

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

A STUDY ON DIGITALIZATION OF RESTAURANTS IN MUMBAI AND PUNE

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



OneX Solutions

CERTIFICATE OF INTERNSHIP

This is to certify that Miss Spruha shidore has worked as a Digital Marketing intern from the 14.06.2021 to 25.08.2021. She showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions . We found her to be diligent and disciplined and wish her all the best for her future endeavour



Onex Solutions Pvt. Ltd.

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Director

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FOUNDER & CEO , Onex Solutions



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CERTIFICATE

This is to certify that the said internship project report titled “A Study on Digitalisation of Restaurants in Mumbai and Pune” has been completed & submitted by **Ms. Spruha Shidore** as a part of partial fulfillment of mandatory requirement for the degree of B. Com (Honours) at G.S. College of Commerce and Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Shaunak Masade.

Date: 12/04/2023

Place: Nagpur



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ACKNOWLEDGEMENT

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

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WHAT IS DIGITALIZATION?

Digitalization is the process of converting information, processes, or products into a digital format. The process of digitalization typically involves the use of computers and other digital technologies to automate and streamline activities, as well as to create and store digital versions of analog data. It can be applied to a wide range of sectors and industries, including business, healthcare, government, and education. It is associated with the development of the internet and the proliferation of digital devices, such as smartphones and tablets, which have made it easier for people to access and share digital information. The goal of digitalization is to improve efficiency, reduce costs and increase accessibility to information and services.

DIGITALIZATION OF RESTAURANTS

Digitalization has had a significant impact on the restaurant industry in recent years. Some of the ways in which restaurants have embraced digital technologies include:

- 1. Online ordering:** Many restaurants now offer online ordering through their own websites or third-party platforms like Grub hub and Door Dash. This allows customers to place orders from their computers or mobile devices and schedule pickup or delivery.
- 2. Mobile apps:** Many restaurants have developed mobile apps that allow customers to place orders, pay for their meals, and even earn rewards.
- 3. Social media:** Restaurants are using social media platforms like Facebook, Instagram, and Twitter to connect with customers and promote their offerings.
- 4. Digital menus:** Some restaurants are using tablets or other digital displays to showcase their menus, which allows them to easily update prices and specials.
- 5. Customer relationship management (CRM) systems:** These systems allow restaurants to track customer preferences and purchase history, which can be used to tailor marketing efforts and improve the overall customer experience.

Overall, the digitalization of restaurants has made it easier for customers to interact with and make purchases from these businesses, and has also provided restaurants with new tools for marketing and customer relationship management.



TRADITIONAL MARKETING FOR RESTAURANT

Traditional marketing for restaurants typically involves a mix of offline marketing techniques, such as print, radio and TV advertising, as well as in-person promotions, like events and sponsorships. Other common traditional marketing tactics for restaurants include:

1. **Print ads:** This can include ads in newspapers, magazines, and other print media.
2. **Radio and TV ads:** These ads can be a useful way to reach a large audience, especially if the restaurant is targeting a specific geographic area.
3. **Direct mail:** Restaurants can use direct mail to send promotional materials like coupons or menus to potential customers in a specific area.
4. **Outdoor advertising:** This can include billboards, bus stop ads and other forms of advertising that are displayed in public spaces.
5. **In-store promotions:** Restaurants can use in-store promotions like signage, window displays and in-store events to attract customers.
6. **Public relations:** Restaurants can work with local media outlets and influencers to generate positive press coverage and build buzz about their business.

COMPANY PROFILE



Onex Solutions Pvt. Ltd. is a digital marketing company in India which provides two-way solutions. Onex is a pioneer in mobile marketing services of Bulk SMS (both promotional and transactional SMS), Bulk Email (Inbox Landing), Voice Calls (30 seconds) to convey voice message and VMN Solutions (short codes and long codes). Onex solutions work. As a connect base helping the customer to reach their target audience. Also, they help their customer to focus and make development of Business in relevant target audience at economical cost. Onex Solutions help the business to reach their target audience at economical cost.

Onex Solutions help the business to reach their target audience – B2B (Business-To-Business) as well as B2C (Business-To-Consumer) across India in economical way over 6 OMNI channels.

6 OMNI Channels – SMS, E-Mail, Voice Call, WhatsApp, Facebook notification.

Onex Solutions works for various industries like: -

- Real Estate
- Retail Business
- Health Sector
- Automobile
- Education
- Travel & Tourism
- Media & Entertainment
- Event
- Restaurant

- Startups
- E-Commerce
- Radio Channel
- Shopping Mall
- Brands
- FMCG
- Recruitment

Unique Selling Proposition (USP) of Onex Solutions Pvt. Ltd.:

- Channel: Reach your target audience on OMNI channel.
- Various Businesses: Onex have solutions for all major industries.
- Delivery on right time: SMS- 8 Lac. Per Minute Email- 8 Cr. a Day Voice- 10 Lac. An hour
- PAN India Reach: You can target customers across 1200 cities in 60000 pin codes.
- Regional Language: You can send content in any regional language.
- White Label & Resellers: Offer the marketing solutions under your brand name and IP.
- Reports & Analysis: Onex Solutions share reports and analysis of campaign.
- Sample Content: Provide sample content for store launch, sales, offers, as per industry.
- Smart Text: Send personalized text marketing with name, code etc.
- Smart Link: Track people who clicked link and retarget them.
- Follow AIDA: AIDA (Attention- Interest- Desire- Action) the golden principle of advertising.

ABOUT THE CEO

Mr. Dipak H Agarwal left his job as qualified Chartered Accountant at Ernst & Young to follow his passion and become an entrepreneur. At the present, he has established his business with 4500+ clients.

He believes for localization and supports #BeVocalforLocal. His vision is to generate employment and make individuals independent.

His mission is to make individuals understand and learn Digital Marketing and join a rapidly growing industry worth Rs. 60,000 Crores in India.

WHAT IS DOST4SME

DOST4SME (Dost For Subject Matter Expert) focuses on making Local Ambassador for all Onex Products and willing to explore network for making more sales.

PRODUCTS SALEABLE BY DOST4SME

All Onex Products for campaign via following channels are sold by DOST4SME:

- SMS Campaign
- Email Campaign
- Voice Campaign
- Social Campaign
- Facebook Campaign
- Custom Campaign

TRAINING PROVIDED:

Certain training is mandatory to become DOST4SME. The ambassadors hit the market only after proper training so that they are ready to handle rebuttals. The training helps in minimizing the rejection from your network and get more positive responses.

BENEFITS OF BECOMING DOST4SME:

There are certain benefits you receive when you become DOST4SME which are:

- Ongoing repeat commissions for every sale made by you.
- Opportunity to earn 50,000+ per month
- Additional Earnings besides your business/job
- Becoming an entrepreneur at nominal investment
- Regular learning opportunity at Digital Marketing
- Personalized dashboard to track your customer
- Commissions paid weekly
- Dashboard to view your sales and commission earned
- No burden of accounting

Thus, these benefits given makes it a very lucrative opportunity to become DOST4SME.

TERMS USED IN DIGITAL MARKETING

There are many terms related to digitalization that you may come across. Here are a few:

- **Digital transformation:** This refers to the process of using digital technologies to fundamentally change how an organization operates and delivers value to its customers. It is a broad term that encompasses digitalization as well as other aspects of adopting and integrating digital technologies into an organization.
- **Digital disruption:** This occurs when a new digital technology or business model fundamentally changes the way an industry operates, when potentially rendering traditional methods and technologies become obsolete.
- **Digital literacy:** This refers to an individual's ability to use digital technologies effectively and responsibly. It includes skills such as being able to find and evaluate information online, using social media and understanding how to protect one's online privacy.
- **Digital divide:** This refers to the gap between individuals or communities who have access to and are proficient with digital technologies, and those who do not have access or are not proficient. The digital divide can be a source of inequality, as access to digital technologies is often necessary to fully participate in the modern economy and society.
- **Digital natives:** This term refers to individuals who have grown up with digital technologies and are comfortable using them. They are often contrasted with "digital immigrants," who are people who have adopted digital technologies later in life.

OBJECTIVE OF STUDY

The objective of digitalization of restaurants in Mumbai and Pune can be multi-faceted, including:

- 1. Improving operational efficiency:** Digitalization can help restaurants streamline their operations, automate processes, and reduce the time and effort required to manage orders, inventory, and other aspects of the business.
- 2. Enhancing the customer experience:** Digitalization can help restaurants offer a more personalized, convenient, and efficient experience to customers, such as by enabling online ordering, digital payments, and loyalty programs.
- 3. Increasing visibility and reach:** Digitalization can help restaurants expand their reach and attract new customers through digital marketing and advertising, social media, and online review platforms.
- 4. Collecting and leveraging customer data:** Digitalization can help restaurants gather and analyse data about their customers' preferences, behaviours, and feedback, which can inform menu planning, marketing strategies, and business decision-making.
- 5. Improving profitability:** Digitalization can help restaurants optimize pricing, reduce costs, and increase revenue by improving operational efficiency, attracting new customers, and leveraging data insights.

Overall, the objective of digitalization of restaurants in Mumbai and Pune is to leverage digital technologies and tools to enhance the restaurant experience for both customers and business owners, while also improving profitability and sustainability.

OBJECTIVES OF DIGITALISATION

There are several objectives that organizations may have for digitalization, including:

- 1. Improving efficiency and productivity:** Digitalization can help streamline processes and reduce the need for manual work, leading to increased efficiency and productivity.
- 2. Enhancing customer experiences:** Digital technologies can be used to improve the customer experience, for example, by offering online self-service options or personalized recommendations.
- 3. Reducing costs:** Digitalization can help reduce costs by automating tasks, reducing the need for physical storage, and minimizing the need for paper-based processes.
- 4. Increasing agility and innovation:** Digital technologies can enable organizations to be more agile and responsive to change, as well as more innovative in the way they operate.
- 5. Improving decision-making:** Digitalization can provide organizations with access to a wealth of data that can be used to inform decision-making, enabling them to make more informed and data-driven decisions.

NEED OF DIGITALIZATION

Digitalization is important for restaurants because it allows for online ordering, contactless payments, marketing and customer engagement, efficiency and cost savings, and data analytics. It helps restaurants improve customer experience, increase efficiency, and reduce costs. There are several ways in which digitalization can benefit the restaurant business:

- 1. Ordering and delivery:** Digital technologies such as online ordering and delivery platforms can make it easier for customers to place orders and have them delivered, which can help restaurants reach a wider audience.
- 2. Customer engagement:** Digital tools such as social media and email marketing can help restaurants build relationships with their customers and encourage repeat business.
- 3. Point-of-sale systems:** Digital point-of-sale systems can help restaurants streamline their operations, improve accuracy and reduce errors, and provide valuable data about customer preferences and purchasing habits.
- 4. Menu management:** Digital menu boards and online menus can make it easier for restaurants to update and manage their menus, and can also be used to promote specials and discounts.
- 5. Employee management:** Digital tools can help restaurants manage their employee schedules, track employee performance, and communicate with staff more efficiently.

Overall, digitalization can help restaurants improve efficiency, reach a wider audience, and enhance the customer experience.

SCOPE OF DIGITALIZATION

The scope of digitalization is vast and includes many different areas. Here are a few examples of how digitalization can be applied:

- i. **Business:** Digitalization can be used to streamline business processes, improve customer service, and increase efficiency. For example, a company might use digital tools to automate its accounting processes or to manage customer relationships.
- ii. **Education:** Digitalization can be used to enhance the learning experience and improve access to education. For example, online courses and digital educational resources can make it easier for students to learn from anywhere.
- iii. **Health care:** Digitalization can be used to improve the delivery of health care services. For example, electronic health records and telemedicine can make it easier for health care providers to access and share patient information and can improve the accessibility of health care for patients.
- iv. **Government:** Digitalization can be used to improve the efficiency of government services and make them more accessible to the public. For example, e-government portals can make it easier for citizens to access information and services online.
- v. **Media and entertainment:** Digitalization has transformed the media and entertainment industry, making it easier for people to access and share content online.

Overall, digitalization has the potential to impact many different sectors and can be applied in a variety of ways to improve efficiency and accessibility.

SCOPE OF DIGITALIZATION FOR RESTAURANTS BUSINESS

The scope of digitalization in the restaurant industry includes online ordering platforms, mobile payments, digital menus, marketing and customer engagement through social media, data analytics for better decision-making, and automation of operations. It can help restaurants improve efficiency, reduce costs, and provide a better customer experience. Digitalization can have a significant impact on the restaurant industry. Here are a few ways that digitalization can be applied to a restaurant business:

- 1. Online ordering:** Digitalization can make it easier for customers to place orders online, which can improve the customer experience and reduce the workload for restaurant staff.
- 2. Point-of-sale (POS) systems:** Digital POS systems can make it easier for restaurants to process orders, manage inventory, and track sales. They can also provide valuable data on customer behaviour and purchasing patterns.
- 3. Marketing:** Digital tools can be used to reach potential customers through social media, email marketing, and other online channels.
- 4. Customer relationship management:** Digital tools can be used to manage customer relationships and gather customer feedback, which can help restaurants to improve their service and increase customer loyalty.
- 5. Supply chain management:** Digital tools can be used to manage relationships with suppliers and track inventory, which can help restaurants to improve their efficiency and reduce waste.

Overall, digitalization can help restaurants to streamline their operations, improve the customer experience, and increase efficiency.

LIMITATION OF DIGITALIZATION OF RESTAURANTS BUSINESS

There are a few limitations to digitalization in the restaurant industry that business owners should be aware of:

- 1. Dependence on technology:** Digital tools and processes rely on technology, which can be prone to issues such as technical failures and cyber security threats. This can be a limitation if a restaurant relies heavily on digital systems and does not have backup plans in place.
- 2. Costs:** Implementing and maintaining digital tools and processes can be expensive, which can be a limitation for small or financially constrained restaurants.
- 3. Training and support needs:** Staff may need training and support to use digital tools effectively, which can be time-consuming and costly.
- 4. Potential for loss of personal touch:** Digital tools and processes can make it easier to automate tasks and interact with customers online, but they can also reduce the personal touch that is important in the restaurant industry.
- 5. Legal and regulatory considerations:** There may be legal and regulatory considerations related to the use of digital tools and the collection and use of customer data.

Overall, while digitalization can bring many benefits to a restaurant business, it is important for business owners to carefully consider the limitations and to develop strategies to mitigate potential challenges.



SWOT ANALYSIS

A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a tool that is used to evaluate the potential impact of digitalization on a restaurant business. The way through which a SWOT analysis is used for a restaurant that is considering implementing digital tools and processes:

Strengths:

- Ability to accept online orders and payments
- Improved efficiency and accuracy through the use of digital tools
- Increased customer satisfaction through the use of online ordering and other digital services
- Access to valuable data and insights through the use of digital marketing and analytics tools

Weaknesses:

- Dependence on technology and potential for technical issues
- Costs associated with implementing and maintaining digital tools
- Training and support need for staff to use digital tools effectively

Opportunities:

- Increased reach and accessibility through the use of digital marketing and online ordering
- Ability to personalize the customer experience through the use of customer data
- Increased efficiency and productivity using digital tools

Threats:

- Competition from other restaurants that are using digital tools effectively
- Potential for data security breaches or other cyber threats
- Changes in technology and the need to continually update and adapt to new tools and platforms

A SWOT analysis is highly beneficial for restaurants. It helps them to identify key strengths, weaknesses, opportunities, and threats, which allows them to make informed decisions about how to improve their operations, stay competitive, and grow their business. By analysing their internal and external environment, restaurants can also develop a clear understanding of their business and make informed decisions about their strategies to grow.

Overall, a SWOT analysis can help a restaurant to identify their potential benefits and challenges of digitalization, and to develop a plan to effectively leverage digital tools and processes.

CONTRIBUTION AND EXPERIENCE:

INTERNSHIP SELECTION PROCEDURE:

During my second semester, that is during June'21 our coordinator provided us with the ONEX SOLUTIONS profile. I felt that the internship would help in my career enhancement and therefore I applied for it by filling the Google form provided the company.

After filling of the Google form, we were informed that our interview was scheduled. Due to the ongoing Pandemic and lockdown restrictions; a Telephonic Interview took place.

The next morning, I received a call from the HR of ONEX SOLUTIONS for my interview. I was quite prepared and answered her questions confidently. At the end of the call, she told me to wait for the results which would be announced within 1-2 days.

The next morning our coordinator had received the list of candidates who were selected for the internship. She announced for the names and I was one of them who was selected. We were informed that our internship would start from 14-06-2021. I was quite excited to start my internship.

ORIENTATION OF COMPANY

When candidates are chosen, orientation and training are provided to ensure that they are ready to perform their tasks. Introducing new staff to the company by giving them a brief orientation. Training programmes are used to make sure that new hires have the fundamental skills needed to do their jobs well.

Programs for orientation and training are crucial steps in the development of a dedicated, adaptable, high-potential workforce as well as in the socialisation of new hires. Additionally, these programmes may save companies money, generating significant returns for an organisation since when a company invests in the training of its personnel, both the company and the individuals benefit.

In a same manner we initiated our internship by attending an orientation program which covers the following points:

- About the company
- About digital marketing
- Its importance in the current era.
- Onex solutions in different sectors.
- Onex solutions USP.
- Onex Clients.

TRAINING SESSIONS:

During our internship tenure, we were provided with 7 training sessions which helped us in completing our tasks effectively and smoothly.

The training sessions were:

- **Session 1** – Introduction
 - Application of Basic and Advance Data
 - Billing, Commission, Rebuttals and Sales Process

Basic data analysis refers to the process of cleaning, transforming, and modelling data to uncover meaningful insights and patterns. This involves techniques such as summarizing data with statistics, visualizing data with graphs and charts, and identifying relationships between variables.

Advanced data analysis, on the other hand, involves the use of more sophisticated techniques to analyse complex data. This includes machine learning algorithms, statistical modelling, natural language processing, and data mining. The goal of advanced data analysis is to identify hidden patterns and relationships in large, complex datasets and make predictions based on those insights. Advanced data analysis is often used in fields such as finance, marketing, healthcare, and scientific research.

Basic and advanced data analysis can be applied in various fields and industries, including:

1. **Business:** forecasting sales, analysing customer behaviour, improving marketing strategies.
2. **Healthcare:** predicting disease outbreaks, analysing treatment efficacy, improving patient outcomes.
3. **Finance:** portfolio optimization, risk management, fraud detection.
4. **Sports:** player performance analysis, tactical analysis, injury prevention.

5. **Social media:** sentiment analysis, opinion mining, user behaviour analysis.
6. **Environmental science:** weather forecasting, climate change modelling, natural resource management.
7. **Transportation:** route optimization, fleet management, traffic prediction.
8. **Education:** student performance analysis, personalized learning, evaluating teaching methods.
9. **Government:** crime prediction, budget forecasting, policy evaluation.
10. **Manufacturing:** supply chain optimization, predictive maintenance, process improvement.

Billing: The process of issuing invoices to customers for goods or services provided. The invoice includes details such as the amount due, payment terms, and billing address.

Commission: A fee paid to a salesperson or agent for a completed sale. Commission can be a percentage of the sale price or a fixed amount.

Rebuttals: A response to an argument or claim made by another party, typically to refute or disprove it. In sales, rebutting a customer's objections is a common part of the sales process.

Sales Process: The sequence of steps involved in selling a product or service, including identifying potential customers, creating a sales pitch, negotiating the sale, and closing the deal. The sales process can vary depending on the industry and the specific product being sold, but the goal is usually to convert a potential customer into a paying customer.

- **Session 2- Importance of Survey**

Surveys are important for several reasons:

- a. **Gathering information:** Surveys are a tool for collecting data from a large group of people, making it an effective way to gather information about attitudes, behaviours, and opinions.
- b. **Understanding customers:** Surveys can help businesses understand their customers' needs, preferences, and satisfaction levels, which can be used to improve products and services.
- c. **Measuring satisfaction:** Surveys can be used to measure customer satisfaction, employee satisfaction, or satisfaction with a particular product or service.
- d. **Making decisions:** Surveys can provide valuable insights that can inform decision-making, such as whether to launch a new product, expand into a new market, or change business strategies.
- e. **Evaluating programs:** Surveys can be used to evaluate the effectiveness of programs and initiatives, such as marketing campaigns or public health interventions.
- f. **Tracking trends:** Surveys can be conducted repeatedly over time to track changes and trends in attitudes, behaviours, and opinions.
- g. **Improving communication:** Surveys can improve communication by providing a platform for feedback and suggestions from stakeholders, such as customers, employees, or community members

- **Session 3- Graphic Design**

Graphic design is the art and practice of creating visual content to communicate information, ideas, and messages. It involves using typography, colour, images, and other design elements to create visual compositions that are both aesthetically pleasing and effective in conveying information. Graphic design is used in a variety of media, including print (e.g., books, magazines, billboards), digital (e.g., websites, mobile apps, social media), and packaging (e.g., product labels, boxes). Graphic designers use software tools such as Adobe Illustrator, Photoshop, and InDesign to create their designs. The goal of graphic design is to create compelling and effective visual communication that informs, inspires, or persuades its intended audience.

Graphic design can help businesses grow in several ways:

- a) **Brand recognition:** Graphic design can help establish a strong and recognizable brand by creating a visual identity that reflects the company's values and personality. This includes logos, colour schemes, and typography.
- b) **Marketing:** Effective graphic design can help businesses promote their products and services, attract customers, and stand out in a competitive marketplace. Design elements such as product packaging, advertisements, and marketing materials can play a critical role in this process.
- c) **Customer engagement:** Well-designed graphics can engage and retain customers by providing a visually appealing and user-friendly experience. This is particularly important for websites and digital marketing materials.
- d) **Increased credibility:** Professional and high-quality graphic design can establish a sense of trust and credibility for a business, making it more appealing to potential customers.
- e) **Improved communication:** Graphic design can help businesses communicate complex ideas and information in a clear and accessible way. This includes presentations, info graphics, and other visual aids.

f) **Better differentiation:** Good graphic design can differentiate a business from its competitors and establish it as a leader in its industry.

Overall, graphic design plays a crucial role in the success and growth of a business by helping to establish a strong brand, attract and engage customers, and effectively communicate messages and ideas.



- **Session 4- Review (Just Dial, Google, Facebook, and LinkedIn)**
 - a) **Positive reviews:** Expresses satisfaction and approval of a product or service, often accompanied by favourable comments and high ratings.
 - b) **Negative reviews:** Expresses dissatisfaction and disapproval of a product or service, often accompanied by critical comments and low ratings.
 - c) **Neutral reviews:** Expresses no strong feelings about a product or service, often accompanied by neutral comments and average ratings.
 - d) **Constructive criticism:** Expresses a specific issue or concern with a product or service, but provides suggestions for improvement.
 - e) **User-generated content (UGC):** Reviews created by customers or users, including written comments, images, videos, and other forms of media.
 - f) **Testimonials:** Personal stories or experiences shared by customers or users, often highlighting the benefits or value of a product or service.
 - g) **Influencer reviews:** Reviews by individuals with a large following on social media, often used to endorse or promote a product or service.
 - h) **Rating/rating scale reviews:** Reviews that use a numerical or star-based rating system to evaluate a product or service.
 - i) **Star reviews:** Reviews that use a star-based rating system to evaluate a product or service, often accompanied by written comments.
 - j) **Emoticons/Emoji reviews:** Reviews that use emoticons or emojis to express feelings or emotions about a product or service.

- **Session 5- Quora**

Quora is a question-and-answer platform where users ask and answer questions on a wide range of topics. It allows users to share their opinion, knowledge and experiences with a global community. It is known for its high- quality content, diverse user base and active community. The platform also has a reputation system that rewards users for providing helpful and informative answers, encouraging users to share their expertise and insights. It is a valuable resource for individuals looking to learn about new topics or find answers to specific questions.

Quora can help in digital marketing by:

- a) **Building brand awareness:** Quora provides an opportunity to showcase a company's expertise and position it as a thought leader in its industry.
- b) **Targeting specific audiences:** Quora allows marketers to reach specific target audiences based on their interests and questions.
- c) **Generating traffic to a website:** Answering questions on Quora with a link to a company's website can drive referral traffic and increase visibility.
- d) **Improving search engine optimization (SEO):** Quora can improve a website's SEO by providing backlinks and improving its online visibility.
- e) **Gathering market intelligence:** Quora allows marketers to track industry trends, monitor competitor activity, and gather insights from customers and potential customers.
- f) **Building a network of contacts:** Quora provides an opportunity to connect with other professionals and potential clients in a particular industry.
- g) **Providing customer support:** Quora can be used as a customer support channel, allowing companies to respond to customer inquiries and resolve issues in a public forum.

- **Session 6- SEO (Search-engine-optimization)**

SEO stands for Search Engine Optimization, is the process of optimizing a website to rank higher and earn more organic traffic from search engines such as Google, and Yahoo. It involves making technical changes to the website and creating quality content to improve the website's relevance, visibility and authority to search engines and users. The main goal of SEO is to increase the quantity and quality of traffic to a website through organic search engine results. It involves a range of techniques including keyword research, on-page optimization, off-page optimization, and link building. The objective of SEO is to improve the user experience and make it easier for search engines to understand the relevance and value of a website for specific search queries.

SEO helps in digital marketing by:

- a) **Improving visibility:** It increases the visibility of a website in search engine results, making it easier for potential customers to find the business.
- b) **Driving traffic:** By ranking higher in search results, a website can now attract more organic traffic, which can lead to increased sales and revenue.
- c) **Building credibility:** A strong SEO presence will establish a business as a credible and authoritative source of information in its industry.
- d) **Cost-effectiveness:** It is a cost-effective way of driving traffic to a website, compared to other digital marketing channels such as pay-per-click advertising.
- e) **Measuring success:** It provides measurable results, allowing businesses to track the effectiveness of their digital marketing efforts.
- f) **Long-term benefits:** The benefits of SEO are long-lasting and can also continue to drive traffic and sales even after the initial optimization work has been completed.

g) Targeting specific audience: It allows businesses to target specific keywords and demographics, ensuring that their digital marketing efforts reach the right people.

h) Providing insights: SEO can also provide valuable insights into the behaviour and preferences of a target audience, which can inform other aspects of a company's digital marketing strategy.

- **Session 7-** Social media marketing and E-BTL Services

Social media marketing is the process of promoting a product, service, or brand on social media platforms, such as Facebook, Instagram, Twitter, LinkedIn, and others. The goal of social media marketing is to increase brand awareness, reach a wider audience, engage with customers, and drive sales. Social media marketing involves creating and sharing content, such as text, images, and videos, on social media platforms to engage with followers and build a community. Additionally, social media marketing may include paid advertising, influencer partnerships, and other tactics to reach specific target audiences and achieve business goals. The objective of social media marketing is to effectively utilize the unique features and capabilities of each social media platform to reach and engage with a target audience, drive traffic and sales, and build brand loyalty.

Electronic Below the Line (EBLT) Marketing refers to digital marketing activities that are targeted and personalized to a specific audience, rather than the mass audience. It is considered "below the line" because it is a more targeted approach than "above the line" marketing, which is broader in scope and less personal. EBLT marketing is used to build relationships and engage with specific customers and prospects. Examples of EBLT marketing include email marketing, SMS marketing, retargeting ads, and personalized landing pages. The goal of EBLT marketing is to deliver more relevant and personalized messages to customers, which can lead to increased engagement, conversions, and long-term customer loyalty.

The importance of social media marketing in digital marketing can be summarized as follows:

- a) **Reach:** Social media platforms have a large user base, which allows businesses to reach a wider audience and increase brand visibility.
- b) **Engagement:** Social media platforms provide opportunities for businesses to interact and engage with their customers and prospects, which can help build strong relationships and increase brand loyalty.
- c) **Targeting:** Social media marketing allows businesses to target specific demographics, interests, and behaviours, ensuring that their marketing messages reach the right people.
- d) **Cost-effective:** Compared to other forms of digital marketing, social media marketing can be a cost-effective way to reach a large audience and achieve marketing goals.
- e) **Measurable results:** The performance of social media marketing efforts can be tracked and analysed, providing valuable insights into the effectiveness of campaigns, and allowing for continuous improvement.
- f) **Increased brand awareness:** Social media marketing can help increase brand awareness and recognition, making it easier for customers to find and choose a business when making a purchase.
- g) **Influencer partnerships:** Social media platforms provide opportunities for businesses to partner with influencers, who can help reach a wider audience and increase brand credibility.
- h) **Customer insights:** Social media platforms provide valuable insights into customer preferences, behaviour, and feedback, which can inform other aspects of a company's digital marketing strategy.

Overall, social media marketing plays a critical role in digital marketing by allowing businesses to reach, engage, and convert customers and prospects in a cost-effective and measurable way.

Electronic Below the Line (EBLT) marketing is an important component of digital marketing because it allows businesses to reach and engage with customers and prospects in a personalized and targeted way. The following are some of the key benefits of EBLT marketing in digital marketing:

- i. Personalization:** EBLT marketing allows businesses to deliver personalized messages to customers and prospects based on their individual preferences and behaviours. This level of personalization can increase engagement and drive conversions.
- ii. Increased relevance:** EBLT marketing enables businesses to deliver relevant and timely messages to customers and prospects, increasing the chances of them acting.
- iii. Improved ROI:** By targeting specific audiences, EBLT marketing can help businesses achieve better return on investment (ROI) compared to broader, mass marketing efforts.
- iv. Better data insights:** EBLT marketing provides valuable data and insights into customer behaviour and preferences, which can inform other aspects of a company's digital marketing strategy.
- v. Increased customer loyalty:** By delivering personalized messages and building strong relationships with customers, EBLT marketing can increase customer loyalty and repeat business.

- vi. Cost-effective:** Compared to other forms of digital marketing, EBLT marketing can be a cost-effective way to reach specific target audiences and achieve marketing goals.

- vii. Increased conversions:** By delivering targeted and relevant messages to customers, EBLT marketing can increase the chances of them taking the desired action, such as making a purchase or signing up for a service.

Overall, EBLT marketing plays a crucial role in digital marketing by allowing businesses to reach and engage with customers and prospects in a personalized, targeted, and cost-effective way.

Thus, these training sessions were provided throughout the internship tenure and helped me in my smooth performance.

INTERNSHIP TASK:

Throughout the internship, our Internship Managers gave us certain tasks to fulfil which were as follows:

- **TASK 1:**

The first task which was given to us was to make a video of about 1-2 minutes giving a brief introduction about ourselves. It included our name, city, about us, our current course and purpose of joining the internship.

The key aspects of this task were:

Making a video introduction about our self is an excellent opportunity to showcase your personality, skills, and motivation.

I followed some of the following steps to fulfil my task efficiently which were:

- a. **Start with a brief introduction:** State your name and city, and give a brief overview of who you are and your background.
- b. **Talk about your current course:** Mention the name of your course and the institution you are studying at. This will give the viewer an understanding of your education and experience.
- c. **Highlight your interests:** Talk about your hobbies, passions, and interests. This will give the viewer a glimpse into your personality and what you are passionate about.
- d. **Explain your purpose for joining the internship:** Mention the reasons why you chose to apply for the internship, what you hope to achieve, and how you plan to contribute to the organization.
- e. **End with a closing statement:** Conclude the video by summarizing your key points and expressing your enthusiasm for the opportunity.

- **TASK 2:**

The second task given to us was to make our account in LinkedIn and then start making connection requests to our HR executives.

Creating a LinkedIn profile is a common task for digital marketing interns. LinkedIn is a professional networking platform that allows you to connect with others in your industry, showcase your skills and experience, and network for job opportunities. The steps which I followed to create a strong LinkedIn profile was:

To create a LinkedIn profile, I started by setting up my account and filling in my basic information such as my name, location, and current position. Then, I also uploaded a professional headshot photo and wrote a strong headline that accurately summarized my current role and expertise.

Next, I wrote a detailed summary about my skills, and career goals. I also made sure to include keywords relevant to my industry and to use clear, concise language to describe my experiences. After creating the profile, I sent connection requests to the HR executives and so on.

This included following companies and industry leaders, joining relevant groups, and sharing content related to your interests and expertise.

Having a strong LinkedIn profile is an important part of building your personal brand and establishing yourself as a professional in the field of digital marketing.

The next sub task was to keep our desktop wallpaper of the theme Onex Solutions and then post this picture on LinkedIn with hashtags such #OnexSolutions, #DigitalMarketing.

- **TASK 3:**

The next task given to us was to create our account on Facebook if not and then start joining business groups on it and post about the business on them. Facebook business groups are online communities for professionals in a particular industry or niche to connect, share information, and network.

To join business groups on Facebook, you should start by searching for groups related to your industry or niche using the Facebook search bar. Look for groups with a large and active membership, as these are more likely to be valuable resources for networking and learning.

Once you have found some groups that you are interested in, you can request to join them by clicking the "Join Group" button. Some groups may require approval from the group administrator before you can become a member.

Once you have joined a group, you should actively participate in discussions and engage with other members. This can include commenting on posts, asking questions, and sharing relevant content of your own.

Joining business groups on Facebook is a great way to expand your network and stay up-to-date on the latest trends and developments in your industry. Additionally, it provides an opportunity to demonstrate your knowledge and expertise, which can help build your personal brand and reputation as a digital marketing professional.

We were also given a ZOHO sheet and had to update about the group activities and engagement if any in the sheet. I tried joining maximum groups and by the end of the day could join 70-80. After posting of the post, I got calls from some of the businesses which I reverted to my manager. I had also posted on WhatsApp and Instagram to gain more engagement. The post was:

OneX Solutions

**Send Bulk SMS
1 LAKH
@ ₹16,000
₹10,000/-
Only**

**Offer Valid
for June**

**Your Business will Shine as
Bright as the sun**

Choose Us !

*T & C Apply, Prepaid, Taxes Additional

9696 33 55 66
www.onex.solutions

Sl.No	Group Name	Members	Group Link	Status (Joined or Pending)	Posting
1	Business Nagpur	22000	https://www.facebook.com/groups/1886910001590608/?ref=share	joined	posted
2	Nagpur Business Group	72000	https://www.facebook.com/groups/172861393414702/?ref=share	joined	posted
3	Nagpur - Business Group	12000	https://www.facebook.com/groups/643847359339163/?ref=share	joined	posted
4	Business Nagpur	144000	https://www.facebook.com/groups/642521992544123/?ref=share	joined	posted
5	Nagpur Media Group	2800	https://www.facebook.com/groups/636511830605474/?ref=share	joined	posted
6	Nagpur Marketplace	38000	https://www.facebook.com/groups/nagpurdistrict/?ref=share	joined	posted
7	BUY SELL NAGPUR	28000	https://www.facebook.com/groups/102451320172013/?ref=share	joined	posted
8	Nagpur Foodies	17000	https://www.facebook.com/groups/1625846134355647/?ref=share	joined	posted
9	Apna Nagpur	5300	https://www.facebook.com/groups/515757748560309/?ref=share	joined	posted
10	Nagpur Business Group	78000	https://www.facebook.com/groups/1308937755882759/?ref=share	joined	posted
11	Nagpur New Business Distributionships Franchise Bazar	2400	https://www.facebook.com/groups/nagpurfranchise/?ref=share	joined	posted
12	Nagpur Group of Friends	1600	https://www.facebook.com/groups/192776527423524/?ref=share	joined	posted
13	Nagpur City - Buy & Sell	39000	https://www.facebook.com/groups/1892957587675090/?ref=share	joined	posted
14	Maharashtra Business Group	8200	https://www.facebook.com/groups/1063216313889660/?ref=share	joined	posted
15	Nagpur Business Network	4800	https://www.facebook.com/groups/NagpurBusinessNetwork/?ref=share	joined	posted
16	Maharashtra Business Platform	10000	https://www.facebook.com/groups/nagpurbusinessplatform/?ref=share	joined	posted
17	Connect Nagpur	243	https://www.facebook.com/groups/806267573646951/?ref=share	joined	posted
18	Broadcast -- Gondia -- Nagpur -- Bhandara	2400	https://www.facebook.com/groups/393898181777442/?ref=share	joined	posted
19	Nagpur Car Bazaar (Sales and Purchase All Vehicles)	1400	https://www.facebook.com/groups/793890591217987/?ref=share	joined	posted
20	Nagpur Jobs	8300	https://www.facebook.com/groups/576503085862020/?ref=share	joined	posted
21	Business Platform Nagpur, Bhandara, Chandrapur, Amravati, Gondia For Farmer	641	https://www.facebook.com/groups/907293669610191/?ref=share	joined	posted
22	Nagpur Business Group	7100	https://www.facebook.com/groups/nagpurbiz/?ref=share	joined	posted
23	Nagpur Job	674	https://www.facebook.com/groups/284431849882929/?ref=share	joined	posted
24	Search Nagpur	2600	https://www.facebook.com/groups/searchnagpur/?ref=share	joined	posted
25	Nagpur Startups	3800	https://www.facebook.com/groups/nagpur.startups/?ref=share	joined	posted
26	Nagpur, Amravati, Bhandara, Gondia, Akola, Wardha, business Group	1600	https://www.facebook.com/groups/61600975888242/?ref=share	joined	posted
27	Nagpur today	3800	https://www.facebook.com/groups/247764292034173/?ref=share	joined	posted
28	Business Solutions (Stock Market Analyst)	91	https://www.facebook.com/groups/businesssolutionsnagpur/?ref=share	joined	posted
29	Broadcast Nagpur - Food	4400	https://www.facebook.com/groups/1724223201134014/?ref=share	joined	posted

- TASK 4:**

The task started when the manager gave me a ZOHO sheet which had 990 restaurant names which were based in Pune and Mumbai. Finding information about businesses on Zoho Sheet is a task that requires research and data organization skills. Zoho Sheet is a cloud-based spreadsheet application that can be used to store, organize, and analyze data. I was asked to find details about the business such as the owners name, place of the restaurants and so on. I used Google websites to find out the details required. At the same time, I kept a brief look on the Facebook groups to not miss any updates and lead from them. While finding the information, I gathered the research skill to find out more of the information. The will to get more knowledge helped me to complete the task smoothly.

The sample of the ZOHO sheet is attached below.

Paasha - JW Marriott Pune	Navaid Pasha	9.19038E+11	North Indian, Kebab, Desserts, Senapati Bapat Road, Pune, Maharashtra 411053
Independence Brewing Company	Vinayak Shinde	9.18889E+11	79/1, Zero One Complex, Pingale Vasti, Mundhwa, near Passport Seva Kendra, Pune, Maharashtra 411036
Spice Kitchen - JW Marriott Pune	Jatin Gautam	9.19150E+11	JW Marriott Hotel Pune, Lobby Level West, Senapati Bapat Rd, Shivajinagar, Pune, Maharashtra 411053
Savva Rasa	Sheik Mohideen	9.1913E+11	Gera Serenity Building, CTS No. 15, near Starbucks Cafe, Koregaon Park, Pune, Maharashtra 411001
Senses - Marriott Suites Pune	Sandeep Chemate	9.1742E+11	81, Mundhwa Rd, Fatima Nagar, Koregaon Park Annexe, Mundhwa, Pune, Maharashtra 411001
Coriander Kitchen - Conrad Pune	Bicky Sharma	9.12067E+11	Conrad, 7, Mangaldas Rd, Sangamvadi, Pune, Maharashtra 411001
Latitude - Blue Diamond	Shilpa Gokhale	9.12066E+11	11, Koregaon Park Rd, Vasani Nagar, Koregaon Park, Pune, Maharashtra 411001
Baan Tao - Hyatt Pune	Anahita Nariman	9.18807E+11	Hyatt Pune, 88, Nagar Rd, Adjacent to Aga Khan Palace, Palace View Society, Kalyani Nagar, Pune, Maharashtra 411006
Cafe 24	Sneha Shirke	9.17379E+11	Plot No. 129, Kunegaon, Lonavla, Pune, Maharashtra 410401
Chingari - Sheraton Grand	Saurav Godge	9.1772E+11	Sheraton Grand, Terrace, Raja Bahadur Mill Rd, Railway Officers Colony, Sangamvadi, Pune, Maharashtra 411001
Shakshari - JW Marriott Pune	Partha Pratim Pal	9.19160E+11	Senapati Bapat Rd, Laxmi Society, Model Colony, Shivajinagar, Pune, Maharashtra 411053
Alto Vino - JW Marriott Pune	Rohan Rege	9.19831E+11	Senapati Bapat Rd, Laxmi Society, Model Colony, Shivajinagar, Pune, Maharashtra 411016
Feast - Sheraton Grand	Radhika Dhruv	9.1772E+11	Raja Bahadur Mill Rd, Sangamvadi, Pune, Maharashtra 411001
Zeta - Hyatt Regency Pune	Ankita B.	9.19159E+11	Weikfield IT Citi Info Park, Hyatt Regency Pune, Nagar Rd, Viman Nagar, Pune, Maharashtra 411014
The Square - Novotel	Deepa Chandiramani	9.18412E+11	Weikfield IT Citi Infopark Nagar, Samrat Ashok Rd, Pune, Maharashtra 411014
Whispering Bamboo - Blue Diamond	Gopi Nandakumar	9.12066E+11	Blue Diamond, Pune - IHCL SeleQtions, 11, Koregaon Park Rd, Pune, Maharashtra 411001
MoMo Cafe - Courtyard By Marriott Pune Hinjawadi	Shiraz Govadia	9.1905E+11	S. No 19 & 20, P4, Phase 1, Hinjewadi Rajiv Gandhi Infotech Park, Hinjawadi, Pune, Maharashtra 411057
Aasmara: The Ritz Carlton	Sachin Doldikar	9.12066E+11	Golf Course Square, Airport Rd, Yerawada, Pune, Maharashtra 411005
Harajuku - The O Hotel	Deepak Amin	9.19891E+11	N Main Rd, Vaswani Nagar, Ravvitas Society, Koregaon Park, Pune, Maharashtra 411001
Aragma Food Studio	Poornima Somayaji	9.19922E+11	201, Insignia, Dhole Patil Rd, Sangamvadi, Pune, Maharashtra 411001
Koji - Conrad Pune	Reni Paul	9.12067E+11	7, Mangaldas Rd, Sangamvadi, Pune, Maharashtra 411001
Eighty Eight - Hyatt Pune	Zubin Sutaria	9.18807E+11	Nagar Road Adjacent to Aga Khan Palace, Nilanjali Society, Kalyani Nagar, Pune, Maharashtra 411006
Zeera - Conrad Pune	Shawn Subramaniam	9.12067E+11	7, Mangaldas Rd, Sangamvadi, Pune, Maharashtra 411001
Kangan - The Westin Pune	Kangan Jain	9.19619E+11	36/3-B, Mundhwa Rd, Pingale Wasti, Koregaon Park Annexe, Ghorpadi, Pune, Maharashtra 411001
Pune Sugar Box - Conrad Pune	Revaib Joshi	9.12067E+11	7, Mangaldas Rd, Sangamvadi, Pune, Maharashtra 411001
Mytic Masala - Blue Diamond	Avinash Waghmare	9.12066E+11	Blue Diamond-IHCL SeleQtions, 11, Koregaon Park Rd, Vasani Nagar, Koregaon Park, Pune, Maharashtra 411001
The Market - The Westin Pune	Amel Joe	9.19159E+11	36/3-B, Mundhwa Rd, Koregaon Park Annexe, Ghorpadi, Pune, Maharashtra 411001
Coffee to Cocktails Bar	Pabitra Das Biswas	9.12067E+11	Hyatt Place Pune, Phase 1, Hinjawadi, Pune, Maharashtra 411057
Masu - Conrad Pune	Umesh Chufal	9.12067E+11	Conrad UG Level, 7, Mangaldas Rd, Sangamvadi, Pune, Maharashtra 411001
The Lotus Deck - Hyatt Regency	Anirban Dasgupta	9.19152E+11	Weikfield IT Citi Info Park, Hyatt Regency Pune, Nagar Rd, Viman Nagar, Pune, Maharashtra 411014
Royal Orchid Golden Suites	Nikhil Hm	2040007000	adjacent to Kumar city Marisoft Annexe, Kalyani Nagar, Pune, Maharashtra 411014
Taste Of Punjab	Rasneet-Sabharwal	7738992803	5th Floor, Trade Net Building, Clover Park, Viman Nagar, Pune, Maharashtra 411014
Hunger House	Javed Khan	9608808808	Dorabjee's Royale Heritage Mall,5th Floor, Mohammed Wadi, Pune, Maharashtra 411060
Atlantis Bar Grill & Banquets	Santosh Dhanwade	935572238	Kalyani Nagar, Pune
The Flour Works	Anil Kanawale	7555680506	Vim an Nagar, Pune
New Sarovar	Vinod Bhansode	9055548888	Mohammed Wadi, Pune
Ganraj Pure Veg	Shashikala Bhosle	965561625	Wanowrie, Pune
Swanand Party Hall	Mohan Saoji	935572238	Kalyani Nagar, Pune
Magnum Opus	Ravindra Dhage	7555622746	Lavasa, Pune
The Irish House	Suleman Pathan	7555622394	Sayad Nagar, Pune
Thikana	Manoj Chaple	945558794	Kondhwa, Pune
Flambos Microbrewery & Brewpub	Anthony D'Costa	8555189698	Malwadi, Pune
Gandharv Resto Bar	Deepak Anjkar	9424701256	Pimple Saudagar, Pune
Cloud 9 Restaurant	Sachin Gandwe	8888411112	Vim an Nagar, Pune
Golden Cafe Spine City	Om Mujrekar	8923846923	Hinjewadi, Pune
Shree Sagar Hotel	Sagar Pandit	9347634524	Sangam wadi, Pune
Navmi Garden	Vilas Kawade	9287245620	Bund Garden Road, Pune
Shree Pure Veg Family Restaurant	Shrikant Karemore	8347529834	Sasane Nagar, Pune
Srushti Garden Restaurant	Jagdish Waghmare	2032582443	Bhosari, Pune
The Fmi Lounge	Akash Mehta	9234648649	Bhosari, Pune
Swad Fish House	Dhananjay Reddy Deshmukh	7643634333	Gultekti, Pune
Kokkita Garden Restaurant	Sonal Bongade	9896343734	Chandan Nagar, Pune
Marine Drive	Ashwini Sitaraman	8234762353	Vishrantwadi, Pune
Hotel Radisson Blu	Tarushree Singh	9864535487	Vishrantwadi, Pune
Le Meridien	Sheetal Gupta	9775534957	Vishrantwadi, Pune
Hotel Samal Palace	Harish Joshi	2309375282	Magarpatta, Pune
Cuba Libre	Dikshant Khatri	8234234235	Sasane Nagar, Pune
Wood Fire Grill	Abhay Mishra	238296293	Hadapsar, Pune
1B*K Superbar	Vikas Hage	8123432458	Hinjewadi, Pune
Sukanta	Sanjay Harde	6743287423	Sangam wadi, Pune
Lavangi Mirchi Restaurant	Mangal Sukesh Dandekar	9182347518	Khadadi, Pune
George Restaurant	Sabu George	7775023852	Sangam wadi, Pune
Atlantis Bar Grill & Banquets	Santosh Dhanwade	2098129211	Tingre Nagar, Pune
Sangram Restaurant	Sangram Chougule	7126232384	Pimple Saudagar, Pune
The Central Park Hotel	Yashi Narvekar	2039386564	Kothrud, Pune
			Banner Road, Pune

Lemon Tree Premier	Shurti Sarkaar	8518132432	Baner Road, Pune
4 Seasons	Shivangi Malhotra	9174408260	Deccan Gym khana, Pune
The Dokk Restaurant And Community Bar	Harsh Lodhi	9276492734	Bhekrai Nagar, Pune
Le Plaisir Restaurant	Kevin Peter	7738892803	Camp Area, Pune
Komal Villas	Devanand Kumar	9608808808	Wanowrie, Pune
Malaka Spice	Ajay Tikhate	9355572238	Malwadi, Pune
23 East Lounge	Akshita Sharma	7555680506	Hinjewadi, Pune
Unwind	Sarvesh Divate	9055548888	Bund Garden Road, Pune
10 Downing Street	Swarnima Pandit	9655561625	Kharadi, Pune
Hard Rock Cafe	Krishna Bhujbal	9355572238	Connaught Rd Pune, Pune
Zafraan Exotica	Zuber Parekh	7555622746	Connaught Rd Pune, Pune
Arthurs Theme	Ronnie Agarwal	7555622394	Camp Area, Pune
Citrus Hotels	Rishabh Shetty	9455558794	Dhole Patil Road, Pune
Little Italy	Rohan Kumar	8555189698	Deccan Gym khana, Pune
Rude Lounge	Bipul Shil	9424701256	Bhekrai Nagar, Pune
Smaaash Pune Amanora	Vaishnavi Shinde	8888411112	Koregaon Park, Pune
Manas Holiday Resorts	Manas Das	8923846923	Kharadi, Pune
Mezza9 Family Restaurant & Lounge	Sandeep Sonkusare	9347634524	Mundhwa Road, Pune
Jalsa Resto & Bar	Bhaskar Chaudhary	9287245620	Koregaon Park, Pune
23 East Lounge	Dvakar Sinha	8347529834	Lavale, Pune
Zafraan Exotica	Qasim Khan	2032582443	Koregaon Park, Pune
Hotel Rudra Restaurant And Bar	Rudra Ambutkar	9234648649	Yerawada, Pune
Grand Exotica Business Hotel	Bhakti Karanjkar	7643634333	Koregaon Park, Pune
Aradhana Garden Mangal Karyalay	Neelkanth Piplekar	9896343734	Pimpri, Pune
Boteco - Restaurante Brasileiro	Adinew Simon	8234762353	Sangam wadi, Pune
Little Italy	Rohan Kumar	9864535487	Ghorpadi, Pune
Reddys Restaurant	Krishnan Reddy Vairagde	9775534957	Shivaji Nagar, Pune
T3 Resto	Ashray Patil	2309375282	Viman Nagar, Pune
Komal Villas	Vishal Saxena	8234234235	Hadapsar, Pune
Tapri The Street Cafe	Suren Ghatode	2382396293	Sangam wadi, Pune
Krishnai Restaurant	Himanshu Harode	8123432458	Paud Road, Pune
Hotel Vinayak Pure Veg	Priyanshu Bhajan	6743287423	Kale Padal, Pune
Maltree The Place	Vibhu Khandelwal	9182347518	Old Mumbai Pune Highway, Pune
The Majestic Bar & Resto	Yash Chaudhary	7775023852	Hinjewadi, Pune
Texas Tower	Abha Andrews	2098129211	Ghorpadi, Pune
Hotel Isha	Ishwari Pathak	7126232384	Alandi, Pune
Fly High	Harshpreet Singh	2039386564	Kalyani Nagar, Pune
The Urban Kitchen	Yogya Chawla	8518132432	Viman Nagar, Pune
The Rooftop Project (trp)	Naman Kukreja	9174408260	Mohammed Wadi, Pune
Utsav Banquets And Lawn	Ujwal Tadse	2002498344	Wanowrie, Pune
The Flour Works	Maria Johnson	7738892803	Kalyani Nagar, Pune
Tapri The Street Cafe	Suren Ghatode	9608808808	Lavasa, Pune
Hotel Gayatri	Bansi Batra	9355572238	Sayad Nagar, Pune
Silver Fizz	Divya Adsule	7555680506	Kondhwa, Pune
Hotel Brookside	Praneel Chandra	9055548888	Malwadi, Pune
Hotel Sagar Plaza	Srinivas Shreechandana	9655561625	Pimple Saudagar, Pune
Garam Veg Restaurant	Showmick Raut	9355572238	Viman Nagar, Pune
Vrindavan Garden	Gopal Kumar Das	7555622746	Hinjewadi, Pune
Hotel Orbett	Aryaman Jain	7555622394	Sangam wadi, Pune
Hotel Aurora Towers	Bhaves Kachela	9455558794	Bund Garden Road, Pune
The Corinthians Resort And Club Pune	Rutuja Gore	2026952222	Sasane Nagar, Pune
45 Highball Resto And Lounge	Suyash Sharma	9424701256	Bhosari, Pune
Hub Lounge Cafe Rooftop	Lalit Bhatnagar	8888411112	Bhosari, Pune
Hotel Studio Estique	Mukesh Tambe	8923846923	Gultekdi, Pune
Poonam Hotel & Restaurant	Nandu Kadam	9347634524	Chandan Nagar, Pune
Abhiri Restaurant And Party Hall	Abhiraj Gedam	9287245620	Vishrantwadi, Pune
Frozen Monkey	Viraj Kothari	8347529834	Vishrantwadi, Pune
Garden Court	Shivam Sharma	2032582443	Vishrantwadi, Pune
Manas Holiday Resorts	Manas Das	9234648649	Magarpatta, Pune
Uncle Kitchen	John Breganza	7643634333	Sasane Nagar, Pune
Hotel Aurora Towers	Deborah Shaw	9896343734	Hadapsar, Pune
K9 The Coast Line		8234762353	Hinjewadi, Pune
Carnival Restaurant and Bar		9864535487	Sangam wadi, Pune
Raaga Imperio		9775534957	Kharadi, Pune
Hotel Shivasagar		2309375282	Sangam wadi, Pune
Bamboo House Nx Restaurant & Bar		8234234235	Tingre Nagar, Pune
Maull Veg Restaurant		2382396293	Pimple Saudagar, Pune
Khushboo Pure Veg Family Restaurant		8123432458	Kothrud, Pune
Amanora The Fern Hotel		6743287423	Baner Road, Pune
Fort Jadhavgadhi		9182347518	Deccan Gym khana, Pune
Zip by Spree Spine		7775023852	Bhekrai Nagar, Pune
Dalchini Restaurant		2098129211	Camp Area, Pune
Hotel Aurora Towers		7126232384	Wanowrie, Pune
Whispering Woods Resort		2039386564	Malwadi, Pune
Park Ornate Hotel		8518132432	Hinjewadi, Pune
Rangla Punjab		9174408260	Bund Garden Road, Pune
The Dukes Retreat		2040007000	Kharadi, Pune
Hidden Place		7738892803	Connaught Rd Pune, Pune

- **TASK 5:**

Before this task we were given a brief training about efficient pitching techniques. The task was to search restaurants based in Pune and Mumbai on websites such as Justdial, Crunchbase and so on and get their contact details to pitch them about the business. The manager also told to start calling from the ZOHO sheet we were given earlier. Our goal of the task was to bring maximum leads by the end of the day. It was important to be respectful of the client's time and resources. I was prepared, professional, and polite throughout the conversation. The pitching script helped me to pitch my business idea very efficiently which resulted as I was able to bring leads to the company.

The script which helped me to present my business idea efficiently is attached below:

Name	Contact Number	Address
Bombay Musical Stores	9304963966	Roshpa Towers, G3, Mahatma Gandhi Main Rd, near Raj hospital, Ranchi, Jharkhand 834001
Cantabil	6512332632	Shop No 11, Ranchi Club Complex, Mahatma Gandhi Main Rd, Ranchi, Jharkhand 834001
New Melody Electronics	9934305046	Shop No, Daily Market, 72, Mahatma Gandhi Main Rd, New Garden, Kanka, Ranchi, Jharkhand 834001
Ayyan Properties Dealer Pvt. Ltd.	9304566922	3rd Floor, Roshpa Tower, Main Road, Kanka, Ranchi, Jharkhand 834001
BHARAT ENTERPRISES DHANBAD	9852073725	2nd, Katras Rd, Bank More, Dhanbad, Jharkhand 826001
Sanskriti Real Estate Developer	7280002707	New Bank Colony, Saraidhela, Steelgate, Dhanbad, Jharkhand 828127

Calling Script

TONE: CONFIDENT

Hello , Can I Speak to (Mr/Ms/Mrs Name)?

[If Other Person responds]

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

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 Madisson, BuyMediaSpace, Bookallads, Tata Motors, Khadims, Wow Momo, etc.

Sir / Ma'am we know that lock down is the current market scenario , so we can not let this situation hampered our business , So its 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 / Whats App & Voice Call Services .

Note – After Speaking its 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 –

1- 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 were are helping out other clients so that can they make maximum use of SMS/ Whats App / Email & Voice Call Marketing .

2- What is the proofs of your Campaigns ?

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

3- Do you provide Database ?

Ans- No Sir / Ma'am .

4- Tell me more about your Database ?

Ans- We have PAN INDIA Pincode wise database .

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

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

KEY LEARNINGS:

During my internship, I got an opportunity to know the various areas of digital marketing which also helped me to know how businesses use those tools to increase their efficiency in working. It also enabled and developed my communication skills which would also help in my future career opportunities.

- 1. Digital marketing strategies:** I learnt about various digital marketing channels and how to create a cohesive digital marketing plan.
- 2. Content creation:** I learnt how to create compelling content for various digital platforms and to understand how to use content to drive engagement and conversions.
- 3. Search engine optimization (SEO):** I learnt how to optimize your website and content to rank higher in search engines and increase visibility.
- 4. Paid advertising:** I learnt how to create and manage paid advertising campaigns on platforms like Google Ads, Facebook Ads, and others.
- 5. Analytics:** I learnt how to use tools like Google Analytics to track website performance and measure the success of your marketing campaigns.
- 6. Social media marketing:** I learnt how to develop and execute social media marketing campaigns to engage with the target audience and drive conversions.
- 7. Customer behaviour and data analysis:** I learnt how to gather and analyse customer data to inform the marketing decisions and improve campaign performance.

Overall, the digital marketing internship provided me hands-on experience and a strong foundation in the concepts and tools used in the field of various business industries. It also gave me a better clarity about the marketing field which in a positive way influenced my career goals.

CONCLUSION:

At Onex Solutions as a digital marketing intern, I got a valuable experience and developed an interest to start a career in this field. Through hands-on experience and working on real projects and engaging with clients; I gained a deep understanding of the various components of digital marketing, including SEO, social media, email marketing, and content creation. I also developed important skills such as data analysis, creative problem-solving, and effective communication. Additionally, internship provided me the opportunity to network with industry professionals and make connections that led to future employment opportunities.

As an overall conclusion, I would say that during the internship I learnt a lot of new skills in the area of management. The sessions given during the internship were very efficient which in turn became more helpful while completing the various tasks given. The tasks were also very engaging through which I learnt a lot of new skills in the area of management. At last, the digital marketing internship was an excellent investment for my career and personal growth.

SUGGESTIONS TO COMPANY:

After working in the internship, I have the following suggestions to the company, if implemented will make the working of the company more efficient. These are:

- Allow for employees' autonomy-
By giving employees autonomy to do their job, letting them know that you trust and value them.
- Make use of employees' feedback-
Employees are an invaluable resource. They know the company as well. The employees complete the day-to-day operations of the business and they know what can be improved upon. Listen to their feedback and take it seriously.
- Be flexible-
As long as you have engaged employees that are working hard, you have to remain flexible when attempting to complete tasks.
- Offer exceptional customer service-
Providing excellent customer service is crucial for building brand loyalty and generating positive word-of-mouth. Make sure your team is trained to provide prompt, helpful, and courteous customer service.

By implementing the suggestions above, the company will be able to provide more efficient and customer friendly services as the suggestions mentioned are more employees oriented, and the employees are one of the main resources of any organization.

TERMINOLOGIES

Some of the important terminologies used are:

- **CPC (Cost-Per-Click):** The amount a business pays for each click on their PPC ad.
- **CPM (Cost-Per-Thousand Impressions):** The cost of displaying an ad to 1,000 people.
- **CRO (Conversion Rate Optimization):** The process of increasing the percentage of website visitors who take a desired action, such as making a purchase or filling out a form.
- **KPI (Key Performance Indicator):** A metric used to measure the performance of a specific aspect of a business, such as website traffic or social media engagement.
- **A/B Testing:** A method of comparing two versions of a webpage or app to determine which one performs better. Visitors are randomly shown one of the two versions, and data is collected on their behaviour.
- **Marketing Automation:** The use of software to automate repetitive marketing tasks, such as email campaigns, social media posts, and ad targeting.
- **Big Data:** A term used to describe the large volume of data – both structured and unstructured – that inundates a business on a day-to-day basis. But it's not the amount of data that's important. It's what organizations do with the data that matters.
- **CPA (Cost-Per-Acquisition):** The cost of acquiring a new customer through a specific marketing campaign.
- **CTR (Click-Through Rate):** The ratio of users who click on a specific link to the number of total users who view a page, email, or advertisement. It is commonly used to measure the success of an online advertising campaign for a particular website.
- **Retargeting:** A form of online advertising that uses cookies to track the behaviours of website visitors and display targeted ads to them as they visit other websites.

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