

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

“TITLE”

**A STUDY ON CONTENT WRITING AS A KEY DRIVER IN DIGITAL
MARKETING**

SUBMITTED BY:

MANSI ASATKAR

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



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

(AUTONOMOUS)

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CERTIFICATE

This is to certify that the said internship project report titled "A study on content writing as key driver in digital marketing" has been completed & submitted by Ms. Mansi Asatkar 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
Project Guide

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Dr. Ranjana Sahu
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Dr. S.S. Kathaley
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INTERNSHIP CERTIFICATE

05.07.2021 - 30.09.2021

*This is to certify that Ms. Mansi Asatkar
has successfully completed
the internship program in Content Writer
at SuccessR HR Tech Pvt Ltd.*

Tejasvini

TEJASVINI PISE

Co founder and
managing director



SuccessR

Your Way to Success

To Whomsoever It May Concern

This is to certify that Ms. Mansi Asatkar completed her internship as a Digital marketing intern in our organization from SuccessR HR Tech Pvt Ltd.

Duration of Internship-5thJuly 2021 to 30th September 2021.

We found her sincere, punctual and result oriented and wish success in career.

Sincerely,

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

SuccessR HR Tech PvtLtd

30.09.2021



Letter of Recommendation

I highly recommend Ms. Mansi Asatkar as a candidate for employment. She was employed as a Content Writer Intern with SuccessR Hrtech Pvt Ltd from 5th July 2021 to 30th September 2021. She was responsible for the content and blogs for the company.

She has excellent communication skills. In addition, she is extremely organized, reliable, and computer literate. She can work independently and is able to follow through to ensure that the work gets done. She is flexible and willing to work on any project that is assigned to her. She was quick to volunteer to assist in other areas of company operations as well.

She would be a tremendous asset to your company and has a highest recommendation. If you have any further questions to her background or qualifications, please get in touch with me.

Sincerely,

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

info@successr.in or tejasvini@successr.in

SuccessR HR Tech Pvt Ltd

30.09.2021

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 SuccessR. I am grateful to Ms. Tejaswini Pise Director, SuccessR 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 SuccessR 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. Pooja Shukla, 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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CHAPTER 1

INTRODUCTION



CHAPTER 1

INTRODUCTION

1.1 TOPIC INTRODUCTION

CONTENT WRITING

Content is the key that bridges the gap between a conversion and digital marketing methods. Digital marketing includes various tools and techniques to create brand awareness which isn't possible without the use of good content.

Due to the growing demand, content marketing is gaining frame . Content marketing delivers information in the form of speech, writing and other arts and is mainly created to target the end-user or audience.

Content Writing helps to reach the audience and acts as a link between customers/consumers and the company/business .

Digital Marketing

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Importance of content writing in digital marketing-

1 – It Helps You Reach Your Targeted Audience

Having the right content on your website can help you reach your targeted audience. In turn, they may find the information provided by you valuable and hence stay longer on your website.

2 – Boosts Social Media Strategies

Having well-written content can help in the form of compelling posts, thoughtful comments, likes, and shares.

It can help in building genuine connections with your viewers. In addition, various social media platforms like Facebook, Twitter, etc., can help in content promotion. This tactic works well to direct meaningful site traffic to your websites.

3–Improves Ranking on Search Engine

Google is one of the world's biggest search engines. Every other business is running a race to acquire the top position on the search engine page. Although there are many other ways to do so, the major role is being played by the content. Creating and posting keyword-rich content to your website is one of the best possible approaches to increasing your ranking. A good percentage of keywords and content with a call to action helps you in earning qualified traffic to your site and encourages readers to convert into new leads or customers.

4–Boosts search engine optimisation (SEO)

Search engine optimisation (SEO) is the practice of boosting the amount of traffic your website receives from search engines. Getting an SEO content writer to generate SEO-friendly content is the greatest method to improve your SEO.

5–It helps you stand out from your competitors

Being relevant and interacting with your market audience might also help you appear more reputable than your competition. Most consumers are not loyal to a single brand unless that brand becomes relevant to them. Great content is the most effective strategy to outrank your competitors.

● 1.2 ABOUT THE COMPANY

SuccessR is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses. It helps to speed up the career and HR activities of MNCs and start-ups by providing concentrated HR services ranging from recruitment, selection, job profiling, HR planning, talent acquisition, training and development, job switching, HR software development and human resource management. Apart from this, they also offer consultancy and advisory services to help businesses optimize their human resource department.

The company's broadcasted motive is -

“Identifying and engaging the right people. That is what we do. But only if those people truly represent the answer to the question. The real question is rarely: who are you looking for? But often: where do you want your company to go? We chase the questions behind the question and help you to develop a sustainable talent strategy”

Date of incorporation-

3, July,2020

Company type

Non – Government (Private ltd by shares)

CIN

U72200MH2020PTC341402

Authorized capital

RS 100000



Why **SuccessR?**

SuccessR manages your human resources with great expertise and provides solutions that are advantageous to both the organization as well as the employee.



Contact us: info@successr.in

OUR MISSION

We're on a mission to improve the impact of human resources in organizations through sustainable talent acquisition and retention strategies.

Success R is on the mission to optimize businesses through human resources. by identifying the potentially right fit for the organization.

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VISION

We believe that HR is the most important department in any company. It holds things together and deals with innumerable human variabilities but often doesn't have the right tools to realize its full potential and deliver great results.

We want to be the platform which harnesses this potential and helps the business grow



SuccessR

Your Way to Success



CHAPTER 2

PROJECT OVERVIEW

Role in the company as a content writer intern:

- Research industry-related topics.
- Write clear marketing copy to promote the services/products of the company.
- Prepare well- structured drafts using content management systems.
- Coordinate with marketing and design teams to illustrate articles.
- Promote content on social media.
- Proofread and edit blog post

Benefits of content writing to the company

•Generate the big idea

They will help you develop relevant concepts to promote your products or services. They will work tirelessly to gather the most up-to-date and insightful information for your campaign.

• Keep your Google rankings high

Copywriting for SEO is different from copywriting. The content writer will need to be skilled in generating SEO copy for your unique products or services using the most critical keywords for Google ranking.

• Save time and concentrate on your business

Writing content can eat up a lot of your time. Outsourcing a competent content writer will leave you free to focus on your brands' service innovation. You will have more time to concentrate on your organization's duties while delivering high-quality content on time.

• Keep up to date

They will keep your website updated regularly. Consumers enjoy new information.

Benefits of content writing to the society

• Provides authentic information

The major part of a work in content writing is to provide information. Readers of a blog rely on the blog up to a great extent for information. It is the primary responsibility of any content writer to supply authentic information.

• Provides impartial evaluations and judgements

As a content writer, you have to share your personal opinions sometimes, especially when you are writing a blog. Your evaluations and judgements must be bias free. Consistently supporting one thing just because you like it can leave a negative impact on your audience. Criticizing

another thing just because you do not like it can also spoil your impression. Your readers who get influenced by you will also become biased owing to you.

- **Guides people**

A content writer's role is to influence people in a good manner. A content writer should use this ability in a positive manner. He must guide people towards building a strong and united nation. It is extremely important for any content writer to have these responsibilities towards the society. A content writer's most significant role is to use the power of words for the benefit of society.

Objectives of the study

- **To understand the scope of content writing as a career in the future**

This study will help to find the different areas of content writing (scope) which will help the people to understand the scope of content writing as a career in the future.

- **To highlight the importance of content writing as a tool of digital marketing**

As the topic suggests content writing as a key driver in digital marketing, it will help to show the actual importance it holds in the area of digital marketing.

- **To understand the impact of content on the consumer**

Today content is consumed in large because of which content writing has wider scope. This study will show the impact of content on the consumer.

CHAPTER 3
ANALYSIS AND
LEARNING OF INTERNSHIP

INTERNSHIP EXPERIENCE

3.1 Selection at Success R

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



3.2 Role in the company as a content writer intern:

- Research industry-related topics.
- Write clear marketing copy to promote the services/products of the company.
- Prepare well- structured drafts using content management systems.
- Coordinate with marketing and design teams to illustrate articles.
- Promote content on social media.
- Proofread and edit blog post

3.4 Online Training Sessions and Tasks assigned by the company

In this 10 weeks internship I was introduced to the founder & CEO of the company and team

leaders of the marketing department. I attended a total of 7 online training sessions .

Company provided a list of topics from which we had to chose three topics per week , after that the best content gets selected for publishing in their official website and for social media marketing.

**Given below are the topics on which I have written my content for digital marketing
Week 1**

TOPIC 1

- Pros and cons of digital marketing

PROS

1. Cost effective
2. Effective global and local reach
3. Quick branding on larger scale
4. Best way to present brand's expertise
5. Establishes sales funnel
6. Enables Personalization and Accurate Targeting
7. Trackable results
8. Greater benefits for company

CONS

1. Cyber Security and Privacy Issues
2. Accessibility challenges
3. Reliance on latest technology
4. Minor issues, major setbacks
5. Global competition
6. Confronting negative feedback
7. Anti- brand activities

8. Likelihood of strategies theft

TOPIC 2

How social media marketing helped to achieve successful digital marketing

Making a digital marketing strategy can be very overwhelming, but can't understate its importance, more than 90% of marketers are using social media forums and have tremendously benefited. Social media gives you an ideal stage, already having so many existing active users makes it a great outcome.

Social media marketing is the most excellent way to let your customers know about your brand and products, also at the same time allows you to understand your customers better, which is extremely rewarding for your business.

Benefits of social media marketing-

- Cost effective
- Inducing new customers
- Stay a step ahead in games
- Identify the buying pattern of your ideal customers
- Build and maintain a relationship with your target audience.

TOPIC 3

HOW FINANCE PLAY A MAJOR ROLE IN ANY COUNTRY

Role of financial system in economic development:

- Savings investments relationships
- Growth of capital markets
- Foreign exchange markets
- Government securities
- Infrastructure and Growth
- Employment growth
- Trade development

WEEK 2

TOPIC 1

What are the most populated outdoor sports

- Volleyball
- Basketball
- Football

- Tennis
- Badminton
- Hockey
- Cricket
- Golf
- Rugby

TOPIC 2

Positive and negative effects of outdoor sports

Positive effects:

- Physical fitness
- Learns to obey rules
- Discipline and team spirits
- Virtues
- Pleasure
- Learn to organize things

Negative effects:

One problem with having children play outdoors is that it can be hard to keep a monitor. Children have a tendency to run off, unsupervised, and expose themselves to danger, such as vehicular street traffic which may not see them chasing after a stray ball. Inclement weather can also pose a problem with playing outdoors, as children sometimes do not realize the effect extreme temperatures and conditions have on them.

TOPIC 3

How to encourage children to play outdoor games

Different ways to encourage the children :

- Make it fun
Creating fun by adding their favorite games will make them play.
- Take their favorite indoor toys to the outdoors
Many kids will really appreciate being able to take something from inside their home to the outside in order to feel more relaxed.
- Involve them in regular outdoor activities
Start including the kids in outside chores , such as cleaning the outdoor furniture, washing the pets , hanging the clothes on the line , light gardening etc.
- Make it a familiar affair
Activities such as cycling or hiking help them to start associating the outdoors with positive and quality family time. Also they will learn from their parents .

Each child has a different personality which will influence how they play, the way they interact with other children and the environment in which they feel most comfortable in.

WEEK 3**TOPIC 1**

Best solutions for healthy lifestyle

It's a common myth that getting fit is only about eating healthy and exercising. In reality, creating a healthy lifestyle and maintaining it isn't about just those two factors—it's also about being able to keep a positive attitude, strong mental health and a healthy self-image. Although there is a ton of advice out there on how to achieve a healthy lifestyle, here are some key factors to keep in mind:

1. Drink more water:

Most of us don't drink enough water every day, but it is essential for our bodies to work properly. Water is absolutely necessary for carrying out our bodily functions, removing waste, and transporting nutrients and oxygen throughout our bodies.

2. Get enough sleep:

Sleep is most important for the body to function properly. Everyone should get at least 6 hours of sleep. Lack of sleep may cause various health issues.

3. Exercise:

Not just a few times a week, but every day. By moving your body in some way for 30 minutes a day, you will lower your risk of disease, create higher bone density and potentially increase your lifespan.

4. Eat more fruits and vegetables:

All fruits and vegetables carry vitamins and minerals, components essential to your health. It's suggested that we consume 5 servings of fruits and vegetables per day to maintain health.

5. Avoid negative people in life:

A positive mentality is key for a healthy life. You don't need negativity in your life. If you feel that a person or friend is negative, just let him or her go.

6. Find ways to manage your emotions:

It is equally important to take care of mental health and emotions as physical health. For a healthy lifestyle emotions should not be ignored rather one should be aware of his emotions.

There are lots of ways through which one can maintain and enhance the lifestyle.

TOPIC 2

How email and sms play a role in digital marketing

EMAIL MARKETING

Email marketing works on an opt-in basis. Customers have to consent to receive a marketing message from you, the business. In exchange for their willingness, consumers have an opportunity to learn about new products, killer deals, or general company updates.

Today, email marketing refers to any email a company sends out that's unrelated to a specific customer query. That includes newsletters, press releases, subscriber deals, sales promos, or brand building.

It's a direct marketing strategy that allows you to:

- Stay in contact with your audience
- Reach customers in real-time
- Encourage customer engagement
- Gather measurable consumer data
- Target consumer segments
- Build brand awareness
- Generate ROI

SMS MARKETING

Although newer than email marketing, text message marketing provides a more targeted marketing channel for reaching customers. The primary focus of a text messaging strategy is to push a campaign about a promotional message, sale, or event, or keep customers updated about a transaction.

And because practically everyone has their cellphone in their pocket, purse, or hands at all times, SMS has an extraordinary open and engagement rate.

According to Harvard Business Review survey:¹

99% of all text messages are opened, with 97% of messages being read within 15 minutes of delivery.

56% of organizations say that their mobile messaging apps perform well for improving customer engagement.

68% of companies expect mobile marketing messaging to play a vital role in online consumer marketing over the next decade.

82% of organizations say that better metrics and analytics data, including read receipts, are the most important capabilities of SMS.

Compared to email, a text message marketing campaign has a greater underlying urgency and tends to be time-sensitive. They're short, sweet, and almost always centered around a call to action, spurring their audience to do something.

TOPIC 3

What are the advantages and challenges in digital marketing

BENEFITS OF DIGITAL MARKETING

Here are some benefits of digital marketing over traditional marketing:

- **Speed & Flexibility**

One of the most significant advantages of digital marketing is the speed. You can embark on a digital marketing campaign very quickly, assuming your digital assets (more on this later) are set up correctly.

Creating and launching the campaign can be done in days (or even hours) with an experienced digital marketer, and it is easy to make changes as needed. With digital marketing, you can see results much faster than you would with traditional marketing, due to the real-time results that can be tracked.

- **Highly Targeted Outreach**

With the sophisticated digital channels and marketing tools available today, it is possible to reach prospects that you could never have reached before unless you had an astronomical budget.

Popular digital channels like Facebook, Google and YouTube all have advertising tools that allow you to present your brand in front of a highly specific target audience. This targeting feature maximizes your marketing spending and ensures you are reaching out to prospects who are likely to be interested in your brand.

The Internet also means you can reach prospects in any part of the world, even if you are not geographically close to them.

- **Enhanced Customer Experience and Service**

Unlike traditional advertising, digital marketing allows you to communicate and engage with prospects and customers in a two-way conversation.

The interactive nature of digital marketing will enable brands to create a better customer experience and provide timelier customer support. Customers can also provide feedback that you can act on to improve the customer experience and strengthen brand loyalty.

- **Availability of Real-time Data and Analytics**

One of the most powerful aspects of digital marketing is the availability of real-time data and analytics if you use established channels such as Google, Facebook and YouTube.

Data analytics allows you to understand the effectiveness of your marketing tactics better and will enable you to adjust and optimize your marketing budget by investing in well-performing marketing campaigns and channels.

- **Lower Cost Per Acquisition**

Compared to traditional advertising channels like newspaper, television or radio ads, digital marketing campaigns are designed to reach a desired targeted audience more effectively. And, if

the campaign is set up right by an experienced marketer, the amount spent will be optimized relative to the size of the reach.

More importantly, the wide range of digital channels and the availability of real-time data and analytics allow you to make instant adjustments and move marketing budgets in and out of campaigns, based on their performance.

All these features will result in a lower cost per acquisition of a new customer, saving money and maximizing your marketing budget in the long run.

Disadvantages of digital marketing

Some of the downsides and challenges of digital marketing you should be aware of include:

- Skills and training - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.
- Time consuming - tasks such as optimizing online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.
- High competition - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to stand out against competitors and to grab attention among the many messages aimed at consumers online.
- Complaints and feedback - any negative feedback or criticism of your brand can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.
- Security and privacy issues - there are a number of legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.

WEEK 4

TOPIC 1

What is financing

What is Funding?

Financing is the process of providing money for a business, purchase or investment. Financial institutions such as banks are in the business of providing capital to help businesses, consumers and investors achieve their goals.

The use of finance is critical in any economic system because it allows businesses to purchase products beyond their immediate reach. In other words, financing is a method of using the time value of money (TVM) to leverage projected future cash flows for projects started today. Funding also takes advantage of the fact that some people in the economy have surplus money that they want to use for a profit, while others need money to invest (and also earn a profit), creating a market for money.

Types of Financing raising equity capital

“Equity” is another word for owning a company. For example, a grocery store chain owner needs to expand its operations. Instead of debt, the owners want to sell 10% of the company for \$100,000 and value the company at \$1 million.

Companies like to sell their stocks because investors bear all the risk. When a business fails, investors gain nothing. At the same time, relinquishing share capital means relinquishing control. Equity investors like to have a say in how a company operates, especially in difficult times, and they often have a say in the number of shares they own. Thus, in exchange for ownership, investors are entitled to give up their money to the company and receive future returns. Some investors are happy with growth in the form of rising stock prices. They want stock prices to rise. Other investors are looking for basic protection and income in the form of regular dividends. Benefits of Equity Finance Financing your business through investors has many advantages:

The biggest advantage is that you never have to pay it off. If your business goes bankrupt, your investors or investors are not creditors. They are co-owners of your company and this causes their money to be lost along with yours. You often have more cash available for operating expenses because you don't have to make monthly payments. Investors understand that building a business takes time.

In a short amount of time, you can get the money you need without seeing your product or business thrive. Disadvantages of equity financing Similarly, there are a number of disadvantages associated with equity financing, including: How do you feel about your new partner? Equity financing involves relinquishing part ownership of a company. The riskier the investment, the larger the stake the investor will want. It may be necessary to give up more than 50% of the company's equity, and the partner will receive 50% of the profits indefinitely unless a deal is struck to buy the investor's equity at a later date. You should also consult with your investors before making any decisions.

The company is no longer alone, it has a supervisor to report to if an investor owns more than 50% of the company. financial debt Most people are familiar with debt as a form of financing because they have car loans or mortgages. Debt is also a common form of financing for a new business. Debt financing needs to be repaid, and the lender wants to get interest in return for using the money. Some lenders require collateral. For example, suppose a grocery store owner decides he needs a new truck and needs to borrow \$40,000. The truck can act as collateral for the

loan, and the grocery store owner agrees to pay the lender 8% until the loan is repaid within five years.

Debt is easier to obtain if you can use the small amount of cash needed for a particular asset, especially if the asset can be used as collateral. Debt must be repaid during difficult times, but the company retains ownership and control of its business operations. Benefits of Debt Loans Financing your business with debt has several advantages: Lenders have no control over how you run your business, and they have no ownership. Repaying the loan ends your relationship with the lender. This is especially important as your business becomes more and more valuable. Interest paid to finance debt is not taxable as a business expense. One Monthly payments and billing history are known costs that can be accurately incorporated into forecasting models.

Disadvantages of Debt Financing Debt

Financing for your business has several downsides:

Adding debt service to your monthly expenses means there will always be an inflow of capital to cover all business expenses, including debt service. For small companies or those in early development, this is not always accurate. Small business lending can slow considerably during economic downturns. In tougher times for the economy, it's more difficult to receive debt financing unless you are overwhelmingly qualified. Special Considerations The weighted average cost of capital (WACC) is the average of the costs of all types of financing, each of which is weighted by its proportionate use in a given situation. By taking a weighted average in this way, one can determine how much interest a company owes for each dollar it finances. Firms will decide the appropriate mix of debt and equity financing by optimizing the WACC of each type of capital while taking into account the risk of default or bankruptcy on one side and the amount of ownership owners are willing to give up on the other.

Financing example

If the company is expected to perform well, it can usually finance its debt at a lower actual cost. For example, if you have a small business and need financing for \$40,000, you can take out a bank loan for \$40,000 at 10% interest or sell 25% of your business to your neighbor for \$40,000. Let's say your business makes \$20,000 in the next year. If you took out a bank loan, your interest expense (debt financing cost) would be \$4,000, resulting in a profit of \$16,000.

TOPIC 2

THE PSYCHOLOGY BEHIND HAPPINESS

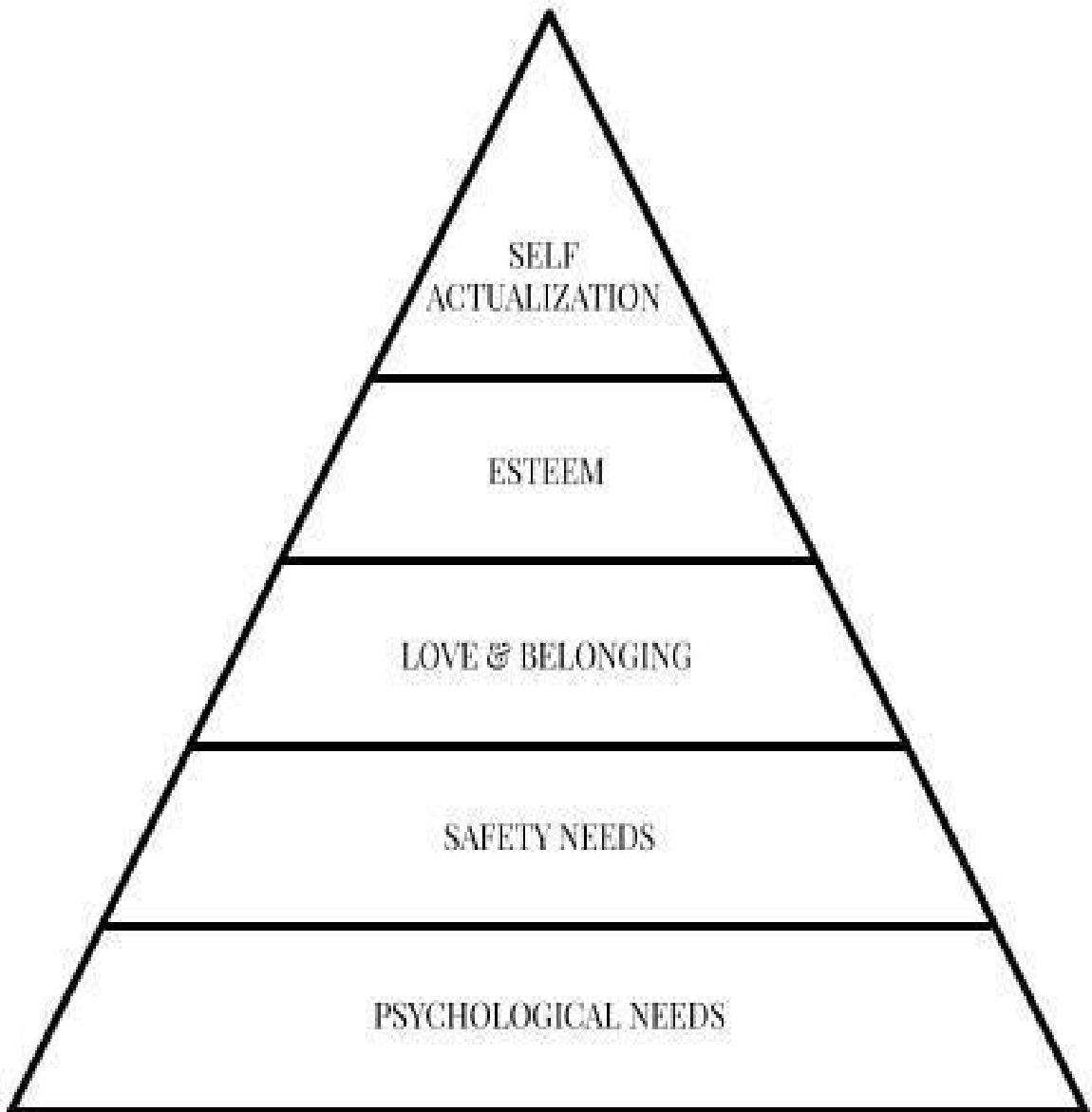
Happiness can be described in very different ways.

- Short-term: Current feelings and emotions, such as joy, joy, or sadness. This is what you are experiencing here and now. Intermediate: subjective life satisfaction. In a study of how happiness

differs across cultures, Ruut Wienhoven called happiness "an overall assessment of life as a whole."

- Long term: A conscious approach to thriving as a human being. Aristotle called it a life of "virtue according to reason." The first two are probably familiar to you, so I'm most interested in the third, the long-term vision of happiness. Aristotle calls it eudaimonia in Greek, sometimes translated as "human prosperity."

Aristotle's philosophy held that since reason (logos in Greek) is unique to man, the ideal goal of human life is to make the most of it. According to Aristotle, neither skill nor talent is sufficient to live a good life. To achieve happiness, we must engage in activities that stimulate us intellectually and lead us to perfection. However, Aristotle did not overlook other important aspects of life such as friends, wealth and power. In fact, he doubted that we could achieve euphoria if we completely missed one of these important aspects. For example, he found it difficult to imagine a happy life without "good births, good children and beauty." To put it in more modern terms, it's hard to imagine happiness if you have no money and no friends. And this is Maslow's Pyramid, one of the most famous theories of happiness in psychology.



A Balanced Approach to Happiness Sometimes life sucks. Sometimes everything is fine, but for some reason we are still not happy. So happiness is more than comfort. And managing your happiness levels is an art in itself. I say "art" rather than "science" because neuroscience has yet to make much headway in understanding the biology of happiness.

This excellent article was published a few years ago and provides an overview of the latest advances in the neuroscience of happiness. In short, we've made many discoveries about the hedonistic side of happiness: the things that give us pleasure. We know which parts of the brain are active when we feel pleasure, but research trying to understand what happens in the brain when we're happy and why is still very speculative. So while psychologists dance. American scientist and psychologist Carol Diane Riff, PhD, has been studying psychological well-being and psychological resilience for decades. Based on her research, she created the six-factor model of psychological well-being, a theory that explains the key components of happiness.

- Self-acceptance: Acknowledging and accepting yourself, both good and bad. It's about recognizing your strengths and weaknesses and working realistically about how you evaluate your skills and talents. It's a daily thing to love yourself despite your mistakes and imperfections.
- Autonomy: To be independent of one's way of thinking and to be confident in one's own opinions despite social pressures. This indicates that you can make your own choices.
- Ambient Mastery: This means you feel responsible. You can use it when opportunities arise to meet your personal needs. You can manage external factors and behaviors in your daily life. It comes with a sense of control over the circumstances in which you live.
- Personal growth: In this model of happiness, all the pillars are the same, but I am most interested in personal growth . Personal growth is a conscious effort to continually improve oneself through new experiences and constantly strive to become one's best self. Positive Relationships with
- Others: Friends, Family, Colleagues – To be happy, it's important to have meaningful relationships with others, including mutual empathy, affection, and varying degrees of intimacy.
- Life Purpose: Finally, and more importantly, finding meaning is about achieving goals that you care deeply about and creating meaning and value in your life. For some, this is done through religion, but they can find purpose in life through meaningful work, philosophy, or relationships.

TOPIC 3

WHAT ARE THE MAIN FEATURES OF ORGANIC FARMING

Organic farming can be defined as an agricultural process that uses biological fertilizers and pest control acquired from animal or plant waste. Organic farming was actually initiated as an answer to the environmental sufferings caused by the use of chemical pesticides and synthetic fertilizers. In other words, organic farming is a new system of farming or agriculture that repairs, maintains, and improves the ecological balance.

Advantages of Organic Farming

Economical:

In organic farming, no expensive fertilizers, pesticides, or HYV seeds are required for the plantation of crops. Therefore, there is no extra expense. Good ROI: Farmers can get a good return on their investment by using cheaper local resources.

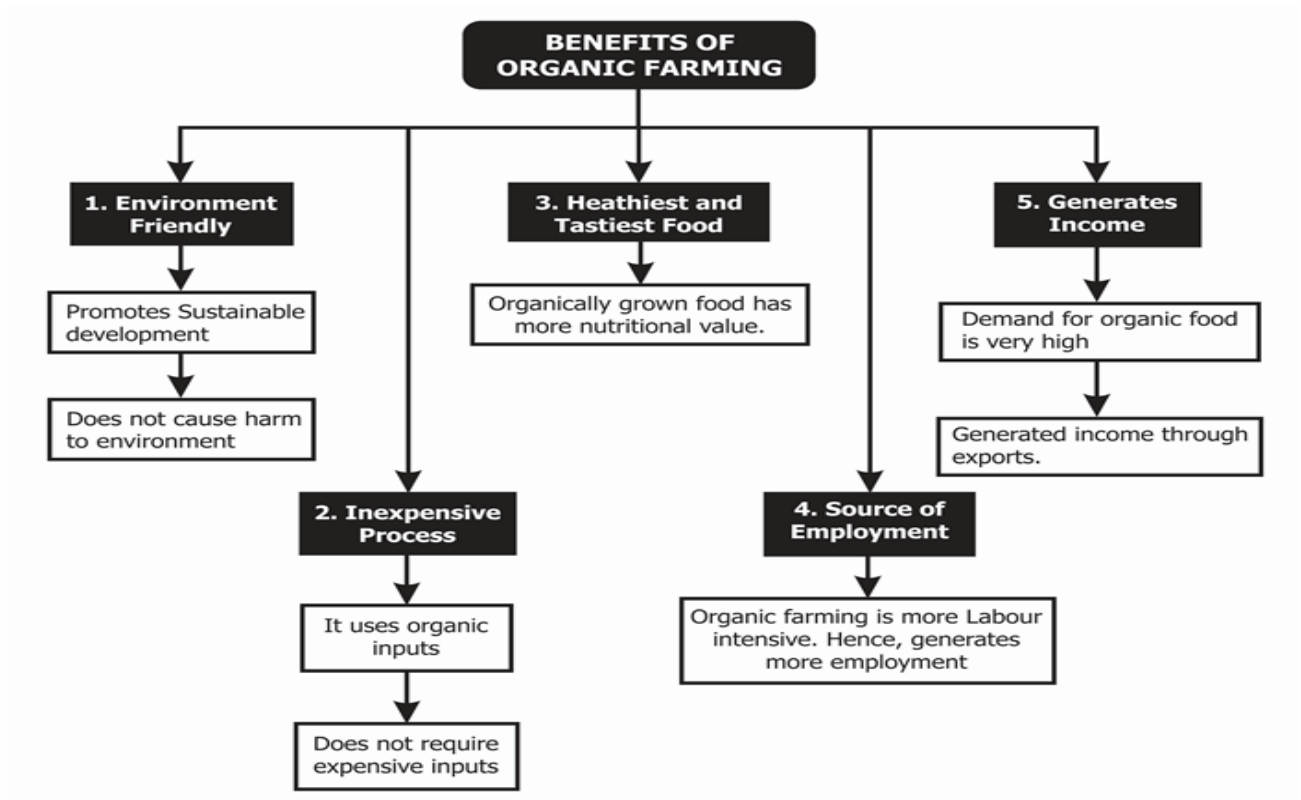
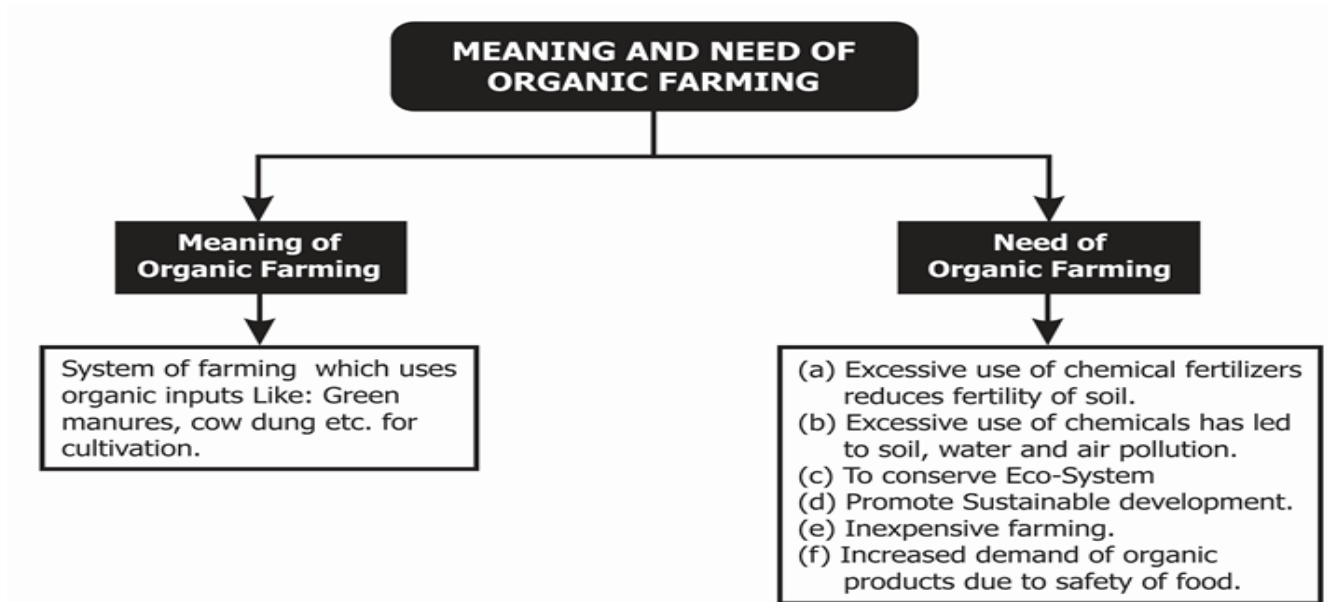
High Demand:

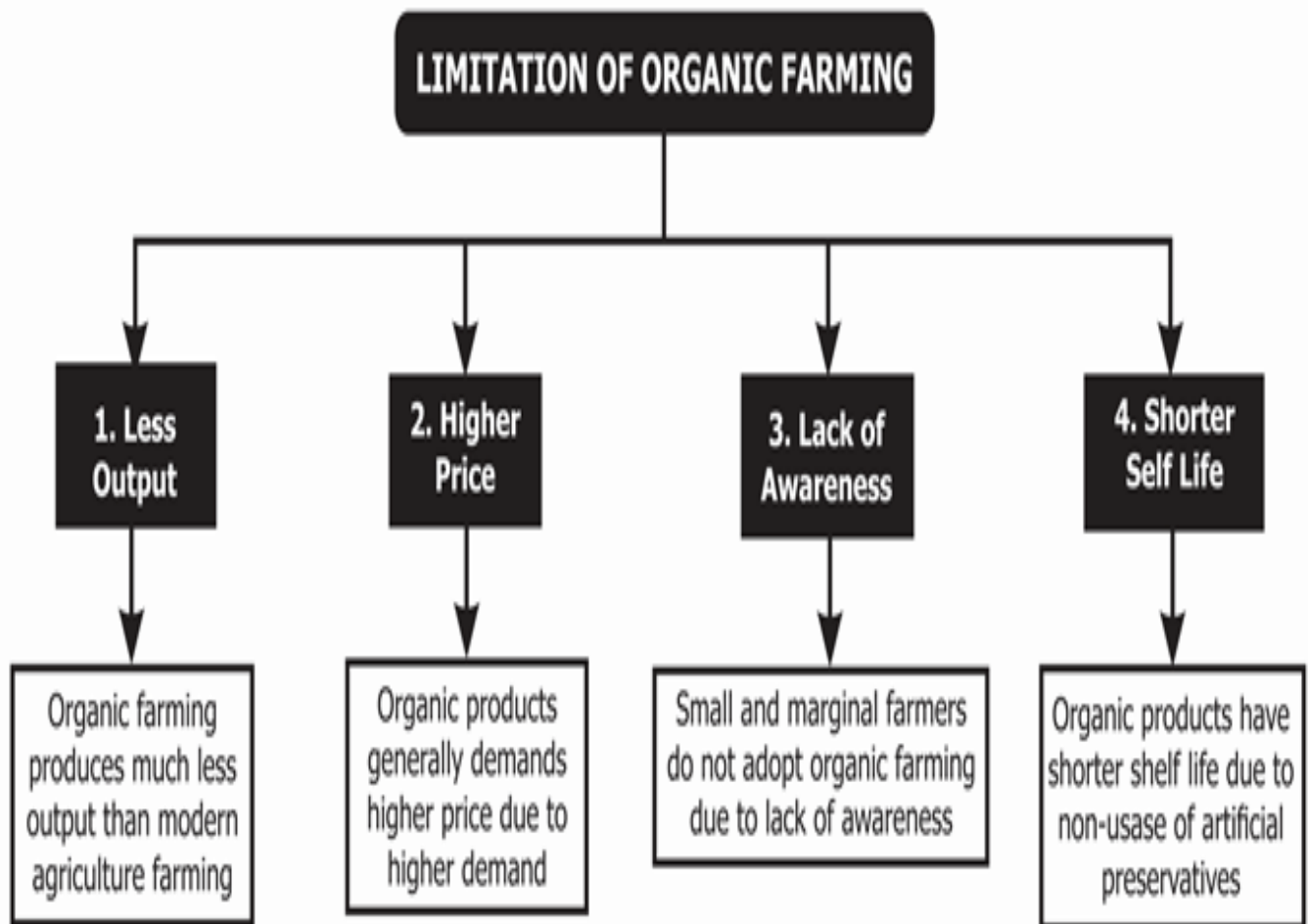
There is a huge demand for organic products in India and globally which generate more revenue through export. Nutritious: Compared to chemical and fertilizer based foods, organic foods are more nutritious, tasty and healthy. Environmentally friendly: Growing organic products does not harm the environment as there is no need to use chemicals and fertilizers.

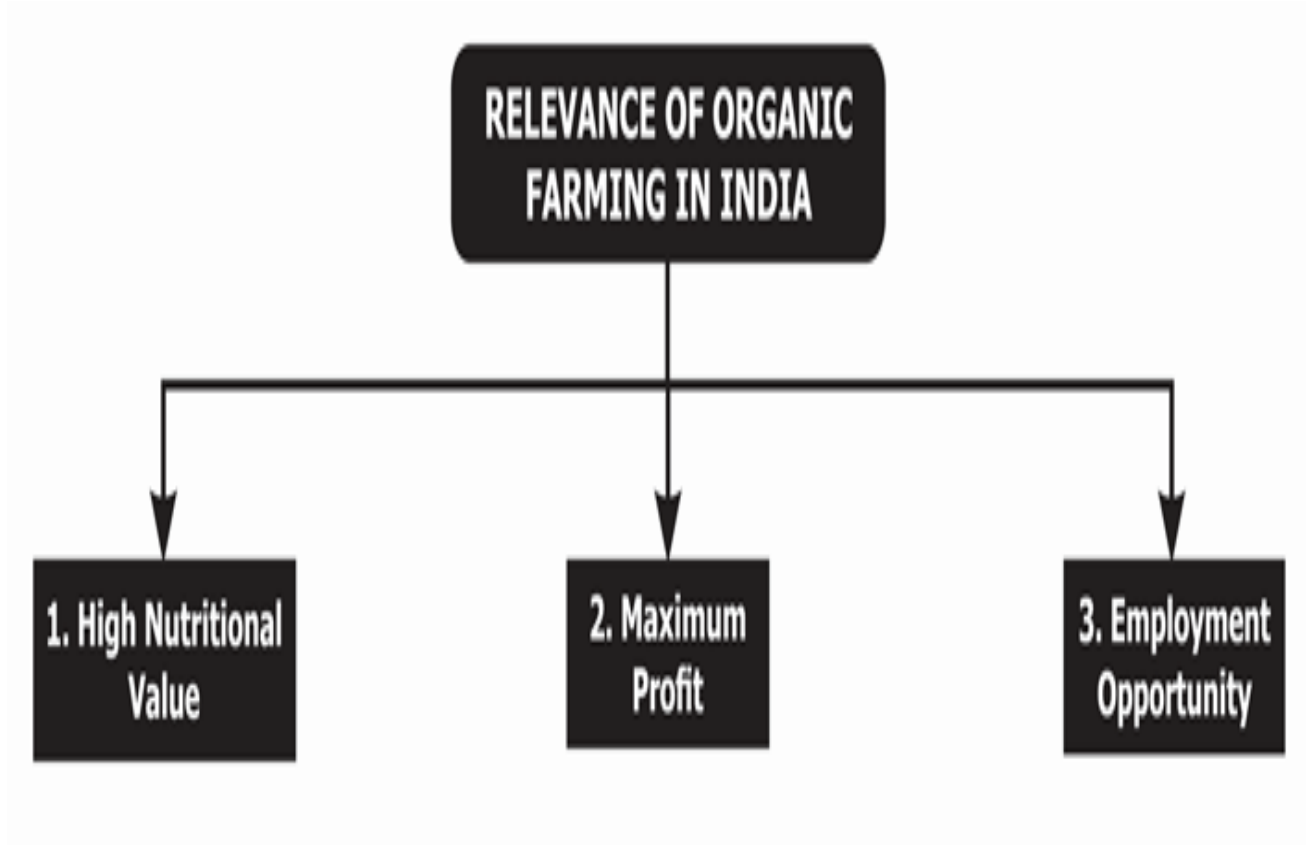
Disadvantages of organic farming

- **Incompetence:** A major problem with organic farming is inadequate infrastructure and lack of product marketing. **Decreased production:** initially less organic than chemical. This makes it difficult for farmers to accommodate large-scale production.
- **Shorter shelf life:** Organic products have more defects and shorter shelf life than chemical products.
- **Limited production:** Crops out of season are limited and opportunities for organic farming are low.

Types of Organic Agriculture Organic farming is divided into two main categories. **integrated organic farming** **pure organic farming** Pure organic farming means eliminating all unnatural chemicals. In this farming process, all fertilizers and pesticides are obtained from natural sources such as bone meal and blood meal. **Integrated organic farming** is the integration of pest control and nutrient management to meet environmental needs and requirements.







WEEK 5

TOPIC 1

HOW TO USE SOCIAL MEDIA TO DO DIGITAL MARKETING

What is Social Media Marketing?

Social media marketing means using social media platforms such as Instagram, Twitter and Facebook to promote your brand and sell your products or services. When your business launches a new product and plans to promote it on social media, that's social media marketing. If you engage with your customers through comments, that's social media marketing. And if you create engaging content that showcases your brand's values and story, that's social media marketing too. This form of marketing requires the use of social media management techniques and tools. A social media marketing plan is necessary just like preparing any other aspect of your marketing strategy.

The only difference between digital marketing and social media marketing is the internet and reach. In digital marketing, the internet is trying to reach the masses without the internet. On the other hand, social media marketing only works on the internet. Digital marketing includes online advertising, email marketing, and social media consists of components such as Instagram, Facebook, Google, LinkedIn, Twitter, and Snapchat. Social media marketing has long been a part of digital marketing. This includes building and promoting your brand to gain attention on various social networks such as Instagram, Facebook, Twitter, Pinterest, Snapchat and Google.

Social media marketing is limited to the internet. Now learn more about how social media plays a vital role in your marketing campaigns. There are many ways to use social media to promote your products and services both offline and online. Having a huge online audience is a huge plus for a brand. Brands need to engage their followers regularly to keep them interested. Social media is one of the best ways to announce a new product or service line. You can also make big announcements about offers and discounts to attract subscribers. Social media is an important part of SEO as it helps your website rank better. Your social media strategy includes written guidelines you need to follow to get the most out of it. Social media tools can give you a clear idea of what your account engagement rate is for every post you post. Increase engagement and ROI with NCR, a leading digital PR agency in Delhi.

How to Promote Your Business on Social

Social media is an essential part of any marketing strategy, but it can be intimidating for small business owners who don't know how to use other platforms. Luckily, social media marketing is

easy to learn and doesn't require too much time or money. If you know your audience well and can create engaging content on a regular basis, any budget can support a solid social media marketing strategy. Here's how to promote your business on social media.

. One. Audience definition Many companies make the mistake of trying to reach everyone. However, understanding and shaping your audience can help you send the right message to the right people and achieve your marketing goals more effectively. Start by defining your target audience. The details of who these people are should be based on the audience data and market research you already have. To find your target audience: Compile the data. To reach your target market, you need to know what market they are. To market your audience effectively, it's important to know things like your audience's age, location, and interaction patterns. Gathering this information may seem complex, but customer relationship management software stores and sorts this data to make it easy to use. Use social media analytics. Many platforms like Facebook and Twitter have built-in analytics that can tell you about your followers, including when they posted, where they posted, and other interests. Additionally, these tools are free to use with your business account. Check out the competition. Understanding your competitors can give you an idea of how to speak to your audience. You can see what your competitors are doing wrong to fill gaps in your current strategy. Once you've identified your target audience, it's important to identify their interests and implement a social listening strategy to understand their wants and needs.

2. Define objectives and key performance indicators To excel in social media marketing, it's important to set goals to guide your efforts. A SMART goal strategy provides a useful framework for creating core goals and achieving overall goals. SMART stands for: Specificity: In order to measure and achieve your goals, it is important to be clear about what you want to achieve. This is especially important for engaging your team as they work toward a goal together. For example, your specific social media goal might be to increase your Twitter followers by 20% this quarter. Measurable: You need to know exactly whether you have achieved your goals. measurement is possible. Track your progress using metrics so you can change your goals if needed.

For example, if likes and followers aren't driving traffic to your site, you can change the metric to something that helps you achieve your goal. Achievable: All goals must be within the scope of the business. If you set unreasonable goals, you risk disappointing employees and causing friction with your business plan. When you set specific, measurable goals, adjust if you don't seem to be reaching them. Relevance: Your social media marketing goals should align with your larger business goals. For example, if your goal is to increase brand awareness, you could set a goal of 100 social media followers directing your post to a landing page describing your product. Timeliness: Objectives must have a time limit to keep you in check. Instead of setting an indefinite goal for the near future, set a certain rhythm to check in and make sure you're on track. Social media marketing has many moving parts, but SMART goals provide a starting point and means to review and adjust as needed.

3. Allocate your resources wisely For small businesses that are short on money and time, sometimes social media work is randomly moved to someone who can. But social media management requires unique skills, like: Strategic thinking Organizational skills Branding expertise. If you have the means, hiring an expert to handle social media can pay off. But if you don't have the budget for an on-staff social media manager, you can still invest in advertisements on social platforms, which can boost brand awareness and expand reach.

4. Use multiple platforms Consider the multiple social media platforms your customers use daily. Ultimately, your strategy should allow you to reach as many people through social media as possible, and you can't do that by focusing on only one platform. Depending on your audience, many of them use Facebook, Instagram, and TikTok throughout the day to give you three opportunities to present your content. Social media apps to watch out for include Instagram, Facebook, TikTok, LinkedIn, and Twitter. However, you don't have to invest in a strategy for all of these platforms. Instead, consider the apps your customers will use the most.

5. Post relevant content regularly Success on social media is a matter of posting compelling, engaging content consistently. Not only will this help make your business look dependable, but it also shows that you have timely knowledge to share and that you care to be in conversation with your audience. Social media platforms change their algorithms over time, but the rule of posting regularly holds true: This practice helps your content show up in newsfeeds. By focusing on consistent, relevant content, you show the algorithms that your posts are worthy of showing up in various newsfeeds and ultimately, will attract followers to your page.

6. Interact with followers Social media users enjoy interacting with brands, and as a result brands experience benefits like: Social proof of your business Expand market reach Boosted brand awareness Cost-efficiency The opportunity for a high return on investment (ROI) is huge—83% of customers value customer experience, and that includes social media interactions in which businesses make their audience feel seen, heard, and understood. Social media allows you to monitor conversations in real-time and answer questions or concerns from your audience promptly. This can take many forms, like: Asking questions relevant to your offerings Creating a Facebook Group for your audience Using GIFs, videos, and emojis to spice up messages Utilizing platform tools, like Instagram Live to start discussions A good strategy is to allow 1 hour a day to communicate with your audience on social media. However, if there are pressing concerns, you should always take the time to respond promptly.

7. Always maintain professionalism It's important to remember that as you post on social media, you are always representing your business. Posts are taken out of context all too often, which can lead to conflict and upset followers. If your social media responsibilities are allocated to other staff members, consider creating a social media policy to guide their posts and conversations. Typically, a standard social media policy will include: Clear expectations about what to post Instructions on how to respond to negative posts Platform laws and rules to follow Brand

considerations Security protocols By investing in a social media policy, your business can be ready for any scenario. It's important to remember that at the core of social media, you are implementing your customer service philosophy.

8. Reflecting brand personality A corporate identity is what helps people connect with your business and sets you apart from your competitors. This means that all marketing including print, digital and social media must be consistent. Brand consistency can be difficult in a business, especially if you are just starting out. But that's important for all channels and certainly includes social media. When posting, you should consider the following: How to talk to your customers, also known as your brand voice Publish similar images across platforms Focus on your unique selling point. A consistent brand identity not only makes what you publish easier to understand, it also helps build brand loyalty.

9. Value quality over quantity Instead of posting multiple times a day to as many platforms as possible, you should focus on delivering consistent, quality posts. In fact, some social networking sites may penalize your account and mark it as spam if you have too many poor quality posts. Also, posting can be cumbersome and troublesome for anyone using social media, be it you or your teammates, and it can harm your strategy rather than help. To mitigate this risk, consider implementing a social media schedule. This calendar can help you plan your posts ahead of time while staying organized. Categories, including when to post, headlines, visuals, and publishing platforms, can help marketers track different social media moves. Another way to prioritize quality publications is to ask yourself the following questions: Is this content helpful to your followers? is this original? Is it actionable, inspiring or fun? Does the content contain links to sources, if necessary? All of these questions can help you create quality content that will attract followers. Learning the best social media content you can create for each platform is key to helping you reach more people online.

10. Outcome measurement Because social media marketing is influenced by many factors, it is important to analyze and measure your results. Analytics are useful because they: campaign optimization Create a New Goal Tracking metric evaluation

TOPIC 2

IMPORTANCE OF EMPLOYEE COUNSELING AND TRAINING

Counseling helps the employees to come out of the problems, gives a new way of living life. This issue is starting to affect your job, career, and productivity. Counseling is like giving advice, sorting out the problems of employees, guiding and helping them for the problems they face in office or in personal life. Employee counseling is done to bring out a positive result from the de-stressed employee.

In simple terms employee counseling is like a stressed person discussing the problem or about the poor performance and other people console and try to sort the problem. Why counseling at Office Premises? Employees face the stress of completing the targets, work-load, meeting deadlines, relations with subordinates or colleagues, lack of time and higher responsibility. Counseling helps employees get out of trouble and provides new ways to solve problems. Counseling shows how much the employer cares about the employee. Counseling can help identify worker problems and poor performance.

Benefits of Counseling

1. Help employees solve problems effectively.
2. Employees know how to solve problems.
3. Help with decision making
4. A new look at the future.
5. Avoid being fired or fired from your job.
6. Reduce the cost of recruiting and training new employees.
7. Smooth coordination between employer and employee.

After all, employee counseling has a positive impact on an employee's life as their problems are resolved and they begin to live a stress-free life. Counseling improves employee productivity and job confidence. The corporate world is changing, as are human resource management processes. Counseling not only helps employees, it shows how much the organization cares about them.

TOPIC 3

CURRENT TREND IN FINANCIAL SERVICES

Financial services trends shaping the future of the industry

- 1: From personalization to hyper personalization Customers in every industry increasingly expect their experiences to last across all digital channels. Traditional banks can stand out by offering customers the opportunity to purchase products and manage their finances. “They are looking for convenience and value in a real-time, predictive and active banking experience that meets their specific needs,” said Forrester.
2. Bank customers will share more personal data. In order to receive digital products tailored to their specific needs, consumers are ready to give FSI access to more personal data than ever before. According to an Ernst & Young survey, “Overall, customers are now more willing to share data with financial service providers. “Interestingly, customers are willing to share a lot of data about themselves, including sensitive data about preferences, non-financial personal data, online behavioral data, transactional data from other financial institutions (financial institutions), and work-related data. ”
- 3: Data Security Has to Continue to Improve

With this increase in data sharing, there comes an increased expectation that the financial services sector will keep customer data safe. This is increasingly challenging since “many digital assets — and individuals — are increasingly located outside of the traditional enterprise infrastructure,” Gartner says.

Complicating cybersecurity is that much data has moved to the cloud. Identity-first security, which moves infrastructure access from a login and password combination to stronger protection methods, such as multi-factor authentication, has become increasingly important, especially since many of the processes that access applications are machine-driven.

4: Banks Will Empower Customer Service Reps Everywhere The hybrid workforce presents another challenge for the financial industry: excellent customer service. As customers continue to share data with banks to get better, more personalized service, customer service representatives must be able to access that data. Security issues aside, finding data spread across many – and often old – data stores is an oft-cited challenge for established enterprises. Machine learning can help by parsing and connecting interaction data, customer information, and content. This will allow customer service channels to provide relevant experiences that go far beyond returning good search results to anticipating questions customers will ask and showing them the answers to questions that they didn’t know to ask. But banks need to take the next step in understanding their customers' needs and providing them with the exact information and products they need, even if they don't always know how to ask questions. This will increase customer satisfaction and increase sales of products targeted to individuals.

5: Finserv-Fintech Partnerships Will Continue to Drive Advances All of these trends are already being driven by advances in technology – so much so that the terms finserv and fintech often are used interchangeably in popular parlance. The reality is that fintech can enable more functionality for finservs, which have struggled to achieve the technology gains they need to serve customers. In earlier years, trends pieces talked about financial firms acquiring fintech firms, but the reality is more likely partnerships. That means ongoing challenges for unifying customer data, product lines, and making sure agents have visibility across the enterprise to answer customer questions. AI and machine learning can help FSIs make sense of disparate data stored across repositories to serve clients with hyper-personalized products and tailored customer service, while helping financial firms find new revenue streams.

6: Finservs must embrace digital transformation. Digital transformation is the process of adding modern IT capabilities to your business so that it can respond effectively to market changes. Banks strive to change quickly, but like many organizations, they lack a comprehensive strategic plan for change. This often means implementing discrete technology solutions that solve only small problems. The result is a proliferation of increasingly interconnected ecosystems, or worse, entirely disparate technologies and systems that do not interact with each other.

WEEK 6

TOPIC 1

WHAT IS MEANT BY FINANCING SERVICES

Finance is a broad term that describes activities related to banking, leverage or debt, credit, capital markets, funds and investments. Essentially, finance is the process of managing your money and financing your needs. Finance also includes the oversight, creation and study of money, banking, credit, investments, assets and liabilities that make up the financial system. One Many key concepts in finance come from microeconomic and macroeconomic theory. One of the most fundamental theories is the time value of money, which states that a dollar now is worth more than a dollar in the future.

Individuals, businesses and government agencies need funding to operate. Thus, the field of finance includes three major subcategories.

1. Personal Finance Personal finances vary according to individual circumstances and activities. Therefore, an appropriate financial strategy will largely depend on a person's income, important needs, goals and desires. Financial planning involves analyzing people's current financial situation in order to formulate a strategy for their future needs within financial constraints. For example, people should save money for retirement. To do this, you need to save or invest enough money while working to fund your long-term plans. This type of financial management solution is related to personal finance.

2. Corporate finance Corporate finance refers to financial activities related to the management of a company. A unit or department is usually set up to oversee these financial activities. For example, a large company may need to decide whether to raise additional funds by issuing bonds or issuing stock. Investment banks can advise companies on such considerations and assist in the sale of securities. Startups can receive capital in exchange for equity from angel investors or venture capitalists. When a company thrives and decides to go public, it issues shares on the stock exchange through an Initial Public Offering (IPO) to raise cash. In other cases, companies with growth goals may need to decide which projects to finance and defer in order to properly and effectively plan their capital. All these types of decisions fall under corporate finance.

3. Public finances include taxes, expenditures, budgets, and debt issuance policies that affect how governments pay for the services they provide to the public. This is part of fiscal policy. Federal and state governments help prevent market failures by controlling the allocation of resources, income distribution and economic stability. Regular funding is provided primarily through taxes. Borrowing from banks, insurance companies, and other countries also helps finance government spending. In addition to managing money in day-to-day operations, public institutions also have social and financial responsibilities. Governments are expected to provide taxpayers with appropriate social programs. We need to keep the economy stable so people can save money and be confident that their money will be safe.

Financial services

Financial services are services that enable consumers and businesses to purchase financial products. One simple example is a financial service provided by a payment system provider that accepts and transfers funds between a payer and a payee. This includes bill payments using checks, credit and debit cards, and wire transfers.

What is Financial Activity?

Financial activities are the initiatives and operations undertaken by businesses, governments and individuals to achieve economic goals. Activities related to the inflow or outflow of funds. Examples include buying and selling products (or assets), issuing shares, initiating loans, and maintaining accounts. When a company sells its stock and pays down debt, it engages in financing activities. Likewise, individuals and governments engage in financial activity when they borrow and impose taxes that contribute to the attainment of specific monetary goals. What is Finance? The term finance refers to financial activities that keep individuals, businesses and governments alive. These activities include banking, lending, savings and investments. Finance also means the study of money and financial instruments that are part of a country's financial system.

TOPIC 2

WHY CONTENT IS IMPORTANT IN DIGITAL MARKETING

Digital marketing is evolving every day. Any business will rise (or fall) based on current trends and the specific marketing strategy they present. The trends and strategies we see in digital marketing boil down to one important aspect: content creation. Content creation is very important in digital marketing because it engages and engages consumers, which leads to business growth. The content can be as simple as a statement. Anything from professional, financial, legal or technical advice to posting a funny GIF can be considered a piece of content. Defining your target audience is very important because they are the people who consume your content and essentially bring your business to life. Every business needs to know their target audience, area of focus and the type of content they need to create. By identifying them, you can effectively promote and increase your business' online presence.

Why is content important?

Many organizations ask what the goal of digital content is. In the current digital landscape, content dominates organic lead generation and demonstrates your authority on important topics to your target audience. The result is more qualified leads and more sales. However, many organizations are still wondering how important their content really is. If I haven't said enough, it's very important. About 90% of our content doesn't get any traffic from Google at all. This means that about 10% of your content gets 100% of your traffic. Not only do you have to create content, but above all, you have to be in the eyes of Google. Let's take a blog as an example.

This is a great way to present content to your audience and answer their most important questions. However, blogs and other written forms of content are only effective at ranking in search engines if you know what your audience is looking for. Fortunately, DemandJump's principles-based marketing strategy connects you to the phrases and questions real people search for every day. Overall, the real importance of content lies in its ability to engage customers with quality information and ideas that will propel your business for years to come.

TOPIC 3

DIFFERENT CREDIT FACILITIES

Definition and Examples of Credit Lines A line of credit is a financing solution that businesses can use to finance various expenses over a predetermined period. Lines of credit are rotatable, which means the borrower can withdraw some or all of a predetermined amount before the end of the term. A line of credit can also function like a regular loan.

How does a line of credit work?

A line of credit can act like a revolving line of credit. Businesses that receive a line of credit may waive the line of credit up to a certain limit in some circumstances, but this is not always the case. A line of credit can also function as a term loan in which the funds are expended in one loan and the repayment amount cannot be borrowed again.

All types of credit lines can be divided into two groups according to the outflow of funds. 1.

Fund-based loans

2. Unfunded Loan

1. Fund-Based Loans: A fund-based loan is a line of credit through which funds flow directly from a bank to a borrower. Types of fund-based loans include:

A) Loan: A Term Loan/Demand Loan is simply a loan created to meet capital expenditure needs and business objectives and must be repaid within a certain period of time with interest. Loans are issued to purchase machinery, equipment or fixed assets to start a business or to meet personal needs. The repayment schedule, loan period, repayment method, interest rate and other conditions are predetermined conditions. A loan repayable for up to three years is called a demand loan, and a term loan if the repayment schedule is longer than three years. Loans can be divided into three types based on maturity. me. Short-Term Loans: Generally, short-term loans can be repaid within one year.

II. Mid-term loan: In principle, repayment is possible from 1 to 3 years.

III. Long Term Loan: Repayable over 3 years.

B) Cash Loans: To run a business, borrowers need working capital to cover day-to-day expenses, inventory and debt accounting. This is a line of credit that a borrower can borrow at any time within an agreed upon limit for a specific period of time, based on working capital needs. This is

a checking account facility where both credit and debit are accepted. It is secured by mortgages of stocks (commodities), debtors (balance sheet liabilities) and all other liquid assets of the business created in the course of business. Cash loans can also be secured with real estate as collateral.

C) Overdraft: Overdraft allows checking account holders to withdraw more than their credit balance, up to authorized limits. An overdraft may be permitted without any security as a 'clean overdraft' for temporary periods to enable the borrower to tide over some emergent financial difficulty. 'Secured overdraft' facility is secured by way of Mortgage of immovable properties and pledge of F.D., Bonds, Shares securities, Gold & silver and all other current assets of the business generated during the business.

D) Credit Card: Credit cards serve many useful functions, including the ability to pay for purchases when you don't have cash on hand. The credit card issuer essentially loans you the money to make the purchase, and you will be able to repay that loan at a later date while being charged a certain interest rate. The credit limit of the Credit Card depends upon the credit history and regular income of the cardholder.

E) Bridging Loans: Loans provided to businesses that may need immediate cash flow to finance their projects. Bridge loans are generally obtained when borrowers are waiting for long-term financing. These loans are repaid with approved term loan amounts or funds raised from the capital markets.

F) Composite Loan: A loan provided to purchase fixed assets and meet working capital requirements. Compound loans are typically issued to small businesses, home manufacturing, artisans, farmers, etc.

g) Retail Loans: Retail loans are loans issued by banks to meet individual needs. Retail loans are smaller than business loans. Home loans, car loans, student loans, personal loans, vacation purposes, medical purposes, etc. are classified as retail loans.

H) Notes Financing: Notes accounting is a major activity for some banks. With this type of loan, the bank immediately pays the borrower's bill to the customer (borrower's) customer, deducting a certain amount as a discount/fee. The bank then invoices the borrower's customers on time and collects the proceeds. If the account is delayed, the borrower or customer pays the bank a predetermined percentage according to the terms of the transaction. A transaction is a dictionary of the security of an invoice that must actually be paid.

3.4 Learning as content writer intern:

As a content writer intern, I learnt a variety of skills and gained valuable experience in the field. Here are some learnings from my internship experience as a content writer:

- Writing for different platforms:

Success R has provided me the opportunity to write content for different platforms, such as blogs, social media, and email newsletters. You'll learn how to adapt your writing style and tone to fit each platform.

- Conducting research:

Depending on the company, I was responsible for conducting research to inform your writing. This could involve researching industry trends, competitor content, or target audience interests.

- Writing for SEO:

I have learned how to write content that is optimized for search engines, including keyword research, on-page optimization, and meta descriptions.

- Collaborating with other departments:

As a content writer, I was likely to work closely with other departments, such as marketing, design, and social media. I learned how to collaborate effectively with others to produce high-quality content.

- Managing your workload:

Depending on the company, I had multiple writing assignments with different deadlines. I learned how to manage your time effectively and prioritize your workload.

- Receiving feedback:

As an intern, I received feedback on my writing from your supervisor or other team members. I learned how to incorporate feedback into your writing and improve your skills.

Overall, as a content writer intern, I gain practical experience in writing and learn how to create effective content that meets the needs of your target audience.

CHAPTER 4

CONCLUSION AND SUGGESTIONS

CONCLUSION AND SUGGESTIONS

CONCLUSION:

Content creation is an important part of most business marketing strategies these days – in fact, 70% of marketers are now actively investing in content marketing as of 2020.

CUSTOMER JOURNEY



Good content is helpful in converting visitors into customers. Good content attracts visitors, and each time a visitor decides to take action and become a customer, it's called a conversion.

If running a business is the head, content creation is the heart. If merchants are kings, then content authors are kingmakers. They don't just write five hundred words, they understand the importance of titles, keywords that will increase search rankings, and know SEO best practices and how to use them effectively.

If you run a business, your thinking starts with content creation. Creating valuable content in digital marketing means you can present and share content to your audience and hopefully increase customer engagement. Creating content isn't just about writing five hundred words, it's about understanding the importance of titles, keywords that rank well, knowing best practices, and using SEO strategies effectively. Looking to digitize your website, please contact our team for the best service.

SUGGESTIONS

Allow Employee Autonomy:

By giving employees the autonomy to do their jobs, you let them know that you trust and appreciate them. When your employees enter the workplace, it's for work. So let them be. You don't have to micromanage people. A recent study found that employees with higher levels of autonomy were associated with higher levels of job satisfaction and well-being. The more you allow them to be autonomous, the more efficient they will become. If employees regularly have to ask permission to complete tasks or do work, they won't learn to make important decisions on their own.

Leverage employee feedback:

Your employees are valuable resources. They know your business as well as you do. Your employees manage the day-to-day operations of your business and they know what can be improved. Follow their advice and take their comments seriously. Create an online portal that allows people to submit their ideas for improvement. They should be allowed to do so anonymously or with their name attached. Then confirm the proposal in a staff meeting or brainstorming session.

Encourages relationships between colleagues:

When you create camaraderie in the office, fewer employees miss work and everyone is happy. If some of your employees don't work well together, it's not a bad thing to have them work in different departments or areas of the office. You want to make work fun, and if people work with their friends, they'll feel better when they show up every day.

Stay flexible:

Many establishments stay open 7 days a week and maintain hours beyond the normal 40-hour work week. This means employees have to work weekends, late nights, and even holidays. This can make it difficult for them to adjust in time to relax and unwind. Be flexible to your expectations. While employees want to work and enjoy the sense of accomplishment at work, they also have a life outside of work. Be sure to recognize this and give them time off when they really

CHAPTER 5

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