



**Cooperative Education Report**

**Study on Content Marketing at Global Media Solution**

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

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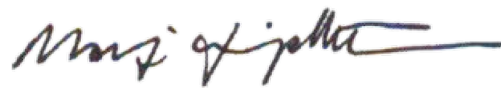
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I would like to express my deepest gratitude to Siam University and Kathmandu College of Management for incorporating 14 weeks of internship as a part of our curriculum which has led us to an exposure towards the corporate world and helped us gain a better understanding about the corporate culture.

I would also like to thank the company's director and my supervisor Mr. Gautam Bhusal for giving me the chance to be a part of their company and work with them at the level of other employees. I cannot forget to mention my fellow staff of the organization that have helped me get well acquainted with the organization's culture which made the learning process even more smooth and effective. Last but not the least; I'd like to thank my supervisors from both SIAM University and Kathmandu College of Management (KCM), Asst. Prof. Dr.Khomson Tunsakul and Mr. Ritesh Thakur. They have guided me throughout this journey.

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### **Abstract**

This Cooperative report entitled “Study on content marketing at Global Media Solution” incorporates details on the role of content for an advertising industry. Objectives of the study include: (1) to understand the process of content creation (2) to analyze the role of content to build the brand (3) to develop the network within all of the participants of the media sector in Butwal. In the company I was assigned to work as a marketing intern, a content writer under the direct supervision of the CEO. The responsibilities included researching, gathering information, and managing communications, drafting contents and documents for clients as well as company as per the need. Upon the completion of the internship, it was found that if the company could push on content marketing through both online and offline media, they could achieve greater heights.

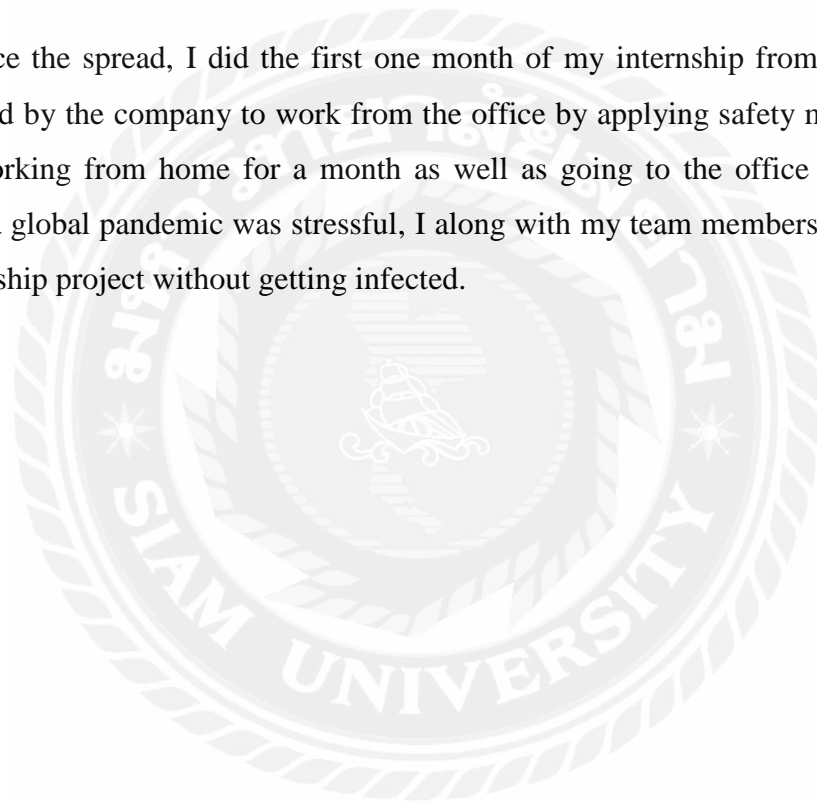
**Keywords:** *brand, content, marketing, media*

**Important note:**

**How has Covid-19 affected the company and your internship?**

Novel Corona Virus popularly known as COVID-19 has changed the way we used to live. This pandemic has not just created a global crisis; instead the past few months have shaped everything from the way we think to the way we perceive things. People all around the world have adopted social distancing as a safety measure, which surely affected the company and my internship.

To reduce the spread, I did the first one month of my internship from home; however, later I was called by the company to work from the office by applying safety measures. Despite the fact that working from home for a month as well as going to the office for the next few months during a global pandemic was stressful, I along with my team members, we were able to finish the internship project without getting infected.



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## **List of Abbreviations**

BBA : Bachelors in Business Administration

GMS : Global Media Solution

KCM : Kathmandu College of Management

MD : Managing Director

SEO : Search Engine Optimization

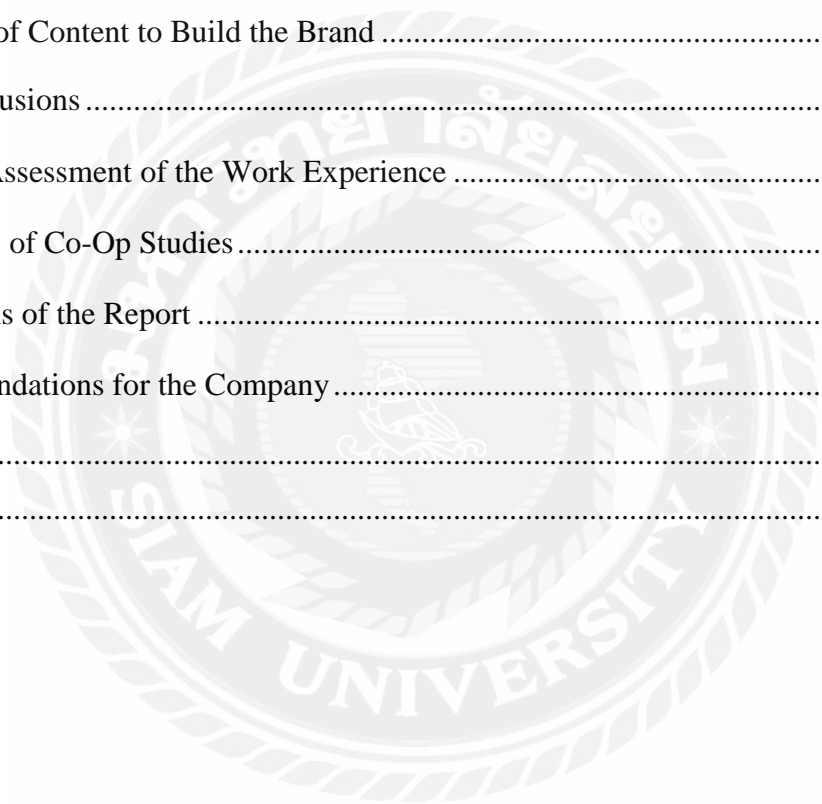




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## **Chapter 1 Introduction**

This chapter consists of the company profile, their area of expertise, mission, vision, values, the organizational structure, my job position, intentions behind joining the company, strategic analysis of the company and objectives behind doing the internship.

### **1.1 Company Profile**

Global Media Solution, a division of Global Media Group was established back in 2009 (Group, Global Media, 2009). It is a full service ad agency which operates through a sub-metropolitan city, Butwal. Global Media Solution has become the fore frontier of professional communication in western Nepal. Being the first media and communication agency, it has been working as a bridge between the media house and corporate houses in Butwal and its surrounding for 12 years.

The operations of Global Media Solution are limited to this city; however, it is recognized as the leader in advertising in Butwal city. Currently there are six business firms under the roof of Global Media Group which are Global Publicity Company Pvt. Ltd, Global Sanchar Griha PVT.LTD, Global Aawaj, Global Digimark, Buddha Bhumi National Weekly and Global Media Solution.

Global Publicity Company Pvt. Ltd. looks after creating and maintaining Public Relations and PR for the clients. Services like press media releases, in studio media campaigns, new releases, write-up stories of news and speech talks are offered by this company. Global Sanchar Griha Pvt. Ltd. is a broadcast and media production company. Buddha Bhumi National is a local newspaper publishing media. Under this division weekly newspaper is published. Similarly, Global Media Aawaj is one of the fastest growing online news portals. Global digimark is the newest division purposed for online marketing however, Global Media solution is the oldest.

Global Media Solution is one of the few media companies in Butwal that provides complete media solutions. Some of the various services provided by the company are; Ad campaigns, TV ads, website design and development, Social media management, Strategic Planning, Content creation and Radio commercials.

Global Media Solution (GMS) holds a portfolio of more than 180+ clients and promises 95% client satisfaction with 100% on time delivery. Some of its major clients are SR steel, Buddha RMC, Shine Resunga Development Bank LTD and Shree steel.

### **1.1.1 Mission**

The company's mission is “to provide a complete media solution by reducing the search time, handling overall marketing activities, to provide quality service to clients from one roof” and has been able to fulfill its promise ever since.

### **1.1.2 Vision**

The company's vision is “to be the leading media and advertising agency in Nepal by creating value through creativity”.

### **1.1.3 Values**

Global Media Solution's values include quality, trust and professionalism and all its goals, operation and policies revolve around these values. These values serve as a guideline for all in this organization.

### **1.1.4 Strategies of the Company**

Global Media Solution (GMS) works in a process called Deeming Cycle. The major strategy that the company focuses on is continual improvement and they do it by following Plan-Do-Check-Act cycle. On the initial phase of this process, opportunities and problems are identified and hypotheses are developed for issues and opportunities. Similarly on the second phase, hypotheses are tested. GMS focuses on incremental changes with minimal disruption during this process. Solutions are evaluated and reviewed during the third stage. During this stage, plans are revised if necessary. On the last stage, they take actions based on the output of the process.

## **1.2 Organizational Structure**

Global Media Solution is led by Mr.Gautam Bhusal, Managing Director who looks after different departments. The departments are separated on the basis of the functions they perform. The company has few employees who work under the Managing Director (MD). The creative

department is handled by the MD, and my role in that department was creating contents under his supervision along with other copywriters. The creative department works as a bridge between the client and the company. The production department is responsible for the cinematography along with processing and finalizing the video advertisements. Similarly, the art directors look after the graphics, and the finance department handles the finances of the company.

### 1.2.1 Diagram of the Organizational Structure

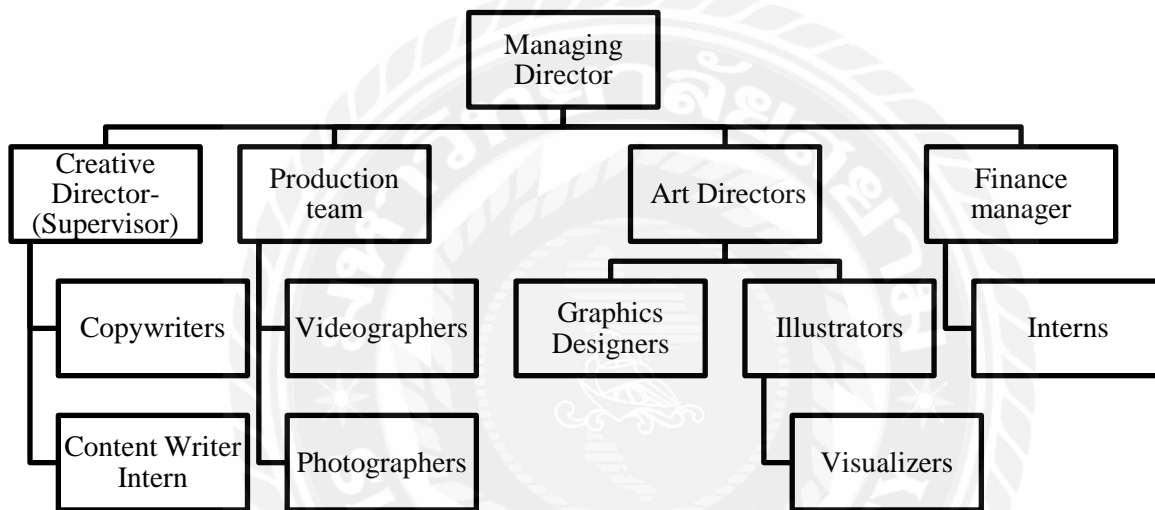


Figure 1: Organizational Structure

### 1.2.2 Job Position

I was assigned as an Intern in the Creative Department at the company. My main responsibilities were to create content calendar, workflow map, persona map, create proposals, marketing plans, research, social media contents, plan of action, and coordinating and communicating with clients and preparing the required documents necessary for the company. I was working directly under the MD.

### 1.2.3 My Job Position in the Company's Organizational Structure

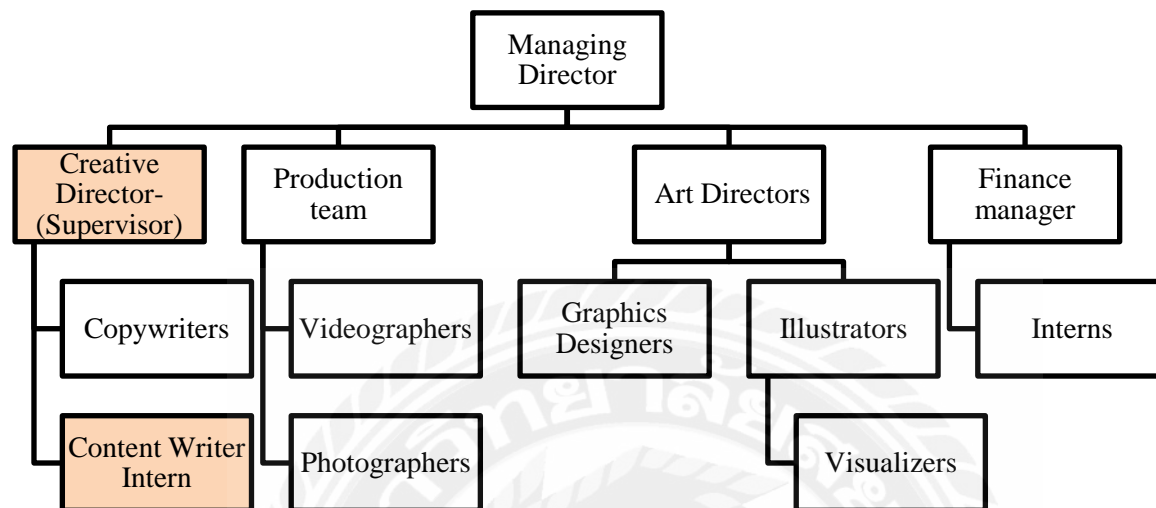


Figure 2: My Job Position in Organizational Structure

### 1.3 Intentions to Join the Company

Internships as an undergraduate student help individual gain great learning experience beyond the classroom. It is very important to understand the reality of the corporate world, the communication and culture of the business world before joining as a fresh graduate. Recruiters prefer graduates with internship experiences compared to the non-experienced ones. Therefore, internships ensure better employment with practical skills.

Global Media Solution is one of the market leaders when it comes to advertising and media in Butwal. Being a BBA student with marketing major, I've always wanted to work in a media agency. Being a part of Global Media Solution, I would not only get to gain valuable experiences on media agency but brush up my understanding on content planning approach and content channel distribution. For someone who is planning to be a content marketer, media knowledge is a must. My intentions to join this company was to prepare myself for higher responsibility, to understand how advertising agencies work, to hone my content writing skills along with sharpening my professional communication and leadership skills.

## 1.4 Strategic Analysis of the Company

For the strategic analysis of the company, I have chosen to use SWOT analysis which is as follows:

Table 1: SWOT Analysis

<p><b>Strengths:</b></p> <ol style="list-style-type: none"> <li>1. First mover advantage</li> <li>2. Led by experienced and qualified MD</li> <li>3. Customer base</li> <li>4. Extensive services</li> <li>5. Established and reputed brand name</li> <li>6. Other divisions under Global media group</li> </ol>	<p><b>Weaknesses:</b></p> <ol style="list-style-type: none"> <li>1. Limited to Butwal</li> <li>2. High dependence on client referral</li> <li>3. Low social media presence</li> </ol>
<p><b>Opportunities:</b></p> <ol style="list-style-type: none"> <li>1. Business expansion to other cities</li> <li>2. Utilization of social media platforms for brand awareness</li> </ol>	<p><b>Threats:</b></p> <ol style="list-style-type: none"> <li>1. Price conscious customers</li> <li>2. Ongoing competition in the industry</li> <li>3. Low barrier to entry</li> </ol>

### Strengths

Global media solution (GMS) is pioneer of media and communication in western Nepal. Established in year 2009, they have been able to capture the benefit of being first mover. They have built a reputation in the western market. With an experience of 20 years in media and communication and 12 years of GMS's establishment, they have been able to comprehend the critical issues of the market they are operating in. GMS have created a pool of loyal customers who are likely to stick to the company for long term which is one of the major strengths for the company. Due to their extensive portfolio they have been able to cater all sorts of clients from big industries to small scale businesses. Having other 5 divisions under the roof of global media group has helped Global Media Solution to create a barrier for new entry in the market.

## **Weaknesses**

Global Media Solution also plays as a bridge for leading media houses in Kathmandu valley however; their area of operations is limited to Butwal. GMS helps the media houses by becoming their local partner in promoting their marketing in this geographical region (Group, Global Media, 2009). With a high capital investment and the resources that this organization possess, limiting the organization to Butwal, is one of the weaknesses of the company. This has also created a threat to them because if a giant company enters the market providing services to wider range of audience, sales of GMS might decrease significantly.

GMS highly depends on the referrals for its clients. Despite the fact that company has brand reputation and also holds loyal customer base, a lot of media agency are investing on aggressive marketing strategy to attract customers. This might result in losing of market share GMS holds in the industry. They have a very low social media presence and the website of GMS is also not updated timely due to which it has not been able to tap into the young market audience.

## **Opportunities**

There is a huge opportunity for GMS to expand their area of operation, however they have to improve on the services they are already providing. There is also a huge potential of growth through online presence. Social media platforms can be used to engage customers and create brand awareness. Beside that building online presence can help GMS in tapping into the newer segments and stay competitive in the market.

## **Threats**

There is a growing competition in the field of media, communication and advertising. There are a lot of new businesses entering in the media industry which has been major threat for GMS. Although there is no direct competition in the market due to large scale of operation, but due to low barrier to enter the market small media houses are evolving and have hampered the total market share occupied by GMS. Also due to low switching cost, price sensitive customers are threat to company because they might switch for cheaper alternatives in long term.



## 1.5 Objectives of the Study

The major objectives of this internship are as follows:

- to understand the process of content creation
- to analyze the role of content to build the brand
- to develop the network within all of the participants of media sector in Butwal



## **Chapter 2 CO-OP Study Activities**

This chapter explains about the department description, length of internship, job description and responsibilities assigned during a 16 week long internship.

### **2.1 Job Description**

Internship Position: Content Writer Intern

Internship Work Location: Global Media Solution, Kalikanagar, Butwal

Length of Internship: 16 weeks

Internship Start Date: 02 August 2020

Internship End Date: 22 November, 2020

Internship Supervisor: Mr. Gautam Bhusal, MD

### **Department Description**

I was assigned as an intern in the Creative department, this department of the company acts as a bridge between the clients and the agency. Creating and maintaining relationships with the clients through on time delivery and client satisfaction is also one of the major functions performed under this department. Creative department is responsible for developing content that accurately reflects the brand, their product and services. Content creation being the major focus on this department, research also acts as one of the important functions performed under this department. This department is responsible to streamline the process, develop content for multiple platforms, create marketing plans and coordinate with publishers and other stakeholders.

### **2.2 My Responsibilities**

Since content marketing touches on a number of departments, my job required me to coordinate content between teams. I was also responsible for creating a content calendar, workflow map and persona map. I had the opportune moment to learn about the process of content creation, how they are developed, managed, assigned, ensured and executed. For this

purpose, I was assigned to work closely on a project named Namaste Abhiyan which was based in Rupandehi District. This project was initiated by Rotary Club of Rupandehi and Rotaract Club of Rupandehi, Rotaract Club of Rammani Campus with the support of various partners, Global Media Solution being its Media Partner. The overall outline of the program was designed jointly by the coordination of these partner organizations to meet the objectives set. I also had a chance to work with Darpan Resort for marketing planning of their hospitality business. During the internship tenure my work was not limited to content writing, instead I had a chance to learn from publishers about resource planning, tools of trade like brand style guides. I did my best to facilitate the company in every way I could. Following are the tasks and responsibilities assigned to me during the internship.

- Preparing content calendars to assist creative team on planning the content for sharing, across which platforms and when
- Preparing workflow map to streamline the process of approval via departments
- Updating the brand style guide by contacting clients to make them aware of the evolving landscapes with the need of new conventions to come into play
- Carrying out online research regarding the changing lifestyle and market trends
- Designing posters, flyers, Facebook posts, invitations, business card, menu and brochures
- Preparing documents as per the need along with documentation of various files
- Communicating with clients to set up meetings
- Preparing minutes for every internal meetings

### **2.3 Job Process Diagram**

As mentioned in the job description and responsibility section, I worked as a content writer in the creative department under the supervision of creative director. Since the managing director directly looks after this department, he planned the theme and integrated marketing communication tools to be used for the particular project. Then I along with other copy writers researched about the gap between market and the product and created contents around the theme. I also updated on-going projects to the content calendar to keep other departments updated about the work. Then, creative copies were sent to the art directors for designing. The art director finalized the designs made by graphic designers and illustrated ideas for the advertisements

according to the budget allocated. After that production team created and edited the video and photo advertisement. Lastly, it was shown to the CEO for approval. Should there be any feedbacks/ suggestions, it would have been incorporated right away. After which clients were presented with the work and finally published to different media.

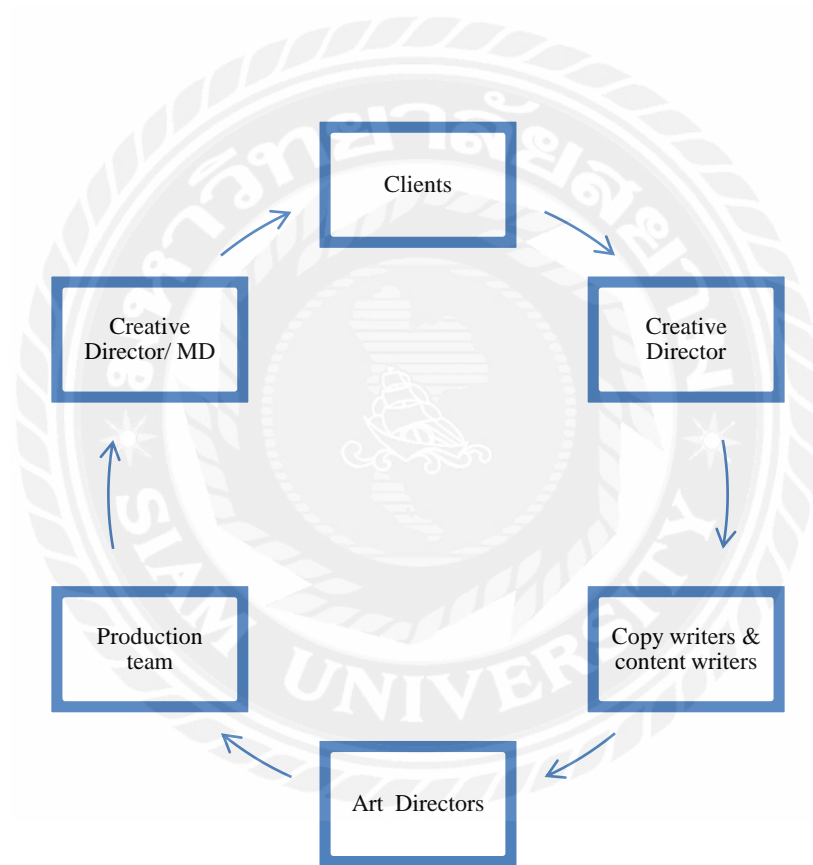
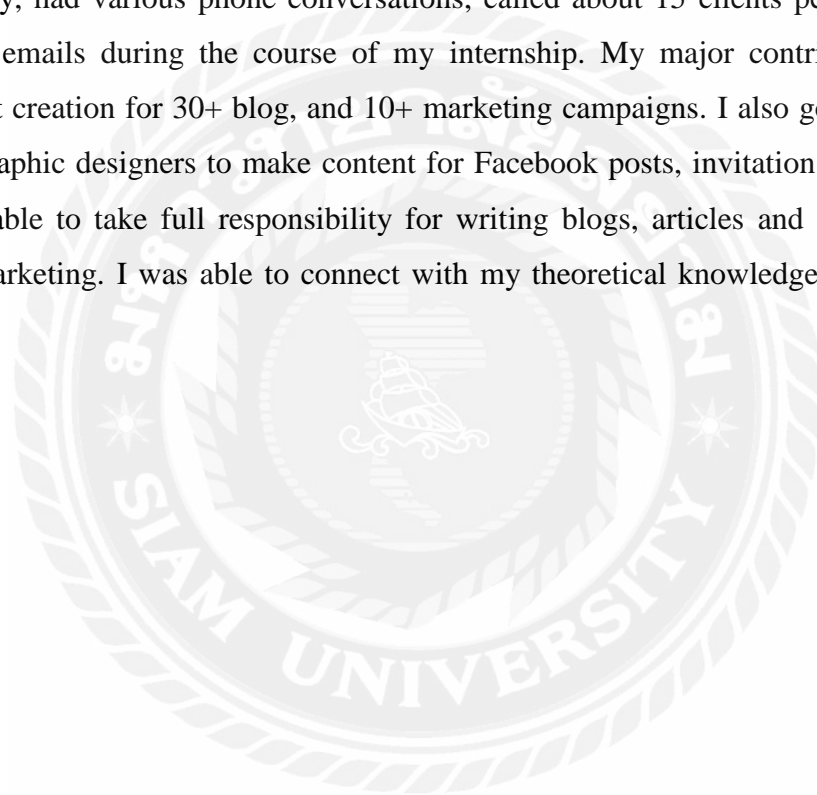


Figure 3: My Job Process Diagram

## **2.4 Contribution as an Intern**

I was fortunate to land an internship during the global pandemic. In the initial phase I had to work from home. During this period of my internship, I spent my time to know about the workflow and functioning of the company. After the introductory phase, I was given basic tasks like communicating with clients to set up meetings and preparing minutes for the internal meetings. I was also asked to carry out online research for content creation. I was able to set up online client meetings and manage all the technical aspects during the meeting. I also received 5 inquiries per day, had various phone conversations, called about 15 clients per day and sent a total of 1500+ emails during the course of my internship. My major contribution primarily includes content creation for 30+ blog, and 10+ marketing campaigns. I also got an opportunity to work with graphic designers to make content for Facebook posts, invitation cards, flyers and posters. I was able to take full responsibility for writing blogs, articles and other content for social media marketing. I was able to connect with my theoretical knowledge and its practical implications.



## **Chapter 3 Learning Process**

This chapter consists of problems encountered during the internship, the measures taken to solve those problems, skills developed and how academic knowledge helped in practical work.

### **3.1 Problems Encountered During the Internship**

Internship in an advertising and media sector was a completely new experience for me. I did not have much idea about my tasks before I joined the company. There were a couple of problems that I encountered during my tenure as an intern. They are as follows:

#### **3.1.1 Adaptation**

The digital revolution has changed every aspect of the marketing world. Great content stays on top of SEO trends. After all, even the best content will not be effective if readers cannot find it (Justesen). During my internship period, I realized that the titles were not SEO-friendly. I raised my concern during one of the meetings where I was able to convince my co-workers about Google's latest algorithm changes and how certain keywords and descriptions help to stay on top.

#### **3.1.2 Dependence on Client Referrals**

Because the company did not have a consistent new business program that includes both inbound and outbound strategies and tactics, they highly depended on clients for referrals. I came to know about this problem when I asked my supervisor about how we gained clients to which he answered "We don't entertain walk-in customers"; we gain clients through referrals. When a company is big enough to handle a large number of clients, settling for only referrals to gain clients seemed illogical to me. I talked to my co-workers about the idea of creating a new business program to attract new clients and I was told to get approval from the authority. Later, we brought this agenda to highlight and it was discussed having someone charged with the responsibility for creating and implementing an integrated new business program.

#### **3.1.3 Hesitation**

One of the major problems that I faced during my internship is to persuade clients to set up online meetings. Due to the outbreak of COVID, it was risky for both the client and company to conduct physical meetings in which the entire communication was required to be done online

and clients were hesitant to pick up phone call, set up date for meetings which was very challenging. To overcome this problem, I tried sending emails to the clients stating the benefits of CSR during a pandemic, how marketing their brand during pandemic would create a positive long lasting impression to their clients. Since those meetings were to discuss new business for clients, I stated the importance of spending on marketing during the pandemic. This tactic turned out to be successful and we were able to get clients to spend on marketing.

#### **3.1.4 Uncertainty**

Some of the problems that we faced were completely out of our control and these types of problems quite often come our way more than we wanted them to. One situation was while organizing one of the events from Namaste Abhiyan, we had to deliver the logistics for the partnered organization, 25% of which were damaged during the delivery, due to the rain which caused financial loss for the company.

### **3.2 Learning during Internship**

As an IBBA student, this internship tenure was a great learning experience beyond the classroom. I was fortunate enough to learn new things, experience corporate working culture. Internship in Global Media Solution was a practical approach of learning and doing things rather than theoretical knowledge.

Working in this department helped me understand how rather than focusing on the immediate sale or conversion, a publisher focuses on value and interest for the reader, and building a relationship based on supplying information or entertainment that suits the customers' needs. I dealt with mapping the workflow of content creation. All the departments were made aware of the content marketing strategy to ensure everyone stood at the same page.

Some of the highlights of my internship are as follows:

#### **3.2.1 Business Skills**

Skill refers to an ability to do an activity or job well, especially because you have practiced it. During my internship program, I worked interactively with my colleagues; discussed real-life cases in depth; conducted research, planned for campaigns which helped me hone my

leadership with business skills. I got a better insight about the corporate sector. This internship also helped me in understanding the real-world picture and enabled me to face business challenges head-on and identify new opportunities as I move into positions of higher responsibility in the near future.

### **3.2.2 Confidence as Management Professional**

This marketing internship helped me to explore beyond my academics, credits hours and grades. This allowed me to examine new situations, work techniques, problem-solving tactics, that I would never get to unleash in a closed classroom. While communicating with the clients to conduct meetings and my colleagues for work purposes, I learnt professional communication and organizational skills.

### **3.2.3 Content Creation Process**

One of the most important things that I learned in the creative department is the content creation process.

In class I was taught that research was the first step of creating any type of content and during my internship I found it to be true. However I also got to know that researching includes learning from the publishers. Rather than focusing on the immediate sale or conversion, the publisher focuses on value and interest for the reader and building a relationship based on supplying information or entertainment that suits the customer's needs. Therefore, one needs to think like a publisher to create any content. This helps to build relationship with customers which is very important for marketers to create a successful brand.

I also got to learn that once you become a member of a creative team, ongoing delivery and engagement must be a primary focus as a large part of the global population is constantly engaging with content through various platforms. Short campaign bursts might be appealing but it would not help building relationships with customers in the long term and hence sales.

Once research was done, we would move to the ideation, where we would evaluate each other's ideas, compare them and select the best ones. This part was my favorite part in the content creation process as I got to know others' perspectives towards the same thing and I also



learned teamwork during this process. I also learned how to come to a mutual agreement while having to reject some ideas. After which content would be created and placed according to the target market on various media accordingly. Once the content was created, promotion of content through different avenues would be done.

Being a part of a creative team helped me learn leadership and communication. It also taught me team management skills. I developed an ability to work under pressure which I believe will be helpful for my future career.

#### **3.2.4 Role of Content to Build the Brand**

Brand is a name, term, design, symbol, or any other feature that identifies one seller's goods or service as distinct from those of other sellers (Cohen, 2011). About the role of content, I learnt that brand reputation can be improved by building trust through content marketing. I understood how great content helped companies build trust with your leads and customers. When consumers read your content, they start to develop an opinion of your brand. If they find content engaging, educational, and valuable, then they will start to think the same things about your business. The more value you can provide with your content, the easier it will be to build trust with your target audience.

## **Chapter 4 Conclusions**

### **4.1 My Self-Assessment of the Work Experience**

The 14 weeks long internship is done as a partial fulfillment of IBBA in SIAM University; however, this internship has been a turning point for my career in the corporate sector. Working as a marketing intern at Global Media Solution was a wonderful experience. It has helped me brush up my core skills and technical proficiency. I feel grateful that I had the opportunity to work with such an august body of people.

I can clearly see the positive change and confidence this internship has brought in me. I always had the curiosity of what working for a corporate firm would be like. Marketing being my major and also my area of interest, I got this opportunity to test marketing and organizational skills and improve them. I was able to meet my expectations by working here. With the help of the work assigned and the feedback I received from my supervisor I was able to gain valuable experience.

I joined this organization with an objective to understand the content creation process and its role to build the brand. However, the broad objective was to learn and understand the complexity of corporate culture. I wanted to learn how to produce strategies that lead maximum results to the organization. With this internship experience and constructive criticisms received during this period now I feel like I am ready for higher responsibilities. As elaborated in chapter 2, I had the opportunity to work with different teams which widened my professional network. My objectives have certainly been met and I have been more self-confident, assertive, proactive and focused which I believe will help me in any professional setting. Upon the discussions and meetings with my supervisors, fellow interns and other stakeholders I have learned professionalism and work ethics.

Most of all, I got to learn about myself during this period. During the series of weeks, along with increased work pressure, the experience was overwhelming. I could see where my strengths lie and what motivated me. I found myself enjoying what I was doing and I also explored that I work great on teams. This internship was a chance to step out of my comfort

zone. I provoked growth personally and professionally which I may not have otherwise learnt if I did not intern in Global Media Solution.

#### **4.2 Highlights of Co-Op Studies**

**Namaste Abhiyan:** Namaste Abhiyan was a social initiative towards informing general public about the increasing spread of COVID-19 and to make them aware about their personal safety. Global Media solution being the media partner, we planned on creating content for radio programs. I was assigned to research on preferable radio contents. However later, I was assigned to make content for the weekly programs. During this project I got a chance to closely work with people from different backgrounds. I learnt teamwork and co-ordination through this campaign. Beside that I learnt professional communication and knowledge about marketing through radio programs.

**Darpan Resort:** I also got an opportunity to work with Darpan resort during my internship. Darpan resort was new to hospitality business and I was assigned to prepare marketing plans for them. For this particular project, I prepared a complete marketing plan by doing category analysis, competitor analysis, customer analysis and situational analysis. Also, I was assigned to formulate brand strategy and support marketing programs.

#### **4.3 Limitations of the Report**

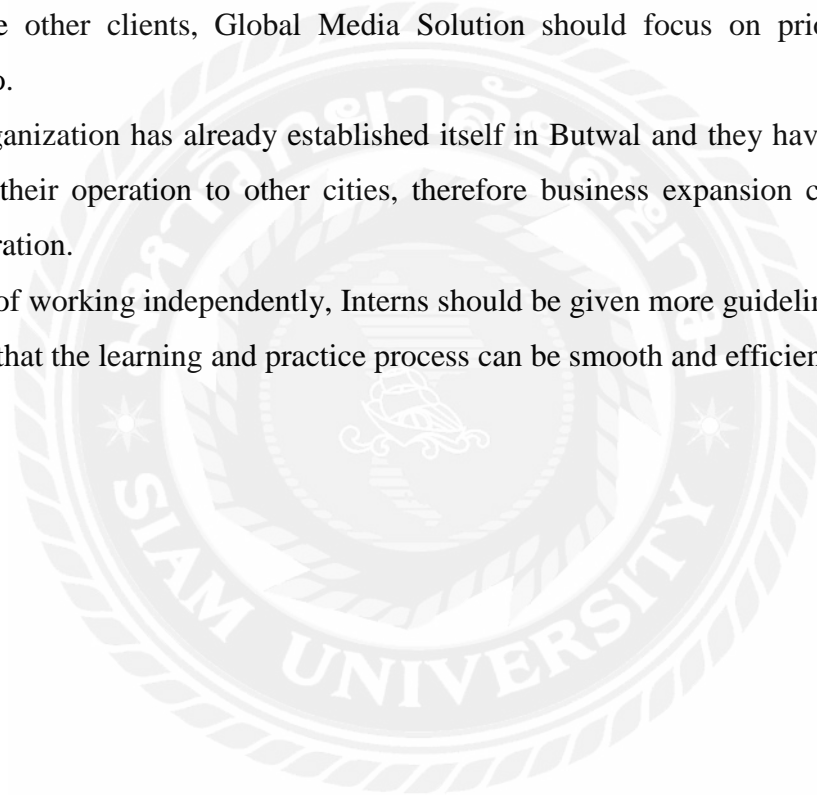
While interning in Global Media Solution, I faced certain limitations and these were out of my control. These limitations are as follows:

1. The time limit of 14 weeks was not enough to completely understand the ins and outs of the company
2. Pandemic is one of the major limitations that I faced in my internship period as I had to work from home for a month and we were also asked to maintain social distancing inside the company.
3. High risk to visit companies during the pandemic created mental and emotional tension which might have affected work efficiency.
4. The pandemic further limited my chance to visit clients as all the communications were operated online.

#### **4.4 Recommendations for the Company**

Despite the pandemic my experience as an intern for Global Media Solution has been fruitful. However there are some areas that company can improve on which are listed as recommendations below:

- a) As previously mentioned in the SWOT analysis, the company depends on referrals for clients. I think the company needs to treat itself as its own client and step up its integrated marketing communication strategies.
- b) Just like other clients, Global Media Solution should focus on prioritizing its own portfolio.
- c) This organization has already established itself in Butwal and they have the potential to expand their operation to other cities, therefore business expansion can be taken into consideration.
- d) Instead of working independently, Interns should be given more guidelines, feedback and time so that the learning and practice process can be smooth and efficient.

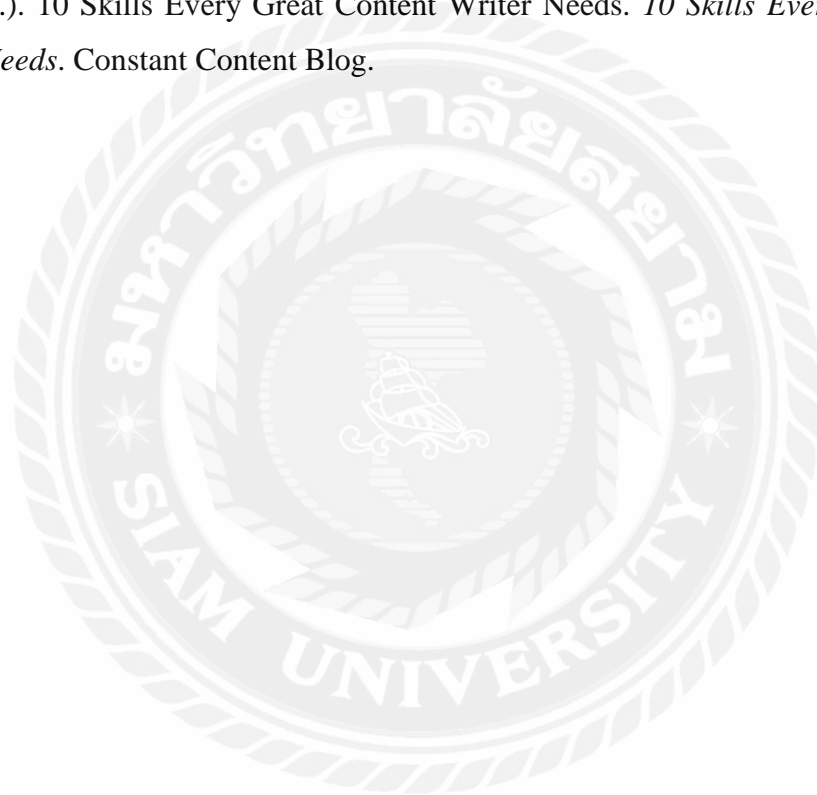


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## Annex

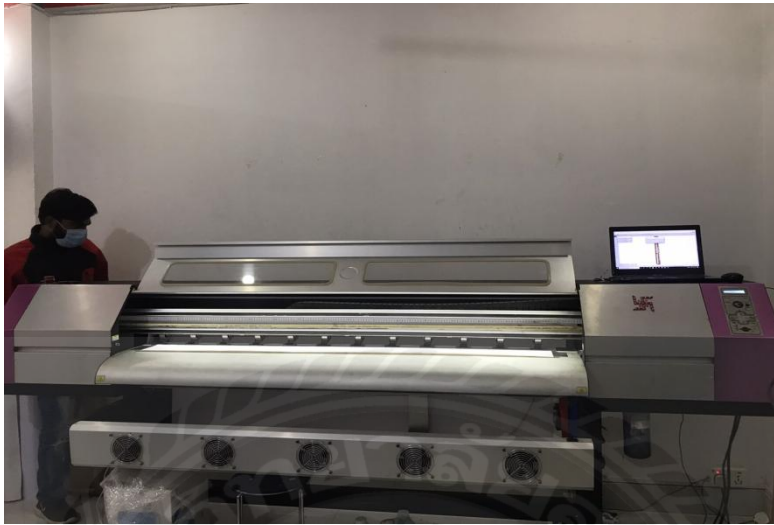


Figure 2: In-house printing space at Global Media Solution



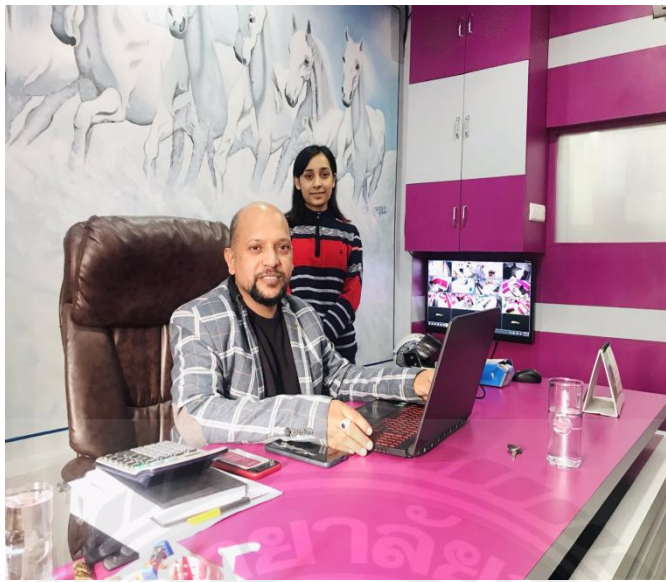
Figure 3: My workspace



Figure 4: Merchandise designed for clients during internship



Figure 5: Global Media Solution Team



*Figure 6: Supervisor Mr. Gautam Bhusal*

