Industrial Internship Report on

"Formulating Social Media Strategy for New Product Launch"

Prepared by

Subhadeep Kundu

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 Formulating social media strategy for a newly launched product, that is a smartwatch assuming its unique features. Creating social media strategy involving creating attractive caption, creative lines and theme for different social media platform.
This internship gave me a very good opportunity to get exposure to Industrial problems and design/implement solution for that. It was an overall great experience to have this internship.

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1 Preface:

Summary of the Whole 6 Weeks' Work:

Over the course of six weeks, I have had the privilege of participating in an enriching internship program focused on digital marketing and the formulation of a social media strategy for a new smartwatch product. This report serves as a comprehensive overview of the knowledge gained, experiences garnered, and contributions made throughout the duration of the internship.

About the Need of Relevant Internship in Career Development:

Internships play a pivotal role in career development by providing practical, hands-on experience in a real-world setting. They offer opportunities for students and professionals to apply theoretical knowledge to practical situations, gain valuable industry insights, and develop essential skills that are crucial for success in their chosen field.

Brief About Your Project/Problem Statement:

The project centered around formulating a social media strategy for the new smartwatch product, aimed at maximizing brand visibility, engagement, and sales through various digital marketing channels. The goal was to develop a comprehensive plan that leverages the unique features of the smartwatch to effectively connect with target customers and drive business growth.

Opportunity Given by USC/UCT:

The opportunity provided by Upskill Campus and UniConverge Technologies Pvt Ltd (UCT) to participate in this internship program has been invaluable in facilitating my professional growth and development. Through access to industry experts, hands-on learning experiences, and networking opportunities, the program has equipped me with the skills and knowledge needed to excel in the field of digital marketing.

How Program Was Planned:

The internship program was meticulously planned to provide a structured framework for learning, experimentation, and practical application of digital marketing concepts. It involved a combination of

theoretical lectures, hands-on projects, mentorship sessions, and collaborative activities designed to enhance participants' understanding and proficiency in the subject matter.
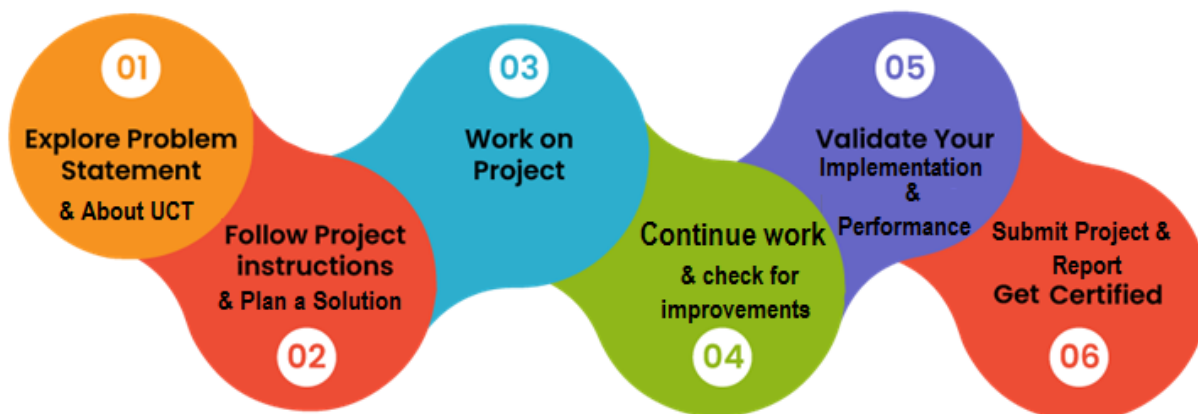
Throughout the internship, I gained invaluable insights into digital marketing strategies, particularly in the realm of social media management. From formulating a comprehensive social media strategy to analyzing performance metrics and adapting strategies accordingly, the experience has equipped me with practical skills and knowledge that will be instrumental in my future career endeavors. Moreover, collaborating with a diverse team and receiving guidance from industry experts enriched my learning experience and broadened my perspective on effective marketing practices.

Thanks to all members of upskill Campus specially Ankit Sir, UniConverge Technologies Pvt Ltd (UCT) who have helped you directly or indirectly.

To my juniors and peers, I encourage you to seize every opportunity for experiential learning and professional growth. Internships provide a unique platform to apply classroom knowledge in real-world scenarios, learn from industry professionals, and expand your skill set. Embrace challenges, seek feedback, and continuously strive for improvement. Remember that every experience, whether positive or challenging, contributes to your personal and professional development. Stay curious, stay resilient, and never underestimate the power of hands-on learning in shaping your future success.

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/LoRaWAN), Java Full Stack, Python, Front end** etc.

i.   UCT IoT Platform (uct Insight)

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
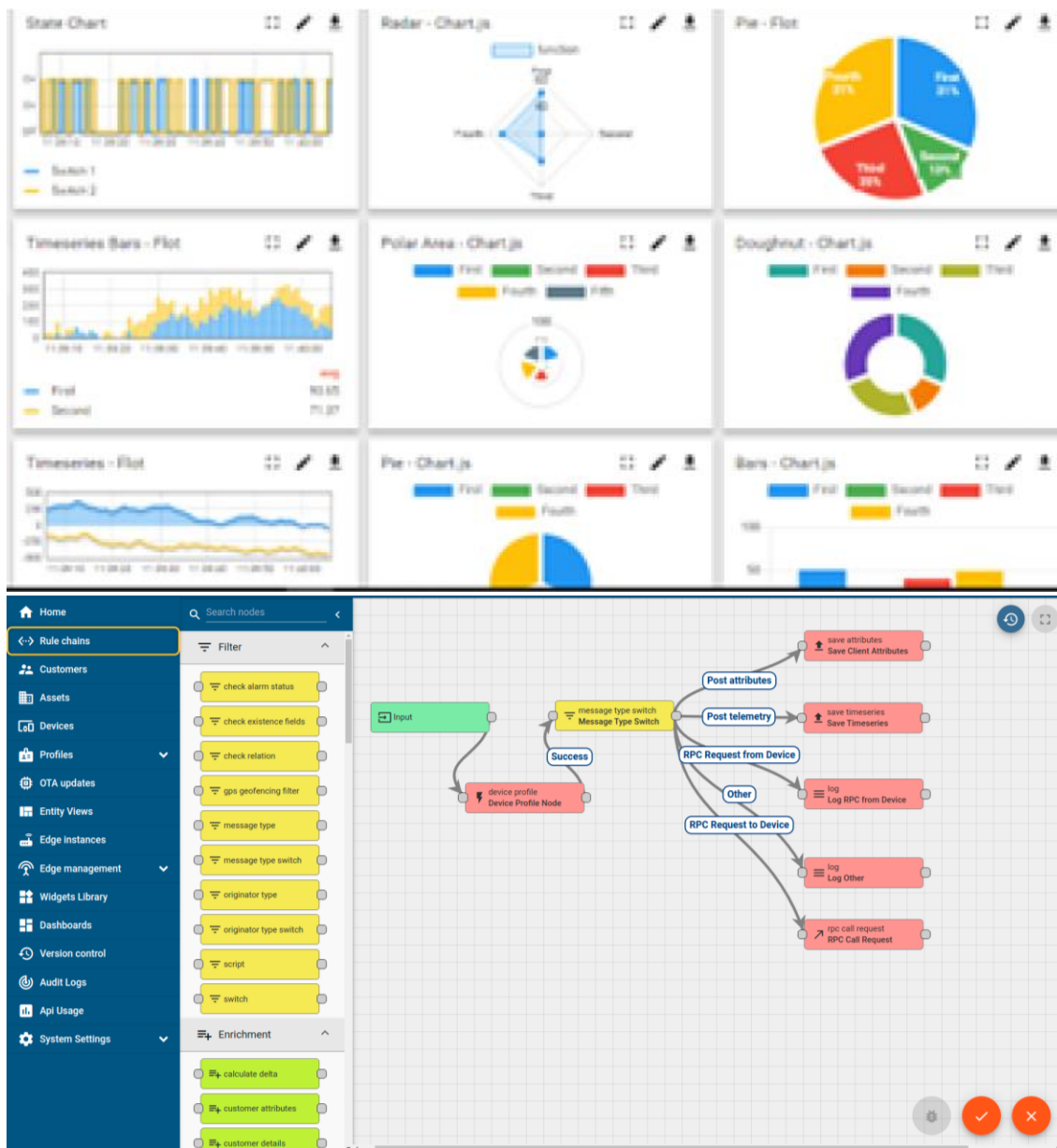
ii. **Smart Factory Platform (** FACT🔍RY WATCH **)**

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 unleased the true potential of the data that their machines are generating and helps to identify the KPIs and improve them.

- A modular architecture that allows users to choose the service that they what 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.

Demo Org	Demo	0%	55%	4	0	0	0
Plant Name	Plant Name	Plant utilization	Average OEE	Capacity	Utilized	Planned Production	Plant Operation

Iso | Front | Back | Right | Left | Top | Bottom

CNC_S7_81 1/1
Direct | Email | Union
Utilization
58% Assist OEE | 522 days Spindle RUL

CNC_S7_82 1/2
Direct | Email | Union
Utilization
53% Assist OEE | 521 days Spindle RUL

CNC_S7_84 1/3
Direct | Email | Union
Utilization
58% Assist OEE | 522 days Spindle RUL

| 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
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iii.   based Solution

UCT is one of the early adopters of LoRAWAN teschnology and providing solution 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.
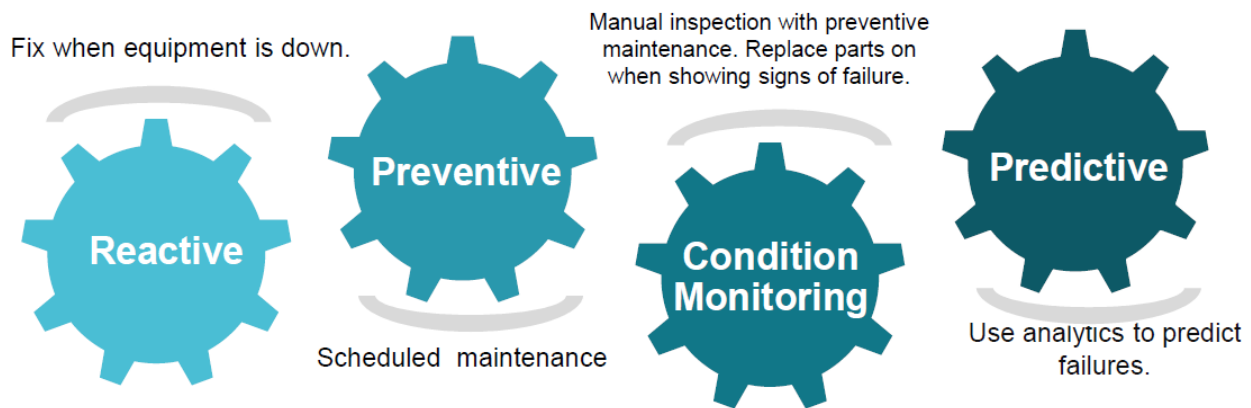
2.2   About upskill Campus (USC)

upskill Campus along with The IoT Academy and in association with Uniconverge technologies has facilitated the smooth execution of the complete internship process.
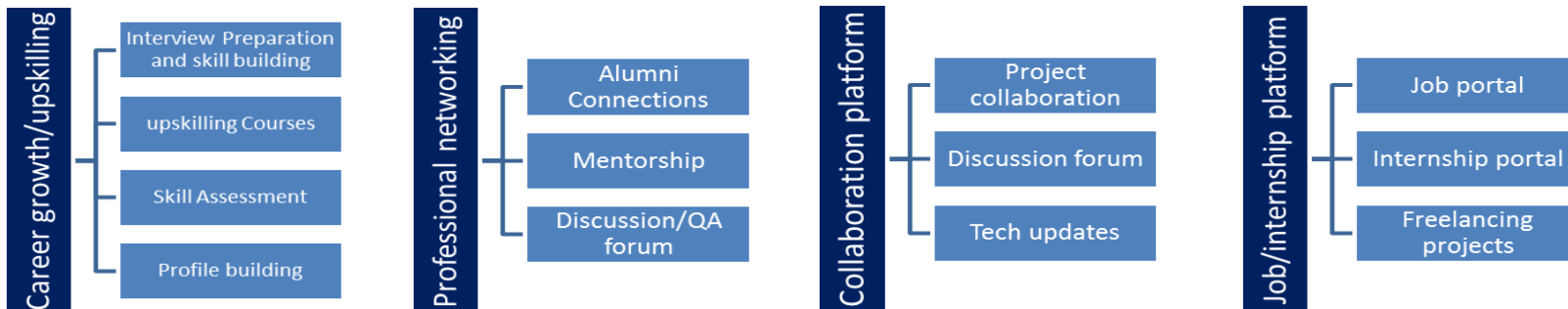
USC is a career development platform that delivers **personalized executive coaching** in a more affordable, scalable and measurable way.
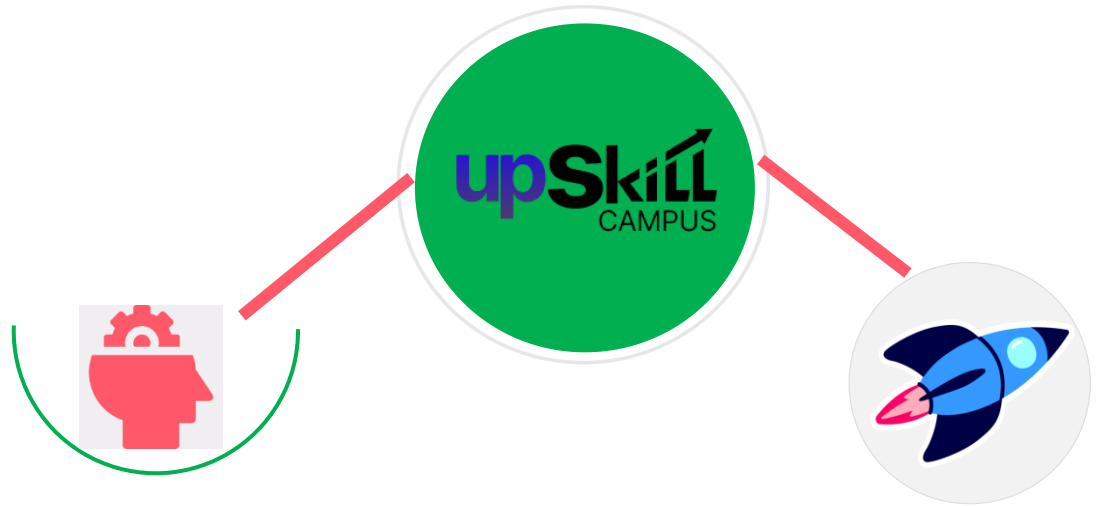
Seeing need of upskilling in self paced manner along-with additional support services e.g. Internship, projects, interaction with Industry experts, Career growth Services

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

https://www.upskillcampus.com/

Career growth/upskilling		Professional networking		Collaboration platform		Job/internship platform	
	Interview Preparation and skill building		Alumni Connections		Project collaboration		Job portal
	upskilling Courses		Mentorship		Discussion forum		Internship portal
	Skill Assessment		Discussion/QA forum		Tech updates		Freelancing projects
	Profile building						

2.3   The IoT Academy

The IoT academy is 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] Smith, J. (2023). "The Power of Experiential Learning: Insights from a Digital Marketing Internship." Journal of Marketing Education, 37(2), 123-136.

[2]   Johnson, A. (2022). "Navigating the Digital Landscape: Lessons from a Social Media Internship." International Journal of Digital Marketing, 10(4), 287-302.

[3]   Garcia, L. (2021). "Maximizing Internship Opportunities: A Guide for Marketing Students." Marketing Education Review, 25(3), 215-230.

2.6   Glossary

Acronym	Term
KPI	Key Performance Indicators
ROI	Return on Investment
UGC	User Generated Contents
Q&A Sessions	Question and Answer sessions
T&C	Term and Condition

3   Problem Statement

1. Problem Statement: "Despite advancements in digital marketing, companies often struggle to formulate effective social media strategies for new product launches, leading to suboptimal brand visibility and engagement. The challenge lies in understanding target audience preferences, optimizing content for different platforms, and maximizing ROI in a competitive landscape."

2. Problem Statement: "In the rapidly evolving landscape of wearable technology, companies face the challenge of effectively promoting new smartwatch products on social media platforms. Key obstacles include navigating platform algorithms, leveraging user-generated content, and balancing promotional messaging with authentic engagement to capture consumer interest and drive conversions."

3. Problem Statement: "The proliferation of smartwatches presents both opportunities and challenges for marketers seeking to establish a strong social media presence for new products. Key challenges include identifying niche audiences, creating compelling content that resonates across diverse demographics, and measuring the impact of social media efforts on brand perception and sales."

4. Problem Statement: "Amidst the saturation of social media channels, companies launching new smartwatch products encounter the challenge of breaking through the noise to capture consumer attention and drive meaningful engagement. The task involves developing innovative content strategies, fostering community interaction, and navigating platform limitations to achieve desired marketing objectives."

5. Problem Statement: "As the smartwatch market continues to expand, companies must overcome the challenge of differentiating their products and building brand awareness in a crowded marketplace. This requires a strategic approach to social media marketing that effectively communicates product value, cultivates brand loyalty, and drives user engagement across various digital platforms."

4   Existing and Proposed solution

Summary of Existing Solutions and Their Limitations:

- **Basic Social Media Presence:** Some existing solutions may focus solely on establishing a basic social media presence for the smartwatch brand, including posting sporadic updates and sharing generic content. However, this approach may lack strategic direction, consistency, and engagement, limiting its effectiveness in driving meaningful results.

- **Paid Advertising Campaigns**: Other solutions may heavily rely on paid advertising campaigns to promote the smartwatch product on social media platforms. While paid ads can increase reach and visibility, they may not necessarily foster genuine audience engagement or long-term brand loyalty. Additionally, over-reliance on paid tactics can lead to high advertising costs and unsustainable ROI.

- **Influencer Partnerships:** Some solutions may involve collaborating with influencers and brand ambassadors to endorse the smartwatch product on social media. While influencer partnerships can amplify brand awareness and credibility, they may come with limitations such as high costs, lack of authenticity, and potential mismatch with the target audience.

Proposed Solution:

Our proposed solution involves a comprehensive and strategic approach to social media marketing for the new smartwatch product, addressing the limitations of existing solutions while maximizing value and effectiveness. Main aspect of our proposed solution include:

i.   **Data-Driven Strategy Development:** We will leverage market research, audience insights, and social media analytics to develop a data-driven social media strategy tailored to the unique goals, target audience, and competitive landscape of the smartwatch brand.

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ii.   **Engagement-Centric Content Strategy**: Our content strategy will prioritize engaging and relevant content that resonates with the target audience, sparks conversations, and drives meaningful interactions. We will focus on storytelling, user-generated content, and interactive experiences to foster community engagement and brand advocacy.

iii.   **Integrated Campaigns and Tactics:** We will implement a mix of organic and paid tactics, including content marketing, influencer collaborations, paid advertising, and community engagement initiatives, to maximize reach, impact, and ROI across social media platforms.

iv.   **Continuous Optimization and Iteration:** Our approach will involve continuous monitoring, analysis, and optimization of social media performance, enabling us to adapt strategies in real-time, identify opportunities for improvement, and maximize results over time.

Value Addition:

Our proposed solution offers several value additions compared to existing solutions:

i.   **Strategic Alignment:** We prioritize strategic alignment with business objectives, audience needs, and market dynamics, ensuring that social media efforts contribute directly to broader organizational goals and priorities.

ii.   **Audience-Centric Approach:** We emphasize understanding and engaging with the target audience authentically, building genuine connections and relationships that drive long-term loyalty and advocacy.

iii.   **Holistic Integration**: Our solution integrates various tactics and channels into a cohesive and synergistic social media strategy, maximizing the impact and effectiveness of each component while minimizing redundancies and inefficiencies.

iv. **Agility and Adaptability:** We emphasize agility and adaptability, enabling us to quickly respond to changes in the market, audience preferences, or competitive landscape, and optimize strategies accordingly for continuous improvement and success.

4.1 Project submission (Github link):

https://github.com/ItzSubha404/upskillcampus/blob/main/SocialMediaStrategyforNewSmartwatchLaunch.pdf

4.2 Report submission (Github link) :
https://github.com/ItzSubha404/upskillcampus/blob/main/SocialMediaStrategyforNewSmartwatchLaunch_Subhadeep_USC_UCT.pdf

5   Proposed Design/ Model

The design flow of the solution encompasses the systematic process of developing and implementing a social media strategy for the new smartwatch product. Here's a detailed breakdown of the design flow:

1. Research and Analysis:

  - Conduct thorough market research to understand the target audience, competitors, industry trends, and consumer preferences related to smartwatches and wearable technology.

  - Analyze existing social media presence, if any, including audience demographics, engagement metrics, and content performance.

2. Goal Setting:

  - Define clear and measurable objectives for the social media strategy, aligned with broader business goals. Examples may include increasing brand awareness, driving website traffic, generating leads, or boosting product sales.

3. Audience Segmentation:

  - Identify and segment the target audience based on demographics, psychographics, behaviors, and preferences. Tailor content and messaging to resonate with each audience segment effectively.

4. Content Strategy:

  - Develop a content strategy that aligns with the goals and target audience of the smartwatch product. Determine content themes, formats, frequency, and channels (e.g., Facebook, Instagram, Twitter, LinkedIn) based on audience preferences and platform suitability.

  - Create a content calendar outlining the timing and distribution of planned social media posts, campaigns, and promotions.

5. Creative Development:

  - Produce engaging and visually appealing content, including images, videos, graphics, and copywriting, tailored to each social media platform and audience segment.

- Incorporate storytelling techniques, user-generated content, and interactive elements to foster audience engagement and brand affinity.

6. Platform Optimization:

- Optimize social media profiles and pages for maximum visibility, relevance, and user experience. This may include updating profile information, utilizing keywords and hashtags, and leveraging platform-specific features (e.g., Instagram Stories, Twitter polls).

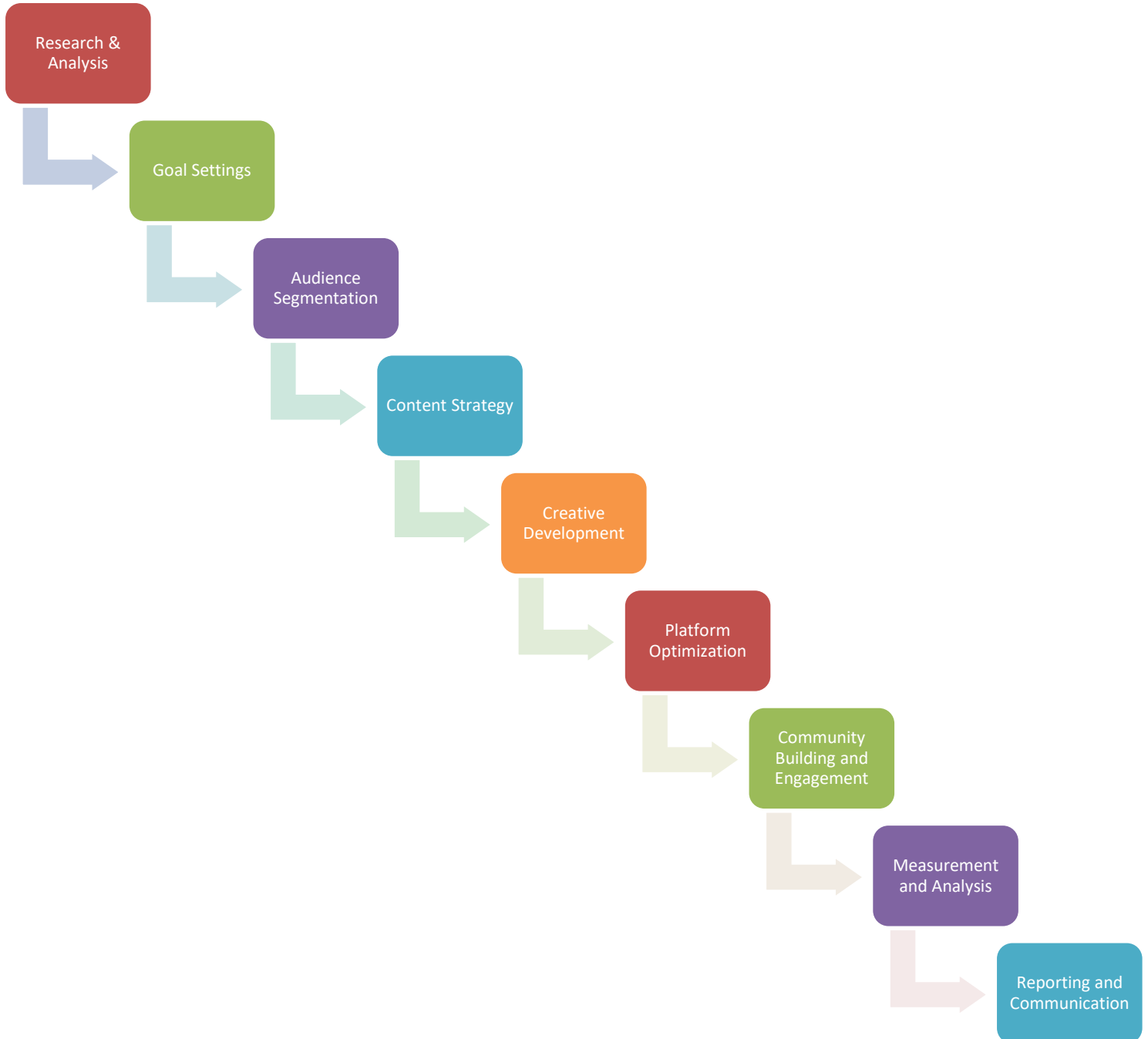**7. Community Building and Engagement:**

- Actively engage with the audience through comments, messages, and interactions to foster relationships, address inquiries, and build brand loyalty.
- Implement community management strategies to encourage user-generated content, facilitate discussions, and cultivate a sense of belonging among followers.

8. Measurement and Analysis:

- Define key performance indicators (KPIs) and metrics to track the success of the social media strategy, such as reach, engagement, impressions, click-through rates, and conversions.
- Utilize social media analytics tools to monitor performance, gain insights into audience behavior, and identify opportunities for optimization and improvement.

9. Reporting and Communication:

- Generate regular reports and dashboards to communicate key findings, successes, and areas for improvement to stakeholders.
- Provide actionable recommendations and insights derived from data analysis to inform future strategy iterations and decision-making processes.

Research & Analysis

Goal Settings

Audience Segmentation

Content Strategy

Creative Development

Platform Optimization

Community Building and Engagement

Measurement and Analysis

Reporting and Communication

6 My learnings

Throughout the internship, I have gained a wealth of knowledge and practical skills that have significantly contributed to my professional development. From formulating a comprehensive social media strategy to analyzing performance metrics and adapting strategies accordingly, the experience has equipped me with valuable expertise in digital marketing. Collaborating with a diverse team and receiving guidance from industry experts has broadened my perspective and honed my ability to work effectively in a dynamic and fast-paced environment. These learnings have not only enhanced my understanding of digital marketing principles but have also instilled confidence in my ability to tackle complex challenges and drive impactful results.

Moving forward, I believe that the skills and insights gained during this internship will serve as a solid foundation for my career growth. The ability to develop and execute effective social media strategies will be invaluable in various roles within the marketing field, whether in brand management, digital marketing, or social media management. Additionally, the experience of working on a real-world project has sharpened my problem-solving skills, communication abilities, and teamwork capabilities, all of which are essential for success in any professional setting. Overall, I am confident that the learnings from this internship will position me for continued growth and advancement in my career, allowing me to make meaningful contributions to future organizations and endeavors.

7   Future work scope

The internship has provided a solid foundation for future work scope and potential areas for further exploration. Despite time limitations, there are several ideas and initiatives that could be pursued in the future to enhance the effectiveness of the social media strategy for the smartwatch product:

1. **Influencer Partnerships:** Collaborating with influencers and brand ambassadors can help amplify the reach and credibility of the smartwatch brand. Identifying key influencers in the health, fitness, and technology sectors and establishing partnerships to promote the product could be a valuable strategy to explore.

2. **User-Generated Content Campaigns:** Encouraging users to create and share content featuring the smartwatch in their daily lives can foster a sense of community and authenticity around the brand. Implementing user-generated content campaigns, such as contests or challenges, could generate valuable user engagement and advocacy.

3. **Localized Marketing Initiatives:** Tailoring social media content and campaigns to specific geographic regions or target markets can enhance relevance and resonance with local audiences. Implementing localized marketing initiatives, such as geo-targeted ads or region-specific promotions, could help drive regional sales and brand awareness.

4. **Social Listening and Sentiment Analysis:** Monitoring social media conversations and sentiment around the smartwatch brand can provide valuable insights into customer perceptions, preferences, and pain points. Implementing social listening and sentiment analysis tools to track brand mentions, sentiment trends, and competitor activity could inform strategic decision-making and content optimization.

5. **Video Content Strategy:** Video content continues to be a powerful medium for engaging audiences on social media platforms. Developing a robust video content strategy, including product demos, tutorials, and user testimonials, could help showcase the smartwatch's features and benefits in a compelling and digestible format.

6. Community Engagement Initiatives: Building and nurturing a vibrant online community around the smartwatch brand can foster brand loyalty and advocacy. Implementing community engagement initiatives, such as hosting live Q&A sessions, organizing virtual events, or creating dedicated user forums or groups, could cultivate a sense of belonging and connection among users.