



Cooperative Education Report
Digital Marketing of a global online event in Nepal at Ascendify

Written by
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This Report Submitted in Partial Fulfillment of the Requirements for
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Title: Digital Marketing of a global online event in Nepal at Ascendify

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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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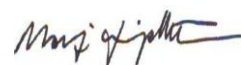
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Credit : 5 Credits
Author : Mr. Pramesh Adhikari
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Degree : Bachelor of Business Administration
Major : Marketing
Faculty : Business Administration
Semester/Academic year : 2/2020

Abstract

This Cooperative report entitled “Digital Marketing of a global online event in Nepal at Ascendifly” has the goal to study the importance of digital marketing especially in the current scenario of global pandemic. As an undergraduate student focusing on Marketing, I was majorly involved in the marketing part of the event. At Ascendifly, I was assigned with multiple tasks which was focused towards creating awareness and letting more people know about one of the biggest Online Marketing Event; electronic World Marketing Summit. It is a global event where participants from more than 100 countries were present. This report compiles my learnings, application of my knowledge and the experience that I have gained throughout my internship period.

The Objectives of this report were to:

- Gain knowledge of how to manage social media profiles for marketing and consumer awareness
- Learn the process of content creation
- Improve communication skills
- Learn the importance of consistent message delivery in social media marketing
- Learn different aspects in digital marketing
- Keep track of the targeted and acquired customers

I was assigned to work under the direct supervision of Ascendifly’s Manager who is also my Job Supervisor. The responsibilities included Content Creation, Designing Posts, Social Media Handling, List Updating E-mail Handling and building better relationship with our

customers for the event.

Upon the completion of the internship, I was able to learn the importance proper research and consistent messaging to the people to an even more extent which was all possible through work ethics and proper guidance from the supervisor.

Keywords: Digital Marketing, Content Creation, Global Event



Declaration

I, the undersigned declare that this report entitled “Digital Marketing of a global online event in Nepal at Ascendify” is a result of my internship carried out in the year 2020. It has not been previously submitted to any other university or any other examination(s).



Signature:

PRAMESH ADHIKARI

Pramesh Adhikari

Batch of 2017-21

Acknowledgement

I would want to use this chance to offer my sincere gratitude to Siam University and Kathmandu College of Management for letting me multiple opportunities to work at different companies and fields each year, which gave me a chance to enhance my interest on different fields and know more about my abilities.

I would want to thank Ascendify and the company's managers well as my supervisor Mr. Bibek Bhandari for giving me the chance to be a part of their company and work with them. His guidance helped me to gain proper knowledge and work with an easy manner along with flexible working environment. Also, I am grateful to the organization for providing me an opportunity to be a part of them in this time of Global Pandemic.

Therefore, I would like to express my gratitude towards the college as I was provided an opportunity to become a part of this program. I am also grateful for having a chance to learn so many things in the duration of this internship period. Lastly I take this opportunity to express my profound gratitude and deep regards to my academic supervisors Mr. Parham and Mr. Ritesh Thakur for their guidance.

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Important note:

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

Covid-19 has given rise to a global pandemic that has created a situation of global crisis. It has forced many companies from different industries to work in a way that it had not planned to. This current scenario has affected everyone's daily routine. People around the world have adopted social distancing and lockdown as safety measures to reduce and control the spread of the virus.

Due to the very same reason, we had to look for an internship where we could work from home and fortunately Ascendify allowed me to work from home. Although I had to go to the office for first few days, but after the government had a lockdown I started working from my home. Apart from employees not being able to go to the office, this pandemic did not have much impact on the event that we were working to promote. In-fact it was due to Covid-19 that the World Marketing Summit took place on a digital platform due to which it was accessible to more audience around the world. The usage of Social Media increased due to COvid-19 as people were staying at home due to lock-down which really helped our company to increase awareness the event.

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List of Acronyms

KCM : Kathmandu College of Management

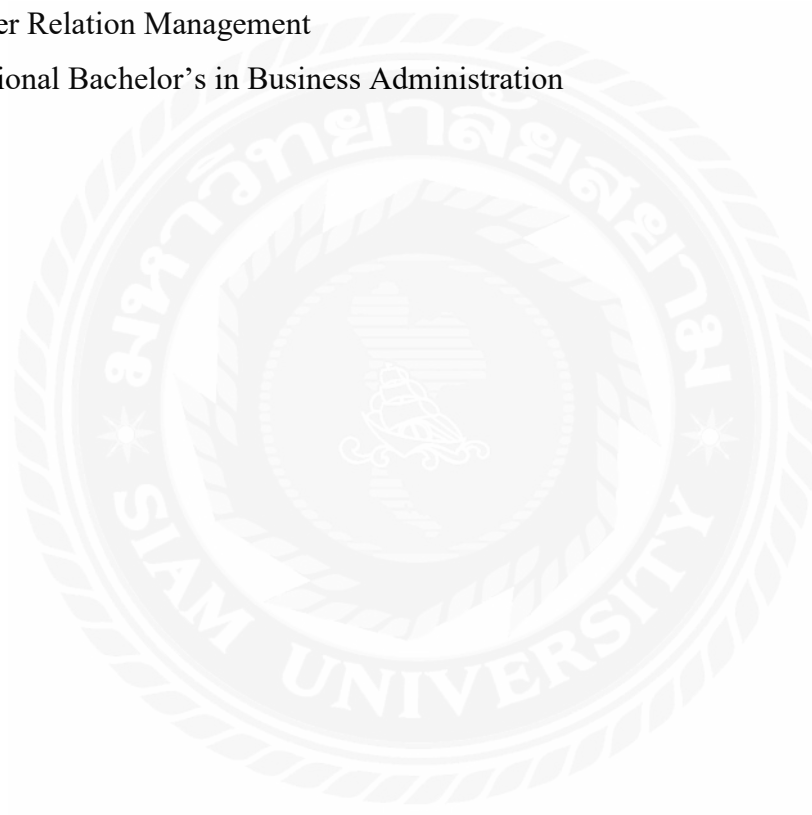
WMS : World Marketing Summit

eWMS : electronic World Marketing Summit

Covid-19 : Corona Virus Disease

CRM : Customer Relation Management

IBBA : International Bachelor's in Business Administration



Chapter 1: INTRODUCTION

1.1 Company Profile

Ascendify is a Sales Consulting company which helps other organizations transform their Sales, Business Development and Marketing outcomes with their research-based training, consulting, and organizational development interventions.

Keeping People, Process and Tools at the core they try to fill the gaps in Sales, Marketing, Business Development and Lead generation inputs. They have training solutions which help the “People” aspect of an organization to improve the efficiency for better productivity. They provide consulting and organizational development solution and work with the “Process” of their clients and move towards optimizing efforts for generating better revenue potential. Ascendify is a technology driven company which firmly believes in leveraging technology to maximize business outputs. They use and recommend various technology and management “Tools” to help their clients streamline their revenue efforts. (Ascendify, 2020)

With over 10 years of trust among its customers, Ascendify has been delivering multiple services to its clients. One of which being the medium for access for the recent event “World Marketing Summit” that happened on November 06-07 GMT 2020.



Figure 1: Organization Logo

1.2 Organizational Structure

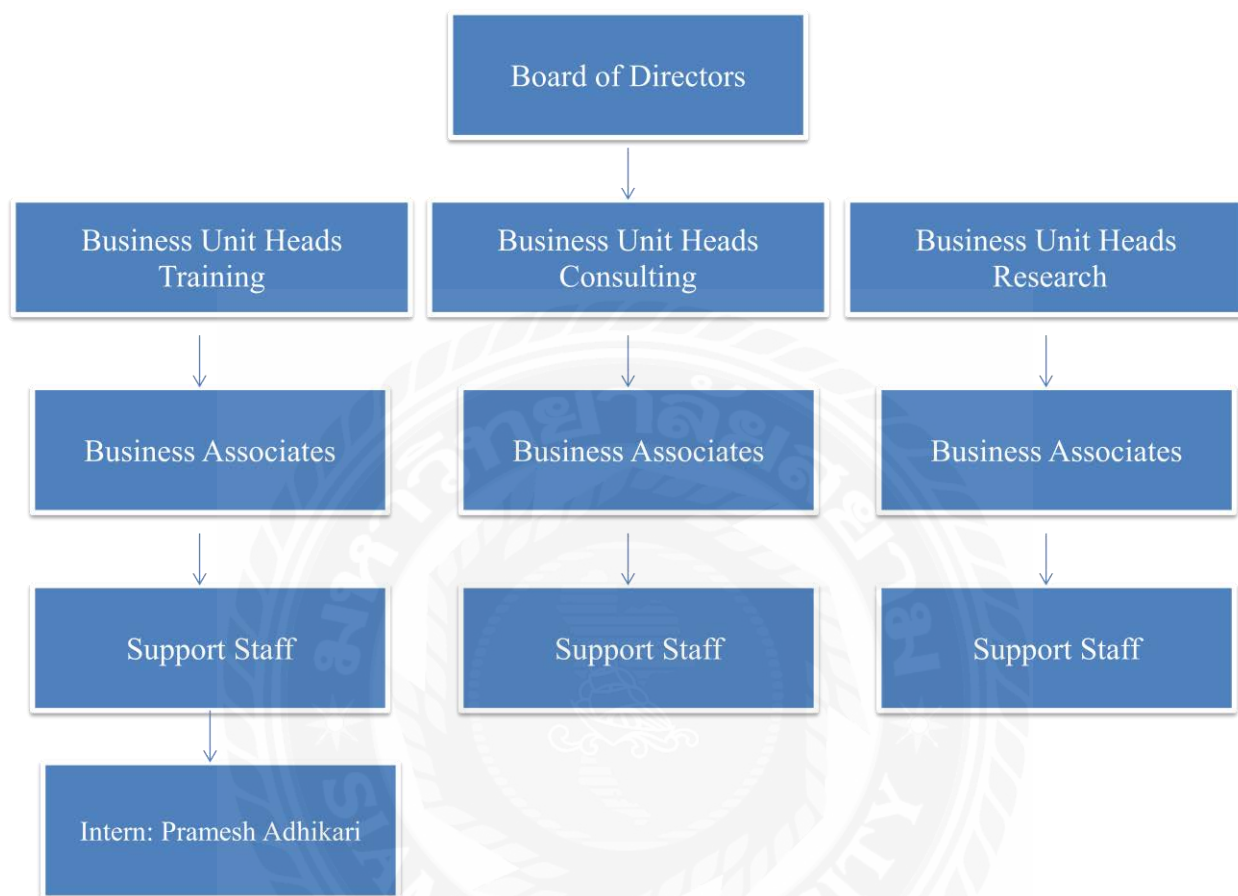


Figure 2: Organizational Structure

1.3 Statement of the report

With great pleasure I, Pramesh Adhikari hereby declare that the presented internship report titled as, “Digital Marketing of a global online event in Nepal at Ascendifyly” entails details about the duties and responsibilities that I had while interning at Ascendifyly. In addition, I have also tried to reflect upon the problems encountered and solved during my Internship Period.

The report is written regarding the context of the experience gained and learnings during the internship period conducted during the 14 weeks at Ascendifyly. It is important to write this report for the student to reflect upon his learnings and experience as well as for the faculty to be aware about the learning and experience acquired by the student. This report is also written with the purpose to improve the communications and written skill of the student.

1.4 Objectives of this Cooperative study

The internship's main goal is to acquire marketing expertise and put what I've learned in class into effect. Likewise aim of my internship is to gain a deeper understanding of the working environment and to learn more about one of the global digital events and its marketing process in the country. So, during my internship period, main objective of my report are as follows:

- To gain knowledge of how to manage social media profiles for marketing and consumer awareness
- To learn the process of content creation
- To improve communication skills
- To learn the importance of consistent message delivery in social media marketing
- To learn different aspects in digital marketing
- To keep track of the targeted and acquired customers

1.5 SWOT Analysis

<i>Strengths</i>	<i>Weakness</i>
<ol style="list-style-type: none"> 1. Strong experience of over 10 years 2. Strong relationship with one of the globally renowned marketing community Kotler Impact 3. Experiences of event planning from the ground up 4. Provides web seminars regarding many sales and marketing topics 5. Well defined company partnerships 6. 1st company of Nepal that made WMS accessible in form of eWMS 	<ol style="list-style-type: none"> 1. Small number of employees 2. Low market presence despite being in the market for 10 years 3. Location (not separate building for Ascendify) 4. Technical issues with regards to their email and website crash time to time
<i>Opportunities</i>	<i>Threats</i>
<ol style="list-style-type: none"> 1. New marketing, sales and CRM tools are being developed that can be used by the company to provide to the customers 2. Increasing number of companies that are seeking assistance in sales 3. Even more significance of digital marketing for the companies 4. Organize other global events leveraging on their experience of first event 	<ol style="list-style-type: none"> 1. Aggressive competition from other counselling firms 2. Large number of companies use foreign counselling 3. Some companies might find it uncomfortable to share their internal resources

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Figure 3: SWOT Analysis

Chapter 2: CO-OP STUDY ACTIVITIES

2.1 Job Description

My Job required me to complete multiple tasks which was focused towards creating awareness and letting more people know about one of the biggest Online Marketing Event; electronic World Marketing Summit. I worked closely with my Job Supervisor in coming up with different content ideas and schedule patterns to enable an effective and engaging page for the customers. I was made clear about the areas that I would be involved in during my Internship tenure and assigned with responsibilities.

2.2 Roles and Responsibilities

My Key responsibilities were:

1. **Content Creation:** Social Media has been playing a huge part in the Modern Digital Marketing. Having relevant content and social media presence has become essential for any organization. In the recent scenario created due to Covid-19, people are more encouraged to stay at their home to prevent further casualties. Subsequently this caused an increase in Social Media consumption, which has also increased the importance of the Social Media Presence for any Organization. Even at Ascendify, we had to increase the Social Media presence for the upcoming event, electronic World Marketing Summit (eWMS). The World Marketing Summit had to be conducted virtually due to the situation created by Covid-19. This made it possible for more people to be a part of the event and participate directly from their electronic device from their home. In-order to communicate this message, Ascendify had to use their Social Media Platforms to properly deliver the desired message to its customers. For this I had to come up with

ideas for pictures and videos that would be relevant to the event and the company that would properly deliver the desired message.

2. E-mail Handling: Ascendify organizes different type of webinars and online open house sessions. During my internship period as well, multiple webinars were organized. For those webinars, email invitations need to be sent to the participants to let them know about the event details and login credentials. For this I had to send invitation for webinars, open house sessions and provide information regarding the event. Also invitations for the upcoming event eWMS were sent for multiple interested participants. Likewise many relevant organization for the event like Educational and Financial Institutions were also sent emails. For this I had to send invitation for the upcoming event and provide information regarding the event. After the invitations were sent, I had to regularly check for the response from the customers. Follow up emails were also sent to the customers regarding the event.
3. Designing Posts: For the then upcoming event, eWMS; Ascendify had to make a proper use of the Social Media to make people aware about it and generate interest towards the event. In order to do that, Ascendify had to post multiple pictures on their Social Media Platforms. Likewise, they also had to post something related to their own Organization in order to keep them relevant as well. For these purpose, different posts were needed to be designed and uploaded on a regular basis. After coming to an understanding for an idea on making a certain post, I had to make the Picture, GIF or Videos. For this I had to use tools like Canva and iMovies. These two Applications were mostly used for its ease of use and easy access. Also posts related to different festivals, Webinars conducted and Open Hose Sessions were also required to be posted on different Social Media Platforms of Ascendify.
4. Social Media Handling: Due to my prior experience of handling Social Media at “ECS Media House” it provided me with a proper knowledge of operating Social Media Accounts. My first internship at KCM was also related to Social Media Handling of the event called “Vatvatey” which was held in 2018. It was a national level event dedicated

for bike enthusiasts. Similarly, at Ascendify one of my key roles was Social Media Handling. Two major Social Media Platforms; Facebook and Linked-In were used to promote the event. I was granted the access to both of the accounts in order to post and schedule them as required. For this I had to use “Buffer” to schedule posts for Linked-In since Linked-In directly didn’t have the option to schedule different posts. I was also asked to keep track of the interactions among the different type of posts with the audience. One of the things that I learnt during this was that Facebook reduces the visibility of the posts that has pictures with large amount of text in it.

5. List updates: Different lists regarding different topics were asked to be made during my time of the internship at Ascendify. Some of these lists were related to the event and some were required for the company itself. Initially, I had to prepare lists of different educational institutions outside of Kathmandu Valley, different companies from different industries, managers of different companies and events. For this I had to research about the required topics that I was asked to make lists about. Then I had to keep an updated list of people who showed interest on the event through Facebook. After that I had to keep an updated list for the email sent to the audience and their response. All these lists were supervised by my Job Supervisor. Under his instructions I had to make and update different type of lists. After the completion of event I had to make another list Companies related to certain industries along with their Sales Managers. For this I had to make and update lists of organizations and individuals as per the instructions of the Supervisor.

2.3 Job Process Diagram

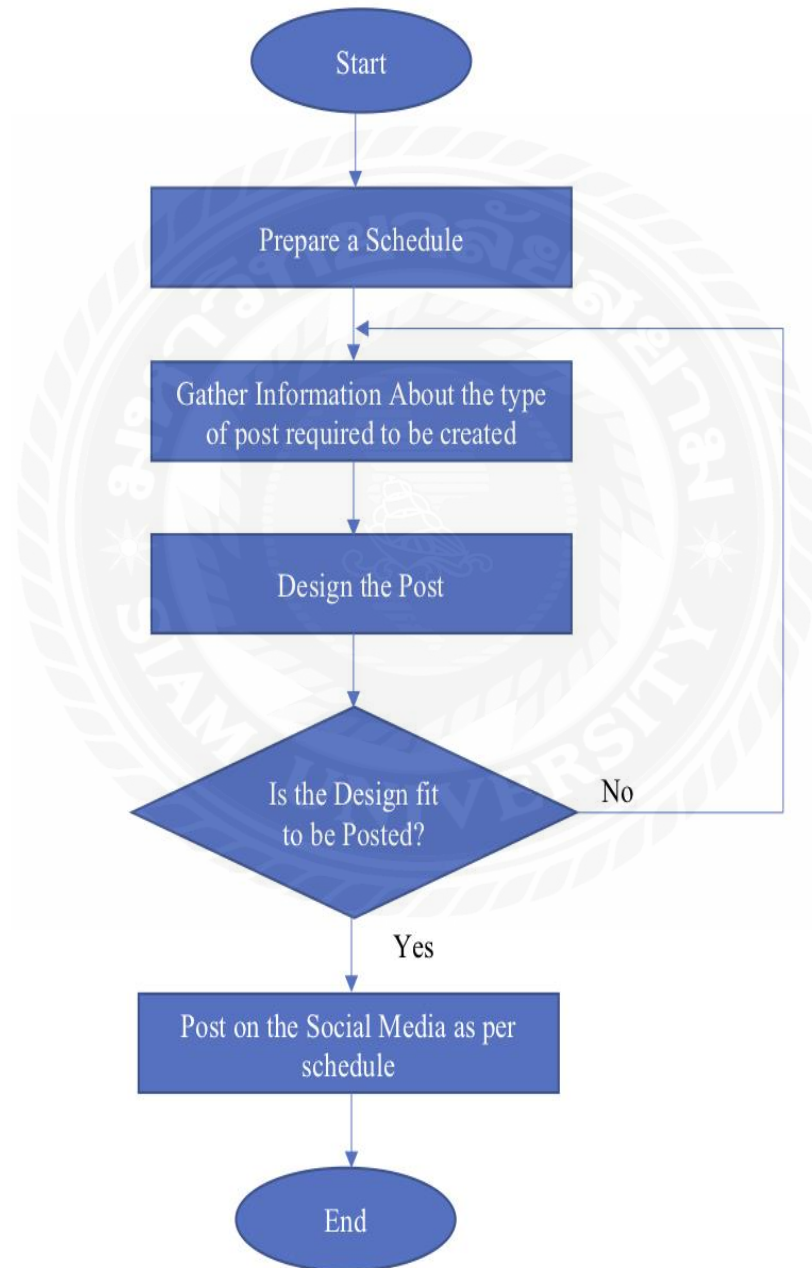


Figure 4: Job Process Diagram

Chapter 3: LEARNING PROCESS

3.1 Problem Solving

1. **Communication Gap:** There can be communication gap in the organization where due to certain reasons information is not properly transmitted from one individual to another. My personal experience was that one time I had to go to my relatives and stay there during the “Dashain” festival. I had to go there on a short notice and was not able to inform to my Organization. This led to my absence for 3 days from the work. This was later solved by explaining my leave to my Job Supervisor and I was told to pre-inform about the leave if similar situation arise in the future.
2. **Commuting Problem:** For the first few days, I had to commute to the workplace which would not have been a problem in a normal situation but due to the Covid-19 increased risk was prevalent. Furthermore my lack of personal vehicle meant my only means to transport were public vehicles or I had to go to work with my father. This slowly was becoming difficult for me. After I talked with my Job-Advisor he understood and asked me to completely work from home.
3. **Connection Issues:** Most of work was from home due to which my work was totally online based. All the lists that I had to make, research to do, posts to be scheduled, information communicated all were done online. Due to this, when there were some connection issues with regarding the internet on my end or the other, it would disrupt the flow of work. That made me difficult to post or update lists. This however was communicated to my Job Supervisor and he would check on the done work and give me feedbacks and advise possible solutions regarding the issues and the work.

3.2 Details of the learning during Co-Op Studies

There are many things that I learned from my time of internship. Some of the highlights are given below:

1. Communication: While working in any organization, communication is one of the essential skills that one must have. Organization is a place where group of people work towards a common goal. In this process many information needs to be exchanged for better awareness, learning and overall well-functioning of the organization. Based on the hierarchy of an organization, one must have a proper communication with their respective seniors. I have learned that if there is any personnel issue, you must consult with your Job Supervisor and let them know about the problem after which they will definitely help you.
2. Consistent message delivering: Consistency is the important factor the affects the effectiveness of any campaign that aims to make audience aware about a certain product or service. Human brain cannot maintain a message or information for a long amount of time. So when it is exposed to a consistent message then it will associate a certain resonance with the message in regards to what information the message is trying to provide.

One of the advantages of Social Media Marketing is that we can select the group of customers that we want to target for our products and services. We also have full control over what type of message that we want to deliver to our customers, with all things under consideration maintaining a consistent delivery of information is very crucial for the success of our products and service. Similarly, for the event eWMS, consistent information was delivered to our desired audience. All of our posts about eWMS included the Date and Time of the event along with the short description of the event.

This acted as the constant reminder for all our audience about the event which was an important factor to encourage them to take part in the event.

Likewise other posts regarding the company Ascendify were related to “improving the sales” of the companies. The consistent pattern of delivering the message that Ascendify helps to improve the Sales of our audience’s Sales constantly reminded that Ascendify is a Sales consultant company. Not only that, while letting the audience know about the Software that were used by Ascendify for better CRM, consistent information regarding that software was provided to the audience. Such practice has helped me understand more about the importance of the consistency while delivering the message to the audience.

3. New Insightful Learning: While maintaining different type of lists, I had to conduct different research. During this period I had to go through multiple websites for different purpose. This has improved my knowledge about the different types of websites and different individuals who are part of different organization. When I had to send emails to large number of audience, I had to use Google Spreadsheet and one certain extension for being able to send large number of email at once. This is also one of the new learning for me since I was not aware about bulk mailing before this.

3.3 Comparison of theoretical vs. practical learning

The internship period was full of experience that integrated theoretical and practical knowledge. All the theoretical knowledge that we’ve learned through our lectures in our college and online classes, were very helpful and applicable in our internship period and most importantly I got the opportunity to learn the practical use. I got to understand that theoretical knowledge provides you a solid base under which you can plan your tasks, coupled with the guidance of the experienced seniors it becomes easier to attain a certain goal. All these learning also become a part of my experience which will be a tool for my future endeavors as well. I also learned the importance of communication and interpersonal skills of an individual which is one of the most important skill set that one needs to have and improve on to complete any given task with relative ease.

Chapter 4: CONCLUSION

The 14 week long internship is done as a partial academic requirement of IBBA in SIAM University. However, this internship period has proven to be much more than a course fulfillment procedure for me. I can feel multiple changes in myself after the completion of the internship. This internship helped me gain proper experience regarding the implementation of the theoretical knowledge that we have been learning in our college. It also made me aware about how corporate world operates on a daily basis and how the corporate world has adapted to the ongoing crisis created by Covid-19.

4.1 Findings

One of my key and major findings throughout my time of internship was the importance of Digital Marketing. I got to experience first-hand about the significance of the Digital Presence of any company, product or service. I experienced the use of Social Media as the tool for Focused Targeting to the desired group of people for the then upcoming event. Through the help of content publishing, I realized the necessity and the art of creating anticipation among the customers. Digital Marketing is only going to be more of a necessity for companies from here on now, especially after the Pandemic is over. I witnessed the increased importance of the already highly necessary Digital Presence, Customer Engagement and Creating Anticipation of a service specially because of the intangible nature of service.

4.2 Limitations of the Study

Although my learning at Ascendifly were very fruitful and eye opening for me, I did face certain limitations. Despite my attempt to handle those limitations, some of the things were not under my control which led to a challenging time. Those limitations were:

- The time duration of 14 weeks was not enough for complete understanding of the company and the other market area it was catering in.
- There were regular calls with the supervisor regarding the work and the posts but there was no fixed time of contact which sometimes led to pause in work.
- My internship period was almost completely work from home, there were some times that I was distracted from my work and I was not able to give my complete attention.

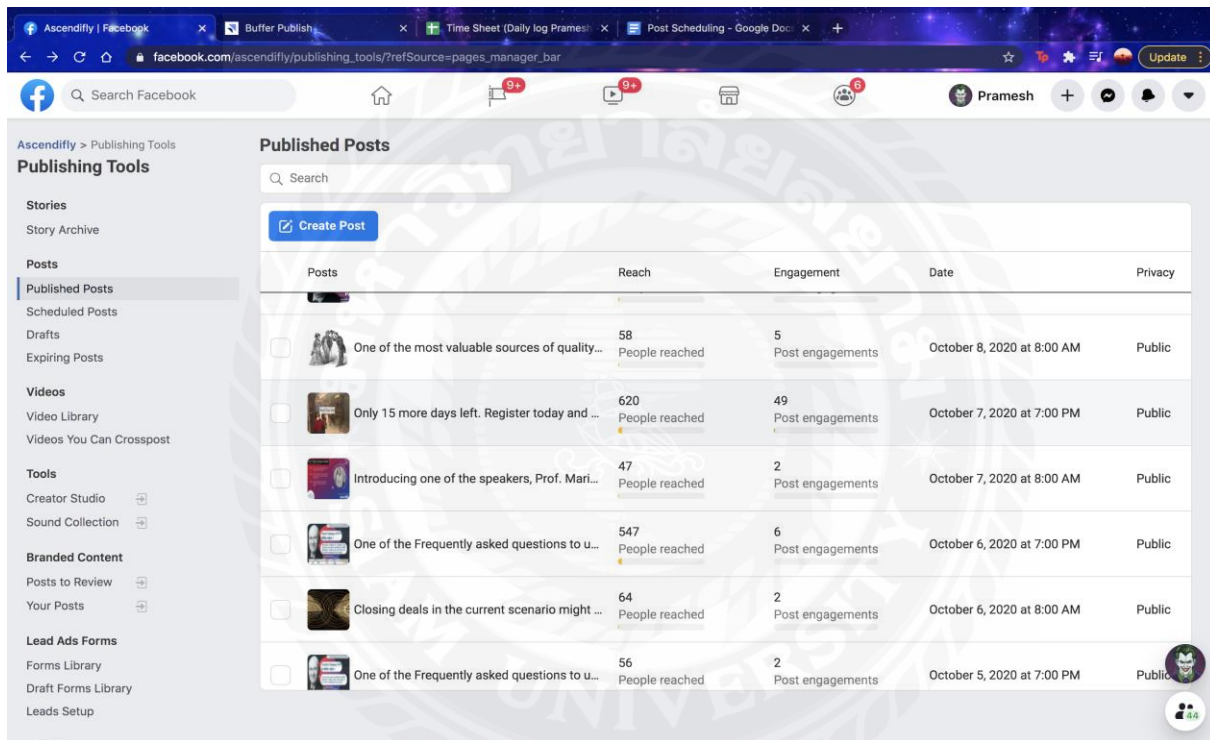
4.3 Recommendation

During my 14 weeks of internship at Ascendify, I have learned a lot of things and I am full of new experience. Looking back at my time of internship, I have only positive takeaways regarding my experience and the company. Ascendify is a Sales Consulting company with highly experienced individuals who know their craft. They have wonderful partners who synergize with their operational activities and have a common goal to improve their experience of their customers. Other than that Ascendify is doing great in creating a positive brand image and huge catalogue of services that it can provide to its customers. My recommendation to the company would be to continue increasing the Social Media presence and continue organizing the annual events. They can collaborate with other companies and organize other events as well. Likewise separate location for the company should be focused and maintained and lastly their website should keep on getting updated and it should provide more information regarding the tools that the company provides to its customers.

References

Ascendify. (2020). *ascendify.com/about-us/*. Retrieved from ascendify.com:
<https://ascendify.com/about-us/>

Annex



The screenshot shows the Facebook Publishing Tools interface. On the left is a sidebar with navigation options: Stories, Story Archive, Posts (with sub-options: Published Posts, Scheduled Posts, Drafts, Expiring Posts), Videos (with sub-options: Video Library, Videos You Can Crosspost), Tools (with sub-options: Creator Studio, Sound Collection), Branded Content (with sub-options: Posts to Review, Your Posts), and Lead Ads Forms (with sub-options: Forms Library, Draft Forms Library, Leads Setup). The main area is titled 'Published Posts' and contains a table of posts. A 'Create Post' button is visible at the top of the table.







Posts	Reach	Engagement	Date	Privacy
 One of the most valuable sources of quality...	58 People reached	5 Post engagements	October 8, 2020 at 8:00 AM	Public
 Only 15 more days left. Register today and ...	620 People reached	49 Post engagements	October 7, 2020 at 7:00 PM	Public
 Introducing one of the speakers, Prof. Mari...	47 People reached	2 Post engagements	October 7, 2020 at 8:00 AM	Public
 One of the Frequently asked questions to u...	547 People reached	6 Post engagements	October 6, 2020 at 7:00 PM	Public
 Closing deals in the current scenario might ...	64 People reached	2 Post engagements	October 6, 2020 at 8:00 AM	Public
 One of the Frequently asked questions to u...	56 People reached	2 Post engagements	October 5, 2020 at 7:00 PM	Public

Figure 5: Screenshot of the published posts.

This screenshot shows the Facebook Post Preview interface for a post titled "Last day to register for the electronic World Marketing Summit (eWMS)". The post is from the page "Ascendify" and is dated October 31. The preview includes a video thumbnail featuring a man's face and the text "Last Day". Below the video, the text reads: "Last day to register for the electronic World Marketing Summit (eWMS). Hurry up and register yourself today!! Don't miss the opportunity to be a part of the global community. Learn from the father of modern marketing himself. Witness 80 plus thought leaders, industry experts in a common platform who will deliver in straight 48 hours around the world on Nov.6, 7 & 8 2020. Register today!! For Details and Registration: <https://ascendify.com/e-wms/> See More". The post has 317 reactions, 5 comments, and 0 shares. The performance metrics on the right show 317 people reached, 2 reactions, comments & shares, and 3 post clicks. The negative feedback section shows 0 hide posts, 0 hide all posts, and 0 report as spam.

Figure 6: Screenshot of Post Preview

This screenshot shows the Facebook Post Preview interface for a post titled "Partnership Announcement...". The post is from the page "Ascendify" and is dated September 13. The preview includes a video thumbnail showing the Ascendify logo and the text "Proudly partners with". Below the video, the text reads: "We at Ascendify are super excited to announce our partnership with Antarprenana as 'STARTUP Partner' for Nepal for the upcoming 'World Marketing Summit'. The Partnership will be offering assistance and exclusive benefits to entrepreneurs interested to participate in the biggest marketing event this year. ... See More". The post has 3,085 reactions, 193 comments, and 0 shares. The performance metrics on the right show 3085 people reached, 91 reactions, comments & shares, and 102 post clicks. The negative feedback section shows 0 hide posts, 0 hide all posts, and 0 report as spam.

Figure 7: Screenshot of Post Preview

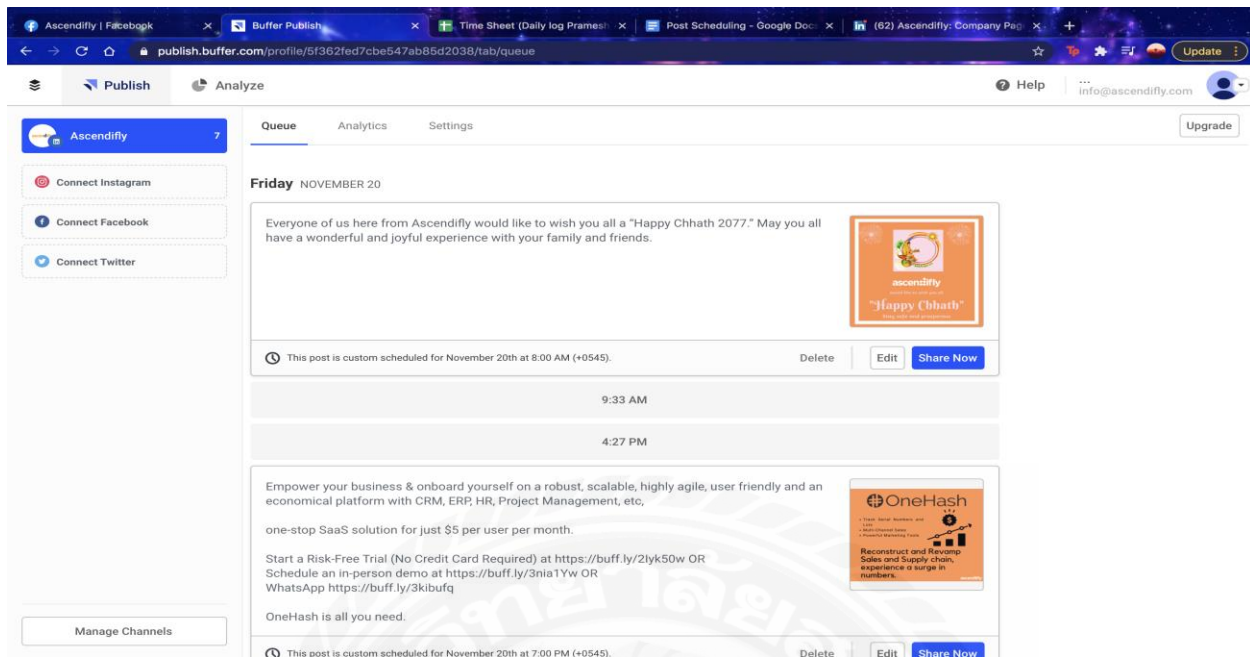


Figure 8: Screenshot of Scheduled Posts

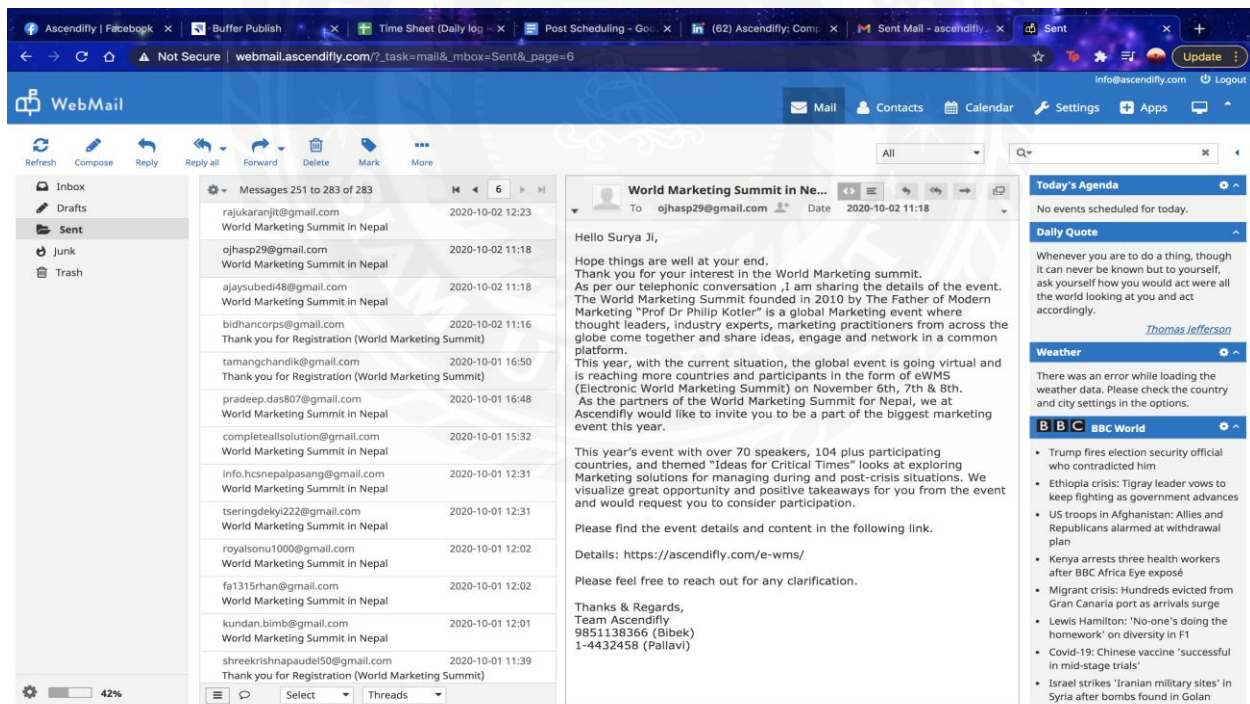


Figure 9: Email Marketing

The screenshot shows a Google Docs interface with a document titled "Post Scheduling". The document contains a table titled "Days Schedule" with the following content:

Date	Post	Description	Time
7th August	WMS video (Both FB and LinkedIn)	Nepal is along with 100 plus countries is participating in the biggest marketing event this year. It is a time for all of us to come together. Don't miss out!!! For registration and details: https://www.ascendify.com/ewms2020/	11 am
	Speakers profile (Philip kotler)	Lets post this in linkedin as well	7 pm
9th August	Quote	Mission and vision can only be achieved when you have a proper goal set towards it. Go ahead and set Specific, Measurable, Assignable, Relevant and Time-based (SMART) goals to turn your vision to reality.	11 am in facebook and (Post this on linkedin at 2 pm)
	Speakers Profile (MAURO PORCINI)		7 pm
10th August	WHY e WMS or About e WMS	Refer to the table below for content	10 15 am (Both platform)

Figure 10: Post Schedule



Date: 1st January 2021

To Whom It May Concern:

Ascendify certifies that Mr. Pramesh Adhikari successfully completed the internship program from August 2nd to November 18th 2020 at our organization.

During this time, Mr. Adhikari was exposed to different activities in Marketing Department for a Global Event called eWMS (electronic World Marketing Summit).

During the internship he displayed satisfactory skills with positive attitude towards learning and managed to complete the assigned tasks on time.

We wish him all the best for his future endeavors.

For Ascendify

Bibek Bhandary
Co – Founder

ascen::ifly

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Scanned with CamScanner

Figure 11: Internship Experience Certificate