



Cooperative Education Report

**Title: Social Media Marketing and Promotion
Internship at Syn Hub Co-Innovative space**

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**Title: Social Media Marketing and Promotion Internship at Syn Hub Co-
innovative Space**

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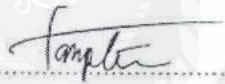
Academic Advisor: Sumaia Farzana

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

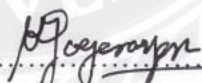
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Project Title: Social Media Marketing and Promotion Internship at Syn Hub Co-Innovative Space

Credits: 5

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Abstract

The goal of this internship is to learn and observe the practical aspects of marketing. The main objective of this study is to observe how social media marketing techniques influence the decision of the customer and on loyalty of the customer. This study is conducted to know the importance of social media marketing to increase the brand awareness of the company globally.

Syn Hub Co-innovative space is community, which provides platform for the new start-ups, entrepreneurs and other businesses and individuals to shape their future. Syn Hub is a business complex, which provides consultant, tools and design and suitable environment for the businesses for their success.

Although the main objective of this study is about social media marketing, however other tasks such as event management, photography, videography and so on were also done accordingly.

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 platforms, designed the promotion materials and so on. The main target area for these promotions was foreign residence living nearby apartments.

Keywords: Social media marketing/ foreign customers/ customer engagement/ brand awareness

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 Syn-Hub Co-Innovative Space was great chance for knowing and exploring new business techniques and technology. I am using this opportunity to express my special thanks to Dr. Pacapol Anurit former Dean of International College at Siam University who recommended me to this organization for providing me the opportunity to do my internship program.

I express my deepest thanks to Mrs. Rassamee Suebchompoo who is the Community Manager at Syn Hub and Miss Tantpitcha Tarasee who is my internship supervisor for continuously giving me advice and arranging the facilities for me to learn and to make my internship period more productive.

Lastly, I would also place my sincere gratitude towards Mrs. Sumaia Farzana, Lecturer and International Student Adviser from Siam University for supervising and guiding me to complete my internship report

Prasiddha Palikhe

Contents

Acknowledgement.....	I
Abstract	II
Declaration.....	III
List of Figures.....	V
Chapter 1: Introduction.....	1
1.1 Company Profile.....	2
1.2 Organizational structure	4
1.2 Statement of the report	4
1.3 Objective of the study.....	5
1.4 Expected Outcomes.....	5
1.5 Limitation of the study.....	5
Chapter 2: Literature Review.....	6
2.1 Social media marketing.....	6
2.2 Service marketing Mix.....	7
2.3 Relationship marketing	8
2.4 Visual content marketing	8
Chapter 3: Methodology	10
3.1 Roles and responsibility Assigned by the company.....	10
3.2 Project Details	11
Chapter 4: Result and Discussion.....	13
4.1 Contribution made during the Internship.....	13
4.2 Details of related learning process and new knowledge received	13
Chapter 5: Conclusion.....	15
5.1 Self-assessment as future professional.....	15
5.2 Comparison of Practical learning Vs theory.....	15
5.3 Recommendations	16
References.....	17
Bibliography	18

Chapter 1: Introduction

Social Media platform is the online platform where brands can promote their product and service globally in low cost and least time. Social media and digital platforms are the best platforms for brands to connect with their perspective customer. Every youths and individual are connected in online social media and use them in the daily basis.

Social media Promotion means to use social media and digital platforms to persuade those who one's organization, items or solutions are worthwhile. (SI) Social media marketing means to engage and promote the company through social media platforms like Facebook, Instagram, twitter, Pinterest and so on.

There are various benefits of social media marketing and promotion such as decrease in marketing cost, customer engagement leads to customer loyalty, increase in revenues and profitability of the company. Social media helps the company to increase its brand awareness globally.

Brand Awareness is the degree of Consumer awareness of a company and its product and services. (Investopedia). According to Wikipedia, Brand awareness refers to extent to which customers able to recognize the Brand (Brand awareness). It is about how the consumers perceive about the particular brand or a company. Brand awareness plays the key role in consumer behavior, advertisement management, brand management, and strategy development. Brand awareness helps to increase the probability that a consumer will include a given brand in his or her consideration. There are six stages of brand awareness and they are:

- i) The consumer becomes aware of the brand.
- ii) The consumer learns about the brand
- iii) The consumer develop perception of the brand
- iv) The consumer starts to compare with other brands
- v) The consumer shows desire to purchase
- vi) The consumer acquires

(Brand awareness)

The main purpose of this study is to find out the impact of social media marketing and promotion on brand awareness of a particular company. There are various studies done one the brand awareness and its other marketing factors. This study mainly focuses on how the social media marketing affects the brand awareness.

1.1 Company Profile

Company Name: Syn Hub Co-Innovative Space

Parent Company: Synergy Technology

About Synergy Technology

Synergy Technology is the company that provides product realization solutions to electronic automotive, LED Lighting and energy industries. Their Product and services range from

research and development, printed circuit board, LEDs-ODM and OEM, smart electronics design, electronics and mechanical components and so on.

About Syn Hub Co-Innovative Space

Syn hub Co-Innovative Space by Synergy Technology is a business that provides people a space to work, meet up or organize an event. Syn-Hub is more than just a co-working space because it not only provide businesses or individual a space but also gives consultancy and assist them to innovate new services and products. Syn-hub provides an environment of working, sharing, networking, innovating, incorporating and inspiring. Syn Hub supports business connection, provide them technological assist, and provide process and tools. They provide businesses research and design services.

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.

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

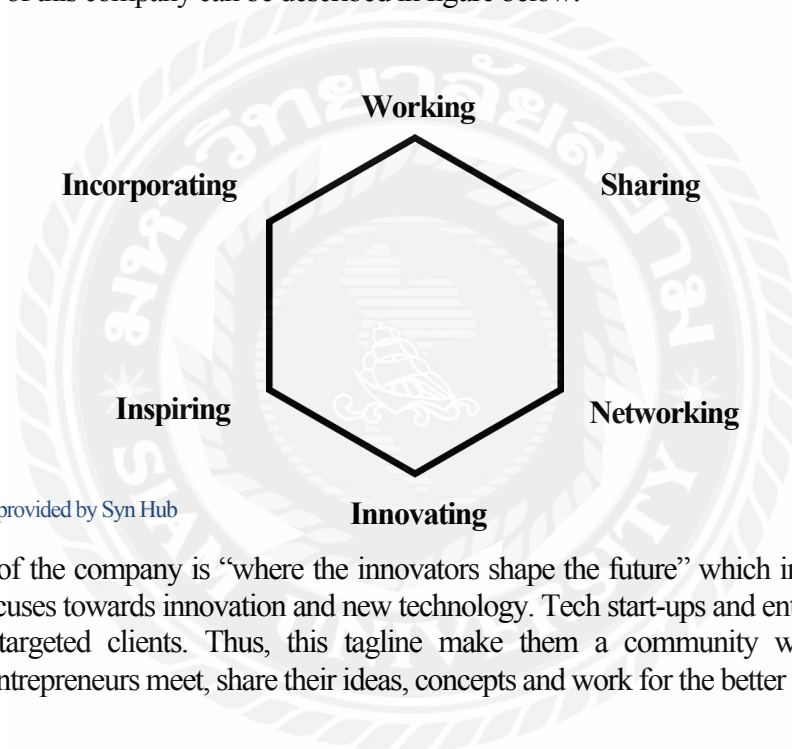


Figure 1 Service provided by Syn Hub

The tagline of the company is “where the innovators shape the future” which implies that the company focuses towards innovation and new technology. Tech start-ups and entrepreneurs are their main targeted clients. Thus, this tagline make them a community where different innovative entrepreneurs meet, share their ideas, concepts and work for the better future.

Customers of Syn Hub Co-Innovative Space

The main 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
- v) Tourist looking space to work

Partners of Syn Hub Co-Innovative Space

Some of the official partners of Syn Hub are:



Figure 2 Partners of Syn Hub

1.2 Organizational structure

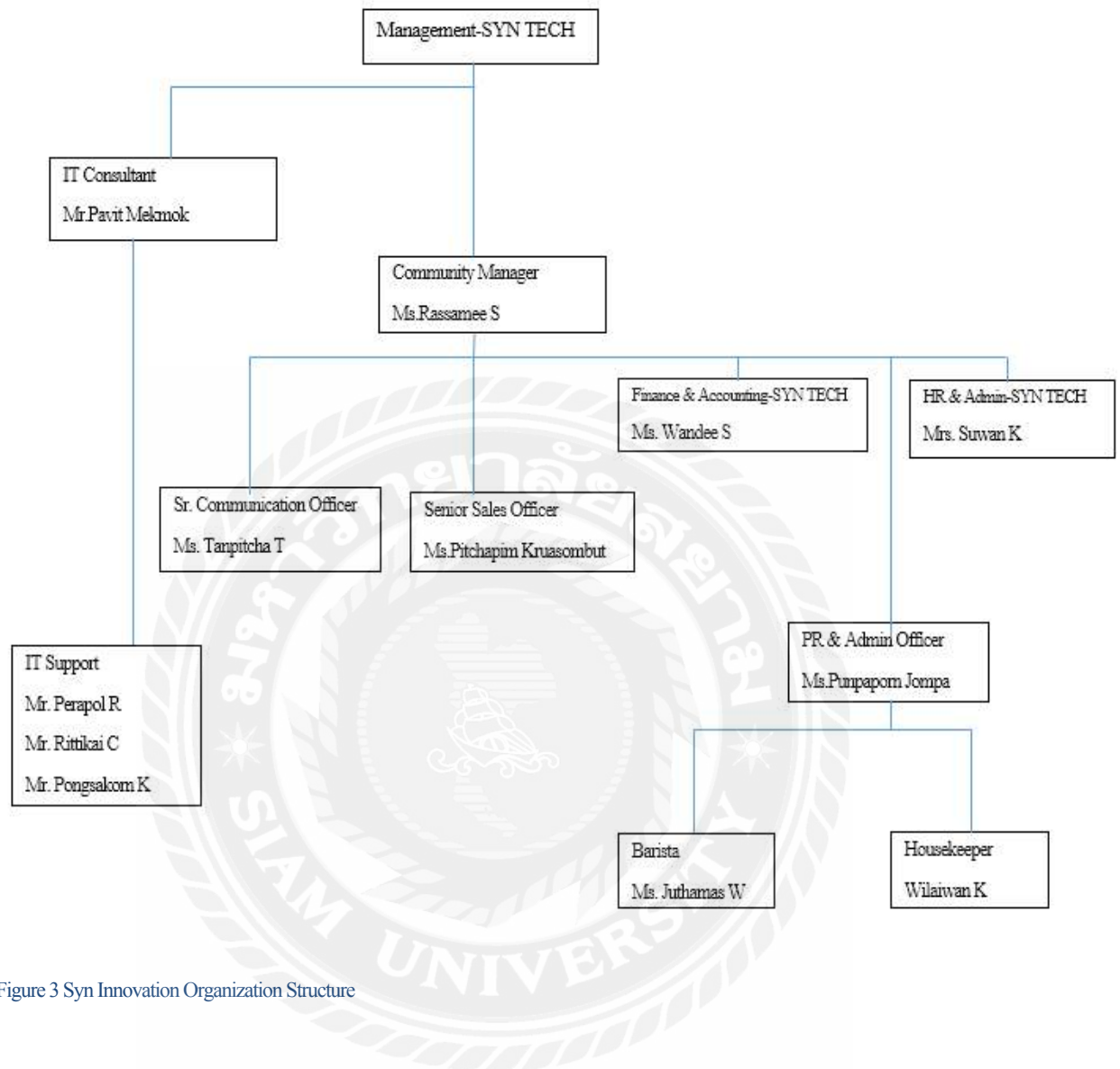


Figure 3 Syn Innovation Organization Structure

1.2 Statement of the report

Social media marketing refers to promoting the company and its product and services through online social media platforms. Engaging the customers, Interaction with the customers online, promoting the brand online and so on are the roles of social media in the marketing.

This study is conducted to answer the following question:

- i) What is the impact of social media marketing and promotion on brand awareness?
- ii) What is the impact of social media marketing on customer engagement?

1.3 Objective of the study

The main objective of the study is to find the role of social media marketing and promotion on brand awareness.

Specific Objectives

- i. To know the impact of social media marketing on brand awareness.
- ii. To know the impact of social media marketing on customer engagement.
- iii. To understand reaction of the customers form the social media promotion.

1.4 Expected Outcomes

- i. Increased followers of the company on the social media.
- ii. Increased brand awareness through social media promotion.
- iii. Increased brand loyalty through engaging customers in social media platform.

1.5 Limitation of the study

The internship period was for three and half Months and I was assigned in marketing and communication department. Internship in Syn Innovation helped me to know and learn about the new innovative techniques and technology that can be used in business operation. . During my internship period, I came to know about the business operation of co-working space its value and its costumer. There was some limitation while learning the work due to the limited time of my internship. Another barrier was the communication barrier.

Chapter 2: Literature Review

“Your brand is what other people say about you when you are not in the room.” (bezos)

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society. (keefe) The definition of marketing and its various elements shape changes with time. It includes different activities like promotion advertisement, customer analysis and so on.

2.1 Social media marketing

Social media plays an important role in digital marketing. It has been the tool for increasing customer loyalty and customer engagement. In social media marketing algorithm plays an important role.

Much like the Google search algorithm, social media algorithms are searching for content that is relevant to its users. Whilst Google attempts to match relevant content to the search intent of the user, platforms like Facebook are using personal data and behavior patterns to determine what is relevant content. (social media theory)

Social media content matrix was developed by James cook. According to James cook, there are three types of contents found in social media platform and they are:

- i) Value-adding content
- ii) Interaction Content
- iii) Self-promotion content.

Content is the backbone of the social media for business use. Below is the social media content matrix:

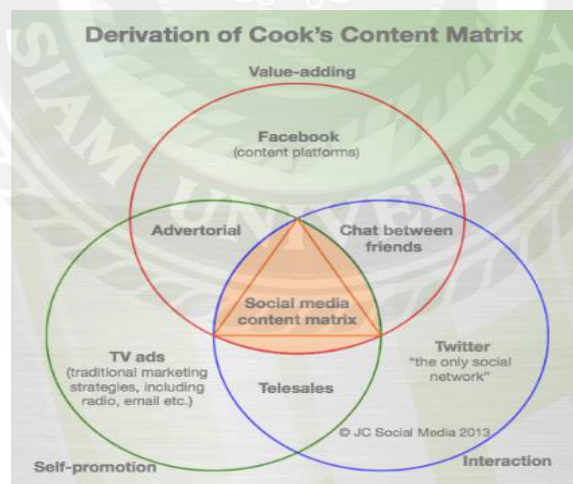


Figure 1 Showing Derivation of Cook's Content Matrix

According to Content matrix, every content uploaded in social media platforms is, to some degree, a mixture of all three types; self-promotional, value adding and interaction. (cook)

The study Titled “Social Media as a tool of Marketing and creating” by Christine Adhiambo Odhiambo concluded that even though social media is more effective than some of traditional advertising channels, it cannot be implemented in isolation without augmenting it other forms of traditional advertising channels. (Odhiambo)

During my internship, I searched and created the content that were self -promotion, value adding and interaction.

2.2 Service marketing Mix

Service marketing mix was developed by Bernard Booms and Mary Bitner. According to service marketing mix, there are the combination of the factors that a company can control to influence its customer to purchase its product or service. Service marketing mix is the extended version of product marketing mix. Product marketing mix have 4 p and service marketing mix has 7 p. Service marketing mix assumes service as a product. Service marketing mix consist of Product, pricing, promotion, place, people process and physical evidence.



Figure 2 7Ps of service marketing mix

During my internship, we as team was assigned to make a promotion campaign for the company. We were also assigned to promote the events that were held in the company.

2.3 Relationship marketing

From the book experiential Marketing by Kerry smith, relationship is the key factor, that increases the customer

Studies, focus groups, and market research began to show that consumers who are in relationship with company were less influenced by price, performance, and service. (smith, 2016). According to this book, the four brand relationship drivers are:

- Driver 1: Identification
- Driver 2: Inspiring
- Driver 3: Meaning
- Driver 4: Helpful

This book explains that the relationship requires two active and willing participants who show intent to each other. However, the brands cannot create relationship intent for the customer; they can foster, accelerate, and influence it with experiences. (smith, 2016) For

the better experience, the businesses should encourage customer engagement with the businesses.

In my internship, I was responsible for the contents, social media, and digital promotion. I selected the contents, which encouraged the customers to engage with company and make them interested in the company. Thus, this helped to establish the better relationship with the customers.

2.4 Visual content marketing

From the book “Visual Content Marketing” by Stephen Gamble, The main reasons for the communication problem between businesses and their consumers are:

- Information Overload
 - Attention Deficit Syndrome
 - Buyers have no time
 - Innovation requires Understanding
- (Gamble)

The most of business communication fails due to piles information they throw at their customer. Thus, this book suggest to make the information easier to understand and situate the customers and their business challenges within that visual and then to bring our offering to show they solves those problem. (Gamble)

In the research journal, titled “Using Visual content in your Marketing” by Cipirian Pavel has concluded that the best way to “nail” the idea in the mind of consumer is by combining the emotional power of visual connected to a verbal idea that contains a motivating factor to buy their product. (Pavel) In my internship, I prepared different brochures and promotion posters, which consisted of the visuals that would be catchy and would not consume more time of the customers.

Chapter 3: Methodology

As per the requirement of Siam University, we students have to do internship to complete the course. We 5 students got internship in Syn-Hub Co-innovative space under Synergy Technology from the recommendation of Mr. Pacapol Anurit. We 5 students were assigned in marketing and communication department under Ms. Tantpitcha T.

During our internship, we were assigned task as a group task and after that we divided those work among us. Our main responsibility was to promote Syn-Hub Co-Innovative to the international residents of Thailand. Syn-Hub also organized different events so we also assisted them to organize those events and promote the event.

3.1 Roles and responsibility Assigned by the company

We performed these jobs during our internship:

1. Digital and online marketing of the company.

I was assigned to do social media marketing of the company. During the internship, I promoted the events of the company in social media. I used the Instagram of the company to increase its followers and increase the brand awareness.

2. Content writing for the company Facebook account and Instagram account

During my internship at Syn Hub Co-innovative Space, I searched contents for the social media platform to promote the company and engage its customers. I searched recent tech news and invention as the contents.

3. Preparing marketing material.

There was many events organized in the company. I was assigned to make promotion posters for those events. I also updated the company profile in power point. I prepared brochure for the company.

4. Offline marketing and promotion

I was also assigned to do offline promotion of the company and its events. The company assigned to distribute the event brochure to the customer of the Pantip Plaza. We as a team organized an offline promotion campaign. I started the Songkran promotion campaign in the month of April.

5. Making Company portfolio and profile.

The first work that was assigned was to update the company profile. I updated the company existing company profile in Microsoft power point.

6. Assisting while organizing an event.

Syn Hub Co-Innovative space organized many events. One of the event is CSI entrepreneurs. We as an interns assisted them to organize that event. We helped to decorate the space. We also made the video and clicked photos for the event. We also promoted the event in the social media.

3.2 Project Details

The main objective of this study is to increase the brand awareness and customer loyalty through social media marketing and offline promotions. In our internship, I created our independent project to promote Syn Hub among foreign residents of the Bangkok. I also helped in other projects we assisted to the company. The lists of the projects are below:

1. Songkran Promotion Campaign

I started this promotion campaign from the beginning of the April month until end of the April. In the, campaign I offered our consumer “Buy one Get One” skim. We made the brochure for this campaign, uploaded these offer in the social media platform of the company, and distributed to all the apartments nearby.

The figure below is the brochure made for the Songkran Promotion Campaign:



Figure 1 Songkran promotional brochure

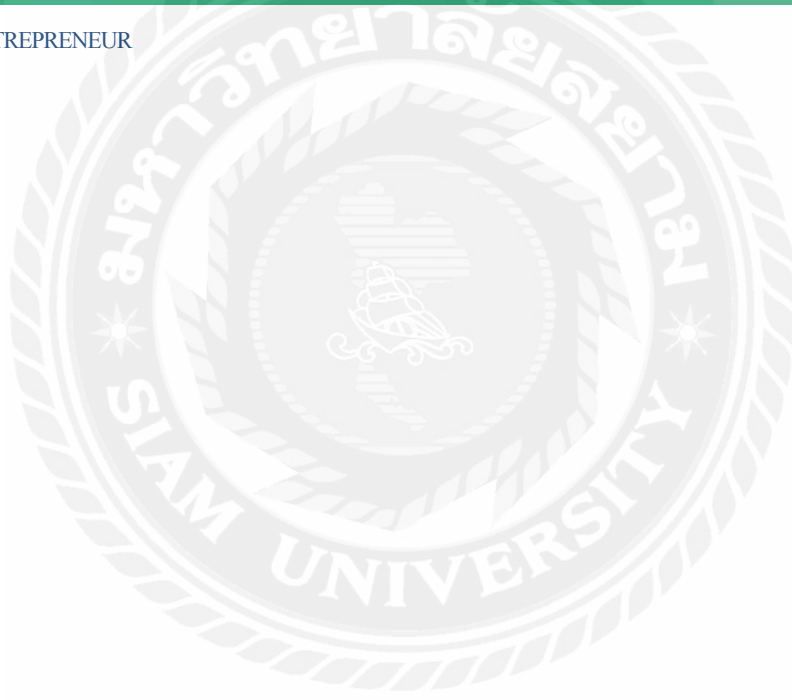
2. CSI Entrepreneurs

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 were different stages in the event.

I got the opportunity to be part of this event and we assisted them to make the event successful.



Figure 2 CSI ENTREPRENEUR



Chapter 4: Result and Discussion

4.1 Contribution made during the Internship

My Internship started from beginning of the February 2018 and ended at 2nd week of May 2018. During these 3 months I was placed in the sales and marketing department of the company. I assisted the company to promote its services through social media platform to the international residence of the Thailand. I searched different articles that would engage the customer of Syn Hub and uploaded in the social media account of the company. We also organized Songkran promotion campaign targeting the international residence around the Bangkok.

I also contributed the company while organizing the different events. I assisted them to promote the events and helped them during the event space decoration and taking the photos and videos. During these 3 months internship period my most of the contribution was mainly on the social media marketing and promotion.

Thus, during this internship I searched contents for social media platform and uploaded the contents, which would engage the customers. This helped the company to increase its followers in Instagram, which helped the company to increase its brand awareness among new entrepreneurs and foreign residence.

The contribution I made can be listed in the points below:

- i) Writing and searching contents for social media and digital platform.
- ii) Prepared Marketing materials and promotion brochure for the company.
- iii) Research and survey for the potential international clients.
- iv) Assisted while organizing the events
- v) Photography and videos for the promotion of the event.
- vi) Designing Infographics for visual content marketing.

4.2 Details of related learning process and new knowledge received

The internship in Syn Hub Co-Innovative space was very helpful and fruitful for us. During this period, I got the opportunity to make our own marketing strategy and campaign and apply it in real business. The company gave me the chance to make our own promotional campaign and run that campaign on our own. Therefore, from the beginning of our internship I worked on that campaign and ran that campaign in the month of the April. The name of that campaign was Songkran festival promotion. Thus, I got an opportunity develop our own ideas and got the opportunity to test it in the real market. I got the opportunity to research about the market from which I learned new researching technique.

I also got an opportunity to do social media marketing of a real business. From this I learned about the types of content, I have to upload to engage and increase brand loyalty and brand awareness. I also learned few things about the social media algorithms.

Syn Hub Co-innovative organized an event CSI entrepreneur in which I got the opportunity to be part of that event. In that event, different entrepreneur came to pitch

their business ideas. From this, I knew about new technology and ideas and that can be applied in our country Nepal. Syn Hub Co-Innovative space is a place where other businesses can organize their event. Thus, I got many opportunities to be part of these events. This helped me to know about event management.

In the conclusion my internship period was very productive and helped I learn more about social media marketing and promotion. I learned about social media algorithms. I learned about the types of contents that businesses should upload that helps to increase the customer loyalty and increase their sale.



Chapter 5: Conclusion

5.1 Self-assessment as future professional

Form this internship experience, I got the opportunity to analyze myself and helped me to recognize my strength and weakness. I got the opportunity to realize and know more about myself. I noticed that my strengths are being punctual, dedication and commitment to the work, calm and persistence, analyzing the situation in deeper context and so on. I also learnt to overcome my fear to work in different environment, which increased my confidence in myself.

Weaknesses that I notice in myself are time management, organizing my works, lack of interpersonal skills, and lack of leadership skills. I got the opportunity to know my weakness and got the chance to work on them.

During this internship period, I got the chance to develop my interpersonal skills, team performance skills and to increase capacity to handle the work pressures. I also got the chance to improve my public relations for my future career.

5.2 Comparison of Practical learning Vs theory

The theories we learn in our universities help us to know broader concept of the real market. These theories and concept help us to formulate the strategy, develop new ideas, and apply it in our real businesses. This concept gives a structure or hint to guidelines to perform the business operation or make the long-term strategy. The theories we learn, are made from the experience of others so it builds the context.

In Theory, we learn about the 7 Ps of service marketing mix. From this theory, we got the concept to make our new promotion campaign for the company. In practical learning, I got the opportunity to face real issues. Then we formulated our strategy from the theories and applied in the real market. We could experiment our own idea and analyze. Thus, practical learning helped me to analyze and make my own strategy.

In month of April, we made the Songkran Promotion mainly targeted for the nearby apartments. Thus from these we could practically apply our own ideas and analyze them. I got proper guidance from our supervisor to perform our work. Form this I could apply my theories that I learnt in universities and to make own strategy and to research about the market.

Therefore, theoretical learning gave us the broad concept and guideline to make our own strategy. Practical Learning helped us to apply our ideas and strategy in real market and we could analyze them and review them.

5.3 Recommendations

My recommendations to Syn Hub Co-innovative Space are;

- To be more active in social media sites to engage the existing customers
- To recruit new employee who can speak fluent English.
- To partner with Start –up event organizers.

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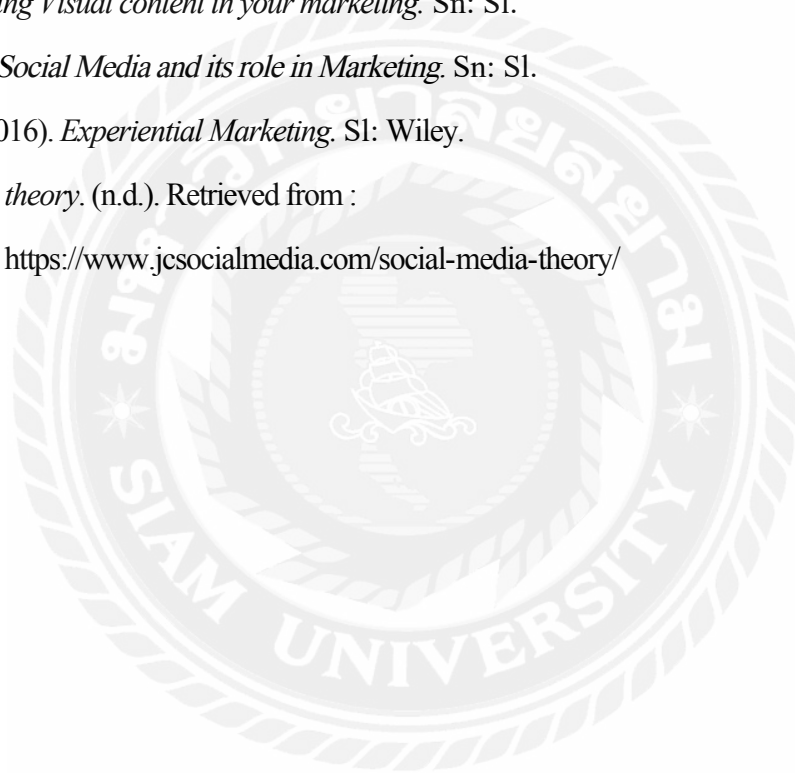
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