



Cooperative Education Report

**“Creating Brand Promotions and executing Influencer Marketing
Campaigns in Uptrendly Media Pvt. Ltd.”**

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Title: Creating Brand Promotions and executing Influencer Marketing Campaigns in Uptrendly Pvt. Ltd.

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Project Title: Creating Brand Promotions and executing Influencer Marketing Campaigns in Uptrendly Pvt. Ltd.

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Abstract

The internship was carried out for the partial fulfillment of the Bachelors of Business Administration (BBA) program under Siam University and Kathmandu College of Management. This report provides all the information about the work and the details that were learned by the intern at Uptrendly Pvt. Ltd. The general objective of this assignment includes:(1) To study how influencer marketing campaigns take place and how fruitfully they can campaign be executed, (2) To gain knowledge about how big campaigns are executed (3) To explore and implement the theoretical knowledge practically before entering as an employee, (4) To evaluate the quality of service and how well we can maintain rapport with old clients and build new rapport with new clients. The internship was for a period of 16 weeks starting from 3rd January 2022 to 3rd May 2022. Among several departments in Uptrendly Pvt. Ltd, I was assigned to work as an intern in the Business Development Department, where I got a lot of opportunities to understand how campaigns are locked and executed in the bigger scale.

Also, I got ideas how to deal with the diverse group of clients. Upon the completion of the internship, it was found that problem was resolved utilizing certain social, soft skills and self-determined learning. Finally, this report is prepared based on the experiences and observation at Uptrendly Pvt. Ltd.

Keywords: Influencer marketing, client servicing, campaigns

Acknowledgement

The adequateness of this report would be incomplete without mentioning the people who made it possible. I wish to express my deep sense of gratitude to Uptrendly Pvt. Ltd for allowing me to undertake this internship program at their premises. This program has aided me to understand the organizational culture and practical implication of theoretical knowledge at the workplace. I would also like to express my thanks of gratitude to, Mr. Monayac Karki, Chief Executive Officer, Mr. Sorup K.C., Senior Manager - Business Development & Operations, and Miss Rozina Shrestha, Client Servicing Executive for their constructive guidance and support despite their busy schedule. The supervision support that they gave me, truly helped in the progression and smoothness of this internship program. Their co-operation and feedback have been very much appreciated. Likewise, I am very grateful to meet such dynamic experts who helped me during this internship period. Special thanks and appreciation go to Prof. Dr. Chanatip Suksai and Dr. Maria Shrestha for their patience, supervision, and assistance. Attending a Co-op program conducted by marvelous Professors has a lot to do with the success of this internship program and report.

Along with this, I would like to take the opportunity to express my thanks to Siam University and Kathmandu College of Management for making this study treasured by providing consultancy, encouragement, and a congenial atmosphere to complete it. Lastly, I humbly extent my acknowledgment towards all the efforts of the many individuals who helped me make this internship possible. My heartfelt thanks to all.

Table of Contents

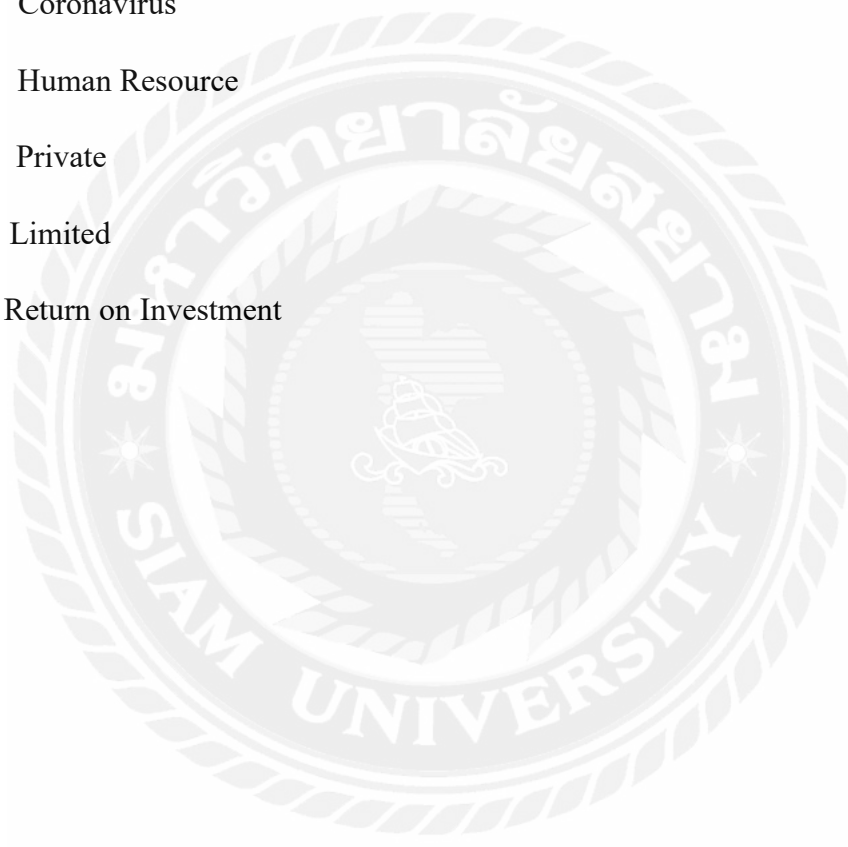
Acknowledgement.....	4
Chapter 1 INTRODUCTION	8
1.1 Company Profile	8
1.1.1 Mission of the company	11
1.1.2 Vision of the company	11
1.1.3 Strategies of the Company	11
1.2 Organizational Structure	13
1.2.1 Diagram of the organizational structure.....	13
1.2.2 Job Position and Placement Details.....	14
1.3 Intention and Motivation to join the company.....	15
1.4 Strategic Analysis of Uptrendly Pvt. Ltd.....	15
1.5 Objectives of the study.....	16
Chapter 2 CO-OP STUDY ACTIVITIES	17
2.1 Job Description.....	17
2.2 Job Responsibilities, Activities, and Work duties	18
2.3 Activities in coordinating with co-workers.....	25
2.4 Job Process Diagram	26
2.5 Contributions as a Co-op Student in the Company	26
Chapter 3 LEARNING PROCESS	28
3.1 Problems Observed and Identified.....	28
3.2 Solving the problems with example.....	29
3.3 Recommendations to Uptrendly Pvt. Ltd	30
3.4 Lesson learnt during CO-OP studies	30
3.5 Application of theoretical knowledge to real working situation	31
3.6 Special skills and new knowledge learned from CO-OP studies	32
Chapter 4 CONCLUSION	34
4.1 Summary and Evaluation of the work experience	34
4.2 Limitations of the Study	34
4.3 Recommendations for the company	35
REFERENCES.....	36
APPENDICES	37

List of Figures

- ❖ Figure 1 Organization Structure
- ❖ Figure 2 Pepsi Campaign
- ❖ Figure 3 Wow Skin Science Campaign
- ❖ Figure 4 SetWet Campaign
- ❖ Figure 5 Daraz Campaign
- ❖ Figure 6 Taptap send Campaign
- ❖ Figure 7 mCaffeine Campaign
- ❖ Figure 8 Double A Mask Campaign
- ❖ Figure 9 Job Process Diagram
- ❖ Figure 10 Photoshoot with the whole company team members
- ❖ Figure 11 Glimpse of working with Finance Department
- ❖ Figure 12 Team Meeting
- ❖ Figure 13 Team Meeting celebrating achieved targets
- ❖ Figure 14 Team Appreciation
- ❖ Figure 16 Meeting with the CEO of the company Mr. Monayac Karki
- ❖ Figure 17 Business Team Selfie with Senior Business Development Manager and Client Servicing Executive
- ❖ Figure 18 Business Development Team along with the Jammy's Bubble Tea Client at their new opening
- ❖ Figure 19 Me working at the workplace
- ❖ Figure 20 Business Development Team
- ❖ Figure 21 Picture with senior Client Servicing Executive
- ❖ Figure 22 Screen-shot of me representing as a Business Partnership Coordinator/Lead

List of Abbreviations

SWOT	Strengths Weakness Opportunity and Threat
CO-OP	Cooperative
CEO	Chief Executive Officer
COVID	Coronavirus
HR	Human Resource
Pvt.	Private
Ltd	Limited
ROI	Return on Investment



Chapter 1 INTRODUCTION

1.1 Company Profile

Uptrendly: New Age Influencer Marketing In Nepal

It's year 2022. Computers, the internet, applications, influencers, and celebrity status have all come together to make digital marketing, a new type of marketing. Every website, social networking platform, YouTube video, and even the news stories we read now include more advertisements. But, in addition to advertisements, scamming has become a serious issue. You're probably wary of any product's pricing, quality, and overall validity if it's not a well-known name. So, how can you trust these companies who advertise online and try to sell you things or services that you were hoping to find online? One approach is through well-known online influencers and personalities, commonly known as celebrities. Influencer marketing has also started in Nepal.

Internet and New- Age Marketing

But, regardless of who featured in these advertisements, they are still advertisements. Since the majority of people have abandoned televisions, movie theaters, and radios in favor of spending the majority of their time online, internet marketing and advertising were unavoidable. Unlike television, advertisements do not always have a specific time window. The biggest slogan of online ads is to show an ad whenever feasible, which frequently interrupts our work. Ads block the pages we want to read, interrupt our video viewing, and divert our attention away from the activity at hand. It is common knowledge that people dislike such advertisements.

The internet's primary goal was to make life easier, which is an ongoing effort. But now we must also make it appealing. One of these methods is to advertise things without interfering with other activities. Uptrendly, a platform, has been doing this since 2017. It has now established a website that connects influencers and brands.

What is Uptrendly?

Uptrendly is a data-driven influencer marketing firm based in Nepal that helps marketers develop targeted and engaging content in order to reach a bigger audience on social media platforms through profiles of prominent persons who are compensated. Coca-Cola, Ncell, Tuborg, Unilever, Samsung, Vianet, and Mahindra are just a handful of the brands with whom Uptrendly has successful partnerships. Similarly, Uptrendly is officially affiliated with 150+ national influencers from various fields and platforms.

How does it Work?

Uptrendly connects a brand with an influencer who has a prospective audience who might benefit from the brand and product. For example, a TikTok personality could be linked to a new mobile phone company, or a fashion influencer could be used to promote apparel labels, and so on. They then develop a concept and framework for the type of post that should be made on the related influencer's platform. The influencer then uploads the personalized posts on their own accounts instead of using sponsored applications. This provides viewers the impression

that they are similar to their favorite influencers, and watching them connect with such products gives them confidence that the brand is trustworthy.

Not only does the brand's sales value rise, but the posts also help influencers earn more money.

Seeing a well-known influencer post about a brand increases the brand's reputation, assists the audience with purchasing decisions, and does so without appearing intrusive. Because social media algorithms are designed to reach as many users as possible, this strategy has a high return on investment (ROI).

Overall, Uptrendly is an influencer marketing platform that Nepal desperately needed. For the past three years, the platform has worked hard to assist companies and influencers in collaborating to build a better promotional trend and reach thousands of internet users without causing undesired disruption.

Additionally, we have a M&S Events, a company with a vision to upscale the tourism sector of the country. At present, the company holds two annual flagship events, 'Color Republic' and 'Imagine Nepal' both aims to add value to Nepal's tourism sector by introducing international-scale events in the country. On one hand 'Imagine Nepal', the biggest tourism event of the country plans to explore unchartered territories across Nepal to install these destinations in the minds of all Nepalese and Foreigners. On other hand 'Color Republic' is an event positioned as the festival of celebration centred around the Hindu cultural festival of "Holi". In short Color Republic is a color-music and art festival which aims to become one of the biggest color music festivals in South Asia

Imagine Nepal:

- Since 2016, we have conquered Manang, Mustang, and Karnali Pradesh through expeditions that bring the best out of the customized routes and this year aims to explore the eastern part of Nepal which isn't quite visited as it should.
- This IN 19 is taking its participants to Sandakpur which is the highest peak of Ilam district from which four of the highest peaks in the world can be seen: Mt Everest, Kangchenjunga, Lhotse, and Manaslu. It is the highest point of the Singalila Ridge in Darjeeling district on the West Bengal-Nepal border. Popularly known as Sandakphu in the Indian territory, the place has been well promoted for tourism. However, Nepal has still been unable to promote its natural beauty and cash in the tourism potential. So, Imagine Nepal is set to drive to Sandakpur following the routes of wildlife-rich Chitwan, and beautiful tea gardens of Ilam.
- Imagine Nepal currently holds its annual off-road event however we plan to expand our market by taking participants to different destinations on the motorbike. Through this expansion, we seek to capture that sector of people who want to experience their off-road events on their own freedom.
- This time while I was interning in Uptrendly I was placed with a golden opportunity to join the Imagine Nepal team directly under the supervision of the CEO Mr. Monayac Karki as a Business Partnership Lead. I was stunned by the opportunity and immediately I joined the team. This time, however, we are taking Imagine Nepal a step further.

- With Mr. Bhusan Dahal as the Leader and Mr. Suraj Singh Thakuri as the moderator, 7 Creators; *Kishor Kayastha, Sahana Bajracharya, Ghumante, Nepal. Food, Abin Bho, Darshan Pokherel, Mansi Agarwal* are stepping into the battlefield.
- Each Team with their production team of 7 will be traveling to all the 7 provinces of Nepal to compete to make the best content for their assigned Provinces. Additionally, each team of the creator will also be assigned different Influencers to promote their team.
- The 49 young enthusiasts will come up with 49 different documentaries, each of which will be released individually. They will also be competing for the grand prize of Nr 2 Million, the journey of which will be featured in 16 episodes released on Kantipur HD on prime time; 9:00 PM. Our show “Imagine Nepal” is officially airing from 5th of May on Kantipur Television from 9.00 PM to 10.00 PM. The episodes will air on Thursday and Friday every week. There will be 16 episodes throughout 8 weeks of the show. Keep your spirits high and mark your calendar.
- The mission that we’re embarking on is a great one, but the disruption that Imagine Nepal is expected to create this time is what drives us every day. However, we do not want to embark on this journey alone. We want to take as many businesses, brands, and organizations as possible in this unprecedented journey.

We are fortunate to have trusted by following partners till date

Title Partner : Mahindra Agni Group

Powered By : Samsung

Airlines Partner : Yeti Airlines

Voting Partner : Esewa

Travel Partner : Community Home Stay

Promotions Partner : Nepal Tourism Board

Entertainment Partner : TikTok

Food Partner: Sasurali

Production Partner : Kantipur Television

My major scope of work in Imagine Nepal was being a Business Partnership Lead I made sure to update our clients what is status of the show, what are the timings the episodes are airing on our official YouTube channels. Requesting them to promote and boost each episodes via their social media portals.

Secondly, I was immediate representative to provide them the mileage we have promised within this campaign, meetings with the big clients along with my CEO and understanding their viewpoints; what both the parties can contribute in this campaign for the win-win situation Preparing MOU and locking the deals along with the CEO. Locking the clients for paid advert in Kantipur Television. Kantipur is Nepal's leading media conglomerate. For almost a quarter of a century now, it has remained the indispensable media house that Nepalese have come to implicitly trust.

Being, a Business Partnership Lead I encountered a lot of challenges initially but I so optimistic and confident because my team leader was very supporting and motivating. The toughest situations were handled so easily. Moreover, I represented myself on Kantipur HD and Official YouTube Channel of Imagine Nepal as well and this is the proudest moment of my life.

With the brief company introduction I would like to close Imagine Nepal contribution up till here because the report is majorly dedicated to Uptrendly Media Pvt. Ltd. My major concern was to draw the attention on the extra contribution I have made during my internship tenure.

1.1.1 Mission of the company

Uptrendly is a platform that connects the right influencers to the right advertisers and brands, with the additional option of consultation on campaign creation. Uptrendly is an influencer marketing platform that caters to corporations (looking to advertise their products and services) and individuals (who have strong personal brands and social media presence).

1.1.2 Vision of the company

We believe that influencer marketing is the future of advertising. Our vision for Uptrendly is to create a formal influencer marketing industry in Nepal and become the number one digital marketing resource for brands. We aim to help celebrities and influencers monetize and grow their social media influence while providing relevant promotions to each influencer's social media followers and audience.

1.1.3 Strategies of the Company

- ➔ The major strategies of Uptrendly are to create creative campaigns, efficient management, and optimal execution amongst the clients. Uptrendly strategy is not only restricted to the marketing agency model but is also involved in the events, tourism, and media industry. Its prime goal is to strengthen Nepal's economic sector by helping clients achieve their economic goals.
- ➔ In a nutshell, Uptrendly being the first mover in the market, identifies researches, engages, supports, and creates high impact conversations with influencers and, most importantly, with customers about brands, products, and services. Uptrendly offers the brands the potential to unify their marketing, PR, sales, digital product marketing, and social media through fruitful campaigns.

- ➔ Since influencer marketing is all about creating a strong relationship between a brand and an influencer. So, Uptrendly makes sure to master this and bring trust to the table for brands and marketers alike.
- ➔ Uptrendly is an influencer marketing company for brands to reach a larger audience on social media via profiles of influential figures on popular social media platforms. It simply is a platform that connects a brand to an influencer so that both parties can attain mutual benefit through collaboration. For a visionary marketer, the rise of the social media influencer creates a world of possibilities for brands to connect with consumers more directly, organically, and at scale. As the world has shifted to social media, consumers look at fellow consumers to inform their purchasing decisions. Instead of looking at companies, as they did in the past, they now look at each other and their favorite personalities, consolidating massive followings on Facebook and consolidating massive followings on Facebook, YouTube, Instagram, Snapchat, Pinterest, and other platforms. Influencers post the content on their social media, which will get the required promotion, engagement, and impression. Uptrendly is responsible for carrying out this whole process. Uptrendly Media uses influencers who have a strong social media presence. Brands are matched with influencers whose audience matches the brand's target group perfectly.

Some of the major highlights/ strategies of the company:

- Nepal's only influencer marketing platform
- Different teams such as the Influencer team, Marketing team, and Brand team specialize in their fields and work together for an effective campaign.
- A separate team was assigned to edit picture content, posts, and design graphics.
- There are 150 influencers associated with Uptrendly, including celebrity influencers like Asmi Shrestha, Malvika Subba, Namrata Shrestha, Priyanka Karki, Dayahang Rai, Aayushman Deshraj Joshi, Rekha Thapa, Swastima Khadka, Nischal Basnet, macro-influencers like Sabin Karki, Girish Khatiwada, and micro-influencers like Elena Gurung, Nepal.Food and so on.
- Worked with brands like Suzuki, Gorkha Brewery, Samsung, Emerald, Dabur, Ncell, Kingfisher, Unilever, Tata, Huawei, Asian Paints, Jasmine Safety Products, and many more.
- Despite being established back in 2016, Uptrendly Media is doing very well. Many campaigns are going on, and there are more to go.

➔ **Products and Services offered:**

Uptrendly offers various services. They are listed below:

- Analyze the target group of the brand
- Recommend suitable influencers whose followers match the target audience of the brand
- Design content and campaigns (photo/video shoot, designs, creative writings, graphics)
- Promote organically because paid advertisements and celebrity endorsements don't generate as much trust as authentic content from credible influencers does.
- Provide expertise report which contains important elements like engagement rate, reach, impression, and comments.

1.2 Organizational Structure

1.2.1 Diagram of the organizational structure

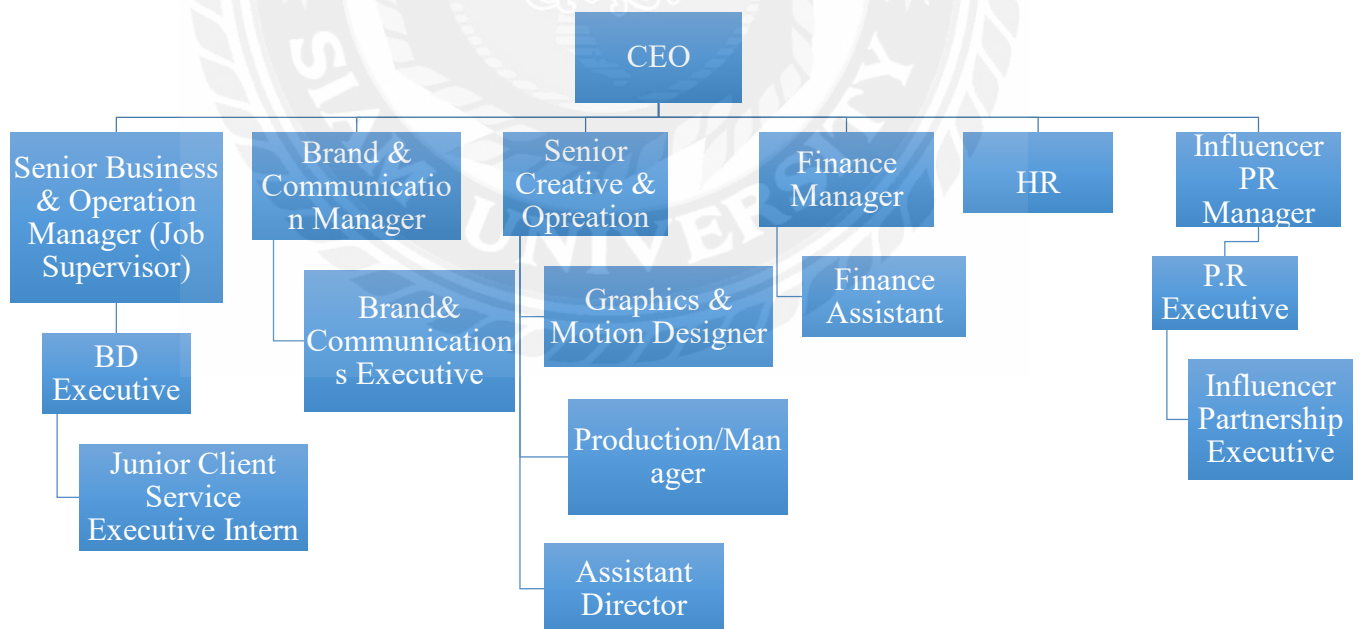


Figure 2 Organization Structure

Job Position

- Junior Client Service Executive Intern

1.2.2 Job Position and Placement Details

Address	Thasikhel, Lalitpur, Kathmandu Nepal
Job position	Junior Client Service Executive Intern
Departments	Business Development Department
Working Duration	16 weeks
Work Hours	10:30 Am to 6 Pm
Name and Designation of Internship Supervisor	Mr. Sorup K.C, Senior Manager - Business Development & Operations

- The position I hold in Uptrendly is Junior Client Service Executive Intern, the right fit for the Business Team. The business Team is one of the most crucial teams of the Uptrendly because it brings new prospects to the company.
- Junior Client Servicing Intern of Uptrendly will work directly with business development departments, the Influencer team, the creative team, and lastly, with the editing/graphic motion team to assist in the smooth running of day-to-day operations and campaigns. While working at the business development department of Uptrendly, the intern came across diverse activities that were needed to go through to understand how profitable/engaging campaigns are actually executed with considerable opportunity to gain additional responsibilities and leadership qualities.
- Last but not the least Junior Client Service executive intern actively communicates with the clients. The communication is initially via email or calls. The communication takes shape into physical or virtual meet-ups to understand their brand requirements in-depth and how well we can execute the campaign to have a win-win situation for both parties.

1.3 Intention and Motivation to join the company

My main motivation for choosing Uptrendly as my CO-OP studies workplace is that the company solely focuses on marketing/agency digital platforms. Being a finance & Banking student, I have learned numerous new learnings from KCM and Siam University about finance. Still, I wanted to grow in the marketing field, and I believe I have better communication skills. As a person, I am very outgoing and enthusiastic, so I felt it's high time I should apply my financial knowledge and further explore myself in the marketing industry. Uptrendly is all of that opportunities to offer. Uptrendly is where they recognize your true potential and give you exposure as an employee. It is never limited. I plan to do my masters in Marketing for my future studies, so Uptrendly was the right fit for me considering all of these factors.

1.4 Strategic Analysis of Uptrendly Pvt. Ltd

Strengths	Weakness
<ul style="list-style-type: none">• First mover in the market.• Young/ Like-minded co-workers to work with.• Increasing the employment rate by enrolling influencers with the new campaigns.• Helping in boost the economy of the country.• Encouraging Nepali/Local brand to flourish more by doing campaigns and helping them come out as much stronger brand.	<ul style="list-style-type: none">• Audiences are still not aware what is influencer marketing in general.• Lack of Proper utilization of tech in Influencer marketing business• Wide range of tied up agencies are less who are keen to do influencer marketing.• Changing the strategy of advertising/marketing from traditional to digital is challenging
Opportunities	Threats

<ul style="list-style-type: none"> • Wide industry exposure. • Being the first brand trusts deliberately. • Uptrendly is the one who always runs the big campaigns and events happening in KTM. 	<ul style="list-style-type: none"> • In the future, there are high chances similar agencies would come up and eat up the most of the businesses • Many brands are becoming smart and hiring influencers from their resources to do branding of their product.
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1.5 Objectives of the study

An internship program aims to provide a platform where students get practical exposure to the organization's functioning, understand the challenges faced by the organization in the real business environment, and learn to deal with various problems. Therefore, the study is conducted with certain objectives and serves a specific purpose. The main objective of this report is to explain the influencer marketing campaign execution process and build organic relationships with the clients and the brands to bring more new prospects to the company. The specific objectives are enlisted below:

1. To study how influencer marketing campaigns take place and how fruitfully they can campaign be executed.
2. To gain knowledge about how big campaigns are executed.
3. To explore and implement the theoretical knowledge practically before entering as an employee.
4. To evaluate the quality of service and how well we can maintain rapport with old clients and build new rapport with new clients.

Chapter 2 CO-OP STUDY ACTIVITIES

2.1 Job Description

Internship Role: Junior Client Service Executive Intern

Internship Description:

Junior Client Servicing Intern of Uptrendly will work directly with the departments of business development, Influencer team, creative team, and lastly, with the editing/graphic motion team to assist in the smooth running of day-to-day operations and campaigns. While working at the business development department of Uptrendly, the intern came across diverse activities that were needed to go through to understand how profitable/engaging campaigns are actually executed with considerable opportunity to gain additional responsibilities and leadership qualities.

The below mentioned includes a series of assigned activities I had to perform during my internship tenure:

- Preparing MOU (Service Agreement)
- Sent Brand Requirement form via emails to potential clients
- Physical/Virtual meetings with the clients
- Dealing with direct clients and via agency clients for Campaign execution
- Led Pepsi Campaign
- Led Flowflex PR Shoutout Campaign
- Led Wow Skin Science Campaign
- Led Set Wet Campaign
- Led Daraaz Campaign
- Led Taptap send Campaign
- Led mCaffeine Campaign
- Led Black and Decker Campaign
- Led Double a Mask Campaign

2.2 Job Responsibilities, Activities, and Work duties

2.2.1 Preparing MOU (Service Agreement)

I was allowed to prepare service agreements for the brands such as Black+ Decker, mCaffeine, Aiesec Nepal, QFX, and Yeti airlines. Preparing a service agreement is considered crucial before taking the campaigns to live because it holds important clauses, deliverables, the scope of work, and the timeline between the first and second parties.

2.2.2 Sent Brand Requirement form via emails to potential clients

Before executing any campaigns, Uptrendly's prime aim is to understand the client's specific brand requirements. I was assigned to clients servicing the brands by sending them brand requirement forms via emails and following up with them via calls. After understanding the client's specific requirements, we give them potential influencers' list names and brand costs, sent via email.

2.2.3 Physical/Virtual meetings with the clients

Being a part of the Business Team and my position in Uptrendly, meetings with the clients were my foremost duty. During my internship, I had an opportunity to do physical meetings with renowned companies like Unilever Nepal, Samsung, Spark Rentals, Art In Paradise, Mero Coding Class, Clover Agency, Taptap Send (Virtual Call) , mCaffeine (Virtual Call), Wow Skin Science (Virtual Call), Digitalin Agency (Call), Outreach (Call), Skytouch Biomed (Call).

2.2.4 Dealing with direct clients and via agency clients for Campaign execution

The business team is all about client servicing and dealing with new prospects. So one of the major activities I had to perform in Uptrendly and Imagine Nepal was to deal with the direct clients' and agency clients' brand requirements and queries. Brand requirements suggested an

Influencer list ranging from micro/nano macro-influencers who perfectly match their product endorsement and accordingly suggested which platform would be best to showcase their products, such as Instagram and Tiktok.

2.2.5 Led Pepsi Campaign

This was the first and foremost Campaign led by me. This Campaign was associated with the agency client named Digitalin. My supervisor created a Whatsapp group with the client where I took the lead for the back and forth communication with the influencer team and client. The Campaign consisted of 13 micro/nano influencers who had to pose with the product Pepsi. I also created the excel sheet to understand better the Campaign we were working on. The most recent Campaign we worked for was The Pepsi Campaign, where I created captions for the post. I was in constant touch with the client regarding influencers who posted the post and who did not. After completing it, I made a brief influencer's insight report and submitted it to the client. Here is the few examples of influencers static self-shot photo screenshots with the product "Pepsi".

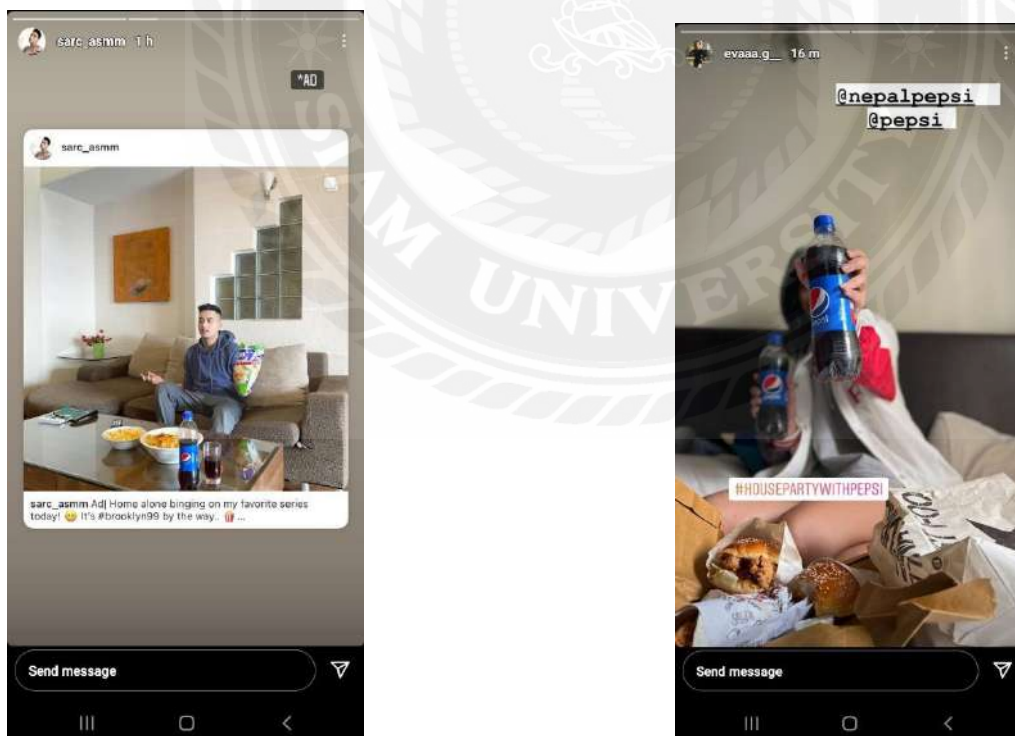


Figure 2 Pepsi Campaign

2.2.6 Led Flowflex PR Shoutout Campaign

This Campaign was associated with the direct client. This was a simple PR shout-out campaign of 25 micro/macro-influencers who posted an Inst agram story shouting out to the sky touch Biomed (their official Instagram page), thanking them for sending the product across and spreading awareness regards COVID 19.

2.2.7 Led Wow Skin Science Campaign

This was an international campaign. The client was from India, and this Campaign was associated with the agency-client named One Impression from India. In this Campaign, there were in total of 35 influencers where they need to do self-shoot videos of the Wow Skin Science hair care

Products ranging from shampoo, hair oil, conditioner, and hair mask. My major tasks were to update the client group on how many influencers' posts went live on their respective social media platforms. Sending the influencer video to the client group for approval. The Campaign is still ongoing.

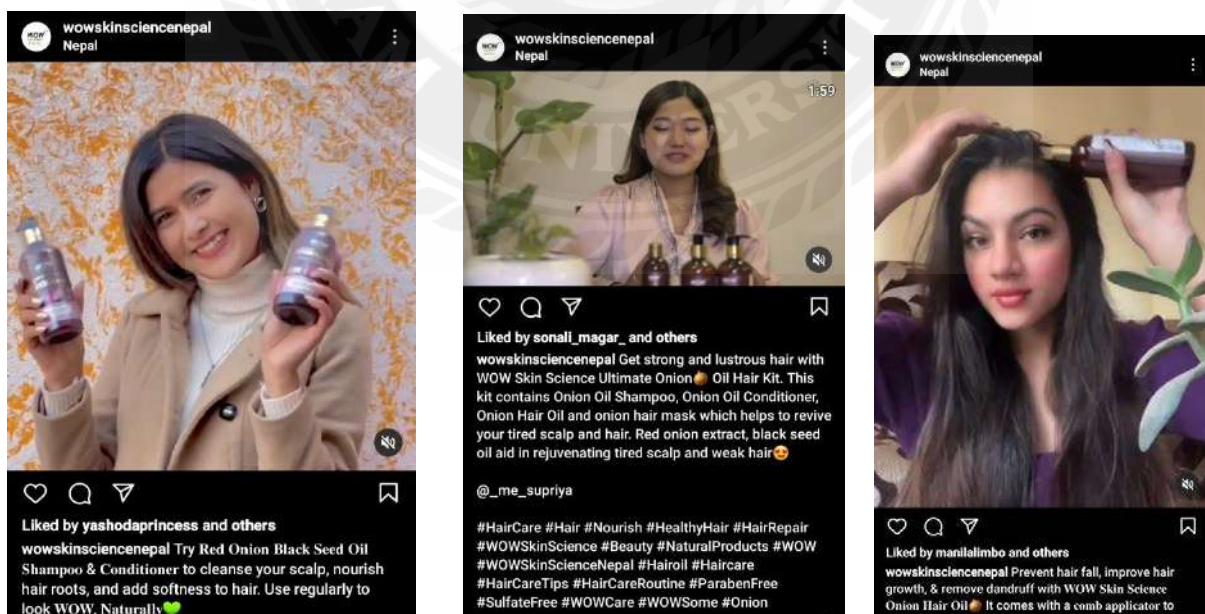


Figure 3 Wow Skin Science Campaign

2.2.8 Led Set Wet Campaign

This Campaign was associated with the agency client called Outreach. This particular Campaign was very easy to execute. There was the involvement of only two micro-influencers. The client's preferences were influencers with stylish personalities because their product set wet gel depicts as a cool product. They had to post their most stylish picture on their social media handle, i.e., Instagram and Facebook. Accordingly, I updated the clients with the pictures of influencers to choose from and as soon as the influencer's post went live with the necessary captions, hashtags, and accounts to be tagged. I updated in the client group. Here are the few examples of influencer's static self-shot photo screenshots.



Figure 4 Set Wet Campaign

2.2.9 Led Daraz Campaign

This campaign was associated with the direct client that is client of the Daraz. There were involvement of 5 macro-influencers. The campaign's main agenda was to create awareness amongst audience. This particular campaign was a production video where professional video team was hired to shoot video of influencers. I was actively for back and forth communication with the client's requirements and editing team final product. Here is the few examples of influencer's static self-shot video screenshots with the product "Daraz" explaining verbally to their audiences.

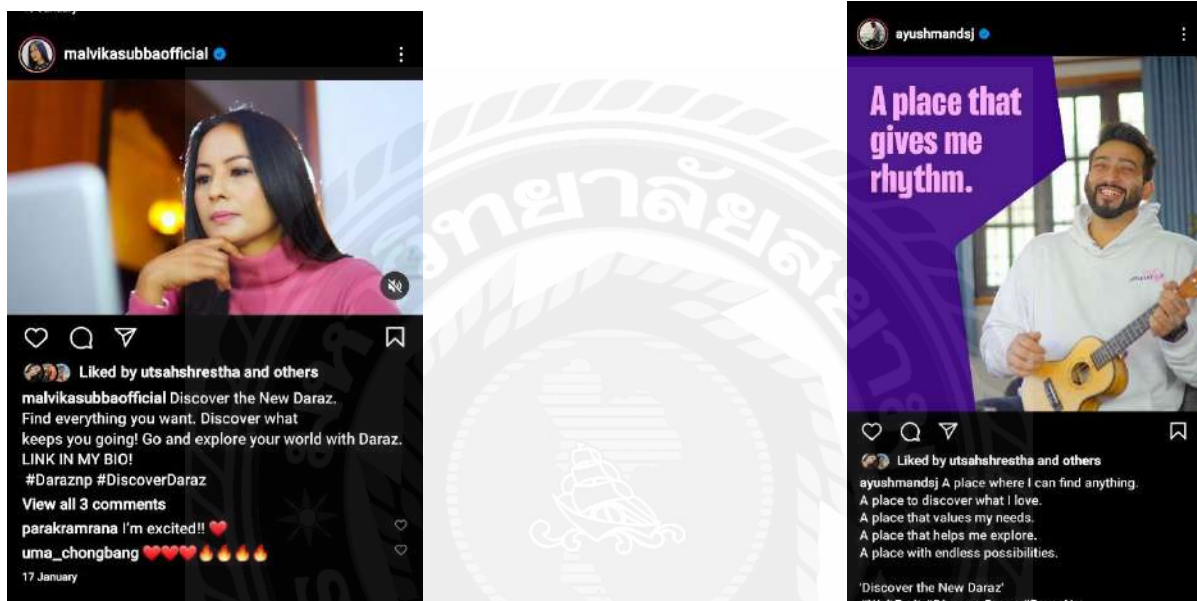


Figure 5 Daraz Campaign

2.2.10 Led Taptap send Campaign

Taptap Send is a mobile application that allows users to send money back home to Africa and Asia quickly and at very low prices. Uptrendly Media Pvt. Ltd. is a company that provides influencer services concerning goods and services of its clients. In this particular Campaign, there were, in total, five female influencers who encouraged the audience to download the taptap send because the app is easy to send money back home. I actively participated in the client group and coordinated with the client regarding taking the influencer's video's approval before it went live on their specific social media handles. Further, I also updated the group whenever the influencer's IG and FB story and feed post went live.

Here is the few examples of influencers static self-shot video screenshots with the product "Taptap Send" explaining verbally to their audiences.

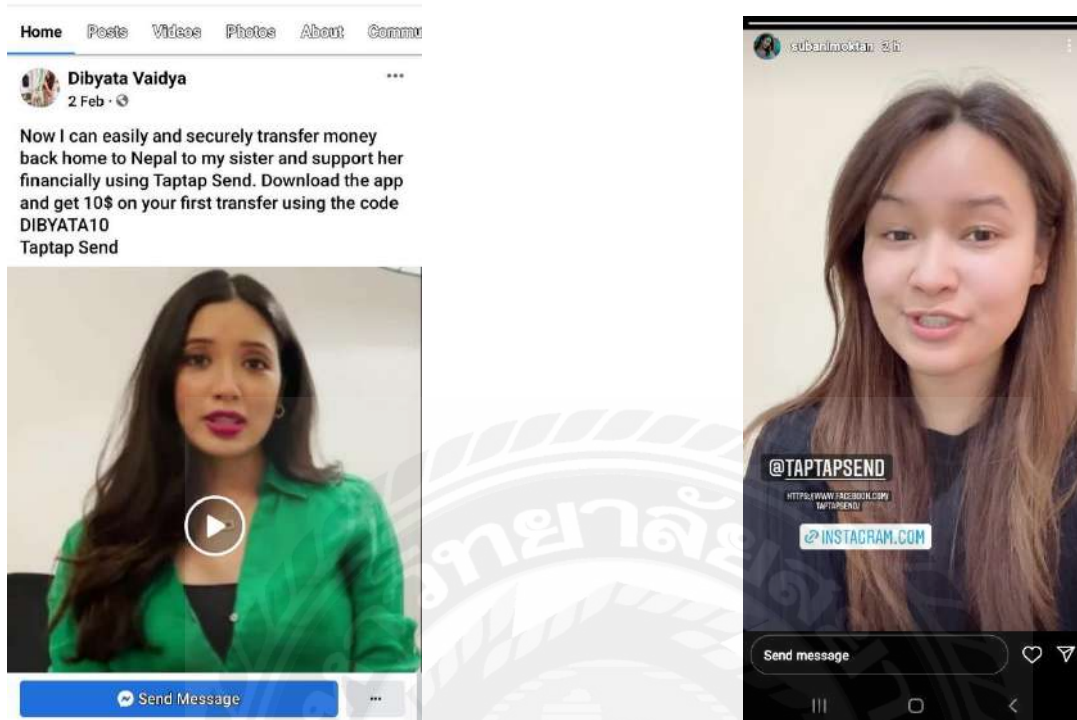


Figure 6 Taptap send Campaign

2.2.11 Led mCaffeine Campaign

mCaffeine is India's 1st Caffeinated Personal Care Brand Product. This time the brand decided to do the Campaign with Uptrendly. Their main plan was to create brand awareness in the Nepalese market. In this Campaign, there were 13 micro/mid-level influencers. The product was mCaffeine coffee body scrub. Oil and lotion. The influencers posted the content on the platforms Tiktok and Instagram. Further, we created a folder in the drive where I updated the live link on the excel sheet. Further, I also created a folder where I uploaded all the content to keep a steady track.

Here is the few examples of influencers static self-shot pictures with the product "mCaffeine "



Figure 7 mCaffeine Campaign

2.2.12 Led Black and Decker Campaign

Black and Decker is a premium electric appliances brand. The Campaign is associated with the direct client. In this Campaign, there were five macro/mid influencers. The video type was of production level, where the shooting was done professionally with a qualified video team. Accordingly, I updated the progress of the draft videos and final videos in the client group for the final approval and feedback before making those videos live in the social media platforms.

2.2.13 Led Double a Mask Campaign

This Campaign was associated with the agency-client named Digitalin. The product is a mask. There were 8 micro/macro influencers in this Campaign. The main agenda for this Campaign was to spread awareness of COVID and wear masks. Similarly, I created a WhatsApp group for this Campaign, negotiated the brand cost, prepared MOU, and shared the content with the client for approval to make the content live on social media platforms.

Here are a few examples of influencers' static self-shot pictures with the product "Double A Mask"



Figure 8 Double a Mask Campaign

2.3 Activities in coordinating with co-workers

All of the mentioned activities required proper coordination and solid collaboration among the different teams such as Business Team, Creative Team, Editing team, and majorly the influencer team. The mentioned activities required proper coordination and solid collaboration among the co-workers. While working there, interns were evaluated on the basis of how well the campaign is executed, teamwork and professionalism.

2.4 Job Process Diagram

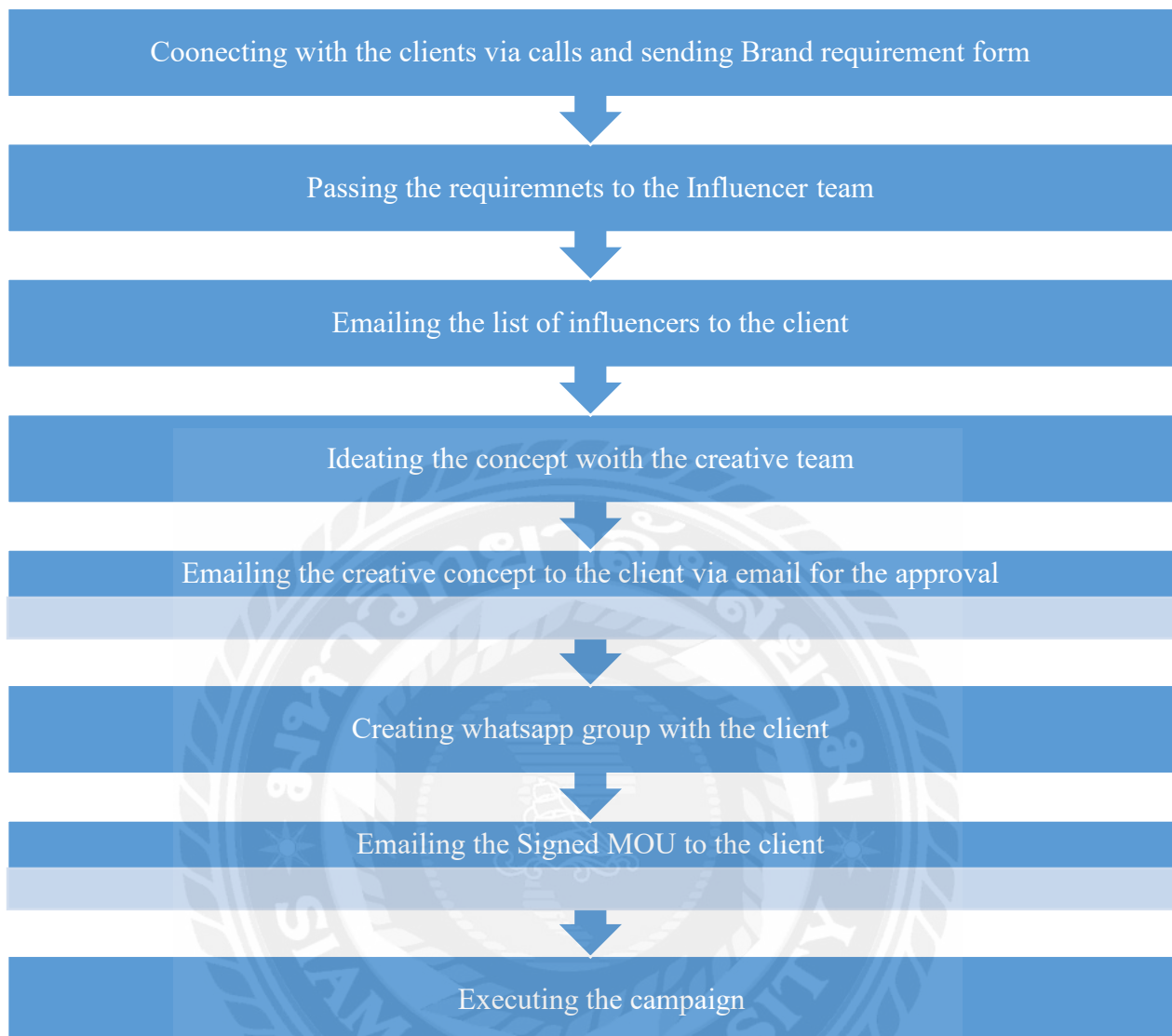


Figure 9 Job Process Diagram

2.5 Contributions as a Co-op Student in the Company

My involvement as an intern in Uptrendly was very adventurous and fruitful from the aspect of gaining practical exposure to the marketing sector and the corporate world. Facing dynamic situations in the different departments helped develop a new insight into the works performed in a marketing advertising company. The contribution made during the internship program was mainly concentrated on Client servicing, branding, and executing campaigns with constant follow-ups. Regarding assigned roles and responsibilities, I was able to make a major contribution which was well appreciated, and those contributions are as follows:

At the beginning of the internship program, I was assigned to research and approach startup brands. Each day, I researched the different brands' updates on excel sheets, called clients, and sent them PR proposals. As a co-op student, I could communicate with the clients confidently. The supervisor very much appreciated my ability to perform the assigned responsibility.

Another contribution made by me was handling all the clients' brand requirements. Whatever the clients' requirements were, be it from direct clients or agency-related clients, I used to jot down every single detail on a word document and pass it on to the influencer team for the listing. Uptrendly focuses more on organic concepts, and we suggest our clients go for self-shot videos of the influencers. Recently, I, along with my creative team, pitched a very interesting concept to the mCaffeine client, which we suggested since your product is India's leading caffeinated product. You want to promote it here in Nepal. We can do self-shot videos on the platform such as Tiktok, where we suggested them. We will provide you with the concept where influencers will create a hype that we are applying coffee, and their family members will react astonishingly. While applying the product, the influencers will mention all the important USPS of the product throughout. I solely gave the idea to the client via virtual call, and the client loved the idea and approved the concept.

Another important contribution I have made is that I have diligently led the campaigns such as Wow Skin Science, mCaffeine, Taptap send, Daraz, and Pepsi. I believe communication is the key. By having constant communication, I executed the campaigns swiftly with back and forth updates in the Whatapp group and excel.

Being an extrovert, socializing was very unchallenging for me. With numerous college presentations and projects, my speaking skills were above average, which helped me handle phone calls and customers effectively. My socializing skills and how I presented myself were well appreciated and recognized.

Chapter 3 LEARNING PROCESS

3.1 Problems Observed and Identified

During the period of this internship program, multiple numbers of problems and challenges were encountered. Those problems and challenges have been highlighted below:

3.1.1 Adjusting to the corporate Uptrendly culture

In the initial days of my internship, I was struggling to adapt to Uptrendly's culture. I wasn't able to properly understand the company's values and corporate culture. Being a fresh new intern was very nerve-racking for me.

3.1.2 Assignment of too many responsibilities

Since I was an intern, I was overly burdened with too much work. Although I was very passionate, punctual and had a positive attitude towards work. There were instances when I was overwhelmed with the work, due to which I used to feel drained out at the end of the day.

3.1.3 Communication Gap between Teams

One of the major problems I noticed was there is no proper communication between the teams. Since I belong to the core part of the Uptrendly which is the business team my major work is to follow up with the internal team because at the end of the day I had to update the client group as well regards the progress of the ongoing campaigns as in how many influencers post went live showcasing their products. But as times the response was not actively received from the team.

3.1.4 Improper Work Management

I keenly noticed that there are improper work management as in assigned work are not divided equally. At times I was accumulated with other department work as well, for instance, I was told to follow up the influencers which was completely out of my scope of work, prepare an

influencer list which is also out of scope of my work and moreover there was no proper work balance.

3.2 Solving the problems with example

During this internship period, several learnings and problem-solving activities were done. In performing day-to-day activities, one needs to tackle various difficulties and challenges. While dealing with such problems, appropriate skills are required to solve the problem effectively and efficiently. During the internship period, the above-mentioned problems were solved differently:

Self-learning and Initiation

- I. My priority was to get the solution of adjusting to the Uptrendly corporate culture. At the beginning of this internship program, I was struggling to interact with the staff members but then I started having small talks with them which ultimately led to a friendly working environment. **For instance**, on my second day on the office premises, Head HR officer Sorup K.C came to check on me and I asked them about the rules, regulations, and culture of Uptrendly. They explained all the vital information which certainly helped me to understand the corporate culture.
- II. As time passed by, the solution to my second problem arrived instinctively. With too much tasks given in initial days, I was driven to give my hundred percent even in those small tasks and responsibilities. I was properly coordinating with my supervisor and following every instruction given by him which led to an efficient and valid result. **For instance**, in case of any confusion, I would directly seek help from my supervisor and took suggestions from him which certainly helped me gain his trust and confidence and by the end of this internship tenure, I was loaded with specific tasks and responsibilities. I humbly said if the work can be little less I won't be overwhelmed by the work and do the work more productively.
- III. To solve the problem of improper working conditions, I stated to my supervisor that there is less team coordination. There is frequent communication gap due to which it is challenging at times to answer the final feedback to the client. For instance, I suggested my team mates and supervisor to have a constant communication in the group so that we don't miss any update and team members responsibly update with their assigned duties.

- IV. To solve the problem of improper work management, I stated my supervisor to have balance between the teams. We understand being the part of business team, we should be all-rounder and hence be readily available but it is very important to delegate the work to the concerned department. Delegating the right amount of the work to the concerned department enhances the efficiency and fluency of the work.

3.3 Recommendations to Uptrendly Pvt. Ltd

Some recommendations are listed below:

- Motivational programs should be incorporated to boost employee enthusiasm.
- Employee training programs should be incorporated.
- Switching into capital intensive rather than human intensive.
- Company should try to organize meet and greet programs with the clients to retain long term business relationships.
- Monthly feedbacks sessions after completion of every projects/campaign.

3.4 Lesson learnt during CO-OP studies

3.4.1 Take initiative and never be afraid to ask

One of the essential thing that I learned during my Co-op studies is to take initiative and never be afraid to ask something. Within few days into my internship, I understood that it is always easier to ask and do it right rather than being confused and having it to fix it back. Taking initiative to learn more from the experts leads to the expansion of the horizon and fosters self-directed learning.

3.4.2 Create interpersonal relationship

Being social and interacting with people around you will always assist to maintain a quality and friendly work environment. During the Co-op period, I tried to maintain professional as well as a personal relationship with people in my department which in a greater extend helped me to open up and adjust really quickly.

3.4.3 Its okay to make mistakes

Before attending Co-op classes I felt making a mistake is an embarrassment but when I overcame this perception, I understood that making mistakes is a lesson itself. We never get to learn without making any mistakes and without trying we cannot make it better the next time.

3.4.4 Recognize your strength and weakness

Co-op education provides an opportunity to advance within the potential career field and also helps in recognizing the strengths and weaknesses. In my case when I was an intern at Uptrendly Pvt. Ltd, I understood that I was not an analytical person in the sense that I would not think as a professional while taking a decision. I knew that was my weakness so I started working on that particular thing.

3.4.5 Foster reflective practice

Reflective practice is known as the ability to reflect on one's action to engage in a process of continuous learning. Another essential learning from Co-op education is to foster reflective practice in order to be an active learner and thrive as a responsible professional.

3.5 Application of theoretical knowledge to real working situation

There is a huge difference between theory and practice. However, there is a link between theoretical knowledge and practical work. The theory that we learned in the classroom is not directly used in the real world, but the knowledge that we gain from it makes the real working situation easy and efficient. . The theory, concept of fundamentals, and the perception that we built up are essential for the real world.

Without those learning working in a real organization would be very challenging. For me, the coursework such as Strategic Management, Financial Management, Financial Planning, and Principles of Management helped me a lot in understanding the finances, marketing, soft skills and the concepts of building healthy client relationships during this internship period. Similarly, a subject like English Usage for Profession aided me to draft official emails, letters and meeting minutes. During this internship, it was learned that various management theories

were proposed in a condition that all other things remaining constant. However, in the working scenario, there is nothing that remains constant. That means there are different players or factors that play a role to deviate things than as stated in those theories.

3.6 Special skills and new knowledge learned from CO-OP studies

I. Achievement of a balanced and focused mindset

One of the important parts of an intern's attitude is to incorporate balance into both personal and professional life. Working with Uptrendly has definitely taught me the significance of a focused mindset in the workplace. Similarly, this experience has aided me to focus on the pursuit of proficiency.

II. Confidence build-up

The internship program has really helped me to build up my confidence. During my stay in the Business development department, I deal with different clients and agents which has helped me to increase my confidence level to a greater extent.

III. Development of communication and interpersonal skills

Regular interaction with the staff members and clients has helped me a lot to develop my communication and interpersonal skills. I came to know about presenting oneself in front of the client in such a way so that clients feel satisfied in every aspect about their queries that had been presented.

IV. Building competency

Development of the interpersonal, managerial, and entrepreneurial skills that are crucial in every professional's career development. From this internship experience I was able to learn various things which are enlisted below;

- a) Advance Excel
- b) Persuasive Skills
- c) Execution of Big Campaigns
- d) Making proposals

- e) Preparing professional MOU (Service Agreement)
- f) Dealing with clients brand requirements and problems.
- g) Learned about the importance of time management and punctuality.
- h) To cope with staffs, colleagues, and customers.
- i) Enhancing communication skills, interpersonal skills, analytical skills, and decision-making abilities which are required in the business.
- j) Learned about the requirements to become a Business Development& Operations manager and Senior Client Service Executive.



Chapter 4 CONCLUSION

4.1 Summary and Evaluation of the work experience

Working with Uptrendly Pvt. Ltd gave me ample opportunity to gain valuable insights regarding work responsibility, work ethics, and corporate culture. This internship experience provided me the right set of circumstances to practice various management principles in the real world. During the internship period and the preparation of this report, I learned a lot about the influencer marketing company. This internship has been fruitful in many ways.

Likewise, during this internship period, I found that Uptrendly has a professional working environment and can be a great career opportunity to pursue. Basically, in this internship tenure, I gained knowledge about the working procedure of how big campaigns are executed and how well we can foster brand to create presence in the market. The internship enabled me to understand how to build client relationship and bring businesses to the company. It highly taught me the essence of the communication, interpersonal and information skills. With all the lessons learned, this internship program made me realize that charming behavior and soft skills over technical skills is the key to success no matter which career is pursued. Beyond academics, I can observe certain skills, like the ability to take initiative and the ability to take proper decisions are gradually developing in me. Not only that, this internship has made me realized that feedbacks are essential for any work improvement and efficiency.

Considering the fact that internship helps to pre-know the challenges, complicities, and compositeness of the real world, it specifically has assisted me to build confidence, professionalism, networking, observing, and speaking skills. I would also like to show my sincere gratitude towards the company for having me involved and believing in me with the assigned roles and responsibilities. Overall, this internship program has enabled me to recognize my strength and weakness while carrying out assigned roles and responsibilities. Uptrendly Pvt. Ltd. team gave me such good learnings and exposure that I will embrace throughout my life. I believe this experience will help me to excel as a proficient in future endeavor.

4.2 Limitations of the Study

- The period given (16 weeks) wasn't sufficient to learn all the activities Of Uptrendly Pvt. Ltd.
- Lack of prior research study on certain products for the campaigns
- Lack of available or reliable data
- Uptrendly's policy in keeping some matters confidential prevented the intern from learning analyzing different activities.
- The interpretation and conclusion have been drawn within the limitations of Individual knowledge and judgments.

4.3 Recommendations for the company

It was an immense pleasure to learn and know about the various department of Uptrendly Pvt. Ltd. Besides these learnings, some recommendations for excellence are the most. I would like to suggest the company to focus on appraisals considering the timing and efforts of the employees. Furthermore, regular inspection and follow-up should be done in regards to efficient and smooth administration. The main priority should also be given to proper working conditions if the company wants to improve and enhance productivity. I would also like to recommend a proper design layout for an effective work cycle.

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APPENDICES



Figure 10 Photo-shoot with the whole company team members



Figure 11 Glimpse of working with Finance Department



Figure 12 Team Meeting



Figure 13 Team Meeting celebrating achieved targets



Figure 14 Team Appreciation



Figure 16 Meeting with the CEO of the company Mr. Monayac Karki



Figure 17 Business Team Selfie with Senior Business Development Manager and Client Servicing Executive



Figure 18 Business Development Team along with the Jammy's Bubble Tea Client at their new opening



Figure 19Me working at the workplace

Figure 20Business Development Team



Figure 21 Picture with senior Client Servicing Executive

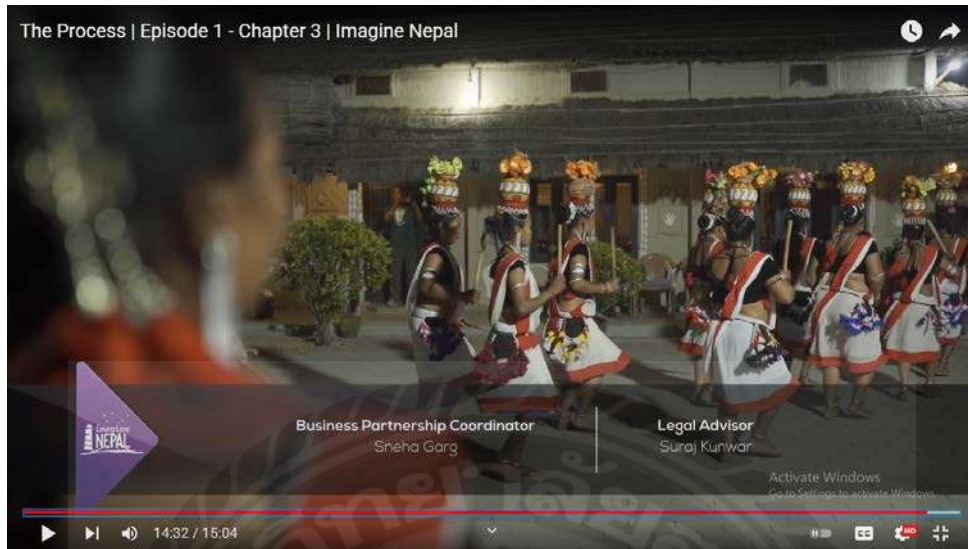


Figure 22 Screen-shot of me representing as a Business Partnership Coordinator/Lead