

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

"A Study on Impact of Digital Marketing on Consumer Decisions (With Special Reference to OneX Solutions)"

SUBMITTED BY:

Rahul Moreshwar Tumdam

B.com (Honours) VI Semester

PROJECT GUIDE:

Prof. Piyusha Telang



Shiksha Mandal, Wardha's

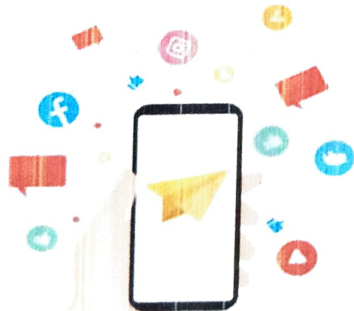
G.S. College of Commerce & Economics

Nagpur

OneX Solutions

CERTIFICATE OF INTERNSHIP

This is to certify that Mr Rahul M. Tundam has worked as a Digital Marketing intern from the 19.08.2021 to 10.10.2021. He showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions . We found Him to be diligent and disciplined and wish Him all the best for Him future endeavour



Onex Solutions Pvt. Ltd.

D. Agarwal
Director

DIPAK H AGARWAL
FOUNDER & CEO, Onex Solutions

Shiksha Mandal, Wardha's

G. S. COLLEGE OF COMMERCE & ECONOMICS

(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

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CERTIFICATE

This is to certify that the said internship project report titled "A Study on Impact of Digital Marketing on Consumer Behaviour (with special reference to OneX Solutions)" has been completed & submitted by **Mr. Rahul Moreshwar Tumdam** 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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Project Guide


Dr. Ranjana Sahu
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G.S. College of Commerce
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ACKNOWLEDGEMENT

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

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

I would like to express my deepest appreciation to **Dr. Ranjana Sahu** (Coordinator of B. com honours) for the guidance and teachings. I would like to thank Prof. Piyusha Telang, Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

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

Date: 12/04/2023

Place: Nagpur

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CHAPTER 1

Introduction: -

Marketing essentially encompasses being able to communicate. While a majority impressionable population uses the internet, the jump to digital media was the obvious push that the marketing sector required. Now, the world has begun to communicate with each other like never before all thanks to the extent, penetration and reach of digital marketing.

Mangareva are almost the global influencers that offer Digital Marketing courses. This leads us to take special interest and expertise in understand this foray in-depth. Mangareva's market analysis states that the need for digital marketers has been at an all-time high. The expectation therefore has been more challenging and focused. Only those candidates who can successfully offer their experience and skills in digital marketing stand a chance to take on this Glitzy sector.

Interviews have broken norms by having out the box business plan presentation and more. Trends are now learning towards digital producers, content developers, and mobile application developers. Skills set that enhance creativity while capturing business such as SEO, Content writing social media marketing are now indispensable tools to predict growth.

Trending skills for trending marketing are:

- Digital Producers.
- Content Producers.
- Paid Search Executives.
- Digital Campaign Managers.
- Digital Marketing Coordinators.
- Digital Marketing Managers.
- Marketing Managers with specific industry experience.
- Marketing Coordinators and Executives.

The core of a marketing campaign is always a good brief and great research to back that up. Paid search executives are highly sought after in any reputable digital marketing agency. Digital campaign managers and Digital Marketing managers are a must have asset. Complete focused attention to every campaign that targets multiple channel campaigning is the key role of these manager.

Creativity is the key to any marketing pitch, digital marketing professionals as well as employers understand that creative freedom is both expected and demanded. No amount of knowledge is enough, there's always learning and growing. Up-skilling is a must have basic characteristics that future digital marketers are aware of. Owing to the constantly upgrading technology and trends, being up-to-date is fundamental.

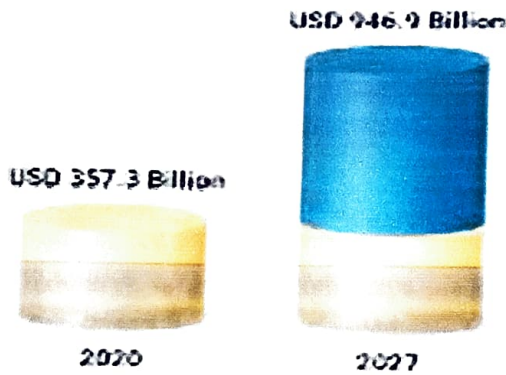
Holistic growth is a catalyst for every candidate. Digital marketing candidates are now looking for a conducive environment to work in. This includes flexibility both creatively and

physically i.e., in terms of working conditions. With increasing digitalization, the need for convenience has also hiked. Candidates are aware and actively seek training and development, an ethical work culture and a sound salary structure.

The global digital marketing scenario has seen a hike of over a whopping 1000% between 2000-2018. All thanks to the availability and reach of the internet. This demand is met the growth in numbers of digital media professionals' quality of work relentlessly.

Global Market for Digital Advertising and Marketing

Market forecast to grow at CAGR of 14.9%



Indian Perspective of Digital Marketing: -

Some facts about Indian Digital Marketing Industry:

- According to a report of IAMAI and Boston consulting group, India has one of the largest and fastest growing populations of Internet user in the world— 500 million as of June 2018 and growing rapidly.
- Calculation says that the users of Internet in India will cross 512 million by 2022.
- According to Direct Marketing Association, Digital Marketing Industry is worth 12046 crores.
- According to eMarketer, the rate of advertising on mobile phones and tablets increases to \$59 billion in 2018.
- A report published in The Hindustan Times; New Delhi says about the digital advertising space in India is worth Rs. 6000 crore and video are Rs. 1600 crore of that. This will grow to Rs. 8100 crores in 2016. According to research firm eMarketer, ecommerce sales in India are expected to grow from \$14 billion in 2015 to \$71.94 billion in 2022. Among all Asia-Pacific countries, India is fastest growing country in retail e-commerce sector. The combined gross merchandise value, or total value of sales of country's top three ecommerce places i.e. (Flipkart, Amazon and Snapdeal) in 2015 was \$13.8 billion exceeded that of the top 10 offline retailers which stood at \$12.6 billion for the same period.
- The availability of Internet has increased the scope of digital Marketing in India, has also increased the growth of other digital industries such as e-commerce, digital advertising and so on. Latest trends in digital marketing in India in web usage, mobile and search, social networking, shopping and online video are shaping the Indian digital marketplace.

Types of digital marketing: -

Print advertisements (in magazines and newspapers) and broadcast advertisements (on television and radio) were traditionally used for marketing. These channels are still in operation today. Digital marketing channels have changed over time. Eight of the most common ways for businesses to boost their marketing efforts are listed below. Keep in mind that some businesses may pursue their goals through multiple channels.

- Website marketing: –

All digital marketing efforts revolve around a website. It is the medium required to carry out a variety of online marketing campaigns in addition to being a very effective channel on its own. A website should clearly and easily recall a brand, product, or service. It ought to be quick, mobile-friendly, and user-friendly.

- Pay per click (ppc) advertising –

Paid advertisements on a variety of digital platforms enable marketers to reach Internet users through pay-per-click (PPC) advertising. Marketers can show their ads to people who are looking for terms related to their products or services by setting up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook. PPC campaigns can target users by their specific interests or location, as well as by their demographic characteristics (like age or gender). Google Ads and Facebook Ads are the PPC platforms that get the most use.

- Content marketing: –

The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through social media, email marketing, search engine optimization, or even PPC campaigns. The tools of content marketing include blogs, e-books, online courses, infographics, podcasts, and webinars.

- Email marketing: –

One of the most effective digital marketing channels is still email marketing. Email marketing is not the same as sending spam emails, but many people mistake it for that. Companies can get in touch with anyone who is interested in their brands through this kind of marketing. To add leads to their email lists, many digital marketers use all other digital marketing channels. Then, using email marketing, they create customer acquisition funnels to convert those leads into customers.

- Social media marketing: –

A social media marketing campaign's primary objective is to raise brand awareness and build social trust. You can use social media marketing to get leads or even as a direct sales channel as you get deeper into it. Tweets and promoted posts are two types of social media marketing.

- Affiliate marketing: –

The internet has given affiliate marketing, which is one of the oldest forms of marketing, new life. In affiliate marketing, influencers promote the products of other people and receive a commission for each sale or lead they generate. Affiliate programs run by numerous well-

known businesses, such as Amazon, make monthly payments of millions of dollars to websites that sell their products.

- Video marketing: –

YouTube is one of the most popular search engines in the world. A lot of users are turning to YouTube before making a buying decision, to learn something, read a review, or just to relax. There are several video marketing platforms, including Facebook Videos, Instagram, and even TikTok to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

- SMS messaging: –

SMS or text messages are also used by businesses and nonprofit organizations to inform interested customers about the most recent promotions or offer opportunities. SMS message campaigns are also used by political candidates running for office to promote their own platforms. Many text-to-give campaigns now allow customers to give or pay directly through a simple text message thanks to advancements in technology.

DIGITAL MARKETING CHALLENGES

For its practitioners, digital marketing presents unique difficulties. Digital marketing professionals must stay up to date on how digital channels operate, how users interact with them, and how to use them to effectively sell their goods or services. Because recipients are being overwhelmed with rival advertisements, it is getting harder to hold their attention. It can be difficult for digital marketers to examine the enormous amounts of data they collect and then use that data to create fresh marketing initiatives.

The difficulty of efficiently obtaining and utilizing data emphasizes the need for a marketing strategy based on a thorough comprehension of consumer behavior in digital marketing. For instance, it can be necessary for a business to examine fresh types of client behaviour, such as using websites.

ADVANTAGES OF DIGITAL MARKETING

- **Cost Effective:** Unlike traditional mass media marketing, digital marketing is much cheaper, and often websites can even drive traffic for free. **Interactivity:** Online users can choose when start the connection and how long it lasts.
- **Empowerment: Effectiveness** One of the advantages of internet marketing is related to its empowerment. Especially the impact on independent businesses, because the Internet can expand the market. Reach and operational efficiency of small and medium enterprises (SMEs).
- **Unlimited Audience:** For example, the web can reach everyone, but it's also important. It is possible to adapt digital tasks to reach a network of neighborhoods.

- Duration: online information is still their accessibility. Active User Approach. Featured online content permanently available to users, who choose to consume or not to consume.
- Conversation between users: Internet marketing enables collaboration between users and offers free expression option their point of view on the project/management.
- Rich Content: Digital marketing offers virtually unlimited content. Plus, content can be easily refreshed when it matters.
- Easy to measure: Digital technology allows easier to measure impact than traditional marketing.
- Customizable: Easily modify online content to suit the user feedback.
- Personal: Digital Marketing May Provide Offers and items that can be personalized or personalized based on profiles or consumer behavior and preferences.

DISADVANTAGES OF DIGITAL MARKETING

- Repeatability of Digital Marketing Campaigns: One of Them The danger of internet marketing is that a particular task can be done without competitors repeated many extraordinary stretches, and many did hence the possible legal implications of a total abandonment of their activities to bring Brand names or logos may be used to mislead customers and a big part of your general trade. Not only that, but also used to apply negative and incorrect data about your brand, the thing or organization that will destroy your online presence – and cost a lot focus on customers.
- Digital Marketing Can Be Unstoppable Online advertising is mixed: there is both actual organization and sketchy elements such as barbarians, spammers and scammers appear in the digital market, the internet is full of tons of online garbage. it's really going to be doubly difficult show internet sponsors that they care about their customers. various shoppers are currently ignoring promotions on the internet, resulting in real organizations lose huge amounts of traffic and significant revenue at the same time.
- Digital Marketing is not taken seriously without professionalism: business owners and digital sponsors should focus on contributing their internet connection marketing efforts are at the executive level, otherwise they will not be focused on the customer. Early bird offers really matter if you use them traditional marketing and distribution channels or the Internet, so it will be your most important strength is to be predictable and competent in everything the channel you use to complete tasks.
- Internet Marketing involves too much competition: in fact, something like online promotions is on the rise and online marketing is on the rise unusual test of many competitions. Digital PR professionals strive to improve provide the ideal place of observability for their marketing and promotional efforts, and since there is a lot of

competition, it will make things more difficult and more expensive. Stand out from the concentrated crowd.

- **Internet Marketing Reputation Can Be Damaged Negative Feedback:** Digital Marketing Devices Tend to Stick around negative review issues that can hurt your online presence. a solitary investigates or give misinformation and negative reviews on posts or tweets information about your product or administration that may disrupt and destroy your internet connection fame for a while
- **Network marketing is very dependent error-Prone Techniques:** Digital Marketing uses and is heavy reliance on technology in some cases, the technology can be separated and produce fake results that can really affect your internet connection marketing efforts non-working links to important, paid demo pages inoperative fasteners and other related items can destroy your control you focus on the crowd and lose extraordinary business.
- **Lack of trust:** closely related to the problem the issue of security and assurance is the issue of not engaging in trust customers who have seen unusual tests on online technology marketing improvements. More importantly, this is the motivation behind why online trust as a meaningful research object and its impact on the network marketing system is expanding.
- **Internet Marketing Hasn't Been Adopted by Everyone People:** Finally, not all people are effective with internet marketing.

In this report, I have discussed the way I completed this internship in good space as a Digital marketing intern. In this report I have described the steps I used to complete this internship, the problems I faced in this internship, limitations of this internship and advantage of this internship.

Some of the limitations were:

- **Sample size:** The study may have limited the sample size to a few interns or a single intern, which might not accurately reflect the experiences and views of all digital marketing interns at Onex Solution.
- **Selection bias:** The study may have only included interns who were willing to participate, potentially introducing a selection bias and affecting the generalisability of the findings.
- **Self-reported data:** If the data collected in the study is based on self-reported information from the interns, it may be subject to biases such as recall bias or social desirability bias.

- **Lack of control group:** Without a control group, it can be difficult to determine the causality of the findings and determine if the experiences of the interns are unique to Onex Solution or are representative of the broader industry.
- **Limited scope:** The study may have limited its focus to only the role of a digital marketing intern and not taken into account other factors that could influence the internship experience, such as the company culture or department dynamics.
- **Time frame:** The study may have been conducted over a limited time frame, which may not accurately reflect the intern's experience over the entire internship period.
- **Organizational context:** The findings of the study may not be applicable to other organizations or industries, as the context of Onex Solution may be unique and impact the experiences of the interns.

These limitations highlight the importance of conducting comprehensive and well-designed studies to accurately understand the role of a digital marketing intern at Onex Solution and in the broader industry.

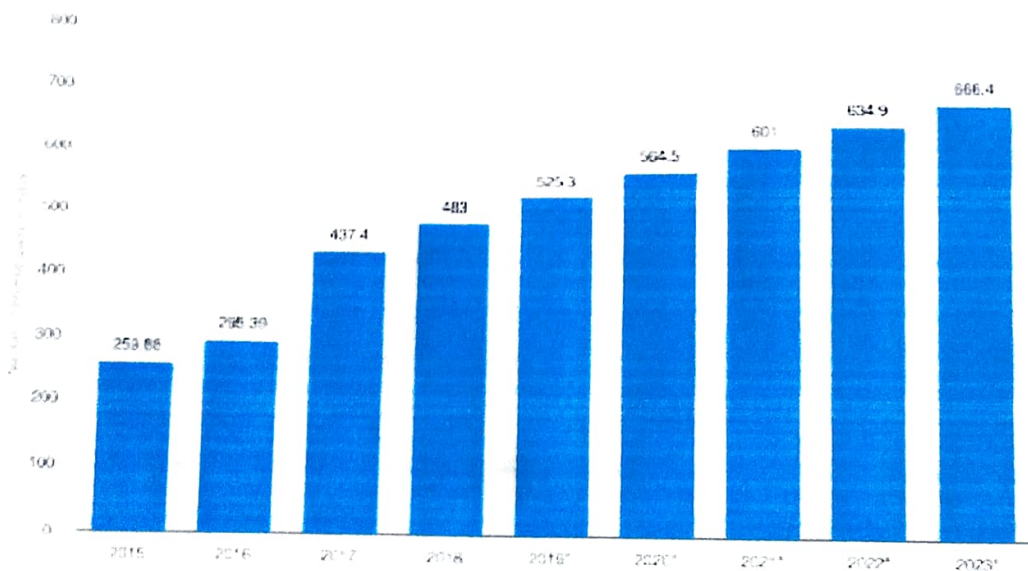
The Growth of Digital Marketing in India and Globally (Covid Updated): -

The scope of digital marketing in 2020 and 2021 has seen drastic growth. Even despite the pandemic affecting us for 2 consecutive years, the growth has been nothing less than amazing.

With new developments and variants like Omicron and Delta, there's a significant fluctuation in the trend patterns across the industry but digital marketing remains to stand strong. Further, it is projected to take an even higher leap in 2023.

When we think of the key indicators of success in marketing, the first thing we think of is the number of people reached through marketing practices. The internet's penetration has reached outstanding numbers. Looking at India, it has the 2nd largest number of internet users in the world.

Number of internet users in India from 2015 to 2023 (in millions)



Sources:

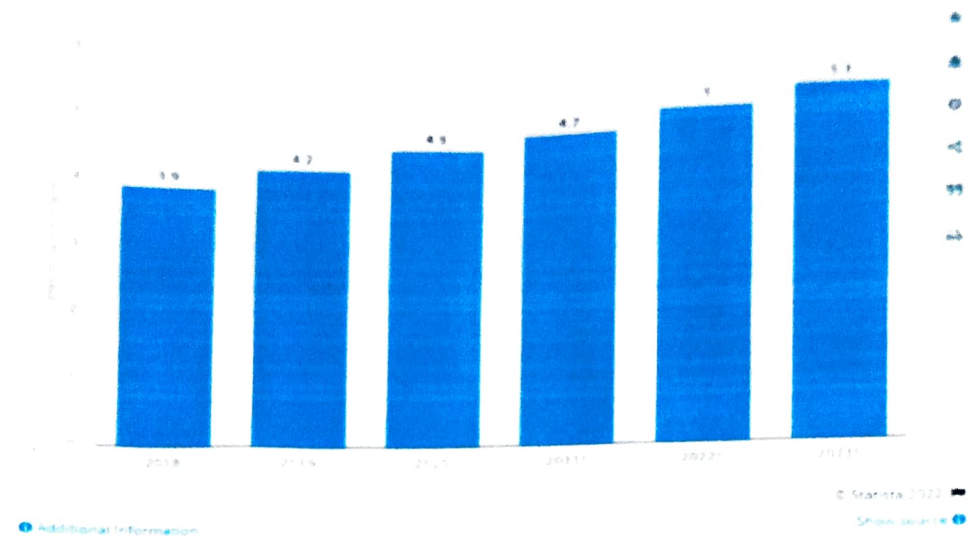
Statista, Statista Digital Market Outlook
© Statista 2019

Additional Information:

https://www.statista.com/statistics/1011511/

When we look at the numbers globally, here's a statistic depicting the growth of internet users worldwide over the years along with predictions for the years 2018 to 2023.

Internet user growth worldwide from 2018 to 2023 (in billions)



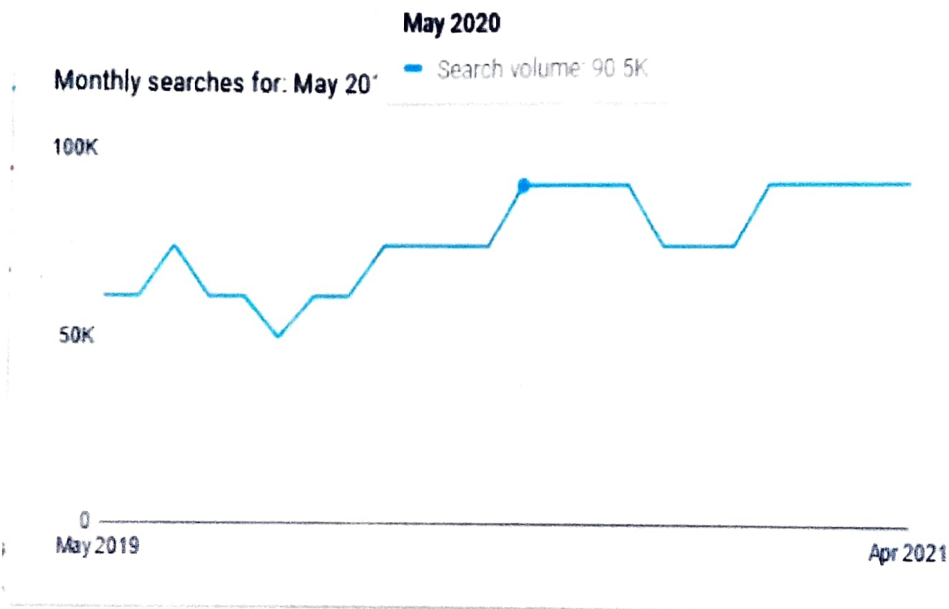
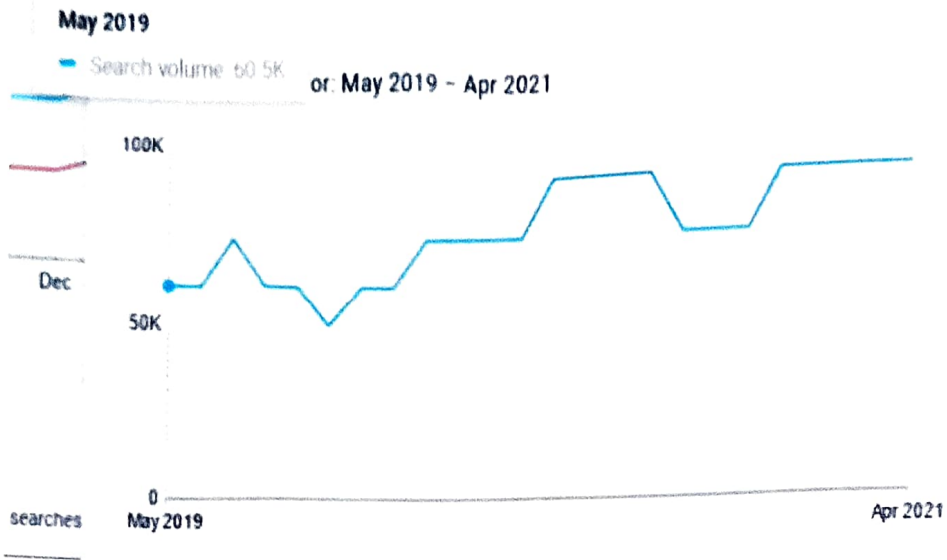
By 2023, the number of active Indian internet users will grow to almost 666 million in India and more than 5.3 billion globally. Thus, this indicates that a larger share of people are shifting online and hence it makes complete sense to start marketing online.

As a consequence of so many people online, we saw an increase in the consumption of data. Earlier a user consumed approximately 500MB to 1GB monthly data in 2016, whereas an average user is recorded to utilize around 13.5GB of monthly 4G data in December 2020. This number further grew by 20% in 2021 as an increased number of people started subscribing to various platforms for video consumption as well other dependencies on the Internet.

In 2023, the numbers are expected to rise even more because of the digital revolution that's been going on. Carrying out from the most basic to advanced tasks on the Internet is going to become a thing that will consequently increase our consumption of data.

Another significant impact of covid-19 has been the tremendous growth of OTT platforms which resulted in being one of the fastest-growing markets in the world. The lockdown elevated the consumption of content on the OTT platforms right from 181 billion minutes to almost 204 billion minutes in the last 365 days!

Furthermore, shocking was that the search volume per month for 'digital marketing courses' was nearly 60,500 in the month of May 2019 and it further experienced a whopping growth rate of 49.5%, which means 90,500 searches for it in May 2020, right when we were at the peak of the pandemic.

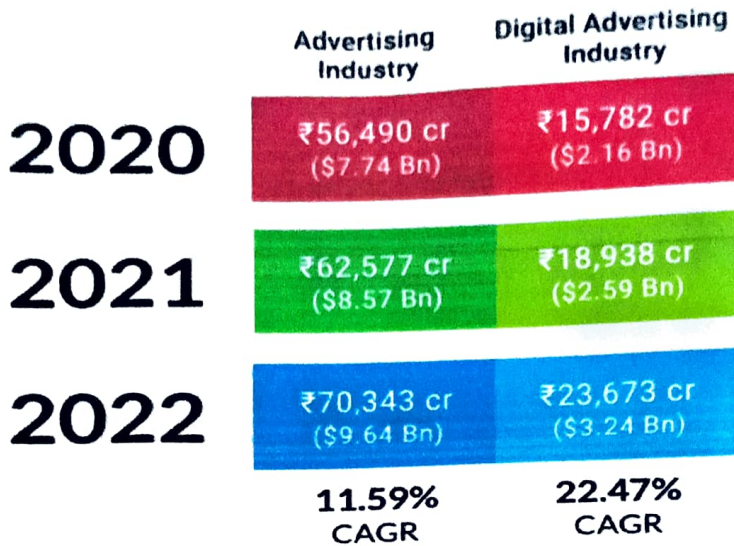


And as of today in 2023, the search volume for the same term stands strong at 1,35,000 per month! That's another 49% of the jump rate.

This shows that people are realizing the importance of digital marketing and are showing interest in pursuing a career or knowledge in this field.

As reported by Dentsu Aegis Network, the total advertising industry of India in 2019 was valued at INR 68,475 crores and it was calculated to be INR 75,952 crores by the end of

2020. That's a massive 10.9% growth rate. Globally, here's a look at the digital advertising spend in 2020, 2021, and predictions of 2023.



Digital Advertising in India 2021 by dentsu



This goes on to showcase that even during the pandemic, there was an increase in the amount of money that was channeled into advertising, especially the digital channels.

Companies are giving so much importance to digital marketing that some of the biggest ones are restructuring their marketing budget to shift their focus to digital.

In light of the COVID-19 pandemic, businesses are relying on digital marketing now more than ever. According to Global Data, the growth of the Indian e-commerce market is pushing to ₹7 trillion by 2023 due to the lockdowns. With every consumer locked down in their homes, all traditional marketing efforts are out of the question. Businesses that didn't even have a social media page will now have to speed up their digital transformation and design a digital strategy to communicate with their audiences.

Thus, to conclude from all the growth statistics that we saw above in different digital channels strongly suggests that the growth of digital marketing is on an upward trend and has been positively impacted even after the covid-19 pandemic hitting the world.

Digital Marketing with Regards to Consumer Decision: -

The development of digital marketing has entirely altered the market scenario. It has granted many corporates with number of options to promote their brands at global level. However, the impact of digital marketing is not only limited to businesses only; but also affected the consumer decision making also. Below are the mentioned points that depicts how the digital marketing has affected the consumer behavior :-

- Consumers begin to give a try to recent products launched in the market - Earlier customers opposed to try the products launched in the market. But due to digital marketing the extensive knowledge reached to the many people and they started welcoming new products and services. This empirical behaviour has developed the way for the success of many start-ups like Uber, Ola, OLA, etc.

- Changing Consumer Behaviour –

The tremendous change in consumer behaviour is that now consumers expect a more uniform and customized experience. They are not devoted consumers. Rather, they shift towards various options available in the market. Not only the quality products but also the post-purchase experience has become very much essential to the customers. This change in attitude has come in with companies vigorously and digitally marketing their exclusively consumer needs in order to fit according to the changing preference and to attract a modern audience.

- Increased Customer Involvement –

With social media platforms and consumer forums, customers today have the capability to make and impair the brands. Word of mouth is still one of the main factor that can regulates behaviour. This process is further built by the likes and comments on social media.

- Digital presence helps in Building the trust -

Automatically the digital presence of any firm or organization help to building the trust with the customers and that trust help the consumers to take any decision without any fear.

- Evaluation of Alternatives-

As there are many options available in the market, the one which is having the digital presence on the platform will automatically be more preferred by the customers as those which are not present.

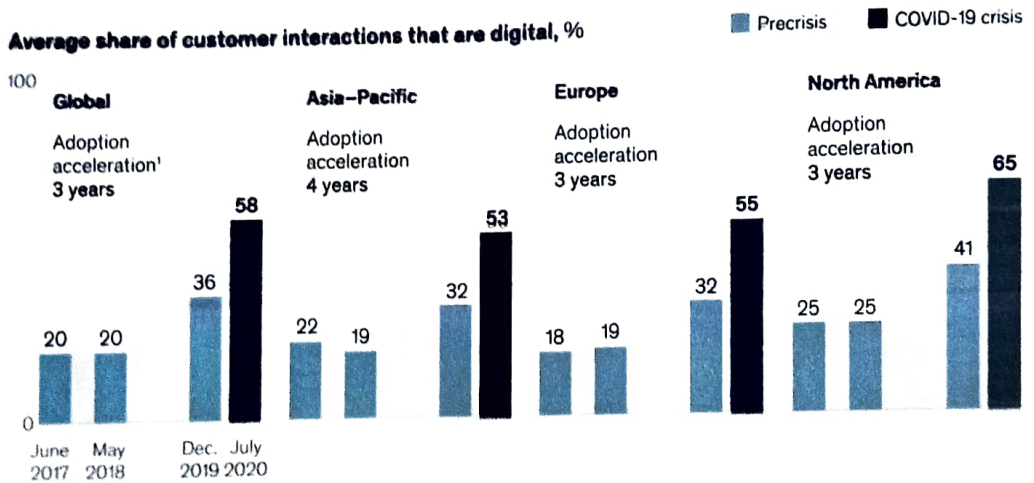
Digital Marketing & Consumer Behaviour: -

To say that the internet and evolving technologies have created an evolution of consumer behaviour is probably a massive understatement. Digital developments drive the way consumers interact and transact with businesses, creating a multitude of opportunities and challenges.

On one side, digital marketing and technology are responsible for transforming consumer behaviour, but it is essential to understand that consumer behaviour is shaping digital marketing.

The exponentially growing digital shift means that everybody uses social media, smartphones, apps, and other devices to discover and communicate with brands. That has been further accelerated by the Covid-19 pandemic, which has forced people to live in an e-commerce world as they cannot leave their homes.

The COVID-19 crisis has accelerated the digitization of customer interactions by several years.



Years ahead of the average rate of adoption from 2017 to 2019.

McKinsey
& Company

Smart devices mean consumers don't even need to speak to a business directly to interact with them.

In the context of consumer behaviour, 35% of people will now use chatbots to resolve problems or get detailed answers, while 40% of Millennials say they interact with a bot daily. Digital marketers that fail to invest in new technologies could find themselves losing a chunk of their target market.

In 2020, there will be 4.2 billion digital voice assistants being used in devices around the world (Alexa, Siri, Ok Google). Digital marketing makes it easier for consumers to talk to brands and the statistics show that is what people now want to do. Brands have a significant opportunity to optimize websites and advertising to account for the change in consumer attitudes towards voice technology. Some are even allowing consumers to purchase with voice commands, and it won't be long before that becomes more of a standard, just like the digital channels before them.



CHAPTER 2

Company Profile:

OneXsolutions

OneX Solutions is a full-service mobile marketing agency based in Kolkata, West Bengal for more than seven years. With our focus to provide best-in-class service to each client. we design, plan and implement innovative mobile marketing services. Our basic services include SMS marketing, E-marketing, Voice Calls, Long Code and Short Code. Along with all these, we are also providing online promotional services like SEO, paid services like PPC, Social Media Marketing and Web Design services.

During the tenure of last seven years, we have been associated with a number of prestigious clients all across the country. We have our office in 8 cities of the country as well as in Dubai and Singapore.

At OneX Solutions, we thoroughly do research of your website, the industry you belong to and your competitors before finalizing the plan for your digital marketing campaign. Be it SMS marketing, e-marketing, Voice calls or online promotional activities like running PPC campaign, Social Media Marketing we give our best possible service everywhere. We have only one focus, maximize your ROI within the limited deadline.

“OneX’s primary goal is to create technological breakthroughs in its field of activity.”

Website	http://www.onexsolutions.com
Industries	Advertising Services
Company size	11-50 employees
Headquarters	Mumbai, Maharashtra
Type	Privately Held
Founded	2013
Specialties	Bulk SMS, Bulk Email, Voice Call, Virtual Mobile Number, Digital

Marketing, Marketing, Mobility
Solutions, and Database Push

Locations

Headquarters-

Incuspace-Mumbai

2nd Floor, Ackruti Star, Andheri East,

Mumbai, Maharashtra 400093

Company's Office-

RDB Boulevard, Plot K-1

Level 8, Block EP & GP, Sector V

Kolkata, West Bengal 700091

VISION: -

Become a global leader for delivering high-performance and growth-based digital marketing solutions.

MISSION: -

- Serve all needs in the most affordable manner.
- Develop and implement efficient digital marketing solutions to serve all needs.
- Build a successful digital marketing agency.
- Be ranked one of the best digital marketing companies in the market.
- Provide customer satisfaction to clients.
- Provide outstanding results for clients.
- Make the company one of the best digital marketing companies in the market.

VALUE: -

Through the regular application of these principles, we continue to provide value to our customers, and we consistently meet our goals.

Digital Marketing Intern Responsibilities in a Company: -

- Collect quantitative and qualitative data from marketing campaigns.
- Perform market analysis and research on competition Support the marketing team in daily administrative tasks.
- Assist in marketing and advertising promotional activities (e.g., social media, direct mail and web).
- Prepare promotional presentations.
- Help distribute marketing materials.
- Manage and update company database and customer relationship management systems (CRM).
- Help organize marketing events.

PURPOSE OF MY INTERNSHIP: -

To understand the roles and responsibilities of a Digital Marketer and various attributes that would inculcate entrepreneurial or digital marketer capabilities in me: -

- Identifying and listing the prospects that could be our potential clients by analysing their business cycle, business model and their prospect clients.
- Restructuring and brainstorming as to how pitch the prospects and make them our potential clients which could be in either the form of reseller or customer.
- Making cold calls to the clients and trying to explain them the business model or services provides by our company which includes marketing about our product and service and trying to urge the need of those if they don't need it that point.
- Understanding the demands and needs of the prospects and designing the market campaigns that would satisfy their needs and demands and help them to increase their sales or their customer base.
- Generating more leads for the company and diligently working towards increasing the customer base of the company.
- Taking follow ups of the clients that showed interest in the services that our company offered.
- Analysing: -
 1. Gap between the service provided by our company and customer expectations and trying to figure out the ways to curb or to reduce it.
 2. What does the market really want at that point of time i.e., where is the demand for our services needed at that period.
 3. What kinds of mails get better responses.
 4. What format of cold calling should be followed.
 5. Also, the other ways to approach the prospect other than cold calls and mails.

CHAPTER 3

Objectives of the study:

The objective of a study on the role of digital marketing intern with special reference to Onex Solution Pvt. Ltd. would be to:

- To evaluate the current digital marketing strategies employed by Onex Solution Pvt. Ltd. and determine their effectiveness.
- To identify areas where improvements can be made to the existing digital marketing strategies and make recommendations to the management.
- To study the role of the digital marketing intern in the development and implementation of digital marketing strategies at Onex Solution Pvt. Ltd.
- To investigate the skills and knowledge required for a digital marketing intern to succeed in their role and identify the areas where the intern needs to be trained.
- To evaluate the impact of digital marketing on the overall business performance of Onex Solution Pvt. Ltd.
- To analyse the role of digital marketing in attracting and retaining customers and evaluate the effectiveness of the digital marketing campaigns.
- To determine the role of digital marketing in promoting the brand and increasing brand awareness.
- To assess the return on investment (ROI) from digital marketing efforts and identify ways to improve it.

The study will help to provide a comprehensive understanding of the role of a digital marketing intern and the impact of digital marketing on the success of Onex Solution Pvt. Ltd. The findings of the study will inform the management on how to optimize their digital marketing strategies to improve the performance of the business.

SCOPE

The scope of the project is developing the business opportunities of Onex Solutions by understanding and increasing the customer base of the company which includes both the existing as well as the new customers to the company.

Some key areas that the study could explore include:

- **Understanding of the digital marketing concepts and tools:** This could include exploring the intern's knowledge and understanding of digital marketing strategies, techniques, and tools such as SEO, PPC, social media marketing, email marketing, etc.
- **Roles and Responsibilities:** This could include exploring the day-to-day tasks performed by the digital marketing intern at Onex Solution, such as conducting market research, creating marketing campaigns, managing social media accounts, etc.
- **Impact on the company's marketing efforts:** The study could evaluate the impact that the intern has had on the company's marketing efforts, including their contribution to increased website traffic, engagement, and conversions.
- **Skill development:** The study could examine the skills and competencies that the digital marketing intern has developed during their internship, including their ability to use digital marketing tools, their communication and collaboration skills, and their understanding of market trends and consumer behaviour.

Overall, the study would provide valuable insights into the role of digital marketing interns at Onex Solution and the impact that they have on the company's marketing efforts. This information could be useful for companies looking to hire and train digital marketing interns, as well as for students and professionals seeking a career in digital marketing.

Limitations of the study: -

There are several limitations that could impact the validity and reliability of a study on the role of a digital marketing intern with special reference to Onex Solution:

- **Sample size:** The study may have limited the sample size to a few interns or a single intern, which might not accurately reflect the experiences and views of all digital marketing interns at Onex Solution.
- **Selection bias:** The study may have only included interns who were willing to participate, potentially introducing a selection bias and affecting the generalisability of the findings.
- **Self-reported data:** If the data collected in the study is based on self-reported information from the interns, it may be subject to biases such as recall bias or social desirability bias.
- **Lack of control group:** Without a control group, it can be difficult to determine the causality of the findings and determine if the experiences of the interns are unique to Onex Solution or are representative of the broader industry.
- **Limited scope:** The study may have limited its focus to only the role of a digital marketing intern and not taken into account other factors that could influence the internship experience, such as the company culture or department dynamics.
- **Time frame:** The study may have been conducted over a limited time frame, which may not accurately reflect the intern's experience over the entire internship period.
- **Organizational context:** The findings of the study may not be applicable to other organizations or industries, as the context of Onex Solution may be unique and impact the experiences of the interns.

DESCRIPTION OF THE PROJECT: -

The project work is divided into following parts: -

- Understanding the value proposition of Onex Solutions Pvt. Ltd.: -
A value proposition is a promise of value to be delivered, communicated, and acknowledged. It is a belief from the customer about how the value(benefit)will be delivered, experienced and acquired. Creating a value proposition is a part of business strategy. "Strategy is based on a differential customer value proposition. Satisfying customers is the source of sustainable value creation."
A value proposition would include the opportunities on the satisfaction of demands given by our company services like SMS marketing and also the outcome of the marketing campaigns provided by us. The price of the product should do justice with the value delivered to the customer and should also leads to customer delight.
- Understanding the prospects that could be our potential clients: -
Listening and pitching the prospects by understanding their business model, business cycle and what kind of demands does their company have. Whether the company can be a reseller to us or it can be the direct client to our company. It is also important to understand the present demands or needs of the company.
- Generating Leads: -
My primary duty as a digital marketing intern is to increase the customer base of the company. Therefore, it is very important to generate leads for the company, either in the form of new customer or retaining the old customer. The following strategies used in order to generate the leads are: -
 1. Cold Calls - It is generally done to tell the potential client about the services and products that we can offer to them and also done in order to schedule a prior appointment for company visit.
 2. Business Proposals - Mailing business proposals to the client stating all the description of the company and its products are one of the most formal ways to communicate with your prospects.

During the period of my Internship, I have collected and called around 170 or more companies which includes the restaurants, Health sectors, Educational, Real E- state etc. as well as other metropolitan cities.

My Role in The Company as an Intern: -

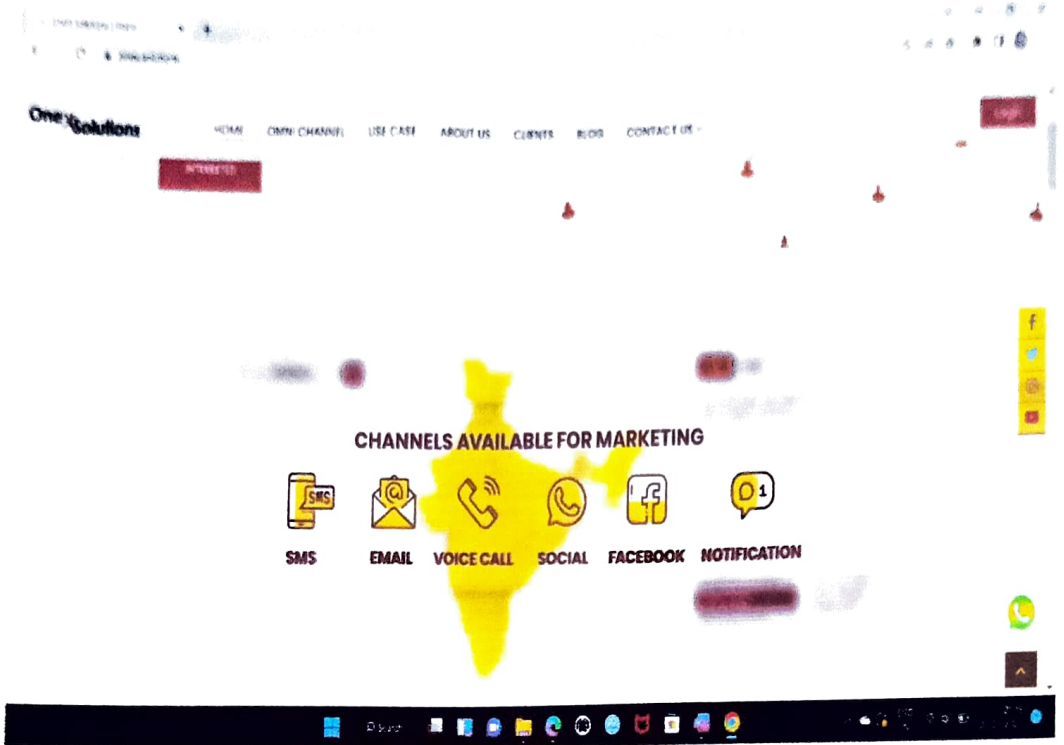
- To Collect Data of Various Industries (Real Estate, Retail Business, Health Sector, Restaurant, etc.) on PAN India.

- To Approach the industries about our company's services from the collected data of various industries.
- To give brief information about our company's services to the industries.
- To convenience the industries for buying the services (SMS, Email, etc.) of our company.
- To increase client's engagement & to generate leads on daily basis.
- To increase the business by generating new clients which helps our company to increase the profit.

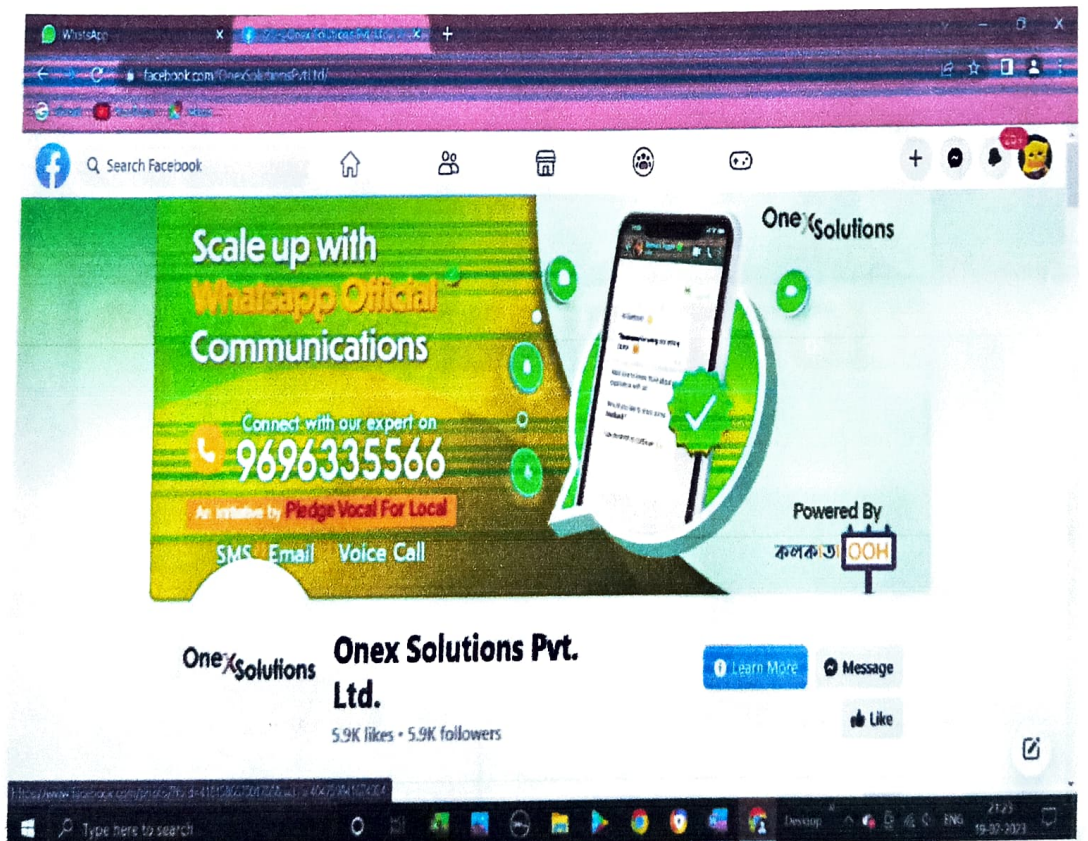
Company's Website: -

The screenshot shows the OneX Solutions website interface. At the top left is the logo "OneX Solutions". A navigation menu includes "HOME", "OMNI CHANNEL", "USE CASE", "ABOUT US", "CLIENTS", "BLOG", and "CONTACT US". A red "INTERESTED" button is visible. The main content area features a search bar with the text "Search your target location" and "Mumbai" entered. Below this is a map of India with Mumbai highlighted in yellow. To the right of the map, there is a text box stating "We offer B2C as well as B2B Target Audience" and another box titled "Audience categories" with a dropdown menu showing "Business Director" and "Mkt / Business Director". A vertical sidebar on the right contains social media icons for Facebook, Twitter, LinkedIn, and Instagram, along with a WhatsApp icon and a "Login" button. The Windows taskbar is visible at the bottom.

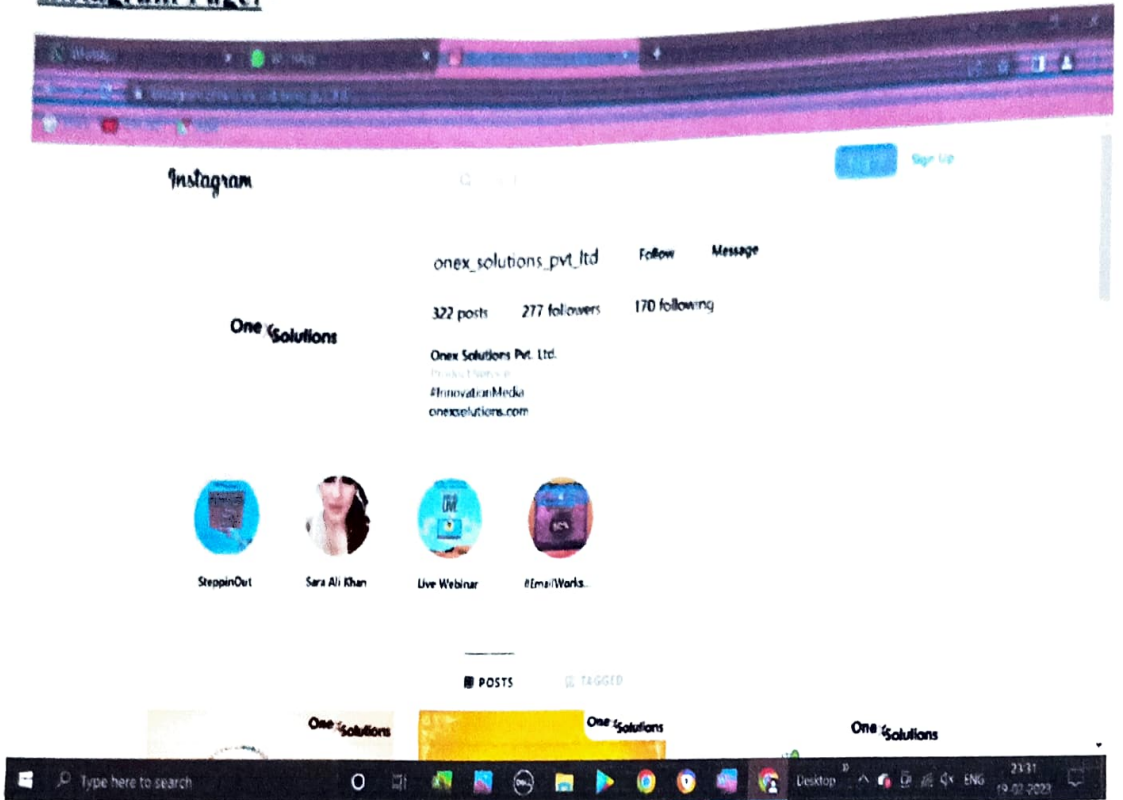
This screenshot shows the same OneX Solutions website interface but with "Kolkata" entered in the search bar. The map of India now highlights Kolkata in yellow. The text box on the right now says "We offer B2C as well as B2B Target Audience". The "Audience categories" dropdown menu is open, showing "Business Wno / City Wno", "Business Director", and "Mkt / Business Director". A new text box appears with the heading "You can filter your Target Audience". The "Login" button is still present in the top right corner. The Windows taskbar is visible at the bottom.



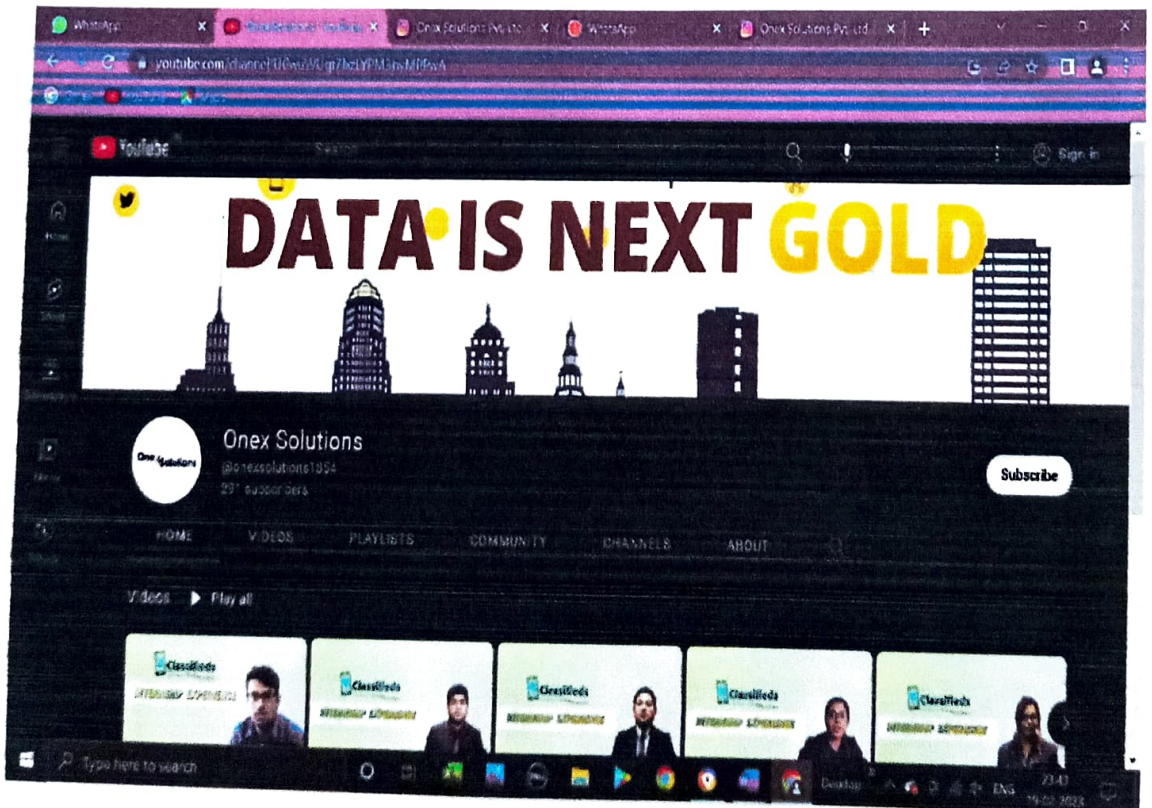
Facebook Page: -



Instagram Page: -



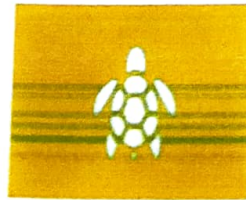
YouTube Page: -



WE WORK FOR VARIOUS INDUSTRIES: -

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

Our clients: -



- Retail Sector.

- Real Estate Sector.

PS GROUP



SIDDHA
Construction & Infrastructure

srijan
Building Tomorrow

MANI ENCLAVE

Fortune Realty
global real estate

primarc



- Health Sector.



cordlife



AMRI
HOSPITALS



CK BIRLA
HOSPITAL

NH Rabindranath Tagore
International Institute of Cardiac Sciences
Unit of Research & Health

Dr. Shetty's

Motherhood
MATERNITY

- Other sector :-



- Our Unique Selling Proposition: -



CHANNEL

Reach your Target Audience on Omni Channel



VARIOUS BUSINESSES

We have solutions for all major Industries



PAN INDIA REACH

You can target your customers across 1200 cities in 60,000 pincodes



REGIONAL LANGUAGE

You can send content in any regional language



WHITE LABEL & RESELLERS

Offer our solutions under your Brand Name and IP



REPORTS & ANALYSIS

We share reports and analytics of campaign



SAMPLE CONTENT

We provide sample content for Store Launch, Sales, Offers, as per Industry



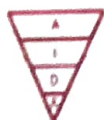
SMARTTEXT

Send Personalised Text Marketing with Name, Code, etc



SMARTLINK

Track people who clicked link and retarget them



AIDA

Track people who clicked link and retarget them



READY TO USE DATA

Track people who clicked link and retarget them



DELIVERY

We can deliver on our channel in any volume

CHAPTER 4

TASK 1

It was a very different experience for me because it is the first day of our internship in which we are having our introduction session with internship owner. Also, I didn't have any idea regarding the working habits of the company including the internship owner.

A new experience was at waiting for me and I have to perform it well. After having a well introduction with my working partners we begin with our first session of our internship in which we learned about working of our company's products.

[Application Basis + Advance & Data]

- Panel: - Customer's Database.
- Campaign: - Onex's Database.
- Four Main Database of Onex's: - SMS, E-Mail, WhatsApp, Voice call.

- OUR CAMPAIGNS: -
 - SMS Campaign: -
Timing is 9am to 9pm [Non-D&D No. Only].
Characters limits is 160[English]
Characters limits is 70[non-English]

 - Social Media Campaign: -
Monday to Saturday from 10am to 3pm [D&D and Non-D&D Both No.]
Maximum characters limit up to 800 characters.
Image with caption: - 5 MB. [not more than] and 700 characters [Caption]
Video with caption: - 3MB. And 400 characters [Caption]

 - Voice Campaign: -
Timing for voice campaign is from 9am to 9pm[Only non-D&D]
Size should be of 2MB.
Allowed type: - MP3/ WAV. Within 15 seconds or 30 seconds.

 - E-Mail Campaign: -
Timing of this campaign is 24*7.
In which matter should be of 100 KB.

This campaign are held for only very important subjects which are of HTML creative.

➤ Billing, Commission and Rebuttals: -

Format of billing details of our company: -

This is very important to raise an invoice for many any client. DOST4ME need to capture every detail.

- Client's Name.
- Product.
- Quantity.
- Rate.
- Company or Shop Name.
- Address.
- PAN & GST Numbers.
- State.

➤ Payment Mode: -

We accept payment via[Paytm, Net banking, Credit Card, UPI, Debit Card]. When customer will receive invoice, every option will be there.

➤ Payment received mail by zoho: -

[Software when our a/c team receives Onex's] and accept the payment, an auto generated mail is sent.

➤ Payment Advice: -

While client processes the payment, he will get some SMS or receipt. He must share that with DOST4SME, which DOST4ME must notify to the sales team. Sales share that to the account for payment receive.

➤ Sales Process: -

We work on prepaid basis.

Sale is accounted only on receipt of payment only when Bank account is credited.

If clients want campaign on Friday, payment must come by Thursday max. by 4pm.

Time cut off for approval for campaign summary for next day, from client is 6pm.

➤ Elaborate on process: -

First sales team share billing details to DOST4SME.

DOST4SME will share it with their clients.

After getting details, DOST4SME shares billing details with accounts.

Accounts team raises and sends invoice to the client keeping CC to DOST4SME, and sale's customer.

➤ Commission structure: -

Commission will be computed weekly.

Commission summary will be rolled out to DOST4SME every Monday for proceeding last week.

➤ Special notes: -

Commission is only payable all amount realised from the client.

It is calculated on base price [without GST]

The above rate card is applicable for all campaign like SMS, WhatsApp, voice call, E-Mail.

- **Sales Process Training [Our Internship Work in Company]: -**

- Identify the company. [Prospectus]

- Approach with pitch: -

First, we have to introduce our self and company.

Then will inform the purpose and the benefit of digital campaign like through SMS.

Voice call which is cost effective from the traditional marketing idea like newspaper etc.

- Document the details record: -

Business name, person, mobile, E-mail, Address, Pin code, Remarks.

While we are visiting, we should capture the details like shop name, person name, mobile number, E-mails, proper address, pin code and feedback.

This most needed thing.

- Follow Up: -

This is the most important thing to win trust of the client to get job.

We need to follow up till we win the client on given time.

- Understand client requirement: -

After providing the data count, we have to understand to client requirement as on how many data he need to campaign like 10k, 20k, or entire data. After confirming from client, we will inform the commercial according the data count.

[Special Note: - Onex never provide data, only provide count in report.]

TASK 2

Calling Script: -

PHONE: CONFIDENT

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

[If Other Person responds]

Can I know Your Name Sir/ Ma'am?

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

Is it the right time to discuss with you Sir/ Ma'am?

[If Other Person responds, No]

Reply – Can I know when I can connect with you Sir / Ma'am?

[If Other Person responds, YES]

Thank You so much for your Time.

Onex Solutions is a Digital Marketing Company, we help Business to reach their target audience in economical and effective manner.

We are working with 4000+ Clients. That Includes Maddison, BuyMediaSpace, Bookallads, Tata Motors, Khadim's, Wow Momo, etc.

Sir / Ma'am we know that lock down is the current market scenario, so we cannot let this situation hampered your business, so it's crucial to reach out to new audience. We are a company who helps to reach out to new clients at a very minimum cost VIA SMS / Email / WhatsApp & Voice Call Services.

Note – After Speaking it's important to hear the client's queries and to revert back accordingly.

[If Person is Interested]

Sir/ Ma'am, Can I get your mail id so that I will send you the mail about my company and commercials.

Rebuttals: -

- How to trust on your Campaigns?

Ans- We have an experience of handling clients from various Industries like Health care, Real Estate, Education and Hospitality etc. Working with these sectors have help us to gain lots of experience and now we are helping out other clients so that can they make maximum use of SMS/ WhatsApp / Email & Voice Call Marketing.

- What are the proofs of your Campaigns?

Ans- We will help you with detailed reports post each campaign.

- Do you provide Database?

Ans- No Sir / Ma'am.

- Tell me more about your Database?

Ans- We have PAN INDIA Pin code wise database.

- Do you have Profile database (Female / Student/ HNI etc)?

Ans- Sir / Ma'am, please let me know the Pin code / Area/City, I will ask my team and update you shortly.

Positive response: -

Intern: Hi, this is [name] from Onex Solution, a digital marketing company. I was wondering if you're interested in learning how we can help increase your online presence and drive more traffic to your website?

Client: Oh, hi! Yes, I have been looking for a company that. Can you tell me more about your services?

In this case, the client is receptive to the intern's pitch and is interested in learning more about the company's services. This is a positive response that could lead to a potential sale or at least a follow-up call to discuss further.

Negative response: -

If you're Intern: Hi, this is [name] from Onex Solution, a digital marketing company. I was wondering interested in learning how we can help increase your online presence and drive more traffic to your website?

Client: How did you get my number? I don't appreciate unsolicited calls. Please remove me from your list.

In this case, the client is not interested and that it's important for interns to understand that not everyone will be interested and that it's important for intern and that it's important to maintain a positive attitude and move on to the next call.

Negative experience: -

Intern: Hi, this is [name] from Onex Solution, a digital marketing company. I was wondering if you're interested in learning how we can help increase your online presence and drive more traffic to your website

Client: How did you get my number? I don't appreciate unsolicited calls. Please remove me from your list.

In this case, the client is **unhappy** about receiving a cold call and may be annoyed or frustrated. This is a negative experience for the intern, but its important to remember that it's not personal and to handle the situation professionally by apologizing and removing the client from the list as requested.

Positive experience: -

Intern: Hi, this is [name] from Onex Solution, a digital marketing company. I was wondering if you're interested in learning how we can help increase your online presence and drive more traffic to your website?

Client: Actually, I have been looking for a company like yours. Can you tell me more about your services and how you can help my business?

In this case, the clients is interested in the company's services and is actively seeking a solution to a problem they have. This is a positive experience for the intern, who can discuss the company's services and potentially close a sale. It's important to handle the situation professionally and follow up with the client as promised.

TASK 3

DATA COLLECTION

- As an intern is expected to collect data from a wide range of industries to support market research and business analysis
- Research and identify the top industries that are relevant to the company's business interests
- Gather data related to these industries, including market size, growth rate, key players, and market trends.
- Collect data from reliable sources such as industry reports, government websites, news articles, and company websites.
- Organize the data in a structured format, such as spreadsheets or database
- Analyse the data and identify key insights, trends, and patterns.
- Summarize the findings in a clear and concise manner, and present the results to the team.
- Continuously update the collected data to ensure its accuracy and relevance.
- Deliverables.
 - A list of top industries and their relevant information.
 - A report summarizing the findings, including key insights and trends.
 - An organized and easily accessible database of the collected data.

Note: The intern should ensure that the data collected is accurate and up-to-date and should cite the sources of the information. The intern should also be prepared to present their findings and answer any questions the team may have.

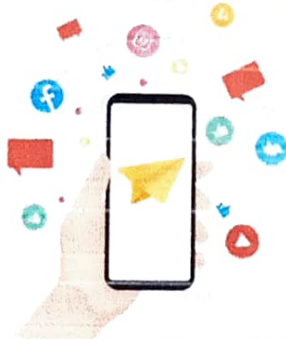
TASK 4

INTERNSHIP CERTIFICATE OF TERMINATION: -

Onex Solutions

CERTIFICATE OF INTERNSHIP

This is to certify that Mr Rahul M. Tundam has worked as a Digital Marketing intern from the 19.08.2021 to 10.10.2021. He showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions. We found Him to be diligent and disciplined and wish Him all the best for Him future endeavour



Onex Solutions Pvt. Ltd.

D. Agarwal
Director

DIPAK H AGARWAL
FOUNDER & CEO, Onex Solutions

Special Qualities Required by a Digital Marketing Intern: -

As a digital marketing intern, I knew that there were certain qualities that were required of me to succeed in my role.

- **Adaptability:** Being adaptable was crucial, as the industry was constantly changing and I needed to keep up with new technologies and techniques.
- **Creativity:** I also had to be creative and come up with fresh ideas for promoting products and services online.
- **Communication skill:** skills were essential for effective collaboration with my team and articulating my ideas clearly and concisely. I always made sure to pay close attention to detail, as digital marketing requires a meticulous approach and a strong eye for detail.
- **Analytical skills:** Analytical skills were also important in measuring the success of marketing campaigns and making data-driven decisions.
- **Team player:** I recognized the value of being a team player and worked effectively with other departments to achieve our goals.
- **Technical knowledge:** Having a basic understanding of digital marketing tools and technologies, such as Google Analytics, AdWords, and social media platforms, was also necessary, but most importantly,
- **Passion:** I was passionate about the industry and eager to learn and grow in my roles as a digital marketing intern.

Looking back on my experience as a digital marketing intern, I know that as a digital marketing intern, I know that possessing these qualities allowed me to contribute effectively to my organization and develop valuable skills that will help me advance my career in the field.

Roles and Responsibilities of a Digital Marketing Intern: -

As a business development intern at Onex Solution Pvt Ltd, I had various roles and responsibilities to fulfil in order to contribute to the growth of the company.

- **Understanding the value proposition of Onex Solution Pvt. Ltd.:** One of my key responsibilities was to understand the value proposition of the company. This involved studying the SMS marketing services offered by the company, analysing how they could meet the demands of potential customers, and ensuring that the price of the products offered by the company was fair and justifiable.
- **Understanding the prospects that could be our potential clients:** Another important responsibility was to identify potential clients for the company. I had to research and analyse different businesses to understand their business models, requirements, and demands. This helped me to create a list of prospects that could potentially become clients of the company.
- **Generating leads:** Generating leads was another crucial aspect of my role. I had to use different strategies like cold calls and business proposals to reach out to potential clients and schedule meetings with them. This helped me to generate new leads and retain existing customers.
- **Setting up meeting and on boarding clients:** Once I had identified potential clients and generated leads, my role also involved setting up meetings with them to pitch the products and services offered by the company. These meetings helped me to effectively market the products and create a personal connection with the clients, which in turn helped to retain them in the long run.

In summary, as a business development intern, my role was to understand the value proposition of the company, identify potential clients, generate leads, and onboard clients by setting up meetings with them. Through these activities, I was able to contribute to the growth of the company and gain valuable experience in the field of business development.

Challenges faced by a Digital Marketing Intern: -

As a digital marketing intern, I faced several challenges during my time with the company.

- **Keeping up with the ever-evolving digital marketing landscape:** One of the biggest challenges was keeping up with the ever-evolving digital marketing landscape. I found it difficult to stay up-to-date with latest trends and technologies, especially as I was still learning the ropes.
- **Measuring the impact of campaigns:** Another challenge I faced was measuring the impact of campaigns. It was not easy to determine which metrics were the most important and how to track them effectively, especially as I did not have access to all the necessary tools and data.
- **Balancing creativity with strategy:** I also struggled to balance creativity with strategy. It was important to come up with fresh and engaging ideas that would grab the attention of the target audience, but at the same time, I had to ensure that the campaigns were aligned with the overall marketing objectives and strategies.
- **Limited budget and resources:** As an intern, I had to work with the limited budget and resources, which made it challenging to execute large-scale campaigns and try out new tactics and technologies. I had to be creative in finding ways to make the most of the resources I had available.
- **Working with multiple stakeholders:** Working with multiple stakeholders was also a challenge. I had to balance the needs and expectations of different departments within the company such as the sales team, product team, and customer service team. This was especially challenging as I was just starting out in my career and did not have lot of experience working with different stakeholder.

Despite these challenges, I found my time as a digital marketing intern to be a rewarding experience. It required a strong work ethic, a willingness to learn, and a desire to succeed. With the right mind set and a solid support system, I was able to overcome these challenges and emerge as a skilled and confident digital marketer.

Impact of Digital Marketing Intern on Digital Marketing Company: -

As a digital marketing intern, I played a crucial role in contributing to the success of the digital marketing company I worked for.

- **Fresh perspective:** During my internship, I brought in a fresh and unique perspective to the company. Coming from a different educational background, I had exposure to new and innovative ideas, which helped the company stay up-to-date and keep pace with the latest trends and development in the digital marketing landscape.
- **Increased productivity:** My eagerness to learn and assist the marketing team with various tasks helped to increase productivity and efficiency in the workplace. By helping to free up the time of the marketing team, they were able to focus on more critical aspects of the business. This increased support led to increased productivity, enabling the company to achieve more in less time.
- **Cost effective solution:** As an intern, I was a cost-effective solution for the digital marketing company. I was typically paid a stipend or received course credit, which was much less compared to the cost of hiring a full-time employee.
- **Talent acquisition:** The company used the intern program as a way to identify and evaluate potential full-time hires. By providing to be a valuable asset to the company during my internship, I was offered a full-time job, which helped the company save time and resources in the hiring process.
- **Improved marketing strategy:** Additionally, I brought with me new ideas, innovative approaches, and a fresh perspective, which helped the company improve its marketing strategies and make better-informed decisions. My contributions helped the company identify new opportunities for growth and expand its reach.

Overall, my digital marketing internship was a mutually beneficial experience for both the company and myself. I am grateful for the opportunity to have gained valuable experience in the field of digital marketing, and I believe that my contribution has helped the company maintain a strong position in the market.

LEARNINGS: -

As an intern working on a project titled "A Study on the Role of a Digital Marketing Intern (with special reference to Onex Solutions)," you can expect to gain a variety of skills and learnings that will help you both professionally and personally.

Here are some examples:

- **Digital Marketing:** You will gain a solid understanding of digital marketing and its various channels such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing. You will learn how to use these channels to reach and engage with target audiences and generate leads.
- **Analytics:** You will learn how to use analytics tools such as Google Analytics and other tracking tools to measure the success of digital marketing campaigns. You will learn how to use data to make informed decisions and optimize campaigns for better performance.
- **Communication:** You will develop your communication skills by working with team members, stakeholders, and clients. You will learn how to clearly communicate ideas and strategies and receive feedback.
- **Time Management:** You will learn how to manage your time effectively by prioritizing tasks, meeting deadlines, and juggling multiple projects at once. This skill will be beneficial in any future career path.
- **Creativity:** You will learn how to come up with creative ideas for campaigns and develop content that resonates with target audiences. You will also learn how to use design tools and software to create graphics and other visual content.
- **Adaptability:** You will learn how to adapt to changes and navigate unexpected challenges that may arise during the project. This will be a valuable skill in any workplace.
- **Networking:** You will have the opportunity to network with industry professionals and build relationships that may lead to future career opportunities. Overall, this project will provide you with valuable skills and experience that will help you succeed in the digital marketing industry and beyond.

CHAPTER 5

SUGGESTIONS: -

Here are a few areas that you might want to explore:

- **Digital Marketing Strategy:** One of the key areas you can focus on is the digital marketing strategy employed by Onex Solutions. You can analyse their current strategy and identify potential areas for improvement. You can also suggest new ideas for campaigns and strategies that they can implement in the future.
- **Social Media Marketing:** social media is an essential component of any digital marketing strategy. You can study the social media channels that Onex Solutions is currently using, and suggest ways to optimize their presence on these channels. This can include recommendations for increasing engagement, creating new content formats, and running targeted ad campaigns.
- **Search Engine Optimization:** Search engine optimization (SEO) is another critical component of digital marketing. You can study Onex Solutions' current SEO strategy, identify areas for improvement, and suggest new techniques to boost their search engine rankings.
- **Content Marketing:** Content marketing is an essential component of any digital marketing strategy. You can study the type of content that Onex Solutions is currently producing and suggest new types of content that can be created to engage their target audience. This can include blog posts, videos, infographics, and more.
- **Analytics and Reporting:** Finally, it's essential to track the success of any digital marketing strategy. You can analyse the metrics that Onex Solutions is currently tracking and suggest new metrics that can be used to measure the success of their campaigns. You can also provide recommendations for how to present this data in an easily digestible format.

CONCLUSION: -

In conclusion, the role of a digital marketing intern is vital in any organization, including Onex Solutions. As digital marketing has become an essential component of a company's overall marketing strategy, the need for interns to support digital marketing efforts has increased significantly.

The primary responsibilities of a digital marketing intern at Onex Solutions include creating and managing social media content, developing and executing email marketing campaigns, analysing and reporting on digital marketing data, and supporting the implementation of SEO and PPC strategies. These tasks require a combination of technical skills, creativity, and strong communication skills.

Furthermore, the study highlights the importance of providing interns with proper training, mentorship, and feedback to help them develop their digital marketing skills and knowledge.

Onex Solutions can achieve this by providing access to digital marketing tools and resources, offering regular training sessions, and assigning mentors to guide interns throughout their internship.

Overall, a digital marketing intern plays a crucial role in driving the success of Onex Solutions' digital marketing efforts. By investing in a strong digital marketing internship program, Onex Solutions can attract and retain talented individuals who can help the company stay ahead in the highly competitive digital marketing landscape.

CHAPTER 6

ANNEXURE

- <https://www.investopedia.com>
- <https://en.m.wikipedia.org>
- <https://www.onex.solutions>
- <https://in.linkedin.com>
- <https://m.facebook.com>
- <https://www.instagram.com>
- <https://m.youtube.com>
- <https://twitter.com>
- <https://internshala.com>
- <https://www.educba.com>
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