

A

Industrial Training Report

On

**DIGITAL MARKETING**

Submitted for the Partial Fulfillment of the Requirement

of the Degree

of

**BACHELOR OF TECHNOLOGY**

in

**CSE(AIML)**



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**Jodhpur**  
**2025-26**

## **CANDIDATE’S DECLARATION**

I hereby declare that the work, which is being presented in this report, entitled “**DIGITAL MARKETING**” in partial fulfillment for the award of Degree of “**Bachelor of Technology**” in Dept. of CSE with specialization in **AIML** and submitted to the **Department of Technology**, Jodhpur Institute of Engineering and Technology, is a record of my own work carried under the guidance of **Deepika Bhati, HR**, Sabhi Digital, Jodhpur.

I have not submitted the matter presented in this report anywhere for the award of any other degree.

**Laxit Jangid**

B.Tech (V  
Semester)  
CSE(AIML)  
Enrolment No:

**Counter signed by-**

Incharge  
Designation  
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JIET Group of  
Institutions  
Jodhpur

# CERTIFICATE



Date – 18-08-2025

## Internship Completion Certificate

This is to certify that Mr. Laxit Jangid, B-Tech – AI & ML Student of 7<sup>th</sup> Semester (Jodhpur Institute of Engineering & Technology) has completed Technical training & project work in our organization under guidance & technical support of Sr. Developers.


90-day internship as a Digital Marketing Operations Coordinator at Sabhi Digital, starting on 19 May 2025 and ending on 17 August 2025.

### Key Details:

- **Role & Learning:**
  - WhatsApp Marketing with API
  - Email & SMS Campaigns
  - Data Management in Google Sheets
  - Automations via Pabbly Connect
  - Competitor Research & Reporting

He has successfully completed his internship, during the period he was sincere, hardworking and fully devoted to project.

We wish him all success for his future career.

  
Aaditya Mundrra

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## ACKNOWLEDGEMENT

The submission of my Industrial Training report, entitled, Digital Marketing Intern would not have been possible without the guidance and help of several individuals who in one way or another contributed and extended their valuable assistance in the preparation and completion of this seminar. I take this opportunity to express my heartfelt gratitude towards all of them.

I express my sincerest and utmost gratitude to my Training supervisor Deepika Bhati, HR, Sabhi Digital, Jodhpur, for his valuable guidance, constant supervision and continuous encouragement during all the stages of this work. His vast knowledge base, innovative vision and detailed guidance helped me get through challenges and successfully complete this training/project.

I wish to express my deep gratitude to Prof. (Dr.) Pratibha Peshwa Swami, Head (Technology) and Prof. Anil Raghav Sir for their valuable guidance and immense assistance in preparation of this report.

Lastly I would like to express my sincere gratefulness to GOD, my parents and my dear friends and all those people who have helped me directly or indirectly for the completion of this work.

Date:

Place: Jodhpur

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## ABSTRACT

This internship report presents a comprehensive overview of the three-month training and project development undertaken at Sabhi Digital, a digital marketing agency specializing in automation-driven solutions. The internship, conducted from 19th May 2025 to 17th August 2025, provided practical exposure to real-world digital marketing operations, campaign management, automation tools, and client communication. The experience bridged the gap between academic learning and industry practices by immersing me in live projects that demanded both technical expertise and professional adaptability.

The primary objective of the internship was to gain hands-on experience in designing, managing, and monitoring digital campaigns for clients across multiple platforms. This included learning the use of automation tools, handling WhatsApp Business API campaigns, managing email and SMS communications, working with Google Sheets for reporting, and conducting competitor analysis to benchmark client performance against industry standards. Throughout this process, I was actively involved in requirement gathering from clients, campaign template preparation, workflow automation using Pabbly Connect, and data visualization for reporting.

The methodology followed during the internship emphasized structured processes: requirement gathering, campaign planning, automation design, data collection, competitor benchmarking, and reporting outcomes. Tools such as Google Sheets, WhatsApp Business API, Pabbly Connect, Mailchimp, and Sendinblue were extensively used to ensure campaign efficiency and accuracy. Automation played a central role in transforming manual tasks into streamlined workflows, significantly reducing human error while ensuring consistency and scalability.

The outcome of this internship was the successful completion of multiple live digital campaigns that were faster, more accurate, and highly automated. In addition to technical skills, the internship also enhanced professional competencies such as communication, teamwork, and client engagement. Lessons learned include practical insights into campaign management, workflow automation, data reporting, and workplace collaboration. Knowledge gained extended to the broader digital marketing ecosystem, the strategic use of automation, competitor analysis techniques, and the functioning of a professional workplace environment.

In conclusion, this internship was a transformative experience that not only developed my technical and analytical skills but also instilled in me the confidence and adaptability required to succeed in the fast-evolving digital marketing industry.

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# CHAPTER 1: INTRODUCTION

## 1.1 Background of The Company

Sabhi Digital is a forward-thinking digital marketing company based in Jodhpur, Rajasthan. Since its establishment, the company has been dedicated to offering end-to-end digital solutions that empower businesses to expand their online presence, engage effectively with their customers, and generate measurable results. The organization thrives on innovation and adapts to the latest technological advancements in digital marketing to provide maximum value to its clients.

The mission of Sabhi Digital is to help businesses, both small and large, embrace digital transformation through effective marketing strategies. By focusing on client-specific needs, the company creates tailor-made solutions designed to maximize ROI (Return on Investment) while ensuring efficiency and scalability.

The company's services span across various verticals of digital marketing, including but not limited to:

- 1) WhatsApp API Marketing:** Helping businesses leverage automated and bulk communication through WhatsApp.
- 2) SMS & Email Campaigns:** Creating personalized campaigns to ensure direct and impactful communication.
- 3) Automation Solutions:** Simplifying repetitive marketing tasks using tools like Pabbly Connect.
- 4) Data Management:** Streamlining reporting and analytics through platforms like Google Sheets.
- 5) Competitor Research & Analysis:** Delivering actionable insights for clients to remain competitive in their industries.

In the present digital era, businesses cannot thrive without a strong online presence. Sabhi Digital plays a vital role in transforming traditional marketing practices into digital-first strategies. From automating day-to-day marketing tasks to providing in-depth competitor insights, the company ensures that its clients stay ahead of the curve.



LOGO

FIG 1.1

## 1.2 Organizational Structure

Sabhi Digital follows a hierarchical organizational structure designed to streamline communication, enhance accountability, and ensure smooth execution of projects. The structure provides clarity in roles and responsibilities while fostering a collaborative environment.

At the top of the hierarchy is the **\*\*Founder/CEO/Director\*\***, who is responsible for the overall vision, strategy, and growth of the company. Reporting directly to the Director are department managers who oversee different operational units:

**1. Digital Marketing Department:** This department focuses on planning and executing campaigns across multiple channels such as social media, WhatsApp, SMS, and email. The team ensures content quality, campaign effectiveness, and measurable performance.

**2. Technology & Automation Department:** Responsible for implementing technical solutions like WhatsApp API, CRM integrations, and workflow automations with tools like Pabbly Connect. This department ensures campaigns are executed seamlessly.

**3. Client Servicing Department:** Acts as the bridge between the company and its clients. The team manages client requirements, expectations, and feedback while ensuring timely project delivery.

**4. HR & Administrative Department:** Handles recruitment, employee engagement, and workplace management. It ensures that interns, such as myself, are onboarded smoothly and provided with the resources needed to succeed.

**5. Finance Department:** Manages the company's financial health, budget allocation, and investment in digital tools.

As an intern in the Digital Marketing Operations role, I directly reported to the Operations Manager, who supervised my day-to-day tasks, assigned projects, and provided mentorship. This reporting structure helped me understand not only the technical aspects of the work but also how organizational communication flows from top-level management down to interns.

## CHAPTER 2: COMPANY INFRASTRUCTURE

### 2.1 Departmental Structure

A company like **Sabhi Digital**, which specializes in digital marketing and automation solutions, requires a well-organized departmental structure to function efficiently. Unlike small agencies that operate in an unstructured manner, Sabhi Digital has carefully divided its workforce into specialized departments. This ensures that every project is handled with expertise, timelines are met, and clients receive quality services.

During my internship, I was introduced to the **departmental structure**, and I got the opportunity to interact with different teams at various stages of my training. This gave me a comprehensive understanding of how the company operates. Each department had its own responsibilities, yet they worked together in close coordination to deliver successful campaigns. Below is a detailed description of each department:

#### 2.1.1 Digital Marketing Department

This is the **core department of Sabhi Digital**, responsible for planning and executing online campaigns. The team here works on **strategies for WhatsApp API marketing, email campaigns, SMS promotions, and social media advertising**. I observed that this department focuses on both creativity and analytics. On the one hand, they brainstorm campaign ideas, design templates, and write content; on the other hand, they track metrics like open rates, click-through rates, and conversions to evaluate effectiveness.

One of the key learnings I got from this department was the importance of **customer-centric marketing**. Unlike traditional advertising, digital marketing is interactive and measurable. The team spent time analyzing customer behavior, preferences, and feedback before finalizing campaigns. I also noticed how they conducted **A/B testing** for WhatsApp templates and emails to see which version performed better.

The digital marketing department also handled **competitor analysis**. Using tools and market research, they tracked competitors' campaigns, pricing strategies, and communication tone. This information was then used to fine-tune our own campaigns and highlight areas where clients could outperform their competitors.

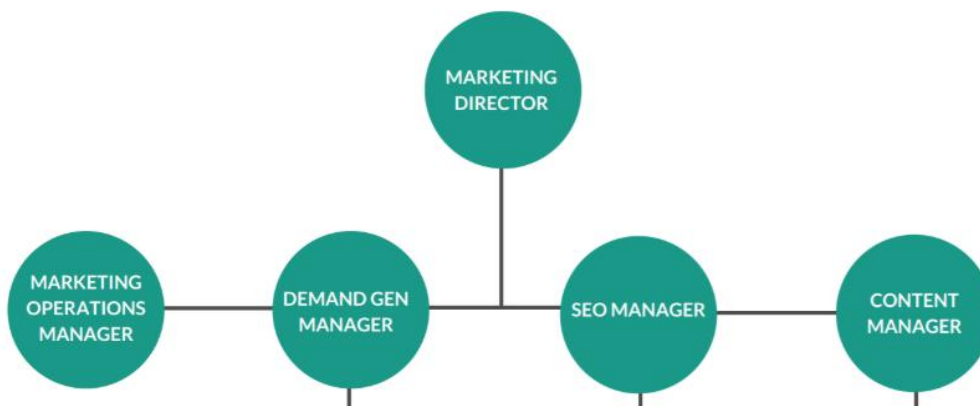


FIG 2.1 Departmental structure diagram

### 2.1.2 Operations & Automation Department

This department fascinated me the most because of its **technical yet business-oriented nature**. The operations and automation team ensures that marketing strategies are implemented smoothly using tools like **Pabbly Connect, WhatsApp API integrations, and CRM systems**.

I was able to observe how automation workflows save hours of manual effort. For example, when a new lead fills out a form, automation ensures that the lead's details are immediately saved in Google Sheets, acknowledged via WhatsApp, and simultaneously added to the email campaign list. Without automation, such tasks would require multiple employees working manually.

Another critical role of this department is ensuring **data security and error handling**. For instance, if an API integration fails, the operations team quickly troubleshoots the issue to avoid campaign delays. This exposure made me realize that in the digital age, **efficiency and reliability are as important as creativity**.

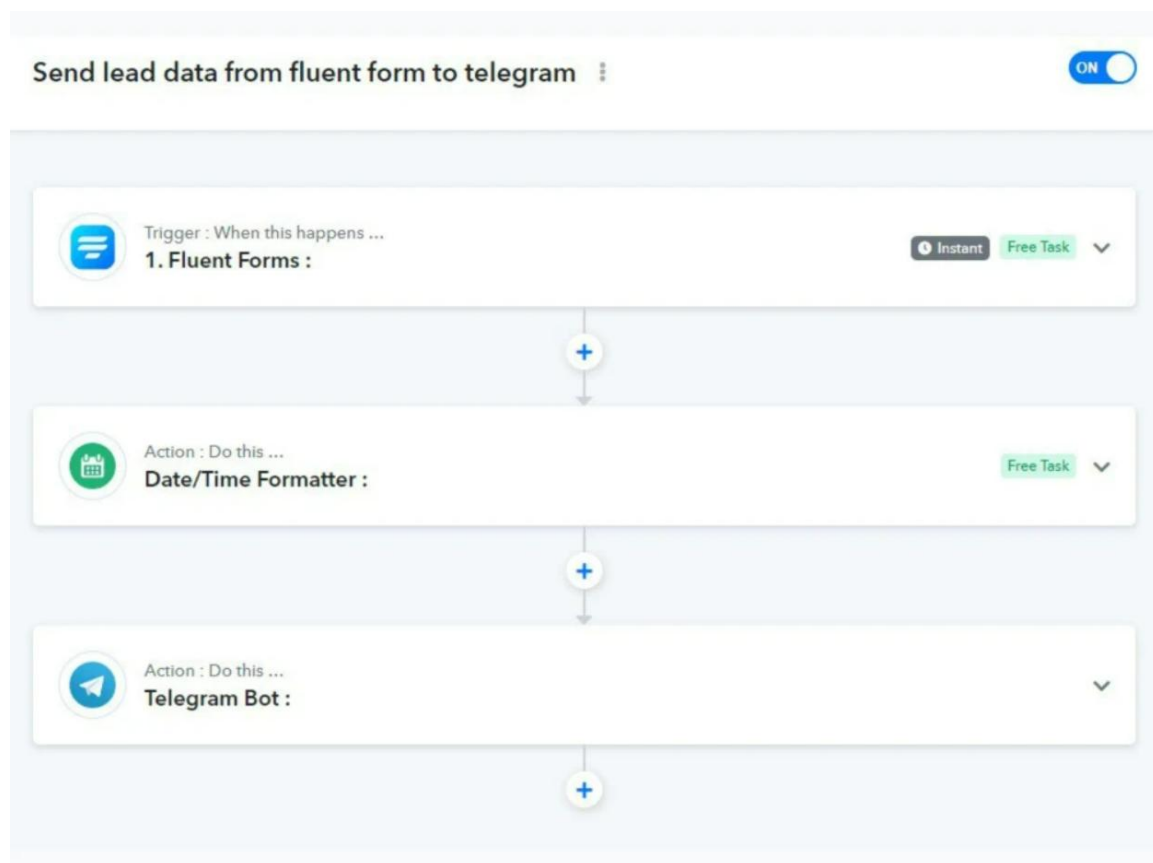


Fig2.2 Automation workflow

### 2.1.3 Client Servicing Department

The client servicing department plays a **bridge role** between the company and its clients. While digital marketing and operations teams focus on execution, client servicing ensures that **client expectations are clearly understood and delivered**.

I was introduced to the way client managers communicate with businesses. They conduct **requirement gathering sessions, campaign presentations, and weekly review meetings**. I also noticed how they handle feedback—if a client was dissatisfied with campaign performance, the client servicing team worked with the marketing department to adjust strategies.

One of the most important aspects I learned here was the **importance of transparency**. Clients are regularly updated with campaign performance reports (WhatsApp delivery reports, email open rates, SMS delivery confirmations, etc.). This builds trust and long-term relationships.

### 2.1.4 IT Support Department

No digital company can function without a strong IT backbone. The IT support department of Sabhi Digital ensures that all systems, servers, and tools are working smoothly. They manage company email servers, secure WhatsApp API integrations, and troubleshoot network issues.

I was impressed by their role in **cybersecurity**. Since Sabhi Digital handles sensitive client data (like phone numbers, emails, and campaign details), the IT team implements strong security measures like access control, data encryption, and regular backups. They also set up firewalls and antivirus systems to safeguard company operations.

Moreover, the IT team supports employees by resolving **hardware/software issues, setting up new accounts, and ensuring smooth connectivity** across departments. Their silent yet crucial role ensures that other departments can focus on their core tasks without technical interruptions.

## 2.2 Network Structure

While departmental structure explains *who does what*, the **network structure** describes *how these departments connect and communicate*. A strong internal network ensures smooth workflow, quick problem resolution, and better productivity. At Sabhi Digital, I noticed that their communication network was **multi-layered, combining both formal and informal channels**.

### 2.2.1 Departmental Connectivity

Each department has clearly defined responsibilities, but their work is interdependent. For example, the **digital marketing team designs campaigns**, but they rely on the **automation team to implement workflows**, the **IT team to ensure smooth integration**, and the **client servicing team to get approvals and feedback from clients**. This interconnectedness is facilitated by regular meetings and shared digital tools.

### 2.2.2 Communication Flow

I observed three types of communication at Sabhi Digital:

1. **Formal Communication:** Weekly review meetings, client presentations, and campaign performance discussions. These were usually documented in Google Sheets and shared across teams.
2. **Semi-Formal Communication:** Internal WhatsApp groups and email threads where quick updates or clarifications were shared. These groups helped maintain real-time collaboration, especially when campaign deadlines were close.
3. **Informal Communication:** Friendly exchanges, quick problem-solving chats, or brainstorming sessions over tea breaks. This informal communication also played a big role in keeping the work environment collaborative and stress-free.

### 2.2.3 Tools Used for Network & Workflow

One of the highlights of Sabhi Digital's infrastructure is its reliance on **digital tools** for smooth collaboration. I got the chance to use and observe many of these tools in action:

1. **Google Sheets:** For campaign data, reporting, and collaboration across departments.
2. **Pabbly Connect:** For automation workflows, ensuring leads and customer data flow seamlessly across platforms.
3. **Email Servers:** For client communication, official updates, and campaign confirmations.
4. **WhatsApp API:** For customer engagement, client updates, and even internal notifications.
5. **CRM Tools:** To manage client relationships, track interactions, and monitor service history.
6. The use of these tools showed me how a company's network infrastructure is not just about physical hardware but also about **digital collaboration platforms**.

### 2.2.4 Practical Example of Network Flow

To illustrate how the network structure works, here's an example I observed during my internship:

1. A client requested a WhatsApp campaign for product promotion.
2. The **client servicing team** gathered the requirements and shared them with the **digital marketing team**.
3. The digital marketing team designed the campaign content and message template.
4. The **operations team** integrated the campaign with WhatsApp API using Pabbly Connect.
5. The **IT team** ensured the servers and tools were functioning correctly for execution.
6. Once the campaign was live, results (delivery rate, click rate, responses) were tracked in **Google Sheets**.
7. Finally, the **client servicing team** presented the report to the client in a review meeting.

This end-to-end flow highlighted the importance of **network connectivity across departments**. Without clear communication, the campaign could have faced delays or errors.

## Conclusion

Through my observation, I realized that Sabhi Digital's infrastructure is not just physical (office space, IT systems) but also **organizational and digital**. The way departments are structured ensures expertise in each area, while the network structure ensures that everyone works together as a single unit.

## CHAPTER 3: TRAINING ATTENDED

### 3.1 Introduction

Internships are an essential bridge between academic learning and professional practice. My **90-day internship at Sabhi Digital**, starting on **19th May 2025 and concluding on 17th August 2025**, was designed to give me an immersive exposure into the **fast-paced world of digital marketing operations**. Unlike classroom projects, where tasks are hypothetical and outcomes are predictable, this internship provided me with an opportunity to work on **live projects with real clients**, where the stakes were higher, deadlines were strict, and the results directly influenced business decisions.

The primary objective of this internship was to gain **hands-on experience with tools, technologies, and processes** involved in digital marketing. Sabhi Digital entrusted me with responsibilities that went far beyond observation. From managing data in Google Sheets to working with automation workflows through Pabbly Connect, I was gradually introduced to more complex tasks, ensuring that I learned by doing rather than just watching.

One of the most valuable aspects of this internship was that it allowed me to see the **inner workings of a digital agency**—how campaigns are planned, executed, monitored, and optimized. It also gave me a firsthand understanding of how different teams—digital marketing, operations, client servicing, and IT—collaborate to deliver results for clients. This holistic exposure made the internship a **transformational experience**, preparing me for the professional world ahead.

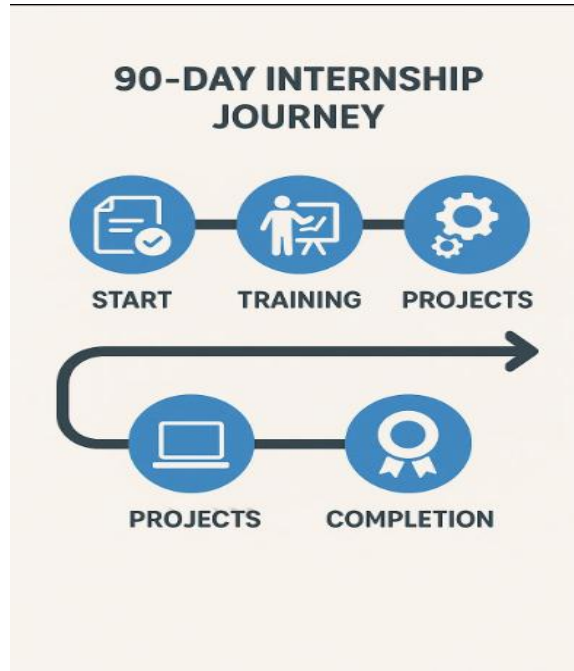


Fig 3.1 Timeline graphic showing 90-day internship journey

## 3.2 Exposure Level

### 3.2.1 WhatsApp API Campaign Handling

One of the most significant exposures I gained during my internship was in handling **WhatsApp Business API campaigns**, which are widely considered one of the most powerful tools in modern digital marketing. Initially, I thought WhatsApp campaigns were similar to sending simple bulk messages. However, I soon realized that running a WhatsApp API campaign requires careful planning, message personalization, compliance with platform policies, and continuous monitoring of performance.

During my training, I was introduced to the entire cycle of WhatsApp API usage, starting from **preparing customer databases, cleaning and validating contact numbers, designing message templates**, and finally scheduling campaigns. I learned how message templates are categorized into different types, such as promotional, transactional, and customer support templates. Every template must be pre-approved by WhatsApp before it can be used. This approval process taught me the importance of **compliance and professional communication standards**, as templates with unclear language or overly promotional tones were often rejected.

Another key aspect I learned was the **power of personalization**. WhatsApp campaigns that included the customer's name, order details, or customized offers had significantly higher engagement compared to generic broadcasts. I also monitored key performance metrics like **delivery rate, open rate, and response rate**, which provided actionable insights for optimizing future campaigns. By the end of my training, I was confident enough to assist in creating and executing small-scale campaigns under the guidance of my manager. This hands-on exposure helped me understand how WhatsApp API is transforming customer communication into a more interactive, reliable, and measurable medium.

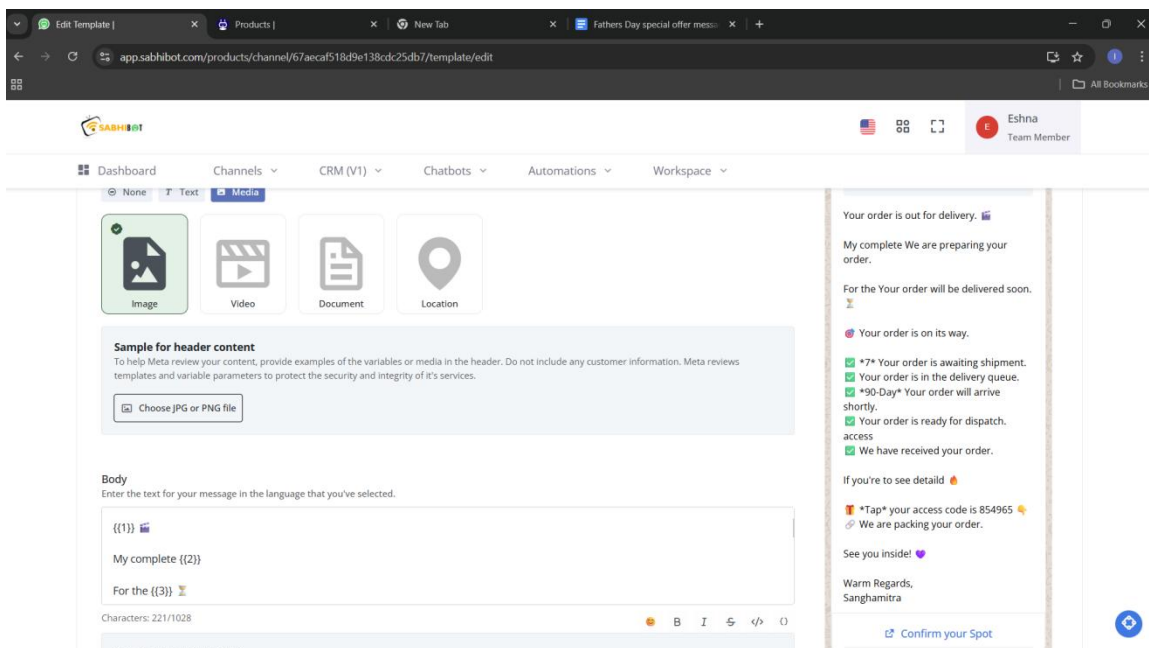


Fig 3.2 Sample WhatsApp Template



### 3.2.2 Email & SMS Automation

Another major area of exposure was in **Email and SMS marketing**, where I learned the importance of direct customer communication through structured automation. Unlike WhatsApp, which feels more conversational, emails and SMS have different purposes: emails are suitable for detailed information such as newsletters, promotions, or announcements, while SMS is ideal for **short, time-sensitive updates** like OTPs, order confirmations, or flash sale alerts.

During my training, I worked with **email marketing platforms like Mailchimp and Sendinblue**, where I learned how to design email campaigns using pre-built templates, customize layouts, and embed call-to-action buttons. I was surprised to learn that even a small detail like the **subject line** plays a critical role in whether a recipient opens the email or ignores it. I also observed how **A/B testing** is used to send two different versions of an email to a small audience, analyze which version performs better, and then roll out the best version to the full list.

For SMS automation, I understood how bulk SMS platforms are integrated with client databases to send real-time updates. Here, accuracy was crucial—one error in contact numbers could result in messages not being delivered. I also learned how businesses comply with **regulatory frameworks like DLT (Distributed Ledger Technology) in India**, which ensures that only verified senders can run SMS campaigns.

Through this exposure, I realized that email and SMS marketing are not about spamming customers but about **timely, relevant, and personalized communication**. This understanding made me appreciate the strategic role of these tools in building customer trust and engagement.

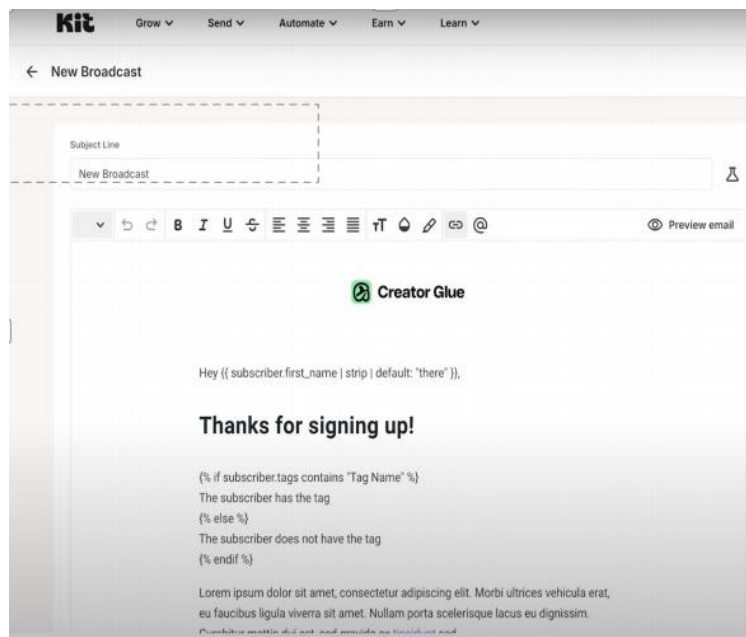


Fig 3.3 Email campaign

### 3.2.3 Google Sheets Data Management

Although Google Sheets may seem like a basic tool, during my internship I realized it is the **backbone of many digital marketing operations**. I worked extensively on Sheets for managing client data, campaign tracking, and report generation. My tasks often involved cleaning large datasets, formatting contact numbers, removing duplicates, and ensuring that the data was **campaign-ready**. I also learned the importance of **data privacy** and how client information must always be handled securely.

One of the most valuable skills I gained was using **formulas like VLOOKUP, HLOOKUP, IF statements, and Pivot Tables** to organize and analyze data. For example, when preparing a campaign report, I was asked to identify the number of messages delivered versus the number of responses received. Using Pivot Tables, I could quickly summarize this data and present it in a visually meaningful way. I also learned to use conditional formatting, which allowed me to highlight critical numbers such as failed deliveries or duplicate entries.

Beyond campaign reporting, I was also exposed to the use of Google Sheets in **workflow automation**. With the help of Pabbly Connect, campaign data could automatically flow into a Google Sheet, reducing manual work and minimizing errors. This taught me how Google Sheets, though simple, can act as a mini-database and analytics platform for small to medium businesses.

By the end of my internship, I could confidently prepare campaign reports, client presentations, and even assist in creating **basic dashboards that visualized campaign success metrics**. This exposure gave me a strong foundation in data management, which is an essential skill for any digital marketer.

## 3.3 Competitor Analysis Tools

### Introduction

In the ever-evolving world of digital marketing, businesses are not operating in isolation. Every campaign, every product launch, and every customer interaction exists within a larger competitive landscape. To succeed, companies must not only focus on their own strategies but also keep a close watch on the moves of their rivals. This practice is known as **competitor analysis**, and it is one of the most critical activities for sustaining growth, innovation, and relevance in the market. At Sabhi Digital, competitor analysis was an integral part of the digital marketing workflow, and I had the opportunity to see how modern **competitor analysis tools** make this process faster, more precise, and more actionable.

Unlike manual observation, which is time-consuming and prone to errors, competitor analysis tools provide structured insights into what rivals are doing across multiple channels—be it search engines, social media, email marketing, or paid ads. These tools collect data at scale, organize it into meaningful metrics, and highlight opportunities or threats that might otherwise remain invisible. For example, instead of guessing which keywords a competitor is targeting, a tool can show exactly what terms are driving traffic to their website. Instead of assuming how often they post on social media, a tool can reveal their posting frequency, engagement rates, and audience sentiment.

For a digital agency like Sabhi Digital, these tools were not just optional add-ons; they were **strategic weapons**. They helped the team design smarter campaigns, avoid repeating mistakes, and stay one step ahead of competitors in the highly saturated field of digital marketing.

### 3.3.1 The Role of Competitor Analysis in Digital Marketing

Competitor analysis is often misunderstood as mere monitoring, but it is far more than that. It is about **decoding competitor strategies** and then applying those learnings to improve one's own performance. For example, if a competitor is consistently ranking higher on search engines, tools can reveal whether this is due to better keyword usage, stronger backlinks, or faster site speed. Similarly, if another company is generating higher engagement on social media, analysis might show that they are posting more videos or using interactive polls that resonate with audiences.

This process is important because digital marketing operates in an environment where consumer attention is scarce and fleeting. A customer deciding between two brands is often influenced by the visibility, quality, and relatability of the messages they encounter. If one brand is dominating search results, social feeds, and email inboxes, it automatically gets an advantage. Competitor analysis helps in identifying such advantages and bridging the gap with smarter, data-backed strategies.

At Sabhi Digital, competitor analysis became the foundation for **strategic decision-making**. It was not about copying competitors but about learning from their successes and failures. For instance, if a competitor ran a WhatsApp campaign that created a buzz, the team analyzed what made it effective and then adapted the strategy to suit their own clients. Conversely, if a competitor's campaign backfired, Sabhi Digital made sure not to repeat the same mistakes.

### 3.3.2 Types of Competitor Analysis Tools

During my training, I was introduced to several categories of competitor analysis tools, each focusing on a different aspect of digital marketing. The first category was **SEO and keyword analysis tools**, such as SEMrush, Ahrefs, and Ubersuggest. These tools revealed the search terms competitors were ranking for, the backlinks pointing to their websites, and the structure of their content. Knowing which keywords drove the most traffic for a competitor allowed the team to refine their own SEO strategy.

The second category included **social media monitoring tools** like Social Blade and Hootsuite. These tools helped track competitor posting frequency, engagement rates, audience growth, and content types. For example, if a competitor's Instagram videos were outperforming their static posts, Sabhi Digital could prioritize video content for clients as well.

Another major category was **advertising analysis tools**, such as SimilarWeb or Facebook Ad Library. These tools provided insights into the kind of ads competitors were running, their estimated budgets, and their targeting strategies. By analyzing these campaigns, the team could anticipate market trends and design more competitive ad campaigns.

Finally, there were **email and campaign monitoring tools**, which allowed Sabhi Digital to subscribe to competitor newsletters or promotional emails, then analyze their frequency, style, and offers. This helped in benchmarking email marketing campaigns and avoiding monotonous or outdated approaches.

### 3.3.3 Applications of Competitor Analysis at Sabhi Digital

One of the most practical lessons I learned during my internship was how competitor analysis was woven into the daily workflow of Sabhi Digital. Before launching any major campaign for a client, the team would conduct an in-depth analysis of what competitors in the same industry were doing. For instance, when working with an e-commerce client, the team first studied the WhatsApp, email, and social media strategies of rival companies. The tools highlighted which types of offers—such as free shipping, flash sales, or discounts—were attracting the most engagement. Based on this data, Sabhi Digital crafted a campaign that stood out while still being competitive.

In another instance, SEO tools were used to identify keywords that competitors were ranking for but the client was not. This created an opportunity to design fresh content targeting those gaps, thereby increasing visibility. Similarly, advertising analysis tools showed which demographics competitors were targeting, allowing Sabhi Digital to fine-tune ad placements for better ROI.

One of the most interesting experiences for me was when the team used competitor analysis to design **content calendars**. By studying the frequency and type of content posted by competitors, Sabhi Digital built schedules that maintained relevance while avoiding over-saturation. The result was consistent audience engagement without overwhelming followers.

### 3.3.4 Benefits of Using Competitor Analysis Tools

The impact of competitor analysis tools was visible in almost every campaign I worked on. One of the biggest benefits was **efficiency**. Instead of spending weeks experimenting blindly, the team could immediately see what was working in the industry and adapt accordingly. This cut down both time and cost for clients.

Another benefit was **risk reduction**. Since the tools highlighted failed campaigns or poor strategies adopted by competitors, Sabhi Digital avoided repeating the same errors. This proactive approach ensured campaigns had a higher chance of success.

The tools also improved **creativity**. Far from encouraging imitation, they inspired fresh ideas by revealing gaps in the market. For example, if no competitor was using WhatsApp polls or interactive messages, Sabhi Digital could introduce these elements to create uniqueness.

Finally, competitor analysis tools enhanced **client confidence**. When strategies were backed by hard data about competitors, clients felt reassured that their investments were being guided by professional insights rather than guesswork.

### 3.3.5 Challenges and Limitations

While competitor analysis tools were powerful, I also observed certain challenges. One limitation was that many tools provided only **estimates rather than exact figures**. For example, ad spend analysis tools often gave approximate budgets, which were useful for trend analysis but not 100% accurate.

Another challenge was **information overload**. With so much data available, it was sometimes difficult to decide what was actually relevant. Without proper filtering, teams risked drowning in numbers without drawing meaningful conclusions.

Additionally, some premium tools required **high subscription costs**, which made them inaccessible for smaller campaigns. In such cases, Sabhi Digital relied on free versions or alternative methods, though this sometimes limited the depth of insights.

### 3.3.6 My Learning Experience

For me personally, learning competitor analysis was a turning point during the internship. Initially, I believed that creativity alone drove digital marketing success. But through the use of these tools, I realized that creativity must be guided by **strategy and data**. For example, when working on WhatsApp campaigns, I could see how competitors structured their templates, what tone they used, and which offers worked best. This gave me a framework to design more effective messages.

I also learned the importance of **critical thinking**. Tools provide data, but it is up to the marketer to interpret that data correctly. Simply copying competitor strategies without understanding context can backfire. Sabhi Digital's approach of adapting insights while maintaining originality showed me how to strike this balance.

## 3.4 Technology Learned

### 3.4.1 Introduction

In today's digital ecosystem, **instant communication** has become one of the most powerful ways to connect with customers. While social media, emails, and websites are effective in their own ways, nothing matches the **directness and personal nature of messaging platforms**. Among these, WhatsApp stands out as one of the most widely used communication channels globally, with over **2 billion active users**. Businesses around the world recognized this potential, which led to the introduction of the **WhatsApp Business API (Application Programming Interface)**.

Unlike the standard WhatsApp application used by individuals or even the basic WhatsApp Business app for small enterprises, the **WhatsApp Business API** is designed for **medium to large businesses**. It enables organizations to **send bulk messages, automate customer interactions, integrate CRM systems, and manage communications at scale**. For a digital marketing company like **Sabhi Digital**, this tool is nothing short of revolutionary because it allows campaigns to reach thousands of customers instantly and efficiently.

### 3.4.2 How WhatsApp Business API Works

The API works as a bridge between **business systems (like CRMs, automation platforms, or marketing tools)** and WhatsApp's messaging infrastructure. It doesn't have a graphical interface like a mobile app; instead, businesses use it through integrations with third-party platforms or via in-house applications.

The process is fairly straightforward:

1. **Customer Opt-In:** Businesses must receive consent from customers before sending them messages. This ensures compliance with privacy laws.
2. **Pre-Approved Templates:** Messages sent through the API need to be pre-approved by WhatsApp, particularly for outbound campaigns. Templates can include text, media, quick replies, or call-to-action buttons.

3. **Two-Way Communication:** Once a customer replies, businesses can engage in free-form conversations within a **24-hour window**. Beyond this, only template-based messages can be sent again.
4. **Integration with Tools:** The API is integrated with platforms like **Pabbly Connect, CRMs, or marketing automation systems** so that workflows can be automated (e.g., new leads automatically receive a WhatsApp welcome message).

### 3.4.3 Features of WhatsApp Business API

The API offers a wide range of features tailored to business communication:

1. **Bulk Messaging:** Enables sending messages to thousands of users at once without spamming restrictions (provided they've opted in).
2. **Rich Media Support:** Allows sharing of images, videos, PDFs, links, and buttons within messages, making communication interactive.
3. **Template Messages:** Structured, pre-approved messages that ensure professional and compliant communication.
4. **Two-Way Interaction:** Customers can reply to campaigns, ask queries, and receive real-time responses.
5. **Automation Capabilities:** Integration with tools like Pabbly or CRMs allows automated responses, reminders, and follow-ups.
6. **Analytics and Tracking:** Businesses can monitor delivery rates, read receipts, and engagement levels.
7. **Secure Communication:** End-to-end encryption ensures privacy and trust.

### 3.4.4 Applications of WhatsApp Business API in Sabhi Digital

During my internship at **Sabhi Digital**, I experienced how the API was applied in **real-world digital marketing campaigns**. Some notable applications included:

1. **Promotional Campaigns:** When clients wanted to promote new products or seasonal discounts, the digital marketing team designed pre-approved templates, which were broadcast to thousands of customers instantly. This method proved far more engaging than emails or SMS due to WhatsApp's high open rates.
2. **Customer Onboarding:** New leads captured via forms or websites were instantly sent a welcome message through the API. This created an immediate connection with the customer and made them feel valued.
3. **Reminders & Follow-Ups:** For clients hosting events, webinars, or flash sales, automated reminders were sent before the event, ensuring higher participation and conversion.
4. **Customer Support Integration:** Many campaigns invited users to reply to messages for queries. Once they responded, client servicing teams took over to resolve their questions. This reduced waiting time and improved service quality.
5. **Feedback Collection:** After completing a service, customers were sent structured messages asking for ratings or feedback. Responses were collected directly in Google Sheets via automation.
6. **Internal Communication:** Though primarily for client campaigns, Sabhi Digital also used the API internally for quick updates and notifications (e.g., when a campaign went live or when new leads were captured).

### 3.4.5 Benefits of WhatsApp Business API

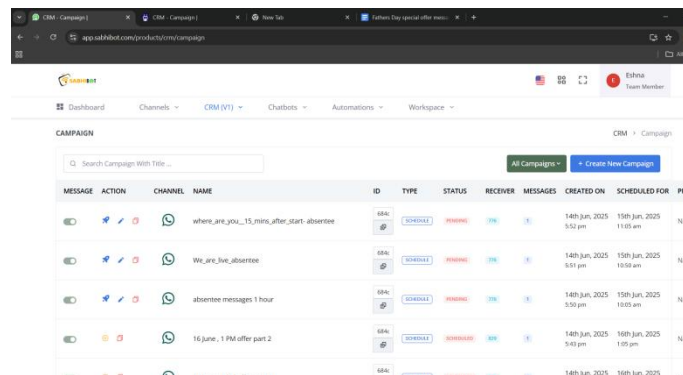
The implementation of WhatsApp Business API came with a wide range of advantages:

1. **High Engagement Rates:** WhatsApp messages boast open rates of over **90%**, much higher than email campaigns.
2. **Personalized Communication:** Messages could include customer names, personalized offers, and interactive buttons.
3. **Real-Time Interaction:** Customers received instant responses, creating a more personal and trustworthy relationship.
4. **Scalability:** Whether handling 100 customers or 100,000, the API scaled effortlessly.
5. **Global Reach:** Clients targeting audiences across regions benefited from WhatsApp's massive global user base.
6. **Customer Trust:** Since WhatsApp is encrypted and widely used, customers felt more comfortable engaging with brands.

### 3.4.6 Challenges of WhatsApp Business API

While powerful, the API also comes with challenges:

1. **Message Approval:** Template messages had to be approved by WhatsApp before use, which sometimes delayed campaigns.
2. **Costs:** Unlike the free app, the API involves costs per conversation or per message depending on the region.
3. **24-Hour Window Rule:** If customers didn't respond, businesses couldn't send free-form messages after 24 hours.
4. **Technical Setup:** Initial integration with CRMs and automation tools required technical expertise.
5. **Strict Compliance:** Businesses needed to follow strict rules regarding opt-ins and message content to avoid being blocked.



The screenshot shows a CRM dashboard with a navigation bar including Dashboard, Channels, CRM (VT), Chatbots, Automations, and Workspace. The main section is titled 'CAMPAIGN' and contains a table of active campaigns. The table has columns for MESSAGE, ACTION, CHANNEL, NAME, ID, TYPE, STATUS, RECEIVER, MESSAGES, CREATED ON, SCHEDULED FOR, and PROC. Four campaigns are listed, all with a status of 'PENDING'.

MESSAGE	ACTION	CHANNEL	NAME	ID	TYPE	STATUS	RECEIVER	MESSAGES	CREATED ON	SCHEDULED FOR	PROC
where_are_you_15_mins_after_start-absentee		WhatsApp		684	SCHEDULE	PENDING	7%	1	14th Jun, 2025 5:50 pm	15th Jun, 2025 11:00 am	N/A
We_are_live-absentee		WhatsApp		684	SCHEDULE	PENDING	7%	1	14th Jun, 2025 5:51 pm	15th Jun, 2025 10:50 am	N/A
absentee messages 1 hour		WhatsApp		684	SCHEDULE	PENDING	7%	1	14th Jun, 2025 5:50 pm	15th Jun, 2025 10:05 am	N/A
16 June, 1 PM offer part 2		WhatsApp		684	SCHEDULE	PENDING	8%	1	14th Jun, 2025 5:43 pm	16th Jun, 2025 1:05 pm	N/A

Fig3.4 WhatsApp API integration with CRM.

## 3.5 Email Marketing Tools

Learning about **email marketing platforms** was another highlight of my training. I worked on designing, scheduling, and analyzing email campaigns. What fascinated me was the **level of analytics** these tools provide—open rates, click-through rates, bounce rates, and even heat maps showing which part of the email received the most engagement.

I also explored how audiences can be segmented based on their behavior. For example, one group could include customers who frequently open emails, while another could include inactive subscribers. This segmentation allowed campaigns to be more targeted, thereby increasing their effectiveness. I also practiced designing emails with strong call-to-action buttons and clear structures.

Another key learning was about **automation sequences**. I created a sample workflow where a new subscriber would automatically receive a welcome email, followed by a product introduction email after two days, and a discount coupon after a week. This kind of automation ensures continuous engagement without manual intervention.

This exposure gave me a complete understanding of email marketing—not just as a channel for promotions but as a **long-term relationship-building tool** for businesses.

### 3.5.1 Pabbly Connect Automation

In the modern digital era, automation has become the backbone of business efficiency, and one of the tools leading this revolution is **Pabbly Connect**. It is a cloud-based integration and automation platform that allows organizations to connect multiple applications and automate repetitive workflows without requiring any coding knowledge. For businesses like **Sabhi Digital**, which rely heavily on seamless data flow between digital marketing tools, CRMs, spreadsheets, and communication channels, Pabbly Connect plays a crucial role in ensuring that operations remain smooth, fast, and error-free.

### 3.5.2 Introduction to Pabbly Connect

At its core, Pabbly Connect is designed to reduce human dependency for repetitive tasks. Every digital company uses multiple tools—such as Google Sheets for data storage, WhatsApp API for communication, Mailchimp for email campaigns, and CRMs for managing clients. Normally, switching data between these tools manually consumes valuable time and increases the chance of errors. Pabbly Connect solves this problem by allowing these tools to “talk” to each other automatically.

For example, consider a situation where a customer fills out a form on a website. Traditionally, an employee would need to export the data from the form, update a Google Sheet, send a WhatsApp acknowledgment, and then add the lead to an email marketing platform. Pabbly Connect replaces all these manual steps with an automated workflow:

1. As soon as the form is submitted, data is pushed to Google Sheets.
2. The customer receives a WhatsApp acknowledgment instantly.
3. The lead is automatically added to an email list.
4. A notification is sent to the internal team via email or Slack.
5. All of this happens in seconds without human involvement, ensuring consistency, accuracy, and efficiency.



### 3.5.3 How Pabbly Connect Works

The platform functions on a simple principle: **Trigger** → **Action**.

1. **Trigger:** The event that starts the workflow. For example, “New row added in Google Sheets” or “New form submission received.”
2. **Action:** The resulting task performed automatically. For example, “Send WhatsApp message,” “Add subscriber to email list,” or “Update CRM record.”

A single trigger can also lead to **multiple actions**. For instance, one new lead can simultaneously update a spreadsheet, trigger a WhatsApp response, and send an email notification.

Pabbly Connect provides an intuitive drag-and-drop interface where workflows (called *Connects*) are created step by step. Each workflow can involve multiple applications, filters, conditions, and delays to customize how the automation behaves.

### 3.5.4 Features of Pabbly Connect

Pabbly Connect offers a wide range of features that make it suitable for small businesses, startups, and large organizations alike. Some of the notable ones include:

1. **Multi-App Integration:** It supports hundreds of apps including Google Workspace, Mailchimp, WhatsApp Business API, CRM systems, SMS gateways, payment gateways, and more.
2. **Conditional Logic:** Users can set rules like “If campaign type is WhatsApp, send message; if campaign type is Email, add subscriber to list.”
3. **Data Transformation:** The tool allows formatting of text, numbers, and dates before transferring them from one app to another.
4. **Real-Time Data Transfer:** Once a trigger occurs, data is pushed instantly to the next action without delays.
5. **Error Handling:** In case of failures (like an API limit being exceeded), Pabbly retries the workflow automatically.
6. **Scheduler & Delay:** Actions can be scheduled or delayed (e.g., send follow-up message 24 hours after the first interaction).
7. **Multi-Step Workflows:** Unlike simple automation tools, Pabbly allows building long workflows with multiple connected steps.
8. These features make it highly versatile for businesses that need to streamline multiple operations simultaneously.

### 3.5.5 Applications in Digital Marketing at Sabhi Digital

During my internship at **Sabhi Digital**, I saw Pabbly Connect being used extensively in real campaigns. Some of the major applications included:

1. **WhatsApp API Campaigns:** When a new lead was added to a Google Sheet, Pabbly automatically sent a personalized WhatsApp message to the client using pre-approved templates. This ensured instant engagement without waiting for manual intervention.
2. **Email & SMS Automation:** Leads collected from campaigns were automatically fed into email platforms like Mailchimp or SMS gateways, where they received welcome messages or promotional offers.

3. **Data Synchronization:** The operations team used Pabbly to sync campaign data across multiple platforms. For example, responses collected in Google Forms were updated in CRM, WhatsApp, and email databases at the same time.

I) **Follow-Up Automation:** Pabbly workflows were configured to send follow-up messages after a certain delay. For instance, if a customer did not respond to an initial WhatsApp message, a reminder was sent after 48 hours.

II) **Internal Notifications:** The client servicing team received automated emails whenever a new campaign went live or when a lead responded positively. This improved communication flow within departments.

These real-world applications demonstrated how automation can **save time, reduce errors, and increase campaign effectiveness.**

### 3.5.7 Benefits of Using Pabbly Connect

The advantages of using Pabbly Connect extend beyond just efficiency. Some key benefits observed were:

1. **Time-Saving:** Tasks that would take hours manually were executed within seconds.
2. **Error Reduction:** Since workflows are predefined, there is no risk of missing entries or incorrect updates.
3. **Scalability:** Even when handling thousands of leads, workflows executed smoothly without overloading employees.
4. **Improved Customer Experience:** Clients received instant acknowledgment and timely follow-ups, improving satisfaction rates.
5. **Cost-Effectiveness:** By reducing manual workload, companies required fewer resources to manage large campaigns.
6. **Employee Productivity:** Staff could focus on strategic planning and creativity instead of routine data entry tasks.

### 3.5.8 Challenges in Using Pabbly Connect

While Pabbly Connect is a powerful tool, I also observed certain challenges during my internship:

1. **Initial Setup Complexity:** Designing multi-step workflows required patience and a deep understanding of both the apps involved and the campaign objectives.
2. **API Limitations:** Some platforms had restrictions on the number of API calls per day, which sometimes interrupted workflows.
3. **Debugging Errors:** If an automation failed, identifying the exact step where it broke was sometimes tricky.
4. **Training Requirements:** Not every employee was immediately comfortable with the platform, and some required training before they could create workflows independently.
5. Despite these challenges, the overall benefits far outweighed the limitations, making it a central pillar of Sabhi Digital's operations.

### 3.5.9 Data Analytics in Google Sheets

Finally, I gained in-depth knowledge of using **Google Sheets for data analytics**, a skill that has applications far beyond digital marketing. I worked on preparing campaign performance reports, analyzing customer engagement, and creating basic dashboards. I learned how to clean raw data, remove duplicates, and use functions like **VLOOKUP**, **CONCATENATE**, and **ARRAYFORMULA** to streamline data.

One of the most valuable exercises was creating a **campaign performance dashboard**. I consolidated delivery data, customer responses, and engagement levels into charts and graphs, which gave a clear picture of how campaigns were performing. I also learned to use **filters and slicers** for interactive reports, which made data analysis faster and more insightful.

Through these experiences, I realized that **data is the foundation of decision-making**. A campaign might look successful at first glance, but without analyzing response rates, click-through rates, and conversion rates, it is impossible to measure real success. My training in Google Sheets gave me the confidence to handle large datasets and extract meaningful insights from them.

## CHAPTER 4: PROJECT DEVELOPMENT

### 4.1 Project Description

The project I undertook during my internship at **Sabhi Digital** was titled “*Digital Marketing Operations for Client Campaigns*.” At its core, the project revolved around managing the end-to-end lifecycle of client campaigns, beginning with requirement gathering and ending with performance reporting and analysis. The central aim was to streamline the execution of campaigns using automation tools while ensuring that each campaign aligned with client objectives such as customer engagement, lead generation, or sales growth. Unlike theoretical assignments, this project was rooted in real business scenarios, where every action had a direct impact on client satisfaction and business performance. This practical exposure gave me an opportunity to experience firsthand the challenges and intricacies of digital marketing operations in a professional environment.

The description of this project must begin with its **multi-dimensional scope**. It was not limited to just creating messages or running ads; it required me to engage in every aspect of campaign management. The first stage was requirement gathering, where I worked closely with the client servicing team to understand what the client wanted to achieve. This step was far more complex than it seemed, as clients often expressed their goals in broad terms like “increase sales” or “get more customer engagement.” My role was to help translate these objectives into measurable campaign actions, such as designing WhatsApp broadcasts, creating personalized email sequences, or launching SMS reminders. This stage taught me the importance of clear communication and precise documentation, as even small misunderstandings at the beginning could lead to errors in campaign execution later.

Once the requirements were documented, the focus shifted to **designing campaign templates** across multiple platforms. Each platform came with its own opportunities and limitations. For example, WhatsApp Business API required structured templates that complied with strict guidelines, while email campaigns offered more creative flexibility with images, links, and detailed content. SMS campaigns, on the other hand, demanded brevity and directness due to character limits. Preparing templates was not only a test of creativity but also of strategic thinking, as I had to ensure that the message tone, design, and call-to-action aligned with the target audience and campaign objectives. This stage showed me how different communication channels serve different purposes in the overall customer journey.

The backbone of the project was **automation**, implemented using tools like **Pabbly Connect**. Instead of manually managing campaigns, which would be time-consuming and error-prone, workflows were designed to automate the process. For instance, when new customer data was added to a Google Sheet, it could trigger a WhatsApp message followed by an email, ensuring immediate communication without manual intervention. This not only improved speed and consistency but also made campaigns scalable, meaning they could be executed for hundreds or thousands of customers simultaneously. Working with Pabbly gave me an appreciation for how automation reduces the burden on human resources while improving accuracy, allowing marketers to focus more on strategy and less on repetitive tasks.

Another important element of the project was **data collection and reporting**. Campaigns are only as good as the insights they generate, and Sabhi Digital placed a strong emphasis on transparent reporting. Using Google Sheets, I tracked key performance indicators such as message delivery rates, email open rates, click-through rates, and customer responses. These

reports were updated in real time, providing both the internal team and clients with actionable insights. This experience helped me develop analytical skills and understand how raw data is transformed into meaningful trends that inform future campaigns. It also taught me the importance of accountability in digital marketing—clients trust agencies more when they see clear, data-backed evidence of results.

The project also included **competitor benchmarking**, which added a strategic dimension to the operational workflow. Before launching campaigns, tools were used to study competitors' activities, such as their choice of platforms, content style, and posting frequency. This analysis provided valuable benchmarks against which client campaigns could be measured. By doing so, the team ensured that clients were not just keeping up with their competitors but often staying one step ahead. I found this aspect of the project particularly interesting because it demonstrated how data-driven insights about competitors could directly influence creative and strategic decisions.

The **tools used** in this project—Google Sheets, WhatsApp Business API, Pabbly Connect, and email platforms like Mailchimp or Sendinblue—acted as the technological backbone. Each tool had its own role, but their real power lay in how they were integrated. For instance, a Google Sheet not only served as a database but also acted as a trigger for Pabbly workflows, which then launched WhatsApp or email campaigns. This interconnected ecosystem created a seamless flow of operations, eliminating delays and errors that are common in manual processes.

In terms of **outcomes**, the project achieved remarkable success. Campaigns that would typically take hours of manual effort were executed within minutes, and at a much larger scale. Automation ensured consistency, while reporting provided clarity and transparency. Clients were able to see results almost immediately, which increased their trust in Sabhi Digital's services. On a personal level, the outcome was equally rewarding. I gained technical expertise in handling automation tools, creative skills in designing campaign templates, and analytical skills in interpreting campaign data. Most importantly, I learned how to align creativity with operational efficiency to deliver real-world business results.

In conclusion, this project description reflects more than just a series of tasks I completed during my internship. It represents a **holistic learning journey** where I experienced the full cycle of digital marketing operations. From understanding client requirements and designing campaigns to automating workflows and analyzing results, I was able to contribute meaningfully to live client projects while simultaneously building a strong foundation for my future career. The project was not only a practical application of digital marketing theories but also a transformative experience that showed me the true potential of technology in shaping modern business strategies.

#### 4.1.1 Methodology

The methodology of this project represents the backbone of how digital marketing operations were designed and executed at **Sabhi Digital**. Unlike academic exercises that often focus on hypothetical scenarios, this methodology was grounded in live client work, which meant that precision, efficiency, and accountability were paramount at every stage. Each step—from gathering client requirements to reporting outcomes—was interconnected, forming a continuous cycle of planning, execution, automation, monitoring, and evaluation. What follows is a detailed breakdown of each methodological component, all of which contributed to the overall success of the project.

### 4.1.2 Requirement Gathering from Clients

The very first step in the methodology was requirement gathering, which can be thought of as laying the foundation for the entire campaign. Without clear, accurate, and well-documented requirements, even the most creative campaigns can fail. During my internship, I quickly realized that clients often articulated their goals in broad terms like “*increase sales*,” “*get more leads*,” or “*engage with existing customers*.” While these objectives were useful as a starting point, they had to be broken down into actionable marketing tasks that could be executed using digital tools.

Requirement gathering usually began with structured conversations between the client servicing team and the client. These conversations often took place through online meetings, email exchanges, or even phone calls, depending on the client’s availability. During these discussions, we collected crucial information such as:

1. Who the target audience was (new customers, existing customers, or lapsed customers).
2. What communication channels the client preferred (WhatsApp, email, or SMS).
3. The timeline for the campaign (whether it was a short-term flash sale or a long-term engagement strategy).
4. The type of messaging the client wanted (promotional, informational, transactional, or awareness-based).

Once this information was gathered, it was documented in structured formats like Google Docs or Sheets. For example, if a client wanted to run a WhatsApp campaign targeting lapsed customers with a re-engagement offer, the requirement document would specify the offer, the expected number of recipients, the duration of the campaign, and the desired outcome.

This stage taught me the importance of **listening carefully** and asking the right questions. Many times, clients were unsure of the technical possibilities, so part of requirement gathering also involved educating them about what could or could not be done with tools like WhatsApp API or Pabbly Connect. This collaborative approach not only clarified expectations but also built client trust. I came to appreciate that requirement gathering was not a one-time activity; it was an ongoing process. As campaigns progressed, new insights often led to refined requirements, which meant continuous alignment between clients and the operations team.

### 4.1.3 Preparing Campaign Templates (WhatsApp, Email, SMS)

Once requirements were finalized, the next stage involved preparing the actual **campaign templates**. This step was both creative and strategic, as it required blending engaging content with compliance to platform-specific rules.

For **WhatsApp campaigns**, templates had to follow the guidelines of the WhatsApp Business API. Messages had to be structured, often beginning with a greeting, followed by the main content, and ending with a clear call-to-action. For example, a retail client’s WhatsApp campaign might look like: “*Hi [Name], our festive sale is live! Get 20% off on your next purchase. Click here to shop now.*” Preparing these templates required an understanding of not only client goals but also customer psychology. Messages had to be short yet persuasive, personal yet professional.

**Email templates** offered greater flexibility. These could include graphics, multiple links, and longer text, making them ideal for detailed product descriptions or newsletters. However, the challenge with email templates was ensuring that subject lines were compelling enough to encourage recipients to open the message. During the internship, I learned how small changes—

like adding a personalized name in the subject line or creating a sense of urgency with phrases like *“Limited Time Offer”*—could significantly impact open rates.

**SMS templates**, in contrast, demanded brevity and clarity. With character limits in place, every word had to count. These campaigns were best suited for reminders, alerts, or quick promotional offers. For example: *“50% off today only! Visit [link]. Don’t miss out.”* The simplicity of SMS campaigns meant they often achieved high open rates, but crafting an effective message within such constraints required skill.

Template preparation was not just about writing messages; it was about **strategic alignment**. Each template was designed to match the client’s branding, tone of voice, and objectives. In many cases, A/B testing was used, where two variations of a template were prepared and tested to see which one performed better. This process highlighted the importance of adaptability in digital marketing, as even small changes in wording or design could dramatically affect campaign outcomes.

#### 4.1.4 Automating via Pabbly Connect

Perhaps the most transformative part of the methodology was the **automation of campaigns using Pabbly Connect**. Before automation, marketers had to manually send messages or emails, which was time-consuming, error-prone, and unsustainable at scale. With automation, repetitive tasks were eliminated, freeing up time for strategy and creativity.

Pabbly Connect acted as the central hub, connecting different tools and platforms like Google Sheets, WhatsApp Business API, and email software. For example, if a client added a new customer to their database in Google Sheets, Pabbly workflows could be set up to automatically send that customer a welcome message on WhatsApp, followed by a personalized email the next day. These workflows could also be customized with conditions, such as sending different messages based on customer location or purchase history.

During the internship, I actively worked on creating, testing, and refining these workflows. One workflow I helped build was for an e-commerce client. Whenever a customer abandoned their shopping cart, Pabbly triggered an automated WhatsApp reminder within 24 hours, followed by an email offering a discount if the purchase was completed within three days. This automation not only recovered lost sales but also demonstrated the power of timely communication.

What I found most fascinating was how Pabbly allowed **multi-step automation**. For example, a workflow could involve:

1. Customer data entered into Google Sheets.
2. Automated WhatsApp message sent.
3. Response recorded back into the Sheet.
4. Follow-up email triggered automatically if the customer didn’t respond.

This interconnected system reduced manual errors and ensured that no lead was missed. Learning Pabbly Connect gave me an appreciation for how automation forms the backbone of modern marketing operations.

#### 4.1.5 Data Collection & Reporting in Google Sheets

No campaign is complete without **data collection and reporting**, as they provide the evidence of success or failure. At Sabhi Digital, Google Sheets was the primary reporting tool because of its accessibility, collaborative features, and ability to integrate with automation platforms.

Every campaign generated data points such as delivery status, open rates, click-through rates, and customer responses. Through Pabbly automation, much of this data was updated in Google Sheets in real time. This not only saved time but also ensured accuracy. Clients could be given access to these sheets, which allowed them to monitor campaign performance whenever they wanted.

Reporting was not just about collecting numbers; it was about **making sense of them**. For example, if an email campaign showed a low open rate, the issue might be with the subject line. If a WhatsApp campaign had high open rates but low click-throughs, the call-to-action might need to be stronger. By analyzing the data, the team could refine future campaigns.

Working with Google Sheets taught me how to convert raw data into actionable insights. I learned to use formulas, filters, and charts to identify trends and present findings clearly. For example, visual graphs showing daily response rates helped highlight the best times to send messages. This stage also showed me how critical transparency is in client relationships—when clients saw detailed, real-time reports, their confidence in the agency increased significantly.

#### 4.1.6 Competitor Benchmarking & Analysis

Another vital methodological step was **competitor benchmarking**. In digital marketing, success is not just about meeting internal goals but also about outperforming competitors. Benchmarking allowed Sabhi Digital to compare client campaigns against industry standards and rival strategies.

Tools like SEMrush, Ahrefs, and Social Blade were used to analyze competitor activities. These tools revealed insights such as which keywords competitors were ranking for, how often they posted on social media, what type of content was most engaging, and even what kind of ads they were running. For instance, if a competitor was gaining traction with video-based content, the team could recommend a similar approach to clients.

During my internship, I observed how competitor analysis shaped campaign strategies. In one case, an analysis revealed that competitors were running frequent WhatsApp promotions during festive seasons. Using this insight, Sabhi Digital advised a client to launch their campaign earlier than competitors, capturing customer attention before the market became crowded. This proactive approach gave the client a competitive edge.

Competitor benchmarking also highlighted **opportunities for innovation**. If no competitors were using interactive WhatsApp polls, Sabhi Digital could introduce them to stand out. By studying both successes and failures of competitors, the team reduced risks and increased the likelihood of campaign success.



#### 4.1.7 Tools Used

Several tools formed the technological framework of the project:

1. **Google Sheets** was the central hub for data storage, reporting, and collaboration. Its integration with automation workflows made it a dynamic tool for real-time tracking.
2. **WhatsApp Business API** enabled large-scale, automated messaging that complied with WhatsApp's rules while ensuring personalization.
3. **Pabbly Connect** acted as the bridge between platforms, automating workflows and reducing manual workload.
4. **Email platforms** like Mailchimp and Sendinblue allowed for structured, trackable campaigns with personalized content and detailed analytics.

Each tool played a specific role, but their power came from **integration**. The seamless connection between these tools ensured campaigns ran smoothly and efficiently.

#### 4.1.8 Outcome

The final outcome of this methodology was a set of campaigns that were **faster, more accurate, and highly automated**. Automation reduced the time needed to launch campaigns, often from several hours to just a few minutes. Accuracy improved as human errors were minimized, and automation ensured consistency across large-scale campaigns.

For clients, this meant greater transparency, as they could see real-time reports of campaign performance. It also meant higher ROI, as campaigns reached audiences more effectively and generated measurable results.

On a personal level, the outcome was invaluable. I gained hands-on experience with automation tools, developed skills in campaign design, and learned the importance of data-driven decision-making. More importantly, I understood how creativity, technology, and analysis must work together to create impactful campaigns.

## CHAPTER 5: CONCLUSION

The conclusion of my internship report is not just a summary of tasks completed but rather a reflection of my transformation over the course of ninety days at **Sabhi Digital**. This period offered a unique blend of technical training, real-world exposure, and professional development. The combination of managing live digital marketing campaigns, engaging with clients, and learning the nuances of automation gave me insights that went far beyond classroom theories. In this chapter, I will reflect on the lessons learned, skills developed, and the knowledge I gained during this journey.

### 5.1 Lessons Learned / Skills Developed

#### 5.1.1 Campaign Management

One of the most significant lessons I learned during my internship was the art and science of **campaign management**. Campaigns may appear simple on the surface—send a message, post content, or run ads—but the behind-the-scenes planning and execution are far more complex. Each campaign required a structured process that began with requirement gathering, followed by template creation, scheduling, execution, and finally, monitoring and optimization.

I learned that campaign management is essentially about **balancing multiple moving parts**. For example, while preparing a WhatsApp marketing campaign, it was not enough to just design a message. I had to ensure that the template complied with WhatsApp API guidelines, that the audience data was clean and properly segmented, and that the timing of the message aligned with customer behavior patterns. A poorly timed campaign could result in low engagement, even if the content was strong.

Another crucial lesson was the need for **adaptability**. Campaigns often required adjustments on the fly. A subject line that didn't generate expected email open rates had to be changed quickly. A WhatsApp campaign that generated too many unsubscribes had to be restructured with softer, more personalized messaging. This iterative process taught me the importance of testing, monitoring, and improving continuously.

In short, campaign management was not just about execution but about **strategy, coordination, and responsiveness**. I walked away with not only the technical skills of managing campaigns but also the mindset of a marketer who sees each campaign as an evolving story rather than a one-time task.

#### 5.1.2 Automation with APIs

The second skill I developed was a deep understanding of **automation through APIs**, particularly using **Pabbly Connect** and **WhatsApp Business API**. Automation became the foundation of nearly all the work I undertook, and it fundamentally reshaped how I viewed digital marketing operations.

Previously, I had thought of marketing campaigns as heavily manual processes—collecting data, sending messages, and recording results. However, working with APIs showed me that nearly every repetitive task could be automated. For example, a new customer entry in Google Sheets could trigger an automatic WhatsApp welcome message, followed by a personalized email

sequence, all without human intervention. This reduced errors, saved time, and most importantly, ensured consistent communication with customers.

Through building workflows, I learned how APIs act as **bridges between systems**. They allowed tools that were never originally designed to work together to communicate seamlessly. For example, Pabbly Connect could capture customer sign-ups from a web form and immediately pass that information to Google Sheets while simultaneously triggering a WhatsApp alert for the sales team.

This exposure also strengthened my **problem-solving skills**. Automation workflows often broke due to formatting errors, expired tokens, or platform updates. Troubleshooting these issues required patience, logical thinking, and a deep understanding of how data flowed across systems. By the end of my internship, I felt confident not only in using existing automation workflows but also in designing new ones from scratch.

### 5.1.3 Data Reporting & Visualization

Data reporting was another skill that evolved significantly during my time at Sabhi Digital. Initially, I saw Google Sheets as a simple spreadsheet tool, but as I worked with it extensively, I realized its immense power for **real-time reporting, visualization, and decision-making**.

For every campaign, I had to manage large datasets—numbers of messages sent, delivery rates, open rates, click-throughs, and customer responses. Manually analyzing this data would have been overwhelming, but with the use of formulas, pivot tables, and charts, I could transform raw numbers into clear insights. I learned how to create dashboards where trends were visible at a glance—for example, line graphs showing response rates over time or pie charts breaking down customer engagement by region.

One of the most important lessons here was the difference between **data collection** and **data interpretation**. Collecting metrics was only half the battle; the real value came from interpreting what those numbers meant. For instance, if a WhatsApp campaign had high open rates but low clicks, the data indicated that while customers were willing to read the message, the call-to-action needed to be stronger.

Data reporting also taught me the importance of **transparency and client trust**. Clients often appreciated not just the numbers but also the analysis and recommendations provided. By presenting clear and visually engaging reports, I learned how to bridge the gap between technical data and actionable strategy.

### 5.1.4 Client Communication

Finally, I developed invaluable skills in **client communication**. Unlike academic projects where results are primarily graded, professional campaigns impact real businesses. This meant that communication with clients had to be professional, precise, and empathetic.

During requirement-gathering sessions, I often observed how managers framed questions to uncover client needs. Clients sometimes had unrealistic expectations, and it was crucial to manage those expectations diplomatically. I learned how to explain technical limitations in simple terms and how to propose alternative solutions without disappointing the client.

Additionally, I gained exposure to different modes of communication—formal emails for documentation, WhatsApp groups for quick updates, and virtual meetings for discussions. Each medium required a different tone and level of detail. For example, emails needed to be structured and professional, while WhatsApp messages could be shorter and more conversational.

The biggest lesson in client communication was the importance of **listening**. Often, clients hinted at their true needs indirectly, and it was the responsibility of the servicing team to pick up on these cues. By the end of my internship, I had grown more confident in contributing to client discussions, offering suggestions, and presenting insights. This experience will undoubtedly help me in any future professional environment where client relationships are key.

## 5.2 Knowledge Gained

### 5.2.1 Digital Marketing Ecosystem

Perhaps the most significant body of knowledge I acquired was a holistic understanding of the **digital marketing ecosystem**. Before this internship, my understanding of digital marketing was fragmented—bits of knowledge about social media, email, or analytics. Working at Sabhi Digital tied all these components together into a cohesive system where each channel complemented the other.

I learned that digital marketing is not about isolated activities but about creating **integrated customer journeys**. A lead generated through a WhatsApp campaign might later be nurtured through emails, engaged with via SMS reminders, and finally converted through a personalized phone call. Understanding these interconnections helped me appreciate the importance of **multi-channel strategies**.

Moreover, I became familiar with the **metrics that define success** in digital marketing—open rates, click-through rates, conversion rates, customer acquisition costs, and return on investment. These metrics gave me the vocabulary to discuss campaign performance with confidence and to evaluate whether strategies were effective.

### 5.2.2 Importance of Automation in Operations

One of the most eye-opening realizations was the **central role of automation** in modern marketing operations. Without automation, handling thousands of customers across multiple platforms would be nearly impossible. I witnessed firsthand how workflows built in Pabbly Connect or similar tools turned hours of manual work into minutes of automated execution.

The knowledge I gained here extended beyond tools to the **principles of automation**. I learned about trigger-based actions, conditional logic, and data mapping—all of which could be applied not just in marketing but in any field where processes can be optimized. This broadened my perspective and made me see automation as a skill that transcends industries.

### 5.2.3 Competitor Analysis Strategies

Another area of knowledge that expanded greatly was **competitor analysis**. Using tools like SEMrush and Ahrefs, I learned how to gather data on competitors' keywords, traffic sources, and content strategies. I also saw how social media analysis could reveal posting frequency, engagement rates, and audience preferences.

What I found most valuable was understanding that competitor analysis was not about copying but about **differentiating**. For example, if competitors were heavily focused on discount-based promotions, Sabhi Digital often advised clients to focus on value-based campaigns to avoid price wars. This strategic thinking showed me how data could drive creative decision-making.

#### 5.2.4 Professional Workplace Culture

Finally, the internship gave me deep insights into **professional workplace culture**. The organizational structure at Sabhi Digital emphasized collaboration, accountability, and continuous learning. I saw how teams worked together across departments, how managers provided mentorship, and how interns like me were given opportunities to contribute meaningfully.

I also learned the importance of **time management and discipline**. Campaigns had strict deadlines, and missing them could directly impact clients. This sense of responsibility made me more punctual, detail-oriented, and proactive in my work.

Most importantly, I experienced the value of **teamwork and communication**. Success in digital marketing was never about one person's effort but about collective collaboration. Being part of this culture taught me interpersonal skills that will serve me throughout my career.

### Conclusion

Overall, my internship at Sabhi Digital was a transformative experience. I entered with curiosity and left with practical skills, technical expertise, and professional confidence. The lessons I learned in campaign management, automation, reporting, and communication have not only prepared me for a career in digital marketing but also equipped me with transferable skills applicable across industries.

The knowledge I gained—ranging from the structure of the digital marketing ecosystem to the importance of automation and competitor analysis—has broadened my horizons. Beyond technical skills, the exposure to professional workplace culture instilled values of responsibility, adaptability, and continuous improvement.

This internship was not just an academic requirement but a **life-changing opportunity** that shaped my professional identity. I now feel more prepared to contribute meaningfully to organizations, tackle complex challenges, and innovate in the fast-evolving digital landscape.

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