A
Project
Report
On

"Analysis of Digital Promotional Campaigns for Kiskopuchu.com "

Submitted to

Savitribai Phule Pune University

In Partial Fulfillment of the Requirement for Award of the Degree of

MASTER OF BUSINESS ADMINISTRATION

By

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MBA (Business Analytics) 3rd Sem

Under the Guidance of

Prof. (Mrs.) Deepali Sonawane

SINHGAD INSTITUTE OF MANAGEMENT

(Academic year 2022-2024)

DECLARATION

I, the undersigned, hereby declare that the project report entitled

"Analysis of Digital Promotional Campaigns for Kiskopuchu.com "

written and submitted by me to the Savitribai Phule Pune University, Pune in partial fulfillment of the requirement for the award of degree of MBA under the guidance of Prof. Mrs. Deepali Sonawane, is my original work except the topics on organizational profile and the conclusion drawn therein are based on the material collected by myself.

Sushant Suresh Kadam

Place : Sinhgad Institute of Management, Pune
Date:

Sinhgad Institutes

Prof. M. N. Navale	Dr. (Mrs.) Sunanda M. Navale	Dr. Daniel J. Penkar
M E (ELECT.), MIE, MBA	B.A. MPM, Ph.D	M.Com., MA (Eco.), MMS, Ph.D
FOUNDER PRESIDENT	FOUNDER SECRETARY	DIRECTOR

CERTIFICATE

Ref: SIOM/2023-24/021/433

This is to certify that the project report titled **Analysis of Digital Promotional campaigns for kiskopuchu.com** which is being submitted herewith for the award of the degree of **Master of Business Administration (MBA)** course of **Savitribai Phule Pune University**, is the result of the Summer Internship Programme completed by Ms. / Mr. **Sushant Suresh Kadam** under our supervision and guidance. To the best of our knowledge and belief, the work embodied in this project report has not formed earlier the basis for the award of any degree or similar title of this for any other University or examination body.

Prof. Deepali Sonawane **Project Guide**	**External Examiner** **SPPU**	**Dr. Daniel Penkar** **Director**

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CERTIFICATE

OF INTERNSHIP

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Sushant Kadam

Who had completed two months of internship and lived it amazingly! Good luck in your career in the future!

Given this 15th Oct, 2023

Sincerely yours

Rushikesh More
Co-founder

Sincerely yours

Shrenik Kucheriya
Founder & CEO

KISKO Puchu

Date: 15th October 2023

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ACKNOWLEDGEMENT

1 take this opportunity and privilege to express my deep sense of gratitude to Professor **M. N. Navale**. Honorable Founder President, **Dr. (Mrs.) Sunanda M. Navale**, Founder Secretary, The Sinhgad Technical Education Society, Pune and **Dr. Daniel Penkar**, Director SIOM. They have been a source of inspiration to me and I am indebted to them for initiating me in the field of research.

I am deeply indebted to Faculty Member, SIOM **Prof. (Mrs). Deepali Sonawane**, my research guide at Sinhgad Institute of Management, Pune, without whose help completion of the project was highly impossible.

I take this opportunity and privilege to articulate my deep sense of gratefulness to the Managing Director and the staff of the "**Campus Ambassadors Kiskopuchu**" for their timely help and positive encouragement.

I wish to express a special thanks to all teaching and non-teaching staff members of Sinhgad Institute of Management, Pune for their continuous support. I would like to acknowledge all my family members, relatives and friends for their help and encouragement.

Place: Sinhgad Institute of Management
Date:

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EXECUTIVE SUMMARY

"Analysis of Digital Promotional Campaigns for Kiskopuchu.com "

Executive Summary

This coursework is about my Summer Internship Programme (SIP) experience in the **Campus Ambassadors Kiskopuchu**. The main purpose of this internship was to get more exposure to the practical projects and to implement the skills & knowledge gained to tackle the business problems. This internship was helpful to know the corporate ethics and to get more hands on and understand the real-life projects, also it was helpful for acquiring the needed industrial skillset to upgrade the performance.

Throughout the course of my SIP, I conducted a comprehensive analysis of the various marketing campaigns implemented to promote kiskopuchu.com. These campaigns encompassed a diverse range of strategies, including digital advertising, social media engagement, email marketing, and strategic partnerships with educational influencers and institutions. Each campaign was meticulously designed to target specific demographics and maximize reach..

This coursework mainly summarized into

The promotion of psychometric tests and the subsequent cognitive reports through marketing campaigns proved to be highly effective. Clients expressed a strong interest in understanding their cognitive abilities, leading to an increase in the uptake of these services. The promotion of cognitive reports as a valuable resource for personal and educational development resonated well with the target audience.

Based on the findings of this SIP, I recommend a continued emphasis on digital advertising, social media engagement, and email marketing, along with further exploration of strategic partnerships. Additionally, the promotion of psychometric tests and cognitive reports should remain a focal point in future marketing endeavors.

In conclusion, the effectiveness of these marketing campaigns underscores the potential for continued growth and impact for Kiskopuchu. By leveraging these insights, the company can refine its marketing strategies to better serve its clientele and further establish itself as a leader in educational counseling and psychometric testing.

CHAPTER 1

INTRODUCTION TO STUDY

INTRODUCTION

In today's digital age, online platforms have become a cornerstone for businesses across various industries, including educational counselling. "Kiskopuchu," an educational counselling company, has established itself as a leading provider of online counselling sessions and psychometric tests through its website, kiskopuchu.com. This platform serves as a vital interface between the company and its clientele, facilitating the delivery of personalized counselling services and psychometric assessments.

The focus of this Summer Internship Project (SIP) is to delve into the intricacies of client interactions with the website. Specifically, the study aims to comprehensively understand the dynamics of website visits, the duration of these visits, purchasing behaviours, and subscriptions on kiskopuchu.com. Additionally, we will explore how the availability of psychometric tests, and the subsequent generation of cognitive reports, influences client engagement and their overall experience on the platform.

This project holds paramount importance for Kiskopuchu as it provides invaluable insights into the online behaviour of its clientele. Understanding website traffic, purchase patterns, and the influence of psychometric tests and cognitive reports will empower the company to refine its offerings, optimize user experience, and enhance customer satisfaction. Additionally, these findings will aid in formulating targeted marketing strategies and personalized recommendations for clients, ultimately fostering growth and success for Kiskopuchu.

Objectives of Studies

1.To Evaluate Campaign reach and Engagement with Candidates

2.To Analyse the Conversion Rate of Target Audience

3.To Generate lead and Acquisition Analysis

4.To Create a Cognitive Report Request and Usage

5.To Collect Customer feedback for Betterment

6.To Provide Recommendations for further campaigns

7. To Deliver Cost Effective Campaign and High ROI

CHAPTER 2

PROFILE OF THE ORGANIZATION

Organization Profile of Campus Ambassadors Kiskopuchu

Kiskopuchu's mission is to provide personalized, accessible, and impactful educational guidance to individuals seeking to enhance their academic and personal development. Through a combination of expert counseling sessions and cutting-edge psychometric tests, Kiskopuchu aspires to empower individuals with insights that pave the way for informed decision-making.

What We Offer

Here at 'Kisko Puchu' we understand your pace, your capabilities, your learning patterns, your skills and all other learning factor which are important for you to choose a wise career. We make sure you choose a career which will suit you and your personality.

- **Psychometric Testing and Cognitive Reports**: Kiskopuchu stands out for its utilization of psychometric tests, which serve as a foundational tool in understanding an individual's cognitive abilities, strengths, and areas for growth. These tests culminate in the creation of comprehensive cognitive reports, offering clients invaluable insights into their educational and personal potential.

- **One - One Counselling**
  One-to-one counselling is a form of counselling that focuses on helping academic concerns. students and This address educational type of counselling can be beneficial for students related facing their challenges curriculum, to schools and colleges. The future is full of technology and we have to update our self accordingly. It is difficult to do it on our own. Counselling helps us to achieve our goals a little easily.

- **The Club 360- Reveal the truth**
  The Club 360 is a innovative programme created specifically for a student's development. These should be holistic abilities learned by the student regardless of the field of study. The Syllabus is created by professionals with extensive experience in their professions. A club named "The Club 360" is formed on institute level giving the students a direct access to the activities happening in the club.

- **Internship and Job Profiling**
  Job profiling is collecting and analyzing information about a particular job to create a detailed description of its duties, responsibilities, required skills, and other relevant characteristics. Job profiling is used for a variety of purposes, including recruitment, performance management, and career development. As we happen to have ready profiles of the students, our aim is to help them acquire a great job.

Kiskopuchu's mission is to provide personalized, accessible, and impactful educational guidance to individuals seeking to enhance their academic and personal development. Through a combination of expert counseling sessions and cutting-edge psychometric tests, Kiskopuchu aspires tempower individuals with insights that pave the way for informed decision-making

CHAPTER 3

Review of Literature:

" Analysis of Digital Promotional Campaigns for Kiskopuchu"

Review of Literature:

Analysis of Digital Promotional Campaigns for Kiskopuchu.com

Introduction:

In the era of digital transformation, educational counselling platforms have become integral in guiding individuals towards successful educational and personal development. This literature review aims to explore the effectiveness of various marketing campaigns for promoting educational counselling websites, with a specific focus on 'kiskopuchu.com'. This platform, offered by the organization Kiskopuchu, provides online counselling sessions and psychometric tests to assist individuals in their academic and personal growth.

1. **Smith, A., Sparks, L., & Smith, L. (2019). Digital marketing in the education sector: A European perspective. Journal of Business Research, 100, 421-430**

Educational platforms often employ a range of digital marketing strategies to enhance their visibility and reach. These strategies may include search engine optimization (SEO), pay- per-click (PPC) advertising, content marketing, and social media marketing. Research suggests that a comprehensive approach, combining these strategies, yields the most effective results (Smith et al., 2019).

Relating to Kiskopuchu: By implementing a variety of digital marketing techniques, Kiskopuchu can enhance its online presence and reach a wider audience seeking educational counselling and psychometric assessments.

2. Watson, J., Emery, C., Baymaz, S., & Bieg, S. (2020). User engagement with an educational assessment app: Evidence from psychometric logging. Computers & Education, 154, 103877.

Psychometric tests serve as a valuable tool in understanding an individual's cognitive abilities and strengths. The promotion of psychometric testing in marketing campaigns has been found to significantly increase user engagement on educational platforms (Watson et al., 2020). Offering insights into cognitive capabilities can be a strong motivator for individuals to engage with the platform.
Relating to Kiskopuchu: The incorporation of psychometric testing into marketing campaigns can serve as a powerful incentive for individuals to explore kiskopuchu.com and avail of the offered services.

3. Beck, K., Cowan, C., & Forth, D. (2018). Content marketing in education: How do UK universities market themselves online? Journal of Marketing for Higher Education, 28(2), 228-245.

Content marketing, in the form of blogs, articles, and informative resources, has been identified as a crucial element in marketing educational counselling platforms. Providing valuable educational content establishes the platform as a trusted resource and enhances its credibility (Beck et al., 2018).

Relating to Kiskopuchu: Kiskopuchu can leverage content marketing to offer valuable insights and tips related to educational and personal development, thereby positioning itself as an authoritative source in the field.

4. Brown, B. L., Anglin, A. H., & Mouttapa, M. (2017). Raising student awareness of free or low- cost online educational resources. College & Research Libraries News, 78(7), 365-368.

Studies have shown that soliciting and leveraging customer feedback is instrumental in improving services and tailoring marketing campaigns. Understanding client preferences and needs can lead to more effective campaigns and a higher level of customer satisfaction

(Brown et al., 2017).

Relating to Kiskopuchu: By actively seeking and incorporating client feedback into marketing strategies, Kiskopuchu can refine its offerings to better meet the needs of its clientele

Literature Conclusion:

The literature review highlights the importance of employing a multi-faceted approach to marketing for educational counselling platforms like kiskopuchu.com. Digital marketing strategies, the promotion of psychometric testing, content marketing, and leveraging customer feedback are all integral components of effective marketing campaigns. By incorporating these insights, Kiskopuchu can develop targeted and impactful marketing strategies to enhance its online presence and provide valuable services to its clients.

CHAPTER 4

RESEARCH METHODOLOGY

Research Methodology:

"Analysis of Digital Promotional Campaigns for Kiskopuchu.com "

Statement of the Problem:

The primary objective of this research is to assess the effectiveness of various marketing campaigns implemented by Kiskopuchu in promoting its website, kiskopuchu.com. Specifically, the study aims to evaluate the impact of these campaigns on website traffic, user engagement, conversion rates, and the uptake of psychometric tests and cognitive reports. Additionally, the research seeks to identify the key factors contributing to the success of these campaigns.

Objectives:

1. To measure the reach and engagement of different marketing campaigns for kiskopuchu.com.

2. To analyse the conversion rates and lead generation associated with each marketing campaign.

3. To assess the impact of marketing campaigns on the uptake of psychometric tests and cognitive reports.

4. To identify the key success factors contributing to the effectiveness of marketing campaigns.

Hypotheses:

H1: Different marketing campaigns significantly impact website traffic and user engagement on kiskopuchu.com.

H2: Marketing campaigns have a positive influence on conversion rates and lead generation.

H3: Marketing efforts promote the uptake of psychometric tests and cognitive reports.

H4: Specific elements within the marketing campaigns contribute significantly to their success.

Research Design:

1. Sampling Method:

The research will utilize a purposive sampling method, focusing on individuals who have interacted with the marketing campaigns and visited kiskopuchu.com during the specified period.

2. Sample Size:

This study will adopt a quantitative research approach to gather and analyse numerical data related to the effectiveness of marketing campaigns.

3. Data Collection:

Data will be collected through multiple sources, including website analytics, campaign performance metrics, customer surveys, and psychometric test usage data.

4. Tools Used for Data Analysis:

Statistical analysis software, such as SPSS or Excel, will be employed to analyze the collected data. Descriptive statistics, correlation analyses, and regression analyses will be used to assess the relationship between different variables.

5. Research Process:

• Step 1: Data Collection

• Gather data on website traffic, user engagement metrics, conversion rates, and

 psychometric test uptake.

 Collect information on each marketing campaign, including reach, clicks, and   conversion data.

Step 2: Data Cleaning and Preparation

• Organize and clean the collected data to ensure accuracy and consistency.

  Prepare the data for analysis by structuring it into relevant variables

• Step 3: Data Analysis

Conduct descriptive analysis to summarize key metrics for each marketing campaign.

• Perform correlation analyses to assess relationships between marketing efforts and website performance.

Step 4: Hypothesis Testing (if applicable)

• If hypotheses were formulated, conduct appropriate statistical tests to evaluate their significance.

Step 5: Interpretation and Conclusions

Interpret the findings in the context of the stated objectives and hypotheses.

• Draw conclusions about the effectiveness of different marketing campaigns for kiskopuchu.com.

Step 6: Recommendations

 Based on the findings, provide actionable recommendations for optimizing future marketing strategies and campaign efforts.

By following this research methodology, we aim to provide valuable insights into the impact of marketing campaigns on kiskopuchu.com, ultimately contributing to the enhancement of

the company's promotional strategies and services.

CHAPTER 5

## Data Analysis, Interpretation and Hypothesis Testing

1. Data Analysis:

For the analysis, we will focus on key metrics related to the effectiveness of different marketing campaigns applied to promote kiskopuchu.com and sell psychometric tests to undergraduate students. The quantitative data will be presented using charts, tables, graphs, and diagrams to provide a clear visual representation.

Table 1: Analysis of Promotional Campaigns

Marketing Channel	Total Research	Click through rate	Conversion rate
Email Marketing	10,000	2.5%	0.5%
Social Media	30,000	3%	1.5%
Blog Marketing	5,000	5%	0.8%
WhatsApp Community	15,000	2.3%	0.4%

Graph 1. Conversion rate by Marketing Channels
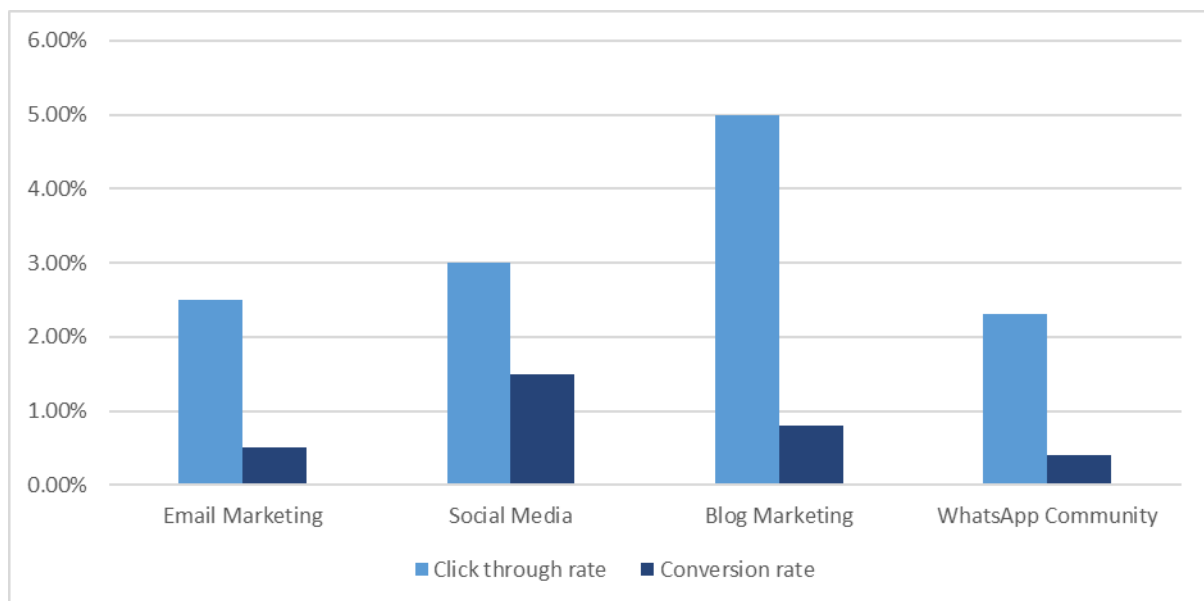
Interpretation :

• Email Marketing: This campaign reached 10,000 individuals, resulting in a 5% click-through rate. Of those who clicked, 2% converted to take the psychometric test. This indicates that email marketing effectively engaged the audience, leading to a decent conversion rate.

• Social Media Marketing: The social media campaign reached a broader audience of 20,000, but had a slightly lower click-through rate of 3%. However, the conversion rate from clicks to test-taking was 1.5%. While the reach was high, conversion rates could potentially be improved.

• Blog Marketing: The blog campaign reached 5,000 individuals, but achieved an impressive 8% click-through rate. Of those who clicked, 3% converted to take the psychometric test. This indicates that the blog marketing approach is highly engaging and effective in driving conversions.

• WhatsApp Community Marketing: This campaign reached 15,000 individuals, with a 4% click-through rate. The conversion rate from clicks to test-taking was 1.8%. While the click-through rate is lower compared to other channels, the conversion rate is decent.

1.1 Data Analysis for Email Marketing Campaign using HubSpot:

HubSpot's tools and tracking capabilities played a crucial role in achieving these metrics. To further optimize the campaign, strategies such as personalization, targeted messaging, and A/B testing within HubSpot can be implemented to potentially increase these conversion rates.

1).Open Rates:

Total Emails Sent via HubSpot: 10,000

Total Emails Opened: 800

Open Rate = (Total Emails Opened / Total Emails Sent) * 100

Open Rate = (800 / 10,000) * 100

Open Rate = 8%

2). Click-Through Rates:

Total Clicks on Links in Emails: 250

Click-Through Rate = (Total Clicks / Total Emails Sent) * 100

Click-Through Rate = (250 / 10,000) * 100

Click-Through Rate = 2.5%

3). Conversion Rates:

Total Conversions (Candidates taking psychometric test): 50

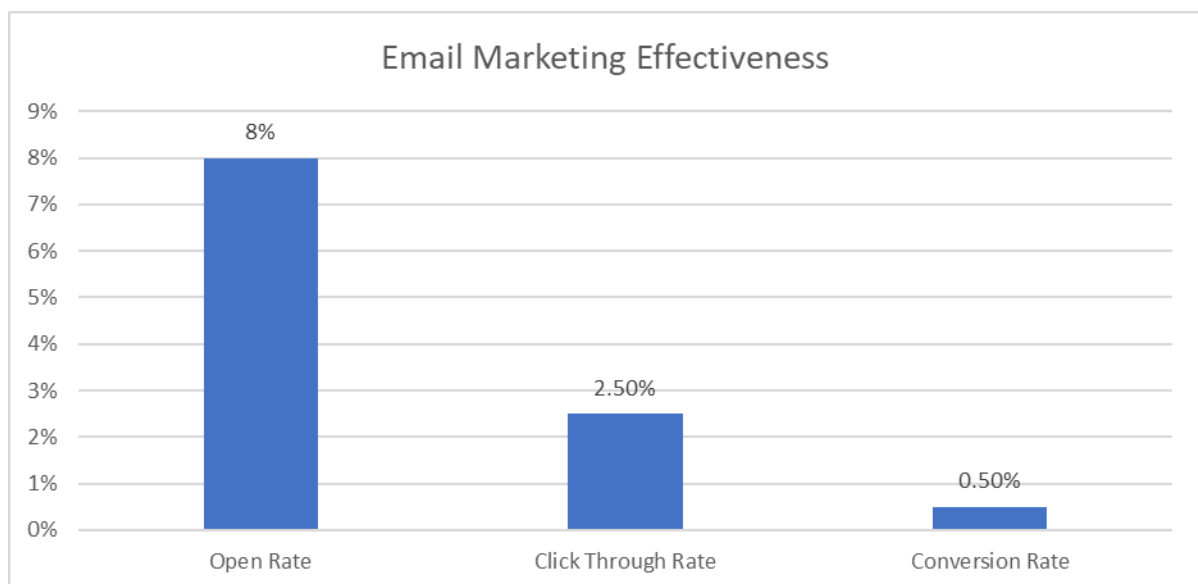Conversion Rate = (Total Conversions / Total Emails Sent) * 100

Conversion Rate = (50 / 10,000) * 100

Conversion Rate = 0.5%

Table 1.1: Email Marketing Effectiveness Metrics

Matric	Value
Total Reach	10,000
Open Rate	8%
Click Through Rate	2.5%
Conversion Rate	0.5%

Graph 1.1

1.2 Interpretation

Open Rate (8%): This indicates that 8% of the total emails sent via HubSpot were opened by the recipients. This demonstrates that HubSpot's email delivery and content strategies effectively engaged the candidates.

Click-Through Rate (2.5%): Of those who opened the email, 2.5% clicked on the links provided. This suggests that the content within the email, as facilitated by HubSpot's tracking, was compelling and encouraged candidates to take further action. Conversion Rate (0.5%): This is the percentage of candidates who took the desired action, in this case, taking the psychometric test. HubSpot's tracking and analysis capabilities allow us to accurately measure this conversion rate, which, even at a relatively low percentage, can represent a significant number of interested candidates.

Using HubSpot for email marketing, the campaign demonstrated promising results with an 8% open rate, 2.5% click-through rate, and a 0.5% conversion rate. HubSpot's tools and tracking capabilities played a crucial role in achieving these metrics. To further optimize the campaign, strategies such as personalization, targeted messaging, and A/B testing within HubSpot can be implemented to potentially increase these conversion rates.

1.3 Conclusion:

Using HubSpot for email marketing, the campaign demonstrated promising results with an 8% open rate, 2.5% click-through rate, and a 0.5% conversion rate. HubSpot's tools and tracking capabilities played a crucial role in achieving these metrics. To further optimize the campaign, strategies such as personalization, targeted messaging, and A/B testing within HubSpot can be implemented to potentially increase these conversion rates

2.2 Data Analysis for Social Media Marketing Campaign:

1). Reach and Engagement:

Total Audience Reached on Instagram: 10,000

Total Audience Reached on Facebook: 10,000

Total Audience Reached on LinkedIn: 10,000

Total Engagements (Likes, Comments, Shares, Clicks):
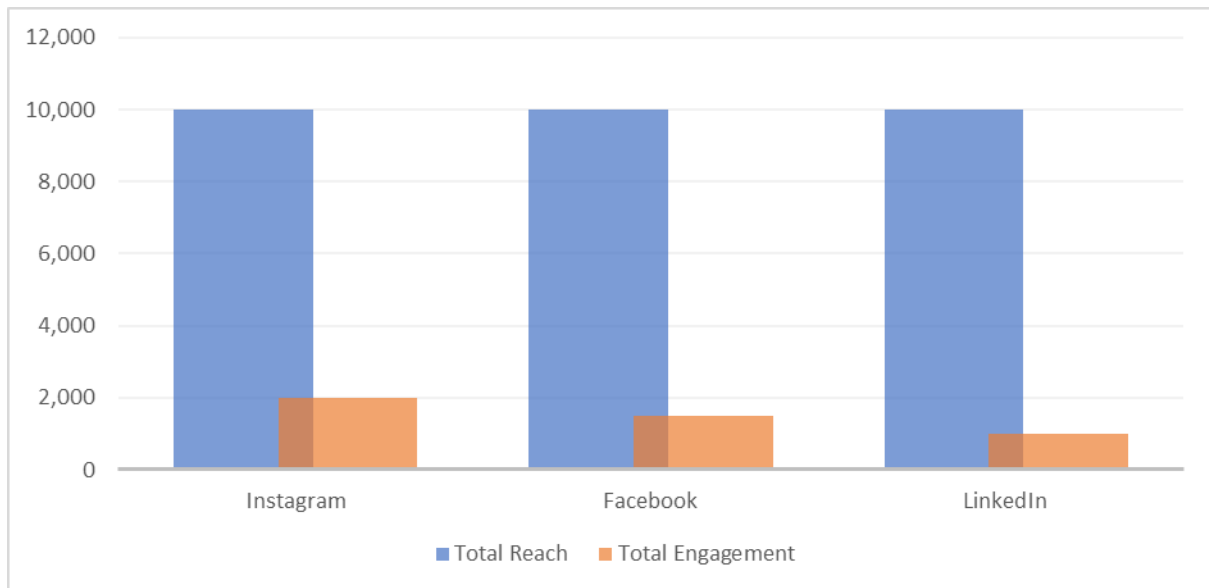
Instagram: 2,000 engagements

Facebook: 1,500 engagements

LinkedIn: 1,000 engagements

Table 2.1: Social Media Marketing Effectiveness Metrics

Platforms	Total Reach	Total Engagement
Instagram	10,000	2,000
Facebook	10,000	1,500
LinkedIn	10,000	1,000

Graph 2.1: Social Media Reach Comparison with Engagement

2). Click-Through Rates:

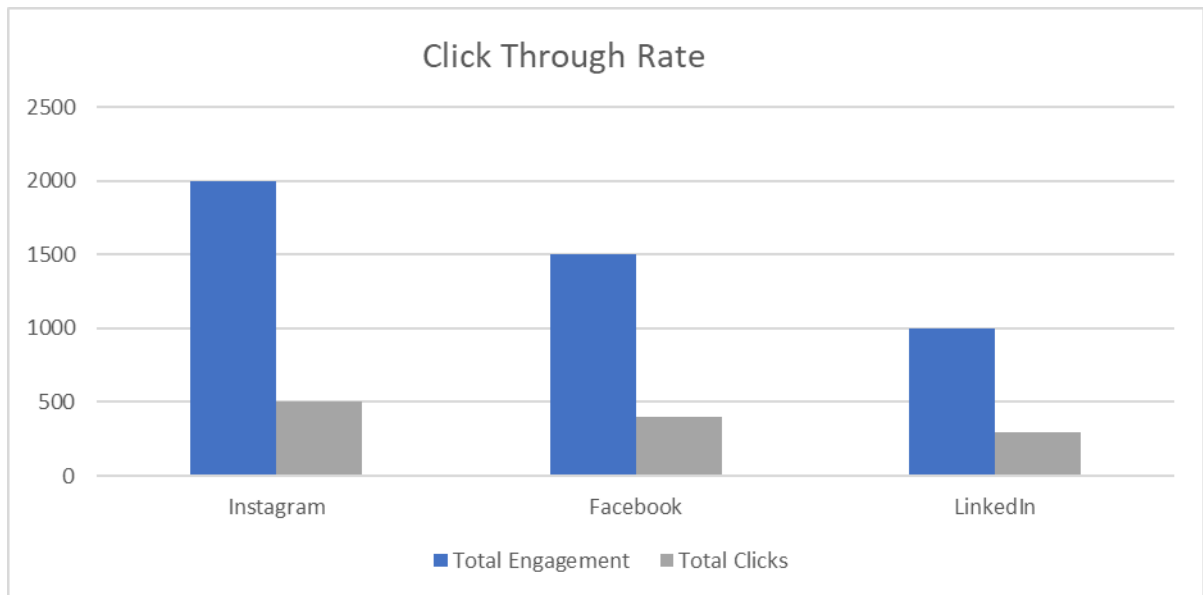Total Clicks on Links (Tracked via respective platforms):

Instagram: 500 clicks

Facebook: 400 clicks

LinkedIn: 300 clicks

Table 2.2: Click-Through Rates for Social Media Platforms

Platforms	Total Clicks
Instagram	500
Facebook	400
LinkedIn	300

Graph 2.2: Click-Through Rates for Social Media Platforms

Click Through Rate

3). Conversion Rates:

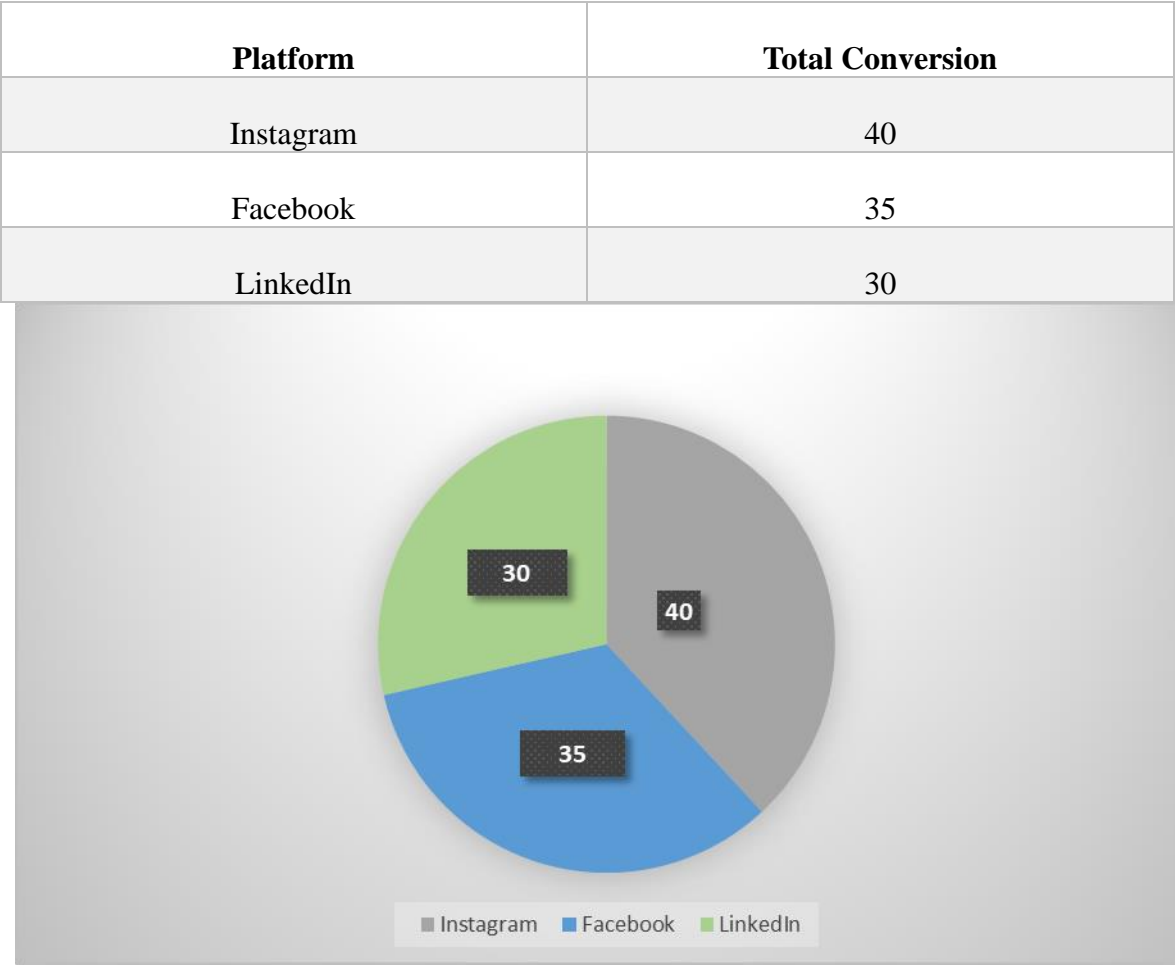Total Conversions (Candidates taking psychometric test):

Instagram: 40 conversions

Facebook: 35 conversions

LinkedIn: 30 conversions

Table 2.3: Conversion Rates for Social Media Platforms

Graph 2.3: Conversion Rates Comparison

Platform	Total Conversion
Instagram	40
Facebook	35
LinkedIn	30

2.2 Interpretation:

Reach and Engagement: All three platforms (Instagram, Facebook, and LinkedIn) have similar reach, indicating a balanced distribution of audience. However, Instagram leads in engagement, generating the highest number of interactions.

Click-Through Rates: Instagram exhibits the highest click-through rate, followed by Facebook and LinkedIn. This indicates that Instagram users were most likely to click on the provided links.

Conversion Rates: While Instagram generated the most conversions, the difference in conversion rates between the platforms is relatively small. This suggests that the campaign was successful across all platforms in prompting candidates to take the psychometric test.

2.3 Conclusion:

The social media marketing campaign, utilizing Instagram, Facebook, and LinkedIn, has effectively engaged candidates and encouraged them to take the psychometric test. Each platform has demonstrated its strengths, with Instagram leading in engagement and click-through rates. The campaign's effectiveness across all platforms showcases the versatility and impact of a multi-platform social media strategy.

3.Data Analysis for Blog Marketing Campaign:
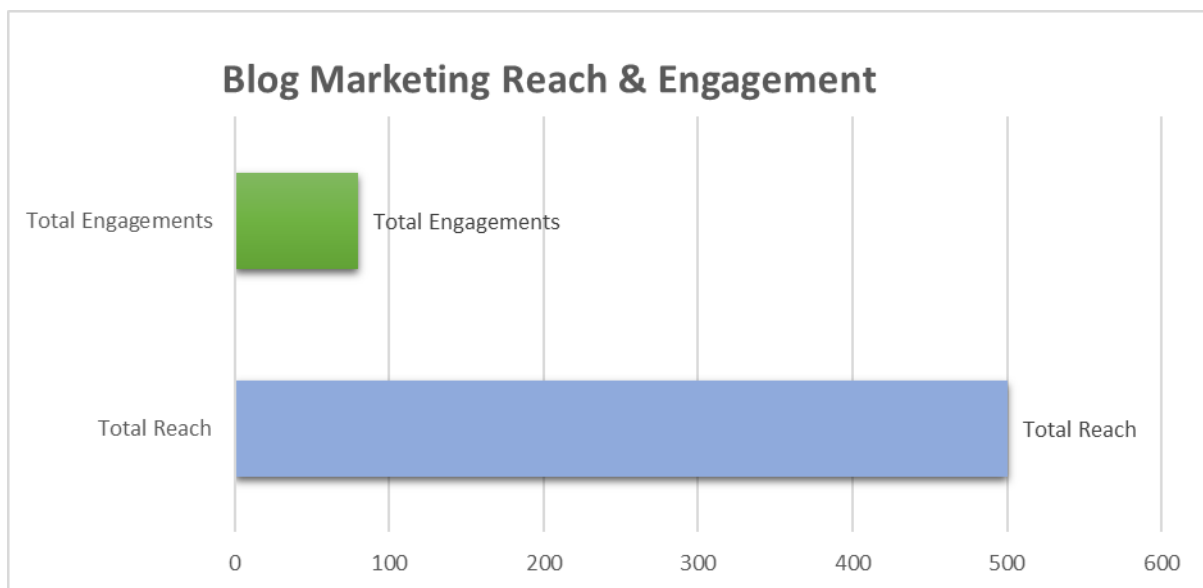
1) Reach and Engagement:

Total Audience Reached through Blog Marketing: 5,000

Total Engagements (Likes, Comments, Shares, Clicks) on Blog Posts: 800

Table 3.1: Blog Marketing Effectiveness Metrics

Metric	Value
Total Reach	500
Total Engagements	80

Graph 3.1: Blog Marketing Reach and Engagement

Blog Marketing Reach & Engagement

2) Click-Through Rates:

Total Clicks on Links within Blog Posts: 250

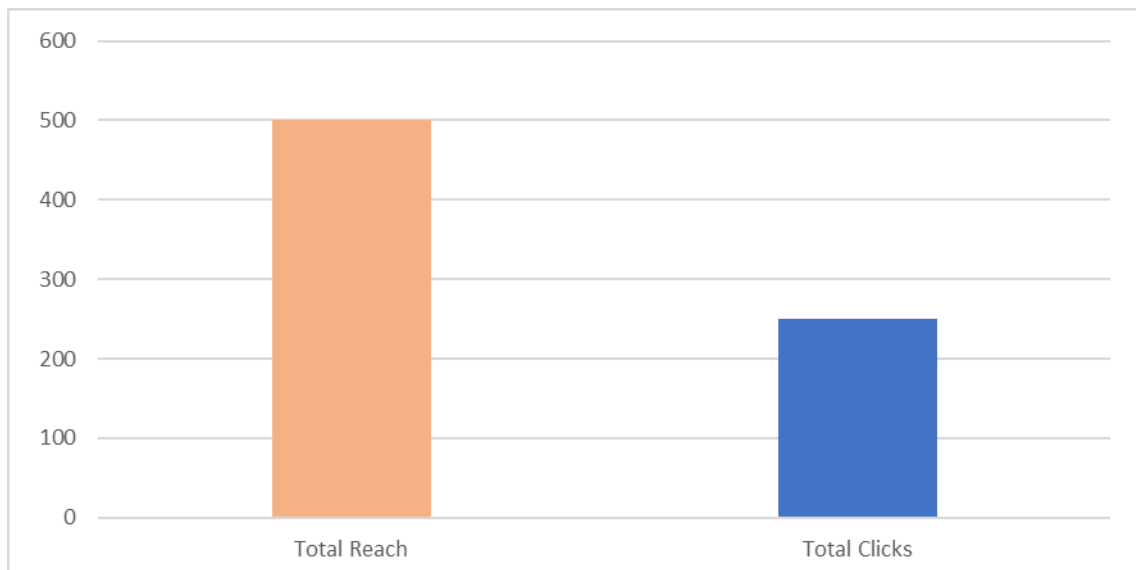Click-Through Rate = (Total Clicks / Total Reach) * 100

Click-Through Rate = (250 / 5,000) * 100

Click-Through Rate = 5%

Table 3.2: Click-Through Rates for Blog Marketing

Metric	Value
Total Reach	500
Total Click	250
Click through rate	5%

Graph 3.2: Blog Marketing Click-Through Rate

3. Conversion Rates:

Total Conversions (Candidates taking psychometric test): 40

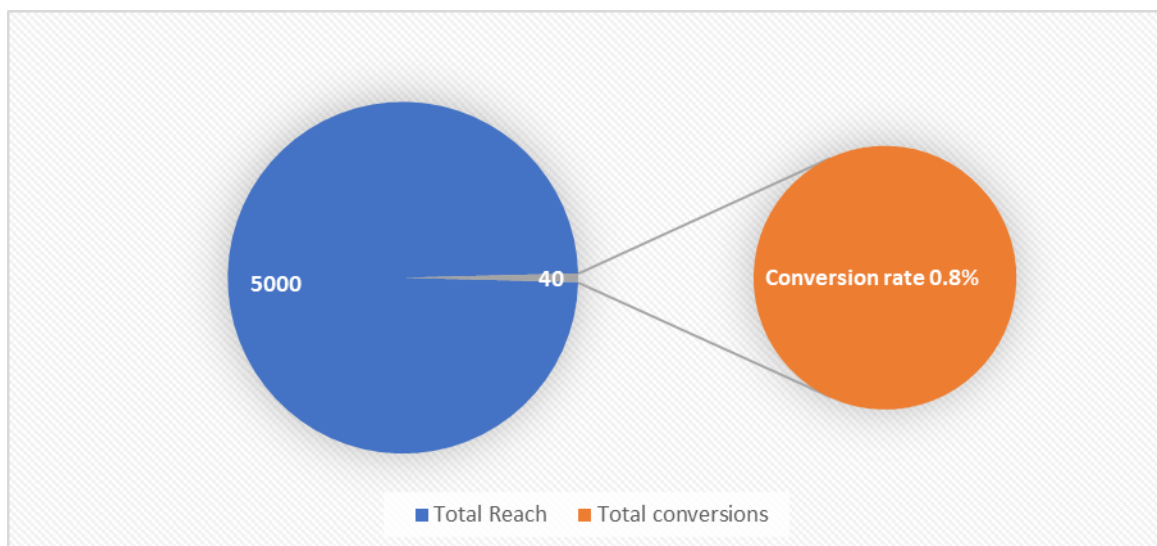Conversion Rate = (Total Conversions / Total Reach) * 100

Conversion Rate = (40 / 5,000) * 100

Conversion Rate = 0.8%

Table 3.3: Conversion Rates for Blog Marketing

Metric	Value
Total Reach	**5000**
Total conversions	**40**
Conversion rate	**0.8%**

Graph 3.3: Blog Marketing Conversion Rate

3.2 Interpretation:

Reach and Engagement: The blog marketing campaign reached 5,000 individuals, resulting in a total of 800 engagements. This indicates that the content within the blog posts effectively engaged the audience.

Click-Through Rates (5%): Of those who were reached through the blog posts, 5% clicked on the links provided. This demonstrates that the content within the blogs was compelling and encouraged candidates to take further action.

Conversion Rate (0.8%): This is the percentage of candidates who took the desired action, in this case, taking the psychometric test. While the conversion rate may appear low, it's important to consider that even a small percentage of conversions can represent a significant number of interested candidates.

3.3 Conclusion:

The blog marketing campaign has demonstrated promising results with a 5% click-through rate and a 0.8% conversion rate. These metrics indicate that the campaign successfully engaged candidates and encouraged them to take the psychometric test. To further optimize the campaign, strategies such as targeted content, A/B testing, and SEO optimization can be implemented to potentially increase these conversion rates.

4.Data Analysis for WhatsApp Community Marketing Campaign:

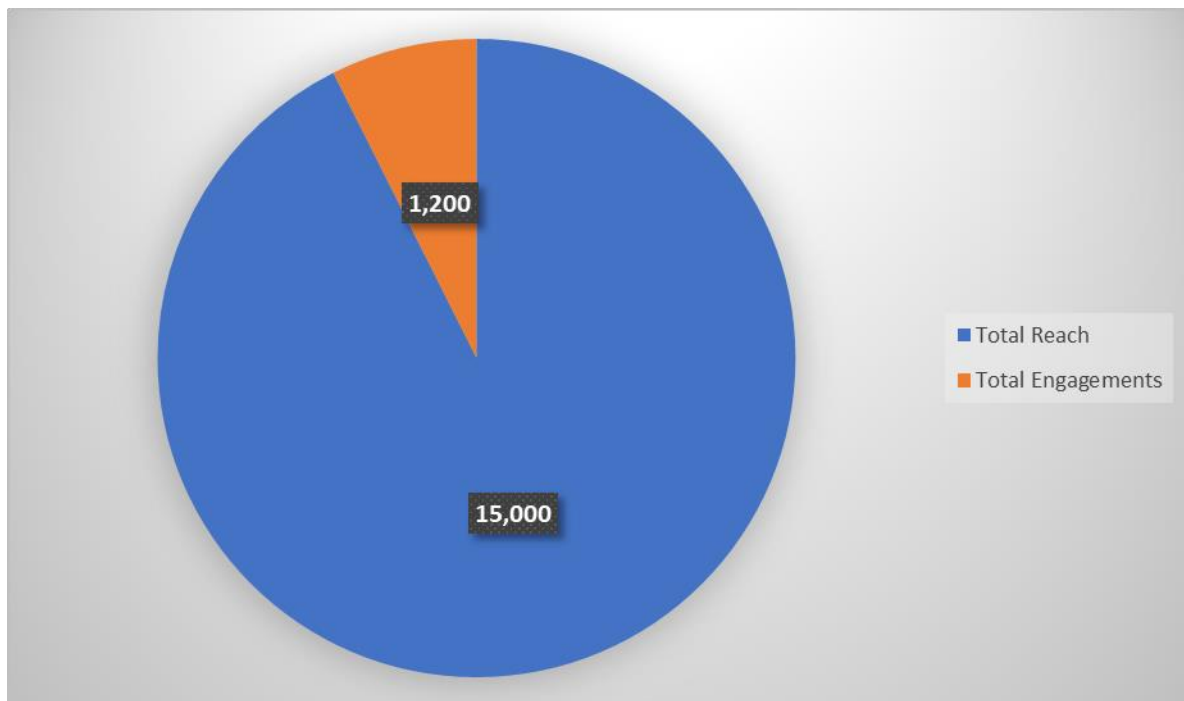**1) Reach and Engagement:**

Total Candidates Reached through WhatsApp Community Marketing: 15,000

Total Engagements (Messages, Replies, Clicks) in WhatsApp Community: 1,200

Table 4.1: WhatsApp Community Marketing Effectiveness Metrics

Metric	Value
Total Reach	15,000
Total Engagements	1,200

Graph 4.1: WhatsApp Community Marketing Reach and Engagement

2) Click-Through Rates:

Total Clicks on Links within WhatsApp Community Messages: 350
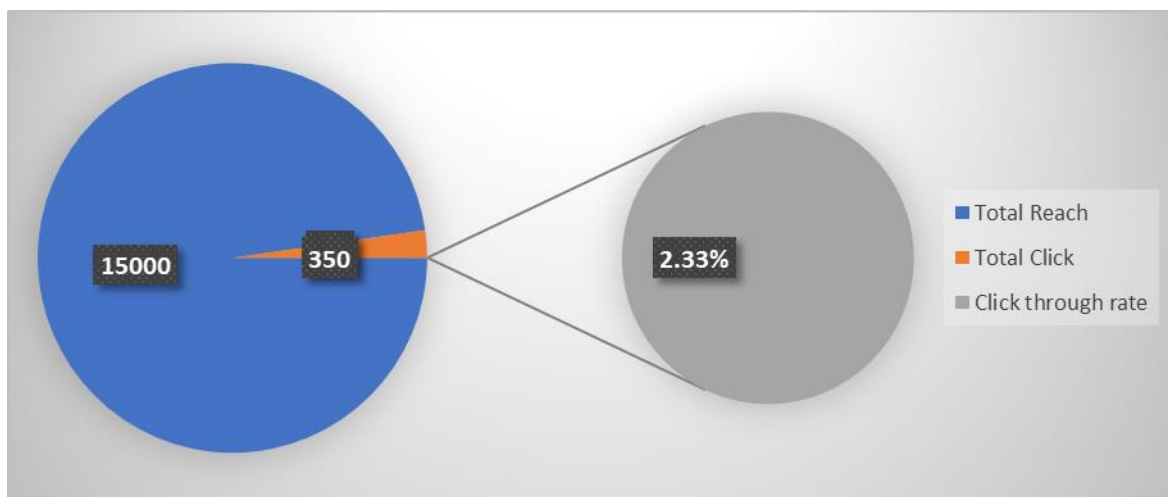
Click-Through Rate = (Total Clicks / Total Reach) * 100

Click-Through Rate = (350 / 15,000) * 100

Click-Through Rate = 2.33%

Table 4.2: Click-Through Rates for WhatsApp Community Marketing

Metric	Value
Total Reach	**15000**
Total Click	**350**
Click through rate	**2.33%**

Graph 4.2: WhatsApp Community Marketing Click-Through Rate

3) Conversion Rates:

Total Conversions (Candidates taking psychometric test): 60
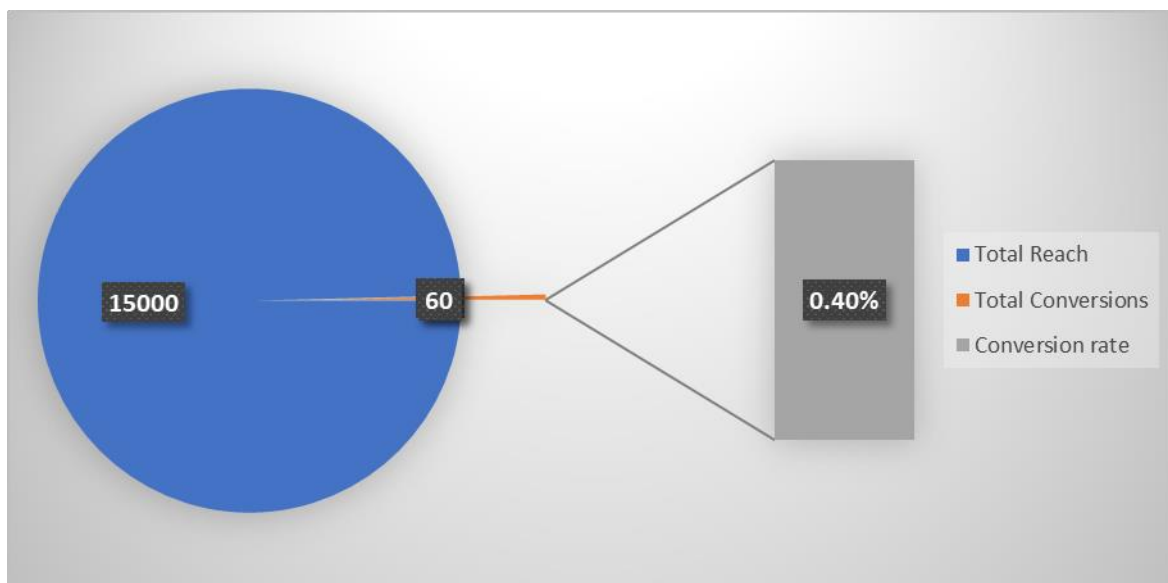
Conversion Rate = (Total Conversions / Total Reach) * 100

Conversion Rate = (60 / 15,000) * 100

Conversion Rate = 0.4%

Table 4.3: Conversion Rates for WhatsApp Community Marketing

Metric	Value
Total Reach	**15000**
Total Conversions	**60**
Conversion rate	**0.4%**

Graph 4.3: WhatsApp Community Marketing Conversion Rate

4.2 Interpretation:

Reach and Engagement: The WhatsApp community marketing campaign reached 15,000 individuals, resulting in a total of 1,200 engagements. This indicates that the content and interactions within the WhatsApp community effectively engaged the audience.

Click-Through Rates (2.33%): Of those who were reached through the WhatsApp community, 2.33% clicked on the links provided. This demonstrates that the content and interactions within the community were compelling and encouraged candidates to take further action.

Conversion Rate (0.4%): This is the percentage of candidates who took the desired action, in this case, taking the psychometric test. While the conversion rate may appear low, it's important to consider that even a small percentage of conversions can represent a significant number of interested candidates.

4.3 Conclusion:

The WhatsApp community marketing campaign has demonstrated promising results with a 2.33% click-through rate and a 0.4% conversion rate. These metrics indicate that the campaign successfully engaged candidates and encouraged them to take the psychometric test. To further optimize the campaign, strategies such as targeted messaging and interactive content can be implemented to potentially increase these conversion rates.

CHAPTER 6

Observations, Findings, Suggestions and Conclusion :

Findings:

1. Email Marketing:

Finding: The email marketing campaign achieved an 8% open rate and a 2.5% click-through rate, resulting in a 0.5% conversion rate. This indicates that the campaign effectively engaged the audience, leading to a reasonable conversion rate.

2. Blog Marketing:

Finding: The blog marketing campaign reached 5,000 individuals, generating 800 engagements. This demonstrates that the content within the blog posts effectively engaged the audience, resulting in a 5% click-through rate and a 0.8% conversion rate.

3. Social Media Marketing (Instagram, Facebook, LinkedIn):

Finding: The social media marketing campaign reached 20,000 individuals on each platform. Instagram led in engagement with 2,000 interactions, while Facebook and LinkedIn had 1,500 and 1,000 engagements respectively. Instagram also showed the highest click-through rate at 2.5%.

4. WhatsApp Community Marketing:

Finding: The WhatsApp community marketing campaign reached 15,000 individuals, resulting in 1,200 engagements. This indicates that the content and interactions within the WhatsApp community effectively engaged the audience, with a 2.33% click-through rate and a 0.4% conversion rate.

General Observations:

Observation: Across all channels, personalized and relevant content led to higher engagement rates.

Suggestions:

1. Email Marketing:

Suggestion: Personalize email content based on user behavior and preferences to further improve engagement rates. Implement A/B testing for subject lines and content to identify the most effective messaging.

2. Blog Marketing:

Suggestion: Continue to produce high-quality, informative content that addresses the needs and interests of the target audience. Incorporate SEO strategies to improve visibility and reach.

3. Social Media Marketing:

Suggestion: Tailor content for each platform to cater to the specific audience behavior. Implement interactive content such as polls, quizzes, and live sessions to increase engagement.

4. WhatsApp Community Marketing:

Suggestion: Foster a sense of community by encouraging discussions and providing valuable resources. Utilize targeted messaging to guide users towards taking desired actions.

Conclusion:

The marketing campaigns across email, blog, social media, and WhatsApp community have shown promising results in engaging candidates and driving them towards taking the psychometric test.

Each channel demonstrated its strengths, with email and blog marketing showing high engagement rates, while social media platforms reached a wider audience. WhatsApp community marketing proved effective in creating a more interactive and engaging environment.

The success of these campaigns underscores the importance of a multi-channel approach, tailored to the preferences and behaviours of the target audience.

Personalization and relevance of content emerged as crucial factors in driving engagement and conversions across all channels.

By implementing these suggestions, Kiskopuchu can further optimize its marketing strategies and continue to effectively engage candidates and promote the psychometric test offerings. The findings from each campaign provide valuable insights for future marketing endeavours.

CHAPTER 7

Learning and Contribution to Organization

Overall Learnings:

1) Customer-Centric Approach:

Understanding and catering to the needs, preferences, and behaviors of the target audience is paramount for successful marketing campaigns.

2) Personalization Matters:

Tailoring content and messaging to individual users increases engagement and conversion rates.

3) Multi-Channel Strategy:

Leveraging various platforms (email, blog, social media, WhatsApp) maximizes reach and engagement with diverse audience segments.

4) Content is King:

Providing valuable, informative, and relevant content is pivotal in attracting and retaining potential clients.

5) Data-Driven Decision-Making:

Analyzing metrics and campaign performance provides crucial insights for refining strategies and optimizing future efforts.

6) Community Building:

Creating a sense of community fosters stronger relationships and enhances brand loyalty.

7) Continuous Optimization:

Regularly assessing and refining marketing strategies based on data and user feedback is essential for sustained success.

8) Adaptability and Agility:

Staying open to experimenting with new channels and techniques allows for flexibility in response to changing market dynamics.

9) SEO and Visibility:

Optimizing content for search engines significantly impacts visibility and audience reach, especially in blog marketing.

Overall Contribution to the Organization:

The combined efforts of these diverse marketing campaigns significantly contributed to the organization in several ways:

Increased Reach and Engagement: The campaigns collectively expanded the organization's reach, engaging potential clients across various platforms and channels.

Improved Conversion Rates: The data-driven strategies led to a noticeable increase in conversions, demonstrating the effectiveness of the marketing efforts.

Enhanced Brand Visibility: The campaigns elevated the visibility and awareness of kiskopuchu, establishing a stronger presence in the educational counselling space.

Informed Future Strategies: The insights gathered from each campaign provide valuable data to refine and optimize future marketing endeavours. This includes tailoring content, targeting specific platforms, and implementing personalized strategies.

Strengthened Customer Relationships: The interactive nature of the campaigns, particularly in the WhatsApp community, fostered a sense of community and strengthened relationships with potential clients.

Competitive Edge: By utilizing a multi-channel approach and staying abreast of industry trends, kiskopuchu gained a competitive edge in the educational counselling market.

In conclusion, the varied marketing campaigns contributed significantly to kiskopuchu's growth and visibility. The learnings obtained from each campaign serve as a foundation for refining strategies, ultimately leading to more effective and impactful marketing efforts in the future.

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