

SUMMER INTERNSHIP REPORT

Buhl-Data Services Pvt. Ltd.



From 3rd May 2021 to 30th June 2021

Under the guidance of:

Institute Guide- Prof. Tripura Joshi

Organization Guide- Mr. Amit Mundra

(Country head India, Buhl Data Services Pvt Ltd)



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Company Name	Buhl Data Services Pvt Ltd
Date of Submission of Report	12 th July 2021
Purpose of Report	Partial fulfilment for the award of Degree of Master of Business Administration Batch 2020-2022
Prepared For:	Institute of Management, Nirma University.
Submitted To:	Prof. Tripura Joshi

Declaration Certificate

I, Simmy Sahi, hereby declare that this project titled “Creating a marketing roadmap and developing promotional strategies for a cloud-based accounting software” is based on 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 or 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: Ahmedabad

Date: 12/07/2021

Sign:



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Acknowledgement

I take this opportunity to thank Institute of Management, Nirma University to keep mandatory summer internship training program for the benefits of the students. I would like to thank Buhl Data Group for giving an opportunity to pursue my summer internship at their organization. I would like to use this opportunity to express my deepest gratitude to Mr Amit Mundra and all the other members of the department for taking out time from their busy schedules to provide me with the guidelines and constant support to carry out the project and provide me with the training required to conduct the analysis. I would also like to thank Prof. Tripura Joshi (faculty mentor) for all his support throughout the course of the internship.

Executive Summary

The purpose of this project is to understand how marketing strategies can be created for a cloud-based accounting software. With India's emerging startup landscape and its rapid strides in digital adoption, the demand for SaaS products is seeing an upward graph. The COVID-19 pandemic has significantly expedited enterprise cloud adoption as companies seek to keep going their business. An IDC survey published last November revealed that over 60 percent of the organizations in India plan to leverage cloud platforms for digital innovation as they re-strategies their IT spending plans as a result of the pandemic. The survey further divulged that the crisis enabled them to spend more on public cloud IaaS, PaaS solutions and SaaS. This project helped me in understating and monitoring SaaS Industry more closely and applying my marketing skills and knowledge on how market can be created for the startup Imprezz in already existing great market for cloud-based accounting software in India. My role specifies having Digital Marketing expertise in order to plan out new campaigns for Imprezz and formulating strategies for existing once. The main motive of my project was to understand hoe PPC Advertising can generate more leads for the company and lastly more revenue.



Date: 01.04.2021

Dear Simmy,

SUB: OFFER FOR INTERNSHIP

On behalf of Buhl Data Service Pvt. Ltd., I am excited to extend an offer to you for an internship position within our Marketing team. This position is located in our office in Bengaluru, but this is based on the Covid situation.

This position is scheduled to begin 03.05.21 and will be a two-month paid internship opportunity ending on 30.06.21. This position will pay Rs. 15000.00 as monthly stipend. In this role, you will report directly to Amit Mundra, Country Manager Imprezz.

During your temporary employment with Buhl Data, you may have access to trade secrets and confidential or proprietary business information belonging to us. By accepting this offer, you acknowledge that this information must remain confidential and agree to refrain from using it for your own purposes or disclosing it to anyone outside. Also, you agree that upon completion of your internship, you will promptly return any company-issued property and equipment along with information and documents belonging to the company. By accepting this offer, you acknowledge that you understand participation in this program is not an offer of employment, and successful completion of the program does not entitle you to an employment offer from Buhl Data.

This offer letter represents the full extent of the internship offer and supersedes any prior conversations about the position. Changes to this agreement may only be made in writing. If you have any questions about this offer please contact us at info@. Please review this letter in full, and sign and return it via email to info@imprezz.in to confirm your acceptance of the position no later than close of business on 07.04.21. We look forward to having you begin your career with us and wish you a successful internship. Welcome to our team!

Warm regards,

Moritz Buhl
Managing Director

BUHL DATA SERVICE PVT. LTD.

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Offer Letter

PART-A

Name of the company: Buhl-Data services private Ltd

Project Title- Creating a marketing roadmap and developing promotional strategies for a cloud-based accounting software

About the organization

Buhl Data Service is a software company having its global headquarter in Germany, develops and markets innovative apps and services for browsers, smartphones, tablets, PCs and Macs. The owner-managed company is Germany's largest independent software manufacturer with over 700 employees at 13 locations in Germany, Switzerland & India. Under the "Imprezz" brand, they support private individuals, the self-employed and small businesses with their invoices, quotations, inventory management and other small finances/accounting needs. Their focus is on the MSME & SMB business segment with the aim to digitize the financial and accounting needs of this segment. In this way, Imprezz ensure that the bottom of our customers achieve the best result for themselves.

About BUHL Data

Buhl Data Service is an owner-managed GmbH with headquarters in Neunkirchen (Siegerland), production site in Burbach (Siegerland) and development sites in Hanover, Oldenburg (Oldb), Konstanz, Mannheim and Bad Kreuznach.

Since 1986, Buhl has been developing and distributing software for tax returns, financial administration and the management of business processes of smaller companies (SMEs). Furthermore, Buhl Data Service is a manufacturer of optical storage media and a supplier to the PC hardware industry (OEM). On behalf of Microsoft, the company produces CDs and DVDs with variants of the Microsoft Windows operating system.

The Buhl Group, based in Neunkirchen, Siegerland, creates and distributes cutting-edge software for PCs, Macs, the web, and mobile devices. With approximately 500 employees in Germany and Switzerland, the owner-managed company is one of the largest independent software makers in Germany.

The company's initial focus, when it was created in 1986, was on data carrier replication. Buhl has been producing and selling its own software products since the early 1990s and is the top provider of tax and financial software in the B2C category with the "WISO Software" series. "WISO tax: Sparbuch," which has won numerous awards, is Germany's best-selling software for private income tax declarations. The Buhl Group includes well-known software vendors such as cobra, Deltra, Microteach, Thinking Networks, and WSCAD in the B2B market.

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

Business model

Buhl Data offers its products essentially as Software as a Service (SaaS). Since 2003, the use and maintenance of the software have been regulated in the form of a timeliness guarantee. The timeliness guarantee is a service contract that must be actively concluded by the user. The closing process led to criticism in the press, which prompted Buhl Data to make the conclusion of the contract more transparent.

About Imprezz

Imprezz is a part of the Buhl Group, a German software company that develops and sells cutting-edge browser, smartphone, tablet, PC, and Mac apps and services.

Under the “Imprezz” brand in India, the company serves self-employed, entrepreneurs, and small and medium businesses with invoicing, quotations, and other financial/accounting needs. The bottom line for our organisation is that our customers obtain the greatest possible outcome for themselves.

Imprezz is a new tool in the hands of freelancers and entrepreneurs that enables them to create beautiful, design-oriented, more personalised, self-branded, and interactive quotations for their clients in order to win those deals. It allows you to not only create estimates and proforma invoices, but also manage your money and create invoices, recurring bills, and reminders in the cloud - all quickly, effortlessly, and intuitively.

Imprezz is an online accounting system that allows users to complete basic accounting tasks such as creating quotations, GST-compliant invoices, receiving payments on invoices, creating purchase orders, and tracking stock movement. Schedules, reminders, and the Dunning functionality can all be used to collect payments from clients. The dashboard can be used to track expenses and provide an overview of the business's bookkeeping.

About the Industry

The SaaS Industry

Breakthrough technological innovations are happening at a breakneck speed. These enhancements help businesses run more efficiently, but they are also important drivers of economic growth and human progress. Fast-paced technical breakthroughs have become important drivers of India's digital adoption. In the last several years, the United States has grown to be a major player in the Software-as-a-Service market.

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.

By 2022, India's software as a service (SaaS) industry is expected to generate revenue of US\$ 18-20 billion and account for 7-9 percent of the global SaaS market, as companies invest in innovation to drive the next development phase, with strong COVID-19 tailwinds driving collaboration and proficiency platforms, as well as remote working moving businesses to digital channels.

It's no surprise that the pandemic's economic woes led to a drop in worldwide IT spending. Despite this, cloud spending is a fantastic option. As firms build new capabilities to fuel the next wave of innovation and development, the outlook for SaaS appears to be fantastic and will remain consistent this year and in the future. Arising advances like artificial knowledge, machine learning, natural language preparing, IoT and others are required to control the SaaS contributions and so the adoption.

To stay competitive today, every business relies on data. They rely on future-confirmation IT solutions to ensure that their data is always available and ready to respond. The adoption of the cloud has made storing and preparing large amounts of data easier and more interesting. Furthermore, enterprises can access the great bulk of their data at any time and from any location. Notwithstanding, managing, observing and getting data storage, at the same time, with a data security service is inevitable.

Services offered

Imprezz is the leading finance and invoicing program that enables the self-employed and small businesses to create their invoices, quotes and reminders directly in the cloud

Features:

Through Imprezz once can:

- **Start with Inventory Management:** Imprezz Inventory management uses advanced inventory management features to ensure seamless functioning of the supply chain through effective communication and clarity in analysing each and every step. Create GST enabled Article List, Create purchase order and Track Stock Movement. Through Inventory Management, Imprezz provides Touchless purchase order life-cycle.
- **One can create Outstanding Quotations:** With the professional Imprezz quotation you make an impression: Your customers can look at the details of your illustrated quotation folders on the web and accept convincing Imprezz quotation directly at the click of a mouse.
- **Invoices can be created through Imprezz.** With the invoicing program Imprezz you write a professional and legally compliant bill at lightning speed, which you can send directly to your customers with just a few clicks. It also provides you the option to create recurring invoices and timesheets.
- **Dashboard:** One can have complete overview of his/her transactions and standings at the dashboard. One can check Companies Sales and expenses stats through Sales and Expense Management. No matter whether sales, surplus, open invoices and quotations - One no longer lose sight of anything.
- **Contacts:** You can also create contacts of your clients, vendors for hassle free and quick creation of Quotations, Invoices or Purchase order.
- **GST Export:** One can export GST files and even ask his Accountant to collab with this tool, for compliances.
- **Customisation:** One can create default Terms of payment. Text modules, set dunning schedules.
- **Team Collaboration:** Imprezz allows various users to log in simultaneously and perform accounting activities. This is also relevant because accounting software has

grown in terms of usage. Now multiple other departments like sales, human resource, operations, etc., also require access for performing daily tasks. And this Software provides one of the best Data Security for your Organisations Data.

PART-B

Work Profile

Every team in the organization works side-by-side, assisting and taking suggestions from each other.

➤ **Sales Team**

The sales team looks after the leads generated by different sources including Digital platforms, organic mediums and referrals. The main work goes around contacting every prospective customer, providing them with demo calls and making them understand how Imprezz software works and how it can be beneficial for their business organization and provide support till end, thereby converting them as our client and assisting further.

➤ **Marketing team**

The marketing team looks after the overall marketing of Imprezz Software, it includes Marketing Imprezz through paid & Unpaid medias. Devising strategy, making follow-up plans and then keeping track along with continuously researching on dynamic outside environment and customer needs.

➤ **Outsourcing agency**

Imprezz has outsourced agency for handing the initial work of development of Webpage and marketing Imprezz through PPC advertising.

- **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 and other technicalities in the software.

Project division and allocation

Under the Marketing Department, the project is mainly working on creating marketing roadmap and strategies for Imprezz's Mobile & Web App across digital and traditional marketing. Along with improving our marketing strategy in its current form and suggest best suited marketing approaches for our product. Performing market analysis and research not just on the competition but what in the near future can we expand to.

Support the marketing team in daily administrative tasks.

- Assist in marketing and advertising promotional activities (e.g. social media, direct mail, and web).
- Research new content topics, trends, and ideas for marketing campaigns and for our blogs.
- Support our Content marketing agency with suggestions about social media, Podcasts, E-books, and other forms of content.
- Perform Keyword Research, Analyse Website Traffic, and Audit the website for technical errors.
- Explore everything and more about Online Marketing and Website Management, as well as traditional marketing

Methodology of work

✓ **Marketing Research**

Market research (or marketing research) is any set of techniques used to gather information and better understand a company's target market. Businesses use this information to design better products, improve user experience, and craft a marketing strategy that attracts quality leads and improves conversion rates.

The research was under *Secondary type* of research in which we already had the data and we needed to analyze it further and give ideal findings which can improve user experience in the form of more conversions to the product.

Task 1

Understanding the product and how to use it.

At first the main task was to identify what is the software all about and to check if any glitches are there in using the system as a user.

The research was observational as it started with creation with new Imprezz Id as a customer and then observing every feature they provide by providing dummy data and to check whether it needs any improvement.

The research was mainly to find out if the software is user-friendly or not and if a person with less expertise in the field of software can use it or not as the basic aim of Imprezz is to provide the users with the seamless user-friendly experience.

Task 2

Researching on various modes of paid medias for PPC Promotion

The next set of work was to identify the media of promotion through which Imprezz can get more conversions.

The main target was to get the research done on PPC Marketing. The pay-per-click marketing is an online advertising model in which advertisers pay each time a user clicks on one of their online ads. ... All of these search's trigger **pay-per-click** ads. In **pay-per-click** advertising, businesses running ads are only charged when a user actually clicks on their ad, hence the name "**pay-per-click**."

The medias that I identified for PPC Marketing was:

Search Ads

Paid search advertising is one of the most popular forms of PPC advertising in which brands pay (using an auction-based model) to have their ads displayed above and below organic search engine results when users search certain keywords.

For example, a search for “online doctor” showed this text ad above the organic results on Google’s SERP.

The first tool that was being used was Google Ads, I was the part of the marketing team and I needed to do research on reports generated by Google ad words.

I had to observe which campaigns were running, the research started with keyword volume and gap research along with suggesting which set of keywords are not working well in terms of impressions and then Ad copies research, in which I observed and proofread all the communication that was going on in Google Ads and compiled a report in which I highlighted which all communication goes against Imprezz.

Display Ads

Although Google display advertising still originates within the Google Ads interface, display ads perform very differently from their paid search counterparts.

Not only that, display ads aren’t limited to appearing in only one location like search ads (in the SERP). Display ads appear across the entire GDN — over 2 million sites reaching over 90% of online users. They can show in multiple places on social media, such as natively in news feeds or on the side of the main feed.

Display Ads was not being incorporated for the time being in Imprezz for PPC, but Imprezz is planning to include Display Ads along with search ads as the combination of both medias can help Imprezz in achieving target more efficiently.

The research work here pertains to what increase in click through rate can be achieved if display ad will be incorporated, which I did with the help of reports generated by google ads and by studying the trends of conversions and impressions, I realised it is worth including in the promotion strategy.

The display ad if started in combination with search ads will allow the product to be displayed not only to those leads who specifically search for that service. Display ads will help in increasing the sphere in which the product will be advertised.

It will target not only those who search for service features offered by Imprezz but will also target the customers who look for services related to Imprezz; this will of course increase the reach as the ad will get popped up to customers who will visit even competitor's website.

Paid Social

Paid social is the practice of displaying sponsored advertising content on third-party social networking platforms with the goal of targeting specific customers. Marketing leaders often use paid social to increase marketing efficiency and capture new subsets of customers.

The best way to make your PPC marketing effective is to include social media platforms in your advertising strategy and then creating campaigns according to target market we get in those media.

Here the research work started with observing what posts are getting posted in all the social medias and how new campaigns can be created to boost those posts.

Facebook-

The first research on social media platforms started with Facebook, At the starting I started with how Facebook ads work through experimenting with dummy campaigns in my own account and then how step by step Facebook campaigns get started.

Then I finalized what can be the target market and what campaigns can run on Facebook as a part of Imprezz PPC Advertising.

Twitter-

In the Twitter as Imprezz do not have any account created before, my research work started with searching for how PPC advertising works for Twitter.

The method contains starting with stating the objective- Awareness, consideration & conversion and then creating campaigns for each of these categories in form of

- Image
- Video
- Stories
- Call To Action buttons
- website visits

- features landing pages

After creating campaign, the next step is to take follow-ups for each of the created campaigns and checking on impressions each campaigns get and then optimizing them accordingly.

LinkedIn-

For the PPC Advertising in LinkedIn, Imprezz already have account in LinkedIn, so the research work started with observing that what section of target customers can be looked forward in LinkedIn. Then the next steps are same as in Twitter.

The method contains starting with stating the objective- Awareness, consideration & conversion and then creating campaigns for each of these categories in form of

- Image
- Video
- Stories
- Call To Action buttons
- website visits
- features landing pages

After creating campaign, the next step is to take follow-ups for each of the created campaigns and checking on impressions each campaigns get and then optimizing them accordingly.

YouTube-

For YouTube Ad promotion, the task was to research on what ad content can go on 10-15 seconds of PPC Video ads.

I started my research work by researching on the ad content that our competitors had on their channel, and thereby creating a link with already running campaigns I formulated 10 content topics on which ads can be made.

PART-C

Learning & observation

Observation:

Classification of observations

a) About organizational Training

Working with a group of diverse and talented peers with a growth mindset and “get things done” attitude.

- A high degree of collaboration and autonomy.
- The ability to change the way accounting works for SMEs, start-ups, and freelancers.
- Getting mentored by an experienced team along with the chance to coordinate with C Level management.
- Great learning curve at all stages of the internship with timeless feedback on progress.
- Short decision-making processes
- A working environment that values team spirit and collegiality.
- Intellectual exchange & satisfaction.

b) About self-learning

In the context of self-learning the following earnings I have till now:

○ How SAAS Industry works

About different software that comes under SAAS, services provided by industry, their market size and structure

○ Data processing and data analytics

Ad-word Keyword & Ad-copies data analysis

The data analysis usually includes monthly, weekly or quarterly data on Impressions, reach, clicks, CPC. I needed to analyze those data and come up with a result about what is the quality of the campaigns, how they are performing, in which phase they are and further action.

Keyword Gap research through SEMrush

The research usually uses secondary data and quantitative method of research in which comparing the keyword of Imprezz with its four competitor and analyzing weak keywords, missing keywords that can be implemented and taking action further.

- Designing

Designing wireframes

Designing wireframes for several landing pages through tools like Balsamiq and Abode XD. The designing includes the webpage top to bottom design along with content map and details.

- Unpaid media promotion

Backlink audit and analytics

Understanding the concept of how organic backlinking works and then designing the plan outline that can be implemented to adopt the backlinking media in order to promote Imprezz. In order to find out the procedure, I did backlink audit and analyzed its analytics on SEMrush.

- Content Analysis

Webpage content

Content is handled by the content team, I just needed to look if the content is SEO friendly and correct keyword usage along with if the content is aligning with Imprezz's offering or not.

- Paid media promotion

Display Ads- As Imprezz already have its presence on search ads now the next target is to create campaigns on display ads also. My main task was to create a outline and plan about what all campaigns can be created and how this will increase market of Imprezz.

Facebook Ads- Creating plan about how PPC advertising can be done through Facebook Ads and what reach it can provide to Imprezz.

Twitter Ads-Planning out how we can place our ad campaigns on Twitter along with the brief content plan and target to be achieved.

LinkedIn Ads- Under LinkedIn there is a set of procedure that has to be followed in order to create ads so creating a planning for the same.

YouTube Ads- Planning content strategy and ad strategy of 10-15 seconds.

Learnings:

A- Summary of trends in organization

Buhl Data Service is a software company having its global headquarter in Germany, develops and markets innovative apps and services for browsers, smartphones, tablets, PCs and Macs. The owner-managed company is Germany's largest independent software manufacturer with over 700 employees at 13 locations in Germany, Switzerland & India. Under the "Imprezz" brand, they support private individuals, the self-employed and small businesses with their invoices, quotations, inventory management and other small finances/accounting needs. Their focus is on the MSME & SMB business segment with the aim to digitize the financial and accounting needs of this segment. In this way, Imprezz ensure that the bottom of our customers achieve the best result for themselves.

B- Summary of self-learning

Application of concepts and insights learned in Year 1

- Red Ocean Strategy

A red ocean strategy involves competing in industries that are currently in existence. This often requires overcoming an intense level of competition and can often involve the commoditization of the industry where companies are competing mainly on price. For this strategy, the key goals are to beat the competition and exploit existing demand.

Buhl-data has recently launched its first product in India, Imprezz.

In India SaaS Industry has many products that act as a supplementary product to Imprezz and has intense competition.

- Sustaining Innovation

Sustaining innovation, also called routine innovation, refers to innovation that happens on an incremental basis, often in response to customer and market demands or improvements in technology.

In the SaaS Industry, continuous Innovation is much necessary as the software keeps improving from time to time keeping in mind customer and business needs.

- 7ps



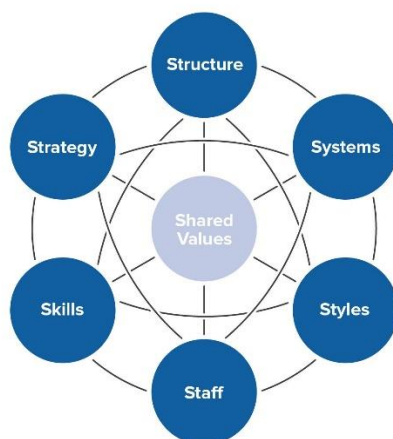
Simply put the Marketing Mix is a tool used by businesses and Marketers to help determine a product or brands offering.

- a. Product - The Product should fit the task consumers want it for, it should work and it should be what the consumers are expecting to get.
- b. Place – The product should be available from where your target consumer finds it easiest to shop. This may be High Street, Mail Order or the more current option via e-commerce or an online shop.
- c. Price – The Product should always be seen as representing good value for money. This does not necessarily mean it should be the cheapest available; one of the main tenets of the marketing concept is that customers are usually happy to pay a little more for something that works really well for them.
- d. Promotion – Advertising, PR, Sales Promotion, Personal Selling and, in more recent times, social media are all key communication tools for an organisation. These tools should be used to put across the organisation’s message to the correct audiences in the manner they would most like to hear, whether it be informative or appealing to their emotions. People – All companies are reliant on the people who run them from front

line Sales staff to the Managing Director. Having the right people is essential because they are as much a part of your business offering as the products/services you are offering.

- e. Processes –The delivery of your service is usually done with the customer present so how the service is delivered is once again part of what the consumer is paying for.
- f. Physical Evidence – Almost all services include some physical elements even if the bulk of what the consumer is paying for is intangible. For example, a hair salon would provide their client with a completed hairdo and an insurance company would give their customers some form of printed material. Even if the material is not physically printed (in the case of PDFs) they are still receiving a “physical product” by this definition.

- 7s



Strategy: this is your organization's plan for building and maintaining a competitive advantage over its competitors.

Structure: this how your company is organized (that is, how departments and teams are structured, including who reports to whom).

Systems: the daily activities and procedures that staff use to get the job done.

Shared values: these are the core values of the organization, as shown in its corporate culture and general work ethic. They were called "superordinate goals" when the model was first developed.

Style: the style of leadership adopted.

Staff: the employees and their general capabilities.

Skills: the actual skills and competencies of the organization's employees.

- **Tools learned-**

AdWords

For the analysis of the campaigns running on google ads, I was assigned the task to do the hygiene check of all the keywords and ad communication that is under each running campaign.

Intercom

Intercom is the tool in which every information of converted leads was there, the tool acted as a CRM tool and I used to access and use the tool in order to analyse customer conversion, their needs and pattern.

SEMrush

SEMrush is an all-in-one tool suite for improving online visibility and discovering marketing insights. This tool and reports are able to help us to work in the following services: SEO, PPC, SMM, Keyword Research, Competitive Research, PR, Content Marketing, Marketing Insights, Campaign Management.

Balsamiq

Through Balsamiq. I used to make wireframes for the website pages so that the technical and designing team can implement the same while designing the website.

AdobeXD

Through Adobe XD, the same set of wireframes was designed by me so that the designing team can get better clarity.

- **Skills acquired (soft skills)**

Communication Skill

My communication skill got improved as I learnt how to communicate through hierarchies in corporates and during presentations also, it boosted my confidence and allowed me to have complete hold on formal communication.

Team-Work

Being a marketing Intern, I used to coordinate with different agencies for the outsourced work and also the internal set of teams for better outcome.

Adaptability

My experience from my internship taught me to remain flexible for any type of situation and be adaptable for any working situation, so the first half of my work was different and then changed as the situation wanted me to do so.

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 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 on the basis of Zoho.

A. Determine what products your competitors offer.

1. *Are they a low-cost or high-cost provider?*

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

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

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

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

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

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

It has a wide range of features and it has 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 subscription in order 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?*

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 crore (US\$610 million) (2020).

6. *Do they regularly discount their products or services?*

They provide free software trial for the 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 which provides information related to 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 do 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 in order to create 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 one and 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.

References

https://de.wikipedia.org/wiki/Buhl_Data_Service

<https://www.imprezz.in/>

<https://www.zoho.com/wiki/features.html>



Date: 30.06.2021

CERTIFICATE

This is to certify Ms. Simmy Sahi from Institute of Management, Nirma University, Ahmedabad has done her summer internship in Buhl Data Service Pvt Ltd under the guidance of Mr. Anrit Mundra on the project titled "Creating a marketing roadmap and developing promotional strategies for a cloud based accounting software" 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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