

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

**“A Study of Different Promotional Strategies Used for the Publicity
of Mudrabiz Services”**

SUBMITTED BY:

Kunal Shende

B.com (Honours) VI Semester

PROJECT GUIDE:

Prof. Sakshee Ahluwalia



Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

Internship certificate :-

**MUDRABIZ
FINANCE
COMPANY**

Since 2014



Date: 16-03-2022

To Whomsoever it May Concern,

This is to certify that Miss/Mr **KUNAL SUNIL SHENDE** has undergone Experience training and undertaken the Internship work with us **Mudrabiz Finance Company** in the field of **Marketing** for Project titled **Social Media Marketing** for the period of **3 month**.

In pursuance of the work, she/he was sincere and punctual and her/his conduct was found very well.

It Takes Money To Make Money

Sincerely



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CERTIFICATE

This is to certify that the said internship project report titled “A Study of different promotional strategies used for publicity of MudraBiz services” has been completed & submitted by **Mr. Kunal Sunil Shende** 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: 12.04.23

Place: Nagpur



Sakshee Ahluwalia

Prof. Sakshee Ahluwalia
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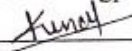
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Mudrabiz Finance Company, for giving me an exposure to learn and grow on a platform.

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.

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Date: 12/04/23

Place: Nagpur



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INTRODUCTION

Definition

Promotional strategy is a method that used by companies to promote their good and services. A company chooses its promotional strategy based on various factors like product or services type, marketing budget, target customers etc. It is a good activity to increase product awareness in the public & thereby increase sales. An companies great promotional strategy generates more revenue as compared to the marketing budget.

Promotion for any product or service is important for any company. It is because the advertisement creates awareness about the product among s the peoples .Only after knowing about the product or services they consider purchasing. Since there are some companies & brands competing to sell their products or services to the same set of customers, advertising & promotion strategy is help to ensure each brand is differentiated & identified.

Why Are Promotions Important? The very important purpose that a promotion serves is that it sets a business apart from its market competitors. No business will ever need to run any promotions if there wasn't any competition in the market. You have to stay ahead from your competitors in order for customers to keep doing business with you or your company. Promotional strategy is very important activity of an companies.

Small companies use promotional strategies to achieve short- or long- term deals and imprinting objects. Marketing and advertising directors or directors are generally responsible for enforcing company promotional strategies. They may use distribution technique to push products at retail stores, or pull tactics aimed at drawing customer to their outlets. Whatever the case, promotional pretensions can include advertising, direct correspondence, billboards, trade shows, social media juggernauts and indeed in- store elevations.

Small companies generally apply promotional strategies to increase brand mindfulness. Brand mindfulness is the chance of people who fete a brand from a specific company,. It's a metric that's relative to other competitive companies. In other words, companies strive to make brand mindfulness so their products are chosen over other brands. Brand mindfulness generally increases over time through reprise advertising and other crucial elevations.

promotional and marketing strategies are frequently first brainstormed and written as part of an association's marketing plan However you should seriously consider developing one. If your small business does not have a marketing plan utmost marketing plans include the current or anticipated strategies you have for your products, the price points of those products, how you intend to distribute the products, and your advertising and marketing tools A marketing plan is also important for developing a promotional strategy as it helps your business identify its target requests and to set measurable pretensions It's vital to the success of the association that you apply a marketing plan that aims for growth and positive change in the nethermost line.

TYPES OF PROMOTIONAL STRATEGY

1. Paid advertisement

Paid advertising is the first type of promotion that comes to our mind. This wonderful strategy involves paying to show an advertisement at anywhere at a specific time, so you can capture the attention of your target market. It's a great strategy to build brand awareness and introduce your brand to public who may not have heard of it before. And the paid is a good idea to promote a brand

Here are some examples of paid advertising:

- Television ads
- Radio ads
- Newspaper and magazine ads
- Billboards

2. Content marketing

Content marketing is a one of the best type of digital promotion strategy, focused on distributing original content in order to attract and retain an peoples. The idea behind content marketing is this: It associates your brand with useful, original content that helps customers solve problems—building trust within a time and ultimately encouraging customers to buy your products. Content marketing is a great promotional tool for any company, but it's mainly helpful for businesses with larger sales cycles, like B2B and SaaS companies. For these companies, content marketing helps provide many customer education for buyers to make informed purchase decisions . Content marketing is an important factor in an organisation's.

Content marketing comes in many forms, including:

- Blog posts
- Videos
- Social media posts
- Email newsletters
- Podcast
- Podcasts
- Whitepapers or reports

3.Sponsorships

Sponsorships involve aligning your organisation with another brand—like an popular shows, TV program, even a celebrity. For example, Pepsi sponsors the Super Bowl, while Red Bull sponsors NASCAR and extreme athletes of all kinds. Nowadays, sponsorships also include social media influencer marketing—creating paid partnerships with individuals who became famous through social media platforms like Instagram or Youtube , twitter, The goal of a sponsorship is important to boost your brand’s public image and credibility. brand can drive media exposure, improve public relationships, and expand your customers—plus make you stand out from the competition. Sponsorship help to expand the business.

4.Email marketing

Email marketing helps you to connect with your target customers via—you guessed it—email. You can send emails to any customer on your mailing list—whether they are potential customers, loyal customers, or something in between. For example, you can collect email addresses from loyal customers by offering free goods or services in exchange for their information.

5.Retargeting

Retargeting focuses on potential customer with high purchase intent. In other words, it involves targeting segments of your customer base who have already made it down to bottom of the marketing funnel. Prioritizing retargeting can help you to generate a high return on your investment, since this customer is already primed and always ready to buy.

6. Referral marketing

Referral marketing is when you get customers to tell their friends about your brand and give some offers. Also known as word-of-mouth marketing it's very effective marketing, referral marketing happens organically when you have a great product or services—but you can also speed it along with special deals and incentives for customers who refer their connections, referral marketing is the good marketing strategy for the brands.

7. Event marketing

Event marketing involves participating in various types of hosting events or sponsoring order to promote your brand or product or services . This strategy helps you connect various peoples and engage with customers first-hand, so they can get a real sense of your product or services and what your brand represents. Not only that, but events can help you build your brand strong , generate leads, and generate goodwill with good customers.

8. Customer reviews

Customer reviews are one of the most important and powerful marketing tools out there. Brands like Amazon, flipkart, and TripAdvisor built their businesses out of reviews—generating trust among the people by promoting customer feedback. The beauty of this strategy is that encourages customers to promote your brand for you, And as long as you have a high-quality product or services and positive reviews, this type of user generated content can go a long way in convincing potential customers to purchase products or services.

Collecting customer reviews often happens organically and it's sometimes difficult but you can grow it along by specifically requesting reviews from current customers via email or website banners or social media platform. Some newer brands also seed reviews by sending product or services details or offering some gifts to customers in exchange for their honest feedback.



COMPANY PROFILE

INTRODUCTION :-

Mudrabiz is India's premier "Finance Services" Company, with over years of experience In helping people protect and grow their wealth.

➤ We've helped to create more capital than any other firms in India. But it is our deep personal Relationships with clients that truly set us apart.

➤ No other firm can match the depth of our experience and our dedication to personal service. The markets may fluctuate, but our dependability never does.

➤ With, Headquarters in PUNE, INDIA. Since 2014, we have assisting our valuable customer To take better business and investment decision- in India and across the Globe.

➤ We educate the youth of the Nation to be better finance professionals & provide them great Opportunities with their careers.

➤ Achievements: 10000+ Free education in Covid, Marked amongst top 5 finance companies In Pune.

➤ Contact: 89833 11444

➤ Website: www.mudrabiz.com

➤ Mudrabiz's Tech Stack: The technologies that are used by Mudrabiz are: GoDaddy DNS, Font Awesome, Microsoft IIS, Plesk

Vision and Mission of Mudrabiz Finance Company :-

Vision:

Vision is to Educate the Nation and create Awareness in the field of Stock Broking.

Mission:

Mission is to safeguard investors Interest and provides maximum exposure to the youth in the Field of Stock markets



Services of mudrabiz finance company

Stock broking :-

Stockbroking is a service which gives retail and institutional investors the occasion to buy and sell equities. Stockbrokers will trade shares both on exchange and over-the-counter, dependent on where they can find the stylish price and liquidity. A stockbroker is a regulated broker, broker- dealer, or registered investment counsel(in the United States) who may give fiscal premonitory and investment operation services and execute deals similar as the purchase or trade of stocks and other investments to fiscal request actors in return for a commission, luxury, or figure, which could be grounded on a flat rate, chance of means, or hourly rate. The term also refers to fiscal companies, offering similar services. Choose from a wide range of investment options, products & services, to make a portfolio that will fulfil your fiscal pretensions with ease.

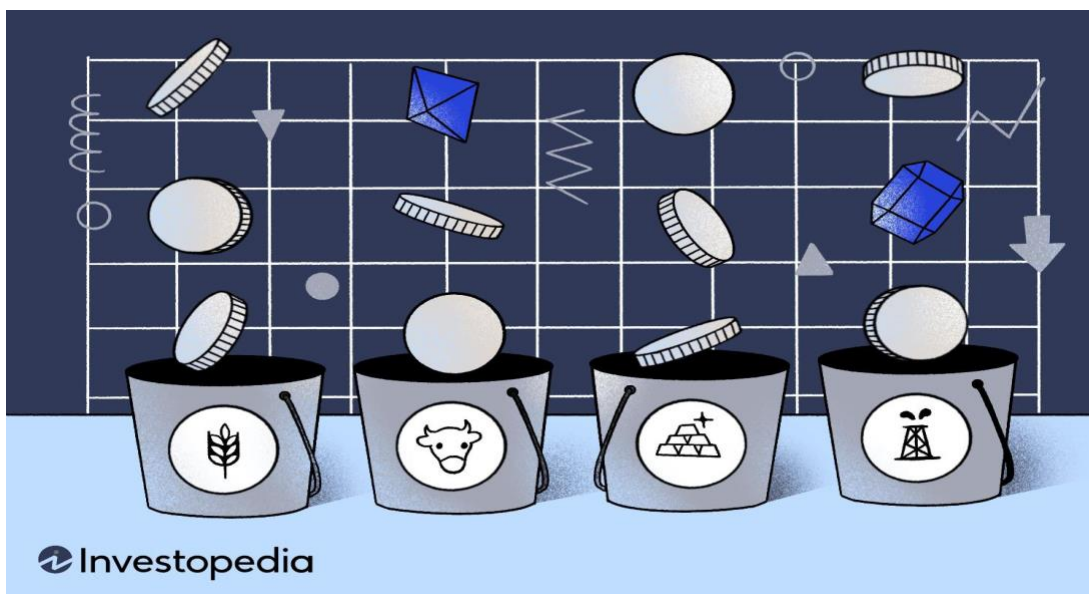
Equity – The equity trading module enables clients to buy and sell equity shares listed on various stock exchanges in India. The company provides research and analysis to help clients make informed investment decisions.



Derivatives – Mudrabiz Finance Company provides a derivatives trading module that enables clients to trade in futures and options contracts listed on various exchanges in India. The company provides research and analysis to help clients make informed trading decisions.



Commodity – Mudrabiz Finance Company provides a commodity trading module that allows clients to trade in commodities such as gold, silver, crude oil, and agricultural products. The company provides real-time market updates and analysis to help clients make profitable trades.



Mutual Funds – The mutual fund distribution module enables clients to invest in mutual funds listed on various exchanges in India. The company provides research and analysis to help clients make informed investment decisions.



Currency – The currency trading module allows clients to trade in currency pairs listed on various exchanges in India. The company provides research and analysis to help clients make informed trading decisions.



Advisory :-



Our premonitory principally provides the recommendations for Stocks- Cash and F&O traded in NSE and goods bullion, essence and agro-commodities traded in MCX, NCDEX.

- We work with colourful kinds of strategies to delight the guests by furnishing continues profit in the request.
- We offer diversified range of services as per the investments of an investor, dealer and broker.
- We rigorously follow the introductory principles of the investment.

Education :-



- Mudrabiz have taken bold way to empower the state's youth with fiscal knowledge that will lead to unborn stability and success in homes and the frugality.
- We're empowering the youth to crop strong in the field of finance. With 250 Successful placement record we've a target to induce further mindfulness about Capital Markets believing it to be a major source of frugality.
- From a trading perspective, exposure to live trading in equity, outgrowth, currency and commodity would be handed.
- In Mudrabiz we do not only educate you but also give you with a unique 100 Job Guarantee, Securing your careers.
- Come a complete Financial Market professional with us.

Our Modules:

- Standard Module
- Technical Module
- Advanced Module
- Professional Module
- Diploma In Stock Markets

Placement :-

Banking and finance has come up as one of main diligence that are in need of high intellect and is seeing growth rate that's faster than ever ahead.

farther, with overall artificial as well as profitable development, there's also need of handling the finances that fleetly change hands and find their way through banking and finance institutions, therefore making this assiduity sector as a mecca of all marketable conditioning as well as base of every business.



Our unique 100% job guarantee assures you that placement is on your way for sure.

PROJECT OVERVIEW

Objectives :-

The primary objective of Mudrabiz Finance Company is to provide financial services related to the stock market to its clients. The company's services include stockbroking, depository services, research and advisory services, commodity trading, and mutual fund distribution. The company aims to provide its clients with innovative and customized financial solutions to meet their investment and trading needs.

Apart from this, some of the other objectives of Mudrabiz Finance Company are:

- To build a strong presence in the financial services industry and expand its customer base.
- To provide reliable and efficient financial services to its clients and establish a reputation for excellence in the industry.
- To maintain a customer-centric approach and provide personalized services to its clients.
- To invest in technology and infrastructure to enhance its services and provide a seamless and user-friendly experience to its clients.
- To maintain high standards of corporate governance and ethical business practices.



Needs :-

Mudrabiz Finance Company can use different promotional strategies to publicize its services, depending on its target audience, goals, and budget. Some of the needs for using different promotional strategies for Mudrabiz Finance Company could be:

- **Increasing Brand Awareness:** If Mudrabiz Finance Company wants to increase its brand awareness among its target audience, it can use strategies such as social media advertising, search engine marketing, and display advertising to reach a broader audience.
- **Building Trust:** If Mudrabiz Finance Company wants to build trust with its audience, it can use strategies such as content marketing, influencer marketing, and referral marketing to promote its services through trusted sources.
- **Generating Leads:** If Mudrabiz Finance Company wants to generate leads for its services, it can use strategies such as email marketing, search engine optimization (SEO), and content marketing to attract potential customers to its website.
- **Increasing Sales:** If Mudrabiz Finance Company wants to increase its sales, it can use strategies such as social media advertising, pay-per-click (PPC) advertising, and affiliate marketing to drive traffic and sales.
- **Promoting New Services:** If Mudrabiz Finance Company is launching new services, it can use strategies such as social media marketing, email marketing, and influencer marketing to promote its new services to its existing customers and potential customers.

Scope :-

- **Investment Advisory Services:** Mudrabiz offers investment advisory services to its clients. The company has a team of experienced professionals who provide guidance and advice on various investment options available in the stock market.
- **Stock Trading:** Mudrabiz provides a platform for its clients to buy and sell stocks in the stock market. The company uses advanced technology to ensure that trading is fast, secure, and efficient.
- **Mutual Funds:** Mudrabiz offers a range of mutual funds to its clients. The company has tie-ups with leading mutual fund companies in India, providing its clients with a wide range of options to choose from.
- **Research and Analysis:** Mudrabiz conducts research and analysis on the stock market to help its clients make informed investment decisions. The company uses advanced tools and techniques to analyse market trends and provide insights to its clients.
- **Personalized Financial Advice:** Mudrabiz provides personalized financial advice to its clients. The company's financial experts assess the financial goals and needs of each client and provide customized advice and guidance to help them achieve their goals.
- **Training and Education:** Mudrabiz conducts training and education programs to help its clients and employees understand the stock market and its workings. The company also offers online tutorials and webinars to educate its clients about investing in the stock market.

Overall, the scope of Mudrabiz finance company is to provide a range of financial products and services related to the stock market to help its clients achieve their financial goals

Benefits :-

During delicate profitable times, numerous small business possessors cut back on advertising and creation budgets to save plutocrat. Unfortunately, this can be the exact contrary of what they need to do to survive in the business. You should estimate the advantages of adding your advertising and creation budget. According to Tutor2You, the worst approach to setting an advertising budget is the residual system-- using whatever plutocrat is left over each month for advertising.

Market share

If you increase advertising and promotion expenses, you stand a great chance of capturing market share, mainly if your competition is cutting back on ad spending. You let the purchasing customer know that you are maintaining a robust effort to remain vital in the market place.

Advanced Deals Growth

Businesses that increase advertising and creation during recessions actually witness advanced deals growth during the recession and for three times after, according to Paul Dunay of Marketing Profs. This could be because guests are more willing to protect around during tough profitable times.

Adding Value to the client

adding your advertising and elevations forces you to suppose about offering further value to the client. You need commodity to announce, and the stylish thing to announce is better value. However, pack services to guests who spend further and promote special offers, you can increase value to the client and drive deals advanced, If you can find a way to put goods and services on trade.

Improved Reputation

Your visibility through advertising and creation builds your character with the client. You draw guests to you, because they read the signal of increased advertising and creation as increased success of your business. Although utmost advertising is through word of mouth, that word of mouth starts with mindfulness that guests have gained about you through your advertising and elevations.

Innovation

Trying to increase your advertising and elevations can be an alleviation to get further creative, especially if plutocrat is tight. For illustration, you could add markers to your products with your contact information. This allows the client to communicate you or pass your name along to implicit guests.

You can also write papers online, share in community expositions and hold delineations. These fairly affordable advertising and creation styles arise out of your desire to increase advertising when you do not have the budget for it.

There are numerous advantages of promoting products to develop your business; one of the advantages of creation is that it can increase deals of goods or services. Through elevations, consumers know in further detail what products or services you offer, the benefits, how to use them, and what selling price you offer. By knowing some details about your product, consumers will feel interested; for illustration, by explaining what the product is used for in your creation, some consumers will be interested in buying because the product is what they need. In addition to attracting new guests, the advantage of the creation is that it can bind old guests to stay pious to the products or services you offer. In other words, elevations can maintain the retention and fidelity of pious guests; the retention rate explains the client's desire to stay and continue to do deals with your business. So, through elevations, you can insure guests are satisfied and watched for by you so that in the long term, your guests will come back and come back again to distribute with the business that you're trying to do. thus, the further guests, both new and old guests, the number of product deals possessed by your company will increase day by day.



SWOT Analysis :-

• Strengths

- Mudrabiz Finance Company has a number of services in one platform.
- It creates more capital than any other firms in India.
- Mudrabiz has taken bold steps to empower the state's youth with financial knowledge that will lead to future stability and success in homes and the economy.

• Weaknesses

- There are a number of competitors in these fields so then some candidates will divert.
- Losing market share to your competition or unaware of position in marketplace.

• Opportunities

- Providing Stock broking.
- 100% placement, no. of education modules, career counseling, etc.
- Wide range of investment options, products & services, to build your financial goals with ease.

• Threats

- Increased competition.
- Some Market Risk.

ANALYSIS/OUTCOME
& LEARNING AS A
INTERN

Selection process :-

- **Contacting the college:** Mudrabiz finance company contacted my college to find out interested students who were willing to apply for an internship. They collected my email ID, contact number, and other relevant information.
- **Sharing internship details:** The company shared the details of the internship program, such as the duration, roles and responsibilities, and selection criteria with my college.
- **Dissemination of information:** My college shared the internship details with the interested students, providing me with an opportunity to apply for the internship.
- **Application submission:** I submitted my application to the company, including my resume and other relevant documents.
- **Shortlisting:** After receiving the applications, the company shortlisted me and other candidates based on our qualifications, skills, and experience.
- **Interview process:** The shortlisted candidates, including myself, were invited for an interview, which was conducted over a phone call.
- **Selection:** After conducting the interview, the company selected me as one of the suitable candidates for the internship program.
- **Communication:** The company communicated the selection result to me through email.
- **On boarding:** Finally, I was onboarded, and I was provided with the necessary information and training to start my internship

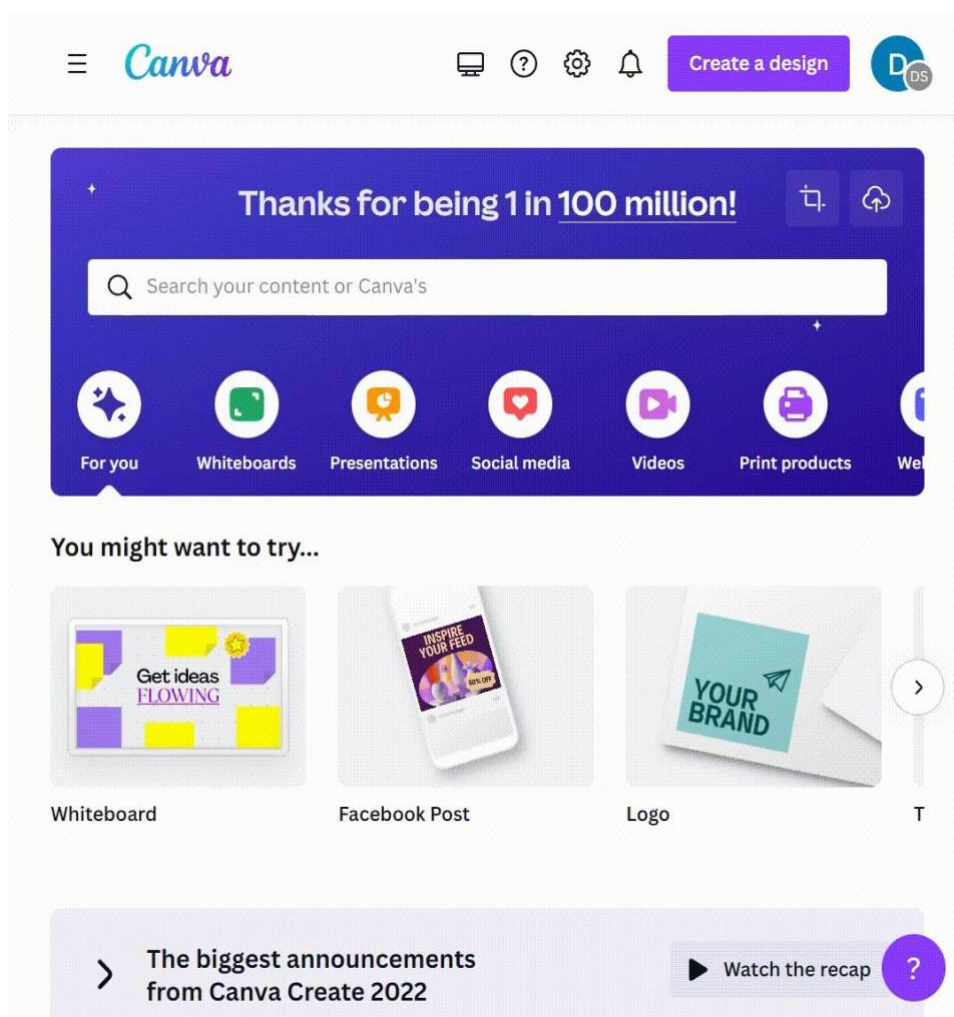
Weekly Work :-

Week 1 :-

During the first week of my internship at Mudrabiz Finance Company, I was given an introduction to the company and its operations. They explained that Mudrabiz is a stock market related company that provides financial services to its clients.

I was then provided with training on how to create posters and advertisement videos using the Canva app. The trainers guided me through the process of creating visually appealing graphics and videos that could be posted on various social media sites to promote Mudrabiz's services.

Throughout the week, I learned more about the company's target audience and the different social media platforms that Mudrabiz used for marketing purposes. I also had the opportunity to work on some initial design concepts for social media graphics and videos.

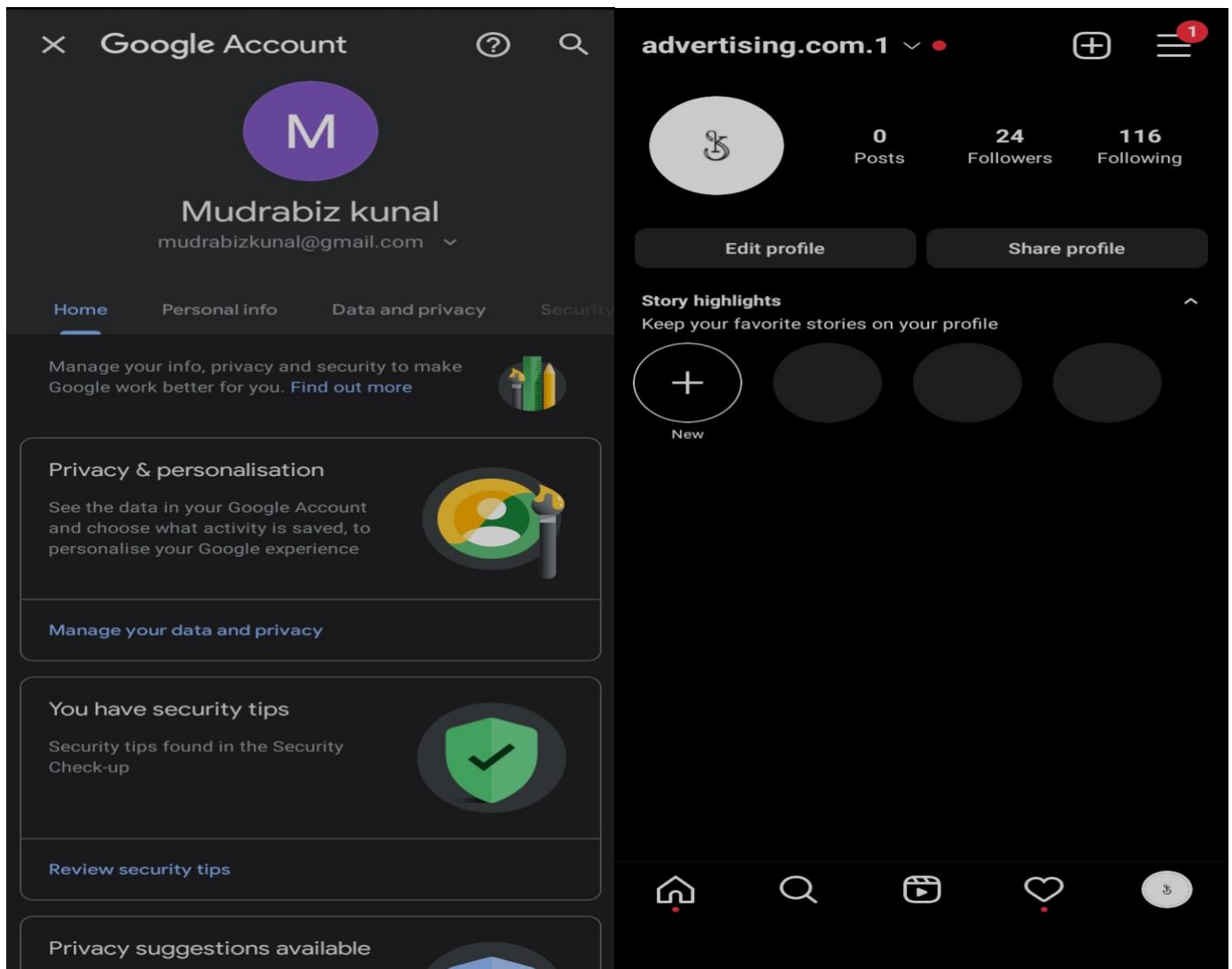


Week 2 :-

During my second week as a social media marketing intern at Mudrabiz, my team leader asked me to create a LinkedIn and Instagram account. They also instructed me to create a Gmail account.

To begin the training, my team leader walked me through the process of setting up each account step-by-step. They also explained the purpose of each platform and how Mudrabiz uses them for marketing and networking purposes.

After creating the accounts, my team leader taught me how to connect with people on LinkedIn and Instagram. They emphasized the importance of building a strong network and engaging with followers on both platforms. They also introduced me to the Apna App, a social networking app specifically for connecting with professionals in India



Week 3 :-

In the third week of my internship at Mudrabiz, I was given the task to create eye-catching posters for the company's internship program. The posters were to be shared on various social media platforms including LinkedIn, Apna App, and Instagram. The objective was to generate leads from the posts and attract potential candidates for the internship program.

To complete this task, I utilized the skills that I had learned during my training in the previous weeks. I used Canva to create visually appealing posters that would catch the attention of the target audience. I also made sure to incorporate important information about the internship program, such as the duration, eligibility criteria, and application process.

Once the posters were ready, I shared them on the designated social media platforms and monitored the engagement and response from the audience. Through this task, I learned about the importance of effective communication and using social media as a tool for reaching out to potential candidates. I also learned about the significance of creating visually appealing content that would attract the attention of the audience.



Banking and finance

Description

JOB DESCRIPTION PROFILE
Banking and finance

PROFILE WORK
Back office demat account

DESIGNATIONS
Equity commodity dealer
Relationship manager.

EDUCATION CRITERIA
12 + Diploma (in any field)
Graduates (preferable)

AGE CRITERIA
21yrs 30yrs

JOB LOCATION
Pune)

SALARY
10000 TO 20000

Benefits
Job Assistance

Candidates should attend training and clear NISM 8 exam.

Apply for the same please call
HR Priya - 8767669842

WE'RE HIRING!

FOR HR INTERNSHIP

Dear Applicant,
HR Internship
Duration 3 months working days 70 or 6 months
Designation Recruitment Trainee
Stipend- Rs 500/- pm Fixed & Performance based upto 5000

Job description

1. Telephonic interview
2. Data sourcing
3. Ad posting
4. Employment Contracts
5. Hiring for tieup companies
6. Collecting Application forms

Contact details :
Apply for the same please call
Contact no.9970280934



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Week 4 :-

In the fourth week, I was assigned to create a social media calendar for the upcoming month, including content ideas for posts, hashtags, and target audience. This involved conducting research on the latest trends in the industry and analyzing competitor strategies to come up with a unique and engaging social media plan for Mudrabiz. I also worked on creating and scheduling posts for different platforms, ensuring that they were posted at the right time and frequency.



Week 5 to Week 7 :-

During the weeks 5 to 7 of my internship at Mudrabiz, I was given the task to come up with new ideas and create fresh content for the posters and videos to be posted on Instagram. The objective was to keep the social media pages of Mudrabiz engaging and attractive to potential clients and followers.

I brainstormed various ideas and created different content formats such as infographics, testimonials, and short video clips. The content was reviewed by my supervisor and with some minor adjustments, was approved for posting on Mudrabiz's social media pages.

In addition to posting on Instagram, the content I created was also uploaded on the company's website to showcase the company's services and offerings. This was done with the objective of generating interest and leads for Mudrabiz's services



Week 8 to week 12 :-

During the weeks 8 to 12 of my internship at Mudrabiz, I was given the responsibility of team leading. This involved supervising and providing guidance to the new social media marketing interns who joined the company during this period. I shared my knowledge about the promotional strategies used by the company and helped them learn how to create posters and videos for the advertisement of Mudrabiz internships.

As a team leader, I also had to ensure that the work done by the interns was up to the company's standards and that they were meeting their deadlines. I held regular meetings with my team to discuss their progress and any challenges they were facing. I provided constructive feedback to help them improve their work and motivated them to achieve their targets.

Apart from team leading, I also continued to work on creating new content for the company's social media handles and website. I implemented the strategies I had learned in the previous weeks and applied them to create more effective posters and videos. I also analyzed the engagement rates on the company's social media pages and made adjustments to improve their performance



Overall learning :-

During my internship, I learned a lot about the stock market, financial analysis, and social media marketing. I gained knowledge about different aspects of the stock market, including how it works, how to read stock charts, and how to analyze different stocks. This knowledge was useful in understanding the company's business model and its goals.

In terms of social media marketing, I learned how to create eye-catching posters and advertisement videos using Canva app. I also learned how to create and manage accounts on LinkedIn, Instagram, and other social media platforms. These skills were useful in generating leads for the company's internship program and in promoting the company's brand on social media.

Working with the team of interns and learning from them was a great experience. We worked together to create new and innovative marketing ideas for the company. I also learned how to lead a team and provide guidance to new interns.

Overall, my internship at Mudrabiz Finance was an enriching experience. I learned a lot about the stock market, financial analysis, and social media marketing. I gained practical knowledge and skills that would be useful in my future career

SUGGESTION :-

As a stock market-related company, Mudrabiz Finance can benefit from prioritizing communication over advertising. This means that the company should focus on building a strong brand image through effective communication strategies, such as creating valuable content that educates and informs their audience about various investment opportunities and financial products. By doing so, the company can build trust with their audience and establish themselves as a credible source of financial information.

Additionally, Mudrabiz Finance can also leverage promotional ads to reach a wider audience and promote their services. However, it is important to note that traditional banner ads and pop-ups are often ignored by users, so the company should focus on creating interactive and creative ads that capture the attention of their target audience. This can be done through the use of multimedia elements such as videos, animations, and infographics.

Finally, when creating advertising campaigns, Mudrabiz Finance should target individuals rather than the masses. This means that the company should create personalized messages that resonate with their target audience's needs and interests. By doing so, the company can increase the likelihood of their ads being clicked on and convert more leads into customers.

Overall, Mudrabiz Finance can benefit from a strong focus on communication and creative, personalized advertising strategies that help them stand out in a crowded market.

CONCLUSION :-

In conclusion, Mudrabiz Finance Company is a stock market-related company that aims to provide financial solutions to its clients. In today's digital age, social media has become an important tool for companies to promote their products and services. However, effective communication and promotional advertising should take precedence over traditional advertising methods such as banner ads and pop-ups.

Through effective communication, Mudrabiz can build a strong brand image and establish itself as a reliable and trustworthy financial services provider. Promotional ads that are interactive, promotional, and creative can help retain the audience's attention and increase the chances of converting potential customers into actual clients.

Mudrabiz can leverage social media platforms to reach a wider audience and engage with their clients and potential customers. By using multimedia elements such as videos, images, and infographics, Mudrabiz can communicate its financial products and services more effectively and make it easier for customers to understand them.

Overall, Mudrabiz Finance Company can benefit from a well-planned social media marketing strategy that focuses on effective communication and promotional advertising to achieve its business goals and objectives

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