



COOPERATIVE EDUCATION REPORT

Strategic Excellence in Digital Campaigns

“An Analysis of Marketing Practices and Innovation at Brand LogiQ.”

WRITTEN BY: SEBIKA GAUTAM

STUDENT ID: 6408040002

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

Faculty of Business Administration Academic Semester 3/2023

Siam University

Title: Strategic Excellence in Digital Campaigns: “An Analysis of Marketing Practices and Innovation at Brand LogiQ.”


Written by: Sebika Gautam

Department: Bachelor of Administration (Marketing)

Academic Advisor: Mr. Ashutosh Mishra

We have approved this Cooperative report as a partial fulfillment of the Cooperative Education Program, Semester 2023

Oral Presentation Committee


(Mr. Ashutosh Mishra)
Academic Advisor



(Ms. Rhitu Shahi)
Job Advisor



(Mr. Bikash Dahal)

Cooperative Education Committee



(Assistant Professor Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education

Project Title: Strategic Excellence in Digital Campaigns: “An Analysis of Marketing Practices and Innovation at Brand LogiQ.”

By: Ms. Sebika Gautam

Advisor: Mr. Ashutosh Mishra

Degree: Bachelor of Business Administration (Marketing)

Semester: 3/2023

Credits: 5 credits

Abstract

This report provides an overview of the internship experience at Brand LogiQ, focusing on how digital marketing strategies were used to improve brand performance. It begins with a description of Brand LogiQ, including its mission, vision, services, and how the company is organized.

Next, the report details my role and responsibilities as an Intern, including the specific tasks and projects undertaken. It highlights key challenges faced by the organization, such as adapting to changing market trends, staying ahead of competitors, and refining digital marketing approaches. The report explains how these challenges were addressed and offers practical recommendations for overcoming them.

In reflecting on the internship, the report highlights how theoretical knowledge from academic courses was applied to real-world problems, the skills developed, and the personal and professional growth experienced. It also discusses the value of the internship in providing hands-on experience and practical insights.

Keyword: Digital Marketing, Adaptability, Professional Growth, Brand Performance

Acknowledgement

First and foremost, I would like to extend my heartfelt gratitude to Brand LogiQ for providing me with the invaluable opportunity to complete my internship within such a prestigious organization. I am deeply appreciative of the support and mentorship provided by Mrs. Praditi Khadka, the HOD of Digital Marketing at Brand LogiQ, whose guidance was instrumental throughout my internship. I also want to express my sincere thanks to Ms. Rhitu Shahi, Senior Digital Marketing Associate for her diligent supervision and constructive feedback during this period.

I would also like to extend my sincere thanks to Mr. Ashutosh Mishra my academic Supervisor for the diligent supervision. Also the faculty and staff of Siam University and Kathmandu College of Management for their invaluable teachings and steadfast support throughout my academic journey. Their commitment and expertise have played a crucial role in my development.

Lastly, I am profoundly grateful to my family for their unwavering support and encouragement over the years. Their belief in my abilities has been a fundamental source of motivation and a key factor in my accomplishments. This internship has significantly enhanced my soft skills and offered me valuable insights into the practical aspects of digital marketing. I am eager to apply the skills and knowledge gained during this experience to excel in my future career in the business world

Sebika Gautam

Student ID : 6408040002

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List of Abbreviation

BLQ- Brand LogiQ

HOD – Head of Department

ROI – Return on Investment

Chapter 1

Introduction

This chapter delivers a detailed overview of Brand LogiQ, outlining its operational methodologies, organizational structure, and the motivations for choosing this internship opportunity. It provides a thorough analysis of the company's strategic approach, including its marketing strategies, industry positioning, and key initiatives.

1.1 Company Profile

Brand LogiQ is a marketing agency that brings tailored-made strategies and helps businesses with digital marketing and advertising services across all platforms in Nepal. Detail counseling, planning, and creating quality-assured digital products for businesses is what brand LogiQ does. It has an experienced team of strategists, designers, and creators with all necessary resources who will deliver the results Client wants.

Since day-1, Brand LogiQ has been thriving for excellence and efficiency to let the company's brand image do the talking. The agency is blessed to have been led by highly creative and dedicated minds. A vision behind the motivation of the company is for filling in the gaps that are holding the brands behind despite them spending tons. To sell what they create and make their audience agree with it requires creative strategy.

Brand LogiQ is committed to driving success for businesses through innovative digital marketing solutions tailored to each client's unique needs. The agency specializes in delivering

comprehensive services, including strategic planning, digital content creation, and multi-platform advertising. By leveraging its expertise and cutting-edge tools, Brand LogiQ ensures that each campaign is meticulously crafted to meet specific business objectives, enhance online presence, and achieve measurable results.

Brand LogiQ benefits from a solid brand portfolio and has established partnerships with leading companies in Nepal, including Xiaomi Nepal, Baba Oil, Old Monk, Vianet, Godrej Nepal and many more.

1.1.1 Mission, Vision, Slogan of Brand LogiQ

MISSION	VISION , SLOGAN
Brand LogiQ's mission is to drive business growth through innovative marketing solutions and build lasting client partnerships. The company focuses on creating impactful campaigns and delivering exceptional results in Nepal.	A vision behind our motivation is for filling in the gaps that are holding the brands behind despite them spending tons. To sell what you create and make your audience agree with it requires creative strategy.

Fig 1: Brand Logo



1.1.2 Strategy of The Company

Building long-lasting connections with our clients is a top priority for Brand LogiQ, as seen by our outstanding client retention record. Our strategy is based on the idea that every company is different and needs different marketing approaches. At Brand LogiQ, our team of seasoned specialists takes the time to thoroughly comprehend the nature of each client's organization, which enables us to create customized plans that align with their unique requirements and objectives.

By utilizing branding, research, visualization, and actual market happenings, we open up new doors and realize our clients' visions. Our proficiency has been essential in spearheading prosperous marketing initiatives for top corporations around Nepal, enhancing our standing as a frontrunner in the Nepali industry.

1.1.3 Products and Service at Brand LogiQ

Brand LogiQ, a premier advertising agency in Nepal, provides a wide range of services to meet the varied marketing needs of businesses. Their key offerings include:

- **Branding:** Brand LogiQ assists businesses in developing and enhancing their brand identities by crafting distinctive and memorable brand strategies, positioning, and messaging that resonate with their target audience.
- **Creative Designs:** The company delivers creative design services, producing visually striking and aesthetically appealing designs for logos, packaging, print materials, and digital assets. Their talented designers bring ideas to life, ensuring consistency and high quality in every design.

- **Marketing Strategy:** Brand LogiQ formulates customized marketing strategies that align with the client & business objectives. Their strategic approach includes market research, competitor analysis, and target segment identification, enabling clients to make informed decisions and optimize their marketing ROI.

- **Digital Marketing:** Leveraging their expertise in digital marketing, Brand LogiQ helps businesses build a strong online presence. They utilize various digital channels, such as search engine optimization (SEO), search engine marketing (SEM), email marketing, and content marketing, to drive targeted traffic and generate leads.

- **Social Media Marketing:** Brand LogiQ capitalizes on social media platforms to connect businesses with their target audience. Their social media marketing services include content creation, community management, social media advertising, and analytics to enhance brand visibility and engagement.

- **Influencer Marketing:** Understanding the influence of social media personalities, Brand LogiQ offers influencer marketing strategies to amplify clients & brand messages. They identify and collaborate with relevant influencers to promote products or services, leveraging their reach and credibility.

- **Multimedia Production:** Brand LogiQ provides multimedia production services, including video production, animation, and photography. Their skilled team manages the entire production process, delivering high-quality visuals and engaging content for clients & marketing campaigns. Through these comprehensive services, Brand LogiQ assists businesses in Nepal in elevating their marketing efforts, effectively reaching their target audience, and achieving their business goals.

An Analysis of Marketing Practices and Innovation at Brand LogiQ



Figure 2: Client Portfolio

1.1.4 Organizational Structure of Brand LogiQ



Figure 3: Organizational Structure of Brand LogiQ

1.2 My Job at Brand LogiQ

Throughout my internship with Brand LogiQ's Digital Marketing department, I actively participated in various activities, including social media management, campaign coordination, running paid advertisements, and preparing monthly reports. In addition to campaign coordination and social media management, I also got practical experience running sponsored ads and creating

monthly reports. I was given the responsibility of managing important clients like Premier Steel, Xiaomi, POCO, DI Dental, Imperial Furniture, and The Himalayan Reserve. During this period, I was engaged with the Designer, Content, and Project Management teams to make sure that every creative output exceeded client requirements and followed project timeframes. I also worked directly with my supervisor, who gave me great feedback.

One of my key contributions was in organizing and scheduling campaign activities to maximize their impact and ensure timely delivery. By paying close attention to trends and audience behavior, I was able to assist in crafting well-targeted campaigns that resonated with our audience. This involved identifying the right media channels and creating content that truly connected with the company's target demographic. My role at Brand LogiQ not only honed my skills in digital marketing but also taught me the importance of collaboration, meticulous planning, and staying attuned to the latest industry trends.

I also conducted a case study for Brand LogiQ, focusing on their most successful ad campaign for Xiaomi. This project involved analyzing the campaign's objectives, strategies, and outcomes to understand what contributed to its success. I examined the creative elements, the choice of media channels, and the targeting strategy, as well as the overall execution of the campaign. By reviewing performance metrics and audience engagement, I identified key factors that led to the ad's effectiveness, providing valuable insights that could be applied to future campaigns. This experience deepened my understanding of strategic advertising and reinforced the importance of data-driven decision-making in marketing.

1.2.1 My Job Position at Brand LogiQ

In Brand LogiQ , the Digital Marketing Head is Mrs. Praditi Khadka, and under her there is Senior Digital Marketing Executive Ms, Rhitu Shahi who is also my Job Supervisor, and Junior Digital Marketing Associate Mr Aayush Thapa Magar, and Digital Marketing Intern (Me).

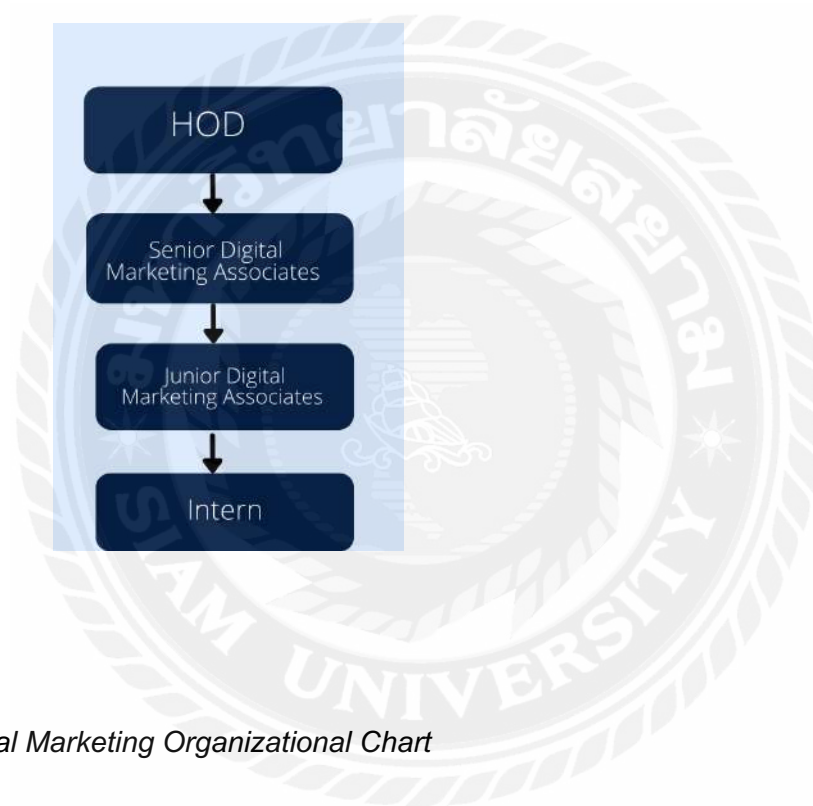


Figure 4: Digital Marketing Organizational Chart

1.2.2 Motivation to Choose Brand LogiQ

From the moment I started my studies at KCM, I was drawn to the world of marketing, especially the rapidly evolving field of digital marketing. The ability to influence consumer behavior through targeted online strategies fascinated me, and I knew that I wanted to build a career in this area. My motivation to join Brand LogiQ as an intern stemmed from this deep interest

in digital marketing and the desire to apply the knowledge and skills I had acquired over 16 weeks of coursework in a practical, real-world environment.

Brand LogiQ's reputation as a leading Marketing Agency with an impressive portfolio of successful campaigns was a significant factor in my decision. The company's innovative approach to digital marketing, characterized by creative content, strategic planning, and data-driven decisions, resonated with my career aspirations. I was particularly attracted to the dynamic and collaborative work environment at Brand LogiQ, where young professionals are encouraged to think creatively and push the boundaries of traditional marketing. This environment, combined with the opportunity to work on high-impact projects, made Brand LogiQ the ideal place for me to gain hands-on experience in the digital marketing industry.

Furthermore, the feedback I received from peers and mentors about Brand LogiQ was overwhelmingly positive. The company's commitment to delivering powerful marketing messages and its ability to adapt to the ever-changing digital landscape have earned it a strong reputation in the marketplace. I believed that interning at Brand LogiQ would not only provide me with the opportunity to work with cutting-edge digital marketing tools and strategies but also help me develop the interpersonal and professional skills needed to succeed in this competitive field.

1.3 Strategic Analysis of Brand LogiQ

SWOT

Conducting a SWOT analysis is crucial for any business in today's competitive landscape, and Brand LogiQ, a prominent advertising agency in Nepal, thoroughly examines its strengths, weaknesses, opportunities, and threats. The internal factors are characterized by the strengths and

weaknesses of the company, while the external factors are characterized by the opportunities and threats.

Strengths

- **Expertise and Experience:** Brand LogiQ boasts a team of highly skilled professionals with extensive experience in the advertising and marketing industry. Their expertise allows them to craft effective strategies and deliver top-notch campaigns for clients.
- **Strong Client Relationships:** The agency has cultivated strong, lasting relationships with a diverse array of clients in Nepal. Their dedication to client satisfaction and delivering exceptional results has built a reputation for reliability and trustworthiness.
- **Creative Excellence:** Known for their innovative and creative approach, Brand LogiQ excels in developing unique marketing campaigns that stand out in the market, setting them apart from competitors.
- **Comprehensive Service Offering:** Brand LogiQ provides a wide range of services, including branding, creative design, marketing strategy, digital marketing, social media marketing, influencer marketing, and multimedia production. This all-inclusive service offering enables clients to meet all their marketing needs under one roof.
- **Adaptability and Flexibility:** The agency shows adaptability and flexibility by keeping up with the dynamic marketing landscape. They stay updated on emerging trends, technologies, and consumer behaviors, allowing them to tailor strategies and solutions to meet clients' evolving needs.

Weaknesses

- **Market Saturation:** The advertising sector in Nepal is becoming increasingly competitive, with numerous agencies vying for clients' attention. Brand LogiQ must continuously differentiate itself and stay ahead of emerging trends to maintain its competitive edge.
- **Limited Resources:** As a growing agency, Brand LogiQ may face limitations in terms of budget and staffing. Effective resource management and investment in continuous learning and development are crucial to staying relevant in the dynamic marketing industry.
- **Geographic Limitations:** Being a local agency, Brand LogiQ might find it challenging to expand beyond Nepal, potentially limiting growth opportunities and international collaborations.
- **Dependence on Client Budgets:** The agency's revenue is reliant on clients' marketing budgets. Economic fluctuations or budget constraints can impact Brand LogiQ's financial stability and ability to invest in growth initiatives.
- **Talent Retention:** Retaining top talent in a competitive industry is a challenge. Brand LogiQ must create a nurturing and rewarding work environment to attract and retain skilled professionals who can drive the agency's success.

Opportunities

- **Growing Digital Landscape:** The increasing use of digital platforms and social media in Nepal offers significant opportunities for Brand LogiQ to expand its digital marketing services, reach a wider audience, and provide more targeted, measurable campaigns.
- **Emerging Industries:** With growth in sectors such as tourism, e-commerce, and renewable energy, Brand LogiQ can tailor specialized marketing strategies and solutions to meet the specific needs of these industries.

- **Collaborations and Partnerships:** Exploring collaborations with other businesses, influencers, or media outlets can enhance Brand LogiQ's service offerings and expand its reach. Strategic partnerships can open new markets and create mutually beneficial growth opportunities.
- **Government Initiatives:** Policies and initiatives promoting entrepreneurship and business growth in Nepal create favorable conditions for Brand LogiQ to expand its client base and tap into new market segments.
- **Technological Advancements:** Advances in technology, such as artificial intelligence, data analytics, and automation, present opportunities for Brand LogiQ to enhance its capabilities and offer more efficient, data-driven marketing solutions.

Threats

- **Intense Competition:** The highly competitive advertising industry in Nepal presents the risk of losing clients to competitors offering similar services or more attractive pricing. Maintaining a competitive edge requires continuous innovation and differentiation.
- **Technological Disruption:** Rapid technological advancements can disrupt traditional advertising methods. Emerging technologies like artificial intelligence and programmatic advertising can change how campaigns are created, delivered, and measured. Brand LogiQ must adapt to these changes to remain relevant.
- **Budget Constraints:** Economic downturns or client budget cuts can directly impact the advertising industry. Demonstrating the value and ROI of their campaigns is essential for Brand LogiQ to mitigate this threat.

- **Changing Consumer Behavior:** Shifts in consumer behavior, such as ad fatigue or ad-avoidance trends, pose challenges for Brand LogiQ. The agency must stay attuned to consumer preferences and find creative ways to engage and resonate with target audiences.
- **Regulatory Changes:** Changes in advertising regulations, privacy laws, or data protection policies can create compliance challenges. Adapting to new regulations may require significant adjustments to advertising strategies and practices, which can be time-consuming and costly. Staying updated on regulatory changes and ensuring compliance is crucial to mitigating this threat.

1.4 Objectives of the Study

The primary goal of this report is to highlight my key tasks and contributions as an intern at Brand LogiQ's marketing department. This report also intends to reflect on my learning experiences over my 16-week internship, emphasizing my effect on both the marketing team and the firm as a whole.

- Explore the mechanisms of digital marketing employed at Brand LogiQ
- Understand the process of customer content planning at Brand LogiQ
- Learn about the work culture and values in Brand LogiQ
- Examine the strategies used to promote brands in Brand LogiQ
- Analyze how market research is conducted to inform marketing strategies
- Identify key challenges faced by the marketing team and how they are addressed

Chapter 2

CO - OP STUDY ACTIVITIES

In this chapter, my job descriptions, tasks, work processes and contributions to the company are presented as follows :

2.1 Job Description

I had the chance to actively participate in a range of tasks as a digital marketing intern at Brand LogiQ, including campaign coordination, social media management, and paid advertising. I was in charge of creating monthly reports that included analysis of each campaign's performance and recommendations for enhancements. I gained practical experience managing brand accounts and comprehending the unique marketing requirements of customers like Xiaomi, Chupa Chups, The Himalayan Reserve, Premier Steels, DI Dental, POCO, Imperial Furniture, The Soaltee Hotel, Vianet, Sagarmatha College and TG Hyderabad while working directly with them under the supervision of my supervisor.

I worked closely with the project management, design, and content teams during my internship. In order to guarantee that our creative output fulfilled the demands of each client and complied with project deadlines, teamwork was crucial. In order to coordinate our efforts and provide a seamless campaign experience, I assisted in bridging departmental communication.

As part of my job, I also had to thoroughly plan and schedule campaign activities to guarantee on-time delivery and optimize impact. I managed several projects at once, striking a balance between our clients' long-term objectives and the demands of the current campaign. I was able to expedite procedures and guarantee that every phase of the campaign rollout was carried out according to schedule by remaining well-organized and detail-oriented.

Along with my daily duties, I kept a careful eye on audience behavior and industry developments. By determining which media outlets would best serve our target audiences, I helped create campaigns.

2.2 Job Responsibilities

During my internship at Brand LogiQ, I gained valuable hands-on experience across a broad range of advertising activities, which deepened my understanding of both the industry and BrandLogiQ's operations. I was involved in campaign planning, where I learned how to strategize effectively to meet client goals and reach targeted audiences. Using digital marketing tools became second nature, enabling me to execute ads, monitor performance, and refine campaigns for better results. Content creation also played a significant role, as I collaborated with creative teams to produce engaging materials that resonated with our audience. Communicating with clients gave me insight into managing expectations and aligning our work with their brand objectives.

In project management, I was responsible for organizing and tracking campaign schedules, ensuring each step was timely and met high standards. Additionally, analyzing results taught me how to assess the impact of our efforts, highlighting the value of data in optimizing future campaigns. These practical experiences not only strengthened my skills in advertising but also

prepared me for a future career by showing me how to effectively strategize, execute, and measure successful campaigns.

Client Research and Study: First and Foremost I was assigned to do extensive research on a diverse range of clients, including Xiaomi, The Himalayan Reserve, Poco, Premier Steel, Chupa Chups, ImperialFurniture, Soaltee Hotel, TG Hyderabad, Vianet and Sagarmatha College.

Social Media Posting: Social media posting includes developing, selecting, and sharing content across platforms to engage followers, highlight products or services, and enhance brand visibility. In my internship at Brand LogiQ, I handled social media postings for multiple clients, focusing on creating content that resonated with audiences and reinforced brand identity.

Comments and Message Reply: During my internship at Brand LogiQ, I was responsible for managing comments and messages for Xiaomi and Poco. This involved continuously monitoring user interactions on social media platforms and engaging with followers through prompt, professional responses. This role was essential in maintaining positive brand relationships, providing customer support, and fostering a strong sense of community among our audience.

Monthly Report: Creating monthly reports for clients is a crucial task that involves gathering, analyzing, and presenting data on various marketing activities and their outcomes.. During my internship at Brand LogiQ, I was responsible for preparing detailed monthly reports for clients on both English and Nepali calendars.

This process included compiling data from different marketing channels, analyzing performance metrics, and summarizing key findings. I generated reports for clients like Xiaomi, Poco, Premier Steel, Imperial Furniture, and The Himalayan Reserve, The Soaltee Hotel, Vianet.

Each report highlighted campaign performance, audience engagement, and areas for improvement, enabling clients to understand the impact of their marketing initiatives. By providing these comprehensive insights, I contributed to the clients ability to refine their strategy and enhance their overall marketing effectiveness.

Boosting Support and Boosting Support Report: To increase the reach, engagement, and visibility of postings on social media sites like Facebook and Instagram, boosting support entails controlling and refining paid social media promotions, or boosting. I was given the responsibility of creating thorough boosting reports and offering boosting support for Xiaomi throughout my internship at Brand LogiQ. In order to ensure that our ads reached the correct audience and optimize the impact of paid advertising, this function required a strategic approach.

Competitor Analysis: I had the opportunity to conduct an in-depth competitor analysis for Xiaomi. This involved examining various aspects of our competitors' strategies, such as their marketing tactics, product offerings, and customer engagement practices. By evaluating their strengths and weaknesses, I gained valuable insights into the competitive landscape, which helped us pinpoint areas where Xiaomi could differentiate itself. Through this experience, I learned the importance of staying informed about market dynamics and leveraging competitive insights to enhance brand positioning.

Training and Courses: I prioritized improving my digital marketing skills through various training programs and courses. This comprehensive approach to learning included completing several digital marketing courses from HubSpot Academy, which provided me with foundational knowledge in topics such as inbound marketing, content strategy, and email marketing.

Additionally, I received Google Ads training, which equipped me with the skills needed to effectively manage and optimize online advertising campaigns. Overall, these experiences significantly contributed to my growth as a digital marketing professional during my internship.

Running Paid Ads: I was responsible for creating, managing, and optimizing paid advertising campaigns on digital platforms to meet specific marketing objectives. This comprehensive role involved creating effective ad campaigns, crafting engaging ad creatives, tracking performance metrics, and refining targeting and strategies based on data insights. Their experience spans a diverse range of clients, including Xiaomi, Vianet, The Soaltee Hotel and Imperial Furniture.

Ads Shoot and Visual Contents: I actively participated in ad shoots for clients such as Chupa Chups, concentrating on creating engaging motion content to boost brand appeal. This comprehensive role encompassed organizing shoot logistics, capturing high-quality visuals through photography and videography, and refining visuals through professional editing techniques to ensure consistency and top-quality presentation.

Social Media Content for Brand LogiQ: I played an active role in creating diverse content for Brand LogiQ's media platforms, including reels, static posts, and case studies. This role demanded creativity, strategic thinking, and a knack for crafting compelling narratives to engage the audience and effectively highlight Brand LogiQ's strengths and offerings.

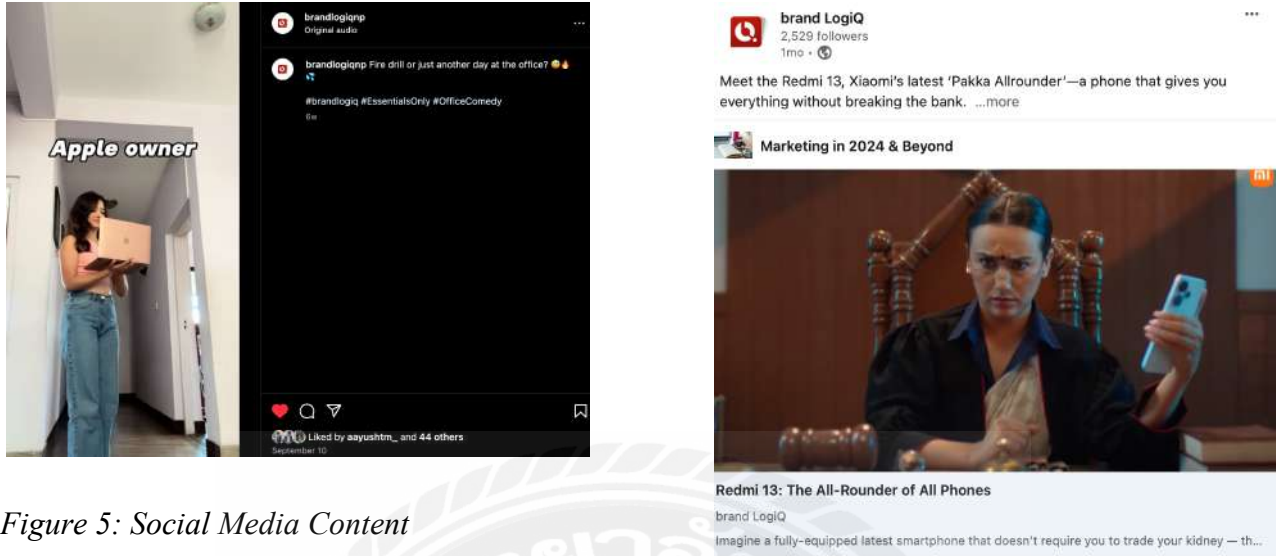


Figure 5: Social Media Content

2.3 Activities in Coordinating with Co - Workers

Brand LogiQ has about 25 employees. The most important role for each co - workers was communication.

Weeks	Key Responsibility Area
Week 1-2 (June 27- July 10)	Extensive Research on a diverse range of clients, including Xiaomi, The Himalayan Reserve, POCO, Premier Steel, Chupa Chups, Imperial Furniture, Soaltee Hotel, TG Hyderabad, Vianet and Sagarmatha College. Involved in a project for a brand Foreveryung.

Week 3-4 (July 10 - 24)	I handled social media postings for multiple clients, focusing on creating content that resonated with audiences and reinforced brand identity. This role was key to building connections with audiences, boosting engagement, and increasing brand exposure.
Week 5-6 (July 24 - August 9)	I was responsible for managing comments and messages for Xiaomi and Poco. This involved continuously monitoring user interactions on social media platforms and engaging with followers through prompt, professional responses.
Week 7-8 (August 9 - August 23)	I was responsible for preparing detailed monthly reports for clients on both English and Nepali calendars.

	<p>This process included compiling data from different marketing channels, analyzing performance metrics, and summarizing key findings. I generated reports for clients like Xiaomi, Poco.</p>
<p>Week 9 - 10 (August 23 - September 6)</p>	<p>I was given the responsibility of creating thorough boosting reports and offering boosting support for Xiaomi throughout my internship at Brand LogiQ. In order to ensure that our ads reached the correct audience and optimize the impact of paid advertising, this function required a strategic approach.</p>
<p>Week 11 - 16 (September 6 - October 27)</p>	<p>I was responsible for creating, managing, and optimizing paid advertising campaigns on digital platforms to meet specific marketing objectives. This comprehensive role involved creating effective ad</p>

	campaigns, crafting engaging ad creatives, tracking performance metrics, and refining targeting and strategies based on data insights.
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Table 2 : Job descriptions

2.4 Contribution as Co - op Student

During my internship at Brand LogiQ, I gained hands-on experience in digital marketing by actively managing and executing paid ad campaigns for key clients, including Xiaomi, Vianet, The Soaltee Hotel and Imperial Furniture. My role involved crafting engaging ad creatives, setting up targeted campaigns across digital platforms, monitoring performance metrics, and continually adjusting strategies to maximize ROI. This process helped me develop a strong understanding of audience segmentation, ad placements, and conversion optimization, all essential to creating impactful digital campaigns.

A notable achievement was my involvement in creating a marketing blueprint with the Marketing Supervisor and other interns. This document served as the foundation for Brand LogiQ's social media strategy, outlining content types, brand voice, and platform-specific tactics. It has since become a guiding tool for consistent and effective brand communication across digital channels.

I also played an active role in the production of creative content, such as motion graphics and static posts, designed to capture audience interest and drive engagement. My experience

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extended to participating in ad shoots, where I contributed to the planning, logistics, and execution of visual content production, ensuring high-quality outcomes.

In addition to content creation, I conducted research on digital tools and trends, helping the team optimize their workflows and explore new approaches in digital marketing.



Chapter 3

LEARNING PROCESS

Although Brand Logiq has been successful in attracting a substantial number of potential clients, it is still establishing its presence in a competitive market. This chapter outlines the challenges faced and the solutions implemented to address them. The issues discussed in this chapter are based on my hands-on experience with Brand LogiQ's operations and strategic initiatives.

3.1 Problem Statement

In this chapter, I present key challenges faced in the digital marketing department at Brand LogiQ during my internship. Based on firsthand experience in managing various campaigns and projects, I've identified specific issues that impacted campaign efficiency and brand engagement. Alongside these challenges, I propose practical solutions informed by recent industry research and best practices, which could address these issues and improve outcomes.

Additionally, I discuss the skills and insights gained through this internship, highlighting how they equipped me to overcome challenges and enhance campaign performance. My coursework in digital marketing strategy and data analytics played a pivotal role, providing the foundational knowledge necessary to tackle real-world tasks effectively and adapt swiftly to Brand LogiQ's dynamic environment

Problems /Issues of the Company

1. Employment Retentions is low :

One of the main challenges at Brand LogiQ is low staff retention. Employee turnover is considerable, with many team members leaving after approximately one year. This high turnover rate can disrupt the continuity of ongoing projects and puts additional strain on the relatively small team of 10 permanent staff members. This challenge affects project stability and client relationships, as maintaining a consistent workforce is essential for sustaining long-term growth and delivering quality service to clients.

2. Client Acquisition and Retention: For an agency, attracting new clients and retaining existing ones is crucial. If there are gaps in project outcomes, client communication, or follow-up, clients might switch to competitors, impacting Brand LogiQ's growth trajectory

3. Adapting to Market Trends: The digital marketing landscape changes rapidly. Keeping up with new trends, technologies, and platforms (like evolving social media algorithms or the rising popularity of AI-driven marketing) requires continuous learning and adaptation, which can be difficult for a small team.

4. Communication Barriers: Effective client communication is critical in digital marketing to ensure expectations align and that there is transparency around timelines and deliverables. Any gaps in communication with clients—such as delayed responses, unclear reporting, or missed feedback—could result in client dissatisfaction and affect retention rates.

3.2 Problem Solving

When I first began my 16-week internship at Brand LogiQ as a marketing intern, adapting to the new environment was initially challenging. Being younger than most of my colleagues, I found communication difficult at first. However, as I settled in and became more familiar with the team dynamics, I grew more comfortable and was able to communicate effectively with my colleagues.

Another initial challenge was managing multiple client accounts simultaneously, which felt overwhelming at times. Over the course of my internship, I developed strategies to handle these responsibilities more efficiently and became adept at multitasking.

During my internship, I faced several challenges that pushed me to develop new skills and strategies. Balancing different responsibilities and adjusting to a professional environment provided unique learning opportunities. These experiences not only helped me understand the workplace better but also emphasized the importance of being flexible, communicating effectively, and solving problems proactively.

The following are some specific challenges I encountered:

- **Difficulty Communicating with Colleagues:** At first, I struggled with effective communication and interacting with my co workers, which impacted teamwork and project coordination.
- **Managing Client Calendars and Changes:** Juggling multiple client calendars and accommodating frequent changes in posting schedules was tricky and affected project timelines and deliverables.

- **Analyzing Data for Reports:** Gathering and analyzing data from different sources for reports was time-consuming. I had to pay close attention to detail to turn that data into useful insights.
- **Technical Issues:** I dealt with technical problems like internet connectivity issues and website downtime, which interrupted my workflow. Since I relied heavily on online tools for research and campaign management, these disruptions were particularly challenging.
- **Learning Google Ads Management:** I found it hard to master advanced techniques in Google Ads, such as bid optimization and campaign targeting. It was a steep learning curve.
- **Time Management:** Each day, I dedicated time to outline my tasks and set specific goals for what I wanted to accomplish. By allocating time blocks for different activities, such as data analysis, content creation, and client communications, I was able to create a structured approach to my workday.
- **Navigating Ads Manager:** I faced difficulties using the Ads Manager interface and managing ad campaigns according to client goals and performance metrics.
- **Generating Creative Content Ideas:** Coming up with innovative and engaging ideas for reels, static posts, and ad creatives that aligned with brand strategies was challenging.
- **Errors in Ads Boosting:** I encountered technical errors in boosting ads and managing campaigns, which disrupted ad delivery and affected performance.
- **Coordinating Shoots:** Organizing photo and video shoots was difficult due to limited resources, tight deadlines, and logistical challenges.

3.2.1 Literature Review

Formulating a robust digital strategy is crucial for businesses aiming to thrive in today's competitive landscape. As highlighted by HubSpot (n.d.), a well-defined digital strategy integrates various online marketing channels and technologies to create a cohesive approach for reaching and engaging target audiences. Key components include understanding customer needs, leveraging analytics for decision-making, and utilizing diverse platforms to enhance brand visibility.

Moreover, creativity plays a vital role in the development of effective marketing campaigns. According to MindTools (n.d.), employing creative thinking techniques can significantly improve problem-solving and innovation within teams. Techniques such as brainstorming, mind mapping, and lateral thinking enable marketers to explore new ideas and perspectives, fostering a culture of creativity that can lead to breakthrough strategies.

Time management is equally essential for optimizing productivity and ensuring project success. As outlined by The Balance Money (n.d.), mastering time management skills allows professionals to prioritize tasks, set realistic deadlines, and allocate resources efficiently. By implementing strategies like the Eisenhower Matrix or Pomodoro Technique, individuals can enhance their focus and effectively manage their workloads, ultimately contributing to improved organizational efficiency.

3.3 Recommendation to the Departments

- ❖ **Increase the team:** Increasing the number of employees in the Digital Marketing department helps in the distribution of work. For example, hiring a dedicated content writer can take the burden off team members who are multitasking.
- ❖ **Focus on customer acquisition:** Although the Brand LogiQ has a strong presence in the market, it is important to expand its customer base. Integrating additional services such as digital marketing, SEO optimization or social media management can meet customer needs.
- ❖ **Hire Expert Advisors:** Bringing in seasoned trading professionals with proven track records can provide valuable knowledge and guidance to junior team members. This can improve the overall skill level of the department.
- ❖ **Long-term customer retention strategies:** To avoid the problem of frequent customer turnover, Brand LogiQ should implement loyalty programs or personal service offerings that drive relationships for a long time.
- ❖ **Stronger inter-agency relationships:** We need stronger relationships in the creative sector. Team building activities or cross-departmental meetings can help employees get to know each other and build teamwork.
- ❖ **Regular training and development:** Providing training sessions or workshops on new marketing trends and technologies can keep the team updated and competitive in a fast-paced industry.

- ❖ **Improved communication channels:** Establishing clear and effective communication channels within the office can avoid misunderstandings and ensure that everyone is aligned with the project's goals. Regular reviews and updates can handle this.

3.4 Learning during Co- Op Studies at Brand LogiQ

In addition to completing assigned tasks and projects, I had the opportunity to learn a lot by observing team dynamics and effective strategies implemented by my supervisors and colleagues. BLQ is known for its innovative marketing solutions and is committed to helping businesses enhance their brand in a competitive environment. During my time at Brand LogiQ, I discovered the following key lessons:

The value of leadership and communication: I learned the importance of strong leadership and communication clearly in a fast-paced marketing environment. Effective leaders motivate their teams and create an environment where everyone is heard.

Embracing Technology for Productivity: Insights into Technology Effectiveness in the Digital Age. The use of tools and platforms does not increase efficiency, but creates a competitive advantage in the market.

Customer relationship as an asset: I realized that customers are the company's greatest asset. Building and maintaining strong relationships with customers is critical to long-term success. This

includes understanding their needs and providing equal value. Active listening is key to understanding their concerns and ensuring that their expectations are met.

The power of teamwork: Working with my colleagues showed me the importance of teamwork. Group discussions promote creativity and innovation, and allow us to develop comprehensive solutions to challenges.

Adapting to change and time management: Navigating a new work environment taught me the importance of adaptability. Watching my supervisors and the team work was a great learning experience.

My internship at the Brand LogiQ not only helped me step out of my comfort zone, but also provided me with soft skills and the ability to thrive under pressure. Overall, my 16-week experience at Brand LogiQ was unique and prepared me for future challenges in marketing.

3.5 Applying Classroom knowledge to real work situations.

Course Name	Knowledge Applied in Co-op Education
Consumer Behaviour	<ul style="list-style-type: none"> Utilizing the Hierarchy of Effects model, By structuring the campaigns to align with the stages of the consumer journey. This allowed us to make real-time adjustments, ensuring our strategies remained effective and aligned with evolving consumer preferences.
International Business	<ul style="list-style-type: none"> Staying informed about global market trends and competitive dynamics is essential. As brand logiQ is expanding its business to the international platform, it was necessary for us to identify the international market trends by conducting effective market research
Marketing Management	<ul style="list-style-type: none"> Effective marketing management involves developing a clear strategic plan that outlines specific goals and

	<p>objectives. This includes conducting market analysis, identifying target audiences, and defining key performance indicators (KPIs) to measure success.</p>
<p>Integrated Marketing Channel Management</p>	<ul style="list-style-type: none"> ● By coordinating efforts across channels, marketers can guide consumers from awareness to consideration to purchase, ensuring that interactions are relevant and tailored to individual preferences, ultimately improving customer satisfaction and loyalty.
<p>Business Law</p>	<ul style="list-style-type: none"> ● Understanding rules and regulations

Table 3: Theoretical Knowledge into practical work

3.6 Special skills and new knowledge from the Co-Op study Programs

Participating in Brand LogiQ was an extraordinary experience that significantly contributed to my personal and professional growth over the past 16 weeks. Working in the marketing

department provided me with invaluable opportunities to enhance my knowledge and explore new avenues of development, particularly in digital marketing.

Here are some of the key learnings from my time at Brand LogiQ:

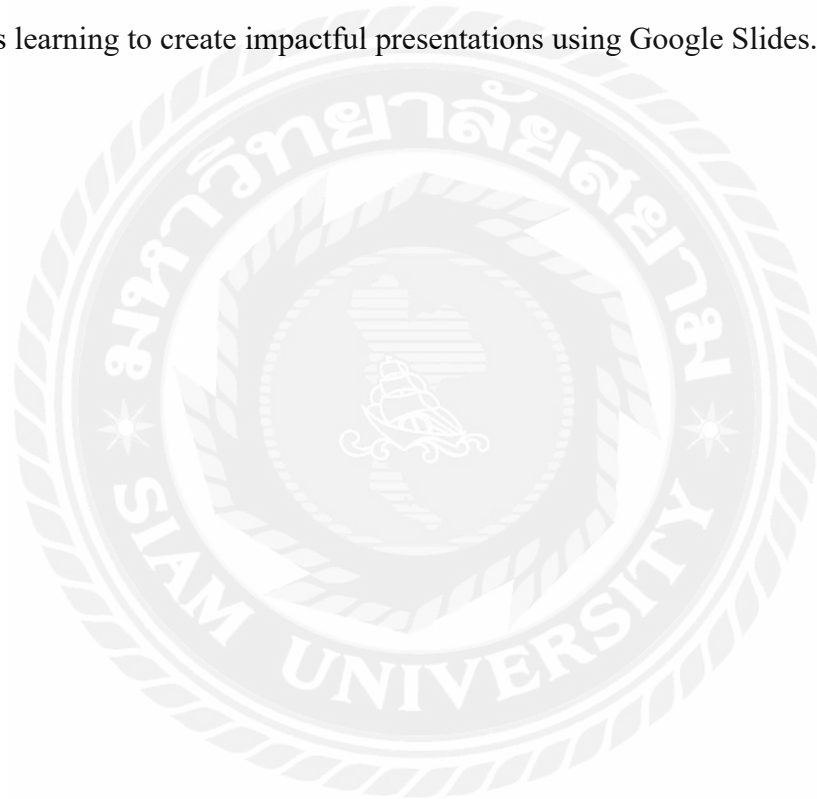
→ **Tailored Marketing Strategies:** I successfully developed various marketing strategies tailored to the specific needs of our clients. My responsibilities included creating targeted marketing campaigns for clients like Xiaomi and The Himalayan Reserve, which aimed at promoting brand awareness and driving engagement among the target audience.

→ **Customer-Centric Approach:** Throughout my internship, I learned the significance of being customer-centric, which is vital for increasing retention rates. Brand LogiQ maintains strong relationships with clients by actively listening and responding to their needs.

→ **Adapting to New Environments:** Initially, adapting to a new workplace and interacting with unfamiliar colleagues posed a challenge for me. However, as time went on, I became more comfortable and improved my communication and teamwork skills. I now feel confident expressing my thoughts and ideas, contributing effectively to group discussions.

→ **Diverse Campaign Participation:** During my internship, I participated in various campaigns for a range of companies, including ForeverYng, PrettyClick, and Chupa Chups. Each campaign had unique goals and target audiences, allowing me to gain hands-on experience in different marketing areas and strategies.

→ **Proficiency in Digital Marketing Tools:** I gained proficiency in essential digital marketing tools, including Meta Business Suite for managing social media accounts and scheduling posts efficiently, Influencer for influencer marketing campaigns, and Ads Manager for creating and managing effective ad campaigns across various platforms. Additionally, I utilized Google Analytics to track campaign performance, Hootsuite for social media management, and Canva for designing visually appealing content. I also enhanced my skills in Microsoft Excel, Docs, and Word, as well as learning to create impactful presentations using Google Slides.



Chapter 4

CONCLUSION

In this chapter , a summary of the study report as well as self work experience evaluation, limitation of Co-Op studies and recommendations will be presented:

4.1 Highlights of Co- Op studies at Brand LogiQ

This report reflects my experiences and insights gained during my 16 week internship at Brand LogiQ. It shows the duties and responsibilities I performed as a salesperson in the company. This training allowed me to bridge the gap between academic concepts and real-world applications, producing useful results for various marketing projects.

My time at Brand LogiQ has been a very rewarding learning experience and I have thoroughly enjoyed every aspect of it.As a marketing intern, my primary responsibilities include managing the client's content calendar, developing customized marketing strategies, prospecting, creating creative content campaigns, preparing presentations to potential clients, and check out the articles.

The training program really boosted my confidence and gave me new skills, allowing me to step outside my comfort zone and expand my expertise. I have seen significant improvements in my communication and leadership skills, which have made me better prepared for future professional challenges.Overall, my experience with the Brand LogiQ has been enlightening and beneficial. This not only broadened my professional network, but also earned me recognition

within the industry. I am eager to apply everything I have learned, including my soft skills, to my career opportunities.

4.2 Self Assessment

Networking was an important part of my internship experience at Brand LogiQ, which allowed me to connect with professionals in a variety of industries. My time here has been transformative and enlightening, greatly improving my communication skills and preparing me for the corporate world. Collaboration with famous Nepali companies like Xiaomi, Soaltee Hotel, Vianet and Godrej has been very successful.

This training served as a launching pad for my professional journey, clarifying my career goals and boosting my confidence. I am very grateful that the Brand LogiQ recognizes my potential and considers me as an important member of the team and not just an artist. My interest in marketing has deepened during my time here and I have become more interested in the industry. The tasks I was given, from developing digital marketing strategies to managing online campaigns to promote the brand, were fun and rewarding.

I was motivated to join the Brand LogiQ because of its strong reputation and impressive brand portfolio. The dynamic and innovative spirit, as well as the dynamic work environment, sets the Brand LogiQ apart from other Nepalese companies I have come across. Brand logiQ was the best for me when I was looking for 16 weeks. The dynamic work culture and the many opportunities make it an attractive place to start my career. With more than six years of experience, it has established itself as a leader in the retail market in Nepal by focusing on customer satisfaction and continuous improvement.

During my training I learned the importance of listening to customers' needs and maintaining professionalism, respect and direct communication with colleagues and customers. I also took the time to understand project expectations and was willing to take the time to produce the best possible results. Before joining Brand LogiQ, I was unsure of my career path. However, my experiences here made me really interested in branding and digital marketing. Overall, this training has really helped my professional growth and equipped me with the skills I need to succeed in business. I am very grateful to the Brand LogiQ for this great experience and for helping me gain confidence in my future endeavors.

4.3 Limitations of Co- Op studies

Despite my experience at Brand LogiQ, one of Nepal's leading marketing agencies, I was very familiar with the work ethic, which also came with some restrictions. First, my responsibilities as an employee focused on the marketing department. It is also good to have the opportunity to interact and learn from the creative department, because this can give a better understanding of what the department does.

Second, I realized that my work in my 16 week training was more about content research and planning. While these aspects are important, being deeply involved in digital marketing strategies and practices will greatly enrich my learning experience. Gaining work experience in areas such as social media, analytics and digital advertising allows me to broaden my skill set.

Despite these limitations, Brand LogiQ has proven to be a great place to grow and develop. The supportive environment and exposure to a variety of topics has really helped my professional

journey. However, addressing these limitations can strengthen the training program and provide a broader understanding of future marketing and innovation in the industry.

4.4 Recommendations for the Company

Flexible Work Hours: The current schedule from 10:00 AM to 6:00 PM can be demanding for both employees and interns. Introducing more flexible working hours could improve overall productivity and work-life balance.

Hiring Experienced Professionals: To deliver exceptional services to clients, Brand LogiQ should prioritize recruiting seasoned professionals with extensive industry experience. Their expertise would greatly enhance the quality of work and client satisfaction.

Strengthening Brand Awareness: While Brand LogiQ collaborates with several reputable companies, there is a need to strengthen its brand recognition among consumers. Investing in marketing strategies to build a strong brand presence in the market could attract more clients and enhance overall credibility.

Fostering Interdepartmental Relationships: Despite my 16-week internship, I found that I was still unfamiliar with some colleagues in the creative department. Encouraging more interaction and collaboration across departments could foster a stronger team dynamic and improve project outcomes.

Professional Development Opportunities: Offering regular training sessions, workshops, and access to online courses can help employees develop their skills and keep up with industry trends. This investment in professional growth can lead to increased job satisfaction and loyalty.

Encouraging Team Collaboration: Implementing team-building activities and cross-departmental projects can strengthen relationships among employees and improve communication. This collaborative approach can also lead to more innovative solutions for clients.

Recognition and Reward Programs: Establishing a formal recognition program to celebrate employee achievements can motivate staff and create a positive workplace culture. Recognizing hard work and innovation can significantly boost morale.





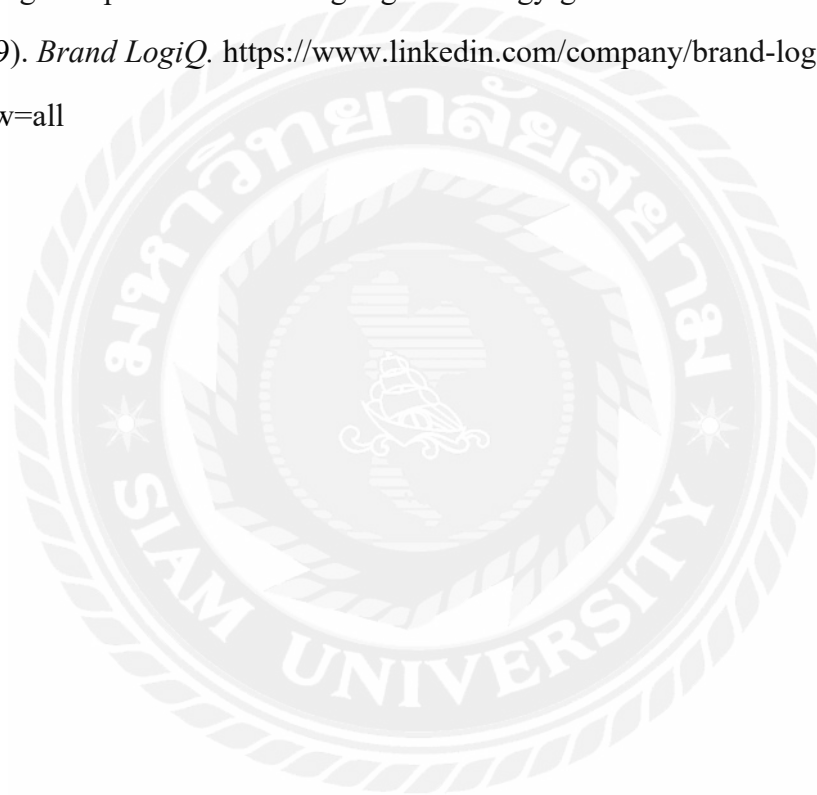
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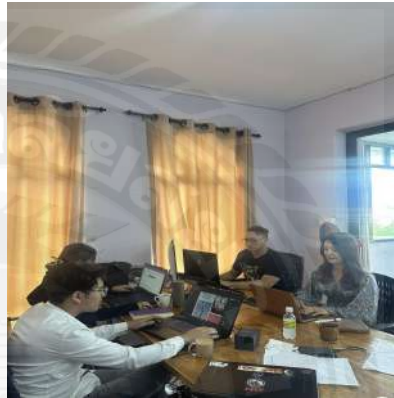
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Annexures



My Workplace



Digital Marketing Team



Brand LogiQ Office



Reels Shoot for Chupa Chups

