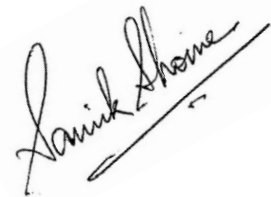


Summer Internship: Final Report

:buhl

imprezz

Starting Date	3rd May
Ending Date	31st June
Company Mentor	Amit Mundra
Academic Mentor	Dr. Samik Shome
Submitted By	Isha Jalan



Name	Isha Jalan
Topic:	Design and implementation of marketing strategies through unpaid digital media
Company Name:	Buhl-Data Services Pvt. Ltd.
Company Address	42, P5, Kudlu Main Rd, Muneshwara Layout, Haralukunte, Muneshwara Nagar, Bengaluru, Karnataka 560068
Date of Report:	12 th July, 2021
Prepared For:	Institute of Management, Nirma University.
Submitted To:	Dr. Samik Shome

Declaration Certificate

I, Isha Jalan, hereby declare that this project titled “Design and implementation of marketing strategies through unpaid digital media ” is based on an original project study conducted by me under the guidance of, Mr. Amit Mundra (Country Head India). I would also like to thank the Whole team of Buhl-Data for their constant support and guidance. I further declare that this project has not previously formed the basis of the award of any degree or Diploma or similar title of recognition.

Place: Kolkata

Date: 12/07/2021

Signature:

Isha Jalan

ACKNOWLEDGEMENT

Foremost, I would like to express my sincere gratitude to my Company mentor Mr. Amit Mundra for the continuous support. His patience, motivation, and immense knowledge helped me stay on track, complete the tasks and gain practical knowledge about the marketing field. I could not have imagined having a better mentor for my summer internship. Besides my company mentor, I would like to thank the rest of the Buhl - Data team for resolving my queries and helping me understand the work. Without their support, I would

My sincere thanks also go to the Institute of Management, Nirma University for having a summer internship project as mandatory and providing me the opportunity to apply the learning I received in the first year of college. I thank my faculty mentor Dr. Samik Shome for guiding me in this amazing journey. Without his motivation and support, it would have been difficult to complete my projects. Last but not the least, the placement committee worked hard to bring this opportunity to us and conducted a smooth interview process and negotiation.

COMPLETION CERTIFICATE



Date: 30.06.2021

CERTIFICATE

This is to certify Ms. Isha Jalan from Institute of Management, Nirma University, Ahmedabad has done her summer internship in Buhl Data Service Pvt Ltd under the guidance of Mr. Amit Mundra on the project titled "Design and implementation of marketing strategies through unpaid digital media" from 03.05.2021 to 30.06.2021.

She was sincere, hardworking, showed outstanding professional skills and keen interest in her work and learning during the course of her internship.

We wish her well in future endeavours.

Warm regards,

Moritz Buhl

Managing Director

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EXECUTIVE SUMMARY

The project is divided into three parts. The first part focuses on the industry, the history of the company, and the detailed product offering. SWOT analysis has also been performed based on the research conducted during the period on the business environment, competitors, and future prospects. The second part tells about the work profile and the job done during the two months of my internship. It elaborates on all the work done systematically and the way it contributed to the company. Being a part of the marketing team in Imprezz, the 7 Ps of marketing has also been defined based on the offerings and marketing strategy of Imprezz. This part also covers a competitive analysis done where Imprezz is compared to one of its well-established competitors. The third part covers the learning received, and the skills acquired. The tools used to perform the tasks given and how it was used is also stated in this part.

PART 1:

ABOUT THE INDUSTRY

Software as a service (SaaS) is a method of delivering software as a service through the Internet. Instead of installing and maintaining software, you simply use the Internet to access it, freeing yourself from the hassles of software and device maintenance. In the commercial environment, it provides an alternative to normal software installation by allowing users to create the server and install the program.



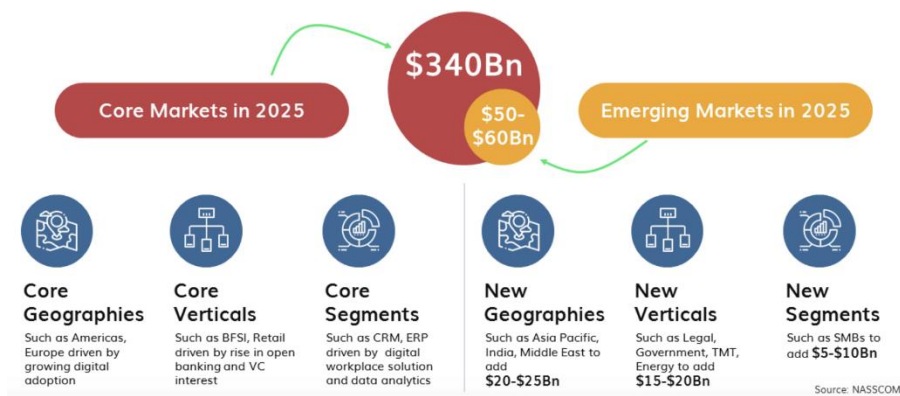
Growth Prospects

With India's burgeoning startup scene and tremendous progress in digital adoption, demand for SaaS products is on the rise. According to NASSCOM data, the country's SaaS sales amounted to US\$3.5 billion in FY2020, with foreign markets accounting for 75% of sales.

As businesses attempt to keep their operations running, the COVID-19 pandemic has accelerated enterprise cloud adoption. According to an IDC survey released in November, over 60% of Indian companies aim to use cloud platforms for digital innovation as they re-allocate their IT investment budget in the wake of the pandemic.

The Indian SaaS market is expected to reach US\$18 billion to US\$20 billion in sales by 2022, thanks to advantages such as fast decision-making, cost-effectiveness, reduced risk, and better flexibility. The software-as-a-service (SaaS) market is still in its infancy. This is an excellent moment to begin in the industry because there are several prospects for advancement.

This Is Just The Start Of The SaaS Story- 2025 Addressable Opportunity Is 4X Current Market Size



ABOUT THE COMPANY

The screenshot shows the WISO MeinBüro website. At the top, there is a navigation bar with the logo, 'product', 'Prices', 'Help', and 'Blog' menus, and a 'Log in' button. The main content area features a yellow background with the text 'WISO MY OFFICE' and 'The flexible one Office software for Your business'. Below this, it states 'Successful companies of all sizes rely on the MeinBüro office software. Plan, manage and control all business activities and effectively facilitate your daily work.' There are two buttons: 'try now' and 'Buy now'. A large pink banner reads '50% sparen bei MeinBüro Web* mit Gutscheincode: Urlaub50'. Below the banner is a dashboard with a bar chart titled 'Umsatz- und Ausgabenstatistik' showing sales from June to October. To the right of the chart is a table of sales data.

Company	Revenue
Pures Holzdesign GmbH	2.344,30 €
Schausteller Heinemann	1.960,40 €
AppEntwicklung Winkler	725,56 €
Futterladen Bello	2.895,30 €
Elektro Müller GmbH	4.212,37 €
Bike24	568,20 €
Elektro Müller GmbH	1.389,950 €

Buhl-Data Services Pvt. Ltd.

In 1984, Martin Buhl, the company's founder, started making floppy discs for the French company Rhône-Poulenc. Collaboration with ZDF, for whose program WISO Buhl Data Service generates a series of programs, beginning with the tax declaration software "WISO Sparbuch," has been critical to the company's success in the financial software area since the 1990s.

Buhl Data Service is a software company based in Germany that creates and distributes innovative apps and services for browsers, smartphones, tablets, PCs, and Macs. With approximately 700 employees over 13 locations in Germany, Switzerland, it is Germany's largest independent software maker.

The company's initial focus, during its formation in the year 1986, was on data carrier replication. "Wiso Software" series is a software developed by Buhl-Data and it is the best software under the tax and finances category in Germany for B2C companies. Similarly, there are multiple software developed under the series which are used extensively by the German population be it B2B or B2C. They have even won various awards for developing amazing software.

Subsidiaries:

The Buhl Group includes variously specialized subsidiaries from the areas of industrial production of data carriers, CRM software, CAD, software development as well as software for corporate planning, group consolidation, and professional pension funds:

- Buhl Replication Service GmbH (liquidated 2016)
- Buhl Tax Service GmbH
- WSCAD GmbH
- Cobra Computer's Brain ware GmbH / AG (CH)
- Buhl Datenträger GmbH
- Thinking Networks AG / GMI GmbH (acquisition as of September 1, 2010)
- TN CuRA GmbH (acquisition as of September 1, 2010)
- Deltra Business Software GmbH & Co. KG
- Microteach GmbH
- Cateno GmbH & Co. KG (acquisition June 2018)

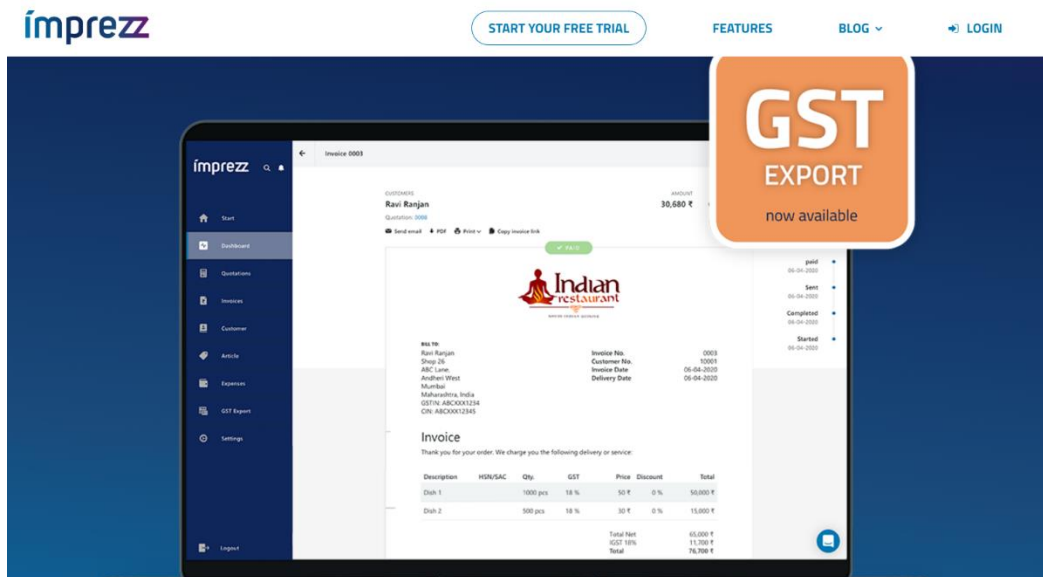
Products:

- WISO Savings Book: Software for processing the income tax return.
- WISO My Money: Financial management for accounts, deposits, and tangible assets with integrated online banking.
- WISO My Office: commercial software for entrepreneurs, freelancers, founders and GbRs
- WISO Unternehmer: standard business software for merchants with mapping of purchasing, sales, order processing, liquidity planning, electronic payment transactions, financial accounting, and payroll accounting. Interface to DATEV and certified social security notification according to DEUV
- WISO landlord: & heating bill for private landlords
- WISO property manager: rental ancillary cost accounting complete tenant and cost management
- WISO My Association: Association Administration
- WISO steuer: Web: Software for processing the income tax return
- ilovetax: The tax app for the smartphone generation

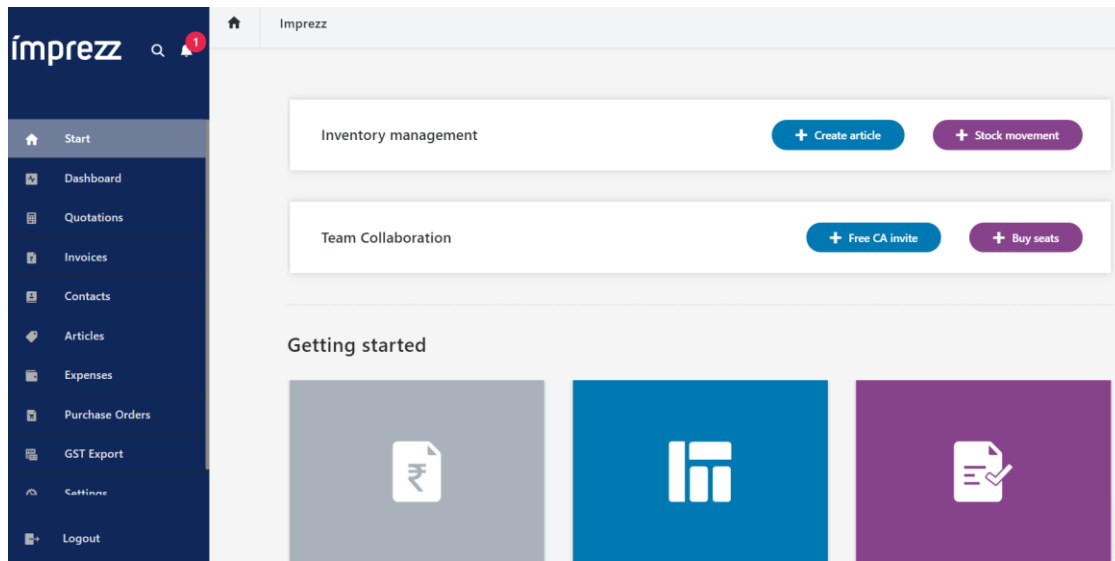
- invoiz: Financial and accounting program from the cloud for the self-employed and small businesses
- tax: Tax software
- Taxango: Tax return on the Internet
- D-Info: Telephone information for Germany
- D-Sat: Satellite atlas for Germany, optionally also with route planner and interlocking to the telephone book
- Sceneo TV central media centre software for digital TV reception on pc
- hausblick: Portal for landlords, legal expenses insurance, credit information
- finanzblick: Online and banking software
- TN Planning: Software for corporate planning and group consolidation
- CuRA: Software for professional pension funds
- büro+ & ERP-complete: merchandise management, financial accounting software for companies

About Imprezz

Imprezz is a brand under Buhl-Data Services and the company is located in Bangalore. It is software that provides accounting, inventory management, and billing services and is currently targeted at SMBs and retailers. The features are focused to provide hassle-free accounting and stock movement management at reasonable prices for small business owners with a very easy-to-use interface. Multi-user access, GST export, CA Seat, and more such features make it an amazing choice for SMBs.



Services Offered:



The company provides the following services through Imprezz:

1. Accounting
 - a. Tracking and recording purchases and sales
 - b. Tracking Contacts
 - c. Multicurrency accounting
 - d. Debit and Credit Notes
 - e. Ledger / Statements

2. Invoicing and Billing
 - f. Generation of Quotation
 - g. Making an Invoice
 - h. Registering full and partial payments
 - i. Registering expenses
 - j. Creating Purchase Orders

3. Inventory Management

- k. Stock Movement Tracking
 - l. Dunning
 - m. Notification Alert
 - n. Stock control through minimum level setting
 - o. Articles Management
 - p. Customer Management
4. GST Export
- q. Exporting files and allowing smooth integration to tally
 - r. Classification into types of GST
5. Team Collaboration
- s. Multi-User access
 - t. Tailored Access
6. P.O.S
- u. Mobile P.O.S
 - v. Inventory Management
 - w. Customer Management with Purchase history
7. Reports
- x. Sales Report
 - y. Expense Report
 - z. Customer and Article centric report
 - aa. Quotations and Invoices Overview

Work Profile

Every team in the organization collaborates, helping and learning from one another.

➤ **Sales Team**

The sales team is in charge of leads created from various channels, such as digital platforms, organic outlets, and referrals. The major task entails contacting every potential customer, setting up demo calls, and explaining how Imprezz software works and how it may benefit their business, as well as giving support until the end, thereby converting them.

➤ **Marketing team**

The marketing team is in charge of Imprezz Software's overall marketing, which includes paid and unpaid media marketing. Developing a strategy, developing follow-up plans, and then keeping track, as well as evaluating the dynamic outside environment and consumer needs regularly.

➤ **Outsourcing agency**

Imprezz has outsourced its marketing efforts through PPC Campaign to a company that handles the ads and budget according to the inputs given by the imprezz team and their expertise. The content marketing work is also outsourced to an agency and marketing through unpaid mediums is done on that basis.

❖ **Digital marketing agency**

The Digital marketing agency advertises Imprezz through Google Ads.

Content agency

The Content agency provides Imprezz with Content for its webpage & Blog.

Development Team

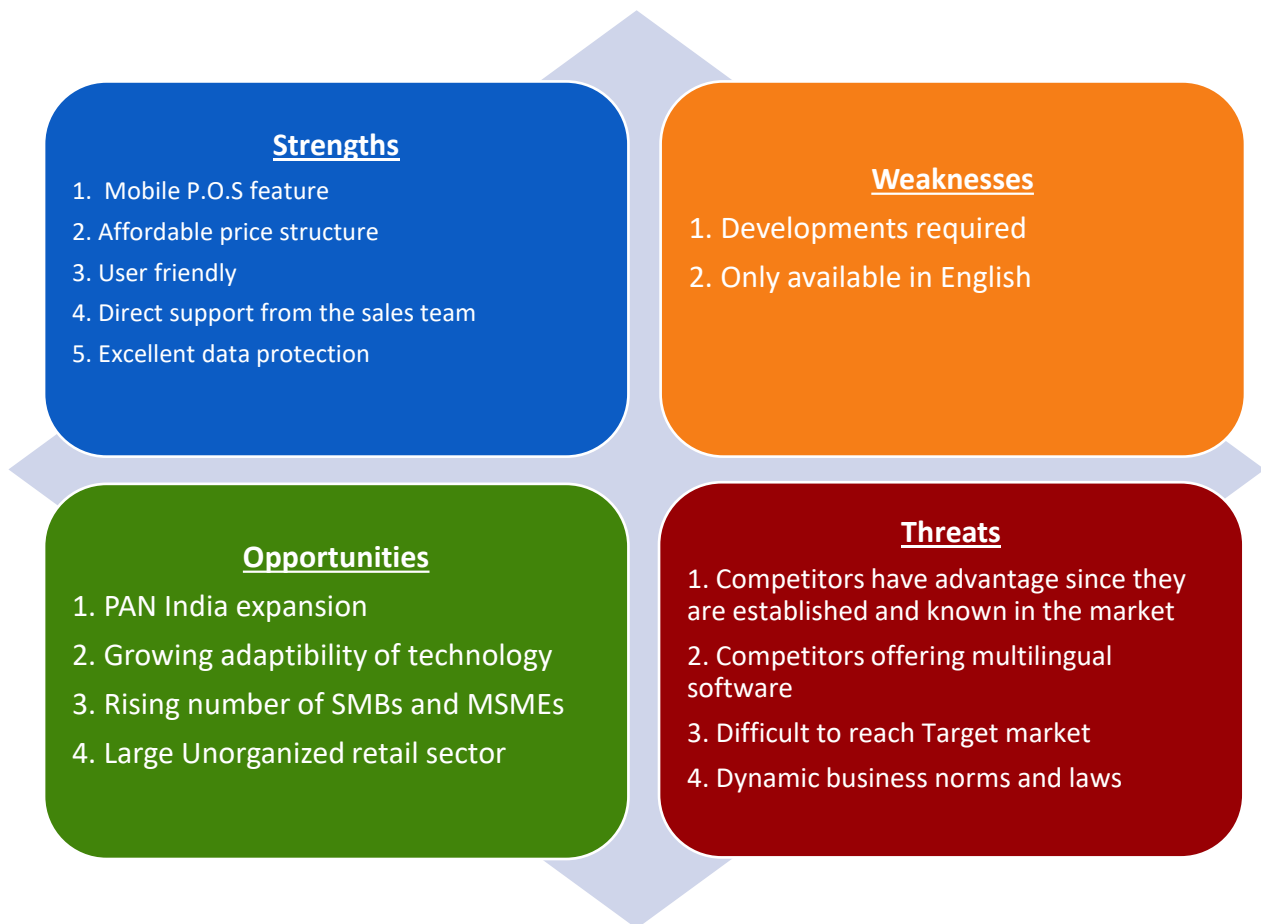
The Development team looks after webpage development, feature development, removing bugs and other technicalities in the software.

Project division and allocation

Under the Marketing Department, the project includes working on creating a marketing roadmap and strategies for Imprezz's Mobile & Web App.

- Organic marketing through optimized blogs
- Website content management
- PPC Campaign analysis and hygiene checks
- Keyword, topic, and content analysis
- Competitor's marketing strategies analysis
- Suggesting and implementing ways to improve organic and inorganic traffic to the website

SWOT Analysis of Imprezz:



Strengths:

1. **Mobile P.O.S Feature:** This feature alone will help SMBs and MSMEs save a lot of money as they will not have to invest in an expensive P.O.S system and their android phone alone will take care of everything. Starting from article and customer management to the point of sales everything can be done through mobile. They can even scan articles and easily enter them in the database and get smart notifications related to stock movement. This will save a lot of time and money and also provide flexibility.

2. **Affordable Price Structure:** As the company is fairly new, it aimed to develop all the necessary features initially and tailor them for the SMBs of India. This has allowed them to charge affordable price compared to software providing a package of endless features which the SMBs might never use. They also have a customizable plan that the customers can opt for.
3. **User Friendly:** The software has stressed upon making the software very simple to use keeping in mind that it is designed for the SMB and MSME owners who usually operate in small teams and do not have time to go through a long learning curve just to understand and use the software.
4. **Direct Support:** In case of any query or difficulty faced by the customer it is addressed swiftly by the very efficient sales team of the company who tries to maintain a bond with the users to better understand their behavior and wants and get constant feedback on how their experience can be improved.
5. **Excellent Data Protection:** Being a subsidiary of a German company it places a high priority on the data protection factor. It adheres to General Data Protection Regulation or GDPR, which is aimed at guiding and regulating the way companies across the world will handle their customers' personal information and creating strengthened and unified data protection for all individuals within the EU. This provides an assurance to the customers that their data is protected.

Weakness:

1. **Developments Required:** As the software is going through many developments where features are added and the development team is small, the time taken is longer and it few features as still absent that is demanded by the SMBs for example ledgers, journal or batch number in invoices and data retailed to it, etc.
2. **Only available in English:** The software is only in the English language there reducing the target market hugely as a major portion of SMB and MSME owners do not English. There are so many languages spoken in different parts of India that it will be very difficult to make the software multi-lingual.

Opportunities:

1. India is a very populated country and India's retail sector was estimated at US\$ 883 billion, with grocery retail accounting for US\$ 608 billion. The market is projected to reach ~US\$ 1.3 trillion by 2024. The software does not require physical stores and people from all over India can be reached through various digital mediums
2. Growing Adaptability towards technology: Retailers have become adaptable towards technology and digitalized their businesses. Pandemic has actually caused this to happen sooner and more and more businesses have implemented technology in their day-to-day work in order to stay in the growing competition. The increased adaptability will definitely benefit the SaaS companies and this is one of the reasons for its growth aspect. This is the right time for such companies to expand their market and strengthen their product and marketing efforts.
3. Rising Number of SMEs and MSMEs: There has been an increase in the SMEs and MSMEs and various government schemes has also encouraged this behavior along with pandemic. This means increased market size for the company to explore and cover.
4. Large Unorganized retail sectors: 90% of the retail market of India is unorganized and a lot of them are in the rural areas. However, more than ever there is an inclination for digitalizing the business operations among these owners, and with the increased internet availability and user-friendly software, this unorganized sector can be targeted to convert them to organized businesses.

Threats:

1. High Competition: There are well-established large companies that have gained customer trust and provide similar services. Their big teams and growing reach is a major threat to Imprezz.
2. Multi-lingual Software: The competitors have software that supports different languages and therefore can cater to the needs of people who only know regional languages and are uncomfortable with English.
3. Difficult to reach target market: As the target consumers are SMB and MSME owners, small retailers, etc who are very active on social media or exposed to digital platforms

it is difficult to reach through just search ads and organic mediums which is being currently practiced by the company.

4. Dynamic Business norms and laws: With usual changes in the rules and regulations, GST rates, and other requirements it is difficult to keep up with them and constantly make developments accordingly to meet the standard.

Competitor Analysis

The major competitors for Imprezz are Quickbooks, Profitbooks, and Zoho.

Zoho Corporation is an Indian multinational technology company that makes web-based business tools. It is best known for an online office suite named Zoho. The company was founded in 1996 by Sridhar Vembu and Tony Thomas and has a presence in seven locations with its global headquarters in Chennai, Tamil Nadu, India, and corporate headquarters in Pleasanton, California.

The analysis is done based on Zoho.



A. Determine what products your competitors offer.

1. Are they low-cost or high-cost providers?

They are a low and high-cost provider solution as they have different ranges.

2. Are they working mainly on volume sales or one-to-one purchases?

The focus on one-to-one purchases as it is a service software.

3. Do they have a different pricing model or the same as Imprezz?

No, they have the same pricing model, with more or less the same pricing model with the inclusion of a free trial version.

4. How does the company differentiate itself from its competitors?

It has a wide range of features and it has an Android POS system which is the main point of differentiation.

5. How do they distribute their products/services?

Their main product includes software which needs a subscription to use them.

B. Sales tactics

1. What does the sales process look like?

Their sales mostly depend on direct conversion through digital promotion and demo calls.

2. What channels are they selling through?

Online

3. Are they expanding? Scaling down?

The SaaS software business is all about expanding the service offering and making changes dynamically.

4. Do they have partner reselling programs?

They do not have any program as most of the selling is done directly.

5. What are their revenues each year? What about total sales volume?

They have a revenue of ₹4,385 crores (US\$610 million) (2020).

6. Do they regularly discount their products or services?

They provide a free software trial for a period of 14 days.

C. Analyze how your competitors market their products.

1. Do they have a blog?

They do have a blog on their website itself

<https://www.zoho.com/blog/>

2. Are they creating whitepapers or eBooks?

No.

3. Do they post videos or webinars?

They have a YouTube Channel and they post a lot of videos and content.

<https://www.youtube.com/zoho>

4. Do they have a podcast?

No, they don't own a podcast.

5. Are they using static visual content such as infographics and cartoons?

They use animations and real humans to display their content.

6. What about slide decks?

They have a lot of information about their journey on their website.

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

7. Do they have a FAQs section?

They do have an FAQ section and they post about the information on software and every feature they provide.

<https://help.zoho.com/portal/en/community/>

8. Are there featured articles?

Yes, they do have featured articles that provide information related to the services they offer.

9. Do you see press releases?

As Zoho is a listed company it usually has many news going around they do post it on their website.

<https://www.zoho.com/press.html>

10. Do they have a media kit?

Zoho does have a media kit including the annual report they share the information about the awards and recognitions, they have attained.

11. What online and offline advertising campaigns are they running?

Zoho regularly updates its campaigns and stays with the trend. They have display ads, search ads, and also social media campaigns.

D. Take note of your competition's content strategy.

1. How accurate is their content?

They post a lot on their Blog page which provides information about the features they provide and basic knowledge of related topics.

2. Are spelling or grammar errors present?

They have hired a professional so no grammatical error is found.

3. How in-depth does their content go?

The content is very deep and informative as in the SaaS Industry to create an impact on customers you need to provide them with a deep understanding of everything related to your product.

4. What tone do they use?

The tone is simple and refreshing. They try to please their customers with a soft tone

5. Is the content structured for readability? (Are they using bullet points, bold headings, and numbered lists?)

The content is pretty much sorted properly.

6. Is their content free and available to anyone or do their readers need to opt-in?

The content is free for everyone to access.

7. Who is writing their content? (In-house team? One person? Multiple contributors?)

They seemed to have hired a professional as their content is regularly updated.

E. Observe how they promote their marketing content.

It has 183,009 followers on Facebook and 27.7K on Instagram. The marketing content on Facebook and Instagram are the same. They have advertisements campaign some with humans and some with animated characters. There are no internal links provided on their content, all of which they have posted on their website.

PART 2:

WORKFLOW AND ROLE

The task provided by the company aims to assist in the marketing efforts of the company in both PPC and the unpaid media.

1. Product Understanding

Understanding the product and all the features associated with it. This was done by developing a dummy business and trying the software. Suggestions were provided along with observing any errors and reporting the same.

2. Keyword Analysis

Conducting a proper analysis of the keywords used in the PPC Campaigns, and the website traffic. Also, providing information required by the Digital marketing team.

3. Content Planning

Performing topic research, keyword research, and competitive research to plan the topics and content for the website and provide ideas to the content team. SEMrush was heavily used to conduct the research.

4. Content Distribution Planning

Planning on techniques to distribute the content present and also suggesting ideas for content. Analyzing potential backlinks and other unpaid media that are important platforms for content distribution especially for a software company.

5. Promotion through Social Media

Developing and scheduling the upcoming posts on the social media handles of imprezz.

6. Assisted in Website development

Researching website ideas, constructing mind maps based on them, and creating a sitemap for the content and design team using Miro was all done when the company was overhauling its website. One of the primary goals was to create a website that would encourage people to join up for a free trial or click on another CTA.

7. Analysis of PPC Campaigns

Analyzing the PPC campaigns running through intercom data, suggesting ideas that could help the company reduce unnecessary costs and generate better leads. The analysis was performed on a week-to-week and month-to-month basis. Suggestions were reviewed and then communicated to the PPC team.

8. Reviewing Content for website development

Coordinating with the content and website development team to constantly review the content and assure smooth timely running of the process. Also, designing a plan for the pages and the highlights on each page. Planning the video design for the home page and also the content for the same.

9. Assisting in administration work

Catering to any sudden requirement or immediate needs for example hunting for UI/UX designers, delivering the needs of the different departments.

CONTRIBUTION TO BUSINESS

1. Topic research

Conducted keyword and competitive research successfully to provide blog topics for May, June, and July. The research was completed using SEMrush extensively.

2. Reviewed and Suggested changes for Website Content

Assisted the content team to produce content for the website that matched the product offering. Also, suggested improvements after understanding the services and researching on competitors, well-designed websites in order to produce unique content that would make it easy to differentiate impress. in with the competitors.

3. Designed Content Plan

Developed a content plan along with a distribution strategy for different unpaid social media platforms. The platforms include Facebook, Linked In, and the company's own website. The content covers infographics, videos, images, carousels, blogs, etc. The distribution strategy covers backlinks to target, media-specific distribution, along with a calendar designed to smoothen the process. This has been planned after properly researching the current needs of the target segment i.e. SMBs and MSMEs and therefore include content that solely focuses on helping these businesses. To conduct a thorough research SEMrush was used along with analyzing the content that is popular among this group.

4. Analyzing PPC Campaigns

Analyzed the campaigns that are running through Google AdWords and assisted the marketing team in the research process of finding the loopholes and suggesting corrections for the same. This was performed to ensure that the right communication is going through to the target segments in the different Ad copies of different campaigns. Corrections and suggestions were provided to the digital marketing team and the required changes were made to make the campaigns more accurate.

Keywords research, reports regarding the number of conversions on a monthly, geography basis was also completed. Analyzing to discover the campaigns, sources, search terms, etc. that are driving in the greatest number of clicks and conversions were also studied and the same was communicated to the PPC team.

Return in terms of qualified conversions over the period was also studied and matched with the associated budget used and campaigns stressed upon to find a definite correlation between the returns and the changes was also performed. The information was passed on to the PPC team. The PPC team then made the necessary changes in the campaigns and implemented the valuable suggestions provided.

5. Assisted in Website development

As the company was revamping its website, researching on website designs, developing mind maps based on the and a sitemap for the content and design team using miro was also conducted. One of the main focuses was to design a website that would lead the visitors to opt for the free trial or another CTA. The website design was developed keeping in mind the Indian consumer taste and the content and hence required coordination with the content team and the whole of imprezz team.

6. Drafted Job Description

Created a Job Description for a content writer required by the company.

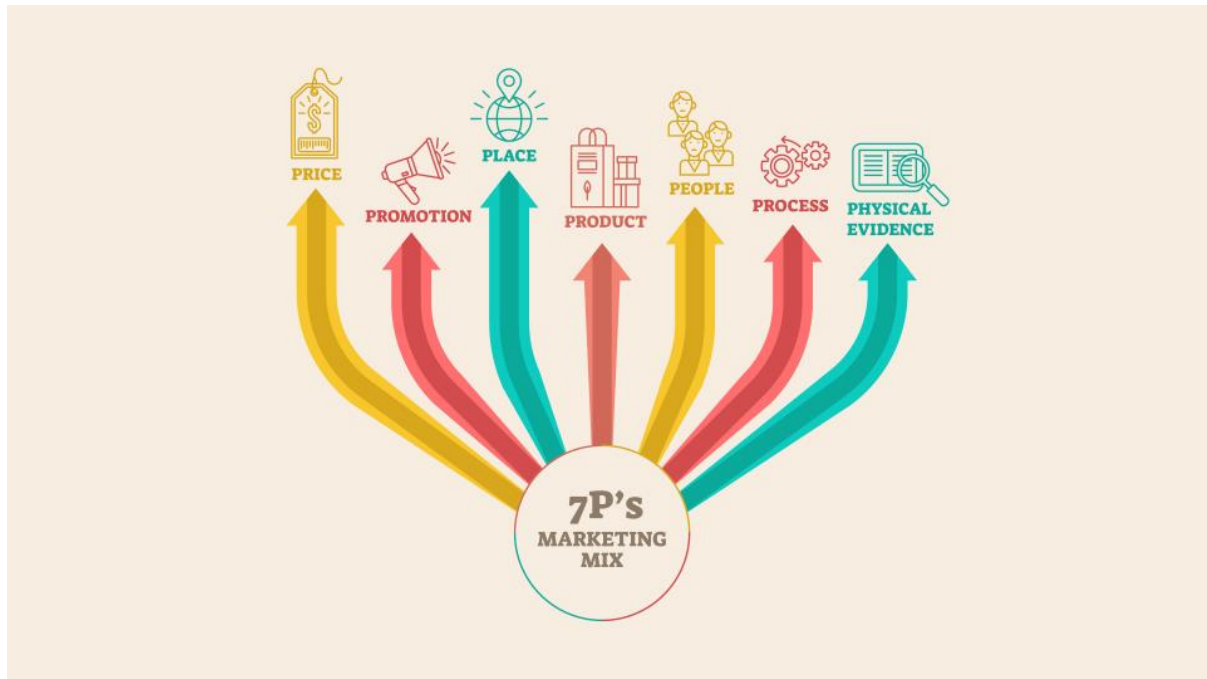
7. Regular Posting

Regularly posting on the social media handles of the company was taken care of as a part of the contentment distribution task.

8. Assisting the Website designer

Working closely with the website developer to provide her with all the required details regarding the content, statistics, and images. Also, providing her with any help required to better understand the product and services offered by the company.

7 Ps of MARKETING:



This model was designed to help marketers decide and frame the product offering and systematically organize its marketing efforts. Based on this, below are the 7ps of Imprezz.

1. **Price:** Imprezz is priced at a very affordable rate and the starter pack is only Rs. 499 a month. This pack offers the main features any retailer needs to function example invoices, inventory management, etc. Then there is a standard pack at Rs 1499/ month and it offers extra features like more seats for team collaboration, more quotation templates, etc. The most expensive is the unlimited pack at Rs. 1999/ month. Along with features, the price also depends on the turnover of the business which is a very smart strategy to promote its plans which are on the expensive side.
2. **Promotion:** Imprezz is mainly focusing on PPC campaigns and specifically search ads to generate awareness and attract customers to its product. Organic traffic also forms a part of the leads generated and Imprezz heavily promotes itself through blogs, social media, etc.

3. **Place:** The company has a web-based channel and does not require a physical distribution channel. From generating leads, providing demos, to actual onboarding everything is done online.

4. **Product:** The product is a SaaS software and aims to take care of all the backend processes of retailers, SMBs, and MSMEs in the future. Hence it has features like accounting, billing, team collaboration, POS and inventory, etc. Mobile POS will provide the company an edge over its competitors. The country has witnessed a growing acceptance towards such SaaS software and the growth will continue to turn the unorganized retail sector towards a more organized sector.

5. **People:** Imprezz has a small but efficient team. It takes care of all the customer queries, tracks their usage, and even develops strategies to perform better based on the analysis. It follows the German culture and hence there is no strict hierarchy allowing free flow of communication and better relationship. Punctuality is of utmost importance and ideas and inputs are appreciated.

6. **Process:** The service provided is aimed to provide an excellent experience to the customers. There is a demo call and assistance is provided whenever required. The onboarding and training process is conducted with every new customer as the company understands the retailers as quite new to such software.

7. **Physical Evidence:** The interface is very user-friendly and simple. By having essential features and well-designed plans, the user's learning curve is reduced significantly and they are more willing to adapt and set up their business on imprezz.

PART 3:

CONCLUSION

Learnings

- Current Marketing position of the software and its future goals.
- The KPIs that need to be focussed on while performing digital marketing.
- Importance of conducting different Ad campaigns and analyzing which one is producing the desired results, and making changes accordingly.
- Key factors to keep in mind when designing a company's web page for example placement of CTA at the right places etc
- Through campaign analysis, I was able to better understand the role of CTR, Impressions, leads, etc.
- Got better at using SEMrush as a tool
- High Intent and Low Intent Keywords
- Phrase and Broad Match keywords
- Backlinks and their types
- How SEMrush can be used to find and pursue backlinks
- Infographics distribution channels
- What are Dynamic and Static ad groups
- How to draft a JD
- What are responsive search ads and expanded text ads
- Techniques to expand reach through LinkedIn

TOOLS Learned

1. **SEMrush:** This was used extensively throughout the internship to conduct keyword research, topic research, posting on various social media platforms. Backlink research was also conducted where useful sites that can be approached was identified for backlinking purpose.
2. **Google AdWords:** It was used to go through the ad copies of the different search campaigns that the company was running and also performing a hygiene check. The hygiene check resulted in clear and better communication through the paid ads which improved the quality of leads in the next month. The keywords used, audience targeted, their age group, and gender everything was studied along with the budget allocated in each of such campaigns.
3. **Google Analytics:** It was used to study the keywords and blogs that are driving in conversions in order to understand the interests of the target market and produce similar content in the future. It also helped in the website content planning.
4. **MIRO:** It was used to create a mind map to help the developer and the content agency. This also increased co-ordination among the team when creating a framework for the website pages as comments and remarks could be directly communicated there along with better planning for the design
5. **Intercom:** The intercom data was used to understand the target customer buying journey to gain insights and provide the same to the digital marketing and sales team.

SKILLS Acquired

1. **Flexibility:** As the team is small, the work required was not static and I was exposed to different work ranging from marketing to even HR-related tasks like drafting the Job description for a content writer.
2. **Adaptability:** The work divided changed in the second month and I had to adapt to changes and understand the work in order to continue it.
3. **Punctuality:** As Imprezz is a part of the German company they strictly follow the timetable and being punctual is a given for any meeting. The same goes for the completion of any work assigned and the working hours.
4. **Team Work:** Being a small team I got to understand the wonders teamwork can bring for example completion of the project on time, routine standups, and review meetings to ensure the efforts are going in the right directions and if there are any confusions or help is needed it is addressed. Also, the whole Imprezz team could be approached as they do not have a hierarchy system besides approvals for any work. The excellent work culture where everyone is treated as a valued member was refreshing and helped bring out creative ideas.