



**UdyamGyan**



**MBA- FT 2019-21**

**SUMMER INTERNSHIP PROJECT**



**PROJECT TITLE:**

**DIGITAL MARKETING AND**  
**BUSSINESS/SALES COMMUNICATION**

**SUBMITTED BY:**

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**SECTION – D**

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## Project Details

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<b>Purpose of Report</b>	Submitted as partial fulfilment of the requirement of the MBA Course (2019-2021)

## **ACKNOWLEDGEMENT**

The internship opportunity with **UdyamGyan** (a corporate consultant **listing website** and a knowledge sharing **website**) was a great chance for learning and professional development.

I feel obliged for this opportunity and wants to express my deepest gratitude and special thanks to my Mentor Mr. Kedar Digambar Joshi (Director and Founder of UdyamGyan website), who in spite of being extraordinarily busy with his duties, took time out to hear, guide and keep me on the correct path and allowed me to carry out my project at their esteemed organization.

Also, I would like to express my gratitude to **Prof. Rajwinder Kaur**, the guide for my Summer Internship for her insightful suggestions, encouragement and constant evaluation during my internship

## **Executive Summary**

The report is of the work done and learned on digital marketing and on sales communication. Being a part of Media and PR committee at IMNU, I had a prior experience of social marketing market on various platforms which helped me in my internship to catch things fast and easily whereas sales communication was a new learning experience overall. Approaching top consultant, letting them know about the company and the work of the company helped me developing soft skills and communication skills. This internship projects also helped me in understanding how wide digital marketing is and how it could be beneficial for a business to run and sustain. Through my project, I gained knowledge and experience about business growth and development through digital marketing especially social media marketing The report also highlights the tasks performed in the internship period and the findings and outcomes of each task. There are parts in the project with supporting details in annexure for reference. The learnings and conclusion part shows the output of the project and the knowledge gained from it. It also shows the insights that have gained by me about digital marketing and business communication as a whole.

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**Part – 1**

**Profile of**

**organisation**

**n**

# **UdyamGyan –**

**UdyamGyan website and the registered device trademark is owned by Kedar Digambar Joshi & Associates Private Limited.**

The company was founded in December 2018 with the vision to empower each and every business with knowledge, consultation and solutions, so that they can grow in a sustainable and profitable way.

- **HISTORICAL LANDMARK – Founded in December 2018**
  - Website Development started in Dec 2018
  - Feb 2019 - UdyamGyan applied for trade mark registration of UdyamGyan
  - March 2019 – 1<sup>st</sup> phase of development completed and pilot process started.
  - May 2019 – pilot process completed
  - June 2019 – UdyamGyan website launched and on boarding of consultant started
  - July\ Aug. 2019- UdyamGyan trademark registered
  - Sept 2019- Marketing of website for users started
  - Nov 2019 – website updated as per the feedback of consultant and user
  - Feb 2020 - 500+ consultant on board registered, also social media accounts on Instagram and Facebook launched.



## **TOP MANAGEMENT –**

**DIRECTOR- Mr. Kedar Digambar Joshi**



- **Vision** – UdyamGyan works with the vision to empower business to grow in a sustainable and profitable way.
- **Mission** - In the making

## **7S Model of UdyamGyan**

**The 7-S Framework is divided into hard elements and soft elements to analyze organization.**



1. **STRATEGY** - it is about how company is strategizing to sustain in the market and to grow in the market. Basically it is about how to be different from the competitors in the market. The strategy for UdyamGyan is it's a free – listing website and anyone who is interested can join it for free of charge and avail benefits from registered consultants. This is the one way of strategy which UdyamGyan is using to increase its customer base across nation.
2. **STRUCTURE** – The structure of company is flat, there are Founder and co- Founder namely Kedar Joshi and Dipti Joshi, few employees are there working under them, also few interns highered for the advertisement and marketing purpose of the portal. Structure of the website is where consultants and users are present.
3. **SYSTEMS** – The system followed in UdyamGyan is, that the employees and the intern are assigned with their daily task of work and deadline for big projects are also given. Currently

the work assigned to employees and intern are digital marketing based and it's a work from home job.

4. **SHARED VAULES** - Shared value of the organization are leadership, teamwork, gender equality, ethics, providing premium quality services, customer satisfaction, it also includes Mission and Vision of the company.
5. **STYLE** – It includes how company is presenting itself differently to capture greater market and increase customer base. The style of UdyamGyan of presentation is through its website, how differently services are categorized into sectors and activities, making it easier for users to use and gain benefit.
6. **STAFF** – It includes the number of people working in the organization. UdyamGyan have a few employees and intern thus didn't have much bigger staff.
7. **SKILLS** –Employees get employed in an organization because of their special skills and the ability to do work efficiently. The skills require to be a part UdyamGyan to name a few are good communication skills, digital marketing and advertisement, work experience, team work, personality, commercial awareness, leadership etc.

**Part 2 -**

**Project Work**

## **INTRODUCTION –**

The project I worked on at UdyamGyan was a combination of both digital marketing and business communication. The major work of the project was of social media marketing but with that I also got a chance of understanding other aspects of digital marketing like how SEO works, blog writing, content formation and also got some idea about influencer marketing, email marketing, mobile marketing etc. I have made various reports regarding all social media platform and have worked on every social media platform in different ways. Cold calling was the another part of the project, it comes under business/ sales communication where I was asked to reach out several top consultants and to explain them about the company website and the benefits of joining it. As a part of project I also worked on SEO to increase the visibility of the website on the search engines like google. overall it was great of learning work on digital marketing and business communication at UdyamGyan.

## **Objectives of study –**

- Development and growth of website and organization
- Understanding the benefits of using digital marketing
- Using of social media platforms for brand development and visibility
- To reach out customers easily even in difficult times like covid-19
- To nurture organisations sustainability.

## **Mode of Research –**

Secondary Research: Through online directories and websites and resources available in the organisation.

## **Methodology**

The research is an exploratory research and involved two interns working on same project, I and the other colleague from another institution. The research and the output are qualitative in nature and involve findings and conclusions from the data collected from the company and other online sources available.

The database has been created using secondary sources available online. These sources include directories of various industrial corporation. Other sources include Google and

Justdial. Other than these, the data has also been extracted through all other industrial websites to increase precision and accuracy.

# **Part-B1**

## **REPORT ON DIGITAL MARKETING**

### **Advanced MARKETING BUDGET FOR 2020-21**

There are nine sorts of advanced showcasing –

- **Search Engine Optimization (SEO)**
- **Search Engine Marketing and Pay-Per-Click Advertising**
- **Social Media Marketing**
- **Content Marketing**
- **Affiliate Marketing**
- **Influencer Marketing**



- **Email Marketing**
- **Mobile Marketing**
- **Viral Marketing**

We have spending plan of around one lakh for each month and we will allot the cash shrewdly in all these nine different ways of computerized advertising to get the best outcomes.

1) **Search Engine Optimization (SEO)** - SEO alludes to the way toward developing your online perceivability in non-paid (natural) web index results. SERPs or internet searcher results pages appear to clients after they look for a given arrangement of watchwords utilizing a web index like Google or Bing. Every client gets an individualized outcomes page dependent on watchwords, the client's area at the hour of looking, and their perusing history.

Natural list items show up in a rundown and are positioned utilizing the web crawler's calculation. As clients change the manner in which they look and draw in with online substance, these calculations change. The higher you rank on a SERP, the more traffic is coordinated to your site and the more odds of making an inactive guest a functioning client.

2. **Search Engine Marketing and Pay-Per-Click Advertising**-Search Engine Marketing or SEM makes the progress SEO overlooks, paid traffic from web crawlers. With SEM you buy promotion space that shows up on a client's SERP. The most widely recognized paid pursuit stage is Google AdWords. Next, is Bing Ads. The web crawler charges an advertiser a foreordained add up to show an ad in various places on a SERP produced from explicit catchphrases or expressions. One case of SEM is pay-per-click publicizing or PPC. PPC alludes to an advanced

promoting technique wherein web indexes charge an organization each time their commercial is clicked.

3. **Social Media Marketing**-Social media promoting gives you expanded presentation. It permits you to interface with your shoppers in an increasingly cozy manner. From this collaboration, you can increase significant client input that permits you to improve your client assistance, item, or administration. Utilizing internet based life showcasing you'll acquire arrive at when you post quality substance. All that you never really traffic or business on your web based life channels is web based life showcasing. Regardless of whether you're on Facebook, Twitter, Snapchat, or LinkedIn these endeavors all add up to internet based life promoting. Most everybody profits by web based life advertising, yet B2C organizations remain to pick up the most. Focus on what your intended interest group discusses via web-based networking media. Take part in the discussion. Utilize online life advertising as an approach to measure what content you put out does well by observing offers and likes. Offers liken to free publicizing for you.

4. **Content Marketing**-Content promoting alludes to the act of conveying a quality bit of substance to your clients to create deals and leads. This substance can live anyplace on the web. Tweets, a YouTube video, and web journals on your site all involve content promoting. Content Marketing works since it merges together extraordinary substance with different sorts of computerized advertising like SEO and Social Media Marketing. Content showcasing is a continuous practice. It's not generally about deals but rather more so about connecting with and instructing your customer to assemble brand acknowledgment, trust, and value.

5. **Partner advertising** -it alludes to the way toward paying for changes. Consider it like recruiting a sales rep for your item or administration. That associate procures a commission. You decide the rate for member showcasing. You just compensation for transformations. This implies there is no forthright expense to associate promoting. Numerous bloggers or online business sites use offshoot promoting. The offshoot speaks to your image, so you need them to convey your image's message near them.

6. **Influencer Marketing**-Influencer promoting is well known via web-based networking media channels like Instagram and Snapchat. Organizations recruit Instagrammers with huge followings to advance their image by posting at least one photographs with the item. Organizations currently take part in Instagram or Snapchat "takeovers" where the recruited impact controls the organization's web based life stage for a given measure of time, regularly a day. These web based life takeovers drive the influencer's following to your web based life channels expanding your new adherents and extraordinary perspectives.

7. **Email Marketing** - Email advertising permits you to refresh your email endorsers all the time about your organization. This encourages a relationship not at all like any of different sorts of advanced showcasing. Your email refreshes offer some incentive to your purchaser. Thus, you fabricate brand trust and brand dedication. The best email promoting efforts include a rundown of supporters earned by your substance and friends, not paid for by your organization. Individuals who pick in to your email membership demonstrate bound to become dynamic purchasers.

8. **Viral Marketing**-Viral promoting alludes to a post or something to that affect that is stylish, interesting, or sufficiently bizarre to accumulate a huge measure of offers on the web. Viral promoting causes a gigantic spike in site traffic over a brief timeframe. This is difficult to do however the advantages alone put forth the attempt worth your time. B2C organizations remain to pick up the most from viral advertising. B2C organizations can utilize online life to contact a tremendous crowd over the entirety of their dynamic stage.

9. **Cell Phone Advertising** - These incorporate SMS publicizing which could demonstrate an advantage for nearby promoting endeavors. You can incite your purchasers to utilize SMS to get exceptional offers, coupons, and updates from your organization.

**Spending ALLOCATION –Method of Marketing Amount**

1.     **SEO   NIL**

2.     **SEM   20K**

3.     **SOCIAL MEDIA 30K**

4.     **CONTENT ADVERTISING       10K**

5.     **AFFILIATE 10K**

6.     **INFLUENCER       10K**

7.     **EMAIL 5K**



## **Report on Quora –**

As a piece of my midyear temporary job I need to take a shot at Quora and I began it with understanding what Quora is about and how we can utilize Quora as a stage to showcase about UdyamGyan and to answer essential things about UdyamGyan as a site to overall population out there.

### **What is Quora?**

It's a spot to pick up and share information, a stage where individuals interface with one another by posing inquiries and noting them with one of a kind and quality experiences.

This site expects clients to go through their genuine name to sign and the appropriate responses on the site are more from proficient individuals subsequently one can anticipate savvy answers on this site. One can utilize Quora to discover and give advices, share points of view of them on something. It can be utilized as a device for showcasing by focusing on crowds who have bunch of inquiries and you as a specialist can answer them and clear their questions

## **How Quora as a stage be utilized to advertise UdyamGyan?**

Thus, advertising isn't continually advancing something before target crowd or target showcase, some of the time it is additionally about responding to different various inquiries of individuals about what they have in their brain in regards to your item and on the off chance that you can effectively make their heads understood by moving the correct information, u have quite recently advanced your item well. Along these lines, As Quora is a spot for sharing helpful answers of differs questions, we thought to make certain inquiries in regards to nuts and bolts of UdyamGyan which individuals all in all may inquire as to whether they need to think about what UdyamGyan as an entryway do.

### **We made barely any inquiries like –**

- What UdyamGyan as a stage about?
- Where I can get in touch with the absolute best advanced showcasing specialists for my firm?
- How would I be able to begin outsourcing for offering master guidance to firms?
- What benefits a UdyamGyan client would get joining the site?
- Which site is best for discovering specialists Justdial, Sulekha or UdyamGyan for guidance on organization?

These couple of inquiries we made for to transfer them on Quora to get addressed open fundamental questions with respect to UdyamGyan and Furthermore we discovered it as an approach to showcase UdyamGyan to overall population who might in future

subsequent to comprehending what UdyamGyan is about may get a kick out of the chance to join the gateway whenever intrigued as a client or an expert. Eventually, with the assistance of Quora we can drive more traffic to our site and can without much of a stretch draw in advertise by showing your insight into benefits about the site and this tangle help carrying business to us.

### **Advantages of utilizing Quora as a Platform for Marketing –**

- One of the greatest advantage is we can utilize interfaces in our answers in this way driving the perusers legitimately to unique destinations when they click.
- Quora additionally helps in SEO rankings of the site.
- I can utilize Quora as a piece of my computerized Marketing system.
- Quora is been demonstrated useful to buyers to discover and find out about our image.
- It may help in getting valuable experiences into your intended interest group.
- Also demonstrated accommodating in showcasing your substance.
- Helps in improving inquiry investigate positioning - Google query items regularly incorporate Quora posts among its most noteworthy positioning locales.

As we have recently begun, we thought of only five inquiries according to now yet with crowd indicating enthusiasm for posing progressively various inquiries we will sharing the information in regards to same all the more regularly.

## **SEO (Search Engine Optimization)**

**WHAT IS SEO** - SEO represents Search Engine Optimization, which is the act of expanding the amount and nature of traffic to your site through natural web crawler results.

→ **HOW SEO WORKS** - SEO includes rolling out specific improvements to your web architecture and substance that make your webpage progressively alluring to a web search tool. You do this with the expectation that the web crawler will show your site as a top outcome on the web crawler results page. Despite the fact that SEO advertising can appear to be intricate because of the various elements that can affect your positioning, the procedure for website improvement is simpler than it Web crawlers need to give the best support of their clients. This implies conveying results on the web crawler pages that are high caliber as well as applicable to what the searcher is searching for. So as to do this, web crawlers will sweep, or creep, various sites to all the more likely comprehend what the webpage is about. This encourages them convey increasingly applicable outcomes to the individuals who are looking for specific points or watchwords.

→ **WHAT IS ON-PAGE SEO** - On-page SEO is the act of upgrading singular pages so as to rank higher and win progressively significant traffic in web crawlers. On-page alludes to both the substance and HTML source code of a page that can be enhanced, instead of off-page SEO which alludes to joins and other outside signs.

→ **WHAT IS OFF-PAGE SEO** - Off-page SEO" (additionally called "off-webpage SEO") alludes to activities taken outside of your own site to affect your rankings inside web search tool results Upgrading for off-site positioning variables includes improving web search tool and client view of a website's prevalence, importance, reliability, and authority. This is practiced by other legitimate spots on the Internet (pages, destinations, individuals, and so forth.) connecting to or advancing your site, and successfully "vouching" for the nature of

### → **STEPS TO IMPROVE SEO BY UdyamGyan –**

- Creating great quality substance for the site to expand the traffic to the site.
- Apply SEO and utilize the ways how SEO functions.
- Effectively apply the on page and off – page SEO on the site.



## **HOW AN OFF – PAGE SEO WORKS –**

- Creating presentation, trust and brand mindfulness – It encourages you to acquire those swarms of guests and expected clients. By composing quality substance, you can rank in web indexes, yet by getting a couple of incredible, pertinent destinations to connection to that content, you're expanding the opportunity that The equivalent goes for building your image and making trust. This doesn't simply occur on your site, however for the most part off-site. Take surveys, for example, these can represent the deciding moment your organization. You need them, however they regularly show up on outside destinations. These are generally factors that add to your rankings.

- **On-page SEO** is significant on the grounds that it helps web crawlers comprehend your site and its substance, just as distinguish whether it is applicable to a searcher's inquiry.

- Understanding what clients are really looking for when they type a question.
- Delivering list items that meet client aim

### **– Most significant components of on-page SEO –**

**1. E-A-T - E-A-T**, which represents Expertise, Authoritativeness, and Trustworthiness, is the system that Google raters use to survey content designers, pages, and sites all in all. Google has consistently put a premium on top notch content. It needs to ensure that locales delivering top notch content are remunerated with better rankings and destinations that make low-quality substance get less perceivability.

**2. Title Tag** – The title tag, a HTML label that exists in the head segment of every page, gives an underlying sign or setting with regards to what the effective topic is of the particular page it is on.

**3. Meta Description**-Meta depictions, meta labels that give a portrayal of what the page is about, are frequently shown in the SERPs underneath the title of the page.

- Perception of the nature of the outcome.
- Perception of what your site offers all change

**4. Headlines** - Coming up with a title for a blog entry may appear to be excessively fundamental, however an extraordinary feature can mean the distinction between a tick and an impression – that is the reason it's imperative to make them deliberately.

**5. Header Tags-Header labels** are HTML components (H1-H6) used to distinguish headings and subheadings inside your substance from different sorts of text (e.g., section text).

**They can in a roundabout way sway your rankings by:**

- Making your substance simpler and progressively agreeable for guests to peruse.
- Providing catchphrase rich setting about your substance for the web indexes

**6. SEO Writing** - SEO composing implies composing content in view of both web indexes and clients. There is a procedure behind composing strong SEO content – and it is something other than watchword examination and fill in the spaces. Recollect that you're composing content for individuals – subsequently that substance must be high-caliber, significant, and important.

**7.Keyword Cannibalization** - Targeting a particular term over various pages can cause "watchword cannibalization" which has some possibly unfortunate ramifications for your SEO.

**8.Image Optimization** - Adding pictures is a decent method to make your site pages additionally engaging. In any case, not all pictures are made equivalent – some can even log jam your site. Improving pictures appropriately will assist you with benefiting as much as possible from an important SEO resource.

**9. User Engagement** - Retaining drew in clients is an incredible test in itself, yet it's surely feasible. To expand client commitment, center around viewpoints, for example, site speed, client experience, and substance improvement, among others.

## **BEST PRACTICES TO WRITE A BLOG-**

- ☐ Quality over amount ...
- ☐ But amount despite everything matters
- ☐ The right words are vital
- ☐ Less is more

- ☐ Keep URLs straightforward
- ☐ Make the greater part of your meta-labels
- ☐ Put a face to the name
- ☐ A picture merits a thousand words (or 1-4)
- ☐ Sharing is Caring
- ☐ Treat others the manner in which you need to be dealt with

## Cold calling to consultants –

A	B	C	D
Date	10-May-20	11-May-20	12-May-20
No. of calls conducted	19	11	12
consultants registered			
Sr. No.	Name	contact details	Comments/ Status
1	Perfect Pollutionzer	7045651859	call not answered
2	Clancy Global	2261151239	call not answered
3	Paryavarn Vikar	9152288573	not interested
4	vatrlyazervicer	9152953510	call not answered
5	united environment	9152392548	interested
6	Kalpatru	9152558840	not interested
7	Eco Foot Forward	8888008217	not interested
8	KP consultants	9272681421	not interested
9	Varrharaakt consult	2249748565	Number invalid
10	Environmental Green	9820421039	call not answered
11	Munekar Associate	2224227512	Number invalid
12	Klean Environmental	2224452695	not interested
13	Gdrak lab	2225777069	Number invalid
14	Ecan pollution	2224443325	Call not answered
15	MC Clolland	2227576661	call not answered
16	Erm india	2228574260	number invalid
17	Aeqir Project	2225663611	call not answered
18	Pioneer Sam Energia	9819616699	not interested
19	Greenolutionr	9167230687	interested
20	Legal Mantra	7219483450	interested
21	Bhavani Envira	9324359679	call not answered
22	Aeqir Projectr	2225663612	number invalid
23	Shree consultancy	8554059777	interested
24	HR Wallingford	2225921960	call not answered
25	Naik Environmental	2227782154	number invalid
26	Royal Harkening	2241615000	Number invalid
27	Shree Suami	7028250003	not interested
28	Erquire Engineers	2228515230	Number invalid
29	VKuality	2225388860	number invalid
30	phe consultancy	2225562145	Number invalid
31	Meta wellnezz	2267000709	number invalid
32	Oilfield Tekniker	9821152197	call not answered
33	Grq detox	2512035099	number invalid
34	Associated Engineers	2226233458	number invalid
35	Prince Pal	9820136010	urang number
36	Equip Envira	2225428587	number invalid
37	Susagath enterpriser	2223481931	Number invalid
38	Radiation Audit cam	9220015078	call not answered
39	Care Sustainabilty	9820268639	not interested
40	Plarms consultancy	7838176459	interested
41	Munekar Associate	2224227512	number invalid

## **Part B – 2**

### **REPORT ON FACEBOOK INSTAGRAM TWITTER**

#### **UNDERSTANDING OF FACEBOOK –**

It is a person to person communication website which makes simple for you to associate and offer with loved ones online.so, fundamentally individuals use Facebook not on the grounds that it is the main online medium accessible for individuals to impart but since individuals realize that Facebook is a stage which isn't just for informing yet rather is where you can post, share, similar to, remark and so on. Facebook turns into a spot where correspondence isn't limited to talks and messages yet you are even permitted to impart through preferences and remarks. It's where promoting occur through additional from pictures and recordings.

#### **HOW FACEBOOK CAN BE USED AS A PLATFORM FOR MARKETING –**

- By Making a business page on Facebook
- Facebook Advertising through post of pictures and recordings and substance composing
- Hosting Facebook challenges.
- Facebook Promoted post
- Sponsored stories – crafted by supported stories is that if a client is loving a page, his companions should like that page also.
- Facebook open Graph

- Facebook Exchange – Here, the publicist can target crowd through web search history. For ex – if a guest visits a page and gets ease off the page without purchasing any item then he can be retargeted again by showing up the advertisement of a similar site or the item on his Facebook page.
- Carousel post of pictures and recordings for promoting

### **HOW I HAVE LEARNED AND USED FACEBOOK AS A DIGITAL PLATFORM FOR**

**UdyamGyan-**Indeed, Today UdyamGyan is having its page on Facebook and that is been made to advertise about what is UdyamGyan is about and what sort of products and enterprises they give through their foundation. My piece of temporary job was to utilize Facebook as an advanced stage to do promoting for UdyamGyan. I began with expanding the quantity of supporters of the page for which I have requested that my companions like it and request that they request that their companions do likewise. Aside from expanding the quantity of supporters, other part was to contact an ever increasing number of individuals through promoting and posting fitting substance on the page and to bring UdyamGyan in the eye of the everybody. With publicizing as my undertaking I figured out how better I can do promoting and from various perspectives I can do publicizing via web-based networking media for my page. I likewise saw how much the substance should be suitable and appealing subsequently captivating the perusers without any problem. I got the hang of focusing on crowd, retargeting crowd, I learned production of a promotion, I figured out how to energize offers and likes for the post by making it extremely alluring.

## **INSTAGRAM**

Instagram is the another web based life stage where individuals generally share their photos and recordings for them to make it look alluring and drawing in it is about photographs and recordings realize a photograph sharing application.

### **HOW I HAVE LEARNED USING INSTAGRAM AS A PLATFORM FOR MARKETING –**

- For promoting on Instagram utilization of hashtags is must for better reach
- Regularity in posting is additionally should and furthermore the substance ought to be locks in.
- Can construct relationship with other powerful records
- Try to welcome greater remark and likes on the post for better reach to individuals
- Put Instagram stories every day
- Use just pictures and video content
- Run Instagram includes - One of the best pieces of Instagram is the way that it imparts information to Facebook. Thus, you can utilize the progressed psychographic and segment focusing on offered on Facebook with Instagram also.

Aside from showcasing or we can say that before advertising the significant assignment for any page or site is to have increasingly more number of devotees. The technique I have applied here is I have asked my 20 or so companions to like UdyamGyan page and they have asked their three every companion to do likewise, thusly I had the option to build the quantity of adherents for my page by not in any event, reaching numerous yet few. Additionally, as stories on Instagram are method of advertising, so I have likewise putted a story with respect to UdyamGyan and approached same for my companions to do so.it truly have helped me in expanding the quantity of supporters for my page on Instagram.Indeed, even great post of drawing in content additionally directs people to the page and site in light of the fact that finally what makes a difference is the substance you post on your page.

## **TWITTER**

Twitter is a 'microblogging' framework that permits you to send and get short posts called tweets. Tweets can be up to 140 characters in length and can incorporate connects to significant sites and assets.

Twitter clients follow different clients. On the off chance that you tail somebody you can see their tweets in your twitter 'timetable'. You can decide to follow individuals and associations with comparative scholastic and individual interests to you. Individuals use twitter with the goal that they share their sentiments about anybody straightforwardly, it's additionally a stage where post are in a type of microblogging and utilized by individuals to impart their insights.

### **Twitter permits you –**



- easily advance your exploration, for instance by giving connects to your blog stories, diary articles and news things
- reach an enormous number of individuals rapidly through tweets and retweets
- follow crafted by different specialists in your field
- build associations with specialists and different devotees
- keep in the know regarding the most recent news and improvements, and offer it with others in a flash.
- reach new crowds
- seek input about your work and offer criticism to other people
- follow and add to conversations on occasions, for instance meetings that you can't go to face to face
- express who you are as an individual.

As a piece of my undertaking and learning I was approached to make chase after 125 individuals from my end on the page of UdyamGyan on twitter by making a methodology requesting that my companion tail it and furthermore request that he request that his 5 companions follow UdyamGyan page on twitter.

## **Report on Instagram, Facebook, twitter insights**

### **Facebook -**

Facebook is one of the most mainstream internet based life stages. It is utilized for sharing pictures, recordings, considerations and so on. Clients can likewise frame gatherings, networks and so on for a specific reason and individuals identified with a typical intrigue can discover related pages which will engage their necessities.

Facebook Insights is a truly amazing asset to follow client collaboration on the Facebook Page of organizations. Facebook Insights can be seen by all the administrators of the page and it can help track the quantity of dynamic clients to all the more likely comprehend page execution. By utilizing Facebook Insights, it turns out to be anything but difficult to decide the best time of day to post, the greatest day of the week to post and what kind of substance is generally well known. Note that the Facebook Insights instrument is continually refreshed to mirror page's turns of events.

#### **1.How to Access Facebook Insight?**

Snap on the apparatus wheel on your Facebook Fan Page and select 'View Insights'. You'll see the all-out number of preferences (and whether this is expanding or diminishing), the quantity of companions of fans accessible (this is the likely number of individuals you can reach!), what number of individuals are effectively discussing your page just as your all out week by week reach.

#### **2. Virality of Posts**

This is utilized when you might want to see which posts were the best. The posts can be arranged by the accompanying kinds:

- all post types
- posts
- photos
- links
- videos
- platform posts

This is helpful in the event that you need to know the accomplishment of a specific post (for example a video you posted as of late). So as opposed to filtering through all the posts, you can just sort by recordings.

### **3.Likes -**

On the off chance that you click 'Preferences' you'll have the option to see the socioeconomics just as the areas of your fans. You'll additionally have the option to see their age gatherings. Having segment data about your fans permits you to assemble personas of your intended interest group. This can be exceptionally helpful when making points of arrival, landing page duplicate and by and large promoting messages

### **4.Reach**

This segment causes you see your site hits and one of a kind guest sees (the individuals who scanned for you instead of tapping on the Facebook promotion). You'll additionally have the option to see your range regarding natural quests, paid and viral hunts. The significant piece of the Reach region is that you will have the option to perceive what channels (natural hunts, paid and viral) are the best.

At the point when a post gets commitment, Facebook will serve it to more individuals as the commitment on the post suggests that individuals are keen on the post. Greater commitment, higher reach. Conceal Posts", "Shroud All Posts", "Report as Spam", and "Not at all like Page" are considered as negative input. They are ways clients disclose to Facebook that they would prefer not to see a Page's posts. Facebook will likewise demonstrate those presents on less individuals. As you'd need to keep these negative criticisms low or zero, it's extraordinary to screen this chart.

### **5.Actions on Page:**

What individuals did on your Page -The Actions on Page tab permits you to comprehend what individuals do when they are on your Page. The couple of activities that Facebook considered are tapping on "Get Directions", tapping on your telephone number, tapping on your site, and tapping on your activity button.

## **5.Areas:**

- ☐ Total Actions on Page
- ☐ People Who Clicked Action Button
- ☐ People Who Clicked Get Directions
- ☐ People Who Clicked Phone Number
- ☐ People Who Clicked Website

## **6.Talking about this**

The Talking About This area can likewise give important information about who is discussing your page – this remembers socioeconomics and rates of individuals for various age gatherings.

## **7.Want More Detailed Data?**

Utilizing this alternative, we can download the entire data about the bits of knowledge in exceed expectations structure. The sheet will have different data in even structure which can be utilized for investigation reason. For instance, in the event that you look to the Lifetime Total Likes section, you'll have the option to perceive what number of preferences your page got over the dates you determined. Complete Daily Reach is valuable also and here you'll have the option to see the quantity of individuals your posts may have reached (even from companions of your devotees).

## Delegate Data -

<i>All out Page Likes</i>	<i>166</i>
<i>Page Reach</i>	<i>165</i>
<i>Page Views</i>	<i>336</i>
<i>Post Reach</i>	<i>204</i>
<i>Post Engagement</i>	<i>123</i>
<i>Snaps to your website</i>	<i>67</i>
<i>Telephone Number Clicks</i>	<i>53</i>
<i>Get Directions Clicks</i>	<i>34</i>
<i>Page</i>	
<i>All out Page Likes 166 Page Reach 165</i>	
<i>Online visits</i>	<i>336</i>

The all out preferences on the page are 166 with page reach being 165 which implies the page can arrive at 166 novel clients through welcome or following the connection and so forth yet 165 have loved the page. There are 336 perspectives on the page. 336 clients have seen the page of UdyamGyan on Facebook. They may have arrived at the page through recommendations from companions, solicitations or by taking a gander at the promotions.

The compass of the specific page is 204 that implies 204 one of a kind clients have seen the post on their course of events while looking on Facebook and consequently they have seen the post. Out of 204 individuals 123 clients were associated with the post and have made any move against the post. Which implies they may have either enjoyed, remarked or shared the post on their course of events. We must expand the commitment of the post as it had the option to arrive at 204 clients yet just 123 have made a move so the post must be made progressively appealing and drawing in to build the action.

### **Snaps to your site -**

The complete snap to the site are 67 which means out of the individuals who have tapped on the fb page of UdyamGyan out of them 67 have tapped on the connection to the site and have visited the site through FB

### **Telephone Number Clicks**

The complete Phone number snaps are 53 which implies that out of 336 perspectives on the page 53 have tapped on the Phone number of UdyamGyan

### **Get Directions Clicks**

The get bearing snaps on page are 34 which implies that out of 336 perspectives on the page, 34 were keen on knowing the course and had tapped the connection.

## **INSTAGRAM**

Instagram Insights is a local examination device that gives information on supporter socioeconomics and activities, just as your substance. This data makes it simple to think about substance, measure battles, and perceive how individual posts are performing. To get to Instagram Insights, you need a business account. In the event that you convert an individual record to a business account, you'll see Insights for any substance that is posted after you do the switch. On the off chance that anytime you switch your business account back to an individual one, you'll lose the entirety of your Insights

information. You can discover Insights information in three better places in the Instagram application

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- To get to Insights from your record page, tap the structured presentation symbol in the upper-right corner of the screen.
- To see investigation for an individual post, explore to the post and tap View Insights in the base left corner.
- To see information for a story, open the story and tap the names in the base left corner.
- The Insights landing page shows a rundown of information for the substance you've posted over the most recent 7 days. In the top segment, discover what number of complete devotees you have and what number of you've picked up in the previous 7 days.
- You can likewise see what number of all out posts you have for you and what number of you've included the earlier week.
- Scroll down to see a progression of structured presentations that uncover the absolute impressions, reach, and profile sees for as long as 7 days. Swipe to see site snaps and source of inspiration button clicks (Call, Email, Directions).

## **1. #1: Explore Follower Demographics and Behavior**

On the Insights landing page, look down to the Followers area to see a rundown of adherent socioeconomics including sexual orientation, age gathering, and area. Note that you need in any event 100 adherents to see segment information. To open a page with charts that separate supporter socioeconomics in more detail. You can fragment supporter information by:

- Gender
- Age extend
- Top areas (urban communities and nations)
- Online times (hours and days)

This data encourages you better comprehend who your supporters are and where they're from so you can evaluate whether you're arriving at your intended interest group on the stage.

Furthermore, these bits of knowledge can advise your Instagram advertisement focusing on. For instance, on the off chance that you need to contact a group of people like your adherents, focus on the socioeconomics of your present crowd. At the base of the Followers segment, you'll discover two diagrams that show when your supporters are generally dynamic on the system. In the main chart, discover when your devotees are online every day.

**Look down to the subsequent diagram to find which days your devotees are well on the way to be on the web. #2: View Data for Posts –**

**Objectives you can gauge for a specific timeframe include:**

- Engagement (remarks as well as preferences)
- Impressions and reach
- Ratio of commitment to reach
- Best-and most exceedingly awful performing content sorts (photographs, recordings, or merry go round posts)

To gauge battle objectives, channel the information by time span and recognize the sort of substance posted. This information can likewise assist you with recognizing effective and ineffective posts so you have a thought of what content your crowd likes. For instance, you may find your crowd connects more with photographs of items with individuals than essentially items alone.



### **#3: Evaluate Instagram Stories Data**

You can get to bits of knowledge for your Instagram stories from the Insights landing page or legitimately from an individual story post. [View Insights for Multiple Stories](#)

In the event that you get to stories information from the Insights landing page, you see the entirety of your accounts posts for as far back as about fourteen days. This view just shows information in the total; you can't tap on singular posts. As a matter of course, Instagram shows impressions information for your accounts. #4: Examine Paid Promotions Data

## **TWITTER-**

### **Tweet impressions-**

Under the Tweets section, you can find a list of all your Tweets and the number of impressions. You can see individual Tweet performance, as well as recent months or a 28-day overview of cumulative impressions. Capitalize on this information by repurposing Tweets that gained the most impressions, or creating Tweets on a similar subject.

You can also use the cumulative overview to compare monthly activity. What did you do differently in a month with higher impressions? Did you Tweet more frequently? Take a look and see how you can recreate months that earned you high impressions. Another option is to try out Promoted Tweets, which will help your content reach more people.

### **Tweet engagements and engagement rate -**

Similar to impressions, the Tweets section also shows your Tweets engagement, or the number of interactions your Tweet has received, as well as the engagement rate, which is engagements divided by impressions. If your Tweets are receiving little engagement, you may want to rethink your subject matter and format, for instance, you may want to add photo or video to your content mix, which tends to generate more engagement.

### **Top Tweets-**

Each month, your main analytics dashboard will display your top Tweet and top media Tweet (by impressions). Click "View Tweet activity" to see the specific engagement broken down by detail expands, link clicks, profile clicks, and more. Seeing all your top Tweets per month laid out in the

same place allows you to aggregate the learnings and see what they have in common. Are they all adopting the same brand voice? Do they all have an emoji in them? These are tried-and-true aspects that resonate with your audience over time.

### **Follower growth -**

In the follower's dashboard, you can track how your following has increased over the last 30 days, and also how many new followers you've received per day. If you notice a particular day has either gained or lost you several followers, be sure to check what you Tweeted that day to try and determine the cause. You can also consider running a follower's campaign to gain engaged new followers.

### **Profile visits -**

The number of visits to your Twitter profile is displayed at the top of your analytics dashboard. This number is reflected across a 28-day period and is updated daily. It also shows how it compares to the last 28-day period, along with a mini graph displaying this data over time.

### **Mentions-**

Similar to the profile visits metric, you can also view you're @mentions over the last 28 days and over time. Your top mention is also displayed each month, calculated by engagement, with a link that drops you directly into that Tweet for extra context.

ENGAGEMENT	NO.OF LIKES	NO.OF RETWEETS	NO.OF REPLIES
<b>TWEET 1</b>	0	6	0
<b>TWEET 2</b>	7	11	0
<b>TWEET 3</b>	15	14	3
<b>TWEET 4</b>	35	20	7
<b>TWEET 5</b>	50	32	12

## **Conclusion-**

The ultimate goal of various tasks performed in the internship was to get a better understanding of Digital Marketing and social media marketing as a whole. We commenced by learning about the company's goods and offerings. It was very helpful for us in the secondary data collection phase as it helped us in making better digital strategies to increase the visibility of the company's website. Other than studying the services company provide itself we also focused on its application. The learnings which are received through this Internship as so very essential and would help in future working with other big organisation.

## **Part 3**

# **Learning from the Summer Training**

## **Learnings-**

The internship was overall a learning and enriching experience. The knowledge and skills learned in the Institute through various courses and workshops helped in the research work and in overall summer training.

- The social media marketing skills learnt during making various events covered by Media and PR committee proved to be the most important skill in the internship. Using those skills, I was able to make better strategies to create a potential customer database for the organisation. The database is now property of the organisation and is confidential.
- The marketing lessons of MM1 and MM2 course were applicable throughout the course. It helped us to prepare the presentation on the topic 'Marketing Communication' and also helped us in solving various marketing related problems. In the internship, during training I got an exposure to interact with various purchase executives and senior consultants of different companies. The experience at office was also very helpful. Soft skills augmentation was a crucial result of this training programme. It helped me to enhance our interpersonal skills and other communication skills. As the presentation we prepared was on the same topic, it helped us to study and learn office etiquettes, telephone and email etiquettes etc. The internship was definitely helpful in deciding the future course of the career. Working with UdyamGyan was absolutely an amazing opportunity. The overall summer internship experience was good. I learnt about marketing and digital marketing both. It fulfilled the objectives and was a rewarding experience.

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**To whomsoever it may concern**

This is to certify that Ms. Ishani Kapil, first year student of MBA, Institute of Management, Nirma University, Ahmedabad was associated with us for marketing summer internship from 06th April 2020 till 06th June 2020.

She was associated with our website [www.udyamgyan.com](http://www.udyamgyan.com) (owned by Kedar Digambar Joshi & Associates Private Limited).

During her tenure, we observed that she has good learning orientation and a professional approach towards the work. We found that she has great work ethic and she did high quality work for us.

We take this opportunity to wish her best of luck in all her future endeavors.

Regards,

For, Kedar Digambar Joshi & Associates Private Limited

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