



Cooperative Education Report

“A Case Study on Increasing Digital Media Marketing Platform in Nepal”

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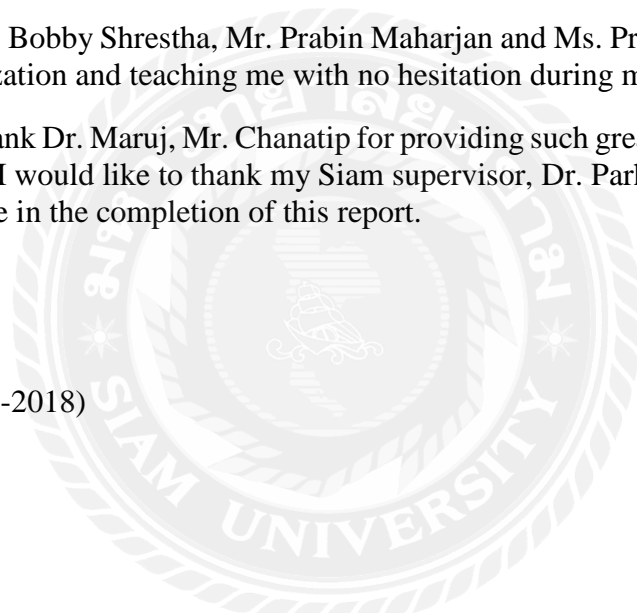
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Yours sincerely,

Vishakha Upadhaya

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Abstract

This internship is conducted at Namaste Kathmandu Private Company Limited, which is widely known company for Branding and product management. Main objective of this study is to the increasing trend of digital media marketing in Nepal. This report outlines the duties of a Branding intern at Namaste Kathmandu Pvt. Ltd. Namaste Kathmandu has been the top advertising and branding in Nepal since its establishment in 2016. Here as a Branding intern, I was able to put into action the theoretical learning I had gained during my university days. This report tells us about the work that I performed during the internship, my learning's and my experiences in the top and reliable company of Nepal. This report compiles basic introduction, organizational structure of the organization, the statement of problems the organization has and the solutions to solve those particular problems

The objective of this study is to understand customer's exact need which is constantly changing and Analyze the aspect of market and its influence to buying decision of the clients. Recommendation and suggestion to enhance Brand Name and too study current changes in marketing scenario of Nepal There were a lot of limitations during the internships due to job hierarchy and bias knowledges. This report also has detailed description of the theories which were used practically and how it would help us in our future. This report could be used in future as a reference because as digital marketing trends are increasing, the companies are growing like mushrooms. As digital marketing is much more convenient than traditional marketing, there will be intense competition, and to get leverage over other companies, this report will help to get familiar with the concept of crazy ads which pools in all the advertisement from all genres and also future automobile companies can take reference from this report as this report talks about Yamaha campaigns.

Keywords: *Digital marketing/Campaigns/Branding/Customer/Brand name*

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Chapter 1: Introduction

1.1 Company Profile

Namaste Kathmandu, a flurry of creativity offers media buying, social and influencer engagement. It brands the image of your product in such a way that, it will act as a liaison in building rapport with the clients. The team of experts in media relations can ensure the clients that, Namaste Kathmandu is the One stop solution for your business via branding strategy which they often call as a **2 course meal** i.e. events and Namaste studio which creates advertising at the intersection of technology, design, creativity in terms of your web presence and social media. The team of young and innovative minds with appetite of creating a magic every second time ensure a finesse in branding the client's business via events and other tactics of advertising client's business and specific products that they want. (Namaste kathmandu, n.d.)

At this juncture Namaste Kathmandu's achievements so far speaks the volume of its credentials. It's events and engagements with up and rising innovative brands and enterprise have been a worthwhile experience. The events that they have organized has managed to gather abundance of attention from the target groups from diverse milieus.

1.2 Organizational Structure

As Namaste Kathmandu is a small organization, it has a single person to handle each department.

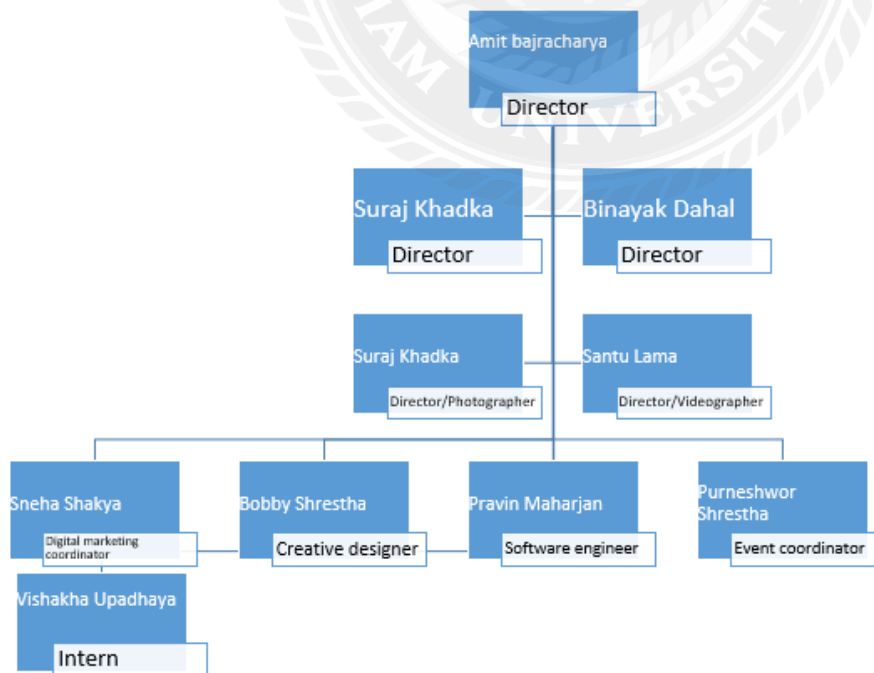


Figure 1 Organizational Structure

1.3 Statement of Problem

Even though Namaste Kathmandu is renowned marketing agency, it struggles with customer base and delivering what their clients wants to be fully satisfied. It practices both conventional and unconventional method of marketing. Due to abundant existence of marketing agencies, Namaste Kathmandu is struggling to make a mark in Nepal. This report attempts to find out the problems in the organization with a fresh perspective and give various practical solution, the following points have been mentioned in order to make the point clearer. (namastekathmandu, 2016)

1. How can Namaste Kathmandu change customers' perception and regain its market position?
2. How can it make full use of digital media marketing?
3. What marketing tactics could affect customer buying behavior?
4. What could Namaste Kathmandu keep as their differentiation factor to target big clients?
5. What are overall solution to increase sales and customer retention?

1.4 Objectives of Study

The objective of this report is to provide overall view of Namaste Kathmandu's marketing practices. Following are the specific objectives that this report covers:

- i. To Understand customer's exact need which is constantly changing by keeping updated through social medias.
- ii. Analyze the new aspect of digital aspect of marketing and its influence to buying decision of the clients.
- iii. Recommendation and suggestion to enhance Brand Name through digital media platform
- iv. To study current changes in digital marketing scenario of Nepal.

1.5 Scope of Study

This report will consist of understanding and evaluating marketing aspect in the field of Marketing. This report will highlight the increasing use of digital media platform for any product or service. More specifically, it will describe marketing practices pros and cons for building brand value and ultimate sales increment for Tata's Namaste Kathmandu. Furthermore, it will analyze and recommend marketing tactics to enhance brand value and sales.

1.6 Limitation of the Study

Even though, there are several advantages of doing an internship in Namaste Kathmandu, there are some unavoidable limitations like:

- i. As internship is not a proper job, company hesitates to share all the information and task allocation are carried out accordingly.
- ii. Pointing out mistakes would be considered unprofessional as an inter
- iii. Limited access to company's information to come to required and expected outcome.
- iv. Internships often have very low earning potential. Unlike a proper, full-time job, most paid internships don't offer a competitive wage to try and attract talent.

Chapter 2: Literature Review

Marketing theory concepts that are used in my current scenario as a marketing intern are as follows:

2.1 Customer analysis and segmentation

For the Crazy ad campaign, I have to analyze the market and separate customers into different segments in order to cater them while showing the advertisements. For e.g. while posting the ads, I have to segment customers on the basis of age, ethnicity, gender etc.

2.2 Target Market analysis for clients

Crazy ads have a niche market and keeping every consideration in mind like the environmental aspect, the political aspect, the legal aspect etc. we have target clients on various factors. Given the current state of the economy, having a well-defined target market is more important than ever. No one can afford to target everyone. Small businesses can effectively compete with large companies by targeting a niche market. Many businesses say they target "anyone interested in my services." Some say they target small-business owners, homeowners, or stay-at-home moms. All of these targets are too general. Targeting a specific market does not mean that we are excluding people who do not fit your criteria. Rather, target marketing allows us to focus your marketing dollars and brand message on a specific market that is more likely to buy from us than other markets. (marketingteacher, 2013) This is a much more affordable, efficient, and effective way to reach potential clients and generate business.

2.3 Marketing Research

The theoretical concept studied in Marketing class has come to be very beneficial as I have to collect lots of information regarding:

- i. Taste and preference of customers
- ii. Survey about the product
- iii. Data pooling
- iv. Filtering out the right data or information
- v. Deciding when to showcase which information

2.4 Social media marketing or digital marketing

Social media marketing is the use of social media websites and social networks to market a company's products and services. Social media marketing provides companies with a way to reach new customers, engage with existing customers and promote its desired culture, mission or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track how successful their efforts are. It is used in both the campaigns, YEScooter and crazy ads where sites such as Facebook, Instagram, company websites are used heavily to showcase the product. We chose Facebook because it is the most effective channel through which we can reach anyone and everyone. According to data, Facebook is the fastest growing social network till date.

2.5 Search engine optimization

Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to our website through organic search engine results. Increasing organic reach in Facebook and Instagram through active customer involvement has been a challenge for Crazy ads and YEScooter campaign.

2.6 Customer Relationship Management (CRM)

CRM is a strategy for managing all your company's relationships and interactions with your customers and potential customers. It helps you improve our profitability. Customer relationship management has been the most used theory in this internship so far, replying to each and every comment, providing customers the right information, taking feedback, answering their complaints and keeping them satisfied has been the toughest challenge.

2.7 Consumer behavior and various factors that affect their decisions

Knowing what to post on the social media carefully by reflecting on our customer is very important. It solely depends on the target market. The marketing trends are shifting along with the consumer taste, consumer motivations and preferences.

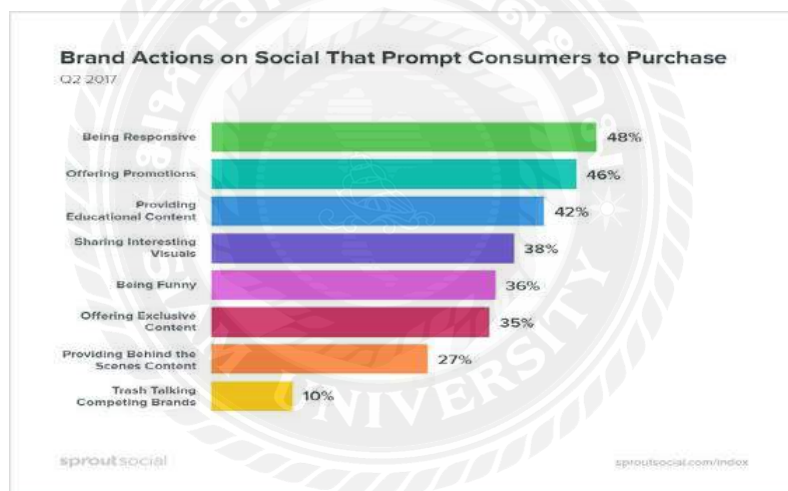


Figure 1: Brand Actions

Chapter 3: Methodology

Namaste Kathmandu is one of the most organized and updated company in Nepal. It has been a highly growing and creative company managed by professionals and one of the most sought-after employers. Namaste Kathmandu offers challenging roles in various functions across the companies.

I have been assigned as a paid intern in Digital marketing unit under direct supervision of digital marketing coordinator Sneha Shakya. As an intern my main responsibility was to be a helping hand of my coordinator, I have listed following responsibilities and assignment I was assigned to:

- i. Observe and assist the digital marketing coordinator
- ii. Follow up with the customers
- iii. Manage the Facebook page of YEScooter , as an initiative of Yamaha
- iv. Research and collect data for Crazy ad campaign
- v. Content creation and creative thinking for various events and campaigns
- vi. Documentation and data entry
- vii. Assist customers in case of any complaint or guidance
- viii. Social media account management

3.1 Project details (A)



Figure 1 YEScooter Campaign by Yamaha

Yescooter is a social media campaign mainly based on Facebook. It was 3 months campaign which was organized to promote Yamaha scooter for both men and women of all ages. This helped build scooter riders community and share experience. YEScooter wanted to break the stereotype in Nepal where scooter is perceived as feminine and Bikes are perceived as masculine.

Main motto: CREATE STORIES.BUILD COMMUNITY.SHARE EXPERIENCE

Main activities

- i. Sponsored status by influencers
- ii. Sponsored videos – Facebook live and YouTube vlogs
- iii. Paid ads- Videos and graphics
- iv. User stories-user created content
- v. Giveaways – Facebook contest and You tube content

Assignments during the campaign:

1. Research:
 - i. User type
 - ii. User needs
 - iii. User trends
 - iv. User preference
2. Plan:
 - i. Campaign plan
 - ii. Content plan
 - iii. Engagement plan
 - iv. Promotion plan
3. Create:
 - i. Stories
 - ii. Videos
 - iii. Graphics
 - iv. Images and experience
4. Publish and promote:
 - i. Social media sites

We promoted the campaign through social media sites (Facebook). In order to increase reach and engagement of people in Facebook, we spent \$2382 on page likes and \$15.83 on post boost. We catered all the 77 districts in Nepal out of which main 6 cities has been extracted and the rest are termed as others which can be explained in the table below:

S.no	Districts	People engaged	Liked by	People reached
1	Kathmandu	85,111	53,493	5,22,956
2	Lalitpur	1,270	479	9,142
3	Bhaktapur	1,573	584	12,212
4	Dharan	2,660	1,340	1,3684
5	Pokhara	6,003	3,378	83,427
6	Hetauda	960	739	6,668
7	Others	34,673	21,353	1,60,656
	TOTAL	1,32,214	81,366	8,08,745

Table 1: Reach and engagement YEScooter

3.2 Project details (B)

ads.
crazy
the

The crazy ads

The overall responsibility of the crazy ads is handled by myself. From research to report. This is a dummy campaign created solely by my supervisor and me. We research and create a pool of interesting advertisements and campaigns, we select a theme and post videos and print ads on a daily basis. The main objective of the crazy ads is to showcase the beautiful art created by advertisers and the company. The crazy ads have a second motive which is to act as a research base for Namaste Kathmandu so that it can start making videos for clients in near future.

Crazy ads - We are touched by stories every day, sometimes these stories are picked by brands which people can connect with. The Crazy Ads is all about showcasing the work of art and compiling such amazing stories which evokes positive emotion that people experience. We select and refine the outstanding advertisements to create an amazing experience for you. As people rely on emotion rather than information, brands swoop in and pick the right cue to keep the customers engaged. This well-crafted desire appeals to our most basic emotional need to be part of something bigger than ourselves. (crazyads, n.d.)

Assignments during the campaign

- i. Collect data and research work through YouTube, Facebook etc.
- ii. Filter contents
- iii. Post and promote in social medias
- iv. Keep track of data and store it in spreadsheet
- v. Content creation
- vi. Pick different themes and keep updated with recent trends
- vii. Build ideas for our recent client base

Note: This campaign will be handled solely by me in the near future as well

Chapter 4: Results and Discussion

4.1 Contributions:

1. Collecting quantitative and qualitative data for marketing campaigns:
As an intern, my main job was to collect data for both YEScooter and the crazy ads. Research about target customers, Current market scenario, user preference, Influence of money while buying products, how gender changes perception, numbers of scooters sold in the last year, Loyal customers of Yamaha, age group who uses scooter on a daily basis etc. are some of the very few data collection I've collected for the campaigns.
2. Support the marketing team in daily administrative tasks:
Conducting daily activities like coming up with fresh ideas, replying to customer queries, helping out customers in buying decision process, record daily sales data, creating content and dealing with clients were the daily activities which helped the marketing team in administrative tasks
3. Being the fresh pair of eyes
Being an intern, my thoughts and decisions were unbiased. I could give honest feedback and think out of the box. I could easily find loopholes in the system as the current employees were accustomed in the old way of doing things. As a freshly graduate student, applying theories in a practical scenario was a challenging yet interesting task.
4. Content creation
From writing blogs to filling up the 'about' section of a Face book page, I helped in creating creative content and campaigns for e.g.
 - i. Interactive social media posts
 - ii. Writing blogs
 - iii. Video content and direction
 - iv. Minimal print ads and creation of logos
5. Strengthen Customer relationship management
I was taught how to deal with clients and approach people in a professional manner. Small activities like penitently replying queries and guiding customers in the buying process has help build a good company rapport through social media marketing
6. Build a client ecosystem.
Especially in country like Nepal, integrating brand is a relatively new concept, so as taught in our recent curriculum, I integrated the service of two clients:
 - i. Tootle (scooter taxi)
 - ii. Cheers (online liquor company)The main idea was to pay tootle for the delivery rather than 3rd party delivery, also they both are startups which made it easier to convince.

4.2 The learning process:

Step 1: Accept new information

As human beings, we tend to cling on to facts we already know, so during this internship with Namaste Kathmandu, I realized that there are a million new concepts in marketing. As I was working in a new work environment, there were pools of new information that I learnt. I learnt that we have been taking a traditional route in Nepali Market as there is less risk and high profit rather than taking a risk and doing something extraordinary.

Step 2: Understand concept before implementing it

It is very important to thoroughly understand the concept before implementing it as there could have difficult consequences. I learnt not to hesitate to ask any questions or even repeat them if not quite understood. Implementing new business concepts such as:

- i. Agility marketing
- ii. G2P (Globalization to personalization)
- iii. TAN (Transparency as a necessity)

Step 3: Use the theoretical knowledge in Practical scenario.

Things that I learnt in my Universities were very much useful while working in real life. Marketing concepts such as segmentation, targeting, positioning, market-based research, client user image, CRM, branding, PEST analysis, Consumer behavior theory, retail, supply chain management etc. were all incorporated practically during 3 months of internship.

4.3 New knowledge gained

1. Effective use of social media promotions:
As Namaste Kathmandu is a digital marketing based company, investing in the right type of promotion at right time for right set of audience is very necessary for any product or web-based companies to compete in the market.
2. Use of Canva and Wix
Using web-based program to design posters, social media posts, business cards, invitation etc. This has helped me to learn about designing and I for sure can work independently without the help of any designer in near future. Wix has helped me to get the basic idea about building a dummy website without that much of an effort.
3. Search engine optimization
This helps create an organic reach for people. The algorithm googles uses based on the keywords can be manipulated. It helps to increase both the quality as well as quantity of the traffic.
4. CRM- Namaste Kathmandu has helped me to deal with customers professionally and with a lot of patience. As customers are the sole of any organization, personalization is used more than globalization.
5. Analyzing customer behavior:
Different customers react to different agents such as:

- i. Price
 - ii. Quality
 - iii. Promotion or added benefits
 - iv. Usage
for eg, a college student may need a phone which has good camera, good audio system where as an old retired person may need big screen, long battery life and loud volume regardless of the quality.
6. Proper use of software such as google docs, sheets and slide:
In this highly technologically advanced marketing world, working online in a cloud-based application is very essential. This application helps many users to comment, change and improvise the document at a single time.



Chapter 5: Conclusion

5.1 Self-assessment as future professionals

This internship has helped me a lot professionally, along with learning the norms of market, it helped me build my confidence regarding my work and also while talking to clients and customers both. I got real life experiences working with big clients such as Yamaha and Bacardi. Dealing with high profile clients such as them will help build my portfolio while working as a professional too. Building quality personal relation with various people in this field has been my main motive. Furthermore, going to various events and attending seminar has helped me to connect with a lot of people, interacting with them has been the best part of my internship. Networking also helped me find a good scope in job opportunity. As an intern I have improved my time management skills too, although the working environment was very flexible, everyone respected the deadlines and importance of time which inspired me to value time as a professional as well.

In the last one decade or so, the world has shown a huge shift from analogue to digital, in terms of everything. More and more people are sourcing all kinds of information online, making digital marketing the best way to reach out to the targeted customers. (Technians, 2017) Learning digital marketing thoroughly will help me a lot while establishing my own company and I will not have to hire third part to take care of my social media sites and websites. Designing posters, invitations, logos etc. is a lot easier now as I've learnt the basics of it and can keep working on it, this will provide me with added benefits. Blogs are an important marketing tool of the future so the training I got will definitely help me a lot.

Namaste Kathmandu has provided me with the building blocks for my future. I am motivated to study branding for my masters as I really enjoyed the branding lessons from my supervisor, this internship has given me a sense of direction for my future. The company has offered me a job after I graduate from Siam University.

5.2 Comparison of practical learning vs theory

Class based learning can only help students to the extent that they acquire text-book knowledge about a particular topic. Although business courses unlike other fields of scientific or technical studies do not provide practical classes, practical learning is very important in personal development of skills when it comes to real world business. Dealing with customers in a regular basis, handling pressures, executing tasks on our own, time management, developing interpersonal relations are only few topics that theory learning does not cover. For instance, theoretical learning of consumer behavior can teach us about the factors that are responsible for the changes in consumers' behavior while purchasing a product. It generalizes the concept of how we can deal with a consumer, however, every single person walking through the door is different and if our knowledge is only limited to the general text-book concepts we may lack in helping the customer.

As we sit in a class we may learn all the necessary materials that prepare us to tackle the real business world, however, how can a person analyze their own strengths and weaknesses without applying it practically. Would you say that you know how to swim by only theoretical knowledge or is it necessary to go into a pool and actually swim in order to know that you won't drown? Similarly, theoretical learning is important in order to give us the knowledge required for the field, however practical learning is more important as it helps to develop every aspect of an individual in the business field.

5.3 Recommendations

Namaste Kathmandu have had great exposure from the Yamaha campaign recently. It can create hype in the market by enhancing its current customer base like Bacardi and cheers. As it is a relatively new company it can fully use social media platforms to create engaging posts, it can give interesting offers to new startups or do pro bono work for them as a social cause and for good customer referral. This way namaste Kathmandu can change its customer's perception and regain market share

The organization can keep up with the recent trends like making captivating YouTube videos also company can make use of the lower ad costs which reaches a thousand of the targeted audience compared to traditional medias like newspapers and tv ads. social medias can perform real time performance analysis, now days all the social medias do the calculation, this helps to keep track of the performance. Social medias can easily help find the target audience through search engines, use of cookies and keywords. Social media helps start a conversation, to create a group with alike minds. it even helps to measure the result or output. Use of social medias can help increase inbound traffic too. This way we can make full use of digital media marketing.

Namaste Kathmandu can initially work on improving its internal operations which can help build good organizational culture, this can help make work faster and much more time and cost efficient. If all the employees are given equal authorities, it can target big client even in absence of higher authorities. Namaste Kathmandu can send the whole team for different workshops in order to build confidence and improve work efficiency.

In order to increase sales and customer retention, Namaste Kathmandu can create an ecosystem where all the domestic companies can work together and help each other out. For e.g. Namaste Kathmandu can connect shoes company or women accessories with fashion show event in order to support each other. Simple gestures like sending seasonal greetings can be used to maintain the long-term relationship with the customers.



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