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## **Summer Internship Program**

### **Final Report**

**Company: ProEx Advisors LLP**

**Submitted to:**

**Prof. Krishna Kanabar**

**Submitted by:**

**Name - Arnab Ghosh**

**Roll No. – 191211**

**Section: B**

**Batch: MBA – FT (2019-21)**

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<b>Author of Report</b>	Arnab Ghosh (191211)
<b>Company Name</b>	ProEx Advisors LLP
<b>Address</b>	3rd Floor, Broadway Business Centre, Corner, Netaji Rd, Ellis bridge, Ahmedabad, Gujarat 380006
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## Acknowledgement

This report is a presentation of my knowledge that I have gained during my two-month internship at ProEx Advisors LLP. I was assisted constantly by the company with kind cooperation and valuable insights, so this report would be incomplete without expressing my sincere gratitude towards them.

I owe my sincere gratitude to **Mr. Yaman Saluja**, my mentor at ProEx Advisors LLP for giving me the opportunity to take up this project work and being a guide throughout my internship journey.

I would like to thank **Prof. Krishna Kanabar** for helping me regarding all the queries I faced during this period.

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Regards

Arnab Ghosh

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## Executive Summary

This report is about my two-month internship program at ProEx Advisors LLP as a marketing intern. In this comprehensive report, I've discussed about every major aspects of the work that I was assigned during my duration of internship. Over this period, I had the opportunity to work closely with Yaman Saluja, who heads over the marketing and advertising division of the company. The internship report covers all the five projects that I've worked in. The projects had a wide range of diversity – from content writing to B2B sales. The project description is followed by my learnings during the internship period.

(100 words)

## 1. Introduction

### a. Company Details

**Name** – ProEx Advisors

**Age** – The start-up has started its journey in the year 2013 and will complete its 8<sup>th</sup> year in business in 2020

**Historical Landmarks** – In 2013, ProEx was started by a group of enthusiasts with a variety of business acumen in the city of Ahmedabad. It achieved the milestone of nearly a million in sales the following year. To counter the problems with the existing accounting system GenieBooks was launched in 2017. It hit the 10 million club in 2018. The year 2019 saw the team to grow to the size of 50 members.

**Business Organization** – The mission of the company is *to help our clients grow their business, steer ahead of the competition and achieve Professional Excellence*. And its vision is *to become a leading company offering consulting and advisory services in Finance, Management, IT and Marketing*. It's a service provider and employs between 51-100 people. It is a partnership firm.

**Markets and business scope** – The Company is in the consultancy industry. ProEx provides its services to small and medium enterprises. Since the consulting market is growing at a tremendous rate, ProEx stands to benefit in the long run.

**b. Services** – The services offered by the company are website development service, website redesigning service, mobile application development service, software development service, social media and digital marketing service, content management service and ecommerce solutions services.

**Website development service** – Approx. Price is Rs 10,000/ unit and it could take 4-5 days to develop the website. Java, PHP, DotNet is used. They also offer higher priced dynamic and offshore website development services. ProEx also offers online catalogue development services at a throw away price of Rs 1500.

**Website designing service** – They offer their service upwards of Rs 10000 and it could take up to 4-5 days. They offer static website designing service at half the price.

**Mobile application development service** – It offers the aforementioned service at Rs 10000. It also takes 4-5 days to deliver.

**Social media and digital marketing service** – It charge Rs 5000 per unit for its service. It provides email marketing service at Rs 500 per piece.

**Ecommerce solution service** – It offers the give service at a pocket-friendly price of Rs 25000. ProEx Advisors provides quality services at affordable prices as it serves MSMEs.

**c. Customers** - SMBs will be requiring the help of marketing agencies because by hiring them they can spend all their time and effort on running their business. That translates to getting more investors, closing more deals and forming new partnerships. By outsourcing the digital marketing job to specialist agencies, they could optimize their small workforce. So SMBs comprises the target market of ProEx Advisors.

The top objective of B2B digital marketing strategy is generating leads followed by increasing awareness and sales. Research suggests that LinkedIn is the most valuable social media platform for B2B marketing. ProEx also gives particular attention to inbound marketing techniques like SEO, content creation and influencer outreach. High traffic is also generated by rich contents in the form of blog posts, eBooks, webinars, whitepapers, info graphics and reports. Outbound strategy is used if required to reach out to a prospect by following cold outreach tactics.

**d. Market and competition** – There are a lot of agencies whose area of operation is in line with ProEx Advisors. The two companies that have been selected who are in direct competition with ProEx Advisors are Chimp&z Inc. and Crow's Nest.

Chimp&z Inc. is a full-service integrated communications firm. The agency is based in Mumbai and was founded in 2013. It specializes in Social Media Marketing, SEO, Media Planning, Web Design, Video Production, Application Development and Mobile Development. It has worked with brands like UNICEF, Tata Sky, DHL, Unilever & Mondelez.

Company Size: 51-200 employees

Crow's Nest specializes in Communication Solutions with a hint of technology. It is based in Kolkata and was founded in 2008. It specializes in Corporate Communication Solutions, Website designing and development, Online and Social Media Marketing.

e. **Financial** – ProEx Advisors being a private company it has refused to disclose its financial statements. Annual turnover is reported to be in the range of 50 lakhs – 1 crore.

## 2. About the Projects

### A. Project I – Social Media Analysis

- a. **Nature of problem:** In the very first week, I was tasked with selecting two companies who are in the same league as ProEx Advisors and comparing the social media handles of the two companies with ProEx Advisors'. It was a new experience as back then I wasn't familiar with any social media tool to be required for the study. The challenge was carrying out the task with the help of free analytical tools available online. The company didn't so much as recommend any specific tool. I had to start with doing a research on what tools could be best used for the study.
- b. **Objective of the study:** To find out where ProEx Advisors stands in Social Media in comparison to its competitors and in what ways the company could increase its social media engagement.
- c. **Expected benefits:** From the study, the company could identify the weakness in its social media handling as the posts shared by the company on its social media handles do not receive much engagement.
- d. **Methodology:** I started with sorting out companies that are in same league as ProEx Advisors. There are about 6000 consulting agencies in the country. Relevant data about all the firms are not available on the internet. I scanned through Glassdoor without much avail. Websites such as Goodfirms and Clutch.co helped me gather some valuable data. By analysing all the data and looking up the company names on LinkedIn, I finally made my choice. The companies selected are of similar size. They are in the consulting services industry and serve SMEs. Since I'm a Marketing intern, I prepared the list keeping ProEx's marketing services in mind. The two companies that have been selected are **Chimp&z** and **Crow's Nest**.

Brief information about the two companies –

**Chimp&z Inc.** is a full-service integrated communications firm. The agency is based in Mumbai and was founded in 2013. It specializes in Social Media Marketing, SEO, Media



Planning, Web Design, Video Production, Application Development and Mobile Development. It has worked with brands like UNICEF, Tata Sky, DHL, Unilever and Mondelez.

Company website: <https://www.chimpandzinc.com/>

Company Size: 51-200 employees

**Crow's Nest** specializes in Communication Solutions with a hint of technology. It is based in Kolkata and was founded in 2008. It specializes in Corporate Communication Solutions, Website designing and development, Online and Social Media Marketing.

Company website: <http://www.crownest.in>

After that, I came to a decision about selecting the social media platforms. The social media platforms that were chosen for the purpose of analysis were Instagram, Facebook and LinkedIn. Next I'd to decide about the tools to be used for the purpose of the analysis. I pored on articles published in the HubSpot and Neil Patel's website. I found valuable information on the website Sprouts Social. Keyhole is a tool that helps you in performing hashtag analysis. The tool gives data about the performance analysis of campaign specific hashtags that are trending on Twitter and Instagram. The free version of a similar kind of tool, HubSpot Software, helped me in performing the analysis of contents published on Facebook over a specific time period. It gave the data regarding the number of engagements received and activity of the page over the entire time period. Apart from it, the software also collected data about the post which received the maximum engagement. HubSpot Software asks the user to select two Facebook pages for the purpose of comparison. I didn't find any free tool for the purpose of LinkedIn analysis. So, I'd to do it manually. I also decided to perform website analysis as well. Website plays a very important role in bringing in new leads. If the website isn't well maintained it'll rank low in the search engine analysis. When performing SEO audit report every aspect of a website – mobile friendliness, security, page loading speed, URL, meta description – every thing is important. Each and every aspect should be taken care of so that they would work in tandem to bring visitors to the website. Vaizle software has been used to grade the websites of the three brands. Grading has been done based on performance, mobile friendliness, SEO and security.

Findings: **Instagram Analysis**

**Keyhole** software has been used to collect the data.

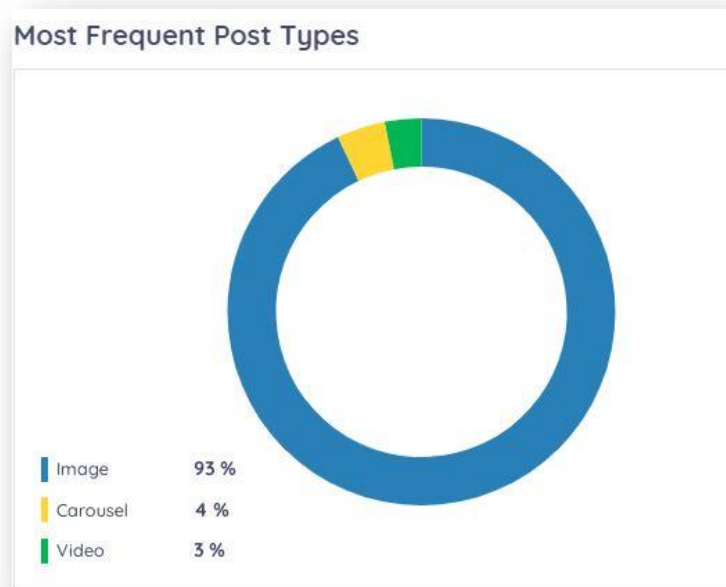
## ProEx Advisors Instagram Insights:

During the period 01.05.2019-30.04.2020, there were 99 posts with an average of 15 engagement per post. (2 posts per week)

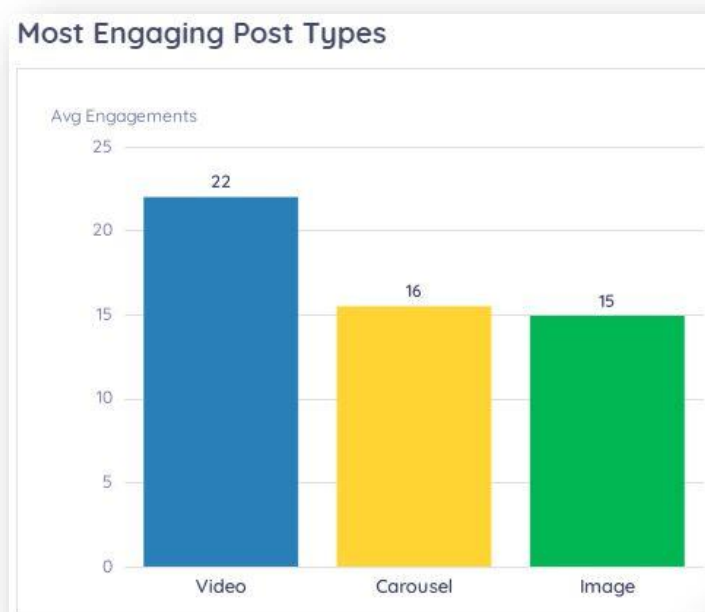


## Most popular Instagram posts during the same time frame

	ENGAGEMENTS	REACH	POST CAPTION	DATE
	38		ProExadvisors की ओर से आप सभी को होली की रंग बिरंगी शुभकामनाएं! #होलीहै #ColorfulHoli #Holi #Holi2020 #HappyHoli #colorful #SteeringAhead	Mar 10, 2020
	29		Today you've completed one year in this #workplace. Happy #work #anniversary! 🎉🎉 #SteeringAhead #ProExFamily	Apr 1, 2020
	29		After several unsuccessful attempts in uploading #GSTR9C 🤔 finally, at last, we have filed the #GSTR9C 🤗 #CA #charteredaccountant #gst #India	Jan 31, 2020
	26		It is clear that we are just an advanced breed of primates on a minor planet orbiting around a very average star, in the outer suburb of one among a hundred billion galaxies. BUT, ever since the dawn...	Jan 8, 2020
	25		The path from dreams to success does exist. May you have the vision to find it, the courage to get on to it, and the perseverance to follow it. #KalpanaChawla #कल्पना_चावला #NASA #ISRO #space...	Feb 1, 2020
	24		Just heart breaking ❤️ RIP Kobe Bryant and Gigi Bryant. Kobe Bryant, Daughter Gianna Among 9 Dead in Helicopter Crash. #RIPMamba #KobeBryant #Gianna #basketball #bryant	Jan 27, 2020



It has been observed that of the 99 posts, 92 were images and rest carousels and videos.



It is found that videos were the most engaging post types followed by carousel and images.

By analysing the Instagram handles of Chimp&z, I found that during the same period there were 63 posts with an average engagement of 50 per post. Of the 63 posts, 33 were images and the rest were video and carousels. Carousel post type received the most engagements followed by video and image.

Crow's Nest doesn't have an Instagram account.

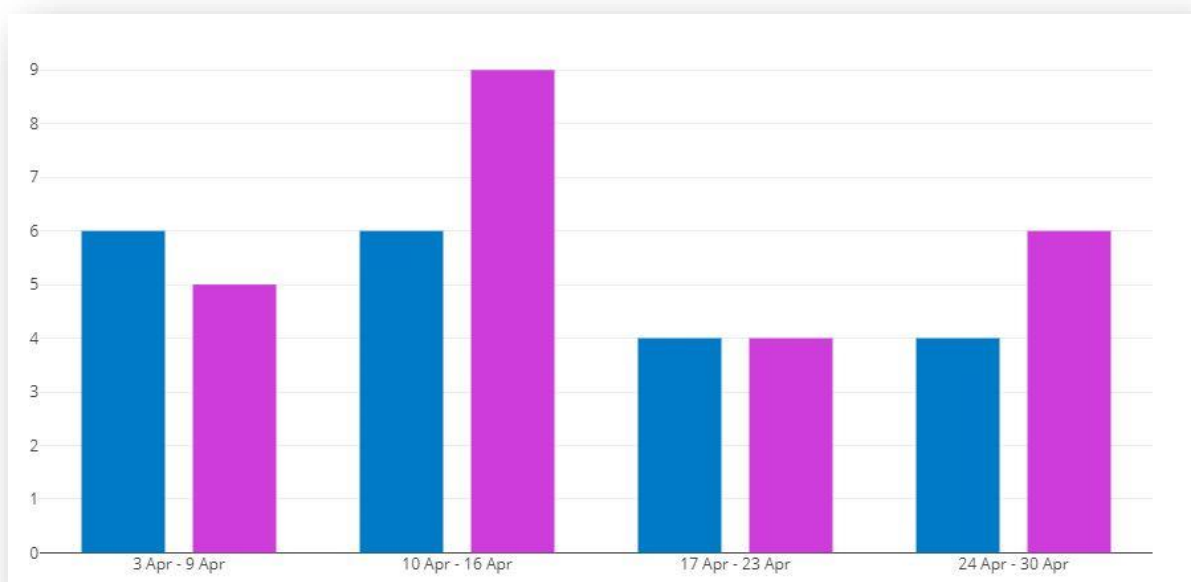
**Recommendations that I've suggested** - Though ProEx was much frequent in posting during the aforementioned time period, its engagement rate was much less as compared with Chimp&z Inc. Videos have received more engagements in the case of ProEx, so the company should consider increasing video type and carousel type posts. The company must work on Insta stories to engage with followers. Also, it should be mentioned that Chimp&z Inc. has 4.5 times the follower of ProEx Advisors.

### Facebook Analysis

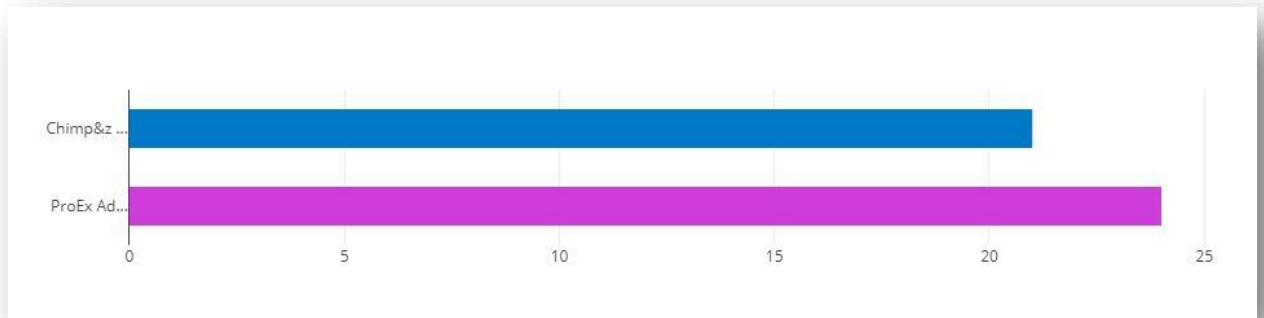
The Facebook pages of Chimp&z Inc. vs. ProEx Advisors has been analysed using the **HubSpot software**.

Brand Activity per Week during the period 03.04.2020-30.04.2020

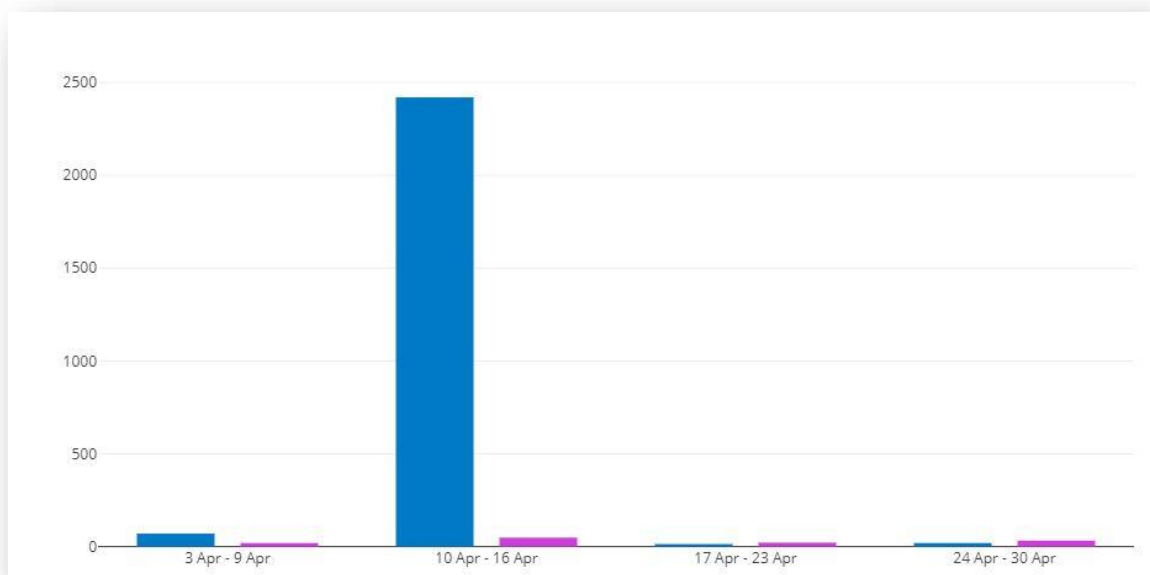
ProEx Advisors recorded the maximum number of posts during the second week of April with 9 posts.



Brand Activity per month during the same time frame



### Brand Engagement per week during the same time frame

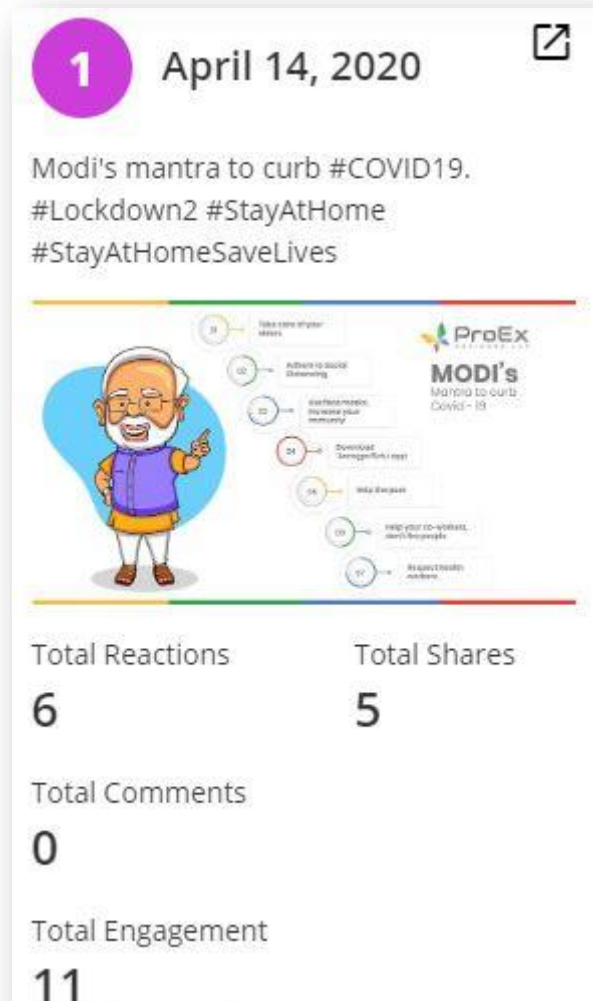


### Brand Engagement per Month during the same time frame

I've observed that Chimp&z Inc. received a whopping 2300+ engagement during the second week of April.

From comparing the Facebook handles of ProEx Advisors and Crow's Nest during the same time frame, I found that Crow's Nest brand activity and engagement were much less as compared to ProEx Advisors.

## Most successful content of ProEx Advisors



The content that received the most attention have registered only 11 engagements. The post is about the announcement of second lockdown. The social networking site was abuzz with the announcement and the agency tried to leverage it.

**Recommendations that I've suggested** - Though the brand activity of ProEx is more than Chimp&z Inc., it has negligible engagement as compared to Chimp&z Inc. Facebook Live is a way of engaging with followers. The brand should consider using it.

### **LinkedIn Analysis –**

Due to the lack of suitable analytical tool, the comparison has been done manually. A week has been in focus for the observations.

ProEx Advisors has 303 followers. The brand is regular on the networking site with 1-2 posts daily. The posts do not receive much engagement. Over a week, the post that drew maximum reactions got only 6 likes. The contents are in the form of info graphics and rich in information.

Chimp&z Inc. has 1706 followers. It is quite regular on the networking site with 1-2 posts daily. Over a period of last one week, the post that has received maximum attention has registered only 9 likes. The contents are attractive and have a lot of images.

Crow's Nest isn't active on LinkedIn.

**Recommendations that I've suggested** - ProEx should focus on increasing the number of followers. Engagement would follow. It should give particular attention to moment marketing. Considerable focus should be given on hashtag selections.

Website Analysis – The website of ProEx Advisors is <https://proex.co.in/>. The meta description of the website is perfect. The title tag is short but nothing about the website could be guessed by looking at the title tag. The language used in the website is simple and easy to understand. The content is not jargon heavy. The writing style is engaging. If the writing style is sloppy and full with grammatical errors it can turn off the readers which will increase the bounce rate.

**Recommendations that I've suggested** - The site of ProEx Advisors has ranked better than the other two. The site takes 9.5 sec to fully load. If it could cut the time to less than 5 sec, it could improve its ranking. Google uses page speed in its ranking algorithm. The blog takes more time to load with 21 sec loading time. The blog is rich in content but people will lose interest if it takes so much time to load. The size of the page is 2.34 MB. It could reduce it a bit to lower the page loading time. It has some issues with security, the vaizle analysis says so. The blog could also include more white papers and press releases. The blog is quite active. The site has to improve its SEO ranking. A goggle search with the keywords 'marketing consultancy agency in India' doesn't return ProEx Advisors on the first page.

## B. Project II – Go-To-Market Strategy

- a. **Nature of the problem** - For the next project, I was tasked with devising a Go-To-Market strategy for one of the service offerings of ProEx Advisors. I wasn't provided any data by the company to help me in my task. I'd to decide the service offering for which I was going to prepare the Go-To-Market strategy. To get an effective GTM strategy designed, one need to understand the intricacies of the business and the workings of the target market.
- b. **Expected benefits** – From the study, the company will get a blueprint for delivering its services to the end customer.
- c. **Objective of the study** – To chalk out an action plan how the company will reach target customers and close a sale.
- d. **Methodology** – The service offering that I selected was a digital marketing package. To device a Go-To-Market Strategy without having all the information is a difficult task. I'd to put in several hours doing my research and trying to find if there was a Go-To-Market strategy of a similar service already available on the internet. To my dismay, there wasn't. I had to come up with a strategy on my own. I at first selected the target market. As the ProEx Advisor's area of focus is small businesses, I tried to figure out why a SMB will require digital marketing service. I've elaborately explained the steps of the Go-To-Market Strategy.

### Objectives of Go-To-Market Strategy:

- Creating awareness of ProEx Advisor's digital marketing services.
- Generating leads and converting the leads.
- Increasing existing market share
- Strengthening brand positioning
- Protecting the current market shares against competitors

### The steps for the Go-To-Market strategy includes

**Identifying the buyer** - I thought that SMBs will be requiring the help of marketing agencies because by hiring them they can spend all their time and effort on running their business. That translates to getting more investors, closing more deals and forming new partnerships. By outsourcing the digital marketing job to specialist agencies, they could optimize their small workforce. So, I've decided to target the SMBs. But an effective marketing strategy would require delving deeper than that, finding out the 'buying centre'. The buying centre for the



SMB would look like the following: Initiator and Influencer (Sales and Marketing), Decision Maker (Manager), Approver (CEO) and Buyer (CFO).

**Creating a value Matrix** - Focus should be on value, instead of the cost. The value proposition should be such that the digital marketing package could increase brand awareness or search engine visibility. A complete value matrix will include the pain point and product value of the people that makes up the buying centre.

	<b>Pain Points</b>	<b>Product Value</b>
<b>Initiator and Influencer</b>	Wastage of hours and resources Not effective online presence	Improve brand awareness Attract new customers through Inbound marketing.
<b>Decision Maker</b>	Lack of lead generation through digital marketing Stagnant revenue growth	Lead generation increases Traffic on the website hikes
<b>Buyer</b>	Not effective use of budget	High ROI

**Defining the market strategy** - The top objective of B2B digital marketing strategy is generating leads followed by increasing awareness and sales. I've suggested to include LinkedIn in their marketing plan as it is the most valuable social media platform for B2B marketing. From what knowledge that I gained from the net I've emphasized to give particular attention on inbound marketing techniques like SEO, content creation and influencer outreach.

**Understanding the buyer's journey** – The project required me to come up with a detailed analysis of the three stages of buyer's journey. The stages are as follows -

Awareness Stage, Consideration Stage and Decision Stage

**Specifying the Sales Strategy** – In the strategy report, I've mentioned that the sales team will connect with the customers at the top level of the sales funnel and they keep them actively connected in a brand until they decide to make a purchase. As good sales strategy includes the ability to keep the prospect's attention riveted to the brand through the sales funnel. Sales team should try to convince the leads to sit through live demos and then they'd decide for themselves. The sales strategy that I've suggested in the report is **The Inside Sales Business Model**.

**Determining the success metrics** – I've included that **A/B testing** measure the performance of CTAs. I've also suggested to make use of Google Analytics. As data collected upon analysis will show the point where prospects are leaving the sales funnel. It could then be fixed.

## C. Project III – Advertisement for ecommerce solutions

**a. Nature of the problem** - In this task, my creative skills were put to test. I was required to come up with an advertisement copy to promote the ecommerce solution services of ProEx Advisors. ProEx Advisors could build an ecommerce platform in 7 days. The outbreak of the pandemic has forced many businesses to go online and ProEx Advisors saw an opportunity here to bring home some business.

**b. Objectives of the study** – To write an eye catchy ad copy for promoting the ecommerce solution services of ProEx Advisors.

**c. Expected results** – By the time I complete the task, the company expects to have an ad copy at their disposal so that they could promote it on their social media platforms.

**d. Methodology** – Copywriting is something that requires creative thinking and as well as business acumen. I was confident about my creative writing skills but I was not so sure about doing it from a business perspective. Experience told me that the first thing that needed to be taken care of is the headline as David Ogilvy, the master copywriter, famously said ‘five times as many people read the headlines as read the body copy’. I began by making a list of all the benefits that ProEx Advisors will provide. From the list I sorted out the most relevant – those that talks about the problem. As the golden rule of copywriting is to write a copy that addresses the pain points of a prospect. After identifying the problem, I worked on incorporating the ‘solution’ in the copy. After crafting the entire copy, I decided to split the text into paragraphs to make it appealing to the eyes. It’s always suggested that if you want to be a better salesman never sell the features, sell the benefits. So, I made sure to use this. Our proposition was to deliver the ecommerce platform within seven days. It is worth mentioning that I made use of the **AIDA model** while writing the copies. AIDA stands for attention, interest, desire and action – the step that a customer goes through while purchasing a product or service. From grabbing the attention of the readers to Call-to-Action, everything should be conveyed in as less words as possible. It’s due to our diminishing attention plans.

A draft of the copy is shown below.

What's keeping you  
from opening stores online?

**7 days**

That's the time we need  
to breathe life to your e-commerce site

The complete advertisement looks like -

**ProEx**  
ADVISORS LLP  
*Steering Ahead*

**What's keeping you from opening stores online?**

**Get e-commerce ready website in 7 day!**

**That's the time we need to breathe life to your e-commerce site**

**Contact Us Today**

+91 90163 23230  
www.proex.co.in sales@proex.co.in

## D. Project IV – Advertisement for visitor management system

- a. **Nature of the problem** - Right after the ecommerce solutions advertisement project, Yaman Sir handed me yet another advertising project. I had to create an ad copy of a **visitor management system** for a client of ProEx Advisors. The client asked us to make an ad copy of their visitor management system services keeping the pandemic in mind.
- b. **Objective of the study** – To come up with an eye catchy advertisement copy for a visitor management system keeping the pandemic in mind.
- c. **Expected results** – The company expects me to turn in a couple of ad copies as result of this task.
- d. **Methodology** - A visitor management system keeps track of visitors and manages their entry - in and out of an organisation. The entire process occurs digitally. It smoothenes the flow of visitors and eliminates hectic paper work This was something entirely new for me. Even Google failed to show search result of existing works! I read as much articles as I could find on the web about the visitor management system and tried to connect with why the pandemic has made it necessary for having a visitor management system. To answer that question, I made some points. The most important of them being reduced human contact as a result of the visitor management system. Reduced human contact will prevent the spread of contagious diseases thus making the workspace safe. I started with identifying the target segment – the HR department of a targeted company. I tried to incorporate an emotional element in the copy. In another copy I tried to grab attention using fear.

Some of the drafts that I created are –

**Are you willing to leave the safety of your employees  
in the hands of your visitors?**

**Go contactless**

**Automate your front desk**

If you think that no one can cross the front door of  
your office without you knowing.

**Think again**

A microorganism won't wait for your permission.

**Go contactless**

## E. Project V – Offering Marketing Services to SMEs

- a. **Nature of the problem** - The next project required me to don the hat of a salesman. It was decided to promote three marketing services of ProEx Advisors to SMEs in and around Ahmedabad. The service offerings were as follows – Website and SEO Marketing, Social Media Marketing. ProEx Advisors also supplies branding kits to business houses. This is also included in the service offerings. I was tasked with chalking out **major points why a business would require a website and SEO marketing services**. After that I was needed to compile a list of 50 companies in and around Ahmedabad – our prospective customers. This task was followed by approaching them on LinkedIn and selling the services.
- b. **Objective of the study** – To sell marketing services to SMEs in around Ahmedabad.
- c. **Expected results** – The company expected me to generate at least one sale by the time the task ends.
- d. **Methodology** – I started with figuring out the benefits of having a website.

Some of them are as follows:

- The main objective of having a website is to stand out from the competition. SEO optimized website brings in traffic and helps to grow as twice as fast than businesses who don't have one.
- SEO optimized websites offer better conversion rates. Websites which load faster, are easy to read and surf grab and hold attention of visitors. They're more likely to get converted to loyal customers.
- SEO Marketing is cost efficient and people tends to trust a website more when it appears on the top of the search result.

I was required to do the same for social media marketing as well. **Why brands should invest in social media marketing?**

- Social Media marketing if done right increases brand awareness. The outbreak of the Pandemic has pushed businesses to go online. Thus, the online competition has increased by many folds. To make their presence felt, SMBs need to create a strong online identity. Social Media marketing helps in social listening and consequently leads to better understanding of customer sentiment.
- It is cost effective. Advertising budget reduces significantly when promoted online.

- Social Media is used to connect and engage with customers and investors. The interaction takes place in both ways. Social Media Marketing helps to target the right audience. The pandemic has increased the time of people spent online. Now is the best time to invest in social media as the chances of getting noticed by a potential customer has increased.

After completing it, I was asked to sort out names of 50 companies in Gujarat who may need our services. I was tasked with preparing an excel sheet containing the names of 50 companies, their CEOs/founders, LinkedIn profiles and email ids. Then I was asked to sort out 25 LinkedIn profiles from the 50 based on the recent LinkedIn activities of the profiles. If a profile showed LinkedIn activity that dated back to 6 months or a year ago, then I rejected it. As I'd be performing the sales task on LinkedIn itself there is no point approaching someone who isn't much active on the platform. After compiling the data of 25 prospective clients, I was asked to ramp up my activity on LinkedIn instead of sending them connection request right away. I posted on my profile for two straight days so that if they checked my profile after receiving connection request from me, they would have a positive impression of me. Next, I liked the posts of the 25 prospective clients and commented on their posts before sending connection request so that they would get familiarize with my name. After that I sent each one of them connection request. Not everyone responded to my request. Next, I messaged each one of them. It is worth mentioning that didn't approach them with the services right way. It was general conversation. If I sensed that the company of a client is using primitive methodologies in its technique, I drove the conversation towards solving his problems. I tried to close a sale but to my chagrin I couldn't. In some cases, I was almost there but I couldn't made it through. This was the only project that didn't yield positive result.



### 3. Learnings

- ❖ I want to talk about the intangibles that I owe to this Internship. Before starting the internship, I was a person who used to steer clear of challenges. But this internship has forced me to come out of my comfort zone and do something that I've never done before.
- ❖ I was given responsibilities and given chances to prove my worth. Having succeeded in that it has increased my self-esteem.
- ❖ I learnt to come up with a solution no matter what the problem is. Even if I don't have much resource available, I'm confident enough to complete the task.
- ❖ Never back off from new responsibilities. I learnt that at times you may feel inadequate at the moment but don't let the feeling stop you from accepting new challenges.
- ❖ I've been told that to be a great marketer you need to be well versed with all the skills required of a marketer. So far, I've learnt and improved on various skills – Research work, Creative thinking, Data collection – you name it. This internship helped me identify my weakness – sales. Now I've got something to focus on.

## Bibliography

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- <https://medium.com/product-launch-before-and-after/what-is-go-to-market-and-where-does-this-sit-in-an-organization-99006ac8411a>
- <https://proex.co.in/insight/>



eMANAGING TECHNOLOGY

Naapbooks Private Limited

CIN : U72900GJ2017PTC096975

Dated: 08<sup>th</sup> July 2020

**TO WHOMSOEVER IT MAY CONCERN**

This is to certify that **Mr. Arnab Ghosh**, student of MBA, Institute of Management, Nirma University has successfully completed an eight-week internship program in **Marketing Department** from 25<sup>th</sup> Apr 2020 to 25<sup>th</sup> June 2020 at Naapbooks Private Limited.

**His internship activity includes:-**

- Perform market analysis and research on the competition
- Support the marketing team in daily administrative tasks
- Prepare promotional presentations
- Manage and update company database and customer relationship management systems (CRM)
- Create or curate content for different marketing platforms.

During the period of his internship program, he was found punctual, hardworking, and inquisitive. His diligence & dedication in order to achieve the best possible results is really admirable.

We wish him every success in his life.

Sincerely,

For **Naapbooks Private Limited**

Authorised Signatory

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☎ 079-4894 0505 ✉ info@naapbooks.com 🌐 www.naapbooks.com

3rd Floor, Broadway Business Center, Law Garden, Ahmedabad - 380006

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