

# **INTERNSHIP PROJECT REPORT**

Academic Year 2022-2023

## **“STUDY ON DIGITAL MARKETING TOOLS”**

**(With Special Reference to Success R)**

**SUBMITTED BY:**

**NIKITA TIWARI**

**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

05.07.2021 - 05.10.2021



*This is to certify that Ms. Nikita Parmeshwar Tiwari has  
successfully completed internship program in  
Digital Marketing at SuccessR Hrtech Pvt Ltd.*

A handwritten signature in black ink, appearing to read "Pise" with a stylized flourish.

**TEJASVINI PISE**

Co founder and  
managing director


## To Whomsoever It May Concern

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

Duration of Internship- 5<sup>th</sup> July 2021 to 5<sup>th</sup> October 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

05.10.2021



Shiksha Mandal, Wardha's  
**G. S. COLLEGE OF COMMERCE & ECONOMICS**  
(AUTONOMOUS)

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(Affiliated to RTM Nagpur University)

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## CERTIFICATE

This is to certify that the said internship project report titled  
“A study on digital marketing tools , with special reference to SuccessR”  
has been completed & submitted by Ms. Nikita Parmeshwar Tiwari 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:

Place: Nagpur



*Sakshee Ahluwalia*

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## ACKNOWLEDGEMENT

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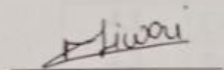
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to SuccessR Pvt Ltd. for giving me an exposure to learn and grow on a platform.

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

Date: 12/04/2023

Place: Nagpur



Signature of Student

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# **CHAPTER I**

# **INTRODUCTION**

Digital Marketing also known as online marketing it helps in promotion of brands and to get connected with potential customers. This includes not only email , social media, or any other web-based advertising, but also includes text and multimedia messages which are used as a marketing channel.

Digital marketing helps an organization to get connected to a much larger audience than it could through any traditional marketing methods because the reach of the internet is worldwide. One of the key feature of modern digital marketing is to raise brand awareness, the extent to which the customers will become familiar with and recognize a particular brand. It is very important in digital marketing to enhance its brand awareness techniques to make a impact on brand perception and consumer decision making.

## **EVOLUTION OF DIGITAL MARKETING:**

### **THE 90s**

With the first search engine debut in the early 90s, heralding the birth of Search Engine Optimization quickly followed. In 1994, the first clickable web-ad banners were introduced. With 3.5 million users the first identifiable social media site was launched. Both Google and Yahoo's web search debuted in the year 1998.

### **The Millennial Generation**

In the new millennium a bubble grew in the economy. This economic bubble burst between the year 2000 and 2002 harmed many businesses. In early 2000s many new sites were launched as the economy recovered from the boom it also involved the beginnings Digital Marketing also known as online marketing it helps in promotion of brands and to get connected with potential customers. This includes not only email , social media, or any other web-based advertising, but also includes text and multimedia messages which are used as a marketing channel.

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## **The Millennial Generation**

In the new millennium a bubble grew in the economy. This economic bubble burst between the year 2000 and 2002 harmed many businesses. In early 2000 of LinkedIn in 2002, Myspace and WordPress in 2003 and in 2004 Facebook was introduced. Also with the beginning of early 2000s mobile text message marketing became more popular.

## **The Mobile Era**

After this economic bubble got burst there was a massive increase in the usage of mobile phones and internet usage. The mobile app culture also expanded with the introduction of different social media platforms. Also later on this mobile app culture expanded with the introduction of WhatsApp, Instagram, and Snapchat to the digital world.

## **The Present**

Today the individuals spend 65% of their time on digital devices. The digital advertising industry is now valued at around \$200 billion, in which 96% of the company's revenue is generated from Google Ad Words. With the user base of 3.1 billion online users social networking has led towards the digital marketing revolution. Digital marketing is a rapidly growing industry as the individuals are inclined towards creativity and also Digital Marketing focuses majorly on the customers preferences which makes it more impactful . By proper means and implementations of Digital Marketing tools a company can create a huge impact and also create brand loyalty amongst the customers which will in return increase the revenue of the company.

## **SCOPE OF DIGITAL MARKETING :**

### **ANALYTICS :**

Analysis of digital marketing is frequently performed after the fact. For instance, after publishing a piece of content, marketers will assess its success a few weeks later. Although this is undoubtedly useful, real-time statistics are starting to change the landscape of digital marketing. Real-time analysis enables marketers to target more specific segments of customers and react to their behavior much more swiftly.

### **SOCIAL MEDIA INFLUENCERS :**

In order to strengthen their brands, advertisers across all industries are collaborating with social media influencers. This is proven to be a successful digital marketing tactic, partly because customers are more likely to believe reviews from other customers than advertisements from firms. By 2023 and beyond, more businesses should start utilising these influencers to boost sales. As consumers have become comparatively tired of celebrity endorsements, expect to see less of them in the future. The preference now is for influencers who are more closely related to the product. James Charles, a celebrity makeup artist with skill in cosmetics who has worked with Cover Girl on promotional projects, is a prime example.

### **VIDEO REMAINS KING :**

As digital marketers take advantage of people's limited attention spans and preference for watching content rather than reading it, video will continue to be a top approach in 2023. Given that 74 percent of Indian consumers watch internet videos each week, this medium will continue to be crucial in bridging the gap between consumers and businesses. The majority of social networking platforms enable hosting and sharing of videos. SEO for images and videos is one trend to be on the lookout for. In most cases, individuals enter keywords pertaining to a specific image or video, although this can be tiresome. More and more individuals are becoming aware of the ability to use fresh or current photographs to do web searches for similar images. This significantly broadens the application of digital marketing. Advertisers can make it simpler for potential consumers to locate them by adopting techniques like adding pertinent keywords to the titles of their photos and videos, providing alt text in image descriptions, and other similar techniques.

### **ARTIFICIAL INTELLIGENCE :**

Digital marketers may more effectively evaluate user data with the help of artificial intelligence (AI) to further tailor the client journey. Businesses may now learn a lot about their customers and the best ways to target them thanks to AI. Additionally, AI offers users a more individualised experience by offering them

specialised support throughout the entire purchasing process. Businesses can provide this level of customer service by programmatically delivering adverts to specific audiences. In 2021, programmatic advertising is anticipated to represent more than 72% of all internet marketing expenditures.

### **Augmented and Virtual Reality :**

**To increase brand exposure and meet consumer demand**, businesses will continue to include augmented reality (AR) and virtual reality (VR) into their marketing campaigns. Successful AR and VR campaigns have been established by businesses like Starbucks, Nivea, and Volkswagen to give customers an experience that more closely relates them to their brands and goods.

### **OMNI-CHANNEL MARKETING :**

While consumers today expect all businesses to at least have a website, it is ideal to use a range of media to seamlessly engage your target market. This strategy, often known as "omni-channel" marketing, eliminates any constraints or "silos" that various media may impose. For instance, a product that is marketed on television should also have a mobile- and desktop-friendly web tie-in. The concept is that customers can learn about and interact with your product (or service) through a variety of media both before and after they make a purchase. The experience could suffer and a sale could be lost if the transition between these several platforms is not seamless.

### **CONTENT TO BECOME MORE INTERACTIVE :**

Although interactive content is nothing new, it is now more popular than ever as a powerful marketing tool. They not only lengthen a potential customer's interaction with your business, but they also give you more data to collect and use to improve your digital marketing approach. When considering how to broaden the definition of digital marketing, interactive content might include games, polls, and surveys as well as promotions like "comment on this post and share it to your timeline to enter." Increasing user interaction with your brand also contributes to the overarching objective of better customization.

### **CARRERS IN DIGITAL MARKETING :**

The most recent innovations should be followed and incorporated into digital marketers' strategy. Digital marketing positions continue to expand as more businesses use online advertising to reach a larger audience. The average yearly salary for digital marketing managers in the US is above \$75,000. Search engine optimization (SEO) managers, PPC specialists, digital marketing consultants, and experts in digital analytics are a few other high-paying positions in the field of digital marketing. Bloggers and YouTubers can create and record videos for blogs professionally for use in digital marketing.

# **ADVANTAGES OF DIGITAL MARKETING**

## **GLOBAL ONLINE REACH AND VISIBILITY :**

With digital marketing, you may reach a huge audience because it is a global phenomenon. Coordination of an international marketing campaign can be challenging and time-consuming compared to traditional marketing, which is primarily geographically constrained. With an online store, even a tiny local company can reach a global audience that corresponds to its intended clientele. The accessibility of the internet has provided traditional businesses with numerous options for expansion. Businesses that are prepared to take on and engage in digital marketing can get past the growth constraints imposed by their antiquated business structures. Online global audiences are used by modern enterprises to expand and develop their operations. For smaller businesses ready to go online, digital marketing has liberalized access to markets worldwide.

## **LOCAL VISIBILITY :**

The increased local visibility businesses may obtain online with digital marketing is vital, especially if your company depends on neighborhood customers, even though worldwide reach is one of the most significant advantages of it. The majority of your clients will begin their purchasing process online by using Google to perform searches or social media to explore products and services. Any business will need to be found in the correct place online, but local firms fighting to maintain their offline exposure will especially need to focus on this. Local businesses looking to increase the number of people that buy from them can benefit from and save money by using local SEO and local web marketing.

## **LEAD GENERATION :**

The company can produce quality leads through digital marketing by using your marketing material. They can see how many people saw and interacted with your material. Users that genuinely engage with your material are prospective leads that you can turn into paying clients.

## **Easily measurable form of marketing :**

The results of digital marketing are easier to measure than those of most other types of advertising. Emails, social media, search marketing, and other facets of digital marketing are all quantifiable. The company is able to determine which channels perform better than others by using various analytics tools, allowing the company to focus your efforts there. Real-time measurements are possible for variables including bounce rate, conversion rate, and visitor count.

## **Better conversion rates :**

With digital marketing, you may more effectively target your potential customers, which will lead to higher conversion rates. It is considerably more effective to reach your customers online than via phone. You can filter out more qualified prospects who are more likely to purchase your product through digital marketing. More conversions result from more qualified leads. Additionally, strategies like SEO and SEM will increase your conversion rate.

## **Easier to monitor competitors :**

To stay ahead of the game, businesses need to keep a careful watch on their rivals, and digital marketing may be quite helpful in this regard. You might look at the tactics used by your rivals and contrast them with your own. You can look at their search and social media ad efforts and look for any openings.

## **BETTER ROI**

Your conversion rates will increase thanks to digital marketing, significantly increasing revenue figures. The returns will be substantially larger as a ratio of investment because the initial investment is significantly lower than with traditional marketing. Additionally, compared to other marketing methods, digital marketing will provide for a faster return on investment. To put it another way, your company will have a higher return on investment (ROI).

## **It helps you connect with mobile customers:**

A sizable portion of the market today is made up of mobile shoppers who do the majority of their purchases online. The company can get into this sizable market with the use of digital marketing and generate revenues. Reaching these customers may be made easier by making your website mobile-friendly.

## **Compete with large corporations**

Due to their greater purchasing power, large firms typically outspend small enterprises and stifle their expansion. This issue is resolved by digital marketing, which levels the playing field and makes it possible for small firms to compete with large conglomerates. The way businesses interact with their customers is evolving along with the environment we live in. A measurable, practical, and reasonably priced method of doing that while maintaining parity is provided by digital marketing.

## Types of Digital Marketing

In Digital Marketing one could use multiple strategies to increase its brand awareness among consumers. It may involve following tools like Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing, Content Marketing,

### ❖ SEARCH ENGINE OPTIMIZATION (SEO) :

It is the process of optimizing your website for search engines. The main motive here is to help the website rank higher in search results and get organic traffic from search engines. It targets the unpaid traffic known as organic or natural results rather than paid ones. This traffic may originate through different type of searches including videos, images, academic search, news search, etc.

As a Digital Marketing tool SEO takes into consideration how search engines work. The computer programmed algorithms are used to understand search engine behavior and what people frequently search for, the actual search terms or key words typed in these search engines. This helps to understand which search engines are preferred by their target audience. SEO is preferred because a website will receive more visitors from a search engine when the websites will rank first in the SEARCH ENGINE RESULT PAGE (SERP). Later on these visitors can be converted into customers by understanding their preferences.

### ❖ SEARCH ENGINE MARKETING (SEM) :

SEM is considered as one of the effective way to grow your business. It uses paid advertisements that appear on search engine results pages. The advertisers bid on the keywords which the users use while looking for a particular goods or services which gives the advertisers the opportunity to show their ads along with the results of the search queries.

These ads are also widely known as Pay-Per-Click ads, and comes in a variety of formats. Some of them are small text based ads, whereas others like product listing ads helps the user to see the important features like price and reviews of that particular product or services at a glance. This tool is very effective as it offers the advertisers the opportunity to put their ad in front of the motivated costumers who are ready to invest their money in that product or to avail the particular service being offered.

## ❖ **SOCIAL MEDIA MARKETING :**

In social media marketing different types of social media platforms and websites are used to promote a product or service. Earlier social media marketing was not popular but with increase in the usage of social media platforms it is becoming more popular for both practitioners and researchers. While using social media marketing the companies can allow the customers to participate in product development by allowing them to post their comments and reviews about the product or services and how the company can improve it.

## ❖ **CONTENT MARKETING :**

It is the form of marketing which focuses on creating, publishing and distributing content for a targeted audience online. It is used to attract attention of the customers which helps in generating leads, expansion of customer base, increase sales, brand awareness or credibility and engage an online community of users.

The main focus of content marketing is to identify customer's needs. Henceforth this information can be presented in variety of formats, including videos, e-books, case studies, podcasts, blogs etc. Content marketing requires continuous delivery of contents, to have an impact on the customers' priorities. Also it helps to build brand loyalty by providing them the valuable information about the product or service and create a willingness to purchase products from the company in the future.

## ❖ **Pay-Per-Click (PCP) :**

Pay-per-click is a term used to describe boosted search engine results and paid adverts. This type of digital marketing is transient, so if you stop paying, the advertisement disappears. PPC is a method of boosting search traffic to a website for a business, much like SEO. Pay-per-click commercials include those that appear at the top and sides of search results pages, those that appear while you are browsing the web, those that appear before YouTube videos, and those that appear in mobile app promotions.

## ❖ **Pay-Per Click Body:**

Pay-per-click advertising differs from SEO in various ways, one of which is that you only pay for results. You only pay in a conventional PPC strategy, such as a Google AdWords campaign, when someone clicks on your advertisement and visits your website. Pay-per-click marketing can be done for



pretty much any budget. Despite the fact that many big businesses spend tens of thousands of dollars every month on pay-per-click, some businesses may get benefits after investing just a few hundred dollars. Cost of maintaining an Ad solely depends on the businesses.

The decision to advertise or promote your search results will mostly depend on the level of keyword competition. Low competition terms will probably be less expensive than high competition terms, which are defined as phrases for which numerous websites are vying for visibility. You can select whether you want your ads or promoted results to be displayed to users globally or just in a certain region when you set up a pay-per-click campaign. According to Google, the ability to target users based on their geography saves you money on advertising by preventing you from delivering adverts to those who are far away from your business.

### ❖ **Email Marketing :**

Despite the rise of social media, smartphone apps, and other platforms, Rogers said email is still one of the most efficient marketing strategies. It might be a component of a content marketing plan that offers consumers value and, over time, turns audiences into customers. According to the American Marketing Association, email marketing experts are experienced at assessing consumer interactions and data and making strategic decisions based on that data.

They also understand how to reach the largest possible audience. The open rate, or the proportion of recipients who opened the email, and the click through rate, or the number of recipients who opened the email and clicked on a link within it, are two analytical measures that email marketing software can provide. Both of these metrics are ones that marketers are constantly looking to increase. There are numerous things marketers can do to make their emails more engaging to readers and more likely to be opened, according to Constant Contact, a renowned provider of email marketing software.

These consist of:

- Create a Sense of Urgency : Writing email language that warns recipients that they have a short window of time to take advantage of a promotion or that there are only a few of the offer left can improve the amount of people going through to your website.
- Personalize your mail : It has been demonstrated that include the recipient's name in your emails' subject lines will enhance open and clickthrough rates. (For instance, "Nikita, a special offer only for you.")

- Let Recipients Set Their Preferences : Some of your email subscribers may continue to subscribe to your list and click on your emails if you give them the option to choose how frequently they want to hear from you.

### ❖ **Mobile Marketing :**

This particular form of digital marketing is concentrated on connecting with your target market via their smartphone or tablet. Through text messaging, social media, websites, email, and mobile applications, mobile marketing reaches consumers. Marketers can create offers or exclusive content that are specific to a place or moment in time, as when a customer visits a store or an event. According to a survey done by Statista in February 2022, 46% of the participants said they use their phones for personal purposes for five to six hours every day. In addition, 22% claimed they use their phone for longer than 3 hours each day.

Mobile users in the U.S. spent about 40 minutes per day using social media applications between the end of 2020 and the beginning of 2021, with Facebook and Instagram having the biggest audiences. E-commerce has expanded significantly over the past few years and is now a significant force in the worldwide retail industry. According to Statista, smartphone users accounted for 70% of all retail website visits in 2021 and e-retail sales increased by over 4.2 trillion dollars in 2020. Marketers are aware that you must deliver your message to your target audience where they are, and it is abundantly evident that your potential customers are using their phones.

### ❖ **Affiliate Marketing :**

Affiliate marketing, also known as influencer marketing, has gained popularity among many businesses as a means of bridging the gap between customers and businesses as online marketing has grown in importance. What is affiliate marketing, though? The increasing prominence of industry insiders and social media influencers is used in affiliate marketing. Your company will collaborate to advertise your goods or services with these outside influencers in exchange for payment. Influencers will interact with their followers through articles, blogs, or videos while working together to increase revenue and generate new leads for your company.

With new media outlets like TikTok, Instagram, Youtube, and blogs becoming popular for entertainment, news, and shopping over the past few years, affiliate marketing, also known as influencer marketing, has developed significantly. One of the more well-known types of internet marketing is affiliate marketing. Influencermarketinghub.com predicts that by 2022, the affiliate marketing sector will be worth \$12 billion. The market for marketing jobs is expanding. The number of managers

working in advertising, promotions, and marketing is expected to rise by 10%, according to the U.S. Bureau of Labor and Statistics (BLS). According to the BLS, the median pay for those positions in 2021 was \$133,380.

Digital Marketing is very useful as a source for market information and a way to hear customers' perspectives.

Also by effective implementation of the above mentioned tools one can easily capture the potential customer and create brand awareness.

With digital marketing the firms can also reduce their marketing cost as digital marketing is a relatively inexpensive source of market intelligence which can be used by marketers and managers to detect market opportunities.

Not only the digital marketing focuses on the two most basic concepts similar to traditional marketing methods viz., the Business to Business (B2B) or Business to Consumer (B2C) for lead generation , but in some cases it is found that it also focuses on both i.e., Business to Business (B2B) and Business to Consumer (B2C) simultaneously.

## B2B VS B2C DIGITAL MARKETING

Digital Marketing from business to business is focused on generating online leads about other businesses that will purchase its products or services.

B2B clients typically have a longer decision making process, as it requires more than one person's input.

Digital Marketing from Business to Consumer is focused on attracting individuals and getting them converted into customers.

B2C focuses more on creating an accelerated buyer's journey for customers. In case of B2C only the customers input is required which makes the decision making process quick.



PHOTO: THE BALANCE / EMILY ROBERTS

## **COMPANY PROFILE**

Success R 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
Paid up capital	RS 80000

## **OUR MISSION**

What we do

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.

## **OUR VISION**

Why we do it

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

# SOCIAL MEDIA HANDLES OF SUCCESS R :

## INSTAGRAM

The screenshot shows the Instagram profile for SuccessR. The profile picture is a yellow cube logo with the text 'SuccessR' below it. The bio reads: 'SuccessR Employment Agency \* HR Staffing \* Human Resource \* Provides HR Services to Companies and Startups in India & Overseas linktr.ee/tejasvinipise'. It shows 215 posts, 713 followers, and 40 following. Below the bio are three posts: a 'Happy Ganesh Chaturthi From SuccessR' post with a Ganesha illustration, a 'Things you should plan before you establish your startup' infographic, and a 'Culture impacts how employees interact with their work and your organization' post.

## LINKDIN:

The screenshot shows the LinkedIn profile for SuccessR HR Tech Pvt Ltd. The header features the SuccessR logo and the tagline 'PROVIDING SMART IDEAS FOR BUSINESS. PROFESSIONAL SERVICES.'. The company name is 'SuccessR HR Tech Pvt Ltd' with a description: 'Speed up the career and HR Activities of MNCs and Startups by providing highly concentrated Employment and HR Services. Business Consulting and Services - Mumbai, Maharashtra - 4818 followers'. It shows 'See all 31 employees on LinkedIn' and buttons for 'Follow', 'Visit website', and 'More'. The 'About' section states: 'Leading consultants providing employment services to MNCs and Startups through various trainings and services to clients'. The 'Recently posted videos' section shows a video thumbnail with a play button and a description: 'Team management to achieve a particular goal by binding the team together. #Team #Management #Teammanagement #Resolutions #IndoBosly #Professional #Humanresource #Humanresourcemanagement #hr #hrcommunity #reservices #hrspecialist #hrbusinesspartner #hrtribe #hrsupport #hrgeneralist #hradvice #hroperations'. The 'Insights on SuccessR HR Tech Pvt Ltd' section shows a line graph for 'Total employees' and statistics: '+ 3% Total headcount growth 6 months' and '1.8 year Median tenure'.



## **Student Role**

As a Digital Marketing intern the main role I had while working in Success R was

- ❖ The promotion of the services which they were offering by using different Social Media platforms.
- ❖ Collect quantitative and qualitative data for human resource marketing and promotion on social media sites.
- ❖ Feedback from different customers to improve the different services being provided.
- ❖ Collection of data of different companies and to pitch the services
- ❖ Design content for Social Media and provide content ideas to the content writers of the company
- ❖ Techniques to target the right audience and to create a strong customer base
- ❖ Take feedback from sports persons about their preferences regarding choosing right place for them to practice.

# **CHAPTER II**

# **PROJECT OVERVIEW**

## **OBJECTIVES**

- To study the importance of Digital Marketing in present time
- To understand different tools of digital marketing and how they can be effectively used for promotion of any company (in this case specifically for Success R )
- To understand what's the future scope of Digital Marketing
- To understand how digital marketing helps in creating brand awareness
- To understand how different marketing strategies are utilized for the promotion of human resources
- To find out benefits of digital marketing for the company
- To understand the importance of data collection and how it helps in getting ahead of the competition
- To understand why it is important to take customer feedback and to prioritize their preferences
- To reflect the company's potential by using social media
- To understand how Digital Marketing has helped Success R to grow and increased the profitability
- To suggest different ways for improving the company's performance and overall development of the company

## **BODY OF THE REPORT**

Success R is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses Success R conducted its campus drive in GS College in month of June to recruit interns for their internship program this internship was for 3 months during which the students will get the opportunity to gain the practical knowledge.

Success R also recruited interns for their own company to promote their products and services and also to help students get practical knowledge about the industrial sector.

They hired interns for different job profiles which were there in their company like:

- Digital Marketing
- Human Resource Management
- Graphic Design
- Content Writing
- Business Developer
- Web Developer
- Data Analyst



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[info@successr.in](mailto:info@successr.in)

## SELECTION AND RECRUITMENT OF INTERNS

First the students were suppose to fill out the Google form which included to fill up some basic details about there score in 12<sup>th</sup> and 10<sup>th</sup> grade, in which job profile they are interested, how they'll be contributing to the company's growth.

Then they shortlisted few students for different job profiles and gave them different time slots for the interview.

The interview was conducted in different rounds and different time slots were given to each student.

As Lockdown was imposed they conducted Phone Interview (A hiring manager or human resources representative may occasionally use a technique known as a phone interview to screen new employees. The interview is less formal and challenging than a typical face-to-face interview because it is conducted over the phone).

As all students were freshers they only asked some general question to each one of them to understand how confident they are, whether they'll be able to perform the task assign to them or not .

The Question asked were:

- Describe yourself in few words?
- What are the different skills you have ?
- What do you understand by the term digital marketing ?
- (it was specific to the job profile which we choose)
- What are your strengths and weakness ?
- Why should we hire you ?

The final selection was completely based on this interview round. The shortlisted students were contacted directly through their personal mail and individual mails were sent to each student with their joining letters which specified the time period of the internship and what tasks will be allotted to them based on their job profile which they have chosen.

## **Roles and Responsibilities**

For welcoming the new interns the HR team organized the induction and orientation to get us all involved and to make us familiar with the company's work culture.

We were addressed by the Director of the Company Tejasvini Pise. She told us about the company and the work they are engaged in . She told us about some of the main fields that the company focuses on and the work culture they follow.

With orientation and induction we were allotted different groups and the first task given to us was we were supposed to provide them content for Content Writing related to different industries and areas we can cover related to that particular industry.

The process of developing, creating, and editing web material is known as content writing, and it is often done for digital marketing goals. Creating content for certain platforms, such tweetstorms on Twitter or text posts on Reddit, can also include authoring blog posts and articles, scripts for videos and podcasts, and content for blogs and websites.

This can be done in a wide variety of ways, such by writing a blog, crafting a social media post, or producing a webinar script. But ultimately, the fundamental goal of all marketing content authoring is to increase customer awareness and boost sales for a company.

As there are a wide variety of content writing formats, there are also a wide variety of content writing topics for digital marketing. Writing about what your potential consumers are interested in is the greatest place to start when choosing themes, as this will ensure that readers who would gain anything from the business you are writing for will see your content.

**CHAPTER III**  
**PROJECT ANALYSIS,**  
**OUTCOME & LEARNINGS**  
**AS AN INTERN**

# **BENEFITS OF CONETENT WRITING**

## **It boosts Search Engine Optimization**

The use of SEO in digital marketing is essential. The concept behind it is very straightforward: SEO is the process of boosting the amount of traffic that comes from search engines to your website. Getting an SEO content writer to create SEO-friendly content is the greatest method to improve your SEO. You may optimize your statistics with a lot less work if you adhere to a few SEO-friendly content authoring recommendations.

## **It boosts Sales**

The benefit of content writing is that it enables your company to present your goods in the best possible way. The consumer's decision-making process will be influenced by quality content. Whether you run an online store or a service-based company, well-written content can help you sell your goods.

## **It Represents Your Brand**

Your company will be reflected in the website you design, enabling the customer to understand more about you and what you stand for as a company. You may build a strong brand image in your customers' eyes by maintaining a consistent voice throughout your website and other digital marketing content.

## **IT RETAINS VIEWERS**

Let's say you create content that can be accessed on a regular basis, such as a newsletter you send out, weekly blog updates, or even fresh content on your website on the things you sell. In that instance, it gives the viewers a motivating factor to return frequently. People will desire more of a piece of material that has been written well because it is addictive.

Keeping all this in mind we were allotted different topics for Content Writing and areas which we will be covering.

The different topics allotted and areas covered are as follows :

### **➤ Digital Marketing and It's Tools**

- 1) How we can optimize the post's for greater reach and impact
- 2) How we can target the right audience
- 3) In what way the social media marketing can help



- 4) Why digital marketing is vital for SEO
- 5) Channels which we can use for online PR
- 6) Is digital marketing good option or not?
- 7) What makes you a successful digital marketer?
- 8) How to set goals to improve online marketing?
- 9) How covid situation demanded digital marketing.?

### ➤ **Online Farm Fresh**

- 1) Potential health benefits of farm fresh
- 2) What are the standard nutrition labels and how it'll help the business
- 3) whether it's beneficial for the customer or not
- 4) Steps to ensure the product's are fresh and chemical free
- 5) How staying in touch with local marketers will help the business
- 6) How online farm fresh is good for us?
- 7) How to promote farm products online?
- 8) Online farm products-Trust worthy or not!
- 9) Benefits of online farm fresh purchasing?
- 10) Is online farm fresh products is cheaper than offline ?

### ➤ **Training and Counseling**

- 1) what are the roles and responsibilities of counselor
- 2) How does counseling helps us to improve our personality
- 3) what is professional counseling
- 4) what are the main elements in training
- 5) Some Do's and Don'ts of counseling
- 6) Is trainer and counselor good carrier option?

7) What makes you a successful trainer/counsellor?

8) What are the different types of counselling?

### ➤ **Financial Solutions**

1) SEO how does it help in the financial services

2) Importance of financial advisor

3) Various financial services

4) How the financial service sector differs from banks

5) Methods to solve financial problems

6) How to setup a business within low budget?

7) What is financing?

8) How can we achieve financial goals?

9) Is it good to start new business in this covid situation?

10) Which business is best to open in this covid situation?

### ➤ **Outdoor sports**

1) Benefits of outdoor Sports

2) How to encourage outdoor Sports

3) How does playing outdoors helps us prevent eye problems

4) In what ways outdoor sports helps in the overall development of individual

5) Most popular outdoor sports

6) Importance of outdoor sports?

7) Positive and Negative impact of outdoor sports.

8) How to fill requirements of outdoor sports within low cost?

As we provided these content to the Content Writers they used these areas to create content based on these and to post it on different social media handles of Success R.

The Digital Marketing interns were getting the task assigned on weekly basis as our main task was collection of data and to provide them with different strategies which we can use to make our social media handles more interactive and attractive.

These topics were later on posted to Success R social media handles to make people understand what a particular industry involves and how does it impact not the only the company but also the customer.

Advantages of digital marketing.

You can Advertise to make people aware of a particular product or service whereas marketing is the technique of converting these ads into actual leads. Convince people with strategies to do any targeted action, like purchasing a product or using a service, is the basic idea behind marketing.

➤ **Life skill training for adolescent**

We meet new people every day. Most of them will become our friend because we teenagers easily bloom into friendship with others. Sometimes, we will face some peer pressure. So, we must learn how to deal with it. First, we must know how to say "no". We should not have the thinking of carrying out the destructive activities, if not we are going to be addicted. We must also say "no" to those who invite us to play truant. We should not be easily influenced by others.

Get help from someone we trust. We should not trust people around us easily because no one know whether he or she can be trust.

**Week 5: Writing the content**

➤ **Organic Framing**

Organic farming is the modern method of indigenous farming where farming is done by keeping the nature and Environment balanced. In this method chemical fertilizers and pesticides are not spread in the field nor sprayed. Plants are given nutrients in cow dung manure, compost, bacterial manure, crop residues and minerals like rock Phosphate, gypsum etc. The crop is protected from harmful pests and diseases by pests, bacteria and biological Pesticides.

➤ **Is it helpful to use social messaging apps?**

Social media messaging is a platform for interaction among individuals where they can communicate, share knowledge and ideas, create and exchange information within a virtual network

What is social media messaging app? Yes it is useful to use social messaging app. We can interact with people very early and pass on our messaging in very less time. It save our time as we have to type a message and send to the person whom we want to send. Social messaging app keeps our chat private. As until we don't share by ourself no-one can see it. We can share our current activities which we are doing by just quick one message. Social messaging app is very easy to use everyone can use It. And keep in touch with your loved ones.

It also keep active in society. Many people use social messaging app to share there feeling if they are unable to call. Now a days everyone is busy in there life. They don't get time to talk an hour an hour with everyone. So many people prefer to message and stay connected with people. Social messaging app helpful and useful for everyone.

➤ **How to check that products are fresh?**

Fresh produce is a sensitive product category that requires fast shipping and proper storage. Any delay in your supply chain or a disruption in storage conditions can seriously impair your product's quality. For a fresh produce supplier, it is equally important to check the condition of their inventory at departure from the farm or packaging facility and upon its arrival at the destination.

**Week 6: Editing the content**

➤ **What is the main role of sports?**

Introduction:- Our body is like a machine. A machine can not work Without oiling. In the Same way

Wrote content on these 3 topics

➤ **Why is other's life perfect?**

Is this just a human mind or actual reality that everyone sees others' life as perfect one? But we need to wonder what is the idea of perfect life. Simply acquiring wealth and fame or happiness and health or the of all these in one go. The answer is so clear that we see others at superior and happy positions than us i.e. the others' life look perfect. This distraction by our mind can be in the form of jealousy or just the way of ones thinking.

The matter is that how we look at others' life, because it is the human psychology to look perfection outside us, whether it is perfect or not. As no outsider can know, what is the sense behind closed door.

➤ **Role of money in happiness**

Money can be defined as a means of purchasing something. The availability of money has categorized people.

in two major groups:

1. Rich
2. Poor

We generally think that rich people are always happy and contented.

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But actually, most of them are drug addicts, depressed, anxious, and demotivated in their personal life. On the other hand, there are many poor families who are happy with whatever they have. They yearn to earn money, which pressurizes them and does not let them relish the joys of life. The warm homely feeling which we usually miss because of our long office hours is the cause of peace of our life. Sacrificing the joys of family trips deprives us of creating many memorable moments and weakens the filial bonds. The greed of securing our future financially, about how to start the work through an orientation program. The mentor divided roles and responsibilities among all the interns.

➤ **Why are goals important?**

A life without goal is like a bonfire without heat. If you don't have a structured day, a proper schedule then you won't succeed.

**Week 3: Writing the content**

➤ **What makes a relation perfect?**

Relation is a way in which two or more people are connected by blood, marriage, relation or any other bond. Perfect relation exist between or more persons. When they have a better understanding, have trust on each other, support each other in good or bad times, never ever Judge each other. Trust is an essential aspect on both sides in a perfect relation.

➤ **Ideal relationship is between friends**

Friendship is the most admirable form of relation between persons. But it is not at all necessary that it goes on with a lovable flow among friends. There are many ifs and but's, high's and low's that contribute friendship. Although, If we want ideal relationship between friends, we must consider contain things which will make this bond strong.

➤ **Benefits of outdoor sports.**

Any game which we play outside on free ground, which involve your physical strength and your mental abilities. According to me there is lots of benefits of outdoor sports. Outdoor sport keep your body fit and active. Outdoor sports, keep you healthy as if you play any game it require lots of Body movement, which keep Your body exercising while playing. playing exercise you with lots of workout we have to do with our body while we play.

**Week 4: Writing the content**

➤ **How can digital marketing help to sell a product?**

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. the online market has become over-saturated and highly competitive. Standing out in such an environment isn't about who can yell louder but about who can make themselves noticed by consumers.

➤ **Is digital marketing good option or not?**

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. There are various type of digital marketing. All these types of digital marketing techniques are developed for different purposes and based on their purpose the strategies used also, vary.

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After this we were divided into different groups for Presentations we were required to create PPT's for better understanding about the scope of digital marketing during Pandemic. The Presentation was suppose to include different topics about the meaning of digital marketing, its importance , expansion of digital marketing during pandemic, reasons for expansion, strategies of digital marketing , swot analysis and about the company's competitors.

## STRATEGIES OF DIGITAL



## SWOT ANALYSIS

# S.W.O.T.

SWOT analysis stands for Strengths, Weaknesses, Opportunities, and Threats. SWOT is a situational analysis framework used to map out the most definitive internal and external factors currently affecting an organisation, individual or project. It is the strategic planning of your company, product, business, or industry by listing down these four characteristics.

# CUSTOMER PREFERENCES

Consumer preference refers to decisions made by consumers to increase their level of satisfaction. Although consumers can choose some of the products they purchase, they are not always able to get exactly what they desire.

The theory of consumer preference has been around for many years. It has been used to explain consumer behaviour. The application of consumer preference can be done in a variety of methods, including marketing, advertising, product design, etc.

According to the hypothesis, consumers are affected by their own preferences, other people's preferences, and the environment in which they make decisions. In addition to social norms and cultural values, which can be viewed as social pressure to adhere to particular actions or beliefs, consumers are also influenced by these factors.

## HOW CAN WE COLLECT CUSTOMER PREFERENCES?

There are many techniques to acquire customer preference data. From primary research methods like surveys and multi-step feedback forms to background tracking and automation, including website pixels and purchase data. The more possibilities you have for gathering client preferences, the more complete will be your understanding of them. Connecting the dots is, of course, a major difficulty when gathering client preferences from so many various sources. Ensuring that point-of-sale systems in-store are sufficiently integrated with customer support interactions, email activity, internet shopping behaviour, and more.

How you connect the dots is a whole topic in itself, but for now, let's take a look at some of the best ways you can proactively collect customer preferences with online tools:

### **SURVEYS:**

Surveys and questionnaires are both effective and unproductive since your clients are accustomed to them. On the one hand, the data you collect through surveys can be quite helpful in figuring out the preferences of your consumers, and your customers are aware of how to complete them. However, without a reward, it's unlikely that your customers will participate in a survey given the volume of requests they receive from other businesses.

## **INTERACTIVE EXPERIENCES :**

Technology is used in an interactive experience to interact directly with clients. By automatically responding in real-time to a user's activities without human intervention, it personalizes the online experience. Contests, tests, polls, and calculators are a few examples of interactive experiences. Even though each of these tactics has a very different goal from that of the user, they are all good ways to gather consumer preferences. In actuality, interactive experiences are twice as successful as static material at gathering client preferences. When compared to surveys, interactive experiences' main advantage for gathering client data is that it takes less of an incentive. For instance, people who take personality tests just participate in order to see the test's results. Consequently, you can gather client preferences without boring your audience or having to give out deals or other incentives.

## **MULTI STEP FORMS :**

Critical questions are divided up into numerous sections in multi-step forms in order to collect qualifying information and client preferences. Typically, they begin with simple, non-controversial inquiries and move on to more private preferences at each round. When a person is actively looking for information about something, this type of data collecting is most effective. For instance, they can be looking for a quote for a service or comparing items, features, or prices. They will move through the form because they want the information they need, which will motivate them to do so and leave a trail of useful information in their wake.

## **AUTOMATED COMMUNICATION :**

Another effective technique to get client preferences is using well-timed automation. For instance, if a consumer is chatting with a chatbot on your website or Facebook page, you may automate the questions they ask and make it simple for them to obtain the answers they need using pre-set responses. Of course, from the viewpoint of a consumer, this is a means to address their inquiries. However, from your perspective, these sequences can gather vital data regarding your clients. Follow-up emails after a purchase are another illustration of automated communication for gathering client information. Customers can be asked quick questions from their inboxes to assist you learn more about why they made a purchase from you and how their experience was if you time the timing of automated emails correctly.

## **WHY CUSTOMER PREFERNCES MATTER :**

Knowing your consumer preference equips you to achieve –

- **Guaranteed Customer Satisfaction:** You are in a better position to deliver consistent customer satisfaction when you know what your customers want.



- **Effective Marketing Strategies:** Knowing consumer expectations provides useful information for crafting and executing campaigns that appeal to your target market.
- **Improved Brand Image:** Attract more consumers by modifying your brand's look and operation to match the desires of your customers.
- **Customer Loyalty:** Providing the best possible customer experience guarantees you more repeat customers.


So to understand what type of customer we have and for understanding their preferences the second task assigned to us was to take a survey by filling Google forms. The targeted customers here were Sports person , Social Media Users, People who prefer online Shopping of Grocery. As the company's future motive was to expand its business operations they conducted this survey.

The survey was conducted with the motive to understand the customer preferences has and also to check how likely they are to support the new business line which the company is planning to introduce. All of the interns were required to circulate these google form in their friend circle and ask them to fill out the Google form to record their response.

- Regarding sports person the questions were :
- Having enough sports facility in your locality
- How often do you make use of the ground
- Would you prefer sports ground monthly subscription if you get better facilities
- How much are you willing to pay for a ground per month

# Let's send a message to the future sportspersons.

This survey will help us to get a right play grounds to book for your respective sports.

 nikitatiwari147@gmail.com  
(not shared) [Switch account](#)



\* Required

Name \*

Your answer

Gender \*

- Male
- Female
- Prefer not to say

Email Id \*

Your answer

Age \*

Your answer

City \*

Your answer

Do you play any outdoor sport? \*

- No
- Yes

Are there enough sports ground in your city? \*

- Yes
- No

What outdoor sports do you play? \*

- Badminton
- Cricket
- Basketball
- Hockey
- Volleyball
- Others

Do you have enough sports facilities in your locality? \*

- Yes
- No

How often do you make use of the ground? \*

- Daily
- Alternate days
- Once a week
- Once in a month
- Others

Would you prefer sports ground monthly subscription if you get better facilities? \*

- Yes
- No

How much are you willing to pay for a ground per month? \*

- 500 INR
- 1000 INR
- 2500 INR

Please share your opinion regarding the idea of the survey. \*

Your answer

## **DATA COLLECTION**

The process of obtaining and analyzing data on certain variables in an established system is known as data collection or data gathering. This procedure allows one to analyse outcomes and provide answers to pertinent queries. In all academic disciplines, including the physical and social sciences, the humanities, and business, data collecting is a necessary component of research. Although techniques differ depending on the profession, the importance of ensuring accurate and truthful collection does not change.

All data gathering efforts should aim to gather high-caliber information that will enable analysis to result in the creation of arguments that are believable and convincing in response to the issues that have been addressed. When conducting a census, data collection and validation takes four processes, while sampling requires seven steps.

Whatever the subject matter or preferred method for defining data (qualitative or quantitative), correct data collecting is necessary to uphold the integrity of the research. The likelihood of errors is decreased by choosing appropriate data gathering tools (current, modified, or newly invented) and providing clear instructions for how to utilize them properly.

A rigorous procedure for gathering data is required since it guarantees that the information is precise and well-defined. In this manner, judgements based on arguments supported by the findings are made utilizing reliable information. The procedure offers a starting point for comparison and, in certain circumstances, a suggestion of where improvements might be made.

### **TECHNIQUES OF DATA COLLECTION :**

Depending on how much information is required, data can be gathered from one or many sources. For instance, a store may gather customer information through transaction records, website visits, mobile applications, its loyalty programme, and an online survey to analyze sales and the success of its marketing activities.

Depending on the type of application, several data collection techniques are employed. While some are manual processes, others make use of technology. The following are some typical techniques for gathering data:

- built-in automated data collection features for websites, mobile apps, and corporate applications;
- sensors that gather operating information from machinery, vehicles, and other industrial equipment;
- gathering information from external data sources and information service providers;
- monitoring blogs, review sites, social media, forums, and other internet channels

surveys, questionnaires and forms, done online, in person or by phone, email or regular mail;

focus groups and one-on-one interviews; and

direct observation of participants in a research study.

## **TYPES OF RESEARCH DATA :**

### **OBSERVATIONAL DATA:**

Through the observation of a behaviour or action, observational data are gathered. It is gathered by techniques including casual observation, in-depth questionnaires, or the use of a device or sensor to track and record data, such as the use of sensors to track airport noise levels in Minneapolis/St. Paul. Because observational data are recorded in real time, losing them would make re-creating it very challenging or even impossible.

### **EXPERIMENTAL DATA :**

When a variable is changed, experimental data are gathered actively by the researcher to cause and measure change or to make a difference. Experimental data is frequently projectable to a broader population and typically enables the researcher to identify a causal relationship. These kinds of data are frequently repeatable, but doing so is frequently expensive.

### **SIMULATION DATA :**

By employing computer test models to simulate the behavior of a real-world process or system over time, simulation data are produced. for instance, to forecast earthquake activity, chemical processes, economic models, or weather conditions This approach is used to try and predict what might occur given particular circumstances. The data produced by the simulation is frequently just as significant as, if not more so than, the test model that was utilized.

### **DERIVED DATA :**

Derived data is data that has undergone some sort of modification, such as an arithmetic formula or aggregation, from previously existent data points, frequently from various data sources. For instance, creating population density data by integrating area and population data from the Twin Cities metro region. While it is typically possible to recreate this type of deleted data, doing so could be very time-consuming and costly.

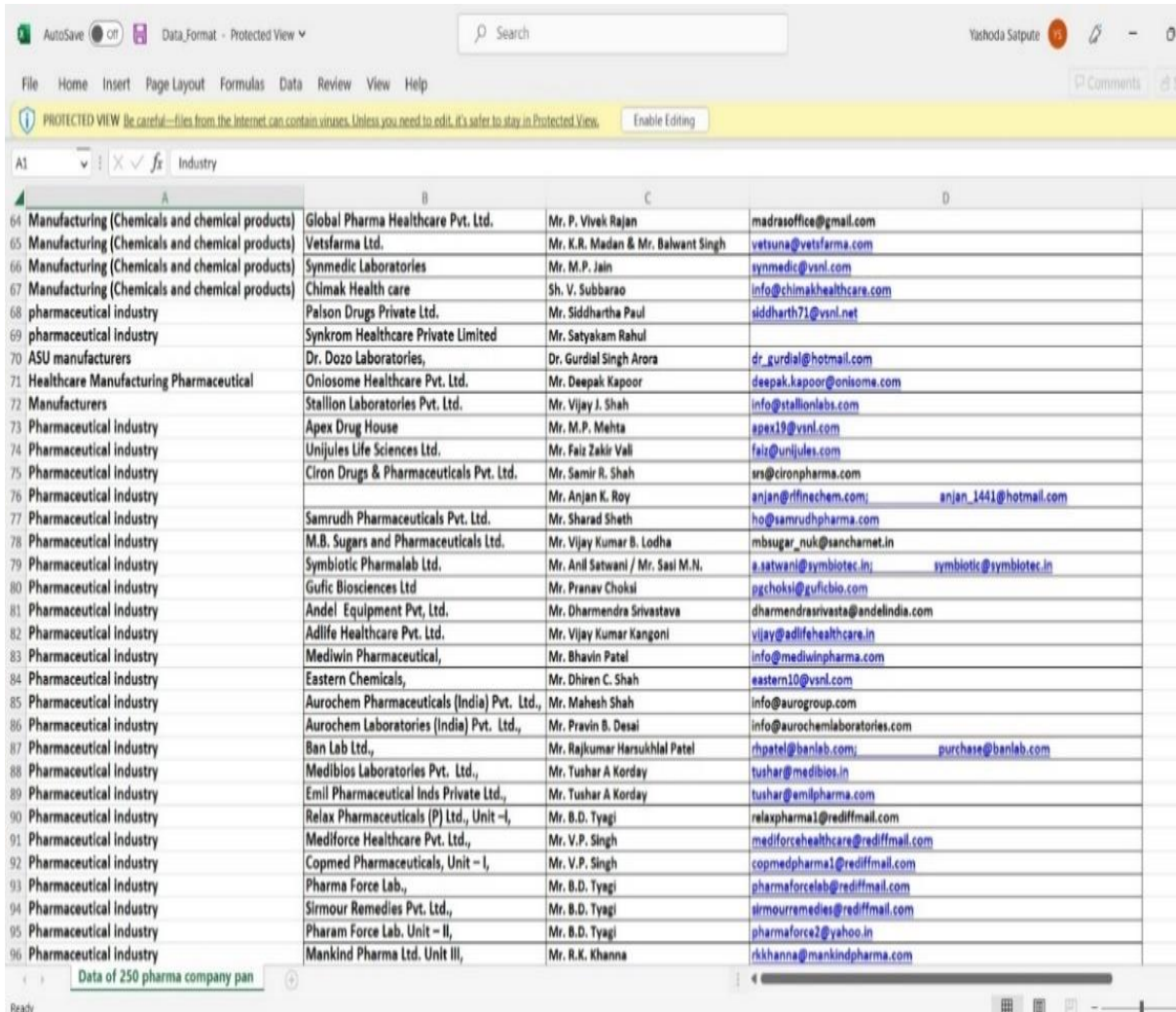
The third task assigned to us was to collect the data of 250 Pharmaceutical companies and to get in touch with them and provide them all the information that we offer and how it'll be helpful for them to grow their business and to create a good customer base .

We were supposed to prepare excel sheets of these companies which included their Name of the company , Name of the HR Head of the Company , Official Email Id, Contact Number.

This data collection was done to understand the companies which are looking for outsourcing the human resource for their company

There was a set format given to each intern regarding the communication and how we can pitch our services to these companies. The Data taken was secondary as we used different platforms for collecting their data.

The main task here was customer creation and for that communication was the main factor. It was our responsibility to properly communicate with them and convert them into our regular customers.



Industry	Company Name	Contact Person	Email Address
Manufacturing (Chemicals and chemical products)	Global Pharma Healthcare Pvt. Ltd.	Mr. P. Vivek Rajan	madrasoffice@gmail.com
Manufacturing (Chemicals and chemical products)	Vetsfarma Ltd.	Mr. K.R. Madan & Mr. Balwant Singh	vetsuna@vetsfarma.com
Manufacturing (Chemicals and chemical products)	Synmedic Laboratories	Mr. M.P. Jain	synmedic@vsnl.com
Manufacturing (Chemicals and chemical products)	Chimak Health care	Sh. V. Subbarao	info@chimakhealthcare.com
pharmaceutical industry	Palson Drugs Private Ltd.	Mr. Siddhartha Paul	siddharth71@vsnl.net
pharmaceutical industry	Synkrom Healthcare Private Limited	Mr. Satyakam Rahul	
ASU manufacturers	Dr. Dozo Laboratories,	Dr. Gurdial Singh Arora	dr_gurdial@hotmail.com
Healthcare Manufacturing Pharmaceutical	Onosome Healthcare Pvt. Ltd.	Mr. Deepak Kapoor	deepak.kapoor@onsome.com
Manufacturers	Stallion Laboratories Pvt. Ltd.	Mr. Vijay J. Shah	info@stallionlabs.com
Pharmaceutical Industry	Apex Drug House	Mr. M.P. Mehta	apex19@vsnl.com
Pharmaceutical industry	Unijules Life Sciences Ltd.	Mr. Faiz Zakir Vall	faiz@unijules.com
Pharmaceutical Industry	Ciron Drugs & Pharmaceuticals Pvt. Ltd.	Mr. Samir B. Shah	srs@cironpharma.com
Pharmaceutical Industry		Mr. Anjan K. Roy	anjan_rifnchem.com; anjan_1441@hotmail.com
Pharmaceutical Industry	Samrudh Pharmaceuticals Pvt. Ltd.	Mr. Sharad Sheth	ho@samrudhpharma.com
Pharmaceutical Industry	M.B. Sugars and Pharmaceuticals Ltd.	Mr. Vijay Kumar B. Lodha	mbsugar_nuk@sancharnet.in
Pharmaceutical Industry	Symbiotic Pharamalab Ltd.	Mr. Anil Satwani / Mr. Sasi M.N.	a.satwani@symbiotec.in; symbiotec@symbiotec.in
Pharmaceutical industry	Gufic Biosciences Ltd	Mr. Pranav Choksi	pgchoksi@guficbio.com
Pharmaceutical industry	Andel Equipment Pvt. Ltd.	Mr. Dharmendra Srivastava	dharmendrasrivasta@andelindia.com
Pharmaceutical Industry	Adlife Healthcare Pvt. Ltd.	Mr. Vijay Kumar Kangoni	vijay@adlifehealthcare.in
Pharmaceutical industry	Mediwin Pharmaceutical,	Mr. Bhavin Patel	info@mediwinpharma.com
Pharmaceutical industry	Eastern Chemicals,	Mr. Dhiren C. Shah	eastern10@vsnl.com
Pharmaceutical industry	Aurochem Pharmaceuticals (India) Pvt. Ltd.,	Mr. Mahesh Shah	info@aurogroup.com
Pharmaceutical industry	Aurochem Laboratories (India) Pvt. Ltd.,	Mr. Pravin B. Desai	info@aurochemlaboratories.com
Pharmaceutical industry	Ban Lab Ltd.,	Mr. Rajkumar Harsukhlal Patel	rhpatel@banlab.com; purchase@banlab.com
Pharmaceutical industry	Medibios Laboratories Pvt. Ltd.,	Mr. Tushar A Korday	tushar@medibios.in
Pharmaceutical industry	Emil Pharmaceutical Inds Private Ltd.,	Mr. Tushar A Korday	tushar@emilpharma.com
Pharmaceutical industry	Relax Pharmaceuticals (P) Ltd., Unit -I,	Mr. B.D. Tyagi	relaxpharma1@rediffmail.com
Pharmaceutical industry	Mediforce Healthcare Pvt. Ltd.,	Mr. V.P. Singh	mediforcehealthcare@rediffmail.com
Pharmaceutical industry	Copmed Pharmaceuticals, Unit - I,	Mr. V.P. Singh	copmedpharma1@rediffmail.com
Pharmaceutical Industry	Pharma Force Lab.,	Mr. B.D. Tyagi	pharmaforcelab@rediffmail.com
Pharmaceutical industry	Sirmour Remedies Pvt. Ltd.,	Mr. B.D. Tyagi	sirmourremedies@rediffmail.com
Pharmaceutical industry	Pharam Force Lab. Unit - II,	Mr. B.D. Tyagi	pharmaforce2@yahoo.in
Pharmaceutical industry	Mankind Pharma Ltd. Unit III,	Mr. R.K. Khanna	rkkhanna@mankindpharma.com

## **COLD CALLING**

A potential customer who has never interacted with a salesman before is being cold called (often written with a hyphen). One of the oldest and most popular methods of telemarketing used by marketers is cold calling.

### **HOW IT WORKS :**

Cold calling is a strategy used by salespeople to make contact with people who have not previously expressed interest in the goods or services being provided. Cold calling often refers to telemarketing or telephone solicitation, but it can also relate to in-person interactions, as those with door-to-door salespeople.

Cold-call salespeople who succeed must be persistent and prepared to experience repeated rejection. They should thoroughly prepare by doing market and prospect demographic research in order to succeed. As a result, occupations that depend heavily on cold calling frequently experience high attrition rates.

Cold calling has changed from being a method of delivering a sales pitch while following a script to becoming a focused communication tool. Salespeople call from a list of prospective clients who meet specific criteria created to help boost the likelihood of a transaction. The goal of this new form of cold calling, sometimes known as "warm calling," is to "dig deeply to understand" the prospective client.

The next task after data collection was cold calling and we were required to call the company's pitch them about the services Success R offers and we were supposed to give them brief details about the company's work and how joining hands with us will help them for proper management of their work force and they'll have a good human resource that'll complete the task efficiently and effectively

The benefits were required to be conveyed so that they'll find it as a good option and will think about outsourcing the people who have the potential to take their company to a new level . ]

At the time of making these calls some company's were genuinely interested in working with us but some gave us mix response and they were not sure about how it'll be a better option for them. The data collected was secondary data so the data collected was not to the point and it also included data of those company's who are no longer working in that field and some numbers mentioned were not reachable .

We were required to complete this task within one week and provide the company with the names of the company who are genuinely interested in availing our services and are looking forward to work with us. This data was required for the company to send them emails and to connect with them officially and for meeting with and also some special offers were designed for our new clients

**CHAPTER IV**  
**CONCLUSION &**  
**RECCOMENDATIONS**



## CONCLUSION

In this report we get to understand how important it is for the companies to select a good marketing strategies and different tools and their proper implementation.

Each task assigned to us helped us in understanding each one of them is crucial and plays a major role in building a companies image.

With Data collection we can easily analyze the type of industries which require the outsourcing services and accordingly the company can approach them in order to work with them.

With reference to the data company Success R can later on utilize it for future projects and may be work with them in future and it will be helpful for them to get connected with them as all the information required is already there.

For Digital Marketing Content Writing plays a major role as what areas you are covering and what are the areas which interests the customers. Not only this Content Writing can also influence people preferences as they feel connected with the content posted .

It requires a lot of efforts to select the write content for the social media handles as each of them carries its advantages and disadvantages. So for selecting the content Success R used the trending topics which interests the consumers. They got quite good feedback as the individuals were able to feel connected and they figured out that there opinions matter.

Digital Marketing is effective only if the company is able to outperform its competitors and for doing so we studied the pattern of our competitors and how they are working.

The data collected was secondary but it helped us understand the working of our competitors and how we can maintain a healthy competition.

With the help of various departments which were there in the company Success R was able to select right strategies for doing Digital Marketing and also implementation was very easy as the work environment of Success R was quite flexible they managed to make profits even at the time of pandemic while some business were liquidating there businesses.

Also Success R is able to create a good customer base because they constantly take customer feedbacks to improve their services and to deliver them with the best they can do.

Also as they company works in the field of outsourcing the people it helps the youth to easily get in touch with the companies who requires human resource for their company. Success R is also working towards benefiting the society and as a result they get good response from there customers.

So here we can conclude that the strategies which a company implements plays a major role in its success . The company can continue to grow if its able to adjust with the changing environment and not only this the working should be flexible as well.

Success R has chosen Digital Marketing as their marketing tool because everyone nowadays uses social media and during pandemic its usage increased which benefited the company. So the company has the potential to create a huge presence in the market and to double their profits in the future.

## SUGGESTIONS

- The work experience we had in success R was great and it will definitely be helpful for us in the future but still there were somethings which the company can opt to
- Instead of Cold calling the company can send an official mail and get the appointment fixed as it puts a good impression.
- The company can make its social media handles more interactive
- Weekly contest can be done on different social media platforms to improve the customer engagement .
- The company can launch different schemes for both the existing and new customers.
- The company instead of relying on secondary data can itself collect data as it will increase the chances of getting potential customers.
- The company can also get connected with other companies working in the same field and can work in collaboration with each other
- For content writing to make it more interesting the company can include different trending topics which will eventually attract the active social media users.
- The company can also organize different seminars for the companies as sometimes online communication can act as a barrier.
- The company can also set up a different team for field work as it'll lower the HR team's burden
- As the company is newly established it would be beneficial for them to wait for sometime before introducing a different business line.
- To lower the risk of failure the company should focus on both B2B and B2C market

**CHAPTER V**  
**BIBLIOGRAPHY**

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