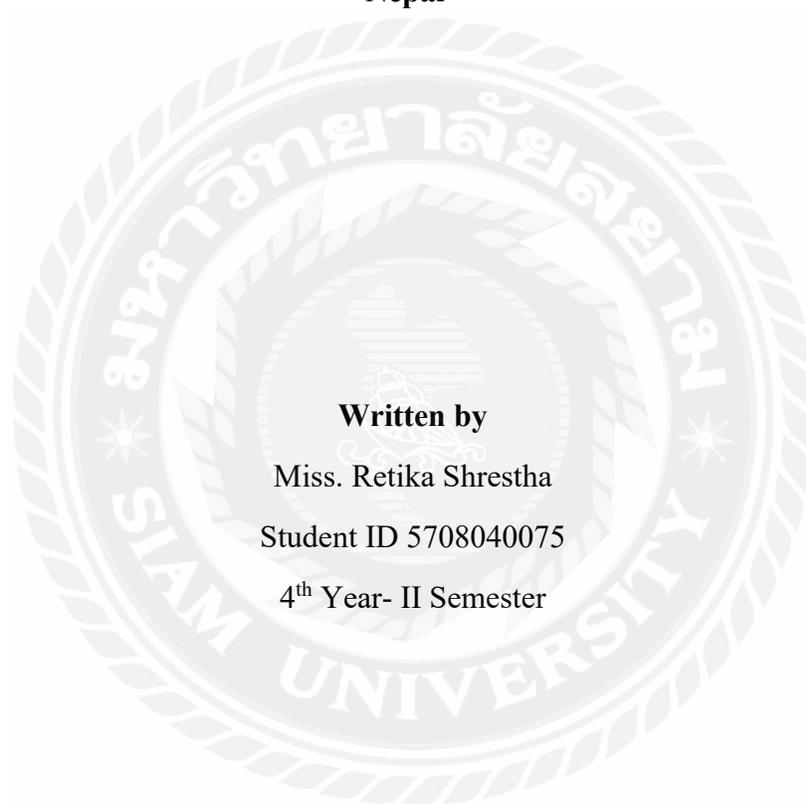




Cooperative Education Report

“The digital marketing services provided by Social Aves P. Ltd. to cope with the trend in Nepal”



Written by

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4th Year- II Semester

This Report Submitted in Partial Fulfillment of the Requirements for Cooperative Education, Faculty of Business Administration

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Title “The digital marketing services provided by Social Aves P. Ltd. to cope with the trend in Nepal”

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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2020

Oral Presentation Committees



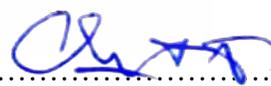
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Project Title : The Digital Marketing Services Provided by Social Aves P. Ltd. to Cope with the Trend in Nepal

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Degree : Bachelor of Business Administration

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Abstract

This internship is conducted at Social Aves, where the main objective was to be helpful with our abilities to help businesses create and maintain a presence through online marketing, provide complete and smart technological marketing solutions to business enterprises, which ultimately help them grow and expand. Social Aves specializes in designing, executing and managing various social media marketing efforts of the companies/businesses. This helps in building companies'/businesses' social identity and leverage popular social networks to help them reach their target audience and connect with them on a personal and unique manner. Even though the main purpose of internship was working in marketing department of this particular company, but the overall assisting work such as operation trainee, content writer etc. were also assisted accordingly. The main purpose of this internship was to be aware about the digital trends of our country and where are we at now in terms of digital marketing. In the world of technology, Social Aves focuses on creating an emotional connection between the brand and their audience. Experimenting on new spurs creativity and when the creativity is blended with their expertise of a decade, Social Aves makes their client's business soar high in the digital landscape. Some of the Digital Marketing services that our company offers are: Content Creation, Branding, Page Management, Media Buying, SEO, SEM, Website Design and Development, Influencer Marketing, Application Development, Email Marketing etc.

Keywords: digital marketing, brand, audience

Acknowledgement

I offer my most noteworthy thanks to Kathmandu College of Management and Siam University for giving me internship opportunity in Social Aves, which was an extraordinary shot for me to get a down to earth usage of my insight that I picked up in my 4 years of BBA program. It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to my supervisors, Ms. Pooja Shrestha, Mr. Mayanka Niraula, Mr. Saveen Phaju and Ms. Etaa Rajbhandari, for their careful and precious guidance.

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It gives me immense pleasure to thank a large number of individuals for their cordial cooperation and encouragement which has contributed directly or indirectly in preparing this report. First of all, I would like to express my gratitude to my internship supervisor Mr. Worapoom Saengkaew for her guidance and feedback which made everything clear to me to complete this report.

Sincerely,

Retika Shrestha

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Chapter 1: Introduction

1.1 Company Profile



Figure 1: Logo of the company

Social Aves Pvt. Ltd, Nepal's Pioneer Digital Marketing Agency was founded in the year 2012 by a group of IT enthusiasts who were impressed by the power of social media and wanted to change the marketing scenario in Nepal by creating a viral breakthrough. The company works with all businesses to facilitate their growth, using social media platforms (such as Facebook, Twitter, LinkedIn, YouTube, Google Plus etc.). The main goal of Social Aves is to help businesses create and maintain a presence through online marketing, provide complete and smart technological marketing solutions to business enterprises, which ultimately help them grow and expand.

In the world of technology, Social Aves focuses on creating an emotional connection between the brand and their audience. Experimenting on new spurs creativity and when the creativity is blended with their expertise of a decade, Social Aves makes their client's business soar high in the digital landscape. Social Aves specializes in designing, executing and managing various social media marketing efforts of the companies/businesses. This helps in building companies'/businesses' social identity and leverage popular social networks to help them reach their target audience and connect with them on a personal and unique manner. Talking about the services that Social Aves provides is that they give businesses/companies complete social media marketing services. Some of them include Social media marketing, website development and management, influencer marketing, SEO/SEM etc. which is designed to meet the needs of different business and organization in Nepal. Social media marketing advertising is really great way to increase the companies' audience on the social media platform and drive more engagement to their pages. Similarly, Social Aves offers various Advertising Services in Nepal creating brand fan page, page and post promotion, creating and managing ad campaigns. The page reflects the companies' brand

as it formulates customer awareness and impressions of their brand. Through Page Management, they can attract the interest of their customers and targeted audience and set their relationships with existing customers through their pages. Social Aves create effective pages to achieve the companies' branding and marketing goals. Adverts helps to raise awareness, stay connected and drive sales. Social Aves also boosts the posts so that more people will see them, or create targeted adverts for different audiences based on their location, interests and more.

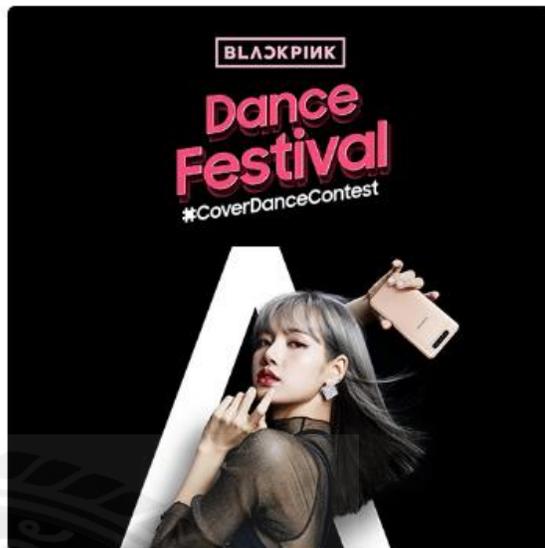
Digital Marketing Services that Social Aves offers are as follows:



Figure 2: Digital Marketing Service



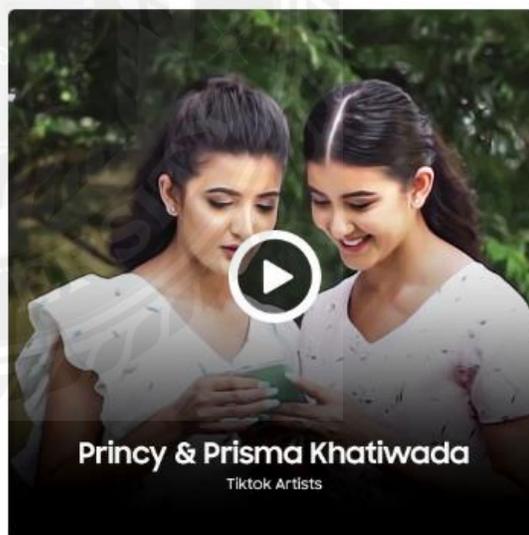
Suraj Singh Thakuri Influencer Video



Black Pink Dance Festival Contest



Social Media Post V19



Twinny Sister Influencer Video

Figure 3: Works done by Social Aves

1.3 Intentions of internship

One of the main intention of this internship was to gain valuable work experience. I had the opportunity to apply acquired knowledge to real work experiences, witnessing firsthand the day-to-day job duties they can expect to encounter in the chosen field. In addition I also got to learn some, transferable skills such as communication, teamwork, and computer proficiency. Another intention of the internship was to develop and refine the skills that I have. This internship allowed me to know my strengths and weaknesses as well as get valuable feedback from supervisors and others who are established in the field It also offered a unique learning opportunity that you may not have again as a working adult. As an intern, I was surrounded by professionals which also gave me the opportunity to network with them.

1.4 Objective of the study

The main target of this report is to be aware about the digital trends of our country and where are we at now in terms of digital marketing. As the world is being digitalized, it is important for us to me well known about the business trends that are taking place in our country and how the businesses have been evolving digitally. My experience as an intern in this company has helped me a lot when it comes to building up my Public relations as I got the opportunity to connect with many professionals. I got the chance to actually apply the theories that I've studied so far practically. I got the opportunity to watch and partake in business activity administration. I additionally got the chance to meet proficient good examples of professionals who can give me direction, criticism and bolster and furthermore extended my connections with business experts. Some of the basic objective of this study could be as follows:

- To expand my knowledge about the trending digital marketing tools employed by organization and to study the growth of Digital Marketing services
- Revise all the works that I have accomplished and work on what is lacking and add more thought to areas where I am already strong.
- Be more aware about the business scenario and being flexible according to the dynamics of the businesses
- Know properly how an organization functions and be familiar with it so that it will be of use in the near future

Chapter 2: Internship Activities

2.1 Job description responsibilities

During my internship period here at Social Aves, the post that I was given was an intern was Marketing and Operation trainee. Due to the lockdown of our country, our company was lacking manpower when it came to content writing so for a short period of time, I had an added responsibility and that was of a content writer too.

Some of the responsibility that I had to look after during my internship period is given below:

- Attend meetings with different clients and get insights about their requirement
- To follow up clients and schedule a meeting for further discussion.
- Prepare quotations
- Understand the company's proposal so that it would be helpful when it came to pitching ideas to new clients
- Research regarding our potential clients
- Make monthly reports regarding clients' presence and performance in the digital platforms
- Responsible for handling queries
- Think of innovative monthly campaign ideas that can be suggested which could last for a short period of time
- Analyze social media handles
- Make PowerPoint presentation companies where I had to do Competitor and SWOT analysis and see what was lacking in the organizations associated our company
- Research about the competitor's product and recommend any new content ideas
- Responsibility of a content writer for a short period of time
- Assist employees when needed
- Reach our potential clients through online and offline marketing
- Discuss various marketing strategies for our company

2.2 My contribution as an intern

In my opinion, I think I did contribute adequately because being a trainee, I had to finish a given task of a certain company in the give time frame which was challenging and at the same time doable. I have contributed my ideas for several campaigns and have been contributing my time and effort as well. Working as an intern 10am to 6pm was pretty hectic but keeping that apart, I think I worked hard for 14 weeks in Social Aves. As I had added responsibility, the pressure also started building up which was actually good because it helped me grow as an individual. I believe I helped the organization too as I completed all the tasks that was given to me on time. With that, I also assisted former employees when needed. Truth be told, the workplace is exceptionally casual and the vast majority of the representatives are urged to add their own curve to their work and work freely more often than not.

A portion of the contributions that I made during the time of my internships were:

- Help write contents for certain clients
- Assist my supervisors when required
- Helping in keeping the workspace clean
- Research where our potential client dwells
- Know the measurements of our potential clients
- Social Media analysis of different organizations and our clients as well
- Reach our potential customers through on the web or telecommunication.
- Generate different ideas when it came campaigns
- Discussions regarding how we can add value to our clients
- Attending meetings with my supervisors in one's absence
- Research about what more can our organization do to promote itself in the digital platforms

Chapter 3: Identification of problems encountering during the Internship

3.1 Indicate how you successfully solved the problem with examples

During my internship period, there were only a few problems that we encountered as a company. That being said, together we used to find solutions for certain problems. There was no one moment where I had the need or responsibility to solve a problem individually. For example, some time, a client would have an urgent work during the 2nd half and almost all of us would be already occupied by then. During that situation, looking at the urgency of the work and the client, together we would have to think of different ways to divide the work and finish it efficiently.

One of the biggest problems that we faced as an organization was the lockdown due to Covid-19. Our company saw the lockdown happening soon so we decided to work from home 3 days prior to the lockdown. The CEO was much concerned about our health so he conducted an urgent meeting and shared his thoughts about working from home. All the necessary equipment were taken home by the employees. There has been a few problems while working from home for example, slow internet, communication gap, boredom of working alone etc. but there has always been an effort from employees to keep their working environment as enjoyable as possible. Working from home wouldn't have been possible without all of the employees who were dedicated and kept motivating others to work in spite of the stress during the lockdown. There was always an effort from the supervisors to keep their team cheered up. For example, we used to video call every working day, 3 times a day to update everybody about where we are now and also discuss about any difficulties that we are facing as an individual. That call also was sort of an update about what is happening and how to keep ourselves occupied by being positive. We would discuss about the news that were flowed by the officials. Mostly, the call was to lift the spirits of the employees and catch up with one another.

Chapter 4: Learning Process

4.1 Things I have learnt during internship

I have learnt so many things during this internship. Punctuality was one of the culture of Social Aves. Whether it's arriving early in the morning or getting a task done on time, punctuality was essential. I definitely learnt how to manage my time well to get things done. My internship experiences made me realize the importance of teamwork. Even though I was assigned work individually, the team that I worked with was very supportive. They would help me and suggest me ideas about how a task can be done. Similarly, we worked together when it came to creating campaigns and new promotion ideas for different organization in their digital platforms. I had to coordinate with graphics team, content team, and managers before posting on social media to gain followers and increase engagement rate for the business. The social media posts where everybody was on the same page resulted in better results compared to those where teamwork was not up to mark. I also learnt how to handle pressure during this time. There were times when work would just pile up and finishing them efficiently was one of the things that I've been learning to do. I've also learnt to build relationships with the people in the office, be it the CEO himself, department heads, designers, content writers, our operation team, helper didis'. They were guiding me throughout my internship, giving me advices and what not. I made some unforgettable memories during my internship program. Professionalism is something that I learnt during this time. Social Aves never treated me as an intern. They always looked upon me as their employees and that itself was such a great moment for me. They always included me in their meeting and events and what not. They have always made me feel like a family. Similarly, I have learnt that team work widely helps the organization come together and that ones' hard work is relied upon the other. It is also important to know your targeted audience before thinking about any campaigns and further posts. One thing that I have learnt from the employees is their helpful and welcoming nature. Whenever someone is super busy with some project, the other one always offers to help that person and that is something I really look up to.

4.2 Learning process and new knowledge I received

When it came to learning process and new knowledge that I received, this internship period was a time where I learnt a lot of things as an individual.

As mentioned above in the report, I learnt how to work as a team. Now, working in a team at an organization was completely new thing that I encountered. Team work for me meant brainstorming every possible details and thinking about what if option as well, having a backup for a certain thing and what not. Our supervisor would always ask the team if we needed anything or needed any help and so on. Not only that, the CEO himself would get involved with us and help to lift each and every employees' mood. I brushed upon professionalism as I was required to be punctual and finish the assigned work at a certain period of time.

Sometimes, I could feel the pressure of having to complete a certain task at a certain time frame which was a complete new experience for me. The challenges that I faced was not that much because the team itself was so helpful. They would offer to help if someone was not being able to finish a certain project. I was able to build some amazing personal relationship with the employees of Social Aves. The working environment of the company was so relaxing, friendly and welcoming that I instantly felt a connection and a bond between the employees.

Furthermore, I learnt about digital marketing in general and how vast it actually is. All the technicality, precise decisions and instant reaction was equally important. There was so much details when it came to digital marketing. Previously, I thought that Digital marketing meant just to promote ones' business in a social media platform and that's it but no, there was so much details into it that I could never imagine. I got the opportunity to actually learn some of the details that actually went through while promoting business in any digital platforms. My knowledge about digital marketing certainly expanded.

I also got to experience when it came to how an organization actually worked and how certain decisions were made. I got to experience so many things as an intern at this organization. I got to experience how a being a family of Social Aves actually was. I got to participate in some of the events organized by the company for fun i.e. Women's Day. Thoughtful Thursdays and Ping Pong tournament which was really fun. I also got the opportunity to experience what it was like to work from home. That was a completely different kind of an experience which was fun as well as boring too.

This internship opportunity also guided towards a path that I actually have an interest on. Before this internship, I was really distorted with where I wanted to work and where should I further focus on. This was actually a step into my career. I found out that I do have an interest in Marketing and Operation. I also got a chance to discover my strengths and weaknesses. I have to further work on when it comes to my weaknesses.



Chapter 5: Conclusion

5.1 Self-assessment as a professional

The internship opportunity I had with Social Aves was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period. I have learnt so many things professionally as well as individually. I have gained knowledge about several of the companies and their Digital Marketing Strategies. As there are several of departments, I have learned that communication is the key factor that keeps an organization intact. I have learnt several things about Digital Marketing as in today's world, it is very important to keep up with the ongoing trends and be up-to date on social media platforms.

Professionally, it is equally important to grab peoples' attention through our own brand and the most integral part is to have excellent communication with our clients because at the end of the day, they are the ones that we have to convince and satisfy. In business, what's more important is to build a long lasting relationship with our customers rather than the incentives we get from them. So, being loyal towards our clients is necessary. I have learnt that communication between other employees are equally important. As I am a beginner, getting constant suggestions and feedbacks is necessary as you will get to know where you went wrong. Knowing the background and the history about our clients is also important because we are the ones who are dealing with them so, a lot of patience and confidence is required while handling our clients as well.

Working as an intern at Social Aves, not only have I developed my practical knowledge necessary for my professional career I have also developed good public relation with some professionals in the corporate market. Though I have been just working as an intern in the organization, the internal team has provided me with various knowledge and opportunity which would enhance me on my professional development. I have been able to recognize some legal and ethical principles that this organization works on. An organization can't perform well without team effort and leadership, working at Social Aves, I have been able to develop my skills to work in groups, work under pressure and adapt to the working environment of different professionals. This gave me brief knowledge about how employees in an organization work as per their daily activity.

I perceive as this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.



Annex



Figure 4: Memories made in Social Aves

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