NIRMA UNIVERSITY
INSTITUTE OF MANAGEMENT
NAAC ACCREDITED 'A' GRADE

Summer Internship – Final Report

MBA Full Time

2020-2022

ignitarium
Spark On.

Company:

Ignitarium Technology Solutions Pvt Ltd.

Industry:

Semiconductor Industry

Submitted by :

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201101

Company Mentor-   Faculty Mentor-

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Designation – Senior Marketing manager

Ignitarium Technology Solutions Pvt Ltd.

Date of submission- 12th July, 2021

Project Details

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Project Title	Scope of Influencer Marketing in B2B businesses
Organization Guide	Malavika Garimella Senior Marketing Manager, Ignitarium Technology Solution Pvt. Ltd.
Institute Name	Institute of Management, Nirma University, Ahmedabad.
Faculty Mentor	Dr. Aditya Sharma Institute of Management, Nirma University, Ahmedabad.
Purpose of Report	Submitted as partial fulfilment of the requirement of the MBA Course (2020-2022)

Acknowledgement

Ignitarium Technology Solutions Pvt Ltd. presented the perfect internship opportunity for any Marketing student. It opened doors to a new world for me, a world full of brainstorming, market research, and digital marketing in the world of B2B businesses. I consider myself lucky to have been given their opportunity. Ther internship has prepared me for a job in the IT Industry and has truly taught me a lot.

I would like to thank Ms. Malavika Garimella, Senior Marketing Manager and my mentor at Ignitarium Technology Solutions Pvt Ltd, for taking me under her wing despite her busy schedule and for guiding me. Without her and her team I wouldn't have learned as much as I have, and wouldn't have gained as much exposure. I would also like to thank Prof. Aditya Sharma for his constant support throughout my internship.

I would like to extend the most profound feeling of appreciation to each worker of Ignitarium Technology Solutions Pvt Ltd for their leadership and valuable directions which were remarkably important for my project both practically and theoretically. I see as their open door as a major achievement in my vocational advancement. I will endeavour to utilize the acquired aptitudes and information in the most ideal manner, and I will keep on working on their improvement, to accomplish wanted professional targets.

Executive Summary

This report is a summary of the summer internship project executed at Ignitarium Technological Solutions Bangalore in the span of 2 months. It was a problem-solving project with the aim of implementing the solution by the end of the internship period. Ignitarium is a chip design house with offices in India, USA and Japan and they have a huge clientele in various countries. The project assigned was to see the scope Influencer Marketing for Ignitarium who functions in the B2B environment and how it could be utilized. If not, what are the alternatives that could be used on the similar lines. The data collected for this process used exploratory research followed by primary and Secondary research methods. The data collected and its relevance to the topic and the systematic approach that was followed is all stated in the report. Along with working on this project I took on various tasks to help the marketing team with their daily activities. This included testing the website and creating templates and captions for Instagram. I had a very enriching experience and was given ample exposure to the fields of market research and digital marketing and got great insights about working in a corporate environment.

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Introduction

"Battle-tested leadership. Forged-by-fire technology.

We are Ignitarium."

Ignitarium is a Silicon and Embedded System design house, formed with the vision to provide innovative, optimal and relevant solutions for enabling and assisting their customers in product development. Ignitarium is built around a core team of technologists, who share a collective industry experience of over 150 years with expertise in system architecture, logic design and verification, signal processing, FPGA design, embedded system design and associated software development. It has Design Centres in the USA, Japan and India.

On the design services side, our areas of focus are Logic design and Architecture, Design Verification, FPGA prototyping and PoC development, and Embedded Software development. In each of these areas, we intend to complement the capabilities of our customers, and provide consultative services.

Directors of Ignitarium Technology Solutions Private Limited are Sanjay Jayakumar, Sujith Mathew Iype, Ramesh Narayan Emani, Ramesh Shanmugham, Joseph Sujeeth Jacob.

Vision:

 Good people, Impactful Engineering, Great Products.

Mission:

• Fairness, honesty, and the highest standard of corporate integrity guide our operations.

• Provide our workers with a forum that encourages creativity, learning, and personal development.

• Be a reliable partner to our customers, delighting them with value that exceeds their expectations.

Services

 Product engineering services in the fields of VLSI, ARM, AI, Machine Learning, Neural Networks. Provide consulting in Architectural design such as standards for security and safety. From software partitioning to Math/DSP intensive designs, from IP-based to all-scratch ASICs. They also provide technological solutions using audio and video AI.
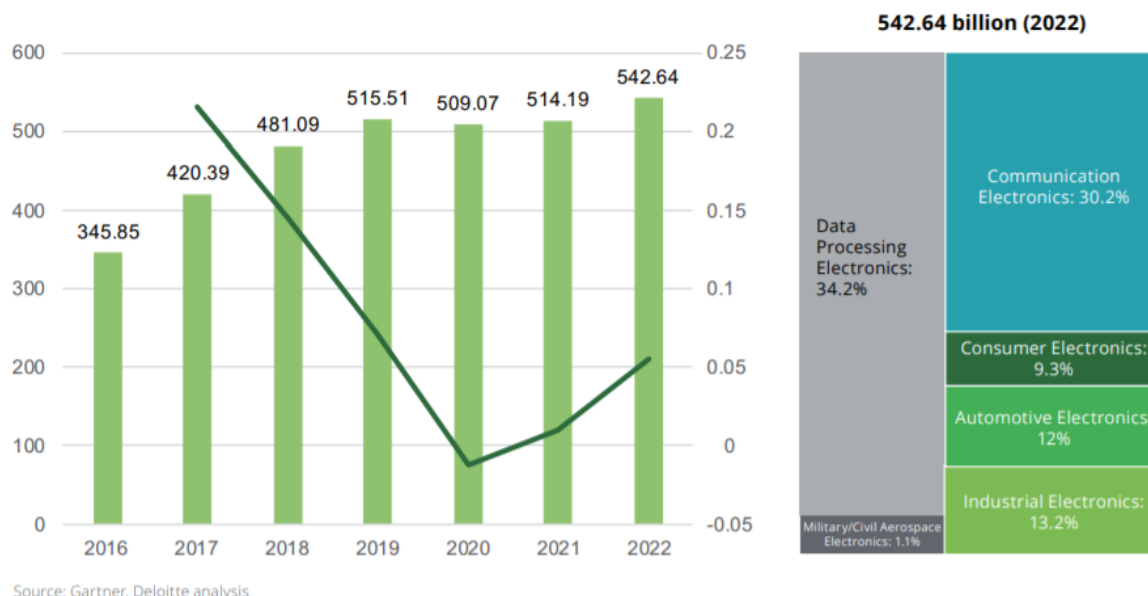
Sector: Semiconductor Industry

Semiconductors are essential technology enablers that power a large number of today's cutting-edge digital devices. Emerging technologies such as autonomous driving, artificial intelligence (AI), 5G, and the Internet of Things, combined with consistent R&D investment and rivalry among key players, are expected to propel the global semiconductor industry forward well into the next decade.

Some of the world's most influential semiconductor players are based in East Asia (Mainland China, Japan, South Korea, and Taiwan). Because of its burgeoning economy, the rise of mobile communications, and the rise of cloud computing, the area has become a semiconductor hotspot.

Evolution of the industry

Figure: Global semiconductor sales revenue (2016-2022, billion USD)

542.64 billion (2022)

Data Processing Electronics: 34.2%
Communication Electronics: 30.2%
Consumer Electronics: 9.3%
Automotive Electronics: 12%
Industrial Electronics: 13.2%
Military/Civil Aerospace Electronics: 1.1%

Source: Gartner, Deloitte analysis

Rising household disposable income levels, combined with an increasingly rising population and urbanization, are driving up demand for both basic and advanced consumer electronics. IC (Integrated Circuit) chips are used in a variety of electronic devices, including smartphones, washing machines, televisions, and refrigerators, to ensure that they operate properly. Several major consumer electronics companies, such as Samsung, Apple, and Huawei, are investing heavily in developing new products to meet the consumer demand for advanced devices, boosting the semiconductor industry's growth.

Due to the establishment of manufacturing and assembly plants by several well-known smartphone manufacturers, such as Apple and Oneplus, China is expected to see strong demand for mobile chips. Furthermore, Taiwan's industry is undergoing substantial expansion, as evidenced by the large number of Taiwanese personal computer manufacturers and their growing research and development investments. Taiwan is also known for producing advanced technology-driven and compact integrated circuits, which bodes well for the market's future development.

The industry is extremely reliant on the United States, which has long been a leading region with a dominant market share. With changes in the country's leadership, the US has begun to introduce trade restrictions with China for 2018, and if the restrictions continue, China's market share is projected to drop by -16 percent. As a result, rising tensions with China are expected to erode the US market's dominance, and the emphasis will change.

In the coming years, Asia Pacific will be a major player. Furthermore, tariffs are imposed on virtually all industrial products and materials used in the production of chips. These tariffs have a bearing on the import and export of composite materials.

Applications of Semiconductors
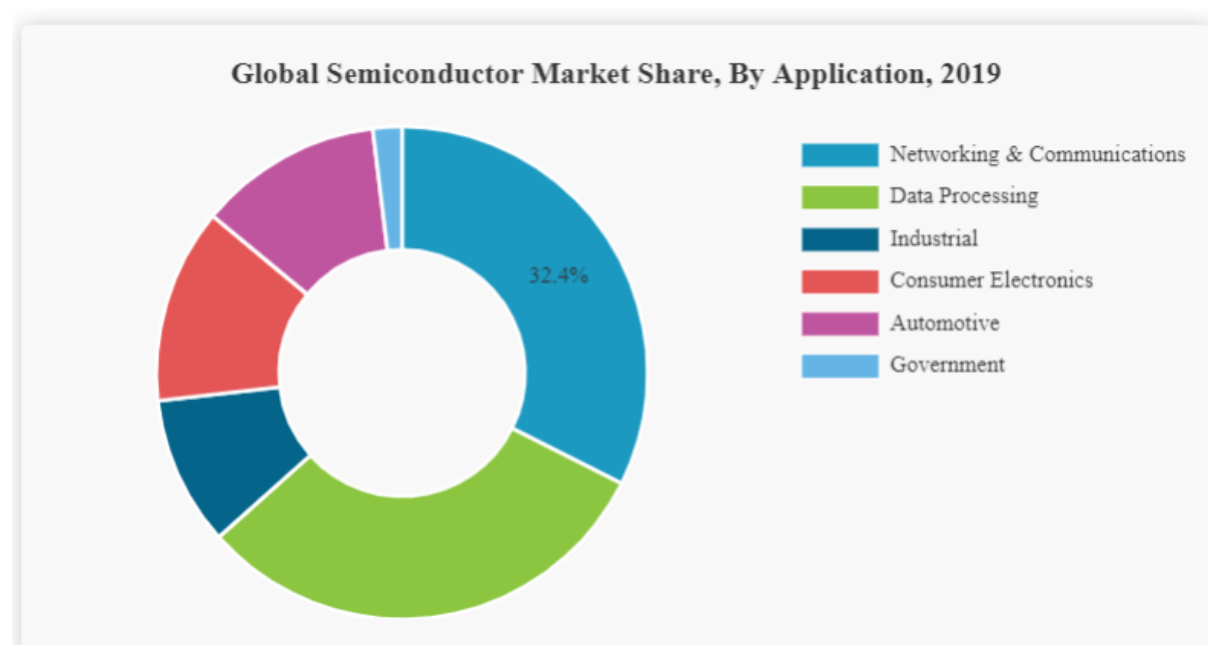
Problem Solving Project

Ignitarium is rapidly growing and their clientele is only increasing. They have recently expanded to Japan as well. Their sales and marketing team pull out all stops for putting Ignitarium on the map and are always coming up with new ideas and campaigns for increasing the reach of the company. Keeping up with the ongoing trends in marketing, one of the areas that the team wanted to explore was Influencer Marketing and if it would flourish in a company like Ignitarium which worked in a business-to-business environment and the project assigned was in this field too.

Problem Statement

Influencer marketing is a form of social media marketing that involves endorsements and product placement from influencers, or individuals and organisations with perceived expert knowledge or social influence in their field.

Explore and analyse if Influencer Marketing can be utilized in B2B environment and what are the other alternatives in the similar lines.

The themes in which influencers and industry experts are the key areas Ignitarium operates in. They are-

- **Automotive FuSa compliance in VLSI architecture and embedded software**
- **Vision AI inspection - for Railroad Infrastructure and Wind Turbine**
- **Robotics software**
- **AI Software Consultancy Services**

Objectives

Study of influencers in the area that Ignitarium operates in. Influencers can be-

- Bloggers
- Vloggers / Youtubers
- Industry Analysts
- Social media influencers
- Podcast hosts
- Micro influencers (<2000 followers)

Project Tasks

1. Identify

Make an xl sheet with influencers in the outlined categories / themes

Also, reach out internally to SMEs to learn about influencers or experts they follow on digital media.

2. How to's of Relationship building

Starting the conversation with an influencer

Budget

Maintaining relationship

Tracking activities

Tracking results / RoI

3. Actual reach out and sign up of sample influencers

Reach out to actual influencers identified in step 1, reach out and sign up will be considered a win in this project

Deliverables:

- Excel sheet with name and contact details of various influencers
- Excel sheet with various softwares and tools to track engagement and connect with influencers.
- Excel sheet with Post ideas for Instagram
- Excel sheet with Competitors and their channels.
- Compiled report on how the project was executed.
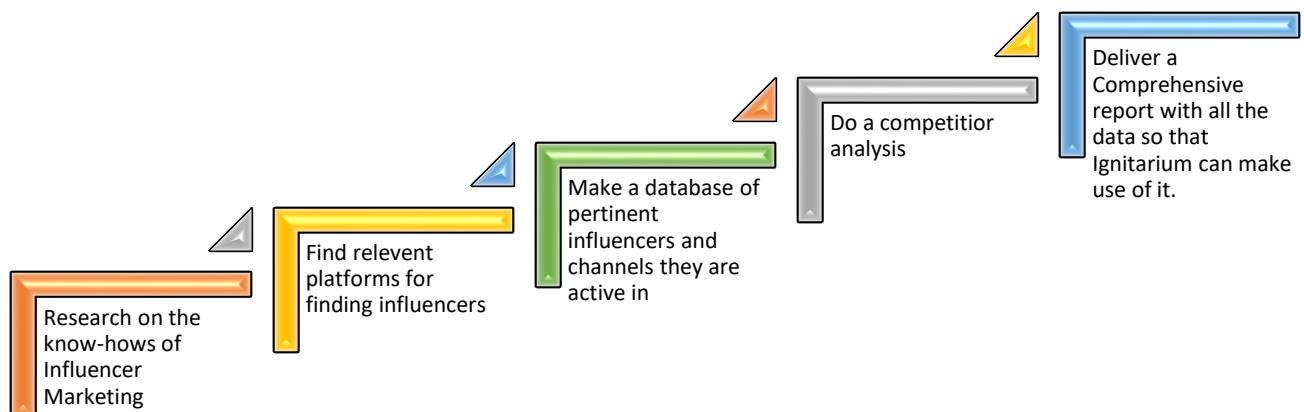
Additional Tasks

- **Website testing-** the company is moving towards a new domain and have revamped their website. My task is o test all their functions on various browsers and report and discrepancies and suggestions.
- **Instagram-** The company is revamping their Instagram page, and I will be playing a part in the revamping as well.

Methodology

Briefing

During the Induction and Briefing process, I was introduced to my organization guide, Mrs Malavika Garimella and Mrs Nishi Anna. I spent the whole internship period working closely with them. They proposed the project and explained their requirements and expectations and also gave guided me on how to go about it. We devised a brief roadmap on how to move forward with the project in the span of 2 months and got started on the project. I had volunteered to take on additional tasks as well along with the main project and they agreed to comply. I was invited to join their daily sync up meetings every Tuesday and Thursday and was suppose to give them updates about the progress as well as take on new tasks that were assigned to me. There weren't any deadlines given and the mentors were always ready to help and guide me in any sticky situation.

Road Map

Research on the know-hows of Influencer Marketing

Find relevent platforms for finding influencers

Make a database of pertinent influencers and channels they are active in

Do a competitior analysis

Deliver a Comprehensive report with all the data so that Ignitarium can make use of it.

- Week 1: Learn and research about influencer marketing, its relevance in the B2B business environment and how bigger MNC's in the same industry have incorporated this method.
- Week 2: Find relevant platforms, their costs and operations and the database of influencers which suit the company's requirements.

- Week 3-4: make a database of relevant influencers on twitter and LinkedIn via manual search and insights from internal employees.

- Week 5-6: Look for alternative options instead of Influencers, other mediums that can be used and conduct competitor analysis

- Week 7: Create a database for the same and look for methods to approach them.

- Week 8: cleaning up the database, writing down procedures for the same completing additional tasks.

Sources of data

The data I received from the company was their list of competitors and by talking to internal sources, the list of experts, journalists, authors etc followed in the given field was compiled. I also got a link to a few podcasts to understand influencer marketing better. Other data was collected via primary and secondary research conducted over the span of 2 months. The major sources for these data included Spotify podcasts, YouTube videos, various blogs and magazines and data from influencer platforms. All the data collected is from the American perspective as the company's main target audience is in the USA.

Approach

Exploratory Research

Exploratory research is the preliminary research to establish the exact nature of the problem to be solved. I started out with Exploratory research to delve deeper in the concept of influencer marketing and B2B businesses to try and understand both of them separately and then formulate a relationship between the two.

Primary Research

Data collected directly from the source is referred to as primary research. This means that the researcher either does the research themselves or hires someone to do it for them. Rather than depending on pre-existing data samples, primary research entails going straight to the source.

I was given a previously compiled list of competitors as my initial data from the company and I researched on what channels were they active on and if our company was present there as well.

I also researched on various tools and software available to connect with influencers and how relevant these tools were in B2B Influencer Marketing. We found tools such as Modash, Followerwonk, buzzsumo etc. and started using their data to proceed further in my research.

Using Twitter Advanced Search, I was able to collect more experts and companies working in the same field.

Secondary Research

The summary, collation, and/or synthesis of existing research is referred to as secondary research. Secondary research differs from primary research in that primary research involves the generation of data, whereas secondary research analyses data from primary research sources.

Through reports of companies like Zinnov, Gartner etc, we were able to find a lot of scope in spreading the reach of the company and also found similar firms that make such reports. We were able to get a lot of required data from these reports that helped us mover further in achieving our objective.

Project Data

Influencer Marketing

Businesses utilise influencer marketing to promote their products and services by working with well-known social media users or bloggers. Influencers typically have a huge, engaged following those brands may use to gain credibility and potentially drive sales.

For many firms, collaborating with influencers is the most effective marketing strategy. The following are some of the reasons why influencer marketing is effective:

- Increases brand's Reach
- Establish the brand's credibility.
- Build the brand's social media following.
- Get more leads by increasing site visitors.
- Boost sales

Average rates for influencers per post across platforms

Sponsored blog posts:

- 96% charge $1,000 or less per post
- 87% charge $500 or less per post

Facebook posts:

- 96% charge $500 or less
- 90% charge $250 or less

Branded tweets:

- 96% charge $200 or less
- 90% charge $150 or less

Steps to inculcate influencer marketing in a B2B business can be broadly defined as:

1. **Identify the Right Influencers for Your Campaign:** An online influencer gains power and credibility by creating content on social media with purpose. Celebrities are well-known for their talent or renown in another field. They may have online impact if they have a large number of followers, but this is due to something other than the material they authored.

2. **Find and connect with influencers using online tools:** There are database tools and solutions that let you search for relevant keywords and obtain a list of influencers, as well as insights that will help you analyse them, to locate online influencers. It's simply an issue of locating one that meets your budget and requirements.

3. **Propose a Partnership Initiative with an Influencer:** The smaller the influencer's audience, the more likely they are to contact you and request a partnership. They'll seek for that type of business since they're seeking to establish themselves as an online content creator/influencer. They may stop doing outreach themselves as they grow larger and instead wait for brands to come to them. When they reach a certain level of success (usually 150,000+ followers on any specific social media platform), management organisations will approach them to take care of the business side of things so they can focus on creating. Brands interested in collaborating with them will conduct outreach since they value the size of their following.

4. **Analyze the impact of influencer marketing on your business:** You must prepare to measure your influence marketing performance, just as you would any other type of marketing. Define your goals and decide how you'll capture information that informs you when you're getting close to achieving that goal or making progress along that continuum when you're first developing your plan. This is particularly essential in terms of branding, recognition, and reputation. Surveys, Net Promoter Scores, and possibly some social listening will help you figure out how many people are talking about you right now. That way, you'll be able to compare the amount of people talking about you to see if it's working when you measure it again later.

Influencer Platforms

A software system developed to assist brands with their Influencer Marketing Campaigns is known as an Influencer Marketing Platform. Influencer Marketing Platforms offer businesses and agencies influencer discovery tools, as well as vast searchable databases of potential influencers based on smart algorithms.

After a deep dive study into various platforms and their working, the following software were shortlisted for a detailed demo and research as shown in table 1. The below image shows a glimpse of the discussion between my mentor and I about the influencer platforms.

Figure: discussion between my mentor and I

Table 1: Influencer Platforms Shortlisted

Influencer marketing platforms	Comments
Famebit	Closed self service
Feedspot	Gives a list of sources but to contact them payment has to be made
Winkl	Small scale mainly for indian influencers
Little bird	Acquired by marketing solutions company sprinklr
Inpowered	Ai powered roi calculator
Grouphigh	Downloaded tech influencers list. None of the contacts are useful
Cison	Platform Needs demo
Followerwonk	Explicitly for twitter Can search for influencers using keywords Can connect with one for free
Buzz sumo	Got a 30 day free trial and 100 free searches. Can use keywords and look for bloggers and influencers. Content analyzer
Topsy	Website is malfunctioning
Upfluence	Need to schedule a call for a demo. Cannot access the database otherwise.
Onalytica	Has lot of reports Can be of good use
Hypr	Need a demo. Has a database of micro influencers which may be of use. Nothing is mentioned explicitly.

Traacker	Mostly used for B2C has good tracking tools Not for the IT industry
Medium	Self-publishing platform
Dovetale	More useful for b2c. need a shopify id to access for free
Modash	For instagram and youtube, good tools can be used for narrowing down influencers on these platforms using keywords.
Grin	Has many guides that can be accessed for free but the main tools and influencer database require a paid plan without which they can't be accessed

After going through each of these platforms in detail and checking their costs and benefits, we decided to try out a few of the platforms to compare each of their services. The shortlisted platforms were:

- FollowerWonk: It is a Twitter analytics tool that helps users explore and expand their social network by finding, analysing, and optimising for social growth. It also visualises data in the most active moments for a user's followers, making it simple to make smart business decisions at a glance.
- Buzz Sumo: It is a cloud-based tool that helps you find the finest social and search engagement, content, and outreach options. Find fresh keywords, hot articles, client questions, and content success while keeping an eye on what matters most to your company.
- Onalytica: Onalytica provides clients with the tools, professional services, and consulting they need to operate successful influencer marketing campaigns and incorporate influencer marketing into their overall social advocacy strategy.
  A sample Onalytica curated list- https://onalytica.com/blog/posts/iiot-top-influencers/
- Modash: it is a subscription-based service. Marketers can use one login to create influencer marketing campaigns, find influencers, assign them jobs, engage with them, pay them, and track the effectiveness of their efforts. Modash will soon be able to track conversions from Influencer marketing, which is a future UVP.

Since the domains specified by the company were very specific and technical, finding influencers on Instagram was not possible as the kind of demographic available there did not match the interest. Twitter and LinkedIn were the most prominent social media platforms used in this research.

FollowerWonk was a very valuable tool. It helped find influencers using keywords and also gave the engagement ratio, retweets and likes per tweet, followers and country of origin. The premium version of this application also gave the cost per tweet of a particular influencer.
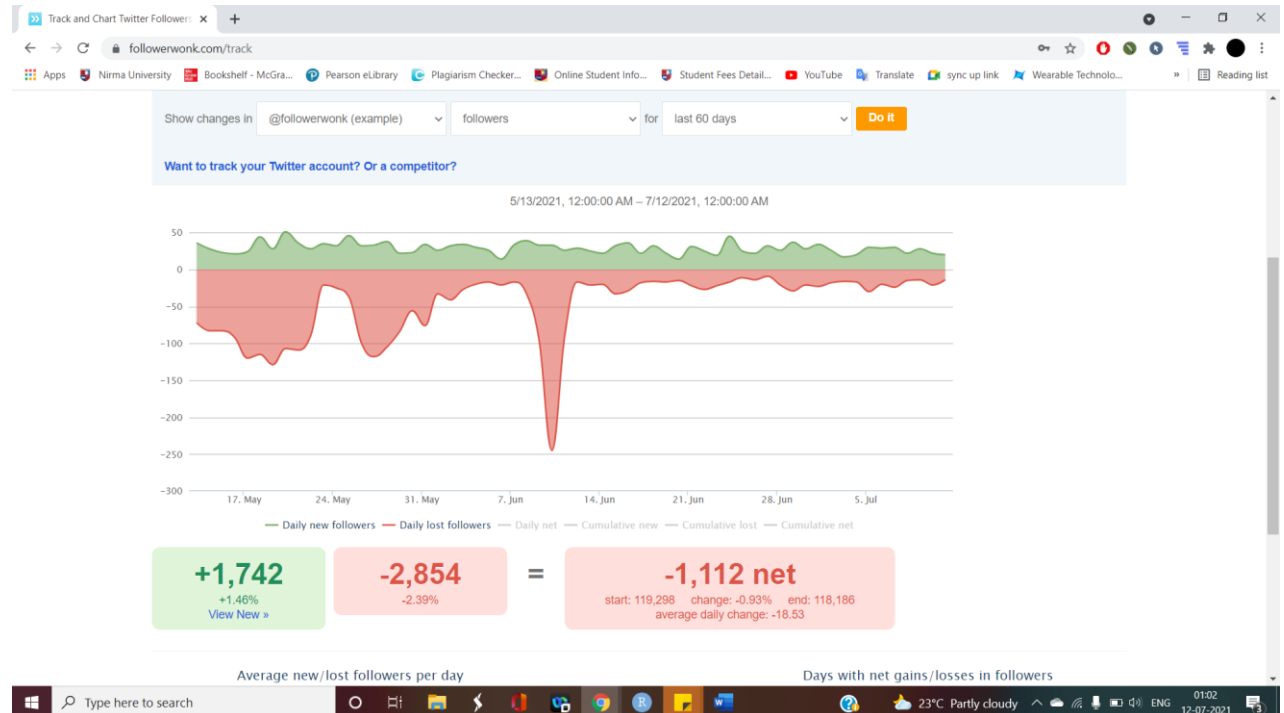

Figure: a look at the features of followerwonk

Buzz Sumo was a great tool to find influencers on other platforms like YouTube and podcasts. It also had a section for blogs and articles. The click rate, number of listeners, subscribers, views, engagement rate can be compared for various influencers across a variety of platforms. Also for the company's social media quality insights and analysis can be generated.
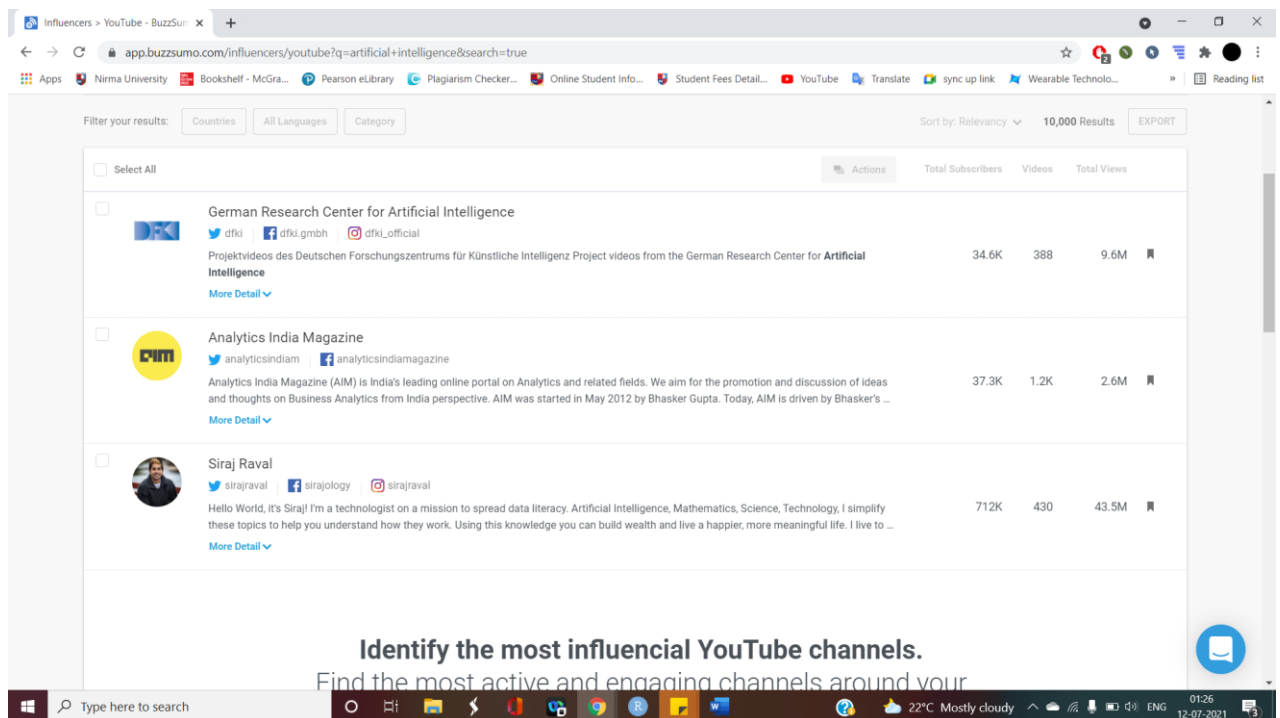
Figure: a look at the features of Buzz Sumo

Onalytica has curated lists of influencers in various fields especially for industry experts and influencers with a presence on LinkedIn. Various useful lists were found on this website and were free of cost to download and were very insightful and helped in generating many leads for further research.
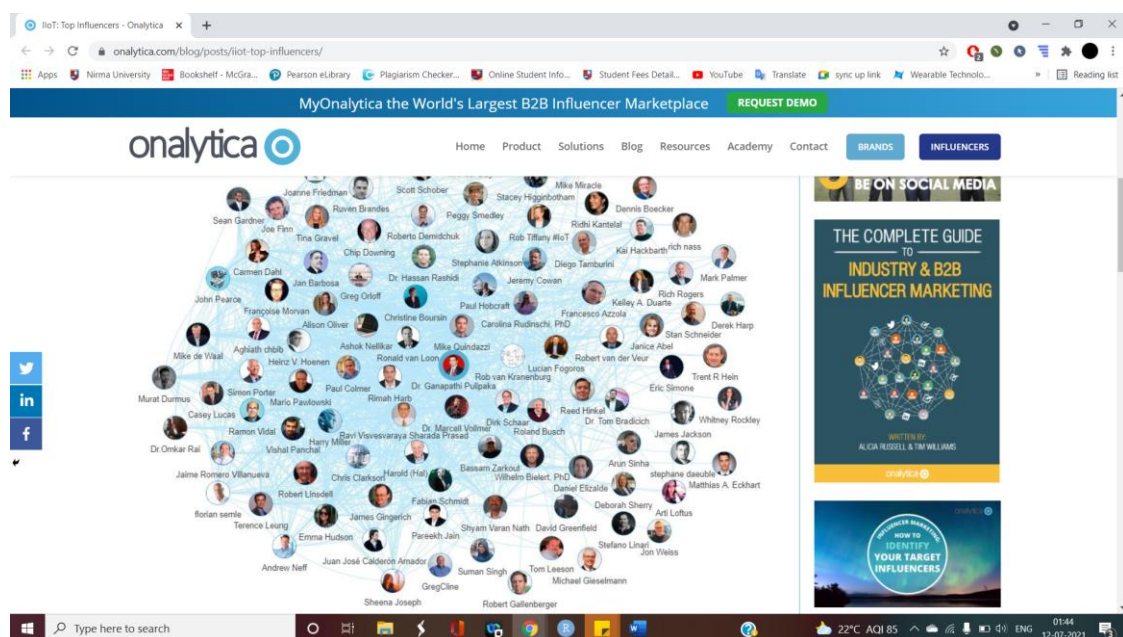

Figure: a look into the curated lists of Onalytica

Database using leads generated from Internal sources

I got some help through my mentor who was able to get names of experts and technology-influencers that the employees in the company followed and looked up to. After getting the list my task was to use twitter and manually search for these names, their associated domain and any contact details if I could find. Also, the company they worked at or owned, their designation, their country of origin and the number of followers they had. Along with this I had to find other influencers they interacted with who were in the same field as them.

To do the latter part of the task I started out with the manual search option on twitter but soon found out that this was a tedious process and will waste more time. Hence, I used twitter advanced search.

Filtering options in advanced search might help you find highly particular stuff. You could see every Tweet from today that included the words "what should I order for dinner?" from someone in your city (or another area). You could use the filter to see everything a specific account (maybe a competitor) tweeted in October. Even if you forget who Tweeted it, you can find a Tweet by recalling a phrase in it. You can find all the users who have the word "fashionista" in their profiles, as well as a lot more.

What information do you have about the item you're looking for? Start with the "Words" section if you're looking for a certain term, phrase, or hashtag in a Tweet or bio. Start with the "People" filters if you're looking for individual accounts. "Place," "Date," and "Other" can help you narrow down your search. Begin with broad search terms and narrow them down as needed.

For this exercise I have used the twitter mentions section of the advance search option. I put in the twitter handle of the initial lead and then the search results lead me to various authors, magazine editors, online blogs, magazines, podcast hosts, etc.

This opened doors to the next step of our research which was to explore the alternative options which were similar to influencer marketing and more viable and cost effective.
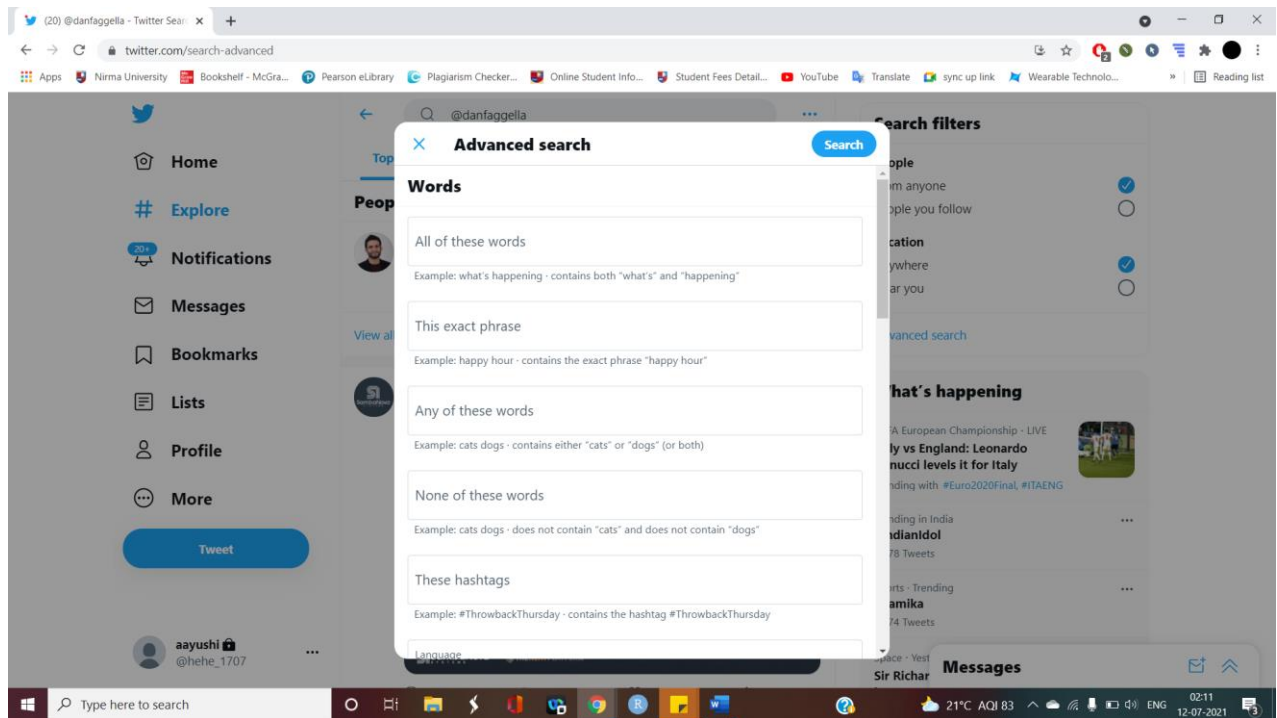
Figure: Advance Search window on twitter

Competitor Analysis

A research on the competitors of Ignitarium had already been done by the marketing team at the company. I was given the list and my task was to find out in what channels these companies were active and if Ignitarium had a presence there as well or not. This was done by visiting the company website and seeing their channels as well as using the analytics tools mentioned previously in this report. By doing this exercise I was able to collect a lot of data about various online magazines and podcasts as well as guest webinar series and international semiconductor associations that existed but the company wasn't aware of them. There were also platforms that the company was aware about but weren't able to utilize it. The list of platforms are mentioned down below.

Table 2: list of forums

Workspace connect	Businesses are striving to give employees with spaces, tools, and roles that align with the technological, real estate/facilities, and people management revolutions. WorkSpace Connect is a network for business executives from all three areas to come together and learn from one another on how to establish a cohesive approach.
COMPOTECHAsia	Hong Kong based electronic technology news portal
pico group	Brand Activation company. Provides complete solution for brand engagement digital experience and enablement.
Grupo_ProTG	Grupo ProTG is made up of partners with more than 30 years of experience in the insurance market, which contributes to provide peace of mind to policyholders who have entrusted their assets to us for both personal and business lines, always providing you with professional, personalized and financial advice. excellence.
Luxregia GmbH	a full-service social media and marketing business that specialises in smart campaigns, storey telling, and digital experiences. They provide your firm with custom-made solutions. Marketing on all key platforms as a whole service.
Social Media Agentur	Social Media Agentur to be social focuses on social media campaigns, market research, advertising, web development, and marketing.
The AI journal	Contributing articles to The AI Journal promotes your credibility, increases your company's brand recognition, and establishes you as a technology thought leader. their current contributors are pioneering fields including AI, automation, big data, cloud, IoT, machine learning, virtual reality, and much more.

InstaaPR - Press Release Services	instaaPR is a one-stop shop for campaigners looking to disseminate their tales on a national and worldwide scale with the greatest possible reach and penetration in internet media. You'll be able to reach out to over 1.4 million journalists in 150 countries.
DVIEW AI - AI Research and Adoption	Dr. Amit K Gupta founded DVIEW (ex-Hughes, ex-Canon - AI Research Lead). Amit has a lot of experience with AI product research and development. Amit's research has been published in various peer-reviewed journals and he has been given US patents. DVIEW has worked with prestigious universities to facilitate research that is both academically rigorous and commercially viable.
Welcome.AI	Welcome.AI helps businesses to discover, learn and evaluate all the new AI technologies that are coming into the market today.
The Business Fame	Business-to-Company (B2B) Magazine The Business Fame (TBF) is a forum for sharing knowledge for business insights, analysis, business outreach, and technical improvement. We bring you the asset of information in this data-driven era, procuring and verifying it with meticulous care to provide the best quality. It is also a platform where businesses may advertise their products and services to extend their brand's presence and recognition, in addition to providing extremely detailed information on industry-specific trends, news, and subjects.
Privacy networks	Privacy Networks offers simple, secure, and cost-effective enterprise-class unified messaging archive solutions. The solutions are intended to meet the growing requirement for businesses to manage their electronic data generated by unified messaging platforms such as email, instant messaging, voice, video, and documents. The solutions from Privacy Networks are

	available as quick-install hardware, hosted services, or independent applications. Privacy Networks is a privately held company with headquarters in Louisville and Fort Collins, Colorado.
Analytics India Magazine	Analytics India Magazine highlights the innovations, players, and problems influencing India's future by promoting and discussing ideas and opinions by clever, enthusiastic, action-oriented individuals who want to change the world.
Metrology news	Metrology News showcases new product introductions, technology, innovation, people, customer applications, industry trends and sector dynamics.
NASSCOM Centre of Excellence IoT & AI	The Center of Excellence is India's largest deep tech innovation ecosystem, with startups, innovators, businesses, and the government all participating. We use technologies like IoT, AI, Data Science, Big Data, AR/VR, Machine Learning, Robotics, and substantial academic research to solve real-world problems. We're set up in such a way that solutions can be implemented quickly.

Exploring Alternatives

After Researching mainly on the scope of influencer marketing, we found that rather than looking for influencers on the mainstream social media we should look for them on more domain specific websites and portals. This would attract the right kind of audience in a shorter span of time and will be more cost efficient. These methods include various options that would generally come under public relations but I realised that there are many similarities between influencer marketing and public relation initiatives. The options given below are some alternatives that I found during my research and one of them even has been made into a plan of action and they are working towards creating ties with the organization.

1. **Getting published in semiconductor magazines and guest writers on blog:** There are many magazines and online blog portals that have a very high following on twitter. The shortlisted magazines and portals were:

Figure: one of the popular semiconductor magazines

semiconductor engineering	Chip architects, engineers, journalists, end users, industry organisations, and standards bodies collaborated to create Semiconductor Engineering to provide deep insights into the increasingly complex task of designing, testing, verifying, integrating, and manufacturing semiconductors, as well as insights into the market dynamics that enable it all.
	This website's purpose is to deliver valuable, independently generated content through targeted monthly newsletters, weekly updates, timely news alerts, videos, independent research, and a portal that acts as a place for discussing ideas and answering questions.
hence the future	Podcast talks about the latest trends in technology and upcoming innovations in the technology industry. Also conducts interviews for startups who have created a name for themselves.
breaking into start ups	The Breaking Into Start-ups Podcast tells the experiences of people who broke into tech from non-traditional backgrounds. The podcast also introduces listeners to various tech occupations and includes alternate types of education that educate people the skills they need to succeed in technology-driven businesses. The team has begun to construct Career GPS to assist people who have been motivated and want to take the next step in their careers. The podcast has reached over 3 million people on social media, has 100,000+ downloads, over 100 ratings on iTunes, an 8,000+ member Facebook community, and was named one of the Top 100 podcasts by Entrepreneur Magazine.
Semiconductor digest	Semiconductor Digest is dedicated to providing information about the design, manufacturing, packaging, and testing of semiconductors and other types of electronic devices, such as MEMs, LEDs, displays, power electronics, optoelectronics / photonics, biomedical devices, solar cells, thin film batteries, and flexible electronics, through a mix of news, contributed articles, and

	staff-written articles. The particular requirements of each of these devices in terms of design tools, process equipment and materials, and test equipment are the focus of our attention.
Silicon Semiconductor	Silicon Semiconductor magazine covers the silicon semiconductor business, including semiconductor manufacturing, lithography, semiconductor equipment makers, EUV, 450nm, and 32nm requirements, as well as news and technical features.
Global Semiconductor Alliance	GSA is the place where industry leaders come together to build an efficient, successful, and long-term semiconductor and high-tech global ecosystem that includes semiconductors, software, solutions, systems, and services. It is a major industry organisation that provides a unique neutral platform for cooperation, allowing global executives to interact and collaborate with peers, partners, and customers in order to drive industry growth and maximise return on financial and intellectual capital.
Semiconductor Industry Association	The Semiconductor Industry Association (SIA) is the industry's voice, representing one of America's top export businesses and a critical driver of the country's economic prosperity, national security, and worldwide competitiveness. Semiconductors, the small chips that enable modern technologies, are at the heart of extraordinary goods and services that have changed our lives and the economy. In the United States, the semiconductor business directly employs about a quarter of a million people, and semiconductor company revenues in the United States exceeded $208 billion in 2020. By revenue, SIA represents approximately two-thirds of non-U.S. chip companies and 98 percent of the U.S. semiconductor sector.
Semiconductor Today	Semiconductor Today is the world's first digital-only magazine for the compound semiconductor and advanced silicon industries, available for free via a web link sent to a global readership 10 times a year. Thousands of scientists, engineers, and executives involved in the manufacturing and R&D of compound semiconductor and advanced silicon materials and devices are part of the fast

	developing circulation. Wireless communications, fiber-optic communications, LEDs, and solar cells are among the applications covered. In addition, areas where compound semiconductor and advanced silicon technologies converge are being explored.
Datafloq	Datafloq is a one-stop shop for everything related to big data, blockchain, and AI. We provide knowledge, insights, and opportunities to help you use emerging technology to promote innovation. The website offers useful information on emerging technologies like as big data, blockchain, and artificial intelligence, as well as trends, best practises, vendors, events, and employment opportunities. The platform's goal is to assist businesses in better understanding and using emerging technology.
Dataconomy	Dataconomy is the leading source for data-driven technology news, events, and expert commentary. We provide a global network of industry-renowned contributors and local communities all around Europe, having been founded in Berlin, a hotspot for data science innovation. We look at both industry giants and disruptive startups, focusing on only the most fascinating data technology applications.
DATANAMI	Datanami is a news site committed to delivering analysis, insight, and up-to-date information about developing big data trends and solutions. The portal provides information on all cutting-edge technologies, including as networking, storage, and applications, as well as their implications for business, industry, government, and research. The report looks at the avalanche of never-before-seen volumes of data, as well as the impact it's having on the IT, enterprise, and commercial markets.
Iot world magazine	IoT World Today (previously The IoT Institute) brings together IoT decision-makers and implementers, including C-suite executives, IT executives, and line-of-business executives. We motivate them by delivering the most up-to-date news and analysis, as well as case studies on Internet of Things technologies such as infrastructure, security, analytics, and development tools. We chronicle the tales of IoT leaders who are bringing intelligence to industries including

	manufacturing, transportation and logistics, smart energy and utilities, smart cities, and more.
Techradar	TechRadar is a technology-focused British web publication with editorial teams in the United States, the United Kingdom, Australia, and India. It publishes tech-related news and reviews. It was first released in 2008. As of 2013, it is the UK's leading consumer technology, news, and review site.
THE REGISTER	Mike Magee, John Lettice, and Ross Alderson co-founded The Register, a British technology news website, in 1994. "Biting the hand that feeds IT," says the masthead of the online newspaper. Their primary focus is on news and opinions in the field of information technology. The site's publisher is stated as Situation Publishing Ltd.
AI business	At AI Business, they promise to take you on a journey through AI road mapping. and concentrate on the practical uses of AI technology and how they are reshaping the future of work.
AAAI	The Association for the Advancement of Artificial Intelligence (AAAI) is an international scientific society dedicated to artificial intelligence research and responsible application.
PC AI Magazine	PC AI Online is a resource for the most up-to-date information on intelligent software and artificial intelligence. Tutorials, new product launches, buyer's guides, and examples of effective usage of these technologies to solve real-world problems are all available online. Readers range from AI newbies to seasoned researchers and everything in between.

2. **Interviews on Podcasts and Youtube Channels or Online magazines:** Another option is guesting on youtube channels and podcasts for interviews or takeovers where the CEO or any member of the company can talk about the products of the company, their work culture, values etc. and increase their reach.

3. **Connecting with various Management Consulting firms and getting our name in their reports:** Another way of increasing your firms reach is to get a place in analytical reports released by management consulting firms annually. Ignitarium has been featured in reports

by Zinnov Consulting before but to really get out there they had to be featured in more reports by different consulting firms. I researched on a lot of firms that provided similar product engineering services like Zinnov and could potentially be approached. Out of this list the management team shortlisted the companies they wanted to approach and are in the process of approaching them

Name	Location	specialization	About
zinnov	bangalore	IT Consulting	Zinnov provides businesses with solutions that help them integrate corporate vision, business definition, and procedures using advanced reasoning and analytical methodologies. Zinnov's primary service offerings encompass technological globalisation, people practise, and market expansion into growing regions, allowing us to carve out a place in the business.
HFS Research	bangalore	IT Consulting	HFS is a unique analytic firm in that we combine deep expertise with quick, demand-side analysis of the Global 2000 to develop a visionary narrative on how business operations and technology interact. On your journey to the new, we give targeted, unique insights to help you solve problems, make key decisions, and realise long-term value.
FTI Consulting	Mumbai	IT and Strategy Consulting	FTI Consulting, Inc. is a global business advising firm dedicated to assisting enterprises with financial, legal, operational, political and regulatory, reputational, and transactional change management, risk mitigation, and dispute resolution. Professionals from FTI Consulting work closely with clients in all major business centres across the world to predict, illuminate, and overcome difficult business obstacles and opportunities.
Analysis Group	USA	Management Consulting	With over 1,000 specialists spread over 14 offices in North America, Europe, and Asia, Analysis Group is one of the major international economics consulting businesses. We've been providing economics, finance, health care analytics, and strategy expertise to top law firms, Fortune

			Global 500 corporations, and government organisations throughout the world since 1981. Our own experts, as well as a network of linked experts from academia, industry, and government, provide our clients with unrivalled breadth and depth of knowledge.
Everest group	Bangalore	IT Consulting	Everest Group is a strategic IT, business services, engineering services, and sourcing research firm. Leading multinational corporations, service providers, and investors are among our clientele. Our services help clients achieve higher operational and financial performance, faster value delivery, and high-impact business outcomes by guiding them through their journeys.
WestMonroe	USA	Management Consulting	Because they believe that organisations transform via action, their digital strategy is highly practical, iterative, human-centered, and quick. They put together multidisciplinary teams that combine product engineering, management consulting, and creative design to work with you on your digital journey, using the best aspects of each approach. Bringing together the industry and technical expertise you'll need to solve your problems, as well as the operational talents that will propel you forward.
Bridgepoint Consulting	USA	IT Consulting	Bridgepoint Consulting, a subsidiary of the Addison Group, is a renowned management consulting firm that provides a comprehensive range of services and solutions to assist businesses in navigating the challenges of development and transition. We collaborate with the C-Suite to provide strategic resources and assist important business changes, with an emphasis on finance, risk, and technology leaders.
Information services group	Bangalore	IT Consulting	It is a renowned global technology consulting and research organisation. ISG is dedicated to assisting corporations, public sector organisations, and service and technology providers achieve operational excellence and speedier

			growth. ISG has over 700 clients, including 75 of the world's top 100 companies. Automation, cloud, and data analytics are among the firm's specialties, as are sourcing advice, managed governance and risk services, network carrier services, technology strategy and operations design, change management, market intelligence, and technological research and analysis.
Gartner Group	Bangalore	IT Consulting	Gartner, Inc. is a member of the S&P 500 and the world's top research and advising firm. We provide business leaders with crucial insights, advice, and tools to help them achieve today's mission-critical goals and develop tomorrow's successful businesses.

4. **Connecting with various tech Journalists and Industrial Analysts so they could write about us on their Social Media Channels:** no one can be better influencers of AI and VLSI than industry experts, analysts and at times tech journalists. Getting in touch with these people and getting them to give the company a shout out and potentially advises and work together with the company will enhance their working more.

Evaluation Criteria

- **Cost Effective:** which method will be the most cost efficient and how we can get maximum number of influencers or shoutouts in a set budget or in a give and take system.

- **More efficient and organic:** Which method would increase the reach organically and grant us more potential customers the quickest.

- **Could reach target audience faster**: which method could reach the widest section of the target audience and at what rate.

- **Less hurdles to cross:** which method can be implemented the fastest without much paperwork and other formalities. In other words which method will have the smoothest planning and implementing process.

- **Less paperwork:** as mentioned above which method will consume less time and reduce the paperwork and formalities for quick implementation.

Evaluating Alternatives

All of the alternatives seemed viable but the most practical and efficient way was the blog and magazine approach. A lot of industry experts and leading companies follow this strategy and Ignitarium has been getting Articles published about their various projects on numerous leading Blogs and Magazines. So being a guest writer or scheduling an interview will be an easy task. Employees of Ignitarium are very active on Nasscom and other article publishing sites and a lot of them have their research published there. Taking this bounty into account, the management can approach various editors and writers from the database accumulated and propose a cover story or an interview.

Next suitable alternative is the Management Consulting firm reports. A lot of experts view these reports and so do potential clients so the reach the company is expecting to get will be a lot more efficient via this method and successful too.

Action Plan

The Company liked the alternative of connecting with management consulting firms and the higher ups are working on the approach towards it.

Connecting with the Experts and technology Journalist has been difficult but we are working towards it and will achieve success soon.

The company is an established organization with a very good reputation so it was decided that it would look better if someone in an established position speaks to the leads I generate and proceeds further with the conversation.

Additional Tasks

Along with doing this exceptionally interesting and riveting project I was really grateful that I could learn other aspects of marketing as well. I got a good experience in Social media handling as I was asked to help them revamp their Instagram page. I first compared the Instagram pages of various big MNC's like Wipro, Infosys, cisco, intel etc. who had a bounty of followers on Instagram. After that I figured out the different pillars of content we could use for our page, after discussions with the mentors, we also finalized what hashtags to be used along with the posting days. Next, I worked on the creatives. I made template samples and presented it to the team and we decided what template would suit what type of content. After all of that was finalized, I began working on the posts with the pictures and videos I received from the company. The software used for creating the posts was Canva. I also worked on making the captions for these posts.
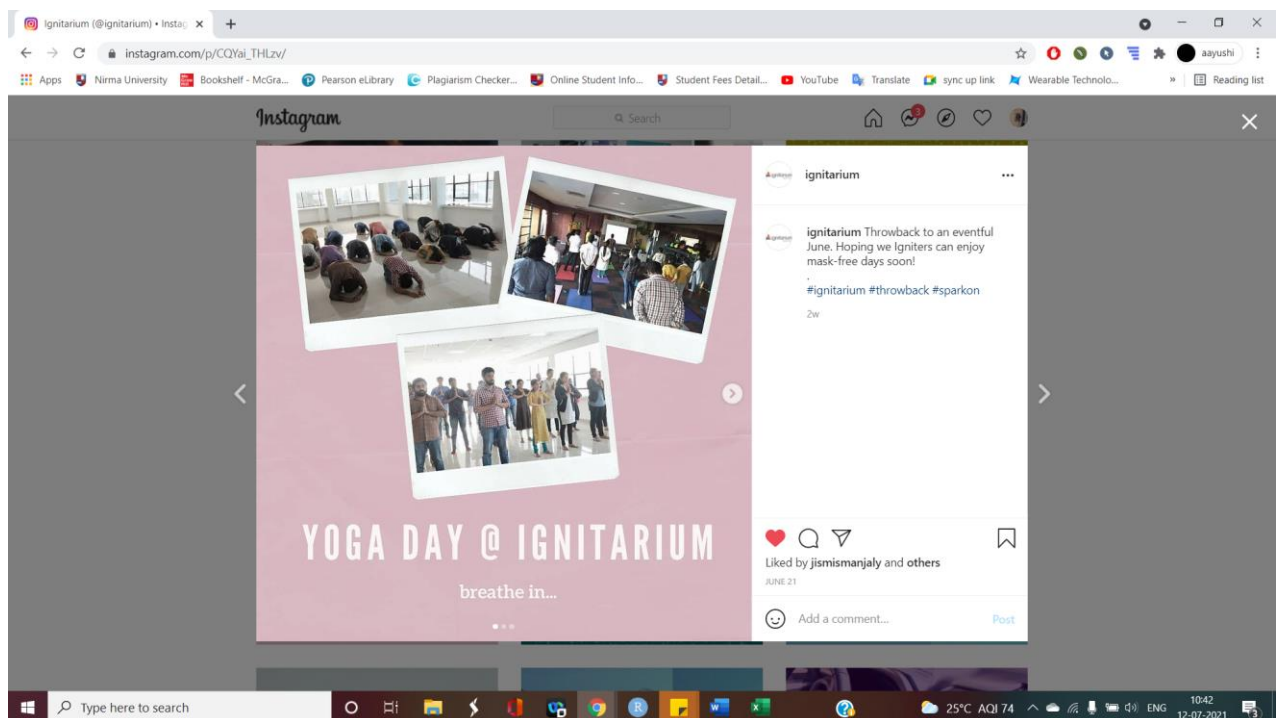

Figure: one of the posts I created

The Ignitarium website was moving to a new domain when my internship began. They were in the testing and comparison phase. I had actively taken part in doing both these processes. Testing every page of the website on various browsers in both desktop and mobile view. All my opinions and suggestions were taken into account and were treated with equal importance as that of the other members in the marketing team.
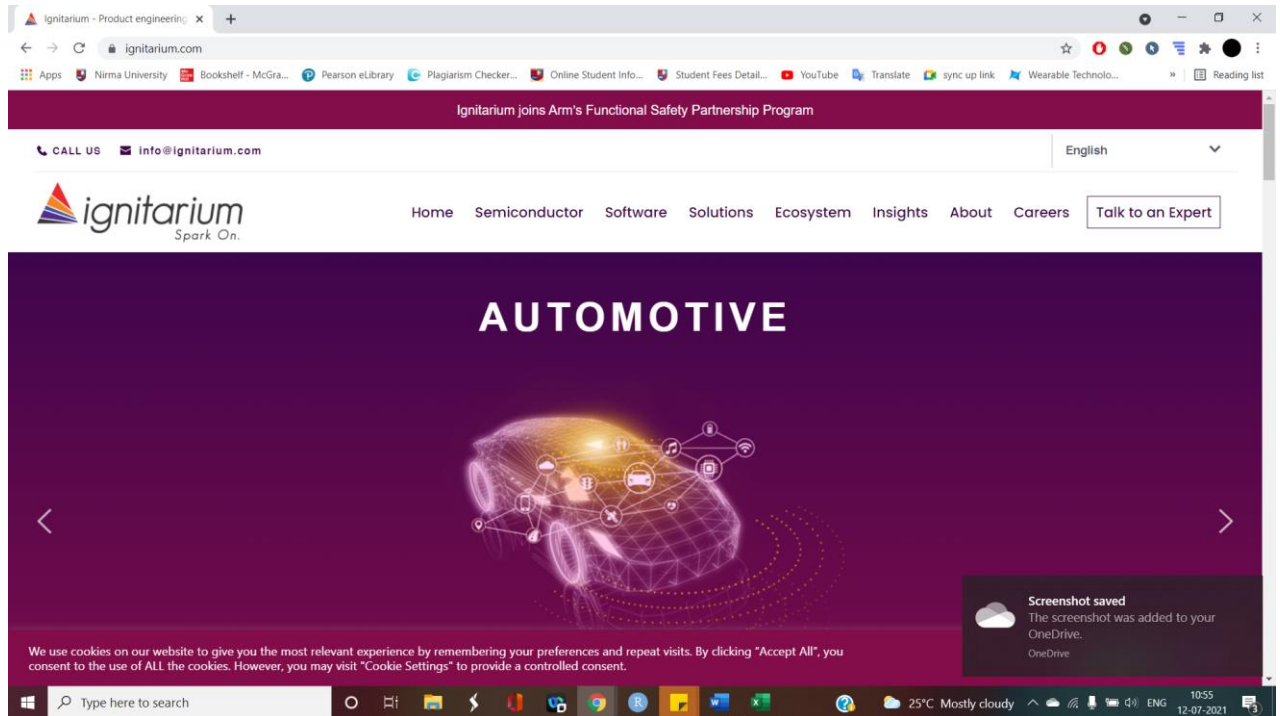

Figure: a look at the Ignitarium official Website.

Suggestions

The company is very organized and is doing very well. The marketing and sales business unit is very hardworking and talented and work tooth and nail to put the company on the map. My only suggestion to them will be to organize more research projects in the fields of AI and IOT and also the other semiconductor products they have so that they can gain more marketing insights and understand trends better so their reach expands.

Learnings

I am a engineering graduate with no background in marketing. I was grateful that I was able to work on this project. The mentors were very helpful and kind. All my opinions were taken into consideration and I was treated as an employee not an intern. They guided me for every query I had and gave me any data I needed or required to proceed further with my research. They helped me in prioritizing my tasks and helped me through any road blocks I encountered. This internship program has helped me understand basics of marketing and strategy, It also thought me a lot about B2B marketing and how corporate marketing functions. It gave me insight into market research. It also helped me hone my strategy and research skills as well as a great introduction to digital marketing. The experience helped me gain insight into the world of corporate marketing and how marketing is really important in IT and Semiconductor industry. My mentors have also helped me develop a keen sense of what is needed as a marketer to successfully utilize the present resources and make the most out of them. I have had the opportunity to hone my research skills and understand the importance of research in all aspects of marketing.

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