

Content & Performance Marketing Strategies

Internship Report

Submitted for the partial fulfilment of the degree of

Bachelor of Technology

In

Electrical Engineering

Submitted By

Swapnil Gupta

0901EE201125

UNDER THE SUPERVISION AND GUIDANCE OF

ANUJ LODHI

Assistant professor

Department of Electrical Engineering



मधव इन्स्टीट्यूट ऑफ टेक्नोलॉजी एंड साइंस, ग्वालियर (म.प.), भारत (फ. ०७५५),
मधव

MADHAV INSTITUTE OF TECHNOLOGY & SCIENCE, GWALIOR (M.P.), INDIA

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<<June 2024>>

DECLARATION BY THE CANDIDATE

I hereby declare that the work entitled "**Content & Performance Marketing Strategies**" is my work, conducted under the supervision of **Anuj Lodhi, Assistant professor**, during the session Jan-June 2024. The report submitted by me is a record of bonafide work carried out by me.

I further declare that the work reported in this report has not been submitted and will not be submitted, either in part or in full, for the award of any other degree or diploma in this institute or any other institute or university.

Swapnil Gupta
0901EE201125
B.Tech. VIII Sem

Date:

26/June/2024

Place: Gwalior

This is to certify that the above statement made by the candidates is correct to the best of my knowledge and belief.

Guided By:

Anuj Lodhi
Assistant Professor
Electrical Engineering Department
MITS, Gwalior

Departmental Project Coordinator

Dr. Vikram
Assistant Professor
Electrical Engineering Department
MITS, Gwalior

Approved by HoD

Dr. Sulochana Wadhwani
HoD & Professor
Electrical Engineering Department
MITS, Gwalior



PLAGIARISM CHECK CERTIFICATE

This is to certify that I/we, a student of B.Tech. in **Electrical Engineering** have checked my complete report entitled "**Content & Performance Marketing Strategies**" for similarity/plagiarism using the "Turnitin" software available in the institute.

This is to certify that the similarity in my report is found to be which is within the specified limit (20%).

The full plagiarism report along with the summary is enclosed.

Swapnil Gupta

0901EE201125

Checked & Approved By:

Dr. Himmat Singh
Assistant Professor
Electrical Engineering Department
MITS, Gwalior

EXECUTIVE SUMMARY

This report outlines the experiences and outcomes of my six-month internship at POV Production as a Content Marketer. Throughout the internship, I was deeply involved in project planning, team leadership, communication, risk management, quality assurance, documentation, and continuous improvement. The report provides insights into the company's innovative approach to content marketing, performance marketing, social media management, and public relations. It also reflects on the skills and knowledge I acquired, the challenges I faced, and the significant contributions I made to the company.

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to the entire team at POV Enterprises for their unwavering support and guidance throughout my internship. Special thanks to my supervisor for providing me with this incredible opportunity and for their invaluable feedback and encouragement. I also extend my appreciation to my colleagues who made my experience enriching and memorable .

Swapnil Gupta

0901EE201125

CERTIFICATE OF INTERNSHIP



PROVISIONAL CERTIFICATE OF COMPLETION

This is to certify that

Swapnil Gupta
content marketer
guptaswpnil2002@gmail.com

has successfully completed a 4-month internship at POV Produktion, demonstrating dedication, professionalism, and valuable contributions to the projects undertaken during the internship period.

Duration of Internship: 01/01/2024 to 01/06/2024

During the internship, [he/she/they] exhibited exemplary performance in various aspects of project management, content creation, social media management, and client coordination. [He/She/They] played an integral role in delivering high-quality results for our clients and contributed significantly to the success of the projects assigned.

This provisional certificate is issued in recognition of [his/her/their] outstanding performance and completion of the internship program at POV Produktion.

Date of Issue: 27/05/2024

Prakhar

Authorized Signature
Prakhar dixit
co-founder
POV Enterprises



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ACRONYMS

- CPL: Cost Per Lead
- ROI: Return On Investment
- PR: Public Relations
- SMM: Social Media Management

NOMENCLATURE

- Content Marketing: A form of marketing where visual form of content like Graphics and Videos are used in order to serve the messaging of the brand.
- Performance Marketing: A form of digital marketing where advertisers pay only when specific actions are completed, such as clicks, leads, or sales.



CHAPTER 1: INTRODUCTION

POV Enterprises is a dynamic startup committed to revolutionizing digital landscapes through innovative content and marketing strategies. The company has quickly emerged as a powerhouse in the realm of social media management, performance marketing, and public relations. As a Content Marketer at POV Enterprises, I was an integral part of this dynamic team, responsible for project planning, team leadership, communication, risk management, quality assurance, documentation, and continuous improvement.

CHAPTER 2: LITERATURE SURVEY

This chapter provides an overview of existing literature and research relevant to the areas of content marketing, performance marketing, social media management, and public relations. The review highlights the current trends and best practices in these fields, providing a context for the projects undertaken during the internship. The literature survey informed the strategies and methodologies employed in my role as Content Marketing .

CHAPTER 3: DETAILED DESCRIPTION OF TASKS AND RESPONSIBILITIES

As a Content Marketer, my primary responsibilities included:

- Ideation: Helping team with new and creative ideas.
- Scripting: Compiling all the thoughts into words in order to make it easy for others to understand.
- Shooting: Getting involved with the media team in order to get the desired output.
- Editing: Helping the team of editors to make the raw video content more appealing.
- Posting: After finalizing the content and approval from the client, I was supposed to schedule the post.
- Documentation: Keeping comprehensive records of project activities and outcomes.
- Continuous Improvement: Continuously seeking ways to improve project processes and outcomes.

CHAPTER 4: LEARNING OUTCOMES

Skills and Knowledge Acquired:

- Content writing: Improved my ability to write better content converting ideas to words.
- Communication: Improved my skills to communicate with the team in order to get the desired output.
- Using softwares like Business Suite: I learnt how to use meta Business suite in order to make things easier by scheduling the posts.
- Reporting : Reporting all the details with the team and client respectively.

Challenges Faced and Overcoming Them:

- Managing tight deadlines and multiple projects simultaneously required effective time management and prioritization.
- Ensuring clear communication among team members and stakeholders was crucial for project success.

CHAPTER 5: WORKING WITH CLIENTS



CHAPTER 6: ACHIEVEMENTS AND CONTRIBUTIONS

- Successfully managed multiple projects from inception to completion.
- Improved team collaboration and project outcomes through effective leadership.
- Contributed to the development and implementation of innovative marketing strategies.
- Received positive feedback from supervisors and colleagues for my contributions.

CHAPTER 7: ANALYSIS AND REFLECTION

- The internship significantly contributed to my personal growth and professional development.
- The experience aligned well with my career goals, providing practical insights and skills relevant to my field.
- The lessons learned during the internship will have a lasting impact on my future career endeavours.

CHAPTER 8 : CONCLUSION

My internship at POV Produktion was an invaluable experience that allowed me to grow both personally and professionally. I am grateful for the opportunity to work with such a talented and supportive team. The skills and knowledge I acquired, along with the challenges I overcame, have prepared me well for future career opportunities. I look forward to applying what I have learned in my future endeavours .

TURNITIN PLAGIARISM REPORT

**Please Insert a Scanned Copy of the Front pages duly signed by the Candidate,
Supervisor, Departmental Turnitin Coordinator, and HoD with Seal**

ANNEXURE-1

LEARNING OUTCOMES

Skills and Knowledge Acquired:

- Content writing: Improved my ability to write better content converting ideas to words.
- Communication: Improved my skills to communicate with the team in order to get the desired output.
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Challenges Faced and Overcoming Them:

- Managing tight deadlines and multiple projects simultaneously required effective time management and prioritization.
- Ensuring clear communication among team members and stakeholders was crucial for project success.

ANNEXURE-2
DAILY DIARY

Week	Duration	Progress of Internship
Week-1	(01/01/2024 - 07/01/2024)	<ul style="list-style-type: none"> • Orientation and team introductions • Overview of company policies and tools • Briefing on internship objectives and responsibilities
Week-2	(08/01/2024 - 14/01/2024)	<ul style="list-style-type: none"> • Weekly team meeting to discuss project progress • Delegated tasks to team members • Initiated content marketing strategies
Week-3	(15/01/2024 - 21/01/2024)	<ul style="list-style-type: none"> • Detailed briefing on the Birla Open Minds International School project • Started developing the project plan • Conducted brainstorming sessions for content ideas
Week-4	(22/01/2024 - 28/01/2024)	<ul style="list-style-type: none"> • Started planning the KIA project • Initial meeting with the KIA marketing team • Drafted a preliminary project plan
Week-5	(29/01/2024 - 04/02/2024)	<ul style="list-style-type: none"> • Weekly team meeting • Reviewed the progress of Birla Open Minds and KIA projects • Assigned new tasks based on project needs
Week-6	(05/02/2024 - 11/02/2024)	<ul style="list-style-type: none"> • Reviewed the progress of ongoing projects (KIA, CITROEN, JEEP) • Adjusted project plans based on feedback • Began work on the Pragati Vidhyapeeth School project

Week-7	(12/02/2024 - 18/02/2024)	<ul style="list-style-type: none"> Reviewed the progress of ongoing projects (Pragati Vidhyapeeth School, Bhautiki Plus) Assigned new tasks and adjusted timelines Began work on the Ampere project
Week-8	(19/02/2024 - 25/02/2024)	<ul style="list-style-type: none"> Worked on performance marketing strategies for Ampere Analyzed campaign data and made adjustments Documented campaign performance
Week-9	(26/02/2024-03/04/2024)	<ul style="list-style-type: none"> Monitored ad campaign performance Made necessary adjustments to the campaigns Documented the campaign results
Week-10	(04/02/2024-10/03/2024)	<ul style="list-style-type: none"> Weekly team meeting Reviewed the progress of the Birla Open Minds and KIA projects Assigned new tasks based on project needs
Week-11	(11/03/2024-17/03/2024)	<ul style="list-style-type: none"> Began work on the Bhautiki Plus project Initial meeting with the client to understand their goals Developed a content marketing strategy
Week-12	(18/03/2024-24/03/2024)	<ul style="list-style-type: none"> Coordinated with the content creation team for Bhautiki Plus Started content development and planning Monitored social media metrics
Week-13	(25/03/2024-31/03/2024)	<ul style="list-style-type: none"> Continued optimization of ongoing projects

		<ul style="list-style-type: none"> • Implemented feedback from the mid-term review • Prepared for upcoming project milestones
Week-14	(01/04/2024-07/04/2024)	<ul style="list-style-type: none"> • Reviewed and optimized ongoing projects • Prepared reports for the weekly review meeting • Planned tasks for the upcoming week
Week-15	(08/04/2024-14/04/2024)	<ul style="list-style-type: none"> • Scheduled social media posts and monitored engagement • Documented feedback and progress • Reviewed progress and set new goals for the week
Week-16	(15/04/2024-21/04/2024)	<ul style="list-style-type: none"> • Reviewed and optimized ongoing projects • Prepared reports for the weekly review meeting • Planned tasks for the upcoming week

ANNEXURE-3A
MPR-1



POV ENTERPRISES

Dhruv mahadev house no. 949 opposite dargah, near shani dev temple, taraganj road, jashkar,
gwalior, MP 474001

MONTHLY PROGRESS REPORT (MPR) FROM INDUSTRY MENTOR

Name of student	Swapnil Gupta		Department	Electrical	
Industry/Organization	POV ENTERPRISES		Date/Duration	01/01/2024 -01/02/2024	
Criterion	<u>Poor</u>	<u>Average</u>	<u>Good</u>	<u>Very Good</u>	<u>Excellent</u>
Punctuality/Timely completion of assigned work				✓	
Learning capacity/Knowledge upgradation			✓		
Performance/Quality of work			✓		
Behaviour/Discipline/Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/Topic					
OVERALL GRADE (Any one)	POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT				
Name of Industry Mentor	PRAKHAR DIXIT				
Signature of Industry Mentor	<i>PraKhar Enterprises</i>				

Receiving Date		Name of Faculty Mentor	Anuj Lodhi	Sign	
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ANNEXURE-3B

MPR-2



POV ENTERPRISES

Dhay mahadev house no. 949 opposite dargah, near shani dev temple, toraganj road, lashkar, gwalior, MP, 474001

MONTHLY PROGRESS REPORT (MPR) FROM INDUSTRY MENTOR

Name of student	Swapnil Gupta		Department	Electrical	
Industry/Organization	POV ENTERPRISES		Date/Duration	01/02/2024 -01/03/2024	
Criterion	<u>Poor</u>	<u>Average</u>	<u>Good</u>	<u>Very Good</u>	<u>Excellent</u>
Punctuality/Timely completion of assigned work				✓	
Learning capacity/Knowledge upgradation				✓	
Performance/Quality of work			✓		
Behaviour/Discipline/Team work				✓	
Sincerity/Hard work				✓	
Comment on nature of work done/Area/Topic					
<u>OVERALL GRADE (Any one)</u>	<u>POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT</u>				
<u>Name of Industry Mentor</u>	PRAKHAR DIXIT				
<u>Signature of Industry Mentor</u>					

Receiving Date		Name of Faculty Mentor	Anuj Lodhi	Sign	
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ANNEXURE-3C

MPR-3

	POV ENTERPRISES <small>Plot no. 91, Opposite Dargah, New Chandni Chowk, Faridabad, Haryana, India, PIN-121001</small>				
MONTHLY PROGRESS REPORT (MPR) FROM INDUSTRY MENTOR					
Name of student Industry Organization	Swapnil Gupta POV ENTERPRISES		Department Date Duration	Electrical 01-03-2021 - 01-04-2021	
Criterion	Poor	Average	Good	Very Good	Excellent
Punctuality/Timely completion of assigned work			✓		
Learning capacity/Knowledge upgradation			✓		
Performance/Quality of work			✓		
Behaviour/Discipline/Team work			✓		
Sincerity/Hard work			✓		
Comment on nature of work done/Area/Topic					
OVERALL GRADE (Any one) Name of Industry Mentor Signature of Industry Mentor	POOR/AVERAGE/GOOD/VERY GOOD/EXCELLENT PRAKSHAR DIXIT POV Enterprises				
Receiving Date	Name of Faculty Mentor	Anuj Lodhi	Sign		

ANNEXURE-4

Please Insert the first page of publication (only applicable for Major Project)