



## **Cooperative Education Report**

**Title: Boosting social media presence through  
social media platform at NLP TOP COACH**

**Written by**

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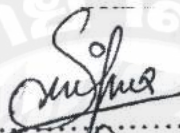
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**This Report Submitted in Partial Fulfillment of the  
Requirements for Cooperative Education, Faculty of Business  
Administration  
Academic Semester 2/2017  
Siam University**

**Title:** Boosting online presence through social media platforms  
**Written by:** Sumit Ghimire  
**Department:** Bachelors in Business Administration  
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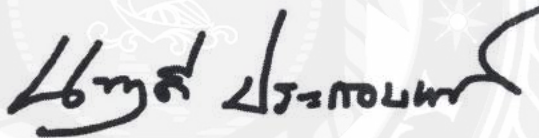
We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017

Oral Presentation Committees



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Sumaia Farzana.....)

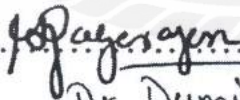
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**Project Title** : Boosting social media Presence through social media platform at NLP  
TOP COACH  
**Credits** : 5  
**By** : Mr. Sumit Ghimire  
**Advisor** : Mrs. Sumaia Farzana  
**Degree** : Bachelor of Business Administration  
**Major** : Marketing  
**Faculty** : Business Administration  
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### Abstract

The purpose of this internship is to help NLP Top Coach with creating content for the social media. The purpose is to post self development strategies and NLP concepts to help people fulfill their goals. The purpose is to create value for the customers by creating new content everyday on different social media platform.

As an employee, I was responsible to create content everyday for the company's Facebook page. The other job was to talk with the graphic designer to create Instagram pictures. The content for LinkedIn and twitter are different compared to other social media platforms so I was responsible for managing that.

Sebastien is a highly respected and sought after Master Coach and Trainer, and has trained thousands of individuals and companies to realize their goals. With over a decade of experience in Life Coaching & Executive Coaching, his purpose is to transform people's lives so they can unleash their power in the areas of Wealth, Health, Career, Relationships, Success and Happiness.

NLP TOP COACH is Asia's leading Coaching, Training & Leadership Development Company . We deliver the highest quality NLP Certification in Asia today. Our syllabus ranges from personal and corporate excellence courses, to the highest class of NLP Certification. You will surely find a clear distinction about your mindset and intelligence after joining our community of learners.

We have business partners in Singapore, Malaysia, Vietnam, Canada, Japan, Australia and other countries from all around the world.

**Keywords:** Content creation, Self development, Master Coach, Coaching, NLP Certification

## **Acknowledgement**

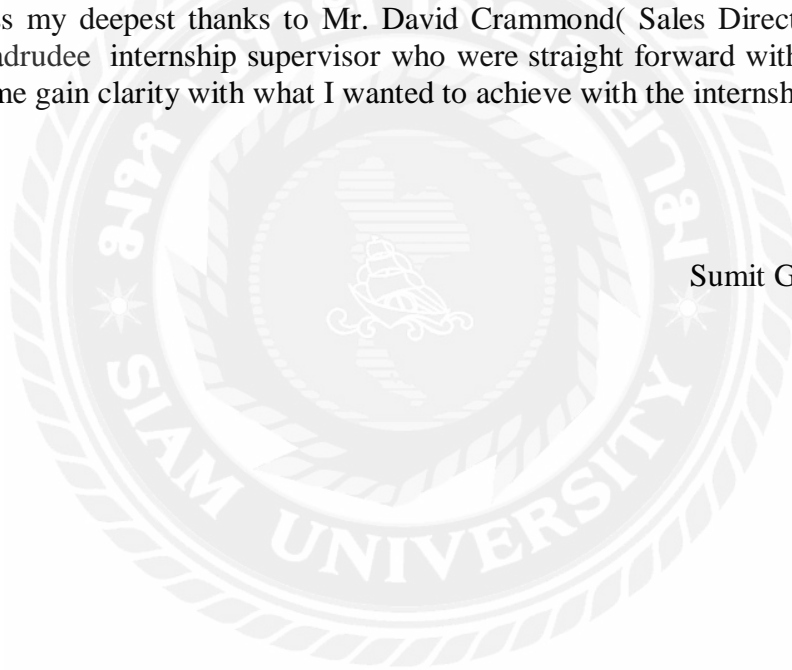
“No one who achieves success does so without the help of others. The wise ones acknowledge this help with gratitude.” (Whitehead)

Firstly, I would like to express my sincere gratitude towards Kathmandu College of management (KCM) and Siam University for giving the opportunity to be the part of the professional world and chance for the personal and professional development.

The internship opportunity I had with NLP Top Coach was great chance for me to know the dynamics in business and also about human behavior. I would like to extend by thanks to all the employees in NLP Top Coach who have helped me along my journey. Sebastian Leblond, my CEO has been an inspiring figure for me in trusting me and providing me with this opportunity.

I express my deepest thanks to Mr. David Crammond( Sales Director) and Miss Nadrudee internship supervisor who were straight forward with me and helped me gain clarity with what I wanted to achieve with the internship.

Sumit Ghimire

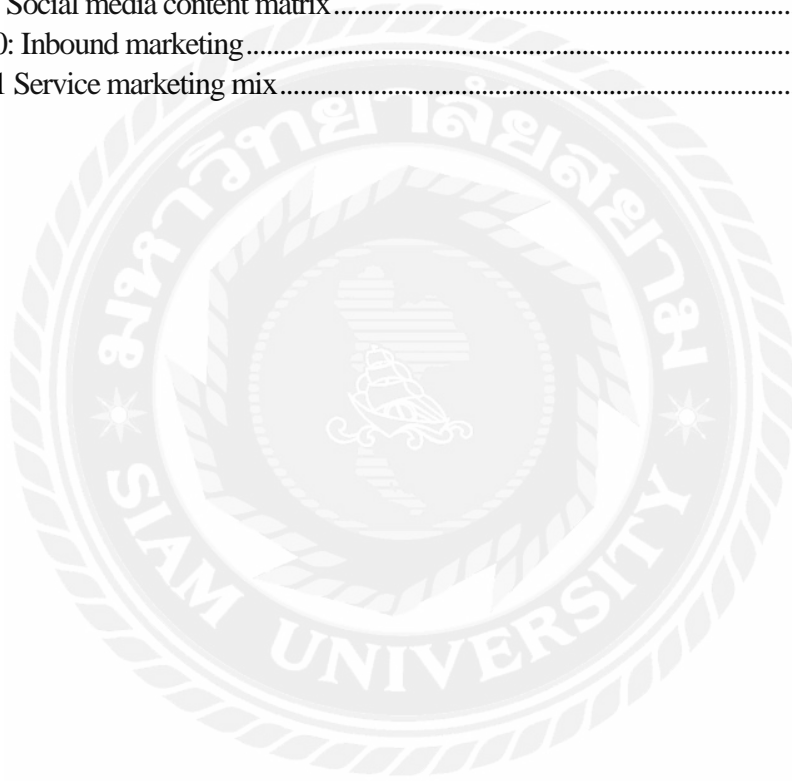


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## Chapter1: Introduction

Social media marketing is the new era of marketing. The outbound marketing era had seen its days and now with more and more people joining the social media world, companies have begun to engage more prominently than ever.

Inbound marketing is different from outbound marketing. In, inbound marketing, you as a company attracts customers by creating relevant and helpful content in their buying journey. There are many ways a customer can find you; they can find you through blogs that you have written, search engines and social media posts.

There is no need of fighting with your competitors for potential customers in inbound marketing. With the help of content that addresses people's problems and benefits you can provide as a company, you can attract customers in order to build trust and credibility with them.

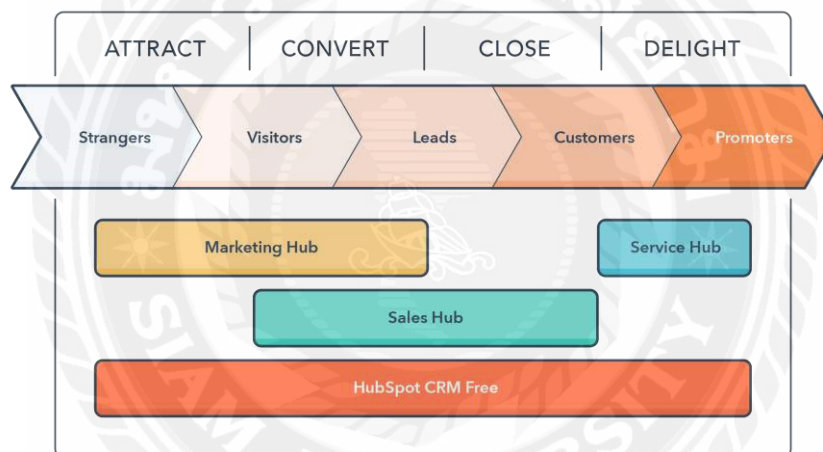


Figure 1: Inbound marketing

(Inbound marketing, 2018)

### 1.1 Company Profile

NLP TOP COACH is an international Training and coaching provider in South-East Asia and Thailand, with more than 10 years experience operating in Asia. We are experts in Leadership, Sales, Soft skills, EQ and communication, training, and we utilize the technology of Neuro linguistic programming (NLP) and Coaching skills (ICF), to achieve results for our partners.

Success is created by re-programming thinking and behaviors in individuals, to increase employee engagement, leadership competencies and create alignment with your company mission, vision, principles and values.

Individuals Successes multiplied, creates Organizational Growth and Sustainability

Our workshops and Programs are facilitated by a Passionate Team of Internationally Trained and Certified Coaches, Trainers and Facilitators, with years of experience working locally and internationally, helping companies achieve their goals and thrive in a competitive economy.

NLP TOP Coach operates in more than 10 countries all around the world including Singapore, Malaysia, Australia, Vietnam and many others.

## 1.2 Organizational Chart

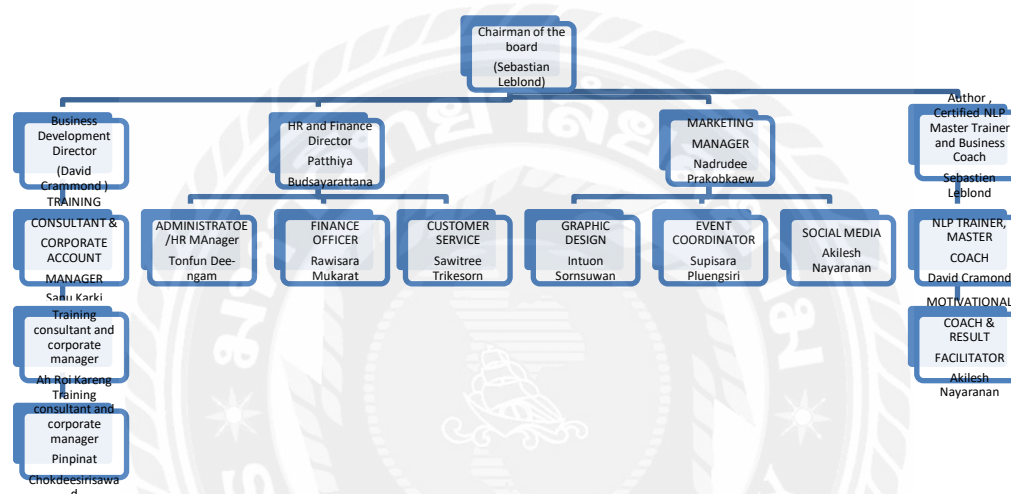


Figure 2: Organizational Chart

### MISSION

Creating World-Class Leaders, Coaches and Trainers.

### VISION

We are World's No.1 Certification provider for NLP, Coaching & Leadership Development Training.

### CORE VALUES

Passion– We coach and train with passion, enthusiasm and confidence

Authentic – Genuine team, delivering pure high quality NLP, Coaching & Leadership Certification

Results – Creating Success & Happiness in your business, health, wealth & relationships

(NLP Top Coach)

Products and Services of NLP:







Figure 3:NLP Practitioner Triple Certification



Figure 4: NLP Mater Practitioner Triple Certification



Figure 5: NLP Train the Trainer



Figure 6: Coach the Coach (International Coaching Federation)



Figure 7: Products

#### Target customers

- 1) Individuals looking for personal development
- 2) Individuals looking to make a career in coaching
- 3) Executive coaching, life coaching.

#### 4) In-house trainings ( Sales, Leadership, Soft skills etc)

Our Programs run under these boards



Figure 8: Certification Standards

We partner with different companies in these countries:

1. Singapore
2. Vietnam
3. Malaysia
4. Myanmar
5. Australia
6. Canada
7. Japan

### 1.3 Statement of the report

How can a company use social media to create leads?The company had not introduced itself to new and proactive business opportunities through Instagram, Twitter and LinkedIn.Facebook is a engaging medium for the company to be connected to their customers and find new leads.

As Instagram, twitter are long term projects, they needed time for building its foundation. The LinkedIn page was also inactive for a number of years which means the company might have lost a lot of business opportunities.

The challenge for social media marketing is to keep yourself updated as the technology keeps updating new changes and new ways of promotion.Reading articles about new ways to make social media profile attractive and optimal is a must.

Social media marketing refers to promoting products and services through social media platforms. This is what the theory states and the reality is people look for value and benefits that the product and service can create for them.

The 80-20 principle applies to the promotional strategy when it comes to communicating with the customers.

### 1.4 Objectives of the study

The objectives of the study is to see how much

- a) To observe the target markets reaction to different posts.
- b) To create more value for the customers through content creation.
- c) To engage with potential leads by interacting on their content.
- d) To create leads for the company.

### 1.5 Outcomes:

- a) Increase the followers on social media platform.
- b) Use social media to call leads for free seminar.
- c) Increase engagement with customers and create value for brand loyalty.

## Chapter 2: Literature review:

### 2.1 Social media marketing and algorithm:

“We don’t have a choice whether to DO social media, the question is how well we DO it”

Eric Qualman (Do I need social media marketing)

Social media is not just for wasting your time scrolling through your news feed. In a minute, 448,800 tweets are sent, 500 hours of YouTube videos are uploaded, and 65,972 pictures are uploaded on Instagram. 3.3 Million posts on Facebook and many more. If your customers are on social media, you should start open a business account and engage with your customers and find potential clients.

Social media follows different algorithms when it comes to content sharing. They are measured by personal data behavior patterns.



**Figure 1: Social media content matrix**

(Tamble, Social Media Cross-Promotion Strategies for Corporate Communication)

Social media algorithms are what all social media platforms run on these days. Right now, these are the main factors that influence this algorithm, and whether you appear on someone’s newsfeed:

- a. How often have you interacted with this type of post?
- b. How often have you and everyone else hidden this type of post?
- c. The level of engagement that page and post has received.
- d. The performance of each post among users that have already viewed it. (Forbes)

In case of Instagram, relevancy is the most important thing that counts for content being seen on your followers feed. Twitter has decided on implementing algorithms that bases what you see on relevance not on chronology. Social media posts are a collection of promotion, value creation and new product introduction for the company.

## 2.2 Hypnotic Writing

As my responsibility was very much about writing persuasive and sales copies for the company, the book Hypnotic writing by Joe Vitale helped me a lot.

- 1) The use of questions in blogs and articles to expand the minds of the customers.
- 2) Writing content that concern the customer problem and focuses on the benefits of our services and how they can solve them.
- 3) Using powerful words like, “wonder” and “Imagination” which made the reader feel hypnotic.
- 4) Using stories in your writing you grab attention of your readers.
- 5) Write uninterruptedly and then edit your stuff.

As a marketer, this book is very beneficial. It provides you with tools and tips that you can use as a writer. If you are some who is starting out in writing, then it can give you tons of information about persuasion writing.

You should apply these skills to get the best out of them. As you go on reading the book, you will know how using subtle words, you can create pleasure in the minds of customers to make them buy from you on a consistent level.

## 2.3 Inbound marketing

Inbound marketing is different from outbound marketing. In, inbound marketing, you as a company attracts customers by creating relevant and helpful content in their buying journey. There are many ways a customer can find you; they can find you through blogs that you have written, search engines and social media posts.

There is no need of fighting with your competitors for potential customers in inbound marketing. With the help of content that addresses people’s problems and benefits you can provide as a company, you can attract customers in order to build trust and credibility with them.

By creating content designed to address the problems and needs of your ideal customers, you attract qualified prospects and build trust and credibility for your business.



Figure 2: Inbound marketing

## 2.4 Service marketing mix

Service marketing mix is an extended marketing mix. It is crucial now for the service blue print. It consists of 7P's compared to the 4P's of marketing mix. Service is different because of its intangibility. The addition of people, process and physical evidence serve perfectly for optimum service delivery.

The learning from Service marketing helped me to understand about how service is all about giving value to the customers.

Unlike product marketing service marketing includes three more P's- people, process and physical evidence.

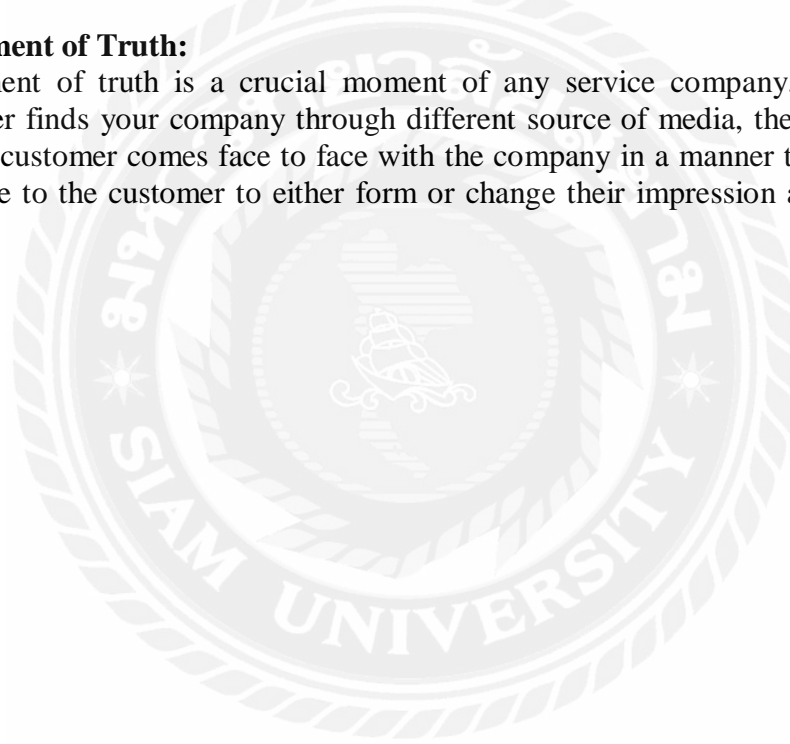
- i. Price: There are different types of pricing strategies that a company can use.
  - a) Skimming pricing: Pricing products and services at high rate to show quality.
  - b) Penetration: Using Penetration strategy means pricing products and services at a low price to penetrate in to the market.
  - c) Value based pricing: Value based pricing means pricing products and services in terms of the perceived value.
  - d) Cost plus pricing: A pricing strategy in which the selling price is determined by adding a specific dollar amount mark up to a product's unit cost.
  - e) Loss leader pricing: The product is sold at a price below its market cost to stimulate other sales of more profitable goods or services.
  - f) Cost leadership pricing: A pricing strategy where companies lower the operational cost.
- ii. People: The employees, organizational culture, customer service and customer relationship management.
- iii. Process: The planning, schedules used by the company. There are standardized and the effectiveness of service.
- iv. Physical evidence: Physical evidence refers to either artefacts, interfacts or other facilities used by the company.
- v. Promotion: The special offers, advertisement, brochures, direct marketing, joint ventures that a company does.
- vi. Place: The distribution channel, web-based channel and multi-channel used by the company.



Figure 3 Service marketing mix (Wikemediacommons)

### 2.5 Moment of Truth:

A moment of truth is a crucial moment of any service company. After a customer finds your company through different source of media, the moment when a customer comes to face with the company in a manner that gives a chance to the customer to either form or change their impression about the firm.



## Chapter 3: Methodology

### 3.1 Roles and responsibilities assigned by the company

I am very lucky and grateful for this internship opportunity. Mr. Sebastian is an intelligent and full of love and passion that makes him an awesome boss. He has worked with Tony Robbins and graduated by the world's most respected board of NLP.

I was assigned specific tasks during the internship to help the company expand more in social media by writing content and posting them in various platforms.

- a) Write contents specifically articles and blogs for the company: I wrote two articles everyday initially for Facebook and also used Canva to make pictures for them. Then after some change in algorithm made by Facebook, I started writing 1 per day. I also wrote two long blogs each week for the company's blog website
- b) Posting those articles on different social media platforms to create leads: The articles had to be adjusted according to the requirement of different social media platforms. That means I had to cut some portion and make it under 1220 characters which is supported by LinkedIn. Twitter requires lesser characters so I cut the essence of articles and posted tweeted it with pictures. Instagram communicated through pictures so I communicated with my graphic designer to create a consistent theme that resonated with our brand
- c) Help the event coordinator with our events and trainings: The NLP Practitioner Triple certification is a six day intensive training held in five star hotels. Our longest one is of 18 which is known as Train the Trainer. NLP Master Practitioner Triple Certification is held for eight days. The ICF coach the coach takes four days to complete. We also have a free seminar in Srinikarinwirot University.  
In all these events I was actively required with logistics handling. During the event I helped in making sure that the event was smooth. In the last two trainings, I has to adjust myself as a DJ for the events.

### 3.2 Project Details

I was assigned by the company to perform a specific task. That task was a market survey that I am still doing. The major task was to research on how to formulate a proper sequence and order of questionnaire. The purpose of the research is to know:

- a. To identify their problems
- b. What they want to achieve?
- c. Seize of company
- d. Revenue
- e. Sector/industry
- f. Do they Training externally, internally or both?



- g. Budget
- h. How do they measure results after training?
- i. What employee level they want to train?
- j. What program are they interested in?



## **Chapter 4: Result and Discussion**

### **4.1 Contribution made during the internship:**

My internship started from the first week of March. I have contributing with my writing skills. I have written 100 pieces of content for NLP Top Coach. There are eight long blogs out of those 100 pieces of content. I am contributing by posting contents on Facebook, Instagram, LinkedIn and Twitter daily

The NLP Practitioner Triple certification is a six day intensive training held in five star hotels. Our longest one is of 18 which is known as Train the Trainer. NLP Master Practitioner Triple Certification is held for eight days. The ICF coach the coach takes four days to complete. We also have a free seminar in Srinikarinwirot University.

Written 100 pieces of content for NLP Top Coach.

Contributing by posting contents on Facebook, Instagram, LinkedIn and Twitter daily.

Actively required with logistics handling.

Instagram: 50 posts 171 followers (Over 200 likes and 20 comments) Twitter: 40 Tweets 6 followers Facebook: 100 written content

Build rapport with the customers and make apply selling strategies to up sell our products.

### **4.2 Details of related learning process and new learnings:**

I got certified as a NLP Practitioner. The concept of chunking helped me a lot during my internship. The use of different language patterns both the Milton and Meta model made a big difference while using communication in writing content for NLP Top Coach. I learnt a lot of tools like Perceptual Position, Parts integral to work on negative emotions, internal conflicts, negative thinking and limiting beliefs.

In terms of digital marketing

- 1) Instagram Small Business & Startup Marketing Foundation-Dave Rotheroe, Serial Internet Entrepreneur and Digital Marketing expert
- 2) How to Master SEO - Understand SEO Quickly and Easily-Benjamin Spak, Online Marketing Consultant
- 3) Digital Marketing Secrets for Beginners-Alexandra Cote, Online marketer, writer, and blogger.

## **Chapter 5: Conclusions**

### **5.1: Self assessment as future professional**

NLP Top Coach has helped me a lot in terms of bringing clarity to different aspects of my life. As a professional I would want to be a full time coach inspiring people to live a more fulfilled and happy life. As a coach, I also want to provide digital marketing coaching for people who are interested to learn about digital marketing.

I want to work for NLP Top Coach as a highly determined marketer because I want market services and product that can change and transform people's lives.

### **5.2 Comparison of practical learning VS theory**

The practical learning is very different than theoretical learning. In the process of interviewing, the theoretical aspect of education was very help. The understanding of 7Ps in the service industry helped me get a picture of how we were functioning as a company. The concept of STP was key in content creation and looking for leads online.

The market research course was beneficial in creating different scales while developing questionnaire When it comes to details, it is a different story. The theoretical part helps you understand the mission, vision, values, beliefs, attitude, and personality of the company.

The knowledge of brand awareness, brand identity and brand image helped me to understand what my executives were taking about. As a company we are transitioning into re-branding our company. The practical aspect requires a student to be flexible.

“Flexibility is the key of stability”

John Wooden (Wooden)

I had to become a DJ in the seminar. I learnt that we as a professional need to focus on the outcome rather than what we are doing. The art of communication, persuasion and influencing prospects in an unconscious level is a key part in getting results.

This is what they did not teach us in the class. They did not teach us how to handle our emotions in tough times when you are struggling as a minimum paid student.

### **5.3 Recommendation**

Increase investment on social media marketing. Use social media creatively to drag customers' attention and be updated with new algorithms of social media. Pay more attention in creating creative content in social media platforms.

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