

A
PROJECT REPORT ON
EFFECTIVE USE OF SOCIAL MEDIA MARKETING FOR
BUSINESS DEVELOPMENT AT BRANDS IMPACT

SUBMITTED TO
SAVITRIBAI PHULE
PUNE UNIVERSITY
IN PARTIAL FULFILLMENT OF THE REQUIREMENT OF
MASTER OF BUSINESS ADMINISTRATION (MBA)

SUBMITTED BY
SARTHAK SUNIL CHANDRAMORE
UNDER THE GUIDANCE OF
PROF. DR. RAKESH PATIL

DEPARTMENT OF MANAGEMENT STUDIES
SANDIP FOUNDATION'S
SANDIP INSTITUTE OF TECHNOLOGY & RESEARCH
CENTRE, NASHIK- 422213.

2020-21



SANDIP
FOUNDATION

Sandip Foundation

Sandip Institute of Technology & Research Centre, Nashik
(NAAC Accredited 'A' Grade Institute Approved by AICTE, New Delhi,
Affiliated to Savitribai Phule Pune University & Recognized by Govt. of Maharashtra)

Department of Management Studies



Ref: SF/SITRC/MBA/PROJ/2020-21/

Date: / /2021

CERTIFICATE

This is to certify that Mr /Ms Santhak Sunil Chandramore has completed his / her Summer Internship Project (SIP) entitled Effective use of Social Media Marketing for Business Development at BRANDS IMPACT satisfactorily as a partial fulfillment of the requirement of Master of Business Administration (MBA) course of Savitribai Phule Pune University, Pune during the academic year 2020-21.

Project Guide

Prof. (Dr) Rakesh S. Patil
Head-MBA

Prof. (Dr) Sanjay T. Gandhe
Principal

Internal Examiner

External Examiner

Academic Tester Program



Teesside University

Teesside University Middlesbrough



Business Graduate
at The American College of Business

Collaboration with



ISO 9001:2008 Certified Institute

siliconindia

Ranked 99th among the Top 100 MBA Colleges, 2014
It is also ranked 9th in
Excellence Academic at all India level

THEWEEK

Topper in North Maharashtra
Region in 2011 - By THE WEEK



Recipient of 20th National Level "The Best Business School
B Schools in India" By Siliconindia Densang Mehta
Education Leadership Award-2012

Dated: 24th August 2020

TO WHOMSOEVER IT MAY CONCERN

Sarthak Chandramore,

This is to certify that Mr. **Sarthak Chandramore**, has successfully completed his internship with Brands Impact from 23th June 2020 to 23th August 2020.

During this period, he was reporting to BD Executive, Mr. Akash Tana and was involved in company's major media services and was found to be extremely productive and diligent in carrying out the job & duties assigned to him.

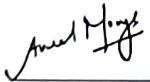
His roles & responsibilities included:

- Following instructions from his manager and working towards achieving his team's targets
- Data mining as per instructions given and generating business leads through tele- marketing and regularly following up with them
- Generating leads under manager's guidance and passing them on to the manager for further discussions.
- Maintaining proper records with MS Office proficiency
- Proactively handling day to day operational jobs.

We wish him all the very best for his future endeavors.

Sincerely,

Thanking you



Amol Monga
Director
Brandsimpact
Regd. Office:

STUDENT'S DECLARATION

I undersigned hereby declare that, the project entitled, "**Effective use of Social Media Marketing for Business Development at BRANDS IMPACT**" is executed as per the course requirement of two year full time MBA program of Savitribai Phule Pune University. This report has not been submitted by me or any other person to any other University or Institution for a degree or diploma course. This is my own and original work.

Place:

Sign of the student

Date:

Sarthak Sunil Chandramore

ACKNOWLEDGEMENT

A summer internship project is the golden opportunity for learning and self-development. I consider myself very lucky and honored to have so many wonderful people lead me through in completion of this project.

I wish to express my indebted gratitude and special thanks to “**BRANDS IMPACT PVT. LTD.**” & all the staff members especially my guide and mentor **Mr. Akash Tana** in spite of their busy schedule took time to hear guide and keep me on the correct path and allowing me to carry out my project work.

I express my gratitude towards our **Principal, Prof. Dr. S. T. Gandhe, Sandip Foundation’s Sandip Institute of Technology and Research Centre, Department of Management Studies** for giving me this opportunity deepest thanks to our HOD and my project guide **Prof. Dr. Rakesh Patil** for his guidance and support. He supports me by helping me to understand different methods of collection about the project & the company. He helped me whenever I needed and He gave me the right direction towards completion of project.

Signature of the Student

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CHAPTER-I

EXECUTIVE SUMMERY

EXECUTIVE SUMMERY

As a part of my Post Graduation program, I have completed my internship at **BRANDS IMPACT PVT. LTD.** For the period of two months. My internship had started on the 23rd June 2020 to 23rd August 2020. During these two months, I was rather treated as a full-time employee for the position of Business Development Intern and gathered experience that helped me grasp a basic idea on how the company works.

The topic on which project is done is “**Effective use of Social Media Marketing for Business Development at BRANDS IMPACT**”. The project has been carried out as a part of the curriculum of the Master of Business Administration. And the topic I have choose because of my internship is totally on Social Media.

I also got chance to utilize my stress management and skills at a time. I got practical experience of understanding the whole working process. I learnt how a manager handles different situations, activities, problems, etc. I was also able to gain knowledge and experience that would be useful for me in the future.

Apart from the professional learning's I have also learned other essential things such as punctuality, time management, how to differentiate my personal and professional life and building up my communication skills.

The location of the company is- RZ - 9A, Bhawani Kunj, Vasant kunj, New Delhi – 110070. But because of the pandemic we are not allowed to go outside therefore the internship is done at Work from home.

The report initially contains a brief introduction of BRANDS IMPACT and afterwards, the services that the company provides. The effectiveness of social media marketing is thoroughly discussed from the way digital marketing works and how the services of the company works.

Also how the Public Relation companies works i.e. what are their policies and guidelines that are to be explained to the clients. Then how to get prospect and closures that should be learnt at BRANDS IMPACT.

The major objective of this report is to investigate the sales distribution strategy of the BRANDS IMPACT. It is a descriptive research in nature. Most of the data are collected from both primary as well as secondary sources. But major parts of the report I have prepared by primary data through questionnaire. Questionnaire is sent through social media platforms to the individuals and based on their responses the data is collected.

The sampling design used for the above purpose is Simple Random Sampling and survey was done with the help of questionnaire. The result of the entire questionnaire is analyzed using graphical presentation.

CHAPTER-II

OBJECTIVES OF THE STUDY

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- To study about the importance of all social media platforms for Business Development.
- To study the importance of Individual identity on social media for Business Development.
- To study the social media best practices for Business Development.
- To study the basic etiquettes on exchanging in person texts/messages for Business Development.

CHAPTER-III

COMPANY PROFILE

COMPANY PROFILE

BRANDS IMPACT PVT. LTD.

Brands Impact private limited was incorporated on 08 September 2014 by director Amol Monga. It is classified as Non-Govt Company and is registered at registrar of companies, Delhi. The company organised its first independent Event in the year 2016 which was the International Quality Awards in Goa.

Since then we have delved into many other sectors such as Brand Management, Social Media Management, Production and has conducted several other Award Shows and produced many Television Shows.

We are a bunch of young professionals who bring together vast experience from the domains of brand management, advertising, public relations, event management, media planning, social media management, and more! We build upon inspirational ideas and deliver compelling brand messages to engage your target audience across platforms and mediums.

10+ Years of Experience

5+ Successful TV Shows

100+ Events

3000+ Happy Clients

Brands Impact aims to bridge a need gap in brand consulting services with a 360 degree approach from drawing up a strategy to its execution, we do it all for the clients we work with. Having successfully executed 100 Events, such as, International Quality Awards, Golden Glory Awards, Pride of Indian Education Awards (PIE), India's Best Doctors Award (IBD), Right Choice Awards (RCA), Pratigya (Social Impact Awards), India's Most Inspiring Success Stories, Global Property Awards (GPA), Education Excellence Awards and three extremely successful T.V Shows Zameen Se Falak Tak, Pratigya- Stand for A Cause and Safar Kamyabi Ka.

- **Mission:-**

Empower and inspire motivated businesses and entrepreneurs to discover and fulfill their dreams and adventures.

- **Vision:-**

To be an industry leader with national and international brand recognition, built around a cohesive team of passionate, creative and inspired individuals who love what they do, empowering our clients to reach their goals.

- **Slogan:-**

We love what we do. We'd love to do it for you!

- **Logo:-**

Brands!mpact™

BRANDING || EVENTS || MEDIA || PRODUCTION

- **Location:-**

RZ - 9A, Bhawani Kunj, Vasant kunj, New Delhi – 110070.

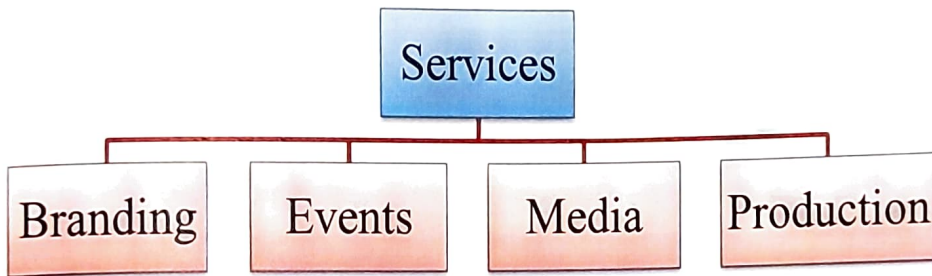


Fig. 3.1:- Brands Impact Services

1. **Branding** :-

- Conceptualization.
- Design & Development.
- Reputation Management.
- Social Media Management.
- Wikipedia Page Management.
- Website Management.
- Search Engine Optimization.
- Lead Generation.

2. Events: Our Premium Award Shows:-

- Golden Glory Awards
- International Quality Awards
- Pride of Indian Education Awards
- Pratigya: Social Impact Awards
- Right Choice Awards
- India's Best Doctors Awards
- Education Excellence Awards
- Global Property Awards
- India's Most Inspiring Success Stories
- International Icon Awards

2.1. Golden Glory Awards:-

- The GGA ceremony is an outstanding platform to be recognized and show case one's achievements and was held on 21st September, 2019 at the Leela, Mumbai.
- The ceremony was graced by the presence of the beautiful **Preity Zinta** as the Chief Guest.
- Among the winners of the first edition of Golden Glory Awards there were several eminent personalities from Bollywood and Television Industry like **Karishma Tanna, Neha Sharma & Singer Tony Kakkar, Rashmi Desai, Anita Hassanandani and Rohit Reddy**. MB Music of Singers **Meet Bros, Chetna Pande, Vikas Gupta, Payal Rohatgi** and other eminent personalities like **Mukesh Rishi, Unnati Davara and Arhaan Khan** also graced the event with their presence.

2.2. International Quality Awards:-

- The first edition of IQA was organised in Goa in the year 2016 at the Cidade de Goa. The Chief Guest for the Event was Actress **Sushmita Sen**. She honored a lot of noteworthy organizations and individuals who have achieved groundbreaking victories in their respected fields.
- The second edition of IQA was organised in 2019, Mumbai JW Marriott. The Chief Guest for the event was Actress **Kareena Kapoor Khan**. The event was attended by several other eminent personalities including Bollywood Actors - **Adah Sharma, Shama Sikander, Rahul Roy**. Television personalities - **Rithvik Dhanjani, Vikas Gupta, Parth Samthaan, Aamir Ali, Chetna Pandey, Priya Banerjee, Surbhi Rana, Anisa Butt**. Bollywood director - **Anil Sharma** and comedian - **Sunil Grover**.

2.3. Pride of Indian Education Awards:-

- The **First Edition** of PIE Awards was organised in Delhi at the Radisson Blu in the year 2016. The Chief Guest for the event was Producer/ Director/ Singer **Shekhar Suman**. The event was also attended by Comedian **Sunil Pal**.
- The **Second Edition** of PIE Awards was also organized in Delhi at the Constitution Club of India on 20th January. The Chief Guests for the event were Actress **Poonam Dhillon** and Politician **Manoj Tiwari**.
- The **Third Edition** of PIE Awards was organized in Delhi at hotel Radisson Blu, Paschim Vihar on 30th June 2019. The Chief Guest for the event was Actress **Dia Mirza**.
- The **Fourth Edition** of PIE Awards was organized in Delhi at hotel Radisson Blu, Paschim Vihar on 19th January 2020. The

Chief Guest for the event was **Mandira Bedi**.

2.4. **Pratigya: Social Impact Awards:-**

- The **First Edition** was executed on 30th June, 2018 at the Constitution Club, New Delhi and the oath was administered by **Mrs. Kirron Kher** (Member of Parliament). The event saw participation from some of the better known NGOs, Social Activists and eminent personalities, who came together to take an oath to always stand up for a cause, Help uplift the weaker sections of the Society.
- The **Second Edition** was executed on 30th June, 2019 at Raddison Blu, Paschim Vihar and the Chief Guest was **Mrs. Dia Mirza**. The event saw participation from some of the better known NGOs, Social Activists and eminent personalities.

2.5. **Right Choice Awards:-**

- The **First Edition** of RCA was organised in Delhi at the Radisson Blu in the year 2016. The Chief Guest for the event was Actress **Raveena Tandon**.
- The **Second Edition** of RCA was organised in Delhi at the Radisson Blu. The Chief Guest for the event was Producer/ Director/ Singer **Shekhar Suman**. The event was also attended by comedian **Sunil Pal**.
- The **Third Edition** of RCA was also organized in Delhi at the Constitution Club of India on 20th January 2019. The Chief Guests for the event were Actress **Poonam Dhillon** and politician **Manoj Tiwari**.
- The **Fourth Edition** of RCA was organized in Delhi at the

Radisson Blu on 19th January 2020. The Chief Guests for the event were **Mandira Bedi**.

2.6. India's Best Doctors Awards:-

- The **First Edition** of IBDA was organised in Delhi at the Radisson Blu in the year 2016. The Chief Guest for the event was Producer/ Director/ Singer **Shekhar Suman**. The event was also attended by comedian **Sunil Pal**.
- The **Second Edition** of IBDA was also organized in Delhi at the Constitution Club of India on 20th January 2019. The Chief Guests for the event were Actress **Poonam Dhillon** and politician **Manoj Tiwari**.
- The **Third Edition** of IBDA was organized in Delhi at Radisson Blu on 19th January 2020. The Chief Guests for the event was **Mandira Bedi**.

2.7. Global Property Awards:-

- The Global Property Awards was organized in Delhi at Radisson Blu in the year 2016 with Actress **Raveena Tandon** as its Chief Guest.
- THE GLOBAL PROPERTY AWARDS (GPA) celebrated the achievements of real estate companies and professionals that have contributed immensely towards the growth of real estate industry across the globe.
- It was bestowed upon international builders, developers, trade and professional associations, government and semi-government departments, and even organizations and individual service providers and professionals who have made it big in the real

estate sector.

2.8. International Icon Awards:-

- The International Icon Awards were organized in Delhi at the Anmol on 23th December 2017, with Actress **Jacqueline Fernandez** as the Chief Guest. Other celebrities to attend and perform at the event were Television Actors **Karan Kundra**, **Anusha Dandekar**, **Suyyash Rai**, **Prince Narula** and **Yuvika Chaudhary**.

3. Media:-

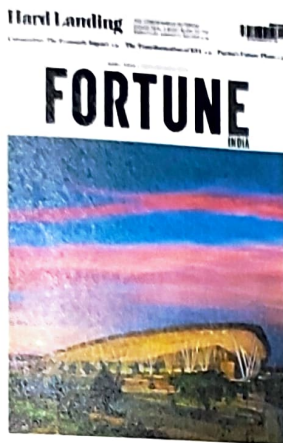
3.1. Print-Media Magazines:-

I. Forbes India:-



Forbes is a 100 -year -old Brand and is one of the most recognizable and respected brands in the Business Universe. It launched in India in 2009 and within a short period of time established itself as the premier Business Magazine of the country. The content of Forbes India has ushered a new perspective in the lives of the rich and affluent and evolved as the country's most influential Business Magazine.

II. Fortune India:-



Fortune is an American multinational Business Magazine headquartered in New York city . It is published by fortune media group holdings, owned by Thai Businessman Chatchaval Jiaravanon. The publication was founded by Henry Luce in 1929. The Magazine competes with Forbes and Bloomberg Business week in the National Business Magazine category and distinguishes itself with long, in - depth feature articles.

III. Business Today:-



Business Today is the largest-circulated Business fortnightly in

India. It's the best report of the Business topography of the newly liberalized India. As the wave of change sweeps Business, Economy and Society like never before, BUSINESS TODAY has ensured that its readers have all the necessary upgrades to challenge tomorrow. Today, BUSINESS TODAY commands the highest circulation of almost 3,38,000 per issue and readership among all Business Magazines in India.

IV. Power Corridor:-



Power Corridor is a monthly Magazine published by Interactive forum on Indian Economy.

(IFIE) which features Exclusive Interviews of cabinet Ministers and highest ranking bureaucrats in every issue and is the only magazine that is distributed to the Members of Parliaments, Government officials - apart from other circulations amongst corporate and the general public.

3.2. Print-Media Newspapers:-

- Times of India
- Hindustan Times

- News 18
- Anand Bazar Patrika
- The Telegraph
- Dainik Jagran
- Dainik Bhaska
- Punjabi Kesari
- Amar Ujala
- Aaj

3.3. Digital Media:-

- Times of India
- Hindustan Times
- News 18
- Mid-day
- Livemint
- Statesmen
- Deccan Herald
- Deccan Chronicle
- Asian Age

4. Production:-

- TV Shows
- Success Stories
- Documentaries
- Inspirational Videos

4.1. TV Shows:-

I. Safar Kamyabi Ka:-

- Safar Kamyabi Ka season one - the show was broadcasted on national news channel, **News World India**.
- It was a 35 Episode long series on, hosted by **Aman Verma & Meenakshi Sheoran** and it was televised at 10:00 PM every day.
- The show was an attempt to honor and celebrate the successful people from all walks of life, and across all age and profession. They all had a story and we presented it to the society so that others can take inspiration from these living legends and benefit from it.

II. Zameen Se Falak Tak:-

- “**Zameen Se Falak Tak**” is an interview based show hosted by **Shekhar Suman**, and was broadcasted on **Zee Business** from 1st January, 2017. The series promises to unveil the grand tales of success of some of the unsung real heroes who have miraculously achieved what they have.
- The 13 week long series also showcased the untold stories by **Pahlaj Nihalani**, Chairman Central board of Film Certification, **Sonu Sood**, Bollywood Actor, and **David Dhawan**, Film Director, who rose from being common man to the stars.

III. Pratigya-Stand for a Cause:-

- The talk show focuses on different topics like Indian Education System, Healthcare Infrastructure, Women Empowerment, Child Welfare, etc and various social issues surrounding them. Each episode has 4 experts,

discussing and suggesting ways for improving the socioeconomic structure through their initiatives and contributions to the society. The show aims to encourage corporate and individuals to commit themselves in making a positive and beneficial impact in their community, society and the country at large.

- Hosted by **Poonam Dhillon**, the first season was broadcasted on Sundays on **India News** a National Television channel from September, 2018. The second season was broadcasted on **Epic**, a National Television channel from April 2019.

4.2. Success Stories:-

India's Most Inspiring **Success Stories** was an ode to felicitate and give recognition to the endless efforts and unmatched spirits of enterprising men and women by means of storytelling.

Each story was told by one of the most talented and versatile Indian actor, **Mr. Sushant Singh** in the most impressive fashion.

Variety of Services:-

Sr. No.	English Portals	Costing	Disclaimer	Domain Authority
1	Times of India	75,000	YES	94
2	Indian Express	50,000	YES	92
3	Hindustan Times	30,000	YES	92
4	Deccan Herald	25,000	YES	79
5	Mid-day	25,000	YES	84

6	Deccan Chronicle + Asian Age	25,000	YES	80
7	Firstpost	40,000	YES	91
8	Money Control	50,000	YES	88
9	Live Mint	50,000	YES	89
10	The Statesman	30,000	NO	80
11	The Logical Indian	50,000	NO	88
12	The New Indian Express	40,000	NO	82
13	Times of India (Photo Gallery)	35,000	NO	91
14	News 18 (Photo Gallery)	35,000	NO	93
15	International Business Times	25,000	NO	84
16	Latestly + Yahoo	25,000	NO	64
17	The Hans India	20,000	NO	74
18	Times Now	40,000	NO	89
19	IWM Buzz	12,000	NO	41
20	IBG News	10,000	NO	19

Table 3.1:- Variety of Services-English

Sr. No.	Hindi Portals	Costing	Disclaimer	Domain Authority
1	Zee News Hindi	35,000	NO	88
2	News18 Hindi	35,000	NO	91
3	NDTV Hindi	40,000	NO	92
4	Aaj Tak	35,000	NO	90
5	AbpLive Hindi	30,000	NO	54
6	One India Hindi	25,000	NO	84
7	NBT Hindi	40,000	NO	93
8	Amar Ujala	35,000	NO	68

6	Deccan Chronicle + Asian Age	25,000	YES	80
7	Firstpost	40,000	YES	91
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6	One India Hindi	25,000	NO	84
7	NBT Hindi	40,000	NO	93
8	Amar Ujala	35,000	NO	68

9	Lokmat Hindi	25,000	NO	30
10	Punjab Kesri	25,000	NO	58
11	Hindustan Hindi	25,000	NO	68
12	Times Now	35,000	NO	89

Table 3.2:- Variety of Services-Hindi

Organization Chart:-



Fig. 3.2:-Organization Chart of BRANDS IMPACT

CHAPTER-IV

THEORETICAL BACKGROUND

THEORETICAL BACKGROUND

Initially we start with introduction of each other on zoom platform. In that we understand the company hierarchy i.e. when the company started and how they grown their services. Then we started understanding how to pitch for client about our services. What industries have to target and what type of peoples have to target using market segmentation. And also how to interact with client how to respond their messages that etiquettes we learn.

Then after that they guided in brief about company's premium services that are we have to explain on clients.

- Exclusive chat with the Bollywood celebrity Ms. Neha Dhupia.
- Premium publication: Forbes India | Fortune India | Business Today | Hindustan Times | Times of India | Power Corridors.
- News X India A Listers by ITV Network.

Discussion in detail regarding Job Responsibilities & Duties:

- Actively identify, generate leads, seek new business opportunities and sell the company's products & services by the means of cold calling, emailing, social media etc. and by your own established networks.
- Actively communicate, follow-up with new and existing leads to achieve monthly targets.
- Preparing daily report on google sheet depicting the progress of the leads & prospects
- At all times, follow company guidelines, procedures for acquiring clients and maintain professional demeanour with the clients that results in revenue and profitability growth.

Discussion for daily reporting to Executive:

- On Google sheet (entry of every leads generated for every single day)
- On call & whatsapp chats.

Communication preferences in detail:

- Email writing etiquettes (Salutations | Body | Signature)
- Professional Writing etiquettes (On Social Media Platforms)
- Cold Callings etiquettes (How to get numbers & how to schedule a call)

All social Media handles Profile Management detail discussion (LinkedIn | Facebook | Instagram | Twitter | Youtube)

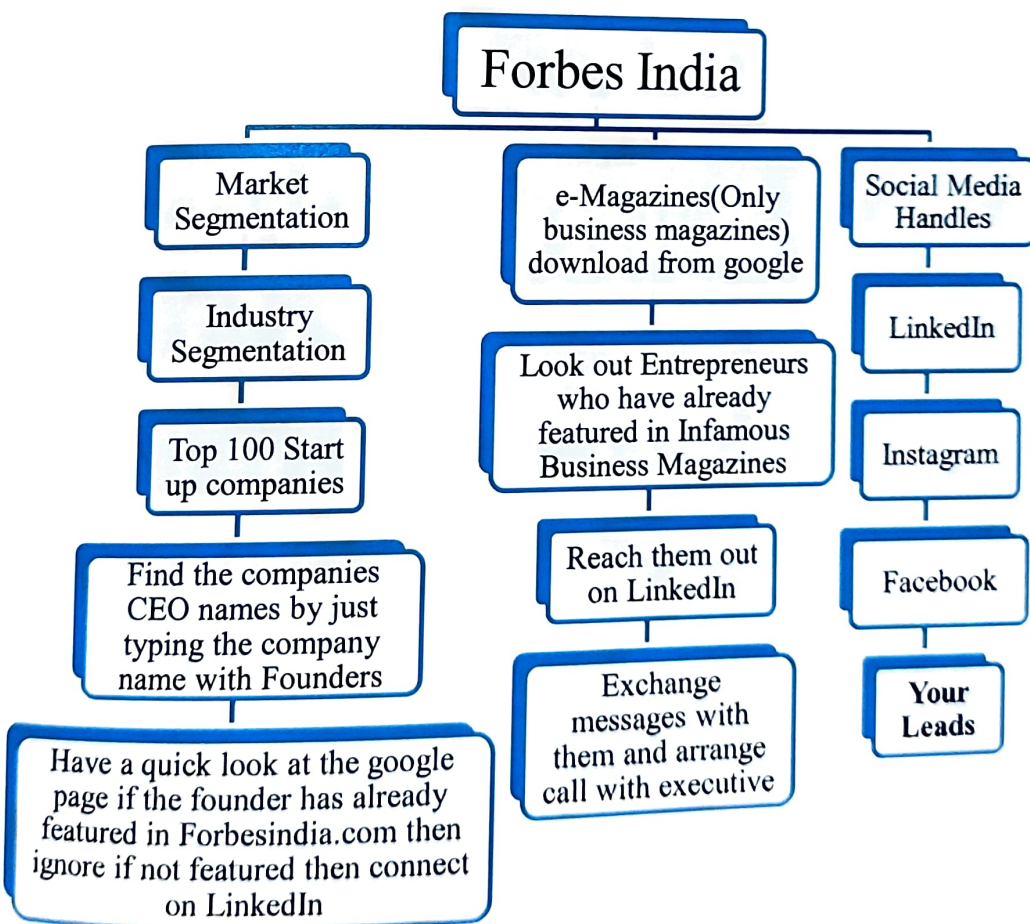


Fig. 4:- Lead Generation Technique

CHAPTER-V

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY

Research:-

Research is a systematic activity directed towards discovery and the development of an organized body of knowledge.

Research is a careful and detailed study into a specific problem, concern, or issue using the scientific method. It's the adult form of the science fair projects back in elementary school, where you try and learn something by performing an experiment.

Research type was Descriptive Research Method. I have collected primary data through questionnaire which was filled by students, employees and business persons. The secondary data was collected from various websites from internet.

Primary Sources:-

The primary data was collected through:

Survey Method –

In this method information was gathered directly from individual respondents, through questionnaire.

Secondary Sources:-

The secondary data was collected from internet.

The sources from which secondary data was collected is from various websites and books.

Method of data collection:-

Questionnaire:

Questionnaire is sent to the students, employees and other corporate peoples

through social media platforms. By filling questionnaire from individual respondents I have gathered data.

Sampling Design:-

1. Sampling Technique:

Probability Sampling(Simple Random Sampling)

2. Sample Unit:

Students, Employees, Self-employed and other corporate peoples.

3. Sample Size:

80

Limitations:-

- Because of this pandemic we are not allowed on field work so this internship was done work from home, i.e. online. So faced many online Technical issues.
- As work from home so we cannot meet physically, we meet on virtually on some online meeting platform like zoom, google meet.
- Covid-19 affected on various industries so lots of difficulties occurred on selling of services to clients.
- As we are lockdown in home I have faced many problems for collecting data.

CHAPTER-VI
DATA ANALYSIS AND
INTERPRETATION

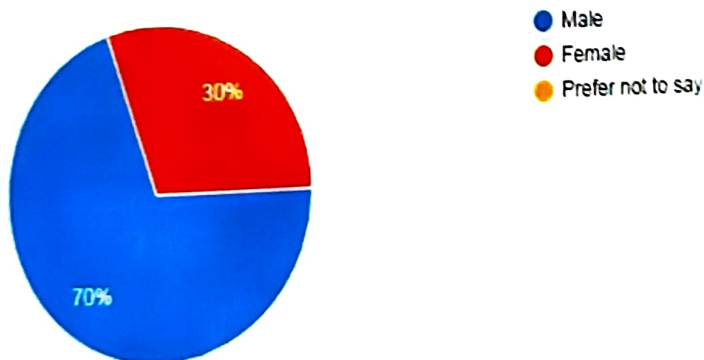
DATA ANALYSIS AND INTERPRETATION

Q. 1. Gender

- Male
- Female
- Prefer not to say

Gender	No. of Respondents	%
Male	56	70%
Female	24	30%
Prefer not to say	0	0
Total sample size	80	100%

Table 6.1:- Gender



Graph 6.1:- Gender

INTERPRETATION:-

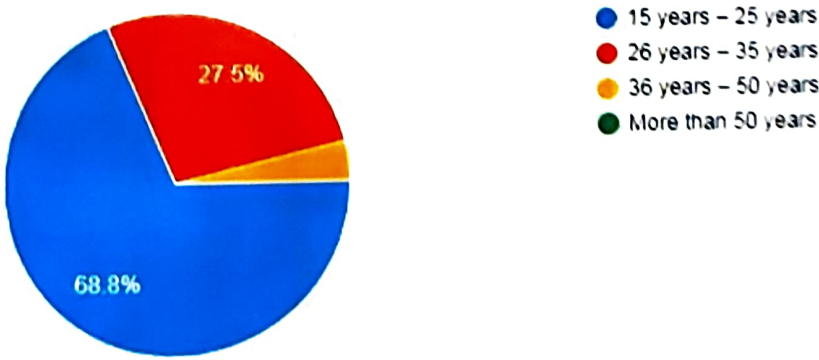
From the above data it can be seen that 56 respondents are Male and other 24 respondents are Female.

Q. 2. What is your age?

- 15 years – 25 years
- 26 years – 35 years
- 36 years – 50 years
- More than 50 years

Age Criteria	No. of Respondents	%
15 years – 25 years	55	68.8%
26 years – 35 years	22	27.5%
36 years – 50 years	3	3.7%
More than 50 years	0	0
Total Sample Size	80	100%

Table 6.2:- Age Criteria



Graph 6.2:- Age Criteria

INTERPRETATION:-

From the above data it can be seen that:

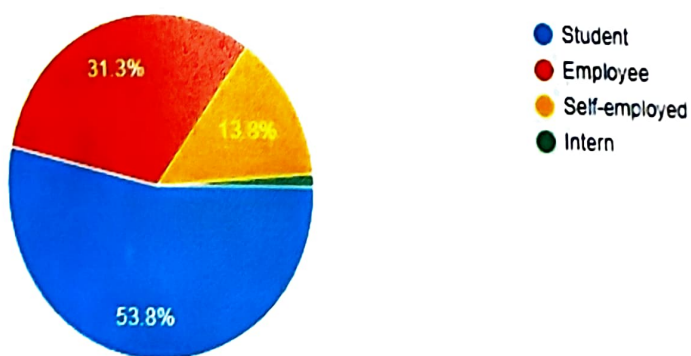
- 55 respondents are between 15 years – 25 years.
- 22 respondents are between 26 years – 35 years.
- 03 respondents are between 36 years – 50 years.

Q. 3. What is your occupation?

- Student
- Employee
- Self-employed
- Other _____

Occupation	No. of Respondents	%
Student	43	53.8%
Employee	25	31.3%
Self-employed	11	13.8%
Other _____	1	1.2%
Total Sample Size	80	100%

Table 6.3:- Occupation



Graph 6.3:- Occupation

INTERPRETATION:-

From the above data it can be seen that:

- 43 respondents are Students.
- 25 respondents are Employees.
- 11 respondents are Self-employed.
- 01 respondent is Intern.

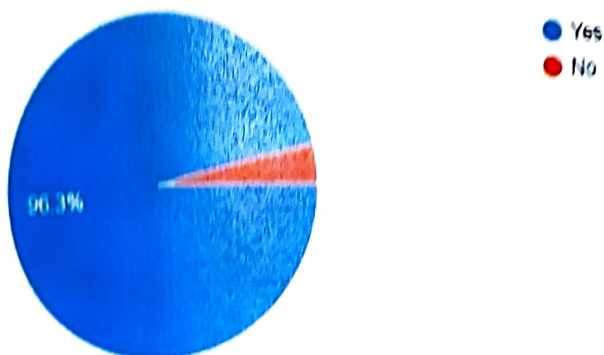
Q. 4. Do you know social media platforms helps for Business Development?

Yes

No

Particulars	No. of Respondents	%
Yes	77	96.3%
No	3	3.7%
Total Sample Size	80	100%

Table 6.4:- Social Media Awareness



Graph 6.4:- Social Media Awareness

INTERPRETATION:-

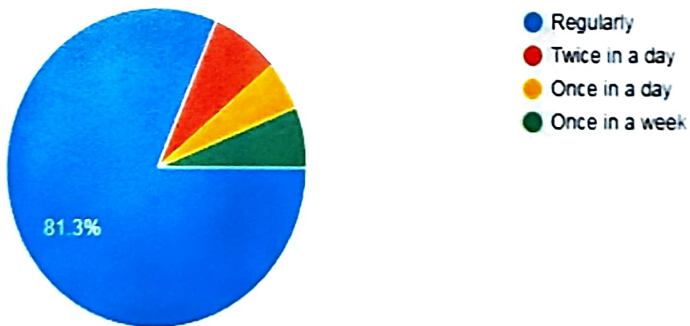
From the above data it can be seen that 77 respondents know for social media platforms helps for Business Development and 3 respondents don't know that social media platforms helps for Business Development.

Q. 5. How often do you use social media platforms?

- Regularly
- Twice in a day
- Once in a day
- Once in a week

Particulars	No. of Respondents	%
Regularly	65	81.3%
Twice in a day	6	7.5%
Once in a day	4	5%
Once in a week	5	6.3%
Total Sample Size	80	100%

Table 6.5:- Social Media use



Graph 6.5:- Social Media use

INTERPRETATION:-

From the above data it can be seen that:

65 respondents are use social media platforms Regularly.

6 respondents are use social media platforms Twice in a day.

4 respondents are use social media platforms Once in a day.

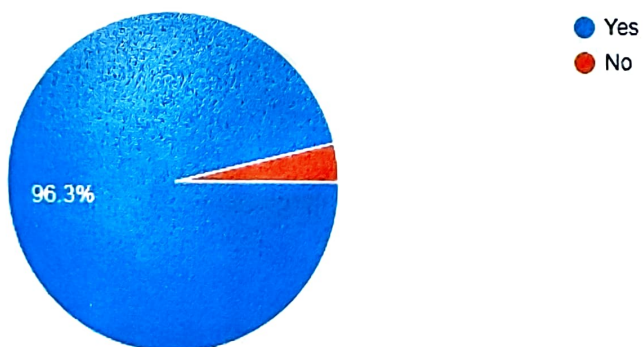
5 respondents are use social media platforms Once in a week.

Q. 6. Are you aware about online selling?

- ☐ Yes
- ☐ No

Particulars	No. of Respondents	%
Yes	77	96.3%
No	3	3.7%
Total Sample Size	80	100%

Table 6.6:- Awareness about online selling



Graph 6.6:- Awareness about online selling

INTERPRETATION:-

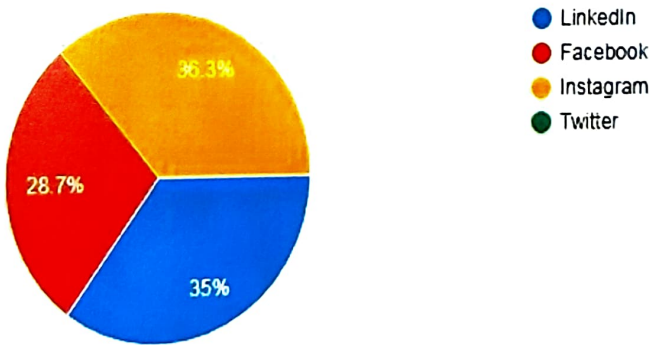
From the above data it can be seen that 77 respondents are aware about online selling and 3 respondents are not aware about online selling.

Q. 7. According to you which is the most important social media platform for Business Development?

- LinkedIn
- Facebook
- Instagram
- Twitter

Social media platforms	No. of Respondents	%
LinkedIn	28	35%
Facebook	23	28.7%
Instagram	29	36.3%
Twitter	0	0
Total Sample Size	80	100%

Table 6.7:- Social Media Platforms



Graph 6.7:- Social Media Platforms

INTERPRETATION:-

From the above data it can be seen that:

28 respondents thinks LinkedIn is the most important social media platform.

23 respondents thinks Facebook is the most important social media platform.

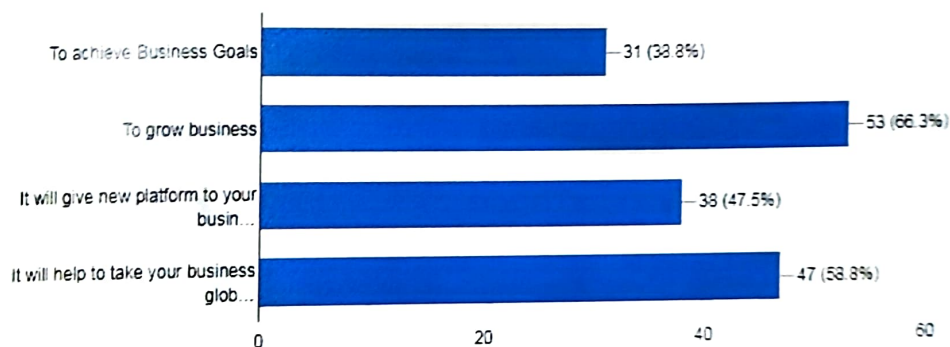
29 respondents thinks Instagram is the most important social media platform.

Q. 8. What do you think how social media platforms will help for Business Development?

- ☐ To achieve Business Goals
- ☐ To grow business
- ☐ It will give new platform to your business
- ☐ It will help to take your business globally

Particulars	No. of Respondents	%
To achieve Business Goals	31	38.8%
To grow business	53	66.3%
It will give new platform to your business	38	47.5%
It will help to take your business globally	47	58.8%

Table 6.8:- Social Media Objectives



Graph 6.8:- Social Media Objectives

INTERPRETATION:-

From the above data it can be seen that:

31 respondents thinks To achieve Business Goals.

53 respondents thinks To grow business.

38 respondents thinks It will give new platform to your business.

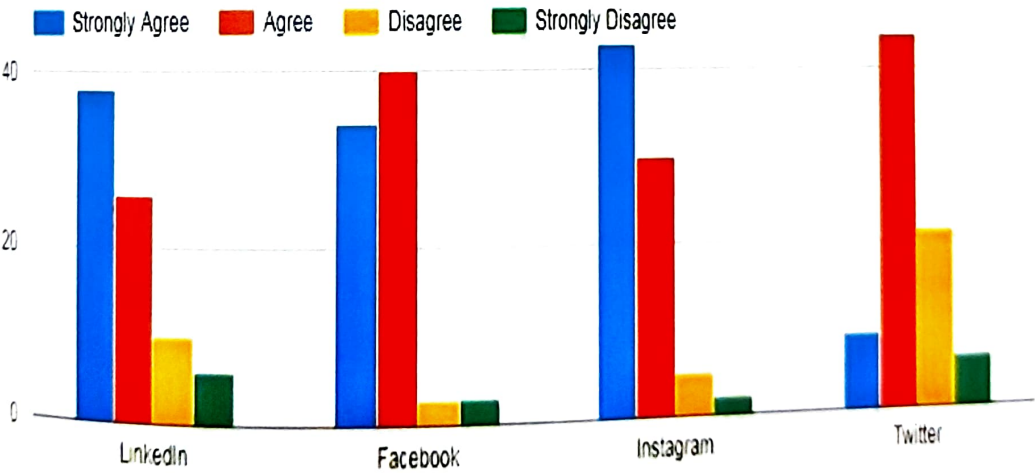
47 respondents thinks It will help to take your business globally.

Q. 9. According to you which is the great platform for business proposal?

	Strongly Agree	Agree	Disagree	Strongly Disagree
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Particulars	Stongly Agree	Agree	Disagree	Strongly Disagree	Total Sample Size	%
LinkedIn	38	26	10	06	80	100%
Facebook	34	40	03	03	80	100%
Instagram	43	30	05	02	80	100%
Twitter	09	44	21	06	80	100%

Table 6.9:- Social Media Ratings



Graph 6.9:- Social Media Ratings

INTERPRETATION:-

From the above data it can be seen that:

38 respondents are strongly agree, 26 respondents are agree, 10 respondents are disagree, 06 respondents are strongly disagree for LinkedIn.

34 respondents are strongly agree, 40 respondents are agree, 03 respondents are disagree, 03 respondents are strongly disagree for Facebook.

43 respondents are strongly agree, 30 respondents are agree, 05 respondents are disagree, 02 respondents are strongly disagree for Instagram.

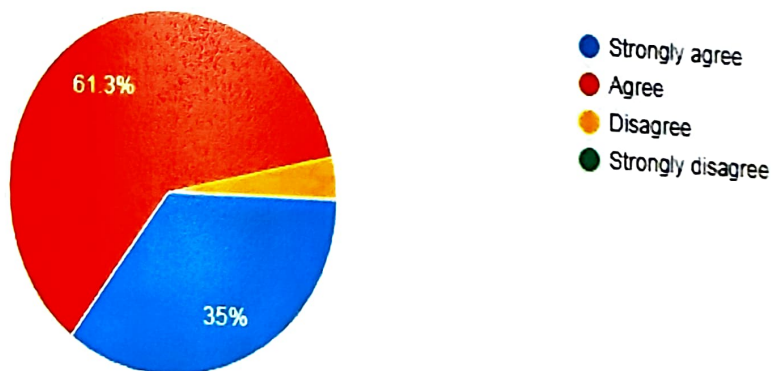
09 respondents are strongly agree, 44 respondents are agree, 21 respondents are disagree, 06 respondents are strongly disagree for Twitter.

Q. 10. Do you think remaining active online social media helps to promote businesses?

- ☐ Strongly agree
- ☐ Agree
- ☐ Disagree
- ☐ Strongly disagree

Particulars	No. of Respondents	%
Strongly agree	28	35%
Agree	49	61.3%
Disagree	3	3.7%
Strongly disagree	0	0
Total Sample Size	80	100%

Table 6.10:- Social Media to promote Businesses



Graph 6.10:- Social Media to promote Businesses

INTERPRETATION:-

From the above data it can be seen that:

28 respondents are strongly agree.

49 respondents are agree.

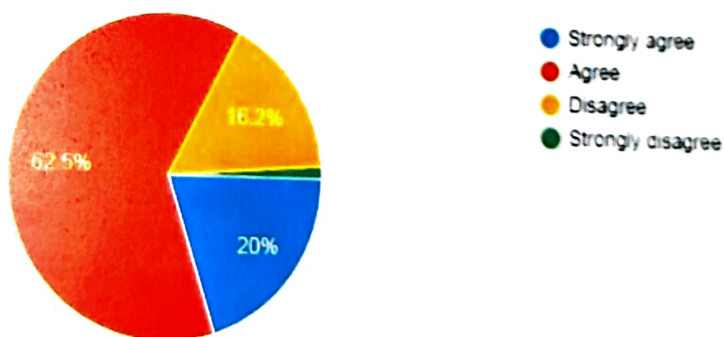
03 respondents are disagree.

Q. 12. Do you think, social media alone can give you the maximum business opportunities?

- Strongly agree
- Agree
- Disagree
- Strongly disagree

Particulars	No. of Respondents	%
Strongly agree	16	20%
Agree	50	62.5%
Disagree	13	16.2%
Strongly disagree	1	1.2%
Total Sample Size	80	100%

Table 6.12:- Maximum Business Opportunities



Graph 6.12:- Maximum Business Opportunities

INTERPRETATION:-

From the above data it can be seen that:

16 respondents are strongly agree.

50 respondents are agree.

13 respondents are disagree.

01 respondent is strongly disagree.

CHAPTER-VII

FINDINGS

FINDINGS

- Studies and implemented branding and marketing strategies at BRANDS IMPACT.
- Most people knows that social media platform helps for business development.
- Peoples are regularly active on social media so found variety of buyers for online selling.
- Found that most of peoples are keened for their personal branding and promotion.
- Corporate peoples are available on LinkedIn, so LinkedIn is the best social media platform for business proposal.
- Social media platforms helps to grow business and brand marketing. Also it will give new platform for business.
- Found that remaining active online social media platforms will also help to promote business.
- Great individual profile on LinkedIn gives best business opportunities.
- Social media alone can give you the maximum business opportunities.
- Forbes India is the most premium and elite brand in branding and promotion.

CHAPTER-VIII

SUGGESTIONS/RECOMMENDATIONS

SUGGESTIONS/RECOMMENDATION

More Investment on Digital Marketing – In order for the industry to have more growth, brands need to put in more money in this sector so that agency ideas are not hampered due to budget restrictions. It is often seen among agencies that creative idea on digital platforms are put on hold due to lack of budget.

This report recommends all kinds of business – small scale, large scale, business to business clients, business to consumer clients and so on to be actively present on social media.

This is the perfect time to invest and resource in popular social media sites such as Instagram, LinkedIn, Facebook and YouTube. Owing to the relatively small amount of investment, it is not a high risk of investment as the usage of social media will come to a minimum only gradually.

In comparison with traditional advertisements, social media marketing caters to a more focused group of people and thus can yield better results.

This is not mean that companies should stop using traditional media and start using online and social media alone for advertisements.

I have found some problems which can be recommended for overcoming their problems and increase effectiveness in their management. I can suggest the following recommendations for BRANDS IMPACT PVT. LTD.:

- They should improve their marketing strategies.
- In pandemic COVID-19 is affected on various industries so commercials should be reduced.

CHAPTER-IX

CONCLUSIONS

CONCLUSIONS

In order to complete my MBA, an internship period of two months at an organization is required by the curriculum, and as such, under the supervision of BRANDS IMPACT PVT. LTD. and direction from my guide Prof. Dr. Rakesh Patil I have prepared my internship report. The introduction of the report is mainly a brief history of how BRANDS IMPACT came into being and some of the service it provides. Furthermore, the mission, vision and the objective is also included in the introduction. BRANDS IMPACT is a Public Relation firm providing service that specializes in social media marketing. In this report I mainly discussed the effectiveness of social media marketing by providing data's that suggest the rising trends of social media as well as the impact of Digital marketing in one of the most essential industries.

An area of interest is search on social media and concerned people are found and communicated with. Social media marketing creates a positive effect on many business markets. Since the process of social media marketing saves money, time and highly engaging and interesting social media marketing seems to be the next big thing to hit the world as a whole.

One of the biggest advantage of social media marketing as opposed to traditional advertising is that potential customers can be precisely targeted. For example, in LinkedIn, there are various corporates peoples are available so no need to search on other platforms.

Finally I would like to conclude that, in today's modern age of technology and innovation, people are almost always occupied with something or the other to do.

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- www.brandsimpact.in
- www.google.com
- www.slideshare.net
- <https://www.linkedin.com/company/brandsimpact/>

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ANNEXURE

Questionnaire on Effective use of Social Media Marketing for Business

Development:

Gender

- ☐ Male
- ☐ Female
- ☐ Preferred not to say

What is your age?

- ☐ 15 years – 25 years
- ☐ 26 years – 35 years
- ☐ 36 years – 50 years
- ☐ More than 50 years

What is your occupation?

- ☐ Student
- ☐ Employee
- ☐ Self-employed
- ☐ Other _____

Do you know social media platforms helps for Business Development.

- ☐ Yes
- ☐ No

How often do you use social media platforms?

- ☐ Regularly
- ☐ Twice in a day
- ☐ Once in a day
- ☐ Once in a week

Are you aware about online selling?

- ☐ Yes
- ☐ No

According to you which is the most important social media platform for Business Development?

- ☐ LinkedIn
- ☐ Facebook
- ☐ Instagram
- ☐ Twitter

What do you think how social media platforms will help for Business Development?

- ☐ To achieve Business Goals
- ☐ To grow business
- ☐ It will give new platform to your business
- ☐ It will help to take your business globally

According to you which is the great platform for business proposal?

	Strongly Agree	Agree	Disagree	Strongly Disagree
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you think remaining active online social media helps to promote businesses?

- ☐ Strongly agree
- ☐ Agree

- Disagree
- Strongly disagree

Do you think, great individual profile on LinkedIn gives business opportunities?

- Yes
- No
- Maybe

Do you think, social media alone can give you the maximum business opportunities?

- Strongly agree
- Agree
- Disagree
- Strongly disagree