



# **Cooperative Education Report**

## **A Study of Business to Business Marketing**

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**This Report Submitted in Partial Fulfillment of the Requirements for  
Cooperative Education, Faculty of Business Administration  
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Siam University**

**Title:** A Study of Business to Business Marketing

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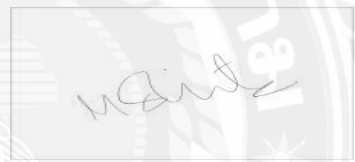
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We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2019

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### **ABSTRACT**

This cooperative report entitled “A Study of Business to Business marketing” has the goals to study about the virtual aspect of marketing of ERP provider in Nepal. The objectives of the study is to investigate the virtual aspects of digital marketing targeted to business organizations, to conduct awareness events to the prospective business organizations regarding ERP and cloud services, to examine and execute promotional campaigns and events directed to provide latest information of NetSuite, ERP, Cloud technologies via social media platforms, to conduct awareness events and generate business leads. With the company, I was assigned to work as an intern in department of Marketing and Branding. The main responsibilities were to improve the engagement of the targeted clients in digital platform by providing them with articles, news, blogs, and information regarding ERP system and evolving cloud technology around the globe. Similarly, I have conducted marketing activities to raise awareness about the company as a brand and their product offerings amongst the business organizations in Nepal. I have assisted in conducting programs and schemes alongside team members. I have found that ERP system as it is a freshly new concept/system in Nepal and very less portion of companies have implemented ERP and require deeper understanding of the product.

*Keywords: Digital marketing, Social media Engagement, Event*

## **Acknowledgement**

This Coop report has been prepared as a prerequisite for the requirement of completion of BBA program provided by Siam University. This report has helped me exercise and expand my knowledge on the Digital Marketing, Branding as well as Event Management in corporate sector. I believe I should acknowledge the support of every individual for positive response, guiding and supporting me with my report.

I am immensely indebted to Siam University for such a brilliant initiation of Cooperate internship for BBA degree where report is a crucial part, I would like to express my sincere gratitude to the Management faculty for all their valuable support for the study program. I am privileged to prepare this report under the supervision of Mr. ChanatipSuksai and would like to acknowledge his guidance and mentorship in the entire period of this reportpreparation.

My special thanks go to Mrs Sharmila and Mr. ChanatipSuksai for their support and guidance from the very beginning of this report. I am always grateful to Kathmandu College of Management (KCM) Supervisors for supporting me and critically observing myperformance and report to make it better with every comment they haveadded.

Furthermore, I would like to show my gratitude towards Raindrop Inc. for providing me this opportunity of learning and experiencing in their organization. I would like to extend my deepest gratitude to my supervisor, Mr. Mohit Nepal for his constant guidance throughout these fourteen weeks.

Last but not the least, my thanks and gratitude is dedicated to my family member and well-wishers for supporting me in every step towards my career with their unconditional trust and patience.

Sauharda Shah

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## Chapter 1: Introduction

### 1.1 Company Profile

Raindrop Inc. a part of Talk Holdings, established in the year 2016 is a specialized cloud technologies services providers and certified ERP solution provider in Nepal. It is focused on executing cloud models for clients. Headquartered in Kathmandu, Nepal, Raindrop first time partnered with Oracle + NetSuite, World's #1 Cloud ERP to bring world class business management suite in Nepal. Raindrop Inc. enables enterprises to become more agile and productive by integrating, implementation and supporting various cloud applications through our professional service model including cloud ERP models for the first time in Nepal by partnering with World's #1 Cloud ERP NetSuite.

NetSuite is the World's #1 cloud business management suite, providing your company with a single, solution to integrate its core business processes: Enterprise Resource Planning(ERP), Customer Relationship Management(CRM), Professional Services Automation(PSA) and Ecommerce.

As a partner of NetSuite, Raindrop provides three kinds of products:

#### 1) NetSuite ERP

The main features included in NetSuite ERP product are: financial management, order management, production management, warehouse and fulfillment, procurement, human capital management.

#### 2) NetSuite CRM

The main features included in NetSuite CRM product are: Sales force automation, customer service management, marketing automation, partner relationship management, mobile, and customer portal.

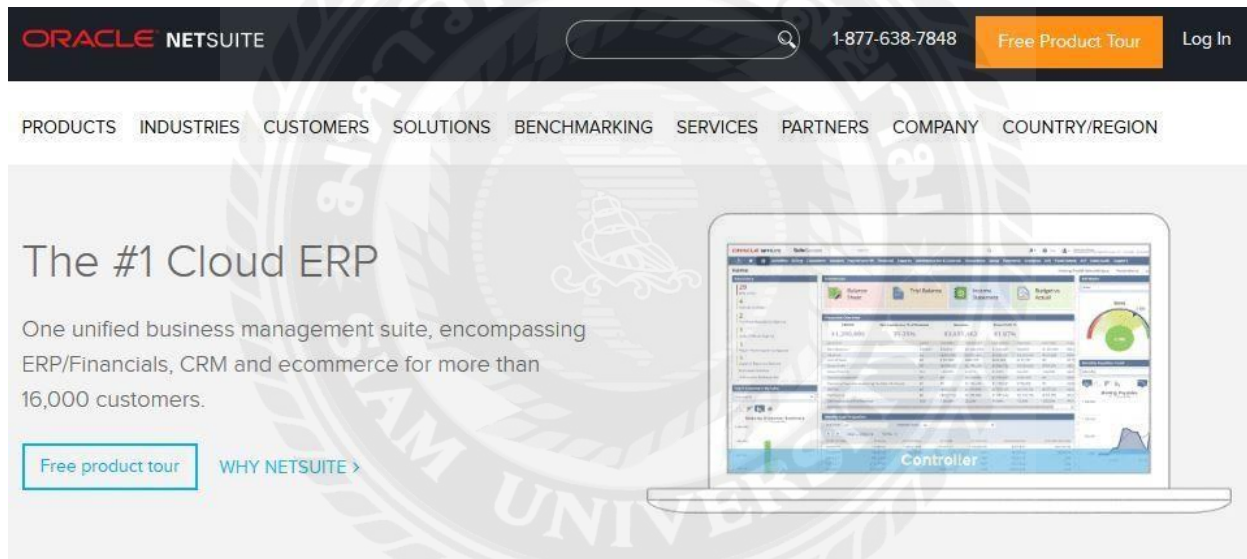
#### 3) NetSuite PSA

The main features included in NetSuite CRM product are: Project Management, Resource Management, Project Accounting, Timesheet Management, Expense Management, and Analytics.

The targeted customers of Raindrop Inc. are organization in manufacturing, wholesale, service, retail and e-commerce, health care, media and advertising, and nonprofit organization industry. Similarly, apart from selling of the products, it is also involved in providing three kinds of services to their clientsare:

- a. Consulting
- b. Implementation
- c. Support

As a part of Corporate Social Responsibility (CSR), to foster the growth of non-profits and help them on their mission with the use of efficient technology, Raindrop Inc. has been providing Pro Bono Services, which means providing services free of cost to the non-profit organization of Nepal.



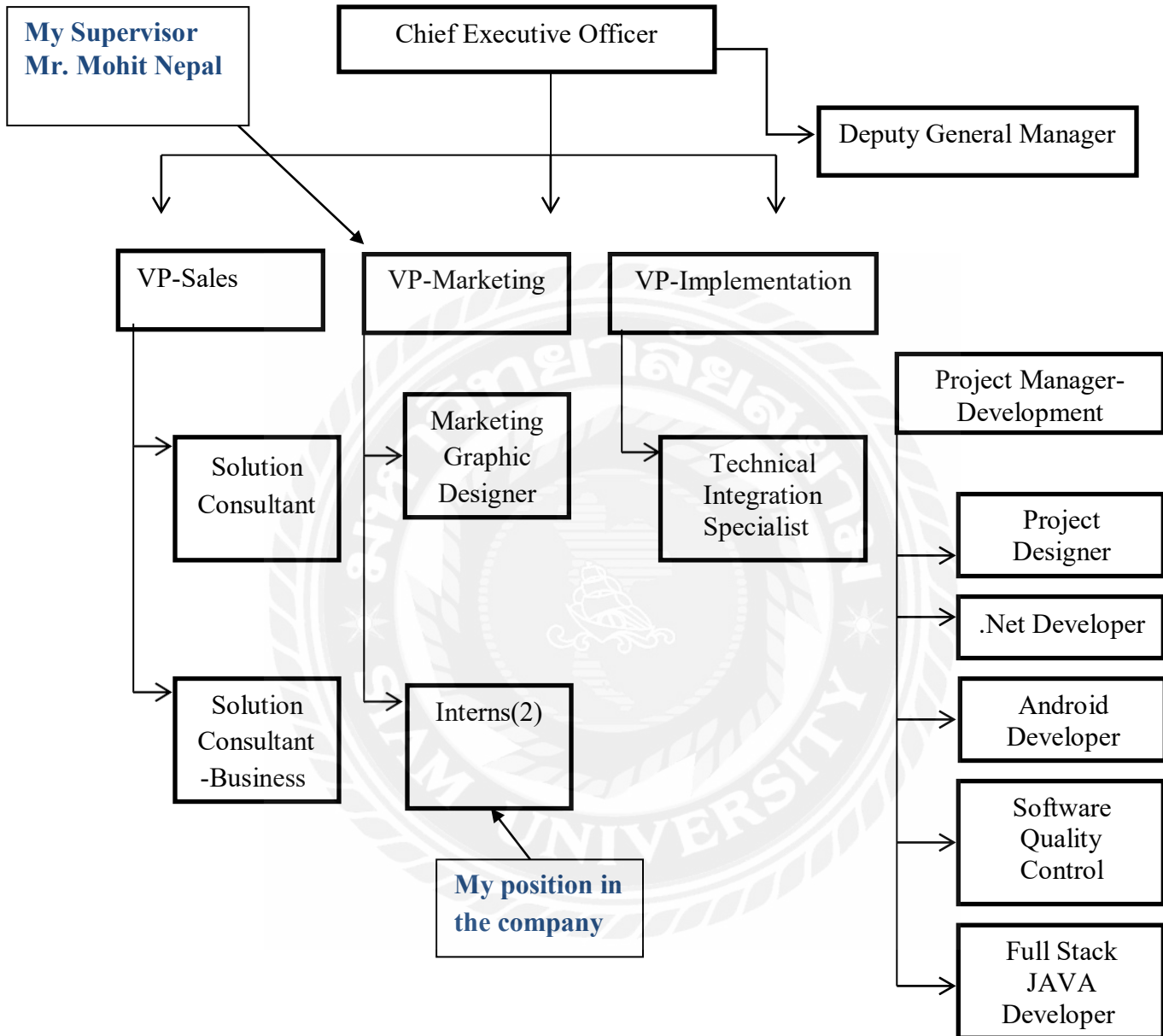
Trusted by more than 16,000 customers

**Figure 1: NetSuite**



## 1.2 Organizational structure

The organization structure for Raindrop Inc is as follows:



### 1.3 Statement of thereport

This report is written to demonstrate the work environment and digital marketing aspects of the company Raindrop Inc. This report is intended to show the reader the current scenario of social media marketing in Nepal as well the work environment and challenges faced. They are listed below:

- Digital marketing is improving gradually and awareness is a slow process for customers to understand the product's benefits
- The engagement of business entity in social media platforms is comparatively less than the individual customers.
- Limited industries reach through digital marketing as there is very less portion of company's account in digital platform.
- In order to attract the customers, there is growing competition in market and tracking down all the marketing campaign of the competitors.
- Consumer react to an emotional approach more than any other but this is the challenge as business to business communication remains to be kept very professional and there is little room for creativity and emotional touch.

### 1.4 Objectives of the study

The Primary objective of this report is to understand the roles, implication and impacts of digital marketing on B2B IT industry. The major objectives of this report would be critically analyzing the recent approaches that the organization is taking into the field of marketing which is through digital media platforms and awareness events. I have studied about the important aspects needed to perform marketing targeting to business organization as a Cloud ERP Solution Provider. To be specific there are some objectives of this report mentioned below:

**To study the virtual aspects of digital marketing targeted to business organizations:** As part of the major day to day responsibility I was given all the job to maintained update all the social media sites of the company. it included Facebook, LinkedIn, Twitter and official website as well. I had my own ideas and content. To find the company's competitors position of digital marketing through research. To get a better understanding of Digital Marketing and its impact on IT industry.

To find out how digital marketing is helping conventional marketing process. To evaluate the purpose, methods, elements, and effectiveness of Digital Marketing along with my supervisor.

**To conduct awareness events to the prospective business organizations:** To plan & help execute event regarding ERP and cloud services, to examine and execute promotional campaigns and events directly provide latest information of NetSuite, ERP, Cloud technologies via social media platforms. To conduct awareness events to the prospective business organizations regarding ERP and cloud technologies around the globe. To collaborate with solution's partner to grow the business as well as focus on the non-profit initiative of the organization. We were scheduled to conduct two events during the period of my internship but were only able to conduct one as the latter one was postponed due to issues with collaboration.

The secondary objective of the study was to know the personnel working in the organization as well as to become well acquainted with them. To gain the understanding of the organization from the social viewpoint. I also intended to get behavioral and diplomatic ways of handling people that have to be dealt with on a regular basis be it employee or clients. Relating my academic knowledge to the real-world corporate scenario. Acquire knowledge and learning by participating actively in a corporate environment. To evaluate the purpose, methods, elements, and effectiveness of Digital Marketing. Contribute to the organization's growth.

### **1.5 Roles and responsibility**

As a marketing and branding intern, I was involved in digital marketing, company branding, and event management and overall operation of company. The major roles and responsibilities can be discussed below:

- 1) **To create content for articles and blogs:** to publish in Raindrop's website and digital media platforms. To create content and event flow for company's awareness campaigns. To raise awareness and concepts regarding cloud in Nepalese market and unleashing the myths evolving around the market regarding Cloud ERP by creating articles, blogs and publishing in digital platforms. To increase the engagement and reach of digital platform to potential clients, by improving the S.E.O of website, updating daily news and articles in social media, etc

- 2) **Awareness:** To execute awareness events which helped in direct marketing of the company's product and services. To research on the latest updates and news regarding NetSuite, Cloud Technologies over the globe which should be directed to the targeted business organizations. To plan and execute the ways to brand Raindrop through researching about various events in IT industry where company can showcase its product and services.
- 3) **Coordinating in researching:** To research about the potential client for NetSuite. To research about prospective company regarding their current system via phone calls, personal connections or internet. To assist in convincing prospective companies in implementing ERP system in their companies by proving them knowledge about the benefits of ERP for their overall organizational growth.
- 4) **Others:** To ensure team building activities across different departments and help boost productivity such as Friday futsal, chess and such. To be proactive and be willing to assist other departments when required. To take candid pictures and videos of other team members for creative content. To take introductory video and interview of the team for creating an about page (Raindrop Inc - About, n.d.). Researching formats for writing proposals and reports for prospective partners and senior management (Ltd, n.d.).

## Chapter 2: Internship Activities

### 2.1 Assignments and responsibilities

There was wide range of responsibilities involved while working in Raindrop Inc. The main motive of a marketing and branding department was to build a brand of ERP Solution provider in IT industry, raise awareness about the benefits of ERP system (NetSuite). which would in turn increase the sales of the companies. In order to fulfill this motive, the company used to assign wide range of activities during the internship period.

1. The major responsibilities as an intern were:

- **Engagement:** Our primary responsibility was to boost the engagements of posts, blogs, articles and all other information flowed through the company's social media such as Facebook, LinkedIn, Twitter.
- **Search Engine Optimization(SEO):** Another major responsibility was to optimize all the previous as well as upcoming content and optimizing it to fit google's algorithmic requirements to be displayed at the top 3 results occurring from the search engine.
- **Content Creation:** As an intern our everyday responsibility was to create, find or borrow and modify content to be circulated around the social media pages and sites for creating awareness (NetSuite Blogs).
- **Lead Generation:** In order to make sales pitch, right audience was required to be scouted and filtering had to be done in order to efficiently reach client which was our responsibility. This means making calls to prospective buyers and qualifying them for the Sales department to take further action.

2. **Research:** Market research is a key responsibility for the marketing department. Research helps the company identify market opportunities and gain a better understanding of customer needs. It also helps them understand competitors' strengths and weaknesses so they can take action to protect business with existing customers or win business from weaker competitors.

- 3. Events:** Event is designing or developing a themed activity, occasion, display or exhibit to promote a product, cause or an organization itself. It is one of the advertising roles that helps in building awareness or market a company's products and services. I had the responsibility of handling the event of Social Impact for nonprofit organization held in Shanker Hotel. During the event I was assigned to handle the guest lists and recording their data for further analysis of lead generation. I had to be proactive for the interactive sessions with the guest speaker in the event. I also took part in the back-end logistics/flow of the program.
- 4.** In order to influence and reach in digital platforms to the targeted audience. For this purpose, we used to provide daily updates to the audience regarding latest news on cloud, ERP, NetSuite through researching of the information. Similarly, for raising awareness and delivering content regarding our product and services, we had to create content about various concepts of ERP, cloud technologies, etc. Likewise website management was one of the essential responsibilities for improving company's brand. Through the guidance of company, we used to maintain and update website for providing latest information and also improving the SEO of the website.
- 5. Handling Clients:** Another responsibility of an intern was to handle clients. I had to do this through various ways such as going for meet ups, cold calling clients, interviews and so on. As easy as it may sound it is quite challenging as human behavior cannot be predicted and we have to react as best we can during their uncharted responses. I had to schedule interviews for hiring, call prospects and soon.

## Chapter 3: Identification of Problems Encountering during the Internship

### 3.1 Indicate how you successfully solved the problems

Raindrop Inc., being a ERP Solution provider the main targeted customers were business entities and marketing of the product was most effective and useful through word of mouth. Similarly, sales were driven by providing sales pitch, demonstration of the software in company meetings. Being in marketing and branding department, our main motive was to market out company as a cloud ERP solution provider in digital platform to the business entity which is one of the challenge for the company because there are more number of individual accounts in social media than a business entity. To promote a software and increase the sales to be sold to a business entity are mostly effective through traditional form of marketing which are door to door sales. Due to this there was less engagement in the digital platforms. Similarly, the other challenges and problems was that Cloud ERP system is a freshly new concept in Nepal and most of the companies still comply on traditional system for their business operation. This followed lots of myths regarding ERP systems due to which marketing and branding of the company was a major challenge at the beginning.

The table below shows the problems that we had faced and what efforts we took to solve them:

<b>Problems Encountered:</b>	<b>Solutions executed:</b>
Lack of awareness of the company and its offerings.	Created content to flow through social media to raise awareness.
Lack of budget to make paid social media promotions.	Created original content as well as used partner solution provider's resource to generate organic reach for the time as a temporary solution

<p>Lack of proper product knowledge due to product's complexity and nature.</p>	<p>Took educative sessions from supervisor and other knowledgeable members time and again from the organization to gain a greater deeper understanding.</p>
<p>Social media analysis showing a downward trajectory (negative).</p>	<p>With the help of the team, created new content such as blogs and info graphics and shared them on a regular basis and successfully created an upward trajectory of social media analytics in weeks.</p>
<p>Website poorly maintained and non-systematic arrangements</p>	<p>Took YouTube tutorials and learned a few aspects of the WordPress software and maintained the website through systematic arrangements and proper content monitoring.</p>
<p>Lack of adequate manpower.</p>	<p>Hiring new members to the team with careful requirements from the team.</p>
<p>Lack of proper budgeting for the marketing department.</p>	<p>In process to increase budget as company starts to make sales.</p>



### **3.2 Provide some examples**

As we knew that Cloud ERP is a freshly new concept in Nepal, we wanted to raise awareness and provide accurate knowledge to the clients regarding the concepts of cloud ERP, product NetSuite and also launch pro bono services first time in Nepal. For this purpose, Raindrop Inc. partnered with Oracle NetSuite to organize “Oracle NetSuite Social Impact Tech Conversations” to the nonprofit organization of Nepal. Through this event, we successfully provided accurate knowledge about cloud ERP by unleashing its myths and highlighting the benefits of our product Oracle NetSuite. Likewise, in order to address another program which is low digital media engagement, we started posting relevant and interesting post every working day which helps in improving the reach and engagement in digital media in only couple of weeks.

I took a lot of time and effort to find data and did research so that I can write accurate as well as informative contents for the viewers. There had been issues of people finding the location of the company office as the new location did not have proper directions and sign boards. I had fixed this issue by correctly identifying the location of the new office with the help of google maps in order to facilitate the process of giving directions as well as to save time for everyone.

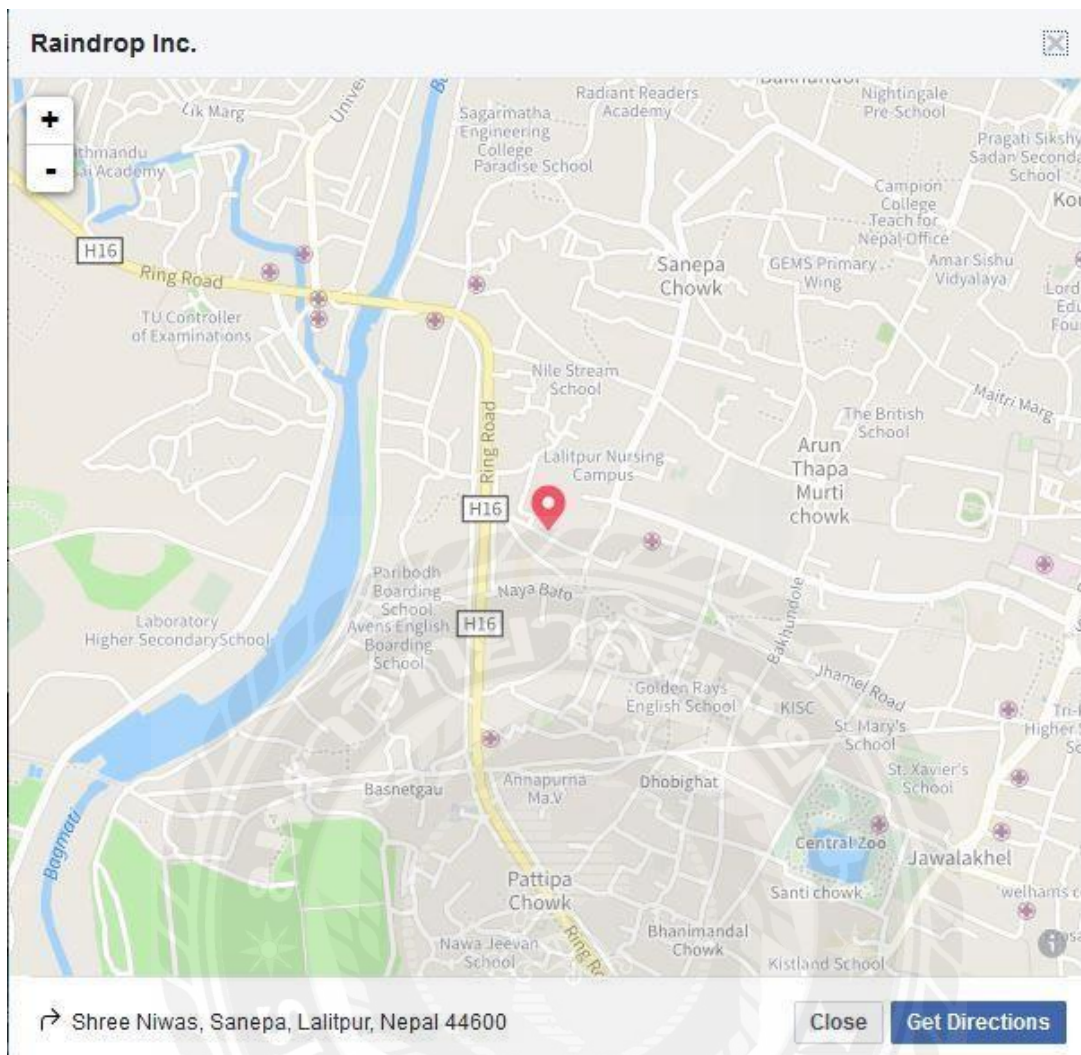


Figure 2: Setting location of the company office.



ORACLE  
NETSUITE  
Solution Partner

### Factors to consider while selecting an ERP software

April 23, 2019 - 10:14 am - ERP For Service Industries - 0 Comments - By Raindropinc

Important Factors to look upon while selecting an ERP Software Selecting an ERP system can be complicated and time consuming especially if one is not absolutely certain about their requirements. The necessity of an ERP system is fairly obvious. The ERP system you

Figure 3: Blog along with custom graphic design

## 5 Pain Points ERP Can Solve




### Five Pain Points ERP will solve

April 19, 2019 - 10:21 am - ERP For Service Industries - 0 Comments - By Raindropinc

In the process of growing a company to reach success, there are many important processes they must undertake. The processes adopted may generate the desired outcome but at times may be frustrating as the processes that also adapted when the company was established would be useless in the present or future. ERP solutions are designed

Figure 4: Blog with custom graphics




**Raindrop Inc.**  
@raindropinc.nepal

- Home
- About
- Services
- Posts
- Photos
- Videos
- Events
- Reviews
- Offers
- Community
- Info and Ads
- Jobs

Promote

👍 Liked ▾
👤 Following ▾
➦ Share
⋮



**Raindrop Inc.**

Published by Sauharda Shah [?] · April 17 at 3:58 PM · 🌐

⋮

When choosing an ERP system to deploy which one should you go for? Cloud or On-Premise?

Both have their pros and cons..

For a better understanding of how they stack up against each other, check out below what makes the Cloud better and why its the choice for the future..



**On-Cloud Vs. On- Premise**

When selecting a new enterprise resource planning (ERP) system, one of the most critical factors in your decision will be whether you choose to deploy it on-premise or in the cloud.

▶ Cloud-based ERP systems are more common than ever before. But there are still several reasons why a small or midsize business might choose a traditional on-

Cloud Based ERP software have been increasing in popularity.

**Cost**

**On-Cloud**  
Predictable cost over time.  
Cheaper upfront investment.  
No additional hardware investment required.

**On-Premise**  
End up spending more money over the system's life cycle.  
Higher number of ongoing cost components such as hardware, infrastructure, maintenance etc.

VS

**Cloud VS On-Premise**

	Cloud	On-Premise
Easy deployment	●	○
Simplified IT Management	●	○
Customizable	●	○
Data security	●	○
Remote Access	●	○
Scalable	●	○
Cost Efficient	●	○
Support Services	●	○

**Scale**

**On-Cloud**  
More flexible as you only pay for what you use and can easily scale to meet demand.

**On-Premise**  
Scaling license can be slightly more inflexible as once you have bought new licenses, you will not be able to downgrade.

**ORACLE®**  
**NETSUITE**  
Solution Partner

Figure 5: Facebook post with created content

## Chapter 4: Contribution and Learning Process

### **4.1 Contributions of student made during the internship**

As a marketing and branding intern, I did my best to fulfill the assignments by the department given to me. The contributions I made during my internship period are as follows:

I provided suggestions, assisting in operational activities, helping in planning and execution of company's events. During the execution of the event, the company was short of manpower which we somehow compensated with working tirelessly for two days to make the event a success. I assisted to create layout and content for the prospect to be printed out for the customer to better understand ERP system offerings to the reader.

I boosted the organic reach of the company's website making it appear on the top of the search list when consumer search for the kind of product and service offerings which the company I worked in sold. I mapped out the team building activities for the organization so that the employees better understand each other and increase productivity. I helped to generate a consistent and effective social media plan for the future so that the company's marketing efforts were properly directed. I indulged in designing of the company logo and theme that will further influence the branding process and the overall attention of the viewers.

I have helped create a list through research of the competitors of the company that have similar products, i.e. substitute product. I along with the team determined the position of our competitors in the market along with their strengths and weaknesses. I have helped create a well-constructed weekly plan for all marketing activities and made sure all the team members including me have followed it.

#### **4.2 Details of the related learning process and new knowledge student has received**

During the duration of my internship, I have gained knowledge and experience that only a practical implementation can teach. I have learned about the various digital marketing aspects that an organization goes through on a regular basis which I was allocated during the period of my working here. As a part of learning, I have learned a great deal of SEO(Search Engine Optimization) in actual application. I have had to contribute towards the designing and content generation for the company's official website. I have had the opportunity to take part in the events created by the company and being involved in every part of the event helped me gain a great deal of knowledge on the insights of how events are conducted. I've had to work with foreign delegates pre-event as well as post-event. This exposure helped me to learn the social as well as commercial aspects of formal foreign delegates dealing.

I have also gained a basic concept of the software Wordpress (RaindropInc Dashboard) which is basically one of the top website creator tool/service in the market. I have learned to use the software to manipulate content on a website through the tool according to my needs. I have learned about the guidelines an already establish company follows and executes (Solution's partner Oracle NetSuite). I have learned the importance of using minimal and unified colors and fonts that have to be used when creating contents and designs as a professional.

During the internship period I also got to learn about how the email marketing campaigns are done. I learned about the policies of email marketing as well as the morale code that followed. I learned about how and what kinds of mails are marked as spam automatically and how to avoid such kinds of mistakes. I learned about the various processes, standards and protocols that needed to be carried out while doing such campaigns according to the rules set by the partnering company.

## **Chapter 5: Conclusion**

### **5.1 Self-assessment as a professional**

We know that organization functions through various processes. Each and every department must handle the given task properly for better functioning of the organization. Marketing and Branding plays a major role in systemic functioning. It looks after the promotion of the products through digital marketing media. Here the department had various employees for various functioning and one employee was hired that looked after the whole digital marketing platforms. Also the employees are provided with right training to work as asked by the senior employer. I assisted the person looking after digital marketing and functions in various programs.

Working at Raindrop Inc. has provided me a bigger picture on how IT companies whose targeted customer is business entity market themselves and build their brand. I learned about website maintenance, basics about graphic designing, boasting digital marketing, content writing, and event management. With the fulfillment of these wide ranges of activities, I believe that I will be benefitted in my future professional life. I think building PR for oneself is a major necessity for one's future career goal and I am quite happy that even though at times I was not comfortable to talk to new people, I always pushed myself and talked to the new people and made sure that I was being a good sport. This report mainly focus on maintaining brand communication through social media and the contents that have been circulated to promote the brand.

During my internship period, I learned to display work ethic as a professional and I groomed my way as such. I found that it is very important to create a balance between being work focused and liked by the co-workers. I have had my flaws as well like any other, I have done my best to mitigate the short-comings during this short period of time. I believe hard work and dedication to be a must

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<https://www.careeranna.com/articles/report-writing-format-sample-report/>





## Annex

Below are the pictures during the event company hosted and a random click with supervisor



A random click while creating graphical contents



Picture taken during the Holi festival celebrated in the company

Picture of the farewell dinner for our foreign delegate

