

Summer Internship Project Report

On

Digital Marketing Analysis in Viral Fission

By

Sarthak Yadav

Roll No:

2019BBA026



Under the Supervision of

Dr. Sheetal Mundra

Associate Professor

(Economics & Entrepreneurship)

(Submitted in partial fulfillment of the requirements for BBA degree)

Institute of Management

JK Lakshmipat University, Jaipur

(2020-21)

DECLARATION BY THE CANDIDATE

I the undersigned declare that the project report is based on my own work with my teammates carried out during my study under the supervision of **Muskan Khatri (Industry mentor) & Dr. Sheetal Mundra (Faculty mentor)**.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that:-

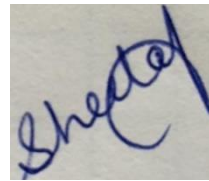
- The work contained in the report is original and has been done by me under the general supervision of my industry head.
- The work has not been submitted to any other Institution for any other degree/diploma/certificate in this university or any other University of India or abroad.
- I have followed the guidelines provided by the university in writing the report.
- Whenever I have used materials (data, theoretical analysis, and text) from other sources, we have given due credit to them in the text of the report and giving their details in the references.

**Sarthak Yadav
(2019BBA026)**

Business Administration
Institute of Management
JK Laksmipat University

Certificate

It is certified that the Summer Internship Report titled **Digital Marketing Analysis in Viral Fission** submitted by Sarthak Yadav is an original piece of research work carried out by the candidate under my supervision.



Sign. Of Faculty Guide
(Dr. SHEETAL MUNDRA)

Company Certificate



Dated – 30th August 2021

To,
Sarthak Yadav
sarthakyadav@jklu.edu.in
8233822600

We are pleased to confirm that Sarthak Yadav from JK Lakshmipat University has successfully completed his internship with Project Title “**Digital Marketing Analysis in Viral Fission**” in between 15th June 2021 to 15th Aug 2021.

Being a part of target audience, he is able to accumulate authentic data about trends, taste and preference of the **GenZ** demographic and evaluate the campaigns through garnered insights.

Fluent communication / social skills support him in carrying out campaigns via smooth coordination amongst various department. Under a limited span of time, he has managed to grasp the necessary knowledge about working of a company in a way that makes him the perfect leader for any team.

(Authorized Signatory)
Muskaan Khatri
Ass. Zonal Head Viral Fission

Acknowledgement

This report has reached its completion due to the joint effort made by many individuals. As such, I must express my gratitude to everyone involved.

First, I would like to convey my heartfelt thanks to Dr. Sheetal Mundra for the moral support from the onset and throughout and providing me with the necessary guidance and information needed to complete this report. Her patience and faith in my abilities always boosted my confidence.

I am also very thankful to Viral Fission Pvt. Ltd. for letting me do my internship at their organization. The learning and hands on experience I gained during my time there has allowed me to have newer and more refined perspectives about the knowledge I had received in my courses at JK Lakshmipat University.

I wish to place one greatest gratitude and sincere appreciation to my company guide and mentor over this project Ms. Muskaan Khatri who played a vital role in the preparation of my project report. Without her continuous support and encouragement this report would never have been in its present form.

SARTHAK YADAV
(2019BBA026)

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PROJECT SUMMARY

This report covers the overall situation of Social Media Marketing campaign and its contribution on business development and customer awareness with Viral Fission's Campus Ambassador Program.

The main objective was to understand the implication and impacts of digital marketing with Gen Z and understand the impact of social media on the field of digital marketing conducted with different brands to understand the youth mindset.

In this report, it includes the organization's overview as well as the responsibilities which have been given to handle. It also includes the thorough research of the company's official dashboard and presented some suggestions and area of improvement.

The report also discusses the present scenario of digital marketing in India and future scope of the same.

The report has been made in a very short time and some of the data provided on the report may not be accurate by the time it is evaluated as we know digital analytics literally change every day.

Despite all that, I believe this report has enough reasons to appreciate the effectiveness of digital marketing campaigns.

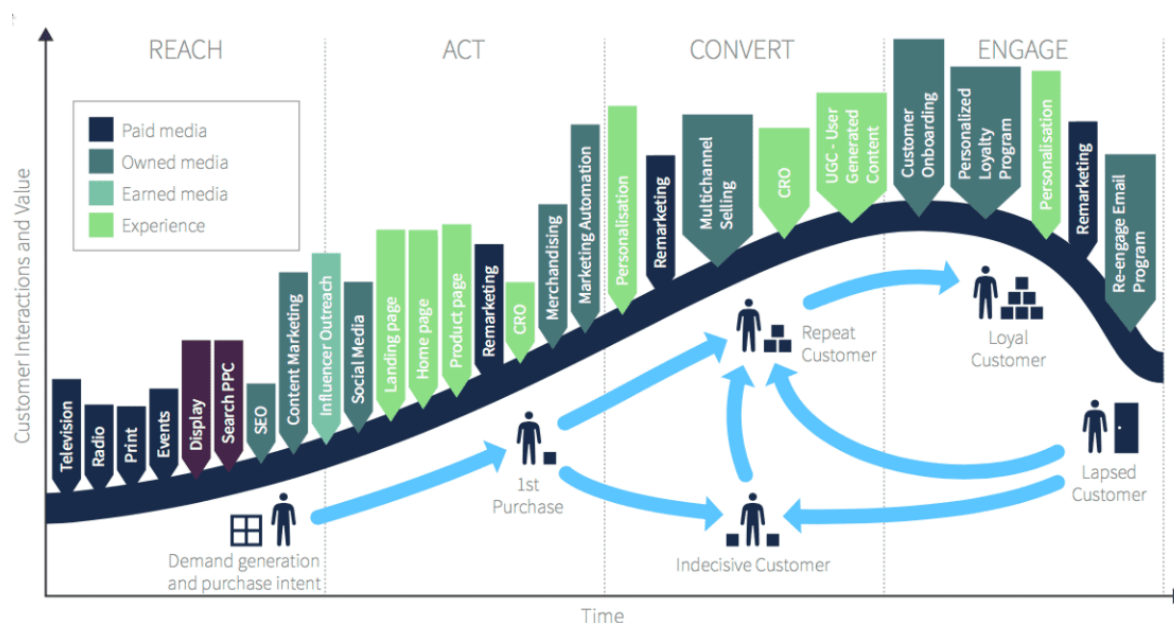
INDUSTRY & COMPANY OVERVIEW

❖ OVERVIEW OF Digital Marketing

Digital marketing is the strategy and processes that connect advertisers with their audiences across digital channels. Additionally, digital marketers are especially determined to measure success of campaigns. A number of user engagements can be tracked such as impressions, clicks, website hits, leads, and actual purchases.

In this new era of digital disruption, make time to revisit your omnichannel marketing strategy and discover opportunities.

Source :- (<https://www.mediaocean.com>)



The use of the internet and other media and technology to support ‘modern marketing’ has given rise to a range of labels created by both academics and professionals.

COMPANY OVERVIEW

Viral Fission

Viral Fission- Gen Z Intelligence and Outreach Network Becomes the largest physical youth community in India records over 10x network growth since inception.

Viral Fission, through its massive youth community network, creates personalized engagement and integrated experience, provides intelligence and insights to brand's engagement and reach with the TG. Playing an apt partner to brands reaching out to India's youth, Viral Fission's key role is that of a facilitator of interactive social dialogue and experiences between the brand and its consumer. Through various services provided by Viral Fission, brands can track performance real time, get feedback and pivot, and include elements to be able to reach the highest potential of an outreach planned.

For Gen Z individuals, Viral Fission offers them opportunities to engage with unparalleled brand experiences and turn creators themselves. It enables network members to create content, interact and engage with the global brands through various community outreach and brand campaigns. Viral Fission curates its network with a serious onboarding process which includes various levels to test the competencies of the youth who form a part of the physical network.

Being the fastest growing youth community, Viral Fission has worked with reputed brands like Pepsi, Myntra, Jio Saavn, Dice Media, etc. Viral Fission also recently joined hands with New Horizons Alliance (NHA) as youth intelligence partner, aiding them get the right intel and crafting communication strategies and content for NHA'S channel.

Source :- THE WEEK Magazine

SCOPE OF DIGITAL MARKETING

Marketing techniques have evolved as the ways in which consumers get information change. Radio advertising led to TV advertising, which then shifted to digital marketing with the rise of the internet. Besides these natural market progressions, the COVID-19 pandemic is driving the scope of digital marketing even further online.

With digital marketing, businesses can use data to target audiences based on factors like gender, age, location, interests, and education. Companies can also retarget potential customers who are already familiar with their brand using different methods and messages for each audience. There are advanced online marketing certifications that can help digital marketers learn how to best target audiences. While posting ads and content on Facebook and other popular platforms continue to be an effective way to reach your target market, the scope of digital marketing encompasses much more than just social media. In addition to social media. Digital marketing analysis is typically done after the fact. Marketers will publish a piece of content, for instance, and then check to see how effective it was after a few weeks. This is certainly helpful, but real-time analytics is beginning to shake up the world of digital marketing. Conducting real-time analysis allows marketers to both individualize content for smaller subsets of consumers and respond much more quickly to their performance.

Artificial intelligence (AI) enables digital marketers to better analyze user data so they can further customize the customer journey. AI helps companies understand a great deal about customers and how to best target audiences. Interactive content is nothing new, but it's beginning to be embraced as an effective marketing tool more than ever. Not only do they increase the amount of time a prospective customer engages with your brand, but they allow you to capture more data and, in turn, fine-tune your digital marketing strategy.

OBJECTIVE

- To review and analysis the digital marketing strategies of Viral Fission.

METHODOLOGY

The report is based on descriptive business reach where, information has been collected through different sources to make a constructive output. Likely the task documents shared with the team leaders for better understanding of task assigned.

In preparation of the report, no structured questionnaire was used. Data pertaining to digital marketing process and most of the information is collected from my project guide of the company and my personal and practical experience. The internship program is highly effective for the students in order to attain the real world experience, understanding the organization structure and their culture and to enhance their career opportunities.

Source :- <https://www.simplilearn.com>

INTERNSHIP

❖ JOBS & RESPONSIBILITIES

Internship is one of the on-the-job training for the under-graduate students that helps to enhance the practical and real world experience under the guidance of the supervisor or professional in certain field and help to identify the potential career opportunities

VF is a youth marketing company that works across India and helps connect various brands to the youth! Viral Fission is a platform that bridges the gap between brands like Netflix, Myntra, Spotify and many more. Tasks are given by brands at VF where we have to promote their campaign. It's not just about brands at VF you get a chance to make connections from PAN India.

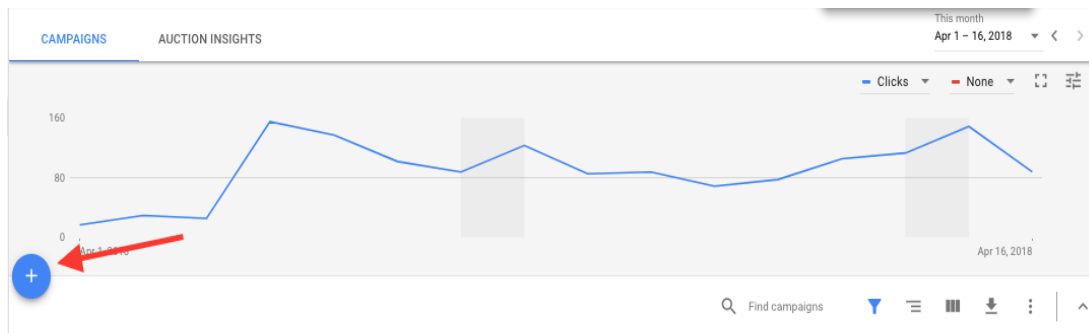
I. Insight Analysis

Traditional marketing refers to any type of promotion, advertising or campaign that has been in use by companies for years, and that has a proven success rate. Methods of traditional marketing can include print advertisements, such as newsletters, billboards, flyers and newspaper print ads.

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it in the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't-typically in real time. Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging mobile instant messaging, mobile apps podcasts, electronic billboards, digital television and radio channels, etc.

II. Cost Analysis

Every business strategy engages to budget, so does both strategies. There is some difference in the cost between traditional marketing and online marketing. Traditional marketing promotes the products of a brand through ads on paper, billboard, television, radio, and more. This marketing strategy spends huge cost to keep the promotion running as the schedule. Online marketing can also carry a cost, but there are numerous online marketing strategies that are virtually free



III. Tracking Work Engagement

It is difficult to keep track of your traditional marketing strategy. You need to put a lot of effort and time-consuming research to get information how your customer behavior against your products. On the other hand, online marketing is easy to track. Email marketing software can tally the number of people who view your message. Moreover, it can the number of advertisements that lead to purchases on online sales

For developing a digital marketing for a website, we need to make sure that we have some objectives in place. A simple, increase traffic or rank better is not specific enough but, having said that, creating goals that are so specific they exclude any recognition of improvement across the board are similarly limiting.

The tasks to be performed for the completion of the project should be listed and prioritized according the functionality early during start of the project. The tasks include research, study of the requirement, SEO, Marketing, Blogging, CMS, SMM and maintenance etc. High priority task such as Search Engine Optimization were given more time, resources and emphasis and completed accordingly.

Technical feasibility was to make sure that the enhanced or optimized site would be able to work in the existing infrastructure and integrate with the company's rations. We can strongly say that it is technically feasible, since there will not be much difficulty in getting required resources for the enhancing the website as well. All the resources needed for it as well as the maintenance of the same is available in the organization

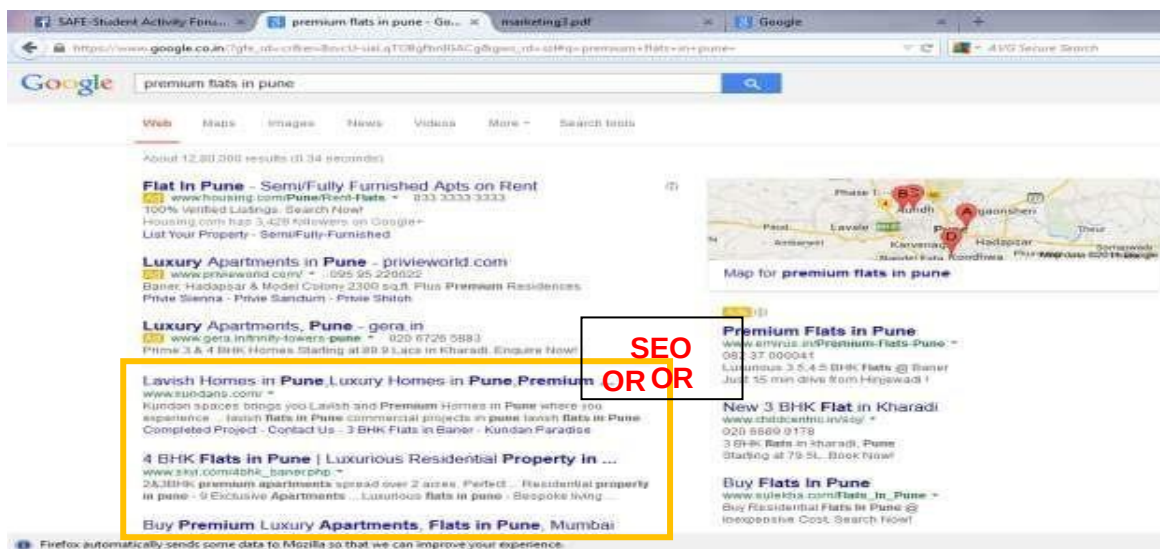
From internship program the author is much benefited by having real world experience in the Software and Web Development Company where author can implement concepts and logics that learned during study period. Within this short span of time, web development and analysis activities has been observed and learnt, which taught the significance of relation, leadership traits and other managerial and advertisement skills

The greatest things that was learned doing internship is how to accomplish the task by doing it in team, how to make best use of internet, how to use different tools to gain efficiency, how to do code so that are in standard according to coming new technologies. The website was effectively optimized so that its presence had been highly significant on the search engine, with a good content, proper placement of keywords, and appreciable number of visits to inbound links, hits, clicks and impressions.

Core precisely the website optimized by studying the existing system and client expectation has improved and given more boundaries for the author to analyze and system to develop software. The author has learnt to perform amazingly at the presentation and has developed his demonstration skills as well. With this, the author has gained the knowledge of the practical environment of the organization that he has been part of which has boosted him the wisdom of the organizational discipline and time management

❖ DIGITAL MARKETING CHANNELS

1. SEO (Search Engine Optimization)-Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. SEO may target different kinds of search, including image search, local search, video search, academic search news search and industry-specific vertical search engines. As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of back links, or inbound links, social book marking, directory submission is the another SEO tactic.



2. **Youtube:** YouTube is a video Social Networking site, and the 2nd most popular search site on the Internet after Google, who owns YouTube. YouTube video watching is a significant activity on the Internet, with over 1 billion visits to YouTube daily and over 100 million videos watched daily. And it's easy for anyone who sees your video to rate it and share it with his Social Network.



3. **ODA (Online Display Ads):** Display advertising appears on web pages in many forms, including web banners. Banner ad standards continue to evolve.



4. **MMT (Mobile Marketing):** Mobile marketing is marketing on or with a mobile device, such as a smart phone. Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.

5. Social Media Marketing-Social Media refers to any software tool that enables and encourages engagement in conversation or sharing. Popular forms of social media include Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google + and blogs. Now all days social media become platform for marketer to make conversation with customers. Brands are now engaging customers through social media.



❖ **Analysis:**

Analytics is the practice of evaluating data, and the process by which a company arrives at a most advantageous decision. Here marketer analysis the integrate channel to understand the effectiveness of communication. Analysis may be based on numbers of visitor or like in social media pages, Etc.

a) Content Management:

After analysis the integrate channels marketer can able to understand the problems with current contents. Later he can manage the content to increase the engagement rate, content may be text in banners, images or websites.

b) Advanced Targeting:

Advanced targeting are techniques involving the sending of targeted messages to a specific audience. It is used to increase the effectiveness of a marketing campaign. Behavioral targeting is also a part of advanced targeting, here marketer can target the customer based on their past behavior in online. Marketer can put ads in other webpage where customer is going.

c) Creative:

Creative is the artistic component of an ad or website. It usually includes an image and copy present in ads or website. Marketer can make those contents attractive to customers. Marketer will sometimes change the entire design of websites, apps, Etc.

d) Reach -

The ability of the online medium to target a certain demographic of users is one of the greatest advantages of digital advertising. In addition, the geographical reach of the online medium is far greater than that of traditional media. It's not only cost effective to achieve a wider geographic area but the ads can also be targeted to the desired audience.

e) Measurement –

With various tools becoming available, tracking effectiveness of ad campaigns is becoming possible today. In other words, measuring Return of Investment (ROI) is increasingly possible today. Organizations that were previously reluctant to spend online, now realize that the online medium does offer means to alleviate any such fears. Moreover, when properly designed online marketing campaigns generate the desired results, advertisers are further encouraged to continue advertising online.

f) Interactive and Engagement-

The Internet is arguably the most interactive and engaging medium among various others. Interactive campaigns have become a norm with the power of the online medium. One such advertisement worth mentioning is the campaign by AXE where the end user could alter the smile of a woman as he/she liked to i.e. in an interactive framework. The advertisement struck an instant chord with the youth to which AXE the brand is positioned for Customers are basically just a click away from the advertisers.

❖ **Monetary term in Digital Marketing:**

- **Cost –Per- Action (CPA):** Cost of advertising based on a visitor taking some specifically defined action in response to an ad. “Action” include such thing as a sales, transaction, a customer acquisition or a click
- **Cost- Per -Click (CPC):** Cost of advertising based on the number of clicks received.
- **Cost- Per-Thousand (CPM):**The standard unit for buying or selling Internet advertising. The thousand stands for ‘thousand advertising impression or views’.
- **Pay- Per- Impression:** Online advertising where an advertiser pays a pre-agreed price each time a user clicks on their advertisement. The cost for the click is often negotiated through auction, with ad placement determined by the relative size of the bid, as well as other factors.
- **Pay-Per-Inclusion:** Search engine marketing programs that guarantee web site listing for specific keyword search term for a fee.
- **Pay-Per-Lead:** Paying to acquire leads from an outside party at a set rate or amount per lead.



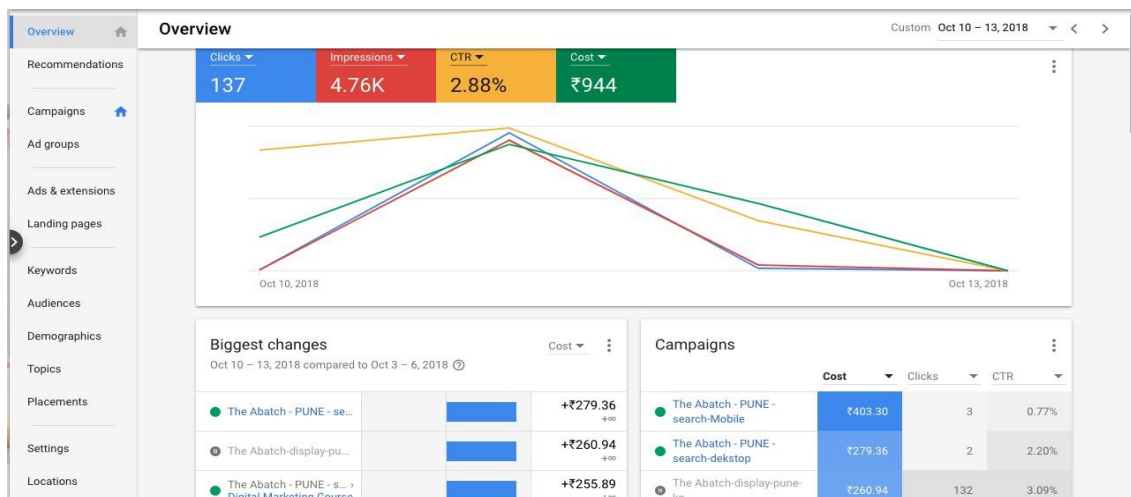
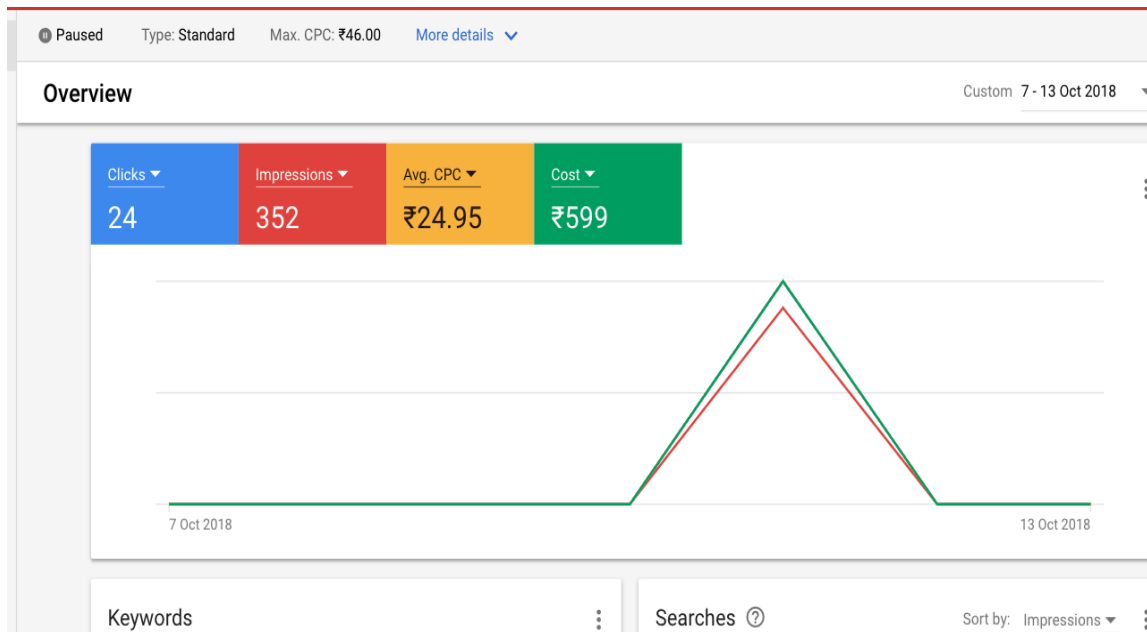
❖ **Things that should be take care of during creating campaign:**

- Have a clear goal.
- Keep target customer in mind while writing ads.
- 3.Don't mislead customers
- Use negative key words.
- Do Some Math to Compare Your Costs with Your Budget.
- Create compelling Landing page.
- Track your conversion
- Optimize campaigns.

❖ **Limitations:**

Competitive industries have higher cost per clicks. If you have no budget, your ads will stop. Adverts have limitations. Regular tracking is very necessary. Keep keywords upto date as at starting campaign you don't get a exact clear picture of all relevant keywords, that results in unnecessary clicks and expenditure.

Analysis



CONCLUSION

In applying the techniques of team leader through both study and practice, learned many valuable lessons about leadership and digital marketing to use their power to increase the visibility, networking growth and social media preference.

Taking about my personal information, this program has given me the opportunity to work in the real world scenario and help me to enhance my skill, knowledge and attitude.

The internship in the field of information technology helps to increase the exposure and in-depth knowledge in the respective technical platform. The technical industry is growing rapidly and new technology is emerging with the speed of time so, the skill and knowledge gain in the college is not enough to compete in the market

There is still much to learn, including the types of adjustment that can be made to increase team efforts, as well. I look forward to feedback on my report with Gen Z.

The greatest things that was learned during the internship was how to accomplish the task effectively, how to make best use of internet, how to use different tools to gain efficiency. The task could be effectively optimized so that its presence can be highly significant on teammates, with a good content, proper allocation of work, and appreciable number of visits to inbound brain storming, like, comments and impressions.

RECOMMENDATIONS

After working in the digital marketing field, I have come up with the following recommendations.

1. **Digital presence on all platforms** – In today's world, it is true that an effective social media page is very important to create a digital presence website content, YouTube channels, Twitter and Instagram etc. are all needed to make an overall impression on the society mind. Basically, it's a consumer driven industry, the industry moves where the consumers move.
2. **Showcasing More** - We must focus on different aspects of our social media preferences. What can be done in regard to generate income from you networking, Bounding with your locality and word of mouth.

Consumers are no more restricted to the traditional sales funnel. Today the focus is more on the downstream activities like shaping consumer's perception, changing purchase criteria, building trust and harnessing the network effect to spread the online word of the mouth.

The importance of harnessing the power of online mediums to drive sales and brand building can be further understood by the following statistics.

1. **70%** Your online presence has the power to acquire new customers by altering their Brand Loyalty. It all depends on the micro- moment experiences you provide them in the very first impression.
2. **60%** Mobile is the next big thing. Google is now separately indexing webpages for mobile search ranking. Voice search is new interaction behaviour.
3. **40%** look for the most relevant information to their query, regardless of the company that provides the answer. Referring to multiple sources before actually arriving at a decision is the trend.
4. **30%** have purchased from a different brand than the one they had in mind, because of the information provided.
5. **10%** of smartphone users turn to their phones for ideas and solutions when they are stuck in the middle of a work. Google Search is a new 24x7 guide.

The strategy to identify, evaluate and effectively use the online communicating channels can be defined in four steps:

Step 1: Discovering the right channel: Identifying the inbound and outbound marketing channels that are relevant and looks promising to drive brand awareness and sales conversions.

Step 2: Evaluate: Test the market, gauge the industry rivalry and bring in best practices, redefine strategy and create an influencing factor to make your presence in that niche.

Step 3: Measure: Analytics shall be a constantly running parallel to each activity you perform, understand the audience and analyse the return on investment to determine the effectiveness of the activity.

Step 4: Repeat the best: Sort out the proven ones and re-run the successful strategies. Explore and exploit the win-win channels.

Learnings

- The campaign overall gave an opportunity to flaunt innovation edge in brand insights.
- Gain knowledge about web analytics to find customer insights that can translate to targeted business decisions.
- Enhanced motivational skills.
- Helped to gain knowledge about brand collaboration.
- Learned effective marketing strategic tools to understand how marketing efforts affect your business's return on investment.
- Measuring the performance, managing it based on specific benchmarks, and building future campaign.
- Marketing initiatives based on campaign information.
- Setting up a online, running ad campaigns and developing content strategies.
- Learned about the different aspects in digital corporate world

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SOFTWARES & TOOLS

1. Instagram
2. Facebook
3. Snapchat
4. Twitter
5. Sprout Social
6. Co-Schedule