

SUMMER INTERNSHIP PROGRAM

At

NoQs Digital

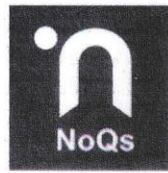
From - 9/5/24 To 9/7/24

**A REPORT BY
SNEHA JADON**

**Master of Business Administration
Hospital and Health Management
2023-25**

**Under the Mentorship by
Dr. Anoop Khanna**





EXPERIENCE LETTER

08/07/24

Congrats!

This is to certify that **Miss Sneha Jadon** has completed the internship program as a **Digital Marketing Associate** at **NoQs Digital Pvt. Ltd.** from **09/05/24** to **08/07/24**.

During her internship program with us, we found her disciplined, hardworking and inquisitive. We would like to commend Sneha for her dedication and contributions to our team during the internship.

We wish **Sneha Jadon** all the best in her future endeavours!

Warm Regards,

ADIT AGARWAL

Founder & CEO
NoQs Digital
www.noqs.in

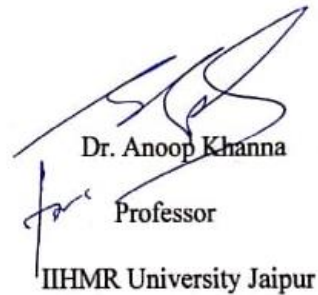


IIHMR University Faculty Mentor Approval

This is to certify that **DR. SNEHA JADON** of academic year 2023-25 Of **INSTITUTE OF HEALTH MANAGEMENT RESEARCH** has prepared a poster with respect to ~~his~~/her summer internship held during **May-June 2024**.

She has carried out work as per the guidelines. ~~His~~/ Her poster is approved for presentation.

Date: 22 July 2024

A handwritten signature in blue ink, appearing to read 'Dr. Anoop Khanna', is written over the printed name and title.

Dr. Anoop Khanna
Professor
IIHMR University Jaipur

Digital marketing strategy and content creation

Under the guidance of Anoop Khanna - By: Dr. Sneha Jadon Roll No. 1845 MBA HHM 28

HISTORY

It was founded by IIT Bombay alumnus Mr Adit Agarwal, who has years of experience in SaaS solutions, Digital Media Platforms, the D2C industry, and Digital marketing.

Since 2020, we have also helped numerous businesses and enterprises achieve their targets by assisting them in designing their apps and websites to increase and improve their interaction with existing and prospective

MISSION

To help small enterprises and MSMEs take their businesses online

VISION

To drive growth and secure opportunities for NoQs Digital through strategic initiatives and networking.

ORGANIZATION STRUCTURE

Flat hierarchy

FOUNDER

**HUMAN
RESOURCE &
OPERATIONS**

- Provides a range of services (websites, applications, and marketing) to support their digital transformation initiatives.
- Have a strong reputation in the SME market provides a foundation for brand awareness

- Running digital campaigns can attract big companies

THEORETICAL UNDERSTANDING

- Understanding of marketing mix 4 - P's
- Product, Price, Place, Promotion.
- Understanding of the concept of targeting and segmentation.

LEARNING

- Use Canva more efficiently.
- Content writing, how to write blogs.
- Marketing strategies – to target the right consumers.

SUGGESTIONS

- Maintain an open mindset to explore innovative marketing strategies.
- Plan meetings such that interns whose last names are near the end of the alphabet can attend and contribute updates.



- It's difficult to produce content without the essential resources.

- The Digital Marketing field is highly competitive. The company needs constant improvement to stay ahead.
- The demands of customers for digital solutions can shift quickly.

PRACTICAL UNDERSTANDING

- Methods for conducting market research to identify target consumers for company announcements and publicity
- Observing and keeping up with the changing trends in marketing to grow the company

CHALLENGES

- Difficulty in communication with the team members.
- Meetings were not possible on time.

USEFULNESS

- Gained confidence to put forward opinions and one's abilities.
- Developed soft skills.
- Cultivate creativity.



Weekly report 9/5/24 to 11/5/24

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

STREAM – HHM

DEPARTMENT – Marketing team

Activity Date-	Orientation day
9/5/24	- The session covered an overview of the program, expectations, and guidelines , and provided a platform to connect with fellow interns.
10/5/24	Connecting day
11/5/24	Connecting day
Linking Theory-	How to connect with the team properly to work together.
Gaps identified-	None as it was the first three days.
Suggestion for Improvement	None as it was the first three days.
Plan for the next week-	Start making posts for social media to make NoQs appear on social media.

Signature of the student -

Approved by the IIMR University's mentor -

Weekly report 13/5/24 to 18/5/24

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

STREAM – HHM

Department – Marketing Team

Activity Date- 13/5/24	Discussion of the different social media platforms on which the post campaigns should begin will be fruitful for the organization.
14/5/24	Brainstorm about the 1 st social media post about the topic and what content to be written. Discussion on the color theme for the posts.
15/5/24	Design the 1 st post for social media. About the services given by the company like- • Website Designing • Scan and pay system • Application development • Data analysis
16/5/24	Started creating different posts for every service provided by the company. Created slide for website development.
17/5/24	Slide for mobile application development.
18/5/24	Slide for scan and pay system. Saying- Tired of waiting in long lines to order and pay? Say hello to a smoother dining experience with NoQs Digital's "Scan & Order/Pay" systems!
Linking Theory-	How to confidently put thoughts in front of everyone came from presentations done in the classes.

Suggestion for improvement	Starting social media ads would help in gaining customers.
Gaps identified	Could start running social media Ads.
Plan for the next week-	Start making posts related to data analysis. And other days' posts.

Signature of the student -

Approved by the IIMR University's mentor -

Weekly report 20/5/24 to 25/5/24

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

STREAM – HHM

Department – Marketing Team

Activity Date- 20/5/24	created a post related to how to get a boost in the business. Showcasing- services designed to supercharge your online presence and boost your bottom line.
21/5/24	Made a strategy for Instagram to gain followers and increase engagement.
22/5/24	Created a post related to Craft the Perfect Online Presence with NoQs Digital! Showing how the company is One Stop Shop for Business Growth
23/5/24	Created a post explaining the different services related to website development. And posted it.
24/5/24	Developed an animation for Buddha Purnima. Posted it.
25/5/24	The number of followers started to increase so started to discuss LinkedIn strategy and how to grow and engage customers. Modified "about us" section on LinkedIn. Started making June's content calendar plan.
Linking Theory-	Creating posts to attract the audience with more creativity.
Gaps identified-	Segmentation and targeting can be done regarding the audience.
Suggestion for improvement	Start posting testimonies/ success stories to attract potential customers.
Plan for the next week-	Start creating welcome posts for the new interns joining.

Signature of the student -

Approved by the IIMR University's mentor -

Weekly report 27/5/24 to 1/6/24

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

STREAM - HHM

Department – Marketing Team

Activity Date-	
27/5/24	Started creating welcome posts for the new employees, with a brief introduction about each new intern who joined.
28/5/24	Created posts for LinkedIn regarding welcoming new joining members.
29/5/24	Post creation for Instagram. With the topic on how to Power Up Digital Presence with NoQs Digital!
30/5/24	Made a post for LinkedIn, to welcome all the interns.
31/5/24	Took Off
1/6/24	Completed June's planner for social media.
Linking Theory-	How to do the market research to find the best audience for the announcement and publicity about the company. Different approaches for gaining attention to the company.
Gaps identified-	Awareness regarding the company could be improved when targeting a bigger audience.
Suggestion for improvement	Client stories and Industry update posts could help in broadening the reach of brand awareness.
Plan for the next week-	Start creating - videos related to marketing welcoming posts with different templates.

Signature of the student -

Approved by the IIMR University's mentor -

Weekly report 3/6/24 to 8/6/24

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

STREAM – HHM

Department – Marketing Team

Activity Date-	
3/6/24	Create a LinkedIn welcoming post for new joiners. with describing their credentials, interests, and profiles.
4/6/24	Started making GIFs for the logo of the company (to show different services provided by the company)
5/6/24	Made a post related to entrepreneurship for LinkedIn. On entrepreneurship-related quote. Continued with the GIFs
6/6/24	Began with the creation of a video for marketing.
7/6/24	Continued with the video. Related to - got everything your website, mobile app, and business will ever need to deliver exceptional user experience and achieve incredible results with unprecedented numbers.
8/6/24	Continued with the video.
Linking Theory-	Observing and keeping up with the changing trends in marketing to grow the company and also the promotion regarding the services offered.
Gaps identified-	There doesn't seem to be a well-thought-out marketing plan that combines several marketing channels (such as social media and content marketing) for optimal effect.
Suggestion for improvement	creating a content marketing plan with a focus on government organizations and big businesses might help.
Plan for the next week-	Create star intern award post. LinkedIn post [as NoQs Brilliant minds]

Signature of the student -

Approved by the IIMR University's mentor –

Weekly report 10/6/24 to 15/6/24

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

STREAM – HHM

Department – Marketing Team

Activity Date-	
10/6/24	Created a LinkedIn post for the Star Interns Awards for the month. (3 Interns)
11/6/24	Made a template design in the purple theme "What makes the culture of NoQs Digital special" Asked all the interns to post it by helping them with the caption.
12/6/24	Created a welcome post for new joiners. Started making an Instagram post on the topic of how NoQs can help in the formation of a digital shop for the brand.
13/6/24	Starting making posts for interns with good credentials for the LinkedIn post [as NoQs Brilliant minds]
14/6/24	Finished the LinkedIn post on entrepreneurship quote.
15/6/24	Finished making the Instagram post on the digital shop.
Linking Theory-	Relation with the 4Ps Product Price Place Promotion

Suggestion for improvement	Optimizing Social media campaigns properly and not just like and share.
Gaps identified-	NoQs has a great client base but the brand awareness can be improved.
Plan for the next week-	Design toolkit. Plan for the hackathon in July.

Signature of the student -

Approved by the IIMR University's mentor -

Weekly report 17/6/24 to 22/6/24

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

STREAM - HHM

Department – Marketing Team

Activity Date-	
17/6/24	Finished with the welcome posts for all the brilliant minds in NoQs digital. Contacted them to confirm and did a LinkedIn post.
18/6/24	Started Designing toolkit: NoQ File in Canva Including all the elements used in social media posts for future reference.
19/6/24	Continued with the toolkit.
20/6/24	Made a color palette for the toolkit.
21/6/24	Brainstormed for the event that NoQs is going to hold- Hackathon
22/6/24	Started preparing a brochure for the hackathon for publicity.
Linking Theory-	Finding new and engaging ideas to put forward the proposals or offers. Thinking out of the box.
Gaps identified-	Running different social media campaigns might help like e-mail marketing.
Suggestion for improvement	Developing an engaging content strategy for the market needs.
Plan for the next week-	Start with finalizing the content and designing a brochure for the workshop.

Signature of the student -

Approved by the IIMR University's mentor -

Weekly report 24/6/24 to 29/6/24

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

STREAM - HHM

Department – Marketing Team

Activity Date- 24/6/24	Brainstormed for the event (workshop) to be held on 1/7/24. The platform for the workshop etc.
25/6/24	Finalized the brochure content for the workshop/ seminar.
26/6/24	Discussed the strategy to get the founder and NoQs story covered in newspapers and magazines.
27/6/24	Added 8-10 icons in your logo gif.
28/6/24	Started making brochure for the workshop.
29/6/24	Continued with the brochure.
Linking Theory-	How to do the market research to find the best audience for the announcement and publicity about the company.
Gaps identified-	Everyone's working style is different it gets difficult to draw the attention of everyone and come on the same page.
Suggestion for improvement	Consistent interesting content such as behind-the-scenes photos and testimonials could help in building community.
Plan for the next week-	Start making certificates and recommendation letters. Posts for social media.

Signature of the student -

Approved by the IIMR University's mentor –

Weekly report 1/7/24 to 9/7/24

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

Department – Marketing Team

Activity Date- 1/7/24	Creation of certificates and recommendation letters.
2/7/24	Post creation for a guest interaction.
3/7/24	Design Mug (part of merchandising task)
4/7/24	Continue with the mug design.
5/7/24	Made changes to the brochure.
6/7/24	Started replicating designs.
8/7/24	Continued with the designing toolkit.
9/7/24	Farewell
Linking Theory-	Methods for conducting market research to identify target consumers for company announcements and publicity
Gaps identified-	By appropriately segmenting the audience and reaching the correct customers to offer the services.
Suggestion for Improvement	Filling in the gaps found can help increase brand recognition and more successfully reach target consumers.

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From - 9/5/24 To 9/7/24

**A REPORT BY
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**Master of Business Administration
Hospital and Health Management
2023-25**

**Under the Mentorship by
Dr. Anoop Khanna**



Compiled Report

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

STREAM- HHM

Department – Marketing team

Activity Date- 9/5/24 - 18/5/24	Orientation Day and Connecting Days. Started creating different posts for every service provided by the company to make a social appearance.
Linking Theory-	How to connect with the team properly to work together. Welcome everyone's opinion and work.
Gaps identified-	Starting social media ads could help in gaining customers.
Suggestion for Improvement	Targeting the correct audience and running social media ads might help.
Plan for the next week-	Start making posts for social media to make NoQs appear on social media. Start making posts related to data analysis. And other days' posts.

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Compiled Report

NAME OF THE ORGANIZATION – NoQs Digital

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ROLL NO.- 1845

STREAM- HHM

Department – Marketing team

Activity Date- 20/5/24 - 25/5/24	created a post related to how to get a boost in the business. Showcasing- services designed to supercharge your online presence and boost your bottom line. Developed an animation for Buddha Purnima. Posted it. The number of followers started to increase so started to discuss LinkedIn strategy and how to grow and engage customers. Modified “about us “section on LinkedIn. Started making June’s content calendar plan
Linking Theory-	To get creative with the posts uploaded on social media in terms of marketing.
Gaps identified-	Segmentation and targeting can be done regarding the audience.
Suggestion for Improvement	Start posting testimonies/ success stories to attract potential customers to make a good impression.
Plan for the next week-	Creation of welcome posts for the new interns.

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Approved by the IIMR University’s mentor –

Compiled Report

NAME OF THE ORGANIZATION – NoQs Digital

NAME – Sneha Jadon

ROLL NO.- 1845

STREAM- HHM

Department – Marketing team

Activity Date- 27/5/24 - 1/6/24	Started creating welcome posts for social media for the new employees, with a brief introduction about each new intern who joined. Post creation for Instagram. With the topic on how to Power Up Digital Presence with NoQs Digital!
Linking Theory-	How to do the market research to find the best audience for the announcement and publicity about the company. Different approaches for gaining attention to the company.
Gaps identified-	Awareness regarding the company could be improved when targeting the audience.
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STREAM- HHM

Department – Marketing team

Activity Date- 3/6/24 - 8/6/24	Create a LinkedIn welcoming post for new joiners. with describing their credentials, interests, and profiles. Made a post related to entrepreneurship for LinkedIn. On entrepreneurship-related quote. Continued with the GIFs Began with the creation of a video for marketing.
Linking Theory-	Observing and keeping up with the changing trends in marketing to grow the company and also the promotion regarding the services offered.
Gaps identified-	There doesn't seem to be a well-thought-out marketing plan that combines several marketing channels (such as social media and content marketing) for optimal effect.
Suggestion for Improvement	creating a content marketing plan with a focus on government organizations and big businesses might help.
Plan for the next week-	Create star intern award post. LinkedIn post [as NoQs Brilliant minds]

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ROLL NO.- 1845

STREAM- HHM

Department – Marketing team

Activity Date- 10/6/24 - 15/6/24	Created a LinkedIn post for the Star Interns Awards for the month. (3 Interns) Made a template design in the purple theme "What makes the culture of NoQs Digital special"
Linking Theory-	Relation with the 4Ps Product Price Place Promotion
Gaps identified-	Optimizing Social media campaigns properly and not just like and share.
Suggestion for Improvement	NoQs has a great client base but the brand awareness can be improved.
Plan for the next week-	Design toolkit. Plan for the hackathon in July.

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NAME OF THE ORGANIZATION – NoQs Digital

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ROLL NO.- 1845

STREAM- HHM

Department – Marketing team

Activity Date- 17/6/24 - 22/6/24	Finished with the welcome posts for all the brilliant minds in NoQs digital. Contacted them to confirm and did a LinkedIn post. Started Designing toolkit Started creating brochure.
Linking Theory-	Finding new and engaging ideas to put forward the proposals or offers. Thinking out of the box.
Gaps identified-	Running different social media campaigns might help like e-mail marketing.
Suggestion for Improvement	Developing an engaging content strategy for the market needs.
Plan for the next week-	Start with finalizing the content and designing a brochure for the workshop.

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NAME – Sneha Jadon

ROLL NO.- 1845

STREAM- HHM

Department – Marketing team

Activity Date- 24/6/24 - 29/6/24	Finalized the brochure content for the workshop/ seminar. Started creating the brochure.
Linking Theory-	How to do the market research to find the best audience for the announcement and publicity about the company.
Gaps identified-	Everyone's working style is different it gets difficult to draw the attention of everyone and come on the same page.
Suggestion for Improvement	Consistent interesting content such as behind-the- scenes photos and testimonials could help in building community.
Plan for the next week-	Start making certificates and recommendation letters. Posts for social media.

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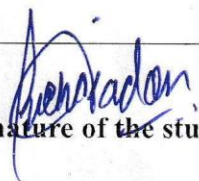
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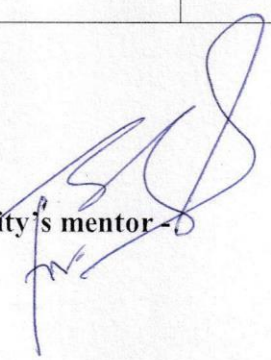
ROLL NO.- 1845

STREAM- HHM

Department – Marketing team

Activity Date- 1/7/24 - 9/7/24	Creation of certificate and recommendation letter. Design mug. Post creation for a guest interaction.
Linking Theory-	Methods for conducting market research to identify target consumers for company announcements and publicity
Gaps identified-	By appropriately segmenting the audience and reaching the correct customers to offer the services.
Suggestion for Improvement	Filling in the gaps found can help increase brand recognition and more successfully reach target consumers.


Signature of the student -


Approved by the IIMR University's mentor -

final report-Sneha Jadon.docx

ORIGINALITY REPORT

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SIMILARITY INDEX

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STUDENT PAPERS

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