





## **SUMMER INTERNSHIP PROJECT REPORT**

**Under the guidance of:**

Ms. Danni White

Director of Content Strategy and Development

Bython Media

Frisco, Texas, USA

&

Prof. Ashwini Awasthi

Faculty Mentor, IMNU

In fulfilment of the requirement for the Summer Internship during  
the Master of Business Administration Program, on

5th July, 2020

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<b>Company Name</b>	Bython Media
<b>Duration of Internship</b>	15 <sup>th</sup> April, 2020 – 10 <sup>th</sup> June, 2020 (8 weeks)
<b>Faculty Mentor</b>	Prof. Ashwini Awasthi
<b>Organization Guide</b>	Ms. Danni White Director of Content Strategy and Development Bython Media
<b>Date of Report</b>	5 <sup>th</sup> July, 2020
<b>Purpose of Report</b>	Submitted as partial requirement of SIP 2020 for the MBA FT (2019-2021) at the Institute of Management, Nirma University
<b>Submitted to</b>	Prof. Ashwini Awasthi

## **ACKNOWLEDGEMENT**

At the beginning of this report, I would like to extend my heartfelt and sincere obligation towards all the people who have helped me in this endeavour. Without their active guidance, help, cooperation & encouragement, I would not have made headway in the project.

To start with, I would like to thank Bython Media for providing me the opportunity to undertake this Internship and allowing me to explore the area of marketing, which will undoubtedly prove to be very beneficial to me in my future assignments, my studies and my career ahead. Especially considering the circumstances that we faced, I am beyond obliged to them for agreeing to conduct the internship remotely.

I wish to place on record my deep sense of gratitude to Mr. Bhupinder Gulati, President & CEO of Bython Media for his constant guidance, support and advice.

I am thankful to my organization guide Ms. Danni White (Director of Content Strategy and Development) for her encouragement, guidance and support. Her faith in me boosted my confidence while doing different projects.

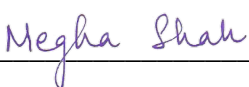
I am also grateful to my faculty mentor, Prof. Ashwini Awasthi, for his guidance and support in the completion of my project.

I would also like to acknowledge, my gratitude towards my family, who have always supported me morally, emotionally as well as financially. Last, but not least, I express my sincere gratitude to all my friends who directly or indirectly helped me to complete this project report.

### **UNDERTAKING**

I, Megha Shah, hereby declare that this project submitted to the Institute of Management, Nirma University is my original work, done under the guidance of Ms. Danni White, Director of Content Strategy and Development and Prof. Ashwini Awasthi, Faculty, Institute of Management, Nirma University.

This project work is submitted in the partial fulfilment of the requirements to be awarded the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate-ship or any other similar title.

  
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MEGHA SHAH

ROLL NO. 191333

MBA FT (2019-21)

INSTITUTE OF MANAGEMENT, NIRMA UNIVERSITY

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## **EXECUTIVE SUMMARY**

A summer internship is an extremely vital part of the MBA journey that any management trainee undertakes. It provides the management trainees a window into what the corporate world is like, how companies and departments function and how to succeed in the corporate world. However, owing to the rather unfateful circumstances brought about by the outbreak of the global pandemic due to spread of COVID-19, all of the summer internships were conducted remotely.

The project was supposed to be completed with Bython Media in the capacity of a marketing intern working out of their Indian office situated in Pune, Maharashtra. Understanding the circumstances that the world is faced with, the company agreed to conduct the internship remotely. Even though the internship was completed remotely, the company spared no effort in providing a wholesome and fulfilling experience.

Bython Media is a full-service B2B digital marketing and publishing company, catering to over 30 million decision-makers and buyers in the Information Technology, Human Resources, Marketing, Finance, and other major industries. Building up from the qualitative aspect of the research, the project moved to Core experiential learning with conceptualization of a digital marketing plan and a full-fledged PR and communications strategy, with specific focus on the tools that the company can incorporate in their marketing communications. With implementation of the planning, the project moved forward to execution of the integrated marketing tools.

The report has been created to inculcate three major components – the industry and the company in its context, the projects undertaken and the contribution made to the organisation, and lastly the objective of the Summer Internship Programme, learnings that could be taken from the brief yet enriching experience at Bython Media.

The company is stringent and demands discipline in dealing with the data as well as work profile of the company. In lieu of this, no company data, in terms of core analysis or the leads, is shared. Having said that, all the information and details that could be made public have been included.

**PART – A**  
**PROFILE OF THE ORGANIZATION**



## **A.1 INDUSTRY OVERVIEW**

Bython Media is one among various companies in the Marketing Services industry. Companies in this industry create advertising campaigns, implement public relations campaigns, and engage in media buying, among other advertising services. The digital marketing arms of global consulting firms Accenture, IBM, and PwC also rank among the top agencies by revenue, according to Agency Spotter.

Global ad spending is about \$620 billion per year, according to a forecast from the World Advertising and Research Center. The top markets by ad spend include the US, China, Japan, the UK, and Germany, according to Zenith. Outside of the US, major contributors to ad spend growth through 2021 include China, India, Japan, and the UK.

The US advertising and marketing services industry includes about 38,000 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about \$105 billion.

Migration of ad spending to digital media continues to drive change in the industry. Global media owner revenue from digital ads, including search, social, and mobile, has surpassed TV ad revenue, according to Zenith. Within the industry, competition is high between firms that provide traditional TV or print advertising and those that provide more modern digital and mobile/social focused services. This leads many larger firms to create or acquire brands that offer a wider array of services.

## **A.2 INDUSTRY TRENDS**

The marketing services market is poised to witness an accelerating spend growth momentum owing to factors like the growing usage of the Internet, increasing number of smartphone users, and a rise in the number of social networking sites.

“Marketing services providers are advised to employ experts who are creative and have in-depth knowledge regarding end-consumer requirements. They will be able to develop a creative platform for integrated marketing campaigns without deviating from the buyer’s marketing goal,” says SpendEdge procurement expert Tridib Bora.

The following factors to play a key role in influencing the global category spend for the marketing services market.

- Growing usage of internet
- Increasing usage of different types of marketing services industries such as retail, financial services, and automobile to get access to a larger audience base

## **A3. INDUSTRY ANALYSIS**

Porters five force model is a system that endeavors to break down the dimension of rivalry inside an industry and business methodology advancement. It draws upon modern association (IO) financial matters to infer five powers that decide the focused force and in this way engaging quality of an Industry.

It is used as a structure for breaking down an organization's aggressive condition. The number and intensity of an organization's focused adversaries, potential new market contestants, providers, clients, and substitute items impact an organization's productivity. Examining these components can be utilized to direct business methodology to build upper hand. This model was named after Michael E. Porter.

The 5 Forces analysis of the marketing services industry is as follows:

1. Industry Rivalry: **High**

- Long term associations with clients are a benefit Bython Media has. Although it is still in its infant stage as a company and needs to grow to be compared with industry leaders like IDG.
- Campaign goals and measurements are built up among customer and agency.
- Contract with charge structure which depends on Commission.
- Campaign execution measures are acquired from unbiased stage dependent on stage related measurements.

2. Threat of New Entrants: **Medium**

- Creative aptitudes and Client relationships are an advantage Bython Media has over new entrants.
- Small organizations contend in specialty advertises by offering lower pricing.
- Industry is fragmented, since bigger companies cater to varying needs of major clients.
- Bython provides start to finish arrangements in accordance with key goals of the client, which other organizations are unable to do.
- Rapid progressions in innovation – increases cost viability.

3. Threat of Substitutes: **Low**

- While there are other agencies that compete for contracts with Bython Media, the creativity and expertise this agency offers is incomparable.
- Constant advancement of innovation, which Bython Media is always ahead of and it will be difficult for any other competitor to reach the pace they are at.

4. Bargaining Power of Suppliers: **High**

- Premium ad spaces are limited and supply is less compared to demand.
- Seasonal campaigns often lead to pressure on supply.
- Product launches demand better integration with the supplier.
- Supplier concentration when compared with firm concentration is lower.

- Suppliers are industry independent.
- Forward integration is a possibility.

#### 5. Bargaining power of Buyers: **High**

- Buyers are large and can demand concessions.
- Identity of buyer adds prestige to sellers list of customers.

### **A.4 ABOUT BYTHON MEDIA**

Based in Frisco, Texas with offices around the world, Bython Media is a full-service B2B digital marketing and publishing company, catering to over 30 million decision-makers and buyers in the Information Technology, Human Resources, Marketing, Finance, and other major industries.

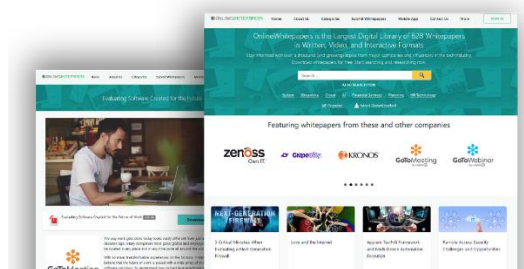
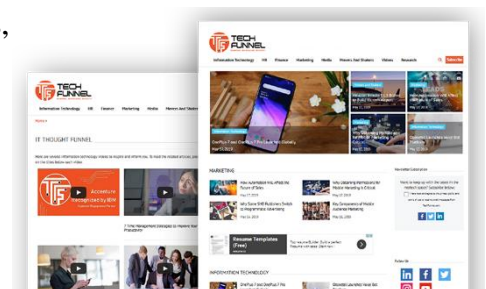
Bython's online brands provide content to information-hungry professionals that helps them grow, adapt, and succeed in this constantly evolving world of technology. Unlike other companies, they create their own high-quality content and control our syndication and data. That content is consumed by thousands of influencers and decision makers every day.

The Bython marketing team specializes in data-driven, fully-integrated solutions tailored to help clients amass high-quality prospects. We leverage experience, intelligence, and proprietary technology to ensure that clients find the buyers who want their products and services through a variety of media channels at every step of the journey.

The company was founded 3 years ago in 2017, and has offices in Texas (USA), London (England), Jalisco (Mexico) and Pune (India). It has about 100 full time and 80 part time employees around the world.

**Brands owned by the company:** Bython Media owns and operates 5 brands:

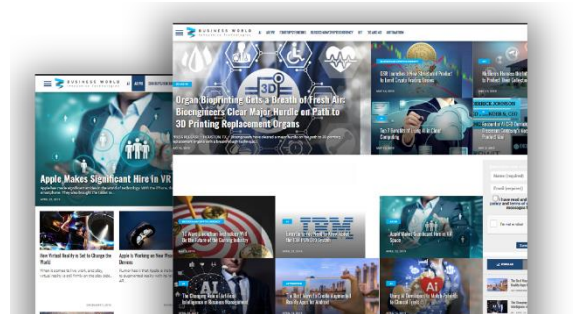
1. TechFunnel -Features daily updates, news, interviews, and videos on the latest technology trends in four key verticals: Information Technology, Marketing, Finance, and Human Resources. Visitors gain solid insights and an unparalleled knowledge base from a wide range of topics and resources, including our new interactive buyer's guide series.



2. Online White Papers - The largest digital library of B2B tech-related whitepapers in written, video, and interactive formats. Stay informed with a wide range of topics from major companies and influencers. Start searching and researching online or with our mobile app. You can also publish your

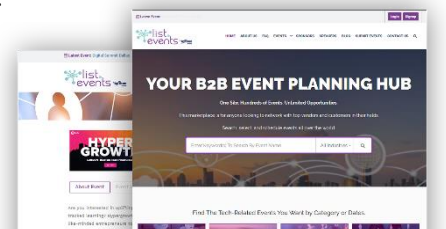
own whitepapers and get access to millions of potential buyers.

3. Business World Innovative Technologies - The most comprehensive website dedicated to delivering up-to-date news, trends, and opinions relevant to investments, startups, and developments surrounding ground-breaking and innovative new technologies. Stay up-to-date on how the state of the world is changing and how pioneering companies will shape your future.



4. The Daily Plan IOT- Features daily leading-edge information, news, and interviews for the latest around the “Internet of Things” so companies can stay ahead of the curve on this ever-growing technology. The site offers various services to help plan, strategize, build, imagine, and acquire the right technology to fit every company’s needs.

5. List Events - Your B2B technology event planning hub. One site. Hundreds of events. Unlimited opportunities. It features trade shows, conferences, webinars, and more. It’s the ideal portal for professionals, exhibitors, event management companies, and related services. Search, select, and schedule events all over the world.



**Services Provided:** Bython provides the following 4 services:

1. Demand generation - Get the right message in front of the right people at the right time as often as possible. The challenge is creating the right message, finding the right people, and determining the most efficient ways to connect with those highly-qualified prospects who want your products.
2. Content strategy and development - Through audits, research, data targeting, analytics, and optimization, Bython helps companies develop intelligent and integrated content strategies and campaigns tailored specifically for your goals and target audience.
3. Content syndication – Promoting content with one of the most effective B2B content syndication networks on the market. Achieve lead generation success, amplify your reach, capture intent-based leads, and increase ROI while reaching professional decision makers who are actively searching for industry-related topics.

4. Digital Marketing - B2B digital marketing is one of our key demand generation solutions. Guided by your specific objectives, we customize a wide range of intelligent and integrated digital marketing programs designed to pinpoint and connect you with your ideal customers no matter where they are. Our digital team has extensive experience in planning, managing, analyzing and optimizing integrated multi-channel digital advertising campaigns that can be intelligently orchestrated with content syndication programs to provide the best blend of reach, engagement, and quality lead volume.

**Target Market for Bython:** Bython Media caters to over 30 million professionals in the field of Human Resources, Marketing, Technology, and Finance. Some of Bython Media's top clients are:

1. IBM
2. Microsoft
3. Wells Fargo
4. Kronos
5. Seeburger
6. Zscaler
7. Logmein

**Major competitors of Bython Media:** Bython's major competitors are:

1. Madison Logic - Madison Logic is an account-based marketing (ABM) platform that helps B2B marketers convert their best accounts faster by finding and engaging with the most influential individuals throughout the buyer journey—but we'll get into what that looks like here in a bit.
2. Ziff Davis - Ziff Davis, LLC, known as Ziff Davis, is an American publisher and Internet company founded in 1927 by William Bernard Ziff Sr. and Bernard George Davis as a hobbyist print magazine publisher in Chicago, Illinois.
3. IDG - DG Global Solutions is the centralized services division of International Data Group (IDG), the world's largest technology media, events and research company. IDG offers a wide range of strategic marketing services via its global sales teams.
4. Lead Crunch - LeadCrunch's AI B2B marketing finds best-fit prospects and generates qualified leads and appointments. Unlike legacy intent and firmographic targeting, our self-improving AI finds missed opportunities, reduces waste, and accelerates revenue.

## **A5. THE BYTHON TEAM**

Founded in 2017, Bython Media is a global digital marketing and publishing company that aims to help its clients generate better leads through a vast plethora of content and associated services. The company is headquartered in Frisco, Texas, USA. It also has offices in London, Pune and Mexico. The key executives of the company are:

### **Bhupinder Gulati**

#### **President & CEO**

Bhupinder has two decades of experience in information systems management, media and advertising, P/L and operations management, and leading sales and marketing teams. He has started, managed, and grown several businesses over the past 20 years.



### **Sid Chopra**

#### **Vice President of Demand Generation**

Sid is responsible for business development, demand generation, and account-based marketing. He brings ten years of successful sales, strategy and operations management experience, as well as keen knowledge of building lasting client relationships.

### **Jonathan Rosenfeld**

#### **Director of Demand Generation**

Jonathan focuses on business development and client relationships. He's an accomplished digital marketing professional with over 14 years of experience. Utilizing a consultative approach, he's helped major companies like Citrix, American Honda, and Universal Music Group achieve their marketing goals.



### **Danni White**

#### **Director of Content Strategy & Development**

Danni leads Bython's content development teams for all its media sites. She has over 15 years of experience in writing, publishing, and developing content for digital mediums in several industries. In the past decade, she's managed and helped to grow several startup companies.

Presently, the company owns and operates 5 media properties and plans on rolling out more soon.

## **A6. BYTHON'S MISSION AND VISION STATEMENTS**

The company's Mission and Vision statements are as follows:

- Mission

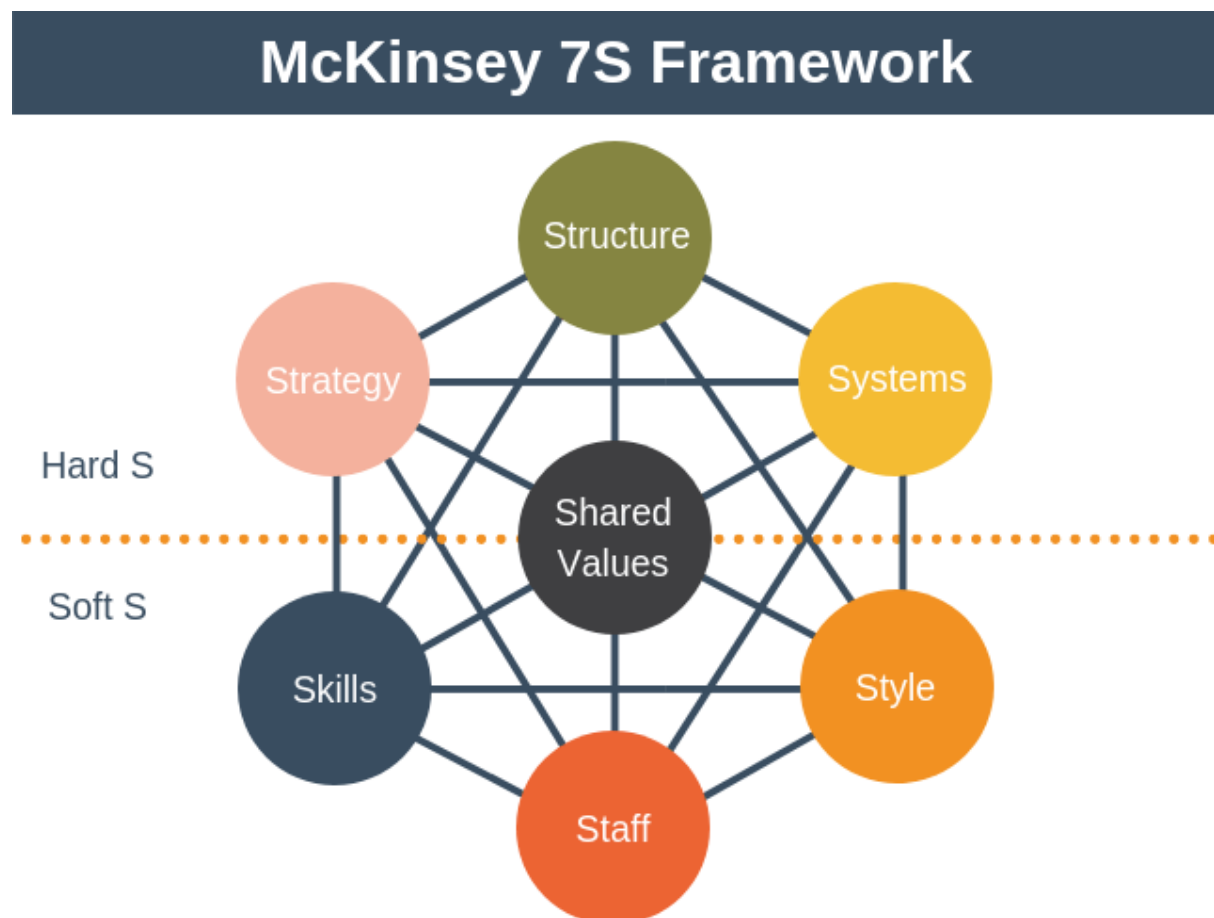
To enable B2B companies to identify, engage, and build relationships with highly-qualified potential customers through the best-in-class omni-channel solutions and technology.

- Vision

To be a leader in digital and content marketing, recognized for delivering top value to B2B clients through innovative services, proprietary technology, and commitment to growth.

## **A7. MCKINSEY'S 7S FRAMEWORK**

The tool McKinsey 7s model analyzes firm's organizational design by looking at 7 key internal elements: strategy, structure, systems, shared values, style, staff and skills, in order to identify if they are effectively aligned and allow organization to achieve its objectives.



Following is an analysis of the 7S Framework for Bython Media:

### **Strategy**

The key growth driver at Bython Media is its Content Development division, as the company provides growth solutions through content.

### **Structure**

Bython Media has a matrix structure combined with the culture of a flat organisation. The organisation is not centralised and allows autonomy to different divisions, but at the same time they have significantly developed their reporting systems. This structure does not make the organisation any less compliant or serious when it comes to work.

### **Systems**

The culture that the organization has is maintained in all departments and locations. The culture they follow is an open door policy, maintaining the respect to the individual and roles alike. Proper training is provided to new and existing employees to retain and develop the talent in the organization. All the systems are aligned with the corporate.

### **Shared Values**

Ownership, cohesion and collaboration along with innovation and care for society are the values that can be seen through their performance oriented and customer focused working style.

### **Style**

There is ample opportunities and chances of growth for employees. The employees are valued the most and they give employees space for innovation, more specifically related to Content Development. The leadership style that is followed is Democratic leadership at all levels in the organisation. Decision making is a participative process. Every employees' view is paid heed to and then consensus is attained.

### **Staff**

The team members at Bython Media have a sense of ownership and accountability to the organisation. The staff is trained and gradually made to believe in the organisational value. Thus every point of contact in the organisation has a consistency of communication and thoughts. The organisation too reciprocates to this behavior of the employees, satisfactorily.

### **Skills**

The staff including the technical, managerial and support roles, are trained to have some basic soft skills, in order to enhance the culture. Beyond this, the skilled and unskilled staff at the organisation has support and growth in the organisation.



PART – B  
PROJECT WORK

## **PROJECT WORK**

At the onset of the internship, on 15<sup>th</sup> April, 2020, Vikas Dhumal – the Senior Director of Global HR for Bython Media and Ayesha Lobo – Director of Operations for Bython Media held a Town hall Meeting that included all the employees from all of their offices, as well as their interns and freelancers. In this meeting, they talked about the impact that the global pandemic would have on their operations, guidelines to be followed while working from home, reporting instructions, assistance provided by them and the applications that will be used for communication and for ensuring smooth flow of work.

Soon after this, I had a called with my organization mentor Danni White - Bython Media's Director of Content Strategy and Development. She explained to me the various projects I'll be undertaking as well as the details of the projects under her supervision.

The Summer Internship program with Bython Media allowed me to work on the following projects over the 8 weeks:

- Project 1: Content Development and Design
- Project 2: Research for Lead and Demand Generation
- Project 3: Marketing Campaigns

These projects have been outlined in detail in the following segments.

### **B1. PROJECT 1: CONTENT DEVELOPMENT AND DESIGN**

Earlier, Bython Media used to have a small in-house team and a team of freelancers creating and deploying content for all of their own web properties, as well as their clients. However, following the budgetary changes influenced by the global outbreak of COVID-19, the company had to cancel all freelance and outsourced contracts. In lieu of this, I was tasked with working closely with the content development team led by Danni.

I worked on the following assignments under this project:

- Content pieces for their own web properties
- E-mail newsletters
- Website whitepapers
- Investor pitch deck
- Client service decks
- Client campaign decks
- Interactive content

As part of this project, I also had to coordinate with the company's Design Team baased out of their Mexico office. My point of contact in that office was Ana Amador, who leads the Design Team.

Another important assignment under this project was to help coordinate the new soft launch of their primary web property as well monitor site improvements as reported. For the soft launch, the company followed a scrum process, and my role here was to assist the scrum master – a mediator between the product owner Bhushan Shirapure and the development

team. I was coordinating between the product owner and the development team headed by Angad Sadgar. I simply had to ensure that all assigned work was completed on time, and to make sure that all roll outs were tested and planned well. This was a wonderful experience in project management.

## **B2. PROJECT 2: RESEARCH FOR LEAD AND DEMAND GENERATION**

The second project that I worked on was research for lead and demand generation. For this, I worked with Danni White and Sid Chopra in order to understand the kind of leads they each wanted for their teams. I then worked alongside the research team to compile a list of prospective clients and their contact data as well as work profiles. This project provided great insight into persona creation.

## **B3. PROJECT 3: MARKETING AND PUBLIC RELATIONS CAMPAIGNS**

The final project I worked on was to manage the company's own marketing campaigns. For this, I first had to prepare a detailed social media marketing plan for all of its various social media handles. Again, I worked closely with the Design Team in the Mexico to develop the creatives for the social media postings and with Danni White to align the social media and content strategies. Towards the end, we also ran a paid LinkedIn ad campaign.

As part of the company's public relations campaign, I had to reach out to potential leads researched in Project 2, and initiate a conversation for a possible guest post, interview or collaboration opportunity with any of our web properties.

## **B4. SUGGESTIONS AND RECOMMENDATIONS TO THE COMPANY**

In my 8 week stint with the various teams and employees at Bython Media, I can say that the company has a very well balanced work culture. The leaders are very cordial and believe in putting their team members ahead. They were also very understanding of the situation that everyone was going through owing to the pandemic.

On the work front, the company has a very well-oiled machine for workflow distribution and communication. However, from the projects that I undertook, I can make one recommendation to the company's marketing team – to run more paid campaigns on social media and leverage the analytics. Moreover, I noticed that there were a lot of people that I had to answer to since I was working with different teams. However, there was an obvious lag in communication between the team members because of which I had to rework on some of the assignments multiple times. I understand that having a global team working across time zones causes such an issue, but more concrete communication would have been very helpful.

PART – C

LEARNINGS FROM THE  
SUMMER TRAINING PROJECT

## **LEARNINGS FROM THE SUMMER TRAINING PROJECT**

The summer training project provided me with an amazing opportunity to put into practice the theoretical knowledge that I had gained throughout my three years of B.Com. as well as the first year of MBA. Some of the learnings have been listed here:

- One of the key learnings from the Summer Internship Programme is the importance of a well conducted research and its impacts on the actual work done.
- The tonality of the content creates a subliminal effect that goes unnoticed by the audience, but is carefully designed and positioned by the marketer.
- Content is beyond creativity. It requires the right frameworks, research and tools of marketing to get the required traction.
- Better understanding of a formal event management, targeting and reaching the prospects and communicating the messages through the right collaterals.
- While presenting an idea to superiors or managers, always prepare a proposal with W5H brief, competition, feasibility and likes of the same.
- Understanding the competitors' USP and their value proposition is equally important while going on field and presenting your own product.
- Getting the connect through colloquial language is another key aspect.
- The marketing services industry has many thought leaders as their influencers, thus relationship management becomes a key step in the process.
- Making brief presentations that are encompassing of the product and works as a convincing sales pitch.
- Formal etiquettes like the right tone to communicate, the right way to greet managers and the correct way to report work done. These usually go unnoticed but have a huge significance
- Formal Practices like being punctual, appropriate dress code even for virtual meetings, communicating well, meeting deadlines etc are again a part of the role and thus should be followed
- In case of a boardroom split or a personal conflict in the meeting, always be neutral and never pick a side
- Always have a post event report ready, for smallest of the events and meetings
- Communication, being the key to efficiency, can be improved by understanding the model of Attention, Acceptance and Action
- While presenting your offering to a client, cater it as per the need of the individual client. Client pitch decks cannot be the same for two clients
- Summarizing the projects with a summary report enables better analysis of work and also suffices future record requirements
- Team work in terms of smallest of the things leads to lessened load and more benefits for all.
- Learnt to make good use of the entire Microsoft Office and Outlook business suite, Monday.com, Zoho Services, IPVanish and a few other software that facilitated working from home and with global teams.

**PART – D**  
**ANNEXURES**

## **D1. INTERNSHIP COMPLETION CERTIFICATE**



10.06.2020

### **TO WHOM IT MAY CONCERN**

This is to certify that Ms. Megha Shah has successfully completed her Summer Internship Project with Bython Media as a Marketing Intern for a duration of 8 weeks from 15th April, 2020 to 10th June, 2020.

Her knowledge in content creation is good and in social media and public relations is excellent. During her tenure, we found her to be hard working and productive. We have also found her to be a team player and a major asset to the organization.

We wish her much success in all of her future endeavours.

Regards,

*Danni White*

Danni White  
Director of Content Strategy & Development  
Bython Media Inc.