



COOPERATIVE EDUCATION REPORT

Cooperative Education Report:
Development of Digital Marketing Strategies
To Increase Digital Presence of FEAT's Clients

WRITTEN BY

Mr. Abhinava Thapa
Student ID: 6108040097

This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education

Faculty of Business Administration

Academic Semester 2/2021

Siam University

Title: Development of Digital Marketing Strategies to Increase Digital Presence of FEAT's Clients

Written by: Abhinava Thapa

Department: Bachelor of Business Administration (Marketing)

Academic Advisor: Srisuda Chongsithiphol, D.B.A.

We have approved this Cooperative Report as a partial fulfillment of the Cooperative Education Program, Semester 2/2021

Oral Presentation Committee

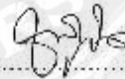


Srisuda

(Srisuda Chongsithiphol, D.B.A.)
(Academic Advisor)



(Mr. Maysarka Niraula)
(Job Supervisor)



(Chanatin Suksai, Ph.D.)
(Cooperative Education Committee)



(Assistant Professor Maruj Limpawattana, Ph.D.)
(Assistant-President and Director of Cooperative Education Department)

Project Title: Development of Digital Marketing Strategies To Increase Digital Presence of FEAT's Clients

Author: Abhinava Thapa, **Advisor:** Dr. Srisuda Chongsithiphol

Degree: Bachelor of Business Administration

Major: Marketing, **Credit:** 5 Credits

Faculty: Bachelor of Business Administration

Semester/Academic year: 2/2021

ABSTRACT

This report is a summary of my 12-weeks internship experience at FEAT International which is a digital marketing agency based in Nepal. The main objectives of the study include: (1) to understand how a marketing agency functions and operates. (2) To understand about digital metrics, techniques and tools used in digital marketing. (3) To formulate strategies to increase digital presence of brands. (4) To understand social media handling and other online platforms. (5) To understand ad reporting and how to make it.

Working as an intern at FEAT in the Operation and Communication department, my main responsibilities were forming marketing campaigns for clients, making attractive presentations, retrieving data for ad & page reports, analyzing ad reports, posts scheduling, queries handling, influencer's research, undertaking learning and development courses and pitching about Viber Business Messaging to prospects. Detailed information about the company and all the duties and responsibilities assigned during the cooperative education are explained in detail in this study. Likewise, better understanding of the corporate culture in the marketing industry is also acknowledged. Similarly, exposure into the marketing industry for fintech companies, banking companies, liquor companies are mentioned along with managing different online portals to increase brand presence online. Furthermore, problems faced and recommendations to the problems are mentioned in this report. Different experience, skills and knowledge acquired under the competition of this coop study are also described.

Overall, the desired objectives for joining the company as intern has been fulfilled and it has been knowledgeable, memorable and enriching.

Keywords: FEAT International, Corporate Culture, Digital Presence, Social Media Handling, Ad Reporting

ACKNOWLEDGEMENT

I would like to express my gratitude to FEAT International Marketing Agency for providing an opportunity to learn and develop professionally. I would also like to thank Siam University and Kathmandu College of Management for providing us this Co-Operative education period to experience real working scenarios and apply learnt theories.

I would like to acknowledge my supervisor, Mr. Mayanka Niraula, for his valuable time and effort for guiding and mentoring me in my journey. Along with this, I would like to mention all my colleagues at FEAT who guided and helped me throughout my journey. I will be cherishing memories made with them as this was my first experience in a corporate culture.

Similarly, I would like to express my deep gratefulness to Dr. Srisuda Chongsithiphol for helping me with my final report. I was lucky enough to have Dr. Srisuda as my supervisor as she was really helpful and always looked out for me. She also provided me with a lot of suggestions and ample amount of time to complete my report. Without her support, I would have had a really hard time making this report.

Finally, I would like to thank all those who directly and indirectly helped, supported and guided me on this project. This opportunity has broadened my perspective and provided me with a wonderful experience. I shall endeavor to utilize the skills and knowledge I have gained and will keep on the spirit of KCMite to explore, evolve and excel.

Thank you.

Sincerely,

Abhinava Thapa

Student ID: 6108040097

TABLE OF CONTENTS

ABSTRACT	3
ACKNOWLEDGEMENT	ผิดพลาด! ไม่ได้กำหนดบุ้กมาร์ก
TABLE OF CONTENTS.....	5
LIST OF FIGURES.....	6
LIST OF TABLES.....	7
LIST OF ABBREVIATIONS	7
CHAPTER 1 INTRODUCTION	8
1.1. Company Profile	8
1.2. Organizational Structure	20
1.3. Intention to choose Feat International as my CO-OP studies	22
1.4. Strategic Analysis of the Company	23
1.5. Objective of this co-operative studies	24
CHAPTER 2 CO-OP STUDY ACTIVITIES	25
2.1. My Job Description	25
2.2. My Job Responsibilities	26
2.3. Activities in coordinating with co-workers	29
2.4. Job Process Diagram	30
2.5. Contributions as a Co-op student in the company	33
CHAPTER 3 LEARNING PROCESS	37
3.1. Problems of the Company	37
3.2. How to Solve the Problems	39
3.3. Recommendations to the Company	41
3.4. What I Learned During the Co-Op Studies	42
3.5. How I applied the knowledge from coursework to real working situation	44
CHAPTER 4 CONCLUSION.....	46
4.1. Summary of highlights of your Co-Op Studies	46
4.2. My Evaluation of my Work Experience	47
4.3. Limitations of my Co-Op Studies	48
4.4. Recommendations for the Company	48
REFERENCES	49

LIST OF FIGURES

Figure 1. Establishment of FEAT International.....	8
Figure 2. Viber Business Messages	14
Figure 3. Shoutout.AI logo	14
Figure 4. OhoDomain logo	14
Figure 5. MessengerPeople logo.....	15
Figure 6. Clientele Portfolio logos.....	17
Figure 7. Fonepay logo	18
Figure 8. eSewa logo.....	18
Figure 9. JGI logo with its sub-brands.....	19
Figure 10. HardRock Cafe Kathmandu logo	19
Figure 11. SEMIR logo.....	20
Figure 12. Organizational Structure of FEAT International	20
Figure 13. My Job Position	21
Figure 14. Job process diagram for campaign ideas	30
Figure 15. Job process diagram for making presentation	30
Figure 16. Job process diagram for making ad reports.....	30
Figure 17. Job process diagram for making page reports	30
Figure 18. Job process diagram for ad effectiveness analysis	31
Figure 19. Job process diagram for scheduling posts	31
Figure 20. Job process diagram for handling queries	31
Figure 21. Job process diagram for researching influencers.....	31
Figure 22. Job process diagram for attending Learning and Development sessions	32
Figure 23. Job process diagram for Viber Business Messaging Pitch	32
Figure 24. Promotional Plan Presentation that I made for Fonepay	33
Figure 25. Ad Report Presentation.....	34
Figure 26. Page Report Analysis Presentation.....	34
Figure 27. Scheduling Posts.....	35
Figure 28. Handling Queries.....	35
Figure 29. Status Sheet of Viber Business Messages	36
Figure 30. Influencers listings.....	36
Figure 31. Operation and Communication Department.....	50
Figure 32. Me (Right) discussing campaign ideas with Sr. Operation Executive	50
Figure 33. Inter-department campaign discussion for Holi festival.....	50
Figure 34. Holi celebration photo with team FEAT	51
Figure 35. Holi celebration with the whole F1soft team.....	51
Figure 36. Morning team Huddle.....	51
Figure 37. My interview for my favorite advertisement.....	ผิดพลาด! ไม่ได้กำหนดบุ๊กมาร์ก
Figure 38. Me at a video shoot for FoneLoan	52
Figure 39. Me paying attention during Finance L&D session	52
Figure 40. My working station.....	53
Figure 41. Me in the Creative Department	53
Figure 42. Celebrating Birthday of my supervisor	53
Figure 43. With my department's colleagues.....	54
Figure 44. FEAT's Lower Ground Working Space.....	54
Figure 45. Me discussing campaigns with colleague.....	54

LIST OF TABLES

Table 1. Services provided by FEAT International	9
Table 2. Clientele Portfolio.....	17

LIST OF ABBREVIATIONS

BBA:	Bachelors in Business Administration
B2B:	Business to Business
HR:	Human Resources
KCM:	Kathmandu College of Management
JGI:	Jawalakhel Group of Industries
HRI:	Hard Rock International
VBM:	Viber Business Messaging
L&D:	Learning and Development
Sr.:	Senior
Jr.:	Junior
SEO:	Search Engine Optimization
IT:	Information Technology

CHAPTER 1

INTRODUCTION

In this chapter, the background of FEAT International is described to provide readers with information of the company. The company profile, strategies, organizational structure, my motivation to choose this company and strategic analysis of the company are included in this chapter.

1.1. Company Profile

FEAT is one of the emerging digital solution agencies in South Asia, established by Nepal's biggest IT Group 'F1 Soft Group', the Largest Media House 'Kantipur Media Group', and the pioneers and decade over an experienced team in 'Digital Marketing'. It stands as a vertical of the F1Soft group which caters to the 360-degree aspect of the marketing needs of the clients: whether a touch of the relatively new all-conquering digital or a tested and trusted traditional or the hybrid route that uses the best of both world, Feat provides a one-stop solution for all branding and advertising needs of companies.

Established on 25th November 2020, the full form of FEAT is Futuristic Enterprising Authentic Trustworthy. The company provides overall Digital Marketing Services and Offline Marketing Services. They are also the authorized reseller of services like Viber Business Messaging, Shoutout.AI, OhoDomain.com and Messenger People. Due to high involvement in online ads, Feat has been authorized as a Google Partner and the official reseller of the largest social media network; Facebook.



Figure 1. Establishment of FEAT International

1.1.1. Mission of the Company

“Strengthen the human capital to be able to cater the services of the company at optimum level”

1.1.2. Vision of the Company

“Become South East Asia’s emerging digital marketing agency”

1.1.3. Services Provided by Feat International

Digital Marketing Services	<ul style="list-style-type: none">- Social Media Marketing- Website Design and Development- Content Marketing- Graphic Design- Search Engine Optimization- Search Engine Marketing- Media Buying- Influencer Marketing- Email Marketing- Branding- Video Marketing- Application Design and Development
Offline Marketing Services	<ul style="list-style-type: none">- Print Advertisement- Television Advertisement- Radio Advertisement- Point of Sales Advertisement- Out-of-home Branding- Offline Branding
Authorized Resell Services	<ul style="list-style-type: none">- Viber Business Messaging- Shoutout.AI- OhoDomain.com- MessengerPeople

Table 1. Services provided by FEAT International

Digital Marketing Services:

“Digital Marketing is not the next big thing anymore. It is the BIG THING.

In today's world, no firm or brand can afford to neglect digital marketing. Feat has an experienced team of digital marketing experts backed by cutting edge technology to help clients navigate the digital world and to help their brands soar higher.

- **Social Media Marketing:**

Opening a Facebook or Instagram page or page in any social media, placing your products there and boosting seems simple right? If only it was a decade ago. Now, Social media marketing is much more than a page on social media. Feat helps their clients stand out with attractive posts targeting the right audience enabling them to capture the precious market share staying focused on core business.

- **Website Design and Development**

Good and well-built websites are informative and stick to build a community of loyal customers. At Feat, group of talented web developers go to great lengths to understand client's brand and audience to find the sweet spot making the website aesthetically pleasing and functionally rewarding as well. In addition, Feat has their own domain registration and web hosting space to help their clients initiate their online journey.

- **Content Marketing**

To create an impression online, content is the king. Great contents build immediate bond with audience. With a team of creative writers, Feat goes that extra mile to help clients create contents that attracts attention, engage the audience and help brands stand out among others through shareable contents.

- **Graphic Design**

Graphics depict more than words in a convenient and instant way. Feat's design team bursting with creativity and the content team looking for the right words to communicate things mix aesthetics with functionality. This synergy enables Feat to come up with an amazing concept and captivating stories along with beautiful logos, artistic visuals, and terrific posts.

- **Search Engine Optimization**

Being on top of your audiences' searches anywhere and at any time does a great contribution in bringing in leads. To stand out, a thorough understanding of constantly changing web algorithms is needed. This is where Feat steps in and handles all the complexity so that their clients can focus on what they do best while Feat gradually positions their clients at the top of their viewer's searches.

- **Search Engine Marketing**

In this digital era, every other brand is vying for a competitive space in platforms such as Google, Bing, or any other search engine. Feat's search engine marketing expertise provides their clients with text-based or visually appealing information-rich ads in different search engines driving conversions and money's worth.

- **Media Buying**

No one can deny the impact of online boosting and buying these days. Whether buying banner space on a famous website or boosting products/services on Facebook, Feat can do it well with the best deals resulting good conversions. Feat is also the official reseller of the largest social media network; Facebook.

- **Influencer Marketing**

Getting the right influencer for your respective target market along with proper long-term strategy and tactics to make the most out of the money spent on them is really necessary. Feat has proper resources and contacts to help clients find the right influencer and make the best of the collaboration.

- **Email Marketing**

Feat helps their clients in selecting the right people to deliver the right message side by side ensuring all their client's goals are met- be it in terms of networking, information sharing, lead generation or all-important conversions.

- **Branding**

Websites, Facebook pages, and promotions are just the tip of the iceberg when it comes to digital branding. It's about the consistent effort to build a loyal following and brand recognition. Factors such as logo, website, brand messaging, optimal

SEO, social media presence, online marketing and other elements are required. Feat has team of digital branding experts to fit the puzzle together and create a distinct brand online that helps their client's brand in proper positioning.

- **Video Marketing**

The digital marketing scenario is increasingly favoring video marketing over other forms of advertising. With core expertise, Feat can provide their clients with any type of video – be it 10-second advertorial, a minute-long tutorial, a five-minute digital video or full-on web series that connects well with the audience in a creative manner.

- **Application Design and Development**

With an efficient team equally adept at design thinking and customer research, Feat can help their clients design user-friendly, highly intuitive web and mobile application for both IOS and Android.

Offline Marketing Services

Despite the fact that digital appears to have taken over the world, effective presence in and around customers to offer them precisely when they need it cannot be overlooked. Feat believes the future of marketing will be more hybrid than digital. Therefore, Feat has enlisted the support of professionals to assist clients with offline marketing campaigns.

- **Print Advertisement**

Print advertisements in newspapers, magazines, and other print media effectively catches the audience's interest and are an efficient technique to capture the public's attention. Feat International has members on staff who are experts in the world of print advertising and can select the most suitable font, message, and graphics for a successful print campaign.

- **Television Advertisement**

Television advertisements were a revolutionary point in the history of advertising. It transformed advertising as it enhanced the target market's connection to the

product. Feat International excels at television commercials because it is able to secure prime time on the most popular channels, resulting in increased brand recognition.

- **Radio Advertisement**

Radio and FM are excellent advertising mediums since they reach a big audience. Radio and FM have evolved in terms of style and structure over time, but what has stayed unchanged is the auditory comfort it can offer through the use of music or the speaker's voice. Feat International's team is well-versed in the radio industry, allowing them to create the finest advertisements achievable.

- **Point of Sales Advertisement**

Point of sales advertisement takes place at the point of transaction which helps improve the number of purchases. A team dedicated to market research and creativity is required for this advertising approach to work which Feat International is able to provide.

- **Out-of-home Branding**

In today's time where the streets are crowded with boards of advertisements everywhere, it is important for advertisements to be able to stand out in order to get noticed. Feat International offers a creative team that can advertise products with the uniqueness that is required to get the attention of the target market.

- **Offline Branding**

Whether you want to start a brand or rebrand your current one, Feat provides designs, guidelines, frameworks and everything in between to help you develop a distinct identity that set you apart from everyone.

Authorized Resell Services

Due to the professionalism, results and trustworthiness depicted by Feat International, it is authorized reseller of services like:

- **Viber Business Messaging**

Viber is one of the largest messaging apps with more than 1 billion users in 190+ countries. Unlike traditional SMS's and other messaging platforms, Viber allows you to reach, engage and convert your audiences on one-on-one basis.



Figure 2. Viber Business Messages

- **Shoutout.AI**

Prospective customers are turned off frequently not because of defective products or services, but because they can't reach you when they want. Shoutout.AI is a customer service chatbot which can prevent 80% of prospective customer from going away. With this, clients can experience 2-3 times lower bounce rate, up to 3 times more conversions and more than 37% returning visitors.



Figure 3. Shoutout.AI logo

- **OhoDomain.com**

Oho domain by FEAT is your trusted partner to help you start and build your online journey. Its services include registering a new domain, hosting website or building a new website. Oho domain is backed by 24/7 customer service and loaded with host of services including email and productivity solutions, range of hosting options and exciting offers, not just to get you started but help you thrive in your online journey.



Figure 4. OhoDomain logo

- **MessengerPeople**

MessengerPeople is one of the pioneering companies in professional messenger services and is currently the leading Software-as-a-Service provider for messenger communication. With our products you can easily and securely use the most popular global messaging apps: WhatsApp, Facebook Messenger, Apple Business Chat, Telegram and Viber.



Figure 5. MessengerPeople logo

1.1.4. Strategies of the Company

Feat International is a year-old company which is in the ‘Growth and Establishment’ phase. It is focused on awareness, growth and diversification strategies. The company is trying to aware more organizations and companies in the Nepalese market as well as the whole South-Asia. They have set up targets to be achieved within the coming 3 months. They also are adding in new digital marketing features and are gaining the reselling authority for different companies. They are solely focused in digital marketing but have not forgotten traditional marketing roots.

Feat has a set of core competencies which act as strategies to differentiate themselves from their competitors. Their core competencies are:

- **Synergy of 3 giant players from different industries:** ‘F1 Soft Group’, Nepal’s leading IT group, ‘Kantipur Media Group’, Nepal’s largest media house and decade over experienced team in digital marketing from ‘Social Aves’ form a synergy which brings in the trust factor along with massive network opportunity in different industries.
- **Leadership is driven with innovation and risk-taking nature:** The chief officers and managers of Feat International are well experienced individuals who are highly innovative and high-risk takers.

- **Proven records for recurring and ever-increasing business:** Just within a year, Feat international has shown ground breaking records. Records include:
 - **Fonepay:** Rs. 1 billion worth of transactions settled in a day, over 500,000 merchants on board and over 220% interbank fund transfer growth
 - **Foneloan:** Reached Rs. 100 million loans in just 3 months
 - **OhoDomain:** Serving over 4000+ clients on web hosting
 - **Hatti Beer:** Over 1.6 million impressions on TikTok campaign
 - On boarded over 20 huge clients within a year
- **Diverse Partnerships give us a wholesome digital servicing edge:** Partnership with Viber Business Messaging, Shoutout.AI, OhoDomain.com and MessengerPeople give us an omnichannel digital servicing edge. With such diverse partnership, we are a one-stop solution.
- **Passionate about marketing:** The whole team is extremely passionate about marketing and they make sure the new employees too are dedicated, creative and passionate. Rigorous hiring process with different aptitude tests and interview make sure the best candidates are hired.

Similarly, Feat believes in the following Core Values which sets them apart:

- **Belief in one's creation:** Feat encourages to take calculated risks, experiment ideas and trust your instincts.
- **Everything is Math and Science:** Be it data, logic, analysis, prediction or research, everything is math and science at the end of the day. And Feat knows how to integrate both.
- **Opportunity to grow every day:** Feat provides an excellent environment for job enrichment and enlargement so that everyone can explore, evolve and excel.
- **Simplify everything:** Feat tries to make everything understandable and takes elementary approach so that anyone can understand what they are trying to deliver.

1.1.5. Clientele Portfolio

Currently, Feat has 28 clients from various industries ranging from Fintech to FMCG and so on. They are on the road to increase their clientele every day.

Industry	Clientele
FinTech	eSewa
	eSewa Money Transfer
	F1 Soft
	FoneLoan
	FonePay
Technology	Cogent Health
	ExtensoData
	LogicaBeans
Tobacco	Surya Nepal
Supermarket	Big Mart
Restaurant	Hard Rock Cafe
	Rain
ISP	WorldLink
FMCG	Dabur
Clothing/Fashion	Semir
Bank	Bank of Kathmandu
	CitizensBank
	Everest Bank
	Kamana Sewa Bikas Bank
	Kumari Bank Limited
	Laxmi Bank
	Mega Bank
	Nabil Bank
	Nepal Bank Limited
	Sunrise Bank Limited
Automobile	CarHamro
Liquor	Jawalakhel Group of Industries (JGI)
	Yarchagumba

Table 2. Clientele Portfolio

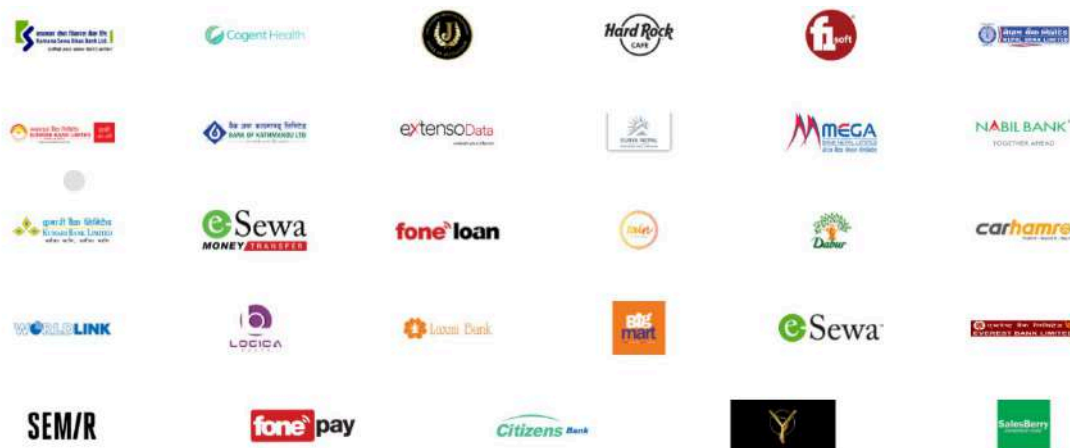


Figure 6. Clientele Portfolio logos

Among the 28 clients, the top 5 clients with whom I had the most interactions with are as follows:

- **Fonepay**

Fonepay Payment Service Limited is a company under F1Soft Group operational since 2004, a diversified Digital Financial Service (DFS) holding company. Fonepay is Nepal's first mobile payment network licensed by the central bank as a Payment System Operator (PSO) and also it is the first non-card based PSO in Nepal to achieve PCI DSS certification. This interoperable network connects over 63+ partners with over 16 million+ individual customers and 620,000+ merchants in Nepal. Fonepay QR is EMV compliant, which is the most widely accepted standard for QR payments. Fonepay comes integrated with an issuer bank's mobile/internet banking systems which implies that all transactions are originated from existing banks accounts and are secured by these banking channels. Fonepay is an initiative to enable fast, secure, and reliable cashless payments to bank and wallet customers such as merchant payments, fund transfer, online payments through their mobile phone.



Figure 7. Fonepay logo

- **eSewa**

eSewa is a digital wallet, which ensures real-time, secure and instant payment to various merchants. With eSewa, you can make various payments such as utility bill payment (NEA, Khanepani, etc.), recharge mobile, pay internet bill, airlines and bus ticketing, movie ticketing, make a bank transfer (eSewa to bank), scan and pay to the merchants, and many more. An individual when registers and uses eSewa, gains the cashback* and reward points on transactions made.



Figure 8. eSewa logo

- **JGI**

Jawalakhel Group of Industries (JGI) is a business conglomerate managing multiple companies that manufacture and distribute alcoholic beverages. The distilleries, brewery facilities and research and distribution units produce a growing range of different brands across various categories of alcoholic drinks in the Nepalese market, and for overseas export. Amongst its many brands, Feat looks after the marketing and promotion of Hatti Beer and Black Oak.



Figure 9. JGI logo with its sub-brands

- **HardRock**

Hard Rock International (HRI) is a globally recognized company in 68 countries spanning 241 locations. HRI officially opened its franchise cafe in the heart of Kathmandu, Durbarmarg, on October 28, 2021. It is not just limited to food and beverages; it is a life style brand targeting the tourists that come to Nepal and the local market where the middle-class population is growing.



KATHMANDU

Figure 10. HardRock Cafe Kathmandu logo

- **SEMIR**

Semir is a modern lifestyle brand for adults committed to developing innovative, comfortable and affordable fashion. Founded in 1996, Semir is one of China’s largest clothing retailers with more than 7500 stores internationally. It recently opened its franchise in Civil Mall, Kathmandu looking forward to cater to the Nepalese market.



Figure 11. SEMIR logo

1.2. Organizational Structure

The organizational structure of Feat International is of functional type. The entire organizational activities are divided into specific functions such as Creative Team, IT Team, Operations Team and Finance Team. Every departments have their own respective heads that have the authority over their respective department. All employees of the department are responsible for their departmental function as per respective sector. With proper expertise, employees from one department can help another department.

1.2.1. Diagram of the Organization Structure

The organizational structure of Feat International is give below:

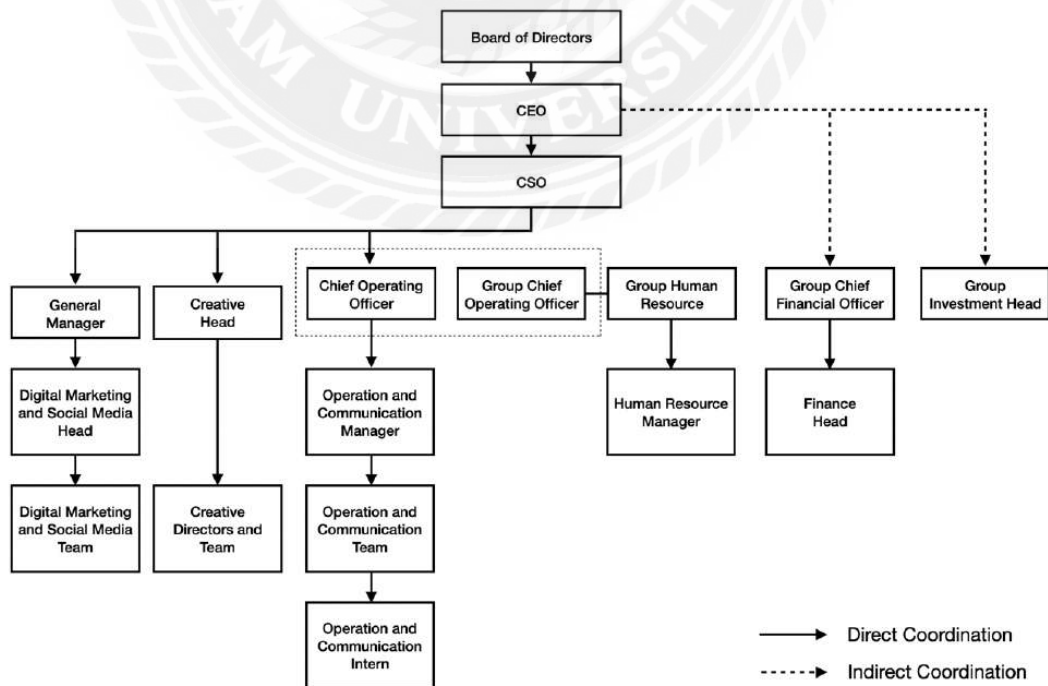


Figure 12. Organizational Structure of FEAT International

1.3. Intention to choose Feat International as my CO-OP studies

For my Co-Op studies, I was pretty confused on which industry to dive into as I was interested in Manufacturing, Service, Hospitality and Marketing industries. But with research and understanding the industries better, I felt that selecting a marketing agency would give me knowledge about different industries as such agencies served organizations from different industries. So, I chose the Marketing Industry for my Co-Op studies as I loved marketing and such industry had a wide range of clientele from different industries

So, I started researching different agencies in the Marketing Industry. I set up a few criteria for the ideal agency I wanted to work at and they were good client base, professional yet fun work culture, experienced team and excellent records. I went on the web and looked into different marketing agencies present in Nepal. I made a list of top 5 marketing agencies that met my criteria or were close to my criteria list. After comparing and researching the 5 marketing agencies, the most promising agency I found was Feat International and chose this company for the following reasons:

- Synergy of 3 giant players: F1soft International (leading IT company in Nepal), Kantipur media (Largest media house in Nepal) and Social Aves (Pioneers and decade over experienced digital marketing team)
- Ground breaking results and excellent reviews
- Well-built and updated touchpoints; Website, Facebook page, Instagram page, LinkedIn, YouTube and TikTok
- Family-like professional work culture
- Passionate, visionary and experienced team

All in all, I believed I could apply my learned theories and knowledge that I have gained in this company and bring value to it. Since the company is in its growth phase, there was a high chance that I would be able to interact with all the departments like a startup and broaden my horizons in different departments to gain experience. Not only this as Feat International prioritized digitalization and technology which is much needed in our country, Nepal, I felt I could help bring change and take Nepal one-step closer to digitalization.

1.4. Strategic Analysis of the Company

I used SWOT Analysis to understand the company better and Porter's Five Forces to analyze Feat's competitive environment.

SWOT Analysis

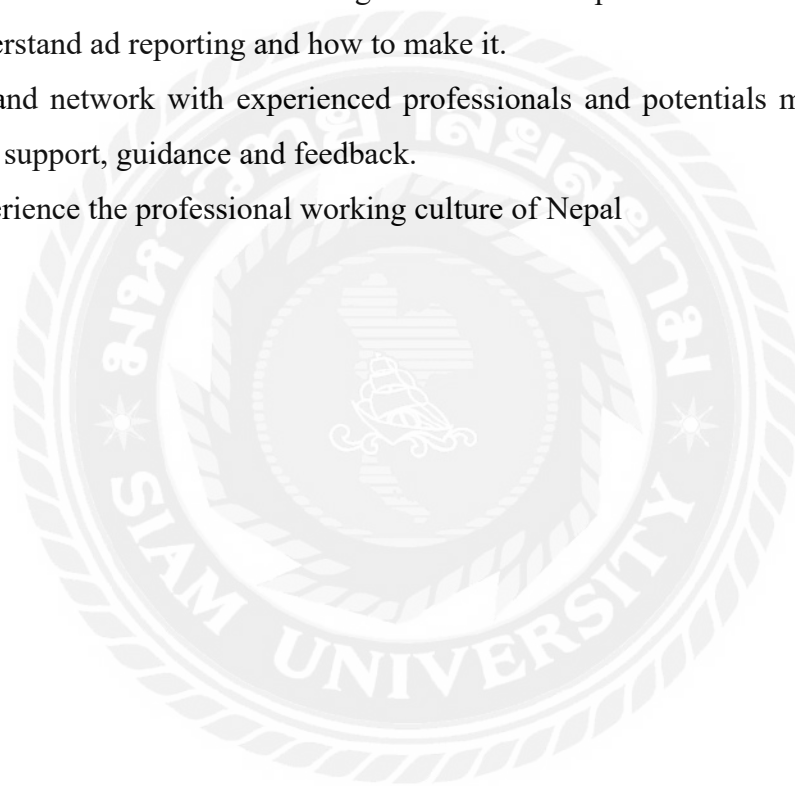
Strength	Weakness
<ul style="list-style-type: none"> • Subsidiary of Flsoft International, Nepal's leading IT company • Feat has a big team of 31 experienced employees ranging from 3 years to 30 years • Feat has two international employees who have diverse experiences from different parts of the world • Family-like professional work culture • Partnership with global brands like Facebook, Google, Viber • Good compensation packages and benefits for employees • Synergic approach 	<ul style="list-style-type: none"> • There are a bunch of new employees who recently joined the company who might take time to get used to the work culture and process • Due to heavy demand, the team is having a difficult time to stream line supply. • Employee retention is low because of heavy workload due to high demand • A proper workflow is still lacking due to communication gap • Conflict of expertise sometimes might occur due to experienced professionals
Opportunity	Threat
<ul style="list-style-type: none"> • High potential to grab big and renowned clients in the South Asia • Every business is moving towards digitalization which means more prospects for Feat • Marketing through story telling • Working on more innovative and new ideas to stand out from the competitors • Modernizing the traditional marketing concept • Improvise workflows and workload distributions 	<ul style="list-style-type: none"> • Feat is premium service providers which many companies can't afford • Increasing number of marketing agencies at lower cost • Unexpected policies of Facebook, Google and other platforms • Few clients still sceptic about the digital marketing concept • Limited digital marketing experts in the market • Policies of government on foreign reserves which halts dollar flow

1.5. Objective of this co-operative studies

With goals and objectives set in mind, I joined my internship to gain experience and diversify my knowledge. One of my main objectives was to understand the corporate working culture and apply learnt knowledges in real life.

Similarly, some of the objectives of my Co-Operative education program are as follows:

- (1) To understand how a marketing agency functions and operates.
- (2) To understand about digital metrics, techniques and tools used in digital marketing.
- (3) To formulate strategies to increase digital presence of brands.
- (4) To understand social media handling and other online platforms.
- (5) To understand ad reporting and how to make it.
- (6) To expand network with experienced professionals and potentials mentors who can provide support, guidance and feedback.
- (7) To experience the professional working culture of Nepal



CHAPTER 2

CO-OP STUDY ACTIVITIES

In this chapter, my job descriptions, job responsibilities, activities in coordinating with coworkers, job process and contributions to the company as an intern are presented as follows:

2.1. My Job Description

I worked as intern in the 'Operation and Communication' department. This department is the mediator between the clients and the creative team. They make sure all the needs of the clients are addressed by communicating with the creative team. Similarly, they prepare pitches, come up with campaign and branding ideas, present report about the campaigns to the clients, research the market and industries of the clients. Not only this, they make sure clients retain by providing them with excellent customer service.

My job description was as follows:

- Oversee daily operations and makes adjustments as necessary
- Promote communication between colleagues for the benefit of information flow.
- Conduct regular operational reviews and audits for preventive maintenance.
- Provide excellent customer service in order to build and maintain strong relationship with customers.
- Ensure customer complaints are handled and resolved accurately and quickly.
- Organizing training seminars to enable clients to fully utilize product features and benefits
- Identifying ways to overcome clients initial dislike of company product and required changes as per requirements
- Regular interaction with clients through telephone calls, email communications or face-to-face meetings
- Provide ready access to all experimental data for the faculty researcher and/or supervisor
- Maintaining an accurate record of existing and potential clients

2.2. My Job Responsibilities

My job responsibilities were diverse not only limited within the Operation and Communication Department. I got to interact with the clients, the IT department, Creative department and even the Technology Department. I have mentioned the roles and responsibilities that I received and had to perform during my tenure is as below:

- **Come up with campaign ideas:**

In a marketing agency, one of the main roles of a digital marketer is to come up with good campaign ideas to promote the clients' products online, create awareness and position it. One of my responsibilities was to come up with creative campaign ideas for our clients such as Yarchagumba whiskey, HardRock Café Kathmandu, Viber Business Messaging, Black Oak whiskey, Fonepay, Fonepay offer app for different festivals and occasions such as Holi and Nepali New Year.

- **Make attractive presentations to present to clients:**

Presentations play an essential role to help clients understand about our campaign ideas and vision for their company. I was given the responsibility to make presentation out of the ideas discussed. At first, I made a simple draft of the contents of the presentation. After the draft got approved, I beautified the presentation into an eye-catching and engaging one.

- **Make ad reports**

Ad reports help clients to understand how their money is spent on ads and what the results have been. I made ad reports for companies like Yarchagumba, Toffichoo candy, Black Oak whiskey, and Hatti Beer. I made charts by filtering data I received from the IT department. I had to make the presentation minimalistic so that the clients understood. The charts included amount spent, reach, impressions, engagement, link clicks, reactions and many more metrics.

- **Make page reports**

Like the ad reports, page reports help clients understand how much traffic has been generated on their social media pages like Instagram and Facebook for the money they've spent. I made ad reports for companies like Fonepay, Enchanteur, Yarchagumba, Toffichoo candy, Black Oak whiskey, and Hatti Beer. In the page report, I included followers, posts published, impressions, engagement, post reach, top performing posts, queries on the posts and even YouTube analytics if they had YouTube page.

- **Analyze the effectiveness of ads and ad runs**

Anyone can develop ads and run ads. The main concern is if the ads are presented to the right target market and if they have generated any proper results or leads to clients. My responsibility was to get the ad results from the IT department and compare it with the previous ads run. Along with this, I had to calculate the change in percentage and present all these data in a trend line chart in a presentation format.

- **Schedule posts**

To create a professional looking profile and to get to the right target audience it is essential to post creatives in a certain time as the client's target market are highly active during that time. So, to do this we used to schedule posts. Scheduling made sure that we didn't forget to post the creative at a certain time. I was given the responsibility to schedule creatives that I received from the Creative Department on a certain time mentioned by the clients. For this, I used Meta Business Center to schedule posts for Facebook and Instagram. I looked after clients like eSewa Secured Transfer and Fonepay. I had to schedule posts for 7PM every Sunday and Wednesday.

- **Handle queries**

Along with scheduling, I was also given the responsibility of handling queries for the posts I scheduled. When the scheduled posts were posted, client's customers commented their queries on our post or direct messaged them. I had to reply to all the queries that customers posted. If I didn't know how to address it, I forwarded the query to the clients so that they would provide me with a relevant reply. I also had to record the frequent asked queries and make a report to the client so that they could increase their customer grievance handling rate.

- **Research influencers and content creators from different social handles**

In this age, influencers and content creators are really important to promote brands and reach different groups of audience. It is essential to find the right influencer for your respective brand and its target market. My responsibility was to find the right influencer and content creators for the campaigns we planned for our respective clients. I used to browse through different search engines, TikTok, Instagram and many more. Then I used to make a list of relevant influencers and list their followers, genre and estimated rates that they would charge. All these were presented to clients and they selected the influencers they wanted.

- **Take Learning and Development courses**

At FEAT, we were obliged to attend Learning and Development courses which were very interesting. We were provided certain topics and we had to comment what we knew about it. We also had to mention what we wanted to know more. For example, we were asked about SEO and we had to answer what we knew about it. Along with this, we had to mention what we wanted to know more about SEO. Then after a week, the experts of the respective fields from team FEAT presented us about the topic and we had to make notes. Right after the session, we had to give feedback about the session. So far, I attended L&D courses of taxation, storytelling, ways to communicate better, John Lewis Penguin Campaign, SEO, SEM, Facebook ads and Instagram ads.

- **Pitch about Viber Business Messaging**

My responsibility was to list down different prospects from different industries who were most likely to use Viber Business Messaging. Along with their names I had to list their contact details and send them emails. After sending email, I had to cold call them and ask them if they were interested in using the service. I had to convince them by promoting the service. All these processes were recorded in a status sheet which I updated after every interaction with prospects.

- **Manage Facebook live to announce winners**

I was given the responsibility to manage Facebook live for eSewa Money Transfer to announce campaign winners. My responsibility was to look after the technical department. I had to make sure the camera was in a proper position, the mic was working properly, the host was prepared with script, and the computer was functioning properly. I made sure everything was on point before an hour of the live screening by going on live test. Though this seemed simple, it was quite stressful as everything had to be right on point. Even a small mistake would be reflected on Facebook live and we wouldn't be able to change it. I managed all the applications on the computer and went live. I also had to open 'random number generator' and made sure everything was transparent for the fair selection of winners.

2.3. Activities in coordinating with co-workers

FEAT has 31 employees in the whole team. Every morning, for 15 minutes, the whole team make a huge circle and discuss about their work priorities of the day with each other and mention whose help they need from the team. This meeting is called ‘Huddle’ and is helpful as it keeps everyone on track.

In ‘Operation and Communication’ department, there are 7 employees including me. Among the 7 employees, my supervisor is the manager, two of them are Senior Operation and Communication Executive, three are Junior Operation and Communication Executive and I am an intern.

My supervisor was a really busy guy as he had to overlook all the clients. He used to assign tasks to all the employees including me. If we had any confusions, we could ask him up and he would clear our doubts and queries. I did interact with my supervisor but it was not quite often. The people I interacted the most closely were Senior and Junior Operation & Communication Executives. The Seniors taught me how to make ad and page reports by filtering huge data. I discussed with the whole OC team about different campaigns ideas that could benefit the clients.

I also interacted with the Digital Marketing Assistant from the ‘IT’ department to retrieve ad reports, ad data, run ads and anything related to social media.

Every Friday we used to have Learning and Development session in which a person from every department is required to present a special case study or their department’s unique function or anything that is productive and informative for the whole team so that everyone is learning something new.

During my internship, I didn’t limit myself within the ‘Operation and Communication’ department. I frequently visited other departments when I had some time in hand. I would usually visit the ‘IT’ department to know how they ran ads, how they used SEO software, activated domain, and rough knowledge on how they coded websites. Similarly, I visited the ‘Creative’ department and observed how they came with new creative contents, how they used language converters, and how they brainstormed. It was really insightful and inspiring to see experienced individuals doing what they are passionate about. Few times when I visited the ‘Finance’ department, I asked about different taxing policies, process of billing clients, managing dollars for throwing ads, and reading different financial statements.

I also directly communicated with the HR officer on how she hired employees, what factors she looked into and how she filtered candidates. She also provided me with important factors an eligible candidate can have and tips to give a better job interview.

2.4. Job Process Diagram

Following are the job process diagram of each job responsibilities mentioned above:

- **Come up with campaign ideas:**

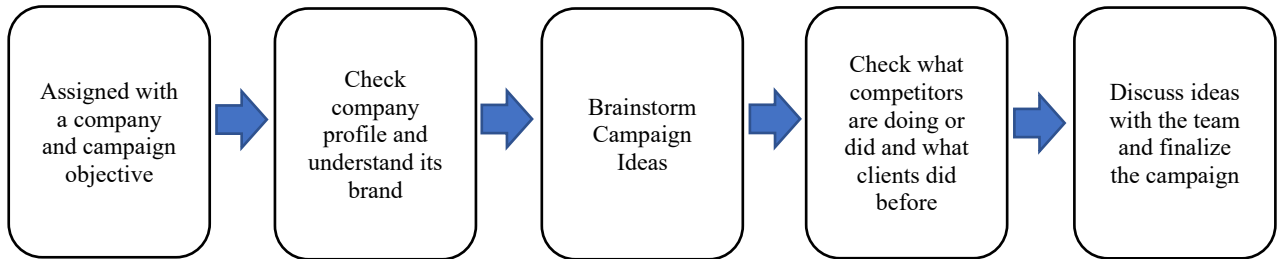


Figure 14. Job process diagram for campaign ideas

- **Make attractive presentations to present to clients:**

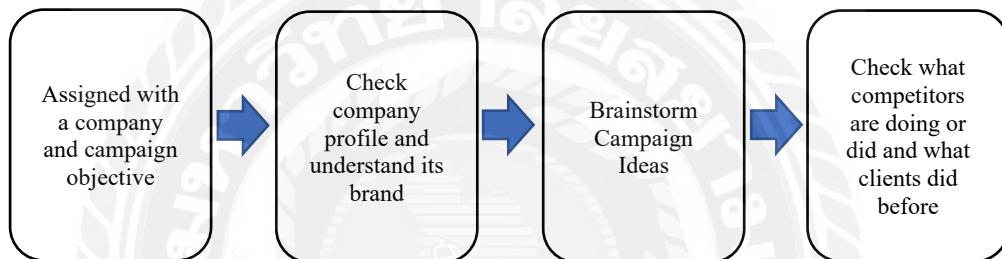


Figure 15. Job process diagram for making presentation

- **Make ad reports**

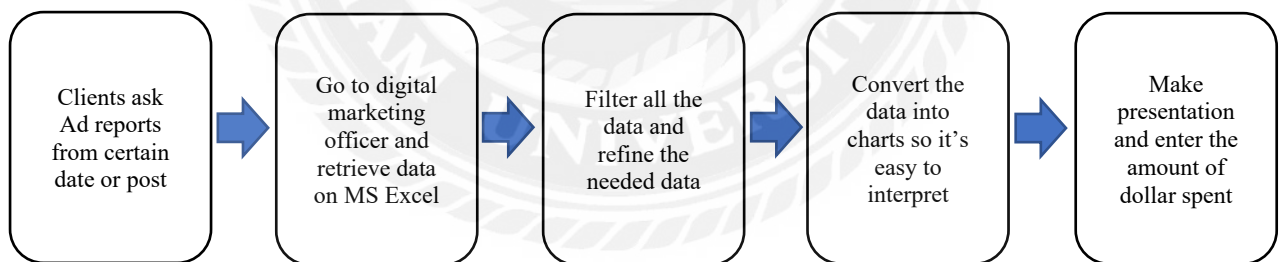


Figure 16. Job process diagram for making ad reports

- **Make page reports**

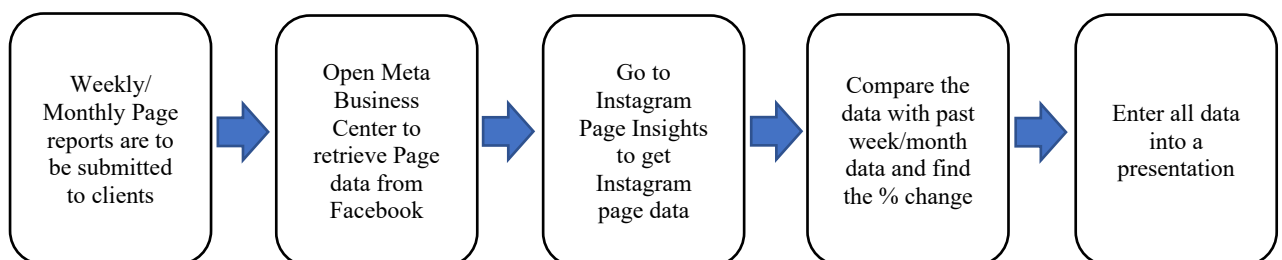


Figure 17. Job process diagram for making page reports

- **Analyze the effectiveness of ads and ad runs**

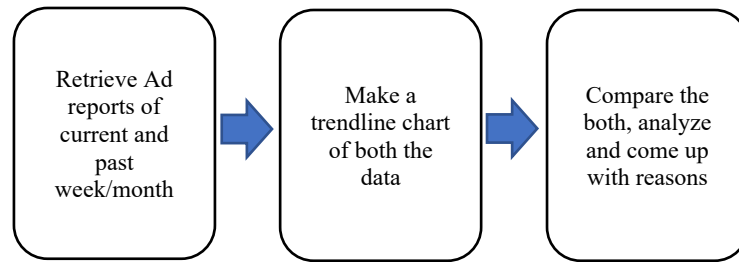


Figure 18. Job process diagram for ad effectiveness analysis

- **Schedule posts**

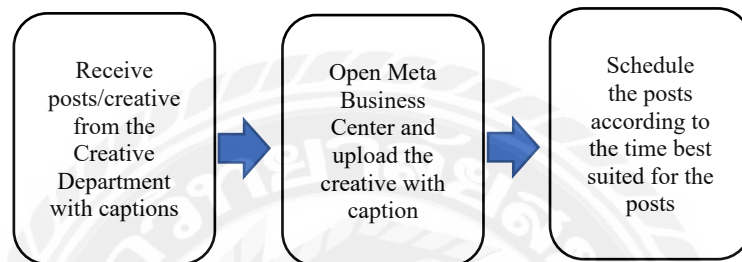


Figure 19. Job process diagram for scheduling posts

- **Handle queries**

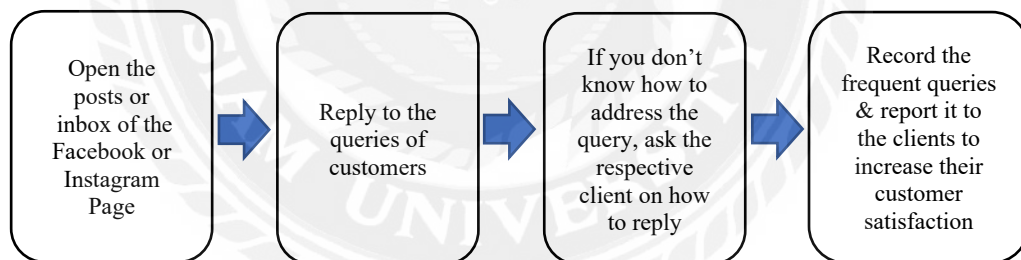


Figure 20. Job process diagram for handling queries

- **Research influencers and content creators from different social handles**

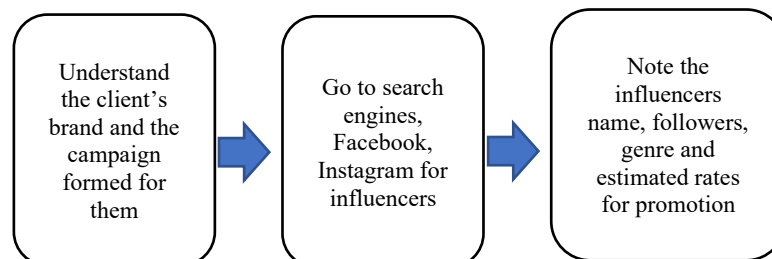


Figure 21. Job process diagram for researching influencers

- **Take Learning and Development courses**

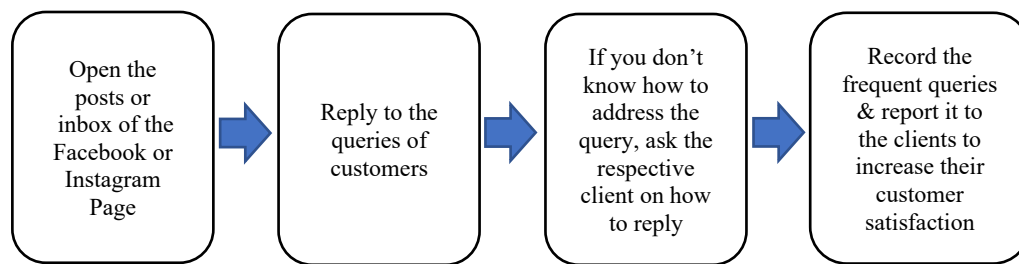


Figure 22. Job process diagram for attending Learning and Development sessions

- **Pitch about Viber Business Messaging**

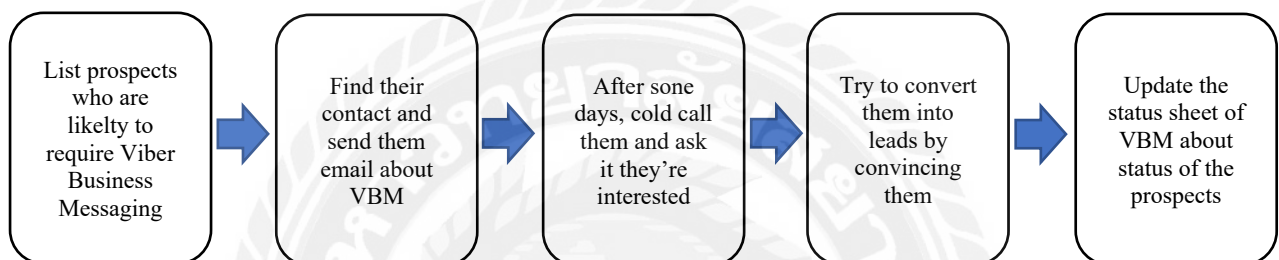


Figure 23. Job process diagram for Viber Business Messaging Pitch

- **Manage Facebook live to announce winner**

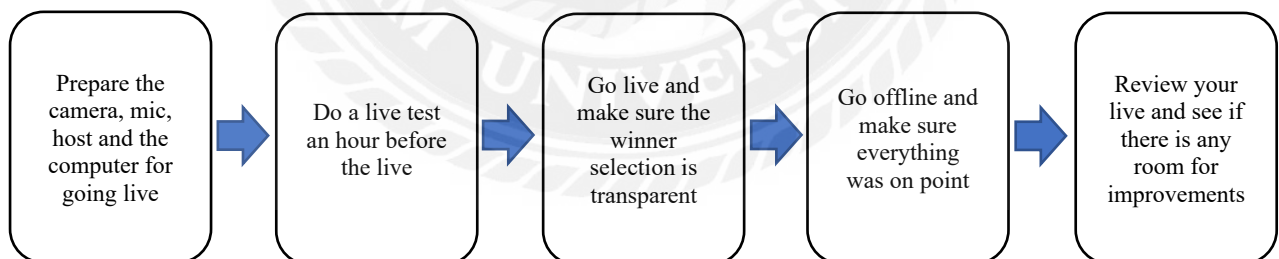


Figure 24. Job process of managing Facebook live

2.5. Contributions as a Co-op student in the company

During my internship period, I contributed to the ‘Operation and Communication’ department as I was an intern in this department. I strictly followed all the guidelines provided to me and completed all my roles & responsibilities:

I provided different campaign ideas to my team such as photo contest for Nepali New Years for Yarchagumba whiskey, ‘#2078recep’ Nepali New Year campaign for HardRock Café Kathmandu, and general campaigns like celebrity meetup, TikTok influencer promotion to increase footfall for Rain restaurant. This helped them brainstorm different horizons and select the ones best suited for the client.

Along with campaign ideas, I converted final campaign ideas discussed with the team into presentation and beautified it to be presented to the clients. This helped the team to explain our ideas easily to the clients and took workload off of my colleagues and helped them focus on other tasks on hand. I made attractive presentations about campaign ideas of brands such as CarHamro automobiles, Viber Business Messaging, Fonepay, and HardRock Café Kathmandu. This made my colleagues workflow convenient and they really appreciated my creativity.

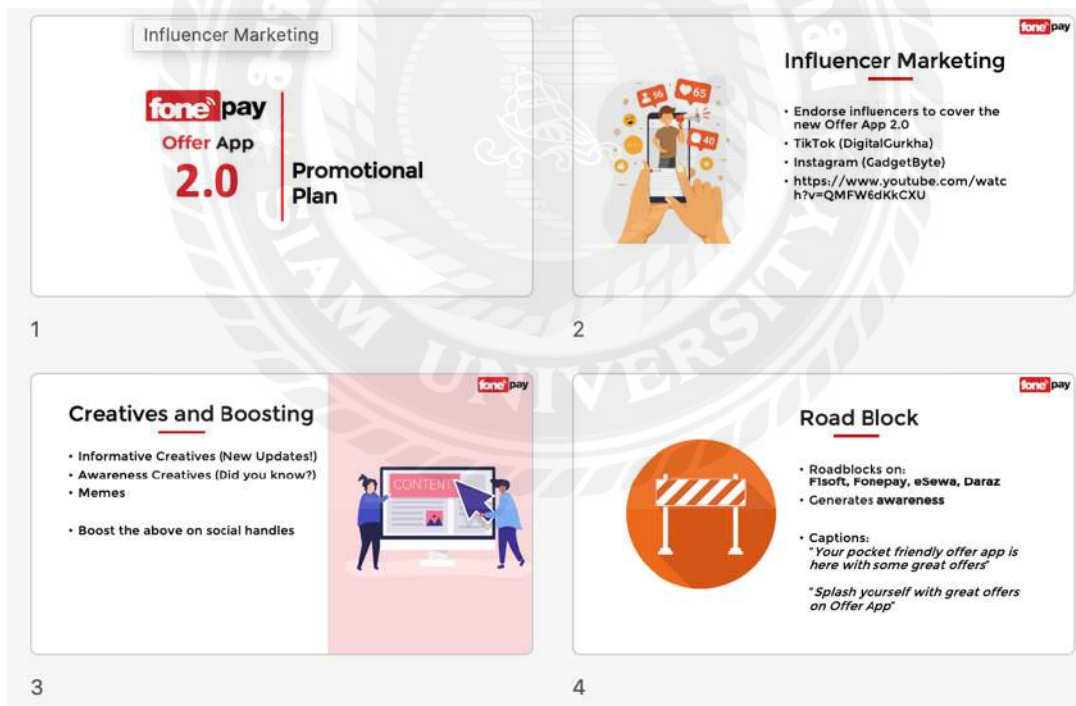


Figure 25. Promotional Plan Presentation that I made for Fonepay

Ad and page reports were very time consuming and hectic to make. It almost took half a day to complete a full month ad report. I had a significant contribution in this field as I made weekly and monthly ad and page reports for clients such as Black Oak whiskey, Toffichhoo candy, Hatti Beer, Yarchagumba whiskey and sometimes, Fonepay. This drastically reduced

the workload of my colleagues. Along with all these, I also made an analysis of the effectiveness of the ads and converted it into presentation with reasons.

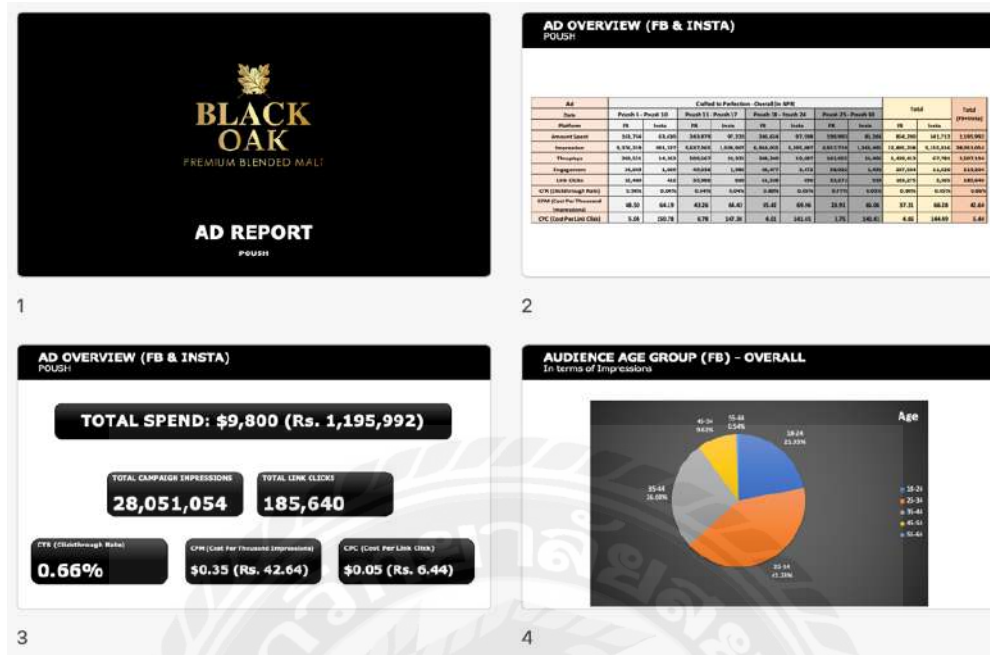


Figure 26. Ad Report Presentation



Figure 27. Page Report Analysis Presentation

I scheduled posts and handled queries of clients such as eSewa Secured transferred and Toffichoo candy. I was really punctual in reminding the creative team about the creatives so that the posts were scheduled on time. Likewise, I was quick in handling queries as I looked through the queries twice a day. This increased customer satisfaction and made them feel like the clients are very active. Such increased customer satisfaction of our clients is beneficial for

us as they are happy that they selected us. Ultimately, this leads to better word-of-mouth marketing and increased client’s retention.

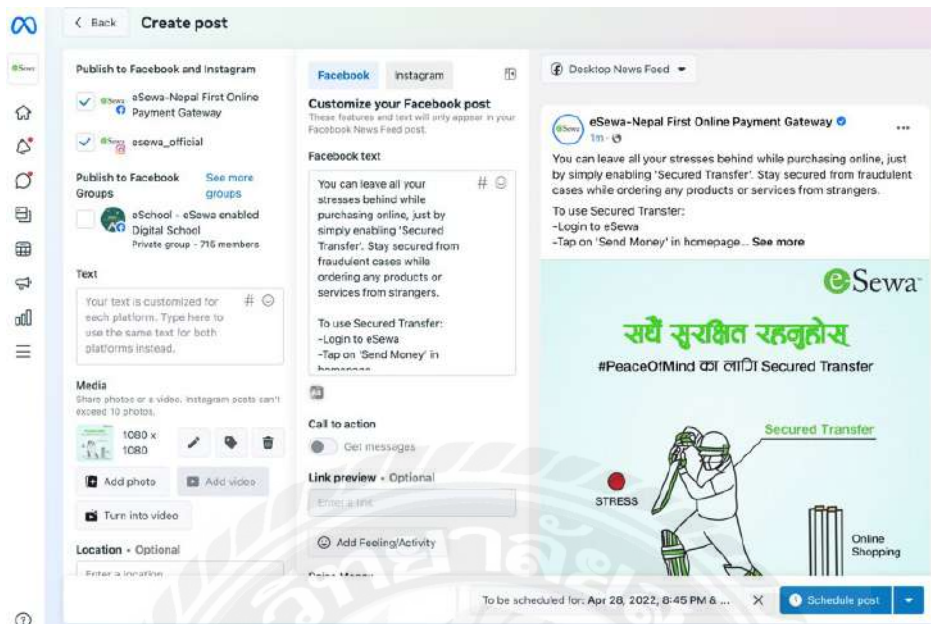


Figure 28. Scheduling Posts

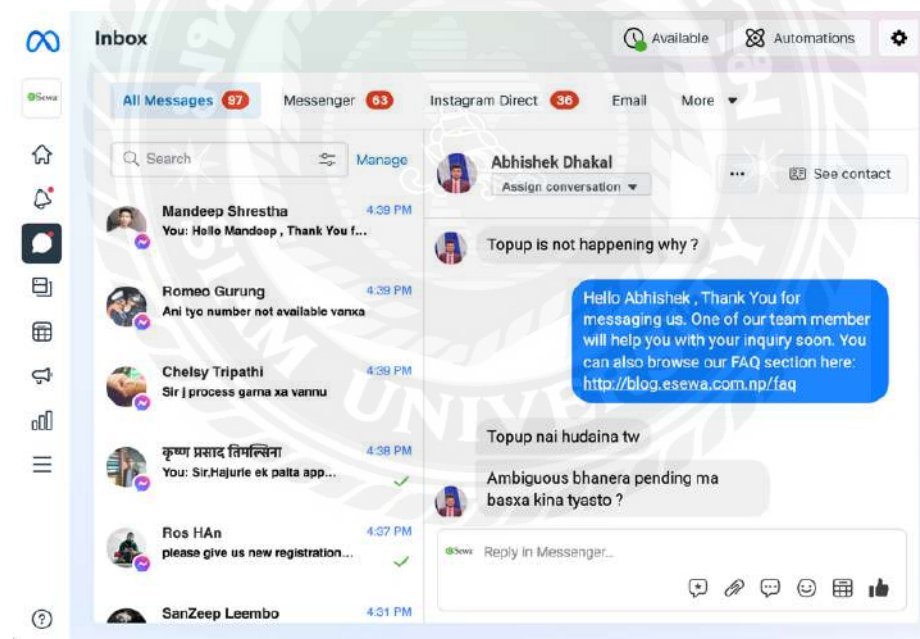


Figure 29. Handling Queries

I was given the responsibility to get leads for Viber Business Messaging. After listing multiple prospects from different industries, I emailed them and made cold calls. It was pretty hard to find proper prospects as people were still inclined to traditional SMS services. However, after 50+ cold calling, I got leads from 2 companies. I updated all such activities on a sheet for VBM.

VIBER Business Messaging: Prospects								
Institutions	POC	Designation	Email	Mail	Date Sent	Status		
Citizen Life Insurance Company Limited	Bhushan Rimal	Chief Marketing Officer	info@citizenlifeneपाल.com	01-5316000	Sent	29 March 2022		
	Dipesh Kumar Shah	Act. Head- IT	it@gannilife.com	01-5199310-ext-44	Sent	29 March 2022		
Gurans Life Insurance Company Limited	Bodha Lal Puri	Manager/ Information Officer	blpuri@guranslife.com	9851054356, 01-5199310-ext-17	Sent	29 March 2022		
Life Insurance Corporation (Nepal) Limited	Mamta Poudel	HOD Marketing	mamta.poudel@licnepal.com.np	9851365589	Sent	29 March 2022		
I.M.E. Life Insurance Company Limited	Karna Raj Poudel	Chief Marketing Officer	karna.poudel@imelfeinsurance.com		Sent	30 March 2022		
Jyoti Life Insurance Company Limited	Nirjan Regmi	Head- Information Technology	nirjan.regmi@jyotilife.com	01-4545941	Sent	30 March 2022		
Mahalaxmi Life Insurance Company Limited	Yogesh Nepal, Prashant Dharama	GSP HEAD, Marketing HEAD	yogesh.nepal@mahalaxmilife.com.np, prashant.dharama@mahalaxmilife.com.np	4545742	Sent	30 March 2022		
National Life Insurance Company Limited	Smitksha Adhikari	Manager	smitksha.adhikari@nationalife.com.np	977-1-4414799	Sent	30 March 2022		
Nepal Life Insurance Company Limited	Sharad Chandra Pyakurel	Head- Information Technology	sharad.pyakurel@nepallife.com.np		Sent	30 March 2022		
Prabha Life Insurance Company Limited								
Prime Life Insurance Company Limited	Mandil Adhikari, Navin Sharma, Navin Thapa	Head IT, Marketing HEAD (Far West), Marketing Head WEST	mandil@primelifenepal.com, navin@primelifenepal.com, navin@primelifenepal.com		Sent	31 March 2022		
Rastriya Beema Sansthan	Binod KC	IT Expert	binod.kc@rbs.gov.np	977-01-42(2526 Ext (207)	Ext	31 March 2022		
Reliable Nepal Life Insurance Limited	Kalyan Raj Halwazi	Sr Manager- Marketing	info@reliablelife.com.np		Sent	31 March 2022		
Reliance Life Insurance Limited	Bisham Ghimire	Head- Corporate Affairs, Digital Marketing	bisham.ghimire@relianceinsurance.com	014787224 (Ext No: 165)	Sent	31 March 2022		
Santima Life Insurance Company Limited								

Figure 30. Status Sheet of Viber Business Messages

I also researched different influencers for different campaigns of various brands. This made the company aware of the influencers that are present in the market. As I mentioned the genre, their followings and their estimated costings, this was useful to the company for the future campaigns too.

SUGGESTED TIKTOK INFLUENCERS

Name	Instagram Followers	TikTok Followers	Genre	Brand Endorsements	Estimated Costing
Elenadon	82.9K	127.6K	Comedy	Wildhorn, Huba, Daraz	Rs.63,529
Shilu Pokhrel	35.4K	367.5K	Lifestyle, Rapper, Blind Date		Above Rs.70,000
Bipin Shrestha	7K	299.8K	Video Animation	Daraz, Kaldi and Monk, Oli & Associates	Above Rs.50,000
Ronish Yadav	3K	345.2K	Comedy		Above Rs.70,000

All rights reserved 2021. FEAT INTERNATIONAL Pvt. Ltd.

Figure 31. Influencers listings

Overall, I contributed to the company by taking off most workloads off of my team which gave them time and creativity power to focus on other things. Not only this, I provided my ideas for different campaigns for various clients. Side by side, I provided my team with moral support such as encouragements, positive affirmations and motivations to help them going through the day when there's a lot of stress.

CHAPTER 3

LEARNING PROCESS

In this chapter, I have included the problems of the company, how to solve the problems along with recommendation and what I have learnt. These are the observations that I personally made which I felt in the company. Also, the recommendations are completely my own without anyone's suggestions or feedback. I also have highlighted what I have learnt during my Co-Op studies and how I applied my course work knowledge to real working situations.

3.1. Problems of the Company

During my 12 weeks internship at FEAT International, I got an opportunity to explore different horizons and experience various roles & responsibilities within the marketing agency. The professional environment of the company was also a new experience for me. However, despite all these, I saw few things lacking. For this, I formed a problem statement which goes as: "Massive demand leading to heavy workload and inefficient workflow at FEAT International".

Who thought massive demand would be a bad thing? At FEAT, the ever-increasing clients and client demands have made it really difficult for the employees to manage the workflow leading to inefficient results.

Henceforth, the impact of massive demand at FEAT International during my internship tenure are given below:

- **Heavy demanding clients**

Due to the massive demand for the services provided by FEAT, the clients get more demanding when they aren't provided with attention. Also, as they've heard good word of mouth about FEAT in the market, their expectations are really high. Likewise, as FEAT charges good premium they demand accordingly. All these factors result in heavy demanding clients.

- **Not enough manpower**

Despite its impeccable services, there are limited staffs in the organization which results in a lot of work load for the existing staffs and their work quality also gets affected by this. The creativity juice of creative team is drained out. The operation team have a lot of meetings to handle and the IT don't get a chance to sit since they are busy running ads. All these create a stressful environment for the employee to carry out their roles smoothly.

- **Young team in learning process themselves**

Young team is both boon and curse for FEAT International. Since the team members were still young and do not have much experience in this field, some clients were not provided with optimal ideas and marketing strategies. Likewise, my learning expectations were not met. While it was easy to adapt within the team, the goals I had expected to achieve were not achieved. However, there were a few experienced personalities but they were very occupied to provide a proper guidance to the team.

- **Lack of Employee Retention**

As the demands are heavy, the workload on the employees is really high. Similarly, high expecting clients demand high end works. This expectation can be difficult to be met and the employees will have to go through a lot of trial and error. On the other hand, as the managers are so busy that they don't have the time to appreciate the employees. . Not only this, the fast-growing economy of Nepal and the different experiences seeking generation Z resulted in lack of employee retention.

- **Lack of Customer Retention**

Busy employees lead to a lower quality of customer service such as grammatical errors in contents, slower service and promises not met. All customers expect the best service. They don't care about how many clients we have; all they care is about their company and themselves. These factors lead to lower retention rate of employees.

- **Excessive Clients onboard**

FEAT onboarded many clients which was more than they could take. As they are a growing company, they want to expand and serve as much clients as they can. However, their limited team members act as a limitation for them to board as much clients as they want.

- **Can't say no to clients**

Likewise, FEAT is a customer pleaser who doesn't want to disappoint their clients. If the clients want changes on the creatives, they provide as much as they want. Similarly, if the clients demand more videos, they provide. I feel FEAT must learn to say no.

3.2. How to Solve the Problems

3.2.1. Literature Review

Customer and employee retention was one of the key difficulties I observed during my time at FEAT international. This loss of loyalty from my observation was mainly because of the customer and employee's dissatisfaction towards the company.

Sageer, Rafat, and Agarwal (2012) stated employees are more loyal and productive when they are satisfied, and these satisfied employees affect the customer satisfaction and organizational productivity. The paper pointed that employee satisfaction is vital to increase productivity, loyalty towards the company, and quality of service towards the clients. The employees at FEAT were dissatisfied by the workload, the lack of motivation and supervision from the manager. The results of the paper argued that having a healthy work environment is essential for a company as this directly influences the customer services as well. The paper recommended 13 steps to increase employee satisfaction and loyalty. Among them, the following steps could help FEAT solve their problems:

- Clear, Concise and Consistent Communication
- Getting to Know Your Employees and Create a Team
- Training and Other Improvement Programs
- Empower Employees Across the Company
- Fair Compensation and Benefits
- Opportunity for Promotion and Career Development
- Monitor Performance and Reward for Contribution

Therefore, developing strategies that strengthen the work environment and increase the employee morale enhances employee performance and productivity. This ultimately results in high profits, customer satisfaction as well as customer retention. Hence, a loyal and happy employee brings in loyal and happy customers.

The company's limited staff and demanding clients has formed a stressful working environment for FEAT's most employees. The workload of the existing employees at the company has significantly increased because of the shortage of staff. As a result, rather than being a 'fun' place to work where individuals enjoy doing what they love, FEAT has transformed into a stressful workplace where employees are showing signs of burnout.

Spector (2002) affirmed jobs with heavy workloads requiring long periods of attention and jobs that are highly repetitive and boring will likely be perceived as stressful. From the article, we come to know that there have been studies conducted which shows a positive correlation between heavy workload and physical symptoms such as headaches and poor job attitudes. By comparing multiple studies, Spector argues that individuals who believe they have control over what they are doing, will be less stressed during his/her work and there is mounting evidence that perceived control at work is an important element in employees' health and well-being. By understanding Spector's study, to improve the work environment of FEAT international, the employees need to be given more control over their work choice. Since most of the employee's work are assigned by the manager or is being forced upon them because of the heavy demands of the clients, this could play as a major factor in influencing the employees stress levels

From my observation, Feat international embraces the idea that the customer is always right which makes it hard for them to say 'no' to the clients. Not only this, the managers have the fear of saying no to customer because they think doing so will degrade their reputation and relationship with their clients. Accepting all the client requests and expectations leads to the employees not being able to fulfill the clients needs or the employees having to overwork.

Amaresan (2021) suggests that saying "no" is necessary, in her blog article titled "How to say no to customers in a positive way, According to Reps". More than this, how the situation is handled can impact the bottom-line result. Generally, many clients leave because the organization don't know how to handle customer complaints. So, one must learn on how to handle customer complaint properly. To solve these problems., Amaresan recommends the company to be kind to the client, lead them with empathy, and most importantly be transparent about why they are not able to fulfill their request. Additionally, she also recommends to provide alternative options, follow-up asking for feedback and sharing helpful content with the customer which will help them. Doing these will show that you are a dedicated and a trustworthy employee even if you won't be able to fulfill their work. I feel that if FEAT International implements Amaresan's suggestions, they will be able to better satisfy their consumers and deliver higher-quality service without degrading their brand name on the market.

3.3. Recommendations to the Company

All the problems of the company have a main root cause of problem and that is low number of employees. This factor is giving rise to all the problems mentioned above in chapter 3.2.

According to me and my fellow colleagues, we would recommend the following recommendations to the company:

- **Bigger Team:** Currently, the team is huge with 31 employees but are not able to handle the increasing demand. FEAT needs for designers and creative officers in the Creative Department as the current number is too low. The workload is really heavy on the current employees and their creativity is drained every day. I believe bigger team will solve more than half of the problems of the company as it will drastically reduce the workload and also create a healthy environment to work in.
- **Training to New Recruits:** New recruits are immediately assigned to roles and responsibilities without being provided proper training. The new hired members should get at least 2 weeks of learning period, rather than starting the work right away. This will reduce pressure on the new recruits and they can function better and are prepared to face the high pressure. This is always increase employee retention.
- **Employee Appreciation:** Along with training, I feel the managers need to appreciate the employees. I feel with bigger team results reduced workload; the managers will have time. However, the managers should be aware of appreciating employees because that is what keeps the employees motivated and encourages them to work harder.
- **Customer Satisfaction:** Though I feel customer satisfaction can be achieved when the workload is less, I believe the employees also should be aware to provide a better customer service. Employees should have a mentality that all clients are important and each work should be done well. Leaving beside all the frustrations, employees should treat the customers in a good manner. Even if they are unable to provide the content on time, employees should be honest and transparent about it and should assure the clients that they will try their best to provide a better content the next time.

Additionally, FEAT must limit clients onboard and only bite what they can chew. This will relieve workload from the employees and they can work better. Similarly, they must learn to say no as the clients demands are never ending and should be transparent to clients.

3.4. What I Learned During the Co-Op Studies

My co-op studies taught me a lot of new skills and provided me with a lot of practical information that I know I will put to good use in the future. I learned the following special skills and new knowledge during my Co-Op studies:

- **Working at a Digital Marketing Agency:** I got a full 360 insight and knowledge of working at a digital marketing agency. This helped me get an experience of working in a corporate culture. Not only this, the division of different departments, the hierarchy, centralized structure, proper job process and many more taught me the importance of an organized working environment for efficiency and effectiveness.
- **Importance of Organizational Culture:** FEAT showed me how a good organizational culture can help the organization run better and in a smooth manner. I realized that learning how to interact with other employees is important because good communication results in a stronger bond between colleagues which in turn results in better work performance. Showing respect, kindness and patience are important traits needed to be able to work in an organization. These three traits help improve communication between workers which is essential for any organization to run smoothly.
- **Creativity Boost:** I got a first-hand experience in working as a digital marketer which enabled me to learn how to create Facebook, Instagram, LinkedIn, TikTok ads creatives and campaigns. I was given opportunities to exercise my creativity and also was surrounded by talented individuals from whom I learned a lot. I also got to plan pitches for clients.
- **Using Meta Business Suite:** Talking about hard skills, I learned how to schedule posts on Facebook and Instagram using Meta. Likewise, I learned how to reply to queries, run ads, retrieve insights, plan posts and many more.
- **Using Ads Manager:** I learned how to spend dollar and boost different ads using Ads Manager. Along with this, I learned how to retrieve data for ad reports and page reports. Additionally, I gained first-hand experience as I also was taught on how to analyze the charts, interpret it and provide suggestions.

- **Customer Grievance Handling Skills:** I learnt communication skills, which I believe is the most crucial skill I learned. I learnt how to communicate with clients properly, my persuasion skills got strengthened, and I learned how to treat people with respect while trying to prove my point.
- **Working in a High-Stress Environment:** Due to the small team and shortage of staff, the workload was really heavy, and I had a lot of deadlines to meet. This made me realize how important it is to be organized as I was lacking in this area prior to this internship. I started planning and making to-do lists, which has helped me a lot.

Similarly, the learning and development sessions broaden my horizons and knowledge in the field of SEO, media buying, financial statements, taxation, storytelling, and many more. I am grateful for these experiences as I know it will come handy in the future.

However, I also have come to realize that all the knowledge that we learnt in our theory classes and coursework are not completely applicable in real life as the situations are completely different. We need to consider so many variables which are present in our real-life scenarios. We should have a proper foundation of the knowledge from our coursework and then tweak the theories according to our real-life scenarios as needed. Doing so, I believe we can come up with a very legitimate strategy for our organization.

All my experiences at FEAT international were different from what I was taught during my courses. I thought from all the theoretical knowledge I had gained in the past four years, I knew the workings of an organization, but my experience at FEAT international changed my thinking. This practical experience I got really made me understand how a firm works and it helped me learn new skills. I realized that although books give us knowledge, experience teaches us real lessons.

3.5. How I applied the knowledge from coursework to real working situation

My internship was greatly aided by the knowledge I obtained from the coursework. The theoretical information I had learned had prepared me for what I would encounter throughout my tenure in a corporation. I applied the knowledge from coursework to real working situation in the following manner:

- **Making Presentations**

During my coursework, we were loaded with presentations. We were taught on how to make an attractive presentation and had to present a presentation every day. This had drastically built up and polished my presentation skills. This really helped me in my real working situation as I had to make campaign promotion presentations, branding presentation and report presentations. I was quicker than other colleagues.

- **Marketing Research**

We had a coursework on marketing research in which we had to research different search engines to find reports and information on the topic that we were given. This helped me polish my researching skills with better keyword searches and techniques. I applied this knowledge at FEAT to research about my client's industry and competitors. It also helped me find prospects for Viber Business Messaging.

- **Data Analysis and Report Writing**

As we were taught statistics and report writing during our second year, I had a knowledge on how to use excel and write a report. At FEAT, I used the excel skills I learned during my coursework and this helped me become very efficient. I could filter huge amount of data, make charts and form different analysis accordingly. Likewise, the report writing skills I learned was very essential when I had to make multiple ad reports and provide ad analysis. All this knowledge was very important at FEAT as it gave me an edge since I know a lot more about reports and excel than other colleagues of mine.

- **Distinguishing Customer Persona**

In my 'Sales Management' course, we were taught about different customer types and their persona in the Nepali market. This was very applicable in real life as I was able to roughly distinguish the different persona. With such distinction of the customer persona, I was able to provide a better customer service by aligning my sales pitch according to their persona.

- **Interpersonal Skills**

At KCM, we had mock interviews and networking session which drastically improved our interpersonal skills. We knew a process on how to carry the interview forward and how to start a conversation with people. This was a much-needed knowledge as it made the students seem confident and bold. This is one of the skills I acquired during my college which helped me score this internship. Likewise, this also gave me an edge over my colleagues as it provided me with an understanding of customer grievance handling. Along with I also was confident enough to make cold calls and interact with the person on the other end and convince them.

- **Service Marketing**

Products are tangible goods and are more convenient to market it. But on the other hand, services are intangible and difficult to market. During our coursework, we learned on how we could market intangible services and make people trust the service brand. At FEAT, I was able to apply such basic theories with our clients as most of our major clients were financial services.

- **Strategic Management Techniques**

SWOT analysis was one of the tools that I learned from my coursework and found to be the useful throughout my internship. I used this tool for any decision-making I needed to make because it informed me of the strengths, weaknesses, opportunities, and threats that any given scenario presented. This tool helped me utilize the strengths of the advantages, work on any weaknesses, take full advantage of any opportunities that come your way and discover ways to plan ahead to avoid potential risks.

- **Time Management**

Similarly, time management was another skill I learnt at KCM as the timings of the college was really strict and punctual. If we didn't reach the college on time or the class on time or submitted our assignments on time, our results were seen accordingly. This helped me to meet all the deadlines in my work and made sure all the assigned works were completed on time. I also had a very organized routine and tasks sheet which I updated daily. This helped me to manage my responsibilities accordingly.

Overall, I had a wonderful opportunity at FEAT as I could apply the knowledge, I learned from my coursework at KCM.

CHAPTER 4

CONCLUSION

This is the final chapter of my report and it consists of summary of my co-op studies along with work experience evaluation, limitations of the study and recommendations for the company.

4.1. Summary of highlights of your Co-Op Studies

For my Co-op studies, I had selected a consulting company called PeopleFirst. I worked as a marketing intern for 4 weeks but due to the omicron virus, the business was slow and I couldn't feel myself growing there.

So, I switched my co-op studies to a marketing industry as I believed that such industries had greater exposure as they had to manage different clients from various industries. As a result, I chose FEAT International for my Co-Op studies. This report focuses on the intern roles I performed during my tenure in one of the emerging digital marketing agencies in Nepal who is a subsidiary of F1soft International, the Nepal's biggest IT group.

The report highlights on the development of digital marketing strategies to increase digital presence of FEAT's clients. It also summarizes my roles and responsibilities and learnings from the works performed in the company such as campaign formation, sales pitches, ad reports, page reports, ad analysis, post scheduling, query handling and many more. All these things have helped me to link the theories and knowledge I learned in college with the professional work setting.

Despite facing a few problems relating to lack of manpower and limitations in the personal level, I got to experience a corporate culture, met various personalities, widened my network and experience both ups and downs in the company. Additionally, I gained special skills and knowledges such as creativity boost, experience at a digital marketing agency, using Meta Business Suite, using ad manager, customer grievance handling and working in a high-stress environment.

In a nutshell, my experience of co-op study at FEAT has been knowledgeable, memorable and enriching. I am thankful for all the opportunities I received and for all the knowledge and skills I gained at FEAT. I will surely be cherishing these wonderful memories in my professional life as it was my first experience working in a corporate culture.

4.2. My Evaluation of my Work Experience

I have evaluated my work experiences into two segments as self-assessment and as the contributions it has provided to my career development:

4.2.1 Self-Assessment

My time at FEAT International was very insightful. I learnt a lot about Nepalese work culture, as well as a variety of skills ranging from technical to interpersonal skills that would come in need in the future. This experience taught me how different it is to work at a corporate firm versus having all of the theoretical knowledge.

Likewise, I have felt the personality development in me as I worked with diverse team members from different backgrounds with range of experiences to achieve a common goal in the company. Similarly, as I talked to customers, colleagues from different verticals and many individuals who were associated with FEAT directly and indirectly, helped me enhance my interpersonal skills and confidence. With all these learning and experience, I can surely say that I have grown to a better marketer than the first day I entered this office.

4.2.2 Contribution to my career development

My career aspiration is to become an entrepreneur in the service industry. I learned a lot about how a service is marketed since it is an intangible good and is more complicated to be marketed than a tangible good. More than this, I learned how an organization functions. It enabled me to experience a corporate working culture in Nepal where there are departments, hierarchy, centralized structure, proper job process and many more which enabled an organization to be effective and efficient. This culture is something that is new to me and something that I look forward to apply on my own service business as I have experienced its effectiveness to help an organization work better.

I also learned how to carry out digital campaigns and promote it organically as well as by paid advertisements in Facebook, Instagram, Google, YouTube and LinkedIn. I have realized that these technical knowledge and skills are essential and also, applicable on any business in this age of technology and digital marketing. With this, I can independently carry out promotions and online campaigns of any brands saving huge amount of money.

Overall, I had a wonderful learning experience where learnt new skills and knowledge and got to apply learnt skills and knowledge as well and filter the relevant and useful ones. I'm sure my experience at FEAT will be cherished and remembered on my career as this was my first experience in a corporate culture.

4.3. Limitations of my Co-Op Studies

During my Co-op studies, I encountered some limitations that I wish did not exist. I was disappointed that I was not given any major responsibilities, given that the goal of Co-Op studies is for students to get experience and apply what they learn in class to real life scenarios. I was only given scraps of other people's work, so I couldn't push myself or use my skills to their full potential. If I had been provided with a proper responsibility or a legit client, I would have gotten more exposure and become more accountable.

Similarly, the data of the clients such as ad run costs, transaction data and some ad report data were kept confidential from me. I didn't understand why they did that but it was unnecessary as I had already signed the Non-Disclosure Agreement (NDA) contract. If such information were provided to me, I would've had the chance to analyze more authentic data.

I was also not included on the main Microsoft Team, which made me feel alienated. While I agree that all employees should be treated as family in order for a company to run well, this particular point made me feel like an outsider. I missed out on important notices or events happening. Not only that, but I also missed important company announcements and events because of this.

4.4. Recommendations for the Company

FEAT international is a great company who provides amazing services and opportunities as well. However, the company does lack a few things which if they work on would make them one of the best companies to work. Recommendations are:

- The lack of manpower creates a mountain of work for the existing employees and creates a stressful environment in the office. Working in a stressful environment impacts the work quality as well as the mental health of the employees. Also because of the less employees, the workflow is not smooth and there are a lot of delays in projects because of this.
- Since the workload is heavy and the managers are usually busy, I would urge the managers to take out time for the employees in order to train them, guide them and appreciate them.
- Although I enjoyed my time at FEAT, I did hope for a better guidance during my internship. I believe the firm could create better learning experiences for interns and new employees by guiding and challenging them along with allocating them with proper work responsibilities which would make them feel responsible and accountable.
- FEAT has huge number of clients already. So, they need to limit clients abroad and also, should learn to say no as the clients demands are never ending.

REFERENCES

- Amaresan, S. (2021, October 6). *How to Say No to Customers in a Positive Way, According to Reps*. Retrieved from HubSpot: <https://blog.hubspot.com/service/say-no-to-customers>
- Sageer, A., Rafat, D., & Agarwal, P. M. (2012). Identification of Variables Affecting Employee Satisfaction and Their Impact on the Organizaition. *IOSR Journal of Business and Management (IOSR-JBM)*, 5(1), 32-39.
- Spector, P. E. (2002). Employee Control and Occupational Stress. *Current Directions in Psychological Science* , 11(4), 133- 136.



APPENDICES



Figure 32. Operation and Communication Department



Figure 33. Me (Right) discussing campaign ideas with Sr. Operation Executive



Figure 34. Inter-department campaign discussion for Holi festival



Figure 35. Holi celebration photo with team FEAT



Figure 36. Holi celebration with the whole F1soft team



Figure 37. Morning team Huddle



Figure 38. My Interview for Inside FEAT

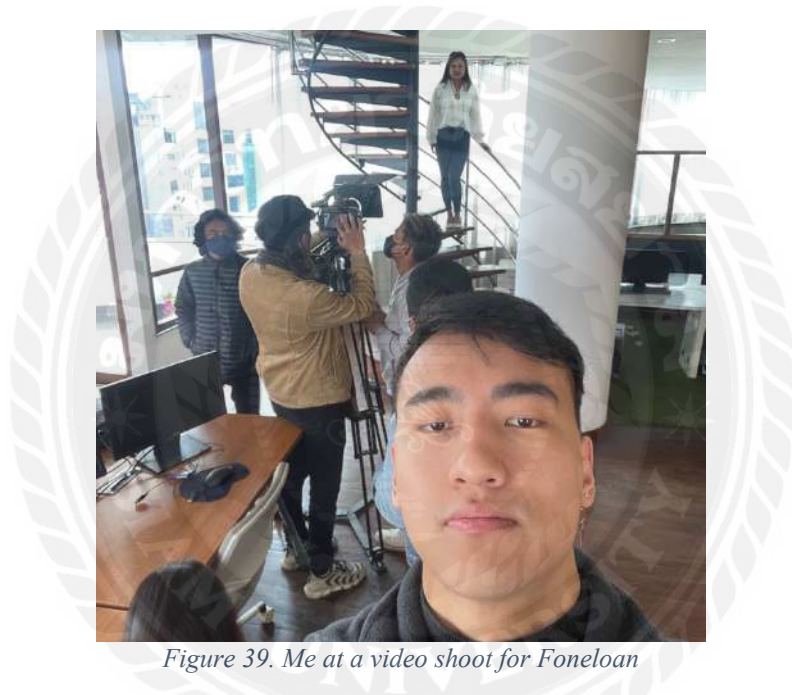


Figure 39. Me at a video shoot for Foneloan



Figure 40. Me paying attention during Finance L&D session

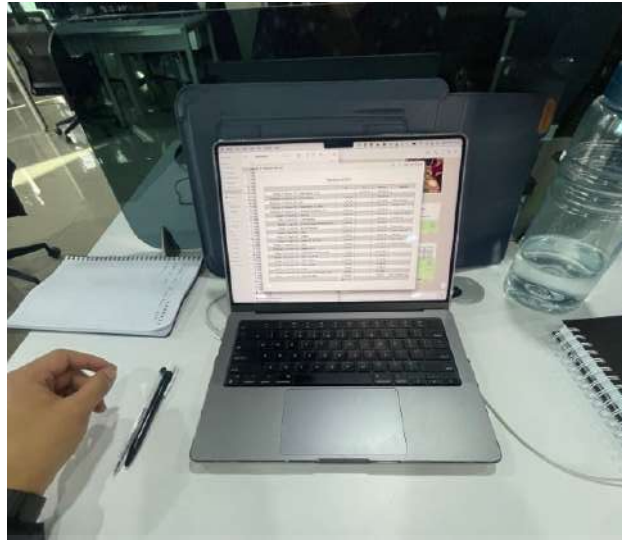


Figure 41. My working station



Figure 42. Me in the Creative Department



Figure 43. Celebrating Birthday of my supervisor



Figure 44. With my department's colleagues



Figure 45. FEAT's Lower Ground Working Space



Figure 46. Me discussing campaigns with colleague

THAPA, Abhinava (Mr.)

JR. OPERATIONS AND COMMUNICATION EXECUTIVE

abhinavathapa@gmail.com

+977 9802694880

abhinavathapa

Koteshwor, Kathmandu



CAREER

CAREER ASPIRATION

To join a **Marketing Agency** as an **Operations and Communication Executive** where effective communication, creative marketing, and unique branding skills are prioritized, along with a focus on developing a greater customer base and narrowing the gap between customers and the rest of the company.

CORE COMPETENCIES

Communication	**Marketing**
Leadership	**Personal Selling**
Customer Relation	**Team Player**
Presentation	**Public Speaking**

TECHNICAL SKILLS

- Microsoft Office Package- Basic
- Photoshop- Basic
- Video Editing
- Keynote- Basic
- Google Suite

INTERESTS

| **Traveling** | **Cycling** | **Fitness** |
| **Trading** | **Technology** |

People's First
Training and
Consulting
BANESHWOR,
KATHMANDU

MARKETING COORDINATOR JUN - JULY 2021

- Promoted the vacancy of Ncell Trainees to various institutions & platforms to bring in **1300+** applicants

ORGANIZER & PROMOTER JAN - MAR 2021

- Organized **Launchpad**, a three-day job fair for youths to explore different opportunities and brought in **500 students** using different marketing techniques

SALES REPRESENTATIVE JUN - JUL 2020

- Experience in making cold calls to over **200 people** and pitching about the services provided
- Exposure in personal selling and telemarketing

Jagat Motors
(Hyundai)
BHAIRAHAWA,
RUPANDEHI

MARKETING INTERN JUN - JUL 2019

- Experience in Online Marketing and Face-to-face selling
- Exposure to Automobile Dealership
- Developed a sales pitch to cater to the needs of the visiting customers

EDUCATION

2018 - PRESENT KATHMANDU COLLEGE OF MANAGEMENT GWARKO, LALITPUR

- Bachelor in Business Administration
- CGPA: 3.84
 - Experience in promoting 'DIGITAL NEPAL' as the Fonepay Student Ambassador (2020)
 - Public Relation Coordinator at Hult Prize KCM (2020)
 - Management Representative (2019, 2020)
 - Student Mentor for ten freshers (2019)
 - Organized KCM Fresher and KCM Talent Hunt (2019)
 - Led 35 students as the Class Representative (2018)

2006 - 2018 ST. XAVIER'S SCHOOL, JAWALAKHEL JAWALAKHEL, LALITPUR

- Completed Requirements for High School
- Directed the Annual School Play 2018 and played the lead cast (2018)
 - School Blue Team Captain (2017)
 - Board Member of Interact Club of SXJ (2017)
 - Club Coordinator of Nawayug Leo Club (2017)
 - School Basketball Team Captain (2016)
 - GPA: **A+ in SLC** (2016)

Resume of Job Supervisor

Contact

9843140774 (Mobile)
mayank.niraula21@gmail.com

www.linkedin.com/in/mayanka-niraula (LinkedIn)

Top Skills

Strategic Planning
Digital Marketing
Corporate Communications

Certifications

CSAR-MR Symposium on Sustainable Development, Environment Conservation & General Awareness
Content Marketing Fundamental Exam
Digital Marketing
Influencer Marketing Mastery
Entrepreneurship Awareness Camp organised by Manav Rachna IEDC under "DST-Nimat Scheme"

Honors-Awards

Leadership Olympiad

Mayanka Niraula

Marketing Consultant | Digital Marketer
Nepal

Summary

The ultimate objective of my professional carrier is to layout a roadmap of organizational goals from management point of view. I am keen to obtain a position that will enable me to use my strong organizational skills, award-winning educational background, and ability to work well with people.

Portfolio:

JGI, Fonepay, Samsung, eSewa, Nepal Tourism Board, SEMIR, Wipro, Dabur, CogentHealth, HardRock, Foneloan, eSewa Money transfer, SunLife Insurance, Surya Nepal, Viber, ShoutOut, Malpi School, Wirebarely etc.

Experience

Feat International Pvt. Ltd
1 year 6 months
Operations and Communication Manager
August 2021 - Present (10 months)
Pulchowk

Marketing Executive
December 2020 - July 2021 (8 months)
Nepal

Social Aves
Marketing Executive
July 2019 - December 2020 (1 year 6 months)
Marketing Executive.

Manav Rachna International Institute of Research & Studies
Student Placement Cordinator
July 2018 - March 2019 (9 months)
Faridabad, Haryana, India

UA Network

Intern

June 2018 - July 2018 (2 months)

Kathmandu, Bāgmatī, Nepal

Rural Reconstruction Nepal (RRN)

Enumerator of Data Collection

November 2013 - November 2013 (1 month)

Nepalgunj, Bherī, Nepal

Education

School of Management, Tribhuvan University

Master of Business Studies - MBS, Business Administration and Management,
General · (September 2021 - September 2023)

Manav Rachna International University, Faridabad

Bachelor of Business Administration, Business Administration and
Management, General · (September 2016 - September 2019)

Co-Op Studies Report Presentation



Co-Op Studies Program

**Development of Digital Marketing Strategies
to Increase Digital Presence of FEAT's Clients**

ABHINAVA THAPA- 6108040097 1

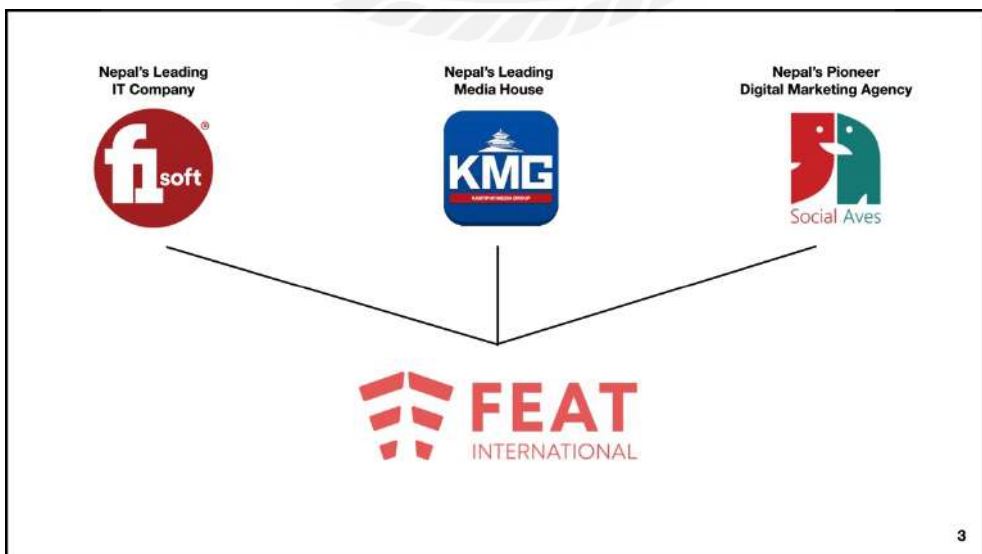






FEAT
INTERNATIONAL


SIAM UNIVERSITY


2



Nepal's Leading IT Company 

Nepal's Leading Media House 

Nepal's Pioneer Digital Marketing Agency 



3



Futuristic
Enterprising
Authentic
Trustworthy

4



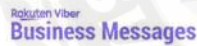
Digital Marketing Services

- Social Media Marketing
- Website Design and Development
- Content Marketing
- Graphic Design
- Search Engine Optimization
- Search Engine Marketing
- Media Buying
- Influencer Marketing
- Email Marketing
- Branding
- Video Marketing
- Application Design and Development

Offline Marketing Services

- Print Advertisement
- Television Advertisement
- Radio Advertisement
- Point of Sales Advertisement
- Out-of-home Branding
- Offline Branding

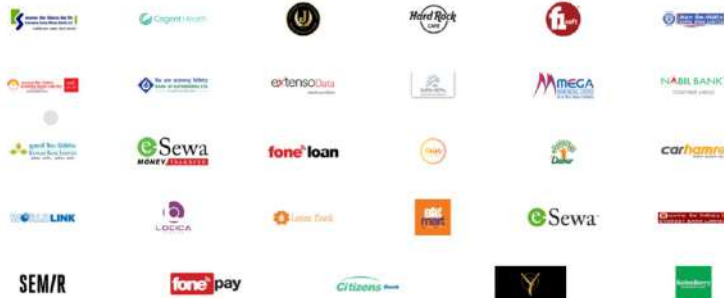
Authorized Reseller



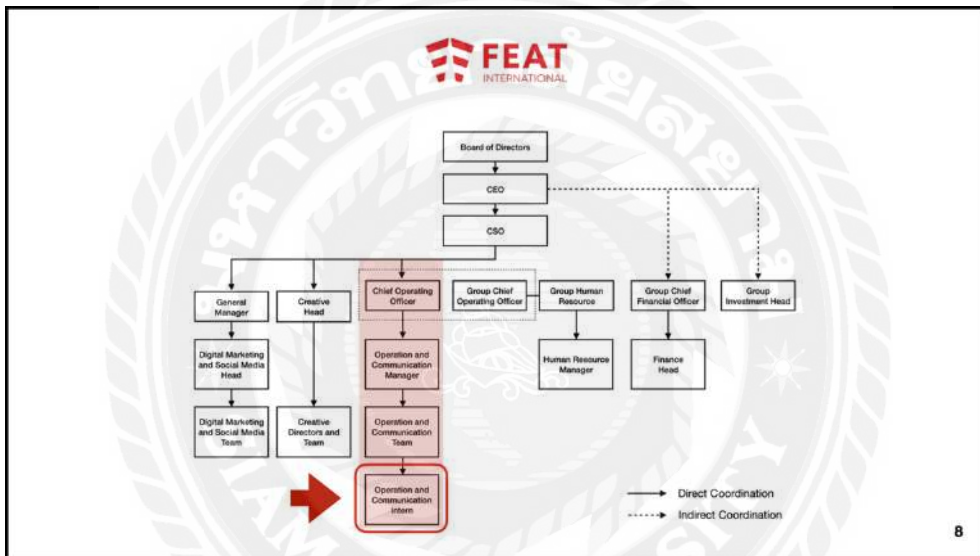
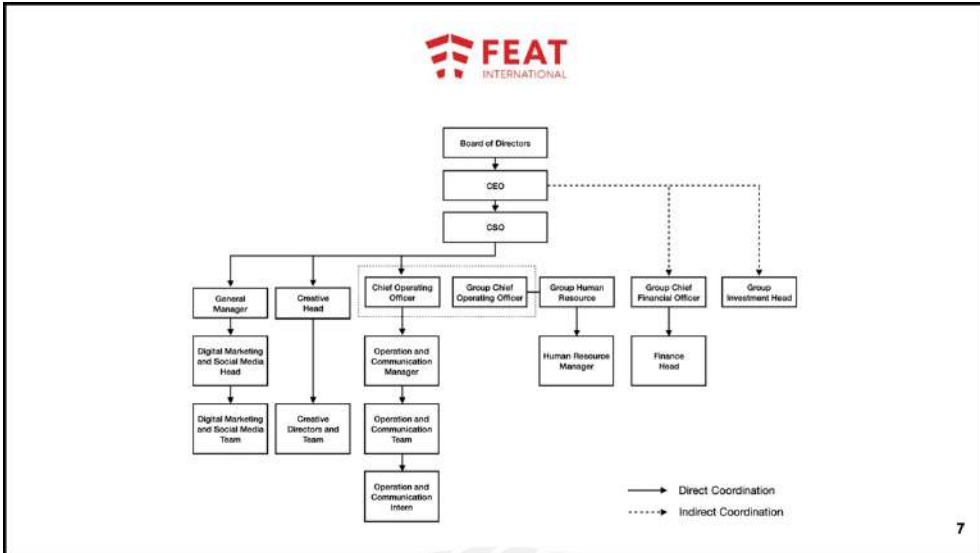
5



Our Clients



6



Intentions to Choose FEAT

- Synergy of 3 Giant Players







9

Intentions to Choose FEAT

- Synergy of 3 Giant Players
- Ground Breaking Results and Excellent Reviews



10

Intentions to Choose FEAT

- Synergy of 3 Giant Players
- Ground Breaking Results and Excellent Reviews
- Well-built and Updated Touchpoints



11

Intentions to Choose FEAT

- Synergy of 3 Giant Players
- Ground Breaking Results and Excellent Reviews
- Well-built and Updated Touchpoints
- Family-like Professional Work Culture



12

Intentions to Choose FEAT

- Synergy of 3 Giant Players
- Ground Breaking Results and Excellent Reviews
- Well-built and Updated Touchpoints
- Family-like Professional Work Culture
- Passionate, Visionary and Experienced Team



13

Operation and Communication Department

14

Operation and Communication Department



Job Descriptions

- **Oversee daily operations and make adjustments**
- **Promote communication flow between colleagues**
- **Conduct regular operational reviews**
- **Provide excellent customer service**
- **Analyze data of ads and its effectiveness**
- **Maintain an accurate record clients**

15

Job Responsibilities

 Come Up with Campaign Ideas	 Make Attractive Presentations to Present to Clients	 Make Ad and Page Reports	 Analyze the effectiveness of ads and ad runs
 Schedule Posts and Handle Queries	 Research Influencers and content creators from different social handles	 Pitch about Viber Business Messaging	 Manage Facebook Live to announce winners





16

Contribution as a Co-Op Student

- Campaign Ideas and Presentations
- Ad and Page Reports
- Post Scheduling and Query Handling
- Viber Business Messaging
- Influencer Research
- Going Live
- Interview for InsideFeat

17

Contribution as a Co-Op Student

Campaign Ideas and Presentations		
Ad and Page Reports		
Post Scheduling and Query Handling		
Viber Business Messaging		
Influencer Research		
Going Live		
Interview for InsideFeat		

18

Contribution as a Co-Op Student

Campaign Ideas and Presentations

Ad and Page Reports

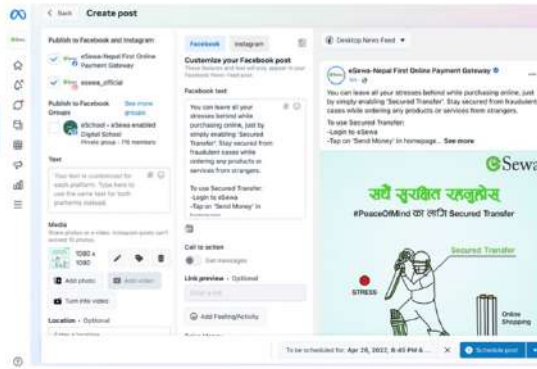
Post Scheduling and Query Handling

Viber Business Messaging

Influencer Research

Going Live

Interview for InsideFeat



22

Contribution as a Co-Op Student

Campaign Ideas and Presentations

Ad and Page Reports

Post Scheduling and Query Handling

Viber Business Messaging

Influencer Research

Going Live

Interview for InsideFeat



23

Contribution as a Co-Op Student

Campaign Ideas and Presentations

Ad and Page Reports

Post Scheduling and Query Handling

Viber Business Messaging

Influencer Research

Going Live

Interview for InsideFeat

Viber Business Messaging					
ID	Institution	Contact	POC	Designation	Email
1	American Life Insurance Company Limited (MetLife Nepal)		Anish Shrestha	Manager IT	anish.shrestha@metlife.com.np
2	Asiatic Life Insurance Company	014510113	Hema Bahadur Shrestha	Dy CEO, Head-Marketing, Information Officer	hema.shrestha@asiaticlife.com.np
3	Chitwan Life Insurance Company Limited	015081268, 015310000	Harshad Rana	Chief Marketing Officer	harshad@chitwanlife.com.np
4	Shree Life Insurance Company Limited	015420484, 1660014499	Balraj Lal Puri	Manager Information Officer	balraj@shreelife.com.np
5	Life Insurance Corporation (Nepal) Limited	014012613, 014012614	Martina Prasad	BOD Marketing	martina.prasad@licnepal.com.np
6	J.M.E. Life Insurance Company Limited	014024071	Karna Raj Poudel	Chief Marketing Officer	karna.poudel@jmelife.com.np
7	Jyoti Life Insurance Company Limited	014449141	Nirajan Koirali	Head- Information Technology	nirajan.koirali@jyotilife.com.np
8	Maharaja Life Insurance Company Limited	014545746, 014545751, 014114759, 014116556, 014114863	Yogesh Nepal, Prakash Dharamali	OSP HEAD, Marketing HEAD	yogesh.nepal@maharajalife.com.np
9	National Life Insurance Company Limited		Sankha Adhikari	Manager	sankha.adhikari@nationalife.com.np
10	Nepal Life Insurance Company Limited	01597071	Dhawal Chandra Poudel	Head- Information Technology	dhawal.poudel@nepallife.com.np
11	Prudential Life Insurance Company Limited	01-4262223			
12	Prime Life Insurance Company Limited	0771-4441414	Mandi Adhikari, Navin Sharma, Navin Thapa	Head IT, Marketing HEAD / Fin West, Marketing Head WEST	mandi@primelife.com.np

24

Contribution as a Co-Op Student

Campaign Ideas and Presentations

Ad and Page Reports

Post Scheduling and Query Handling

Viber Business Messaging

Influencer Research

Going Live

Interview for InsideFeat



SUGGESTED TIKTOK INFLUENCERS



Danston
 Instagram Followers: 83.5K
 TikTok Followers: 127.5K
 Genre: Comedy
 Brand Endorsements: Wildberry, Haha, Dasta
 Estimated Costing: Rs.83,525



Shikha Prasad
 Instagram Followers: 35.4K
 TikTok Followers: 387.3K
 Genre: Lifestyle, Napper, Blind Date
 Brand Endorsement:
 Estimated Costing: Above Rs.70,000



Rajin Shrestha
 Instagram Followers: 7K
 TikTok Followers: 239.3K
 Genre: Video Animation
 Brand Endorsements: Dasta, KMS and More, CI & Associates
 Estimated Costing: Above Rs.50,000



Shivish Yadav
 Instagram Followers: 3K
 TikTok Followers: 345.3K
 Genre: Comedy
 Brand Endorsement:
 Estimated Costing: Above Rs.70,000

All rights reserved 2021, FEAT INTERNATIONAL Pvt. Ltd.

25

Contribution as a Co-Op Student

Campaign Ideas and Presentations

Ad and Page Reports

Post Scheduling and Query Handling

Viber Business Messaging

Influencer Research

Going Live

Interview for InsideFeat



26

Contribution as a Co-Op Student

Campaign Ideas and Presentations

Ad and Page Reports

Post Scheduling and Query Handling

Viber Business Messaging


Influencer Research

Going Live

Interview for InsideFeat




27



PROBLEMS

- Heavy Demanding Clients
- Young Team in Learning Process Themselves
- Lack of Employee Retention
- Excessive Client Onboard
- Can't say NO to clients











RECOMMENDATIONS

- Bigger Team
- Training New Recruits
- Employee Appreciation
- Customer Satisfaction
- Learn to Say NO



28

Learning from Co-Op Studies

 <p>Corporate Culture and Functioning of a Marketing Agency</p>	 <p>Application of Theoretical Knowledge and Validity Check</p>	 <p>Using Meta Business Suite</p>	 <p>Using Ads Manager</p>
 <p>Customer Grievance Handling Skills</p>	 <p>Working in a High-Stress Environment</p>	 <p>Creativity Boost</p>	 <p>Learning and Development Sessions</p>

29

Application of Knowledge to Real-Working Situations

 <p>Making Presentation</p>	 <p>Marketing Research</p>	 <p>Data Analysis and Report Writing</p>	 <p>Distinguishing Customer Persona</p>
 <p>Interpersonal Skills</p>	 <p>Service Marketing</p>	 <p>Strategic Management Techniques</p>	 <p>Time Management</p>

30

Limitations of my Co-Op



Not Given Major Responsibilities



Confidential Data



Not included in the Microsoft Team

Suggestions for the Company



Proper Guidance to Interns



Allocations of Important Work Responsibilities

31

Evaluation of Work Experience



32

Evaluation of Work Experience



33

Evaluation of Work Experience



34

Thank You



35