



**SUMMER INTERNSHIP**  
**Interim Progress Report**



**WISHTREE TECHNOLOGIES**

**SUBMITTED TO –**

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**BATCH : MBA- FT (19-21)**

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## **ACKNOWLEDGEMENT**

I, Eva Maitreyee, of MBA-FT (19-21), would like to express my solemn gratitude to Nirma University & Wishtree Technologies, for the experience earned through the internship opportunity, the privilege to work on this assignment and acquire meaningful insights. Without such guidance and support, any of this work wouldn't achieve fruition.

I would like to thank my mentor, Prof. Praneti Shah, who has always been accessible and ready to help with her guidance.

In addition, I express my gratitude to Institute of Management, Nirma University, which provided us with resources and facilities required for completion of this project.

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## **EXECUTIVE SUMMARY**

Wishtree Technologies is an IT solutions company with a 10 years experience and clients across verticals & domains. As a Digital Marketing Executive Trainee in the firm, I've been assigned the project of Digital/Content Marketing of Wishtree and Revamping Wishtree website content. This includes writing all content for the new website under development, for blogs to be published & for projects across verticals & departments. Content marketing on platforms like Quora, Medium, LinkedIn and creative content creation for social media handles is a part of the project as well. This has been an ongoing learning experience with many unprecedented lessons earned via this experience.

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## **COMPANY PROFILE**

Wishtree is a process-centred firm of the IT/ITeS industry which develops solutions for businesses from different verticals and domains. It believes in combining its engineering expertise with services. With the integration of technology, it provides business solutions that assist clients all over the globe to become more efficient & profitable.

### **➤ COMPANY DETAILS**

Wishtree Technologies LLP was formed as a Limited Liability Partnership under MCA on the 18<sup>th</sup> of November, 2010. Thus it is also listed at the Registrar of Companies, Ahmedabad. Its overall contribution obligation at the time of incorporation stands at Rs 50,000.

Wishtree Technologies LLP is an entity listed as a Class 2 organization having a Company or LLP Registration Number as Computer and associated activities.

The LLP Identification Number of Wishtree Technologies LLP is (LLPIN)AAA-2812

The two designated partners of the firm are, namely, Mr RaviShankar Chandran Iyer and Mr. Dilipkumar Motilal Bagrecha. They used to work together at Infosys before Wishtree. In

2010, the two colleagues became founders of Wishtree Technologies, when they recognized their mutual interests for software programming & gave shape to the new firm.

The headquarters of the firm are at Ahmedabad & Pune, with the marketing offices being situated in Ahmedabad while the HR offices in Pune.

The company has 10+ years of experience in IT/ITeS industry, with over 1500+ technological solutions deployed to clients in this time. It can boast of 500+ softwares being delivered to 120+ clients all over the world. It has more than 100 experts of technology backing up the functions of development and for implementing the developed solutions.

## ➤ **PRODUCT & SERVICES**

- Digital Engineering
- Software Development
- Mobile App Development
- Website & Web Apps
- Managed Cloud & Web Ops
- Testing & QA Services

## ➤ **CLIENTELE**

The clientele of the firm boasts of some big names like United Nations, World Health Organisation (WHO), World Bank Group, Vedanta resources plc, Rutgers, Xactly, the French corporate giant Rexel, Infosys, and many more, They cater to 120+ clients across the globe.

## PROJECT WORK

The responsibilities of Digital Marketing Executive Trainee involve creating marketing plans, setting weekly and monthly targets, assisting with day-to-day marketing needs & managing and improving online marketing including various forms of online media.

The particular project assigned to me by the company is Digital/Content Marketing of Wishtree and Revamping Wishtree website content.

### ➤ PROJECT DELIVERABLES

**Deliverables:** As a part of the project, a number of tasks were allotted to achieve set targets. They include :

- **Content for the new Wishtree website (currently in development)**

Wishtree plans to launch a new website soon, completely overhauling the experience of browsing online through their details & information. This new website is extensive and supposed to be content-heavy. The content for this new website is the major part of the allotted project.

This includes writing content describing the offerings of the firm, the technologies employed, the add-on benefits and value addition to consumers. The aim remains for the content to be simple enough to be understood by new, budding ventures yet sophisticated enough to meet the expectations of the experienced players.

The starting point was the review of the old website and a comparative analysis of the same with respect to the skeletal form of the new website. Figuring out the strengths to be carried forward, the content was planned and formulated. Next comes reviewing the current state of the new website, which is still in development stage.

The content writing stage is ongoing at present. I am presently writing detailed & extensive content regarding the Services offered and the Technologies employed by the company. The target set for the completion of content for the whole website is June 22, 2020.

- **Review & Feedback on blogs to be published**

Some of the blogs which are currently in the pipeline need to be reviewed before being published on to the website or the official blog page. Thus one of the allotted tasks was to review select drafts for blogs and offer written feedback including suggestions, errors and changes.

- **Content for blogs to be published online**

Among the allotted tasks was writing content for blogs on topics relevant to the company and the current global scenario. These included, but were not limited to, Wishtree Remote vs Freelancer, The New Normal, Best Practices of Industry post COVID-19 etc. The process for this included researching on relevant topics, understanding the depth and drawing insights useful to the industry. Correlating concepts and comparing state of affairs with recent global changes & understanding how it affected the industry was essential.

- **Content Marketing for Wishtree Remote Service**

Wishtree Remote Service becomes more relevant in current scenario for both the remote developers and the employers seeking the same. Thus marketing content related to Wishtree Remote and showing why it is the better alternative than hiring freelancers was an important task.

- **Content Marketing on Quora**

For any B2B firm, content-centrist platforms are a great way to create engagement and expand their reach. By joining relevant groups & discussions on Quora and answering the queries and questions related to the industry, the desired outcomes are achieved.

Content marketing on Quora helps in the following ways :

1. Boost social influence
2. Create/increase industry authority
3. Get more traffic
4. Lead generation & conversions
5. Expand Reach
6. Direct communication with customer base
7. Learn about & Engage with our audience

### ● **Content Marketing on Medium**

Medium is another unique & useful platform for content marketing. What differentiates it from other alternatives is its focus on the readers.

Working with this platform, I found that the Medium algorithm can not be manipulated using shares, clicks, likes etc, but depends on the overall reading time of articles. Thus it gives an accurate quantitative assessment of engagement with the audience.

The metrics of this platform, other than reading time, include number of reads, ratio of reads to views, and recommendations. Other engagement actions include like, share, comment, bookmark, follow or write a response.

### ● **Wishtree Employee Testimonials**

An important task was to formulate detailed & personalized employee testimonials templates as to assist in e-wom (word of mouth). As directed by my mentor, it would be of help for the employees from purely technical backgrounds who may not be very eloquent with the words. It is another form of perpetuating quality content regarding the company.



- **PR article content for promotion**

A major task that was allotted was writing a PR article regarding Wishtree's deal with WHO, WMO, UN & other big agencies. The PR article is to be published in all possible journals and newspapers to create promotion and word-of-mouth. The budget for the same is 10K. This was a prime example of the impact of content marketing for any firm.

- **Weekly Social Media Marketing Plan for all platforms**

One of the tasks allotted to me was to formulate a week's worth of creative content for all possible social media handles, i.e., Facebook, Instagram, Twitter, LinkedIn etc. This hectic task was a new creative challenge & experience.

Some of the content from the same are attached in Annexure. ([click here](#))

## ANALYSIS & INSIGHTS

1. Review of the existing website shows that the current website is lacking in many aspects, such as details, quality content, use of multimedia and visual appeal. The structure of the site is basic and the site seems barely functional. The content has grammatical errors, spelling errors and use of poor language. The new website (under-development) is a huge improvement compared to the same.
2. The **analysis of social media** handles of the organization show a lack of motive to utilize the extent & impact of social media marketing. The social media of the firm is orthodox & traditional, following in the footsteps of the many IT companies ahead them, and that too is not consistent but sporadic in nature. This shows lack of a social media marketing plan. Also, the firm seems reluctant to try new or creative approaches to the same and want to stick to the tried & tested staple of a B2B IT firm.
3. The overall analysis of the pre-existing content across both websites and social media shows heavy use of superfluous language which sounds over-reaching and takes away from the apparent **Digital Authenticity** of the firm, which is a major factor in digital marketing, especially in today's scenario.
4. The **Strategic Group Analysis** of the firm shows the firm as an outlier, but on the fringe. The firm is a small enterprise & deals with small domestic clients, but also attends to projects with big names such as UN agencies, WHO, WMO etc. While this makes for a diverse clientele, it also creates a splintered brand image which is confusing at its worst and dividing at best.
5. The firm focuses on catering their services to the clients' needs, yet rank as Submitting on the **Co-Creation Matrix**. The firm could adopt strategy of customer co-creation and move up to the stages of Tinkering or Collaborative co-creation (as co-designing co-creation wouldn't be applicable in this scenario).

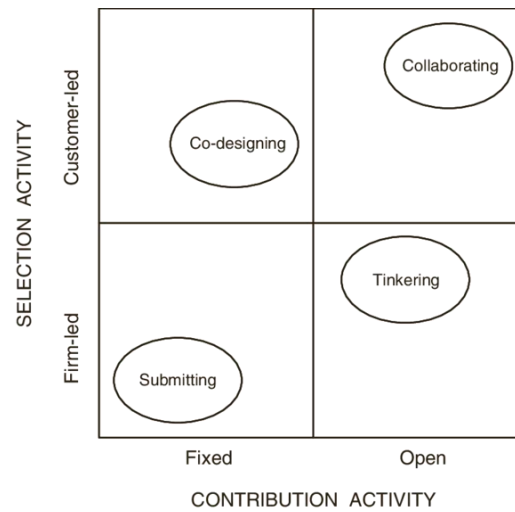
*To see the co-creation matrix, go to Annexure. ([click here](#))*

## LEARNINGS

1. A very important learning has been the extent of the impact of content marketing and the realization that content marketing is as important a part of digital marketing as is SEO, SMO or SMM.
2. The experience of a Work From Home internship meant to be ready at any given time for a new task or a zoom meeting with little to none notice beforehand. Thus I learned to be prompt with my responses to the work scenario.
3. The project assigned to me included digital/content marketing, which meant that I had to collaborate with my fellow interns at many points as I was writing content for various departments & verticals. This has been a lesson in coordinating with my peers and working together with the help of technology-based solutions.
4. As I am writing content for numerous departments & verticals at the same time, this has been an ongoing lesson in maintaining continuity & creative consistency while prioritizing parts of a particular work at a time.
5. As I come from a non-technical vocational background, working in an IT firm has been an ongoing learning experience.
6. In lieu of the same, working with marketing technology related content was an experience out of my comfort zone, thus I am glad to have had this opportunity to try and learn something new.
7. Meeting hectic deadlines at a short notice, whether it be a week worth's of social media content in a day, or months' worth of website content in a week, made me challenge my limits and push the boundaries of my capabilities.

## ANNEXURE

### 1) Customer Co-creation Matrix



*Co-creation Typology : Rindfleisch, Malter & Fisher*

### 2) Social Media Plan - Week 1

	Platform	Date	Day	Post		
1	Instagram	June 1st	Monday	Logo		
2	Twitter	June 2nd	Monday	IT Services struggle due to Covid-19		
3	Instagram	June 2nd	Tuesday	Digital Transformation		
4	Facebook	June 2nd	Tuesday	Digital Transformation		
5	LinkedIn	June 3rd	Wednesday	Best practices post Covid-19		
6	Twitter	June 3rd	Wednesday	Link to article		
7	Instagram	June 4th	Thursday	WFH		
8	Facebook	June 4th	Thursday	WFH		
9	LinkedIn	June 5th	Friday	Wishtree Remote		
10	Twitter	June 5th	Friday	WFH with link to article		
11	Instagram	June 6th	Saturday	404		
12	Facebook	June 6th	Saturday	404		
13	LinkedIn	June 7th	Sunday	Cloud security & Covid-19		
14	Twitter	June 7th	Sunday	Link to article		

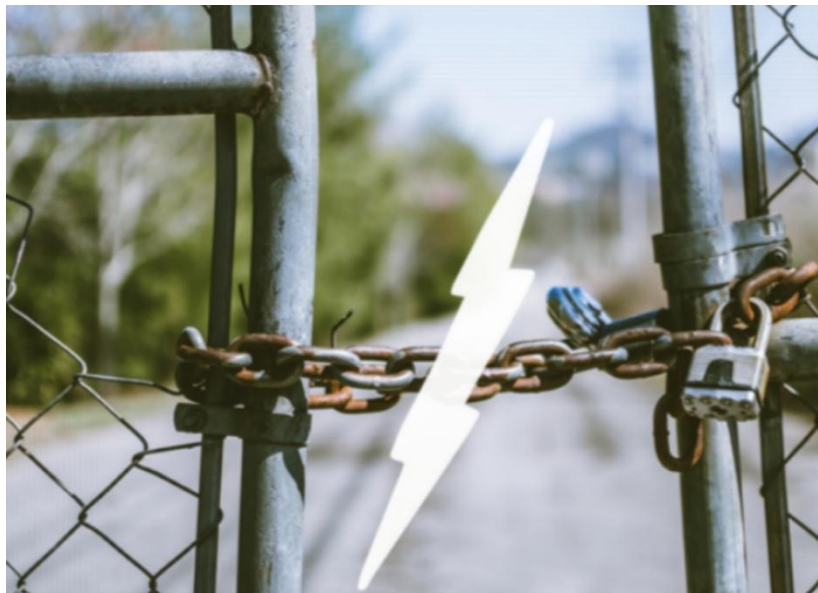
### 3) Creative Content - Illustrations & Designs





**WARNING : THIS VISUAL WILL INDUCE ANXIETY,  
BUT WE HAVE THE SOLUTION.**

wt wishtree



## **WHAT'S "BEST" POST COVID-19?**

WHAT END OF LOCKDOWN 4 MEANS FOR BUSINESSES, AND FOR THE  
BEST PRACTICES OF THE INDUSTRY.

wt wishtree