

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

“An Exhaustive Study of Outsource Marketing through Onex Solutions Private Limited”

SUBMITTED BY:

Khushi Sanjay Thakre

B.com (Honours) VI Semester

PROJECT GUIDE:

Prof. Sakshee Ahluwalia



Shiksha Mandal, Wardha's

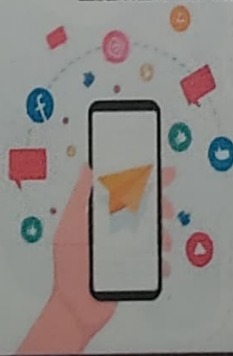
G.S. College of Commerce & Economics

Nagpur

OneX Solutions

CERTIFICATE OF INTERNSHIP

This is to certify that Miss Khushi Sanjay Thakre has worked as a Digital Marketing intern from the 19.08.2021 to 10.10.2021. 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.

D. Agarwal
Director

DIPAK H AGARWAL
FOUNDER & CEO, Onex Solutions



Shiksha Mandal, Wardha's

G. S. COLLEGE OF COMMERCE & ECONOMICS

(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

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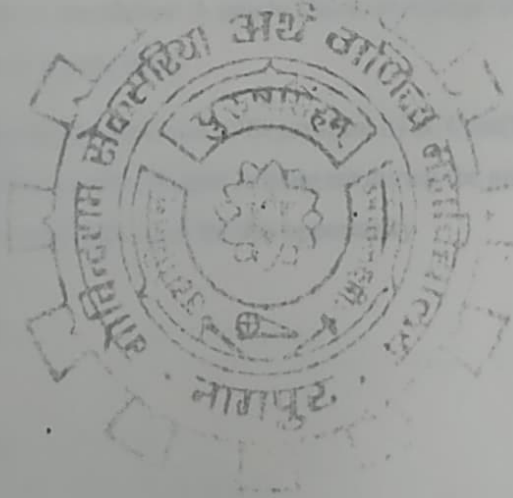
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CERTIFICATE

This is to certify that the said internship project report titled "An exhaustive study of outsource marketing through Onex Solutions Pvt Ltd" has been completed & submitted by Ms. Khushi Sanjay Thakre 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 Prof. Sakshee Ahluwalia

Date: 12/04/2023

Place: Nagpur



Sakshee Ahluwalia

Prof. Sakshee Ahluwalia
Project Guide

Ranjana

Dr. Ranjana Sahu
Coordinator

S.S. Kathale

Dr. S.S. Kathale
Offg. Principal

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& Economics, Nagpur.



ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, Dr. S.S. Kathaley of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at Onex Solutions. I am grateful to Onex Solutions Pvt Ltd for considering me for the internship in her esteemed organisation.

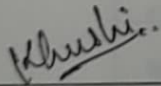
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Onex Solutions Pvt Ltd. for giving me an exposure to learn and grow on a platform.

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. Sakshee Ahluwalia, 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: 12/04/2023

Place: Nagpur



Signature of Student

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Outsource Marketing

Outsource Marketing means outsourcing of the business through the third party. Under the outsource marketing, professional firms rely on the third party to outsource their products. The outsource marketing helps the organizations to reach the customers who require their products as well as it helps in attracting the new customers. The outsource marketing helps in controlling and reducing the cost of operations, it is also helpful in increasing efficiency as well as improving focus on the business activities. The outsource marketing is mostly used by the small size companies and the medium size companies. Such companies do not have high budgets to promote their products as well as the brands, so they use outsource marketing to promote their products as well as the brands. Outsource marketing is used for the activities like human resource management, supply chain management, facilitates management,

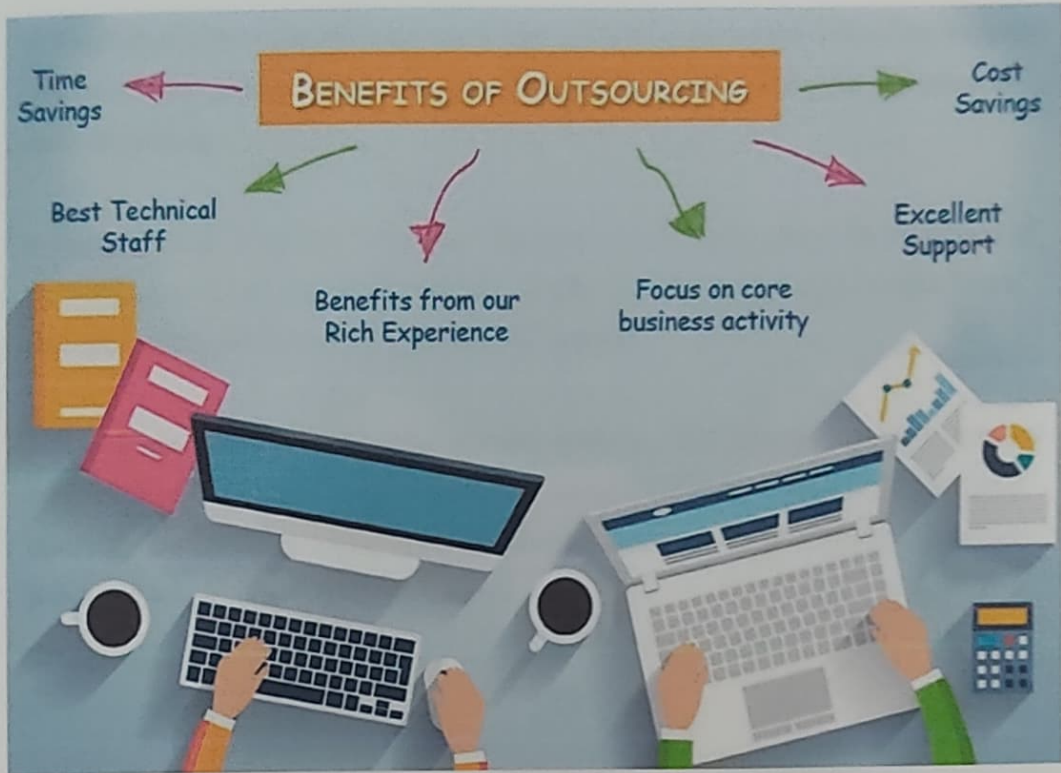
accounting, marketing, customer support and service and many more. The different forms of outsource marketing are onshore, nearshore, and offshore. The onshore marketing includes providing the services within the country, the nearshore marketing includes assisting of the services to the nearby or the neighbouring countries, and the offshore marketing includes the availability of the services for the countries with a long distance. With a lot of benefits there are some disadvantages of the outsourcing, such as negative impact on staff, lack of consistency, less flexibility, data protection and confidentiality risks, financial and reputation risks, loss of control, and so on. The challenges faced by the outsourcing are unfair negotiations, ambiguous costs, loss of control, poor knowledge transfer, language and cultural barriers and many other.

Advantages of the Outsourcing Marketing

The advantages of the outsourcing marketing are mentioned below:

1. **Increased efficiency** - The outsourcing marketing helps a business to reduce its operational costs. It helps in reducing a company's cost. Outsourcing helps in reducing the cost of the business. The increased efficiency helps in reducing the cost of the business.

2. **Increased Reach** - The outsourcing marketing helps in reaching a wider audience. It helps in attracting more customers. The outsourcing marketing helps in reaching the business throughout the country.



Advantages of the Outsourcing Marketing

The advantages of the outsource marketing are mentioned below.

1. Increased efficiency :- The outsource marketing helps in increasing the efficiency of the company. It helps in achieving a productive and efficient services, which helps in the growth of the business. The increased efficiency helps in increasing the customers for the company.
2. Increased Reach :- The outsource marketing helps in increasing the reach of the company. It helps in attracting more customers for the company. Through outsource marketing, the company can reach to the customers of all over the country. It helps in the promotion of the business throughout the country.

3. Controlled Costs :- The outsource marketing is helpful in saving the costs of the company. The costs saved through the outsource marketing can be used by the company to invest in different projects.

4. Improve focus on business activities :- The outsource marketing allows the employees of the company to concentrate on the business activities and encourages them to make future strategies, which will help in the growth of the business.

5. New perspectives and skills :- The outsource marketing helps in innovating new ideas and making different strategies, which is helpful in the growth of the business. If the marketing campaigns are not able to attract customers, then there should be innovative ideas available which will help in attracting the customers.

DISADVANTAGES OF OUTSOURCING:

- Punctuality
- Lesser control
- Privacy threats
- Hidden charges
- Divided attention
- Lack of expertise

Disadvantages of Outsource Marketing

The disadvantages of outsource marketing are mentioned below.

1. Data protection and confidentiality risk :- There is a risk of data protection in the outsource marketing. In the outsourcing, the data of the company is transferred to the another company. Therefore, there is a risk that information and data of the business can be used by different company.
2. Loss of control :- The company loss control on how the activities are carried out by the marketing team. There is a risk of loss of control in the outsource marketing. Sometimes, in the outsource marketing the activities are not done in accordance with the choice of the company.
3. Financial and reputation risk :- The outsource marketing helps in saving the cost of the

company, but financial risk is also available in it. There might be such situations which are not controllable by the company, thus it can cause financial as well as reputation risk to the company.

4. Negative impact on staff :- The outsource marketing can cause negative impact on the staff of the company. Because of the outsourcing, the employees can leave the company or may ask for increase in the remuneration.

5. Lack of consistency :- There is a lack of consistency in the outsource marketing. It provides the services in different ways, which are unsuitable for the customers. Sometimes, the services provided by the outsourcing gets delayed, which can cause a lot of issues for the company.

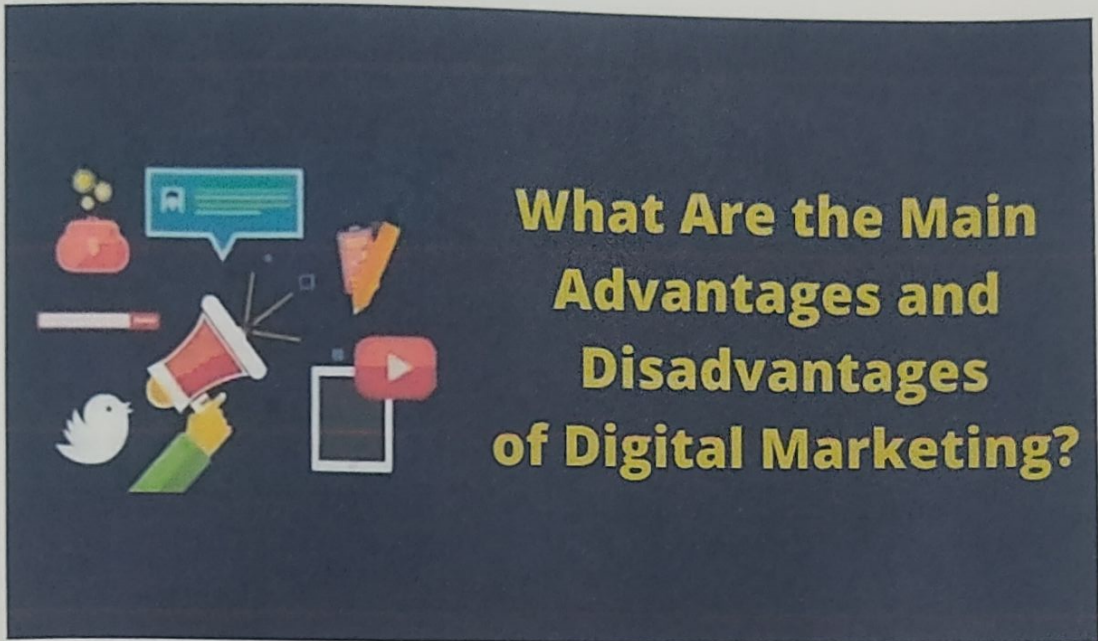
Digital Marketing

Digital marketing is the use of digital technologies to promote products or services. It involves a wide range of activities, including search engine optimization (SEO), pay-per-click advertising, social media marketing, and email marketing. Digital marketing allows businesses to reach a large audience and track their performance in real-time.

The importance of digital marketing has increased significantly in recent years. It provides a cost-effective way for businesses to reach their target audience and build brand awareness. Digital marketing also allows businesses to engage with their customers and provide personalized experiences. As a result, digital marketing has become an essential part of any business's marketing strategy.

the company. With the advantages, there are some disadvantages of the digital marketing, such as time consuming nature, unorganized strategies and tactics, internet fraud, ads placement, inaccessible and many other. The hardest part of the digital marketing is generation of leads, many companies face a lot of difficulties in finding new customers for their business. One of the reason of lack of generation of leads is improper planning of campaigns as well as lack of execution of marketing campaigns around the business goals of the company.





Advantages of Digital Marketing

The advantages of the digital marketing are mentioned below.

1. Local Reach :- The local reach is one of the important thing which is helpful in the digital marketing. It helps in reaching to the local customers and improving the local visibility. It is more important if the business relies on the local customers. Local customers helps in generating more customers for the business.
2. Lower Cost :- The digital marketing helps in saving the cost of the company. It targets the customers according to the needs, choices and values of the customers which helps in saving the cost of the company.
3. Global Reach :- The small business can reach to the international audience through digital marketing. It helps in attracting the customers all over the world. The promotion and marketing a business can do digitally is immense. The digital marketing has opened different growth and development opportunities for the business.

4. Easy to learn :- The digital marketing is easy to learn for the company. The main thing that is needed in the digital marketing is right marketing strategies, which helps in the promotion of the business. It is also helpful in attracting more customers for the business.

5. Multiple Strategies :- There are different strategies which are used by the companies for the marketing of the business. A well executed marketing strategy is the strategy which helps in the growth of the business and helps in attracting more customers for the business. Some of the types of the marketing strategies are given below.

- *Video Marketing
- *Social Media Marketing
- * Email Marketing
- * Remarketing
- * Local Search
- * Influencer Marketing
- * Search Engine Marketing

6. Effective Targeting :- The digital marketing helps in attracting and targeting the customers for the business. It extracts the data and targets the audiences according to their needs. It helps in analyzing the changing nature of the customers and organizes campaigns accordingly. Understanding the needs of the customers and work accordingly helps in the growth of the business.

7. Increased Engagement :- The digital marketing helps in engaging the customers in the business. The more the customers are engaged online in the business, the more loyal customers are attracted towards the business. This helps in attracting a large number of customers at a short period.

8. Analytics and Optimization :- It is one of the important advantage of the digital marketing. Analyzing the digital marketing campaigns helps in solving the different problems which can occur at the campaigns. It helps in analyzing the results of the digital marketing campaigns.

9. Multiple Content Types :- There are different content types which are digitally available for the promotion of the company. This helps in the online campaigning of the business.

Some of the types of the content are mentioned below.

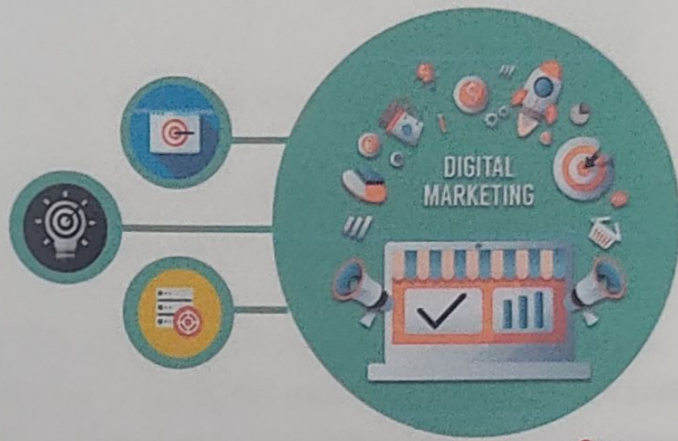
- * Blogs
- * Ebooks
- * Podcasts
- * Visual Content
- * Webinar
- * Emailers
- * Social media posts


Disadvantages of the Digital Marketing

\The disadvantages of the digital marketing are given below.

1. Time Consuming :- The time consuming is one of the biggest disadvantage of the digital marketing. It takes time to understand which technique will be useful for the company and which will not be. Hence, it is very important to have proper strategic marketing technique.
2. Inaccessibility :- The digital marketing helps in the global reach of the business, whereas there are still some places in the country which are not digitally developed. Therefore, digital marketing is not accessible for such places and are not able to attract such location based customers.
3. Technological Issues :- The different types of technological issues can occur in the digital marketing. The various types of technological issues that can arise are slow page loading, poor search engine optimization, poor site navigability, website downtime and more.
4. Security and Privacy Issues :- It is the duty of the company to keep the data safe of the customers. The security and privacy are the major concerns of the digital marketing. The customers engage in the company when they are sure that there privacy is important for the company.
5. Global Competition :- The digital marketing helps in the global reach of the company, whereas it also faces global competition. Globally, there are different businesses who are targeting the same audience, therefore proper strategic techniques are required to attract the customers.
6. Maintenance Cost :- The digital marketing helps in reducing the cost of the company, but it also incur different expenses of the company. The expenses occurs related to the technological issues, such as investment in technological gadgets, maintenance of gadgets, hiring of technological experts for managing digital marketing and so on.

Digital Marketing Objectives



 EDUCBA

Objective of Digital Marketing

The objective of the digital marketing is to digitally generate more customers for the business. In digital marketing, the customers are attracted through digital platforms. It helps in the growth of the business. It is also useful in achieving the goals of the business. It helps in increasing the awareness about the products or services of the company. It helps in establishing the brand value. It is useful in increasing the number of customers for the business. The digital marketing helps in lead generation and increases sales. It is useful in increasing customer satisfaction.

Need of Digital Marketing

The needs of the digital marketing are mentioned below.

1. **Affordability** :- The digital marketing is affordable for every level of business. It helps in saving the cost of the company. It usually costs less than the other sources of marketing.
2. **Flexibility** :- The digital marketing can be used by various sources. It can reach to the customers through different platforms. The digital marketing can be done by social media marketing, content marketing, email marketing, video marketing and other different sources.
3. **Awareness** :- The digital marketing is useful in increasing the awareness about the products or services of the company among the customers. It is useful in attracting the customers and generating the customers.

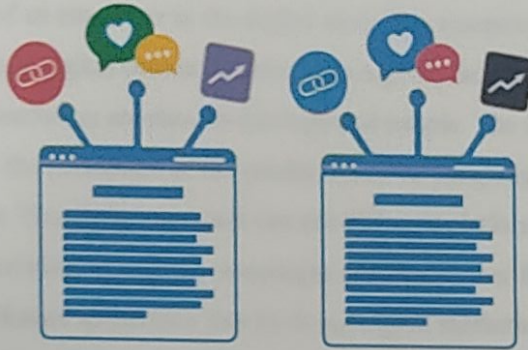


Opportunities in the digital marketing

A person can start his/her career in the digital marketing as content writer, graphic designer, search engine optimization, search engine marketing, social media marketing and email marketing. The digital marketer can start as an entrepreneur, freelancer or -professional job. The digital marketing intern receives different opportunities. There is a high need of the digital marketer in the country. The digital marketer has the great scope to grow in his/her career. The intern get chances of interacting with the customers and enhance the communication skills. They get the chance to relate to the customers all over the country. The digital marketing is easy to learn and can be easily understand by the interns. The intern get chance of learning about the marketing strategies of the company. They get the chance of learning marketing through email, social media, video and other sources. He/she get chance of involving in marketing plans of the company. They helps in generating customers for the company. It helps the interns in learning about the effective targeting of the customers. They help in the growth of the business.



Digital Marketing Challenges



Challenges in the digital marketing

There are different challenges which are faced in the digital marketing. It is difficult to understand different channels and platforms which are used by the customers. Different customers have different needs and it is hard to understand everyone's needs. It is hard to attract audience through different channels. The interns faces different problems in understanding the working strategies of the company. In the beginning, they faces problems in targeting the effective customers for the company. The interns also faces problems in interrelating with the customers as well as communicating with the customers. They faces problems in understanding the effective promotion strategy for the company. There are various issues faced by interns in finding the right marketing strategy. There are various difficulties faced by the interns in generating the leads for the company.

Role of the digital marketing in the company

The main role of an employee in the digital marketing company is generating leads and customers through digital communication. The digital marketing pillars which are available for the digital marketers are data, technology and people. The role of the digital marketer in the company is the promotion of the products and the company through digital communication. The digital marketer can use different platforms like social media, email, web based advertising, marketing campaigns and many other for the purpose of promotion. The digital marketers spend their day by doing digital marketing and promotions of the products. The role of the digital marketers also include organizing different marketing campaigns and making different strategies for the promotion of the products and the brand. The things that should be known while making the strategic plan are the needs, values and choices of the customers. It is the duty of the digital marketer to maintain the social media presence of the company, for maintaining it the digital marketer organizes different campaigns through which the promotion of the company is done. The few skills which are required by the digital marketer are communication skills, basic design skills, content creation, knowledge about social media and so forth. The digital marketer should know how to establish trust and build relationship with the customers. The establishment of the trust of the customer is one of the important thing which is needed for the generation of leads for the company. The common mistakes done by the digital marketers are avoiding social media, not having a blog, not offerings discounts, forgetting about mobile users, targeting a broad audience, ignoring the competition which leads to lack of lead generation for the company.

Onex Solutions

Onex Solutions Private Limited

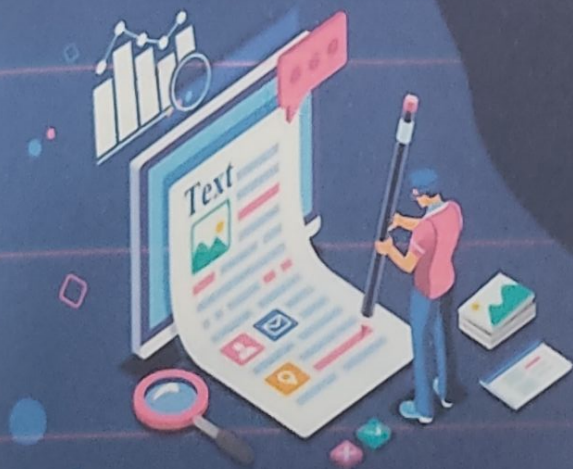
Onex Solutions Pvt Ltd is the digital marketing company which helps in the promotion of the businesses. It helps the businesses to reach their target audience. The company helps the businesses through two way solution. It helps the businesses through mobile marketing services. It helps in the promotion of the businesses through SMS, Whatsapp, Email as well as Voice Calls. The Onex Solutions helps in the promotion of the business across the country. It is one of the well known established company of the country. It helped many businesses in reaching their target audiences. It works with different cultures and languages as well as the customers with different perspectives. The Onex Solution is available in different social media platforms like instagram, facebook, whatsapp, justdial, indeed, indiamart, linkedin and many more. The different services provided by the company are business to business, digital marketing, email marketing, marketing strategy consultation, online lead generation, web marketing, SMS marketing and so on. The brands which are associated with the onex solutions are Tata Motors, Emami, VLCC, Pharomeasy, CK Birla Hospital, and many more. The official website of Onex Solutions is www.onexsolutions.com .




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Call Us On : 033 4070 6070

 www.onexsolutions.com

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DLF Galleria, Room No-503, Opp. Novotel Hotel, New Town, Kolkata - 700 156

Kolkata | Pune | Mumbai | Delhi | Chennai | Bangalore | Hyderabad | Ahmedabad | Guwahati

Company Details

Company Name	Onex Solutions Private Limited
Company Status	Active
RoC	RoC - Kolkata
Registration Number	190216
Company category	Company limited by shares
Company sub category	Non – govt company
Class of company	Private
Date of incorporation	31 January 2013

Share Capital of the company

Authorised Capital	₹1000000
Paid Up Capital	₹100000

History of the Onex Solutions

The onex solutions was launched on 31 January 2013. The onex solutions was founded by Mr. Dipak H Agarwal. He is a professional Chartered Accountant. He left his job to become an entrepreneur. It was established in Kolkata, West Bengal. Currently, the onex solutions has offices in 8 different cities of the country. It is also established internationally in Singapore and Dubai. At present, the company is serving more than 4000 clients in the country. The company sends content in different regional languages as well as it has customers in 1200 cities across the country. The company targets the potential customers which helps in the generation of leads. The services provided by the company helps in attracting the customers as well as results in generation of trust of the customers.



A message from the Onex Solutions

Onex Solutions works for different industries like

- Real Estate
- Health Sector
- Automobile
- Education
- Travel & Tourism
- Retail Business
- Restaurant
- Media & Entertainment
- Event
- Startup
- E-Commerce
- Radio Channel
- Shopping Mall
- Brand

CHANNELS AVAILABLE FOR MARKETING



SMS



EMAIL



VOICE CALL



SOCIAL



FACEBOOK



NOTIFICATION

Role of Outsource Marketing in the Company

The outsource marketing plays a very important role in the company. The outsourcing helps in reducing the cost of the company as well as cutting the cost of the labors. It helps in reducing the expenses of the company. At less cost, the outsourcing provides more services. The outsource marketing saves the cost which is needed by the professional experts. Through outsource marketing, the marketing efforts of the company reduce. Different outsource marketing companies have different strategies which helps in the attracting different customers for the company. It helps in the growth of the business. Many companies find marketing as an opportunity of gaining new customers, therefore they invest in the outsourcing of marketing. The cost of outsource marketing is comparatively less as compared to the cost of hiring a permanent marketer for the company. The outsource marketing helps the employees of the company to focus on the project and task of the company rather than the marketing. It helps the employees in making future strategies for the company. It helps the company in focusing the core activities of the business. The outsourcing helps in increasing the number of customers for the company. The examples of outsourcing are customer service, advertising, business development, sales, shipping and logistics, accounting, human resource and etc.

Reasons for Outsourcing

Concentrating
on Primary
Activities

Quest for
Excellence

Cost Savings

Fewer
Regulations

Flexibility

Economic
Development

Benefits of outsource marketing to the company

The outsourcing market helps in saving the costs of the company. It helps in increasing efficiency and productivity of the company. It helps in attracting more customers towards the brands and products. Because of outsourcing, the hiring costs of employees reduce which helps in saving the cost of the company. It also helps in reducing the expenses for the company. The outsource marketing helps in saving the time of the company, as in a short period it attracts more customers. Some examples of the outsourcing which helps the businesses are customer services, manufacturing, marketing, accounting and human resource.

Objective of the Outsource Marketing

The company use outsource marketing to reduce the cost of company. The digital marketing for the companies helps to gain customers for the company as well as it helps in generating leads for the company. It is helpful in connecting customers and the companies. It helps in the growth and development of the business. The outsource marketing focuses on the core business activities of the company. It helps in increasing efficiency and reducing costs of the company. It helps the business in making strategies and attaining operational growth, stability, efficiency and business growth. The few outsourcing strategies are finance and accounting outsourcing, back office outsourcing, customer service outsourcing, catalogue management outsourcing and outbound sales for growth outsourcing. The few categories of outsourcing are professional outsourcing, project outsourcing, process outsourcing, IT outsourcing, operational outsourcing and manufacturing outsourcing.

Need of the study of outsource marketing

The outsource marketing is needed for the promotion of the company. The promotion and marketing of the company helps in attracting the customers. This helps the company in attracting the target customers and generating the leads. This helps in reducing the costs of the company. The outsource marketing helps in saving the money of the company as it targets the customers according to the needs of the customers. It helps in reaching a large number of customers and helps in explaining the benefits of the products to the customers. The outsource marketing is needed for the expansion and growth of the company. The outsource marketing represents the business to the customers and helps in solving the queries of the customers.

Chapter IV, 32

SELECTION FOR THE JOB PROFILE

Selection in the Onyx Solution

- The selection is the most efficient way to find the right person for the job.
- To do this, the selection process must be based on the job requirements and the candidate's qualifications, qualifications and other relevant factors.
- After reaching the selection process, the selection process is completed by the company.

Chapter IV : Work Profile

- After a complete set of requirements is provided, the list of shortlisted candidates for the selection process.
- As soon as the selection process is completed, the selection process is completed.
- After the hiring process is completed, the selection process is completed.

SELECTION FOR THE JOB PROFILE

Selection in the Onex Solutions

The selection in the onex solutions was done through the following procedure.

- * Firstly, the curriculum vitae was send to the onex solutions. Under which, the personal information, qualifications and other related information were included.
- * After receiving the resume, a telephonic interview call was scheduled by the company.
- * An interview was done by the HR team of the company through mobile phone.
- * After a couple of days of the telephonic interview call, the list of shortlisted candidates for the internship was received.
- * As soon as, the list was received by the company, the hiring process was started.
- * After the hiring process was completed, the orientation program of the interns was started.

Orientation program by the company

Week 1

Before starting the work, an orientation program was conducted by the onex solutions for the newly joined interns. Under which different things were taught to the students. It was a three days orientation program, which was conducted by the skilled and experienced employees of the onex solutions.

The following things were told under the orientation program by the HR department of the company.

- * History and establishment of the Onex Solutions.
- * About the clients of the company.
- * About the working techniques of the company.
- * About the working areas of the company.
- * Marketing techniques of the company.
- * Target audiences of the company.
- * The program told the students how the company works all over the country.

The orientation program also told about the work which the interns are required to do in the internship period, it also told about the way in which the work should be done.

Work done in the company as a digital marketing intern

Week 2

After the orientation program, the interns were guided by HR department of the Onex Solutions. During the first week of the internship, different tasks were given by the HR Ms.Huma Mam.

Firstly, the interns were added to a Whatsapp group by Ms. Huma Mam. The different tasks were allotted to the interns in the Whatsapp group itself. The first task which was allotted to the interns was of making a self introduction video, which includes the name of the intern, city where he/she belongs, what the intern is doing at present, what are the hobbies and reason for joining the internship. In the video I told about my personal information including name, place which I belong to, school education, current education, interest and reason for joining this internship. The reason for joining the internship was to increase knowledge and communication skills.

The next task given by her was opening an LinkedIn Account. The LinkedIn is an online social media platform, which is used by professionals for professional networking and growth and development of the career. After, starting the LinkedIn account, she told us to follow the official page of Onex Solutions which is available on the LinkedIn.



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1,231 followers

55 employees on LinkedIn

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Overview

Want to Promote your Products or Services? Want to get new customers for your business? We have the Perfect Solution for you! Onex Solutions Pvt. Ltd. is a digital marketing company in India which provides two way solution. Onex is a pioneer in mobile marketing services of Bulk SMS (Both Promotional and Transactional SMS), Bulk email (Inbox landing), Voice call (30 secs to convey voice message) and VMN Solutions (Short codes and Long codes). We work as a connect base helping you to reach your target audience. Also, we help you to focus and make development of business in relevant target audience at economical cost.

Website
<http://www.onexsolutions.com>

Phone 9696335566

Industry
 Advertising Services

[LinkedIn profile of the Onex Solutions](#)

After that, she gave a photo of the name of the company which was required to put as a wallpaper on the laptop. Then, she allotted the task of uploading a post of selfie with laptop on the LinkedIn Profile, and tagged her in that post.

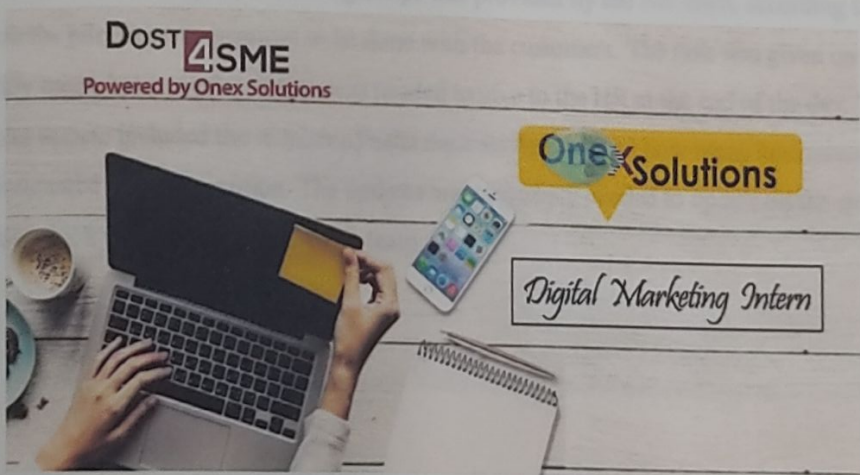


Photo provided by Ms. Huma Mam to put as a wallpaper on the laptop

Week 3 & 4

During the third and fourth week of the internship, the task of finding the information of the restaurants which are based in the Aurangabad location was allotted. The information was required to find through google, just dial, swiggy, zomato, dine out and different social media platforms. After, finding the details of the restaurants, the task was to call them and ask them were they interested in the promotion of their business through onex solutions. The team provided a script, according to which the pitching was required to be done to the businesses. The main task was to calling the businesses and generating customers for the company. A calling script was provided by the HR team, according to which the pitching was required to be done with the customers. The task was given on the weekly basis, but a regular update was needed to give to the HR at the end of the day. The regular update included the number of calls done on that day and how many businesses are interested in the promotion. The updates were regularly needed to update on the sheet online which was provided by the HR team.

TONE: CONFIDENT

Hello , Can I Speak to someone related to [Mentioned Company Name] ?

[If Other Person responds]

Can I know Your Name Sir/ Ma'am ?

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

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 your business , So its 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 / Whats App & Voice Call Services .

Note – After Speaking its 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.

Calling script provided by the HR team

Week 5 & 6

In the fifth and sixth week of the internship, the HR team provided the location of Madhya Pradesh. In Madhya Pradesh, the interns were supposed to find the leading businesses in the popular cities. The leading businesses were including educational sector, restaurants, construction company, malls and other famous businesses of the state. After, finding the information of the business, the task was to call them and generate leads for the company. In this period of internship, the main task was to generate customers from the Madhya Pradesh for the company. There was a great scope of generating customers from this area, because many businesses are involved in this area. Madhya Pradesh is one of the major state of the country and many businesses are developing in this area. The state is developing in many sectors of the economy. During this weeks of the internship, the main task was of finding the information of the customers, call them and pitch them according to the script provided by the HR team of the company.

During the last week of the internship, all the information which was collected from the different businesses and locations were required to update in the online sheet provided by the HR team. All the information about the work done in the period of internship was given to Ms. Huma Mam.

Conclusion

The project helped in understanding the challenges about the adoption of marketing and the digital marketing. The project also helped in knowing about the effectiveness of the digital marketing. It helped in improving the company's digital marketing conditions. It gave knowledge about the effective targeting of the customers. It also gives knowledge about how to build relationships with the customers. It helps in getting the most of the customer. It increased the knowledge about the different marketing concepts and strategies. It helped in generating knowledge about different sources of online marketing.

Chapter V : Suggestions & Conclusions

During this period of internship, the tasks which were given to the interns were of finding the information of the customers, setting the transactions and generating the leads for the company. The task which can also be added by the company to the interns is the digital promotion of the company. The task which can be done by the interns are the promotion of the company through social media platforms. The interns can generate customers for the business through social media platforms. During the internship, the interns can digitally promote marketing campaigns for the promotion of the business.

The company should focus on the target customers who are interested in the promotion of the business digitally. The company should generate marketing strategy for the business. The company should have the planned sales strategies which help in the growth of the business. The company should have a team which focuses on the promotion of the business.

Conclusion

The project helped in enhancing the knowledge about the outsource marketing and the digital marketing. The project also helped in knowing about the future scope of the digital marketing. It helped in improving the communication skills and boosting confidence. It gives knowledge about the effective targeting of the customers. It also gives knowledge about how to build interrelations with the customers. It helps in gaining the trust of the customers. It increased the knowledge about the different marketing sources and strategies. It helped in increasing knowledge about different sources of online marketing.

Suggestions

During this period of internship, the tasks which were given to the interns was of finding the information of the customers, calling the customers and generating the leads for the company. The task which can also be allotted by the company to the interns is the digitally promotion of the company. The task which can be done by the interns are the promotion of the company through social media platforms. The interns can generate customers for the business through social media platforms. During the internship, the interns can digitally organize marketing campaigns for the promotion of the business.

The company should focus on the target customers, who are interested in the promotions of the business digitally. The company should have a strong marketing strategy for the business. The company should have the planned future strategies which help in the growth of the business. The company should have a team which focuses on the promotion of the business.

Learning as a digital marketing intern

The digital marketing helps in learning about the online marketing of the business. It helps in learning the marketing strategies of the business. It also helps in learning the future strategies of the business which helps in the growth of the business. It helped in gaining knowledge of marketing through different sources. The marketing helps in enhancing the communication skills of the person. It helps in increasing confidence as well as the knowledge. It helps in gaining knowledge about different online marketing sources and available platforms. It helps in improving the social knowledge and social skills.

Chapter VI : References & Terminology

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Terminology

1. B2B :- B2B means business to business. It means commercial transactions between businesses. It usually occurs at wholesale level. It includes producers, resellers, governments and institutions. It includes exchange of products, services and information.
2. B2C :- B2C means business to consumer. It means selling the products or services directly to the consumer from the business. It includes direct sellers, advertising based, fee based, community based and online transactions.
3. Search Engine Optimization :- It is the process of orienting the website to rank higher on a search engine results page, so that the website receive more traffic. It helps in digitally promotion of the brands.
4. Social Media Marketing :- The social media marketing means the promotion of the products or brands through social media platforms. The different companies promote their products or services through different social media platforms. It helps in increasing the sales of the company and generating customers.
5. Pay per click :- Pay per click is the digitally advertising model, which is used to drive traffic to the websites. In this, the advertiser pays publisher when the ad is clicked.
6. Web Based Advertising :- Web based advertising is the type of advertising which uses internet to promote the products or services. It is used by different brands and companies for the promotion of their products and services. The online marketing helps in attracting a large number of audience towards the products of the company.
7. Mobile Marketing :- The mobile marketing means the promotion of the products or services through mobile. It includes promotion through messaging apps, mobile apps, SMS, MMS and other different features of mobile. It helps in building relations with the customers. It also helps in increasing communication with the customers.

8. Email Marketing :- The email marketing is the type of marketing which uses emails for the promotion of products or services of the company. It is the method of sending commercial messages through emails. The email marketing includes the emails which are send to the customers. The emails are used to send advertisement, request business or increase sales.

9. Content Marketing :- The content marketing is the type of marketing, which includes creating and sharing online content which promotes the brands and attracts customers for the business. It helps in the promotion of the business. It helps in spreading awareness about the products of the company.