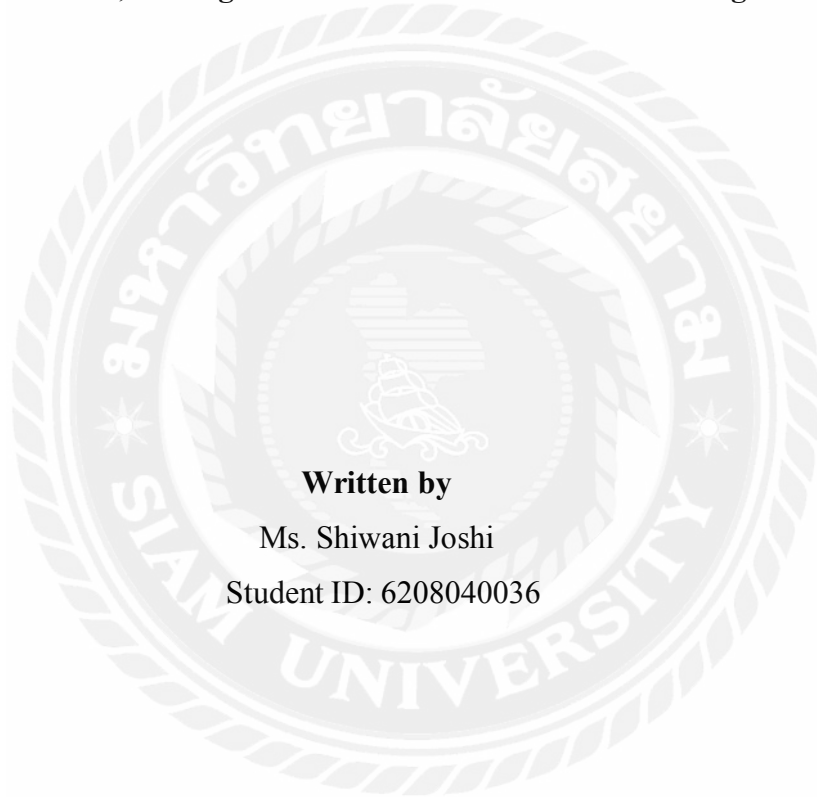




**Cooperative Education Report:
Building Public Relations, Strategies and Practices of a Client Servicing at Happy Works**



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

Title: Building Public Relations, Strategies and Practices of a Client Servicing at Happy Works

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Credits: 6

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Major: Marketing

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Abstract

The report entitled "Building Public Relations, Strategies and Practices of a Client Servicing at Happy Works" focuses on creating brands with dynamic digital marketing services and creating customized campaigns that properly represent and convey the essence of clients' brands. This report on cooperative education includes the practical experience of performing various tasks as a client-service and PR intern.

The objectives of the study include: (1) applying newly acquired theoretical knowledge. (2) To comprehend digital marketing more fully. (3) To establish standards and manage activities related to branding. As an intern, one of my main responsibilities was to research effective ways to connect with and cultivate relationships with current and potential clients in order to improve the company's brand and to retain customers.

All of the duties and responsibilities assigned during cooperative education are thoroughly explained in this study. Employee suggestions from the company's team of employees were used to solve problems. Working hard for the company has helped me become more accountable. Furthermore, this cooperative education program with practical experience helped me understand the processes and activities of various functions related to approaching different people and developing a brand.

Keywords: Digital Marketing, Customized Campaign, Practical experiences, creating brands

Declaration

I, the undersigned, hereby declare that this report is the result of my cooperative education in the year 2023. It was not previously submitted to any other university or examination.



Shiwani Joshi

Batch of 2019 - 23

Acknowledgment

My cooperative education with Happy Works provided me with numerous opportunities for learning and professional development. As an outcome, I would like to thank Kathmandu College of Management (KCM) for providing a cooperative education period.

I would like to thank everyone who helped with this project. I am extremely grateful to Mr. Roshan Pokharel for providing me with the opportunity to work with Happy Works. I would also like to thank my supervisor and all of the Happy Works team members for their excellent assistance and advice throughout my cooperative education report. My big gratitude go to my KCM and SIAM University supervisors, who have guided me through this cooperative education report with continuous feedback.

This opportunity represents the next step in my career growth for me. I will make every effort to apply newly learned abilities and understanding to the greatest extent possible.

Thank You Sincerely,

Shiwani Joshi

Student ID: 6208040036

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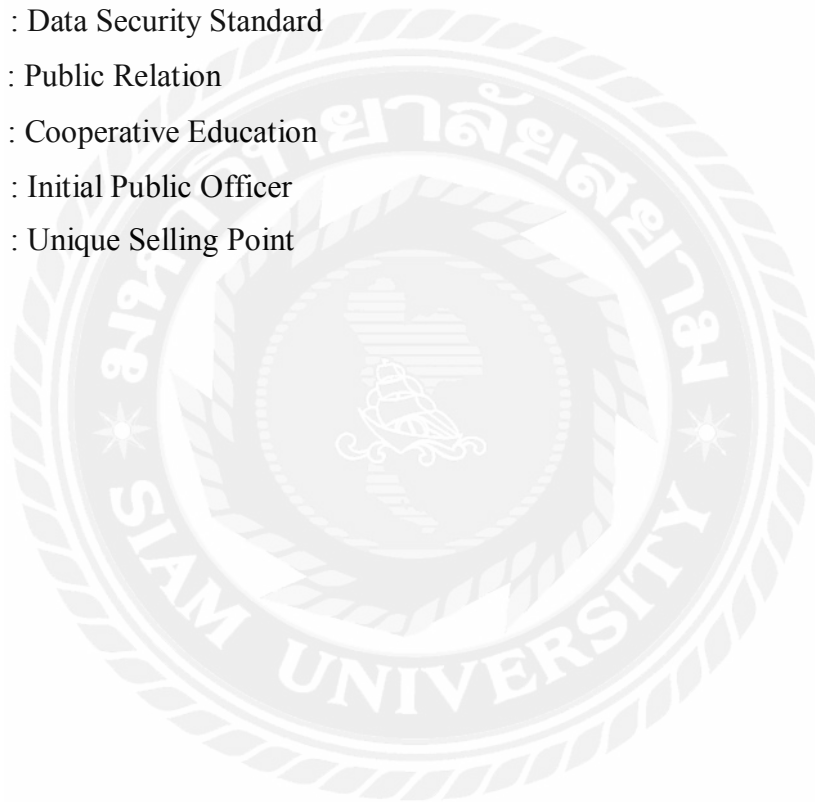
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LIST OF ABBREVIATIONS

KCM	: Kathmandu College of Management
SEO	: Search Engine Optimization
FMCG	: Fast-Moving Consumer Goods
PCI	: Payment Card Industry
DSS	: Data Security Standard
PR	: Public Relation
CO-OP	: Cooperative Education
IPO	: Initial Public Officer
USP	: Unique Selling Point



CHAPTER 1

INTRODUCTION

The background of Happy Works Digital Marketing Agency is discussed in this chapter. The company's profile, strategies, organizational structure, and my justifications for choosing the company and for creating this report are listed below:

1. Company Profile

A prestigious creative hub that has been telling online brand stories since 2019. One of the top agencies in Nepal, Happy Works is known for its highly unconventional and creative approach and strives for global digital dominance.

Happy Works have a reputation for creating excellent advertisements and campaigns with precise execution and eye-catching details. They customize campaigns so that they perfectly reflect and capture the essence of our clients' brands.

A team of experts working to ensure the brand's digital communication, strategy, planning, and advertisements in order to provide result-driven services is called We're Happy Digital Marketers. Happy Works build brands with dynamic digital marketing services. Digital media production, branding, and designing are areas of expertise. Happy Works approach every piece of work as a new challenge and dissect it to produce something that is innovative, strategically sound, and entertaining. They do this with multi-platform storytelling, creative solutions, innovation, and strategic thinking. (Happy Works, n.d.)

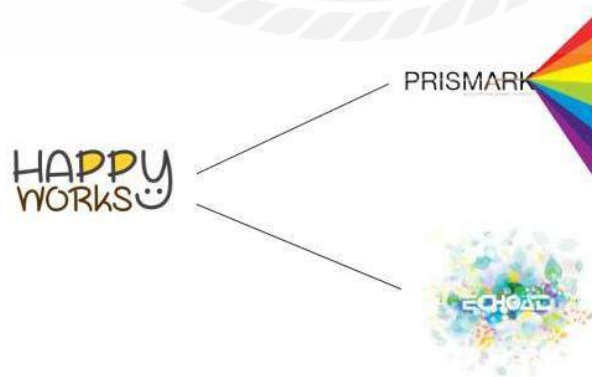


Figure 1 Happy Works builds digital marketing solutions for Prismark and ECHO.

1.1 Mission

"To provide corporate clients with professional and result-oriented digital marketing consultation services."

1.2 Vision

"To become leading digital marketing agency"

1.3 Services Provided by Happy Works

- **Social Media Management**

Happy Works master creatives assist in the creation and optimization of brand reach across all digital channels. When it comes to content production and facilitating efficient 360° digital marketing services, everything from planning and execution to reporting and community administration is covered. Finding your way through content and ad optimization ensures that your brand thrives across all social media channels.

- **Digital Campaign and SEO Strategy**

Happy assists in identifying and reaching targeted consumers by developing niche-specific content. Happy Works provide adaptable and agile tactics that enable real-time interactions, from setting SEO goals to fulfilling them. Happy Works researchers, strategists, and thinkers are always ready to put their keen minds to work to develop the greatest ideas for your brand's success.

- **Digital Advertising**

Happy Works provide what is ideal for a brand. Happy Works design and implement all digital advertising outlets, including Facebook advertisements, Google ads, and TikTok ads, as well as cutting-edge methods like programmatic media buying, Viber ads, digital inventory ads, true caller ads, and much more. Create high-quality advertisements that meet and surpass expectations. Innovative advertising techniques can help company stand out in the digital crowd.

- **Online Reputation Management**

Happy Works write stories. Happy Works have everything that needs to transform your ideas into visions that get people talking: client reputation is their responsibility, whether it's E-commerce management, customized website construction, or developing a digital trend for your business using AR filters. Happy Works wants client brands to have a global reputation. They are always coming up with fresh thoughts and ideas to increase the brand's visibility and success.

- **Digital Media Buying and Optimization**

At Happy, they try harder to offer visible results to client's brands through multi-channel optimization. Happy Works does everything from monitoring, adjusting, and managing search results in online media to making an impression. Every attempt they make will assist in delivering all of the messages that people desire to see and hear. Consumers will become advocates as a result of our strategic planning and optimized promotion.

- **Social Media Strategy and Analytics**

Happy Works develop data-driven tactics that are agile, adaptable, and enable real-time interactions. Sponsored media has never been more trackable or targeted. Maximizes results at Happy Works.

- **Influencer Marketing**

It is critical to expand one's online presence. Influence does not imply physical presence. Social media followings can be used to measure presence. Influence, on the other hand, cannot. That is exactly what we do at happy work. Influencer marketing specialists supervise every stage of the process, from research to finding the right talent based on strict statistics on performance indicators. Develops a brief for the influencers, inspiring them with key brand messages, assisting with creative and editing, as well as reporting and data-driven attribution. Also help with repurposing the content to create a number of new assets, such as ads, in order to achieve better media results at scale.

- **Multimedia and Content Creation**

Without the correct content to nudge and tug potential clients and customers along, even the most comprehensive marketing strategy and calculated, astute media buys, might fall flat. Innovative solutions provide engaging, colorful, approachable content and experiences that forge real connections with users. Happy Works accomplish this by planning content for a range of social media channels on a monthly to quarterly basis in accordance with the brand brief.

The creative abilities span all platforms and approaches, from multichannel creative campaigns to product and service innovation to global brand experiences. To provide what they believe to be the best creative solution for each project, they draw on both an internal team and a global network of elite artists, creatives, directors, and content producers.

1.3 Strategy of the Company

The organization stands out because of its unique approach to digital marketing. The core to all of Happy Works Digital Marketing's initiatives is the implementation of its extremely original and inventive strategy, which aims for global digital dominance. The outcomes are then used to specifically develop material for an impactful delivery. They have used this strategy to develop numerous productive campaigns thus far.

1.4 Clientele Portfolio

Right now, Happy Works serves 39 clients from various sectors.

Table 1 List of Clientele

Industry	Clientele
Automobile	<ul style="list-style-type: none">• Benelli• GWM• KIA
Agriculture	<ul style="list-style-type: none">• Shakti
Bank and Finance Institution	<ul style="list-style-type: none">• Cell Pay• City Express• Everest Bank Limited• Jyoti Bikash Bank Limited• Sunrise Bank Limited
Corporate	<ul style="list-style-type: none">• Nimbus• Ramesh Corp
E-commerce	<ul style="list-style-type: none">• Nimbus Bazar
Electronics	<ul style="list-style-type: none">• Colors• Dell• Hitachi• Nokia• Xage• MI• Realme• Samsung Plaza
Insurance	<ul style="list-style-type: none">• Met Life
Online Portal	<ul style="list-style-type: none">• TDO (Top Doctors Online)
Paints	<ul style="list-style-type: none">• Asian Paints
FMCG	<ul style="list-style-type: none">• All Out• Baygon Max

	<ul style="list-style-type: none"> • Boost • Byanjan • Dabur • Dove • Gillette • Venus • Glow and Lovely • Horlicks • Lifebuoy • LUX • Mr. Muscle • Surf Excel • Unilever
--	--



Figure 2 Clientele Portfolio

Among the 39 clients of Happy Works their main top 3 clients are as Follows:

1.4.1 Dabur Nepal

Dabur Nepal is active in a number of industries and fields, including consumer health, personal care, food items, home care, and healthcare for the general public. Dabur Nepal Private Limited has won numerous awards, including the Nepal-India Chamber of Commerce and Industry' Overall Excellence Award. By combining the traditional knowledge of drug manufacture with modern advancements, Dabur Nepal has also been engaged in the creation of consumer health products. Dabur's Consumer Health business redefines Ayurvedic market and healthcare promotion operations and manages the marketing of Ayurvedic medications and other items. Every Ayurvedic practitioner's everyday practice includes using one of the more than 350 traditional Ayurvedic preparation techniques available at Dabur.



Figure 3 Dabur Logo

1.4.2 Ramesh Corporation

Ramesh Corp. is a Nepalese corporation with diverse interests. It is in the league of Nepal's leading business houses, united by a common goal of pushing forward together. Ramesh Corp. has an impact on people from many walks of life. Manufacturing, financial services, real estate, consumer durables, hydropower, mining, and investment are all areas where it has a prominent presence. All of the company's business processes are guided by the primary principle of "forward together." The company's goal is to empower and enrich the lives of its customers, employees, investors, ecosystem partners, and the entire country.



Figure 4 Ramesh Corp Logo

1.4.3 CellPay

CellPay is a Nepal Rastra Bank-licensed Payment Service Provider that offers both a bank link and a wallet service using the same app. CellPay is a mobile application that has been specifically designed with a dual feature of digital wallet and bank connection facility to meet the needs of customers.

CellPay employs PCI/DSS level security to keep you safe at all times.



Figure 5 CellPay logo

2. Organizational Structure

Happy Works' organizational structure is designed to be functional. The finance department, the operations department, and the production department are all separate entities. The organizational structure clarifies how the organization is organized, and when it comes to communication, all departments act as a connected sphere rather than handling it individually. All team members communicate creatively and openly, and there is a team hierarchy rather than a top-down one. The complete staff at the organization is made up of an expert, social media managers, client managers, digital marketing strategists, content writers, web/app developers, client managers, and graphic designers.

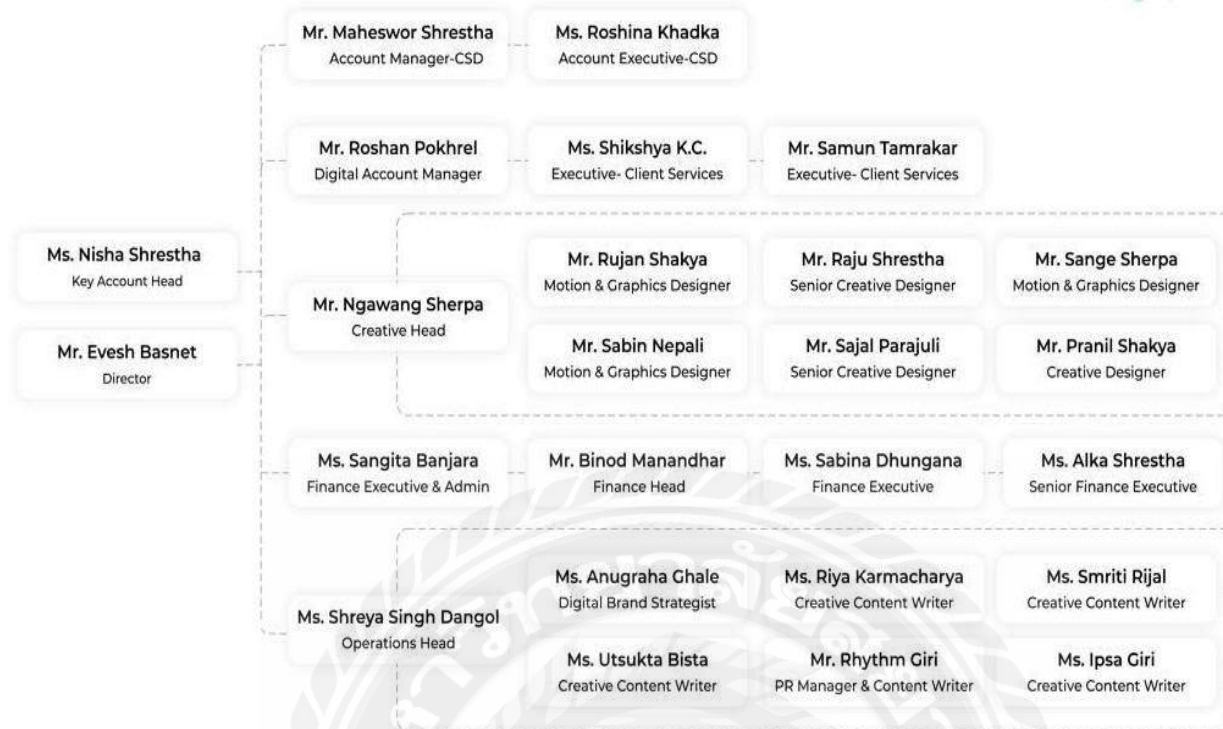


Table 2 Organizational structure

2.1 My Job Position

I started my cooperative education as a Client Service Department and Public Relation Manager intern on the 19th of February 2023 and have been actively working since then. I am currently the Client Manager for two brands, one of which is Melano CC, the most popular skincare line in Japan. Rohto Pharmaceutical (Japan) employs a technology platform to mix pure Vitamins C and E in a single product. The substance is well-known for its ability to lighten skin, even out skin tone, minimize hyperpigmentation, prevent acne, and tighten pores. Another is Moho care, which offers expert medical and health advice to its subscribers via mobile and online platforms. All of the information on MOHO has been medically approved. All of the doctors accessible for consultation are medically qualified and have received extensive training in dealing with internet customers.

As a Client servicing intern and PR manager intern, I understand how a ready-to-implement social media marketing plan that I offer to clients fits into the bigger digital marketing

strategy, as well as monitoring public and media perception of your client. From setting up the first meeting on a fresh account to researching media outlets for a campaign. I serve as a go-between for the organization and the clients. I am in charge of maintaining ties with client executives. In other words, as a client servicing intern, I am in charge of every aspect of the customer's task delivery. Yet, the work requires more than simply satisfying the objectives of a client. Client service managers are problem solvers who conduct market research and help advertising develop business objectives for their services.

2.2 My Job Position in Company’s Organizational Structure



Table 3 Job position in Organizational structure

3. Intention to choose Happy Works as my CO-OP Studies

I was motivated to choose Happy Works Digital Marketing Agency as my CO-OP study workplace for various reasons, which are as follows:

- As a marketing student, I wanted to put my theoretical marketing knowledge into practice. With a marketing degree, I want to find a job that matches my talents and interests, and this organization sounded ideal. After my first semester of college, I developed a strong interest in digital marketing, and the field's growing potential and popularity piqued my attention.
- This cooperative education required me to work both independently and as part of a team. This was useful in terms of learning new methods to communicate in order to create professional working relationships with people of various ages. This was wonderful because it encouraged me to be attentive to other people's ideas and to be creative as part of a team in order to create better ideas and, eventually, a stronger company. As an intern, I was surrounded by professionals, which allowed me to network with them.
- Happy Works has a number of well-known national and international clientele. Another reason I chose this organization was the ability to work with such brands and organizations. I knew I would not be working with companies in just one area, but that I would soon have the opportunity to work with brands and companies from other industries, allowing me to determine which industry I am most interested in and where I see myself working in the future.

4. Strategies Analysis of Happy Works: SWOT Analysis

Table 4 SWOT Analysis

Strength	Weakness
<ul style="list-style-type: none"> ● Top Agencies in Nepal ● Global digital dominance ● Customize campaigns that reflects client’s brand ● Employees are typically between the ages of 18 to 30. The team is made up of people who can catch up with technological advancements and go beyond traditional marketing. ● Tasks can be accomplished more efficiently and reliably. ● Top notch clients 	<ul style="list-style-type: none"> ● Young team: lack of experience in conventional areas of developing a brand or branding and greater marketing knowledge ● Employee turnover is high: most employees stay with the company for a year or two. As a startup, most people consider it as a stepping stone rather than a permanent job. ● Due to a communication breakdown, a proper process is still absent.
Opportunities	Threats
<ul style="list-style-type: none"> ● Great potential for attracting large and well-known clientele worldwide. ● Focusing on more fresh and unique concepts to differentiate oneself from the competition ● Digital marketing is a growing industry. ● New social media trends and advertising ideas 	<ul style="list-style-type: none"> ● Competitors are expanding their budget patterns. ● Maintaining market relevance in the face of growing competition ● Unusual Facebook, Google, and other platform policies ● Several businesses are still skeptical about the concept of digital marketing.

5. Objectives of this Co-operative this studies

With my aims and objectives in mind, I began my cooperative education to gain experience and broaden my knowledge. One of my key goals was to learn about workplace culture and use what I learned. I was able to put the things I would studied thus far into practice. I had the opportunity to watch and engage in company activity management. Some of the study's key goals are as follows:

- To comprehend how a marketing agency runs and operates.
- To comprehend the use of social media and other online platforms.
- To broaden my network of experienced professionals and possible mentors who can give guidance, assistance, and feedback.
- To better understand the most popular digital marketing tools used by organizations and to investigate the rise of digital marketing services

So far, these are the key aims of my cooperative studies, and I am optimistic that as I progress, I will recognize and have other goals that I can attain over time.

CHAPTER 2

CO-OP STUDY ACTIVITIES

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

2.1 My Job Description

I interned in the 'Client Service' department and as a public relations intern. This department serves as a liaison between clients and the creative team, as well as overseeing an organization's communication endeavors with media personnel. They ensure that all of the clients' needs are met by communicating with the creative team. Similarly, we produce proposals, develop campaign and branding ideas, deliver campaign reports to clients, and analyze the clients' markets and sectors. Not only that, but they ensure client retention by offering exceptional customer service. Client servicing intern is responsible for building and maintaining relationships with clients, managing accounts, and ensuring customer satisfaction. Working closely with clients is important to understand their needs and goals, and will collaborate with internal teams to develop and implement strategies that meet those needs. In order to enhance a client's brand image and generate discussion about it, the PR intern is in charge of managing the social media influencer and corresponding with them via calls or texts. You must participate in the team's outdoor shoots as a PR intern. Responsibilities as a client servicing intern and PR intern are as follows:

My job description are as follows:

- Building and managing the client's social media presence
- Observe and measure client satisfaction
- Discuss client needs with several divisions
- Coordinate public relation activities
- Develop and maintain relationship management with clients to ensure customer satisfaction and retention.

- Point of contact for clients, responding to inquiries, providing updates, and addressing any issues.
- Collaborate with internal teams to develop and implement strategies that meet client needs and goals.
- Manage client accounts, including tracking and reporting on key metrics, monitoring performance, and identifying opportunities for growth.
- Keeping up-to-date with industry trends
- Monitoring client satisfaction
- Reporting on client performance

2.2. My Job Responsibilities

Working in Happy works at the Client Servicing department my responsibilities were not limited only to this department. Coordination with other departments such as operation digital account, and creative has widened my working capacity and knowledge about this field. As a client manager, I have an opportunity to work with the “Melano CC” product of the international pharmaceutical corporation brand “Rohto”. Melano CC is a brand produced by the International brand Rohto which was established in Nepal on 22nd June 2018 and is a subsidiary company of Rohto Pharmaceutical Co., Ltd. Rohto is one of the leading Pharmaceuticals and Cosmetics products and preferred companies in Nepal. Moho Care is another company that I manage. Moho Care is a Nepali healthcare, wellness, and fitness center that provides superior healthcare services around the country. Another is Laxmi Capital Market Limited, a wholly owned subsidiary of Laxmi Bank Limited that engages in merchant banking services such as Initial Public Offering (IPO), Securities Underwriting, Portfolio Management Services, and Registrar to Share, and so on. My specific job duties as a client manager at Melano CC, Moho care and Laxmi Capital Market Limited are as follows:

2.2.1 Point to Client contact:

As a point to the client, my responsibility is to build and maintain relations with clients. During my daily interaction with the clients, I focus on understanding the client's requirements.

To meet the different requirements of the client coordination with other departments therefore creative operations and digital accounts are very necessary to deliver quality work.

2.2.2 Management of client accounts

Collection of information about the client and their requirements, preferences, and goals is the starting phase of managing the accounts. The account is maintained by reviewing the account according to the client's request, adjustments, and feedback. Measuring engagements, product reports, customer satisfaction and feedback are performed to Review and analyze the account performance.

2.2.3 Collaboration with internal teams

Communication with other departments plays a vital role in making a client's requirement successful. I am responsible for the requirements which are delivered coordinating other departments such as the creative section, and operation section. Pitching up an idea with the client and providing it to the creative section to deliver the output.

2.3 Activities in Coordination with Co-Workers

Coordination with co-workers is an essential part of many job roles which involves working collaboratively with colleagues to achieve shared goals. I am coordinating different campaigns and activities with my co-workers such as the #najikaau campaign by closeup Nepal, and flip it like a Vatika by Dabur Nepal.

2.3.1. #najikaau by closeup Nepal (Assisted the production and promotion team)

One of the first projects, as a PR assistant intern I assisted the production and promotion team for this campaign starring one of the leading singers of Nepal Sushant Kc and Model Aakriti Rajbhandari. I worked with the promotion team by coordinating with the influencers for social media content, and pre /post promotion, tracking of audience engagement.



Figure 6 #najikaau campaign shoot

2.3.2 Flip it like a Vatika by Dabur Nepal (Social media content posting)

In this project I was involved in the content posting for the Flip it like a Vatika campaign by Dabur Nepal. Posting videos of the college activation program on social media for promotion of the campaign.



Figure 7 Flip it like Vatika Campaign

2.4 Job Process Diagram

- **Video Posting**



Table 5 Diagram for Video posting

- **Content/ posts execution and approval**

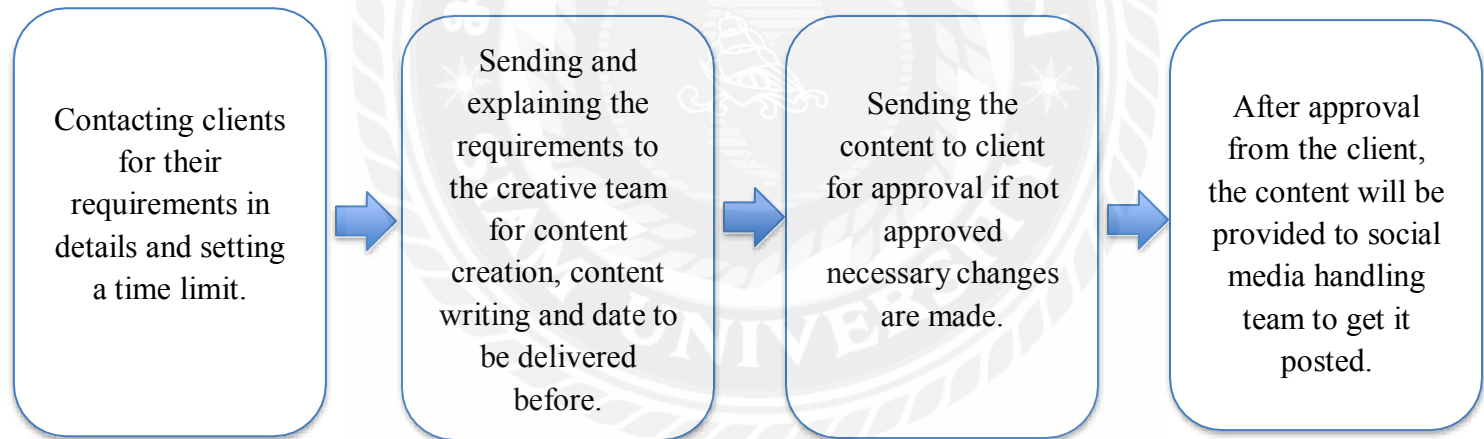


Table 6 Job process diagram for content/ post execution and approval

- **Make Page Reports**

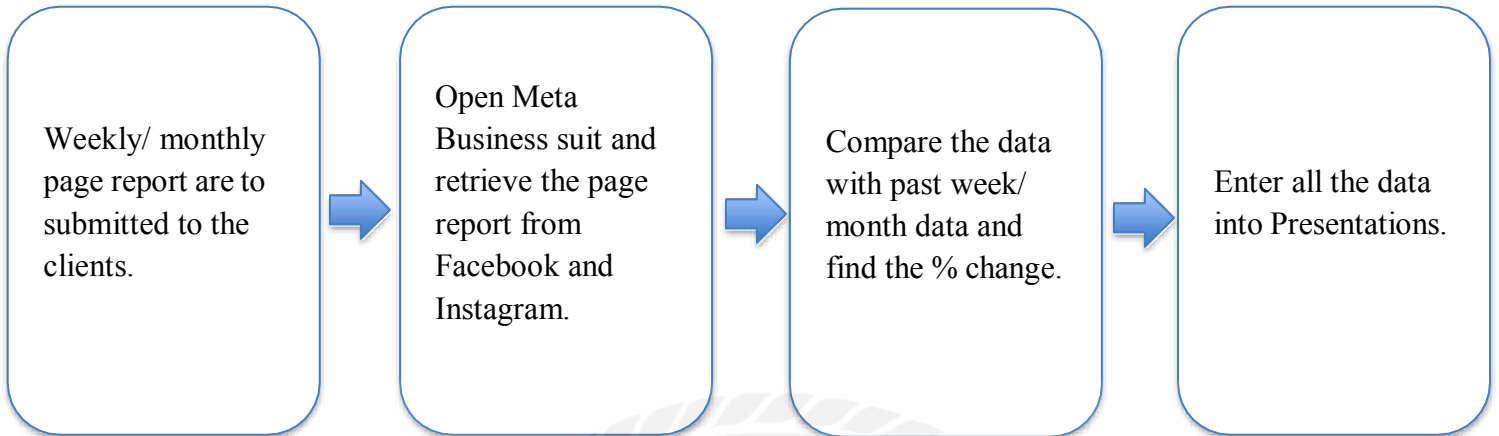


Table 7 Page reports diagram

- **Handling Queries**

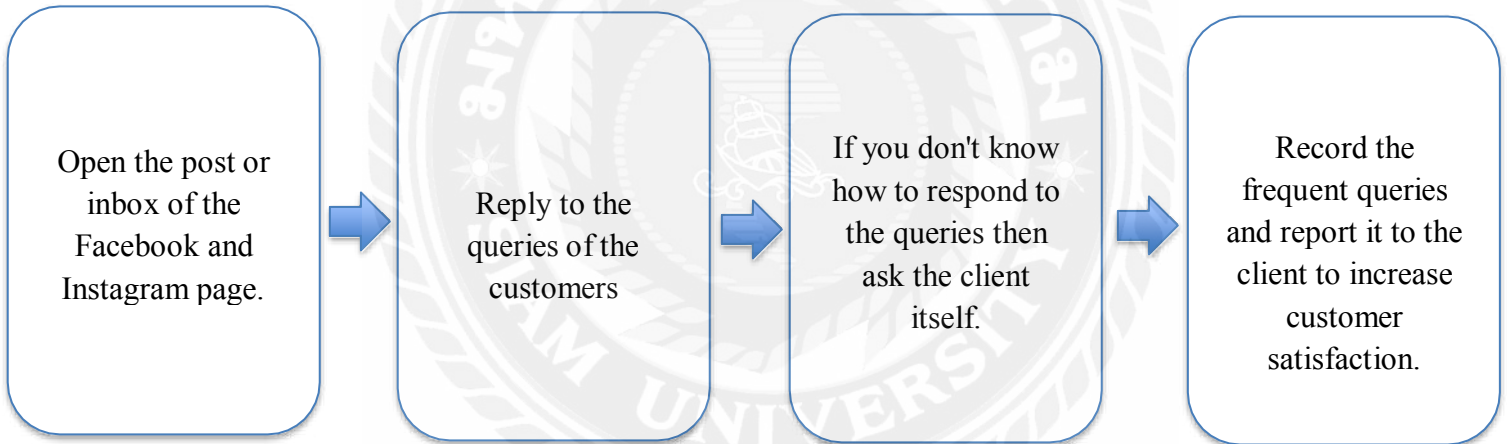


Table 8 Queries handling diagram

- **Schedule Posts**



Table 9 Job process diagram for Post scheduling

- **Research Influencers from different social media**



Table 10 Job process diagram for collection of influencers for projects

2.5. Contribution as a Co-Op Student in the Company

As an intern at Happy Works I feel learning and contributing at the same time. Working as a client manager and personal relation manager my contribution are as follows:

1. Completing projects and tasks
2. Providing support to team members
3. Conducting research and analysis
4. Participating in meetings and discussions
5. Learning from experienced professionals.
6. Scheduling Posts
7. Handling queries of customers
8. Making Presentations
9. Collect information about influencer and recording it in excel
10. Communicate with clients
11. Visiting Shooting sites
12. Acting as a liaison between Client and creative department

CHAPTER 3

LEARNING PROCESS

In this chapter, I have covered the company's problems, how to solve them, and what I have learned. These are my personal observations about how I felt in the company. I also discussed what I learned during my Co-Op studies and how I applied my course work skills to real-world work settings.

Additionally, I worked for both Client servicing department and PR department. I got to contribute in both of these departments. My duty in Client servicing department was to communicate with the client and ask them for the necessary requirements. And as a PR intern my duty was to contact influencers and ask them to participate in our campaigns like #NajikAau and #FlipitlikeVatika and also I need to search the influencers who can match the brand image. I also had the opportunity to be a part of the Najik Aau music video as I was in charge of fixing the schedule of the actors and directors.

3.1 Issues while working

Happy Works Digital Marketing is a full-service digital marketing agency that has two sister companies, Prismark Marketing Agency and ECHO Marketing Agency. They offer digital marketing and advisory services with a distinct strategy that makes use of the most recent digital advancements. Happy Works has a proven track record of delivering delightful results by rethinking Nepal's digital landscape to increase engagement, modify behaviors, and positively impact lives. They also have a sizable presence on our digital platform.

During my Co-Op studies at Happy Works Digital Marketing Firm, I discovered the following challenges:

- **A newcomer that is still learning**

The young employees at Happy Works is both a blessing and a curse. Because the team members were still young and had limited experience in this area, several clients were not presented with relevant ideas and marketing strategies. While adjusting within the team was simple, the goals I set for myself were met. There were a few experienced people on the team, but they were too preoccupied to offer useful advice.

- **Low Employee Retention**

The workload on the employees is extremely heavy due to the high demands. Similarly, high-end clientele want high-end work. This expectation can be difficult to meet, and employees will have to rely on trial and error. Furthermore, the fast-growing Nepalese market and the many experiences desired by generation Z have resulted in a lack of job retention.

- **Poor Leadership**

Poor organizational leadership can have a wide range of negative consequences for both the organization and its people. Poor leadership has a huge impact on employee morale, which can lead to poorer productivity. Employees can feel frustrated unsupported, and underappreciated when leaders fail to communicate effectively, set clear standards, or give the required resources and support. This can lead to a lack of engagement and motivation, which can lead to lower job satisfaction and performance.

- **Employee Division**

I noticed an employee division at Happy Works as a lack of clear communication and collaboration between various departments or teams inside the company. It is quite difficult for newcomers to integrate into the group. When employees are not given the opportunity to communicate and collaborate, it can lead to feelings of isolation and a lack of cohesion, which can have an influence on the organization's overall performance.

- **Poor Communication**

Poor communication is one of the most common issues companies confront. At Happy Works, I saw a communication gap between the client service department and the

content writers because we do not directly discuss the modifications that the client requests but instead, we communicate via Whatsapp or Viber.

3.2 Solution for the issue

3.2.1 Literature Review

Employee retention was one of the most challenging aspects of my time at Happy Works. According to my observations, this mostly employee unhappiness with the organization. According to the study, employee satisfaction is critical for increasing productivity, corporate loyalty, and client satisfaction. Employees at Happy Works were unsatisfied with their workload, lack of enthusiasm, and manager supervision.

The following steps may assist Happy Works in resolving their issues:

- Communication that is concise, clear, and consistent
- Building a team through getting to know your employees
- Training and other improvement programs.
- Fair Pay and Benefits
- Chance for Advancement and Professional Growth
- Performance Monitoring and Contribution Rewarding
- Empowering Workers Throughout the Business

Thus, improving employee performance and productivity requires adopting techniques that improve the working environment and boost staff morale. High revenues, satisfied customers, and client retention are the end effects of this. Thus, a devoted and contented employee attracts devoted and contented clients.

(Sravani, 2018) Employee workload and task complexities are functions of organizational structures. Even within the same organization, employee task requirements vary since employees of the same rank may be unequally tasked. The discrepancies in workload may be largely influenced by educational qualification, area of specialization or position in the organization. In most organizations, the variability in employee workload may be largely influenced by the departments to which they belong. But even within the same department, there is no guarantee that employee workload will balance. An Employee's perception of workload balance or imbalance as

a result of perceived discrepancies between his workload and that of other organizational members can cause disaffection. According to equity theory, an employee will feel unfairly treated if he perceives that colleagues that put in the same efforts at work as him earn more than him or if he earns the same as those who put less effort than him.

(Aldoory, 2018) Participants did not view work and personal life as separate in terms of time or space, but described more holistic lives in which work entered and exited everyday routines and realities. They noted challenges unique to the chaotic nature of public relations, such as putting work over family obligations outside of traditional business hours to serve a client. Long hours and being busy were seen by some as badges of honor. On one hand, new technology brought the expectation of constant connectivity and availability, actually lengthening, rather than simply shifting, the number of hours worked. On the other hand, some reported increased happiness and decreased stress working where and when convenient, despite longer hours

3.3 Recommendations to the Company

Happy Works, in my opinion, is a remarkable digital marketing company that offers various marketing services with a distinctive approach and the newest technological advancements. The business is dedicated to creating tactics that work and produce results. Happy Works has a proven track record of transforming the Nepali digital landscape to increase engagement, alter behaviors, and improve lives while providing enjoyable results.

I view working for such a company as a great opportunity to learn about myself and progress professionally. I was able to pick up new talents that I may use in the future. Considering my experience as an intern, I believe that Happy Works can improve in the following areas:

- Newly enrolled are not given adequate training before being promptly allocated to duties and responsibilities. Instead of immediately getting to work, new hires should be given at least two weeks of training. The new recruits will feel less pressure as a result, and they will be better able to perform and handle the intense pressure. This always improves worker retention.
- I think lower workloads can lead to higher customer satisfaction, I also think that staff members need to be informed of how to deliver better customer service. Every client should be considered important, and each task should be completed well, according to employees. Employees should serve clients politely despite all of their frustrations. Employees should be

honest and open about any delays in delivering content, and they should reassure clients that they will do all possible to deliver better content in the future.

- In addition to training, I believe managers should show their appreciation for their staff. I believe that with improved team performance and less work, the managers will have more time. But, managers need to be aware that showing appreciation to workers keeps them motivated and motivates them to work more.

3.4 What I Learned during the CO-OP Studies

I learned a lot of new skills and gained a lot of useful information from my co-op studies that I will definitely utilize in the future. During my Co-Op education, I acquired the following unique abilities and understanding:

- I gained an in-depth understanding of what it's like to work at a digital marketing agency. I was able to experience working in a corporate culture thanks to this. In addition, the division of several divisions, the hierarchy, the centralized structure, the appropriate job procedure, and many other things taught me how crucial organization is to a productive workplace.

- Working in a team at a company was now something I had never done before. For me, working in a team meant considering every possible detail as well as what-if scenarios, having a backup plan, and other things. The team was regularly questioned by our manager to determine whether we needed anything, assistance, etc. Although I had to be on time and do the allocated work by a specific time.

- I used Meta Business Suite which manages Facebook, Instagram accounts business pages and ad accounts. I learned how to place an advertisement, analyze data, schedule posts, on client's social media account. In a similar vein, I picked up how to respond to enquiries, run advertisements, and get insights, plan content, and many other things.

- Sometimes, which was a completely new feeling for me, I could sense the strain of needing to do a task by a certain time. I didn't have as many difficulties because the team was so supportive. If someone wasn't able to complete a project, they would volunteer to help. I was able to establish some truly wonderful personal connections with the office staff. Because of the workplace's calmness, friendliness, and warmth, I felt an immediate connection among the staff.

I had the chance to apply the theoretical knowledge I had learned in college to actual working situations while I was an intern at a digital marketing business.

This has made it possible for me to investigate additional employment options and identify my areas of interest. Really, this was a step forward for my career. I discovered that I am interested in operations and marketing. I also had the opportunity to identify my strengths and limitations. In terms of my weaknesses, I still have work to do.

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

I received a lot of benefit from my internship as a result of what I learned. The theoretical knowledge I had acquired had equipped me for the situations I would face while working for a company. I used what I had learned to my actual workplace in the following ways:

3.5.1 Management of time

Similar to this, KCM's tight and regular scheduling helped me develop my time management skills. Our performance was judged based on whether we arrived on time for class, the college, or our tasks. This enabled me to complete all of my work assignments on time and helped me meet all of my deadlines. I also kept a daily task and routine sheet that was quite organized. This enabled me to appropriately handle my responsibilities.

3.5.2 Creativity

When it came to concept generation and content preparation, I was frequently encouraged to think creatively and unconventionally. I made an effort to think outside the box and recommended fresh approaches to further improve the company's offerings.

3.5.3 Elements of Marketing

The four Ps of marketing are product, price, place, and promotion known as elements of marketing. Although I was only involved in the promotion phase, it was still important for me to be aware of the brands' products, their Unique Selling Propositions (USPs), and their price points in order to determine whether they could be used as competitive advantages when promoting their products and branding. I already knew the 4 Ps, so when I was given the two brands MOHO and Melano CC, I conducted my study right away to comprehend the 4 Ps so I could learn more about the brands.

3.5.4 Making Presentations

We were required to provide presentations to clients about marketing campaign, timelines and many more. We were taught how to make engaging presentations. My presentation skills have significantly improved as a result of this. When I had to provide campaign marketing presentations, branding presentations, and report presentations in my actual working environment, this was a huge help.



CHAPTER 4

CONCLUSION

4.1 Summary of highlights of my Co-Op Studies

My cooperative education at Happy Works is giving me the practical experience I need for my professional future. Despite the fact that I am only a company intern, the internal team has provided me with a lot of knowledge and chances that will help me develop in my career. Working at Happy Works is helping me to polish my skills in working in groups, working under pressure, and adapting to other professions' work settings. It is providing me with a basic understanding of how employees in an organization perform on a daily basis, as well as technical abilities that I can apply in various work situations. This chance is a significant step forward in my career development.

4.2 Evaluation of the work experience

4.1 Self-assessment

The cooperative education program, which is required to complete a Bachelor's degree program, is an excellent opportunity to gain knowledge about the real business world outside of the classroom. I feel like one of the luckiest ones to get an internship at Happy works. It's a great pleasure to work with experts in this field and it's giving me a great opportunity to learn and understand a lot of new concepts, abilities, and values.

4.2 Contribution to my career development Happy Works

This cooperative education made new contacts, learned how to communicate in a professional setting, and developed our communication and teamwork abilities by interacting with professionals with the assistance of the senior supervisors. It is giving me the chance to learn more about digital marketing and the abilities and information needed to succeed in it.

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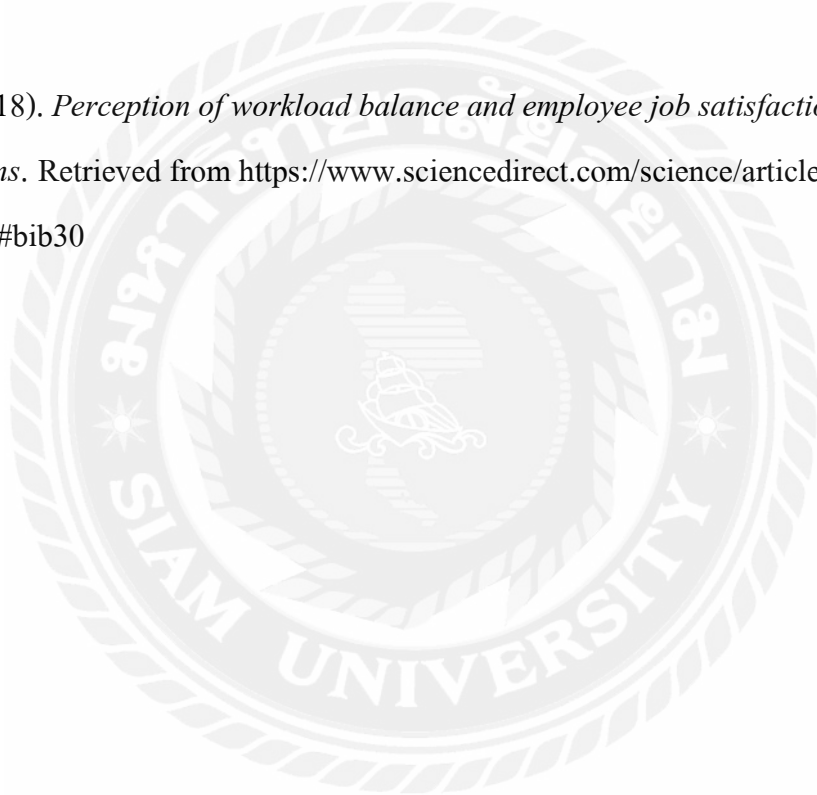
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ANNEX



Figure 8 Workplace



Figure 9 Project Discussion



Figure 10 An effective session by the team from Httpool



Figure 11 Retreat with the office staff



Figure 12 Women's day celebration



Figure 13 Me at my working space



Figure 14 With my colleague

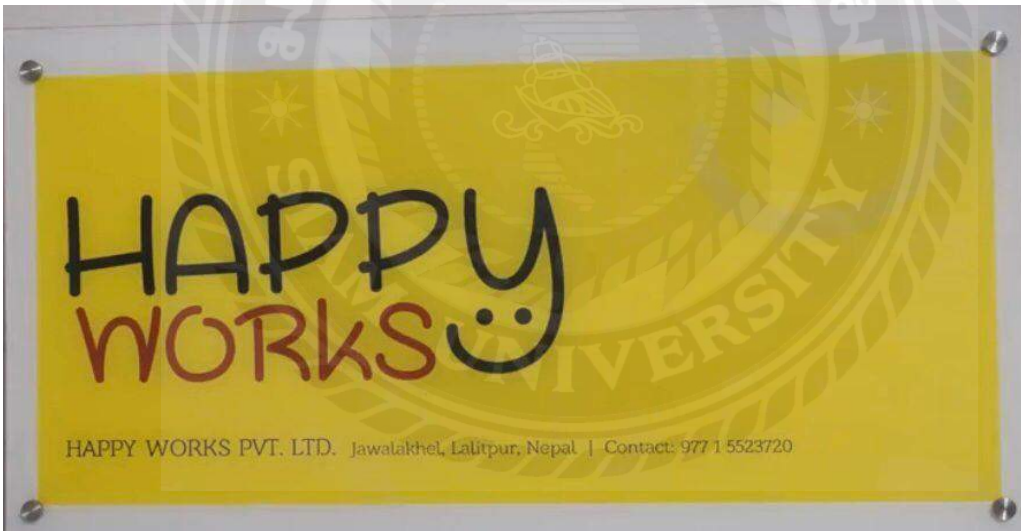


Figure 15 Happy works information



Figure 16 Lunch at Happy Works