



Cooperative Education Report

**Title: Impacts of Digital Marketing
At**

Syn Hub Co-Innovating space

Written by

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Title: Impacts of Digital Marketing at Syn-Hub Co-Innovating Space

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2017

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Abstract

The goal of this study is to experience 3 months Internship to learn and execute the theoretical knowledge in the real life market situation. Similarly to experience the impacts of digital marketing at the syn – hub co-innovating space. Main objectives include:

1. To Re- Design the Company Profile in Power Point.
2. To provide suggestion and Constructive Feedbacks on the company Website and the other social Media Avenues like Facebook and Instagram.
3. To help in Organizing events and Workshops.
4. To help in Offline Marketing.

To achieve the objectives with concrete outcomes, this study is designed as a qualitative and real life market experiences. The mentioned objectives have to be achieved with the participation and the effective execution of the different events and workshops.

M. Mitra

Acknowledgement

The primary word of gratitude goes to the Kathmandu College of Management (KCM) and Siam University who provided us with a learning environment and opportunity to use the theoretical knowledge in the practical field in course of doing Internship and has always provided us with a platform to explore skills and to do my research work with great support. I would also like to thank Ajarn Sumaia Farzana for guiding and the constructive feedbacks in preparation of the report.

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I would also like to thanks to Dr. Pacapol Anurit former Dean of International College at Siam University who recommended me this organization to do my internship.

Thank you.

.....
Sagyan Kumar Malla

Introduction



Social networking is a relatively new form of communication; when people discuss about the product and the services via email, Facebook pages, Instagram accounts and other electronic means. The use of it has been growing exponentially and the customers are finding easier to know the detail about information about the products and services. Thus, to reach the messages at an affordable cost to the targeted customer, the use of Digital marketing has been used.

Nowadays, customers have access to information any time and any place they want or need it. Due to the advancement at Internet and globalization, most people on the globe are able to access the information via computers, tablets or mobiles. Effective and efficient execution of the various digital marketing helps to communicate with the existing and the new targeted customers and everyone who interacts with the company through website, e-mail, and Social Media help to build a long-lasting relationship with the customers.

Company Profile



SYN HUB
By Synergy Technology

Where Innovators Shape the Future

Syn Hub is a co-innovating space where creators, innovators, dreamers and makers come together to produce incredible results. More than just a coworking space, event venue, learning annex or meet up spot, SYN HUB is a community that strives to bring out the best in every person that walks through our doors.

It has an environment of working, sharing, networking, innovating, incorporating and inspiring and are drive to provide only the best for members and the community. Syn Hub Co-innovative space is community, which provides platform for the new start-ups, entrepreneurs and other businesses and individuals to explore, evolve, excel and shape their future.

Syn Hub is a business complex, which provides consultant, tools and various design and suitable environment for the businesses for their success. Syn Hub is also a business complex in which start-ups can get services like patent consultant, organize seminar and events, and display their product in the shelves of Syn-Hub.



Services

It facilitates the following services –

- i. Working
- ii. Sharing
- iii. Networking
- iv. Innovating
- v. Inspiring
- vi. Incorporating

i. Working

Syn Hub Co- working space facilitates modern facilities with high speed Internet , Digital Lockers ,convenient location and premium Syn café.It offers a good ambience and quite working environment.The availability of the modern facilities allows to work effectively and efficiently .

ii. Sharing

The working spaces, meeting rooms, resting area makes easier to its customers to share ideas, make lasting relationships,and grow personal and business potential.The good ambience facilitates the customers to share and engage more with in themselves.

iii. Networking

It facilitates to connect with other creators, makers, and innovators to strengthen the global network and integrate business with each other to expand the business in the international market.

iv. Innovating

It facilitates to create the innovative products at the state-of-the-art prototype lab. It has got modern technological tools and facilitates internet of things to its clients. It has got availability of 3D printers and various Internet of things which helps to innovate.

v. Inspiring

It facilitates to gain insights from other members and be inspired to reach the full potential. The availability of various internet of things inspires the customers to implement and integrate with their businesses.

vi. Incorporating

Syn Hub Co-working space facilitates working business with good ambience and quite environment. It integrates what you know with what you learn as a part of creative and tech-minded communities.

Major Customers of Syn Hub Co-Innovative space

The major targeted customers of Syn-Hub Co-Innovative space are tech start-ups and entrepreneurs. However, Syn Hub is a community and business complex, which helps all the start-ups and other businesses.

The Customers of Syn Hub is listed below:

- I) Tech startups and all other start-ups
- II) Entrepreneurs
- III) Students
- IV) Business officials.

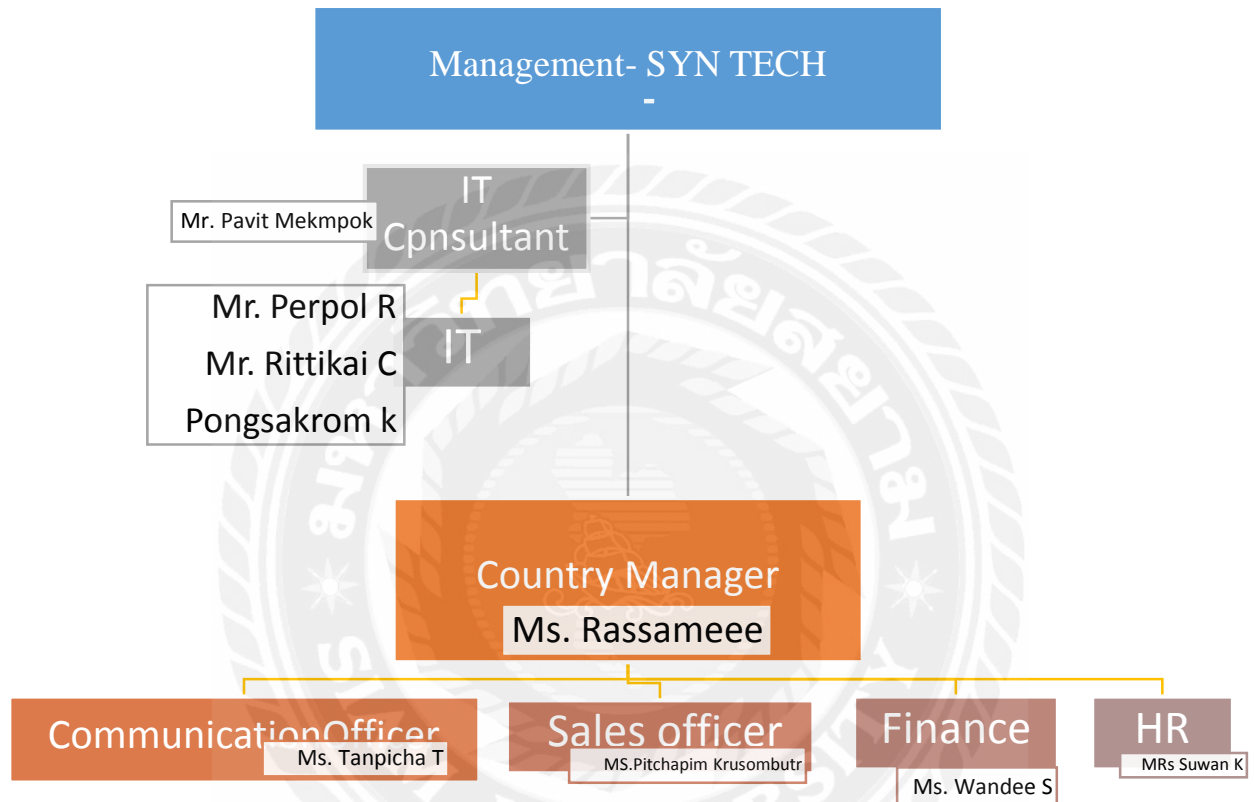
Major Partners of Syn Hub Co-Innovative space

An official partners of Syn Hub are:



Figure Syn Hub Partners

1.2 Organizational Structure



The company was a startup so there were less employees having independent responsibilities. Delegation of authority and responsibilities were clear among the staffs. Since the flexibility has been given so the staffs have been performing their task independently and were more focused on the execution of the assigned task. The working culture was good since most of the staffs were busy working independently and the working environment was also good. The working space has a good ambience with the spectacular view and modern facilities.

1.3 Statement of the Report

This report focuses on the role of the Digital Marketing for the brand awareness and the expansion of the company. The report basically focuses to target the foreign customers to use the

services provided by the company. The report showcases my learning and growth throughout the internship period.

In addition, it shows the role assigned for an effective and efficient execution of the Digital Marketing via various social media avenues like Facebook, Instagram.

Its objective is to clarify and display my understanding of the various marketing strategies as an intern through the roles and responsibilities that was assigned throughout the tenure at the Syn hub co-working space. In Conclusion, it's an objective to clarify the integration and collaboration with various stakeholders.

1.4. Objective of the Study

The overall objectives of this study is to clarify the roles and importance of Marketing department in the brand Awareness and the branding of the Syn Hub Co – Working space among the prospective International Customers.

The specific objectives of this study are as follows:

1. To Re- Design the Company Profile in Power Point and to help in Offline Marketing
2. To provide Constructive suggestion on the company Website and the other social Media Avenues like Facebook and Instagram.
3. To help in Organizing events and Workshops.

1.5 Expected Outcomes

AS a Marketing Intern the company expected to perform and conduct digital marketing and offline Marketing to attar an international prospective customers to use the services offered by Syn Hub co-working and Cop innovating space.

The expected outcome is to expand the virtual community in the different social media avenues like Facebook, Instagram. The major job responsibilities and the expectations as an Intern as are following –

- i. To help as an organizing team during the major events of the company like Creativity Smart Innovation (CSI) Entrepreneur, Java Programming etc.

- ii. To increase the brand awareness and revenue of the company by targeting to the prospective foreigners through digital marketing and the offline marketing .For Instance the designing of the brochures and proper distribution of it via brochures to the nearby Apartments .
- iii. To promote an Instagram platform that puts creative first, and brings a unique take on photo sharing that's more about authenticity, community and aesthetic.

1.6. Limitation of the Study

- i. Communication Barrier to interact with the staffs and the prospective customer.

The events like CSI Entrepreneur were basically targeted for the Thai Entrepreneurs so it was little bit difficult to share and interact with them due to language barrier. It would have been easier if English language had been taken as a common language.

- ii. Content Marketing in the Thai language to promote to the local prospective customers.

Chapter 2 Literature Reviews

Digital Marketing

Social networking is a relatively new form of communication; when people discuss about the product and the services via email, Facebook pages, Instagram accounts and other electronic means.

Since the Digital marketing is the use of the internet, mobile devices, search engines, display advertising, social media and other integrated communication channels to reach consumers. With the content marketing through social media avenues like line, Instagram, Facebook, we have urged to promote the service offering by the Syn - Hub Company. It has focused on the integration with hotels, Apartments.

Price and Positioning

The Product and services 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. The company should be customer centric and always try to solve their targeted customer's problems at an affordable price.

We have been assigned to promote the facilities it offers by emphasizing more on it benefits it adds value to its prospective customers. It has been adding value by informing that it offers a co innovating spaces.

Promotion

Promotion is one of the important elements of Marketing Mix. If it's done with the right integrated marketing communication at the right time then it aware about the product and services to its prospective or potential customers. It helps to increase the sales of the product and services of the companies. Growing a business isn't easy.

Advertising, Sales Promotion, Personal Selling and Social Media are all key communication tools for an organization. These tools should be used to put across the organization's message among the targeted audiences in the manner they would most like to hear, whether it be informative or appealing to their emotions.

Relationship Marketing

It's an approach of forming a long term relationship with the prospective customer. It's an activity of retaining the customer by satisfying their needs and wants by providing value for money. Instead of urging customers to buy the product or services one time, it's about encouraging them to buy for longer period of time and try to make them the loyal customer. They try to provide exemplary product and services and makes their customer life easier and more fruitful.

As an Intern we try to engage with the foreign customers and try to solve their problems of renting a space by offering different services facilities offered by the Syn Hub Company. Similarly, we focused on providing the superior customer services. We tried our best to make the best use of social media Avenues like Instagram, line, Facebook by provided contents and by engaging the customers in an informal and ongoing way.

The use of technology and the Internet has made the staffs easier to engage, information, track, store, analyze the information related to customers. In conclusion Relationship Marketing has been very useful for the companies who are based on providing services and it has helped them for the good branding of the company.

Public Relations and Customer Profitability

Nowadays, it seems that contents has been put forward to inform about the brands through various social media avenues. The company like Syn- Hub usually try's to inform and persuade sales through the distributions of brochures by giving various promotion. Customer profitability measurement is challenging to implement; it draws into question our understanding of who our customers are and how any company make profit. It can add powerful insights throughout the business, helping to focus decision making energies on doing what is right for the targeted customers and shareholders at the same time.

Customer Lifetime Value

By implementation of Customer Lifetime Value marketing personals can easily arrive at the rupee value associated with the long-term relationship with any customer. It is difficult to predict how long each relationship will last, but marketing managers can make a good estimate. It is useful metric used by marketing managers especially at a time of acquiring a customer. Ideally, lifetime value should be greater than the cost of acquiring a customer. Some also call it a break-even point.

Chapter 3 Methodology

3.1 Roles and Responsibilities Assigned by the Company

1. Content marketing for the social media Avenues

As marketing major, it was an essential for the company to assign at a Digital Marketing task. I had been assigned to provide the contents .My initial responsibilities were to do research about the technological advancement in the Internet of things and provide the related contents accordingly. In addition, I had to work with other interns to work as a team to make brochures for the events promotion.

2. To help an organizing Team to conduct an Events

Syn Hub organizes and facilitates various programs to be in touch and innovate things with its customers through effective and efficient events like Creativity Innovation Entrepreneur CSI, workshops for Coding, Java script etc.AS an intern I was assigned to help the organizers as a photographer.

CSI Entrepreneurs

CSI Entrepreneurs is the event that is organized by Syn Hub Co-Innovative Space in partnership with Department of Industrial Promotion. In this event the different start-ups and entrepreneurs came and pitched their business ideas, product and their services in front of the judge panel.

The selected ones got the opportunity to attend different workshops and got the chance to improve their business. There was different stages in the event. We got the opportunity to be part of this event and we assisted them to make the event successful.



3. To engage in the Of

Offline Marketing is a cost effective marketing strategies to reach the prospective customers at a real time. I was assigned to distribute brochures to nearby apartments to attract the foreigners at the Syn Hub Co Working space.

We were also given merchandise like T-shirt to wear during the major events of the organization. It helps in the brand visibility and awareness of the existence of the company.



1. Research and survey for the potential international clients.
2. Photography and videos for the promotion of the event.
3. To Design Info graphics for visual content marketing.

3.2 Project Details



Weekly Working Record

Week	Description of work	
1	Digital Marketing - Content Marketing My initial responsibilities were to do research about the technological advancement in the Internet of things and provide the related contents accordingly.	
2	Help an entire team for offline Marketing To facilitates in various programs to be in touch and innovate things with its customers through effective and efficient events like Creativity Innovation Entrepreneur CSI.	
3	Event Management -CSI Entrepreneur - Workshops - Java Programming Workshops The interns were assigned to assist and coordinate in these kind of event execution.	
4	Online Marketing at Different Social Media Avenues like Instagram , Facebook - Content Marketing - Pictures, Brochure Sharing, Engagement with in the Virtual Instagram Prospective potential customers.	
5	Brochures Designing of various events. - PowerPoint Presentation - Research on Internet of Things. We the interns were assigned to make a digital brochures regarding various promotions of the events.	

6	<p>Offline Marketing</p> <ul style="list-style-type: none"> - Distribution of Brochures to the potential customers. - Songkram Festivals Promotion. <p>The inters were assigned to go to nearby offices and apartments with the promotion brochures to invite the prospective customer to use the Co-working services and the syn café services</p>	
7	<p>EVENT Photography.</p> <ul style="list-style-type: none"> - Photography and editing of the respective event. <p>It was an interns responsibilities to take a pictures of the various events and post them via Instagram and Facebook.</p>	
8	<p>Prospectus redesigning of SYN HUB Company</p> <p>We the Inters were assigned to work as a team and had been assigned to go through the company's service offering and prepare a Syn Hub's prospectus for informing the service offering by the company to the prospective foreign customers.</p>	
9	<p>Marketing campaign for the Apartments to invite new customers</p> <ul style="list-style-type: none"> - Brochures <p>For the promotion of the events and to attract the new customers we were assigned to make a brochures and distribute accordingly to the prospective customer.</p>	

Chapter 4 – Results and Discussion

4.1 Major Contribution during the Internship

1. Content marketing for the social media Avenues

I had been assigned to provide the contents for the social media avenues and was made admin of the companies Instagram page. My initial responsibilities were to do research about the technological advancement in the Internet of things and provide the related contents accordingly.

In addition, I had worked with other interns and staffs to work to make brochures for the events promotion. I helped in increasing the follower's from 100 to more than 2500. The various inorganics has been given more priority. Visual content Marketing has been emphasized to aware and engage the prospective customer.

2. Photographer at the Major Events

Syn Hub organizes and facilitates various programs to be in touch and innovate things with its customers through effective and efficient events like Creativity Innovation Entrepreneur CSI, workshops for Coding, Java script etc. AS an intern I was assigned to help the organizers as a photographer.

3. Offline Marketing

Offline Marketing is a cost effective marketing strategies to reach the prospective customers at a real time. I helped in the distribution of the brochures to nearby apartments to attract the foreigners at the Syn Hub Co Working space. I also made the company's prospectus to provide the detailed information of the company to its prospective customers. The interns were assigned to Plan and execute offline marketing campaigns to engage and attract new foreign customers. We as a team went to nearby apartments to inform and persuade sales by informing them about the company and the service offerings. We also distributed Brochures accordingly. The staffs also distributed Merchandise like company T-Shirts and stationaries during the major events for customer relation and Customer loyalty.

4.2 Details of the Related Learning Process

Internship Job Allocation

As an Intern I have been assigned with various job responsibilities before as soon as I had started my Internship at Syn Hub.

Major Job Allocation -

1. To Re- Design the Company Profile in Power Point.
2. To provide suggestion and Constructive Feedbacks on the company Website and the other social Media Avenues like Facebook and Instagram
3. To help in Organizing events and Workshops.
4. To help in Offline Marketing

As working for the attainment of these I have learned to work smartly with full of creativity on it .I learned to work as a team for an effective execution of the given task on time. I was given constructive feedbacks during the completion of my task so I learn to accept my mistakes and weakness and learn to overcome them.

Events and Programs

The various programs had been conducted during my Internship tenure. For Instance Creativity Smart Innovation Entrepreneur program, Basics Java Script Programing etc. The involvement on these programs, helped me to understand the business scenario of Thailand .It helped me to socialize with different entrepreneur. Further, it has taught me to be a goal oriented to accomplish the organization goals on real time.

We assisted to promote and increase the brand awareness of the company through social media marketing, we created the promotion campaign called “Songkran Promotion”, uploaded the visual contents in the social media avenues like Instagram , Facebook and designed the promotion contents.

Chapter 5 Conclusion

Syn Hub Co-innovative space is community, which provides platform for the new start-ups, entrepreneurs and other businesses and individuals to explore, evolve, excel and shape their future. Syn Hub is a business complex, which provides consultant, tools and various design and suitable environment for the businesses for their success. Syn Hub is also a business complex in which start-ups can get services like patent consultant, organize seminar and events, and display their product in the shelves of Syn-Hub.

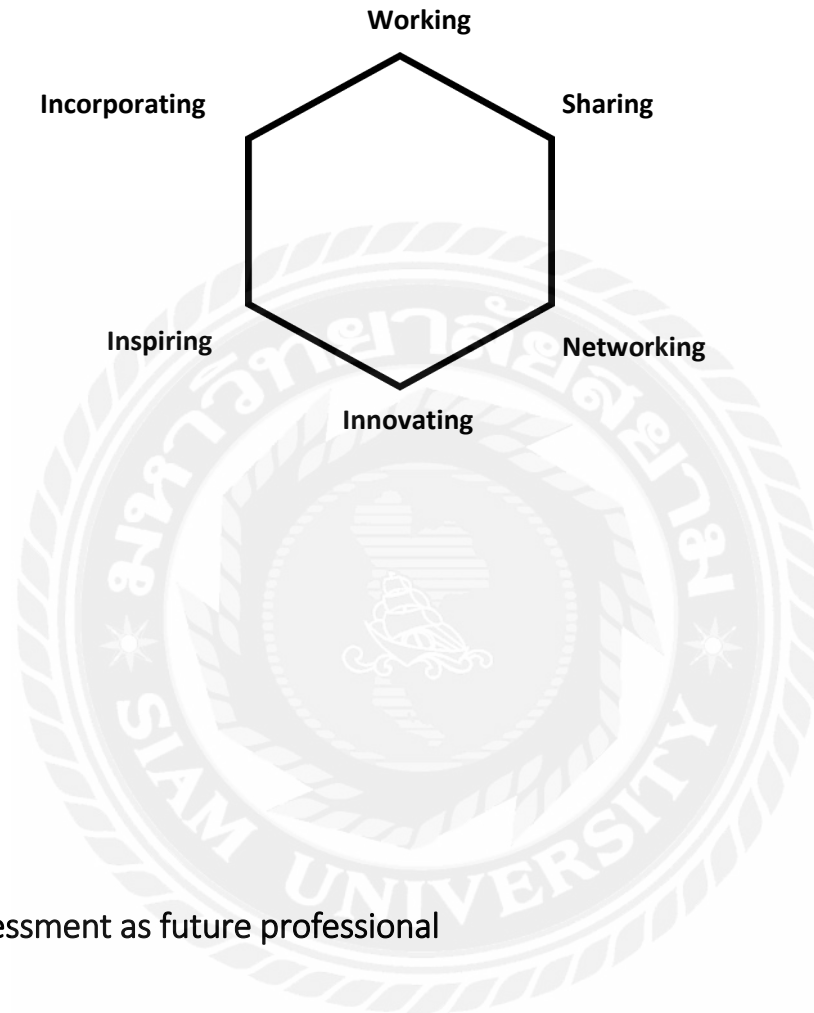
In spite of the short time period, the internship has taught to be focused on the assigned responsibilities and execute in the real time. It has made to be more professional at work. It has given the peripheral overview of how the profit motive service firm works in the market. It has given an experience to know more about customer relation and the importance of digital marketing to reach them for closing the sales. Similarly, it has given the freedom to work and provide the constructive feedbacks to the staffs.

The experience of working at the service firm has reminded that the customers are the important assets of the organization and the employees related to the firm should always focused on adding the superior customer value. The advice and suggestion to the young entrepreneurs from the experience at working at this company is that if it's a startup company it's better to utilize the optimum resources from the co- working space instead having own office. It helps to minimize the office set up cost and other operating cost.

The internship has helped me to socialize more with the people to experience the cultural diversity and has motivated me to interact and grow the connection to enhance the network. The various events has urged to be more conscious about the time management and be more professional at the major events and has been able to see and experience how the various businesses integrate with each other to benefit from each other.

In conclusion, it has urged me to know the working culture of the organization and the use of the digital marketing at the company, to take the responsibilities and delegation of authority within the organization .It has also made me always focus on the company's mission and vision statements for the higher productivity of the company. It has urged me to be goal driven for the higher productivity of the whole organization. If the company gives more priority on the digital marketing consistently and with greater visual contents then it plays an important to reach message to its targeted customer. The company should allocate certain budget on the digital marketing and the outsourcing has to be done for hiring the professional from the market to understand and get the real constructive feedbacks to reach the services to the larger audiences.

The services of this company can be described in figure below:



5.1 Self – Assessment as future professional

I found Syn Hub is the technological co-working space in Bangkok where you can come, engage, and meet makers, brokers, and developers in one place to make your business strong, speedy and sustainable. As an intern I realize that if you have a business with little employees and have been busy in the startups then it's more beneficial to rent a space at the co-working space and make the most use of the available resources. It helps us to integrate our businesses to other businesses. It has helped me to broaden my perspective regarding the network is greater than net worth.

The workings experiences have helped me to think and act like a leader. It has urged me to think like a professional and work as a team to achieve a common goal of the company. Similarly, it has helped me to focus and execute the given responsibilities effectively and efficiently at a real

time. It has taught me to be patience at work and always be customer centric since the business was a service oriented one.

The internship at Syn Hub helped me to understand myself better since the work assigned had been flexible. Due the flexible working style I got an opportunity to explore more about the real life Marketing concepts and its execution at real time. In addition I was involved in the research activities for the contents of the social media so I got a lot of insights and learning from it.

This working experience has given me confidence to work in the cultural diversity. It has made me more extroverts and has helped me to share my opinions among the teammates and take the constructive feedbacks accordingly and implement them. It has developed me more learn it all attitude type person at the workforce and accept the challenges at work the higher performance and productivity of the organization. It has taught me to be proactive at the work and complete the work sincerely.

Similarly, it has urged me to know the working culture of the organization, to take the responsibilities and delegation of authority within the organization and makes me always focus on the company's mission and vision statements for the higher productivity of the company. It has urged me to be goal driven for the higher productivity of the whole organization.

The company believes that the every employee holds specialized value in an organization so they were working independently .The owner usually set target goals for their employees and leave it to the employees to complete them.

In this regard I found that the employees have the liberty of taking productive measures into consideration as per their efficiency and strategies the task in a given manner. Thus this kind working environment has helped me to make an action plan and execute the task properly and sincerely.

5.2 Comparison of Practical Learning Vs Theory

For the branding and the sales of the service offering of the company the following approach has been practiced –

Collaborate with Influencers

In the theoretical learning we have been taught that in order to expand business to the larger audiences it's better to collaborate with the major influencers. For Instance, by providing content Marketing like Blogs, Articles and integrate with YouTube vloggers.

For that we tried to integrate with the YouTube vloggers by providing the office Space for their tech Related Videos and in relation they will help us by acknowledging about the Syn- Hub co- working space.

Brand Equity

It is the perception customers have of your products and services based on what they think of your brand. They may have perception about the services through their own experiences or from the reference group.

- i. Awareness
- ii. Credibility
- iii. Reputation
- iv. Customer satisfaction

Those benefits serve as tools to marketers in the effort to attract the prospective customers who wants to buy from a brand high in value.

As an interns we have noticed that brand Equity and Relationship marketing plays a vital role to aware, inform and persuade foe sales of the services offered by the company.

Content on social media

If you continually produce content that interests leads and customers, you can keep them coming back to your brand and build loyalty. We found that contents on social media avenues plays a vital role for the Information flow about the different events happenings. Content Marketing has to be consistent so the prospective customers would be updated at real time.

Niche strategy

One of the most important business considerations for service marketing is niche targeting and specialization. Research has shown that some of the fastest growing service firms are specialists in a carefully selected niche. Specialization can make the all the difference to your marketing efforts. It helps to reach the messages to the targeted potential

customers. It defines what you do exactly and distinguishes you among competition. Specialization is a differentiator which proves itself.

Customer relationship management (CRM)

A large number of companies use CRMs for tracking and organizing client information and scouring opportunities. In the companies like Service Based companies, if they give priorities on the Customer Relationship Management then its more helpful to value add to their customer and it will help them to build the loyalty to them. In today's world customers are scarce not products and classic marketing needs to be redefined and broadened to reflect the new reality. In my experience and theoretical knowledge , Holistic Marketing approach has to be practiced since it's a dynamic concept derived from the electronic connectivity and interactivity among companies, customers and collaborative.

Thus, customers are scarce, not products. Demand not supply, is the problem. We the interns ourselves experienced this while working in the company like Syn Hub. In theoretical classes we have studied a lot benefits about it but in real life scenario we found that it's not applied much. The company staffs should use skills in measuring customer profitability, customer lifetime value in data-mining customer databases and customizing messages and offerings. The companies like Syn Hub are digitalizing their businesses to achieve cost savings and increased market reach and penetration. Due to this the targeted customers would also be loyal towards the company's service offerings and retain in the business for a longer period of time.

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Biography



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