

Industrial Internship Report on:
"Formulate a Social Media Strategy for a New Product Launch"

Prepared by:

Reem Shaikh

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 4 weeks' time.

My project was to outline the digital marketing strategy devised for the launch of a new smartwatch by our electronics company. It highlights the unique features of the smartwatch, identifies the chosen social media platforms for promotion, and details the strategy, including captions, creative lines, and themes.

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 4 Weeks Internship Experience:**

Over the course of four enriching weeks, I delved into the vibrant realm of digital marketing within the electronics industry. This immersive experience served as a cornerstone in my career development, showcasing the profound impact that relevant internships can have on shaping one's professional trajectory.

- **The Project and Problem Statement:**

At the heart of my internship lay the ambitious endeavor of launching a cutting-edge smartwatch. The central challenge revolved around devising a digital marketing strategy that could effectively carve out a niche for the product in an increasingly crowded market landscape. Crafting a succinct yet comprehensive problem statement was pivotal in guiding our efforts towards tackling this formidable challenge head-on.

- **Opportunity provided by USC/UCT:**

The internship opportunity facilitated by USC/UCT provided a pivotal platform for translating theoretical knowledge into tangible real-world applications. It served as a crucible where academic insights converged with practical industry demands, equipping me with invaluable skills and experiences that transcend the confines of traditional classroom learning.

- **Program Planning:**

The program's meticulous planning laid a robust foundation for navigating the intricacies of digital marketing within the electronics sector. Under the astute guidance of seasoned mentors, I embarked on a journey that traversed the entire spectrum of project development – from meticulously identifying the smartwatch's unique features to meticulously curating content strategies tailored for diverse social media platforms.

- **Learnings and Overall Experience:**

The internship afforded me a multifaceted learning experience, replete with insights and epiphanies that have indelibly shaped my professional growth. Through hands-on engagement in market analysis, content creation, social media management, and campaign optimization, I honed a diverse array of skills that are indispensable in today's competitive landscape.

Moreover, the collaborative ethos fostered within the team nurtured qualities such as teamwork, communication, and adaptability – virtues that transcend the confines of any specific discipline.

- **Acknowledgments:**

I extend my heartfelt gratitude to Kaushlendra Singh Sisodia for his unwavering guidance, sage advice, and steadfast support throughout the duration of the internship. Additionally, my sincere appreciation extends to the entire cadre of professionals at the company, whose collaborative spirit and collective expertise served as a wellspring of inspiration and learning.

- **Message to Juniors and Peers:**

To my juniors and peers embarking on their own professional odysseys, I implore you to seize every opportunity, no matter how daunting it may initially seem. Embrace challenges as stepping stones towards personal and professional growth, and approach each endeavor with an insatiable thirst for knowledge and self-improvement. Remember, success is not merely a destination but a journey – a journey defined by resilience, perseverance, and an unwavering commitment to continuous learning and growth. As you navigate the winding roads ahead, may you find solace in the pursuit of excellence and fulfillment, knowing that every experience, no matter how small, contributes to the tapestry of your professional narrative.

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.



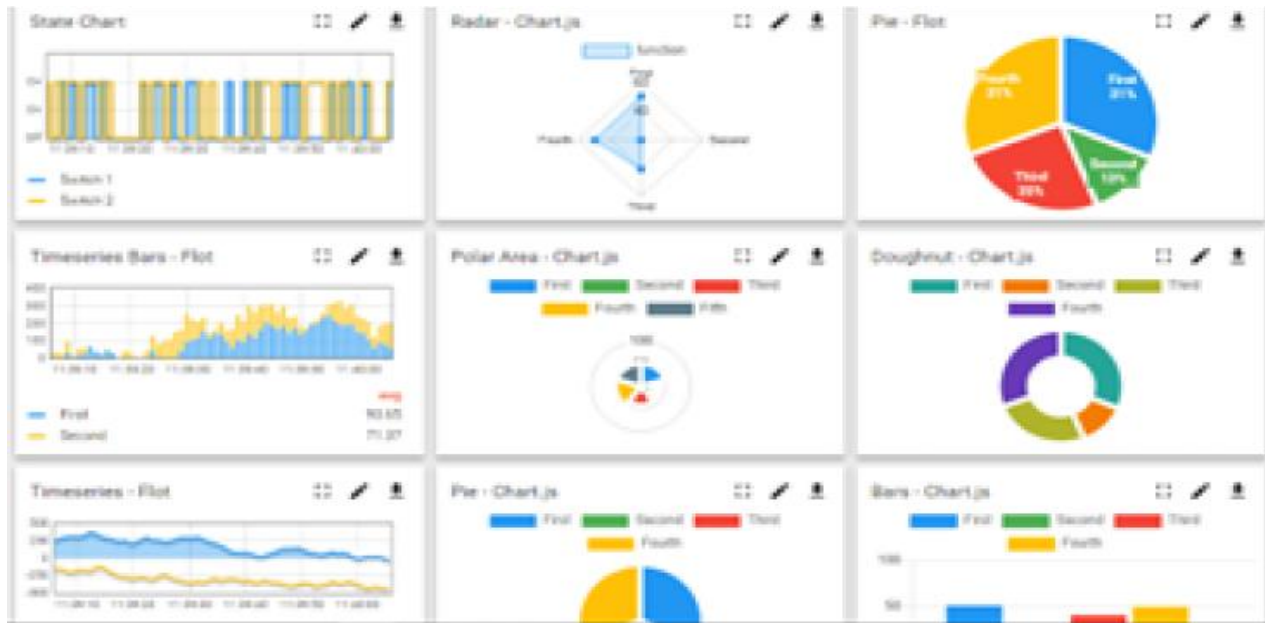
i. UCT IoT Platform ()

UCT Insight 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





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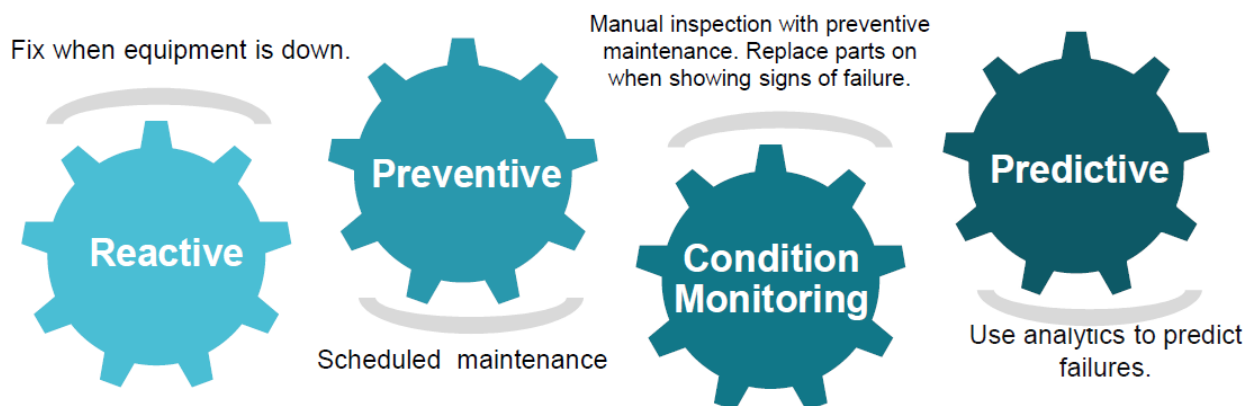


iii. Based Solution

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

iv. Predictive Maintenance

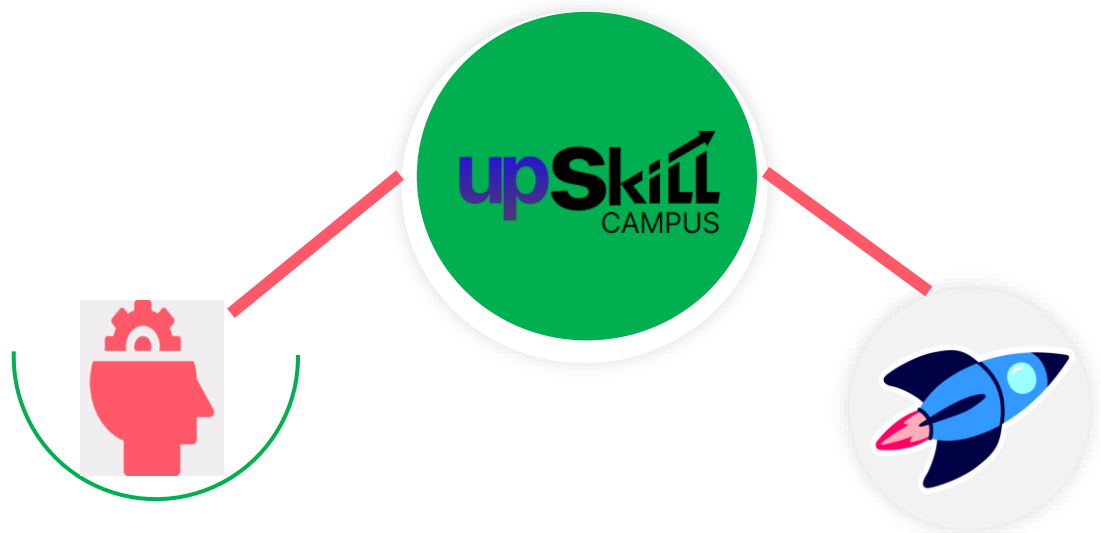
UCT is providing Industrial Machine health monitoring and Predictive maintenance solution leveraging Embedded system, Industrial IoT and Machine Learning Technologies by finding Remaining useful life time of various Machines used in production process.



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.

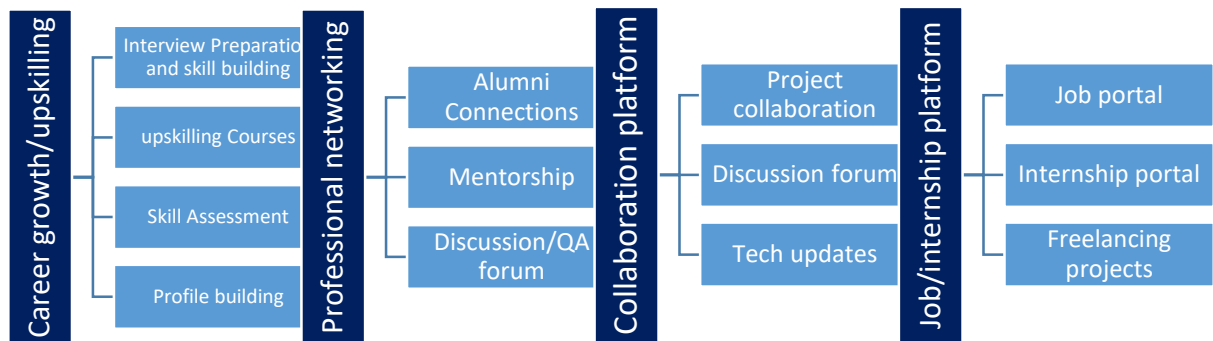
USC is a career development platform that delivers **personalized executive coaching** in a more affordable, scalable and measurable way.



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/>



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] <https://kadence.com/en-us/how-to-write-a-market-research-report-for-a-new-product-launch/>
- [2] <https://agencyanalytics.com/report-templates/digital-marketing>
- [3] <https://blog.hubspot.com/marketing/running-marketing-reports-ht>

2.6 Glossary

Acronym	Terms
IoT	Internet of Things
SWOT	Strengths, Weaknesses, Opportunities, Threats
KPI	Key Performance Indicators
SEO	Search Engine Optimization
ROI	Return on Investment
AR	Augmented Reality

3] Problem Statement

The electronics company aims to launch a new smartwatch into a saturated market filled with various competitors. The challenge lies in creating a distinct identity for the product amidst existing offerings, effectively reaching the target audience, and generating sufficient interest and anticipation for the smartwatch. To overcome these hurdles, a robust digital marketing strategy is crucial, focusing on highlighting the unique features of the smartwatch, selecting appropriate social media platforms for promotion, and crafting engaging content to capture the attention of potential customers. The primary objective is to devise a comprehensive plan that not only introduces the smartwatch to the market but also establishes its value proposition, ultimately driving sales and achieving market success.

4] Existing and Proposed Solution

Summary of Existing Solutions and Their Limitations:

Several existing solutions in the market attempt to address the challenges of launching a new product, such as smartwatches, through digital marketing strategies. These solutions often focus on leveraging social media platforms, creating engaging content, and targeting specific demographics.

However, some limitations persist:

- Lack of Uniqueness: Many existing solutions fail to offer a unique value proposition for the product, resulting in difficulty in differentiating it from competitors.
- Ineffective Targeting: Some strategies may not effectively target the desired audience, leading to inefficient allocation of resources and suboptimal results.
- Limited Engagement: Certain approaches may struggle to engage users effectively, resulting in low interaction rates and diminished impact.
- Insufficient Adaptability: Some solutions may lack adaptability to evolving market trends and consumer preferences, leading to stagnation and missed opportunities.

Proposed Solution:

In response to these limitations, our proposed solution focuses on a comprehensive digital marketing strategy tailored specifically for the launch of the new smartwatch.

Our approach encompasses the following key elements:

- Unique Value Proposition: We will highlight the distinct features and benefits of the smartwatch, emphasizing its innovative functionalities and superior user experience to set it apart from competitors.

- Targeted Audience Segmentation: Through thorough market research and data analysis, we will identify and segment the target audience based on demographics, interests, and behaviors, allowing for precise targeting and personalized messaging.
- Engaging Content Strategy: We will develop a multifaceted content strategy encompassing various formats, including visuals, videos, and interactive elements, designed to captivate and resonate with the audience across different social media platforms.
- Continuous Optimization: Our strategy will prioritize ongoing monitoring and optimization, allowing for agile adjustments based on real-time performance data and market feedback to ensure maximum effectiveness and adaptability.

Value Addition:

Our proposed solution aims to add significant value by:

- Establishing a Strong Brand Identity: By effectively communicating the unique value proposition of the smartwatch, we aim to build a strong brand identity that resonates with the target audience and fosters brand loyalty.
- Maximizing Engagement and Conversion: Through engaging content and targeted messaging, we aim to maximize user engagement and conversion rates, driving awareness, interest, and ultimately, sales of the smartwatch.
- Staying Ahead of the Curve: By prioritizing continuous optimization and adaptability, we aim to stay ahead of market trends and consumer preferences, positioning the smartwatch for long-term success and sustained growth in the competitive landscape.

Overall, our proposed solution offers a comprehensive and dynamic approach to digital marketing, poised to deliver tangible results and drive the successful launch of the new smartwatch product.

4.1 Report submission (Github link):

https://github.com/Reemshaikh003/upskillcampus/blob/67c70574397bb7dd27c202536f303a574cac995a/report_placeholder.txt

5] Proposed Design/ Model

Design Flow of the Digital Marketing Strategy for Smartwatch Launch:

1] Market Analysis:

Start: The process begins with a thorough analysis of the market landscape, including competitor offerings, market trends, and consumer preferences.

Intermediate Stages: This stage involves gathering data from various sources, conducting SWOT analysis, and identifying opportunities and threats.

Final Outcome: A comprehensive understanding of the market dynamics, which serves as the foundation for the subsequent stages of the strategy.

2] Target Audience Segmentation:

Start: Based on the insights gained from market analysis, the next step is to segment the target audience into distinct groups based on demographics, interests, and behaviors.

Intermediate Stages: This involves creating detailed buyer personas, defining the characteristics of each segment, and identifying key messaging and communication channels for reaching them.

Final Outcome: Clearly defined audience segments with tailored messaging strategies, ensuring relevant and personalized communication.

3] Content Creation & Optimization:

Start: With the target audience segments identified, the focus shifts to creating compelling content that resonates with each group.

Intermediate Stages: Content creation involves developing visual assets (such as images, videos, and graphics), writing engaging copy, and optimizing content for different social media platforms.

Final Outcome: A library of high-quality content tailored for each audience segment, ready for distribution across various digital channels.

4] Digital Marketing Strategy Implementation:

Start: Armed with tailored content and audience insights, the digital marketing strategy is executed across selected platforms.

Intermediate Stages: This includes planning the posting schedule, allocating advertising budget, and defining KPIs for tracking success.

Final Outcome: Active engagement with the target audience, increased brand visibility, and measurable progress towards campaign objectives.

5] Performance Monitoring & Optimization:

Start: Once the strategy is deployed, continuous monitoring of performance metrics is essential to gauge effectiveness.

Intermediate Stages: Performance metrics such as engagement rates, conversion rates, and ROI are monitored regularly, and adjustments are made based on insights gained.

Final Outcome: Data-driven optimizations improve campaign performance over time, maximizing the impact of the digital marketing efforts and driving toward the desired outcomes.

6] Evaluation & Iteration:

Start: After the initial campaign period, a comprehensive evaluation of the strategy's effectiveness is conducted.

Intermediate Stages: Insights gathered from performance data are used to identify areas of improvement and inform future iterations of the strategy.

Final Outcome: Continuous refinement of the digital marketing approach based on real-world results, ensuring ongoing success and adaptation to evolving market dynamics.

By following this structured design flow, the digital marketing strategy for the smartwatch launch progresses seamlessly from initial market analysis to continuous optimization, driving engagement, and ultimately contributing to the success of the product launch.

5.1] High Level Diagram

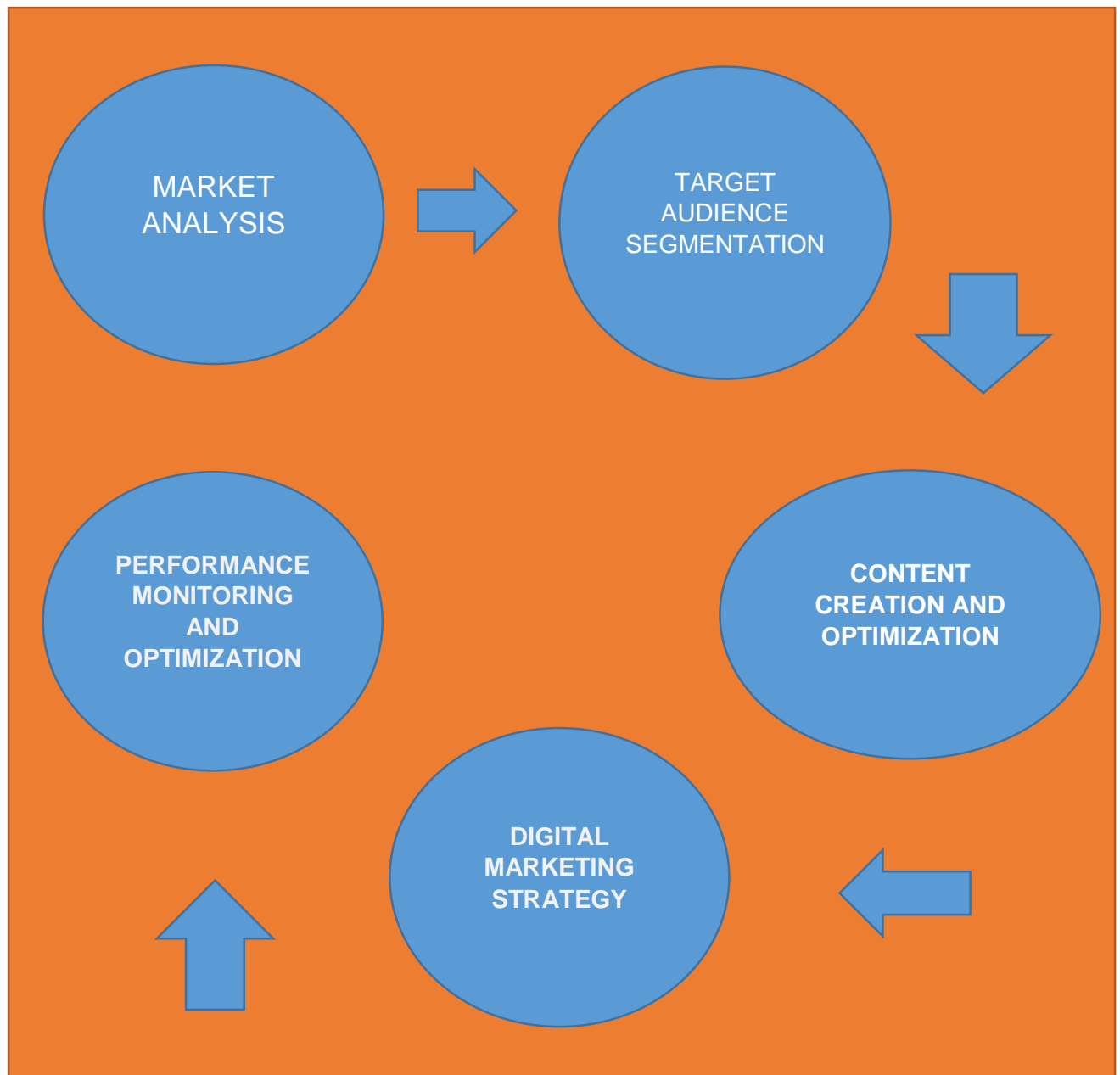


Figure 1: High Level Diagram of the Digital Marketing Strategy for Smartwatch Launch

5.2] Low Level Diagram

Low level diagrams will provide a detailed breakdown of each component shown in the high-level diagram.

Here's a breakdown of the detailed low-level diagrams for each component shown in the high-level diagram:

1] Market Analysis

Competitor Analysis: Identify and analyse competitors' products, pricing strategies, marketing tactics, strengths, and weaknesses.

Market Trends Research: Study industry trends, consumer behaviour, emerging technologies, and market dynamics to identify opportunities and threats.

SWOT Analysis: Conduct a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis to assess internal capabilities and external factors affecting the market.

Customer Surveys/Interviews: Gather insights from surveys, interviews, or focus groups to understand customer needs, preferences, and pain points.

2] Target Audience Segmentation

Demographic Segmentation: Divide the target audience based on age, gender, income, education, etc.

Psychographic Segmentation: Segment based on lifestyle, values, interests, attitudes, etc.

Behavioral Segmentation: Categorize based on purchasing behavior, brand loyalty, usage patterns, etc.

Geographic Segmentation: Divide based on geographical location, such as region, country, urban vs. rural, etc.

3] Content Creation & Optimization:

Content Strategy Development: Define goals, target audience, content types, themes, and channels.

Keyword Research: Identify relevant keywords for SEO and content optimization.

Content Creation Workflow: Plan, create, edit, and publish content across various channels.

Content Optimization: Optimize content for search engines, readability, engagement, and conversion.

4] Digital Marketing Strategy:

Channel Selection: Choose appropriate digital channels (e.g., social media, search engines, email) based on target audience and marketing objectives.

Campaign Planning: Develop detailed plans for each digital marketing campaign, including budget allocation, timeline, messaging, and creative assets.

Ad Copy & Creative Development: Write compelling ad copy and create visually appealing creative assets (images, videos, banners) for digital ads.

Campaign Execution & Management: Implement and monitor digital marketing campaigns across chosen channels, adjusting strategies as needed.

5] Performance Monitoring & Optimization:

KPI Tracking: Define and track KPIs such as website traffic, conversion rates, click-through rates, etc.

Analytics & Reporting: Use tools like Google Analytics to gather data and generate reports on campaign performance.

A/B Testing: Conduct experiments to compare different versions of ads, landing pages, or emails to optimize performance.

Continuous Improvement: Analyse data regularly to identify trends, insights, and areas for improvement, then make adjustments to optimize campaign performance.

These detailed low-level diagrams provide a more granular breakdown of each component, outlining specific tasks, processes, and activities involved in executing the digital marketing strategy for the smartwatch launch.

5.3] Interfaces

Block Diagrams: Illustrating the flow of information between different components of the strategy.

Data Flow: Showing how data moves through the system, from market analysis to performance monitoring.

Protocols: Defining communication protocols for interacting with social media platforms, advertising networks, etc.

Flow Charts: Visualizing the sequential steps involved in each aspect of the strategy, such as content creation or audience segmentation.

State Machines: Describing the various states or phases that a user may go through in the marketing funnel.

Memory Buffer Management: Managing resources and data storage efficiently throughout the execution of the strategy.

6] Performance Test

In formulating a social media strategy for a new product launch, performance testing is crucial to ensure the effectiveness and success of the campaign.

Here's how we can approach it:

6.1 Test Plan/Test Cases:

Identify Key Performance Indicators (KPIs): Determine metrics such as engagement rate, reach, click-through rate (CTR), conversion rate, and ROI to measure the performance of the social media strategy.

Define Constraints: Identify potential constraints such as budget limitations, platform restrictions, and target audience reach.

Develop Test Cases: Create test cases to evaluate the strategy's performance against the identified KPIs and constraints. For example, test cases could include assessing the impact of different ad creatives, targeting options, or posting schedules on engagement metrics.

6.2 Test Procedure:

Execution of Test Cases: Implement the social media strategy according to the defined test cases, utilizing platforms such as Facebook, Instagram, Twitter, LinkedIn, etc.

Monitoring and Data Collection: Continuously monitor the performance of the social media campaigns using analytics tools provided by the platforms. Collect data on key metrics to evaluate the effectiveness of the strategy.

Analysis of Results: Analyze the collected data to assess how well the social media strategy is performing in achieving its objectives. Identify any areas of improvement or optimization based on the test results.

6.3 Performance Outcome:

Meeting KPIs: Evaluate whether the social media strategy is meeting the predefined KPIs such as engagement rate, reach, and conversion rate. Determine if the strategy is generating the desired level of awareness, interest, and action among the target audience.

Addressing Constraints: Assess how well the strategy is addressing the identified constraints such as budget limitations and platform restrictions. Determine if any adjustments need to be made to overcome these constraints and improve performance.

Recommendations: Based on the performance outcome, provide recommendations for optimizing the social media strategy. This may include refining targeting options, adjusting ad creatives, reallocating budget, or exploring additional channels or tactics to enhance effectiveness.

In case constraints could not be tested directly:

Impact Assessment: Discuss how identified constraints could potentially impact the design and implementation of the social media strategy. For example, budget limitations may restrict the reach or frequency of ads, while platform restrictions may limit targeting options or ad formats.

Mitigation Strategies: Provide recommendations for mitigating the impact of constraints on the social media strategy. This could involve finding creative ways to optimize performance within budget constraints, leveraging alternative platforms or tactics to reach the target audience, or negotiating with platform providers for more favourable terms.

7] My Learnings

Throughout this internship, I have gained invaluable insights and experiences that have significantly contributed to my professional growth and development.

Here's a summary of my overall learning and how it will help me in my career growth:

1] Practical Application of Digital Marketing Concepts:

I have had the opportunity to apply theoretical knowledge of digital marketing concepts in a real-world setting. This hands-on experience has deepened my understanding of key principles such as market analysis, audience segmentation, content creation, and performance optimization.

2] Problem-Solving and Adaptability:

Working on the launch of a new product in a competitive market required me to think critically and creatively to overcome challenges. I learned to adapt to changing circumstances, identify solutions, and make data-driven decisions to achieve project objectives.

3] Project Management Skills:

Managing the digital marketing strategy for the smartwatch launch involved coordinating tasks, setting deadlines, etc. This experience honed my project management skills, including organization, communication, and prioritization.

4] Data Analysis and Optimization Techniques:

Analyzing performance metrics and refining the marketing strategy based on insights helped me develop proficiency in data analysis and optimization techniques. I learned how to leverage data to drive decision-making, identify trends, and improve campaign effectiveness.

5] Understanding Market Dynamics:

Conducting market research and competitor analysis provided me with a deeper understanding of market dynamics and consumer behavior. This knowledge will be invaluable in identifying market opportunities, positioning products effectively, and staying ahead of industry trends in my future career.

6] Continuous Learning and Growth Mindset:

This internship has reinforced the importance of continuous learning and a growth mindset in a fast-paced industry like digital marketing. I am committed to staying updated on emerging technologies, trends, and best practices to remain competitive and drive innovation in my career.

Overall, the skills, knowledge, and experiences gained from this internship will serve as a solid foundation for my career growth in the field of digital marketing. I am excited to apply these learnings in future roles, contribute to the success of organizations, and continue to evolve as a marketing professional.

8] Future Work Scope

While the internship provided an enriching experience, there were some ideas and initiatives that, due to time limitations, were not fully explored but hold potential for future implementation.

These include:

1] In-depth Market Segmentation:

While we conducted basic market segmentation, there's potential to delve deeper into niche segments within the target audience. Future initiatives could involve conducting surveys or focus groups to gather more granular insights and tailor marketing strategies accordingly.

2] Personalization at Scale:

While we aimed to personalize content to some extent, implementing advanced personalization techniques at scale could enhance engagement and conversion rates further. This could involve leveraging machine learning algorithms to analyze user behavior and preferences, enabling dynamic content generation and personalized recommendations.

3] AR Experiences:

Integrating AR experiences into the marketing campaign could provide an immersive way for customers to interact with the smartwatch virtually. Future initiatives could explore developing AR apps or features that allow users to visualize how the smartwatch would look on their wrist or simulate its features in real-world scenarios.

4] Long-term Content Strategy:

While we developed content for the initial launch phase, a comprehensive long-term content strategy could further sustain engagement and brand loyalty. Future initiatives could include creating an editorial calendar for regular content updates, incorporating user-generated content campaigns, and exploring content partnerships with influencers or industry experts.

5] Localization and International Expansion:

Future initiatives could involve localizing content and messaging for different regions, and tailoring marketing strategies to cultural preferences and market nuances.

6] Integration of Emerging Technologies:

While we utilized existing digital marketing channels, integrating emerging technologies such as voice search, chatbots, and virtual reality could differentiate the campaign and enhance user engagement. Future initiatives could explore pilot projects or experiments with these technologies to gauge their effectiveness in reaching and engaging the target audience.

7] Sustainability and Corporate Social Responsibility (CSR) Initiatives:

Incorporating sustainability and CSR initiatives into the marketing campaign could resonate with environmentally conscious consumers and enhance brand reputation. Future initiatives could include promoting eco-friendly features of the smartwatch, partnering with environmental organizations, and launching initiatives such as tree-planting campaigns or recycling programs.

Overall, these ideas represent untapped opportunities that could further enhance the effectiveness and impact of the digital marketing strategy for launching the smartwatch. While not feasible within the scope of the internship, they serve as valuable considerations for future initiatives and continuous improvement in marketing efforts.