

Marketing Tasks

1. What methods do you use to stay ahead of marketing trends, and how do you implement new ideas?

➔ Sometimes moving along with the marketing trends does the job because people tend to stick to their own old methods of marketing which do not seem to be as effective as they were a while back. Of course, you can be a step ahead by being active on the Internet, growing your own network via LinkedIn and other platforms, and learning continuously. So, I prefer doing both these steps to be a step ahead of the trends.

Implementing new ideas can only be done by experimenting. When I have a task of making 200 calls, experimenting a new approach on few of them helps me understand if the idea is useful or not.

2. Give 5 strategies that can be used for the sponsorship of Synapse's events.

➔ From what I have understood till now, Synapse's events are more technical based. So these are the few strategies that I would prefer to get hold of the sponsors:

1. Approach tech-based companies for the main sponsorships (i.e. title sponsor, powered by, coding partner etc)
2. Look for Alumni in high-end companies and connect to them via LinkedIn
3. Approach the sponsors of previous year events by asking for their review and willingness to come back as a sponsor
4. Gain some small sponsors using the cold calling database
5. Look for any family or personal relations with a company who may be willing to sponsor.

3. Give 5 benefits to give to the sponsors (except for social media posts/reels/stories). [Think out of the box with the benefits you can give to sponsors so that we can retain them later too]

➔ Following are some benefits for the sponsors:

1. We students could intern in the sponsor companies for free, as App testers etc, making it beneficial for both the parties.
2. Have a private meet and greet event for all the sponsors which would help them expand their network.
3. If they are an Edu-Abroad based company, offer them a student database of 'X' number of students.
4. Provide the Edu-Abroad company lectures and seminars in our seminar hall with a promise of filling the hall with students.
5. Provide the company with 'X' Google/Zomato reviews

Bonus Question: Flex your problem solving skills. Take a situation where a marketing campaign did not go as planned for a sponsor and they are unhappy. How do you handle it, and what do you learn from the experience?

➔ In a situation like this sponsor satisfaction is becomes the top most priority. This can be resolved by handling different sponsors in a different manner. If a food stall sponsor is unhappy with the experience, we can provide them with a stall on some other day without any extra charges to make them satisfied. Similarly we can provide extra seminars to Ed-Abroad sponsors when they feel dissatisfied with the strength of the seminar hall. I'll also present my other benefits which I mentioned earlier to overcome this situation. I learn from this that from the moment the MOU is signed both the parties should make sure that they make the other satisfied and complete their demands. One should always make up for the things they fail to accomplish.

1			FMCG		
2	Company	POC	LinkedIn/Website	Contact Number	Email
3	Sadak Chaap	Sannat Ahuja		7039000133	
4	Celebration Kitchen	Yash Kikani		9930909796	kikaniyash112@gmail.com
5	MONSTER DRINKS	REHAN JOSHI		9920310115	Rehan.Joshi@monsterenergy.com
6	HELL ENERGY DRINK	UNNI KANNAN		9920780046	CC@Hellenergy.com
7	The Momo Factory			7506438366	marketing@themomofactory.com
8					
9			Edu-Abroad		
10	Company	POC	LinkedIn/Website	Contact Number	Email
11	Interview			9040879315	interviummarketing2021@gmail.com
12	CPLC Coaching			9702018777	cplc@pretpors.com
13	Edutech India			9591997768	infoindia@edutech.com
14	Leapup Edutech		https://www.linkedin.com/company/leapupindia/	9820922371	
15	Levelup IAS			8826486658	levelupiasmarketing@gmail.com
16					
17			Tech		
18	Company	POC	LinkedIn/Website	Contact Number	Email
19	Accenture	Sonal Mehra (Managing Director)	https://www.linkedin.com/in/sonal-mehra-615b11/	(+91)9820253363	
20	Reliance Jio	Amit Gupta		(+91)8169533687	
21	Tata capital	Udaya Rao (Head)	https://www.linkedin.com/in/udaya-rao-b9965210/	(+91)9223306790	
22	Locobuzz	Namish Chandaliya (Senior Excec	https://www.linkedin.com/in/namish-chandaliya-0a45a41a3/		namish.chandaliya@getcogno.ai
23	Polestar	Gaurav Singh (Senior Vice Presiden	https://www.linkedin.com/in/imgsingh/	(+91)8377004430	marketing@polestarllp.com
24					
25			Media		
26	Company	POC	LinkedIn/Website	Contact Number	Email
27	Hungama	saumin shah		9930130530	
28	TATA TELECOMMUNICATION	VASUDEV KAMATH		9820645914	vasudevkamanth79@gmail.com
29	VODAFONE	DEBASREE MITRE		8421934723	debashree.mitra@mindtree.com
30	Hindustan Times	Tridib barat		022 67764242	
31	Airtel			9892076759	enterprise@in.airtel.com
32					
33			Entertainment		
34	Company	POC	LinkedIn/Website	Contact Number	Email
35	The Inkin Den Tattoo And Art Studio		https://theinkindentattoos.com/	9773481048	theinkinden@gmail.com
36	Bombay Inks Tattoo			9967843458	bombayinks@gmail.com
37	Bluorng			8448441388	siddhant@bluorng.com
38	The Sparkle Story			080825 60900	hello@thesparklestory.in
39	Forest Essentials			91-8010200666/ 0226180138	neha.gadi@forestessentials.com