



Report on

Strategizing marketing campaign



MBA (FT)
Batch **2019-21**

SUBMITTED TO:
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SUBMITTED BY

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Faculty Mentor	Prof. Mayank Bhatia
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Acknowledgment

Working for Explorra School of Design and Technology was a fruitful experience. During 2 months of internship, I learned a lot about how to prepare the campaign for the promotion of the brand and programmed offered by the institute.

I will like to thanks Mr. Rohit Swarup founder-director at Explorra for providing this opportunity and guiding me throughout the project. He made all project joyful yet efficient.

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Regards

Sagar Jain

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Executive summary

At Explorra School of Design and Technology, I was given projects to strategies the marketing campaign for the various full-time programs provided by the company. The first step of the project is to work on the available data of clients and programs to identify the needs and benefits delivered by the program to clients (students). The next step involves secondary research for identifying the ongoing successful campaign by various players in the industry. After analyzing the campaign I was taught how the campaign calendar is made and was asked to analyze various campaign which was going on with objective to improvise it. The final project at Explorra required us to prepare the six-month social media calendar keeping in mind the objective of branding of Explorra and generate a lead for various programs. Mr. Geet Sharma faculty at Explorra has coordinated with me for the project and help me to accomplish the project satisfactorily. I also gained insight into paid marketing on social media platforms during the project of preparing the campaign.

1. Introduction

Explorra School of Design and Technology (Earlier known as Xplorra Design Skool) was established in 1999 by Mr. Rohit Swarup and Ninad Shastri in 1999. The institute provided a high-end digital design program then. Over time the institute had tied up with the various foreign university to provide various international pathway programs. The institute headquarter is based in Ahmedabad and various macro campuses in India and China providing courses in digital design.

The journey of Xplorra Design Skool

The journey of the Institute	
Year	Achievements
1999	Birth-Introduced 3 high-end program in animation web and graphic design
2000	first corporate training for times of India
2001	1st Franchisee Campus
2002	Formation of XDS club
2003	XDS sets up 50 the campus in India
2004	Achieved vocational status and introduced the faculty training program
2005	Introduced Cartoon incubator
2006	launched Cell animation program
2007	Launched full-time animation course IPGPM
2008	Explorra gets an ISO quality certificate and completed 100 campus mark.
2009	the public-private partnership with NID
2010	Launched university program BCA in animation and web design
2012	2nd university program BMGA Launched
2013	Signs MOU with RRC Canada
2014	The launched International pathway program

2015	First Sino-India student comic book project launched
2016	Launched international joint comic book and animation project for student
2018	Gujarat's Chief Minister, Shri Vijaybhai Rupani inaugurated the film "Machchhu" an iconic film on which student of Explorra worked
2019	GUSEC Children's Innovation Festival in partnership with UNICEF aims to support innovation led by children in the state of Gujarat.
2020	Digital Design Fest Organized by Explorra School Of Design & Technology

2. Services:

Explorra School of Design and technology provides various small and full-scale courses in digital design. The flagship courses of Explorra are as follow

1. **International Pathway program:** this is the flagship program of Explorra in which students pursue their first year of the course in India and second year in Red River College Canada.
2. **International PG program in animation (IPGPM):** the program provides specialization in animation courses. The course helps pursue a career in game designing and animation film.
3. **Post Graduate program in Multimedia (PGPM):** this program covers 12-15 software tools specializing in digital design. This course provides a good career opportunity.

3. Customer profiling:

1. **Graduates:** The students from this background are mostly have come to pursue a career in the field of digital design. These students don't have prior experience in the field and attracted mostly due to hype in the field.
2. **Engineer:** the student from this background switch from there field and looking for a career in the field, while some are looking pecking in the design sector as they are not happy in their field and looking for other opportunities.

3. **12th passed student:** this student can be of two types either who doesn't want to go for long degree course before they start earning or they are not able to secure good career opportunity in other field and don't want to join any lower rated college.

Students are looking for? : Most of the student comes from a middle-class family and might opt for the loan and looking for career opportunities to be able to repay the loan

So the basic need for the students are as follow:

1. Career opportunities
2. Learning Skills
3. Good connection

Now the most important factor influencing the decision of the student are parents

The parents particularly look at the following parameter

1. College facilities.
2. College learning opportunities.
3. Career prospectus.

4. Methodology:

The project involved the secondary research study the following were the steps involve in the project

1. Clients analyses i.e. understanding the need of the clients and mapping their expectation with program
2. Mapping the key benefits of the program and mapping them against the need of the client requirement
3. Analyzing the ongoing marketing campaign like how the lead is generated and various steps taken to convert the lead.
4. Setting up the objective for social media campaign i.e. branding of institute, generating lead and pushing for purchase decision.
5. Identifying the key benefits of the program that needs to be highlighted in social media campaign
6. Preparing creative ideas to represents the benefits of the program.
7. Analyzing the campaign audience and preparing the message outline to target the audience.

5. Projects:

1. **Preparing a branding strategy for Explorra and International Pathway Program**

The initial task after analyzing the customer profile was to prepare the branding campaign for Explorra institute and its international pathway program. The task involved identifying the customer needs and matching the need of the customer to the USP of the Institute and the program. After analyzing the following featured should be used to brand Explorra.

1. Its unique organization that provides the courses in digital design affiliated from a various foreign university.
2. It provides unique opportunities for employment in a foreign country. (even if the program is pursued in India as in case of Lincoln program)
3. The learning experience due to small batch size and faculty from various prestigious institutes makes Explorra a quality leader.

2. **Preparing social media campaign for Month of June-November 2020**

The next task involves after analyzing the branding strategies involves preparing the social media strategy for 6 months. The campaign has 3 objectives as follow

1. To generate a lead for marketing purposes (June - August).
2. To push students to take up the program (June- August).
3. To ensure students that they have made the right decision (September)
4. To start the campaign for January intake (October - November)

The social media campaign should consider all the USP of the Explorra while marketing the recognized USP of Explorra are as follow

1. Job & Settle in Canada
2. Easy PR process in Canada
3. Recover Total Fees in 2 years comfortably i.e. even after sending money to the parent
4. Govt. to Govt. tie up thus visa is not a concern if all papers in place
5. One of the easiest way to go to Canada
6. 90% of fee can be by Bank Loan
7. Past Success
8. Canada is the hub of Digital Design in the world – thus good jobs

9. Less expensive than other International Programs

10. The Program is designed in a way that will suit everyone i.e. creative mind, logical-scientific mind

11. Option to specialize

12. One could do Bachelors/Masters after 2 years of job @ Canadian student i.e. lower fees

With objective framed and determined USP the calendar for six months is as follow:

June Calendar

The objective of the June campaign is generating lead and pushing clients to enroll in the program			
Date	post objective	post details	post type
01-06-2020	crucial decision making	June is considered as the last month for deciding on academic aspects	tree diagram with binary options (Y/N)
02-06-2020	creativity and it's future	GIF with quotes to encourage all creative professional	Image or GIF
03-06-2020	Testimonials of the industry professional	Testimonial Of Past Student working in Web Design Industry	Image
04-06-2020	Admission open	Our Admissions Are Open For Various International & National Courses Join Explorra Now	Image
05-06-2020	World Environment Day	quote about nature & environment	video representing the recent environmental changes
06-06-2020	World Higher Education Day	It's World Higher Education Day, A day you should dedicate to choosing the right career for yourself.	webinar on " why choosing the right career is imp" can be conducted and taught that struggles of life can be reduced if right decisions are taken in time
07-06-2020	Canada Calling	Canadian lifestyle and USP of the RRC program	video
08-06-2020	Employment Opportunities in Web-Ui Ux domain	career growth in the Web-Ui Ux program	live session

09-06-2020	Learnings at Explorra	video and images of learnings	image/video
10-06-2020	alumni Talk	Experience and learning at Explorra and its international pathway programs	video clip
11-06-2020	Job opportunities rush in this pandemic era	definite career growth in future	blog
12-06-2020	web designing article	This article shares the best trends of web designing in 2020!	BLOG posting
13-06-2020	Admission open	Our Admissions Are Open For Various International & National Courses Join Explorra Now	Image
14-06-2020	Return on investment webinar	fees vs. earning after course explanation	webinar
15-06-2020	faculties @ Explorra	achievement of the faculties and their major area	image/video
16-06-2020	Employment scope in the field	The success story of our alumni with the image and details of the company he is currently working on or projects he is working on.	Image
17-06-2020	life @ RRC	post related students activity displaying the beauty of RRC campus	Image
18-06-2020	unique learning experience	Post displaying students are interacting with faculty and having a great learning experience	Image
19-06-2020	What to do after 12th	a small animation video of two friends discussing career option after 12th and one wise friend suggesting about Xplora designing career	Animation video

20-06-2020	Start of the campaign for Anti-drug day (26-06-2020)	This campaign will aim at the increasing reach of our pages. The campaign will be small competition which opens for all and participants will have to send the video/Gif/photo etc. promoting anti-drug day we will post that on our social media platform and win the competition they have to get maximum likes on their post	a small video and Image
21-06-2020	International Yoga Day	a small animation video showing people performing yoga and video ends with slide showing learn animation for yourself at Explorra	Animation video
22-06-2020	career opportunity in the digital design field	An image illustrating career growth in the field of digital design	Image
23-06-2020	Promoting diverse culture and beauty of campus @ RRC	A post showing the students from different nation interacting representing the diverse culture in RRC post should also make sure to capture the beauty of the campus	Image
24-06-2020	Promoting faculty at Explora	Image of some renowned faculty teaching at our campus	Image
25-06-2020	Admission open	a post regarding admission at Explora	Image
26-06-2020	Declaration of the winner for an anti-drug campaign	reposting the winner post with the advertisement of our brand	repost

27-06-2020	promoting placements	displaying our top recruiter	Image
28-06-2020	testimonial video	A video of our alumni or current students who are happy from our course and advising others to take it	Video
29-06-2020	Career growth in digital design	a post showing the growth of platform like Amazon Prime, Netflix, etc. i.e. showing the growth of the digital design industry and growth in career	small GIF
30-06-2020	career in Canada	a post showing the beautiful city of Canada and the opportunity to settle in Canada	video with showing the scenery of Canada city and giving the message

July Calendar

Date	post objective	post details	post type
01-07-2020	Join Explorra	the clock is ticking half 2020 is gone choose right career chose Explorra	Image
02-07-2020	promoting digital design career	thinking about which career to take up post-COVID slowdown choose animation and digital design leading industry	video
03-07-2020	Explorra branding	21 years leader in the industry imparting knowledge in digital design	Image/video
04-07-2020	message for 12 the students	confused what to do next to take 2 years courses in animation and digital design	Animation video
05-07-2020	announcement of closing day for admission	A post showing time is precious hurry up only xx days left for the admission process	a small video and Image

06-07-2020	promoting Canada life	small video taking students through the course	video
07-07-2020	testimonial of student	a text or video testimonial of students	Video/image
08-07-2020	Promoting diverse culture and beauty of campus @ RRC	showing students interacting and learning together	Video/image
09-07-2020	promoting financial benefit	promoting the Return on investment through small video	Video
10-07-2020	Placement promotion	a series of post showing our students placed with XYZ company	Image
11-07-2020	learn with best	post about our experiential faculty	Image
12-07-2020	promoting placements	displaying our top recruiter	Image
13-07-2020	testimonial video	A video of our alumni or current students who are happy from our course and advising others to take it	Video
14-07-2020	Career growth in digital design	a post showing the growth of platform like Amazon Prime, Netflix, etc. i.e. showing the growth of the digital design industry and growth in career	small GIF
15-07-2020	career in Canada	a post showing the beautiful city of Canada and the opportunity to settle in Canada	video with showing the scenery of Canada city and giving the message
16-07-2020	explorra unique of its kind	best in the industry with a tie-up with various foreign university	video

17-07-2020	settle in Canada	more XYZ students settled in Canada till date	Image
18-07-2020	the success of our alumni	a tribute to our notable alumni by post	Image
19-07-2020	admission closing soon	a post showing missing a chance can lead to great loss contact us today	Image
20-07-2020	promotion for graduates	looking for the job take up the career-oriented course and secure your future	Image
21-07-2020	behind the scene	showing photo how the digital designer can transform green curtain to any view he like learn it for yourself at explora contact us today	Video/image
22-07-2020	promoting red river college	images of red river college with a message get an opportunity to learn here	Image/video with a message in it
23-07-2020	promoting learning experience	post regarding limited students per batch give a great learning experience	image
24-07-2020	Placement	a post showing that corona hasn't stopped us from giving a bright career for students industry is still blooming with an increase in requirement of learned people	Video
25-07-2020	promotion of digital design	post stating an example of some great animation movie or VFX movie and showing about perks of the course	video
26-07-2020	promoting life in Canada	images of the various fun full event done at explorra campus	image slideshow video
27-07-2020	change	a post showing differentiate yourself choose the right career	image showing crossway and more people going on a

			single path and you choosing explorra
28-07-2020	career testimonial	text post of our alumni successfully placed with industries	Image
29-07-2020	admission closing soon	take the first step towards success admission closing soon hurry up	video
30-07-2020	choose passion	it's time to take up your sketching skill to next level learn 3D and no worry you don't need to be pro anyone can excel in software	video
31-07-2020	promotion of explorra	don't wait for next month it's just day contact us today and secure your bright career	Image

August Calendar

the objective for august post convincing converted lead to pursue the program and reduce the drop rate of students			
Date	Post objective	post description	post type
01-08-2020	Admission promotion	Push yourself because no one else will do last few days left enroll today	Image
02-08-2020	life at Explorra	a small video of the journey of students for the first year	Video
03-08-2020	Raksha Bandhan	a post showing digital rakhi, don't let corona celebrating Raksha Bandhan sent your brother digital rakhi learn animation at explorra	Image/video
04-08-2020	promoting students to work	A small clip of students work best if some animation	Animation video
05-08-2020	students testimonial	a small video of our 2020 passed out students sharing his/ her experience	Video

06-08-2020	Get a foreign degree	an image of all foreign and domestic colleges we have a tie-up with for example RRC, Lincoln, NID, etc.	Image
07-08-2020	settle in Canada	A post showing one of our students who is well settled and promoting others to take up the course and also get a chance to settle in Canada	Image
08-08-2020	promoting a career in graphics	sharing post regarding the growth of VFX and animation industry for last five year and prospectus growth of the company in future	video
09-08-2020	cultural diversity promotion	sharing post about students from different province come and study together helping to grow creativity	Image
10-08-2020	Admission promotion	Don't let lethargic attitude to win over your career contact us for a brighter future	Image
11-08-2020	differentiate yourself	it's to work smart choose a career that gives an edge over other classical career choose explorra	Video GIF
12-08-2020	Janmashtami	animation post of Shri Krishna breaking handi and message showing learn animation at explorra	Video
13-08-2020	career opportunity	sharing about how you can shape your career in various fields VFX, animation, etc. i.e. sharing profile which students can work in	Image/video
14-08-2020	promoting RRC	post regarding the beauty of RRC	Image
15-08-2020	Independence Day	small animation video of anime hosting flag and message displaying learn animation for yourself	Animation video
16-08-2020	career opportunity	sharing post about our successful alumni	Image
17-08-2020	students learning experience	a small video of the student doing some animation work screen share video will work	video
18-08-2020	faculty promotion	sharing thoughts of renowned faculty at xplorra	Image with message

19-08-2020	admission open	don't let your dream to come to you take a step and contact us today to ensure greater career	Image
20-08-2020	promoting RRC	sharing some images of rrc	Images with message
21-08-2020	placement promotion	sharing placement percentage	Image
22-08-2020	Ganesh Chaturthi	wish you Happy Ganesh Chaturthi with the high end of Ganesh Ji and message join explorra for animation course	GIF/image
23-08-2020	Jain samvatsari	some good message about peace and wishing happy samvatsari	Image
24-08-2020	promoting ROI	message about 100% ROI on the international pathway program	Image
25-08-2020	Admission closing soon	last chance to secure your career contact us today	Video
26-08-2020	career prospectus	sharing image of different alumni working for a various company as a different role	Images
27-08-2020	promotion of explorra brand	an image of explorra showing building career of thousands of students	Image
28-08-2020	post corona post	beat corona and help us to build your career	Image
29-08-2020	students work	sharing some VFX work of students	Image/video
30-08-2020	digital design promotion	stay ahead and learn what in demand and boost your career learn digital design	video
31-08-2020	Oman	wishing Onam with message learn digital design this onam	Image

September Calendar

The objective of the September calendar is to reduce attrition rate September onwards we can reduce paid promotion and also can keep 3-4 post per week			
Date	Post objective	Post description and caption idea	Post type

01-09-2020	Anant Chaturdashi	May Ganpati Bappa leave his blessings and love behind to fill your home with happiness, joy, harmony, and peace	Image
03-09-2020	Admission open	Last few days left don't miss this opportunity to enroll today	Image
05-09-2020	Students work	Share some student work may animation with a message now learn it for yourself	Video/image
07-09-2020	career opportunity	sharing placement results of 2020 pass out a batch or at least sharing placement of few students	Image
09-09-2020	Life at explorra	Sharing a collage of activity performed during the academic year at explorra	Image/video
11-09-2020	promoting learning method	sharing a video of live classes held at explorra	Video
13-09-2020	faculty experience	sharing testimonial of faculty	video
15-09-2020	students testimonial	sharing the written experience of our passed out student	Image
17-09-2020	career opportunity	sharing the growth in a job in the animation industry	Image
19-09-2020	Welcome on board	a welcome message for our new coming batch	Image/video
21-09-2020	induction program	sharing images of the induction program	Image and video
23-09-2020	sharing academic calendar	sharing the list of various activity to be held during the year	Image
25-09-2020	settle in Canada	sharing image showing don't lose the opportunity to settle in Canada	Image
27-09-2020	admission closing soon	last 3 days left enroll now don't lose this golden opportunity	Image
29-09-2020	students work	sharing students work	Image/video

October Calendar

The objective of the October calendar is to start promotion for January intake of the international pathway program			
Date	Post objective	Post description and caption idea	Post type
01-10-2020	Admission promotion	Hola winter is here contact us today and secure your career	Image
02-10-2020	Gandhi Jayanti	the future depends on what you do today-Mahatma Gandhi contact us today	Image
03-10-2020	RRC promotion	study from the best college in industrial vocational training and become industry ready	Image
04-10-2020	promotion of graphic design	Time is changing be ready with new skill learn graphic design and secure career in the booming industry	Image
05-10-2020	students testimonial	students sharing his/her about his learning experience at explorra	Video
06-10-2020	Message for 12 the students	worried about career choose trending and secure your career	Image
07-10-2020	animation promotion	learn animation and be part of the virtual industry where you can create whatever you like	GIF
08-10-2020	promoting learning experience	experience the enriching learning experience with not more than 20 students per batch	Image
09-10-2020	Canada PR	learn grow and settle in Canada through our international pathway program	image
10-10-2020	branding explorra	leading institute in creating an unmatched career for its student contact us and secure your career	Image
11-10-2020	Message for graduate students	worried about career choose animation/VFX and ensure your brighter career	Image
12-10-2020	students work	sharing a short animation film made by our students	Video
13-10-2020	promoting the VFX industry	The VFX industry is expected to grow at 11.4% CAGR over 5-year opening employment for lakhs of people	Image
14-10-2020	promoting faculty at explorra	sharing about our faculty and their experience	Image

15-10-2020	ROI promotion	Ensure your investment and get guarantee return at explorra	Image
16-10-2020	faculty message	faculty sharing their experience at explorra and about industry	Video
17-10-2020	Navratri begins	wishing Navratri to all with video/image of our students celebrating Navratri	video/image
18-10-2020	Admission open	there is no shortcut to success take a step contact us today	Image
19-10-2020	Canada PR	sharing short story image of students settle in Canada by taking our rrc program	Images
20-10-2020	Alumni testimonial	Video from alumni sharing his/her experience about the course	Video
21-10-2020	Explorra branding	explorra continuing leaders in creating industry-ready student	image
22-10-2020	Placement promotion	guarantee your placement at explorra with amazing placement record till date	image
23-10-2020	students activity	sharing about various students activity held at explorra	Image/video story
24-10-2020	Dream come true	here at explorra we ensure that you not only create your career but live your dream	Image
25-10-2020	Dessera	wishing happy dassera with message kill the devil of unemployment join explorra	Image
26-10-2020	promoting a career in animation and VFX	Be a part of the leading industry. Learn to convert green curtain to a dream join explorra	Image
27-10-2020	students work	sharing small VFX work done by students	Video
28-10-2020	Admission open	It's never late contact us today and ensures your career	Image
29-10-2020	promoting faculty	sharing about the achievement of faculty like more 25 years' experience in the field etc.	Image
30-10-2020	Kojagiri and Id-E-Milad	wishing kojagiri and Id-E-Milad	Image
31-10-2020	promoting explorra	sharing about our tie-up with various foreign university	Image

Date	post objective	post details	post type
01-11-2020	Admission open	it's just two months left for a year to over, act fast and chose a wise career	Image
02-11-2020	creativity and it's future	GIF with quotes to encourage all creative professional	Image or GIF
03-11-2020	Testimonials of the industry professional	Testimonial Of Past Student working in Web Design Industry	Image
04-11-2020	Admission open	Our Admissions Are Open For Various International & National Courses Join Explorra Now	Image
05-11-2020	Return on investment webinar	fees vs. earning after course explanation	video
06-11-2020	student work	sharing some VFX work done by the student	Video
07-11-2020	Canada Calling	Canadian lifestyle and USP of the RRC program	video
08-11-2020	Employment Opportunities in Web-Ui Ux domain	career growth in the Web-Ui Ux program	video
09-11-2020	Learnings at Explorra	video and images of learnings	image/video
10-11-2020	alumni Talk	Experience and learning at Explorra and its international pathway programs	video clip
11-11-2020	Job opportunities rush in this pandemic era	definite career growth in future	Image
12-11-2020	web designing article	This article shares the best trends of web designing in 2020!	Image with link
13-11-2020	Admission open	Our Admissions Are Open For Various International & National Courses Join Explorra Now	Image
14-11-2020	Diwali	wishing you and your family a very happy Diwali	Video
15-11-2020	faculties @ Explorra	achievement of the faculties and their major area	image/video
16-11-2020	Employment scope in the field	The success story of our alumni with the image and details of the company he is currently working on or projects he is working on.	Image

17-11-2020	life @ RRC	post related students activity displaying the beauty of RRC campus	Image
18-11-2020	unique learning experience	Post displaying students are interacting with faculty and having a great learning experience	Image
19-11-2020	What to do after 12th	stop exploring choose explorra and ensure your career	Image
20-11-2020	student testimonial	sharing a testimonial of September batch student	Video
21-11-2020	Admission open	hurry up limited seats available contact us today and attend a free webinar for complete guidance	Video
22-11-2020	career opportunity in the digital design field	An image illustrating career growth in the field of digital design	Image
23-11-2020	Promoting diverse culture and beauty of campus @ RRC	A post showing the students from different nation interacting representing the diverse culture in RRC post should also make sure to capture the beauty of the campus	Image
24-11-2020	Promoting faculty at Explora	Image of some renowned faculty teaching at our campus	Image
25-11-2020	Admission open	a post regarding admission at Explora	Image
26-11-2020	Explorra promotion	sharing some images from the class of September	Image
27-11-2020	promoting placements	displaying our top recruiter	Image
28-11-2020	testimonial video	A video of our alumni or current students who are happy from our course and advising others to take it	Video
29-11-2020	Career growth in digital design	a post showing the growth of platform like Amazon Prime, Netflix, etc. i.e. showing the growth of the digital design industry and growth in career	small GIF
30-11-2020	career in Canada	a post showing the beautiful city of Canada and the	video

		opportunity to settle in Canada	
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6. Suggestion for Campaign:

The following are a few suggestions to improvise the marketing campaign

1. Investing more in increasing the reach of page through various campaign engaging audience
2. Investing in Influencer Marketing to increase reach.
3. Developing a Multichannel campaign program.
4. Developing a college social media page where student activity post is shared on regular basics.
5. Creating a YouTube channel where students share their animation and VFX work.
6. Using some trick to engage the commenters.
7. Working on the creativity of the post to increase the reach.
8. Using the latest trend to increase the reach of the campaign.
9. The post shall be unique so that audience shares the post.
10. We can partner with other businesses to increase our reach for example providing a digital solution to an advertising firm.
11. Preparing a video tutorial for each course.
12. Using different campaigns on a different platform looking at the audience.
13. Encouraging referral marketing and providing incentives for a referral.
14. Developing community on the various social platform of our alumni and faculty.
15. Tying up with the industry in the field to provide the direct employment-based program.
16. Enhancing video marketing through various testimonials and animation videos.
17. Working more on the branding of Explorra.

7. Learning:

The first and foremost thing I got to learn from this internship is for making a successful marketing campaign is to understand our organization to the depth. The initial step involves mapping all our services and analyzing our customer to design our targeted campaign for them. The product services the organization provides should be mapped to find the value of the services provided to the customer. The next step involves is matching the value of our services to that of our opponent to gauge our extra benefits. Gauging our program needs to be done in with both our direct competitor and also a competitor of the industry (substitute).

The other thing I got to learn how to analyze the marketing campaign which is already running in the company. The campaign running needed to be a gauge on two-parameter i.e. audience to whom it is delivered and content what is delivered. The campaign should be specifically targeting its audience and generate interest in the campaign. Also, the campaign should take into consideration the influencer of the client who takes part in his decision making.

The last but important thing I got to learn is how to gauge our social media campaign and set the target audience. The paid campaign needs to be set based on the target age group and budget to be placed for the campaign.

Bibliography:

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