

Lawhub is conducting a **20 -40 days internship programs for MBA Marketing students** across different cities in India. The total duration of the internship program is for Minimum of 20 official working days. The complete internship programs is target based that is to be completed in **20 -40** working days. The Internship programs is a research project exclusive for the legal fraternity mainly STATE BAR COUNCIL registered advocates in India and licensed to practice in **Supreme Court Of India, State High Courts or District court in India including Tribunal courts.**

About The Internship program.

A research based marketing internship programs is for web awareness among the legal fraternity in India. The objective of the research programs is promote the legal fraternity in India on web. The research programs covers the survey information gather by the students opting for the Marketing & Research Internship Programs. Based on the factual data gathered by the marketing students, random sampling of advocates will be done based on the OR and will be selected listing their various services offered to provide a wider reach of their services. The complete internship programs is in two Phase.

Benefits of the internship program for law students.

Every marketing project at inception stage involves with a basic research programs. This is mainly adopted by conducting various surveys for qualitative and quantitative methods of research. The existing internship programs educates the student with a real time experience research and direct marketing. The complete internship program is designed in such a way that it enable each student to understand the initial stages of product or service marketing and the importance of a survey. Every marketing student who joins any organisation is mostly allocated with field marketing job that triggers the career of a student in the marketing. Following are some of the benefits, each explained in brief.

•Market Research:

The survey is a powerful marketing research tool. A proper survey with legitimate survey data enables to discover opinions and attitudes about the products or services before its launched and floated in the market.. Survey of product of services is the foundation of marketing activities for take a feed back and identifying the effective leads of marketing. Regardless of the size of any business, one can grow and prosper by using affordable surveys to develop strategies that get new customers and also retaining the existing customers.

•Qualitative analysis :

Any research program that includes survey revolves around qualitative or quantitative methods of analysis. The existing survey for research is mainly a qualitative research, since it involves a focused groups of professional that are practising advocates in the court. The student get a real time experiences of conducting the survey with the qualitative analysis of the target client base.

•Client Interaction:

The main activities for any real time survey includes a interactive session between the marketing individual and the probable client of the service/product. A smart marketing individual should be able to effectively interact with a probable client or customer of the product or services that's being marketed by the marketing professionals. The Phase I of the research & marketing internship programs include a market research with and effective survey. Interactive Q/A session involved details client interaction. The effective survey and the basics data points generated with survey data acquisition can be like a lead generation for marketing and product selling.

•**Product / Service demonstration and feature explanation:** No customer will ever buy any product until unless it is aware of the various features and the benefits of the product or services. The second phase of the the internship programs enables the student to
Each Research marketing Phase is detailed below

PHASE I

Survey of advocates with data acquisition.

As part of a details survey, each student have to collect the demographics information of each advocate and submit on an online survey form. Each student have to ask a set of survey question to each lawyer and the answer provided by the lawyer will have to be submitted against each questions. All the question to be asked will be generated online and student have to just feed the answers of the advocate. A sample of FAQ with answers of the sample FAQ available on the online

List Of Activities for phase one

- 01.** Daily court visit prefer at the lunch time when advocates are more free.
- 02.** Contacting advocates in the bar association of court campus canteen, as most lawyers gather in the court canteen in lunch time.
- 03.** Interacting with each advocates.
- 04.** Creating awareness among the advocates based on the document in the attachment section of this page.
- 05.** Collecting all the information as per the online interactive form interface and submitting is online for the phase two or the internship program.
- 06.** Email each advocates with a copy marked to company (company email id will be provided to each student)

Phase II

Web promotion of advocates with details profile and photograph submitted on ADLAW.IN and ADVOCATEMAIL.COM.

This phase is for subscribing shortlisted advocates from the survey data after qualitative analysis of the the survey data. Every student will get a list of advocates names, these will be the lawyers approached by student for survey. The list of advocates will appear in the dashboard of every student login account on LawHub.in. **The advocate profile on AdLaw.in and AdvocateMail.com is a paid service but is offered free to advocates those are approached by the interns.** Every student opting for the internship programs gets a real time experience of interacting with advocates and explaining the various advantages of the services offered to the advocates. The various list of activities covered in Phase II of the Research and marketing programs gives a real time marketing experienced to each interns. Phase II educates each students the basics of marketing i.e client interaction and educating a probable customer with the service offered and explaining the benefits.

List Of Activities in Phase II

- 01.** Daily court visit preferably at the lunch time when advocates are more free for interaction
- 02.** Request for appointment over E-mail or Telephonic or direct interaction for meeting, only those advocates who provided survey data.
- 03.** Personally contacting advocates, suggested to contact in bar chambers, court canteen in lunch time.
- 04.** Explaining fetures and advantages of the services offered as try n buy option).
- 05.** Explaining in brief other services offered on adlaw.in and advocatemail.com.
- 06.** Repeated interaction with advocates in case of incomplete profile, each profiles will be preview before its published live on the website. In case of any missing data the profiles wont be published online.