



Cooperative Education Report

The Power of Social Media Marketing on User Acquisition and Brand Building of Sagoon.

Written by

Mr. Sushovan Bahadur Amatya

Student ID: 6008040010

This Report Submitted in Partial Fulfillment of the Requirements for

Cooperative Education, Faculty of Business Administration

Academic Semester 2/2020

Siam University

Project Title: "The power of Social Media Marketing on User Acquisition & Brand Building of Sagoon."

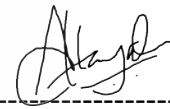
Written by: Sushovan Bahadur Amatya 6008040010

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Mr.Rashminda Attanayake

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

Oral Presentation Committees



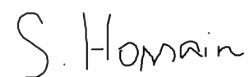
(Mr.Rashminda Attanayake)

Academic Advisor



(Anand Bajracharya)

Job Supervisor



(Aj. Sabbir Hossain)

Cooperative Committee



(Ast.Prof. Dr. Maruj Limpawattana)

Assistant President and Director of Cooperative Education

Project Title : The power of Social Media Marketing on User Acquisition & Brand Building of Sagoon
Credits : 6
By : Sushovan Bahadur Amatya
Advisor : Aj. Rashminda Attanayake
Degree : Bachelor of Business Administration
Major : Marketing
Faculty : Business Administration
Semester / Academic year: 2/2020

Abstract

This internship has been conducted in Sagoon, one of the first initiators of Nepali social media application. The objectives of the internship includes understanding how products were promoted in social media through different mediums like Facebook, Instagram, and YouTube. In addition, understanding how a brand is built from its initial stage and to know what amount of hard work is necessary to be recognized in the market. The main motive is to boost and encourage as many application downloads as possible. Alternatingly, improving the online presence of the application downloads to meet the demand of consumers.

The student of batch 2017-2021 was assigned to work with the company as an Intern, in any field of marketing for 14 weeks. Therefore, I was chosen as an intern at Sagoon for digital marketing and brand management. Upon the completion of the internship, it was found that the experience was facilitated by the means of practical learning and theories concerning Service Marketing, Integrated Marketing Communications Management, Brand Management and Advertising and Sales Promotion. Under this pattern, the learnings include the importance of a marketing strategy, impact of social media campaigns, contests and giveaways, strategic collaboration and negotiations and customer relationship management, which are very important for future career development and profession. The importance of networking skills is one of the limelight of the entire internship tenure.

Throughout the internship, I gained eminent knowledge to build social media from an initial stage. This internship has been beneficial to me in each single manner and am sure that this will help advance in my professional life in the future as well. The importance of consumer demand, the need for relation build up to boost the application downloads, handling social media, running campaigns were highly achieved in the internship journey. The contributions from Sagoon has developed such skills to successfully handle the task of boosting any kind of material or brand on my own and help reach its full potential. Additionally, the consistent guidance from my supervisors, mentors and friends and family provided was of utmost importance in the report.

Keywords: Sagoon, Digital Marketing, Brand Management.

Acknowledgement

Acquiring knowledge and skills from the professionals and simultaneously implementing them practically would have been hard without the assistance and cooperation of arrays of individuals on the professional side. I want to convey my deepest gratitude to instructors, professors and friends who helped strengthen my academic and professional knowledge. I was able to expand my horizon with the creative ideas and insights they provided me. I cannot thank them enough for their constant involvement throughout my internship tenure.

I would like to convey my deepest gratitude to Siam University for inculcating learning beyond the classroom in the academic curriculum. I am also very grateful to my academic supervisors at Siam University; Mr. Rashminda Attanayake and academic supervisor at KCM: Mr. Ritesh Thakur for their constant supervision and advice, which helped me, reflect well on my internship experience.

The internship did not just instill skills and knowledge in me but also gave me the professional taste. I indeed learnt a great deal about marketing and digital marketing. I want to acknowledge Mr. Anand Bajracharya who has guided me as my immediate supervisor throughout my time at Sagoon Inc. This exposure has helped me bridge the gap between learning in classroom and application in the work environment.

Last but not the least, I express my sincere gratitude towards every individual who assisted me throughout the journey and helped to complete this project both directly and indirectly.

Table of Contents

Abstract.....	3
Acknowledgement	4
Table of Figure.....	7
List of Acronyms	8
Chapter 1: Introduction.....	9
1.1 Company Profile	9
1.1.1 Mission of the Company	10
1.1.2 Vision of the Company	10
1.1.3 Strategies of the company	10
1.2. Organizational structure	12
1.2.1 Diagram of the organizational structure.....	12
1.2.2 My job position	13
1.2.3 My job position in the company’s organizational structure.....	14
1.3 Intentions to join the company	15
1.4 Strategic Analysis of the company.....	15
1.5 Objectives of the co-operative studies	16
Chapter 2: Internship Activities	17
2.1/2.2. Job description and responsibility.....	17
2.3 Activities in coordinating with co-workers.....	18
2.4 Job process diagram.....	18
2.5 Contribution as intern	19
i) Father’s Day “iPhone XR Campaign”	19
ii) September Quiz Month	20
3. Dashain Dhamaka Campaign.....	21
Chapter 3: Learning Process	23
3.1 Problems/issues of the Company	23
- The Global Pandemic:.....	23
- Time constraint:	23
- Company Policy:	24
- Communication and Internet Speed:.....	24
- Delay in Decision Making:.....	24

- Work Fluctuation:	24
3.2 Recommendations to the Company	25
• Solitude decision making from Nepal.....	25
• Adding more vendors to the application and making the application user friendly.....	25
3.3 What you have learned during the Co-Op Studies.....	26
3.4 How you applied the knowledge from coursework to the real working situation	27
3.5 Special skills and new knowledge you have learned from this Co-Op Studies	28
Chapter 4: Conclusion.....	29
4.1 Summary of highlights of your co-op studies at this company.....	29
4.2 Your evaluation of the work experience:	30
4.3 Limitation of the study.....	30
4.4 Recommendations for the company.....	31
Annex.....	33
Bibliography	38

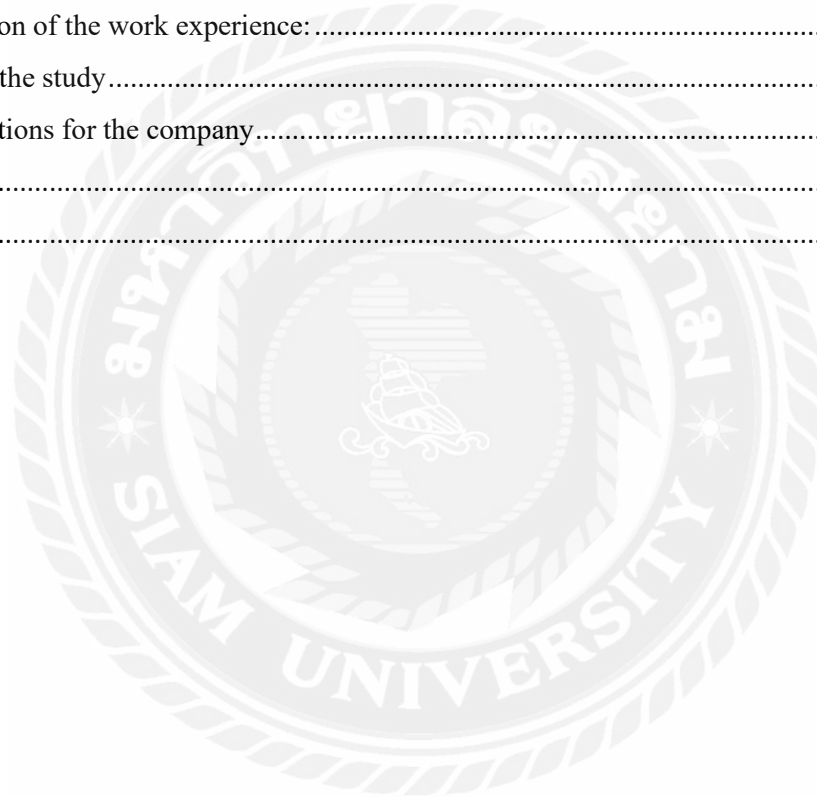
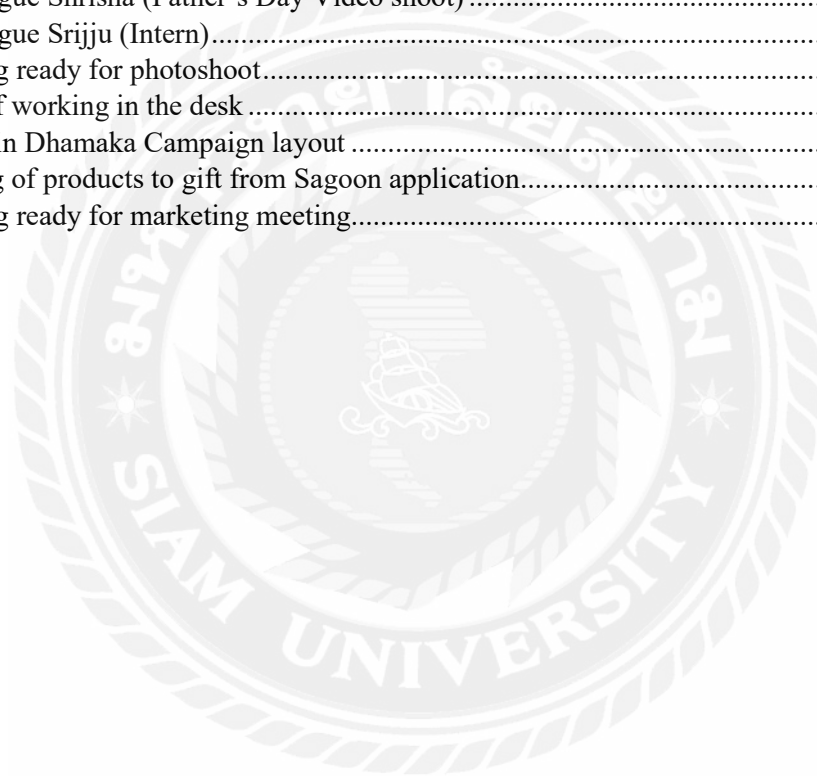


Table of Figure

Figure 1: Sagoon's Features	9
Figure 2. Sagoon Organizational Structure.....	12
Figure 3: Job position in the company	14
Figure 4: SWOT Analysis of Sagoon	16
Figure 5: Job process diagram	19
Figure 6: Father's Day Campaign.....	20
Figure 7: Sample of quiz templets	21
Figure 8:Dashian Dhamaka Campaign	22
Figure 9: Supervisor Anand Bajracharya.....	33
Figure 10: Brand Manager.....	33
Figure 11: Colleague Shrisha (Father's Day Video shoot)	34
Figure 12: Colleague Sriju (Intern).....	34
Figure 13: Getting ready for photoshoot.....	35
Figure 14: Myself working in the desk	35
Figure 15: Dashain Dhamaka Campaign layout	36
Figure 16: Listing of products to gift from Sagoon application.....	37
Figure 17: Getting ready for marketing meeting.....	37



List of Abbreviations

USP: Unique Selling Points

APP: Application

SMM: Social Media Marketing

IBBA: International Bachelor's in Business Administration

COVID: Corona Virus

WHO: World Health Organization



CHAPTER 1 INTRODUCTION

1.1 Company Profile

Sagoon is a social commerce platform, which started in 2014. The meaning of Sagoon takes us back to Sanskrit language, which implies good luck. It is derived from the word ‘Shakuna. Its head office is located in the USA and the branches are located in India and Nepal. The first ever Nepal based social media platform aims people of all ages to Connect, Share and Earn. This multi-application platform currently offers three products; My Day, Secret Sharing and Mood Talk – allowing users to build sincere relationships, sharing useful experiences, and earning while they socialize. It aims to compete in the \$300 billion worth social gifting market. In the world of technological advances, people want as resourceful life as possible. Just building connections is not enough; rather we want to build a meaningful relationship with the people. Sagoon provides you the platform to be more productive in this regard.

We understand that each relationship in your life is special. Our aim is to enrich the quality of interactions with the people who matter the most. Sagoon gives you the opportunity to get out of boredom. Instead, we build a platform where you can share your experiences, feelings and thoughts, which will create better bonds and oftentimes turns out to be a life-saving gift.

Secret sharing:

My Day:

Mood Talk:



Figure 1: Sagoon's Features

The capstone features provided by the Sagoon app is Secret Sharing My day and Mood talk. My Day is a tool that visualizes your daily life with your loved ones at home and office Mood Talk will help the users build an emotional connection with your loved ones. Despite not having texted and called, anyone you can let your emotions out via tools. Open Secret helps you to share your thoughts, experience or discovery to create a transparent society you belong to.\

1.1.1 Mission of the Company

Sagoon's mission is to change the way people use and interact on social media today. It plans to be a pioneer in monetizing social media, enabling users to earn financial rewards while connecting with others and sharing their personal experiences.

1.1.2 Vision of the Company

Sagoon, being a social commerce platform whose goal is to define the global standard for social media with its social path: CONNECT – SHARE – EARN.

1.1.3 Strategies of the company

Sagoon uses different strategies to sustain in the market and promote itself in the market. Some strategies that were used while I was interning as follows:

i. Smart Coin:

Main USP of Sagoon is Smart Coin. Smart coin differentiates Sagoon from other social media apps. In Sagoon if you post a picture, comment on a photo or video, or share any of them on Sagoon platform then you will receive some smart coins. You can redeem those smart coins after you collect 25000 coins. You can redeem them in different platforms like shopping cards, top up vouchers, etc. Therefore, the more you use Sagoon and get involved in Sagoon there is more chance to earn more smart coins.

ii. Every month Campaign:

Sagoon launches different campaigns every month to make people involved in their application, and to encourage more people through app download. Every month different campaigns like giveaway campaigns are conducted where Sagoon gives many exciting gifts and we give away smart coins from which people can get what they want.

iii. Influencer Marketing:

Since Sagoon is a start-up company, which is taking off from its initial stage, hence it requires media coverage. Youths of today and many people are highly influenced by celebrities who have managed to make an impact in our country. For Instance: In one of our campaigns, Miss Nepal 2010, Sadikshya Shrestha provided assistance in levelling up the Father's Day campaign, which in return attracted many users. Likewise, we have planned to indulge similar influencers in future to come as well.

iv. Online media Marketing:

It is an irrefutable fact that today's world revolves around social media. From a child to the elderly people make proficient use of being online. Newspapers have a long history in imparting information, which is now readily available as e-news. We promote our app in e-kantipur and e-khabar for continuous media support.

v. Corporate Partnership:

A company cannot sustain on its own. We need to cooperate with different organizations depending on the needs of our users. On the basis of redeemed smart coins from Sagoon we can benefit by getting coupons in Bhatbhateni, Cadbury , Miniso , Fewa Bazar, Nepmeds and even Foodmandu. This strategy will help customer involvement and help prosper the app.

1.2. Organizational structure

1.2.1 Diagram of the organizational structure

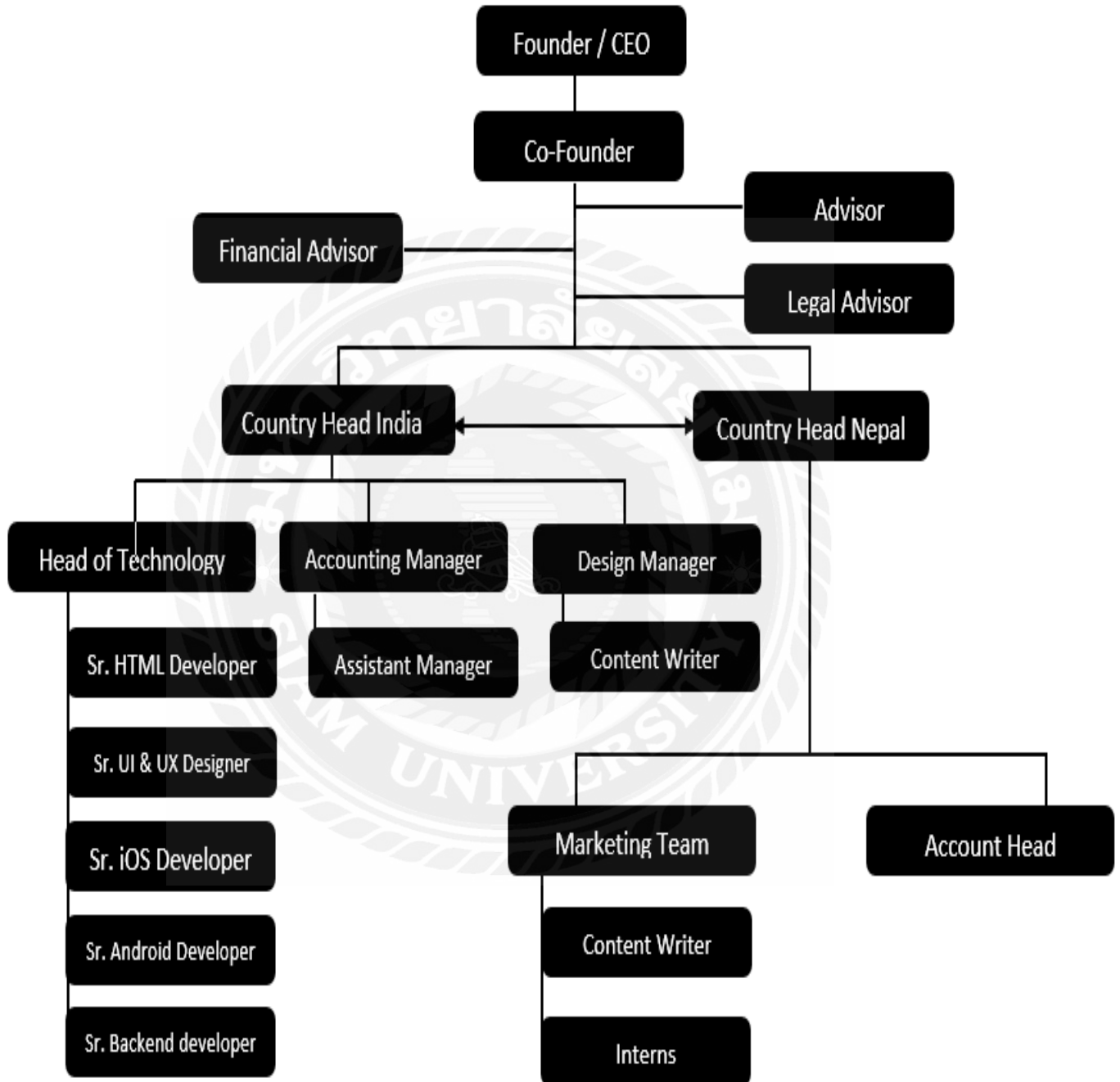


Figure 2. Sagoon Organizational Structure

The founder/CEO who is responsible for the overall functioning leads Sagoon. The co-founder manages the same and supports the founder to amend necessary changes required for efficient functioning of the company. There are respective country heads in India and Nepal. All the functions are lead according to them. The development of applications takes place in India so the Technological team in India is big where HTML Developer, IOS app developer, Android app developer, App designer takes place, where they develop the application of Sagoon. Additionally, there is an accounts team, which looks after the financial transaction, and the designing team looks after the content and the post designs, where marketing templates are made and boosted in different sites. In Nepal, we have a small team, which is led by the country head of Nepal. Consequently, there is a marketing team and the accounts team, which coordinate to meet the app needs. Marketing team looks after the promotional plan, which is developed and then executed by making different templates. Whereas the account team looks after the financial transaction that takes place across the country. I interned for the Marketing team where we worked on promoting the product in different ways.

The key members of Sagoon are as follows:

- a. Founder/CEO - Mr.Govinda Giri
- b. Co-Founder/Country Head India - Ms. Swati Dayal
- c. Co-Founder/Chief of Marketing - Mr.Kabindra Sitaula
- d. Head of Technology -Mr. Kapil Nawani
- e. Sagoon Nepal Head / Marketing Head - Mr. Anand Bajracharya
- f. Business & Accounts Head - Mr. Dipendra Chaudhary
- g. Content Writer Nepal- Ms.Shrisha Poudel

1.2.2 My job position

My position in Sagoon was as an intern in Business & Marketing Department.

The Marketing team deals with the promotion of apps and the major responsibility is to make it reach to the users. The marketing team needs to attract the users and convince them that it is more user friendly. In absence of a marketing team, promotion of the product is not possible and the

company cannot profit economically. In this report specifically, I have addressed how new applications can be reached to many users from the start to the end of the project.

The Brand Management requires developing the fruitful and long-lasting relationship with the target market and exceeding the customer expectations. The process involves working on the tangible and intangible features of the brand. People know Sagoon as a product, but from the organizational view, it is a brand and currently we are doing the same. In order to do so we need to build trust in our customers and try to create loyal customers. In brand management, small things matter starting from its name to its logo and many other things.

1.2.3 My job position in the company's organizational structure

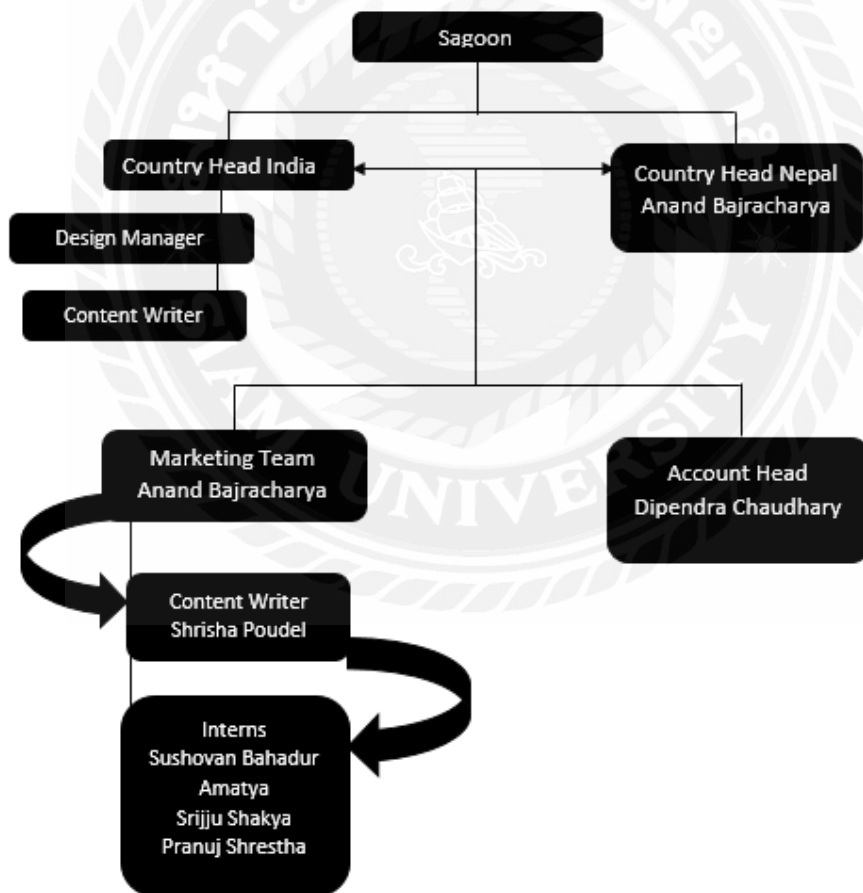


Figure 3: Job position in the company

1.3 Intentions to join the company

Since Sagoon is an international startup, which is finding its path to be established in Nepalese market, I joined Sagoon because of following reasons:

- To be able to explore different and new experimental proto-type of promotions to be held in Nepalese market.
- To understand how a brand is built initially.
- To get deeper insights on social media marketing.
- To understand the methodologies of how a company can make its print in the new market.
- Sagoon being the first of its kind to start up nationally, I wanted to be actively involved to promote this app in the market.
- Sagoon is also planning to issue public shares in the upcoming days, has already been registered in the New York stock exchange, and soon will be receiving international recognition.

1.4 Strategic Analysis of the company

SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none">- Sagoon has a user base of more than 800 million registered users- First social media company of Nepal- Sagoon's availability of different topics help people to look at topics they are interested in.- Mood chat helps you to chat with people by setting different moods available in the chat.-	<ul style="list-style-type: none">- Certain Sagoon users have raised privacy & data leaks as an issue.- Many similar social media platforms means limited market share growth.- App can run slow due to technical errors and high competition from other apps such Facebook and Instagram etc.- There is a high possibility of photos being loaded slowly.

Opportunities	Threats
<ul style="list-style-type: none"> - Product extension can boost presence of Instagram - Increasing internet penetration & number of smartphone users - Rapid technological development can help the brand grow - More advertising & marketing can increase product awareness - 	<ul style="list-style-type: none"> - Entry barriers are lesser for internet-based businesses and hence other players can easily enter. - Continuous innovation is needed to engage users; else users get bored of this application - Copyright issues with content

Figure 4: SWOT Analysis of Sagoon

1.5 Objectives of the co-operative studies

Digital marketing is in its initial stage in Nepal where a lot could be done. Especially in times of Covid-19, digital marketing is the pioneer for the success of any venture or any plan of a company. Be it in science, environment, fitness, social awareness or medical digital marketing was important then and is more important now. During Covid-19, no physical marketing could be done so if a company does not come up with digital marketing it will be difficult for the company to strive. Additionally, I have been planning to pursue Digital Marketing as my Major subject for any future studies. This report will be the foundation to give a clarified understanding of what better could be done in future. Reporting and documentation is important as it reveals gaps in thinking, is a decision making tool and helps in professional advancement. This report is serving the above-mentioned points and hence the importance of this report is significant.

- To understand how products were promoted in social media through different medium like Facebook, Instagram, YouTube
- To understand how a brand is built from its initial stage and to know what amount of hard work is necessary to be recognized in the market.

Chapter 2 INTERNSHIP ACTIVITIES

2.1/2.2. Job description and responsibility

In Sagoon, I was an intern under the marketing department at Sagoon. I was assigned to promote the app and overall manage the productivity of the app to different users. My job was collaborative of the both marketing team and brand management sector. I had to come up with different ideas to grow the social media profiles of Sagoon to promote our product and make different campaigns for the following months. I was also assigned to assist with social media analytics and reporting. To create the social media graphics was one of the crowning tasks that the interns were assigned to do. Due to the Covid-19 situation, physical promotion was not possible so I was told to focus on promoting Sagoon on different social media platforms. I was acquiring methods and methodologies to boost the app via different media and would keenly approach the idea to my seniors and the supervisors. While constantly brainstorming the different ideas, at the last these ideas were refined and polished at the maximum. After we pitched, we waited for the approval of the Sagoon team in India. After scrutinized analysis and careful observations, a campaign would be launched in Nepal accordingly. However, the Brand Management task was mainly the responsibility of the headquarters in the USA and in India. Hence, we followed the guidelines developed by them.

During my internship at Sagoon, I have always tried to keep my best foot forward. The responsibilities can be further explained as follows:

1. Marketing Team: The main objective was to bring more application downloads of Sagoon Lite from the app store as well as Google play store. For which the following steps had to be conducted:
 - a. Make a Marketing campaign for every month of 10-15 days' time lapse.
 - b. Boosting Campaign through different social media
 - c. Make Different template which were to be posted and boosted consecutively in different social media platforms
 - d. Shooting necessary videos to ramp up the campaigns.

2. Brand Management: My key focus area was to assist the brand management team and make Sagoon a better brand in future. The key tasks performed are as follows:
 - a. Keeping people updated and maintain transparency about what is happening in Sagoon
 - b. Contribute in the brainstorming session for various campaigns.

2.3 Activities in coordinating with co-workers.

When I joined Sagoon, Sagoon was in the initial stage of “Father’s Day Campaign” and hence was told to coordinate with the team and work for the “Father’s Day Plan” and we launched the campaign successfully and was one of the most successful campaigns until date. Then, I was told to think of the plan for the next week because we were in a financial crunch for the coming month. Then Covid-19 started to spread more and then we went to lockdown. Then we announced the winner of the giveaway online through Facebook with my colleagues and the country head of Sagoon. Consecutively, I was taught and guided on how to boost posts on social media. We had to plan for the coming month since it was the month of biggest festivals of Nepal and we came up with Dashain Dhamaka Campaign, which was the highest budgeted campaign of Sagoon until date. Then I was told to boost some of the campaign posts through Facebook and Instagram.

2.4 Job process diagram

Being a sole multimedia startup company in Nepal, the hierarchy of the company was not as big as other multinational companies were. The marketing work that i received came from Country head followed by the marketing team and to me. Whereas in the Brand Management Team, the allocated work directly came to me. As I started learning and taking initiative in my work, I was to get work independently, for instance making marketing plans for the given and following months. After this process was completed, the whole team settled down to meet the month's objective. We sat together and planned for the betterment of the company.

The work that had been assigned to the interns including me were given by the Sagoon Head but were channelized through the team. Interns would be assigned to make a plan for the coming work separately and all the plans would be combined as a final plan after reviewing. Brand management work was comparatively lesser than marketing. In brand building, the team would sit for a weekend

every month to make sure that Sagoon brand name is fit for the market further discussing how to grow Sagoon as a brand as a whole.

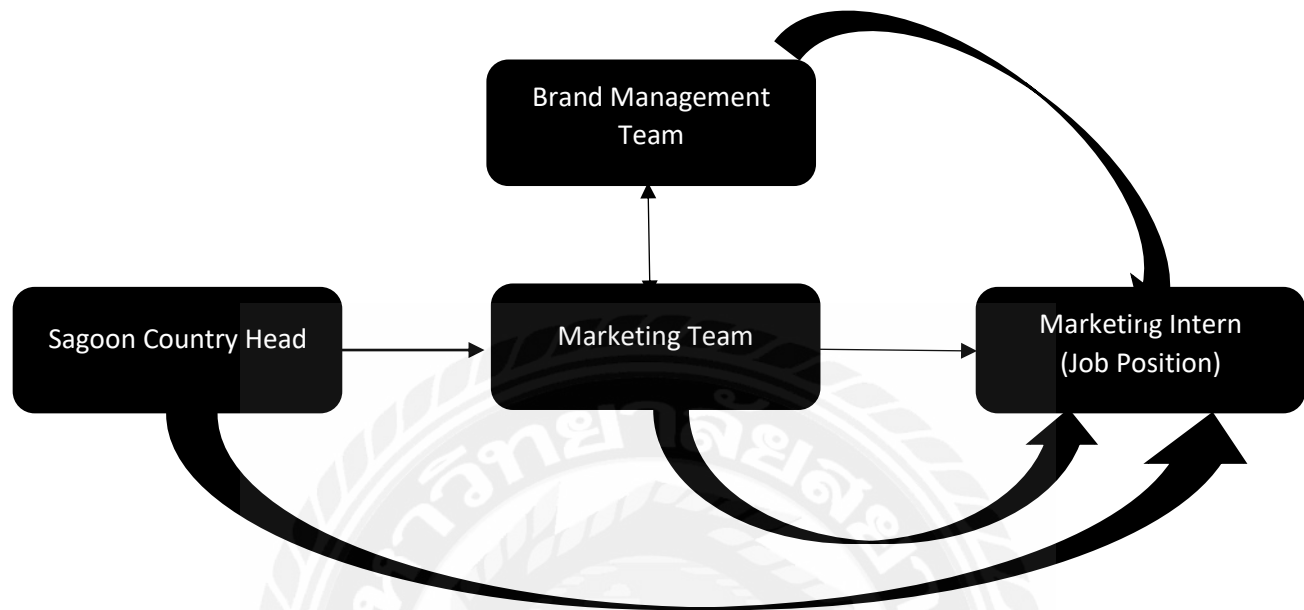


Figure 5: Job process diagram

2.5 Contribution as intern

While I was interning at Sagoon I had become a part of almost all the campaigns, which are mentioned below:

i) Father's Day "iPhone XR Campaign"

iPhone XR Campaign was launched on Father's Day. It was a fifteen-day campaign where we mainly focused on more application download by conducting give away. In this particular, people needed to sign up by downloading our application using our campaign code "iPhone XR". We were giving away small gifts in the interval and distributing gifts like "Huawei honor band 5". This campaign was a huge success as we were able to download 39000 applications. As we were short of the team, I put my best foot forward and shot the entire video for the Father's day campaign. The entire team responded well to the video and even complimented me for my hard work.

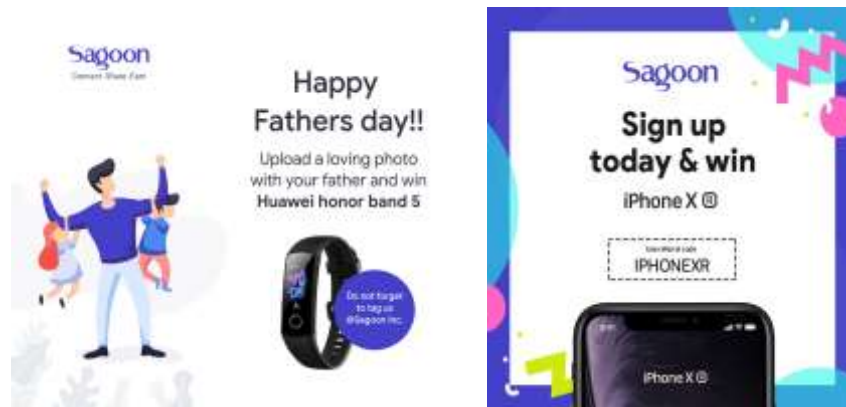


Figure 6: Father's Day Campaign

ii) September Quiz Month

Since we had occupied half the budget of September for “Father’s Day Campaign”, we were short in budget to do big campaigns. Therefore, we decided to give away smart coins to our current users doing a simple quiz where we posted a question about Sagoon on our Facebook page every week. In response to that, five lucky winners would get 5000 smart coins in their Sagoon ID. Through this campaign, we were able to engage our current application users as well as new application users. Successfully, in the month of September we were able to attract 29000 application downloads. This was indeed a great deal to the Sagoon team.

In this campaign, I had to prepare questionnaires to be posted on different social media platforms. Additionally, I had to prepare simple questions through which people would know more about Sagoon and further assist in brand building.



Figure 7: Sample of quiz templets

3. Dashain Dhamaka Campaign

Dashain is one of the biggest festivals that is celebrated in Nepal. In this festive season, many companies give big sales and offers to their customers. So on the occasion of Dashain we decided to do something big, where we gave away 15 gifts to our new 15 customers who signed up. Additionally, we also distributed gift hampers to our loyal customers who were consistently using the Sagoon app. Our ‘Dashain Dhamaka Campaign’ was a big hit as we were able to attract 38,000 application downloads.

In this event, my main work was to plan when to post different posts on social media and make sure all the posts were boosted through different platforms on social media.

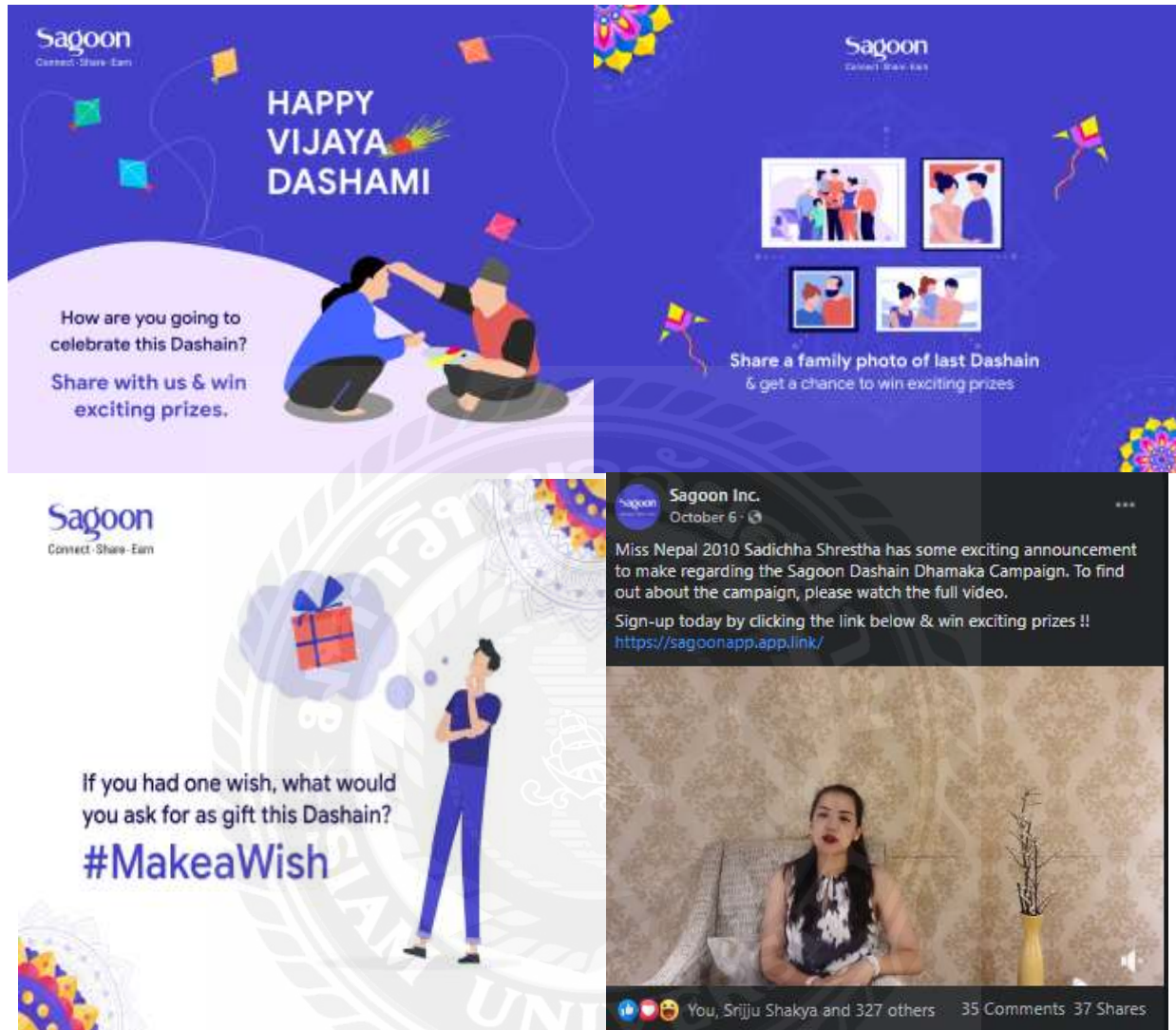


Figure 8: Dashain Dhamaka Campaign

Chapter 3: LEARNING PROCESS

3.1 Problems/issues of the Company

The major drawback is that Sagoon is unable to explore different and new experimental proto-type of promotions to be held in Nepalese market. It needs to get the grasp of how a brand is built initially. Once the brand takes its pace, it needs to get deeper insights on social media marketing. The world is taken over by the digital era; we cannot expect people to not take advantage of the media. In fact, it saves a lot of time. Without having proper understanding of the methodologies of how a company can thrive and prosper, it cannot make its print in the market.

Sagoon being the first of its kind to start up nationally, I wanted to be actively involved to promote this app in the market and push my potential so that I can learn more throughout my internship tenure. Sagoon is also planning to issue public shares in the upcoming days and this has already been registered in the New York stock exchange, and soon will be receiving international recognition.

- The Global Pandemic:

Everyone in this world is suffering from the outbreak of coronavirus, which has made the means of communication limited through virtual medium only. We had planned for different physical marketing campaigns but we had to shift our directives to the virtual campaigns. Due to the pandemic, we were not able to be present in the office physically every day. We needed to be in the office thrice a week when needed or thrice a month accordingly. This has limited my learning physically.

- Time constraint:

As we have to bridge the gap between the USA and Nepal, we had a hard time working simultaneously. We have a time difference of about 12 hours, which makes it difficult in conducting meetings and such. The normal office time here in Nepal is 10Am-6Pm and even though we conducted the meeting at the first hour, it is late on their side therefore we had to deal and manage a lot to cooperate smoothly.

- Company Policy:

Due to the company policy, I did not get complete access to various information and critical data. Nepal is not the main headquarter so there was a lot of information which I did not get access to. To carry out a complete research on the new product launch I heavily relied on the information available and the information given by my supervisor.

- Communication and Internet Speed:

We need to make separate templates for different campaigns but the team in India would not approve it. The Indian team used to make a different template and send. The team in India did not incorporate enough information about our campaign. The contents were not sufficient and we did not get approval. There was a time when our internet provider was not providing stable internet speed. For 2 days, a lot of work remained pending, since most of our communication was conducted via the internet.

- Delay in Decision Making:

To move forward with anything in Sagoon, the decision-making comparatively took time. As all the decisions were supervised and speculated from India whatever plans and outlays we made, we had to wait for at least a week to put our tasks in motion.

- Work Fluctuation:

The main task assigned to me was to make marketing campaigns and later implement it. After the outlay of the campaign was made, we were idle, as it needed to be approved from India. During the period of approval, we had no tasks at all yet we utilized this time by building Sagoon as a brand.

3.2 Recommendations to the Company

- Solitude decision making from Nepal

Sagoon has their main team in the USA but the administration and application development work is done in India, so we mainly had to cope with the Indian team. While working in Sagoon every plan went through the country head of Nepal but the team in India would have some objection to the plan. Every time we tried to make a different plan for the month, the team from India would oblige us to make plans similar to the previous month. Therefore, the main problem that Sagoon Nepal is facing currently is that the country head of Sagoon does not have the right to run the campaign that they planned until the Indian team approves the plan. Therefore, the plans that we make in Nepal should be finally approved by Sagoon country Head and then implemented consecutively. If the Indian team wants to make some changes, a member from Indian team can stay in meeting beforehand while making the plans, so that in future abrupt changes in plan are prohibited.

- Adding more vendors to the application and making the application user friendly

Sagoon has a system of earning money while using their application; it is Sagoon's biggest unique selling point. After you get "Sagoon coins" you can use it in different forms like recharge, food coupons, to pay bills, etc. Now Sagoon only has limited vendors with whom the coins can be exchanged. If the number of vendors is increased and the attractive gifts are kept in the Sagoon application it is for sure that Sagoon will have a lot of users than they have currently. There are some repeating problems reported to Sagoon but the application development team does not look after it, even if they look, it will relatively take a long time. Sagoon also needs to develop more features for their application like video call, phone call, etc. which will attract more users. These two features are very important nowadays as many people use social media platforms to take advantage of that service and if you lack these services then it will be hard for Sagoon to sustain in its current situation.

- Content filtration/ Filter people

As people collected coins after posting on Sagoon, there were people who uploaded a black photo or something of no relevance just for the sake of earning coins. There were unnecessary people who commented, "Comment back on me, I will comment on your post". Due to these small issues, the application does not look professional. Sagoon should come up with some plan so that it can filter out these people and create wholesome content on the application.

Sagoon can come up with some challenge, quiz and up their game through creative content as these help in getting Sagoon coins or some fun challenge with friends or a creative video of how they passed there lock down and giving away some Sagoon coins to these people will help Sagoon build more organic user as well as organic content on Sagoon.

3.3 What you have learned during the Co-Op Studies

These are some insights that I was able to learn from this internship period:

- Working from home is possible:

Before the pandemic, we had never thought everyone would have to work from home and attend meetings from virtually. Talking about working from home did not look practical but when the situation changed, it seemed possible. Slowly, all of the people adapted to the current situation. Now, people do not have to travel places to attend meetings and seminars, etc. At first, it looked uneasy because many people were not adapted to the new technology like zoom, team, meet, etc. However, we overcame all the obstacles and adopted to the change and working from home was made possible.

- Importance of Digital marketing:

In Sagoon, we had the blend of both digital marketing and traditional marketing. Before the pandemic, we had different marketing plans where we had to be present physically but as the pandemic accelerated, we had to change our plan accordingly and shift our modality to digital marketing. We had to look the way forward. Digital marketing does not only help you to sell your product but also helps to build a good proper brand. I learnt that we should be able to adapt with the situation because if we do not, it will be hard for the company to

sustain. Digital marketing is now provisioning us the alternative to earn more. It is implication of “Work Smart and Not Harder”

- Proper communication and coordination:

One of the crowning lessons I learnt from the internship is communication skills. I have highly enhanced my communication and interactive skills. The way we express our plans and strategies to our seniors, supervisors and our partners holds a great impact. How we project ourselves reflects in the views and visions we share to our partners. We need to have proper communication with all our colleagues so that the information is given to everyone whilst maintaining the transparency and clarity amongst the colleagues. Since there was not much coordination with the Indian team, we faced difficulties dwindling in making the marketing plan repeatedly. The communication gap between Nepal and Indian team was evident which led to changes in the whole plan of the company. Meaninglessly, the time and the resources of Sagoon Nepal was over used. Therefore, there needs to be proper coordination so that there would not be unnecessary extensions to the campaigns.

- Team work:

"If everyone is moving forward together, then success takes care of itself." --Henry Ford. This is exactly what we implied in Sagoon. I learnt that when working in a team we could create ideas that are more creative and brainstorm new plans and ideas, which are out of the box. When we do not know our team properly, then it will be hard for the whole team to coordinate, but if we know all our team members then we will know each other's ability and be able to work as a team and more forward. In Sagoon, we used to have a brainstorming session once a week to come up with a different approach for the company. Working in a team was fun and hard but at the end success is the key.

3.4 How you applied the knowledge from coursework to the real working situation

In the learning process, there is always theoretical and practical learning. I had been learning theory from the beginning of the session. This internship period has helped me to learn practically and use the theories that I had acquired in my internship. I now realize that just having theoretical

knowledge is not enough to work in a practical life, we need experience to work practically and this internship helped me grasp this excellent opportunity to get this practical knowledge. In this internship timeframe, I have to know that foundation is very important to gain knowledge, starting from the first year where we were taught in simple terms to 3rd year where we had to study a book on the topic we had studied as a topic in the past years. This base helped me in my internship period.

3.5 Special skills and new knowledge you have learned from this Co-Op Studies

The first thing that strikes my mind is the multidisciplinary approach to learning about different aspects while handling the social media of Sagoon. People assume that handling a social media platform is not a bigger deal but from what I have learnt it takes research, statistics, data analysis and background information while you post anything. Additionally, my vocal and interacting skills increased immensely during the internship tenure. Before this, I was never familiar with handling the social media of any organization but having done that now I can confidently handle and boost up the page for different organizations if given the chance. Sagoon was not a solitude organization perhaps had the main lead from two gigantic countries as India and the USA. This gave me the opportunity to adapt to the varied culture from two multi-cultural aspects. During the tenure, the finance was not evenly distributed to all of the campaigns that I was responsible to handle. Hence, from this I learnt the budgetary management while any campaigns are launched. We worked where the budget was far from the expectations but also in some, the budget was constricted. As I mentioned earlier, I had to coordinate with the USA team, I have acquired time management skills as well. From the experience of the seniors and as well as my personal experience, I have known that specifically Microsoft word and Microsoft excel are the pioneer tools required in any field and I must say that being a part of Sagoon I have highly enhanced my Word and Excel skills. Prior to this, I am familiar with Adobe Photoshop skills, which have helped me in Sagoon and undoubtedly will help me in the future as well.

Chapter 4: Conclusion

4.1 Summary of highlights of your co-op studies at this company

As the famous Czech writer, Milan Kundera states “Business has only two functions, marketing and innovation.” my 14-week experience at Sagoon has been a fruitful journey of professional and personal betterment. The internship is conducted as a partial fulfillment of IBBA in SIAM University. The internship period was more than just a course fulfillment procedure. I can witness evident differences in myself before and at the end of the internship.

I was able to understand how marketing and brand management is conducted from the initial stage to the end. Many apps we use such as Facebook, Instagram, Twitter are all-international applications, which have taken control of our time. It is a good initiative that Sagoon has taken. Nepal can then have its own app. People might find it hard to keep up with the Nepali app but eventually if we boost the app and get the users used to it, it can prove to be quite resourceful. Engaging in the corporate world beyond the classroom boundaries has taught synergistic way of Professional environment. I realized the process of learning is more important than what we deliver. The Marketing team for which I was a part of taught me the importance of consumer demand and the substantial important relation we need to build up to boost the application downloads. The internship gave me a clear vision to create a strong network with people of different hierarchies. I will be looking forward to working with the networks I have connected to in the future to come.

The group work and staff’s commitment is 100% extraordinary. Sagoon in my perspective is a great example of commitment, belief and positive attitude. This performance-oriented the the environment of the company motivates me to be dedicated towards the company. I must say that the company has provided me a platform where I could apply my theoretical knowledge to practicality. Some of the most relevant courses that had a great significance during my internship include Marketing Management, Marketing Planning, Services Marketing, Integrated Marketing Communications Management, Brand Management, Advertising, and Sales Promotion. Lastly, I have also learned how to prioritize and manage time according to the assigned tasks. This internship got me into realization that I need to be more organized. The other important aspect I

learnt was even though the things might not go according to the plans we have made, we need to adapt to the circumstances. To extrapolate my accomplishments, my journey as an intern was filled with opportunities to better my existing skills and acquire new skills parallels. I look forward to seeing Sagoon achieve new heights. I would strongly urge my juniors to join Sagoon provided they get this opportunity.

4.2 Your evaluation of the work experience:

The need for this experience was very crucial to my personal as well as in the professional development aspect because not only did I get the valuable knowledge on establishing a brand from the sketch but also important skills such as communication skills and team work. I have learnt a huge deal of knowledge that will help me to boost up my confidence when working with different sets of people in the future. As previously mentioned earlier, I have known how to digitally market a brand now. Not only this, I now understand the importance of consumer demand and the relation we need to build up to boost the application downloads. I am thankful for the contributions from Sagoon; I can now successfully handle the task of boosting any kind of material or brand on my own and help reach its full potential. The importance of digital marketing in the current situation has been mentioned several times in the report and it is no doubt substantial to reach any company to its maximity. Each campaign that the Sagoon organized and took part in has team-effort. Every individual gave his or her best. The Father's day campaign, Dashain Dhamaka, Quiz and videos promotion were all team effort. Professionally, I can visualize and linear progression on myself and in Sagoon itself. As mentioned in Chapter 3, subsection 3.2, there are many points that Sagoon has to consider to be self-functioning on its own. In addition, if Sagoon does so, I believe Sagoon can reach the desired followers to its need.

4.3 Limitation of the study

While interning in Sagoon Inc. I did face certain limitations. Even though I put a hundred percent effort, I was not able to dodge these limitations.

The limitations are as follows:

- As the main executive body is in the USA, much of the information was not transparent.
- The time limit of 16 weeks was not enough to completely stay in the project until the end.

- The Global Pandemic: COVID19 is one of the major limitations faced in my internship period as it limited the workflow, as many things did not go as the team planned.
- The Pandemic further limited my chances to build the connection and pitch ideas on the project.

4.4 Recommendations for the company

Currently, Sagoon's main objective is to attract more application downloads, but after working for 16 weeks in Sagoon I realized that it now needs to change its objective from application download to application involvement of customers. Many people have downloaded the Sagoon application just to participate in giveaways and to win gifts. After participating, many people uninstall the application, so now Sagoon needs to focus on how to keep people involved. Main USP of Sagoon is the smart coins. If Sagoon can move forward to using their Smart coin idea then I see the possibility of a good place in the market.

I believe hierarchy decorum should be maintained properly. The Nepal team cannot do anything without the permission of Indian team. Indian Team disapproved of almost all the templates created in Nepal because they found it fancy, and when told, they made a template with just a background and writing on it. Here, Sagoon needs to work on it, and take its own stand. It should not stay and stick to its conservative form rather it needs to move forward and try to do something new.

As I came to the end of this internship time, I would like to suggest to my future successors that studying books and listening to lectures only gives a handful knowledge. However, when you dive into the real market it is not that simple, you can witness many competitions. All of us will have theoretical knowledge but the ones who are more experienced are the ones who will be capable of selling themselves on the market. Learning more skills is never harmful, skills learned in college from the books are not just enough. You should learn different skills that are needed currently in the market like Photoshop, graphic designing, etc. This will help you to get good jobs in future. While interning at first if you are introverted then it will be hard to communicate with the team and the supervisor, you should not be shy you should try to communicate more with your supervisor, they are always there to help you. I learnt many skills and I was able to work well with

everyone but I could not create a bond with my colleagues, because I always used to go home as my work finished but they would stay a little longer chatting or watching movies. I missed this opportunity. In intern, it is about not only learning and working it is also about building good personal relations for the future.



Annex



Figure 9: Supervisor Anand Bajracharya



Figure 10: Brand Manager



Figure 11: Colleague Shrisha (Father's Day Video shoot)



Figure 12: Colleague Srijju (Intern)



Figure 13: Getting ready for photoshoot



Figure 14: Myself working in the desk

Date	Activity	Content	Remarks	Special
6-Oct	Something big coming up. Stay tuned!!	Festivals are about wishing others prosperity and joy in the coming years. Hence, with the festival season knocking on our doors, it is time to giveaway some gifts to our beloved Sagoon Family. Let us keep the festive spirit and excitement going.	User will get 2500 smart coins during the sign-up	
7-Oct	Guess what is coming. Do comment	Stay Tuned to know more about the giveaway.		
8-Oct	Not One Not Two but we are coming with Three giveaways.		New Sign-ups only	
9-Oct	1 st Giveaway Gift Hint	Reveal how many giveaways we are giving: Guess milne haru ko naam lekhera, you are right. we are not giving one, neither two, but three giveaways for this Dashain.	Giveaway gifts will be hidden somewhere in the post.	
10-Oct	2nd Giveaway Gift Hint	Rules of the giveaway: Bring as much sign ups as possible. You will win based on the sign ups from your referral code. New sign ups can also take part in the giveaway by further using their referral code	Giveaway gifts will be hidden somewhere in the post.	
11-Oct	3rd Giveaway Gift Hint. Gift reveal. all three	You may have been noticing the hints in our previous posts. If you have not. Here it is.*Photo of 3 gifts*. *The results will be published on 20th October on Facebook Live.	Giveaway gifts will be hidden somewhere in the post.	
12-Oct	GAP			
13-Oct	Influencer's video regarding the campaign			
14-Oct	Conduct meme-making competition. Meme related to Dashain. Winner gets an air pod or a band. Meme with highest like share and comment wins		Must have a Sagoon account, tag Sagoon in FB	New plus Old users can participate
15-Oct	GAP			
16-Oct	Hurry up!			
17-Oct	Special coins to people who sign up today on the occasion of ghatasthapana			Ghatasthaapana 5000 coins
18-Oct	Total sign up data			
19-Oct	Hurry up!			
20-Oct	Winner announcemnt for Giveaway and Meme making.			

Figure 15: Dashain Dhamaka Campaign layout






Number	Product Name	Product Code	Price Amount	Picture	Link
1	10000mAh Mobile Power Model JP-62	600006603	Rs. 2199		http://www.sagoon.com/product/10000mah-mobile-power-lamp-ipo-model-62
2	1800 mWatt Simple Style Fan	600006633	Rs. 949		http://www.sagoon.com/product/1800-mah-simple-style-fan-949
3	Bluetooth Wireless Headset/Headset	600004431	Rs. 1669		http://www.sagoon.com/product/bluetooth-wireless-headset-1669
4	CO Pattern Hi-Fi In-ear Phone	600006691	Rs. 849		http://www.sagoon.com/product/co-pattern-hi-fi-in-ear-849
5	Clip-on Desk Lamp with Infinite Brightness Adjustment	600010302	Rs. 1199		http://www.sagoon.com/product/clip-on-desk-lamp-with-infinite-brightness-adjustment-1199

Figure 16: Listing of products to gift from Sagoon application



Figure 17: Getting ready for marketing meeting

REFERENCES

- Inc., S. (n.d.). *Sgoon mini-IPO us live*. Retrieved from <https://www.sagoon.com/invest>
- Sagoon. (n.d.). *Start engine*. Retrieved from <https://www.startengine.com/sagoon>
- Telecom, N. (2019, September 18). *Sagoon app: Social media from Nepal Launched in Delhi*. [n.p].

