



**INSTITUTE OF MANAGEMENT**  
**NIRMA UNIVERSITY**

**MBA-FT (2020-22)**

Summer Internship Project Report

**“Triffid Marketing Pvt. Ltd.”**



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**Submitted to:**

Prof. Tripura Joshi

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## PROJECT DETAILS

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<b>Faculty Mentor</b>	Prof. Tripura Joshi
<b>Purpose of the report</b>	Submitted as partial fulfilment of the requirement of the MBA Course (2020-22)

## ACKNOWLEDGEMENT

The internship opportunity with Triffid Marketing Pvt Ltd. helped in my development professionally and individually and it gives me immense pleasure to submit this report. I would like to take this opportunity to express gratitude towards my mentor in the project, Mr. Palash Singh Rathore, who not only guided me throughout the Summer internship period but also helped learn new concepts in the field of digital marketing despite being busy with his own duties in the organization.

I would also like to thank, Institute of Management, Nirma University, for giving me this opportunity to work with the said company that has helped me grow and learn in the respective field of marketing and gain experience.

## EXECUTIVE SUMMARY

This summer internship project gives interns a unique opportunity to learn and grow across a number of sectors and activities by providing a timeline of the company's beliefs and services. In my first month of the internship, I helped with Market Research, curating Digital Strategies, Social Media Analytics, and social media research. Working with Triffid has given me a unique perspective on social media that I would not have had otherwise. My job's main purpose is to evaluate how different platforms and their capabilities may be shaped to fit our content plans. I worked on Market Research, Personalized B2B Research, B2B Sales, Business Development Approach, and Content Writing during my internship. Working here gives me the opportunity to obtain hands-on experience while also increasing my knowledge of the industry. The internship does not have a certain purpose in mind; rather, it permits me to learn. Digital marketing, as well as the worth and efficacy of working as a team and understanding the challenges that come with being a true leader in challenging situations, have been the most essential technical lessons.

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## PART A

### About the Organisation:

Triffid Marketing Pvt. Ltd. is a digital marketing firm that focuses on providing branding solutions to its clients and offers transparent and progressive results. They have a dedicated team that invests time in understanding what would work and would not for brand acceleration and innovation so that the client can rely on the organisation. They follow a strategical approach and have a multinational workforce that guarantees long term progressive solutions for clients belonging to various industries and sectors.

The organisation aims to provide their clients with the best digital marketing strategies and help leverage the expertise of the team to get benefits. They analyse the business needs and accordingly create a digital campaign that would prove to be effective.

Their services include Branding, Development, Digital Marketing, PPC (Pay Per Click), Content Marketing, and Visual Production. With their services, they help companies build brand, increase consumer awareness, become responsive, generate more leads, maximise the return on investment, and also rank higher on the google page.

### Sector: Marketing & Advertising

Organizations needed to smooth out their business cycle and make their business exchanges more productive and successful, so they began to consider purchasers. This methodology brought about what became known as the promoting idea, which is the way of thinking that organizations should initially break down their clients' requirements and afterward any choices they make should plan to address those issues. Advertising was done in a very small scale in the past but today it has become a full-fledged industry. Even the Government of India has given immense support to this industry. India's digital advertising market was predicted to develop at a 33.5 percent compound annual growth rate (CAGR) in the year 2020. FMCG sector spends about 30% on advertising which is the highest in the industry. Advances in marketing technologies and their fusion with marketing creativity, along with that the inception of 5G technology and expansion of E-commerce advertising, can boost the digital marketing industry altogether.

## Digital Marketing

While current advanced marketing is a gigantic arrangement of channels to which advertisers essentially should locally available their brands, publicizing on the web is considerably more unpredictable than the channels alone. To accomplish the genuine capability of digital promoting, advertisers need to delve profound into the present tremendous and multifaceted cross-channel world to find procedures that have an effect through commitment showcasing. Engagement marketing is the strategy for shaping significant connections with potential and returning clients dependent on the information you gather after some time based on various websites and tools like google analytics. By connecting with clients in a computerized scene, you assemble brand mindfulness, set yourself as an industry suspected pioneer, and spot your business at the front line when the client is prepared to purchase.

Digital Marketing includes SEO, Social Media Marketing, mobile Marketing, Pay per click, etc. In the year 2020, the digital advertising industry has grown about 30% . This depicts how the market is growing and is likely to grow in the coming years. As a result, the opportunity is enormous, and how marketers exploit it will have a significant impact. Due to their limited resources, small businesses are unable to spend more in their early phases. They can't afford the same marketing budgets as larger corporations. However, with so many internet advertising platforms and social media offering efficient tools, smaller businesses can stand out and make a reputation for themselves.

**Services:** Their services can be broadly classified as follows

- **Branding:** This includes designing a branding kit, packaging and 360 degree Marketing for the clients
  - **Branding Toolkit:** They design innovative logos, brochures, business cards, and other promotional initiatives to attract customers.
  - **Packaging:** Triffid helps design a pretty but informative package and label to give your goods a vibrant edge.
  - **360-degree marketing:** From identifying your brand to assuring its success in your niche market, they provide 360° Marketing consulting and implementation for your business.

- **Development:** The company also helps develop website and mobile application to help reach the customers
  - **Website:** They help create website from scratch or suggest improvements to existing websites for better look.
  - **Mobile Apps:** Customers may reach out to brands whenever and wherever they choose using mobile apps for iOS and Android that Triffid helps with.
- **Digital Marketing:** They help with social media management, SEO, Influencer Marketing and YouTube channel Management
  - **Social Media Management:** Triffid handles their clients' social media accounts, generating engaging material and high-impact graphics to boost their brand's authority and inbound traffic.
  - **Search Engine Optimization (SEO):** Their services and consultations help reach higher on the google page and increase the website traffic.
  - **YouTube Channel Management:** With 100 hours of video posted every minute and 4 billion films watched daily, Triffid's digital marketing service helps businesses get their videos recognised and watched by their target audience.
  - **Influencer marketing:** Triffid helps with suggesting india's top social media influencers across several channels to influence a client's target demographic.
- **Pay Per Click:** This includes Google ads, LinkedIn Marketing, Social Media Advertising and Video advertising
  - **Social Media Advertising:** All while conserving money, increase brand awareness, loyalty, conversion rates, and search engine rankings can be done.
  - **Google Ads:** Google Ads is a service that Google offers. This makes it easier for customers to find you when they use Google and its affiliate sites to look for a product or service.
  - **Marketing on LinkedIn:** Your product or service will be anxiously awaited by



over 630 million professionals. Make contact with them to achieve your B2B objectives.

- **Advertising on a Video Channel:** You can double your return on investment and engage with twice the audience as TV with campaigns designed and managed by us on video networks like YouTube and MX Player.

➤ **Content Marketing:** The brand helps with content strategy, blog writing, and video content suggestions

- **Content Strategy:** They help provide engaging and valuable material to your target audience and customers at the right moment.
- **Blog Writing:** You may boost your SEO, build relationships, and generate leads by representing yourself, your business, or your sector.
- **Video Content:** Triffid discovers and advises ways to tell a story in a way that your target audience wants to see, guaranteeing that your channel or show gets the greatest attention.

➤ **Visual Production:**

- **Digital Filming and Shoot:** The brand also helps with filming and shooting of videos and photos for digital content for better results



#### Increase Reach

We make sure you are found by everyone looking for product 's or service's like yours.

01



#### Grow Awareness

Even your competitors will observe you passing by them. Our services help you prosper.

02



#### Generate Leads

Get qualified leads for your business from day one of our campaigns, crafted for you.

03



#### Build Brand

Our ultimate objective is to establish a unique identity of yours across your industry.

04

## Framework of the company

1. **Strategy** : In order to stay competitive, a company's strategy involves its long-term vision, mission, goals, and objectives, as well as developing its competitive edge. The strategy of a corporation explains what it must not do in order to be competitive and successful. Triffid as a business plans for the allocation of limited resources over time in order to reach particular goals by providing the best digital marketing services to its customers. This 'S,' or strategy, determines which markets and customers it will serve, as well as how it will compete. Other firms who want to promote and enhance their brand awareness might use Triffid's services.
2. **Structure**: The organisation of the company brings together many departments and functions under one roof. The framework facilitates the alignment of several portions toward a common goal. Triffid is a startup, hence the majority of the work is done by the management. It has a matrix-like structure as well. This ensures that, while an employee is pursuing divisional goals, he or she is also pursuing corporate goals by reporting on various initiatives at multiple levels.
3. **Systems**: Systems keep the organisation on track and ensure that its employees work efficiently and successfully. The way the team works is dictated by processes, decision-making, approval, bureaucracy, and other systems. The way a company runs is determined by its systems. The rules that must be followed in order to execute tasks, both explicit and implicit. Because Triffid provides services to other businesses, it relies on tools like Facebook Business Manager to make things go smoothly.
4. **Shared values**: Shared values represent an organization's collaborative ethics, culture, and business style. These are an organization's foundations, which over time develop into a brand image in the marketplace. With every service Triffid provides, the company strives for maximum customer satisfaction. This means that each service is provided with the utmost integrity and commitment.
5. **Styles**: The higher authorities' administrative style is referred to as style. As a result, employee morale and productivity are immediately affected. It refers to

the general corporate culture of the company. Triffid maintains a comfortable working environment while adhering to traditional Indian traditions. Every employee is treated with respect and given their own desk. Work is properly scheduled and employees are not subjected to strict deadlines or severe workloads.

6. **Staff:** The phrase "staff" refers to the people who work for a company. They are the bedrock of any business and are critical to its success. Proper training, promotions, and compensation increases, among other things, help to motivate employees. During Covid, Triffid's office is provided with the essential safety precautions, and employees' health is examined on a regular basis. All of these gestures provide employees a sense of importance, which keeps them motivated and productive.
7. **Skills:** Personnel and management skills refer to their abilities and attributes in dealing with difficult situations as well as successfully managing the organisation. Triffid's HR department is largely focused with discovering, assessing, and empowering suitable skill sets among its personnel in order to increase productivity.

## SWOT Analysis of the company

### ➤ Strengths

- The company provides overall consultation in the digital marketing arena to its customers starting from the packaging to the measuring of performance of marketing efforts.
- They have their presence globally which gives them an edge as compared to the competitors
- They have collaborations with various companies that they leverage to strengthen their work

### ➤ Weaknesses

- The company does not provide product photography services to its clients which forces the clients to look to other companies for the same.

- They are only present in Ahmedabad and are sometimes not able to tackle situations that need to be dealt in person during marketing events for companies coming from a different city or state

➤ **Opportunities:**

- The Covid-18 pandemic brings with it a huge opportunity for growth for the company as more companies are now starting to come online and increase their digital presence.
- The new market that the company is diversifying in brings in opportunity for growth as the company can target customers there.

➤ **Threats:**

- The Digital world is unpredictable and as more and more people are becoming aware of the opportunities that lie in this business, the competition is increasing which poses a threat to the company.
- Another threat is technology itself. If the company does not stay updated with the upcoming technologies and tools for performance management and digital marketing, it can lag behind

## PART B

### Project Work Classification:

The work done so far can be broadly classified under the following categories:

- **Branding:** This includes designing a branding kit, packaging and 360 degree Marketing for the clients
- **Digital Marketing:** They help with social media management, SEO, Influencer Marketing and YouTube channel Management
- **Content Marketing:** The brand helps with content strategy, blog writing, and video content suggestions

### Project Description:

The organization's effort comprises doing a digital market research and making recommendations to improve the client's social media platforms. We're working on a project for a number of different companies, and one of our responsibilities is to make recommendations for the customers' social network handles. We're also in charge of writing material for a variety of clients.

### Objective

Following is a list of the project's Objectives:

- Gain insight into the company and its competitors
- Learn how to examine the company and its competitors
- Learn how to think from a variety of perspectives
- Get to learn a lot of new terms and practical information regarding digital marketing.

### Tasks Completed:

- **Instagram Post ideation for a brand**

The first task was to identify the content for a particular type of post for a brand and suggest ideas. We started by researching the previous content and what further can be added to the new posts to grab the attention of the users online and make the posts relatable. We also looked for competitors of the brand to see what they are up to and how we can create something distinct.

➤ **Instagram Reels ideation on trending music**

We also worked for a client who was fairly new in the market and wanted to attract the customers to its page so we started identifying trending music and reel transitions that we can use to post content on their Instagram as reels are more visible to the users as compared to other posts.

➤ **Blog Writing**

We also concluded writing blogs for 3 different clients which will be posted on their website. One of the blogs written is already uploaded. For the blogs that would then appear on the search page, certain keywords were identified which were related to the blog topic with the help of that can help the blog rank higher in the search results and can get more views. These keywords were included in the blogs.

➤ **Monthly Social Media Calendar Planning**

One of the crucial aspect of social media strategy is the calendar making. We were assigned the task of identifying what content should go when, how many times a day posting has to be done and through which feature of Instagram should it be uploaded. For example, Story or carousel or reel. The final posts are then scheduled to be uploaded on time through creator or business tools.

➤ **Preparing a list of niche Influencers**

One of the clients was looking for collaboration with influencers as they thought that influencer marketing can help them get more eyes on their unique handmade products. So for that we created a list of influencers who usually talk about related topics on their page and who would be interested to try out their products and talk about it.

➤ **Country Specific Blog and research for the same:**

A brand is entering a new country and we were assigned the task to research about the top rated restaurants specific to the city and write a blog about the same. We found ratings on google and looked for customer reviews on their websites and third party apps to come up with a list.

### ➤ Identification of potential clients for a brand

For this task we were supposed to look for brands that would be interested to sell their products on a third party website in exchange for commission, We took the help of social media to create a list of about 200 potential clients for the website so that they can expand their operations. We divided the clients in various categories like Fashion, Food, Cosmetics, etc to make the work easy.

### ➤ Working on Social Media Strategy Ideation

We had a new brand onboard who has not yet started its operations and wanted our services for managing the brand's social media and deciding on the branding and marketing aspects of the same starting from logo formation to packaging reach the target customers and grow from time to time. We also worked on the various concepts for maintaining the Instagram feed of the brand and the kind of posts that should go up that would lead to brand recognition at a later stage.

### Approach Adopted:

For the projects assigned we follow a three step strategy,

1. **Research:** We first research on the profile of the client assigned to know what industry they belong to and what is their primary object for choosing digital marketing. The most important facet is the competitor research through which we try to know the current trends and how the competitors are coping with it. This helps create a base for further research on the type of content that should be created on the basis of their brand image. We also try to connect the content with different audience on various social media platforms that can be used for marketing.
2. **Analysis of the options:** Content ideation and creation is the next step where we explore the numerous ways in which messages can be conveyed digitally to the targeted audience. Factors like how, when, which type of content should be posted play an important role in opting for the best suitable customized digital marketing strategy for the client.

3. **Decision Making:** Last step is the finalization of desired posts, blogs, stories, captions and other content that would go up on platforms like Instagram, Facebook, Pinterest, Website, etc. through social media management tools like Business Manager by Facebook. A calendar is prepared to help keep track of when to post what so that a flow is maintained which helps ensure things go as plan and on time to get optimum results
4. **Measuring Performance:** Once the decisions are taken, next comes the step which is a crucial part of the digital marketing concept which is based on analysing the data. The data comes as a result of the decisions taken to derive results to measure the performance tools like instagram's own inbuilt insights, google analytics, and Facebook business tool. All of these also help in further decision making after comparing the expected performance with the actual performance based on the insights and reach of the content.



## PART C

### Self- Learning:

The internship has given me an opportunity to learn various facets of this industry and increase my knowledge and understanding of various social media platforms:

- The way we convey a message is more important than the platform we use to convey it.
- Innovation and adoption are crucial because trends keep changing on the internet
- For a business who has just begun with the digital presence, results will take time as there is no legit short way to reach the end goal on social media
- Good presentations as far as the content is concerned is of paramount importance to grab the attention of netizens
- Keeping track of the data can be game changing as it is one of the salient features of Digital marketing that can help get results
- Keep changing strategy as per the need if the market and the likings and preferences of the users
- The content should be created keeping in mind the customers as they should be able to relate with it.

### New skills learnt

#### Google trends:

Google Trends is a fully free tool developed by Google to assist anyone looking for trending topics on the internet. We utilise it to keep track of noteworthy events in the businesses of our clients. This is an extremely useful tool for deciding on a topic. Many professionals utilise this as a means of finding and sharing information about what's hot right now. Using Google trends to take relevant decisions based on the keywords is a skill I learnt.

#### Social media calendar:

A social media calendar is a list of your upcoming updates on social media. It can be formatted as a spreadsheet or Google calendar. During the internship I learnt the skill of making social media calendar that included elements like at what time the post will be uploaded, relevant

hashtags that can be included, on which platform and on which day the post or story will be uploaded.

### Application of the skills and learning;

Being a content creator, the internship with Triffid has helped me understand the various facets of digital marketing and how there has to be a sync amongst the various channel of promotions online for creating a strategy that will help reach more people online with the desired goal.

- **Content Planning:** I was never the one in planning as I uploaded the content on my social media handles as soon as I made it. I learnt content planning and how I can benefit from it.
  - It helped in time management
  - Ideation for future posts became easy
  - Timely content was posted on my channels
  - I started using Facebook business manager for scheduling posts
- **Preparing a social media calendar:** I created my own social media calendar in excel for this month and used it to create content.
  - It helped being consistent with my posts
  - I started researching more before creating any post/story
- **Using Google trends and analytics tools:** I had never used Google Analytics before to search for what's trending and how I can use it to my benefit. I started searching keywords and seeing what people are more interested in. I also started analysing the reach, engagement, comments and likes on my various posts and planned further content accordingly.
  - Helped with keyword research
  - Knowing trends based on location
  - Know interests of my audience

### Augmentation of Soft Skills

- **Multitasking:** In digital marketing, there are usually a lot of things going on at the same time. You have to read the most recent articles, see the most recent relevant tweets, do your job, find out a better method to do something that saves time, write reports, and so on.
- **Eagerness to learn:** There are so many components of digital marketing, so many small specialist areas, that a desire to learn more about how it all works together makes you a better at whatever function you have. Insights into the function of the manager, as well as suggestions for future study and career paths. Understanding consumer behaviour: You need a comprehensive understanding of your customers' behaviour before you can run an effective marketing campaign. Because most organisations don't take the time to truly understand their clients and the stories behind their challenges, most marketing messages wind up sounding generic.
- **Communication:** Being an introvert and a fresher, communication is one of the biggest challenges for me and that I was able to tackle because of this internship as I had to communicate with my mentor often and also with my teammate who was working on the same project.
- **Time Management:** We were assigned tasks for which we were given deadline. This helped me manage my time to finish the work allotted in the given period and not procrastinate. I was able to do better quality work and with efficiency and that increased the productivity.
- **Adaptability:** Assignments with my team can change from day to day based on our customer list. We would be working on a beverage company one day and then switch to a travel client the next. This daily change in the work pattern helped me become flexible and adapt to the change.

## REFERENCES

<https://www.triffidit.com/>

## UNDERTAKING

I, Shivani Fulpagar, hereby declare that this report is my original work and is not copied from anyone/anywhere. If found similar to other sources, I shall take complete responsibility for the action, taken thereof by, the institute.

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