INSTITUTE OF MANAGEMENT
NIRMA UNIVERSITY
MBA-FT (2020-22)

Summer Internship Report

Fyndhere Services Private Limited.

Submitted by:

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Submitted to:

Prof. Mahesh K.C.

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Report Details

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Project Title: Digital Marketing

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Date of report: 12th July, 2020

Purpose of report: To provide detail about the work done and learning of digital marketing during the summer internship.

Prepared for: Institute of Management, Nirma University

Submitted to: Prof. Mahesh K.C.

Acknowledgement

"It is not possible to prepare a project report without the assistance &encouragement of other people. This one is certainly no exception."

I express my deep gratitude to Mr. Raj Kumar D, Founder, at Fyndhere Services Pvt. Ltd. for considering me worthy enough to undergo summer internship at a growing company like theirs to be able to understand the market dynamics, learn various digital marketing methods and get practical exposure of the theoretical knowledge along with ideas on various Digital Marketing methodologies.

I would also like to solicit my gratitude to the jubilant team at Fyndhere Services Pvt. Ltd., and Mr. Shiv Raghava (Project Manager), Ms. Yukta Shrivastava (Team Lead) amongst a host of several others. I was privileged to experience a sustained enthusiastic and involved interest from their side. This fueled my enthusiasm even further and encouraged me to boldly step into what was a totally dark and unexplored expanse before me. The experience always fueled my thoughts to think beyond my limits and explore a whole new world.

I am extremely thankful and pay my gratitude to Prof. Mahesh K.C. (Faculty Mentor) for continuous guidance and support.

Executive Summary

Business development entails tasks and processes to develop and implement growth opportunities within and between organizations. It is a subset of the fields of business, commerce and organizational theory. Business development is the creation of long-term value for an organization from customers, markets, and relationships. Business development can be taken to mean any activity by either a small or large organization, non-profit or for-profit enterprise which serves the purpose of 'developing' the business in some way.

One of the major portions of Business Development in the modern times is 'Digital Marketing'. Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. The role of digital marketing is to help you garner new traffic, leads, and sales for your business by reaching people looking for your products and services. By itself, web marketing is the process of marketing your company online to prospective leads and high-value consumers. Digital marketing helps in targeting the real customers because of its flexible customizing options.

Contents

PART 'A' Profile of the Organization

Fyndhere is a product of Fyndhere services Private Limited, started with an aim to reduce the efforts of individuals who are facing difficulty in finding their product or services from their local market.

With our technology platform we provide an opportunity for local businesses to expand their business by registering their stores online and also with more customer leads.

The company initially started as Buyfi, a personalized approach to change consumer buying experience from local to online.

In 2020, the company re-branded to Fyndhere and re-launched as platform provider to Customers and Local shops. Fyndhere establishes relationship with customers via various social media platforms such as Instagram, Facebook, Twitter, LinkedIn, Flickr, Tumblr, etc. The target audience base is from tier one and tier two cities with a population of 2 lakhs and above in India.

Why Fyndhere?

Unique concept: One stop solution for all your needs be it products or services. Find everythingfrom your local friendly stores by using Fyndhere.

Features of Fyndhere mobile application:

1. Various goods and services are listed in the app, including electronics, automobiles, medicines, stationery, health and fitness, travel, pet care, etc. Recently blood donation and plasma donation options are also added to the Fyndhere application.

2. Customers can choose any category and post requirements on the app, which can also include photos of the products they are looking for.

3. They can choose the distance to find the product in the range of 2km to 50km.

4. All suppliers registered in the application within that category and distance will be notified of the customer's needs.

5. Suppliers using premium accounts will be notified immediately, while suppliers using free accounts will be notified 24 hours after publication. The cost of a premium account varies by category, but the price is very affordable. For example, for a carpenter, his Rs. 99 months for 3 months, pharmacy 299 rupees for 3 months and so on.

6. If the supplier can provide the necessary product / service, one can contact the customer through the application and discuss the price, quantity, delivery time, etc.

How Fyndhere works?

For customers:

Step 1) Post your requirements on the app (available on both Play storeand iOS) to your local stores.

Step 2) Get availability of your product & pricing info from local friendly stores.

Step 3) Bargain and negotiate with the local sellers who are registered onthe app through Fyndhere.

Step 4) Choose from the best of all responses

For vendors:

Advertise your shop:

Local vendors can get better visibility via the Fyndhere app

More Enquiries:

Easy access to all nearby prospects and enquiries

Online Presence:

More and more customers are shifting to digital channels to shop and post their requirements and the pandemic has only acceleratedthis. So, taking business online is the need of the hour.

1. • Product Classification
2. • Virtual Bargaining
3. • Exclusive offers
3. • Price Comparison

Now by using Fyndhere, you can find where exactly your required product or services are available from your Local stores along with the price and availability,by not moving out of your doors. It relaxes the efforts that customers put in for finding their products or services in the market.

Industry Analysis:

Fyndhere is a retail technology company. When the need for nationwide scanning became clear, everything changed for local retailers in India. This has spurred the rise of Indian retail technology startups, which are mainly focused on retail stores. According to Inc42 Plus, the digitization of the Indian retail industry alone has created $2 billion potential for SaaS companies. Dukaan, Kirana King, Shop Kirana, Khatabook's MyStore, Dotpe's DigitalDukaan, Bikayi, Byjnis, MSwipe, Magicpin and more retail technology companies have emerged.

Even giants like Facebook and WhatsApp have entered the market, and their roles include specifically positioned markets and corporate accounts to sell. Furthermore, since the outbreak of the pandemic, many other businesses, from supermarkets, refurbishment wholesalers and large retailers to clothing and department stores, have been affected. As the New Year rolls around, cutting costs is a top priority.

Most retailers are determined not to let this crisis go to waste, as this could be a unique opportunity for

companies to change and reconfigure retail laws. Digital transformation is especially the top priority for the entire industry. Most retailers predict that, in 2021, the demand for digital participation will continue to increase as the pandemic has increased the number of digital participation to historic levels. As most traditional stores do not yet have mature digital technology, many stores are planning to spend "big" e-commerce in addition to upgrading the store's contactless features and technology. Fyndhere has also catalyzed the digital transformation that the retail industry is currently undergoing.

Indian retail is one of the fastest growing industries in the world. According to Forrester Research, it is estimated that by 2021, India's retail sector will be worth $883 billion. By 2024, that market is expected to reach $1.3 trillion. India is also the fifth most visited shopping destination in the world. In terms of availability of retail stores per capita, the country is the best in the world. India's retail business is booming, not just in big cities and metropolises, but in second- and third-tier cities as well. Healthy economic development, changing demographics, increasing disposable income, urbanization and changing customer tastes and preferences are just some of the factors driving the development of organized retail in India.

PART 'B' Project Work

Work Methodology

As Fyndhere is a new business venture and the data is not easily available so as per our understanding, we identified the following samplings which might be done by the company:

1. Geographic sampling based on metro & urban population was done & the company started its operations in Tier-1 & Tier-2 cities including Hyderabad, Mumbai, Pune, etc.
2. Stratified Sampling is done by dividing the population into two categories, i.e. Local Vendors/sellers and Customers
3. Stratified Sampling was done with the help of Convenience Sampling & Voluntary Response Sampling by the Sales Team of the company.
4. The quantity of the above-mentioned Samples is unknown.
5. The age group of the above-mentioned samples falls in the range of 18-60 years old.

Project Tasks: The project includes the following tasks:

1. Analyse and manage social media accounts
2. Building marketing strategies and campaigns
3. Designing attractive posters daily to pull customers from all social media platforms.
4. Content writing and uploading blogs on website with SEO optimisation for improving organic performance of the website and its webpages.
5. Generating backlinks using various methods like Social Bookmarking, Free Classifieds, Business Listings, Article Submission, PDF submission, Blog submission, Image / Video submission to increase customer footfall on our landing page from other websites.
6. Few projects initiated like Mother's Day Campaign to boost audience engagement successfully on social platform.
7. Analysis of organization and its competitor's marketing strategies.
8. Preparing social media calendar suggesting the ideas for the post.

Project Objectives:

1. To get insight about organization and its competitors
2. Learnt how to analyze organization and their competitors
3. Learnt many new terms, many new practical things about digital marketing and SEO

Measures (Questionnaire):

- What are the successful internet marketing techniques that being used today?
- What is main comparison between traditional marketing and digital marketing?

- Which would be the better marketing approach?
- Are companies prefering internet marketing to traditional marketing?

These questions will help us predict the trends in internet marketing and make suitable suggestions to companies.

The project was divided into two parts:

(a) Digital Marketing:

The objective behind this project is how we can create marketing/advertising strategies to help the brand establish an outreach:

1. Conduct consumer surveys to get a deep insight into which methods of advertisement attracts them the most and understand how various forms of it influence the consumer consumption pattern.
2. 360° competitor analysis across all domains and identifying the product placement gaps.

Digital Marketing strategies also include the following three ancillary parts:

a. Work on a Brand Mascot with the digital marketing team. Do an analysis of various Brand Mascots of international and indigenous businesses. Find out which components attracts the consumers the best. Provide the creatives accordingly.
b. Work on 'Comic Strip Marketing' and 'Moment Marketing'. Provide creatives from time to time. Track digital insights for the same.
c. Work on a Brand Jingle.

The stages involved in Digital Marketing are as follows:

1. Conduct Competitor Analysis
2. Create Materials for Test Marketing [Which included Brochures, Mailers, Social Media Advertisement content (Image + Text Content).Website Content etc.]
3. Follow up on Social Media leads
4. Execute Email Marketing Stage wise.

(b) Expansion Projects

The objective:

1. Understand the market especially feasibility of expanding operations to Tier-1 and Tier-2 cities.

2. Do a cost-benefit analysis of opening a full-fledged outlet in the humdrums of the main city.

3. Make reports based on the legalities involved to acquire license of operation.

Stages Involved:

1. Acquire secondary data through various modes to perform a cost analysis.

2. Study the consumer behavior of the Indian and non-Indian customers (prospective) and draft a report on outlet assortments catering their taste and preferences.

3. Study the literature regarding the legalities revolving around operations and collate a report for the same.

Main research methodology used is as follows:

- Secondary Data Research on Competitor Analysis, Cost Benefit Analysis,Swot and USP
- Graphic Designing for Creation of Marketing Materials
- Execution of Email Marketing Tools

Analysis Marketing Strategy: Over two months period, I was successful in achieving the most crucial result, i.e., increasing the brand visibility as well as perception.

The engagement rate on different social media platforms increased substantially after I joined.

The methodology involved using various Digital Marketing channels like:

1. **Internet Marketing:** Simply speaking internet marketing, also referred to as online-marketing, web-marketing, e-marketing, or i-marketing, is the marketing of products or services over the Internet. With the growing smartphone penetration marketers should focus more on digital marketing on the internet so that it captures maximum eyeballs.
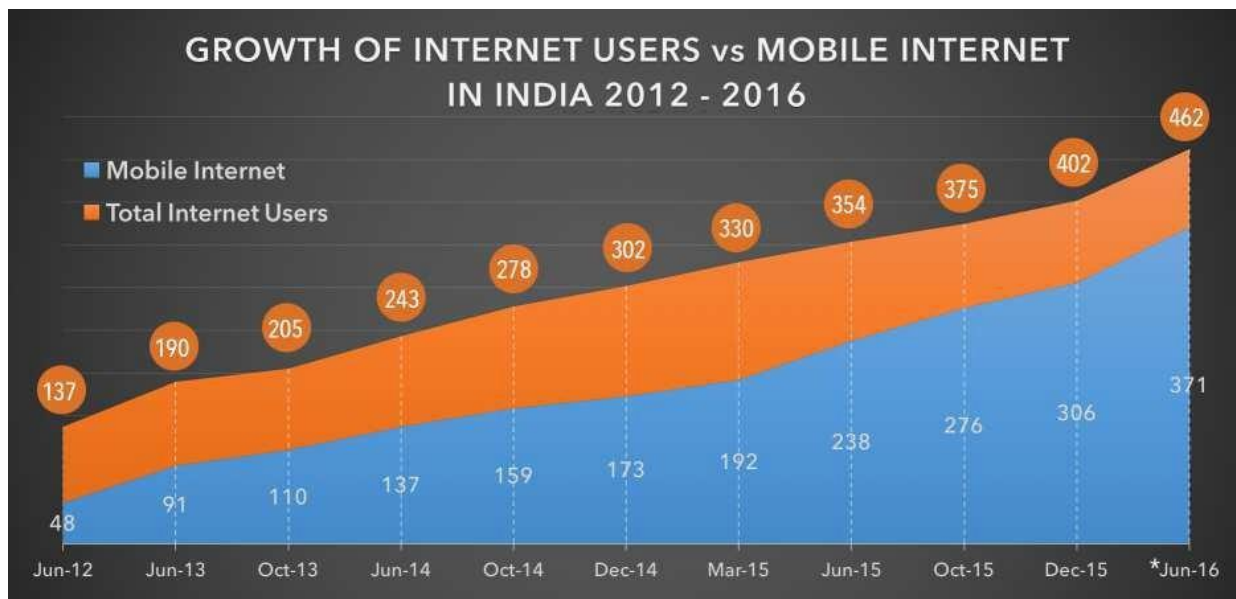
Fig. 1: Internet and Mobile Users

(Source: IAMAI, Feb 2016, Figures in Million Users, * Estimated Users)

2. **Search Engine Optimization (SEO):** In layman's terms, search engine optimization or SEO is essentially tweaking your website to appear naturally or organically in the search results of Google, Yahoo Bing or any other search engine. Google regularly updates its algorithms so that only relevant results appear. From this point of view, many experts say that SEO is dead and efforts are futile. However, the fact is that Google is trying to avoid algorithmic operations and filter sites that should not be at the top of the SERP (Search Engine Results Page). So there is no doubt that you should invest in SEO work. The site must resolve technical issues related to content and query matching, crawling, indexing, and interpreting non-text content. As the most cost-effective marketing strategy, it will bring organic traffic to the company. Part of the job requires creating blogs on the company website and using internal and external links to increase visibility. The Yoast SEO plugin is used to update the blog on the WordPress site and further improve SEO and readability. During my tenure, most of my work was related to updating several blogs written by other interns on the site's backend and using on-page SEO techniques to further optimize the company's website and Android apps, such as creating internal and external links to increase traffic.
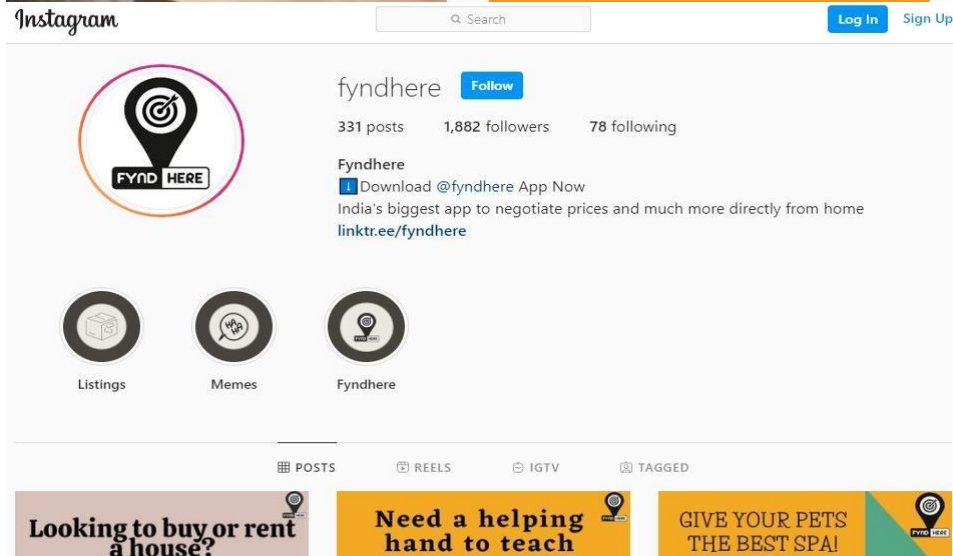
3. **Search Engine Marketing (SEM):** Search engine marketing, or SEM, is a comprehensive strategy that primarily uses paid efforts to drive traffic to your business. Therefore, it is also called paid search marketing. The world of SEM is diverse and complex. Depending on your business structure, you can choose either the PPC (pay-per-click) or CPC (cost-per-click) model, or the CPM (cost-per-thousand impressions) model. SEM has different platforms. So far, Google Ad Words (on the Google Network) and Bing Ads (on the Yahoo Bing Network) are the most popular. SEM also includes display advertising, search redirection and website remarketing, mobile marketing, and paid social advertising.

4. **Content Creation:** Content can be presented in different formats, including blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, info

graphics, podcasts, webinars, videos or Weibo and Content from social media sites. All recent changes to Google's algorithm - whether a panda, penguin or hummingbird - show that content is the most important indicator when filtering search results. You can creatively create content for any topic and then subtly link it to your business indirectly. You might want to read our article to learn how to include content and marketing from your startup or business for free. Also, you need to customize your content for different platforms. For example, the content of a cell phone must be concise and clear. Remember that an effective strategy will attract your readers and make them interested in more information you provide. Good content is shared and is the best way to build a brand for your business.

5. **Social Media Marketing (SMM):** Social media marketing or SMM is a branch of your SEM work. It involves bringing traffic to your website or business through social networking sites like Facebook, Instagram, Twitter, Pinterest, Google+ and LinkedIn. As mentioned above, good content will be shared and appreciated. So create and customize content for different social media platforms.

6. **Viral Marketing:** Viral transmission is the electronic version of today's old-fashioned word of mouth. Viral marketing is a unique strategy for the exponential spread of online content because the content is so much appreciated, shared and loved. This is a great way to brand your website and attract traffic. That's how we took advantage of the viral marketing of Ronaldo's recent press conference, which sent the share price of beverage giant Coca-Cola plummeting, resulting in a loss of $4 billion.

7. **Email Marketing:** When you send business information to a list of potential customers via email, the strategy is called email marketing. With effective email marketing software, you can maintain isolated

email lists based on many factors, including customer likes and dislikes and spending habits.**Web Analytics:** Perhaps the most important aspect of your digital marketing is network analytics. Essentially, Web Analytics can help you collect, measure, understand, analyze, plan, report and forecast your company's web activities. Network analysis should not be confused with network statistics. Unlike simple reports, web analytics provides analytics and different perspectives to think about your business. Some important web analytics tools are Google Analytics, Spring Metrics, Woopra, Clicky, Mint and Chartbeat.

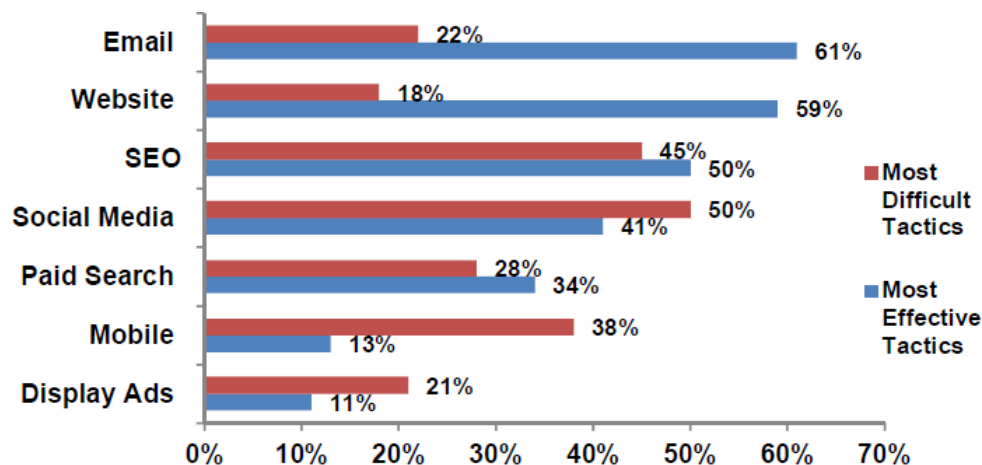**Most Preferred Internet Marketing Approach:**

Fig.2: Preferred Internet Marketing Approach

Implications:

Thanks to the establishment of clients and client base, the company was able to expand its scale of operations and transform itself from a consulting and marketing company to a comprehensive business management, consulting and ecosystem preparation company.

Established a long-term association and cooperation relationship for the company, which will help in obtaining future projects and business outsourcing. We, the digital marketing team, work with the sales team to improve the overall operation of the business. When the sales team is committed to lead generation and management, the digital marketing team is responsible for promoting local activities with the local team, paying close attention to brand recognition and the strategy of other competitors such as Just dial, Dukan, Vyapar and India Mart. Part of the job also includes coordinating with the sales team to develop strategies to promote new customer acquisition.

Leads Generation and Branding Management has the following long-term implications:

1. **Brand awareness:** It measures the popularity of your brand in the target market. It's when customers first think of the company when they need to make a purchase in your product category. The more people who understand your brand, the greater your reputation and the greater the profit potential and overall brand value. Lead Generation will educate and inform people in your defined market about your products and their functions, thus creating space for "word of mouth".

2. **Target Desired Customers:** Lead generation allows you to reach desired customers in different demographic locations, reducing and clarifying your target audience. So you can decide where you can make more sales..

3. **Collects Important Information about Prospects:** Lead generation allows you to collect important information about a potential customer, their needs, preferences, which helps to adjust the value of a product or service to meet their needs, interests and/or needs when the sales team contacts them.

4. **Costs less than Other Advertisements:** As advertising is a necessary condition for business success, companies must adopt the most convenient marketing strategy that is cost-effective and can produce better results. Lead generation is a company choice.

Traditional Marketing v/s Internet Marketing

If we compare network marketing methods with traditional traditional marketing practices, then network marketing has enough fields and opportunities to be competent and have its advantages, and it is always more popular than that.

- Unlike traditional marketing, which has to wait a specified period of time to understand customer reactions, online marketing is real-time.

- Because we can understand customer reactions in real time, it's easier to track whether specific activities are applicable to products, and marketers can make appropriate changes to promotional activities based on feedback, which is not possible in marketing traditional.

- In traditional marketing, due to the costs and strategy-making expertise involved, it is difficult for small retailers to compete with large market competitors. In the case of online marketing, through a concise website, you can get in touch with the following ways Better service guarantee for a wider target audience.

- Cost intervention is another point that makes a big difference between traditional marketing techniques and online marketing. Companies can create their own digital marketing strategies at very low cost and replace expensive traditional advertising methods such as print media, radio reports, television and magazines.

- Through online marketing any business promotional idea has far greater reach and coverage as it can be seen any part of the world via one marketing campaign in optimal cost compared to conventional marketing campaigns andonce any marketer optimized the important word search criteria content in website then it is

a great return on investment with very marginal cost to maintain the positioning.

- Through e-marketing, marketers can create options to encourage their target audience to take appropriate and beneficial actions, visit their respective websites and learn about their products, functions and various services. Through this mechanism, customers can express their opinions about products. Views, your choices of purchased products and corresponding feedback, which can also be seen on the website, so marketers have effective opportunities to interact with customers in this way, often diluted in traditional marketing models.

- Branding through online marketing can do a better job than traditional marketing models. A well-designed website with high-quality information can drive customer needs, add significant value to their expectations, and create greater opportunities. Compared to traditional marketing, online marketing can generate ripples and viral effects in promotions, such as using social media sites, emails and social media channels to publish message content and share it at extremely fast speed .

Advantages digital marketing brings for customers

With rapid technological developments, digital marketing has changed customers buying behaviour. It has brought various advantages to the consumers as given below: -

1. **Stay updated with products or services -** Digital marketing technologies allow the consumers to stay with the company information updated. Nowadays a lot of consumers can access internet any place anytime and companies are continuously updating information about their products or services.

2. **Greater engagement** - With digital marketing, consumers can engage with the company's various activities. Consumers can visit company's website, read information about the products or services and make purchases online and provide feedback.

3. **Clear information about the products or services** - Through digital marketing, consumers get clear information about the products or services. There is a little chance of misinterpretation of the information taken from sales person in a retail store. However, Internet provides comprehensive product information which customers can rely on and make purchase decision.

4. **Easy comparison with others** - Since many companies are trying to promote their products or services using digital marketing, it is becoming the greatest advantage for the customer in terms that customers can make comparison among products or services by different suppliers in cost and time friendly way. Customers don't need to visit a number of different retail outlets in order to gain knowledge about the products or services.

5. **24/7 shopping** - Since internet is available all day long; there is no time restriction for when customer wants to buy a product online.

6. **Share content of the products or services -** Digital marketing gives viewers a chance to share the content

of the product or services to others. Using digital media, one can easily transfer and get information about the characteristics of the product or services to others.

7. **Apparent Pricing** - Company shows the prices of products or services through digital marketing channel and this makes prices very clear and transparent for the customers. Company may regularly change the prices or give special discount to attract more sales.

8. **Enables Instant Purchase -** With traditional marketing, customers first watch the advertisement and then find relevant physical store to purchase the products or services.

However, with digital marketing, customers can purchase the products or services instantly.

Summarizing the Results and Takeaways from my Project:

1. Enhanced engagement over the digital marketing platforms.
2. Competitive advantage.
3. Increase in the brand outreach.
4. Successful completion of the foreign expansion strategy.
5. Better lead generation.

My suggestions to Fyndhere:

Basis of my work and experience a few suggestions I would like to give are as follows: -

- Increase the follow up efficiency of leads
- Investing in research to initiate advanced strategies to easily penetrate the market.
- Strategies that could easily make the conversions both from vendor and customer end could be of a greater advantage.
- Focusing on proper utilization of human resources and building permanent core teams for regular operations would improve the current products as well as standardize the company in a long run.
- Systematic creation of database and multiple approaches for lead generation
- Hiring of more individuals in the Business Development Team.
- Engage multiple professionals for Business Development across different verticals and product domains.
- Engage multiple professionals for Digital Marketing.
- Focus on creating long term associations rather than short term project

PART 'C' Learnings

We are experiencing fundamental changes in digitization in India. Compared to traditional or traditional methods, consumers search and research more information on the Internet to find the best prices from sellers across India. I am still researching to determine whether the more people find shopping services on social networking sites useful and easy to use, the more they are willing to buy products on social networking sites. A wide range of consumers using social media means that most target markets can be reached. In my research, I also revealed that more and more shoppers are using social media (such as Twitter, Facebook, MySpace and LinkedIn) and relying on them to make marketing and purchasing decisions; promotion through these media becomes important.

In this research, we recognize that companies can really benefit from digital marketing, such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing , event and social marketing Media marketing, social media optimization, direct email marketing, graphic advertising, e-books, CDs and games are becoming more and more common in our advanced technology.

Digital marketing is cost-effective and has a huge commercial impact on business. In fact, small companies can now enter the target market at the lowest cost and can compete with large companies on an equal footing.

Key Takeaways:

1. Insights & hands-on experience of Each domain of Digital Marketing.
2. Acquired Social skills.
3. Gained a lot of Practical Knowledge.
4. Got a clear understanding, Self-Confidence & clearance of thoughts for thefuture.
5. Learned Time management & adherence to deadlines.
6. Implemented Workplace cooperation & coordination.
7. Playground for Effective Communication skills.
8. Understanding of customer behaviour.
9. Acquired & polished Creative skills using graphic designing.
10. Gained an understanding of different ways to promote a brand.

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7th July, 2021Hyderabad.

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Tushar Varshney** student from **Institute of management Nirma University** has done his internship on Digital Marketing from 6th May 2021 to 6th July, 2021 for **FYNDHERE**, a product of FYNDHERE SERVICES PVT LTD.

The project was designed to bring awareness in social media platforms effectively. Candidate has shown good analytical skills with ability to work under deadlines throughout the project.

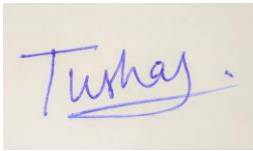We wish all the best for your future endeavours.

Raj Kumar DFounder
Fyndhere Services Pvt. Ltd.

Declaration

I, Tushar Varshney, 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 of the action, taken thereof by, the institute.

Signature :

Name : Tushar Varshney

Roll No. : 201157

Batch : MBA – FT (2020-22)

Date : 12th July, 2021