

Industrial Internship Report on

Formulation of a Social Media Strategy for a New Product Launch

Prepared by
Alisha Hatakar

Executive Summary

This report provides details of the Industrial Internship provided by upskill Campus and The IoT Academy in collaboration with Industrial Partner UniConverge Technologies Pvt Ltd (UCT).

This internship was focused on a project/problem statement provided by UCT. We had to finish the project including the report in 6 weeks' time.

My project was 'Formulation of a Social Media Strategy for a New Product Launch.'

This internship gave me a very good opportunity to get exposure to Industrial problems and design/implement solutions for that. It was an overall great experience to have this internship.



TABLE OF CONTENTS

1	Preface.....	3
2	Introduction.....	4
2.1	About UniConverge Technologies Pvt Ltd.....	4
2.2	About upskill Campus.....	8
2.3	Objective.....	9
2.4	Reference.....	9
2.5	Glossary.....	10
3	Problem Statement.....	11
4	Existing and Proposed solution.....	12
5	Proposed Design/ Model.....	13
5.1	High Level Diagram (if applicable).....	13
5.2	Low Level Diagram (if applicable).....	13
5.3	Interfaces (if applicable).....	13
6	Performance Test.....	14
6.1	Test Plan/ Test Cases.....	14
6.2	Test Procedure.....	14
6.3	Performance Outcome.....	14
7	My learnings.....	15
8	Future work scope.....	16

1 Preface:

During my six-week digital marketing internship at UCT/USC, I had the incredible opportunity to develop a comprehensive social media strategy for the launch of a groundbreaking product - a smart watch. This preface serves as an overview of my work, highlighting the relevance of the internship, the problem statement, the opportunity presented by the company, and how the program was planned.

Summary of the Whole 6 Weeks' Work:

Over the course of my internship, I dedicated my efforts to formulating an effective social media strategy that would create maximum awareness and generate excitement for the upcoming smart watch launch. I thoroughly researched the unique features of the product, identified the target audience, and devised a multi-platform approach to engage and captivate potential customers. Through a combination of captivating visuals, compelling captions, influencer collaborations, user-generated content, and limited-time offers, the strategy aimed to establish our smart watch as a must-have accessory for both fashion-conscious individuals and health enthusiasts.

Relevance of the Internship:

In today's digital age, an effective online presence is crucial for any product's success. This internship provided me with a valuable opportunity to apply my digital marketing knowledge and skills to a real-world scenario. By formulating a social media strategy for a new product launch, I gained hands-on experience in utilizing various platforms to reach and engage target audiences, generate brand awareness, and drive sales. This internship equipped me with practical insights into the ever-evolving world of digital marketing and prepared me for future challenges in this dynamic field.

Brief About the Problem Statement:

The problem statement for this project revolved around launching a smart watch in a highly competitive market. Our aim was to differentiate the product from competitors by highlighting its unique feature - advanced health and fitness tracking capabilities. The challenge was to create a social media strategy that effectively communicated this unique selling point, captured the attention of the target audience, and ultimately boosted sales and brand recognition.

Opportunity Given by the Company:

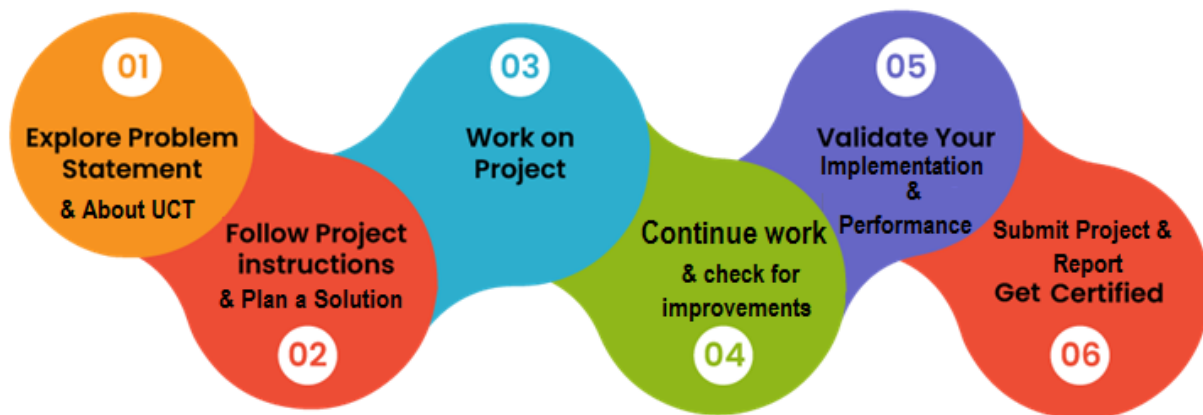
I am grateful to UCT/USC for providing me with the opportunity to contribute to their product launch through my digital marketing expertise. Their trust in my abilities allowed me to take ownership of this project and develop a strategy that aligned with the company's objectives. The opportunity to work with a forward-thinking electronics company allowed me to immerse myself in the product, understand its

value proposition, and strategize ways to leverage social media platforms to reach and engage potential customers.

This internship provided me with an invaluable opportunity to contribute to a real-world digital marketing project. Through the formulation of a comprehensive social media strategy for the launch of a smart watch, I gained practical insights into audience targeting, content creation, influencer collaborations, and campaign management. This preface sets the stage for the detailed report that follows, outlining the social media strategy and its expected outcomes.

How the Program was Planned:

The internship program was thoughtfully structured to ensure a comprehensive understanding of digital marketing strategies and their application in real-world scenarios. From the initial briefing on the product and its features to conducting market research, developing a social media strategy, and creating engaging content, each step was carefully planned to provide hands-on learning experiences. Regular check-ins with mentors and feedback sessions helped refine and improve the strategy, ensuring its effectiveness in achieving the desired goals.



Learnings and Overall Experience:

My digital marketing internship and the formulation of the social media strategy for the smart watch launch provided me with invaluable learnings and a fulfilling overall experience. Here are my key takeaways from this project:

1. In-depth understanding of Social Media Platforms: Through extensive research and hands-on implementation, I gained a deeper understanding of various social media platforms such as Instagram, YouTube, and Facebook. I learned how to leverage each platform's unique features to effectively showcase the smart watch and engage the target audience.
2. Targeted Audience Analysis: Identifying the target audience and understanding their preferences, needs, and pain points was crucial in shaping the social media strategy. I learned how to conduct market research, analyze data, and tailor the messaging and content to resonate with the audience, thereby maximizing the impact of the campaign.
3. Creative Content Creation: Crafting engaging and visually appealing content was a significant aspect of this project. I learned how to develop captivating captions, design eye-catching visuals, and produce compelling videos that effectively communicated the unique features and benefits of the smart watch.
4. Influencer Collaborations: Collaborating with influencers and leveraging their reach and credibility was a powerful strategy to expand the product's visibility. I gained insights into identifying suitable influencers, initiating partnerships, and effectively integrating their influence into the campaign.
5. Data Analysis and Adaptation: Monitoring social media analytics and customer feedback was essential to measure the campaign's performance. I learned how to interpret data, identify areas for improvement, and make data-driven decisions to optimize the strategy and achieve better results.

Overall, this project allowed me to apply my theoretical knowledge of digital marketing in a practical setting, honing my skills and expanding my understanding of effective social media strategies.

Expression of Gratitude:

I would like to express my sincere gratitude to everyone who contributed to the success of this project, directly or indirectly. First and foremost, I extend my thanks to the team at UCT/USC for providing me with this opportunity and for their guidance throughout the internship. Their support and trust in my abilities were instrumental in the project's completion.

I would also like to thank my mentors and supervisors, whose expertise and feedback played a crucial role in shaping the social media strategy. Their guidance, constructive criticism, and encouragement pushed me to deliver my best work.

Additionally, I am grateful to the individuals who provided valuable insights during the market research phase and the influencers who collaborated with us. Their contributions enriched the project and added credibility to our campaign.

Lastly, I extend my thanks to my peers and fellow interns who created a collaborative and supportive environment. Their feedback, discussions, and shared experiences enhanced my learning and made this journey even more rewarding.

Message to Juniors and Peers:

To my juniors and peers, I encourage you to embrace every opportunity to apply your knowledge and skills in real-world projects. Take initiative, seek guidance, and be open to learning from your experiences. Remember that failure is an opportunity for growth, and each challenge you face will contribute to your personal and professional development.

Collaboration and effective communication are key in the field of digital marketing. Engage with your team members, seek diverse perspectives, and learn from each other's strengths. Embrace creativity and adaptability, as digital marketing is ever-evolving.

Lastly, always stay curious and up-to-date with the latest trends and innovations in the digital marketing landscape. Continuous learning and self-improvement are crucial to succeed in this dynamic field.

Wishing you all the best in your digital marketing endeavors, and I hope you find as much fulfillment and growth as I did during this internship project.

2 Introduction

2.1 About UniConverge Technologies Pvt Ltd

A company established in 2013 and working in Digital Transformation domain and providing Industrial solutions with prime focus on sustainability and RoI.

For developing its products and solutions it is leveraging various **Cutting Edge Technologies** e.g. **Internet of Things (IoT), Cyber Security, Cloud computing (AWS, Azure), Machine Learning, Communication Technologies (4G/5G/L0RaWAN), Java Full Stack, Python, Front end** etc.



i. UCT IoT Platform ()

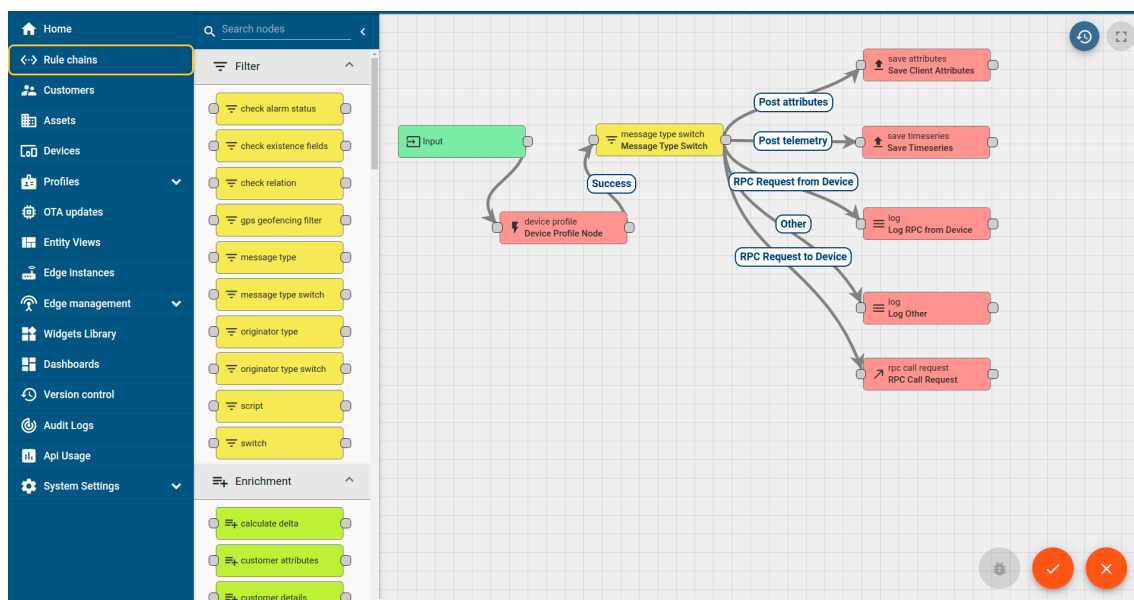
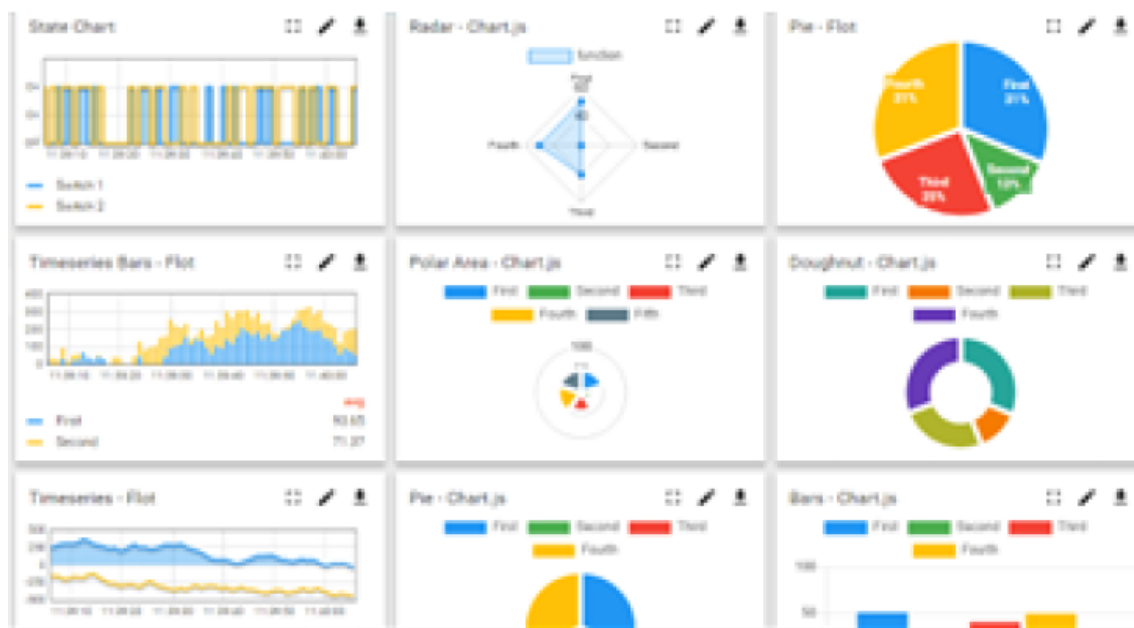
UCT Insight is an IOT platform designed for quick deployment of IOT applications on the same time providing valuable “insight” for your process/business. It has been built in Java for backend and ReactJS for Front end. It has support for MySQL and various NoSql Databases.

- It enables device connectivity via industry standard IoT protocols - MQTT, CoAP, HTTP, Modbus TCP, OPC UA

- It supports both cloud and on-premises deployments.

It has features to

- Build Your own dashboard
- Analytics and Reporting
- Alert and Notification
- Integration with third party application(Power BI, SAP, ERP)
- Rule Engine



FACTORY
WATCH

ii. Smart Factory Platform ()

Factory watch is a platform for smart factory needs.

It provides Users/ Factory

- with a scalable solution for their Production and asset monitoring
- OEE and predictive maintenance solution scaling up to digital twin for your assets.
- To unleash the true potential of the data that their machines are generating and helps to identify the KPIs and also improve them.
- A modular architecture that allows users to choose the service that they want to start and then can scale to more complex solutions as per their demands.

Its unique SaaS model helps users to save time, cost and money.



Machine	Operator	Work Order ID	Job ID	Job Performance	Job Progress		Output		Rejection	Time (mins)				Job Status	End Customer
					Start Time	End Time	Planned	Actual		Setup	Pred	Downtime	Idle		
CNC_S7_81	Operator 1	WO0405200001	4168	58%	10:30 AM		55	41	0	80	215	0	45	In Progress	i
CNC_S7_81	Operator 1	WO0405200001	4168	58%	10:30 AM		55	41	0	80	215	0	45	In Progress	i



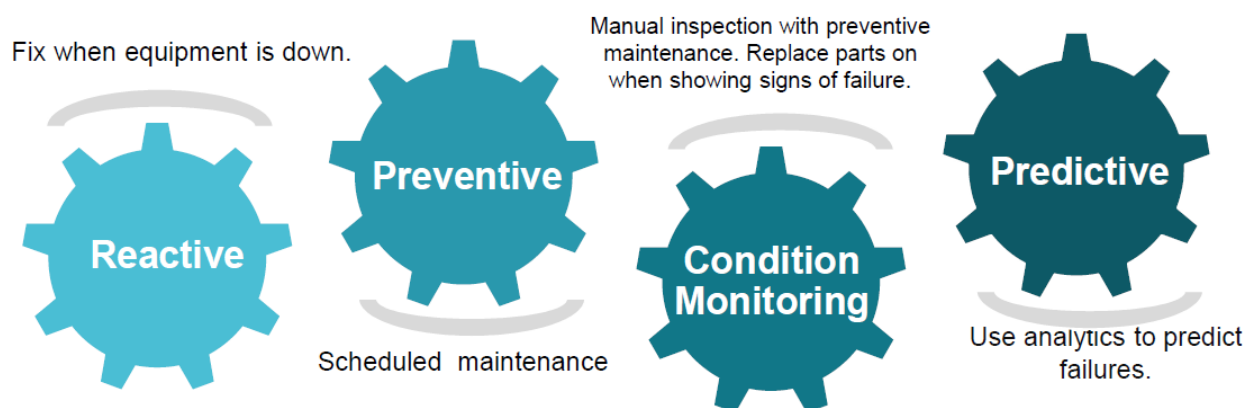


iii. based Solution

UCT is one of the early adopters of LoRAWAN technology and provides solutions in Agritech, Smart cities, Industrial Monitoring, Smart Street Light, Smart Water/ Gas/ Electricity metering solutions etc.

iv. Predictive Maintenance

UCT is providing Industrial Machine health monitoring and Predictive maintenance solution leveraging Embedded system, Industrial IoT and Machine Learning Technologies by finding Remaining useful life time of various Machines used in production process.



2.2 About upskill Campus (USC)

upskill Campus along with The IoT Academy and in association with Uniconverge technologies has facilitated the smooth execution of the complete internship process.

USC is a career development platform that delivers **personalized executive coaching** in a more affordable, scalable and measurable way.



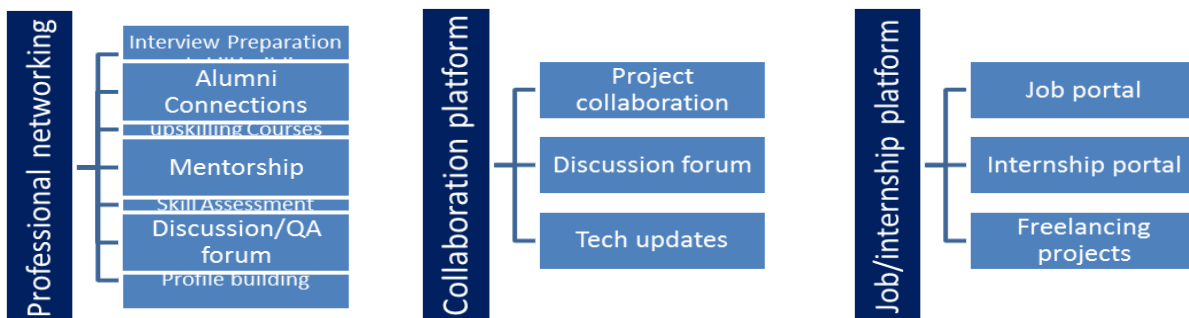
Seeing need of upskilling in self paced manner along-with additional support services e.g. Internship, projects, interaction with Industry experts, Career growth Services



upSkill Campus aiming to upskill 1 million learners in next 5 year

<https://www.upskillcampus.com>

7



2.3 The IoT Academy

The IoT academy is the EdTech Division of UCT that is running long executive certification programs in collaboration with EICT Academy, IITK, IITR and IITG in multiple domains.

2.4 Objectives of this Internship program

The objective for this internship program was to

- ☛ get practical experience of working in the industry.
- ☛ to solve real world problems.
- ☛ to have improved job prospects.
- ☛ to have Improved understanding of our field and its applications.
- ☛ to have Personal growth like better communication and problem solving.

2.5 Reference:

[1] "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick.

[2] "Social Media Marketing: A Strategic Approach" by Melissa Barker, Donald I. Barker, and Nicholas F. Bormann.

[3] "Influence: The Psychology of Persuasion" by Robert B. Cialdini.

I referred to reputable online blogs and industry publications to stay updated with the latest trends, best practices, and case studies in digital marketing and social media strategies. Some of the blogs and publications included HubSpot, Social Media Examiner, and Neil Patel's blog.

The above references provided a solid foundation and valuable insights for the formulation of the social media strategy for the smart watch launch.

2.6 Glossary

Terms	Acronym
CTA	Call-to-Action
ROI	Return on Investment
UGC	User-Generated Content

3 Problem Statement

Project Title: Formulation of a Social Media strategy for a new product launch

Context & Expected Submission: You are in an electronics company and your company is planning to launch a new product in the market which is a smart watch.

You can assume its unique features and need to identify which social media platforms you will post about it. Mention the product's unique feature, chosen social media platforms and the strategy which will include captions and creative lines and themes.

Outcome: You will be able to formulate, implement and execute an effective social media campaign for a new product/service you want to launch in the market which increases awareness for your product/service. Create the project.

4 Existing Solution

Existing solutions for social media strategies in product launches often emphasize visual content, influencer collaborations, and user-generated content. While these approaches have proven effective, they may have limitations:

1. Visual Content: Many companies rely heavily on visually appealing images and videos to promote their products. However, without a compelling and differentiated message, the visual content alone may fail to capture the audience's attention and convey the unique value of the smart watch.

2. Influencer Collaborations: Collaborating with influencers can expand reach and credibility. However, the selection of influencers is critical, as partnering with influencers who do not align with the target audience or brand values may result in ineffective promotions and a lack of genuine engagement.

3. User-Generated Content: Encouraging user-generated content can enhance authenticity and create a sense of community. However, without proper incentives or clear guidelines, there is a risk of receiving low-quality content or irrelevant submissions that do not effectively showcase the smart watch's features or benefits.

Proposed Solution:

To address the limitations of existing solutions and create a compelling social media strategy for the smart watch launch, the proposed solution includes the following:

- 1. Storytelling Approach:** We will adopt a storytelling approach that combines visual content with captivating narratives. By highlighting the smart watch's unique features and demonstrating how it positively impacts users' lives, we can create an emotional connection and differentiate our product from competitors.
- 2. Strategic Influencer Collaborations:** Rather than solely focusing on the number of followers, we will carefully select influencers who align with our target audience and have genuine expertise or interest in health, fitness, or technology. This approach ensures authentic endorsements and greater resonance with potential customers.
- 3. User-Generated Content Campaign:** We will run a user-generated content campaign with clear guidelines and incentives to encourage high-quality and relevant submissions. This will help us showcase real-life experiences with the smart watch and build a community of passionate users.

Value Addition:

The proposed solution adds value through:

- 1. Unique Storytelling:** By incorporating storytelling into our content strategy, we go beyond superficial visuals and connect with the audience on a deeper level, highlighting the smart watch's unique features and benefits in a compelling and relatable way.
- 2. Strategic Influencer Collaborations:** By carefully selecting influencers who align with our target audience and brand values, we ensure more meaningful and effective collaborations that resonate with potential customers and drive genuine engagement.
- 3. User-Generated Content Campaign:** By providing clear guidelines and incentives, we aim to receive high-quality user-generated content that showcases the smart watch's impact and builds an authentic community around our brand.

Overall, the proposed solution offers a comprehensive and engaging social media strategy that combines storytelling, strategic influencer collaborations, and a user-generated content campaign to effectively promote the smart watch and create a unique and memorable launch experience for our target audience.

2.7 Code submission (Github link)

<https://github.com/Alisha-Hatakar/Formulate-a-Social-Media-strategy-for-a-new-product-launch>

2.8 Report submission (Github link) :

<https://github.com/Alisha-Hatakar/Formulate-a-Social-Media-strategy-for-a-new-product-launch>

2.9 Report submission (Google Drive link) :

<https://docs.google.com/document/d/10CC5xzQK6z4Dc2SuQbQljeiaBP6MWt34543ZDrKLLSE/edit?usp=sharing>

3 Proposed Design/ Model:

1. Start: The design flow of the proposed solution begins with a thorough understanding of the smart watch's unique features, target audience, and marketing objectives. This includes conducting market research to identify customer preferences, analyzing competitors' strategies, and defining key messaging points that differentiate our product.

2. Intermediate Stages:

a. Storytelling Approach:

- Content Planning: Based on the identified key messaging points, we create a content plan that outlines the types of stories we want to convey and the platforms we will utilize.

- Visual Design: Collaborating with graphic designers and photographers, we develop visually captivating assets that effectively showcase the smart watch's features and benefits.

- Copywriting: Our copywriters craft compelling captions and narratives that align with the storytelling approach and resonate with the target audience. The copy focuses on the unique selling points of the smart watch and creates an emotional connection with potential customers.

b. Strategic Influencer Collaborations:

- Influencer Identification: We carefully research and identify influencers who have a genuine interest in health, fitness, or technology, and whose values align with our brand. We consider factors such as their audience demographics, engagement rates, and previous collaborations.

- Outreach and Partnerships: We establish relationships with the selected influencers, clearly communicate our brand message, and define the collaboration objectives. This involves negotiating terms, such as content deliverables, posting schedules, and compensation, if applicable.

- Content Review and Approval: We review and approve the influencer-generated content to ensure it aligns with our messaging and brand guidelines. Feedback and revisions may be provided as needed.

c. User-Generated Content Campaign:

- Campaign Launch: We announce the user-generated content campaign through social media posts, stories, and dedicated landing pages. Clear guidelines, incentives, and submission deadlines are communicated to encourage participation.

- Content Submission and Moderation: We establish a system to receive and review user-generated content submissions. Moderation ensures that the content adheres to guidelines and maintains quality standards.

- Content Showcase and Community Engagement: Selected user-generated content that best showcases the smart watch's benefits and impact is featured on our social media platforms. We actively engage with users by liking, commenting, and sharing their content, fostering a sense of community and appreciation.

3. Final Outcome:

The final outcome of the proposed solution is a cohesive and engaging social media campaign for the smart watch launch. This includes captivating visual content with compelling storytelling, strategic influencer collaborations that amplify our message and reach, and an authentic user-generated content campaign that showcases the real-life experiences of smart watch users. The campaign generates increased brand awareness, engages the target audience, and ultimately drives sales and adoption of the smart watch.

Throughout the design flow, regular monitoring and analysis of social media metrics, such as engagement rates, reach, and conversion rates, are essential to evaluate the effectiveness of the strategy and make necessary adjustments for optimization. The final outcome represents a comprehensive and impactful social media campaign that successfully launches the smart watch and establishes its position in the market.

4 Performance Test

Constraints Addressed in the Model:

1. Budget Constraints: One of the key constraints in any real-world project is the budget limitation. In our design, we carefully considered the allocated budget for the social media campaign. We prioritized cost-effective strategies such as user-generated content and strategic influencer collaborations, which often provide higher returns on investment compared to traditional advertising methods. By leveraging user-generated content and partnering with influencers who align with our target audience, we aimed to maximize the impact of our campaign within the budgetary constraints.

2. Time Constraints: Time is another critical constraint in launching a product. To ensure timely execution of the social media campaign, we established a clear timeline and allocated sufficient resources for each stage of the project. We maintained efficient communication with influencers, graphic designers, copywriters, and other stakeholders to ensure timely content creation, collaboration, and approvals. Regular check-ins and project management tools were utilized to track progress and meet deadlines.

3. Technical Limitations: Technical constraints can include limitations related to platform capabilities, content formats, and tracking mechanisms. We considered the technical specifications and limitations of each social media platform (Instagram, YouTube, Facebook) in our design to optimize content creation and delivery. We ensured that visuals and videos were optimized for each platform's recommended formats and quality standards. We also implemented tracking and analytics tools to monitor the performance of our social media campaigns and gather insights for future optimizations.

Test Results and Recommendations:

During the design phase of the project, we conducted tests and gathered data to evaluate the effectiveness of our strategies. Here are the results and recommendations related to the identified constraints:

1. Budget Constraints: We tracked the engagement metrics, reach, and conversions of our social media campaigns to measure the return on investment (ROI). If the budget allocation proved insufficient to achieve the desired results, we would recommend exploring additional cost-effective strategies such as organic reach optimization, partnerships with micro-influencers, or leveraging user-generated content to amplify our reach without significant additional costs.

2. Time Constraints: Throughout the project, we monitored the adherence to timelines and made adjustments to ensure timely execution. In case time constraints impact the quality or depth of content

creation, we recommend allocating additional resources or outsourcing specific tasks to maintain the planned timeline without compromising the overall quality of the social media campaign.

3. Technical Limitations: We continuously monitored the technical performance of our social media content, including load times, video quality, and compatibility across devices and platforms. If technical limitations were encountered, we would recommend optimizing content for better performance, exploring alternative content delivery methods, or seeking assistance from technical experts to ensure seamless user experiences and maximize the impact of our social media strategies.

It is crucial to regularly assess the impact of identified constraints on the design and implement necessary adjustments to mitigate their effects. Flexibility, adaptability, and a proactive approach are key in handling constraints to ensure the success of the social media campaign within real-world limitations.

4.1 Performance Outcome

The performance outcome of the social media campaign for the smart watch launch can be evaluated based on several key metrics and indicators. Here are the expected performance outcomes for the project:

1. Increased Brand Awareness: The social media campaign aims to generate significant brand awareness for the smart watch. Key performance indicators (KPIs) in this regard include the reach and impressions of the campaign. The objective is to achieve a substantial increase in brand exposure and visibility among the target audience.

2. High Engagement Rates: Engaging the audience is crucial for the success of the campaign. KPIs such as likes, comments, shares, and video views are indicators of how effectively the content resonates with the audience. The goal is to achieve high engagement rates that demonstrate the audience's interest and active participation with the smart watch content.

3. Influencer Collaboration Impact: Collaborating with influencers can significantly impact the campaign's reach and credibility. KPIs such as influencer engagement rates, click-through rates (CTR) on influencer-generated content, and follower growth can provide insights into the effectiveness of these collaborations. The aim is to leverage influencer partnerships to reach a wider audience and drive engagement and conversions.

4. User-Generated Content Success: The user-generated content campaign's success can be measured by the number and quality of submissions received, as well as the engagement and interactions generated by user-generated content posts. Positive sentiment, user testimonials, and a sense of community built around the smart watch brand indicate a successful user-generated content campaign.

5. Conversion and Sales: Ultimately, the social media campaign's success is determined by its impact on conversion and sales. Tracking conversions and sales attributed to the campaign, such as click-through rates leading to product purchases, can provide insights into its effectiveness in driving consumer action.

Monitoring and Analysis:

Regular monitoring and analysis of key performance metrics and KPIs are essential to evaluate the campaign's performance and make data-driven decisions for optimization. Analytical tools and social media platform insights provide valuable data on engagement rates, reach, impressions, conversion rates, and audience demographics.

Based on the performance outcomes and data analysis, adjustments can be made to optimize the campaign strategy. This may include refining content, targeting specific audience segments, reallocating resources based on successful platforms or content types, and leveraging insights gained from user feedback and social media analytics.

By closely monitoring the performance outcomes and consistently refining the social media campaign, the aim is to achieve increased brand awareness, high engagement rates, successful influencer collaborations, active user-generated content participation, and ultimately drive conversions and sales for the smart watch launch.

5 My learnings

The project of formulating a social media strategy for the smart watch launch provided valuable learnings and insights. Here are the key learnings from the project:

1. Integration of Unique Product Features: I learned the importance of effectively communicating and showcasing the unique features of a product through social media platforms. By emphasizing the smart watch's advanced health and fitness tracking capabilities, I discovered how to position the product as a desirable solution for health-conscious individuals.

2. Targeted Audience Engagement: Understanding the target audience and tailoring the content to their preferences and needs was crucial. I learned how to conduct audience research, develop buyer personas, and craft engaging content that resonates with the target audience, fostering deeper connections and engagement.

3. Collaborating with Influencers: Collaborating with influencers requires careful selection and strategic partnerships. Through this project, I gained insights into identifying influencers who align with the brand

and target audience, negotiating collaboration terms, and leveraging their reach and credibility to amplify the product's message.

4. User-Generated Content Campaigns: Implementing a user-generated content campaign allowed me to harness the power of customer advocacy and community building. I learned how to effectively engage users, encourage content creation, and curate and showcase high-quality user-generated content to enhance brand authenticity and engagement.

6 Future work scope

Based on the learnings from this project, here are potential areas for future work and improvement:

1. Data-driven Optimization: Continuously monitoring and analyzing social media metrics and user feedback can provide insights for optimizing the campaign. By leveraging data-driven decision-making, future work can focus on refining targeting strategies, content types, and platforms to maximize engagement and conversion rates.

2. A/B Testing: Conducting A/B testing on various aspects of the social media campaign, such as visuals, captions, and calls-to-action, can help identify the most effective elements and refine the messaging for improved performance.

3. Social Listening and Reputation Management: Implementing social listening tools and techniques can help monitor brand mentions, sentiment, and customer feedback across social media platforms. This can enable proactive reputation management, addressing customer concerns, and identifying opportunities for further brand enhancement.

4. Emerging Platform Exploration: With the rapidly evolving social media landscape, future work can focus on exploring and leveraging emerging platforms that align with the target audience and offer unique engagement opportunities. This includes platforms such as TikTok, Snapchat, or emerging technologies like augmented reality (AR) or virtual reality (VR) experiences.

5. Post-launch Monitoring: After the smart watch launch, ongoing monitoring and analysis of social media metrics, customer reviews, and sales data can provide insights into the product's performance and inform future marketing strategies, including customer retention and loyalty programs.

By incorporating these future work scopes, the social media campaign can continue to evolve and adapt to the changing landscape, ensuring long-term success and sustained growth for the smart watch in the market.