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Project Proposal Report  
Arbalest Learnings



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## ACKNOWLEDGEMENT

Arbalest Learning presented the perfect internship opportunity for any Marketing student. It opened doors to a new world for me, a world full of brainstorming, digital marketing, and social media. I consider myself lucky to have been given this opportunity. This internship has prepared me for a job in a marketing agency and has truly taught me a lot.

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I see as this open door as a major achievement in my vocation advancement. I will endeavour to utilize picked up aptitudes and information in the most ideal manner, and I will keep on working in their improvement, to accomplish wanted professional targets

## DECLARATION

I, Pratibha Bhatia, hereby declare that this project titled “Digital Marketing” submitted at Institute of Management, Nirma University is an original work done by me under the guidance of Mr. Ajay Sharma Sir, Amsterdam and Prof. Aditya Sharma sir, my faculty coordinator.

This project work is submitted in the partial fulfilment of the requirements for the award of the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate ship or any other similar title.

**SUMMER INTERNSHIP REPORT 2021: DIGITAL MARKETING**  
**MANAGEMENT**

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# DIGITAL MARKETING

## INTRODUCTION

While it's simple to imagine a future without digital marketing, it's difficult to imagine one now. However, the origins of this revolutionary type of consumer connection can be traced all the way back to the late 1800s. Every working professional should be aware with at least the key ideas of Digital Marketing in a world where over 170 million individuals use social media on a regular basis. To put it another way, digital marketing is the process of promoting things using the internet or other forms of electronic media. "Digital marketing is the promotion or marketing of products and services to targeted customers and companies through the use of digital channels," according to the Digital Marketing Institute.

"Digital marketing offers a variety of benefits. Digital marketing is less expensive than traditional marketing. People have moved on to tablets, phones, and laptops, which is where digital marketers have made the greatest headway. The term "digital marketing" was coined in the 1990s.

With the introduction of the internet and the creation of the Web Series 1.0 platform, the digital era exploded. The Web series1.0 platform let users to locate information they were looking for, but it did not allow them to share it with others. Marketers all around the world were still apprehensive about the digital platform at the time. They were still unsure if their techniques would succeed because the internet had not yet been widely used.

The year 1993 marks the start of the shift to the digital marketing age. This year, the first clickable banner was launched, and HotWired purchased a few banner advertisements for their advertising. As a result, this marked the start of the shift to the digital marketing era. Following this slow transformation, new technologies entered the digital marketplace platform in 1994. Jerry Yang and David Filo released the same year, in January 1994.

This encouraged wholesalers to adapt their digital marketing strategies, such as improving their websites for greater search engine ranks. HotBot, LookSmart, and Alexa were among the new search engines and tools that debuted in 1996. Google was founded on September 4, 1998. Microsoft introduced the MSN search engine, while Yahoo followed suit by launching Yahoo online search.

## MEANING

A digital strategy is now part of every marketing strategy. This is because marketing objectives generally centre on how a company can reach out to new potential consumers, keep existing customers, and grow revenues. And today's customers are on the internet. Because you can engage with your consumers through their chosen channels, digital marketing has become one of the most effective methods to communicate.

However, with so many digital marketing choices to choose from, it may be difficult to know where to start. Organizations that want to stand out in the market recognise the importance of successfully contacting and interacting with potential consumers.

This entails finding innovative ways to connect with the appropriate people in the right places and providing a compelling message that assists them in determining whether or not a product will satisfy their requirements.

### **What exactly is a digital marketing strategy?**

A digital marketing strategy outlines what you intend to achieve in a specific time frame in order to satisfy a set of company goals. When developing a digital marketing strategy, keep in mind that marketing is still about conveying the advantages of your product or service to customers in a way that they understand. As a result, the marketing strategies that will assist your firm engage your target audience with a consistent experience should be the emphasis of your strategy.

One of the advantages of digital marketing is that you can quickly test alternative techniques and modify your strategy based on what is and is not working. The phrase "digital marketing" is commonly used to cover a wide range of activities. A digital marketing strategy might include anything from marketing automation and research to tactical actions like pay-per-click advertisements.

## **COMPONENTS OF DIGITAL MARKETING**

The several components of digital marketing are:

1. **ONLINE ADVERTISING:** Bidding and purchasing relevant ad units on third-party sites, such as display advertisements on blogs, forums, and other relevant websites, are examples of online advertising. Images, text, pop-ups, banners, and video are examples of ad types. Retargeting is a crucial part of the online marketing. To monitor new visitors to your site, retargeting requires code that inserts an anonymous browser cookie. You may then offer adverts for your product or service to that person while they visit other websites. This concentrates your marketing efforts on those who have previously expressed an interest in your business.
2. **CONTENT MARKETING:** The use of content marketing to attract new consumers is an essential approach. It will be easier to achieve thought leadership if you provide high-quality, relevant information on a regular basis on the internet. It may both educate and enhance SEO rankings by informing target clients about the challenges your product can help them address. Blog articles, case studies, whitepapers, and other documents that give value to your target audience are examples of content. These digital content assets may subsequently be utilised to gain customers organically and through sponsored initiatives.
3. **EMAIL MARKETING:** Email marketing is a type of direct marketing in which promotional communications are sent to a selected set of prospects or consumers. Email marketing is still a good way to offer tailored communications to clients based on their requirements and interests. It is most commonly used by e-commerce companies to stay top of mind with their customers.
4. **MOBILE MARKETING:** The advertising of products or services using mobile phones and gadgets is known as mobile marketing. This covers text-message advertising as well as advertising in downloaded apps. A complete mobile marketing strategy, on the other hand, involves optimising websites, landing pages, emails, and content for mobile devices.



5. **PAID SEARCH**: Paid search boosts search engine exposure by allowing businesses to bid on specific keywords and buy ad space in the search engine results. Users who are actively looking for the keywords you've chosen will see your ads. Pay per click (PPC) and cost per thousand impressions (CPM) are the two primary kinds of sponsored search advertising (CPM). You only pay for PPC when someone clicks on your ad. You pay based on the number of impressions using CPM. The most frequently used paid search advertising platform is Google AdWords; however, other search engines, such as Bing, also have paid programmes.
  
6. **PROGRAMMATIC ADVERTISING**: Programmatic advertising is a method of bidding for digital ads that is automated. Profile data is utilised to auction the ad impression to rival marketers each time someone visits a website. Programmatic advertising gives you more control over which sites your ads appear on and who sees them, allowing you to better target your campaigns.
  
7. **REPUTATION MARKETING**: The goal of reputation marketing is to collect and promote favourable internet reviews. Reading online reviews has the potential to impact consumer purchasing decisions and is a vital part of your brand's and product's overall reputation. Consumers are encouraged to write good evaluations on sites where future customers look for reviews as part of an online reputation marketing plan. Many of these review sites also provide native advertising, which allows businesses to post advertisements on the profiles of competitors.
  
8. **SEARCH ENGINE OPTIMIZATION**: The goal of search engine optimization (SEO) is to increase your website's organic traffic. Technical and creative SEO methods are used to enhance ranks and raise visibility in search engines. Google, Bing, and Yahoo are the most popular search engines. To maintain a good ranking, digital marketing managers work on improving levers like as keywords, crosslinks, backlinks, and unique content.

9. **SOCIAL MEDIA MARKETING:** Digital marketing includes social media marketing as a crucial component. Paid options to contact and connect with potential consumers are available on platforms like Facebook, Twitter, Pinterest, Instagram, Tumblr, LinkedIn, and even YouTube. To reach a bigger audience and improve brand lift, digital marketing strategies frequently mix organic efforts with sponsored content and paid advertising promotions on major social media networks.
  
10. **VIDEO MARKETING:** Companies may engage with customers in a more visually appealing and participatory way with video marketing. You may use it to promote product launches, events, and special announcements, as well as instructional content and customer testimonials. The most popular video sharing and advertising sites are YouTube and Vimeo. Pre-roll advertisements (which appear for the first 5–10 seconds before a video) are another option for digital marketers to reach video platforms' consumers.
  
11. **WEB ANALYTICS:** Marketing managers may utilise analytics to track online user behaviour. Digital marketing relies on capturing and analysing this data since it provides firms with insights into online customer behaviour and preferences. Google Analytics is the most frequently used tool for measuring website traffic, although other options include Adobe Analytics, Coremetrics, Crazy Egg, and others.
  
12. **WEBINAR:** Webinars are online meetings that allow businesses to engage with new and existing clients from anywhere in the world. Webinars are an effective approach to provide relevant material to a focused audience in real time, such as a product presentation or lecture. This type of direct engagement with your audience allows your firm to exhibit deep subject matter expertise. To attract new leads and enhance current relationships, many firms use attendance lists in other marketing campaigns (email and retargeting marketing).

## SECTOR

Management consulting is described as "advisory and/or implementation services to the (senior) management of organisations with the goal of increasing the efficacy of their business strategy, organisational performance, and operational procedures." Management consulting is the widest segment within the consulting sector, accounting for 50 percent to 55 percent of the entire consulting market due to the large range of disciplines and essential abilities of advisers.

### MARKET FOR MANAGEMENT CONSULTING

Management consulting services are expected to be valued more than \$130 billion globally, accounting for little over half of the overall consulting industry. Spending on management consulting has increased by more than 4% a year on average in recent years, while the percentages have been increasing up in recent years, in keeping with the economic recovery of mature markets. Operations consulting is the largest segment of the industry, with a market capitalization of \$70 billion, while HR consulting and strategy consulting are about equal in size, with a market capitalization of just over \$30 billion.

Management consulting is defined by Consultancy.org as the sum of three service categories. Strategy consulting, which focuses on strategy and board room advising; operations consulting, which focuses on enhancing organisational management; and HR consulting, which focuses on human capital advice and/or consulting services targeted at enhancing HR function performance.

## ✚ ROLE OF MANAGEMENT CONSULTING

Management consultants are recruited by decision makers for advice on a variety of topics, including strategy and organisational issues. They may be requested to build a new strategic plan in order to achieve more growth, or they may be requested to provide advice on cost-cutting or innovation techniques. Implementing the offered solutions is also one of their responsibilities, and in reality, the execution side of consulting is where management consultants make the most money. Assignments might range from enhancing company process efficiency to implementing new IT systems, outsourcing non-core work, and supply chain optimization.

### Management consulting services

#### Strategy Consulting

Corporate Strategy

Business Model Transformation

Economic Policy

Mergers & Acquisitions

Organisational Strategy

Functional Strategy

Strategy & Operations

Digital Strategy

#### Operations Consulting

Organisational Operations

Sales & Marketing

Supply Chain

Sourcing & Procurement

Finance

Business Process Management

Research & Development

Outsourcing

#### HR Consulting

Human Capital Strategy

Compensation & Benefits

Organisational Change

HR Function

HR Analytics

Talent Management

HR Technology

Learning & Development

Source: <https://www.consultancy.org/>

## INTERNSHIP

- **Company name:** Arbalest Learning
- **Internship:** Experimental learning

### DESCRIPTION OF ARBALEST LEARNING

The word Arbalest Learning simply means "Targeted Learning," and it also refers to the company's logo, which depicts an upward advancing arrow determined to meet the target. The company is based in Amsterdam, North Holland and provides consultancy services to international start-ups.

Arbalest Learning is a knowledge-driven network that aims to bring together the three main stakeholders: students, start-ups, and universities. The company provides students an opportunity to gain practical experience while they are still in learning phase in universities. It helps them to develop the digital skill set. On the other hand, the company helps start-ups/SMEs to build their digital presence that lacks the technical know-how.

### THE SERVICES

Arbalest Learning imparts the digital marketing services-

1. Search engine optimization
2. website analytics and funnel optimization
3. social media optimization
4. content optimization,
5. Search engine marketing
6. Marketing Automation
7. Web design

## **TASK ASSIGNED BY THE COMPANY**

- ✚ **Content creation:** In this, the company has assigned the task of creating content for social media, in order to increase engagement with the community and impart knowledge of digital marketing.
  
- ✚ **Lead generation:** In this, the task is to find out the SME, especially the start-ups of Holland, which acts as leads. These leads will be communicated to convert them into clients.
  
- ✚ **Handling project:** In this, it is required to work directly with the company. The client's website and social media platforms are analysed and consulting is given on the basis of the analysis. The keywords and social media campaigns are suggested to increase the views and engagement of the company's website and social media handles.
  
- ✚ **Email Marketing:** Arbalest Community is strategizing to start with the email marketing to build the community. The email is need to be designed

## TASKS DONE

🚩 **CONTENT CREATION:** The task of creating an interesting and unique content is the essential work. One of the most professional social media marketing platforms is LinkedIn. LinkedIn Groups is a fantastic way to start a professional conversation with people in similar sectors and share information with others who share your interests. It's also a wonderful place to advertise job openings and network with co-workers. Encourage consumers or clients to leave a LinkedIn endorsement for your company. For new clients, recommendations help your firm look more reputable and reliable. Also, look through LinkedIn's Questions area; answering questions establishes you as a thought leader and builds trust.

Arbalest Learning main focus is on building the community of the learners and experts. The content creation helps us to demonstrate what we have learnt and share it. We work as whole team to discuss ideas and create an interesting and fascinating content. The content can be motivational, knowledge based, success stories and testimonials. It is good way of building the trust and encouraging the current employees to work harder for more opportunities in future. I have learnt several aspects for creating effective content for social media like as follows –

- A. Make use of both short- and long-form content. Make your short-form content "snackable" and therefore shareable, which may be as simple as a status update and as helpful as a short, informative blog article. Many LinkedIn users like smaller content pieces, and if you make them stand out, prospects will help you spread the word by sharing the information with their contacts. Long-form material, such as in-depth blog entries and case studies, caters to the demands of LinkedIn users who spend a significant amount of time on the platform honing their professional skills.
- B. Send out status updates that include links and graphic components. LinkedIn status updates are comparable to Facebook postings in that they are short, easy-

to-consume chunks of information that are grouped together in a chronological feed. Of course, basic statements should never be used. Links generate twice as many clicks as visual components, and visual elements result in a 98 percent greater comment rate. It's only natural that all of your status updates link to lengthier material on LinkedIn or elsewhere, and that the majority of them include a picture or video.

**C. Simple measures may be taken to engage leads on LinkedIn:**

- I. You should react to someone who offers an intelligent comment on a status update.
- II. If someone asks a question, you must respond. Create extra material to address the concerns if you notice a sizable part of your audience asking the same or similar queries.
- III. On your company's blog, include a "Follow" button.
- IV. On every social network, being responsive is a vital step in developing client connections. On LinkedIn, proactive contact between B2B firms and prospective professional prospects works particularly effectively.



✚ **EMAIL MARKETING:** Email marketing is when you send a commercial email message to your 'email subscribers,' or those who have joined up for your email list and given you explicit permission to send them emails. Email marketing is used to keep your customers informed, increase sales, and create a community around your business (e.g., with a newsletter). Modern email marketing has shifted away from mass mailings that are one-size-fits-all in favour of permission, segmentation, and personalisation.

**Arbalest Learning Community** is strategizing to step up for email marketing. The emails are designed in subtle way representing the company and its purpose. It includes the complete information to any student who shows interest to join to Arbalest learning community. This is a highly professional, accessible and inexpensive way of reaching to the potential members.

**The importance of email marketing is:**

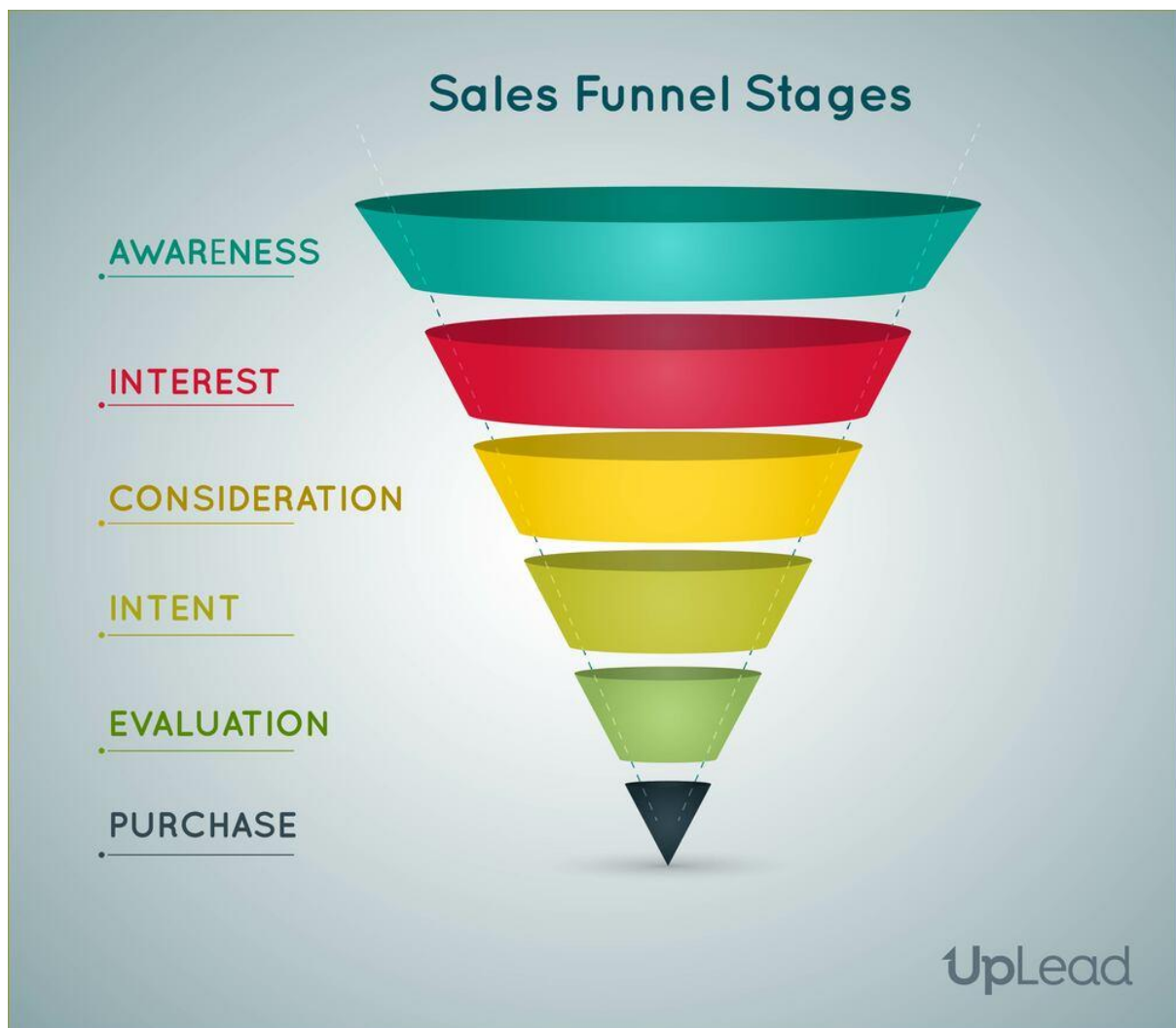
1. **Accessibility:** Email is accessible to people of all ages. It appeals to a wide spectrum of people, even those who aren't particularly tech-savvy. Although we live in the digital age, not everyone feels at ease with the internet. Most individuals, on the other hand, know how to check their email. As a result, it is the most common type of marketing. It helps to create brand awareness and brand loyalty at the stage of lead generation, conversion and retention.
2. **Affordability:** Email marketing is a very cost-effective strategy. The majority of email marketing solutions provide price plans to fit any budget. In truth, the entrance hurdle has never been lower.
3. **Email list:** The company can create a list of potential members and send the complete information about service and product. Like in Arbalest Learning community, the information of how the learning will begin and information about WhatsApp group, meeting links and time, FAQ, etc was given which make it easy for everyone to understand.

✚ **BUSINESS DEVELOPMENT:** Business development may be defined as the ideas, efforts, and actions that assist a company become more successful. Boosting sales, expanding the firm, increasing profitability through strategic alliances, and making strategic business decisions are all examples of this.

Business development refers to a wide range of ideas, actions, and initiatives that a company's owner and management execute in order to improve the company. Sales growth, business expansion, the establishment of strategic alliances, and greater profitability are all examples of business development goals. Every area in a corporation is affected by successful business growth, including sales, marketing, production, human resources, accounting, finance, product development, and vendor management. New market prospects, expansion opportunities, rival innovations, and the present sources of the company's resourcing should all be considered by business developers.

Sales, marketing, project management, product management, and vendor management are just a few of the departments involved in business growth. There's also a lot of networking, negotiating, forming alliances, and trying to save money. The company growth goals motivate and align all of these diverse departments and operations.

I have particularly worked in the marketing, where the main task was to collect the data of Companies of Holland. The digital world opens new opportunity to generate leads and connect with the leads to sell the product and services. The companies which are particularly registered on the official sites like KVK Innovative Top 100, the site which presents the data of the Dutch small and the middle-sized enterprises presented by the Chamber of Commerce of Netherlands. So, the whole task worked in the way as sales funnel works.



Source: <https://www.uplead.com/sales-funnel/>

1. **Awareness:** In the awareness stage, the leads which we created will be sent email and contacted by LinkedIn Account. The website of the leads provides the information about the social media handles and the company's employees. Then these employees are contacted.
2. **Interest:** The email marketing holds an important place in the digital marketing. Another platform LinkedIn is necessary for B2B marketing. The compelling content is essential to draw them. So, the email Id helped to get connected to official company emails and LinkedIn to the employees of the company.

3. **Consideration:** At the consideration the various service plans are presented to the customers through personalize cold emails and contacts.
4. **Intent:** We offer the prospect that final push to make a purchase now that they're evaluating your product or service. We need to move them into the sales funnel's assessment stage, where they'll figure out what benefits they'll obtain if they sign up.
5. **Purchase of Service:** According to the need, the client chooses the service plan. These plans may include the website development, SEO optimization, social media optimization, Website analytics. Content optimization, paid marketing, marketing automation, etc.

After the sale of service, many times the feedback is taken from the client. The post purchase behaviour becomes active here. Some of the clients purchase the others plans too i.e., they extend the projects to seek more benefits.

✚ **Handling Client Project:** Under this, I was the part of project for content curation for website and the structuring of the website. The company Wilder Land which deals in the Herbal Tea in the South Holland. The work included the analysing the website, create content and analysing the structure of the website to improve the same.

**The detail work included:**

1. **Website Analytics:** Google Analytics provides data on user activity that might be extremely useful to your company. We used Google Analytics for a variety of reasons.

The reasons for using Google analytics are:

- Analyse the performance of your website.
- Check to see whether company's marketing efforts are paying off.
- The content or page which gets the maximum visits and engagement.
- Users should be divided into distinct groups (like age, gender, country, device, etc.)
- Improve the conversion rate of your website pages.

The Google Analytics when attached to the website gives the following information:

1. **Users:** It shows the visitors which visits the page within a week.
2. **Sessions:** Sessions are the number of times a visitor interacts with your website in a certain period of time (usually 30 minutes) such as browsing a page, clicking a link, or making a purchase.
3. **Bounce Rate:** How many people clicked the return button or exited your website without interacting with it by going on any other page. The bounce rate of more than 50% is considered to be high bounce rate.
4. **Session Duration:** The amount of time a visitor spends on the website on average.
5. **Active Users Right Now:** It shows the Number of active users of the website.

Google Analytics generate the various report which helps to better tracking of website.

1. Realtime Report
2. Audience
3. Acquisition
4. Behaviour
5. Conversion

- 1. Realtime Report:** The real-time report displays the current number of visitors to your website. This is where we checked the status of Wilder Land website in real time. Under Overview, you found the website's most popular pages, as well as the number of visitors to those pages in real time and the country from which they came. On the basis of that we found that FAQ page of website was gaining visitors. So, the advice of optimizing FAQ was given. Also, the page of products was a popular page.

Real-time reports are useful for assessing the success of a recent campaign, such as a sale, a free giveaway, or social media content promotion. All of the relevant information will be included in the overview report. However, we utilise more choices to acquire more information about your website's real-time performance, such as traffic sources, content, events, and location. We saw the increase in traffic in website during a month in which company promoted the sales through offers.

- 2. Audience:** Google Analytics' Audience report divides the website traffic. Go to the audience area if you want to discover demography of visitors or what device they're using to see website. There are additional reports under the audience report in Google Analytics, one can see on the left-hand side panel. The majority of these reports are simple to read, may be customise the data to meet the specific needs. One may utilise the Demographics report, for example, to determine the age and gender of visitors. If we choose the Geo report, you'll get a list of the nations with the greatest traffic. This

This is traffic that comes from social media networks such as Facebook and Twitter. allows you to personalise your items, generate content, and optimise your landing pages for visitors from different countries. In the Wilder Land project, as it was a local herbal tea firm, the visitors of the website were from Netherlands, then from Belgium and USA.

The device from which users' login are mobile, desktop and tablet. So, in Wilder Land website, more login was from mobile. So, we advised to make website mobile friendly and increase mobile experience for the users.

- 3. Acquisition report:** Acquisition reports are incredibly beneficial when you're first starting started with Google Analytics. It will show you how visitors arrive at your website.

Your website traffic will be divided into four groups by Google Analytics:

- 1) Organic search:** Organic Search refers to traffic generated by search engines such as Google or Bing.
- 2) Direct Traffic:** Direct traffic occurs when someone puts website's URL into their browser, visits website using a bookmark, or when Google is unable to detect the traffic source.
- 3) Referral Traffic:** Referral traffic is traffic that originates from somewhere other than search engines, such a link from another website or a YouTube video.
- 4) Social:** This is traffic that comes from social media networks such as Facebook and Twitter.

Wilder Land website was getting the highest traffic through Direct and then Referrals. We can even detect the referral sites from which the traffic is coming to the website. As organic traffic was less, we focused on generating relevant content on the website using the keyword research to drive traffic.

**4. Behaviour report:** When it comes to determining what your visitors are doing on your website, the Behaviour report in Google Analytics is the place to go.

**It will provide you a short overview of your visitors' behaviour in its Overview:**

- 1) Pageviews:** Pageviews are the total number of pages that visitors have viewed in website.
- 2) Unique pageviews:** when a single person has seen a certain page on website at least once.
- 3) Average Time on page:** The average amount of time a visitor spends reading a web page on website is known as Average Time on Page.
- 4) Bounce Rate:** the percentage of visitors who just look at one page and then leave without doing anything with it.
- 5) Percentage Exit:** This metric shows how frequently users leave a page on website (or set of pages).

The Behavioural Flow was essential as it helped us to understand the visitor's journey and find out which page is more important in the website.

**Google Search Console** is another analytical tool. Google Search Console is a free service that allows users to track their site's traffic, analyse keyword performance, resolve difficulties, and get Google notifications about their site. It gives information on how a website performs in organic search as well as suggestions for how to improve the site's position in the Google index. (However, unlike Google Analytics, Search Console only reports on online search traffic, not additional categories such as direct traffic, traffic from advertisements, or traffic from site referrals.)

The main purpose of using the Google search console was to find which queries were visitors using to reach the Wilder Land page. It gave us the information about the Total Clicks, Total impressions, average CTR and average position (position of website on the search engine).

It also helped us to troubleshoot some errors on the website. It showed the mobile readability issue like text too small to read, poor click ability, content too wide, etc.



The next thing we analysed was **SEO Site Check-up**. Through SEO Site check-up tool, we analysed the security of the website and Page speed as the average page loading speed must be less than 5 seconds otherwise the bounce rate will be high.

It shows the keywords for which website is being ranked and different keywords which can be used to optimize website. In order to improve on site SEO, we recommended to use the keywords for meta description, title heads, alt text for images and also header tags.

It also the connectivity of the website with the social media. It helps to get higher ranking on the Google search engine.

The next thing which needs to be done is **Competitor analysis**. In this Wilder Land had competitors like Pukka herbs, Mevrouwchs, Local tea, Clipper teas and Rhoecce. We analysed the domain authority, citation flow, page authority, trust flow, backlinks, organic traffic and organic keywords. The Advice for increasing the backlinks was given.

Now the last comes, **Keyword research** for content. It is being advised to use 1-2 keyword for each of the website. Also keywords with high volume traffic, easy SEO difficulty are chosen for the content of the website. The long-tail keywords are good and effective but it takes time to drive traffic by using them. At the same time, Keyword analysis of the competitors are also done to get the idea of more and more keywords to be used.

Then in the next session, the implementation had to be done. The selected keywords were used to create content for meta titles, meta description, page content and header titles. The wilder Land website doesn't have H1 titles. So, it was being advised to create the H1 titles.

## LEARNINGS FROM THE INTERNSHIP

Because we had to do presentations, my summer internship especially augmented my presentation-making talents. It also helped me improve my time management abilities because we were working on project and other tasks at the same time and had to prioritise and allocate time properly.

We also had to make sure that every project was reviewed by our mentor and that any changes were made before the project's deadline.

Aside from that, I realised how essential research is while working on any type of assignment from a theoretical standpoint. I also realised the growing importance of digital marketing, as well as the need of merging technology and marketing to create innovative campaigns.

This summer internship provided me with the practical exposure of the theoretical knowledge that we gain in the classrooms. This internship was all about implementation and step in the corporate world.

The digital marketing is gaining more and more importance. Companies in order to seek guidance from the digital marketing experts, outsource the work and hire the consulting firms. Because they understand that healthy online presence is as necessary as imparting services and selling the goods. The people are going online when they have to buy anything so in that case if you don't have online presence and unable to reach the audience, eventually your business will suffer. The digital marketing gives the best ROI in case you are a small business which doesn't have much funds to utilize in the traditional media.

## RECOMMENDATION

- Arbalest Learning is the start-up and also the work depends on the number of projects. Project coordinator and the interns start operating on the project from start of the month. The projects are distributed according to the skills of employees and interns and requirement of the project. Like if the project is regarding the website development, then team consists of the website developers and advising employees.
- Due to limited interns and employees, it is easy to work under the guidance of experts. Constant efforts are made to reduce the confusion and misunderstandings.