



# GetMyUni

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**MBA FT – (2020-22)**

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## **Summer Internship 2021**

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### Summer Internship Project Report

Under the guidance of:

**Mr. Omkar Kirtane**

Senior Client Account Manager, GetMyUni

&

**Prof. Himanshu Chauhan**

Faculty Mentor, IMNU

In fulfilment of the requirement for the Summer Internship during

the Master of Business Administration Program, on

12th June, 2021.

12-07-2021

## **TITLE PAGE**

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Duration of internship	14 <sup>th</sup> May 2021 – 14 <sup>th</sup> July 2021
Faculty Mentor	Prof. Himanshu Chauhan
Organisational guide	Mr. Omkar Kirtane
Date of report	12 <sup>th</sup> July 2021
Purpose of report	Submitted as partial requirement of SIP 2020 for the MBA FT (2019-2021) at the Institute of Management, Nirma University
Submitted to	Prof. Himanshu Chauhan

## **UNDERTAKING**

I, Raghuvirsingh Tomar, hereby declare that this project submitted to the Institute of Management, Nirma University is my original work, done under the guidance of Mr. Omkar Kirtane, Senior Client Account Manager and Prof. Himanshu Chauhan, Faculty, Institute of Management, Nirma University.

This project work is submitted in the partial fulfilment of the requirements to be awarded 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.

## ACKNOWLEDGEMENT

I would like to extend my sincere obligation towards all the personages who have helped me in this endeavour. Without their active assistance, guidance, cooperation and encouragement; I would not have advanced in this project.

I am inexpressibly indebted to **Mr. Omkar Kirtane** (Sr. Client Account Manager, GetMyUni) for the industrious guidance, help and encouragement to accomplish this assignment. I am greatly indebted to both of them for providing their valuable guidance at all stages of the study, their advice, constructive suggestions, positive and supportive attitude and continuous encouragement, without which it would have not been possible to complete the project. I am extremely thankful and pay my gratitude to **Prof. Himanshu Chauhan** for his valuable counsel and support on completion of this project.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to my colleagues at GetMyUni for their careful and precious guidance which were extremely valuable for my study both theoretically and practically. I also thank my friends and alumni of Institute of Management who has guided me thoroughly in this project. I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives. Hope to continue cooperation with all of you in the future.

**Thanking You,**

**Raghuvirsingh Tomar**

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## **FOREWORD**

The internship at GetMyUni was carried out for a period of 2 months. Its recommendations are realistic and outcome has been proven but some on the findings must not be interpreted as directly applicable to any specific case of organization. The internship also required me to do several tasks, none of these can account for a proper research project.

Thus, many of the points mentioned in the Summer Internship report guidelines provided by the college stands inapplicable to my specific report. Although my project includes direct participation from the employees of the organization, the research and the project work have been held up with a spirit of strong intellectual independence under the guidance of the organization guide and my college mentor.



# **PREFACE**

Quality without creativity is meaningless as changes grow ever more unpredictable creativity is rapidly becoming recognized as a core management skill.

The basis of this research originated from my passion and knack for Marketing. Marketing management has gained importance in meeting increasing competition and helping brands differentiate their offerings. Marketing management today is the most important function in a commercial and business enterprise.

Today's business environment demands that managers possess marketing knowledge skills and competencies as well as sound understanding of Management processes and functions. Managers need to be able to make best use of the time and talent of other people to work with and through others to achieve corporate objectives. This project gave me the opportunity to explore and expand my management skills into new horizons of development and success.

## EXECUTIVE SUMMARY

A summer internship is an extremely vital part of the MBA journey that any management trainee undertakes. It provides the management trainees a window into what the corporate world is like, how companies and departments function and how to succeed in the corporate world. However, owing to the rather unfateful circumstances brought about by the outbreak of the global pandemic due to spread of COVID-19, all of the summer internships were conducted remotely.

The project was supposed to be completed with *Getmyuni* in the capacity of a Client Account Manager intern working out of their office situated in Bangalore, Karnataka. Understanding the circumstances that the world is faced with, the company agreed to conduct the internship remotely. Even though the internship was completed remotely, the company spared no effort in providing a wholesome and fulfilling experience.

**GetMyUni** is a Times Internet-backed ed-tech start-up revolutionizing the college admissions space in India. It empowers students by helping them choose the right college by providing them access to exhaustive college information, data points, student ratings, reviews, forums, and a student connect platform. For colleges, GetMyUni is a one-stop student recruitment solution. Equipping them with enrolment assistance and highly cost-optimal marketing and communication solutions. GetMyUni is the trusted college search portal for over 40M students, and drive more than 10K enrolments to 200+ universities in India every year.

The company is stringent and demands discipline in dealing with the data as well as work profile of the company. In lieu of this, no company data, in terms of core analysis or the leads, is shared. Having said that, all the information and details that could be made public have been included.

# Chapter 1: Introduction

# COMPANY PROFILE

GetMyUni is a Times Internet-backed ed-tech start-up revolutionizing the college admissions space in India. It empowers students by helping them choose the right college by providing them access to exhaustive college information, data points, student ratings, reviews, forums, and a student connect platform. For colleges, GetMyUni is a one-stop student recruitment solution. Equipping them with enrolment assistance and highly cost-optimal marketing and communication solutions. GetMyUni is the trusted college search portal for over 40M students, and drive more than 10K enrolments to 200+ universities in India every year.

GetMyUni was launched with the idea of becoming the best college search destination in India. The founders of the company Mr. Upneet Grover and Hardik Thakkar, were disheartened by the lack of availability of correct guidance for students looking to enrol in colleges and make their careers. They realized that most students were being misguided by offline consultants to suit themselves. They conceptualized a fair portal, which bases a student's marks, abilities, and background, uses advanced algorithms and presents them with the correct set of college recommendations.

GetMyUni's founders Mr. Upneet Grover is an MBA graduate from Faculty of Management Studies – University of Delhi and has held leadership roles in organizations such as Deloitte Consulting and Bennett Coleman and Co. Ltd. Before starting GetMyUni Upneet also served as the founder of The College Monk which he sold and exited in the year 2020.

Mr. Hardik Thakkar holds a Master of Science from ESSEC Business School and has served in leadership roles in companies such as Thales, Alstom and Uber. Presently, he serves in the board of GetMyUni and has recently Co-founded another company called PacketAI that is working in the area of IT Operations.

## **Mission**

GetMyUni ambitiously aims to remove hurdles and aspires to be a catalyst in providing an online boutique for students who want to pursue their dream career by helping them make the right academic choices.

## **Team**

Creative and transformative minds working in a perfect sync to create a pathway to better education. We are a team of young enthusiasts who help students to make choices regarding Colleges, Courses, Scholarships etc easier and better than ever before.

## LOGO ANALYSIS



People understand and interact with the company's logo, the same way they do with words. GetMyUni's logo is blue in colour. The particular colour is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith and truth. The minimalistic shield symbolizes trust and reliability.

These different sections are carefully curated to help students with any kind of information that they may require in order to take an informed decision about their progression into higher education. Each section is regularly updated so that no misinformation is conveyed to students.

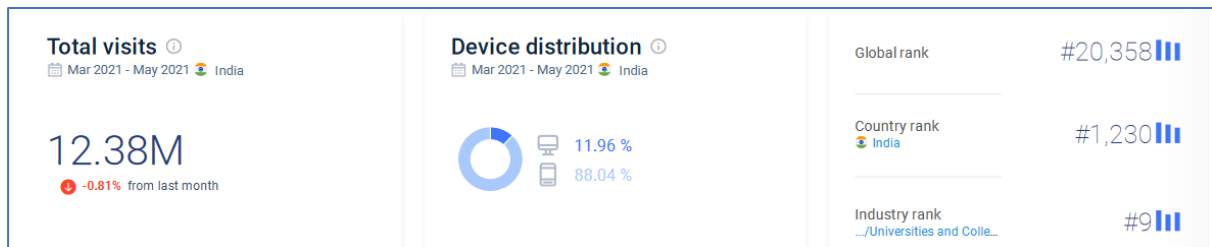
### Website Sections

Sections	Particulars
Explore Top Colleges	This section allows users to browse through all the relevant details about their dream college, using filters such as Location, Course, Total Fees, affiliated university etc.
Exams	This section allows users to browse through all the different entrance examinations that take place in India throughout the year based on discipline and stream.
Olympiad	This section curates information about all the different Olympiads that students can participate in throughout the year.
Study Abroad	This section helps students with information pertaining to university programs outside India.

Also, GetMyUni is constantly on the lookout for new opportunities in terms of offerings in their website that will contribute toward making the journey of students transitioning from schools to colleges simpler and better informed.

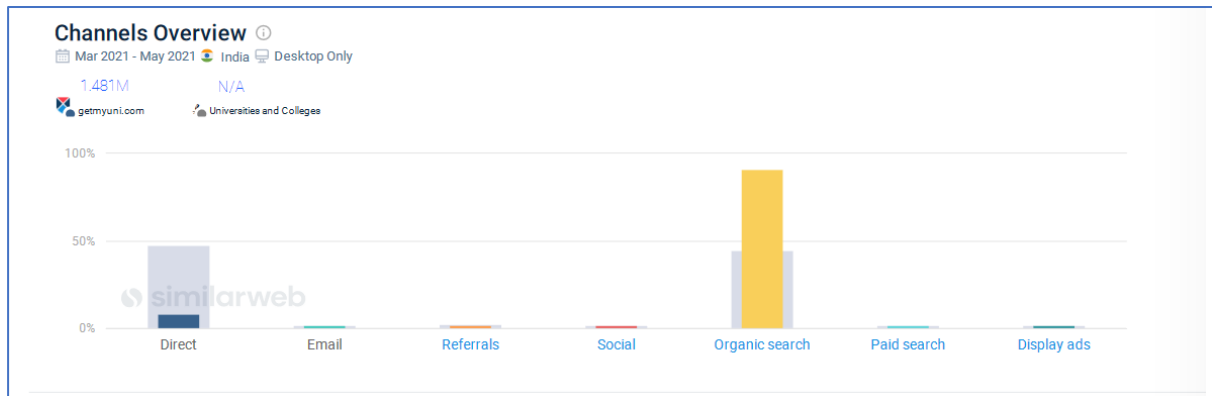
## WEBSITE TRAFFIC ANALYSIS

The website received a total of 12.38 million visits within Mar 2021 - May 2021. Most of the visitors more than 88% were browsing the website on mobile devices and website is ranked #9 in terms of traffic and engagement in the college search domain as depicted in the picture below.

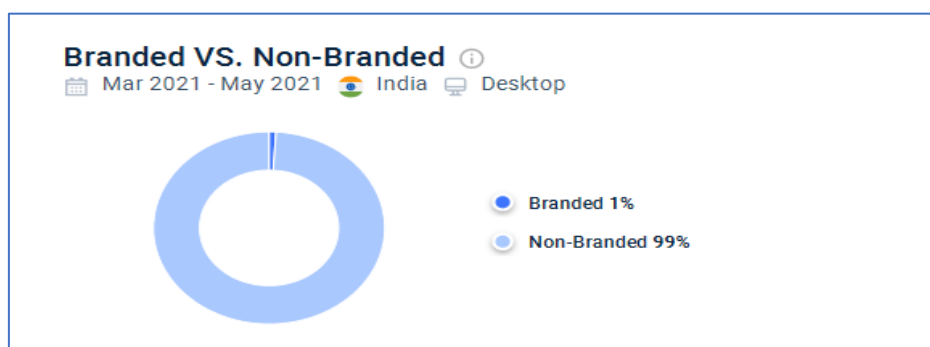


GetMyUni website traffic and engagement

The website attracts majority of its traffic through organic search, which is natural traffic generated on the basis of the quality of content of the websites. As the website has been optimised according to the algorithms of google search, GetMyUni consistently ranks for a host of different key words. As the graph below depicts, organic search makes up for more than 90% of the overall website traffic.



Distribution of channels generating traffic for GetMyUni



Branded vs unbranded keywords and respective search volume

This depicts the distribution of traffic coming from keywords which carry the brand name i.e., GetMyUni or not. It can be observed that majority of the traffic (almost 99%) is coming from Non – keywords which do not carry the GetMyUni brand name. There we may conclude that majority of the website visitors discover the site as they searched for a keyword embedded in the website and not the actual brand name.

## COMPANY CLIENTELE

GetMyUni provides marketing solutions to over 200 universities in India and abroad, driving more than 10k enrolments each academic calendar.

Some of the major clients of GetMyUni are as follows:



**BML MUNJAL  
UNIVERSITY™**

FROM HERE TO THE WORLD



International Management Institute  
Kolkata





**CHAPTER 2:**

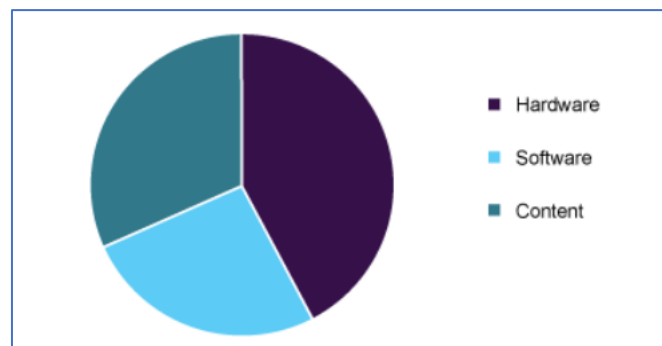
**LITERATURE REVIEW**

# ED-TECH INDUSTRY

Ed-Tech is a portmanteau of the terms “Education” and “technology” and refers to any business that uses technology to enhance or automate educational services and processes. The term is a broad and rapidly growing industry serving both consumers and businesses. From online classes for skill development to online information repositories that help students make informed decisions about their educational choices, there are many businesses which constitute the Ed-Tech industry.

Ed-Tech companies integrate technologies (like AI, Machine Learning and data science) into traditional educational sectors to make them more efficient and user friendly. Ed-Tech is one of the fastest-growing tech sectors, with companies innovating in almost every area of education; from traditional degrees to new age courses that focus on skill development.

According to DataLabs, more than 4000 Ed-Tech start-ups were registered between January 2014 and September 2019 in India. This makes Ed-Tech an ultra-competitive and crowded space. It’s also worthwhile to note that more than 25% of Ed-Tech start-ups close shop within a few years of beginning operations. Therefore, it is fair to say that India’s Ed-Tech industry valued at close to \$2 bn is still in its primitive stages and can potentially grow exponentially.

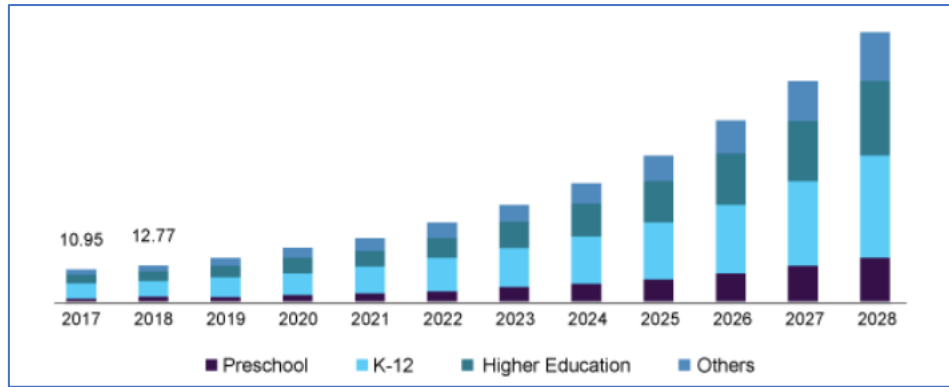


*Global ed-tech market share by type*

## ED-TECH IN 2021

While covid-19 has been a massive disaster for many industries, ed-tech companies have only benefited from the travel restrictions and home quarantines. In the aftermath of the pandemic, students across the globe were forced to study from their homes, creating an urgency in demand for solutions catered to make the transition easier.

Therefore, it was not a big surprise when many ed-tech start-ups across the globe received massive amounts in funding. Leading the way were Indian ed-tech companies that received a combined, \$1.4 billion in funding followed by American ed-tech start-ups racking up to \$803 million in funding.



Asia-Pacific ed-tech market size by sectors

## VERTICALS OF ED-TECH

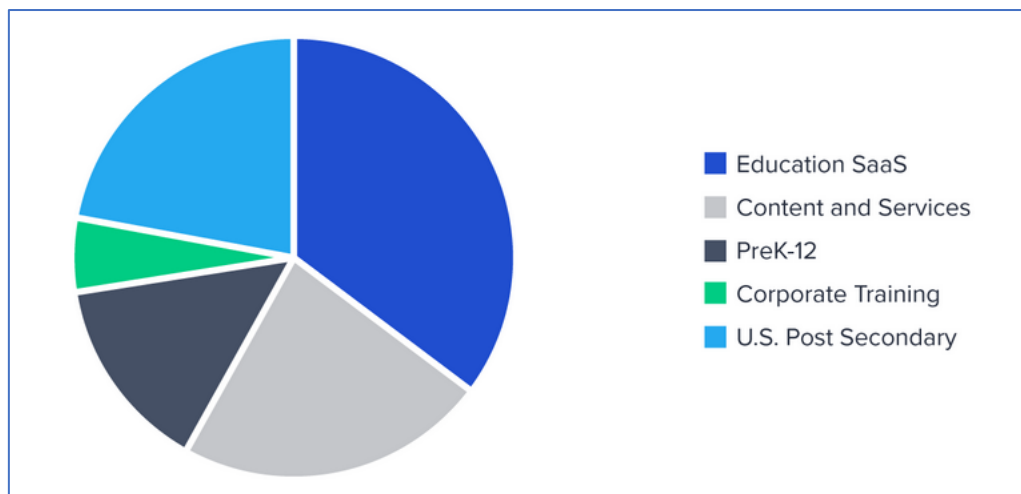
Though the industry conjures up images of start-ups and industry-changing technology, traditional educational institutions are also constantly adopting ed-tech services for their own purposes.

Here's a quick look at how the industry is divided into various verticals at the moment.

**EDUCATION SAAS:** Software as a service is a relatively new concept in the education sphere. It refers to software platforms that work on the cloud and can be accessed by students ubiquitously from anywhere they prefer. It has several benefits such as administering applications, facilitates collaboration, students can study where anywhere and institutions don't have to worry about the hardware as students can use their own hardware devices.

**CONTENT AND SERVICES:** This name can be used to define a very wide array of different business that function within the ed-tech space. These websites can host a ton of different features that students might find useful.

These features include but aren't limited to, college and other educational institute related info, discussion forums for aspiring students, preparatory material websites, and many other such content-based services that students find useful. GetMyUni is also a part of this space.



Verticals of Ed-Tech

**K-12:** These are companies specifically working on solutions dedicated to students prior to 12th grade or college. These companies often provide online and blended education options through general education and career learning programs. These companies aim to provide an alternative to traditional "brick and mortar" education for public school kids in kindergarten through 12th grade, as well as career learning programs to educate learners of all ages with competitive abilities.

**CORPORATE TRAINING:** Corporate training firms play a critical role in bridging the gap between the educational system and the demands of the workplace.

An exceptional technical mind, for example, capable of highly advanced analysis due to enthusiasm and knowledge in a field, may be entirely unable of expressing this analysis to another employee. Making them incapable of performing the functions needed to survive in the workplace.

**POST SECONDARY:** As the name suggests these are companies involved in training and development of students post completing their secondary education. These companies again function in a wide set of different services, such as learning and development, skill development, career grooming and counselling. This is a very crowded space within the ed-tech industry as the age of students who fall in this category are usually much more accepting of education via online mediums and therefore are much more open to the idea of accepting ed-tech product.

# **FUTURE OF EDTECH**

Education technology is advancing to help teachers and students create the finest learning and teaching experiences possible. It simplifies learning for students. According to a research, 75% of teachers anticipate that by 2026, digital learning resources would completely replace traditional textbooks.

The majority of teachers and learners are unaware of current educational technology. However, it is critical to understand and adapt to digital changes in educational technology. Setting goals for students and their learning outcomes helps the school to be more productive. Educators should consider creating a technology-based education system for all kids. Teachers should concentrate on matching the curriculum with technology based on their students' needs and interests.

## **AFFECTS OF DIGITAL TRENDS ON EDTECH**

The goal of digital trends in education technology is to provide access to everything that is required to improve the educational system. With the support of school administration and instructors, we need digital trends that will revolutionize today's classroom. The following are a few digital trends that are influencing educational technology.

- Learning management systems are designed to help students with schoolwork and administrative tasks.
- Automated testing tools, quizzes, practice tests, revision exams, and other forms of assessment can be used. It will improve essential exam-taking skills while also providing immediate benefits.
- Surveys, polls, forms, and virtual feedback can all be conducted automatically.
- Recorded lectures, live sessions, films, presentations, games, learning methods and activities, virtual and augmented reality, and so on can all be used to provide lectures.
- Textbooks and notes will be available as eBooks, online blogs, essays, publications, videos, photos, graphics, infographics, maps, graphs, and flowcharts, among other formats.
- Personalized learning platforms are being implemented in schools so that teachers can build new curricula based on students' interests and requirements.

# FUTURE OF EDTECH IN INDIA

India is a significant player in the global education market. With 260 million students registered in >1.5 million schools and 39,000 colleges, the country boasts one of the world's largest networks of higher education institutions, dominated mostly by the private sector.

According to, The School Education System in India - 2019, a report by the British Council, the Indian formal education system is divided into four levels: primary (for children aged 6 to 10), upper primary (for children aged 11 to 12), secondary (for children aged 13 to 15), and higher secondary (for children aged 16 to 18). (Ages 17-18).

Pre-primary (ages 3-5), vocational, coaching, and technology-based education courses are all used to augment the formal education system.

Indian Education System - Segments and Market Opportunity				
	Schooling	Higher Education	Vocational Education and Skill Development	Ancillary Segments
Segments	Early Childhood Education (Pre-schools)	Graduation (General and Professional)	Vocational Education in Manufacturing	Test Preparation and Tutoring
	K-12 Schools	Postgraduation (General and	Vocational Education in Services	Context: Textbook and e-learning
Market Opportunity (2016-2020)		Research (PhD)		Context: Textbook and e-learning
	Market Size: US\$ 52 billion	Market Size: US\$ 15 billion	Market Size: US\$ 5 billion	Market Size: US\$ 28 billion
	CAGR: 14%	CAGR: 20%	CAGR: 20%	CAGR: 22%

*Segments and opportunities in the Indian education industry*

## INVESTMENT IN EDTECH IN INDIA

In India, ed-tech was the most funded sector in 2020, with VC investments in ed-tech start-ups tripling from US\$ 310 million to US\$ 998 million from January to July 2020. Many ed-tech organizations are witnessing a 3-5 percent increase in free audiences and a 50-100 percent increase in monthly income as a result of the ongoing COVID-19 pandemic, according to experts. This development signifies the fast emergence of the EdTech segment as a favourite sector among global and domestic venture capital and private equity firms.

According to Venture Intelligence data, between January and June 2020, investors infused US\$ 998 million in 31 deals, over 42 deals worth US\$ 404 million reported in 2019.

Year	Number of Deals	Investment Amount (US\$ million)
2020 (January-July)	31	998
2019	42	404
2018	42	664
2017	30	176
2016	33	194
2015	26	81

*Investments in Ed-Tech industry in India*

Byju's topped the chart as the company raised \$500 million in two transactions with Tiger Global and General Atlantic investing US\$ 300 million and US\$ 200 million in January and February 2020, respectively. The other top VC investments in the sector included Steadview Capital, Blume Ventures, Nexus Venture Partners, SequoiaCapital India, General Atlantic of US\$ 110 million in Unacademy.

GGV Capital, Coatue Management, WestBridge, OmidyarNetwork, and Tiger Global were the next investors in Vedantu, each investing US\$ 100 million. Foundation Holdings, Kaizen PE, and others invested US\$ 47 million in Toppr as the third largest deal.

Top VC Investment in Edtech Start-ups	Investors	Investment Amount (US\$ million)	Date
Byju's Classes	Tiger Global	300	January 2020
Byju's Classes	General Atlantic	200	February 2020
Unacademy	Steadview Capital, Blume Ventures, Nexus Venture Partners, Sequoia Capital India, General Atlantic and others	110	February 2020
Vedantu	Coatue Management, GGV Capital, WestBridge, Omidyar Network and Tiger Global	100	July 2020
Toppr	Foundation Holdings, Kaizen PE and others	47	July 2020

*Total venture investment in Ed-Tech start-ups in India*

## LIKELY SCENARIO POST COVID 19

Because users have already invested in digital instruments such as cell phones or computers to access online learning courses, the number of users may not decrease when the sector's growth slows.

Arjun Mohan, CEO of upGrad, India, remarked in a Forbes India story in 2020, "COVID-19 gave the EdTech sector an opportunity to service customers who had never used such platforms before. If their experience was good, they'll stick on."



## **RATIONALE OF RESEARCH**

A client account manager at GetMyUni is responsible for all client related interactions and fulfilling all responsibilities of GetMyUni towards its clients by acting as the representative of the brand.

Some of the major functions that I performed as a client account manager (intern) at GetMyUni were as follows:

- Understanding the client's requirements and consequently strategizing effective lead generation campaigns accordingly.
- Being the post-sales SPOC for the client and ensuring optimal lead delivery.
- Working closely with the sales and business development team and communicating campaign feasibility after doing the effective due diligence of each proposed campaign.

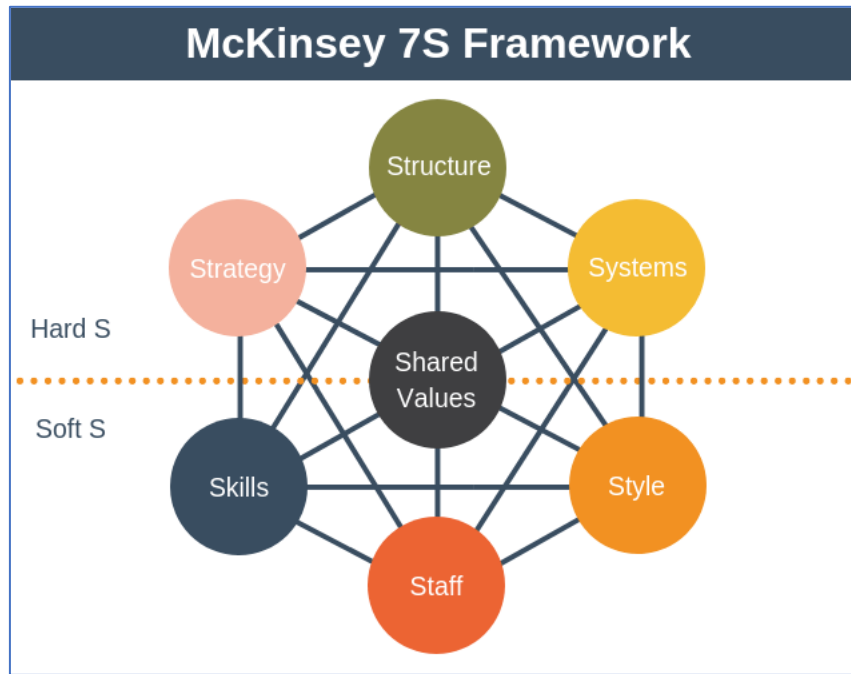
Therefore, in order to effectively create campaigns for GetMyUni clients that result in higher conversions I have undertaken a study by tracking the conversions and understanding what demographic indicators are a better representation of the candidate's overall willingness to admit into a certain program.

## **RESEARCH OBJECTIVES**

- To understand client requirements and strategies lead generation campaigns using various mediums such as, bulk SMS marketing, Email marketing, Google ads, Creating landing pages for sponsored clients etc.
- To map leads collected from the above-mentioned activities as per the requirements of the clients.
- To segment the generated leads into two different cohorts based on 1) Geographic proximity to the college location, 2) Course Interest expressed by the candidate.
- To track the conversion rate (leads pushed vs admissions taken) of 4 different sponsored clients based on the cohorts mentioned above.
- Create sales funnels of the cohorts that depict the conversion rates and identifies the most effective segmentation strategy.
- Formulating strategies for future marketing campaigns based on the findings of the project.

## MCKINSEY'S 7S FRAMEWORK

The tool McKinsey 7s model analyses firm's organizational design by looking at 7 key internal elements: strategy, structure, systems, shared values, style, staff and skills, in order to identify if they are effectively aligned and allow organization to achieve its objectives.



Following is an analysis of the 7S Framework for GetMyUni:

### Strategy

The key growth driver at GetMyUni is its client account management division, as the company undertake different sponsored campaigns.

### Structure

GetMyUni has a matrix structure combined with the culture of a flat organisation. The organisation is not centralised and allows autonomy to different divisions, but at the same time they have significantly developed their reporting systems. This structure does not make the organisation any less compliant or serious when it comes to work.

### Systems

The culture that the organization has is maintained in all departments and locations. The culture they follow is an open-door policy, maintaining the respect to the individual and rolls alike. Proper training is provided to new and existing employs to retain and develop the talent in the organization. All the systems are aligned with the corporate.

### Shard Values

Ownership, cohesion and collaboration along with innovation and care for society are the values that can be seen through their performance oriented and customer focused working style.

### **Style**

There are ample opportunities and chances of growth for employees. The employees are valued the most and they give employees space for innovation, more specifically related to Content Development. The leadership style that is followed is Democratic leadership at all levels in the organisation. Decision making is a participative process. Every employees' view is paid heed to and then consensus is attained.

### **Staff**

The team members at GetMyUni have a sense of ownership and accountability to the organisation. The staff is trained and gradually made to believe in the organisational value. Thus, every point of contact in the organisation has a consistency of communication and thoughts. The organisation too reciprocates to this behavior of the employees, satisfactorily.

### **Skills**

The staff including the technical, managerial and support roles, are trained to have some basic soft skills, in order to enhance the culture. Beyond this, the skilled and unskilled staff at the organisation has support and growth in the organisation.

## **SECONDARY RESEARCH**

For the purpose of this project, I gained access to all the leads which have been delivered to the following clients:

- 1) IDP
- 2) GMAT
- 3) HDFC Credila

After collecting the relevant data (leads delivered between 29/04/2021 to 29/06/2021) from the database, I have separated the data set into two large cohorts, based on the following parameters:

- 1) Geographic proximity of the candidate to the educational institute.
- 2) Course the individual candidate is interested in.

After dividing the data set into the two above mentioned cohorts I've tracked the conversion rates of each cohort for all the four campaigns. Based on the findings of the research, I have devised plans for future marketing campaigns that can help increase conversions.

Based on the findings of the analysis the future marketing campaigns can be designed to take advantage of opportunities in the market.

## **METHOD OF RESEARCH**

1. Data from the company's website.
2. Data from competitor websites
3. Data collected by GetMyUni CRM platform that was used to deliver and tracks leads.
4. Used website analysis portals like Similar Web and Uber Suggest for analytics and information on GetMyUni and competitor websites.

# CHAPTER 3: Project Work

## **Role and Responsibility**

- To understand client requirements and strategies lead generation campaigns using various mediums such as, bulk SMS marketing, Email marketing, reverification, Creating landing pages for sponsored clients etc.
- To map leads collected from the above-mentioned activities as per the requirements of the clients.
- To segment the generated leads into two different cohorts based on (1) Geographic proximity to the college location and (2) Course Interest expressed by the candidate.
- Create sales funnels of the cohorts that depict the conversion rates and identifies the most effective segmentation strategy.
- Formulating strategies for future marketing campaigns based on the findings of the project.
- Analysis of different campaigns to ensure the feasibility.
- I under the guidance of my mentor Mr. Omkar Kirtane have started an initiative called “Learning with GMU”. Where interns from various departments were encouraged to present a ppt on various topics of their choice.
- Graphic designing and video making for various campaigns and learning with GMU.
- Understanding MOU between College and GMU
- Asking college for any requirement / query / Feedback (Banner, CRM access etc.): This was done on regular basis to keep all stakeholders updated.
- Convey new campaign details and strategies to team members
- Analysis for leads (Organic, Google Trends), Resource Planning, Plan of Action
- Monitoring the campaign / Operations Review Meeting
- Profit & Loss report of each campaign to determine the cost and return
- Team lead for GMAT campaign
- Head of “Learning with GMU”
- Responsible for organising meet between interns and mentor

## **Problems Faced**

The blockades that were faced in completing this project are mentioned below:

- There was a lot of time bound factors since achieving success through newly developed strategies in 2 months in quite impossible;
- Company was not reluctant in providing some internal data though they were very supportive during my tenure;
- Few of the data are collected superficially and from past records, which can cause contingency.
- Not all campaigns were admission based, in certain campaigns the purpose of the company was to just deliver leads so couldn't track those conversions.
- Certain clients don't permit running google ads on their behalf which also caused some hindrance in lead generation.

## **Instruments for motivating employees:**

**Appreciation:** One of the biggest motivating factors for an employee is appreciation and words of affirmation. Giving employees, proper encouragement and ample opportunities often result in inspiring them to do work in a more effective way. CEO and Senior managers at Getmyuni are known to follow the practice of motivating their employees by giving their employees enough appreciation and recognition.

**Perks and incentives:** Another way to motivate your employees is by having employee benefits and perks as a part of the work culture. Many companies including Getmyuni provide various benefits like health insurance, paid sick leave, etc. Getmyuni also gives its employees the flexibility in their work. Employees at Getmyuni are also offered with performance bonuses which boost their overall productivity and also make them loyal to the company, thus sticking around for more years.

**Recognition:** Recognizing activities usually help in creating positive morale in the working environment. It also assists in establishing proper work ethics. Getmyuni has been running the Employee of the month program by setting some objectives and specific targets to achieve. Accomplishing the set targets results in great rewards and the employee with the best work is awarded the employee of the month award. This wholly results in encouraging employees to do better and thus brings positive outcomes for the company.

## **SUGGESTIONS AND RECOMMENDATIONS TO THE COMPANY**

In my 2 months stint with the various teams and employees at Getmyuni, I can say that the company has a very well-balanced work culture. The leaders are very cordial and believe in putting their team members ahead. They were also very understanding of the situation that everyone was going through owing to the pandemic.

On the work front, the company has a very well-oiled machine for workflow distribution and communication. However, from the projects that I undertook, I can make one recommendation to the company's marketing team – to run more paid campaigns on social media and leverage the analytics. Moreover, I noticed that there were a lot of people that I had to answer to even though I was working with one team.

However, there was an obvious lag in communication between the team members because of which I had to rework on some of the assignment multiple times. I understand that having a team working at different times causes such an issue, but more concrete communication would have been very helpful.

## **Name of institutions whose campaigns I have ran till now**

1. Acharya Nagarjuna University
2. Birla Global University
3. Manav Rachna International Institute Of Research And Studies
4. Shri Ramswaroop Memorial University (SRMU Lucknow)
5. Sri Sri University - University in Odisha
6. Ganpat University
7. Raj Kumar Goel Institute Of Technology
8. BM Group of Institutions
9. IMS Unison University
10. Rayat Bahra University
11. KK Modi University
12. Maharishi University of Information Technology (MUIT), NOIDA
13. Noida International University
14. ISME ( International School of Management Excellence )
15. ISMR Pune
16. IAMR
17. Rathinam College Of Arts And Science
18. Rathinam College Of Engineering
19. Maharishi Markandeshwar (Deemed to be University)
20. O.P. Jindal Global University
21. DIT
22. Pandit Deendayal Energy University, formerly PDPU
23. Presidency University



# CHAPTER 4: Learning

## LEARNING

The summer training project provided me with an amazing opportunity to put into practice the theoretical knowledge that I had gained throughout my three years of B.Com. (H) as well as the first year of MBA. Some of the learnings have been listed here:

- One of the key learnings from the Summer Internship Programme is the importance of a well conducted research and its impacts on the actual work done.
- The importance of time management that creates a subliminal effect that goes unnoticed by the audience, but is carefully designed and positioned by the marketer.
- Content is beyond creativity. It requires the right frameworks, research and tools of marketing to get the required traction.
- Better understanding of a formal event management, targeting and reaching the prospects and communicating the messages through the right collaterals.
- While presenting an idea to superiors or managers, always prepare a proposal with W5H brief, competition, feasibility and likes of the same.
- Getting the connect through colloquial language is another key aspect.
- The marketing services industry has many thought leaders as their influencers; thus, relationship management becomes a key step in the process.
- Making brief presentations that are encompassing of the product and works as a convincing sales pitch.
- Formal etiquettes like the right tone to communicate, the right way to greet managers and the correct way to report work done. These usually go unnoticed but have a huge significance
- Formal Practices like being punctual, appropriate dress code even for virtual meetings, communicating well, meeting deadlines etc are again a part of the role and thus should be followed
- In case of a boardroom split or a personal conflict in the meeting, always be neutral and never pick a side
- Always have a post event report ready, for smallest of the events and meetings
- Communication, being the key to efficiency, can be improved by understanding the model of Attention, Acceptance and Action
- While presenting your offering to a client, cater it as per the need of the individual client. Client pitch decks cannot be the same for two clients
- Summarizing the projects with a summary report enables better analysis of work and also suffices future record requirements
- Team work in terms of smallest of the things leads to lessened load and more benefits for all.
- Learnt to make good use of the entire Microsoft Office and Canva, unbounce, google sheets and a few other software that facilitated working from home and with all teams.

## **CONCLUSIONS**

As a part of our Summer Internship Project, I got an opportunity to work for a period of 8 weeks at GetMyUni, which is a Time's Internet backed ed-tech start-up. The organization being a start-up, did not have any policy set up and were functioning smoothly even during the pandemic and operations were not at all complex.

As the organization was in an expanding stage, I was given their internal projects to handle, where I strategized plans to improve sales by increasing lead conversions. After being a part of various client meetings and understanding the challenges in ensuring that the leads are delivered in a time bound and effective manner. I was able to successfully strategize lead generation campaigns for GetMyUni's clients. My experiences at the company helped me gain valuable insights into the world of B2B sales and client account management.

With my research I understood that the most important factor that students think of while deciding on a college was the proximity of the institute to their location. I used this information to ensure that the messaging in client campaigns highlighted the location aspect.

My role as a Client Account Manager was quite challenging yet intriguing. I got to learn from some of the smartest people I have ever had the privilege to work with. I tried my best to make the report fruitful and my all efforts will be valuable if anyone gets any sort of benefit from my report.

## **Internship Completion Certificate**

Not received.