ROLE OF SALES AND MARKETING IN DRIVING BRAND GROWTH AT A BULK SMS
COMPANY

Co-operative Education Report

Internship at Bitmoro Digital Pvt.Ltd

Submitted by:

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This report is submitted in partial fulfillment of the

Requirements for Cooperative Education

Faculty of Business Administration

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Siam University

ROLE OF SALES AND MARKETING IN DRIVING BRAND GROWTH AT A BULK SMS COMPANY

Title: Internship at Bitmoro Digital Pvt.Ltd

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We have approved this Cooperative Report as a partial fulfilment of the Cooperative Education Program, Semester 2/2024

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ROLE OF SALES AND MARKETING IN DRIVING BRAND GROWTH AT A BULK SMS COMPANY

Project Title: Internship at Bitmoro Digital Pvt.Ltd

Credits: 5

By: Sushma Neupane

Advisor: Ms. Yhing Sawheny

Degree: Bachelor of Business Administration

Major: Marketing

Faculty: Business Administration

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Abstract

  This report provides an overview of my 16-week internship at Bitmoro Digital, a leading bulk SMS service provider specializing in seamless business communication. My role in the Sales and Marketing department allowed me to bridge the gap between theory and practice, focusing on market research, cold calling, competitor analysis, content creation, and sales strategy development.

  I contributed to targeted marketing campaigns, personalized messaging solutions, and business development initiatives, using tools like MS Excel, PowerPoint, Canvas, and social media platforms to optimize workflows.

  The report covers Bitmoro's services, my key responsibilities, challenges faced, and key takeaways, offering insights into the role of bulk SMS in modern marketing. This experience has strengthened my sales, negotiation, time management, and data-driven decision-making skills, preparing me for the dynamic digital marketing landscape.

Keywords: Bulk SMS, sales strategy, digital marketing, client engagement, market research, business communication.

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Chapter 1: Introduction

In this chapter, I will present an in-depth overview of Bitmoro Digital, a recently established company that is making its mark in Nepal's digital communication industry. As a new entrant in the market, Bitmoro Digital has quickly gained attention for its innovative approach to bulk SMS services, offering reliable and efficient communication solutions to businesses of all sizes.

Although still in its early stages of development, Bitmoro has demonstrated strong potential through its commitment to data-driven marketing strategies, user-friendly platforms, and customer-focused services. Its entry into the SMS marketing space comes at a time when businesses are increasingly looking for direct and measurable ways to engage with their target audiences, making Bitmoro's services both timely and relevant. This section will cover the company profile, its organizational structure, my motivation for choosing Bitmoro Digital as my internship destination, and a strategic analysis of the company's operations and growth prospects.

1.1 Company Profile

Bitmoro Digital Pvt. Ltd. is an innovative SaaS company specializing in SMS marketing solutions that help businesses enhance communication, engage customers, and drive sales. It was established on October 28, 2024, and officially launched on November 24, 2024. Bitmoro is committed to helping businesses enhance customer engagement, drive sales, and strengthen brand visibility. With a customer-centric and data-driven approach, Bitmoro provides seamless, reliable, and results-oriented messaging tools designed for various industries, including digital marketing firms, corporate sectors, educational institutions, hospitality businesses, e-commerce platforms, and service-based enterprises.

Figure 1: Logo of Bitmoro Digital Pvt.Ltd

Their platform enables businesses to send personalized SMS campaigns, track leads, measure conversions, and analyze performance using advanced analytics. By offering an efficient and cost-effective way to connect with audiences, Bitmoro empowers brands to maximize their communication impact in Nepal's growing digital landscape. With the vision to become Nepal's leading SMS marketing platform, Bitmoro is dedicated to transforming business communication through innovation and efficiency.

1.1.1 Mission of the company

To empower businesses with seamless SMS solutions, effortless API integration, and real-time communication.

1.1.2 Vision of the company

To be Nepal's leading SMS marketing platform, transforming business communication with impactful and data-driven messaging.

1.1.3 Goal

To become Nepal's number 1 integration platform, providing seamless, reliable, and innovative messaging solutions for businesses of all sizes.

1.1.4 Tagline

Reach a bit more

1.1.5 Strategies of the company

Bitmoro Digital company adopts a dynamic and multifaceted approach to stay competitive in the ever-evolving digital marketing landscape. The company's first strategic pillar focuses on market expansion, targeting a wide array of industries such as education, e-commerce, entertainment, food, banking, and consultancy. By offering tailored SMS marketing solutions, Bitmoro enables businesses to effectively expand their reach, engage customers, and drive sales through highly targeted, data-driven campaigns that resonate with specific audience segments.

Another key aspect of Bitmoro's strategy is its emphasis on building long-term client relationships. The company goes beyond traditional service provision by offering personalized, performance-driven solutions. Through features such as custom sender IDs, location tracking, and efficient bulk messaging from Excel/CSV files, Bitmoro ensures that its clients can manage and optimize campaigns with ease. This strategic approach helps to cultivate strong client loyalty and drive sustained growth, positioning Bitmoro as a trusted partner committed to delivering measurable success.

In addition, Bitmoro's service diversification strategy plays a pivotal role in its continued success. The company has expanded its offerings beyond SMS marketing to include integration with social media platforms, allowing businesses to embed links to Facebook, Instagram, and LinkedIn in SMS campaigns. This multi-channel approach maximizes audience engagement, boosts brand visibility, and enhances the overall customer experience. Furthermore, Bitmoro's flexible pricing plans and developer-friendly APIs ensure that its services are accessible to businesses of all sizes, from startups to large enterprises. This adaptability allows Bitmoro to stay ahead of market trends, continuously innovating to meet the evolving needs of its clients and drive their long-term success.
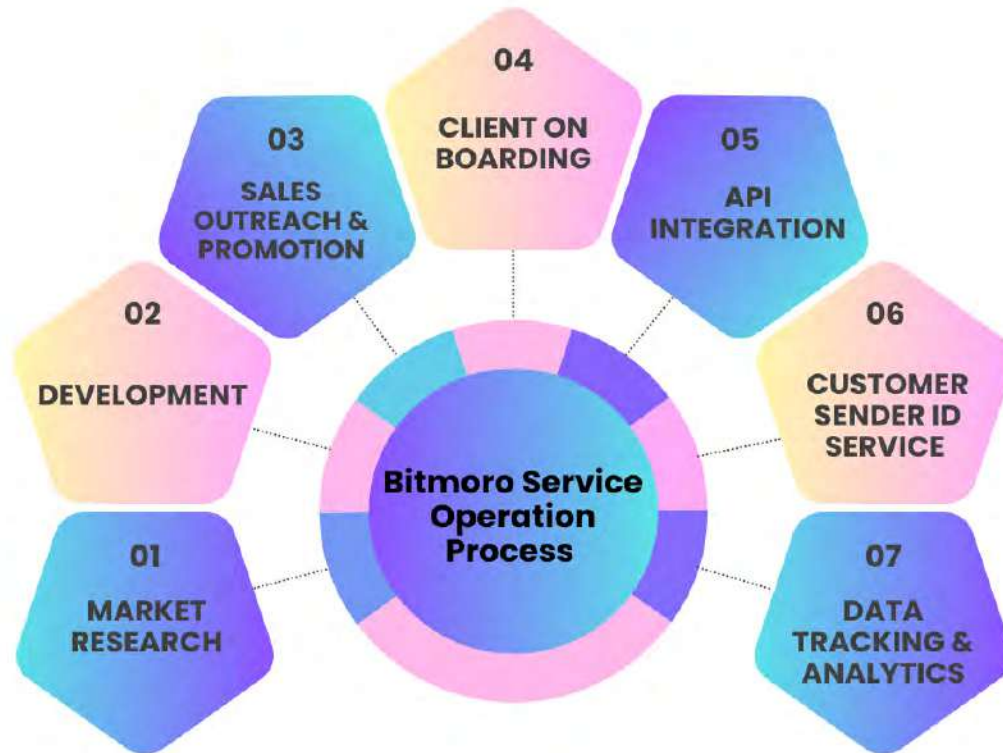
Figure 2: Bitmoro Operation Process

Bitmoro operates through a well-structured process to deliver effective SMS marketing solutions to its clients. It begins through following points:

- **Market Research:** Bitmoro studies the market to understand customer needs, competitors, and trends.
- **Development:** They build and improve their software and SMS platform based on research.
- **Sales Outreach & Promotion:** Bitmoro proactively reaches out to potential clients through targeted marketing campaigns, online and offline promotions and Personalized communication to demonstrate service value.
- **Client Onboarding:** New clients are guided through the setup process and given support to start using the service.

- **API Integration:** Bitmoro offers smooth API integration, allowing businesses to connect their systems (like CRMs, websites, or apps) directly with the SMS platform, Automate messaging and sync data in real time for efficient operations.
- **Customer ID Service:** They provide unique IDs for each client to manage their SMS services securely and efficiently.
- **Data Tracking & Analytics:** To measure success and improve future campaigns, Bitmoro provides real-time tracking of message delivery and engagement, insightful analytics dashboards and actionable recommendations for better results.

Figure 3: Services Offered by Bitmoro Digital

1.2 Organizational Structure

The organizational structure of Bitmoro Digital is hierarchical, with clear divisions of responsibility across different departments. At the top is the Chief Executive Officer (CEO), who oversees the overall strategy and direction of the company. Beneath the CEO, the company is divided into three key departments: Finance, Marketing, and Technology. Each department is led by a senior manager who supervises a team of specialized roles, including accounting in finance, sales, design, and interns in marketing, and developers (DevOps) in technology. This structured approach ensures efficient coordination, with each team member contributing to the company's operations and goals, supported by the leadership at each level.
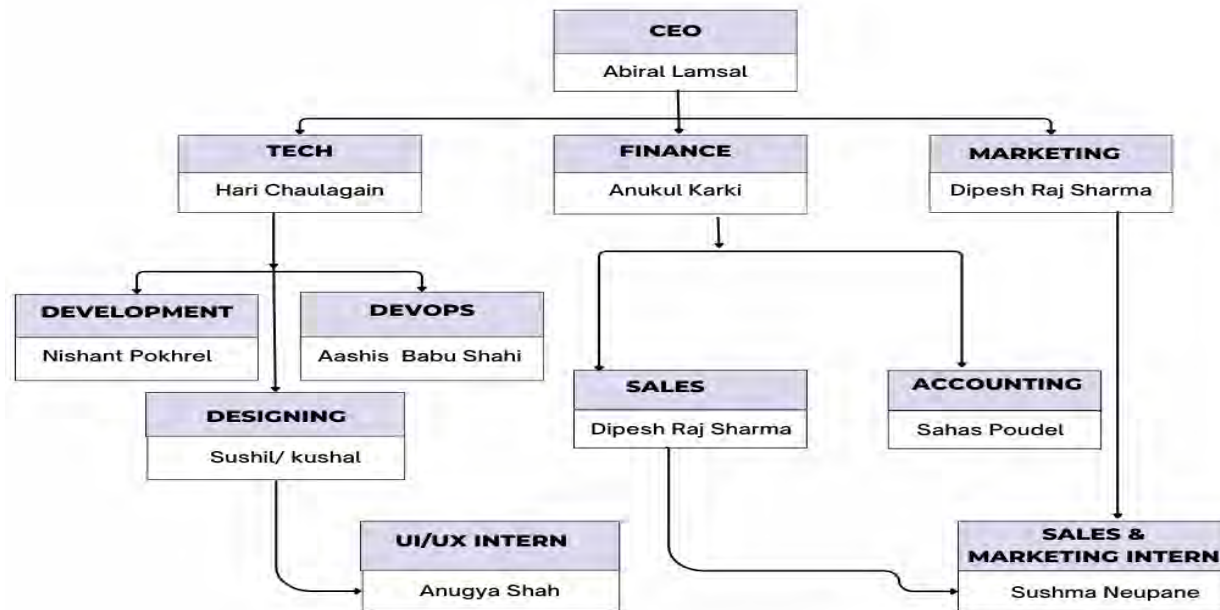
Figure 4: Organizational Chart

1.2.1 My Job Position

During my Co-Operative Education studies, I worked as a Sales and Marketing Intern, where I played an active role in client acquisition and brand development initiatives. My primary responsibilities included identifying potential customers, generating leads through cold calls and sending email proposals, and explaining our services to prospective clients. I also helped turn leads into regular customers and maintained good relationships with existing clients to support business growth.

Additionally, I supported the marketing team by creating engaging content for various digital platforms to generate leads. This experience greatly improved my communication, strategic thinking, and customer service skills, while giving me valuable insight into how sales and marketing work together to drive business success.

1.2.2 My job position in the organizational structure

My primary responsibility was to assist in the planning and strategic development of marketing initiatives for various brands, tailored to meet specific client needs. I worked closely with the marketing team to conduct market research and industry analysis, helping identify key trends and opportunities. My role involved generating creative ideas, preparing engaging content, and making effective communication to the clients. Additionally, I was responsible for scheduling and managing social media posts to ensure consistent and timely online engagement, all while supporting the broader marketing and sales objectives of the company.

1.3 My motivation to choose Bitmoro Digital as the workplace for my Co-Op Studies

As a marketing student passionate about understanding market dynamics and exploring innovative business solutions, I chose Bitmoro Digital for my internship because it is a startup company that represents the future of fast, data-driven communication. I was particularly motivated to learn how a startup operates in a new and evolving market, how it identifies opportunities, faces challenges, and competes with established players. Being part of a growing company allows me to observe and understand the real-world struggles and strategies startups use to survive and succeed.

Bitmoro's streamlined, results-driven approach to SMS API marketing perfectly aligns with my desire to explore how technology fuels modern customer engagement. The opportunity to work with a developer-friendly API and learn how businesses integrate SMS marketing from setup to real-time performance tracking excited me. Bitmoro's dynamic work environment and forward-thinking leadership inspired me to join a young, energetic team, contributing to real campaigns while gaining hands-on experience in data-driven marketing. The company's diverse services from large-scale SMS campaigns to lead tracking and social media integration offered the perfect platform to apply my academic knowledge and sharpen my practical skills.

Additionally, Bitmoro's strong commitment to compliance and data security reflects ethical business practices, allowing me to understand how powerful marketing strategies can be

executed while respecting privacy regulations. More than just an internship, Bitmoro offers a space to grow, innovate, and be part of the future of marketing technology, transforming businesses through fast, effective, and measurable communication strategies.

1.4 Strategic Analysis of the company

To analyze the strategy of the company. I have used SWOT as a strategic analysis tool and it is given as:

Strengths	Weaknesses
- Company offers a complete range of SMS marketing services, ensuring efficient and effective campaigns. - It provides real-time tracking, giving businesses immediate insights to optimize their marketing efforts. - The company has a developer-friendly API that allows for seamless integration with various platforms. - With a strong presence in the Nepali market, Bitmoro is trusted by businesses for reliable SMS marketing solutions.	- Company faces intense competition in the SMS marketing sector, requiring constant innovation to stay ahead. - Pricing can be a concern for small businesses, limiting broader adoption. - Despite its market presence, Bitmoro has limited brand recognition compared to larger competitors. - The company's heavy reliance on SMS as its core service limits its flexibility in adapting to new marketing trends.
Opportunities	**Threats**

● The growing digital marketing market in Nepal presents significant expansion opportunities for Bitmoro. ● There is potential for Bitmoro to integrate AI and automation into its SMS marketing services. ● Cross-platform integration with email, social media, and other marketing channels can broaden its reach. ● Bitmoro can capitalize on seasonal campaigns, aligning SMS marketing with holidays and special events. ● Expanding internationally could open new markets and reduce reliance on the local Nepali market.	● Intense competition from both local and international players poses a risk to Bitmoro's market share. ● Changes in data privacy laws and telecom regulations could impact its operations. ● Technological advancements could disrupt traditional SMS marketing, requiring adaptation. ● Data security risks, such as breaches, could damage the company's reputation and customer trust.

Table 1: SWOT Analysis of Bitmoro

1.5 Objectives of this Co-Operative Study

The primary goal of my Co-Operative Education Studies is to gain hands-on experience and apply the theoretical knowledge that I have acquired in class to a real-world professional setting. During my time at Bitmoro Digital, I aim to achieve several key objectives that will help me develop essential marketing and client service skills. These objectives include:

- To understanding the operational processes of a digital marketing and bulk SMS service provider
- To develop skills in client servicing and tailor SMS solutions to business needs.
- To enhance strategic thinking in campaign planning and content creation.
- To explore trends in SMS marketing, automation, and personalization in Nepal.
- To identify and address challenges in digital marketing and SMS advertising.

- To apply marketing theories like segmentation, targeting, and consumer behavior.
- To build a network with industry professionals and gain mentorship for career growth.

Chapter 2: Co-Op Study Activities

This chapter provides an overview of my role as a Co-Op student in the company, including my job description, core responsibilities, workflow process, and contributions, all of which are discussed in detail below.

2.1 My Job Description

My job description at Bitmoro digital was majorly to gain hands-on experience in digital marketing, market research, and campaign strategy. I collaborated with the design team to create engaging content, supported client-driven planning, and contributed to brand growth through data-driven insights and presentations.

2.2 My Job Responsibilities

My primary responsibility at Bitmoro company was to identify potential customers through market research, networking, and referrals. I played a key role in lead generation through cold calling, emails, and direct engagement while developing and executing strategic sales plans to achieve targets.

Additionally, I focused on building and maintaining strong relationships with existing clients to foster long-term partnerships and drive repeat business. I also effectively presented Bitmoro's services to potential customers, converting leads into paying clients through persuasive communication. Beyond sales, I also contributed to the creation of engaging content for a few advertising and campaigns.

1. **Advertising: Transform School Communication with Bitmoro**

This was my first advertising video, specially created to target schools and institutes, encouraging them to use Bitmoro's Bulk SMS API for seamless communication. Bitmoro's Bulk

SMS & API makes it easy for schools to keep parents, students, and staff informed with real-time alerts, attendance updates, exam schedules, and fee reminders all in one seamless system.
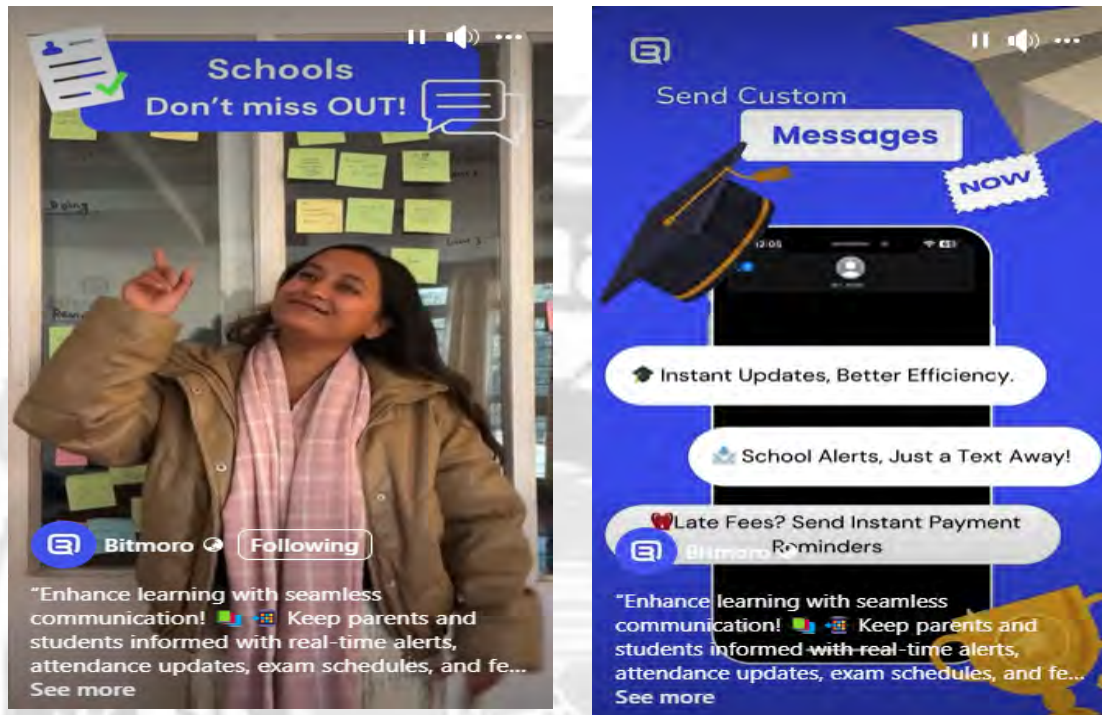

Figure 5: Transform School Communication with Bitmoro

2. **Advertising: Book your ticket through Bitmoro**

As for advertising, we created a promotional video to advertise the event and highlight Bitmoro's seamless ticket booking service. This video served as a key marketing asset, showcasing the ease of booking tickets through Bitmoro. Through engaging visuals and compelling messaging, our advertisement effectively promoted both the event and Bitmoro's digital solutions.

Figure 6: Ticket Booking Video Content

3.   **Campaign: Holi Ticket through Bitmoro**

Holi, the festival of colors, is one of the most joyful and widely celebrated events in Nepal. From live music and dance to rain parties, vibrant colors, and festive feasts, restaurants, hotels, colleges, schools, and institutes come alive with celebration. To embrace this festive spirit, Bitmoro partnered with Shrey Courtyard Restaurant for an exclusive Holi event, aiming to boost

brand engagement and strengthen its digital presence. As part of the marketing team, my role focused on content creation and promotional strategies to maximize event reach.

To build excitement, we visited Shrey Courtyard Restaurant to create engaging video content, inviting people to join the celebration and seamlessly book their tickets through Bitmoro. Our campaign successfully generated buzz, attracted attendees, and reinforced.

Figure 7: Holi event tickets and video content

4. Advertising: Level Up Your Business Marketing with Bitmoro

In this advertising we talk about how businesses can level up their marketing with our powerful SMS services. Bitmoro platform enables businesses to engage with customers instantly and efficiently, driving growth and building lasting relationships. With features like bulk SMS sending, real-time tracking, and the ability to host business events and campaigns. It also provides all the tools that businesses need to connect with their audience. Plus, they can seamlessly integrate SMS into their website for enhanced communication and engagement.

Figure 8: Level Up Your Business Marketing with Bitmoro

2.2.1 Job assigned beyond the standard job description

During my internship at Bitmoro Digital, I took on several additional responsibilities that enhanced team efficiency and broadened my skill. Some of the key responsibilities I undertook include:

a. Campaign Content Review: I carefully reviewed SMS campaign drafts to ensure they were clear, accurate, and aligned with both the client's brand voice and Bitmoro's high standards. This included verifying language translations and making adjustments to improve impact.

b. Competitor Insights and Analysis: I conducted comprehensive competitor research, focusing on how rival companies approached digital marketing. I analyzed their content

strategies, engagement rates, and promotional methods, compiling my findings into organized
reports to support campaign planning.

c. Design Collaboration and Proofing: I collaborated closely with the design team to review
and edit marketing materials, ensuring they adhered to client guidelines and maintained
consistent branding. I also provided feedback and suggestions for video edits, addressing any
issues that arose and helping to resolve them efficiently. This teamwork allowed us to deliver
high-quality, on-brand content that met client expectations.

d. Trend Research for Content Ideas: To support creative brainstorming, I researched trending
content on social media platforms like TikTok, Instagram, and Facebook. I proposed fresh
content ideas that aligned with client objectives, helping to keep campaigns relevant and
engaging.

2.3 Activities Coordinating with Co-Workers

When I joined Bitmoro, my goal was to complete every task assigned to me efficiently.
Throughout my internship, I was involved in projects that required coordination with different
departments. I regularly communicated with the marketing and designing teams, ensuring that
tasks were revised and corrected as necessary. Although the workload wasn't too heavy, staying
connected with various teams helped ensure that all work met Bitmoro's standards and client
expectations. make this in a different and good way.

2.4 My Job Process

1. **Research, Cold Calling, and Email Outreach**

Figure 9: Research, Cold Calling, and Email Outreach

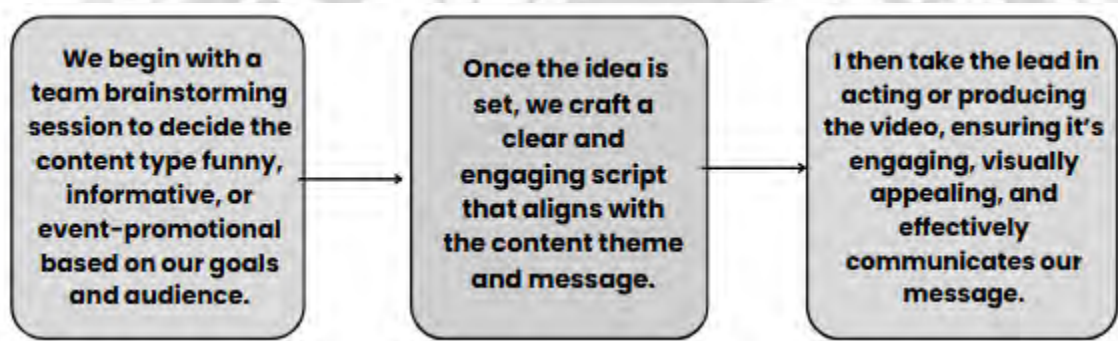## 2. Content Creation and Video Production

Figure 10: Content Creation and Video Production
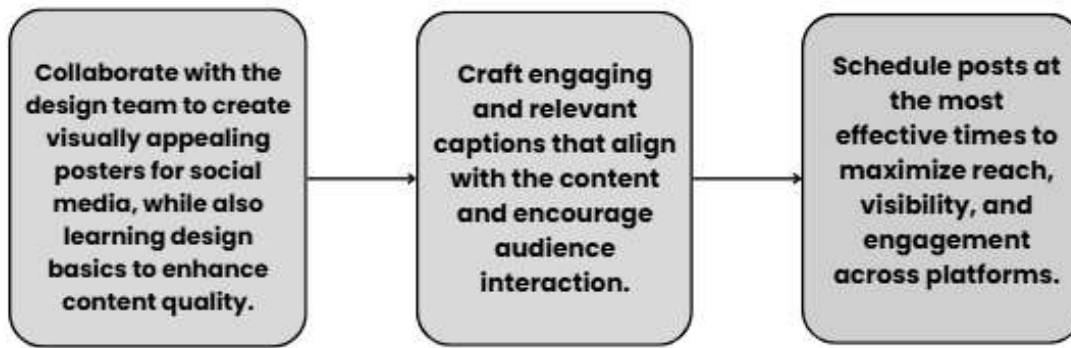
3. Social Media Posting and Scheduling

Figure 11: Social Media Posting and Scheduling

2.5 Contribution as a Co-Op student in the Company

During my internship at Bitmoro Digital, I contributed extensively to the sales and marketing department, focusing on market research, content strategy, and client-driven campaign planning. My work supported the company's mission to provide effective bulk SMS solutions and enhance digital marketing performance for various clients.

The opportunity to collaborate with different teams allowed me to develop valuable insights, improve strategies, and ensure client satisfaction. Key contributions include:

1. **Market Research and Analysis:**
- Conducted in-depth market research to identify industry trends, customer behaviors, and competitive strategies within Nepal's digital marketing space.
- Analyzed data to uncover growth opportunities for Bitmoro's SMS API services, helping position the brand more effectively in the market.

2. **Content Strategy and Development:**

- Supported the content creation team by brainstorming and refining ideas for SMS marketing campaigns.
- Helped design and write campaign messages tailored to different industries, ensuring high engagement and conversion potential.

- Developed content highlighting Bitmoro's key features such as seamless integration, personalized SMS, and conversion tracking to attract new clients and retain existing ones.

3. Campaign Planning and Execution:

- Assisted in crafting marketing plans for upcoming client campaigns, aligning with their business goals and market positioning.
- Monitored campaign performance, offering insights and recommendations to optimize messaging and engagement.
- Proposed and tested SMS promotions timed around key events (e.g., New Year) to maximize client reach and sales impact.

4. Client Service and Collaboration:

- Supported the client service team by attending meetings and ensuring client briefs were understood and integrated into planning processes.
- Collaborated with the design team to ensure content and visual elements aligned with the marketing strategy, maintaining consistency across platforms.
- Assisted in preparing presentations for client pitches and campaign performance reviews.

5. Performance Insights and Strategy Improvement:

- Gathered performance metrics from past campaigns, helping the team assess what worked and what needed improvement.
- Contributed insights to refine Bitmoro's sales approach, focusing on personalized messaging and effective targeting for different business sectors.

Chapter 3: Learning Process

In this chapter, I discuss the challenges the company faced during my internship. The issues mentioned are mainly based on what I observed, rather than what I personally experienced while completing my tasks.

3.1 Problems/issues of the Company

During my internship at Bitmoro Digital, I observed several challenges that impacted the company's performance and growth. These challenges mostly related to customer acquisition, technical issues, communication, client expectations, and inconsistent workloads.

1. **Customer Acquisition and Trust:** As a startup, it was difficult to convince new customers to use Bitmoro's SMS services. Being a new company in the market, building trust and convincing potential clients to choose our services was a slow process, which impacted the company's growth.

2. **System Bugs and Technical Problems:** Sometimes, there were technical issues in the system that caused delays and affected service delivery. These bugs required immediate attention from the technical team, disrupting the smooth functioning of the business and affecting client satisfaction.

3. **Communication Gaps Between Teams:** There were gaps in communication between the marketing and technical teams. This led to delays and confusion in carrying out tasks and strategies.

4. **Inconsistent Workload:** The workload at times was inconsistent. Some days, there were not enough tasks to stay busy, which affected productivity. During such periods, I tried to help other team members and learn from them, but the lack of consistent tasks made it hard to maintain progress.

These challenges show areas where Bitmoro Digital could improve, especially in communication, client management, and workflow consistency. Improving these aspects would help the company grow and perform better in the competitive market.

3.2 How to solve the problem

To resolve Bitmoro Digital's problems, the company can focus on building customer trust through clear communication and testimonials, while promptly addressing system bugs to minimize service disruptions. Improving communication between marketing and technical teams will ensure better alignment and faster execution of tasks. Setting clear, realistic client expectations upfront can help avoid dissatisfaction, and implementing task management tools will ensure a more consistent workload, boosting overall productivity and team engagement. These steps will improve efficiency, client satisfaction, and company growth.

3.3 Recommendation to the company

Bitmoro should focus on clear and honest communication with clients. Regular updates through emails, meetings, and sharing success stories or testimonials can help build trust and convince potential clients to choose Bitmoro's services.

To reduce technical issues, Bitmoro should invest in a strong system that can detect and fix bugs quickly. Having a dedicated team for fast troubleshooting and using automated tools for system checks can ensure smooth service delivery and higher customer satisfaction.

Bitmoro should enhance communication between marketing and technical teams by using tools like Slack or Asana for better collaboration. Regular meetings and clear task management will keep everyone on track and reduce delays caused by miscommunication.

Bitmoro should ensure that clients' goals and timelines are clear from the start. Setting realistic expectations through contracts or service roadmaps will help avoid misunderstandings. Regular progress checks can also ensure clients are satisfied with the service.

To avoid inconsistent workloads, Bitmoro can use tools like Monday.com to track tasks and evenly distribute them among the team. Cross-training employees in different areas can also help maintain productivity during quieter periods.

3.4 What I have learned during the Co-Op studies

During my 16-week internship at Bitmoro company, I had the opportunity to explore the real-world marketing field, where I gained hands-on experience and practical insights that helped me grow both personally and professionally. The things I have learned during the Co-Op studies were:

One of the most important things I learned was the value of effective client communication and trust-building. I was actively involved in tasks like cold calling and sending emails to potential customers, where I worked on understanding their needs and helping the team maintain consistent follow-ups. This experience taught me that building strong client relationships through clear and professional communication plays a key role in gaining trust and driving business success.

I also learned about content creation. I worked closely with the team to assist in market research, and suggest creative ideas for promotional content. I used tools like Canvas, PowerPoint, and Google Sheets, which helped me build visually appealing presentations and organize data in a clear manner.

In addition, I understood the value of team collaboration and time management. Working alongside both the marketing and designing teams taught me how coordination and regular updates can lead to smooth and effective campaign execution. I also experienced how using tools like task trackers and proper scheduling can improve work efficiency.

Lastly, I developed my skills in understanding customer behavior and analyzing industry trends. This helped me see how a marketing strategy should be designed to meet both client expectations and market demands. Overall, this internship gave me a clear picture of how digital marketing works in real life and helped me grow professionally with practical knowledge and confidence.

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

During my internship at Bitmoro Digital as a Sales and Marketing Intern, I was able to apply several concepts learned throughout my BBA coursework in real work situations. One of the most useful frameworks was the AIDA model (Attention, Interest, Desire, Action), which I used while helping design SMS and email campaigns. By applying this model, I understood how to create marketing messages that not only grabbed attention but also encouraged potential clients to take action.

My knowledge of consumer behavior helped me understand how different businesses might react to our services. This was especially useful when reaching out to clients through cold calls and emails, as I could better identify their needs and suggest tailored solutions. I also applied segmentation, targeting, and positioning (STP) strategies while researching industries and categorizing potential leads for the company.

Additionally, my coursework in digital marketing guided me in improving content strategies and recommending better communication approaches. I even used my skills in tools like Google Sheets, Canvas, and PowerPoint to organize tasks, prepare client data, and assist the team with visual presentations. These experiences showed me how theoretical knowledge and practical application go hand-in-hand in the marketing field.

3.6 Special Skills and New Knowledge I learned from this Co-Op Studies

I have gained several new skills and insights that enhanced both my marketing knowledge and professional development. Some of the key skills and knowledge I acquired include:

Client Communication and Relationship Management

I improved my communication and interpersonal skills through regular cold calling and client email interactions. This experience taught me how to identify client needs, build trust, and maintain professional relationships all of which are critical in the sales process.

Meta Business Suite: I became proficient in using Meta Business Suite for managing Bitmoro social media presence across Facebook and Instagram and Tiktok. I was responsible for content creation, content scheduling, performance tracking, and audience engagement.

Lead Generation and Market Research

I gained hands-on experience in generating leads by identifying potential clients through research and online tools. I also analyzed client categories and industries, which strengthened my ability to understand different markets and tailor solutions accordingly.

CRM and Data Organization

Working with client data helped me understand how to manage and organize information effectively using tools like Google Sheets. I learned to maintain CRM databases and track outreach efforts, helping improve follow-up communication and team collaboration.

Campaign Planning and Strategy

I contributed ideas to digital campaigns and helped in the planning process for SMS and email marketing. I learned how to structure marketing messages using frameworks like AIDA (Attention, Interest, Desire, Action) and align them with client goals to ensure impact and clarity.

Professional Growth and Team Collaboration

By working closely with the marketing and sales team, I improved my teamwork, time management, and ability to work under pressure. I became more confident in taking responsibility and developed a proactive mindset in handling assigned tasks.

Chapter 4: Conclusion

4.1 Summary of Highlights of my Co-Op Studies at Bitmoro

My Co-Op experience at Bitmoro Digital Pvt. Ltd was a valuable and hands-on exploration of digital marketing and sales strategies. Throughout my time as an intern, I had the opportunity to leverage the knowledge and skills I gained from my academic studies, while also making meaningful contributions to the company's marketing initiatives. I worked closely with the sales and marketing team, engaging in various tasks such as content creation, market research, cold calling, content scheduling, and analyzing campaign outcomes.

A key part of my role involved managing social media platforms like Instagram and Facebook using Meta Business Suite. I contributed to scheduling posts, engaging with the audience, and tracking campaign performance to ensure alignment with client goals. I also gained hands-on experience with digital marketing tools, improving my skills in social media management, analytics, and reporting.

I also participated in brainstorming sessions and team meetings, which helped me develop problem-solving and collaboration skills. I learned how to track campaign performance, optimize strategies, and use data to improve engagement and conversions.

Overall, my time at Bitmoro Digital strengthened my communication, time management, and analytical skills while giving me valuable industry experience. This internship has provided me with a solid foundation for my future career in marketing.

4.2 My Evaluation of the work experience

My internship at Bitmoro Digital was a great learning experience. I was part of a dynamic team and had the chance to work on digital marketing projects, focusing on SMS campaigns and API integrations. This gave me a real understanding of how tech can enhance marketing efforts.

I enjoyed the responsibility I was given, especially in helping to plan campaigns and create content. The feedback I received from my team helped me improve and grow my skills. Working

alongside experienced professionals, I learned the importance of clear communication, teamwork, and adapting to a fast-paced environment.

Overall, this experience boosted my confidence and deepened my interest in digital marketing, giving me practical skills I'll carry forward in my career.

4.3 Limitation of the Co-Op studies

During my 16 weeks of internship at Bitmoro Digital, I faced a few challenges that affected overall experience. The most significant limitation was the short duration of the internship, which sometimes made it difficult to fully immerse myself in ongoing projects. Due to the limited time frame, I wasn't always able to explore tasks in as much depth as I had hoped.

Another challenge was the lack of access to certain resources. As an intern, I wasn't able to attend client meetings or internal discussions because I didn't have much technical knowledge. This made it harder to understand some of the more complex processes. I also found it difficult to convince new customers to switch to our services, as many were already using other SMS providers. Additionally, coming up with fresh content ideas in brainstorming sessions was challenging, especially with tight deadlines.

Despite these challenges, the internship was a great learning experience that gave me a strong foundation in digital marketing and valuable insights that will guide my future career.

4.4 Recommendations for the company

My co-op experience at Bitmoro was mostly enjoyable, but there are a few recommendations to improve the company's operations and the internship experience. First, improving communication between teams would make projects run more smoothly. Regular meetings or using collaboration tools can help keep everyone aligned. Giving interns more chances to interact with clients, like observing or joining client meetings, would help them better understand client needs and improve their strategic thinking. Additionally, offering learning opportunities, such as online courses or webinars in digital marketing, would allow interns to continuously build their

skills. These changes could improve teamwork, encourage innovation, and provide valuable learning experiences for both the company and its interns.

References

Bitmoro. (2024). *About us – Bitmoro – SMS Marketing Solutions in Nepal*.

https://www.bitmoro.com/about-us

LinkedIn. (n.d.). Bitmoro *Digital Pvt.Ltd.* https://www.linkedin.com/notifications

Appendices

Weekly Report

Weeks	Key Responsibility Areas
Week 1 (Jan 20th - Jan 24th)	• Researched top digital marketing companies in Nepal. • Managed Bitmoro's social media accounts. • Conducted competitor analysis. • Made cold calls to potential leads. • Followed up with interested clients.
Week 2 (Jan 27th - Jan 31th)	• Researched businesses (consultancies, banks, educational institutes). • Conducted cold calls to introduce services, features & pricing. • Practiced pitching communication in real-time scenarios.
Week 3 (Feb 3rd - Feb 7th)	• Created & scheduled engaging content for social media. • Assisted in drafting client proposals tailored to business goals. • Observed strategies for optimizing content reach.
Week 4-5 (Feb 10th - Feb 21st)	• Maintained regular follow-ups with leads. • Supported the sales pipeline by addressing client queries. • Participated in team meetings to align outreach and marketing strategies.discussions to align outreach

	efforts with business goals.
Week 6- 7 (Feb 24th - Mar 7th)	• Created informative, visually appealing videos. • Collaborated with the UI/UX team for brand-aligned content. • Learned hands-on tools for designing effective digital campaigns.
Week 8- 9 (Mar 10th - Mar 21st)	• Visited Shrey Courtyard Restaurant to shoot a Holi promo video. • Helped plan and execute Holi celebration content. • Created and scheduled Holi-themed posts to boost engagement.
Week 10-11 (Mar 24th -April 4th)	• Reached out to potential clients by calling various hospitals, marts, and real estate companies to introduce Bitmoro's services. • Successfully generated new customer leads through direct communication. • Conducted regular follow-up calls to maintain engagement and convert prospects into clients.
Week 12-13 (Apr 7th - Apr 18th)	• Conducted cold calls to inform clients about the New Year discount offer and promote Bitmoro's services. • Created, uploaded, and scheduled New Year-themed social media posts to enhance online engagement. • Prepared and sent personalized business proposals to various potential clients across different sectors.
Week 14-15 (Apr 21st- May 2nd)	• Coordinated with the marketing and design teams

	to create and edit engaging promotional videos. • Assisted in crafting and sending professional business proposals to attract new clients.
Week 16 (May 5th- May 9th)	• Concluded ongoing tasks by making follow-up calls. • Responded to inquiries regarding proposals. • Ensure clear communication with internal teams & clients. • Reflected on learnings and prepared for internship closure.

Figure 12: Official Facebook page of Bitmoro
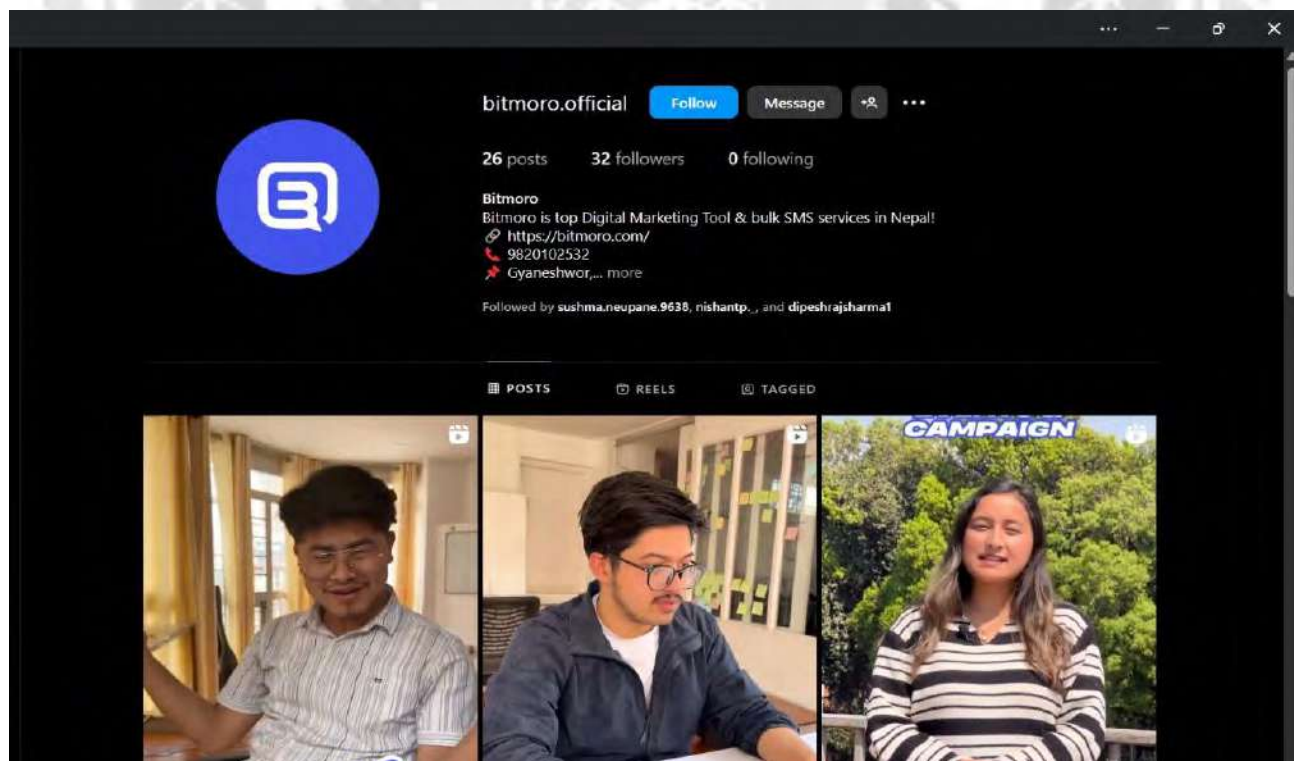
Figure 13: Official Instagram page of Bitmoro

Figure 14: Pricing Structure of Bulk SMS for different business

Figure 15: Bitmoro account Dashboard
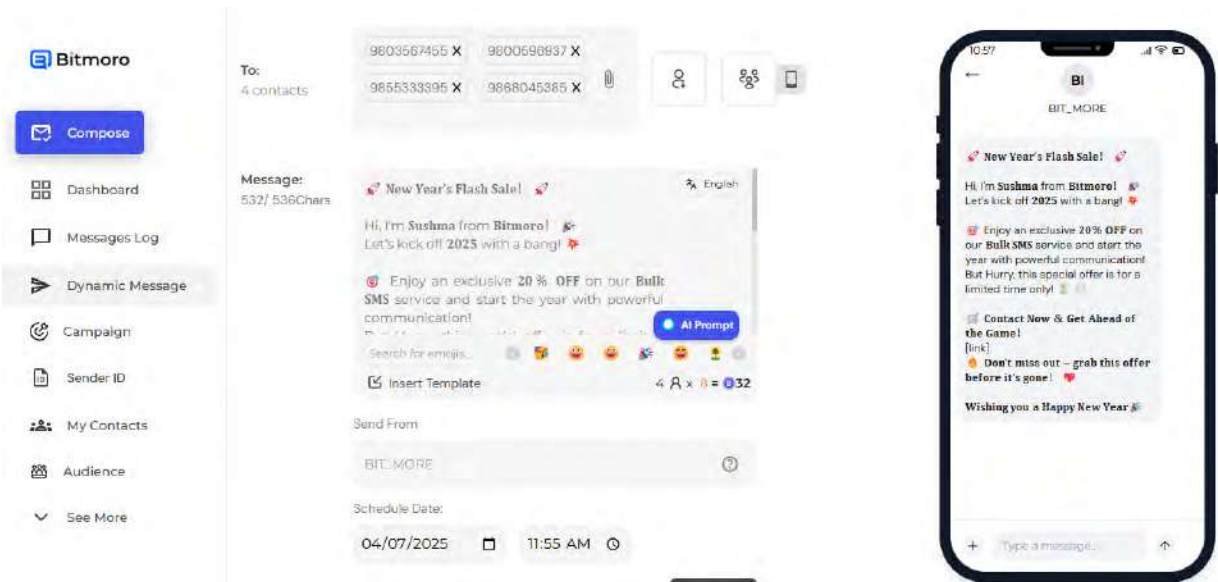
Figure 16: Bitmoro message composer
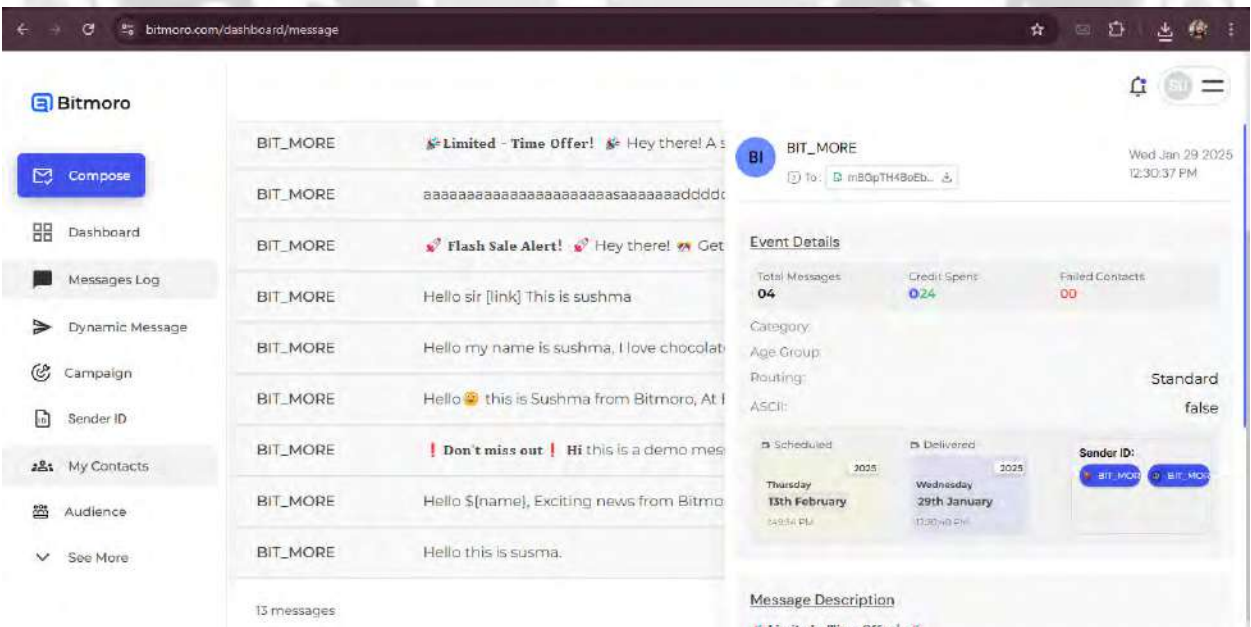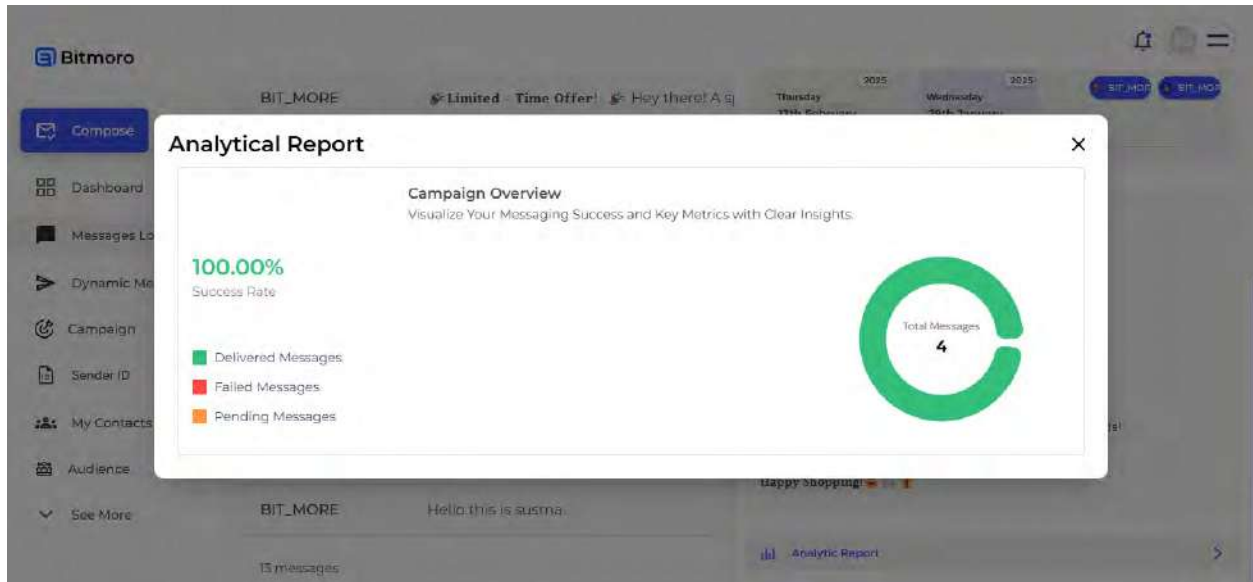
Figure 17: Message track and analyze

Figure 18: My colleague and I at work

Figure 19: Technical teams are in discussion and working together on the project.

Figure 20: My Internship Certificate