



**Educating Nepal about Digital Marketing with Digital Gurkha**

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**This report is submitted in partial fulfillment of the requirements for Cooperative  
Education, Faculty of Business Administration, Academic semester 2/2022  
Siam University.**

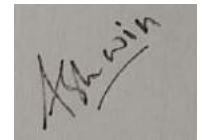
**Title:** Educating Nepal about Digital Marketing with Digital Gurkha  
**Written by:** Mr. Ashutosh Aryal  
**Department:** Bachelor of Business Administration (Marketing)  
**Academic Advisor:** Dr. Cheol Je Cho

We have approved this cooperative education report as a partial fulfillment of the cooperative education program semester 2019-2023.

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**Project Title:** Educating Nepal about Digital Marketing with Digital Gurkha  
**Credits:** 5  
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**Degree:** Bachelor of Business Administration  
**Major:** Marketing  
**Faculty:** Business Administration  
**Semester/Academic year:** 2/2022

### **Abstract**

This internship report provides an overview of the experiences and learning gained during the 14 weeks of internship at Digital Gurkha. During these 14 weeks, my objectives were to To implement theoretical knowledge learned, Get a better understanding of Digital Marketing, and effectively get an understanding of the strategies and Marketing activities. The report covers the tasks and responsibilities undertaken during the internship Creating the marketing strategies for the company, creating the content, Doing competitor analysis, creating an audience persona for (edutech platform), and many more. The report also describes the key skills and competencies developed during the internship like Team Management, Content Calendar, Problem-Solving Skills, and more.

In addition, the report discusses the organizational structure of the company and the role of the department where I worked. The report also highlights the challenges encountered during the internship and the strategies used to overcome them.

Overall, the internship provided an excellent opportunity to gain hands-on experience in Digital Marketing. The experience has been invaluable in developing professional skills and competencies and has provided insight into the industry and potential career opportunities.

**Keywords:** Digital Marketing, Marketing Strategies, Ed-tech, Content.

## **Acknowledgment**

I would like to express my sincere gratitude to Digital Gurkha and Kathmandu College of Management and SIAM University for providing me with the opportunity to undertake this internship program. The experience has been invaluable in terms of my professional development, and I am extremely thankful for the support and guidance provided by both institutions.

I would like to extend my heartfelt appreciation to my supervisors at SIAM University. Their constant feedback, guidance, and support have been instrumental in ensuring the success of this internship report. I have learned a great deal from them, and their expertise has been vital in my growth as a professional.

I would also like to acknowledge the invaluable cooperation and assistance provided by the staff members of Digital Gurkha throughout my internship period. Their unwavering support and guidance have contributed significantly to my learning and development.

Additionally, I would like to express my gratitude to my family and friends, who have been a constant source of encouragement throughout my academic and professional journey. Their unwavering support has motivated me to work harder and strive towards achieving my goals.

Once again, I would like to thank everyone who has contributed to making this internship a successful and rewarding experience.

**Thank You Sincerely,**

**Ashutosh Aryal**

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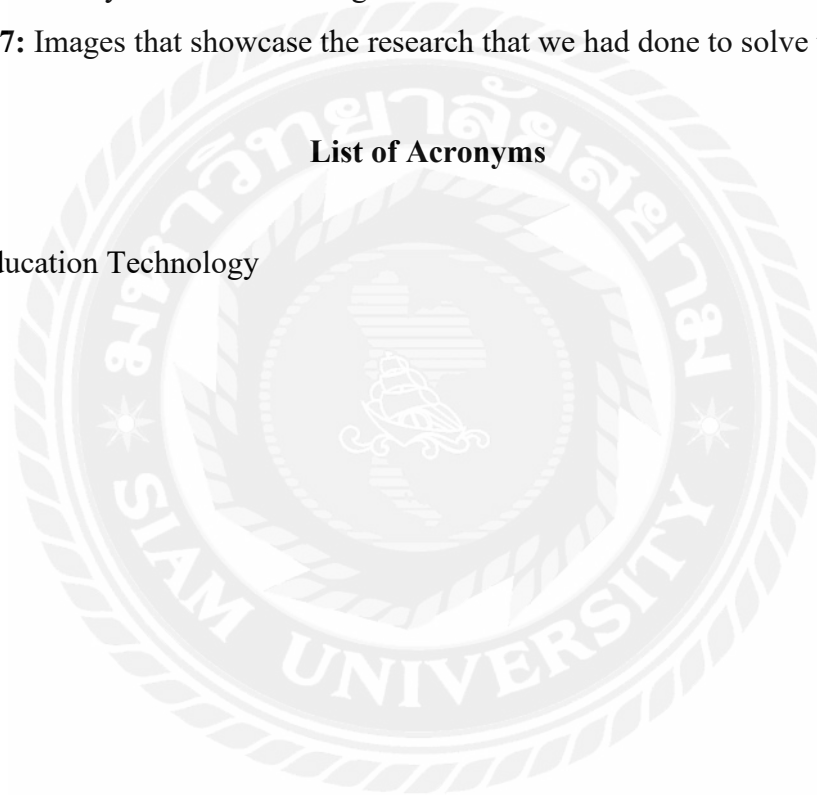
**Figure 2:** Hierarchical Organizational Chart

**Figure 3:** Diagram of my workflow working as a Senior Video Editor

**Figures 4, 5, 6, 7:** Images that showcase the research that we had done to solve the problems.

**List of Acronyms**

**EDUTECH:** Education Technology



## Chapter 1: Introduction

### 1.1 Company Profile

Digital Gurkha is a creative digital marketing agency that was founded in October 2017 with a mission to make an impact in the digital marketing industry. The company started in a small room with two whiteboards and a vision to create an organization where outliers could thrive, learn constantly, and do things differently. In December 2019, Digital Gurkha established itself as a leading player in the digital marketing industry by executing strategies for industry leaders such as Hongshi Cement, Machhapuchchhre Bank, Hard Rock Cafe, Vianet, and other premium clients, while maintaining its core of creativity and passion.

Although Digital Gurkha began as a digital agency, it quickly became apparent that the company's love of teaching and helping others learn was at its core. After two years of service, more than 50 blogs, 60 videos, and countless teachings through posts on all social media channels dedicated to teaching digital marketing, the company opened the Digital Gurkha Academy in October 2020. The Academy was established to learn how to teach effectively and to better understand the needs of students in today's world.

Digital Gurkha has grown significantly since its inception, and its team is made up of impact-driven individuals from various industries who dream of creating an affordable space where students can learn effectively and use those skills to better their lives and create a knowledge-driven economy. The company's goal is to impact education at scale by providing high-quality digital marketing courses and other educational resources to students. With a team of passionate professionals, Digital Gurkha is committed to creating a positive impact in the digital marketing industry and beyond.

**Vision:**

To create skilled Digital Gurkhas everywhere.

**Mission:**

To make Nepal a preferred platform for the digital market.

**Value Proposition:**

Upgrade your life, career, or business.

**Tagline:**

Upskill with DG.



*Figure 1:* Company Logo

**Strategies of the Company.**



Digital Gurkha, an ed-tech platform, is dedicated to fostering digitalization in Nepal through comprehensive educational initiatives. To achieve this overarching objective, Digital Gurkha has implemented a range of strategic approaches:

1. Content Creation:
  - a. Develop and curate high-quality content to establish Digital Gurkha as a trusted brand in the digital education landscape.
  - b. Emphasize the creation of engaging and informative content to cater to the diverse learning needs of our target audience.
2. Sales and Client Acquisition:
  - a. Employ a dedicated team to proactively approach leads and potential clients, effectively communicating the value and benefits of joining our educational programs.
  - b. Conduct sales calls and personalized consultations to address inquiries, build relationships, and encourage enrollment in our classes.
3. Technical Optimization:
  - a. Maintain a strong focus on continuous improvement of the Digital Gurkha website, ensuring a seamless and user-friendly online learning experience for our students.
  - b. Regularly update and enhance the technical aspects of the platform to optimize accessibility and provide a visually appealing and interactive interface.

By implementing these strategies, Digital Gurkha aims to make significant contributions to the digital education landscape in Nepal. Through compelling content creation, proactive sales efforts, and technical advancements, we strive to establish Digital Gurkha as a leading platform that empowers individuals to learn and thrive in the digital age.

### **Services Provided By Digital Gurkha**

Digital Gurkha offers a range of comprehensive services to cater to the diverse educational needs of individuals seeking to enhance their digital skills. These services include:

### 1. Physical Classes of Digital Marketing and Social Media Marketing:

- We provide in-person, instructor-led classes that cover various aspects of digital marketing, including social media marketing.
- Our expert instructors deliver comprehensive lectures and practical training sessions to equip students with the knowledge and skills required to excel in the field.
- Students have the opportunity to engage in interactive discussions, hands-on exercises, and real-world case studies to deepen their understanding of digital marketing strategies.

### 2. Recorded Courses on Digital Skills:

- We offer a wide range of recorded courses covering various digital disciplines, including video editing, graphic designing, content creation, SEO, and Facebook ads.
- These recorded courses provide learners with the flexibility to access the content at their own pace and convenience.
- Each course is meticulously crafted by industry professionals, ensuring high-quality instruction and up-to-date information.
- Participants gain practical skills and techniques through step-by-step tutorials, practical assignments, and real-world examples.

At Digital Gurkha, we believe in delivering comprehensive and effective learning experiences. Whether students prefer physical classes or recorded courses, our aim is to empower individuals with the necessary digital skills to thrive in today's digital landscape. Our qualified instructors and industry-relevant curriculum ensure that participants receive valuable knowledge and practical expertise to excel in their respective fields.

## 1.2 Organizational Structure



*Figure 2:* Hierarchical Organizational Chart

### 1.3 Intentions to Join this Company

Working as a Senior Video Editor at Digital Gurkha for 14 weeks was an invaluable opportunity for me. During my time at Digital Gurkha, I was not only responsible for editing videos but also for developing in-depth marketing and content strategies, acquiring skills in video and photo shooting, and creating ads and creative content.

This experience has enabled me to develop a versatile skill set that I can apply to various aspects of my professional career. The exposure to planning, executing, and analyzing marketing campaigns has equipped me with a deep understanding of the digital marketing industry. The hands-on experience of working on projects for clients from various industries has enhanced my ability to think creatively and strategically.

Moreover, the guidance and support from the team at Digital Gurkha helped me gain a deeper insight into the industry and the trends shaping it. Working alongside experts in the field allowed me to learn from their experiences and understand the nuances of the industry.

One of the most significant benefits of working at Digital Gurkha was the opportunity to grow my network and create connections with industry experts. The exposure to industry events and conferences allowed me to meet and network with professionals from various fields, which will undoubtedly aid me in my future goals.

Overall, my time at Digital Gurkha has been a valuable learning experience, and I am grateful for the opportunity to have worked alongside such talented professionals. I am confident that the skills I have acquired will prove useful in my future endeavors, and I look forward to utilizing them to their fullest potential these were my intentions to join here I got what I expected and I even got more than what I had asked for.

### **Strategic Analysis of the Company ( SWOT Analysis)**

<b>Strength</b>	<b>Weakness</b>
<ul style="list-style-type: none"> <li>● Experienced Experts</li> <li>● Awareness related to TikTok</li> <li>● Unique and regular content creation</li> </ul>	<ul style="list-style-type: none"> <li>● Website limitations</li> <li>● Lack of industry-academic collaboration</li> <li>● Limited course offerings</li> </ul>
<b>Opportunities</b>	<b>Threat</b>
<ul style="list-style-type: none"> <li>● Experienced mentorship</li> <li>● Connections and networking opportunities</li> </ul>	<ul style="list-style-type: none"> <li>● Intense competition</li> <li>● High course prices</li> </ul>

#### **1.4 Statement of the Report**

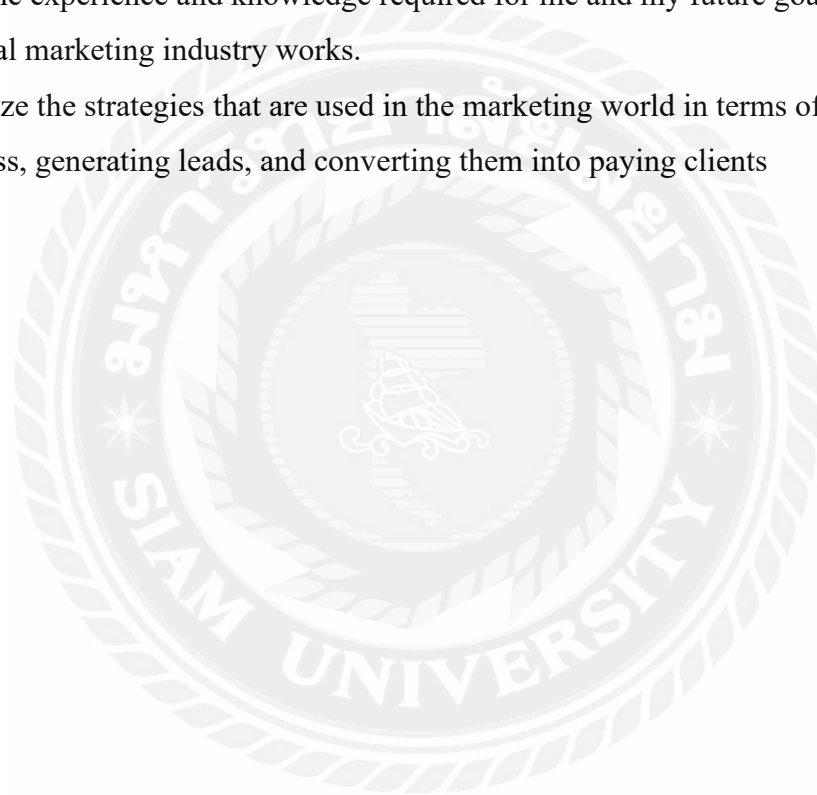
This Report Provides the activities that I and Digital Gurkha did during my time there in the company.

#### **1.5 Objective of the Study**

The primary goal of cooperative education is to provide us with an understanding of real-world working conditions and markets at a corporate level. Through practical experience, we can implement theoretical concepts learned in our lectures to develop strategies for business growth.

My study objectives are as follows:

1. Gain a comprehensive understanding of the practices used by businesses in Sales and Marketing, which were taught in our BBA lectures.
2. Gather the experience and knowledge required for me and my future goals and know how the digital marketing industry works.
3. To analyze the strategies that are used in the marketing world in terms of creating brand awareness, generating leads, and converting them into paying clients



## Chapter 2: Co-op Study Activities

### 2.1 Job Description and Responsibility

As a Senior Video Editor, I am tasked with overseeing the production of high-quality video content for our organization. My daily responsibilities include creating and editing five videos per week, as well as handling videography and photography. I take an active role in directing the creation of videos and ads, collaborating with our team to ensure that our vision is brought to life professionally and engagingly.

In addition to the hands-on work involved in video production, I also play a strategic role in our content creation efforts. I am responsible for developing content strategies for the week, working closely with the team to brainstorm and ideate ideas that will resonate with our target audience. This requires strong communication and collaboration skills, as I work with a variety of teams to ensure that our content is on-brand and effective.

Whether working with our sales team to generate leads or collaborating with our content team on creative projects, I am committed to delivering high-quality video content that meets the needs of our organization and drives results. My expertise in video production and content strategy makes me a valuable asset to any team, and I take pride in delivering exceptional results with every project.

### 2.2 Contributions

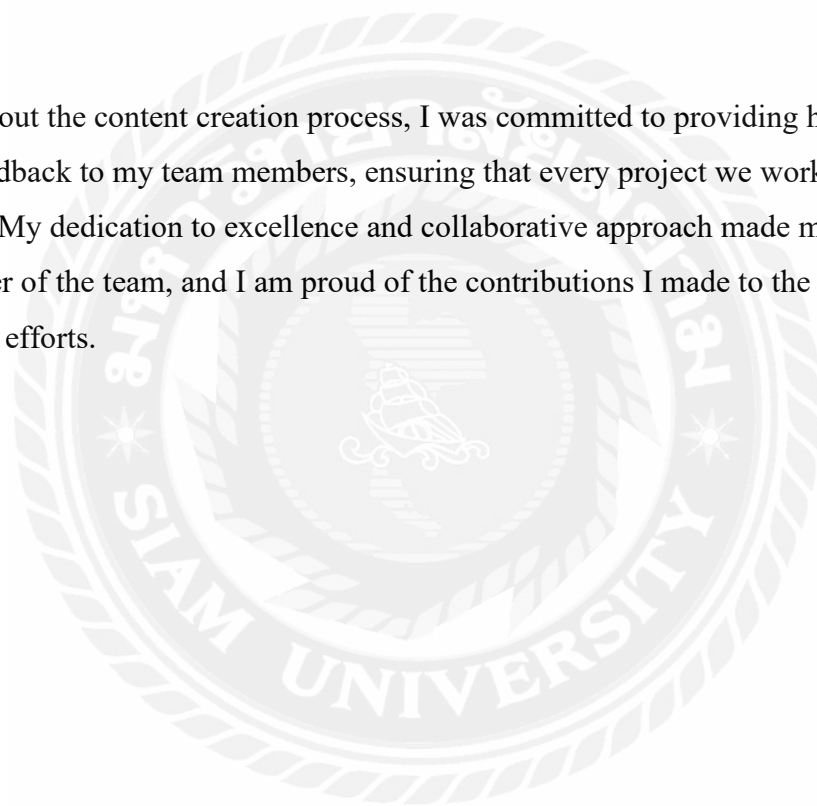
As a key member of the content creation team, I provided invaluable creative inputs and ideas that were instrumental in delivering high-quality outputs that met and exceeded the expectations of our target audience. My contribution was not limited to content ideation alone; I went above and beyond to support my team members in all aspects of content creation, ensuring that every task was completed to the best of our abilities.

In my role, I took ownership of all aspects of the production process, including preparing the studio for the shoot, doing the shoot, and keeping the team members accountable for meeting

the timeline of the shoot and editing tasks. I pride myself on being able to anticipate the needs of the team, which enabled me to be proactive in identifying potential issues and providing practical solutions that helped to streamline our workflow.

In addition to my technical and organizational skills, I played a vital role in developing the weekly content strategy, collaborating closely with the team members to brainstorm ideas that aligned with our objectives and brand values. My focus on planning and analyzing the results of our previous efforts allowed us to stay ahead of the curve and adapt quickly to changes in the market.

Throughout the content creation process, I was committed to providing honest and constructive feedback to my team members, ensuring that every project we worked on was of the highest quality. My dedication to excellence and collaborative approach made me a trusted and valuable member of the team, and I am proud of the contributions I made to the success of our content creation efforts.





**Figure 3:** Diagram of my workflow working as a Senior Video Editor



## Chapter 3: Learning Process

### 3.1 Indication of how I Successfully solved the problems

As a valuable member of the Digital Gurkha team, I encountered numerous challenges and obstacles that tested our collective resolve and ingenuity. Some of these challenges included a lack of leads, low engagement on our content, running out of fresh ideas for weekly content creation, and struggling to increase brand awareness and generate organic leads, traffic, and sales. However, rather than be discouraged by these issues, I chose to tackle them head-on by applying the knowledge and skills that I had acquired through my university education.

In particular, I drew on my understanding of marketing and business strategy to develop creative solutions that addressed the root causes of our challenges. For example, when we were seeking to scale up our company, I applied my knowledge of audience persona, audience empathy, audience mapping, brand prism, Porter's 5 Forces, and other relevant concepts to help us better understand our target audience, competition, and market dynamics. By doing so, we were able to identify strategic opportunities for growth and devise an actionable plan that helped us overcome the obstacles we faced.

Furthermore, I made a significant contribution to the team's success by fostering an environment of open communication and constructive feedback. Through regular team meetings, I encouraged my colleagues to share their thoughts and opinions on our content creation efforts and to offer feedback on each other's work. This approach helped us to identify areas where we could improve, celebrate our successes, and collaborate more effectively toward achieving our goals.

Overall, my ability to think strategically, work collaboratively, and apply my university education to real-world business challenges enabled me to make a valuable contribution to the Digital Gurkha team. I am proud of the role I played in helping to overcome the challenges we faced and driving the company's growth and success.

### 3.2 Examples of how such problems were solved

As previously mentioned, my tenure at Digital Gurkha posed several challenges that necessitated the application of creative problem-solving skills. One such instance involved the company's aspiration to expand its brand reach, particularly through the challenging platform of YouTube. Given that a significant portion of our target audience could be found on this platform, we recognized the need for a robust strategy to overcome the obstacles of growth.

To begin, we conducted extensive research that delved into the intricacies of audience behavior, market trends, product viability, and competitor analysis. This comprehensive approach allowed us to craft a multifaceted plan that involved distributing our content on three platforms: TikTok, Instagram, and YouTube. Daily postings were made on TikTok and Instagram, while YouTube was updated four times a week. However, the primary concern of managing the workload and ensuring timely postings persisted.

To overcome this hurdle, I collaborated with a junior editor and developed a structured workflow that allowed us to manage the posting schedule without any disruptions. We implemented a system that accounted for each task's priority level and streamlined the editing process to ensure a smooth and timely flow of work. By doing so, we were able to increase our brand's visibility and reach while maintaining quality standards and managing our workflow effectively.

Overall, this experience taught me the importance of research-based decision-making, collaboration, and strategic planning. It also reinforced my belief in the power of creative problem-solving skills and how they can be instrumental in achieving business goals.

The screenshot shows a spreadsheet titled "Audience Research" within a "DG Research Documentation" application. The spreadsheet is organized into several sections with blue headers. The first section, "Product Drivers", lists various drivers such as "Brand", "Price", "Quality", and "Service" with associated descriptions and data points. The second section, "Audience Insights", contains a table with columns for "Insights", "Implications", and "Actionable Insights". The third section, "Audience Research Map", includes a table with columns for "Insights", "Implications", and "Actionable Insights". The spreadsheet is displayed in a web browser interface with a navigation bar at the bottom showing tabs for "All Questions", "Competitor Research", "Product Research", "Market Research", "Audience Research", "Business/Sales", and "Marketing, Branding, Content".

Figure 4: Audience Research

The screenshot shows a spreadsheet titled "Marketing, Branding, Content Research" within a "DG Research Documentation" application. The spreadsheet is organized into several sections with blue headers. The first section, "Part 1: Pre-Marketing", includes a table with columns for "Insights", "Implications", and "Actionable Insights". The second section, "Part 2: Post-Marketing", includes a table with columns for "Insights", "Implications", and "Actionable Insights". The third section, "Part 3: Brand Brand", includes a table with columns for "Insights", "Implications", and "Actionable Insights". The fourth section, "Part 4: Brand Brand", includes a table with columns for "Insights", "Implications", and "Actionable Insights". The fifth section, "Part 5: Brand Brand", includes a table with columns for "Insights", "Implications", and "Actionable Insights". The sixth section, "Part 6: Brand Brand", includes a table with columns for "Insights", "Implications", and "Actionable Insights". The spreadsheet is displayed in a web browser interface with a navigation bar at the bottom showing tabs for "All Questions", "Competitor Research", "Product Research", "Market Research", "Audience Research", "Business/Sales", and "Marketing, Branding, Content".

Figure 5: Marketing, Branding, Content Research



## **Chapter 4: Conclusion**

### **4.1 Things Learned During the Internship.**

Throughout my tenure, I had the opportunity to acquire a plethora of valuable skills and knowledge in the field of marketing and business. Firstly, I developed a profound understanding of team collaboration and management, which enabled me to work more efficiently and effectively with my colleagues. Additionally, I gained expertise in campaign planning and marketing strategy development, which has proven to be a fundamental asset in my professional career.

Furthermore, I had the privilege to delve deeper into the intricacies of digital marketing, including content creation and advertising. With the skills I acquired, I was able to generate creative, compelling content that effectively conveyed the message of the company, and ultimately attracted more leads and increased sales.

Moreover, I gained comprehensive knowledge of various marketing strategies and tactics, such as lead generation, traffic conversion, and profitability maximization. This has given me the expertise required to develop and execute marketing plans that are tailored to specific business needs and objectives.

Additionally, I had the opportunity to learn the essentials of running a business, such as budgeting, financial planning, and strategic decision-making. These skills have proven to be invaluable in managing resources efficiently and maximizing profitability.

Finally, I gained important people skills, which enabled me to handle various interpersonal situations with tact and professionalism. I learned how to build strong, lasting relationships with colleagues, clients, and partners, which has helped me grow my network and create valuable opportunities for myself and others.

### **4.2 Knowledge Gained from Coursework and Applied to the real world**

During my career, I have gained a wealth of knowledge and experience in various important skills that are essential for success in any professional setting. Among these skills, I have developed a strong ability to persuade people, work collaboratively with team members, provide constructive feedback, engage in critical thinking and decision-making, and exercise effective leadership.

In my work experience, I have been able to apply these skills to real-world situations with great success. For instance, I have used my persuasive skills to convince salespersons to offer discounts to customers. Additionally, I have collaborated with a team of friends to plan a surprise anniversary event for a friend's parents, which required effective communication, cooperation, and delegation of tasks.

Furthermore, I have always been proactive in providing feedback to my friends and colleagues, both positive and constructive, to help them grow and develop in their respective areas. Critical thinking and decision-making skills have also been paramount in all of my planning and decision-making processes, whether it be in event planning or a fun outing with friends and family.

Overall, these skills have allowed me to be successful in my career and personal life, and I continue to work on developing them even further to become a more effective professional and leader.

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

I have made significant progress in my career journey so far, but I also acknowledge that there is always room for growth and improvement. On the positive side, I have gained valuable experience and developed my ability to adapt to various situations and challenges that arise in the

workplace. Through my work, I have acquired and honed many valuable skills that are essential to succeed in the professional world.

However, I also recognize that there are areas in which I need to improve. One of my biggest challenges has been maintaining a healthy work-life balance. I understand the importance of finding a balance between my personal and professional life, but sometimes, it can be difficult to manage both. I am constantly working on developing strategies to achieve this balance, but I know that it will take continued effort and dedication.

Another area where I have identified a need for improvement is in managing my personal workflow and time management. While I have developed many effective strategies and techniques to manage my workload, I still struggle at times to stay on top of everything. I am actively seeking out new tools and methods to help me better manage my time and responsibilities, and I am committed to continuing to learn and grow in this area.

Overall, I am proud of the progress I have made so far, and I am excited about the opportunities that lie ahead. I am committed to developing my skills and knowledge as a professional, and I am dedicated to working hard and making a positive impact in my career and in the world around me.

#### **4.4 Benefits from the Internship for your future career**

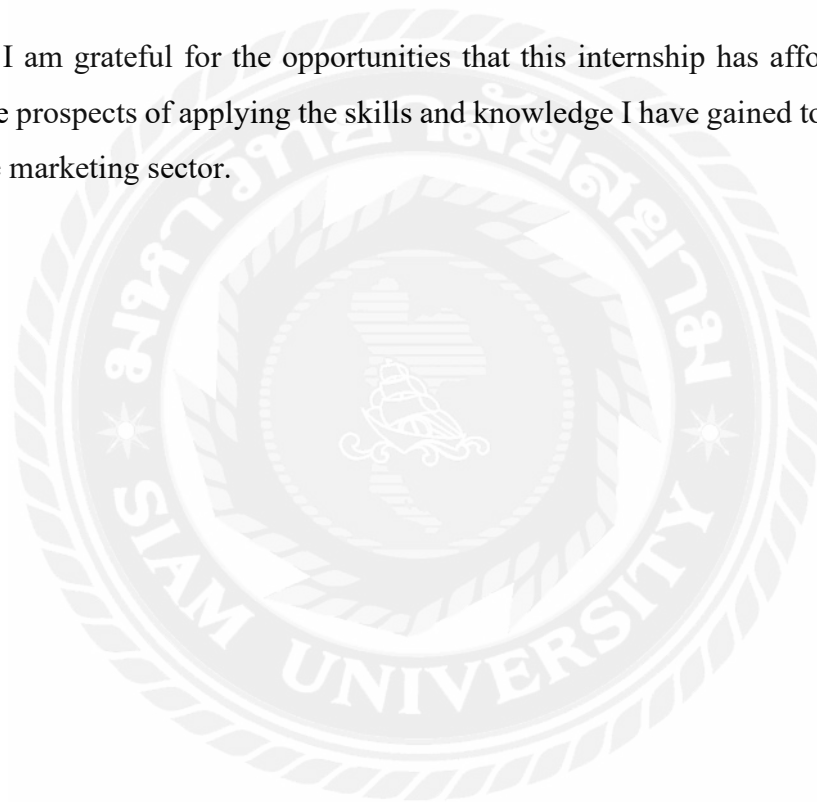
During my internship, I was fortunate enough to have been presented with many opportunities that have helped shape my future career. The most valuable of these opportunities was undoubtedly the chance to build strong connections and networks with experienced professionals in the digital marketing field. Through my interactions and collaborations with my colleagues, I was able to gain valuable insights and knowledge about the industry, as well as receive mentorship and guidance from individuals who have excelled in this field.

Moreover, my internship has allowed me to acquire a diverse range of skills and experience that are essential for any professional looking to excel in the marketing sector. I have learned about

effective communication and collaboration with team members, the development of creative and engaging content, strategic planning and implementation, and the use of analytics to measure and improve the effectiveness of marketing campaigns.

Additionally, I have gained confidence in my ability to utilize the skills and knowledge I have acquired to start my own business in the digital marketing industry. With the strong network and connections I have built during my internship, coupled with my experience and expertise, I believe that I am well-equipped to create and manage my own marketing agency.

Overall, I am grateful for the opportunities that this internship has afforded me, and I am excited about the prospects of applying the skills and knowledge I have gained to excel in my future endeavors in the marketing sector.





## References

*Digital Gurkha* (2023). Retrieved from <https://digitalgurkha.com/about-us/>



## Bibliography

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## Annexures



Picture 1: Meeting with the content team to plan and strategize



Picture 2: Meeting with Work Supervisor / CEO



Picture 3: Me creating the Content.



Picture 4: Me shooting the presenter.



Picture 5: Me working on my Work Desk