



Cooperative Education Report

"Analysis of the Performance Marketing System of Favoured UK"

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Project Title: "Analysis of the Performance Marketing System for of Favoured UK"

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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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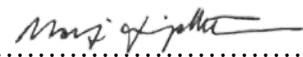
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Advisor : Dr. Tenzin Rabgyal
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Abstract

This Cooperative report entitled "Analysis of the Performance Marketing System of Favoured UK" provides a deeper insight into the overall Marketing system, specifically the Performance Marketing system followed by Favoured UK (FV) to work with its clients. FV is an awardwinning privately-held digital marketing agency founded in 2017. It specializes in data-driven multi-channel approaches that deliver sustainable results. Its head office is in London and also operates through Leeds.

The main objectives of this report are: (1) to understand the influence of the performance marketing department in the overall consumer buying process (2) to get a comprehensive insight into how the department works with its clients. During these 16 weeks of working as an intern in the performance marketing department, the Intern gained excellent knowledge and insight on the overall process that the company follows in order to deliver the clients the results they are promised.

The Intern's primary role was to assist the performance marketing department with the research of different trends that were happening in the market, help set up the marketing calendar for a specific client, prepare first impression reports for the clients who were looking to launch their apps/websites and also help build different marketing strategies for specific clients.

The company has an obvious and precise way of working with its clients as they are very technical and observant regarding what their clients want and the client's goals. This report recommends that the company should focus on client management by engaging the clients so that we know what the clients want. Also, it is a great way to keep them updated about the strategies or work that is being adapted by Favored for its specific clients.

Acknowledgement

I want to express my sincere gratitude to the Faculty of Siam University and Kathmandu College of Management for allowing me to work at various organizations and fields every year, which gives us a brilliant opportunity to upgrade our advantage on various fields gain some experience about the corporate world.

I would also like to show my appreciation to the company's Co-Founders, Mr. George Sharpe, Mr. Andy Willers, for giving me a chance to be a part of their company and work with them at the level of other employees. I cannot forget to mention my Supervisor/Head of Performance Marketing, Mr. Sonam Tshering Sherpa, whose constant guidance helped me gain proper knowledge and work efficiently and consistently. Also, I am grateful to both my Supervisors at Siam: Dr. Tenzin Rabgyal, and KCM: Mr. Baburam Devkota, whose constant guidance and support helped me complete my projects.

I consider myself very lucky to have been part of such an excellent internship program and genuinely appreciate each individual contributing to completing this report.

Thank you

Tenzing Nuru Sherpa

6008040074

Effects of the Global Pandemic: COVID-19

Covid-19 has upended societies and dramatically altered everyday life across the globe (SSRC & Nelson, 2019). It is a severe disease that was noticed by the WHO on 31 December 2019, following a report of a cluster of 'viral pneumonia' in Wuhan, People's Republic of China. (WHO, 2020).

The virus reached the United Kingdom in late January 2020. In March, the UK government imposed a stay-at-home order, dubbed "Stay Home, Protect the NHS, Save Lives," banning all non-essential travel and contact with people outside one's home (including family and partners), and shutting almost all schools, business, venues, facilities, amenities and places of worship.

It was challenging to find an internship, especially during such a pandemic. The Intern still remembers that he contacted many companies for internship programs, but he could not find any due to limited seats or unavailability of such programs. The Intern considers himself very lucky to have found an opportunity to work as a work from home intern at FV even during such a pandemic since most of the people living and working in different companies in the UK are being let out to reduce the expenses of the companies. He was told that it was challenging even for the UK residents to find any job or internship at any company during such a pandemic.

Table of Contents

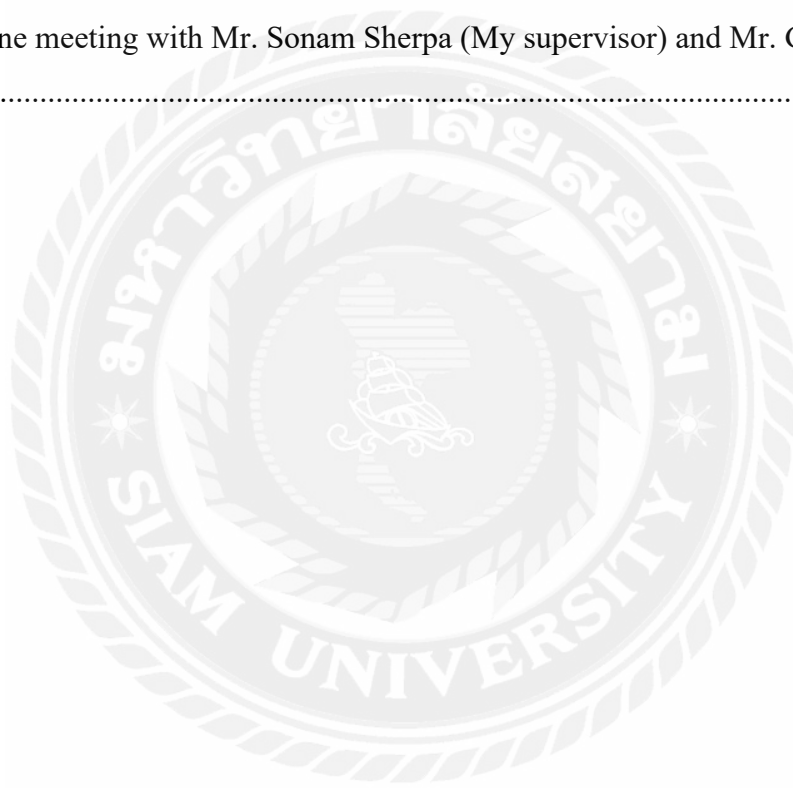
| | |
|--|----|
| Abstract | 3 |
| Acknowledgement | 4 |
| Effects of the Global Pandemic: COVID-19 | 5 |
| Chapter 1: Introduction | 10 |
| 1.1. Company Profile | 10 |
| 1.1.1. Vision | 10 |
| 1.1.2. Mission | 10 |
| 1.1.3. Strategies/Services provided | 10 |
| 1.2. Organization Structure | 12 |
| 1.2.1. Organization Structure | 12 |
| 1.2.1. The Intern's Position | 13 |
| 1.2.2. Statement of the Report | 13 |
| 1.3. Intentions to join the Company | 14 |
| 1.4. Scope of the Study | 14 |
| Chapter 2: Internship Activities | 15 |
| 2.1. Assignments and Responsibilities | 15 |
| 2.2. Activities in Coordinating with co-workers | 16 |
| 2.3. Job Process Diagram | 16 |
| 2.4. Contributions as an Intern | 17 |
| Chapter 3: Learning Process | 20 |
| 3.1. Challenges | 20 |
| 3.2. Gained New Knowledge | 21 |
| 3.3. Applied Theoretical Knowledge during Internship | 22 |
| Chapter 4: Conclusions and Recommendations | 23 |
| 4.1. Summary | 23 |
| 4.2. Evaluation of Internship | 24 |
| 4.3. Findings | 25 |
| 4.3.1. Strengths | 25 |

| | |
|-------------------------------------|----|
| 4.3.2. Weakness | 25 |
| 4.3.3. Opportunities | 26 |
| 4.3.4. Threats | 26 |
| 4.4. Limitations of the study | 26 |
| 4.5. Recommendations | 27 |
| Annex | 28 |
| Bibliography | 29 |



Table of Figures

| | |
|---|----|
| Figure 1: Company Website | 11 |
| Figure 2: Organization Structure | 12 |
| Figure 3. Job Process Diagram | 16 |
| Figure 4.Parla Webpage | 17 |
| Figure 5. Save Your Wardrobe Webpage | 18 |
| Figure 6. The Arts Newspaper Webpage | 18 |
| Figure 7. Black Young Professionals Webpage | 19 |
| Figure 8. SWOT Analysis for FV | 25 |
| Figure 9: Asana (My Online Work Manager)..... | 28 |
| Figure 10: Online meeting with Mr. Sonam Sherpa (My supervisor) and Mr. George Sharpe (Co-Founder)..... | 28 |



List of Acronyms

Performance Marketing

Client Engagement

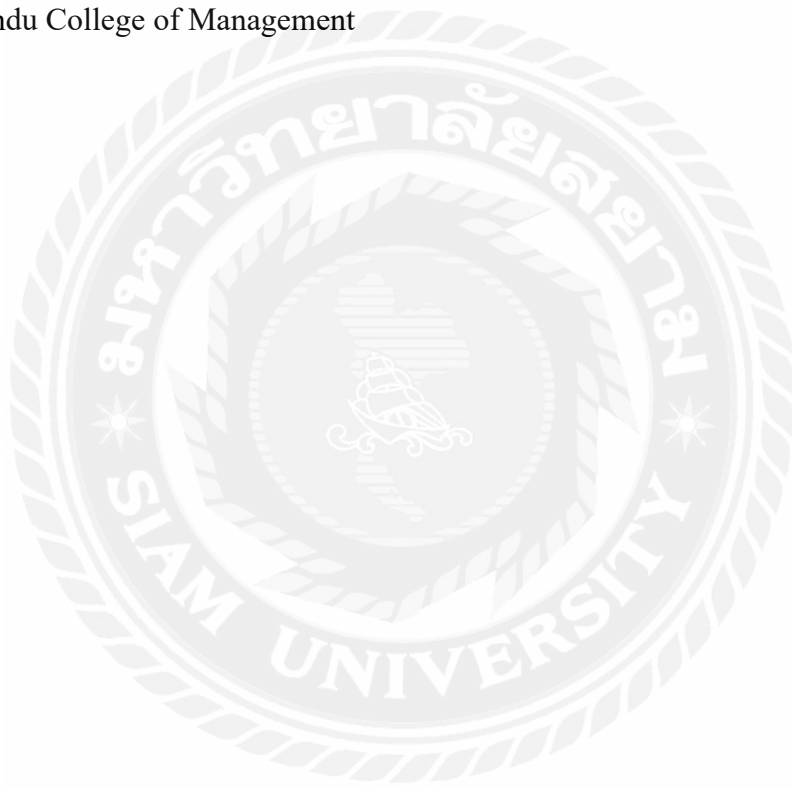
Digital Marketing

Branding

BYP: Black Young Professionals

SYW: Save Your Wardrobe

KCM: Kathmandu College of Management



Chapter 1: Introduction

This chapter explained and provided the company's basic information and includes company profile, mission, vision, strategies, organizational structure, the job positions of the Intern.

1.1. Company Profile

FV is an award-winning digital marketing agency based in London. They specialize in data-driven multi-channel approaches that deliver sustainable results. They are innovators and marketing experts who strongly believe that successful digital marketing strategies need beautiful content. With a company size of 11-50 employees, their clientele includes tech startups, e-commerce brands from various sectors, and multi-national brands such as Durex, Roxi, Grace & Green, Oddbox, Auro. Fit and many other brands (Favoured, n.d.).

1.1.1. Vision:

To be the best digital marketing agency that provides quality results by building strategies, develop meaningful content, and measuring everything to ensure that the company offers all of our clients better ROI, whether you are a startup or an established name in your industry.

1.1.2. Mission:

The company's mission is to give every company a value to offer and a message to spread, the opportunity to reach their audience.

1.1.3. Strategies/Services provided:

- Advertising
- Micro-influencer marketing
- Content Marketing
- Video and Motion Graphics
- Web Design
- Branding Guidelines
- Email Marketing
- Search Marketing
- Branding
- Copywriting
- Graphic Design

The above mentioned are the services that FV provides for its clients. The service completely depends upon the issue the client has. FV usually applies strategies such as Search Engine Optimization (SEO), Pay-per-click advertising (PPC), Content marketing for those who seek to attract and engage with their customers, gamification of apps/websites, Social media marketing, Video marketing etc. Different strategies for different clients having different or similar issues

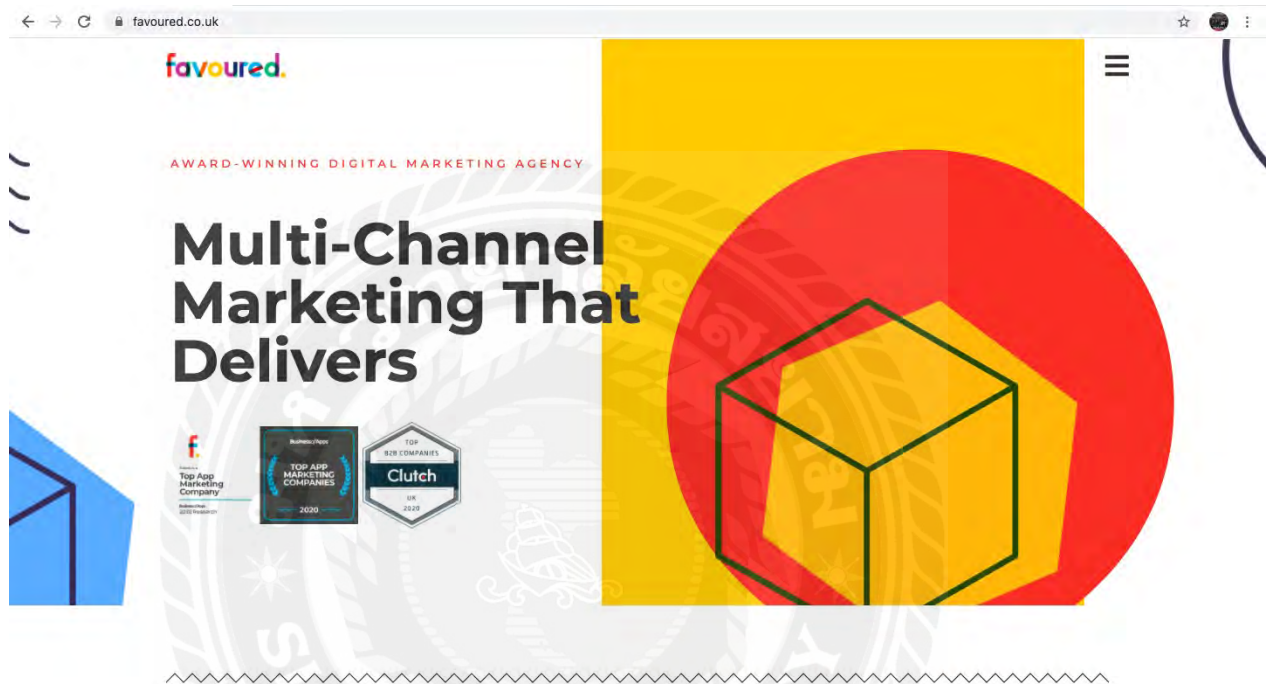


Figure 1: Company Website

1.2. Organization Structure

FV is led by its Co-Founders who believe that Digital Marketing is a crucial resource during the modern era for businesses. Under them are Heads of different departments like Performance Marketing, Creative, Creative, and Marketing Executives. They work with Software developers who are outsourced and freelance designers and researchers as well. Even though there are different departments, the co-founders consider everyone as equals which is an excellent thing in the work environment. It gives everyone an equal chance to have a say in meetings and conferences.

1.2.1. Organization Structure



Figure 2: Organization Structure

| | |
|--------------------------------|--|
| Co-Founders: | George Sharpe and Andy Willers |
| Head of Creative: | Sam Price |
| Head of Performance Marketing: | Sonam Tshering Sherpa |
| Creative Director: | Mike Dennis |
| Creative Executive: | Joe Lyons |
| Performance Marketing Manager: | Katie Choi |
| Marketing Executives: | Nigel Agios and Dannii Robyn |
| Creative Copywriters: | Jenny Rae and Joe Holdsworth |
| Software Developer: | Outsourced Freelance Designers and Researcher |

1.2.1. The Intern's Position

The Intern was working as a Performance Marketing Intern in the organization. During the first few days of the internship, he was introduced to the entire team of FV. His supervisor showed him the types of software that the agency was using in order to function correctly. Once the Intern gained the software knowledge, he was assigned tasks such as making a first impression report of new apps and websites in the testing phase of the product development process, creating a marketing calendar for different companies. He was also assigned the coming up with gamification strategies for different apps and coming up with content ideas for client websites and apps.

He completed the given assignments on/before the given deadline with the constant guidance of his supervisor. Working in a realistic environment such as a digital marketing agency helped him implement the theoretical knowledge he gained from and learned from the classes (bachelor degree program), such as the basic marketing concept and the marketing segmentation and marketing mix (Kotlar et al., 2017). This also helped the Intern gain new knowledge related to digital marketing and insight into how a digital marketing agency operates.

1.2.2. Statement of the Report

This 16 weeks Internship is completed as per the Business Administration undergraduate program requirements at Siam University. It is a part of the curriculum program to understand better the concepts and overall functionality of the corporate sectors. This internship provides an opportunity to gain experience and develop professionalism among the students before completing the undergraduate degree. The experience gained by an intern during their internship period will help them develop as an elegant professional for their future career.

This report shall give an overall insight into 16 weeks of learning as a performance marketing intern in the organization. This report has helped the Intern relate the theoretical knowledge from academic courses to the practical environment of the business sector. The title of this report is "**Analysis of the Performance marketing system of Favored UK,**" which highlights how the Performance marketing department deals with its clients and the types of strategies they generate to ensure their clients are satisfied.

1.3. Intentions to join the Company

The main intention to join a digital marketing agency for 16 weeks long internship was the Intern's interest in this field. The Intern desired to know how a digital marketing agency works with its clients and comes up with different strategies and innovative ideas to help them cannibalizing the market. On top of that, the company he carried out his internship is an internationally based organization that adds value to his experience.

Not only did he get an opportunity to work in a digital marketing agency, he got a chance to work in a foreign-based agency, which meant that the clients are also foreign-based, which gave him great experience in marketing.

He learned how the agency worked, and the different strategies and tools are used during its operations. It also gave him knowledge of the different prospects of marketing. Having experience of this internship, help build up the basic foundation of the corporate sector for his interest to be an Entrepreneur at the right time to have his own company.

1.4. Scope of the Study

This report revolves around the internship period and the experiences that the Intern gained at FV. This report mainly covers the Performance Marketing Department and its clients and their work process. Performance Marketing Department mainly focuses on the questions "*How do I get the potential customers to purchase/download this app or visit this website?*" and "*How do I make sure that the customers are using the apps or website?*". In this report, even though FV works with all kinds of businesses, it is noticed that the Intern put forth his experiences working mostly with tech-startups and e-commerce sites since the tasks assigned to him were all tasks related to such type of clients.

Chapter 2: Internship Activities

In this chapter 2, the activities and assignments assigned to the Intern during this 16-week internship program are explained, such as Assignments and responsibilities, activities, job process, and the Intern's contribution.

2.1. Assignments and Responsibilities

As a Performance Marketing Intern, the Intern is to assist the Performance Marketing Department. Since the internship period was during the COVID-19 pandemic, the clients he worked with were limited: Tech startups and E-commerce sites, so his responsibility mostly revolved around researching and preparing first impression reports.

Responsibilities during the Internship are explained below and mainly to carry out the research such as:

- Research on different Gamification techniques and strategies for apps looking forward to keeping the customers engaged in the app.
- Research of content ideas for an app called Save Your Wardrobe that primarily focused on Sustainable Fashion.
- Preparing First Impression Reports for different apps and websites such as Black Young Professionals (BYP), ETHOS, Save Your Wardrobe, Be Momentful, etc., that are looking to launch their apps/websites.
- Research on the right target audiences that the clients would highly benefit from.
- Research on relevant social media influencers that would be suitable for the clients to approach.
- Setting up Marketing calendars highlighting Key Dates such as Christmas, New Year, etc., is suitable for the client being dealt with.
- Preparing Google keyword documents that would be relevant for the clients.

2.2. Activities in Coordinating with co-workers

When the Intern joined the company, FV was working with multiple startups and some already established companies. As he was working in the Performance Marketing department, he was mostly in contact with and working under his supervisor Mr. Sonam Sherpa and the Performance marketing manager Ms. Katie Choi.

The Intern's Supervisor presented him how the department operated and how every individual in the company used ASANA (an online work manager) to communicate and share every task. He was allowed access to the company software as soon as he joined, and whatever tasks that were meant for him were posted in that software by his supervisor Mr. Sonam Sherpa or Ms. Katie Choi.

One of his first tasks was to develop gamification strategies for a company named MyParla whose focus was dealing with women's health and looking for different ways to keep its customers addicted to its app/website. Regarding this, he was mainly communicating with Ms. Katie as she was the one who assigned this task to him through ASANA. Similarly, there were many other tasks such as creating marketing calendars for different companies, making first impression reports for startups who were planning to launch their new apps/websites, etc. Therefore, he had to be in constant touch with both Mr. Sonam and Ms. Katie for guidance.

2.3. Job Process Diagram

During the Internship period, every marketing work he received came from both The Head of Performance Marketing and the Performance Marketing Manager. Therefore, the tasks he received mainly were based on the strategies that the performance marketing team came up with to successfully coordinate with the strategies of other departments to reach the same goal. The intern's work solely depended on the strategies that the team came up with during the weekly meeting where the entire team discusses how it could help a particular client's issues.



Figure 3. Job Process Diagram

2.4. Contributions as an Intern

During the internship at FV, he was assigned a different tasks which are mentioned below:

i) Gamification for Parla

Parla is an online company that deals with women's health. They had their app and websites looking to keep their customers addicted to their apps/websites. So, one of the team's strategies was Gamification (application of typical elements of game playing to other areas of activity, typically as an online marketing technique to encourage engagement). The Intern came up with interesting ideas but only two or three of them seemed fit as a practically possible idea. One of those ideas involved completing certain tasks given in the app. Once the person completes certain number of tasks they would earn a badge. The person who is able to earn two or more badge in a certain time period would receive gift vouchers from different retail stores.

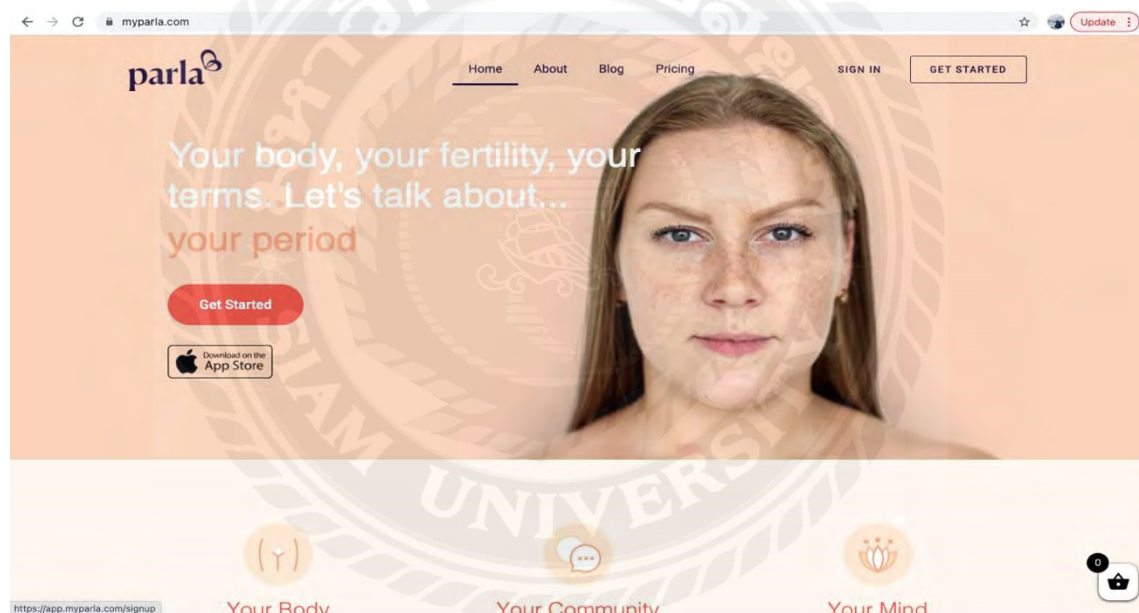


Figure 4. Parla Webpage

ii) Content generation of Save Your Wardrobe

Save Your Wardrobe (SYW) is an app that focuses on promoting sustainable clothing. One of the issues they were having was similar to as Parla, so the team thought that one way to keep the customers engaged with the app was to come up with new contents such as blogs, videos, tutorials, etc.

Thus, the Intern came up with a few ideas, including posting blogs related to famous celebrities promoting sustainable fashion, posting tutorials on how one could reuse old clothing and turn them into brand new, etc.

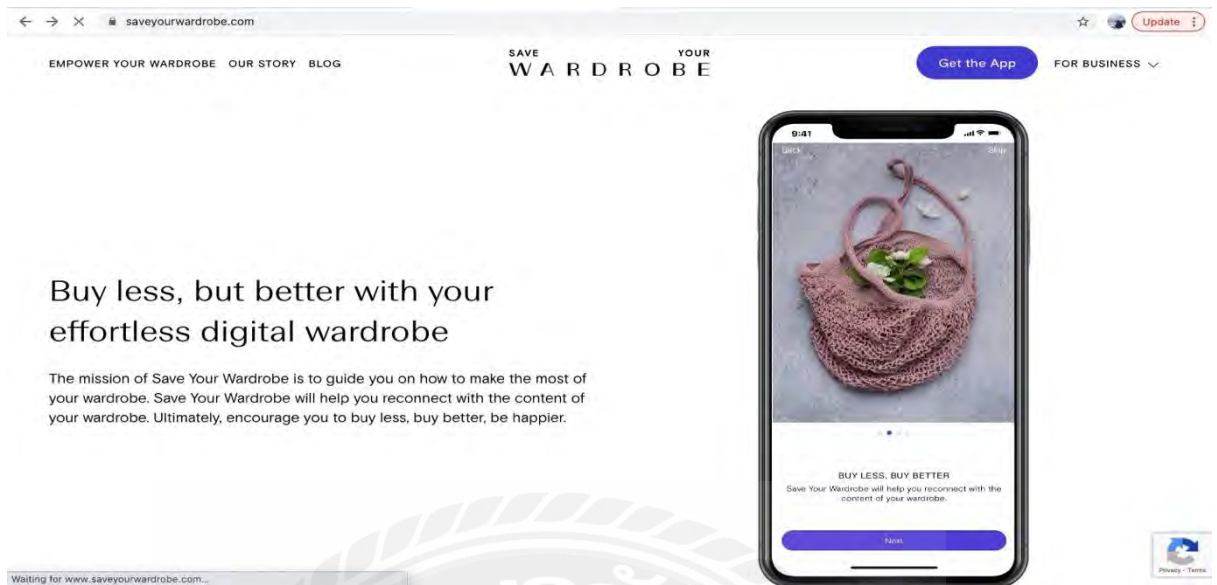


Figure 5. Save Your Wardrobe Webpage

iii) Audience Research for The Arts Newspaper

The Arts Newspaper is an online news provider that mostly posts news regarding anything related to arts. It could be recent news about paintings, Museums, statues, artifacts, etc. They were looking forward to coming up with a new marketing campaign, but they were not sure what customer segments would be appropriate for them to target.

So, the Intern came up with a list of potential customer segments with the help of a website called '*Interest explorer*' which is one of the few software that Favored uses for similar type of works. It basically helps list out the people who are very much interested towards a certain topic that we choose to search for by using Facebook's API to reveal **interests** that are hidden from most advertisers, so you can save hours on **interest** research and find the perfect low-competition keywords



Figure 6. The Arts Newspaper Webpage

iv) First Impression Reports for Black Young Professionals (BYP)

Black Young Professionals (BYP) is an online network platform that helps connect black professionals and students worldwide for role model visibility, career opportunities, business support, etc. They needed to redesign their website and their app just for a change. So, in order to change their website and app designs, it needed to be reviewed at first to figure out what the issues were. The Intern was given this opportunity to review their website/app and the entire customer journey from signing up to the website and using the website/app. Although he found the website/app to be straightforward to use and aesthetic enough, there were some minor changes that he had suggested, such as making the sign-up process easier by directly sending a confirmation email once the entire sign up form was submitted and not sending two emails during the signup process.

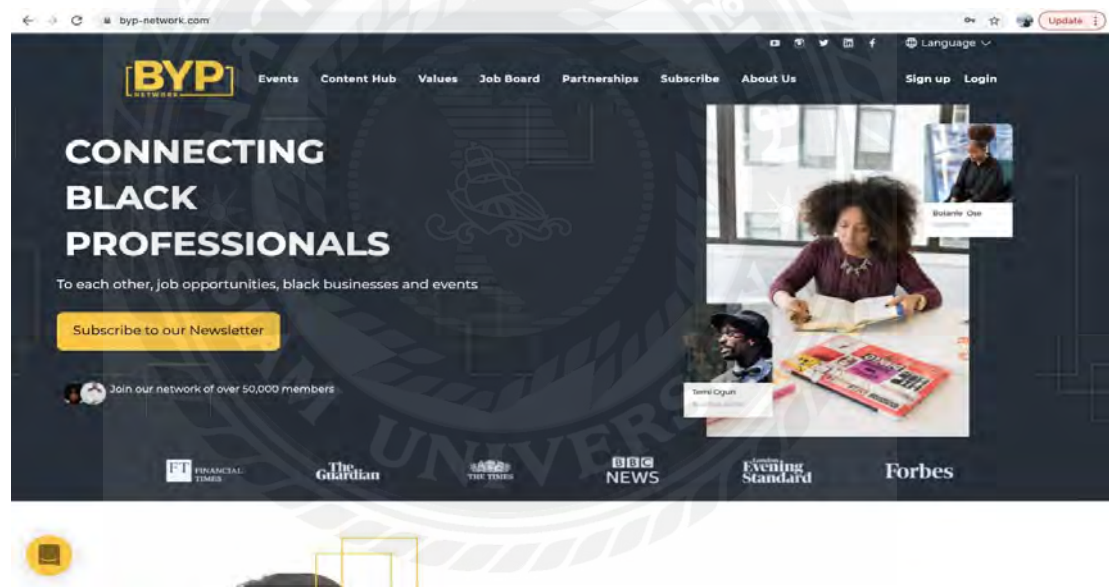


Figure 7. Black Young Professionals Webpage

Chapter 3: Learning Process

Chapter 3 present the learning process, which means problems and issues faced during an internship, new knowledge received, and how the Intern applied his theoretical knowledge in his internship.

3.1. Challenges

Some of the Challenges that the Intern encountered during his 16 weeks internship program are as follows:

- Lack of Experience/Knowledge:

This was his first time working as an intern in a London-based digital marketing agency, so naturally he was very nervous, but thankfully he had a great supervisor who guided him in every possible way.

The Supervisors guided and helped him through all of the tools, websites, methods that the company used and gave him a detailed insight. The intern was also allowed and involved in being a part of the meeting that the company would have with their new clients. The Intern observed how they communicated with their clients, how they worked with them, and just observed every way the company deals with its clients.

The Intern would ask his Supervisor about any confusion or any questions he had regarding the tasks assigned to him. His Supervisor makes sure that the Intern questions are well taken care of to avoid any communication gap and information gap. For example, before he worked on any task related to a new client that he knew nothing about, his Supervisor would give him a detailed explanation regarding who the client is and what their goals were.

- COVID-19:

Due to the COVID-19 pandemic, the UK government imposed a stay-at-home order (lockdown) which resulted in avoiding marketing strategies like outdoor advertising. So due to this, the Intern felt that he only got insights and opportunities to work on primarily online tasks and not outdoor based. So, he had to rely on past examples of FV working on outdoor advertisings and rely on the internet to learn about how they operated outdoor activities.

- Time Constraint:

Nepal is 4 hours and 45 minutes ahead of the UK, which made it difficult for the Intern to attend each meeting. In addition, the meetings were usually done at 10 am UK time which meant it would be around 2:45 pm Nepal time. Even though it was not so difficult during every meeting. However, there were days where some personal work would be affected by the meeting timing.

- Work Fluctuation:

As mentioned previously regarding the time constraint, there were times when the Intern would have some confusion/questions regarding something but would have to wait to receive a response because of the time difference. While waiting, he has less workload until he received a response regarding his question/confusion from the Department.

3.2. Gained New Knowledge

Throughout these 16 weeks of internship with a foreign-based marketing agency like the Favoured UK, the Intern has learned various corporate commands and directions. Some of them are highlighted below:

- **Communication:**

Communication is one of the keys to success in the corporate sector (Patel, 2021). After working 16 weeks with FV, the Intern realized that communication plays an essential role in the corporate sector. The Intern has never really been the type of person who would ask someone for help or communicate with others. He always tried to figure out any problems he had by himself because he felt that it would have a much more effect on self-learning. However, there were some problems that he could not solve on his own during this internship. Thus, he had to communicate the challenges he faced during the internship with his Supervisor. The Intern realized that if he had not communicated his challenges and the problems he faced while working with FV colleague and supervisors, he might not have solved those problems and would still not be 100% clear about those problems. So, he learned that clear and proper communication with colleagues and Supervisors could help solve the challenges that face not just in the corporate world but also personal life.

- **Client handling and engagement:**

This was the Intern's first time working with a digital marketing agency, and on top of that, the agency was foreign-based which meant it was dealing with international clients. So, it was an excellent opportunity for him to learn how an agency deals with international clients. First of all, FV set up a meeting with their clients, and throughout that meeting, the central focus is set on what the client's problems are and what kind of results they are expecting. So, the team tries to gain as much background information about the clients, including their introduction, how they operate their business, what kind of marketing strategies they had previously approached or were trying to approach, their financial budget plans, etc. So, once they had access to all of their information, they would gain access to the client's Facebook pages. Every other systematic means they were operating to handle or make changes to anything they thought were necessary.

3.3. Applied Theoretical Knowledge during Internship

During the internship, the Intern had used much of his theoretical knowledge from the courses in his tasks.

For example, one of the tasks assigned was to create an audience research report for Captural, an online photo bookmaker looking to market its services to the people of Germany. The Intern applied the knowledge of Market Segmentation and Targeting (Kotlar et al., 2017), which he learned throughout almost every subject in the marketing course to complete that task successfully.

Another use of my theoretical knowledge was during the task of gamification strategies for Parla. As mentioned earlier, Parla was looking forward to keeping their clients engaged in their website/app. So, he had to use his knowledge of brand engagement that he learned from most of the marketing courses but especially from Brand Management (Kotlar et al., 2017) to develop some gamification ideas to keep their customers engaged with the website/app.

Chapter 4: Conclusions and Recommendations

Chapter 4 present the conclusion of this report along with the recommendations of the Intern towards the company.

4.1. Summary

During the 6-week internship with a marketing firm, the Intern gains knowledge of what marketing is all about in the real business world. He had previously known about marketing, but he learned precisely what marketing entails after working with FV. Marketing is not the same as advertising; it refers to developing value in a broader sense (Kotlar et al., 2017). Giving the advantage to receive the benefit is a form of value creation. This internship was more than just a means of completing schoolwork. It helped him grow as a worker and thinker. The Intern has seen evident variations in his working atmosphere before and after the internship term. The key motivation for joining a digital marketing organization for a 16-week internship was enthusiasm for the area. He was curious about how a digital marketing business interacts with its clients and develops various tactics and ideas to assist them.

Furthermore, the fact that the corporation is situated abroad became an excellent factor. Not only did he got the opportunity to work in a digital marketing firm, but he also got the chance to work in a foreign-based firm, which meant that the clients were also foreign-based, giving him valuable marketing expertise. He learned how the agency functioned and the various techniques and methods it uses during its operations. It also offered him some insight into the many marketing prospects.

Though he could not be in the front liner since he was an intern, he did get to see how vital the performance marketing department's job was. Overall, he was delighted with his work and the time he spends learning new abilities every day. Although the pandemic may have slowed his learning, he was confident that it could not prevent him from expanding his marketing expertise.

The FV colleagues were instrumental in making his learning experience both enjoyable and educational. The organization gave him a tremendous opportunity to learn and prove to himself that he can adapt to any circumstances and achieve his goals if he has a clear route and vision. Not only did the firm assist him thrive in his career, but so did the information he obtained at KCM and the courses he took. As a result, he express is gratitude to everyone who has contributed during his internship and helped him become the person he is today.

4.2. Evaluation of Internship

The Intern time spends with FV was beneficial. Many of his classmates' lives had changed before the 16-week internship owing to the lockdown. Finding and joining a firm in such a difficult period was very challenging. He expresses his gratitude to FV for allowing and carrying his internship with them.

As everything was new to the Intern, the first few weeks of his internship were difficult. As time passed, he became accustomed to the situation and resumed his normal activities. He learned a lot of various things about marketing that helped him understand the business's practicalities. His supervisor and his team were always there to assist him with the assignments to be completed quickly and on time.

This internship not only broadened his knowledge but also helped him grow as a person and student. Establishing networking and new connections and getting to know new people has always been a passion of him. Working at a digital marketing agency allowed him to meet new people and form new friendships. Though the epidemic has limited his professional experience, it has afforded him invaluable experience. As a result, his internship at FV was rich in information and experience. He was grateful to the organization for allowing him to expand his knowledge and assist him in achieving his goals. He has noticed a difference in himself before and after the internship. More than the education, he was grateful for the experience he gained during these 16 weeks.

4.3. Findings

From the 16-week internship program, the Intern has developed the following SWOT Analysis for FV. This could be helpful for FV to further nature and to purify this Analysis.

| | |
|---|---|
| <ul style="list-style-type: none"> • Strengths • Award-winning digital marketing agency • Focuses on quality rather than quantity • Friendly working environment • Proper systematic work process | <ul style="list-style-type: none"> • Weakness • Lack of social media presence of the company • Less experience as compared to its competitors • Outsources software developer • Freelance designers and researchers |
| <ul style="list-style-type: none"> • Opportunities • More focus on client engagement • Growing digital media • The rapid change in technology • Growing Market | <ul style="list-style-type: none"> • Threats • Increase in competition • Economic Downturn • Competitors having fresher ideas • Software piracy |

Figure 8. SWOT Analysis for FV

4.3.1. Strengths: FV is an award-winning digital marketing agency, which is impressive because the agency was founded in 2017. It has just been about five years, and the agency has already won the title of the "Top App marketing company 2020". It focuses on quality rather than quantity, so instead of focusing on attracting many clients, it focuses on a small number of clients at a time so that it straightforwardly focuses on each client. The working environment of FV is amicable. Each team member provides very constructive feedback to each other while still maintaining mutual understanding among each other. The work process of the company is very systematic. It is like a well-oiled machine.

4.3.2. Weakness: The Weakness of FV that it has a lack of social media presence. Being a digital marketing agency, they should increase their brand presence among social media platforms such as Facebook and Instagram. Currently, they are only present on LinkedIn. This helps the company be in touch with current trends as well. FV was established back in 2017 so compared to its competitors such as eBusiness UK and Soap Media, who have over 15+ years

of experience in the market, FV is still a rookie in the market. This lack of experience could result in clients wanting to work more with its competitors. As mentioned in the organizational structure, FV depends on outsourced software developers and freelance designers and researchers for their operations which is a huge weakness as they rely someone outside of their agency when it comes to software development, design and research.

4.3.3. Opportunities: Even though the company has a decent client engagement process, the company can gain more by emphasizing client engagement. It would help the company know more about the issues that the clients are facing. This means constant and productive communication must be present within the company and its clients. In addition, the company, being a digital marketing agency, should focus on the growing use of digital media and rapid change in technology as an opportunity to gain an advantage over its competitors.

4.3.4. Threats: Talking about competitions, the increase in new competitions, and their current competitions coming up with new strategies can threaten FV. The ongoing Covid-19 pandemic has affected every countries economy. The UK is one of the most critical countries during such a time and faced a severe downfall in the economy. The world is also currently facing a lot of software piracy where people hack into a particular companies website and take control of everything in a negative way. This could be a threat for FV and other companies as well during such a time.

4.4. Limitations of the study

While interning in FV, certain limitations were faced by the Intern, and these are as follows:

- Due to company policy, the Intern had access to limited information;
- 16 weeks of the internship was not sufficient to know an overall view of how the company operated as a whole;
- Due to the COVID-19 pandemic and the lockdown imposed by the UK government, the company could not focus on other strategies such as outdoor advertisings. Even though the Intern was working as a work-from-home intern, he believes he could have gotten critical information and knowledge as to how such agencies operated outdoor advertisings and other strategies that were primarily outdoor.

4.5. Recommendations

The Intern had a terrific time working for the firm and learned a lot throughout his time there. He had a good understanding of marketing as a significant marketing student, but after working at a marketing firm, the Intern realized that he still has a long way to go. Even though he has only been working for 16 weeks, the Intern recommended that FV begin **focusing a little more on client engagement** to clearly understand what the clients want and keep them informed about the strategies or work that FV is adapting for its clientele.

This report suggests that the organization develop an **Early Bird Training Program for prospective interns** to get a sense of the organization's culture. This one issue might help address various issues, including learning about the company's culture, individuals who work there, the communication method, and other issues. Even just one week of the training might help solve most of the issues and steer an intern to a successful tenure. In addition, this program may motivate interns to work effectively and remove any barriers that may occur in the process.

The company would also benefit more if they **have their own software development, design and research department**. This way they would not have to rely on anyone from their outside and could avoid the risks of sharing the companies informations with any outside force.

Being more present on social media would help benefit the agency as the agency would be in touch with the current trends happening in the world and they could create new ideas by incorporating such new trends with their strategies. Currently, FV is only present in LinkedIn. It can expand its reach by being present on other social media platforms such as Facebook, Instagram etc.

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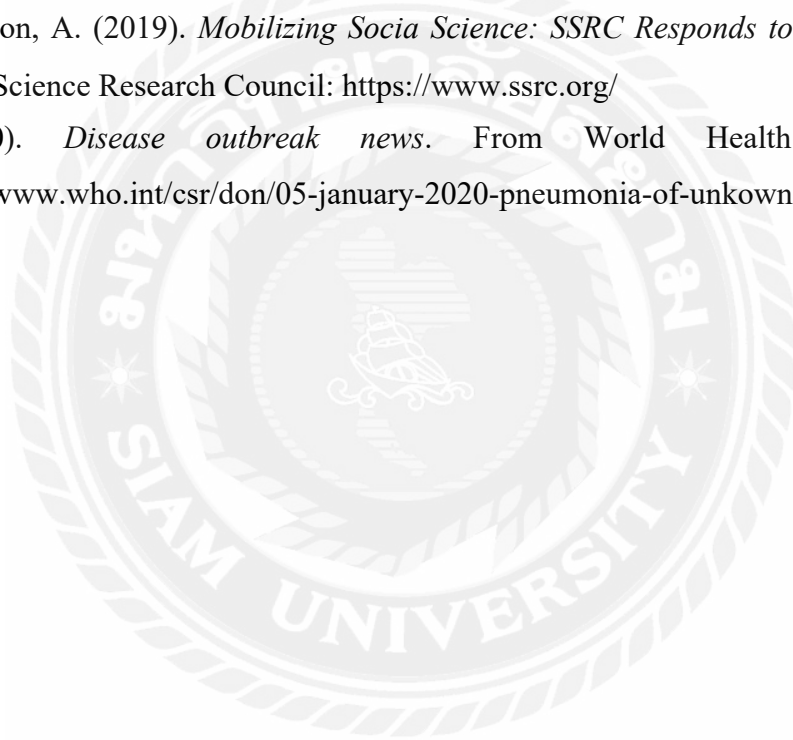
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Annex

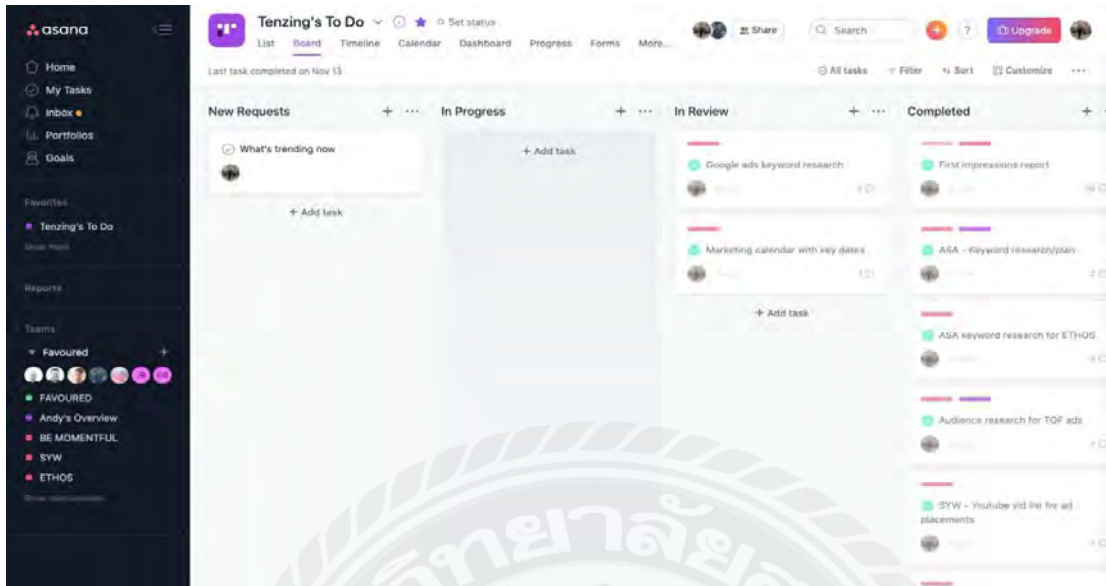


Figure 9: Asana (My Online Work Manager)

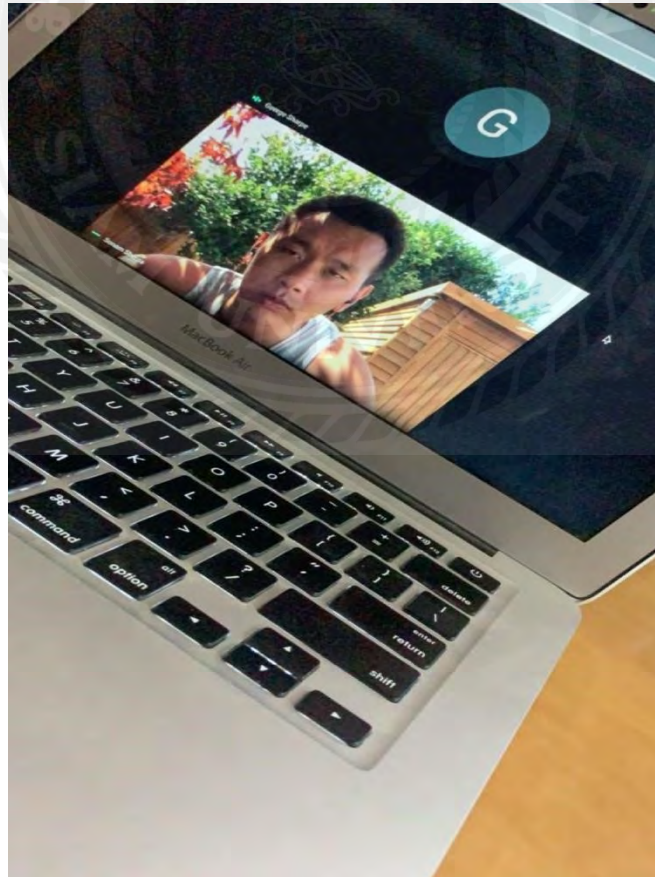


Figure 10: Online meeting with Mr. Sonam Sherpa (My supervisor) and Mr. George Sharpe (Co-Founder)