchnagpur/?ref=share

	B	C	D
26	25 Nagpur Startups	3800	https://www.facebook.com/groups/nagpur_startups/?ref=share
27	26 Nagpur, Amravati, Bhandara, Gondia, Akola, Wardha, business Group	1600	https://www.facebook.com/groups/61600975888242/?ref=share
28	27 Nagpur today	3800	https://www.facebook.com/groups/247764292034173/?ref=share
29	28 Business Solutions (Stock Market Analyst)	91	https://www.facebook.com/groups/businesssolutionsnagpur/?ref=share
30	29 Broadcast Nagpur - Food	4400	https://www.facebook.com/groups/1724223201134014/?ref=share
31	30 Market Plus Nagpur Businesses	26000	https://www.facebook.com/groups/2983821085050493/?ref=share
32	31 Employment Opportunities In Nagpur	11000	https://www.facebook.com/groups/644025862761843/?ref=share
33	32 Business Corridor - NAGPUR	5800	https://www.facebook.com/groups/475270489536780/?ref=share
34	33 Business Group	3900	https://www.facebook.com/groups/287192262547816/?ref=share
35	34 Nagpur Eat Outs	7400	https://www.facebook.com/groups/nagpureatouts/?ref=share
36	35 Real Estate Nagpur	15000	https://www.facebook.com/groups/2151334498484350/?ref=share
37	36 public marketplace nagpur	5500	https://www.facebook.com/groups/1161199994238181/?ref=share
38	37 NAGPUR BEST PROPERTIES BUY AND SALE GROUP	593	https://www.facebook.com/groups/3292111564190951/?ref=share
39	38 Nagpur Online	20000	https://www.facebook.com/groups/783033635191276/?ref=share
40	39 Apply Jobs Nagpur	1100	https://www.facebook.com/groups/jobsnagpur/?ref=share
41	40 Manish nagar, nagpur	2900	https://www.facebook.com/groups/357066057664205/?ref=share
42	41 Dogs World Nagpur	11000	https://www.facebook.com/groups/458068104799053/?ref=share
43	42 India Business Startup/Ideas	48000	https://www.facebook.com/groups/indiabusinessstartupidеas/?ref=share
44	43 Vidarbha Business Group	1000	https://www.facebook.com/groups/18390620215117/?ref=share
45	44 Nagpur Foodies	5000	https://www.facebook.com/groups/1226598440794040/?ref=share
46	45 Broadcast Nagpur	36000	https://www.facebook.com/groups/613045098867391/?ref=share
47	46 Best Jobs in nagpur	22000	https://www.facebook.com/groups/222132377978143/?ref=share
48	47 MAHARASHTRA ... (JOBS+EDUCATION+TECHNOLOGY+BUSINESS)	30000	https://www.facebook.com/groups/2275041822715284/?ref=share
49	48 India Business Group	156000	https://www.facebook.com/groups/Paint01/?ref=share
50	49 Nagpur Business Broadcast	63000	https://www.facebook.com/groups/1867074316897881/?ref=share
51	50 Buy and Sell - business Group,(Akola,Amravati,Yavatmal)	4900	https://www.facebook.com/groups/671961400264055/?ref=share

	B	C	D
52	51 Nagpur wholesale bazaar	12000	https://www.facebook.com/groups/2864060283874386/?ref=share
53	52 Making Nagpur No.1 city of india.	52000	https://www.facebook.com/groups/nagpurno1city/?ref=share
54	53 Nagpur Best Deals	3300	https://www.facebook.com/groups/Nagpur_Best_Deals/?ref=share
55	54 advertising on face book for free	9700	https://www.facebook.com/groups/1047043505406562/?ref=share
56	55 Akola Business group (Nagpur, Pune, mehkar, aurangabad, khamgaon, buldana)	39000	https://www.facebook.com/groups/873855379489630/?ref=share
57	56 Freelance Website designing and development, SEO, Digital Marketing	160000	https://www.facebook.com/groups/1865822177019795/?ref=share
58	57 Startup India Lions - Entrepreneur, Investors, Mentors, Business Owners	103000	https://www.facebook.com/groups/StartupIndiaRework/?ref=share
59	58 Nagpur Network	16000	https://www.facebook.com/groups/nagpurnetwork/?ref=share
60	59 marketplace of amravati, akola, nagpur, washim, wardha, yavatmal	1100	https://www.facebook.com/groups/326918898096742/?ref=share
61	60 Nagpur foods & Food Business	212	https://www.facebook.com/groups/169767728361214/?ref=share
62	61 Nagpur Job Desk	5300	https://www.facebook.com/groups/1598716520360039/?ref=share
63	62 Nagpur 360°	13000	https://www.facebook.com/groups/1420333134739242/?ref=share
64	63 Broadcast Products	46000	https://www.facebook.com/groups/110733599378164/?ref=share
65	64 Nagpur CITY BUSINESS	4300	https://www.facebook.com/groups/369521924028588/?ref=share
66	65 NAGPUR CITY MARKET	19000	https://www.facebook.com/groups/1571313376465152/?ref=share
67	66 Broadcast Nagpur	33000	https://www.facebook.com/groups/broadcastnagpur/?ref=share
68	67 Nagpur selling	9200	https://www.facebook.com/groups/1652988384951417/?ref=share
69	68 Nagpur Food Promotion	424	https://www.facebook.com/groups/1542843772552717/?ref=share
70	69 Nagpur Bazaar (Buy & Sell)	52000	https://www.facebook.com/groups/buysellnagpuronfb/?ref=share
71	70 Pune - Amravati - Nagpur Cab Group	1900	https://www.facebook.com/groups/3546663878694246/?ref=share
72	71 Nagpur jobs	26000	https://www.facebook.com/groups/415318101971072/?ref=share
73	72 MUMBAI BUSINESS WHOLESAL BAZAAR (Pune - Surat - Chennai - Kolkata - D	29000	https://www.facebook.com/groups/2141580912791708/?ref=share
74	73 Trade Nagpur business	19000	https://www.facebook.com/groups/520152038328048/?ref=share
75	74 Nagpur wholesale market	167	https://www.facebook.com/groups/182349093752151/?ref=share
76	75 Nagpur Prime Property	10000	https://www.facebook.com/groups/311549122550403/?ref=share
77	76 Nagpur business	63000	https://www.facebook.com/groups/1534081006877044/?ref=share
78	77 Marathi Business	45000	https://www.facebook.com/groups/MarathiUdyojakOfficial/?ref=share
79	78 Nagpur real estate	5600	https://www.facebook.com/groups/513924285810453/?ref=share
80	79 House/Flat on Rent Without Broker in Nagpur	6600	https://www.facebook.com/groups/1320642538052460/?ref=share
81	80 Maharashtra Wholesale Bazar	36000	https://www.facebook.com/groups/maharashtrawholesalebazar/?ref=sh
82			
83			
84			
85			

The above attached images are the screenshots of the Data of Facebook Business Groups which collected through market survey on Facebook.

Learnings: In the third and fourth week, I learned about the importance of market survey.

Importance of Market Survey

There are 5 factors that depict the importance of a market survey.

- Understanding the demand and supply chain of the target market:** A product is most likely to be successful if it is developed by keeping in mind the demand and supply of the target market. This way, marketers can obtain insights about market capabilities to absorb new products and concepts to develop customer-centric products and features.

- **Developing well-thought marketing plans:** The World is a target market for an organization, especially a well-established one. Getting data from the target market through thorough market research using market surveys and segmentation can be a source of creating concrete and long-term marketing plans.
- **Figure out customer expectations and needs:** All marketing activities revolve around customer acquisition. All small and large organizations require market surveys to gather feedback from their target audience regularly, using customer satisfaction tools such as Net Promoter Score, Customer Effort Score, and Customer Satisfaction Score (CSAT) etc. Organizations can analyze customer feedback to measure customer experience, satisfaction, expectations etc.
- **Accurate launch of new products:** Market surveys are influential in understanding where to test new products or services. Market surveys provide marketers a platform to analyze the scope of success of upcoming products and make changes in strategizing the product according to the feedback they receive.
- **Obtain information about customer demographics:** Customer demographics form the core of any business and market surveys can be used to obtain intricate and sensitive details about customer demographics such as race, ethnicity or family income.

WEEK 5 & 6

Training Session 3: The third training session was based on “Graphic Designing.”

Task 3: After the third session, the third task assigned was to design some creatives for social media posts and export these creatives the Facebook business group connected in Task 2.

Learnings: In the fifth and sixth week, I learned graphic designing and its importance in digital marketing.

Graphic designing in digital marketing

Graphic Design is all about communicating and promoting a brand’s products or services in a visually appealing way. Not only that, but all the materials created need to adhere to the company’s visual identity.

Importance of graphic design in digital marketing

- Graphic design is a key element of digital marketing. It is not just pictures and drawings. Graphic design is the art of communication that requires creativity and a systematic plan to solve a problem or achieve specific objectives. Effective graphic designs highlight plans to discover what makes an image genuinely stand out and get shared.
- This is also an effective way to engage with customers. It builds brand awareness and influences the customer decision- making process. Integrating strategic content on your design will encourage prospects to become customers and this visual piece will guide your customers through your intended message.

Graphic Designing Samples

Here are some of the creatives which I designed for Onex Solutions Pvt. Ltd. and posted on various social media platforms like Facebook and Instagram.

The advertisement features a vibrant orange and yellow background. At the top left, the 'Onex Solutions' logo is displayed in a white speech bubble. The main headline, 'Lockdown में New Customers', is written in large white font. Below this, the text 'Reach 40 Crore Audience in India or Filter Your Target audience via' is presented in white. A central graphic shows a magnifying glass with a black handle focusing on a green globe. The globe is surrounded by various social media and communication icons, including WhatsApp, email, and a person's profile. At the bottom right, a pink button with the text 'Contact Us' is visible, along with a phone icon, the number '9696 33 55 66', and the website 'www.onex.solutions'.

This advertisement is designed by Onex Solution for the purpose of reaching out new customers in the Lockdown.



The advertisement features a pink background with a yellow sun in the top left corner. In the top right, the Onex Solutions logo is displayed. On the left, a bowl of ice cream is shown next to a blue cloud-shaped graphic containing the text 'ICE CREAM DAY'. The main text on the right reads 'One scoop of Digital Marketing Can make your Business grow!'. At the bottom, three scoops of ice cream (chocolate, strawberry, and vanilla) are shown. Below the ice cream, a phone icon is followed by the phone number '9696 33 55 66' and the website 'www.onex.solutions'.

One Solutions

ICE CREAM DAY

One scoop of
Digital Marketing
Can make
your Business grow!

9696 33 55 66 | www.onex.solutions

On the occasion of National Ice Cream Day. This advertisement by Onex Solutions depicts that, digital marketing is necessary and can your grow your business, just like one scoop of ice-cream is necessary and makes your dinner special.

One Solutions

TRADITIONAL



- Time consuming
- Costly
- Uneffective

VS

DIGITAL



- Easy to use
- Cost Effective
- Grabs attention

**DISTRIBUTE E- LEAFLETS
WITH US IN JUST A CLICK OF A**

○ BUTTON

 9696 33 55 66
www.onex.solutions

This advertisement explains the merits of e- leaflets over the printed leaflets, and it also encourages the use of digital leaflets and distributing them in just a click of the button.



**WE HAVE ACCOMODATED
500+ INTERNS**

**— NATIONAL —
INTERN
— DAY —**



Cheers to all of them!

 9696 33 55 66 | www.onex.solutions

This advertisement is an appreciation post and addressing best wishes to all the interns on the occasion of “National Intern Day”.

Onex Solutions

Send email to **International** business owners through Onex

Onex Solutions 3

9696335566 www.onex.solutions

This advertisement says that bulk emails can be sent to International businesses through Onex Solutions Pvt. Ltd.

OneX Solutions
#Vocal on radio



We are Now
on Radio!

Tune in to
93.5 Red FM in the
Morning and Evening

**OYE! ONEX RADIO PAR
BHI AA GYA !!**

 9696 33 55 66 | www.onex.solutions



This advertisement represents that Onex Solutions is on the Radio as well and it promotes their services through radio as well.

OneX Solutions

1 Lac + Travelling Lovers



Promote Your Travelling Business to get
Right Customer

www.onex.solutions

This advertisement says that Onex Solution helps their customers to promote their travelling business and connect many travelling geeks.

OneX Solutions

**Send Bulk SMS
1 LAKH
@ ₹16,000
₹10,000/-*
Only**

**Offer Valid
for June**

**Your Business will Shine as
Bright as the sun**

Choose Us !

*T & C Apply, Prepaid, Taxes Additional

9696 33 55 66
www.onex.solutions

This advertisement is regarding the limited period offer on Bulk SMS service provided by OneX Solutions Pvt. Ltd

WEEK 7

Training Session 4: The fourth session was based on “Search Engine Optimization”.

Learnings: In the seventh week, I learned about Search Engine Optimization and its types.

Search Engine Optimization

SEO stands for Search Engine Optimization. It is the process of getting traffic from the free, organic, editorial, or natural search results on the search engines. Simply put, it's the name given to the activity that attempts to improve search engine rankings. In many respects, it's simply quality control for websites.

SEO may target different kinds of search, including image search, local search, video search, and news search engines. Employing a sound SEO strategy will help you position your website properly to be found at the most critical points in the buying process or when people need your site.

SEO is a technique for:

- Designing and developing a website to rank well in search engine results.
- Improving the volume and quality of traffic to a website from search engines.
- Marketing by understanding how search algorithms work, and what human visitors might search.

SEO is a subset of Search Engine Marketing (SEM). SEO is also referred as SEO copywriting, because most of the techniques that are used to promote sites in search engines, deal with text.

How Search Engine Works?

Search engines perform several activities in order to deliver search results.

- **Crawling** - Process of fetching all the web pages linked to a website. This task is performed by software, called a **crawler**.
- **Indexing** - Process of creating index for all the fetched web pages and keeping them into a giant database from where it can be retrieved later. Essentially, the process of indexing is identifying the words and expressions that best describe the page and assigning the page to particular keywords.
- **Processing** - When a search request comes, the search engine processes it, i.e. it compares the search string in the search request with the indexed pages in the database.
- **Calculating Relevancy** - It is likely that more than one page contains the search string, so the search engine starts calculating the relevancy of each of the pages in its index to the search string.
- **Retrieving Results** - The last step in search engine activities is retrieving the best matched results. Basically, it is nothing more than simply displaying them in the browser.

Types of SEO


Conceptually, there are two ways of optimization:

- **On-Page SEO** - It includes providing good content, good keywords selection, putting keywords on correct places, giving appropriate title to every page, etc.
- **Off-Page SEO** - It includes link building, increasing link popularity by submitting open directories, search engines, link exchange, etc.

WEEK 8

Training Session 5: The fifth session was based on the “Review System” on various platforms like Justdial, Google, Facebook.

Task 4: After the fifth session, the fourth task assigned was to put reviews on Justdial, Google, Facebook regarding the services provided by Onex Solutions.



User


1 reviews, 0 followers


23 Jan


★★★★★

It was a great experience working with this company during my internship for a month, I have learned a lot from our C.E.O Mr. Dipak H. Agarwal and Enterprise Sales Manager Mr. Siddhant Shukla, like how to deal with potential targeted customers, how to pitch your products to the clients and many more.
During my internship I have given some closures which made my experience even better. I would highly recommend to try out working with this company and giving yourself the opportunity to explore.
Thank you OneX Solutions Pvt. Ltd.


[Less](#)



Helpful



Comment



Share

I'm doing my internship with Onex solutions. I have learned a lot about digital marketing, Text marketing, Email marketing, etc. Onex is best brand to promote your business digitally, Onex helps in local marketing. Onex have good data base, they best in service at affordable rates. Onex target local audience helps in sending offers and promotion. Onex is good way to communicate with your customer. [#vocalforlocal](#) [#Onexsolutions](#) [#digitalmarketing](#) [#textmarketing](#)


1


1





Onex Solutions

4.1 ★★★★★ (88)

Direct Mail Advertising



Google review summary



4.1 ★★★★★ (88) See all reviews



"I highly recommend this as this is the best **service** at best **price**."



"Onex Solutions Pvt Ltd offers the best **services** at the most **affordable prices**."



"Overall, it is a great **place to do business** with and it is highly recommended."

Reviews from the web

Facebook

4.9/5

63 votes

Justdial

4.7/5

332 votes

AmbitionBox

2.2/5

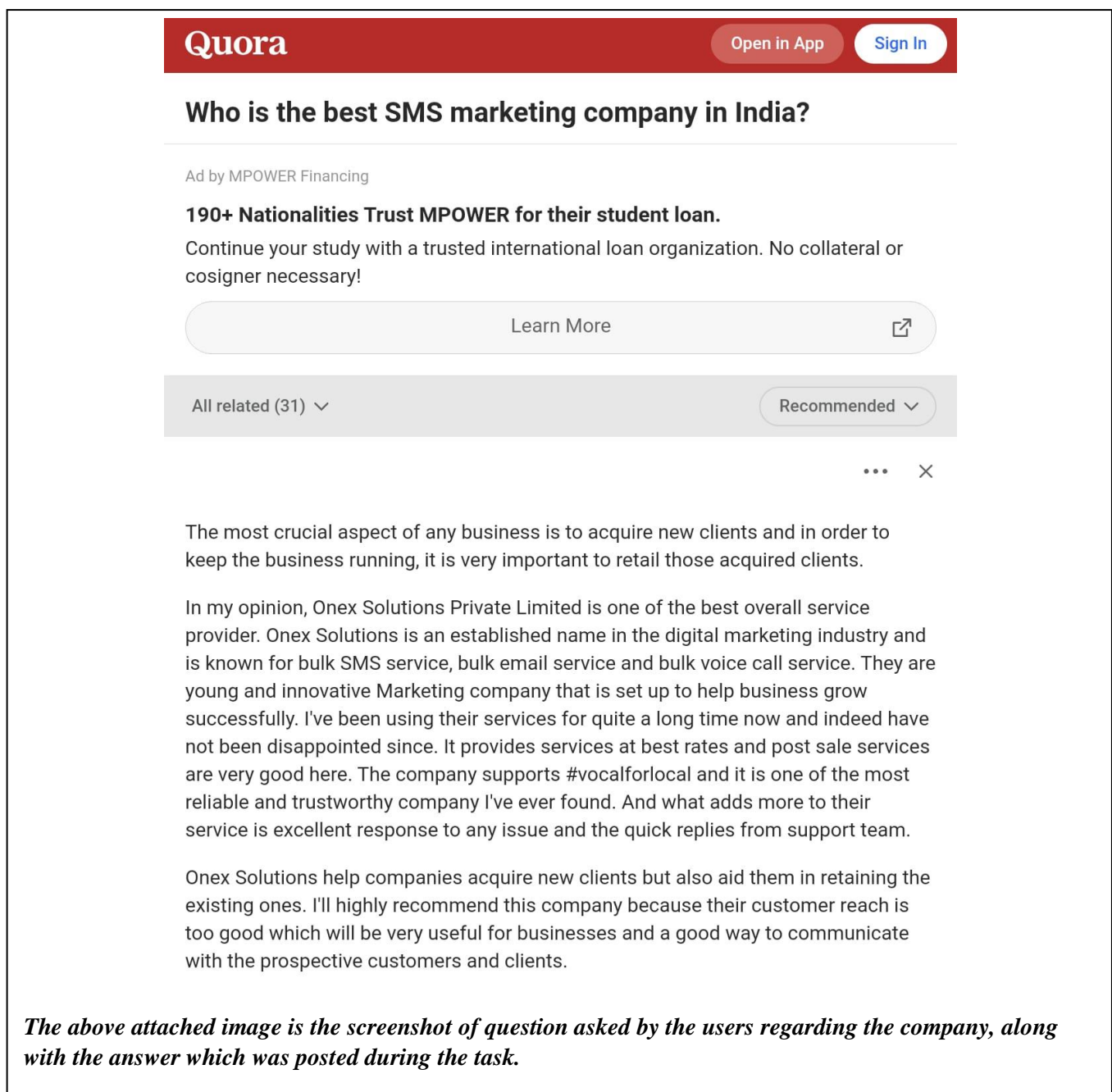
14 votes

The above attached images are the screenshots of reviews which were posted on various platforms like Justdial, Facebook and Google.

WEEK 9

Training session 6: The sixth session was based on the questions posted on “Quora.com” regarding the company and its services provided.

Task 5: After the sixth session, the fifth task assigned was to answer the questions on Quora that are posted regarding Onex Solutions.



The screenshot shows a Quora page with a red header containing the Quora logo, "Open in App", and "Sign In". The question is "Who is the best SMS marketing company in India?". Below the question is an advertisement for MPOWER Financing, titled "190+ Nationalities Trust MPOWER for their student loan." with a "Learn More" button. Below the ad is a filter bar showing "All related (31)" and "Recommended". The answer text discusses Onex Solutions Private Limited, describing it as a digital marketing service provider for bulk SMS, email, and voice call services, and praising its customer service and response time.

Quora Open in App Sign In

Who is the best SMS marketing company in India?

Ad by MPOWER Financing

190+ Nationalities Trust MPOWER for their student loan.
Continue your study with a trusted international loan organization. No collateral or cosigner necessary!

Learn More

All related (31) Recommended

...

The most crucial aspect of any business is to acquire new clients and in order to keep the business running, it is very important to retain those acquired clients.

In my opinion, Onex Solutions Private Limited is one of the best overall service provider. Onex Solutions is an established name in the digital marketing industry and is known for bulk SMS service, bulk email service and bulk voice call service. They are young and innovative Marketing company that is set up to help business grow successfully. I've been using their services for quite a long time now and indeed have not been disappointed since. It provides services at best rates and post sale services are very good here. The company supports #vocalforlocal and it is one of the most reliable and trustworthy company I've ever found. And what adds more to their service is excellent response to any issue and the quick replies from support team.

Onex Solutions help companies acquire new clients but also aid them in retaining the existing ones. I'll highly recommend this company because their customer reach is too good which will be very useful for businesses and a good way to communicate with the prospective customers and clients.

The above attached image is the screenshot of question asked by the users regarding the company, along with the answer which was posted during the task.

WEEK 10

This was the last week of the internship in which all the doubts of the intern were discussed and solved by the team leaders and the results of all the tasks were submitted to the respective team leaders.

Training Session 7: This was the last session based on “Social Media Marketing” and “E-BTL Marketing Services”

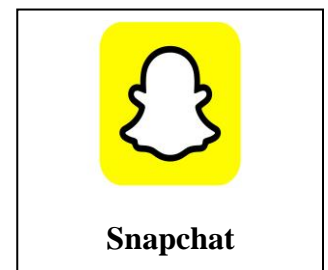
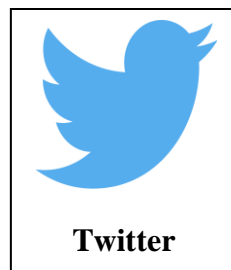
Learnings: In the last week of the internship, I learned about Social Media Marketing and E-BTL marketing services.

Social Media Marketing

Social media is a crucial part of the digital marketing strategy of every organization. By promoting your brand on various social media channels, you boost traffic to your website and social media pages, generate leads, and also increase brand awareness.

Social media marketing overlaps with various other forms of digital marketing such as SEO, SEM, PPC, and Content Marketing.

The channels to use for social media marketing are as follows



E-BTL Marketing Services

E-BTL marketing services stands for Electronic- Below The Line Marketing Services. These services include:

- SMS
- Voice Message
- E-mail
- WhatsApp Marketing

Onex Solutions

**THE WORLD IS TRANSFORMING
ARE YOU ?**

Traditional

Digital

2021

**HEADLINE TITLE
SPACE HERE**

Why Choose Us?

- Lorem Ipsum is simply dummy text
- Lorem Ipsum is simply dummy text
- Lorem Ipsum is simply dummy text

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Launching E - BTL Services

9696 33 55 66 | www.onex.solutions

This advertisement by Onex Solutions talks about the launch of its E – BTL Services.

CHAPTER 4

CONCLUSION AND RECOMMENDATIONS

- **CONCLUSION**
- **RECOMMENDATIONS**

CHAPTER 4: CONCLUSION AND RECOMMENDATIONS

4.1 Conclusion

Moment marketing for brands is a novel and fun way to engage with your customers and create micro-moments of interaction with your target group. While these may seem like simple and straightforward creatives, it takes a lot of time, effort, skill, practice, and experience to become a pro at it.

- **Is moment marketing effective for businesses to increase visibility?**

For brands and businesses, moment marketing is a unique way to connect with its customers by cashing on the ongoing viral trend. The other key benefits include: Publishing creatives around the viral trend helps to position the brand cleverly and provides an edge to stand out and be memorable. Your brand automatically becomes a part of different social media newsfeed and Google trends, thus driving up organic traffic to the website. Higher brand recall that results in a higher follow back to your products and services can engage in wordplay and health banter with the audience and other brands, thus resulting in higher visibility of your brand across social media platforms.

- **What are things you need to take care of in moment marketing?**

As moment marketing gaining traction among brands and is used as an effective marketing tool, you need to take care of the following things while doing it: Moment marketing should be done while staying within the ethical boundary. Your campaign shouldn't hurt anyone's sentiment or break the law. The campaign should be responsible and respectful for every party involved. You should only indulge in campaigns that are relevant to your brand or your brand gets benefitted. Don't try to fit yourself into every trend, as it is negative for your brand's identity. Your ad campaign should look original within the realm of the viral trend and stay true to the brand's core value.

4.2 Recommendations

I would like to recommend the following points for improvement of the company

- **Allow for Employee Autonomy**

By giving employees autonomy to do their job, letting them know that you trust and value them.

- **Make Use of Employee Feedback**

Employees are an invaluable resource. They know the company as well. It's employees that are completing the day-to-day operations of your business, and they know what could be improved upon. Listen to their suggestions and take their feedback seriously. Create an online portal that allows people to submit their ideas for improvement.

- **Apply Standards Equally**

Creating fair standards for employee performance assessments within the organization can create a more fair and inclusive corporate culture.

- **Be Flexible**

As long as you have engaged employees that are working hard, you have to remain flexible when attempting to complete tasks.

CHAPTER 5

REFERENCES AND ABBREVIATIONS

- **REFERENCES**
- **ABBREVIATIONS**

CHAPTER 5: REFERENCES AND ABBREVIATIONS

5.1 References

This project would be nearly incomplete if I had not used the information given in the following websites. My special thanks to the uploader of information on these websites.

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5.2 Abbreviations

- VMN : Voice Mail Notification
- B2B : Business to Business
- B2C : Business to Consumer
- PAN: Presence Across Nation
- IP: Internet Protocol/ Intellectual Property
- AIDA: Attention-Interest-Desire-Action
- SEO: Search Engine Optimization
- E-BTL: Electronic Below The Line
- SEM: Search Engine Marketing
- PPC: Pay Per Click
- CSAT: Customer Satisfaction
- ROI: Return On Investment
- KPI: Key Performance Indicator
- SMS: Short Message Service