



Summer Internship Report

On

**Optimizing Digital Presence of WeHear &
Working on Influencers Marketing**

Company Name: WeHear Hearing Solutions LLP



Submitted to:

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Purpose of report: To provide information regarding the work done at the company during summer internship.

Prepared for: Institute of Management Nirma University

Submitted to: Prof.Krishna Kanabar

Acknowledgement

I wish to express my sincere gratitude to Mr. Kanishka Patel, Co-Founder, WeHear Hearing Solutions LLP and also my organizational guide for providing me with an opportunity to do my internship and project work in this esteemed organization. He rendered me immense help during this internship and provided me valuable insights to carry out the project.

I sincerely thank, Prof.Krishna Kanabar, my faculty mentor at the Institute of Management, Nirma University for providing me encouragement and guidance throughout the period of this internship.

I would also like to thank the Institute of Management, Nirma University, CRC and the Placement Committee for providing me the opportunity to embark on this project.

Regards

Ayush Dutt Sharma

Executive Summary:

Wehear hearing solutions is a headphone manufacturing company. They make over the ear wearable headphones. Company's objective is to provide best hearing care products with the best quality and affordable price. In the electronic industry the competition is not easy. There are more than 20 headphone manufacture companies in India. The Company started in 2017 with hearing aid product SenZ and now after realizing the need of healthy headphones they have moved to headphones manufacturing. These headphones are based on bone conduction technology.

My profile was digital marketing in the company. I worked on creating Facebook ads and Influencer Marketing for WeHear. Company is facing problems of low awareness and no trust for the product in audience. For this we worked on Facebook ads to create awareness and increase traffic on website. This has other benefits like increasing social media presence. We chose Instagram to promote the ad through business manager account of WeHear. It needs a lot of knowledge as we have to choose bid strategy, right audience, right objective and pixels etc. To increase the trust for brand, we promoted the product through Influencer Marketing. For this, after a lot research we made a list of influencers. Then we contact them and after a series of conversions, the deal takes place. We are seeking direct sales also with influencers marketing.

Company has potential to grow and the product is a common usable consumer product. My recommendation is that they need to promote it to mass, through TV and celebrity endorsement. For this they first need to look for investment, which is possible looking at the potential and quality of product.

I am glad to put my efforts at WeHear, as I have learned a lot about digital marketing and sharpened my core marketing concepts.

(298 words)

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Part A: ABOUT WEHEAR

BRIEF HISTORY

Wehear hearing solutions is a headphone manufacturing company. Wehear started in Jan 2017 by two people Kanishka Patel and Siddharth Thakore with the aim to offer the most efficient and most economical hearing solutions to the world. Company's main office is in Ahmedabad. The company has expanded its market in Mumbai and Bangalore. The company sells its product through online medium only. In 2019 Wehear received GUSEC fellow start-up of the year award.

The company started with one product SenZ which is a hearing aid in headphones style with bone conduction technology. After realizing that people love to hear music every time when they are crossing road, driving, swimming, jogging, and exercise, they developed open-air headphones which they called Bone phones. The goal here is to offer an alternative of headphones that provides healthy hearing and the same music quality as headphones.

The Bone phones are also useful to enjoy music with open-air sound while jogging, cycling, driving or crossing roads. The company believes that technological advancement is to help mankind.

KEY PEOPLE

- Kanishka Patel : Cofounder and Team lead
- Siddharth Thakore : Cofounder and Product lead
- Jay Garg : Algorithm Developer
- Rahul Soni : Electronics Team lead
- DevanshuKhorasiya : Product Design lead
- PranshuKhanna : Content Design lead
- Raj shah :Sales and marketing Advisor

VISION

The Vision is to inculcate technology in products to provide best hearing solutions.

MISSION

The mission of the company is to provide hearing solutions and products which are top-notch at every aspect but also at the same time have to be economical.

CUSTOMERS

Headphones are used by almost every person. The customer base is huge for headphones. Wehear is targeting health conscious young age people for their product Wehear OX. Apart from this B2C type of selling, they are also targeting telecommunication companies (B2B).

PRODUCTS & SERVICES

Currently Wehear has only one product and one Wehear app which is more like a control centre for Wehear device.

1. Wehear Ox: This is open ear headphones which does not harm ears as it transmits sounds using the cheekbones. This headphone is good for longer time usages because it doesn't damage eardrum with high volume sound.

Price: 11000 Rs.

Weight: 35 grams

Features

- 8 hours battery life on 1 hour charge
- Inbuilt Google assistant and Siri
- Dual connectivity



2. Wehear app:

This app is the control centre of Wehear OX device. It also has some other features like:

- **Personalized Experience:** Help to personalize music experience with adjustable sound system mechanism.
- **Personal Hearing Intelligence:** The app comes up with personal Hearing Intelligence (PHI). It monitors the user's hearing patterns and analyses the data and gives valuable outputs.
- **Inbuilt Translator:** Includes inbuilt translator, hearing aid mode for people with hearing loss.
- **Sound meter:** It captures sound quality around you and let know you to use earbuds or any other protection when the frequency reaches more than 90 dB.

COMPETITORS

Wehear is into open ear headphones manufacturing. In India there is no such company that is making open-ear headphones. But there is some foreign company which sells its product in India through its website. Other than this there are many companies that manufacture headphones and sell in India.

1. Aftershockz

It is a USA based company. The company has same kind of product as Wehear, which also works on bone conduction technology. In open ear headphones this company has the highest market share in India. This company is the only direct competitor of Wehear. The company started in 2011 in New York and is a pioneer of bone conduction technology. This company expanded its business to Europe in 2015 and now also available through the online medium in Asian countries.

2. Sony

Sony is one of the biggest names in the world in consumer electronics products. Sony headphones are considered as quality rich products that offer the best music experience. The company has started in 1946 in Tokyo.

3. JBL

This is an American company that produces audio music systems equipment including headphones. Speakers are also the main product of JBL. The company started in 1902 and for a long time was active only in America. In early 21st century they entered the global market.

4. Boat

The company started in 2016 and through digital platforms they create a market for themselves. Boat terms themselves as fashionable consumer electronics. Other than headphones they manufacture speakers, chargers, travel cables. The company is doing well in India with its target segment of fashionable youth.

5. Tagg

This is an Indian company with the main office in Delhi. The company aims to give quality products at affordable prices. Its main market is Delhi and Bangalore. The company started in 2016 with two college students and already has a good market share in India with revenues over 10 crores in 2019.

6. MIVI

The company started in 2016 by a couple Midhula and Vishwandh. They named the brand after a combination of their name's first letters. The company generated revenue more than 30 crores in 2018 and is growing very rapidly all over India. They have brand ambassador Bhuvam bam and other social media celebrities like Prajakta Kohli as their targeted audience is college-going students.

7. Ubon

Ubon started in 2004 in NewDelhi with a small shop. Today Ubon is presented in more than 3000 cities in India and has 2 manufacturing units in Delhi and Noida. Market for headphones is huge and there are many competitors in the market like Ubrane, Akaso, Freshtech, Noise and many more.

FINANCIAL PERFORMANCE

This information is not available as this is a start-up company and the policies do not allow to share this information outside the company.

ELECTRONICS INDUSTRY

BRIEF INTRODUCTION

Electronics Industry is among the fastest growing industries in India considering both export and domestic production. The demand for India's Electronic products is expected to grow at the CAGR of 41% for the period from 2017 to 2020. The growth of this industry can be traced back to 1965. It started with consumer electronics including transistor radios, black & white television and other audio products. Then came the color televisions in India in 1982. Thereafter, the industry progressed with many new innovations coming through. Today, this industry does not only comprise of televisions but also many other electronic devices, which make daily life of the humans easy. The government has focuses on transforming the economy of the country into a cashless one. For this, the government has also introduced various measures like launch of BHIM app, no service tax on railways tickets which are booked online, etc. These initiatives taken by the government and the efforts done by the companies in this sector has lead to the growth of this industry over the years.

INDUSTRY STRUCTURE

The size of global electronics industry is US\$2 Trillion and out of it the share of total Indian production was US\$ 47 billion in 2016-17. This industry is divided into various verticals like consumer electronics, industrial electronics, computer hardware, strategic electronics, electronic components, automotive electronics and medical electronics. These verticals have shown growth of about 22% in the year 2016-17.

In the consumer electronics vertical, the market of flat panel TV has grown owing to digitization. The production of LCD/LED televisions has also increased with the growth of around 10% in its production. There is also growth in the production of Home Theaters. The growth of around 17.2% in the consumer durables section which consists of products like Air conditioners, washing machines, refrigerators and microwave ovens. Also, the overall production in this vertical has increased to ₹64,742 crores in 2016-17.

The production in the industrial electronics vertical showed a growth of around 11%. The growth in this vertical is mainly dependent on the overall growth of GDP and the growth in manufacturing sector. Computer Hardware includes products like desktops, laptops, notebooks, servers and other computing devices. With the development in technology and innovations, hand held devices have entered the

market, making the use of desktop devices less and less. But the growth of such conventional desktops has been steady in industries and offices.

Strategic electronics verticals include electronic products being developed for defense purposes. They have been an important element for the weapons, equipments and the platforms designed for defense purpose. There has been an increase in production of these through research and development and indigenization. Considering the electronic components vertical, it has also shown a good growth. This growth can be attributed towards the increase in demand for electronics. Also, the increase in custom duty on imports of these has also led to increase in its domestic production.

The growth in automobile industry and the increased digitization of automobile controls has led to growth in automotive electronics. The technologies used in here are Anti-lock Braking System (ABS), Body Control Module (BCM), Tyre Pressure Monitoring System (TPMS), Electronic Power Steering (EPS) etc., while parking; cam, crank and oxygen sensors are some of the key sensors which are being used. Medical devices play an important role in the treatment of a patient. The medical electronics are used in these devices. The government has also allowed 100% FDI in this vertical through direct route. The government has also taken various steps to promote manufacturing of medical electronics in India through Make in India scheme and also introducing standardization according to the international standards.

The government has also taken initiatives to bring about growth in the exports of Electronics Hardware. Special economic zones are also being set-up for easy manufacturing and exporting. Those exporting electronic goods under the Foreign Trade Policy are offered the benefits of Merchandise Exports from India Scheme.

GROWTH STORY OF WEHEAR

Wehear started in Jan 2017 by two people Kanishka Patel and Siddharth Thakore with the aim to provide the most efficient and most economical hearing solutions to the world. They started with one hearing aid product called senZ which is based on bone conduction technology. Their targeted customers were people with hearing problems.

They contacted hospitals and other medical professionals to collaborate with them to sell their product. But the reviews were not so good because this product's mechanism demands high vibrations to transfer sound into the brain. And also this is not like normal hearing aid which does not demand to charge and operates with Smartphone. Generally people with hearing problems are older adults and they have a fear in the mind of using technology. So even after being certified the product doesn't go well in the market.

In 2018 after realizing that people love to hear music every time when they are crossing road, driving, swimming, jogging, and exercise, they developed open-air headphones which they called Bone phones. The goal here is to provide an alternative of headphones that provides healthy hearing and the same music quality as headphones. These headphones are also based on the same bone conduction technology. This product is targeted towards music-friendly and health-conscious young Indians. The product is focused to secure healthy hearing for everyone with the help of technology. Now the product is available on major e-commerce websites. The company has received 2019 GUSEC fellow start-up of the year award. The company has expanded its market in Mumbai and Bangalore also.

The company also has some collaboration with telecommunications centers, sports cycle stores, gym, and corporate gifting centers. Now they have developed their app to provide a complete hearing package to secure ear health of people. PHI gives them everyday estimates of their hearing patterns and gives advice according to PHI score to improve daily hearing habits.

ORGANISATIONAL CULTURE

Every company has a culture and this culture is very important to gain success in this competitive world. Wehear is a company which gives same respect to the ideas of the CEO and the lowest ranked employee of the company. The company has horizontal structure which means every employee works around core work process. The company has no middle management between employees and executives. The company believes that the technology is for the advancement of mankind and every employee works towards its mission statement which is to provide hearing solutions with efficiency and also economically.

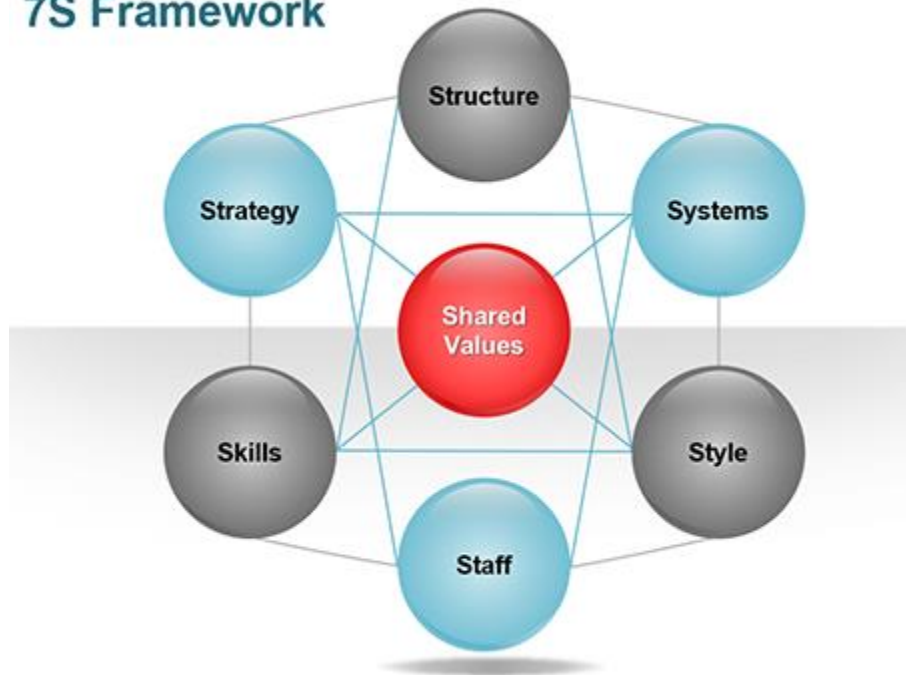
There are deadlines for the work but they support each other and never pressurise any employee or intern. The culture is to treat everyone same and motivate to work their best for the company. This open culture helps new employees and helped me also work within my comfortable zone. Though when you work out of your comfort zone you evolved and improve yourself but when you are in your comfortable zone then you put your best efforts which are very important to add value to the organization.

COMPETITIVE PERFORMANCE

The Company has many competitors as headphones have a very good market in India. To compare Wehear Performance with its competitors first there should be some parameters. Or there should be some benchmarks to compare company performance. In India there is no direct competitor if we talk in terms of product attributes. But as a headphones alternative and same targeted customers it has many competitors, Boat is very similar and successful player in same category. Comparing it with Boat, Wehear seems to be running slow in the race. As the boat company has a very good market share with very good brand awareness through digital promotions, Wehear doesn't have much awareness about its product. Probably the youth today is not much health conscious and they prefer normal headphones over bone phones as bone phones are costlier than headphones.

7-S FRAMEWORK

7S Framework



Source: <https://in.pinterest.com/sw-shell.html>

STRATEGY

The company is focusing on creating brand awareness through the digital medium. The company believes that the online medium is more powerful for their product so they are planning to launch a digital marketing campaign as soon as lockdown ends. It includes social media marketing, website optimization, influencer marketing Facebook ads, Google search ads, and most importantly YouTube ads for music lover audience. The company wants to provide clear information through various platforms, so customers will know that how good this product is for ear health compare to headphones. The second part of the strategy is to target offline places as corporate gifting stores, gym, telecommunication centres.

STRUCTURE

The company has a flat structure (Horizontal) which means every employee works around the core work process. The company has no middle management between employees and executives. The company

has divided its work into some core parts which include product development, algorithm development, content/graphics design, marketing of the product, and financial department. Every department has 2 to 3 members and one of them lead the team who is also responsible for communication with other departments.

SYSTEMS

The company use Trello software to store every information and updates about each department. Every employee has access to this. So whatever work is done or in the process can be known by every person in the company. The product team and marketing team shares their data directly with cofounder Kanishka Patel.

STAFF

The company has around 15 employees. The company has 5 departments and there are 2 to 3 persons in every department. 10 out of these 15 are male staff while 5 are female. Most of them are young adults. Their marketing head and mentor is 50+ of age only.

STYLE

The people of Wehear are very cooperative and friendly in nature. Leader of the team believes in his team and the teammates believe in their leader. They give freedom to every employee to work in their style. As I have observed they never pressurize me for the work and encourages me to try something new out of the box even if it has high risk of failure.

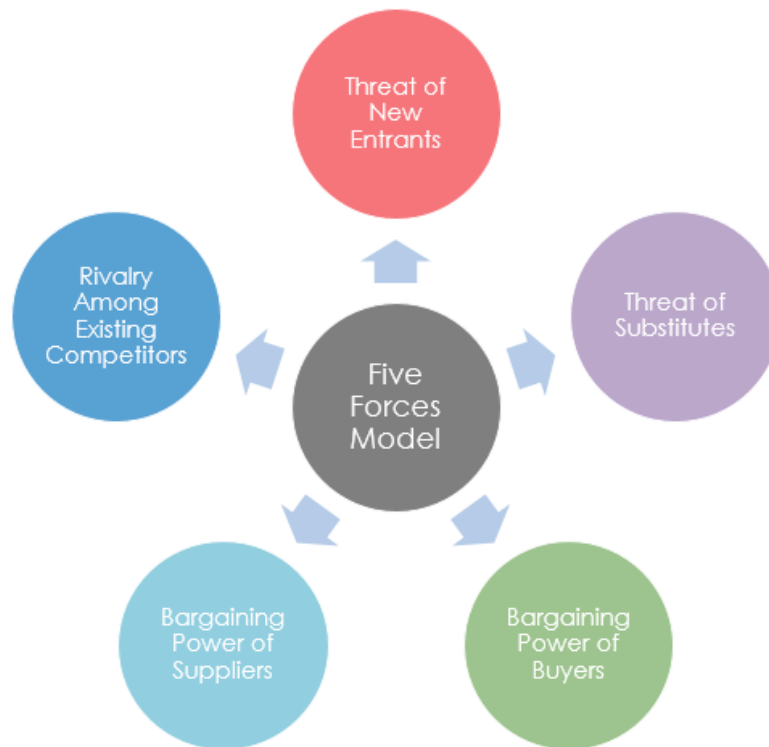
SKILLS

Every department has different sets of skills which is required for their part. Most of the employees are aged from 25 to 35, so they are very enthusiastic and energetic. I have talked with a few people from the company and I can say they are good with analytical ability, relentlessness, and people-orientation and are accountable and responsible. Functional aptitude is a must skill everywhere but accountability and responsibility is also necessary to be a part of Wehear.

SHARED VALUES

The company believes that technology is for the betterment of mankind but its people who can develop it for the good of the world. Employee shares a friendly bond with each other which enables them to share ideas and create a happy working environment. All the employees work for the mission and vision of the company. Senior management believes the good of employees is the good of the company. This is why senior management while taking with interns, also provides fruitful insight of market and business.

PORTER'S FIVE FORCES



Source: <https://medium.com/product-gyaan/porters-five-forces-analysis-868945aa5846>

THREAT OF NEW ENTRANTS

The threat of new entrants in the audio electronics industry is very high. Every year more than 10 headphones companies start in India. But to make a product based on the same bone conduction technology is on a medium level. This technology needs a good amount of time and research to make a product which has same quality as in-ear headphones. But with a good investment, this can be done easily.

BARGAINING POWER OF SUPPLIERS

The bargaining power of the suppliers is quite low here because the suppliers are electronic parts manufacturer. There is a huge market for these electronics part so suppliers don't have much power to affect the decision of customers.

BARGAINING POWER OF BUYERS

Bargaining power of buyers is very high for Wehear OX. Buyers here are customers which means the normal population of India (metro cities). They have multiple options in front of them with a comparative price range. The product is slightly costly because it uses premium technology, so there is high chance that customers may move to a cheaper product.

THREAT OF SUBSTITUTE PRODUCT OR SERVICES

Threat of a substitute product is very low here as this product is very new and innovative in terms of technology. But still, we cannot deny if there is a better technological product in the future with a lesser or equal price.

RIVALRY AMONGST EXISTING FIRMS

The consumer electronics industry is highly competitive. Specifically the headphone industry has more than 30 good competitors only in India. So the rivalry amongst existing firms is very high and competitive. There are companies like Boat, Sony, JBL, MIVI, Ubon, and many more compete on the basis of price and quality.

Part B: PROJECT WORK

Project I: Working on Facebook Business Manager Account

1. Introduction

Wehear is targeting audience through digital medium. There are various digital platforms and tools available to market the product. Digital presence consist of two main parts, one is organically optimizing social media presence and website visibility. Second is through paid media, which mainly consist of Facebook ads and Google ads. These two paid media tools consist more than 80 percent of advertisement on internet. Company has been using Facebook ads for paid promotions since they started online promotions. They are working to start promoting with Google ads, which can help in retargeting audiences on websites.

Facebook business manager account is a tool provided by Facebook to market products on Facebook, Instagram, Facebook Messenger and Various In app promotions which is known as Facebook audience network.

- Nature of Problem:

Wehear is a startup with very limited budget available to market the product. The company has decided to sell the product through their website and E commerce platforms. Currently the brand has very less awareness, so website visitors are also very less. To make people buy the product it is necessary to first make them aware about the product and bring them to company website. Company has very less marketing budget, so every step of paid promotion needs to be accurate. This includes choosing platform, choosing right audience, using right strategy and rightly communicating the message.

- Objective of the Study:

- i. The primary objective of the study is to increase the awareness of the product and communicate the message to the target audience by bringing them to the website.
- ii. Secondary objective was to increases the social media presence by increasing followers on Instagram and Facebook.

- Expected Benefits:

- i. Increasing Website Traffic: The objective set was traffic for most of the campaigns. So the direct expected benefit was to increase the traffic on website.
- ii. Creating Awareness About Product: This is the additional benefit from a traffic campaign we can expect. This is obvious that more reach of ad will create more awareness. But we wanted the awareness within our potential consumer group.
- iii. Retargeting People: We knew this already that we have to show our ad at least 4 to 5 times to the same person. Because the product is expensive, it takes time to trigger the need of the product. So retargeting is necessary to increase conversions.
- iv. Converting leads into conversions: In some of the campaigns we use list of our previous website visitors. We know that these people know about our product and hopefully they are interested also. So the expected outcome was some conversions means actually buying of the product.
- v. Getting data of audiences to target organically: Though the selected objective was traffic for the websites, we were expecting some information (most likely email id) of audience so we can directly contact them without any paid media. This was possible because on website we are using a word press plug-in, which ask users to give email id for regular updates on product and news letter. This way the data of audiences come to us and then on regular interval, we sent those emails with offers and updates.
- vi. Increasing social media followers: The most important and valuable additional benefit to increase our social media presence. In longer run social media plays a significant important role to reach wider audience. More and more publicity can be done through social media campaigns and at no charge.

2. Methodology

All the required information to deal with the problem was provided by the company, which was their research work and suggestions from some marketing people. My work was to refine these information with some secondary data available on internet and then create ads accordingly.

All the information I was provided with and I researched were indicating that Facebook ads are less costly to start with. Same thing was communicated to me by the supervisor. So we started with Facebook ads.

Choosing Platform: Facebook business manager account offers some options to choose from different platforms or letting Facebook optimize accordingly. The options available are Facebook (news feed, Facebook marketplace, stories, sidebar), Instagram (news feed, Explore, Insta Stories), Facebook Messenger and in app promotions (Apps which required Facebook login) which is generally known as Facebook audience network. In starting we decided to go with both Facebook and Instagram as I was sure that most of the users on both platforms are same, and it will help to reduce the cost. Later on after seeing the results of first few ads, I realized that bounce rate is too high (more than 90%) for Facebook which means there is no meaning to going for Facebook audiences. After that we limited ourselves with Instagram promotions only.

Choosing Target audience: Choosing target audience is the most important part of marketing. Every single step of communicating the message is directly based on the targeted audience. Wehear has divided its audiences into some categories, which are: Health conscious people, Sports/Exercise people, Cyclist, Gamers and older adults with hearing problems. All these are the audience categories for Wehear's headphones. But the message is created to delight the target audiences, so the main thing here is to decide which audience is accessible with digital medium and more likely to feel the need of our product. So we decided to target health conscious and outdoor exercise doing people primarily. So mainly creatives were created to target these audiences only. There were some creatives which were bases on the specification of the product. So accordingly we choose audience to target for that specific specification creatives.

Using business Manager Tool: This is the main part to create Facebook ads. One need in depth knowledge of every option provided by Facebook so accordingly cost and the objective can be optimize. First main task for me was to select the objective. Company needs to increase its social media followers as well as to bring some audience on website. So after consultation with my senior I chose traffic as the campaign objective.

Second most important thing while making ads is choosing right audience option available. Facebook provides some demographic, interest based and behavior based options. To accurately choose the audience, one needs to put a lot of hard work in going through every option available and comparing it with the others. I created two different audiences with less than 5 percent overlapping. One is for health conscious people and other one for sports/gym going people.

After this there are some bidding options which help to optimize the cost of the ads. Facebook provides four different cost strategy, lowest cost, bid cap, cost cap and target cost. Initially I went with lowest cost and after that according to the ad set I chose between cost cap and lowest cost. If the potential audience we were going after was less than 2 lakh then we chose cost cap otherwise lowest cost. There is one more important part of creating Facebook ads which is to create pixels. It was not as simple as other one because it needs technical knowledge to upload pixels to website. So I took help of the technical team to upload Facebook pixels on website. This pixel helps in retargeting the audience. It tells us about the audience who visited our website through Facebook ads.

Making Creatives and Messaging: Initially we started with promoting pictures based ads. Then we moved on to mini videos of 10 to 20 seconds. In the end of the month, content creation team and digital marketing team decide the schedule for next entire month. Accordingly then all the creatives are made.

3. Exploration of Alternatives

There are some digital medium alternatives available in form of Google ads, LinkedIn ads, Amazon ads and then options available to choose platform from YouTube, music apps and websites. There are some more options available like influencers marketing, affiliate marketing and then market could be explore through offline marketing which is print media ads, TV ads, radio ads etc. But looking at the situation of Covid 19 pandemic, it is not possible to market the product offline. If the situation were normal then also Digital medium is more suitable for WeHear to market. The reason is that the selling place of the product is Website of Wehear only. So it's better to promote the product online.

- i. Google ads: Google ads are the best alternative available of Facebook ads. But it is not fair to say this as just an alternative. At WeHear because of the low budget issue we can consider it as an alternative, otherwise Google ads and Facebook ads are generally used simultaneously for better results. Google ads provide us wider reach and options to show our ads. With the help of Google ads we can promote our ads on YouTube, different websites. Google ads are generally costlier

than Facebook ads, though they provide better quality audience and create a greater impact. So we chose to go with Facebook ads only as of now.

- ii. Amazon ads: Amazon ads are really helpful to increase the sales of product. These ads will be shown to audience when they search anything on Amazon search query. According to the category and keywords selected by us, Amazon shows these ads to audience. Currently because of the change in WeHear design and technological modification, the company has removed its product from Amazon. The idea is to first create some brand awareness and then list the product to Amazon. So Amazon will be useful after that only.
- iii. LinkedIn ads: LinkedIn is considered as the best platform for B2B market. Corporate related products can also be advertised here. WeHear is dealing in B2B also, but the strategy for B2B is offline, mainly personal selling. So LinkedIn ads are not considerable at this stage.

4. Criteria for Evaluation

To evaluate the performance of Facebook ads, we compare the outcome with our predicted outcome no. But to get these numbers there are many factors which comes into play. According to our marketing budget and the no of visitors we want we analyze first that the no of website visitors are okay or not. After that the evaluation was done on the basis of Google analytics. Google analytics provides us much information regarding the visitors who come to our website. The most usable information is the demographics and the on website actions of audiences. Demographics will help us to look into the categories we are promoting our ads. On the basis of this we can optimize our audiences, next time when we run ads.

Google analytics shows the data of on website activity of audiences. It includes pages visit, session time, bounce rate, pages per session, flow of pages visit etc. it also gives the information of exit pages, means on which page people exit from website. All these options are very useful to optimize website for a better user experience (UI/UX). But to evaluate the Facebook ads, the most important information is bounce rate and session duration. Bounce rate means a person is coming to website but without any activity exits the page, this is called as bounce session, and when we see the no of bounce session in compare with all sessions, it is called bounce rate. On the basis of bounce rate we

can actually figure out that how much number of audience actually visited website and went through the product profile. After getting the actual number of website visit, we looked at session duration of only this audience. This duration tell us that how much time a single person is spending on our website. We have figured it out on the basis of research and website design that almost 2 min is the perfect time to go through the main information of home page to product page, and read all the specifications and benefits of product. But we know that people don't always go through everything, so the set benchmark was 1 min only. After removing the bounce sessions, we generally got the session duration in the range of 50 sec to 75 seconds. This means that the audience is targeted correctly, and they are taking interest in the product.

Then we also compare each ad with the previous one. It tells us about the creatives we make, are appealing and attractive or not.

5. Evaluation of Alternatives

Evaluation of Alternatives can be done by the same evaluation process. The Objective needs to meet whatever form of ads we choose to go ahead with. If we go with Google ads, then the comparison will not only be in between the predicted numbers and actual numbers but also between Facebook ads and Google ads. Same goes with Amazon ads and LinkedIn ads. The already promoted ads of Facebook will become benchmark for the Google ads. The cost incurred with respect to traffic gain on website will be the deciding factor in evaluation of Google ads. Apart from CPC there are more factors to look upon while evaluating Google ads. It is very common that Google ads are generally costlier than Facebook ads. So CPC should be higher also for Google ads. But the quality of audience, Google ads provides is also higher than Facebook ads. So all those Google analytics option comes into play again. We need to look at page duration, session duration, flow of pages visit, bounce rate. Only after then we can take a decision of success of Google ads. However Facebook ads and Google ads can be used simultaneously to better market the product. In that condition there cannot be a comparison in between both the ads, but the attribution rate can be calculated and accordingly budget can be allocated to every paid promotion medium.

For Amazon ads we can only use conversion as the evaluative object. More conversions means Amazon ads are doing well.

6. **Conclusion**

In the times of Covid 19 pandemic, it is the major option available to advertise on digital medium, but with increased competition it is not as simple as before. Though the right targeting options can give you advantage in digital marketing over competitor, core marketing remains same. The most essential part, before starting paid promotion is to know your costumers better. The more you know your costumer and consumer; you will be able to communicate the message better.

Project II: Influencer Marketing

1. Introduction

Influencer marketing is the second way through WeHear is promoting the product. Headphones are a cool everyday use of product, which is also used as a part of fashion status. So promoting it with influencers makes sense.

- Nature of Problem:

WeHear is a startup and it has very low awareness in market. Awareness could be created with other mediums like Facebook ads and Google ads. But the problem here is to make people believe in the product and the benefits, it is offering. Any new product with a new kind of technology or features needs RTB (Reasons to Believe). WeHear OX is a new product with never heard technology, Bone Conduction technology. It is offering over the ear wearable headphones, which does not use ears at all to listen the sound. Despite its attractive looks and healthy features, New users will hesitate to use it. So we have to make them believe that the product is nowhere less than usual headphones, and it offers more benefits.

- Objective of the Study:

Objective of the Influencer marketing is to make people believe that this product is genuine and it provides the best ever features which are good for healthy hearing.

- Expected Benefits:

- i. **Make People Believe in the Product:** People love to hear about the product from someone else. And who else is better than influencers for this. Because people follow them, It does not only create a trust for the product but also creates a desire that the person I follow uses it, so I should too use it.
- ii. **Increasing Sales:** Eventually the final goal of every form of marketing is to sell the product. We have planned to give discounts on orders which come through influencers and the benefit will go to influencer also in form of percentage. So there are chances of direct selling through influencers marketing.
- iii. **Increase Awareness:** Influencers have huge following, which will in turn create awareness for the product and brand. This is the additional benefit we were expecting.

- iv. **Increase Website Traffic:** Our planning was to make testimonial videos of product, which will create greater impact on audience and results in searching about the product online. This will increase the website traffic (which is the first step of buying the product).

2. Methodology

The method of influencer marketing was simple. We have decided the way in which we have to approach the influencers and deal with them. Influencers are costlier, just for example Technical Guriji charges 5 to 15 lakh for a product review. So expecting the desired results for the product within the cost limitation was the tough task. The process we follow from contacting an influencer to finalizing the deal is:

Step 1: Making the Strategy and decide budget: We started by making a strategy and the roadmap so we can continue on the same lines and everyone will be clear with the work. The strategy to choose the right influencer was totally based on research. We needed to search for the right influencers. So according to the budget we have, we decided two categories of influencers, one with 10k to 50k followers/subscribers and the second with 50k to 100k subscribers/followers.

Step 2: Research on Category related Influencer and making a list accordingly: Research took place on Instagram and YouTube. I was looking influencers only within the categories we have defined. Also influencer should have min 5 percent of engagement and content should be relevant to our product.

Step 3: Contacting Influencer (Negotiation): After making a list of more than 150 Influencers, I have mailed everyone with official WeHear id. This step was a process which includes exchange of some emails and in the end finalizing the deal.

Step 4: Finalizing the deal: This step was to make an agreement with influencers about privacy, use of product and the financials we have agreed with. After all goes well, we sent the product to influencers.

3. Exploration of Alternatives

There are some alternatives available of Influencers marketing. To name some of them, Celebrity endorsement, TV ads, showing testimonials with YouTube ads, Referral Program etc. But most of them are costlier in comparison with Influencer Marketing.

- i. TV ads: TV ads create higher impact than any other media channel. People perceive TV ads as genuine, which provides audiences RTB (reason to believe). But TV ads are much costlier than any other platform. They create good impact but it is valuable only if your targeting audience is huge. WeHear currently not targeting everyone, so to advertise on TV is not meaningful.
- ii. Celebrity endorsement: This is the easiest way to create trust for the product. Though celebrities are also expensive and WeHear is looking for cheaper options available, this could be a great way to create the product awareness with trust, only if celebrity selection is done very carefully.
- iii. You Tube testimonials: To make people believe many company use testimonials. At WeHear we were also in talks to do so, but looking at the budget restriction and the efficiency influencers marketing brings, for a while we did not go with YouTube testimonials.
- iv. Referral Program: This is the cheapest way to increase the awareness with trust, but very less effective at this point of time. As this point of time WeHear doesn't have many customers, so starting a referral program will only lead to awareness but not conversion. So for a while this method is also on hold.

4. Criteria for Evaluation

We are at very initial stage of influencers marketing. After completing full process of influencers marketing we will be in a better position to evaluate our work. But at every step we have some evaluation measurement to know that we are going right in the direction of achieving the goal.

At first step which is making the strategy and deciding budget, after deciding the budget we compare it with the genuine reach (people who consider the product) of our already going paid media program. It should be in the same range otherwise there is no meaning to promote it with a expensive medium.

At second step which is Research on Category related Influencer and making a list accordingly, we compare it with our strategy and expense available.

At third and fourth step which is to contact and negotiate with the influencers and then finalize the deal, evaluation done on the basis of actual engagement the influencer is providing on the basis of cost we have decided.

5. Evaluation of Alternatives

Alternatives evaluation is almost same process as the evaluation of influencer marketing. We chose Influencers Marketing over other available option on the basis of cost incurred per quality outcome received.

For TV ads, we can see that the audience we want to show our ads is not exactly available on TV. Despite this if we go with TV ads then we will compare the traffic with influencers marketing and other paid media, to know which one is performing better.

Evaluation of Celebrity endorsement is same as TV ads. We can use social listening tools to know that how many people are searching about the brand and are related to the celebrity. The same way we can evaluate YouTube marketing also. Referral program gives us a straight number of sell through referrals. So we can evaluate it by looking at the percentage boost we are receiving in sales. As of now because the number of consumer of WeHear is very less, we didn't chose to go with these alternatives.

6. Conclusion

From last some years Influencers Marketing has become very common way to market the product for small startup (mostly who sell through online media). If done in a right way it has the power to provide the best outcome possible. At WeHear we chose to go with Influencers Marketing, because we felt that if we will do a good research and choose the right influencer, then it will be less expensive than other available options. Wehear's product is very new and people can make a lot of assumptions about it. So to make them believe by someone they admire or follow is the best way possible. I had started contacting influencers before my internship ended, and then the rest of the WeHear team is looking after it.

Other work I have done in Internship

- Content creation for social media: with the content team, making plan for next month of social media posts and blogs.
- Google ads creation: Making strategy to create Google search ads by analysing activities of target audience on Google Analytics. Also making strategy for video ads with research on YouTube for pages with same interest.
- Visiting social media pages (Facebook, Instagram, twitter, LinkedIn) of our competitors and analysing their content and strategy.
- Analysing the target audience by doing primary research, in which I along with the team created a discussion guide for our target audience and asked them one to one questions to understand the need state of consumer.
- Creating backlinks for the WeHear: Using SEMrush and other online tools for checking the backlinks of the product and similar kind of useful links. Then accordingly creating content and making strategy to create more relatable backlinks.
- Using Google keyword planner for organic search optimisation: By using Google keyword planner and Uber suggest searching for high volume keywords with low CPC or medium CPC. Then using these keywords to optimise organic search result for Google.
- Campaign creation for Crowdfunding campaign: Creating Crowdfunding strategy for company for Indiegogo platform. It includes talking with Crowdfunding agencies and discussing the campaign strategy with them.
- Optimising Website for better SEO by creating metatags.

RECOMMENDATIONS

1. Company has potential to grow and the product is a common usable consumer product. My recommendation is that they need to promote it to mass, through TV and celebrity endorsement. For this they first need to look for investment, which is possible looking at the potential and quality of product.
2. There is always a threat of new entrants who provides the same benefits as our company. In the coming years if there is new companies like ours the competition will divide market share. It doesn't take time for a blue ocean to become a red ocean. For this, we need to set up our company as a brand as soon as we started promoting the product on a big scale.
3. Price of Wehear ox is quite high compared to normal headphones. It is around 10000 rs. And the college-going student has very fewer chances to buy such a product when there are low price products available in the market. So the need is to lower the price, only then the company will be able to sell it in mass. For this they need to work on their operations part, lower any wastage, and optimism every single working step. Other than this if they produce in bulk then also they can cut prices of the product. But to manufacture in bulk, the company needs to create good amount of awareness first.

Part C: LEARNING

Internship at WeHear is my first professional experience. Experience always provides great learning compare to classroom study, as I am no exception. I used all my knowledge and the classroom studies to this internship to provide value to the company and in return I will get the most out of it, which is valuable learning. I have got the experience of working in a team with responsibility on your own and got to know how each and every department coordinated with each other. I am dividing my learning into two categories here:

1. Knowledge Gain:

This internship has really made me a digital marketer. Before the starting of internship I didn't know much about all the tools and techniques, the hidden truth of digital marketing etc. All these tools I learned them and can say that I am exceptionally good in some of them. Tools I learned are, Facebook business manager tool, Google ads, Google analytics, Semrush, keyword planner, Uber suggest, Awario, Amazon ads, Hootsuite, LinkedIn ads etc.

Not only the tool but I also learned about content marketing which is a major essential of every marketing channel.

2. Skills acquired:

Work pressure and responsibilities if taken seriously and with passion, it has the ability to change a person. I believe I have also developed and sharp some key skills which can be defining one for a MBA student.

- Analytical ability: There were times when I had to take decision on my own and in no time. This has developed my analytical ability.
- Functional Aptitude: All my marketing concepts are sharpened after the work.
- People orientation: Working on Influencer marketing, where you have to negotiate at the same time it should in a way that is fully professional and for a longer term trustworthy relationship, is something that I have learned from.
- Relentlessness: There were family issues in between the internship, and it was really tough to work in such conditions. But I knew that we have to move on, whatever the situation is. So I tried my best and I can say I made a good comeback in internship and did a great job for company.

- **Accountability and Responsibility:** When you are involved with the work you are doing, you feel responsible for the work and your accountability to the organization. This is the first time I was using these tools, and to optimize these tools, one needs a good knowledge and experience of the same. I didn't have that much knowledge and with no experience it was really tough to make better ads. But I took my responsibility and tried my best. If a work needed 6 hours to complete, I had to put 6 more hours, to understand every option available completely, so I can better optimize the ads.

I believe all these learning will help me in future to become a successful person.

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