

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

**“A STUDY OF SOCIAL MEDIA MARKETING AS EFFECTIVE TOOL FOR COMMERCE IN
MUDRABIZ FINANCE COMPANY”**

SUBMITTED BY:

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B.com (Honours) VI Semester

PROJECT GUIDE:

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G.S. College of Commerce & Economics

Nagpur

MUDRABIZ FINANCE COMPANY

Since 2014



Date: 06-03-2022

To Whomsoever it May Concern,

This is to certify that Miss/Mr **PRERNA NAGPURKAR** has undergone Experience training and undertaken the Internship work with us **Mudrabiz Finance Company** in the field of Marketing for Project titled **STUDY ON SOCIAL MEDIA MARKETING** for the period of **3 month**.

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

It Takes Money To Make Money

Sincerely



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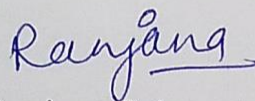
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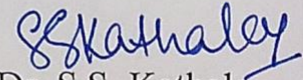
This is to certify that the said internship project report titled “A Study of Social Media Marketing as Effective Tool for Commerce in Mudrabiz Finance Company” has been completed & submitted by **Ms. Perna Prakashrao Nagpurkar** as a part of partial fulfilment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Piyusha Telang.

Date: 12/04/23

Place: Nagpur


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ACKNOWLEDGEMENT

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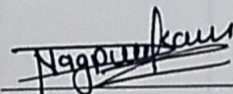
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Mudrabiz finance company, for giving me an exposure to learn and grow on a platform.

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

Date: 12/04/2023

Place: Nagpur



Signature of Student

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CHAPTER - 1
INTRODUCTION

INTRODUCTION

What is internship programme?

This is an internship offered by a company for a limited time. Interns are high school, college, university graduates, or graduate students.

Internships are used for a wide range of internships in companies, non-profit organizations and government agencies. Employers benefit from these internships because they often hire employees from the best interns who know their skills, saving them time and money in the long run. Internships are typically arranged by third-party organizations that recruit interns on behalf of trade associations. The rules for when interns are considered employees vary from country to country.

An internship given students the opportunity to explore, grow and learn new skills professionally. It provides employers with an opportunity to bring new ideas and energy to the workplace, develop talent and build a pipeline for future full-time employees. Quality Internships:

- Consisting of a part-time or full-time work schedule, with no more than 25% administrative or administrative duties.
- Provide a clear job/project description for the internship.
- Orient students to the organization, its culture, and proposed work assignments.
- Help students develop and achieve their learning goals.
- Provide regular feedback to student interns.

What is social media marketing?

Social media marketing is the use of social media platforms and websites to promote products and services. Although the terms e-marketing and digital marketing remain dominant in academia, social media marketing is becoming increasingly popular among practitioners and academics.

When using social media marketing, businesses can allow their customers and their users of the internet to post user-generated content, also known as earned media, instead of using ad copy created by marketers.

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow and buy from brands on social media

So if you're not using platforms like Facebook, Instagram, or LinkedIn, you're missing out. Good social media marketing can bring your business to remarkable success, create highly engaged brand ambassadors, and even increase leads and sales.

Social media marketing is a form of digital marketing that harnesses the power of popular social networks to achieve your marketing and branding goals.

But it's not just about creating a business account and posting when the mood strikes.

Social media marketing requires an involving strategy with measurable goals and includes:

- Profile maintenance and optimization
- Post images, videos, stories and live videos that represent your brand and your relevant audience.
- Respond to comments, shares and likes and monitor your reputation.
- Build a community around your brand by following interactions with your followers, customers, and influencers.

Social media marketing statistics:

Don't take our word for it! Let's take a look at some social media marketing stats that make up that power.

- The average US adult spends 2.25 hours on social media each day.
- More than 70% of those who have had a positive experience with the company on social media would recommend this company to their network.
- A Facebook user clicks an average of 12 of her Facebook ads each month.
- 81% of people use Instagram to research products and services.
- Nearly 80% of Twitter users feel more positive about the business person when their tweet gets a response.
- Four of her five on LinkedIn make business decisions.
- Her 46% of TikTok users use the app without other distractions.

Methods of data collection:

This research methodology helped determine brand reach, influence, use of these social networking sites, and access to this form of communication in target groups. Content analysis is also another method used to analyse the communication strategies of various social networking sites, using specific parameters among the top three Indian social networking sites for which the results were aggregated.

Research design:

This research study conducted research and content analysis to determine the effectiveness and impact of communication in branding a product or service to a target market via social networking sites such as Facebook, Twitter, and Orkut.

Survey:

Voting was conducted randomly among user communities on Facebook, Twitter and Orkut, and surveys were sent online to collect individual opinions of respondents.

Sampling:

The IVERS method is used to collect opinions of online respondents using non-probabilistic sampling techniques. The overall population is the social network user community, but in order to collect valid data, the sample is limited to the target population, including young adults aged 16 to 30, college graduates, etc. The sample size is 50.

Different Methods of Social Media Marketing

Social network marketing is commonly called internet marketing. Today, you can find many opportunities in internet marketing. Many people who participate in this online marketing are not so worried because success is guaranteed. If you look on the internet, you will find all kinds of products sold online without much effort. The Internet has attracted many business people to promote their business online. Social network marketing has grown tremendously and today many people cannot make money without social networks.

Some of the most popular network marketing tools include Facebook, My Space and LinkedIn. Twitter has become a staple for those new to the social network marketing arena.

1. Blogging: Once you start blogging and posting data about your product, you may find that your customers are less responsive. Then it becomes a big business through blogging. Websites and blogs, combined with other networking tools, are the most powerful social media marketing tools. Blogs are great tools that serve a lot more than just marketing your business. It also helps you communicate with other customers in case of problems.

2. Personal Website or Blog: Having a personal website is important if you are a freelancer. Your website will help your client get to know you and that you are a reputable freelance marketer and help you generate huge income from her marketing online. will make you understand.

3. Selling Items: This is also the cheapest internet marketing technique. This is how we promote our trade by writing articles and attracting millions of users from all over the world. we usually sell our items to various item database websites and item directories. Today, we offer free deals to many advertisers and publishers, and they really benefit from our articles.

4. Email: Email is the best method of marketing. Collect a list of email addresses on your portfolio website and send emails about your business to everyone on the Internet. Your email should be attractive enough to impress the recipient enough to reply to you.

5. Use Social Networking Sites: You can use social networking sites such as Twitter, Facebook, etc. to promote sales. These provide the perfect platform for anyone looking to market online.

6. Video promotion: We will use multiple video distribution sites for marketing. These websites upload your service to the world. Simply create a marketing video and post it on a video uploading site like YouTube. This seems to be the easiest marketing method than any other mode, as many people are more interested in watching videos than word ads.

Creation of social media marketing plan:

- **Choose your platforms:**

Choose based on your audience, popular platforms in your industry, and bandwidth. The new line will only cover as many platforms as you can actively keep up with. You can always start with one and add more as you get used to it.

- **Set goals and objectives:**

This should be simple and task-like, such as posting once a day for a month, setting up your profile, or doing a competitive analysis. Once you've found your rhythm and collected insights, you can set more specific, strategic goals, such as: B. Increase your followership by the original percentage or publish X in the month.

- **Report and adjust regularly:**

Use analytics for each platform to see which posts get the most engagement, gain followers, and see the demographics of your audience. Scale using what works, don't use what doesn't.

- **Track significant metrics:**

Vanity metrics like followers and likes are easy to track, but hard to prove their true value. Instead, focus on engagement, click-through rates, conversion rates, and more. Check out these 19 important social media metrics for inspiration.

You can also track different goals for different social media networks, or different uses for different networks.

For example, when we use LinkedIn to drive traffic to our website, we measure click-through rates. If Instagram is for brand awareness, you can track the number of Instagram story views. Also, when advertising on Facebook, a common success metric is cost-per-click (CPC).

Your social media goals should align with your overall marketing goals. This will help you demonstrate the value of your work and gain approval from your boss.

- **Perform competitive analysis:**

Competitive analysis allows you to understand who your competitors are and what they're doing well (and not so well). You'll have a good idea of what is expected in your industry, which will help you set your own social media goals.

It will also help you spot opportunities.

For example, maybe one of your competitors is dominating on Facebook but has little effort on Twitter or Instagram. You may want to focus on social media platforms where your audience is underserved, rather than trying to push fans away from the dominant player.

- **Find fraudulent account:**

During our investigations, we may come across fake accounts using company or product names.

These scammers can hurt your brand no matter how you get your followers.

You can also verify your account to let your fans know they are dealing with the real you.

STRATEGIES DEVELOPED AND EXECUTED DURING THE PROJECT

Technical:

1. Company Pages for all companies participating in Mudrabiz finance company. You can let a job seeker or newly arrived network member know about your company and its details without having to navigate to other his website. Facebook also has this page option, which has been very successful in commercializing the company and increasing the company's visibility.
2. Increased font size for most websites (personal update) and introduced more colours (search bar) to make the website look more attractive.
3. To compile statistics on the number of people who have checked your profile and accessed your content.

Company introduction

Company name: Mudrabiz finance company

Department: social media marketing

Company guides: Ms. Chinmayi Sawant Desai

Duration of internship program: 3 months

Mudrabiz is a market research startup which offers end to end financial consulting solutions, Mudrabiz Key Moto is to serve valuable customer in order to assist taking business and investment decisions, we believe in customer satisfaction by serving our customers with a industry best financial consulting solutions.

Mudrabiz is India's premier "finance services" company with over years of experience in helping people protect and grow their wealth.

We've helped to create more capital than any other firms in India. But it is our deep personal relationship with clients that truly set us apart. No other firm can match the depth of our experience and our dedication to personal service. The market may fluctuate, but our dependability never does.

With headquarters in PUNE, INDIA. Since 2014, we have assisting our valuable customers to take better business and investment decision – in India and across the globe. we educate the youth of the nation to be better finance professionals and provide them great opportunities with their careers.

Achievements: 10000+ free education in covid, market amongst top 5 finance companies in Pune.

Revenue: \$5 million

Contact: 8983311444

Website: www.Mudrabiz.com

Technologies that used by Mudrabiz are GoDaddy DNS, Font awesome, Microsoft IIS, plesk

Services of Mudrabiz finance company:

Stockbroking is a service which gives retail and institutional investor the opportunity to buy and sell equities. Stockbrokers will trade both Exchange and over the counter, Dependent on where they can find the best price and liquidity.

The stockbroker is regulated broker, broker dealer, or registered investment advisor who may provide financial advisory and investment management services and executive transactions such as the purchase or sale of stocks and other investment to financial market Participants in return for a Commission, markup, or fee, which could be based on flat rate, Percentage of assets, or hourly rate. The term also refers to financial companies, offering such services.

Choose from a wide range of investment options, products and services, to build a portfolio that will fulfil your financial goals with ease.

- **Equity**

Equity is the amount invested or owned by the owner of the company. In a company's balance sheet, the difference between liabilities and assets shows how much equity the company has. Stock prices or declines in value from appraisers or investors are used to determine stock value.

When investing, it is important to be aware of your risk tolerance and balance the risks involved with your investment. Stocks are an asset class that offers great potential for maximizing returns. However, you must be willing to take the necessary risks.

The risk ranges from moderate to high. Aside from the risks inherent in investing, there are several factors that discourage investing in the stock market. You must consistently study the

market and make such financial decisions. Experienced and amateur investors alike can reap significant returns with proper financial planning and investments, especially in stocks.

There are many ways to invest in stocks. These include mutual funds, tax-efficient equity-linked savings plans ELSE, and direct investments in stocks. Investor interest in equities is growing in India.

So why is anyone stepping into these dangerous issues? There are certainly benefits to stock investing that you should be aware of.

▪ **Derivatives**

The term derivative refers to a type of financial contract whose value depends on an underlying asset, group of assets, or benchmark.

Derivatives are concluded between two or more parties who can trade her OTC on an exchange or over the counter.

A derivative whose financial contract is entered into between two or more of his parties and whose value is determined by an underlying asset, asset group or benchmark.

Derivatives can be traded on an exchange or over the counter. Derivative prices are derived from changes in the underlying asset.

Derivatives are typically leveraged products, which increases the potential risks and rewards. Common derivatives include futures contracts, forwards, options and swaps.

Derivatives offer many advantages to financial markets. The advantages of investing in derivatives are:

- Exposure to concealed risks
- Market efficiency
- Price of the underlying asset
- Access unavailable assets/markets

▪ **mutual funds**

a mutual fund is a professionally managed investment fund that cost money from many investors to purchase Securities. The term is typically used in the united state, Canada, and India, while similar structures across the globe include the SICV in Europe

(investment company with variable capital and open ended investment company OEIC in the UK.

Mutual funds are often classified by their principal investments: Money market funds, bond or fixed income funds stock or equity funds or hybrid funds.

Funds may also be categorised as index funds which are passively managed funds that track the performance of an index such as stock market index or bond market index actively managed funds which seek to Outperform stock market indices but generally charge higher fees. Primary structures of mutual funds are open and funds, close end funds unit investment trust.

Open end funds are purchased from or sold to the issuer at the net asset value of each year as of the close of the trading day in which the order was placed, as long as order was placed within a specified. Before the close of trading. They can be traded directly with the issuer.

Mutual funds have advantages and disadvantages compared to direct investment in individual securities. The advantages of mutual funds include economies of scale, diversification liquidity, and professional management. However, desh come with mutual fund fees and expenses.

- **Currency**

The idea of forex trading excites you. But you have an edge when it comes to deciding if it is the right way to make money for you. Well , here we can uncover the main advantages of trading in the forex market and the exclusive advantages compared to trading other asset classes. This advantage can be profitable If you think there is, it may be time to act. Some of the advantages of investing in the forex market are high leverage, high liquidity, 24/7 market, highly accessible decentralized market, no special permits, technology, more moneymaking opportunities, hedging, is an arbitrage opportunity.

- **Advisory**

Our advice basically includes recommendations for stocks traded in cash on MCX, NCDEX and F&O. We use different types of strategies to make a continuous profit in the market and delight our customers. We offer a wide range of services for investors,

traders and brokers to meet their investment need. We adhere strictly to the basic principles of investment.

- **Education**

Mudrabiz has taken immediate steps to equip the state's youth with financial knowledge that will lead to future stability and prosperity for their households and economy.

We empower young people to influence finance. With over 250 successful exchange records, we aim to bring more recognition to the capital markets, which we believe are a key source of the economy. From a trading perspective, exposures are live trading stocks, derivatives, currencies and commodities. your career. Become a complete financial markets expert with us. At Mudrabiz, we not only offer training, but we also offer our own 100% Job Guarantee that guarantees

CHAPTER – 2
PROJECT OVERVIEW

Objective of a study of social media marketing as an effective tool for commerce

- **To examine the extent, social media that helps consumer in buying decision making:**

social media marketing puts consumers back to the centre of the business world and provides marketers a new set of tools to interact with consumers and to integrate them to the brand through innovative ways.

in essence, understand how the social media has influenced consumer buying behaviour.

Social media marketing is the contemporary style of marketing as it concentrates on opening new horizons for marketers in order to promote a product or service as compared to conventional media.

- **To Examine how this study helps company in revenue generation:**

Revenue generation may be one of your goals, but social media often provides leads, but not necessarily direct sales.

One way to look at social media is to see it as an all-out PR initiative that doesn't usually lead to direct sales. This research helps to explore consumer behaviour and helps generate revenue for the company.

- **To increase brand awareness:**

To increase brand awareness, we want Bing to be as relevant to our audience as possible, focus on getting the right attention based on our audience, and having a presence on multiple social media platforms.

Whatever goals you adopt, you need to validate your SMART framework. SMART stands for Specific, Measurable, Achievable, Realistic, Timed and represents a valuable approach to goal setting.

In this study, we conceptualized and validated the concept of customer engagement through social media postings. Analysis shows that customer engagement on social media is shaped by the number of likes and shares on social media posts.

This study used social media posts to examine the impact of popular discourse logic and argumentation frameworks on customer retention.

The study also explored how these impacts change with the product life cycle across product groups at various life cycle stages.

The study also explored how customer engagement and its history vary across social media platforms.

The study also showed that advertising and marketing strategies vary by product life cycle and social media platform.

- **To improvement of sale of the company:**

To best maximise the social media presence, we have to entertain, educate, and entice an audience.

Potential customer tends to read multiple review before buying anything to make sure the brand and product are trustworthy and their money full more people are also turning to social media to find authentic reviews and C products and services in action.

So how we can get this review in 2 hours social media presence to help prove our brand is worth their hard earn money?

If we have customer sharing the experience with our product or services or show them in use share that content.

Whether it is a retweet on Twitter, sharing an Instagram story or deleting their video on Tiktok, use their content to help Bolster social proof.

We can also promote flash sale, analyse the help of influencers and customers or use shopper post.

- **Strengthen engagement strategies to increase customer loyalty:**

A primary objective here is to create a long lasting relationship between the target audience and the brand it's necessary to engage with social media followers who have a certain level of credibility or influence among the target audience. For example, if your target audience is football fans and NFL player would have a social influence among the demographic. The influencer doesn't necessarily need to be massively influential Uno global level -

Sometimes a smaller, very active community is more effective than a larger, more passive community.

Effective social media strategy issued integrate influencers with a committed following and brand ambassadors with high level of engagement.

NEED FOR THE STUDY

- Social media is a big buzzword in the internet marketing world right now, and for good reason. It's already a big part of internet culture. It stays here and should be ignored by marketers or really anyone at your risk. these websites have a wide range of demographics which is why people use these websites is important to understand. Some people use them for business purposes to network and find new deals. Others use social networking sites for purely personal reasons and are completely unaware of the fact that there is even a business presence in the social networking environment.
- Social media continues to grow every year around the world and in Australia. According to social media perth, he has 18 million active social media users in Australia. Social media penetration (users to total population) in Australia is now at 71%. it is a clear call to action for Australian businesses. Their audience is online and using social media. Businesses need to start adopting social media quickly to meet demand, creating new demand for social media professionals.
- Digital marketing teams are often the most creative and fun to work with. When working with social media, you need to create your own content and develop ways to promote your business online. This allows you to work on your own initiative and explore your own ideas. This means that each day is likely to be different, allowing you to stay positively interested in your role.
- Perhaps you already use social media. This familiarity allows you to quickly grasp the day-to-day work of social media managers. However, knowing how to use social media on a personal level is not enough. You should also understand growth, engagement, and other marketing techniques. Even studying social media doesn't necessarily mean starting a career. You ca
- n study to add your social media knowledge and understanding to your broader marketing skills, or just to improve your small business's social media strategy. Whatever decision you make, it's your chance to turn your love of social media into something productive.

- Social media marketing was once so new that the task was often delegated to other members of the digital marketing team. Social media wasn't worth creating its own job in its early days. However, things have changed quickly and almost every business now has a dedicated social media professional. Studying social media marketing in particular provides unique and focused experience in this niche that sets you apart from applicants with more general digital marketing experience. is.

LIMITATIONS OF THE STUDY

- Because market research is conducted with a wide variety of respondents, biases such as mood and sentiment affect survey attitudes.
- Respondent responses may be biased, ultimately impacting market research results.
- Not using social media platforms as part of your marketing strategy makes it difficult to reach more people.
- Participating in social media means exposing yourself to all kinds of people, whether they have the intention of coming across or seeing your brand.
- You and I know that everything always has a dark side, and social media is no exception. As the Internet becomes more accessible than ever, there are always people looking to tarnish their reputation. Attacks are more likely if your business is unknown or gaining momentum.
- The big misconceptions people have about social media are: It's free. There are some free or inexpensive social media tools out there, but it takes a lot of time to understand and learn how to use them. Time is not completely free. Companies that have successfully integrated their social media activities into their marketing strategies understand how long it takes to learn and implement them all.
- Measuring marketing activity on social media is harder and more complex than it sounds. This is a unique drawback of social media marketing that many business owners have to face. At one point, likes, comments, retweets, and followers are everywhere, but at another point, you're not sure if those aspects really matter to your endeavours. Engagement and interaction are everywhere, so you're not confident in your brand awareness strategy.
- One of the biggest drawbacks of social media marketing is security and privacy concerns. Basically, when you use social media platforms for advertising, you need to disclose public and personal information in order to get the most out of your marketing efforts. Your information and data are never safe as social media platforms are

constantly targeted by hackers and unethical individuals. Read the latest Facebook data breach news. Millions of data have been leaked and businesses are at risk due to unreliable platforms. Social platforms are constantly improving, but they are never 100% secure.

- When you do social media marketing, you're essentially using social media platforms like Facebook, LinkedIn, Instagram or Twitter to market and build brand awareness. But this is only limited to social media. Unlike other marketing channels like [SEO](#) or [SEM](#), where you can expand your marketing effort to various places, thus being more flexible, social media marketing only stays on social media. Another disadvantage here is that different platforms require different strategies. This basically a wastage of time effort and money.
- No social media marketing effort can appeal to all groups of people. This is because different groups of people use social media differently. In fact, some groups may not even exist on social media. This is the reason why every online marketing strategy should have a target user survey. Nevertheless, different groups of people are active on different platforms. For example, Instagram is popular among teenage girls and Facebook is popular among older people.

CHAPTER 3
ANALYSIS, OUTCOME
AND LEARNINGS

BENEFITS OF THE PROJECT:

1. Increase brand awareness - With more than half of the world's population using social media, platforms like Facebook, Instagram, and Twitter are natural places to reach new, targeted leads. Consider that 83% of Instagram users say they've discovered new products on the platform.

When Stillhouse Spirits ran a Facebook campaign to increase brand awareness among outdoor enthusiasts, he saw a 17point increase in ad recall.

2. Humanize your brand - The ability to create authentic relationships (relationship moments that matter) is one of the main benefits of social media for businesses. Introduce followers to the people who make up your business and show how existing customers are using and benefiting from your product. Honesty creates trust. Trust, in turn, sets the stage for marketing and drives new business. And social is the perfect place to make sense of reality! Show how you live your brand values, how your products really work, and how you put the best interests of your employees and customers first.

3. Establish your brand as a thought leader - there's been a growing distrust of governments, NGOs and the media in recent times. People turn to brands for insights and information...and there's no better place to share it than social media. Regardless of what industry a company operates in, social media is the go-to place for information on topics relevant to its niche, sort he offers an opportunity to establish his brand as a leader. LinkedIn, especially the LinkedIn Publishing Platform, is a great network to look out for when looking to build thought leadership. Hootsuite Chairman and Co-Founder Ryan Holmes shares his insights on social media and entrepreneurship on LinkedIn where he has more than 1.7 million followers.

4. Stay top of mind - A 2021 study by the Pew Research Centre found that 70% of social media users log into their accounts at least once a day, and many (49%!) access social media multiple times a day. I admit that I do. Social media provides an opportunity for your fans and followers to interact every time they log on. Make your social media posts fun and informative. That way, your followers will be happy to see your new content on their feed, making you memorable and the first stop when they're ready to buy. Of course, that doesn't mean you have to maintain your account 24/7. Scheduling tools like Hootsuite can help you time your social media content releases.

5. Promote content - Promoting your content on social channels is a great way to introduce smart, well-researched content to new people, demonstrate your expertise, and grow your audience. Hootsuite, for example, shared fun facts and stats from the latest global report, Digital 2021, with her Twitter audience via a series of infographics.

▪ **Selection process**

The selection process was quite difficult because the internship was a new experience for me. the selection process like:

- First of all they contacted my college to find out the interested students to be a intern in mudra bais finance company they collected email IDs contact numbers and various information which help them to contact the students easily.
- They showed their job profile to our college and eventually a grade to share their view regarding this job opportunity.
- After collecting the data from the college which was provided by the college itself, they shared their job profiles with the students. Students interested where agreed fully to be an intern in that company.
- As said earlier, the selection process was quite difficult and different we applied the applications for the internship. Application in bank internship was made on a analysis made by us. Here analysis refers as company's past performance and present value.

After the application process they ask for a resume which holds our whole information from tip to toe. Resume holds the experience commerce skills commodification common declaration common objectives with personal information.

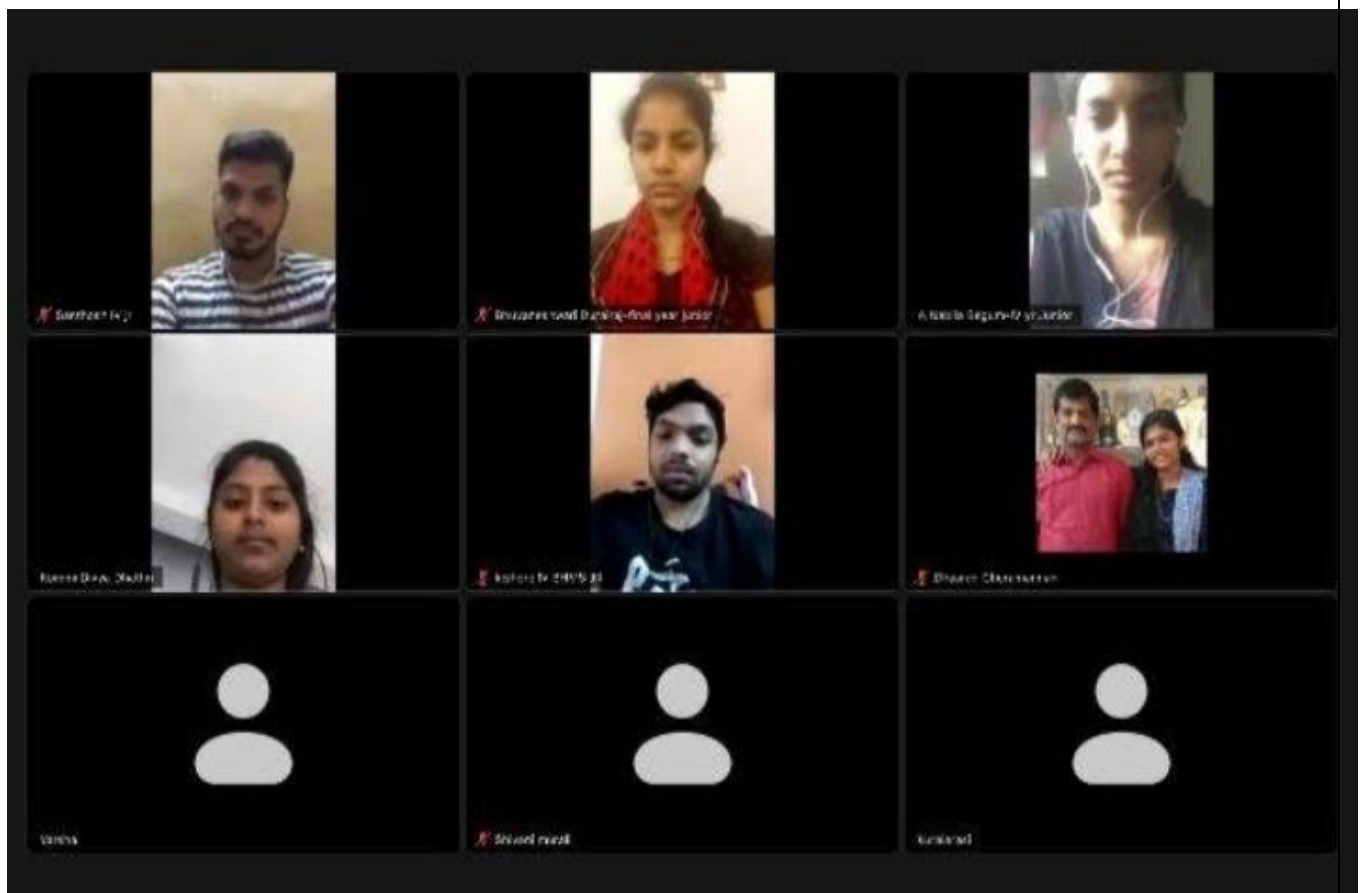
- Finally we got a call foreign virtual interview and I presented it effectively. Performing well in an interview shows our capacity common confidence and language control.
- The final stage of selection process consisted a Google meeting where we were facilitated face - to – face.

Weekly working (what kind of work I have done in internship program) :-

Week 1 and 2:

In week One and two divided us into different groups. They provided me training. In the training programme my team leader guides me some basic but important work. The guides me to create professional graphics, the teach me to basic editing, they gave me the training on how to post content on different sites like Instagram LinkedIn, apna app, EC and also told me to open accounts and create profile on the social media sites.

Group members at Google meet



Week 3 and 4:

In week 3 I have created the attractive posters.

They provided me some information like they provided me a job profile in that profile they Turned a designation, education criteria of required by company, job description, job location etc. They told me to create a short videos Kama raise long videos with some informative content, also I made the videos with funny comedy content. Also made a raise and did acting in my own videos.

They told me to create leads through the different social media sites. So I posted this content on social media sites like Instagram WhatsApp LinkedIn where they asked me to create profiles and how to create leads.

Mudrablz
It Takes Money To Make Money

FOR HR INTERNSHIP

Dear Applicant,
HR internship
duration 3 months working days 70 or 6 months
designation recruitment trainee stipend- Rs 500/- pm fixed and performance based upto 5000.

Job description

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

For more information visit

COUNSELLOR INTERNSHIP

Dear Applicant,
Duration 3 months working days 70 or 6 months

DESIGNATION
Counsellor Trainee
Stipend- Rs 500/- pm Fixed & Performance based up to 5000

EDUCATION CRITERIA
BBA, MBA , ANY GRADUATE & DEGREE HOLDER

JOB DESCRIPTION

- Advise undergraduate and graduate level students on career development and prospects after university graduation
- Provide insight on useful coursework and degree programs supporting career aspirations
- Offer focus and clarity to struggling students in selecting career paths and majors

BENEFITS

- Job Assistance
- Training Certificate

JOB LOCATION

- Work from home

For more contact - 9823125295

Week 5 –

Every weekend they conducted our different activities.

They told me to make PPT, so I prepared a power point presentation on various topics like advantages of social media marketing, benefits of LinkedIn, marketing strategies to grow business on LinkedIn, ETC.

Then they also asked me to present the PowerPoint presentations in front of my team leaders and HR manager which include one to one questionnaire. They interviewed me on weekly basis regarding my work progress. During the interviews and presentation I made some mistake but they corrected my mistakes while giving presentations and during interviews by my team leaders.

week 6 and 7 –

They used to give us targets related to leads creation like they give us a target of 6 to 8 leads and with the end of leading work they told me to create maximum leads with the social media sites then I message mini people on apna app. I used to message 50 to 70 peoples everyday then I used to get 10 to 15 leads. then shared the leads to the team leaders which I have generated from different social media sites.



Week 8 and 9

I used to message many people and some people did not even read the messages and didn't even reply.

To increase the leads my team leaders give me some task so I made an attractive and I catching videos and shared it to the respective team leaders.

Week 10

The company used to organise free training sessions for which I have to convince the participants. For that we used to send forms to them and had to collect at least 10 forms in a day.

Then also gave the task of calling before which guide us how to talk to the customers like how to handle the situations politely, how to deal with the different people with different natures.

I talked with different types of candidates some of them are rude some are calm.

My experience in week 10 is how to talk with different types of people and handle the situation very calmly.

Week 11 and 12

They shared the job profile with me and told me to generate the leads for that profile so I am messaged a lot of peoples and got the candidates to fill the form to schedule the interviews.

Then they guided me how to conduct the interviews. They gave the task to conduct online interviews of the candidates.

Then they provided me the data of candidates and I conducted online interviews of the candidates then report the team leaders about completion of the work before winding up.

- As I completed my internship as a social media marketing intern the final and last task they given to me is they told me to make a video for company it was a promotional video of a company so they can post that video on Instagram on official page of the company. also they told me to make an internship report of my working in a company over a period of time.

They give me a feedback form to filled with a good words and also I posted a positive response on an official site of the company on a google. After completion of different tasks in an internship they given me a stipend and an internship certificate at the end of the internship.

Overall learning:

- Strategic social media marketing services is a great place to work as a fresher like me, They provide training. new line My guide always provides me with information about how the company works.
- Because of social media marketing I discover new ideas and trends. Connect with existing and new audience in deeper ways, bring attention and traffic to your work build craft and enhance your brand.
- Because of strategic social media marketing internship I know how to post jobs online tackle the situation calmly and how to talk with different people.
- In my 90 days of working I have learnt how to create professional videos and images doctor different types of people some are corporate people and other are the students who need an opportunity to seek a job.

- Here are 6 of them I got to learn during an internship:
 - **Teamwork:** A successful team is one where's everyone's Unique skills and strengths health the team achieve a shared goal in the most effective way. Understand which type of team player you are so you can maximise your strengths.
I worked with a group of people to achieve a share goals or outcome in an effective way also I learnt actively listening to the other members of the team, support team struggling friends and teammates approaching teamwork with a positive attitude, working for a good of the product group as a whole, having a say and sharing a responsibility

- **Work ethics:** Work ethic men seem like a subjective topic, but for human resource departments, knowing what it is and how it is work it's important. A strong work ethic within the company serves as a behavioural model for the right way of working. It supports and fosters a productive working culture. Employees with a strong work ethic are highly driven and often far exceed their peers in term of achieving company goals.

- **Adaptability skills:** Adaptability skills require various numbers of soft skills to be applied successfully.
It would be best if you learn about these skills to put your learning in practice. Some of the scales to strengthen your adaptability are Interpersonal skills, communication skills, problem solving skills, teamwork skills, organizational skills, time management skills, etc.

- **Communication skills:** Communication skills are the abilities you use when giving and receiving different kinds of information some examples include communicating new ideas feelings or even an update on your project.
communication skills involved listening, speaking observing and empathising
It is also helpful to understand the difference says in how to communicate through face to face interactions phone conversations and digital communication like email and social media.

- **Responsibility:** I was performing clerical duties like creating PowerPoint presentations, drafting reports, designing creatives, researching trends and the like. Also I learnt managing social media and emails you may be asked to handle the company's social media accounts write emails to customers, talk to clients on the phones and similar duties. My day may include designing social media post commerce scheduling them and creating a general strategy for the post.
Also I done the research like interns fresh from a university education have a great deal of up to date knowledge. Our organization may put this knowledge to good use by placing them in a research role.

I look into a new project and give my recommendation on how best to execute it.

I done the event handling like in turns are often asked to overseas the scheduling of important events.

I help get everything prepared for an important. From securing the location to assisting the creation of the theme to sourcing or key speakers.

- Time management: In the field of communications, internships are the best way to get your foot in the door and gain valuable experience that you can't get by sitting in the classroom. Through my previous internship I have learned how valuable time management.

- **SWOT ANALYSIS:**

- **Strengths:**

- Great customer service means following best practices like valuing customers time, having a pleasant edited, when providing knowledgeable and resourceful resources but that you also take things a step further to exceed rather than just meet expectations.
- building better personal relationships with customers engage your customer to encourage communication encourage customers to share feedback go above and beyond to leave up to consumer expectations don't skip on customer support make it more personal.
- Employees project committed attitude by showing willingness to do whatever it takes to fulfil the duties of their positions and bear the development of new ideas to make the company even better committed

individuals work together as a team towards company codes, everyone benefits.

- Best finance company has a number of services in one platform.
- It creates more capital than any other firms in India.
- Mudra biz has taken bold step to empower the states youth with financial knowledge that will lead to future stability and success in homes and the economy.

➤ **Weaknesses:**

- There are a number of competitors in this field soon then some candidates will divert.
- Losing market share to your competition or unaware of possession in marketplace.
- Privacy policies are often complicated and not easy to find, leaving consumer wondering Whose privacy they are supposed to protect. privacy researchers suggest it is time for that to change.
- There are lack of intellectually challenging goals also goals only in pursuit of material wealth, no clarity on definition of success failure, there is lack of a streamlined process and Tool.
- Lack of involvement from top management in developing a new service.
- From management is not just a matter of words. It means allowing workers hotel block and use their skills and abilities. Managers inadvertently signal lack of support when they failed to do this. Manager often fail to provide support in specific ways.

- **Opportunities:**

- Mudrabiz offers the possibility of stock exchange trading. Stockbrokers are financial professionals who buy and sell stocks at the direction of their clients. Most buy and sell orders are now placed through online discount brokers. This automated process reduces fees.

High net worth individuals and institutions continue to use full-service brokers to provide advice, portfolio management services and complete trades.

- Mudrabiz also offers a unique 100% Job Guarantee, ensuring jobs are headed for you. Mudrabiz has taken bold steps to equip the state's youth with the financial savvy that will lead to the future stability and prosperity of their households and economies.
- We empower young people to influence finance. With over 250 successful placements, we aim to raise awareness of the capital markets as we believe they are an important source of the economy.
- From a trading perspective, the exposure will be live trading of stocks, derivatives, currencies and commodities. Mudrabiz not only provides training, but also offers a unique 100% job guarantee to secure your career. We provide:
 - Basic module
 - Standard module
 - Advanced module
 - professional module
 - White range of investment options products and services to build your financial goals with ease.

➤ **Threats:**

- Carrying your own device to work or school has suddenly become the norm in most businesses. Employees can now move tasks between smartphones, tablets, and workstations at home and work. Of course, they all enjoy the flexibility and cost efficiency that comes with it, but unfortunately that privilege doesn't extend to service providers, and BYOD causes all sorts of problems for his MSP.
- To offer a comprehensive package and attract a larger market, most MSPs work with their counterparts to offer additional services. This is a very effective approach, but it can hurt your business, especially if you're not acting strategically.

CHAPTER 4
OBSERVATION,
CONCLUSION AND
SUGGESTIONS

➤ **OBSERVATION:**

- During the internship programme, is being observed that the talent search industry is the fastest growing industry. It is now transformed from traditional to the technological approach.
- Getting right talent on right time is the key to success for any organisation.
- Also observed that most of the academic freshers only put their efforts on regular course curriculum but a lot of gaps identified in a personal development like poor English, verbal and written communication, interview skills and lack of information of general awareness.

➤ SUGGESTIONS

Communication should take precedence over advertising: people don't like buying products through social networking sites. Therefore, if the brand is well communicated and remembered by the public, then it is a greater success for the company in promoting through social media.

Promotional ads are the best: regular banner ads and pop-ups trick users into skipping them. Therefore, advertising must be interactive, promotional and in a creative form to retain the audience. It should target individuals like the masses. If a message is stored for a group, there is no benefit in providing specific information. More media elements

Communication should take precedence over advertising, but people shouldn't. I prefer to purchase products through social networking sites.

So if your brand is well communicated and remembered by your audience, that's the biggest success for a social media advertising company.

Promotional ads are best. With regular banner ads and pop-up ads, users ignore them. Therefore, advertising needs to be interactive, promotional, and innovative to retain an audience. You should target individuals, not masses. There is no benefit to providing specific information if the ad is hosted for a group. Add multimedia elements

Having more interactive elements in fan pages and fan groups benefits brand users.

➤ **Conclusion:**

- Social media marketing plays a significant role in organization.
- In fact, the true potential of an organization can only be realized when the productivity level of all individuals and teams are fully aligned, committed and energized to successfully accomplished the goals of the organization.
- Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company.
- These internships gave us the opportunity to understand the things of particular era.

CHAPTER 5

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