

For Office Use:	
Grade	



Summer Internship Programme

Final Report

infoAnalytica

Submitted to:

Prof. Rajwinder Kaur & Programme Office

Submitted by:

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Section: D

Batch: MBA – FT (2019-2021)

Institute of Management, Nirma University

Date of Submission: 18th July, 2020

ACKNOWLEDGEMENTS

I would like to thank InfoAnalytica Inc., for giving me an opportunity as an intern in ‘Social Media Marketing’ domain. I would like to also thank my mentors: Saumya Khare & Pranav Gupta(Project Manager-CSR) for their constant guidance and help during the internship. I am deeply grateful to my mentors who helped me during problem faced during the internship. I consider this opportunity as huge step in career development, will strive to use the knowledge in the best possible way and continue to work on my improvements. Hope to continue cooperation with them in the near future. I would also like to thank the HR team for giving me the opportunity to pursue internship in this difficult time.

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Completion Certificate



A-5/6th Floor, Westgate, Besides YMCA Club, S G Highway, Ahmedabad, Gujarat, India- 380015

July 1, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Tanmay Sharma**, has successfully completed his internship at infoAnalytica Consulting Pvt Ltd in Marketing Department, as an Intern starting from **30th April 2020 to 30th June 2020**. He was paid a stipend of INR 12,500/- per month.

During the period of his internship with us he was found to be a quick learner and showed a lot of imitative in wanting to learn and completed all the tasks assigned to him promptly. He has been proactive, organized, and grasped our system very speedily. He helped create content for social media campaigns with his analytical skills and led on some of the team calls to deliver optimized results.

We wish him every success in life and career.

Sincerely,

For infoAnalytica Consulting Pvt. Ltd.



Maitree Patel
Senior Manager – Human Resources

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Executive Summary

This report gives the information about various social media handles of InfoAnalytica Inc. The main aim is to analyse, rework and apply changes which are to be made to make the page more interactive & visually consistent. The report covers the overall situation of social media marketing platforms and its contribution on brand promotion & customer awareness of the company and its CSR handle also. They have Facebook, Instagram, Twitter & LinkedIn handles. My objective was to learn the insights of posts or content and understand the impact of social media for long run success. In this report I have included the organization's activities & structure as well as my responsibilities. I have included creative contents designed under my profile. Moreover, this report contains discussion on the process of handling of social media pages by both business & CSR handles. I have shared in depth about the work done during the internship with few recommendations, learnings & challenges faced and the theoretical knowledge that could be related to the work during my summer internship at a reputed company like InfoAnalytica.

(Word count: 180)

PART A: Profile of the Organization

Introduction

InfoAnalytica is a consulting firm specialized in marketing consultancy with focus on providing B2B demand generation support along with marketing and sales intelligence. Established in 2007, InfoAnalytica Consulting Private Limited is a privately incorporated company. It comes under non-government type of company classification and it is registered at registrar of companies, Ahmedabad. InfoAnalytica Consulting Private Limited's Corporate Identification Number is (CIN) U36998GJ1997PTC032192 and its registration number is 32192. Its Email address is inquiry@infoanalytica.com and its registered address is:

Block A/501, 5th Floor, Westgate, Nr. YMCA Club, S.G.Highway, Makarba, Ahmedabad GJ 380015.

InfoAnalytica has 2 more offices- in USA and Canada respectively. In Canada, InfoAnalytica is located at Ontario province and is located at '100-4310 Sherwoodtowne boulevard, suite 137 and 138, Mississauga, Ontario , L4Z 4C4'.

In USA, main office of InfoAnalytica is in California and is having address as '2880 Zanker Road, Suite 203, San Jose, California 95134'. All three offices are equipped with modern infrastructure and equipments.

Mission

At InfoAnalytica, we strive to delight our customers' every day by a "*Stand up, commit and deliver*" team rather than a "*Do the best you can*" team.

The organization's mission describes the scope and purpose of its present business ("who we are, what we do, and why we are here").

Services Offered

InfoAnalytica works primarily in service sector. It provides services in B2B demand generation, Marketing research and B2B marketing analytics.

1. B2B Demand Generation:

➤ Net – New customer Acquisition :

- ✓ Raw data like Firmographics, B2B contracts etc gathered from trusted and authentic publisher networks, crowdsourcing, partner data, cloud data storages, text analytics and various data analytics tools is processed by InfoAnalytica's robust data preparation platform.



- ✓ The raw data is converted into high quality enriched data which is specific to client company's business and needs.
- ✓ Company personas are built through this high quality data and effective marketing campaigns are run for gathering new b2b leads.

➤ High value accounts identified through data discovery and profiling :

Without proper market research and limited marketing intelligence, no business gains loyal and high profile customers.

- ✓ The company uses information revelation and profiling model use data about purchaser aim, site profile, technographic information (introduced web advancements for the firewall), extra firmographics (industry, income, representatives, and so on.), Natural Language Processing (NLP), and other computerized impressions to distinguish high-fit records and fragments.

- ✓ Demand Generation consulting team of InfoAnalytica works to design and find ideal customer profile and thus help in running customized and targeted marketing campaigns in b2b market segment.

➤ Advanced data enrichment model for enrichment of leads :



- Data Enrichment is process of compiling data from third party sources with first party customer data that already exists. With data enrichment, any organization can do better decision making.

- The data like email addresses, phone numbers, employee numbers etc. provided by this company is always appended and manually verified to keep automated marketing platforms

effective and updated to true data. At InfoAnalytica, Data is cleansed on the fly to ensure marketing and sales teams end up achieving 99% accuracy.

- From the data gathered, InfoAnalytica identifies unique patterns and qualify them as MQLs and SQLs using unique lead scoring model. InfoAnalytica uses highly qualified team that uses Inbound Marketing techniques that not just attracts customers for clients but also gives solutions to retain those clients.

2. Marketing Research :

➤ Market Sizing and Segmentation :

InfoAnalytica provides partial and complete package service to different companies for identifying market space and market size for different products. It also provides information of potential customer base, competitors and analysis of various trends. They use latest IOT and data analytics tools to categorize customers based on geography, demography, socio-economic criteria, extend of product use and much more.



➤ Competitive Intelligence :

Knowing competitors well always pays off in terms of staying ahead of competition and making more sales. InfoAnalytica uses the most effective methods for research and competitor data collection ranging from primary research to in-depth mystery shopping exercise. InfoAnalytica gathers all information like local or global presence and influence, number of products, unique attributes of those products, current strategies, roadmaps, customer perceptions, market shares, SWOT etc. about competitors of client firm

➤ Voice of Customers (VOCs) and sentiment Analysis:

InfoAnalytica collect direct and indirect customer feedback through internal (emails, surveys, telephonic chats, etc.) and external sources (review sites, social media channels like Quora, Facebook business, blog comments, etc.) and decode the neuroscience behind it.

➤ Global CSAT + NPS tracing :

CSAT + NPS customized tracking is done by InfoAnalytica to go beyond ratings and scores. It helps to identify actual opinions towards brand over some time span and also check volatility of the product in the market

3. B2B Marketing Analytics:



➤ Accounting Based Marketing (ABM) through predictive lead scoring :

Based on existing and closed accounts, signaling, positive and negative outcomes and third party data, InfoAnalytica finds specific needs for customers and after analysis provides recommendations for improving campaigns.

➤ Churn Analytics :

Most of the available analytics solutions provides current or past churn rate and not the detailed analysis and recommendations on how to reduce it. Through this service company's client companies will receive account specific customized recommendations using ABM model.

Customers or Clients



Industries covered: Medical, Banking, IT Security, Finance, Manufacturing, E commerce etc

InfoAnalytica's Top Management

- **CEO & Founder:** Amit Gupta, Amit Gupta is responsible for iA's strategic direction, product and service line development, key customer relationships and project deliveries.
- **Chief Sales Officer:** Ramandeep Singh Kochar, Ramandeep is responsible for setting infoAnalytica's organic growth strategy, customer acquisitions and development, including its direct and indirect sales forces and initiatives.
- **Director – Customer Success:** Megha Chowdhary, she has demonstrated expertise in establishing trusted relationships with large client organizations as a Customer Success Manager.
- **Principal Consultant:** Tina Bronkhorst, Tina has over 25 years of primary quantitative and qualitative marketing research experience.
- **Director - Research & Consulting:** Zainab Kapasi, Zainab Kapasi has extensive experience in management consulting for global markets, also responsible for developing and grooming resources and designing knowledge management practices. She is also an alumni of Nirma University (IMNU).

There is an Advisory Team also. You can view the team here:

<https://www.infoanalytica.com/leadership>

Financial Statement:

The company is a private Organization firm, so it cannot disclose the financial details to any other party. Because private companies do not need to disclose information to shareholders, there is no to publish their financial data.

Competitors



Global Level

- Deloitte
- Marketingeye
- Oliver wyman
- Bain & Company
- Mckinsey
- Partners



Local Level

- 3 Edge Technologies
- Accubits Technologies Inc
- Brandloom
- Crowsnest
- Krono
- YRSKmarketing

Company Ethos ¹

- Own one's work
- Be a part of the solution, not the problem
- Be Holistic, not myopic
- Do more with less
- Earn trust and confidence
- Pay attention to detail
- Impute
- Focus on hiring and building grade A talent
- Be a partner
- Deliver Results

¹ <https://www.infoanalytica.com/careers>

Information about the Industry

Industry Classification

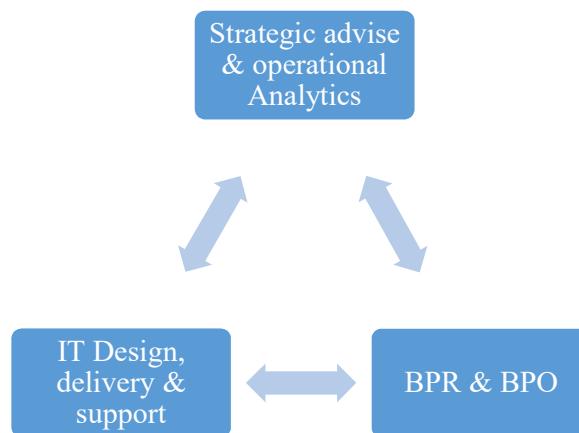
The company InfoAnalytica falls under the industry ‘**Marketing & Advertising industry**’ with major focus on B2B market segment consultancy.

The company also provides IT solutions too, so as per the government norms, it is also placed under ITES(IT enabled service) industry.

The major focus for the company is still ‘B2B Marketing Consultancy’. The company is offering an integrated marketing solution and not just boosting Demand or conduct Market Research! Thus this company has advantage of both the above industry.

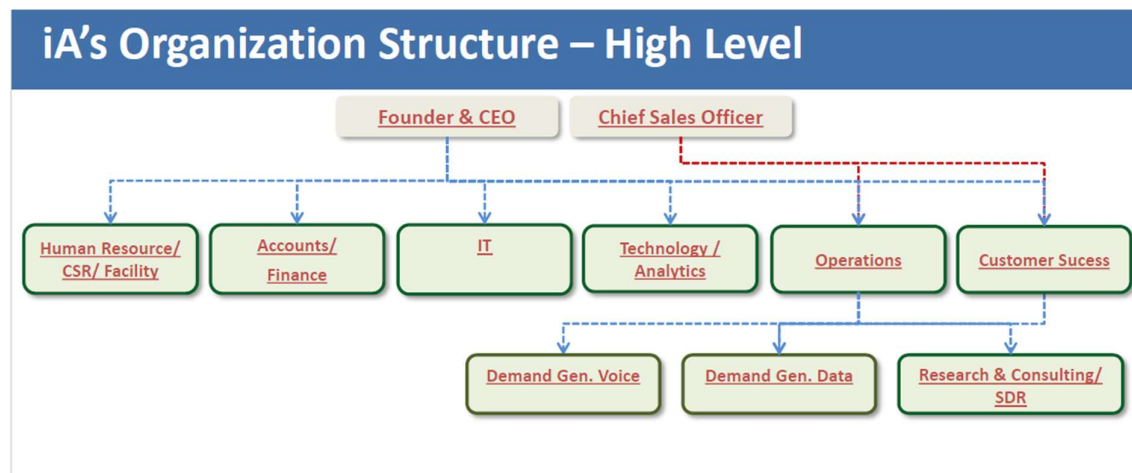
Industry Structure

A Marketing Consultancy firm follows the new age model as given below:



BPR: Business Process Reengineering, BPO: Business process outsourcing

Below is the **organization structure** at InfoAnalytica:



Historic Benchmarks of InfoAnalytica



■ CERTIFICATIONS:



International Certifications Services (Asia) Pvt. Ltd. established as an independent Certification and Inspection Organisation with the main objective to provide value added services to its valuable clients, once certified accepted by International Accreditation Forum (IAF) too.

The Joint Accreditation System of Australia and New Zealand (JAS-ANZ) helps markets work better by providing internationally recognised accreditation services that create economic benefit.

■ ASSOCIATIONS:



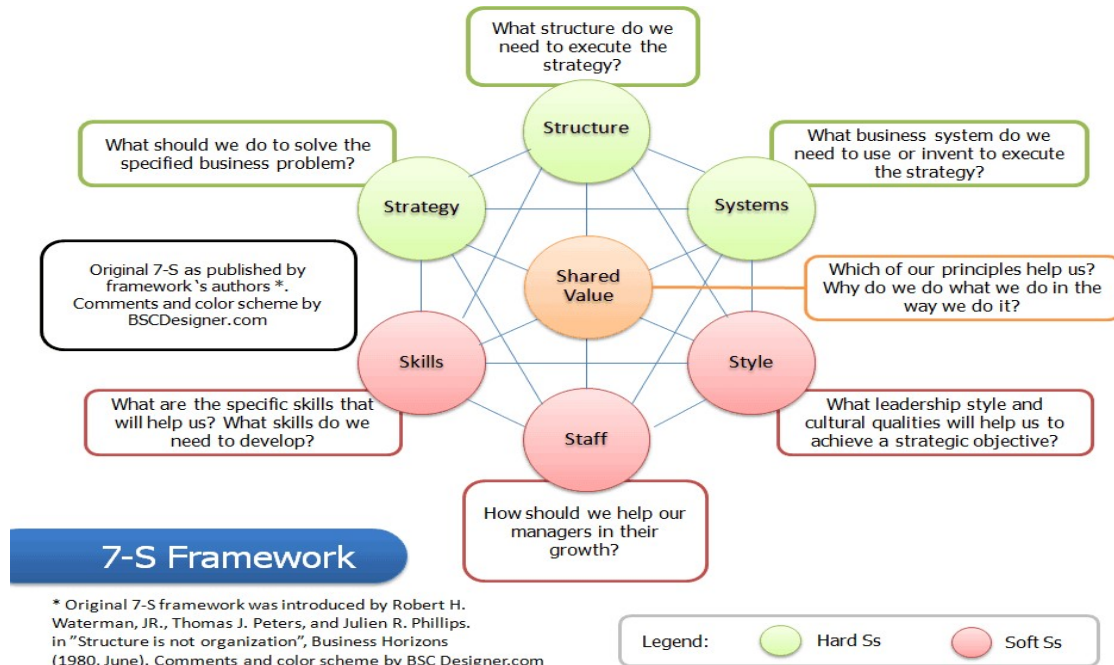
Microsoft recognizes companies awarded the **Silver** Competency for offering the best solutions to customers and for undertaking a rigorous and auditable approval process. A business which has earned a **Silver** Competency is among the top 5% of **Microsoft** partners worldwide.

■ MARKETING RESULTS & GROWTH (by numbers..)



Analysis of company using 7-S framework

McKinsey 7-S Framework is a management model to analyse the effectiveness of any organization.



2

Strategy: InfoAnalytica follows 'Best-cost provider' strategy and target value-conscious buyers or clients (middle market range). The basis for opting the above strategy is ability to offer better service at attractive prices. An opportunity to work with Fortune 500 Clients, serviced globally.

Structure: InfoAnalytica follows a mixture of vertical(hierarchy) & horizontal(peer-to-peer) structure. Major decisions are taken by the CEO, but independent decision making is given to departmental heads. There are over 200+ employees so a pyramid structure is needed for better control. Learn from and work with experts and industry leaders to have an edge over other competitors.

Systems: There is a morning/night shift. It is really important to provide service 24*7 thus the teams are designed in an effective manner. The collaboration between various heads is done smoothly, labour force is important thus they fill up the positions as fast as possible to avoid work load and delay in completing the project. They use state of art architecture and software's to help their clients. Practices and Processes are backed by right resources and technologies

² <https://bscdesigner.com/7-s-framework.htm>

Shared Values: The company believes in ‘stand up & commit’, the aim is to bring out potential talent within oneself and use it in their own work. This way every individual at the company would learn efficiently. The company also has dedicated CSR group: ‘InfoAnalytica foundation’³ where the employees are also motivated to help vulnerable communities with the same dedication at the work place.

Skills: The company hires based on the skillset and then assign departments... Research Associate/Data Associate, Content writer, Project manager, Team lead, Python programmers etc are the job offers. An employee never works on a single type of project, they are always assigned cross functional projects which improves the overall efficiency not just of a person but of organization.

Style: The management structure is divided as per the business model (B2B), there are departmental heads of operations, research, IT, HR etc. On top of it there is an advisory board also, which consists of top marketing leaders in America to guide them properly and help them adapt to the dynamic market ecosystem. Foster transparency and facilitate collaboration amongst our teams

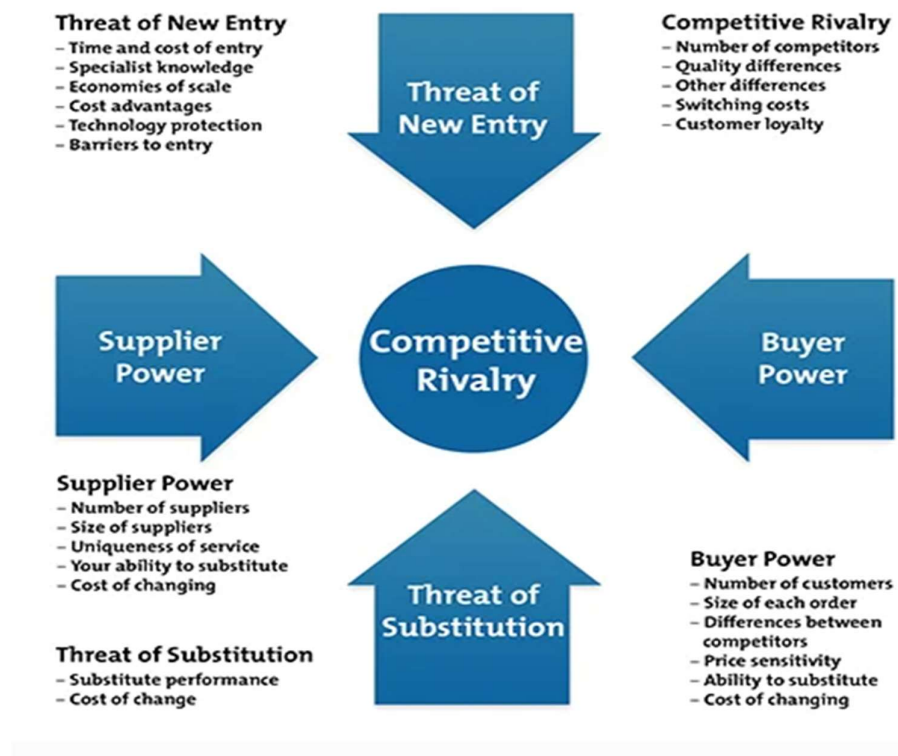
Staff: The employees are hired on the basis of merit & capability. An inclusive and diverse work environment that fosters growth. They are taken care of with lots of benefits.. eg- health coverage for employees & their families, in house Gym & Café, Menstrual leave policy, Training & development programs. They also organise office trips and hosts various cultural fests.

Analysing the organization using McKinsey 7-S framework is a great way to gain a better understanding of its Business and capabilities. After that, they can plan accordingly and move towards achieving the set objectives.

³ <http://csr.infoanalytica.com/>

Competitive Position in Industry

Porter's 5 Forces Analysis



Competitive Rivalry:

- Commoditized Solutions.
- Low cost, little differentiation.
- High Industry growth, strong competitors.
- Small number of large companies.

Supplier Power:

- Availability of vast Talent Pool (experienced & fresher).
- Industrial slowdown and exploitation in thy name 'outsourcing'.
- Demand & supply of IT, management professionals.
- Bargaining power HIGH: Software License providers, Labor (Experienced).
- Bargaining power LOW: Hardware & PC providers, Labor (Fresher), Outsourced sub-contractors etc.

⁴ https://www.mindtools.com/pages/article/newTMC_08.htm

Threat of New Entry: HIGH

- Industry is not capital Intensive.
- Encouragement by government through SEZ, subsidies etc.
- High growth rate attracts new players.
- Large Talent Pool available
- Entrepreneurship boom!

Buyer Power: HIGH

- Revenue can be increased only by targeting Fortune 500 companies! And mostly companies from US & Europe are the clients.
- Quoting of lesser price per hour in order to win the bid.
- High dependency on particular sectors like BFSI.
- Slowdown in clients economy.

Threat of Substitutes:

- Cheaper offshore locations such as Philippines, Indonesia, Chile, China etc.
- The company can start a new company as a whole single unit, eg- (suppose) TCS starts a new company by just leaving out Demand Drive department. This would grow competition towards oligopoly.
- Still marketing & IT industry are not facing High challenges through substitutes.
- There are reports that Machine Learning & Artificial Intelligence will take away such jobs on a large scale, still the companies will adapt to change in the technology.

An organization's strategy is increasingly effective- the more it provides some insulation from competitive pressures, shifts the competitive battle in the organization's favour and positions the firm to take advantage of attractive growth opportunities. InfoAnalytica has taken various steps to stay ahead of other competing rivals.

Problem Areas

- **Attracting and developing new clients:**

Corporate buyers have become more demanding, pushing back against concepts such as billable hours, and requiring fixed fees and with greater transparency on costs. In an increasingly agile environment, clients now expect more value, and a faster delivery of solutions and services.

- **Profitability:**

This margin is shrinking at a time when overhead costs, particularly wages, continue to soar amid a talent crunch, which in turn, is resulting in the consulting practices, struggling with efficiency or lack control of their internal operations, feeling the pressure! There is a continuous fall in the prices of products & services.

- **Competition:**

Specialist firms are not the only form of competition. The increase in independent consultants is also proving to be a major competitive force. Buoyed by innovative new technologies enabling them to do more with less, new players are entering the consulting market, and also digital-savvy business structures are being deployed.

- **Project Complexity:**

Complexity is rising because clients are gaining better knowledge of the projects and are demanding more control. Resource volatility has gone up! Delivering a project is not an issue- the challenge is doing so faster and with tight budgets.

- **Cybersecurity:**

Enormous volume of client information is present with the consulting firms. Storing strategic information, commercial information and personal data too. If the data falls into wrong hands then it can be damaging to both client and the provider.

- **Skilled Consultants:**

Technology is changing at a fast pace, due to which there is constant need for change and adapt strategies to suit the clients. Old methods won't work always. Young people should be hired as they are more exposed to new technologies.

Part B: Introduction

Social media marketing is a powerful tool for businesses to reach prospects & customers. Great marketing strategy can help gain loyalty from the existing customers and even driving leads & sales. Social media marketing (SMM), is a part of internet marketing that involves creating contents on social media networks in order to achieve your marketing goals. Activities include posting text and image updates, videos, and other content that drives audience engagement, and also paid social media advertising.

The main aim of social media marketing for InfoAnalytica is:

“Developing and administering social media content that is designed to engage users and create an interactive relationship between consumers and the company. Write effective content for various social media platforms, perform research on Trends & audience preference, design & implement social media strategy, handle social media presence ensuring high levels of customer engagement, monitor SEO & collaborate with marketing team to ensure brand consistency”

There are two parts where social media handle of InfoAnalytica is divided:

- Business page: This page include all the regular activities held at office (showcase of office culture), services feedback, job offerings etc. They have official pages on Facebook, Instagram, Twitter & LinkedIn.
- CSR page: This CSR page is named “*InfoAnalytica Foundation*”, this page showcase various public services done by the company. They have official pages on Facebook, Instagram & Twitter.

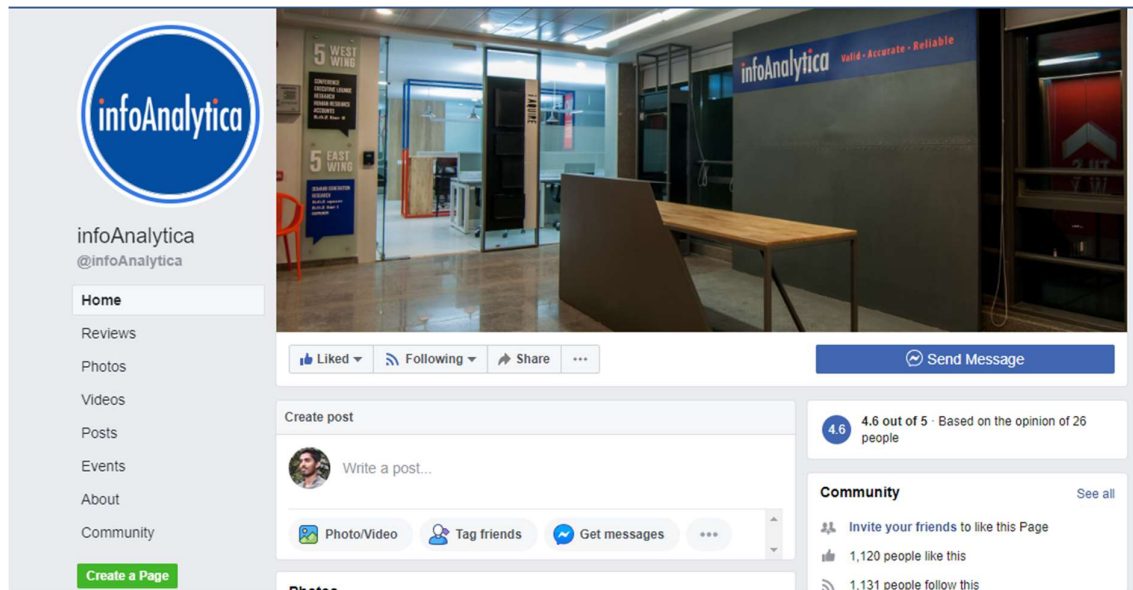
Firstly, I had to handle the official business page of InfoAnalytica for the month of May, currently I am handling the CSR page. For this report, will talk about the work done on official Business page only.

My joining date was 30th April, the first task was the same as ‘company Analysis Report’ which the University has asked us to submit on May 20th. After finishing the report and talk with HR and mentor, a task was given :

“Ways to improve InfoAnalytica’s social media platform !”

I have done Analysis of each social media platforms on subsequent pages !!

1.1 FACEBOOK



- The layout is very good for the Facebook page of the company. The company often shares the stories and the activities happening inside the company which attracts new customers & those willing to apply for the jobs.
- The page is designed in such a way that it's aim is to attract maximum millennials & Gen. Z applicants.

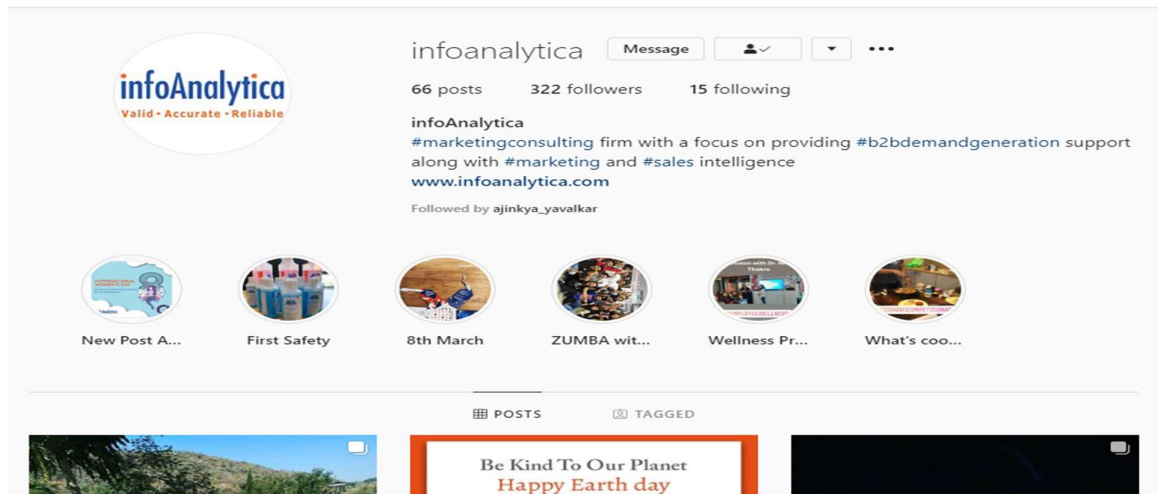
Improvements:

- Posts which tag other users are most likely to receive higher MI algorithm scores and thus have higher reach eg: Tag your employees if they are in the picture, be it employee of the month, CSR activities etc.
- Posts in which the facebook page admins interact with the audience tend to have better organic reach.


ORGANIC MARKETING (Most used on this platform....)

- EXCITE: an attention grabbing headline.
- ENTERTAIN: posts including facts, stories, pictures etc which people can relate according to their interest.
- EDUCATE: It is important that the posts are informative and can also solve problems of the query raised by the people.

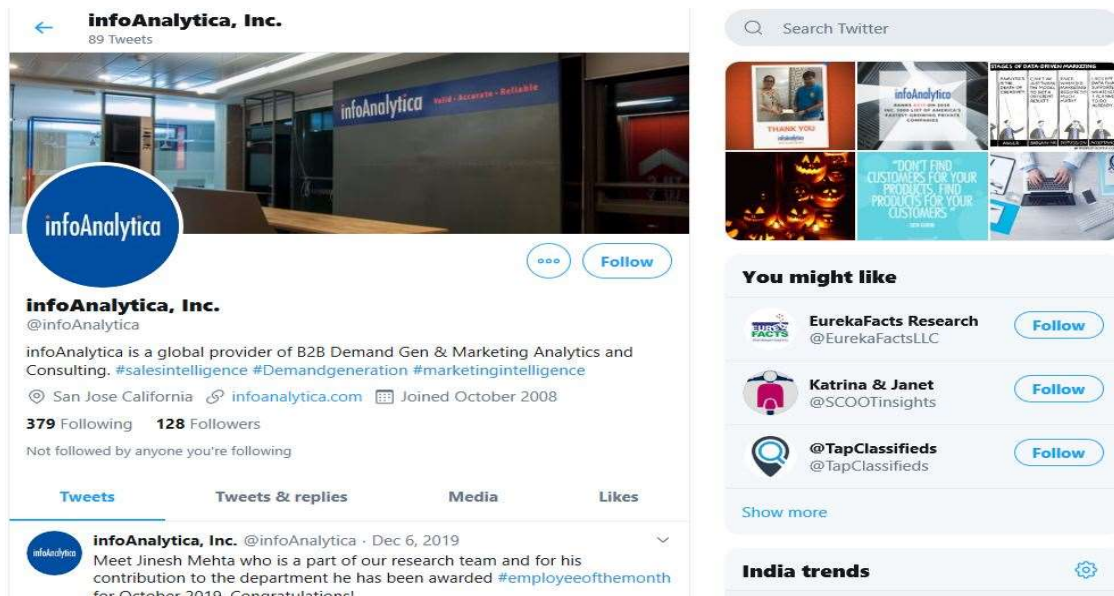
1.2 INSTAGRAM



- The page is updated only after a specific events, of course we can't upload everyday.... But say 2 posts in a week is required to engage more.
- In the bio top hashtags are present defining the company. Make a branded hashtag of infoAnalytica and display it on bio.
- For every post choose 7-11 hashtags... not too much otherwise the account will be marked as spam.
- It has a visually consistent feed, yes display of work culture should be there also try out new types of posts for more engagement.
- Instagram is where stories are told... many top brands use story to engage with the customers, short captions for a questions post, regram etc.
- Tagging needs to be done... like there was a video of employees watching world cup match.. No tagging was done.
- User generated content... example if an employee has special hobby we can regram it on our official page... extensively used by starbucks.
- This page has very high Engagement rate :15.03%

 <p>@ infoanalytica</p> <p>infoAnalytica</p> <p>#marketingconsulting firm with a focus on providing #b2bdemandgeneration support along with #marketing and #sales intelligence</p>	68	15.03%
	327	100.17%
	Uploads	Engagement
	Followers	Average users activity

1.3 TWITTER



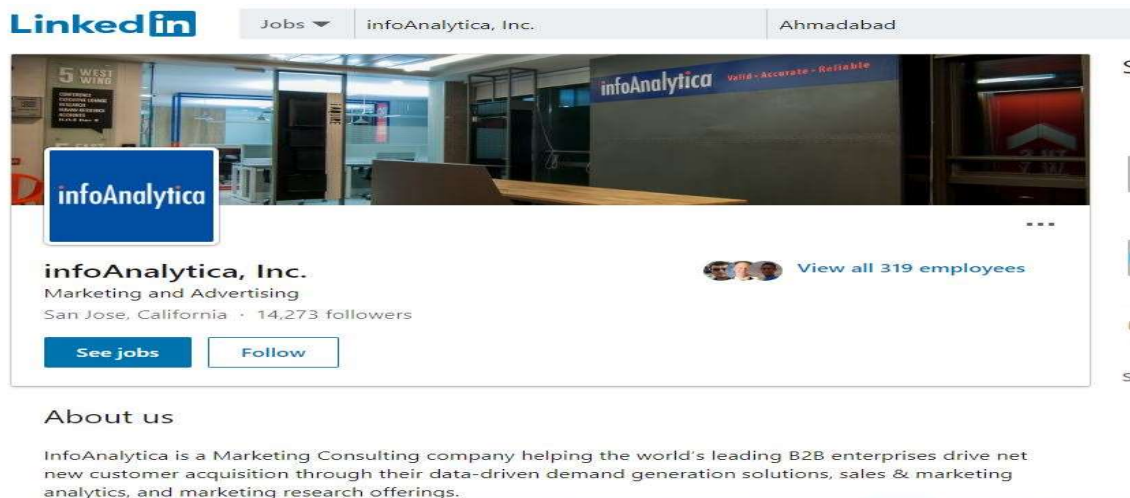
- Joined in 2008, 89 tweets till date. Lot can be done on twitter account. Still retweets of famous personalities in the marketing and data analytics world is truly commendable.

Content Strategy:

- Get visual & creative: use image, videos & GIFs.
- Entertain or Inform: Tell compelling stories & information that could be valuable to the customers.
- Use Relevant Hashtags, of course Always-On & Branded hashtags should be kept as it is.
- Drive Participation: Encourage your followers to retweet
- Twitter Calendar: Marketers make use of their calendar very well by scheduling posts day-wise.
- Run a contest or poll.
- Also share the link of the podcast on twitter too as done on LinkedIn.

This page is not very active, recently only tweet done here was to ask the government about opening of the company, as InfoAnalytica was an ITES (IT enabled services) company.

1.4 LINKEDIN



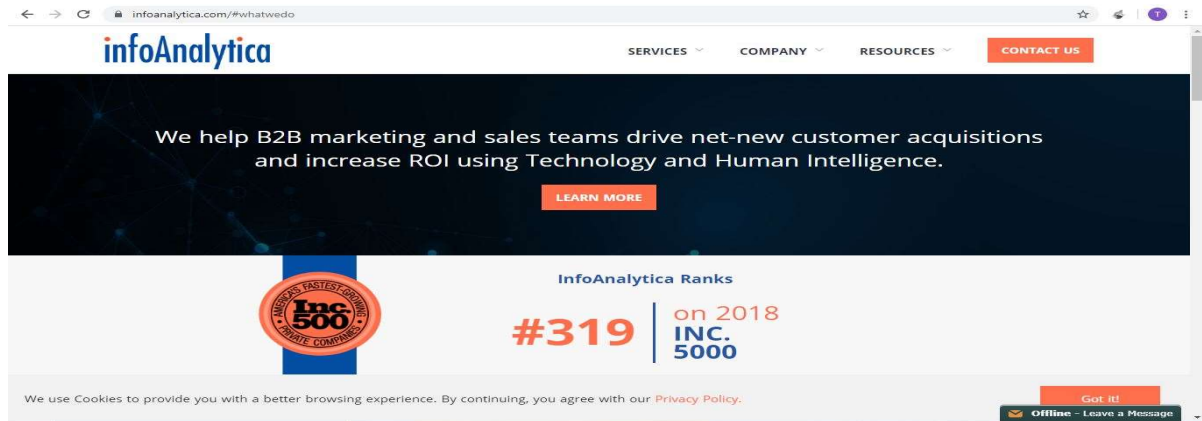
- A very robust company page on LinkedIn of the company which clearly captures the attention of the person visiting the company profile.

Sales lead generation:

- Lead recommendation
- Team link
- Time it well (there is no one-size-fits-all approach, look at LinkedIn analytics to infer the best times)
- Post at least 20 times per month.
- Target not only paid ads(if done during certain seasons) but also organic content cause it is highly specialised ones.
- Attract customers through podcast, reminding the followers of the scheduled forecast.

For business purposes this platform is highly used (of course it is made for that only....). They need to post more in order to attract more followers or clients.... that's the main suggestion.

1.5 WEBPAGE



DESIGN & COLOUR:

- A cleanly laid out website with the colour scheme, clearly states that care has gone into presentation. An attractive website indeed.

PICTURES & GRAPHICS:

- Usage of animated pictures for the services is a good idea. However employee engagement and CSR activities can also be highlighted on the main page.
- Videos are not present. Short videos about company(done by the employees) will be a good idea.

USABILITY:

- A simple user interface with clearly visible sections. The person visiting the site won't find it difficult to navigate.
- However clicking on know more(as seen in the picture) the page just scrolls down the page, which is not needed.

CONSISTENCY:

- The information is not altered frequently and feasible data is given to the customers visiting the site.

Job Applications are processed through website FAQ section only! So the maintenance is pretty good and up to date.

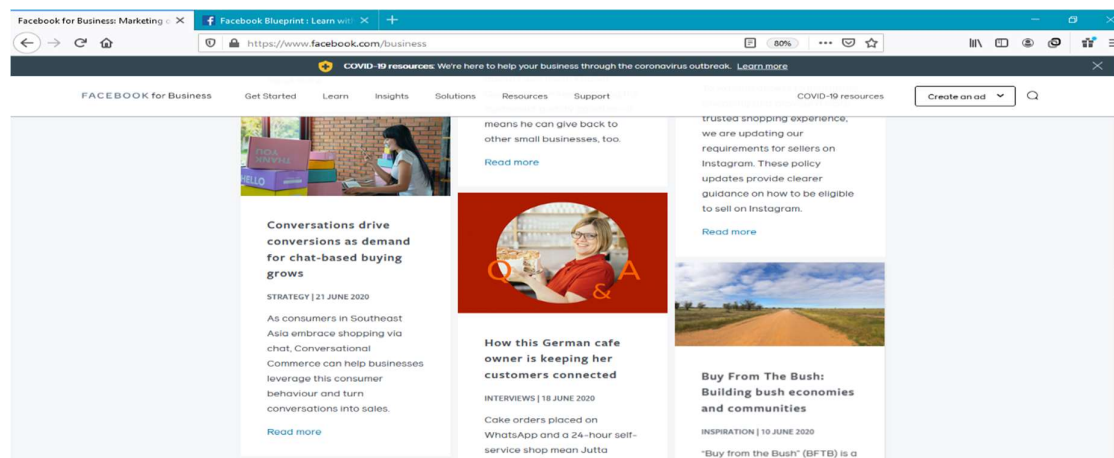
2. Methodology

Facebook for Business:⁵

This is an official tool page from Facebook, in order to help business organization small or big in setting up business pages. It has 7 tabs: Get started, Insights, Solution, Resources, Support, Covid-19 Resources & Learn.

- Get started: Covers Marketing on Facebook, Instagram, Messenger, WhatsApp etc meaning whole Facebook Universe and how to use them for marketing your company.
- Insights: Detailed report on people insights, advertising insights, industry insights, series & reports, insights tools etc.
- Solution: It provides solution with the help of BCG (Boston Consultancy Group) for agencies, developers, Industries, media & publishers, partners, small business etc.
- Resources: Ad specs, business news, creativity, events, success stories etc.
- Support: Business establishment on Social media & how to use Analytics on various platforms provided by Facebook.
- Covid-19 Resources: A special to help the business get back on track with various examples and free tools during the pandemic for both small & big businesses.

I went through the website for Initial week as said by my mentor, covered various topics, got new insights, case studies etc which helped me know more about managing Facebook & Instagram which was widely used by InfoAnalytica. For 'Learn' I will discuss it in depth on the next page. Truly this help centre to get started on Facebook for really good with clear points.

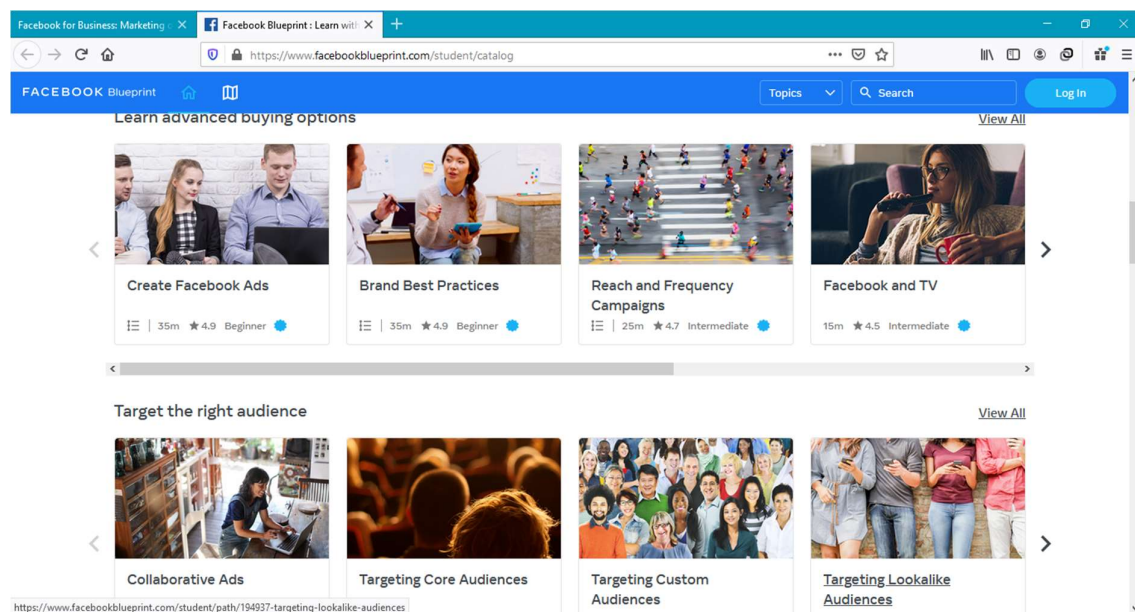


⁵ <https://www.facebook.com/business>

Learn: Facebook Blueprint:⁶

Facebook Blueprint is a free online training site for advertising on Facebook and Instagram pages. It includes various courses. Just log-in from Facebook id is required to access the website. Facebook Blueprint is an easy way for digital marketers to stay on top of Facebook's evolving portfolio of various formats. Courses can be particularly helpful if one wants to master a specific skill. Courses are updated regularly, especially when new features are updated. The Blueprint catalog offers a range of courses across the following categories: *Get started with Facebook advertising, advanced buying option, target the right audience, build awareness, drive consideration, generate leads, promote my app, increase online sales, manage ad performance, Distribute & monetize content. There are certification courses as well with ranging difficulty level etc.*

Facebook Blueprint courses are made to be helpful to anyone planning or currently in marketing on the platform. Those working or specializing in digital or social media marketing must learn on this platform. I did a short course on get started with Facebook, to know about the clear picture of how to use the platform.



‘This approach helped me in clearing certain doubts and pave way for a clear path for my work and strategy to be adopted’

⁶ <https://www.facebookblueprint.com/student/catalog>

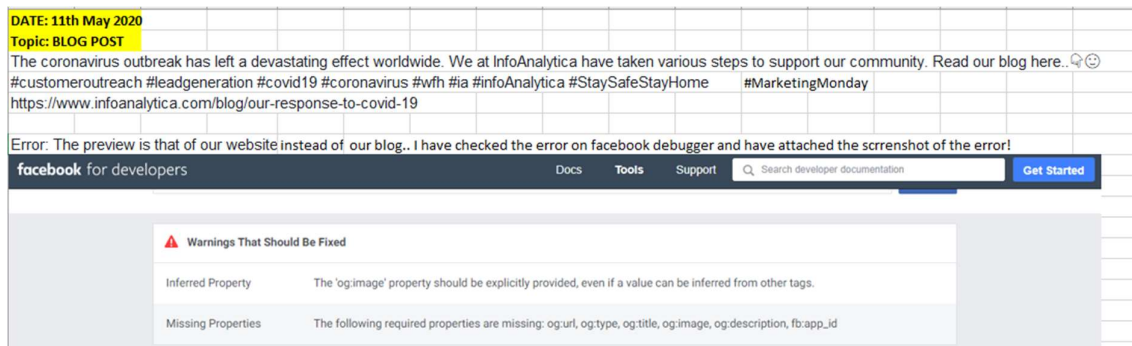
PART C: Project Work

The next task was to design a content calendar for a week for a given platform of my choice, so I choose Facebook as my platform. Now going through their FB/Instagram pages, they posted mostly same photos/videos because both these handles showed the environment at InfoAnalytica. Their aim was to showcase benefits, career growth & work culture at InfoAnalytica.

My mentor told me about designing content calendar on excel, also for relevant hashtags and content type, go through *Facebook for Business* site in order to know more about how to utilize Facebook for growing your business. The followers were mostly employees of the company, so I had to make sure the content suits them specifically. I made content calendar for week 11 – 17 May. The goal was to target core audience on Facebook through interests and engagement.

I selected 3 content types for that week:

- Celebrate a holiday
- Share an article or blog
- Ask a question

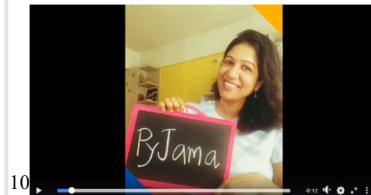
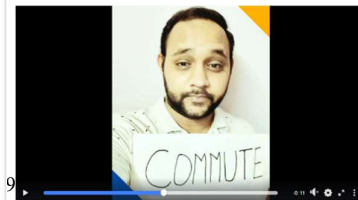


“Our response to Covid-19” was trending worldwide, every company displayed it on their website & social media pages. So I chose this to be posted first. This was first posted on LinkedIn and then on Facebook. ⁷

⁷ <https://www.infoanalytica.com/blog/our-response-to-covid-19>

3. Virtual Connect

Everybody were at home due to Quarantine, the office culture was really missed and adapting to work from home culture was not easy, so we came up with new activity called “*Virtual connect*”. The game is simple, employees have to form groups and send a message depicting changes in their working environment or related to current scenarios. Each of them has to write the word assigned to the respective person and send to us, we will compile the images and form a video. This way despite being at home, group activity was still conducted which were common at InfoAnalytica’s office. My job was to give the content and relevant hashtags and manage any queries (hopefully there were none !)



This activity was in continuation with content calendar, there are two more videos. I have attached their link at footnotes! ¹¹ ¹² This was an interesting task and clearly the response was really good, engagement shot up. These videos were also posted on Instagram handle.

⁹ <https://www.facebook.com/infoAnalytica/videos/275455666918421/>

¹⁰ <https://www.facebook.com/infoAnalytica/videos/1106856359672262/>

¹¹ <https://www.facebook.com/infoAnalytica/videos/539977530002309/>

¹² <https://www.facebook.com/infoAnalytica/videos/881870912318336/>

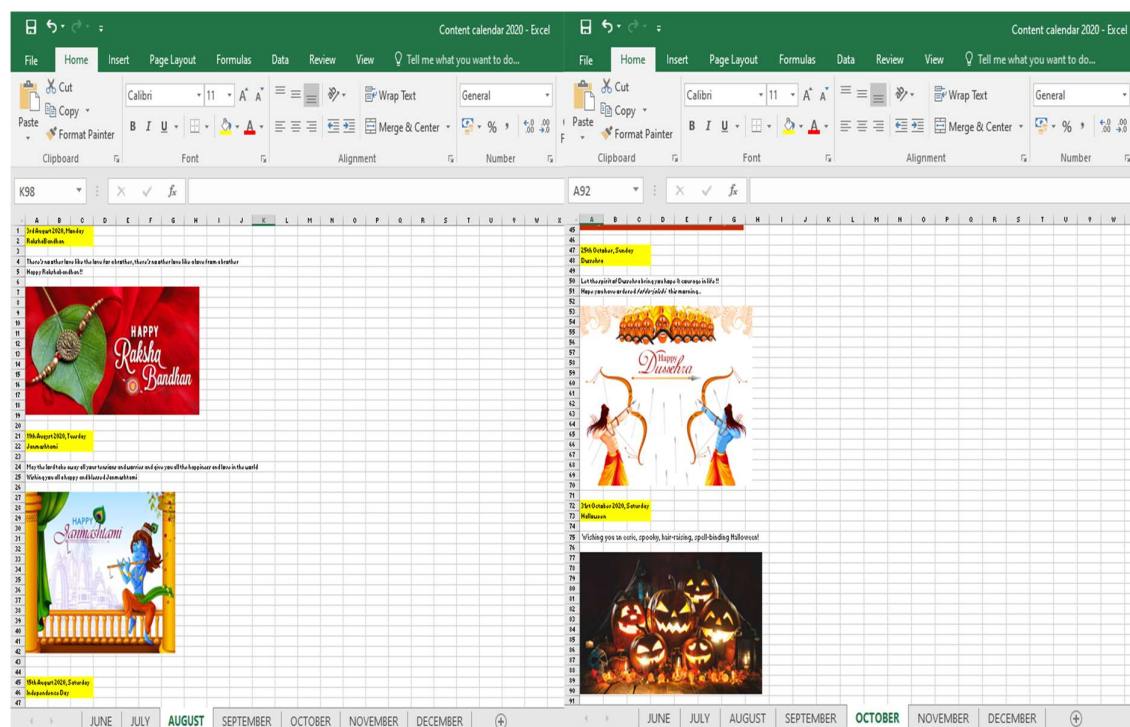
4. Content Calendar

A social media calendar will allow you to track different strategies to see what audience likes the most and save time. As a social media manager, making a Content calendar in advance and scheduling posts ahead of time will save one from bulk of trending topics and informative stories every day looking for ideas. It will also build greater uniformity in terms of your brand style than posting in an unplanned way. Long term social media plan will help set the realistic goals and manage content calendar in a better way.

The first & the basic step is to stay active on social media throughout times. Step 2, Conduct social media audit of things posted in the past and see which type of posts have higher reach and engagement rates. One can also do audit of competitors page too. Search for keywords in sync with your industry. Use the above information to make posts that will expand your reach to people interested in your content.

Finally, a content calendar on festivals & occasions was to be designed having an interesting caption and visually appealing images. The hashtags were not included as they had to match with the trending ones in the near future. The calendar was prepared for June-December, covering all the major festival occasions of India & USA. (The company has many clients in USA). Below is the content calendar finally designed after due considerations...

Below are the screenshots of some ideas from the content calendar finalised...



5. InfoAnalytica Foundation Profile

During the month of May, I had to work on the social media sites of InfoAnalytica. Now, for the month of June I had to work on the social media sites of CSR wing of InfoAnalytica: InfoAnalytica Foundation. The InfoAnalytica Foundation has social media handles on Facebook, Twitter & Instagram.

*“At InfoAnalytica; we understand that we are an integral part of a community beyond our business. Through InfoAnalytica Foundation, our efforts are focused on building equitable and sustainable communities. We touch thousands of lives through our efforts in the areas of quality education, preventive healthcare, heritage conservation, holistic development and, women empowerment. We collaborate with academic institutions, development and non-profit organizations to attain shared goals.”*¹³ Major Initiatives taken are : Doctor dost, adopt an Athlete, be a book donor, sab ke sapne etc. They have collaborated with various other NGO's too for better outreach. The team consists of Mrs. Supriya Gupta(Consultant-CSR & Admin) & Pranav Gupta(Project manager- CSR)

The CSR page unlike the business page has to be frequently updated, and during this pandemic many social initiatives were carried out to help the marginalized ones or those who faced problems during the lockdown period. Prior to me joining InfAnalytica foundation started an online crowdfunding page at Ketto, titled ‘Supporting Migrant Workers And Daily Wage Earners With Ration Kits’, the response was really good as shown below...



Ketto India's most trusted crowdfunding site. Over Rs. 1000 Crs+ raised. Sign In

Fundraiser Ended! This fundraiser ended on June 12th, 2020

This fundraiser is a part of the event **Coronavirus Relief Fund**.

Supporting Migrant Workers And Daily Wage Earners With Ration Kits

START A SIMILAR FUNDRAISER

₹ 10,49,640
raised
186 supporters

Contact
Campaigner & Beneficiary
InfoAnalytica Foundation
Verified
Ahmedabad

¹³ <http://csr.infoanalytica.com/>

The work done by the foundation was also praised by the Gujarat CSR authority for their help during their pandemic. A video was made thanking efforts under COVID 19 with various industries in Gujarat such as Adani, Larsen & Turbo, Tata Chemicals, CGPL, Birla Cellulose and others. The link to the video is attached at the footnote ¹⁴, the duration highlighting the achievements of InfoAnalytica foundation in the video is from 1:55-2:04.

Review of all the social media platforms, website of InfoAnalytica foundation was done and it was regularly updated, with relevant hashtags. Only Twitter platform was not giving the required results like Instagram & Facebook. Website was full of information with case studies & reports.

The plan for the month of June was to create various Campaigns and Community management of InfoAnalytica Foundation handles. You can say this as the ‘task in hand’, the first step to take is hashtag research. Strategies can range from : own branded hashtag or trending hashtags. I used Best hashtags site¹⁵ to know in depth about hashtags usage across the platforms.

The site gives detail about most popular hashtags, second most like hashtags, hashtag report : post using this hashtag, posts per hour etc & Top 10 hashtags related to search. The site also gives recommended hashtags, these above covered the metrics such as popularity, reach, interactions, users etc and also covered various types of hashtags such as content, branded, trending, event, campaign hashtags etc.

Account tags was based on research of previous posts and the sponsors this included media houses, influencers etc. Twitter was absolutely new to me, the word limit makes it different from other social media sites like Instagram & Facebook. So a different content post was required for twitter account.

The handling of the social media accounts of InfoAnalytica was a learning part whereas the handling of InfoAnalytica foundation was totally application part with insights into the regular activity on the page.

¹⁴ <https://www.facebook.com/gcsra/videos/297610964739792/>

¹⁵ <http://best-hashtags.com/>

6. Campaigns

Majorly 3 types of campaign were designed:

- Mazdoor series (online webinar)
- Weekly review of social work
- Short & long term Covid-19 relief work.

Mazdoor series (online webinar)

Webinars can have a huge impact on our strategies by nurturing existing relationships and demonstrate our quality of work. Webinars can provide a way for us to learn, which can spark content ideas during the brainstorming sessions. Webinars can provide with concrete steps to be taken for more effective social marketing. The webinar was an initiative by InfoAnalytica foundation & The Ahmedabad Project(another NGO) for “Creative Fellowship Project”, the project aim was to spread awareness about labourers in unorganized sectors eg- Safaikaramcharis, Security guards, Construction workers, Housemaids, Street vendors etc through artwork. There were 3 webinars held:

1. In conversation with Rushil Pallavjjhala & Dr. Renu Desai on life of Construction worker. May 29¹⁶
2. Communicating culture across media, in conversation with Margie Sastry. June 5¹⁷
3. Researching & working with the informal sector, in conversation with Sudhir katiyar & Ankur Sarin.¹⁸



¹⁶ <https://www.instagram.com/p/CAxWHJSHayB/>

¹⁷ <https://www.instagram.com/p/CBCOG8onYj3/>

¹⁸ <https://www.instagram.com/p/CBVszxlnONP/>

Weekly Review of social work

This included updated data on ration kits distribution¹⁹²⁰, sending migrants home²¹, reply from the migrants successfully sent back etc. Total 5 posts were put up regarding the social work done. This campaign aligned with the continuation of policy of updating social work done as seen in previous posts. This activity can be classified under ‘thought leadership’ posts. Among them one was user generated content about the migrants replying back to the workers who helped them reach home²², this post had the maximum likes and engagement! engagement by proactively sharing content can positively bring more reactions & awareness about the page.

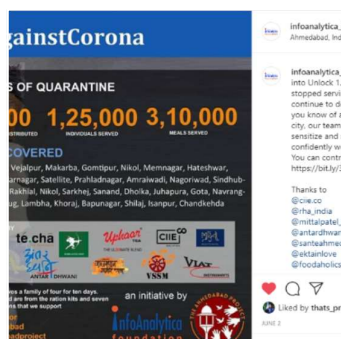
Sending migrants home



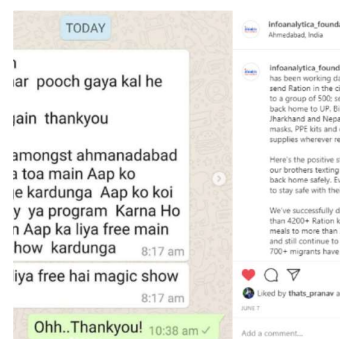
Ration kit distribution



Weekly updates of work



Thank you message!



¹⁹ <https://www.instagram.com/p/CA7Cui3HdOt/>

²⁰ <https://www.instagram.com/p/CA2bQ2nnNEp/>

²¹ <https://www.instagram.com/p/CA28z1unaMb/>

²² https://www.instagram.com/p/CBlwk_aHFlp/

Short & long term Covid-19 relief work

After first week of June, we were into Unlock phase. So most of the social service was coming to halt. The fundraising campaign also ended on June 12. Finally after a week of indulging in ideas, posts covering all the relief works based on short & long term benefits were designed. This also made the donors aware of the work carried out through their financial help. In total there were 10 posts : 5 each short term & long term interventions. This post was also a Thank you note for all the sponsors of the relief work & organization which helped in delivering food & ration kits to the needy ones.^{23 24 25 26}



RATION KIT DISTRIBUTION | Total Ration Kits Distributed: 4,200+

We wanted to give rations to those who could cook and food packets to those who couldn't like the homeless. One kit typically contains (Aata - 5 kgs, Rice - 2 kgs, Dal - 1 litre, Oil - 1 litre, Tea - 100 gms, Sugar - 1 kg, Haldi - 100 gms, Jeera - 100 gms)

SHORT TERM INTERVENTIONS COVID - 19 RELIEF WORK

June 25th post



MASKS AND PPE KITS DISTRIBUTION | Total Masks Distributed: 1,100+

With the help of Mudita Patel Designs, we helped the Ahmedabad Police with face masks. More than 1,100+ face masks were distributed.

SHORT TERM INTERVENTIONS COVID - 19 RELIEF WORK

June 27th post



THE CREATIVE FELLOWSHIP

The Creative Fellowship was an effort to bring the artistic community together to sensitize citizens towards the plight of the poor in India. A team of 50 designers from across the country (From NID, CEPT, NIFT, SRISTI, Anant Fellowship, and so on) got together to create content related to dignity in the informal sector. Posters, videos, graffiti, and social media content, were designed on construction workers, maids, safai workers, guards, and their daily lives. For example, a poster showing how

LONG TERM INTERVENTIONS COVID - 19 RELIEF WORK

June 29th post



HOMEMAKERS' ALLIANCE

Educating women of domestic maids

LONG TERM INTERVENTIONS

July 1st post

There are more posts which can be seen on their Instagram, Facebook or Twitter handle.

²³ <https://www.instagram.com/p/CCGYAeonASB/>

²⁴ <https://www.instagram.com/p/CCDu1RZHRPe/>

²⁵ <https://www.instagram.com/p/CB-sjAwDsAA/>

²⁶ <https://www.instagram.com/p/CB-sjAwDsAA/>

7. Community management

The scope of social media world is not related to just a single site, as a social media manager ones needs to handle different social media sites with mostly different strategy on various platforms. Community management is what happens after publishing the post. It helps in increasing the number of followers with a happy note. Community management can be divided into 4 parts:

Monitoring: tracking conversations that relate to your page.

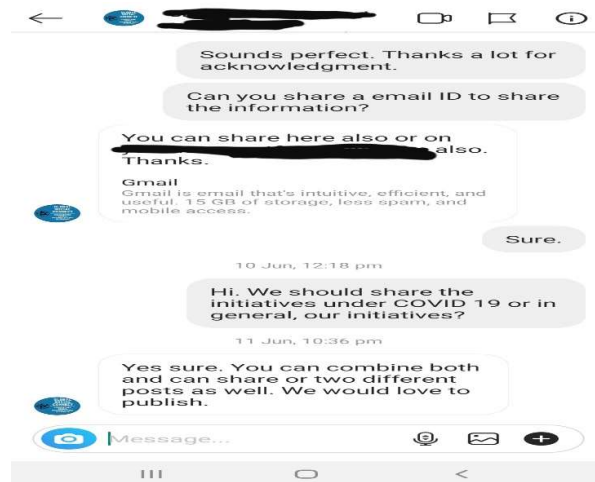
Engaging: proactively engaging with prospects and influencers.

Moderating: troubleshooting customer complaints or queries.

Measuring: Analyzing the performance and getting real, unfiltered feedback.

For monitoring reach, reactions across all the 3 social media handles were monitored for every post as the main aim was to spread awareness which yielded a significant result in the webinar by Margie Sastry where over 100 people attended the zoom meeting , we had to record and send it to those who couldn't join due to limit of 100 participants.

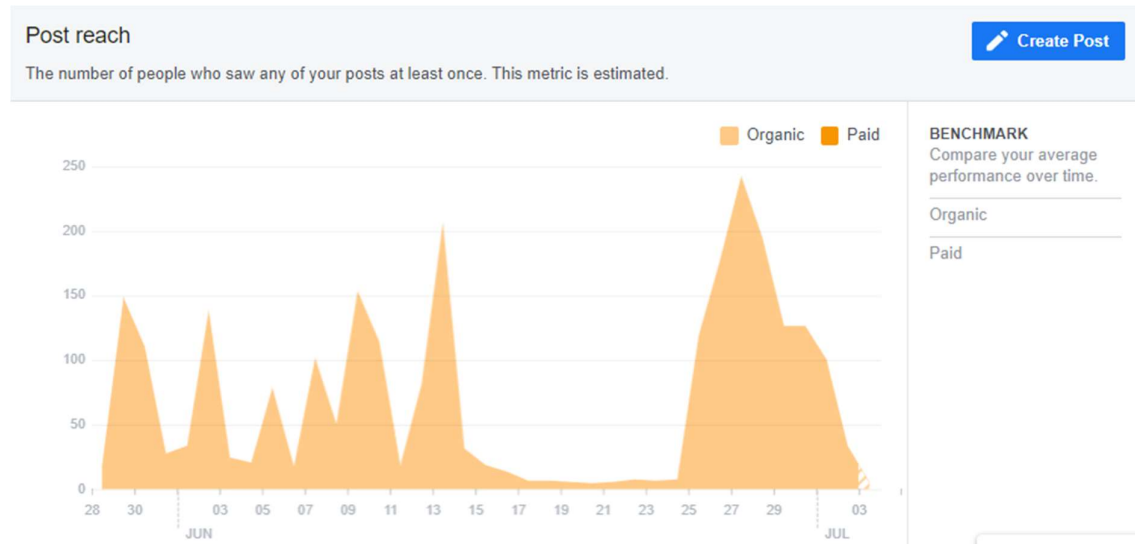
For engaging & moderating, I would share a photo of the chat with another NGO outside India which publishes the work done by various NGO's across the world during the Covid-19 crises. They asked us, we promptly replied. *(Note: the username & email id of the organization is blurred due to privacy issues)*



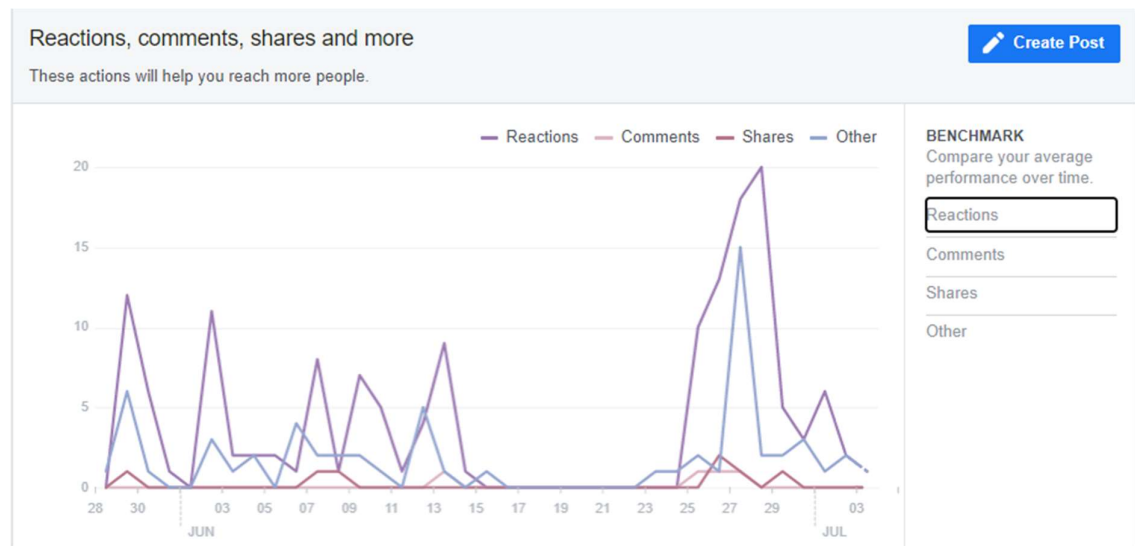
This was an Observation, not written by me, this also helps in knowing the response rate and how fast messages are replied. I worked on monitoring & measuring part only.

8. Analytics & Recommendations

Facebook Insights



This is the data of Post reach from 28 May – 1 July, From period of 28 May-15 June campaign of Mazdoor series & weekly updates was done. The average REACH was around 125 for the 2 Campaigns. For the duration 24 June – 1 July Short term & long term Covid Interventions campaign was launched, the average reach was around 155 for this campaign.

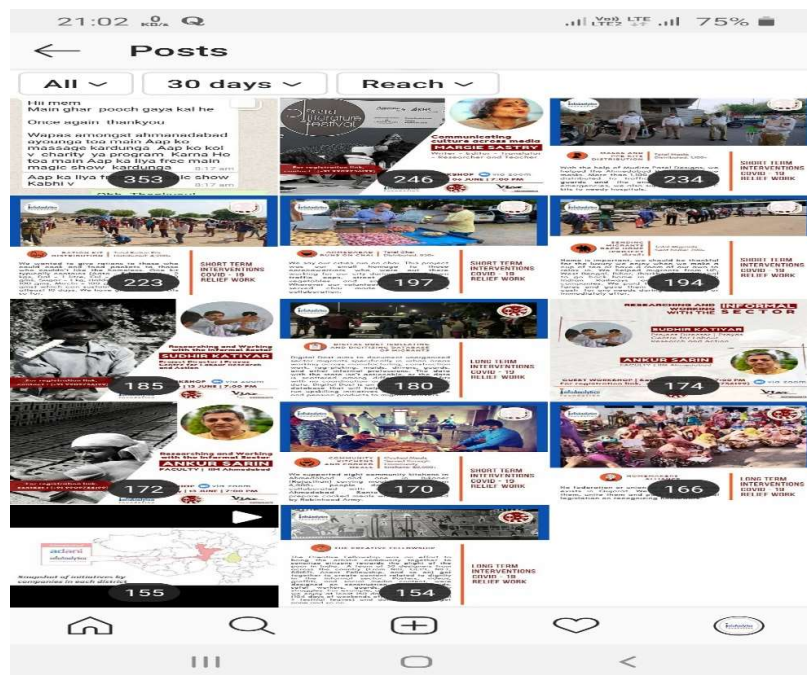


These are Reactions, comments, shares for the Campaigns on Facebook, for the first 2 Campaigns average reaction was 6, for the final campaign the average reaction was 10.

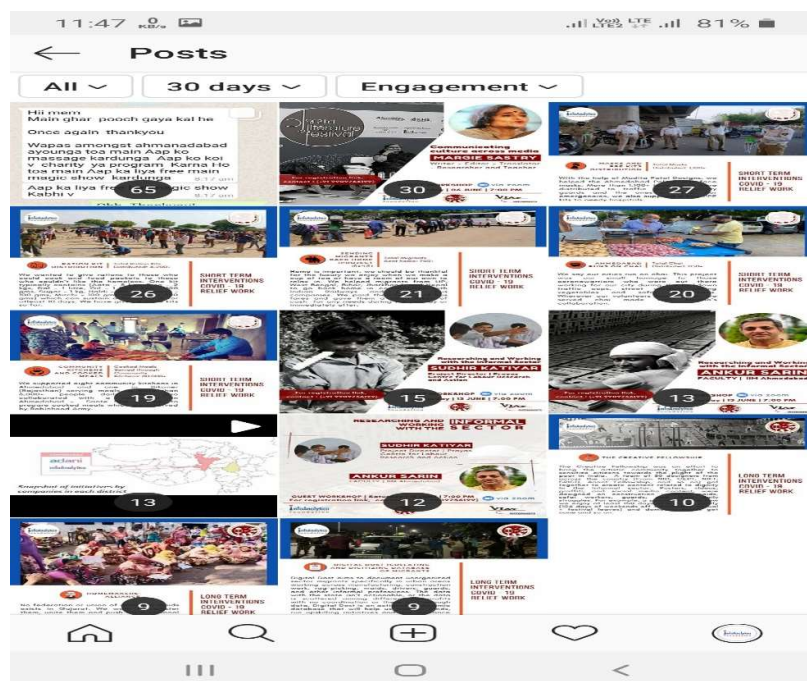
Rate of Engagement = Total Engagement / Total Followers,

Thus R.O.E. is 1.26% for the post in the month of June, on Facebook, however if the base is Total reach than R.O.E. is approximately 10%.

Instagram Insights:



The numbers in the circle denote the reach of the posts posted during last 30 days.



The numbers in the circle denote the engagements of the posts posted during last 30 days.

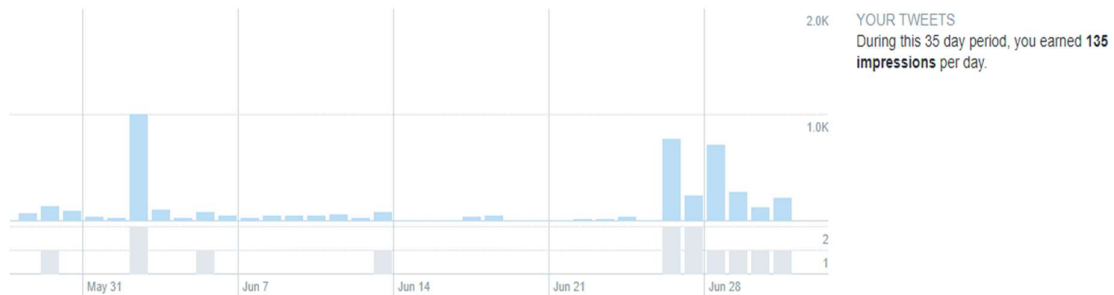
Rate of Engagement is approximately 10% for base as REACH & 4.21% for base as Followers of the page. R.O.E. on Instagram is the best and the response is widely seen through this medium only.

Note: There were posts from 28 May-5 June, not available due to 30 days statistics!

Twitter Insights:



Your Tweets earned **4.7K impressions** over this 35 day period



A total of 13 tweets were tweeted on Twitter, with engagement Rate of 1.8% (Base- No. of followers). The result was above average, a lot needs to be done to boost twitter usage and successful engagement. The key difference is the number of mentions, the more you mention (Influencers, media outlets etc) the more profile visits occur which in turn increases both Impressions & Engagement.

The Campaigns were run on all three social media profiles: Instagram, Facebook, Twitter. According to the Insights Instagram was the best communication channel as compared to the other two (Facebook on 2nd, Twitter on 3rd). However one interesting point to be noted, the R.O.E was almost identical for all 3 of them i.e. 1.8%.

Recommendations:

- Promote the posts, however during lockdown it was not feasible to promote social media posts & only the fundraiser was promoted.
- Use Social-call-to Action, if the posts have valuable information then it would be nice to ask people to like or share the posts (not spamming type).
- Posts update regularly, a post should be there for the day especially for Instagram account but make sure the page outlook shouldn't be altered.
- Post Photos in comments, this works for posts with multiple pictures. Keep one picture in comment section purposefully and write another caption for the picture.
- Keep it simple (no jargons) and be persistent as followers don't shoot up overnight!
- Focus on community management, respond to the likes & love of your followers.

PART D: Learnings

- Relevance is the key ingredient, create content that matters, create posts that grabs people attention otherwise they will just scroll down & lose interest very easily.
- A new technique or strategy word was given by my mentor “RITE” for social media marketing... *Relevance, interesting, timely & entertaining.*
- Write for the people, not the company. The FB & Instagram handles projected the working culture at InfoAnalytica, so it has to be maintained in such a way that any outsider who wishes to pursue his/her career at InfoAnalytica gets to know about the activities at the campus. It cannot be just showcasing achievements of a company or just wishing during festivals!! It has to be dynamic. Similarly InfoAnalytica foundation should keep the users updated with all the social work done.
- Company grows through employees, all the employees who work at InfoAnalytica follow social media page of InfoAnalytica and it's CSR page also. This helps in SEO of the company.
- PRIVACY....YES!! For virtual connect activity I told to tag the people in the video, but there was a rule that the company cannot tag a person without his/her approval. If they want they can share the video with their own personal profiles. However if certain posts are important, then tag people who can wider the reach.
- “Facebook for Business”²⁷ & “Facebook Blueprint”²⁸ these are the official tools from Facebook to learn about marketing on Fb/Instagram platform and also offers insights to various industries and their advantage on using this platform.
- HASHTAGS !! research on which hashtags to be used, how many hashtags to be posted, innovative hashtags (to stand out with rest of the competition eg. #iAcares) , careful usage of special daily hashtags etc. Tagging various influencers also helps a lot
- Stay consistent in your Social media layout & never alter your posting frequency otherwise your impressions will fall.
- Design a content calendar for every month in order to save time and not Rush to post based on the trending topics.
- Check your Insights, compare it on weekly basis to get a clear reason for difference and accordingly select certain posts to promote to garner more likes on the pages.

²⁷ <https://www.facebook.com/business/boost?referrer=boost>

²⁸ <https://www.facebookblueprint.com/student/catalog>

PART E: References

This is for InfoAnalytica Business page, here the work was done from 1st-27th May

- ▶ Website: <https://www.infoanalytica.com/>
- ▶ Facebook: <https://www.facebook.com/infoAnalytica/>
- ▶ Twitter: <https://twitter.com/infoanalytica>
- ▶ LinkedIn: https://www.linkedin.com/company/infoanalytic-consulting?trk=top_nav_home

This is for InfoAnalytica Foundation page, Duration: 28th May – 1st July

- ▶ Website: <http://csr.infoanalytica.com/>
- ▶ Facebook: <https://www.facebook.com/infoanalyticacsr>
- ▶ Twitter: https://twitter.com/ia_csr?lang=en
- ▶ Instagram: https://www.instagram.com/infoanalytica_foundation/

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