

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

**“THE STUDY OF INFLUENCER ENDORSEMENT AND CONSUMER
PERCEPTION IN DIGITAL MARKETING WITH RESPECT TO ONEX
SOLUTIONS”**

SUBMITTED BY:

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B.com (Honours) Semester VI

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G.S. College of Commerce & Economics

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NAAC Accredited 'A' Grade Autonomous Institution



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CERTIFICATE

This is to certify that the said internship project report titled “The Study of Influencer Endorsement and Consumer Perception in Digital Marketing with respect to Onex Solutions” has been completed & submitted by Ms Aditi Singh as a part of partial fulfillment of mandatory requirement for the degree of B.Com (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr. Ranjana Sahu.

Date: 12/04/23

Place: Nagpur



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ACKNOWLEDGEMENT

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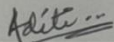
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Onex Solutions Pvt Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours) for the guidance and teachings. I would like to thank Prof. Komal H Kale, Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship & the 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 thanks my parents and almighty god for this opportunity.

Date:

Place: Nagpur



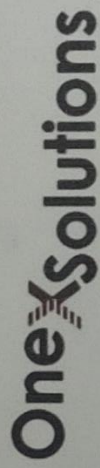
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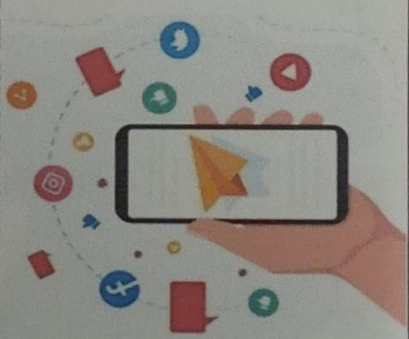
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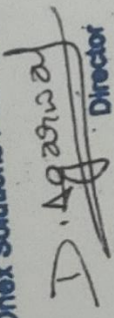
OneX Solutions

CERTIFICATE OF INTERNSHIP

This is to certify that Miss Aditi Singh has worked as a Digital Marketing intern from the 14.06.2021 to 25.08.2021. She showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions. We found her to be diligent and disciplined and wish her all the best for her future endeavour



Onex Solutions Pvt. Ltd.



Dipak H Agarwal
Director

DIPAK H AGARWAL
FOUNDER & CEO, Onex Solutions

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CHAPTER 1: INTRODUCTION

1.1. DIGITAL MARKETING:

Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. This includes marketing to consumers across any number of digital channels, including websites, mobile devices and social media platforms. This form of marketing is different from internet marketing, which is done exclusively on websites. Digital marketing is a broad field that includes customer acquisition through email, content marketing, search platforms, social media, and more. One of the biggest challenges facing a digital marketer is differentiating himself in a world saturated with digital marketing advertising. Digital marketing became popular with the advent of the Internet in the 1990s. Digital marketing incorporates some of the same principles as traditional marketing and is often seen as a new way for businesses to interact with consumers and understand their behavior. Businesses often combine traditional and digital marketing methods in their strategies. However, this introduces its own set of problems, including hidden biases. All types of marketing can help your business succeed. However, digital marketing is becoming increasingly important due to the availability of digital channels.

From a general point of view, marketing is about identifying and meeting customer needs. This is a particularly important task in a business context, as successful marketing efforts can drive inbound leads and attract large customer cases. Includes analytics. Marketing is deeply rooted in company history and culture, but digital marketing is a relatively new practice. The explosion of digital technology, including the prevalence and ubiquitous use of computers and smartphones, has led businesses to experiment with new marketing tactics. This is how digital marketing was born. Today, digital marketing is as important as traditional marketing techniques. This gap seems to be widening over time as many companies divert funds from traditional marketing methods to digital marketing methods. Overall, it is very important for businesses to plan and execute a viable digital marketing strategy.

At this stage, digital marketing is critical to your business and brand awareness. Every other brand seems to have a website, but if they don't, they at least have a social media presence and digital

advertising strategy. Digital content and digital marketing are so pervasive that today's consumers expect and rely on digital content and digital marketing to learn more about brands. Digital marketing offers so many possibilities that you can creatively experiment with different marketing tactics on a limited budget.

Overall, digital marketing is defined by using a multitude of digital tactics and channels to connect with customers online, where they spend most of their time. The best digital marketers have a clear understanding of how each digital marketing campaign contributes to their overall goals. Marketers can also support larger campaigns in the available free and paid channels, depending on the goals of their marketing strategy.

Digital marketing uses a variety of strategies to reach customers, such as driving purchases, building brand awareness, or simply reaching out to your brand.



1.2. INFLUENCER ENDORSEMENT IN DIGITAL MARKETING:

Influencer endorsement or influencer marketing is a digital marketing tactic in which brands use influencers to promote their products or services through paid advertising, free giveaways, and endorsements. In addition, it generates significant brand awareness and loyalty. The goal is to get them to share valuable information and generate excitement about a particular topic, product or service. The main advantage for brands is more views at a lower cost than traditional advertising methods. It's about being able to reach people. This is a form of social media marketing that includes endorsements and product/service promotions.

At a basic level, influencer marketing is a form of social media marketing that seeks endorsements and product mentions from influencers (individuals who have a passionate social following and are considered experts in their niche). Influencer marketing works because the high level of trust that social influencers have built in their followers and the referrals from them act as a form of social proof to potential customers of your brand.

Influencer marketing is a combination of old and new marketing tools. We take celebrity endorsement ideas and wrap them up in modern, content-driven marketing campaigns. A key differentiator in influencer marketing is that campaign results are collaborations between brands and influencers.

It's also important to recognize that most influencers have systematically built an interest and enthusiastic audience. It's no coincidence that these people are more likely to follow influencers than brands – your audience doesn't really care about your brand. They only care what influencers think. Don't try to impose rules or business practices on influencers.

Widespread global populations, especially Generation Z, rely on social media influencers for all kinds of information. Influencers with millions of followers on accounts like Instagram, Snapchat and Facebook are partnering with governments as well as brands. Countries like Egypt and the United Arab Emirates use these influencers to spread a positive image and cover up bad press on human rights. They work to promote tourism in the city by purchasing licenses and using agencies. In Dubai's post-oil economy, it has become a full-time business. Emirati authorities follow strict plans and strategies to get to the right place. Influencer content is strictly curated to ensure that

everything is presented positively. Dubai authorities also prohibit these influencers from making anti-establishment, anti-religious or anti-political statements.

An October 2022 report revealed that influencers promoting glitzy Dubai on social media were selling sex to earn a living. These influencers earn thousands of pounds overnight. The amount also depends on the number of followers, more followers means more money. In addition to cash, these influencers are paid with jewelry, airline tickets, bags and much more. Prostitution is illegal in Dubai but has always existed. The rise in sex-selling influencers has been attributed to a rise in the number of ultra-wealthy foreigners in Dubai, including Russian oligarchs who migrate to the emirate to escape US sanctions.



1.3. CONSUMER PERCEPTION:

"Perceptions are real, even if they are not reality."

Customer perceptions are the opinions, feelings, and beliefs that your customers have about your brand. This plays a key role in building customer loyalty and retention, as well as brand reputation and awareness. Customer perception depends on how they feel about your brand and their interactions with you, regardless of their actual experience.

In common marketing terms, customer perception refers to the customer's perception, impression, and opinion of a company, its brand, products, and services. Customer perceptions are shaped by both direct and indirect interactions with brand offerings. It does not depend entirely on the marketing or the inherent quality of the product or service itself. Therefore, it may seem difficult to control customer perceptions. While it may be out of your control, there are several ways that brand research can influence how your customers view your business.

Customers collect information about products and interpret that information to form a meaningful image of a particular product. It's called customer awareness. When a customer sees advertisements, promotions, customer reviews, social media feedback, etc. about a product, it creates an impression of the product. The entire process of customer perception begins when a consumer sees or receives information about a particular product. This process continues until consumers begin to express their opinions about the product. Everything a business does affects the perception of its customers. How your product is positioned in your retail store, the color and shape of your logo, the advertisements you create, and the discounts you offer all affect customer perception.

A recent study found that 1 in 3 customers will leave a brand they love after just one bad experience. In other words, we are not far from a world where customer perceptions of both brand and quality of service take precedence over traditional competitive advantages such as price, features and ease of use. If you don't invest in customer experience and perception now, you risk being left behind. Many organizations are already evaluating their support and service efforts, with 50% of account managers citing "investment in new technology" as one of his top priorities over the next five years.

CHAPTER 2: COMPANY PROFILE

2.1. ABOUT COMPANY:

ONEX SOLUTIONS PVT. LTD. is a digital marketing company in India which provides two-way solution. It is a trailblazer in mobile marketing services of bulk SMS which can be either promotional or transactional, bulk email, voice call wherein message is conveyed in 30 seconds and VMN solutions which includes short and long codes.

Onex solutions works as a connect base helping to reach the target audience of a company. They also help companies focus and make development of their business in the perspective of relevant audience that too at an economical class.



Figure-. Logo of Onex Solutions Pvt. Ltd.

2.1.1. CONTACT DETAILS:

- Website- <https://www.onexsolutions.com>
- Phone- 9696335566

2.1.2. COMPANY DETAILS:

- Industry- Advertising services
- Company size- 11- 50 employees
- Headquarters- Mumbai, Maharashtra
- Type- Privately held

- Established- 2009
- Specialties- Bulk SMS, bulk mails, Digital marketing, Database push, voice call, virtual mobile number, Mobility solutions and marketing.

Offers B2B as well as B2C target audience

2.2. CLIENTS:

- | | |
|--|------------------------------|
| • TATA Motors | • Khadim's |
| • Primarc | • Emami |
| • Swayam city | • Shoppers Stop |
| • Pharm Easy | • VLCC |
| • C K Birla hospital | • Bazar Kolkata |
| • N H Rabindranath Tagore- International
Institute of cardinal sciences | • PS Group |
| • AMRI hospitals | • Siddha |
| • Dr. Shetty's Anesthetics | • Trump international |
| • Motherhood maternity | • Merlin group |
| • Gem hospital | • Great Eastern |
| • Cordlife | • Srijan |
| • Wow Momo | • Mani Enclave |
| • KFC | • Fortune realty |
| • Sanmarg | • NH |
| • Tech Mahindra | • ATK |
| • Novotel | • Indian Chamber of commerce |
| • Madison | • 11 Wickets |

2.3. INDUSTRY WISE DETAILS:

- Restaurant
- Shopping mall
- Event
- Brand
- E- commerce
- FMCG
- Radio channel
- Recruitment
- Real Estate
- Retail Business
- Health Sector
- Automobile
- Education
- Travel and Tourism
- Media and Entertainment
- Start up

DOST 4 SME

BECOME A
DIGITAL MARKETER
OF YOUR LOCALITY.

HELP
LOCAL BUSINESSES
TO BE **VOCAL**

2.4. MISSION OF THE COMPANY:

The mission of a marketing firm is a statement that defines the company's purpose and explains what it aims to achieve. A mission statement should be concise, inspiring and provide direction for the company's employees and stakeholders. The mission of a marketing firm typically includes the following elements:

- Helping clients succeed:
A marketing firm's mission should emphasize its commitment to helping its clients succeed by providing innovative and effective marketing strategies.
- Delivering high-quality services:
A marketing firm's mission should reflect its commitment to delivering high-quality, personalized services that meet the unique needs of its clients.
- Building lasting relationships:
A marketing firm's mission should also emphasize its commitment to building lasting relationships with its clients, based on trust, transparency and mutual respect.
- Promoting ethical and sustainable practices:
A marketing firm's mission should include a commitment to conducting business in an ethical and sustainable manner and to using marketing strategies that promote positive social and environmental outcomes.
- Driving innovation and growth:
A marketing firm's mission should also include a desire to continuously improve and evolve its services and to drive innovation and growth in the marketing industry.

In conclusion, a marketing firm's mission should be a clear and concise statement that defines its purpose and explains what it aims to achieve. It should serve as a guiding principle for the company's employees and stakeholders, and inspire them to work together towards the common goal of helping clients succeed through effective marketing strategies.

2.5. VISION OF THE COMPANY:

A marketing firm's vision is a statement that outlines its purpose, values and aspirations for the future. A vision for a marketing firm typically focuses on the company's mission to help its clients succeed by creating innovative and effective marketing strategies.

A well-defined vision for a marketing firm should align with its mission and values, and it should inspire and guide the company's employees, stakeholders, and clients. A vision for a marketing firm may include the following elements:

- **Innovative and effective marketing strategies:**

A marketing firm's vision should emphasize its commitment to creating innovative and effective marketing strategies that help its clients reach their target audience and achieve their goals.

- **Client-focused approach:**

A marketing firm's vision should reflect its commitment to putting its clients first, understanding their needs and delivering high-quality, personalized services that help them succeed.

- **Empowering businesses and communities:**

A marketing firm's vision should include a desire to help businesses and communities grow and thrive by providing them with the tools and resources they need to succeed.

- **Ethical and sustainable practices:**

A marketing firm's vision should also emphasize its commitment to conducting business in an ethical and sustainable manner and to using marketing strategies that promote positive social and environmental outcomes.

- **Growth and development:**

A marketing firm's vision should also include aspirations for growth and development and a desire to continuously improve and evolve its services to meet the changing needs of its clients.

In conclusion, a marketing firm's vision should be a clear, concise, and inspiring statement that outlines its purpose and aspirations for the future. It should serve as a roadmap for the company's employees, stakeholders and clients, guiding them towards a shared goal of helping businesses and communities succeed through effective marketing strategies.



MISSION



VISION

CHAPTER 3: PROJECT OVERVIEW

3.1. OBJECTIVES OF THE STUDY:

The objectives of a project report should be SMART as in Specific, Measurable, Achievable, Realistic and Time- constrained.

The objectives of a research study are specific, measurable goals that the researcher aims to achieve through their investigation. The objectives define the purpose and focus of the study, and serve as a roadmap for data collection and analysis. Typically, research objectives are developed based on a problem or gap in knowledge, and are designed to address the following questions:

- a) What is the research question or problem?
- b) What is the purpose of the study?
- c) What is being studied?
- d) What data will be collected?
- e) How will the data be analyzed?

The objectives should be clearly stated, relevant, and achievable within the scope and limitations of the study. They help to ensure that the research is focused and efficient, and provide a basis for evaluating the success of the study.

Considering all of these points, the objectives set for this research work are as follows-

- To gather information about consumer behavior and market trends:

The primary objective of a marketing research study is to understand consumer preferences, opinions, and behavior towards a particular product or service.

- To measure customer satisfaction:

The study aims to evaluate customer satisfaction levels with the product or service and identify areas for improvement.

- To understand target audience:
The study aims to determine the target audience for the product or service and gather information on their demographic profile, needs, and wants.
- To assess market potential:
The study aims to determine the potential of the market for the product or service and evaluate the competition.
- To measure the effectiveness of marketing campaigns:
The study aims to evaluate the impact of marketing campaigns on consumer behavior and decision-making.
- To evaluate the product or service:
The study aims to assess the quality, features, and benefits of the product or service and make recommendations for improvement.
- To identify new market opportunities:
The study aims to identify new market opportunities for the product or service and make recommendations for growth.
- To provide a basis for future research:
The study aims to provide a foundation for future research and provide insights that can be used to improve future marketing strategies.

3.2. NEED OF THE STUDY:

The need for a research study arises from the following reasons-

- To make informed decisions:
Research provides a systematic and structured approach to collecting data and information that helps in making informed decisions.
- To validate assumptions:
Research helps validate assumptions and hypotheses about consumer behavior, market trends, and other critical factors that impact the business.
- To stay competitive:
In today's rapidly changing business environment, research is critical to staying competitive and staying ahead of the curve.
- To measure success:
Research provides a means to measure the success of marketing strategies and initiatives, enabling businesses to make necessary adjustments to improve their results.
- To identify areas for improvement:
Research helps identify areas for improvement and suggests new strategies and approaches to enhance the product or service.
- To improve customer satisfaction:
Research helps measure customer satisfaction and identify areas for improvement, resulting in increased customer loyalty and retention.
- To identify new opportunities:
Research helps identify new opportunities for growth and expansion, leading to increased revenue and profitability.

- To support informed decision-making:
Research provides a basis for informed decision-making, which is critical for success in today's fast-paced business environment.



3.3. SCOPE OF THE STUDY:

The scope of a digital marketing research study encompasses the following areas-

- Website and Mobile App User Experience:
This involves analyzing user behavior and feedback on the website or mobile app to determine areas for improvement and enhance user engagement.
- Search Engine Optimization (SEO):
This involves evaluating the effectiveness of the website's search engine optimization efforts, identifying keywords and phrases, and making recommendations to improve visibility and search rankings.
- Social Media Marketing:
This involves evaluating the impact of social media marketing efforts on customer engagement and decision-making, and making recommendations to improve results.
- Content Marketing:
This involves evaluating the effectiveness of the content marketing strategy, including blog posts, videos, and other forms of content, and making recommendations for improvement.
- Email Marketing:
This involves evaluating the impact of email marketing efforts on customer engagement and decision-making, and making recommendations to improve results.
- Online Advertising:
This involves evaluating the impact of online advertising efforts on customer engagement and decision-making, and making recommendations to improve results.
- Influencer Marketing:
This involves evaluating the impact of influencer marketing efforts on customer engagement and decision-making, and making recommendations to improve results.

- Customer Experience:

This involves evaluating the customer experience and feedback on the digital marketing efforts, including website and mobile app usability, and making recommendations to improve results.

- Data Analytics:

This involves collecting and analyzing data to determine the impact of digital marketing efforts on customer behavior, decision-making, and customer satisfaction.



3.4. LIMITATIONS OF THE STUDY:

Along with various uses and needs of this study, there are multiple limitations to a research study that are highlighted in the following points concerning digital marketing and consumer perception-

- **Bias in research design:**

The limitations of a marketing research study can stem from biases in the research design, leading to inaccurate or misleading results.

- **Sample size:**

A small sample size can limit the generalizability of the research findings, leading to incorrect conclusions.

- **Self-reported data:**

Research findings can be limited by the accuracy and honesty of self-reported data, leading to incorrect conclusions.

- **Time and budget constraints:**

Time and budget constraints can limit the scope of the research and impact the accuracy of the findings.

- **Lack of standardization:**

Lack of standardization in research methods and techniques can lead to inconsistent and unreliable results.

- **Data accuracy:**

The accuracy of the data collected and analyzed can be limited by human error, technical limitations, or other factors.

- **Changing consumer behavior:**

Consumer behavior is constantly evolving, and research findings may quickly become outdated, limiting their long-term relevance.

CHAPTER 4: ANALYSIS, OUTCOME AND LEARNING

AS INTERN

4.1. DIGITAL MARKETING

4.1.1. IMPORTANCE OF DIGITAL MARKETING:

All types of marketing can help your business succeed. However, digital marketing has become more important as access to digital channels has become easier. The importance of digital marketing can be understood from two main perspectives: from the customer's point of view and from the business or brand's point of view.

CUSTOMER POINT OF VIEW-

- **Convenience:**

Digital marketing makes it easier for customers to find and purchase products or services online from the comfort of their homes or offices, without the need to physically visit a store.

- **Personalization:**

Digital marketing allows businesses to tailor their marketing messages and offers to the specific needs and preferences of their customers. This can result in a more personalized and relevant experience for the customer, which can improve customer satisfaction and loyalty.

- **Access to information:**

Digital marketing provides customers with easy access to information about products and services, including reviews, ratings, and specifications. This allows customers to make more informed purchasing decisions and find products that meet their needs.

- Engagement:

Digital marketing can provide customers with a more engaging and interactive experience, such as through social media or email campaigns. This can help businesses build stronger relationships with their customers and foster a sense of community and loyalty.

- Cost savings:

Digital marketing often offers customers discounts and special offers that they may not be able to find in-store. Additionally, customers can save time and money by not having to travel to a physical store.

Overall, digital marketing has revolutionized the way customers interact with businesses and has provided customers with greater convenience, personalization, and access to information.

BUSINESS POINT OF VIEW-

- Increased sales and revenue:

Digital marketing can help businesses increase their sales and revenue by attracting more customers and generating more leads. By targeting the right audience and using effective marketing strategies, businesses can convert potential customers into paying customers and increase their overall revenue.

- Improved customer engagement:

Digital marketing enables businesses to engage with their customers in a more personalized and interactive way. By using social media, email marketing, and other digital channels, businesses can communicate with their customers and respond to their queries and feedback in real-time, which can improve customer satisfaction and loyalty.

- Cost-effectiveness:

Digital marketing is generally more cost-effective than traditional marketing methods. For example, social media marketing and email marketing can be done at a relatively low cost compared to print or TV advertising, which can be expensive.

- Measurable results:

Digital marketing allows businesses to track and measure the effectiveness of their marketing campaigns. By using analytics and tracking tools, businesses can determine which channels and strategies are most effective and adjust their campaigns accordingly.

- Increased brand awareness:

Digital marketing can help businesses increase their brand awareness and visibility online. By creating engaging content and using social media and other digital channels, businesses can reach a wider audience and build their brand reputation.

Overall, digital marketing is an essential component of any modern business strategy, and it can provide businesses with a competitive edge in today's digital landscape.

4.1.2. TACTICS OF DIGITAL MARKETING:

Digital marketing involves a wide range of tactics and strategies that businesses use to promote their products or services online. Here are some common tactics of digital marketing-

- Search engine optimization (SEO):

This involves optimizing your website and content to rank higher in search engine results pages (SERPs) and attract more organic traffic.

- Pay-per-click (PPC) advertising:

This involves placing ads on search engines or social media platforms and paying for each click your ad receives.

- Content marketing:

This involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience and drive profitable customer action.

- Email marketing:
This involves using email to promote your products or services, nurture leads, and build relationships with your audience.
- Social media marketing:
This involves using social media platforms such as Facebook, Twitter, and Instagram to build brand awareness, engage with your audience, and drive traffic to your website.
- Influencer marketing:
This involves partnering with influencers or individuals with a large following on social media to promote your products or services to their audience.
- Affiliate marketing:
This involves partnering with other businesses or individuals to promote your products or services in exchange for a commission on sales generated.
- Mobile marketing:
This involves targeting customers on their mobile devices, such as smartphones and tablets, with ads, text messages, or mobile apps.
- Video marketing:
This involves creating and sharing videos to promote your products or services and engage with your audience.
- Website optimization:
This involves optimizing your website's design, layout, and content to improve user experience, increase engagement, and drive conversions.

These are just some of the tactics of digital marketing, and businesses may use one or more of these tactics depending on their goals, target audience, and budget.



4.1.3. ADVANTAGES OF DIGITAL MARKETING:

- Frequent Communication Increases Customer Loyalty:

To retain customers, you need to stay in touch with them, and digital marketing makes it easier than ever. Proven tactics include personalized email her offers and social her media engagement.

- Generate Good Leads:

Ultimately, creating a “sales funnel” is the main purpose of marketing. A sales funnel is essentially a system for generating consistent leads and sales from your traffic. In other words, it turns visitors into brand enthusiasts. The sales funnel's job is to separate the "window shopper" from the actual buyer.

- Global Online Reach and Visibility:

Digital marketing is global and the reach you can achieve is immense. Coordinating international marketing campaigns can be difficult and labor intensive compared to traditional marketing, which is mostly geographically restricted. Even a small local business with an online store can reach an international audience by targeting a worldwide customer base.

- Effective Targeting:

Digital marketing can keep track of which audiences are performing best and have the opportunity to reach the best audiences when creating targeted campaigns. Whether targeting through keywords for search engine optimization (SEO) and pay-per-click (PPC) or through demographic information on social media, every campaign reaches the wanted audience.

- Increases results of offline marketing tactics:

Digital marketing can increase their results when you have optimized your online presence so your target audience can find you easily again after first hearing about you from an offline source.

- Increased engagement:

The use of digital marketing is advantageous as it allows the brand to get hold of the customer's attention until the brand has successfully created brand loyalty and developed a credible reputation.

- Others:

A part from the advantages mentioned above, digital marketing has multiple benefits like it is pocket friendly, has variety in digital marketing strategies, has multiple content types which are infographics, blog content, podcasts, videos and social media.

4.1.4. LIMITATIONS TO DIGITAL MARKETING:

- Intense Competition:

Digital marketing campaigns must be well thought out, stand out, grab attention and influence your target audience. A monotonous or iterative approach will quickly put your brand out of the competition. Digital marketing campaigns have become very competitive. Therefore, brands need to be relevant and responsive to customer needs.

- Technology Reliability:

Digital marketing is entirely technology-based and the Internet is prone to errors. Sometimes links don't work, landing pages don't load, page buttons don't work, and so on. This leads to prospects switching to other brands. To avoid this, you should test your website. It's also important to proofread your content and make sure your campaign is working in your targeted niche.

- Digital Marketing Is Time-consuming:

One of the biggest drawbacks of digital marketing campaigns is that they are time-consuming. Disorganized tactics and strategies can take a lot of time, making it difficult to spend the time you need on your campaign. This ultimately leads to negative results. Therefore, it was suggested to focus on the strategy that the company needs most and plan and curate the content accordingly. Digital marketing tools like HubSpot, Ahrefs, social media posts, and planning tools like Hootsuite and Tweet deck should be used to overcome potential roadblocks.

- Privacy and Security Issues:

Security is the number one requirement for any brand. Therefore, as a digital marketer, securing your website should be taken seriously. We always recommend securing your network connection with an encryption tool such as a firewall or VPN. The basic approach of using a good antivirus is the most preferable. Legal considerations in procuring customer data for digital marketing strategies must be followed through with all necessary

procedures. Protecting customer data is a top priority as it could be compromised in the event of a data breach.

- Complaints and Feedback :

Negative feedback and criticism of your brand may be shown to your audience through social media and review websites. Conducting effective online customer service can be difficult. Negative comments and failure to respond effectively can damage your brand reputation.

4.2. INFLUENCER ENDORSEMENT

4.2.1. HOW DOES INFLUENCER ENDORSEMENT DIFFER FROM CELEBRITY

ENDORSEMENT:

Influencers have the ability to influence their audience. People often confuse it with influencer or celebrity endorsements. There are many differences between them, but they still have a lot in common. There is a gray area between celebrity endorsement and influencer marketing, and a fine line where certain aspects of the two strategies mix and match.

Following are the points that highlight the difference between influencer endorsement and celebrity endorsement-

- **Importance:**

Influencer marketing is a marketing campaign used by influencers to promote products and services, WHILE celebrity advertising is used to promote branded products and services and to raise donations for causes. It is a kind of marketing campaign that manipulates the fame of celebrities.

- **Influencers are experts, as opposed to celebrities who don't have to be experts:**

Influencers share and create content for their daily lives. This revolves around their niche. Revolve around a specific domain. Topics of interest are what connect influencers with their audience. Celebrity endorsements, ON THE OTHER HAND, work very differently. It doesn't matter that celebrities are experts in the niche of the brand they support.

- **Influencers carry out many projects while celebrities are the face of brands:**

Influencers use various social media her platforms and also talk about several different brands increase. Influencers do more than promote one brand or one product. Some influencers have her marketing campaigns limited to just one sponsored post, while others last for months. WHILE there is traditional celebrity endorsement, celebrities have long

endorsed brands. Because of the deal, they may not even be able to endorse another brand in the same niche or product.

- Influencers are part of a community, unlike celebrities who are just doing their jobs:

The fact that influencers are seen as more trustworthy and trustworthy than celebrities is simply because they have managed to build communities themselves. Reply to people's messages, accept suggestions, small gestures like offering something to watch or incorporating that content into your life and work can help influencers build a community over time. Celebrity endorsements, on the other hand, are based on brand observation and demand.

- Influencers for Engagement vs. Celebrities for Reach:

Influencer Marketing can explore social media as a marketing platform for all kinds of businesses. It is very difficult for small businesses to reach out to celebrities because they generally don't have enough budget. IN CONTRAST, celebrities help position brands. The personalities of celebrities are reflected in the brand. The perspective customers form about a brand is based on the celebrities who endorse it.

4.2.2. IMPORTANCE AND BENEFITS OF INFLUENCER ENDORSEMENT:

- Increased brand awareness and reach:

influencers make promotional activities more engaging and credible to an audience that is often overloaded with heavy commercial advertising on a daily basis. Influencer marketing can help increase awareness when such people endorse your products or services or mention your brand. This will not only increase your reach, but also increase your brand awareness.

- Building trust and credibility:

people trust the opinions and recommendations of influencers more. These recommendations will make your influencer marketing campaigns feel less like advertising. This means people are more open to your brand than they normally would be.

- Facilitate purchase decisions and increase sales:

Numerous studies have shown that influencers can influence customers' purchasing decisions on all levels. Statistics from the DMI blog show that 49% of respondents said they made a purchase decision based on an influencer's recommendation.

- Inexpensive and time-saving:

Influencer marketing helps keep costs down, but as the cost of paid advertising continues to rise, it becomes more difficult for businesses to promote their products and services. Advertising with influencers is relatively cheap compared to other forms of advertising. Influencer costs are highly dependent on the size of your audience. By partnering with influencers, you can outsource everything and save a lot of time.

- Suitable for any business:

businesses can effectively communicate and collaborate with influencers using a variety of influencer marketing strategies. Regardless of size or industry, there is always room for everyone as long as you find the right influencer for your needs.

4.2.3. SCOPE OF INFLUENCER ENDORSEMENT:

Influencer marketing has been widely used in these times where digital techniques are on the go and even customers prefer this mode. But few sectors that take the most advantage of this popular marketing technique are-

- Fashion and lifestyle
- Retail and consumer goods
- Travel and tourism
- Gaming and mobile apps
- Healthcare and wellness
- Banking and finance

4.3. CONSUMER PERCEPTION

4.3.1. WHAT INFLUENCES CONSUMER PERCEPTION:

A customer's perception is influenced by both direct and indirect interactions with a business. Factors such as social media, online reviews, price, quality, influencers and CX influence consumer perception. You can control certain aspects of your products and services, such as quality, price, and customer experience. However, you cannot control things like ratings or social media posts.

4.3.2. WHY IS CONSUMER PERCEPTION IMPORTANT:

Knowing how much a single customer can impact your bottom line can make a big difference in how they perceive your business.

- Customer Perceptions Affect Brand Her Image:

Many consumers prefer to share positive experiences with those within their network. For example, you can tell your family about restaurants that serve good pizza. Or encourage your co-workers to use productivity apps that cut their work in half. But customers don't always say good things. Their word of mouth depends on their perception of your brand. "We all know that consumers are more likely to share bad experiences than good ones (and he's with three times as many people!)," says Chandler. "It's also important to remember that once an idea is in your mind, it's hard to change your mind. In fact, we're all set to find information that supports our preconceived notions. This is called confirmation bias. Too many negative reviews undermine a brand's reputation, and it's not easy. Chandor believes brands should protect their reputations by "standing in front of the customer perception and narrative around CX."

- Customer Perceptions Influence his Purchase Decisions:

You might think that if you offer a great product or a competitive price, customers will automatically gravitate to your brand. Although this may be the case, these factors do not

guarantee that result. Other important factors can influence their perception of brands and their purchasing decisions. You offer the lowest price among your competitors and your products are of high quality.

4.3.3. STEPS TO IMPROVE CONSUMER PERCEPTION:

Collecting metrics tells you what your customers think about your brand. If your customers don't see you very positively, you need a strategy that can help them improve. And when you find that your company has an excellent reputation, you should not rest on your laurels, but take action to keep up to that standard.

- Provide excellent customer support:

To maintain positive customer perceptions, brands cannot settle for mediocre or poor customer service. Combine tactics to enhance customer support. First, offer self-service options (such as knowledge bases and FAQ pages) to help customers quickly resolve simple issues without contacting your support team. Next, invest in an omnichannel support solution like Zendesk to help your customers in a variety of ways. See which channels your customer base prefers and make sure you have the tools you need to move conversations seamlessly from channel to channel. This is the true meaning of omnichannel his customer service delivery. Finally, use email autoresponders and message templates to reduce response time. This increases efficiency in workflows that reduce redundant and repetitive tasks for agents. With less stress and more time spent with customers, your team can consistently deliver a caring, friendly, and helpful support experience.

- Share customer success stories:

An effective way to influence the way customers think about your brand is to show them how you have helped others succeed. Customers are more likely to perceive your brand positively when they see how others have achieved their goals with your product or service. When we talk about what we mean, it's not just a brand's reputation, it's also a perceived value," says Chandler. "Perceived value is directly related to revenue. If your customers don't get value from what you're selling, they won't buy it. According to Chandler, "You

can help your customers understand the value of your brand by showing them the value of what you offer. We reach out to customers on a regular basis to tell them how our products have helped them, then share these testimonials with potential customers in sales calls and with existing customers in newsletters. share with

- Promote collaboration across the organization:

The customer support team is not solely responsible for maintaining customer satisfaction. All departments must work together towards this goal. “Because CX teams are at the forefront of customer interactions, they are often the first to notice product or policy issues that cause problems for the user his experience,” Chandler said say. “However, solving these problems often requires support from other teams. An easy way to streamline internal processes and improve team collaboration is through customer relationship management (CRM) system. A CRM collects information about all the ways a customer interacts with a company and centralizes that data in a master database. And by integrating with other customer-facing tools, you can easily share customer data with sales, marketing, support, or any team that interacts directly with consumers.

- Support causes:

Today's consumers want brands to make a stand. According to our CX Trends report, 63% of customers want to buy from companies that are socially responsible, and 54% want to buy from companies that prioritize diversity, equity and inclusion in their communities and workplace, I think.

4.3.4. HOW TO IDENTIFY AND MEASURE CUSTOMER PERCEPTION:

Even if you want to believe that all your customers love your brand, you can't rely on that assumption. Instead, measure customer perceptions by tracking customer feedback using the following methods:

- Customer Satisfaction Survey (CSAT):

Customer Satisfaction Survey allows customers to quantitatively evaluate the service received. Ratings and accompanying comments tell you what your customers think and

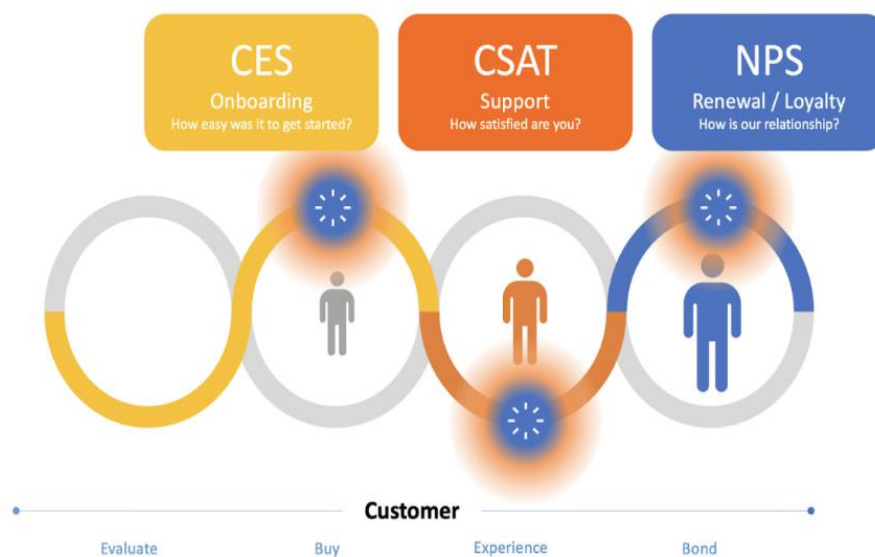
feel. “When it comes to metrics, there are no silver bullets,” says Chandler. “It depends on what kind of experience you want your customers to have with your brand. What’s the easiest way to get started? Customer satisfaction survey, especially comments. Rather than simply asking customers how they rate your product or service, add an open-ended question to dig a little deeper and clarify the reasons for your answer.

- Net Promoter Score (NPS):

The Net Promoter Score is a tool that measures the likelihood of customers recommending your company to others. NPS is less transactional than his CSAT and focuses less on how customers feel about their recent customer service experience and more on how they feel about your brand.

- Customer Effort Score (CES):

Customer Effort Score measures how easy (or difficult) it is for customers to use your product or service to solve a problem or complete a task. Ideally, buyers should be able to get the solutions they need with little effort. Including questions like “What was the most time-consuming part of your experience?” and “Was it easy and convenient to contact the support team?” Your brand investment that helps you measure just how much effort you put into it. Answers also help clarify what needs to be done to improve.



4.4. RESEARCH METHODOLOGY:

The research design used to prepare this project report are explained in detail in the points that follow.

- **Data Collection:**

Once you have defined your research question and decided on your research design, the data collection process begins. Researchers should consider two types of data when deciding which data collection methods to use in their research. In other words, the methods to collect data are primary and secondary.

- **Sources of Data-**

- i. Primary Data
- ii. Secondary Data

- **PRIMARY DATA:**

Primary data is a type of data collected directly from primary sources by researchers through interviews, surveys, experiments, etc. Primary data is usually collected from a source. A source is the original source of data, considered the best type of data for research. Generally, primary data sources are specifically selected and tailored to meet specific research needs or requirements. Also, before choosing a data collection source, it is necessary to identify the purpose of the research, the target audience, etc.

Research and statistics should not neglect the investigation of primary data. This includes using data directly from the source to investigate and draw conclusions.

The various sources of primary data collection are designed so that the data collected are tailored to specific research needs. This can be a lengthy process, but it provides the direct information desired in many cases. Access to reliable data is absolutely essential to the success of the research process. This is one of the situations where primary data is a better choice.

Types of primary data collection methods used-

- i. Student Work - The primary source of data collection for this report is the data I have collected. The experiences and things that I learned every day during my internship were very important.
- ii. Market Research – This is an important aspect of your business strategy to gather information about your target market and customers. The data collected during market research is key as it is specifically tailored to your business needs.
- iii. Observation – Observation is a method of collecting and presenting data by observing activity in the environment. This is a very necessary element for data collectors.

- SECONDARY DATA:

Secondary data are data that have already been collected from primary sources and made available to researchers for use in their own research. It is a type of data collected in the past. One researcher may have collected data for a particular project and made it available to another researcher. Data may also have been collected for general use without a specific research purpose, such as a census.

Data classified as secondary in one study may be designated as primary in another study. This is a case of data reuse, where the first study uses primary data and the second study uses secondary data.

Secondary data can be used in many ways in research, business and statistics. Researchers choose secondary data for a variety of reasons, some of which stem from price, availability, or research needs.

Types of secondary data collection methods used-

- i. Public Sources - There are various public sources of information on various research topics. The reliability of data generated from these sources is highly

dependent on the creator and publisher. Published sources may be printed or electronic, as the case may be. It can be paid or free, depending on the author and publisher's decision.

- ii. Unpublished sources – These may not be as readily available and easily accessible as compared to published sources. It becomes accessible only when a researcher shares it with another researcher and is not permitted to be shared with third parties.
- iii. Websites - Information shared on websites is largely unregulated and may therefore be unreliable compared to other sources. However, there are some regulated websites that share only genuine data and are trusted by researchers.



4.5. ROLE IN ONEX SOLUTIONS:

Internship Span- 14th June 2021 to 30th August 2021

During my 10-week internship period in Onex Solutions Pvt. Ltd., I primarily worked as a digital marketer for the company. In the beginning I had to collect data of various business groups, join them and pitch my company and its marketing facilities to the targeted group and convey our marketing ideas through posting creatives and calling them that will help their business grow and reach out to a wider audience. The interns were very well trained and provided in-depth knowledge about all the required terms related with internship and will prove beneficial through our work.

Along with collection of data, an important task was to influence the companies to use facilities provided by Onex Solutions for marketing their companies in the market place. A good marketing company with proper marketing tools and market reach is a necessity for any business in today's era so that people acquire adequate information about the businesses available for them on a wider perspective. A great deal of work in Onex Solution was to pitch our company for the marketing facilities provided by it for emerging business and to influence the customers to use our services to outreach their targeted audience.

Interning in digital marketing provides numerous benefits for individuals seeking to pursue a career in the field. Firstly, it offers hands-on experience in various digital marketing strategies, such as search engine optimization (SEO), pay-per-click advertising (PPC), social media marketing, email marketing, and content marketing. Interns have the opportunity to apply their theoretical knowledge to real-world situations and gain practical skills in executing campaigns.

As an intern I have also benefitted from networking opportunities with experienced professionals in the industry. They can form connections and gain insights into the current trends and developments in digital marketing. This can help them to stay up-to-date with the latest best practices and gain a competitive advantage in the job market.

Finally, internships in digital marketing can also provide a stepping stone to a full-time job in the industry. I was given the opportunity to showcase my skills and make a lasting impression on my employers. Many companies use internships as a way to identify and recruit top talent for future job openings.

4.6. TASKS:

WEEK I-

In the first week of my internship period, we were provided with various tasks though numerous but basic for a digital marketing internship. Following are the tasks mentioned in sequence in the first week of the internship:

- Task 1- Interns were asked to prepare an introductory video of themselves and post in the official group of interns and HR of the company.
- Task 2- Interns were asked to connect with the officials of the company on LinkedIn and follow Onex Solutions and post regarding joining Onex for internship.
- Task 3- We were told to go through the official website of Onex Solutions and under about it as much as possible.
- Further a zoom meeting was organized to introduce all the interns with the work that they will be doing.
- Task 4- An online sheet was provided which had to be updated by the interns with details about various business groups in the social media platform Facebook. These groups had to be joined by us.
- Task 5- Interns had to post the creatives of Onex Solutions in the respective groups joined.
- A zoom meeting was held for the interns on “ Application Basic + Advance & Data”.
- A brief industry wise training was provided to the interns regarding the industries in which Onex solution works, through files on google drive.
- Another zoom meeting was conducted on “ Billing, commission, rebuttals & sales”.
- Task 6- The online worksheet regarding various Facebook business groups was submitted.

Work Sheet_Aditi (1) - Excel

File Home Insert Page Layout Formulas Data Review View Help Tell me what you want to do

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Clipboard Font Alignment Number Styles

Sl.No	Group Name	Members	Group Link	Status (Joined or Pending)
1				
2	1 Maharashtra Business Group	39522	https://www.facebook.com/groups/cityliferealestate/?ref=share	Joined
3	2 Business Nagpur	22186	https://www.facebook.com/groups/1886910001590608/?ref=share	Joined
4	3 Local Pune Business Group	45106	https://www.facebook.com/groups/152483360995980/?ref=share	Joined
5	4 Mumbai Business Group	8772	https://www.facebook.com/groups/658186055135275/?ref=share	Joined
6	5 Mumbai Business Wholesale Bazaar	29065	https://www.facebook.com/groups/2141580912791708/?ref=share	Joined
7	6 Pune Business Group	11755	https://www.facebook.com/groups/whatsappnumbergroup/?ref=share	Joined
8	7 mumbai business	11174	https://www.facebook.com/groups/182696399703963/?ref=share	Joined
9	8 Nanded Business Hub	2453	https://www.facebook.com/groups/nandedbusinesshub/?ref=share	Joined
10	9 NYMC Business Hub	227	https://www.facebook.com/groups/97395566445894/?ref=share	Joined
11	10 Maharashtra online market	405	https://www.facebook.com/groups/2996837523927625/?ref=share	Joined
12	11 Vidarbha Business Group	3606	https://www.facebook.com/groups/992749500839137/?ref=share	Joined
13	12 Yavatmal Business Group	194	https://www.facebook.com/groups/412909113016563/?ref=share	Joined
14	13 Maharashtra Wholesale Bazaar	36240	https://www.facebook.com/groups/maharashtrawholesalebazaar/?ref=share	Joined
15	14 Nagpur Business Group	72000	https://www.facebook.com/groups/1728613937414702/?ref=share	Joined
16	15 Latur Business Club	16000	https://www.facebook.com/groups/laturbusiness/?ref=share	Pending
17	16 Maharashtra e- Business Group	53000	https://www.facebook.com/groups/mahaebusiness/?ref=share	Pending
18	17 maharashtra business group	7200	https://www.facebook.com/groups/215357698476706/?ref=share	Pending
19	18 Maharashtra Business Group	1000	https://www.facebook.com/groups/2968244863420212/?ref=share	Pending
20	19 Nashik- Nagpur- Pune business group	387	https://www.facebook.com/groups/2736481139927520/?ref=share	Pending
21	20 Pune market place	33000	https://www.facebook.com/groups/punemarketplace/?ref=share	Joined
22	21 Business Group for Kothrud Pune	91000	https://www.facebook.com/groups/119963125392350/?ref=share	Joined
23	22 Pune Marketplace	8300	https://www.facebook.com/groups/puneonline marketplace/?ref=share	Joined
24	23 Pune Business Group	32000	https://www.facebook.com/groups/209744207067272/?ref=share	Joined
25	24 pune business group	25000	https://www.facebook.com/groups/193992748115391/?ref=share	Pending
26	25 Navi Mumbai Business Centre	46000	https://www.facebook.com/groups/NavimumbaiBusinessCentre/?ref=share	Joined
27	26 Nashik Business	19000	https://www.facebook.com/groups/162542590976623/?ref=share	Joined
28	27 Nagpur Business Group	7200	https://www.facebook.com/groups/nagpurbiz/?ref=share	Joined
29	28 Maharashtra Business Group	15000	https://www.facebook.com/groups/1808841035833661/?ref=share	Joined
30	29 Nagpur - Business Group	12000	https://www.facebook.com/groups/643847359339163/?ref=share	Joined
31	30 Aurangabad Business Group	18000	https://www.facebook.com/groups/aurung/?ref=share	Joined
32	31 Business Nagpur	144000	https://www.facebook.com/groups/642521992544123/?ref=share	Joined
33	32 Akola business group	39000	https://www.facebook.com/groups/673855379489630/?ref=share	Joined
34	33 Business Platform Nagpur, Bhandara, Chandrapur, Amravati	642	https://www.facebook.com/groups/907293669610191/?ref=share	Joined

Work Sheet_Aditi (1) - Excel

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Sl.No	Group Name	Members	Group Link	Status (Joined or Pending)
34	33 Business Platform Nagpur, Bhandara, Chandrapur, Amravati	642	https://www.facebook.com/groups/907293669610191/?ref=share	Joined
35	34 Nagpur Business Group	78000	https://www.facebook.com/groups/1308937755882759/?ref=share	Joined
36	35 Business Club (Promote Your Business)	12000	https://www.facebook.com/groups/249888125408024/?ref=share	Joined
37	36 Nagpur City Market	19000	https://www.facebook.com/groups/1571913376465152/?ref=share	Joined
38	37 marketplace of amravati, akola, nagpur	1100	https://www.facebook.com/groups/328918989096742/?ref=share	Joined
39	38 market plus Nagpur Businesses	26000	https://www.facebook.com/groups/2983821085050493/?ref=share	Pending
40	39 Vidarbha Marketplace	232	https://www.facebook.com/groups/vidarbhmarketplace/?ref=share	Joined
41	40 Vidarbha Business Group	1000	https://www.facebook.com/groups/183906205215117/?ref=share	Joined
42	41 Business promotion group in Mumbai	32000	https://www.facebook.com/groups/602149294023546/?ref=share	Joined
43	42 Dadar Business Group	24000	https://www.facebook.com/groups/1670853426390282/?ref=share	Joined
44	43 Nagpur, Amravati, Bhandara, Gondia, Akola, Wardha Business	1600	https://www.facebook.com/groups/616009758888242/?ref=share	Joined
45	44 Mumbai- Navi Mumbai- Business	50000	https://www.facebook.com/groups/111187018963983/?ref=share	Joined
46	45 Nagpur Business Network	4900	https://www.facebook.com/groups/NagpurBusinessNetwork/?ref=share	Joined
47	46 Marathi Business	45000	https://www.facebook.com/groups/MarathiUdyojakOfficial/?ref=share	Joined
48	47 Malad Business Group	74000	https://www.facebook.com/groups/557634561773268/?ref=share	Joined
49	48 Maharashtra business group	2400	https://www.facebook.com/groups/288079299558716/?ref=share	Joined
50	49 Maharashtra Business Group	723	https://www.facebook.com/groups/403766176912059/?ref=share	Joined
51	50 Largest Maharashtra Whatsapp Business Group	10000	https://www.facebook.com/groups/LargestWhatsappBusinessMaharashtra/?ref=share	Joined
52	51 Mira Bhayander business promotion group	18000	https://www.facebook.com/groups/315149898986403/?ref=share	Joined
53	52 Maharashtra Business group	8300	https://www.facebook.com/groups/1063216313889660/?ref=share	Joined
54	53 Online Market Nanded	1400	https://www.facebook.com/groups/1673851676240036/?ref=share	Joined
55	54 Nanded City's wholesale market	467	https://www.facebook.com/groups/327576928194632/?ref=share	Joined
56	55 NANDED MARKET & eServices	354	https://www.facebook.com/groups/1408526296017788/?ref=share	Joined
57	56 Maharashtra Business Forum for Emerging Entrepreneurs	577	https://www.facebook.com/groups/32145328665131/?ref=share	Joined
58	57 Nanded Business Advertising	330	https://www.facebook.com/groups/1755378247952940/?ref=share	Joined
59	58 Maharashtra Wholesale Bazaar	8400	https://www.facebook.com/groups/maharashtrawholesalebazaar/?ref=share	Joined
60	59 S2B Marathi Global Business	263	https://www.facebook.com/groups/232296762002191/?ref=share	Joined
61	60 Nanded Buyer & Seller Group	1200	https://www.facebook.com/groups/391077601880766/?ref=share	Joined
62	61 Nagpur wholesale bazaar	12000	https://www.facebook.com/groups/2864060283874386/?ref=share	Joined
63	62 Maharashtra marketplace	72000	https://www.facebook.com/groups/186719931698113/?ref=share	Joined
64	63 Nagpur marketplace	38000	https://www.facebook.com/groups/nagpurdistrict/?ref=share	Joined
65	64 Maharashtra Business Group- online business network	9300	https://www.facebook.com/groups/maharashtrabusinessgroupbusinessnetwork/?ref=share	Joined
66	65 Dahisar Business Group	16000	https://www.facebook.com/groups/1670853426390282/?ref=share	Joined
67	66 Mumbai Business Group	59000	https://www.facebook.com/groups/1832831767019016/?ref=share	Joined

Figure- Excel Sheets showcasing data collection task

WEEK II-

The second week in the internship was mainly concerned with training of interns and beginning to generate leads. Following are the tasks in the second week of internship:

- Task 1- Interns had to generate leads from the various business groups joined by them through posting creatives and reaching out the people in those groups through text messages and calling.
- A zoom meeting was scheduled on an urgent basis to guide the interns regarding their work.
- Another zoom meet was held at the scheduled time on the topic “Importance of Surveys”
- Task 2- Interns were guided to write a report on the basis of inverted pyramid rule. We were told about content writing.
- Task 3- Another task was to post creatives of Onex Solutions on our social media platforms for the span of 24 hours.
- Task 4- A survey task was assigned to the interns to generate leads for the company.
- A Zoom meet was held on topic “ Graphic Design”.
- Further leads were to be generated from the various groups joined.

WEEK III-

In the third week of internship, training of interns on various digital marketing tools was focused on. The tasks assigned in the third week of the internship are as follows:

- Task 1- Few interns were asked to generate leads through few social media platforms such as Google and Just Dial.
- Task 2- We were asked to rate Onex Solutions on various social media platforms which are namely Instagram, Facebook, YouTube, LinkedIn, Google and Just Dial.
- Two zoom meets were organized on “Quora” and “Search Engine Optimization”.
- More leads were to be generated on the business groups joined on Facebook.
- Another zoom meeting was organized on various social media marketing styles and files were provided to the interns on the same.

WEEK IV-

For the fourth week of internship, all the training of interns was completed and primary focus was given on the task of lead generation. Following were the tasks:

- Task 1- Lead generation through calling various groups through their details mentioned in the business groups.
- A zoom meet was organized named as “E-BTL Session”.
- A calling script was provided by the HR of the company to the interns to follow the instructions mentioned in it and present clear views.
- Task 2- For the last try a properly drafted message was to be sent in the business groups of Facebook.
- An additional session was organized on Search Engine Optimization.

WEEK V-

For the fifth week in internship, major emphasis was again on lead generation. The tasks for the week are as follows:

- Task 1- A webinar was being conducted by Onex Solutions and interns had to pitch the idea of the webinar on those groups along with influencing and encouraging them to join the webinar.
- The creative of the webinar was also to be posted in the social media platforms of interns.
- A mail was sent by the HR of Onex Solutions and it had to be reviewed and answered by the interns.
- Task 2- Further leads had to be created and the update was to be submitted on the online worksheet provided at the beginning of the internship.

WEEK VI-

For the sixth week of internship, a new major task was assigned to all the interns concerning a particular state and its cities. The state assigned to me was Rajasthan. Following are the tasks for the respective week:

- Task 1- In this task I was asked to collect data of various companies established in the state of Rajasthan from social media platforms like Google, Facebook, Instagram, LinkedIn, etc. The industries chosen for data collection were retail, real estate, etc.
- Task 2- After data collection of such companies, it had to be checked whether these companies are active in operations through their social presence.

WEEK VII-

The seventh week of internship was more concerned about reaching out to the companies whose data was being collected.

- Task 1- Creatives designed for Onex Solutions was to be sent to all these companies to advertise about Onex and give an idea of facilities provided by them.
- Task 2- After sending creatives, major assigned role was to start calling and reach out the companies. The calling script that was provided by Onex to us is as follows:

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

[If Other Person responds]

I am Aditi Singh 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 can not 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.”

And we interns were also provided with rebuttals if raised any by the companies based in Rajasthan state, which is as follows:

“ Rebuttals –

1- How to trust on your Campaigns ?

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

2- What is the proofs of your Campaigns ?

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

3- Do you provide Database ?

Ans- No Sir / Ma'am .

4- Tell me more about your Database ?

Ans- We have PAN INDIA Pin code wise database .

5- Do you have profile database (Female/ Student/ HNI etc.)?

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

WEEK VIII-

The eighth week was focused on few tasks which were:

- Task 1- Commenting on the LinkedIn profile of Onex Solutions and providing them the feedback of our internship.
- Task 2- Revert back the mails sent by HR head of Onex Solutions by answering the questions asked about the company and internship experience.
- Task 3- Reaching out to more companies by sending creatives of Onex Solutions and calling them and explaining how our services would turn out to be beneficial for them.

WEEK IX-

For the ninth week of internship, a major task assigned was to call the companies.

- Task- Reach out all the companies who seemed to be interested in marketing facilities of Onex Solutions through our calling campaign. We had to get their honest feedback and if they wish to hire us and answer their rebuttals.

WEEK X-

For the last week of internship, the main task was to wrap out the whole internship:

- Task 1- The only important task was to update the HR head of Onex Solutions about the data collection and revert back the feedbacks and answers of the companies contacted.
- Task 2- The final task was to update all the internship work in the online Zoho sheets provided by Onex to interns to mention the work done by them and submit it to the HR head.

4.7. TRAINING:

An internship can provide valuable training and experience for individuals seeking to enter a specific field or industry. Interns typically work under the supervision of experienced professionals, who can provide hands-on training, guidance, and mentorship. Through an internship, individuals can gain practical skills, develop industry-specific knowledge, and network with professionals in their field. Additionally, internships can provide opportunities to apply what has been learned in academic settings to real-world situations.

Training of a student through an internship can be a highly valuable and transformative experience. Internships provide students with hands-on, real-world experience in their chosen field and can be a vital step in preparing them for successful careers. The following is a discussion of how internships can provide students with training and how they can help them develop professionally.

- Gaining practical skills:

One of the primary benefits of an internship is the opportunity it provides students to gain practical skills in their field. Working alongside experienced professionals, students are able to observe and learn from those who have already mastered various techniques and methods. This hands-on training allows students to develop their skills in a safe and supportive environment, where they can make mistakes and receive constructive feedback from their mentors. Additionally, internships can provide students with the opportunity to put their theoretical knowledge into practice, allowing them to see how their academic studies apply to the real world.

- Developing industry-specific knowledge:

Internships also provide students with an inside look at the workings of the industry they are interested in. They are able to gain a deeper understanding of the current trends, challenges, and opportunities within the field. This knowledge can be especially valuable for students, as it allows them to make informed decisions about their future careers. Additionally, internships can expose students to a wide range of potential career paths,

allowing them to explore different areas of interest and make informed decisions about their future careers.

- Networking opportunities:

Internships can also provide students with the opportunity to network with professionals in their field. By working closely with experienced professionals, students are able to make valuable connections that can be beneficial to their careers in the future. Additionally, internships can provide students with opportunities to attend industry events and conferences, where they can meet other professionals and further expand their network.

- Building confidence:

Finally, internships can provide students with the confidence they need to succeed in their chosen field. By gaining practical experience and receiving positive feedback from their mentors, students can develop a sense of competence and self-assurance that can help them succeed in their future careers. Additionally, internships can help students develop a strong work ethic, as they learn to balance the demands of their academic studies with the demands of their internship.

In conclusion, internships can provide students with a wealth of benefits that can help them develop professionally. By gaining practical skills, developing industry-specific knowledge, networking with professionals, and building confidence, students can prepare themselves for successful careers in their chosen field. It is therefore highly recommended that students consider participating in an internship during their academic studies, as it can be a vital step in their professional development.

4.8. KEY LEARNINGS:

There are multiple things to learn from an internship. It a package that gives full experience of what working ahead would be like. There are various lessons that an individual can learn from an internship, these have been explained in the points that follow:

- How to put your knowledge and skills into practice:
From conducting extensive competitive analysis to developing marketing and communication plans, my knowledge of business and marketing theory has been translated into a set of practical techniques and skills that are now can be put into practice. Thanks to my internship, I was able to realize a real business scenario.
- Networking Benefits:
During my internship, I learned how to communicate and build relationships with the people I work with. I learned how to introduce myself, how to talk to entrepreneurs and business owners about my interests, knowledge and skills, how to ask questions, and how to gain a better understanding of coworking spaces as well as other businesses in the market. Overall, this process helped build a professional network and emphasized the importance of making those connections. I also connected with most of them via LinkedIn. LinkedIn is clearly a great networking platform for professionals.
- Understand your workplace culture:
Culture affects communication. As an international student, I learned that every company and organization has its own culture. It is important to observe others and learn how they engage and interact with colleagues and help with projects and assignments. I quickly learned that it was okay to ask for clarification if something was unclear or unclear.
- Enthusiasm is priceless:
As an intern, I discovered the importance of being enthusiastic and open to learning new skills, seeking out more work, being interested in learning and asking questions. Bottom. This attitude shows that you enjoy being part of a team and enjoy helping out. Curiosity

and enthusiasm also means that as an intern you bring a lot to your job and open up a lot of opportunities.

- Keeping a diary is very effective for self-development:

I wrote it down. I did some research and wanted to know more. This helped me understand myself better and identify areas that needed improvement.

- The Importance of Good Communication:

Communication is the key to success in a professional environment. I've learned that it's important to get in touch with your manager by phone, email, or text message if you have questions or don't know how to proceed with a task. It's better to ask for help or clarification than to pretend you understand what you need to do no matter what. But if you can google something, do it. Asking questions when you can find answers elsewhere is part of being a good communicator. Good communication as an intern helps with productivity, efficiency, engagement, and growth.

- Benefits of receiving feedback:

Getting professional feedback is very important. It is important to grow and develop your career considering both the positive and negative aspects of your future. We've learned that asking for and receiving feedback can be difficult to hear, but it can have a huge impact on your future career and success.

- From Theory to Practice:

Of course, an internship is arguably the best platform for putting the acquired knowledge into practice, using relevant terms and vocabulary in a practical way. For example, we all know that aspiring marketers on Pinterest must not only share unique and compelling images, but fully meet their customers' needs in order to capture their attention. I'm here. During my internship, I not only encountered this phenomenon, but participated in both taking new pictures and inventing new board names.

- Break the shackles of discomfort when asking questions:

Some tasks may not be very clear or understandable at first because you are not working. Therefore, you should ask questions to clarify your tasks, avoid future mistakes, and increase your chances. This is one of the main criteria that I have fully mastered.



CHAPTER 5: CONCLUSION AND SUGGESTIONS

5.1. CONCLUSION:

The study was started to understand the broader terms namely “Digital Marketing”, “Influencer Endorsement in Digital Marketing” and “Consumer Perception” in detail with reference to Onex Solutions.

The project revolved mainly around Digital Marketing on a whole focusing on the learnings and training achieved during this internship period as a digital marketing intern for the company. This project has been done to reflect onto the importance of digital marketing for industries and the rise in influencer endorsement and how it can benefit multiple businesses through the reach of digital marketers acting as influencers on their scale and the view point of consumers in return. It can be clearly understood that digital marketing is a major aspect in any business rather than the traditional methods of marketing for a company in modern times, it turns out to be flexible and multi-beneficiary. Endorsing influencers for the business increases the reach of businesses widely. It poses as a new tactic to attract young customers through social media platforms. This study also focuses on the ideology of the customers towards the brand and business through the tactics of digital marketing and endorsement of various influencers. The response recorded of the people contacted was neutral that is neither impacting negatively or positively to the businesses.

The sources utilized for collecting data required in the study were both primary as well as secondary. It mainly comprises of the experiences and learnings acquired through internship and the secondary sources used have been mentioned in the reference section.

5.2. SUGGESTIONS:

Major suggestions that can be provided for this project work has been summed up in the points that follow:

- **Awareness amongst customers about digital marketing techniques:**

In recent years, there has been a growing awareness among customers about digital marketing techniques. With the widespread use of the internet and mobile devices, businesses have shifted their focus towards digital channels to reach their target audience. As a result, customers have become more familiar with online advertising, email marketing, search engine optimization, social media marketing, and other digital marketing strategies.

- **Considering customer perception important:**

Considering customer perception is extremely important for businesses. A customer's perception of a brand, product, or service can significantly impact their purchasing behavior and overall loyalty. It builds reputation, increases marketing effectiveness, customer satisfaction and loyalty.

It is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building customer loyalty and retention as well as brand reputation and awareness.

- **Provision of adequate training in a company for endorsement purposes:**

Adequate training is crucial for companies that want to endorse their products or services. Providing employees with the necessary knowledge and skills helps them effectively promote the company's offerings and respond to customer inquiries.

With proper training, employees can confidently speak about the company's products and services, leading to a more positive customer experience and ultimately, better business outcomes.

- Reliance on primary source of data for accuracy:

Reliance on primary source data is important for ensuring accuracy in business decision-making and research. Primary sources, such as surveys, interviews, and original documents, provide the most direct and reliable information on a particular topic. They are considered the most credible sources of information as they are produced by the organizations or individuals directly involved in the events or processes being studied.

CHAPTER 6: REFERENCE

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