

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

“AN ANALYTICAL STUDY ON CONTENT WRITING AS A TOOLS OF DIGITAL MARKETING AND IT’S ROLE IN CUSTOMER CREATIONS WITH SPECIAL REFERENCE TO SUCCESS R.”

SUBMITTED BY:

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B.com (Honours) VI Semester

PROJECT GUIDE:

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Shiksha Mandal, Wardha's
G.S. College of Commerce & Economics
Nagpur
NAAC Accredited 'A' Grade Autonomous Institution



INTERNSHIP CERTIFICATE

05.07.2021 to 30.09.2021

*This is to certify that Ms Samiksha Kakde has
successfully completed the internship program in
Content Writing at SuccessR.*

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

TEJASVINI PISE

Co founder and
managing director

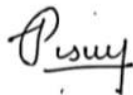
Letter of Recommendation

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

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

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

Sincerely,



Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

info@successr.in or tejasvini@successr.in

SuccessR HR Tech Pvt Ltd

30.09.2021



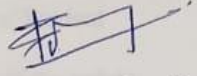
Shiksha Mandal, Wardha's
G. S. COLLEGE OF COMMERCE & ECONOMICS
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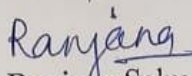
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CERTIFICATE

This is to certify that the said internship project report titled “An Analytical Study on Content Writing as a tool of Digital Marketing and its role in Customer Creation with special reference to SuccessR” has been completed & submitted by Ms. Samiksha Arun Kakde 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


Prof. Piyusha Telang
Project Guide


Dr. Ranjana Sahu
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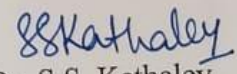

Dr. S.S. Kathaley
Offg. Principal
Offg. Principal
G. S. College of Commerce
& Economics, Nagpur.





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CHAPTER INTRODUCTION

ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, Dr. S.S. Kathaley of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at SuccessR. I am grateful to Ms. Tejaswini Pise Director, SuccessR Pvt Ltd for considering me for the internship in her esteemed organisation.

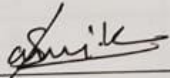
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to SuccessR Pvt Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours) for the guidance and teachings. I would like to thank Prof. 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 thank my parents and almighty god for this opportunity

Date: 12/04/2023

Place: Nagpur



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CHAPTER I : INTRODUCTION

About the Topic

1.1 What is content writing?

Content writing is a broad term that means using words to convey things to readers about your idea, your business, your project, or anything. It's not a domain which is restricted to a single direction anymore. It has covered a vast number of domains within itself. It is the process of writing, editing, proofreading and publishing content in a digital format. Content can include blog posts, videos or podcast scripts, eBooks, or product category descriptions. The content can be both online and offline.

Content writing is done by a content writer.

Content writer- Content writers are the creative professionals who write copies for website social media, blog, white paper, eBooks and several other platform.

1.2 Importance of content writing

- Content writing has become one of the most important means to capture the market nowadays.
- It has a lot of potential in terms of customer acquisition.
- It is the most effective way to get your business in the digital sphere.
- It is a Communication channel to reach Customers.
- It helps in Audience Engagement.
- It offers retention in providing information
- If SEO (search engine optimization) is boosted number of visits on the website increases significantly.
- Offer the necessary information on why it will answer the consumer's needs.
- It caters to newspapers and magazines.
- Offers Credibility.
- Offers validation.
- Helps in creating books.

1.3 Scope of content writing

- Content writers are responsible for creating content for company blogs, internet sites, corporate communication, PR publications, product reviews, and various other purposes.
- Content writing as a career option has a various opportunities based on the demand for content in the market.
- Content writing has a huge scope for aspiring writers and students who have professional writing skills, strong vocab, and communication skills to become reputed writers.
- Content Writing is an art that is increasing in every field day by day, The scope in this field is a beneficial point for all those who have the talent to write.

1.4 Various types of content writing

- **Blog post**

A blog post is any article, news piece, or guide that's published in the blog section of a website. A blog post typically covers a specific topic or query.

- **Social media post**

Social media is a big part of our lives. It's also a big way for businesses and customers to connect and interact with one another, where people write content on specific topics and post it on social media. By posting interesting content regularly on social media, you can influence and build a relationship with your target audience.

- **EBooks & white papers**

Ebooks and paperbacks are great source of materials for the stuff which are provided by the known authors.

- **E-mail marketing**

Email marketing is one of the most effective types of marketing. Where content email is sent to a group of people or demanded audience regarding the product and services. Email marketing is made easy nowadays with email software like MailChimp.

- **Technical Writing**

Technical writers are also in high demand. Where individuals will write about highly technical concepts and make them easier for the reader to understand. A good technical writer should possess a high level of knowledge about the topic. They should focus on details and translate complex concepts into easy and digestible content that almost everyone can understand.

- **Copywriting**

Copywriting is done by Copywriters a copywriters use their creativity to create inviting and engaging blocks of text for the website, whether it's a landing page, sales page, product descriptions, or sales letters.

- **Press release**

These are content pieces that businesses send to publications to provide information or release an official statement about the latest developments in their company. It could be to inform the media about the latest product launch, or it could just be simple announcements.

- **Journal writing**

Journalism is the oldest type of content writing. Journal writing is a form of content writing which usually focuses on jotting down ideas. Mostly, writers keep and maintain a journal to record their thoughts. Then, they assemble them in an organized format. Writing To do list is also a kind of journaling. People who want to keep records of their daily life activities also do journal writing.

- **Research and Report Writing**

Many agencies write reports based on research in different industries. These reports are generally very long and the content in them is of very high quality. Writers for research and report also have to write about current trends and their effects on people. As a report writer in content writing services, you must have the ability to overcome challenges regarding subjects, deadlines, and so on.

- **Web Content**

Web content writing is specific to the demands or expectations for which website it is being written for. Every website has a market group they cater to & web content writers just like other content writer has to work according to the given tasks.



FIG.1.1- CONTENT WRITING PROCESS

1.5 Digital Marketing

Digital Marketing is also called Online Marketing. It refers to the use of digital channels to market products and services. To reach the consumer. It involves the use of the website, Mobiles devices, Social Media, search engines & other similar channels.

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

- Digital marketing become popular with the advent of the internet in 1990.
- Digital marketing involves marketing to the consumer through any number of digital channels.
- Digital marketing is different from internet marketing which is exclusively done on a website.
- Digital marketing encompasses all marketing efforts that use an electronic device Or the internet.
- Digital marketing is cost-effective and has a great commercial impact on the business.

Evolution Of Digital Marketing:

THE 90s era

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

The Millennial Generation

In the new millennium a bubble grew in the economy. This economic bubble burst between the year 2000 and 2002 harmed many businesses. In early 2000s many new sites were launched as the economy recovered from the boom it also involved the beginnings of LinkedIn in 2002, Myspace and WordPress in 2003 and in 2004 Facebook was introduced. Also with the beginning of early 2000s mobile text message marketing became more popular.

The Mobile Era

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

The Present era

Today the individuals spend 65% of their time on digital devices. The digital advertising industry is now valued at around \$200 billion, in which 96% of the company's revenue is generated from Google Ad Words. With the user base of 3.1 billion online users social networking has led towards the digital marketing revolution. Digital marketing is a rapidly growing industry as the individuals are inclined towards creativity and also Digital Marketing focuses majorly on the customers

preferences which makes it more impactful . By proper means and implementations of Digital Marketing tools a company can create a huge impact and also create brand loyalty amongst the customers which will in return increase the revenue of the company.

1.6 Tools of digital marketing

- **SEO(search engine optimization)**

Search engine optimization is the combination of two words first-word ‘search engine’ means it’s a software system that has been created to search for information or to find information from the World Wide Web that is the Internet and the second word is optimization means The action of making the best or most effective use of a situation or resource. Therefore SEO is the process of making your website/web pages better for search engines so that they can rank higher.

- **Affiliate Marketing**

Affiliate marketing has become one of the oldest ways of digital marketing tools. Affiliate marketing is the process of making money online every time a customer purchases a product based on a recommendation. This is an online sales tactic that allows earning a commission and helps the product owner increase sales. At the same time, it makes it possible for affiliates to earn money on product sales without creating products of their own.

- **PPC (Pay Per Click)**

PPC is an online advertising model in which advertisers pay each time a user clicks on one of their online ads. PPC ads come in different shapes and sizes (literally) and can be made up of text, images, videos, or a combination. They can appear on search engines, websites, social media platforms, and more. Search engine advertising (also known as paid search or search engine marketing) is one of the most popular forms of PPC.

- **Content curation**

Content curation is the process of gathering information relevant to a particular topic or area of interest, usually intending to add value through the process of selecting, organizing, and looking after the items in a collection or exhibition. Services or people that implement content curation are called curators.

- **Video Marketing**

Video marketing is the process of marketing by using video to drive sales, create engagement, raise awareness, and reach an audience. It’s a part of digital marketing. Audio visuals have the power to engage and hold the attention of your customers like no other type of content.

- **Content management**

Content marketing is making stuff like blogs, social media, podcasts, and video apps that attract customers to your brand, business, and products (it can be anything on which the content is) Informing customers of something they already want to know, content creators create something that the audience seeks out for.

- **Social selling**

Social selling is the method of using a brand's social media channels to contact with the potential clients, develop a connection with them and expand network with the help of potential leads.

- **Social Media marketing**

Social media marketing is the form of marketing in which the marketing of products and services take place on a social platform like Facebook, Instagram, YouTube, etc. social media marketing is on trend these days, as now each business marketize there products and services on social media, which attract the consumer. Social media marketing is the best as it has a wider scope and a cheap form of marketing.

- **UX and design**

UX design stands for user experience design. UX design is the process of designing products that are easy and fun to use. UX design involves managing the user journey as they interact with a product or service.

The user experience plays a vital role in enhancing the engagement on the site.

- It helps in making the site visually appealing.
- It contributes towards the betterment of quality.
- It increases the number of website visitors and clients.

- **Influencer marketing**

People follow a lot of influencers, influencers who has the power to direct our thoughts and shape our opinions. If an influencer attracts a lot of crowd for a particular brand then it not only benefits the brand but also the buyers. Consumers get to know about the products they really need, through the influencer marketing strategy.

- **Email marketing**

Email marketing is marketing through email that makes the customer on your email list aware of new products, services, discounts, a new additional feature, etc. Email marketing provides value to the user in the form of content. It has become a popular marketing tool for business.

The perfect way to reach out to a customer, create new prospects, and grow an important business relationship.

- **Search engine marketing (SEM)**

SEM is considered as one of the effective way to grow your business. It uses paid advertisements that appear on search engine results pages. The advertisers bid on the keywords which the users use while looking for a particular goods or services which gives the advertisers the opportunity to show their ads along with the results of the search queries. These ads are also widely known as Pay-Per-Click ads, and comes in a variety of formats. Some of them are small text based ads, whereas others like product listing ads helps the user to see the important features like price and reviews of that particular product or services at a glance. This tool is very effective as it offers the advertisers the opportunity to put their ad in front of the motivated costumers who are ready to invest their money in that product or to avail the particular service being offered.

- **Pay-Per Click Body:**

Pay-per-click advertising differs from SEO in various ways, one of which is that you only pay for results. You only pay in a conventional PPC strategy, such as a Google AdWords campaign, when someone clicks on your advertisement and visits your website. Pay-per-click marketing can be done for pretty much any budget. Despite the fact that many big businesses spend tens of thousands of dollars every month on pay-per-click, some businesses may get benefits after investing just a few hundred dollars. Cost of maintaining an Ad solely depends on the businesses. The decision to advertise or promote your search results will mostly depend on the level of keyword competition. Low competition terms will probably be less expensive than high competition terms, which are defined as phrases for which numerous websites are vying for visibility. You can select whether you want your ads or promoted results to be displayed to users globally or just in a certain region when you set up a pay-per-click campaign. According to Google, the ability to target users based on their geography saves you money on advertising by preventing you from delivering adverts to those who are far away from your business.

.7 Advantages of digital marketing

- **GLOBAL REACH**

Digital marketing can reach anywhere where internet is present. It has wider scope. Global Reach refers to a business initiative to increase the access between a company and their current and potential customers through the use of the Internet. Where company can easily connect to their customer and identify the demand, trend and needs of the customer. Internet marketing provides a wide base of customers for the Businesses. The company's advertisement can be seen by million of customers that helps in attracting more users to the website.

- **MORE ENGAGING**

Digital marketing tactics help to track, measure, and assess consumer engagement with the latter strategy. Users can share a blog post, like a photo, save a video, or engage with your website via a paid ad click. The best part is that all of these actions can be measured.

- **COST EFFECTIVE**

Digital marketing provide businesses with more control over costs as it doesn't require large sum of money for advertisement purpose as it saves labours cost and other manual process. Internet marketing in much cheaper than television and radio ads and creating and billboards Through online marketing channels (social media, blogs etc.)can reach millions of customers For e.g. Email

marketing-an inexpensive and very effective digital strategy.

- **WIDER REACH**

With digital marketing, One can target any location or any place and pinpoint the exact amount of people you're targeting. Digital marketing can reach to anywhere where internet is available attract the customer by providing enough information regarding the product and services.

- **FLEXIBILITY & MANAGEMENT**

Digital marketing is flexible as it allows to make changes whenever wants according to the situation. One can manage it according to the terms and conditions specified for the marketing Management of digital marketing often need new skills, new staff, new technologies and new processes for marketing. Management is sometimes, sometimes not as it depends on the various other forms.

- **EASY TARGETING**

The ability to reach targeted audience the biggest advantage digital marketing over traditional forms of marketing. These are through different options of targeting such as keywords for search engine optimization (SEO), pay-per-click (PPC), or through demographic information on social media.

- **EASIER TO MONITOR COMPETITIONS**

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

- **24/7 MARKETING**

Online marketing campaigns provides the benefit of advertising the Product or business 24 hours every day. Target customers can Access the website any time and purchase goods and services.

- **EASE OF PERSONALIZATION**

Digital marketing enables businesses to customize their advertising Techniques, that is best suited to the needs of their target audience. Businesses can also personalize communication between them and Their clients

- **HELPS TO CONNECT WITH MOBILE CUSTOMER**

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

- **TRACEABLE AND MEASURABLE RESULTS**

measuring the online marketing with web analytics and other online metric tools makes it easier to establish how effective the campaign has been. One can obtain detailed information about how customers use the website or responded to the advertising.

- **OPENNESS**

By getting involved with social media and managing it carefully, business can build customer loyalty and create a reputation for being easy to engage with.

- **IMPROVE CONVERSION RATES**

If an business have a website, then the customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

- **LOCAL VISIBILITY :**

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

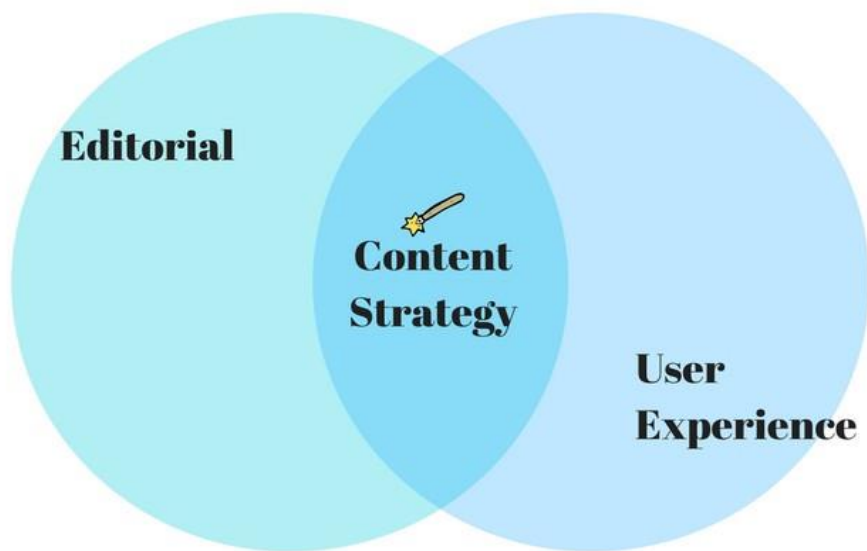
1.8 Role of content in customer creation

A customer is someone who buys something from a seller, vendor, or supplier in exchange for money or something else of value. This person is also called a client, buyer or purchasers.

It is not only about what we create as a service provider or a seller. It is about how we market the product. Attracting a genuine crowd of customers totally depend on the content.

There are major factors in customer creation:

1. Word of mouth
2. Advertising
3. Awareness
4. Quality
5. Budget friendliness
6. Promotions
7. Reliability



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FIG.1.2

Chapter II :
ABOUT THE COMPANY

2.1 COMPANY PROFILE

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

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

Date of incorporation	3, July,2020
Company type	Non – Government (Private ltd by shares)
CIN	U72200MH2020PTC341402
Authorized capital	Rs100000
Paid up capital	Rs 80000

SUCCESS R's MISSION

"What we do"

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

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

SUCCESS R's VISION

“Why we do it”

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

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

Service's provides by success R:

- Concentrated HR services
- Recruitment
- Selection
- Job profiling
- HR planning
- HR staffing
- Talent acquisition
- Training and development
- Job switching
- HR software development
- Human resource management.

2.2 Role in the company as an Intern

Completed the 3 months internship tenure in the domain of digital marketing as a content writer at Success R. Collection of information of the weekly assigned tasks and creating thought provoking factual content on regular basis was my job. In this period of 3 months I learnt to:

- Attend the online training sessions
- Dedicate my time in the marketing campaigns.
- Brainstorm with other teammates.
- Manage excel sheets.
- Handle pressure.
- Manage time.
- Be more punctual.
- Tap into new and exciting topics.
- Meet the deadlines.
- Write succinct content

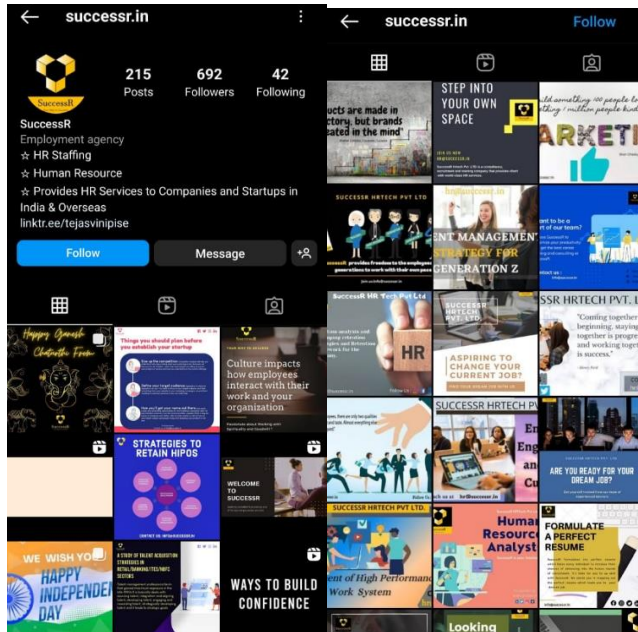


SuccessR

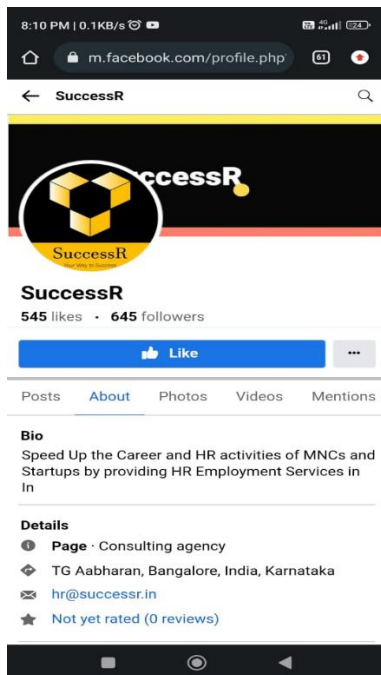
Your Way to Success

SOCIAL MEDIA HANDLES OF SUCCESS R :

INSTAGRAM



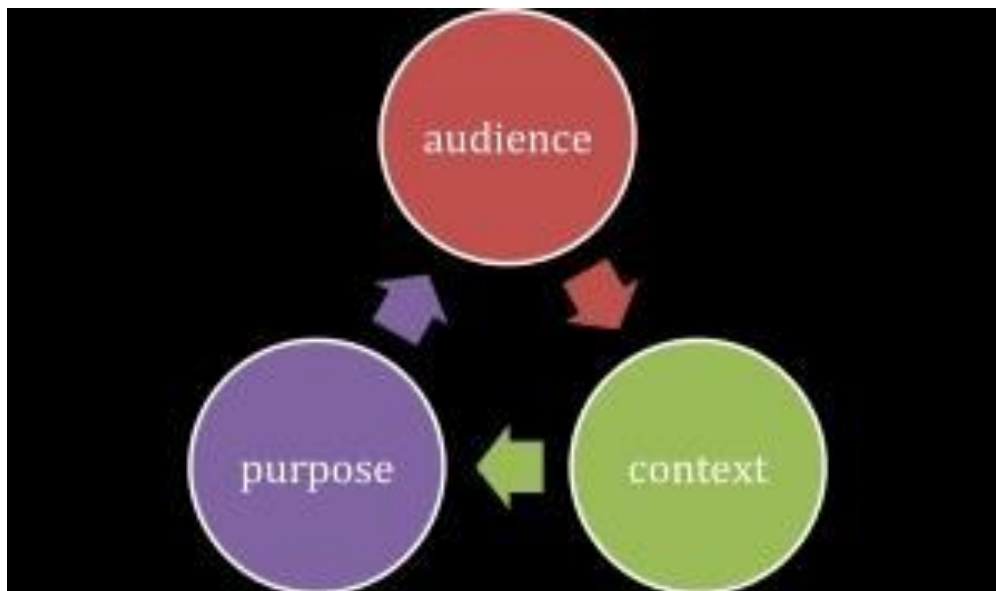
FACEBOOK



CHAPTER III: OVERVIEW OF THE PROJECT

3.1 OBJECTIVE'S OF THE STUDY

- To understand different tools of digital marketing and how they can be effectively used for promotion of the company with respect to the content writing.
- To analyze the impact of usage of Digital Marketing as an effective Marketing tool.
- To understand how digital marketing helps in creating brand awareness by using content writing.
- To ensure that new products and services are getting placed properly in the social media to attract the customers by providing enough information.
- To learn content writing strategy and through which attract the customer towards the product and services.
- Study about the strategic marketing which focus on creating and distributing valuable, relevant and consistent content to attract and retain a customer.
- To study about the Content regarding the goods and services used by the customer which keep them updated and attracted towards the product or services.



3.2 Needs Of The Study

- content writing helps the business to create new customers and understand their products and services better and earn new customers.
- Content writing draws your audience in and keeps them engaged with the company services.
- Content writing is essential for businesses looking to reach their customers and build valuable relationships.
- It helps many businesses communicate their message to their target audience and build customer loyalty. Good content writing enables companies to create a loyal community that will help to reach out to more customers.
- Content writing can help businesses reach their target audiences through platforms like Facebook, Twitter, and various other social media platforms. As Success R use such social platform to reach out to there audience and showcase their services.
- It's responsible for producing quality written work that speaks to the target audience and helps your business reach its goals.



3.3 Limitations Of The Study

- Content writing lack the ability to create personalized content for each user.
- Writing tools can also be difficult to learn and use, limiting the amount of content a writer can produce in a short period of time.
- content development can be costly and time consuming for content writers. As it required deep understanding and detailed information.
- Sometimes people don't want to read the content as they feel it's time consuming.
- The Headlines are an essential part of effective content and must be crafted carefully to increase attraction of the individuals.
- Content writing also lack with the ability to provide feedback or emotion, making them limited in what type of content company wants to produce.
- It needs an experienced writer who understands how best to convey ideas through words to the consumers.
- Content writers are the backbone of the digital marketing. But it's difficult to keep track of all the information that needs to be discussed or updated on time for customers.

CHAPTER IV : PROJECT ANALYSIS

4.1 Selection Process

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

Success R also recruited interns for their own company to promote their products and services and also to help students get practical knowledge about the industrial sector. Success R conducted its campus drive in GS College in month of June to recruit interns for their internship program. This internship was for 3 months during which the students will get the opportunity to gain the practical knowledge. They hired interns for different job profiles which were there in their company like:

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

4.2 Work Profile

I was dealing with the content writing part of digital marketing and was blessed enough to get guided by the team leader. I selected topics out of the given list of topics and had to look after the content and publishing activities by editing various articles and blogs for getting them approved.

For welcoming the new interns, the HR team organized the induction and orientation to get us all involved and to make us familiar with the company's work culture. We were addressed by the Director of the Company, Tejasvini Pise. She told us about the company and the work they are engaged in. She told us about some of the main fields that the company focuses on and the work culture they follow.

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

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

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

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

4.3 Benefits Of Content Writing :

- **It boosts Search Engine Optimization :-**

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

- **It boosts Sales :-**

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

- **It Represents Your Brand :-**

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

- **it retains viewers :-**

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

- **Generate the big idea**

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

- **Keep up to date**

Content writing keeps companies website updated regularly. Consumers enjoy new information regarding the goods and services. Consumers will return more frequently, and Google will recognize new content and boost your search ranking.

4.4 Mentorship

I Was working under Tejaswini Pise, the founder of Success R. She guided me throughout the journey. She used to tap our weekly progress by having regular interaction through meets. Used to suggest necessary changes in every piece of content.

4.5 Weekly Progress

Week 1: Orientation

Got to know about the Study of topics. Got to have an idea about how to select the topics. Then a list of topics was provided. Learnt to edit, proofread and get the content approved.

It was guided by the Tejaswini Pise maam that for every week each content writer should write on three topics.

Week 2:

Wrote content on these 3 topics

➤ Why is other's life perfect?

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

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

➤ Role of money in happiness

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

in two major groups:

1. Rich
2. Poor

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

But actually, most of them are drug addicts, depressed, anxious, and demotivated in their personal life.

On the other hand, there are many poor families who are happy with whatever they have. They yearn to earn money, which pressurizes them and does not let them relish the joys of life. The warm homely feeling which we usually miss because of our long office hours is the cause of peace of our life.

Sacrificing the joys of family trips deprives us of creating many memorable moments and weakens the filial bonds. The greed of securing our future financially, about how to start the work through an orientation program. The mentor divided roles and responsibilities among all the interns.

➤ **Why are goals important?**

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

Goal always keep forcing you to do the work. Goal help you measure progress being able to keep track of your progress towards achieving a goal is only possible.

If you set one. It help to maintain focus, keep your hand held high and your energy up, it work toward success. Goal help a person to Stay motivated have burning desire to achieve goal for that they work on daily basis to reach their goal when you set a goal and reach it,

It gives you the taste of victory you Want to taste that again and that keep you pushing towards the next challenge to accept. Goal help you determine what you want in life and focus on that.

Week 3: Writing the content

➤ **What makes a relation perfect?**

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

➤ **Ideal relationship is between friends**

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

➤ **Benefits of outdoor sports.**

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

Week 4: Writing the content

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

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. the online market has become over-saturated and highly competitive. Standing out in such an environment isn't about who can yell louder but about who can make themselves noticed by consumers.

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

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

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

➤ **Life skill training for adolescent**

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

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

Week 5: Writing the content

➤ **Organic Framing**

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

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

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

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

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

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

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

Week 6: Editing the content

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

Introduction:- Our body is like a machine. A machine can not work Without oiling. In the Same way Work properly without exercises, game and sports. They give us energy.

Two Views:- Some people think that the aim of a Student is to study. Games and sports are not necessary to him while, some people say that games and sports are very necessary.

Necessity – Games and sports are very necessary for us. Because only Mental development is not Sufficient for Success. Physical development is also essential.

Value of Games: Games and sports have a great Value. Games and sports teach us many good many good things. They build a strong character in us.

➤ **Why our youth is not interested in sports?**

Our youth are not interested in sports. The reasons that causes our youth is not to be interested in sports comes from themselves, parents and facilities. Firstly, the attitude of youth for sports was wasting their time. They feel that time is money, so they use their time to study. They think that studying is important than sports and study ensures their future. This causes them to have lack of time for sports.

➤ **Suggest ways to increase income of farmers?**

There are different ways to solve this problem.

- by reducing cost of cultivation
- by reducing post harvest losses
- by increasing yield.

Reducing cost of cultivation. Many farmers don't realize this. they use large amounts of fertilizers hoping that more usage of fertilizers increase the yield. not only this is false, but also they increase the risk of diseases in crops (Ex: brown plant hopper incidence increases with usage of excess nitrogen fertilizers in rice) A simple leaf colour chart can be used to determine the amount of nutrient required. it helps in reducing costs.

Week 7: Proofreading

➤ **How to engage children in outdoor activities?**

Now a days you see your kids, spending most of their time indoors, watching TV, playing video games or engrossed with some other electronic gadgets. You may feel that they are losing out on their quality time with nature.

If you want your kids to step out of the house all you need to do is plan and encourage your child to engage in some fun outdoor activities. The outdoor activities are not only helpful for your kid's physical health but also for the mental wellbeing of your child.

➤ **Why are people likely to play outdoor sports?**

Outdoor play keeps kids active and can boost their physical stamina and fitness. Playing outdoor games can also strengthen their muscles and bones, build immunity, and lower the risk of many diseases like diabetes, heart problems, and obesity. Being in the fresh air and sunshine can naturally provide them with Vitamin D. Being exposed to electronic gadgets for longer duration can impair the vision. But outdoor play can improve their eyesight.

➤ **How to promote farm products online?**

Since the pandemic has forced many aspects of life online, selling farm goods on the web is something that entrepreneurs must consider to widen their market reach and to increase their farm's visibility. There are different approaches in promoting agricultural businesses on the internet: one can either create a website or a page on social media, or just use their personal accounts to sell products and make connections. The services of applications that offer payment and delivery services can also be availed of.

Week 8: Concept analysis

Had a new outlook on relationship, friendship, money, farmers' wellness and social, media through the list of topics:

- Why is other's life perfect?
- Role of money in happiness
- Why are goals important?
- What makes a relation perfect?
- Ideal relationship among friends
- Benefits of outdoor sports.
- How can digital marketing help to sell a product?
- Is digital marketing good option or not?
- Life skill training for adolescent
- Organic Farming
- Is it helpful to use social messaging apps?
- How to check that products are fresh?
- What is the main role of sports?
- Why our youth is not interested in sports?
- Suggest ways to increase income of farmers?
- How to engage children in outdoor activities?
- Why are people likely to play outdoor sports?
- How to promote farm products online?

Week 9, 10, 11 & 12:

Learnt about the importance of digital marketing. How much does digital marketing cost? Got to know about online farming products and their reliability. How does digital marketing helps us to grow our business?

these content on various topics by the Content Writers they used these areas to create content based on these and to post it on different social media handles of Success R.



Fig 1.1 The content writing marketing cycle

4.6 Importance of SEO in content writing

Imagine yourself in a grocery shop having a lot of products. If you want to buy a biscuit pack, you will have a lot of available options. But the one which you will choose will be the one which you will see first. This is what we call as SEO in content writing.

It is the technique which a skilled content writer uses to make his website the most searched website. When a website is top ranked more users will tend to click it as they won't waste their time in looking for more pages by scrolling down.

SEO is an art. It provides a blog with the following features:

- Clarity
- Succint content
- Relevant material
- Reachability
- Visibility
- Dimension of trustworthiness
- Marketability

SEO helped me as a content writer as I got to know about the techniques to attract more people on the site. Copywriting is the technique of writing viewable text on a web page in such a way that it reads well for the surfer, and also targets specific search terms.

Its purpose is to rank highly in the search engines for the targeted search terms. Along with viewable text, SEO copywriting usually optimizes other on-page elements for the targeted search terms. These include the Title, Description, Keywords tags, headings, and alternative text. The idea behind SEO copywriting is that search engines want genuine content pages and not additional pages often called "doorway pages" that are created for the sole purpose of achieving high rankings.

SEO Content Writing Services



4.7 CONTENT WRITING AND CUSTOMER ACQUISITION

I. Content is the kingdom

It is evident from today's scenario that the one who knows how to sell his words appropriately can easily capture the market. Nowadays, content isn't just a king it is a kingdom, everything revolves around it. Businesses rely on good quality content for:

- Advertising their products
- Promoting their services
- Designing good website
- Impressing potential investors
- Increasing efficiency of HR services
- Customer Acquisition

II. Acquiring Customers

How do we acquire more customers?

Once we make sure that the quality of product and services we provide is flawless and impressive we start acquiring consumers in large numbers. But there is a lot to do further.

Marketing plays a very crucial role in making brands and increasing digital presence of them. Creation of anything is just a half part of the brand making, marketing holds a lot of importance.

Acquiring customers through content writing is done by:

- Sharing more content
- Floating more posts
- Investing more time in providing services
- Spreading word of mouth
- Spreading correct information about the product and services
- Attract customer
- Make product roadmap
- Make use of video content

Here success R provides agency outsourcing services of procurement and talent acquisition to different businesses. Using content writing as a digital marketing tool helps the sellers to grow their businesses. It helps to speed up the career and HR activities of MNCs and start-ups by providing concentrated HR services ranging from recruitment, selection, job profiling, HR planning, talent acquisition, training and development, job switching, HR software development and human resource management. Which attract the other company towards the services provided by the success R. With these services by the company, they create the customer by publishing the content, information, various details on social media.

4.8: FUTURE SCOPE

The company Success R provides talent acquisition services through

- Digital Marketing
- Content Writing

As we all know that the content quality is proportional to the rate of growth of companies, the future of this company seems pretty good. Every new start up has its own digital marketing team nowadays. This shows that the company is providing services which are surely going to benefit a lot of industries in future. Every tech savvy human in the world knows that content writing is one of the best tools of digital marketing. In this era of technology where everything including educational, financial, medical enterprises, agricultural sector and what not is entering in tech, there is an obvious demand of attracting customers to the businesses through the good quality content.

- Content writing has become a popular tool for digital marketing, as it is used to provide descriptions, emails, and other content of the services provided by the company.
- Content based marketing is becoming increasingly important and Success R keeps updating the content regarding the services provided by them regularly as effective content are in high demand.
- Content writer's are in high demand as companies are often willing to pay large amounts of money for writers who specialize in content writing.
- The opportunities are vast and there is no limit to what kind of content one can write.
- Content Writing as a tool of Digital Marketing is becoming increasingly popular form of communication between businesses and their target audience.



DEVELOPMENT OF HIGH PERFORMANCE WORK SYSTEM



hr@successr.in



Fig 1.2 Development of high performance work system

CHAPTER V :
SUGGESTION AND CONCLUSION

SUGGESTION

From my end there are few suggestions for the company

- The work experience we had in success R was great and it will definitely be helpful for us in the future but still there were somethings which the company can opt to.
- The company can make its social media handles more interactive.
- Weekly contest can be done on different social media platforms to improve the customer engagement .
- For content writing to make it more interesting the company can include different trending topics which will eventually attract the active social media users.
- UI needs to be improved
- Customer feedback mechanism should be updated
- Seniors should take some more tome in training interns
- Content writing workshops may help in enhancing the customer base
- The company should use social media platforms more effectively

CONCLUSION

As described above, content is not only enthroned as a king of marketing it has become the kingdom itself. Words have the power to convince people, make them believe in things which do not even exist. Exaggerating is not considered as a serious malpractice.

If you want to sell your product or service today you just have to persuade people that what you offer is exclusive. No one has excelled in what you do. Content helps people in believing that your USP is something which no one can copy. Success R knows how to use the tactics of persuasive content writing for customer acquisition.

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

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

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

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

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

I conclude this report by stating that it has taught me a lot about this domain, the most effective weapon of marketing.

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