

SUMMER INTERNSHIP REPORT

“TO ANALYZE AND EVALUATE THE
PARADIGM SHIFT FROM THE
CONVENTIONAL MARKETING STRATEGY
TO THE NEW STRATEGIC MODEL FOR
NUTRACEUTICALS”

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ACKNOWLEDGEMENT

I would like to show my gratitude and appreciation to all those who gave me the opportunity to complete this report. A special thanks to my summer internship mentor Dr. Saurabh Kumar Banerjee whose always encouraged me and helped me when every I needed his suggestions.

I would also like to acknowledge Mr Ajinkya Dalal my mentor at Vefallac he helped me to learn many new thing and helped me in understanding the market and showed me different ways to handle the difficult situations and also Ms. Vaishali Yadav my internship coordinator she was always available for me when every I was in any doubt or confusion.

CERTIFICATE



Date - 3-June-2020

Gurugram

Certificate from the Company

This is to certify that Ms. Divya Yadav has successfully completed the Summer Internship project during April & May'20. She has followed all the etiquettes and instructions time to time to make the Project insightful for the organization. The title of the project allocated to her: **To analyse and evaluate the paradigm shift from the conventional marketing Strategy to the new strategic model for nutraceuticals.**

We wish her all the best for the future endeavor.

A handwritten signature in blue ink, which appears to read "Ajinkya", is written over a purple circular stamp. The stamp contains some text that is partially obscured by the signature.

Date: 3-June-2020

Signature of the Industry Guide:

Name of Industry Guide: Ajinkya Dalal

Company name- VEFA İLAÇ

Place: Gurugram

Designation: Marketing Head

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INTRODUCTION OF THE ORGANIZATION

Vefailac is a Turkey-based company which was founded in 2012 and works with a mission of connecting continents, through pharmaceutical and food supplements which are manufactured according to both pediatric and geriatric needs for the good health and wellbeing of people.

Within 10 months the company earned the Good Manufacturing Practices certificate from the ministry of health and also has ISO certification, it has its R&D, quality control and microbiology laboratories Vefa has solid, liquid and semi-liquid production line.

The R&D department of Vefa pharmaceuticals comprises two main departments Galenic and analytical laboratories. Vefa is not limited to Turkey for the production of medicines and supplements it provides services to many countries by contract manufacturing it also conducts sales of its brands in more than 10 countries.

Vefa Ilac Llp is a Limited Liability Partnership firm founded on 01 June 2016. It is registered at Registrar of Companies, Delhi. Its total obligation of contribution is Rs. 1,851,842.

Designated Partners of Vefa Ilac Llp are Khaladdin Guliyev and Diptiman Tripathy.

They have many pharmaceutical and nutraceutical products in the market, but in India, they have only introduced COGNI-3 till now which is a child nutritional supplement, that helps in proper brain development of the child and helps in the improvement of optical and eye health. COGNI-3 is an omega-3 fatty acid supplement that is rich in DHA and EPA which are its main components which are essential for healthy brain development and proper functioning of the brain.

Omega-3 unsaturated fat expects a critical activity in engaging the body to assimilate essential nutrients and further helps developing new cells that are fundamental to the central sensory system and cardiovascular structure.

Due to the global pandemic the world is facing right has bought many changes in the lifestyle of the people and they are preferring more digital ways to reach to their daily essentials, as per the changing consumer behavior all the business also have to change their traditional marketing strategies to online platforms to sustain their business through this period of a global pandemic.

ABOUT THE PRODUCT (COGNI-3)

Cogni-3 is a kid nutrition supplement enriched with omega 3 fatty acids. Its main components are EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) which are very important for child nutrition and growth. DHA and EPA are very important for brain development and as they are essential fatty acids they are not synthesized by the body and are to be taken through diet.

Cogni-3 has a market segment for children of the age group of 5 and above. It is available in peach mango flavor. It has a thick smoothie-like consistency so that it can be easy for a child to take the syrup. Along with the contents of the product, the quantity of the omega-3 fatty acids is also very important. Cogni-3 has 376mg/10ml of EPA and 235mg/10ml of DHA which is suitable for the age group of 5 and above and the dose is as per EFSA (European Food and Safety Authority) guidelines. It is also certified for quality with IFOS (International Fish Oil Standards), most of the marine animals tend to acquire some amount of mercury which needs to be purified and Cogni-3 has a great job in doing so and it is mercury-free and it is also gluten-free and sugar-free as these are some products which are best avoided by autistic and children suffering from ADHD as after breaking down they cause hyperactivity in these children.

LITERATURE REVIEW

Nutraceuticals

Nutraceutical is a combination of 'nutrition' and 'pharmaceuticals'.

Nutraceuticals; are food or part of food that have an important role in changing and maintaining normal physiological capacity that maintains healthy human beings. The term 'nutraceutical' was instituted from 'nutrition' and 'pharmaceutical' and was initially characterized as a food that gives clinical or medical advantages, including the prevention and/ or treatment of the disease.

Classification of Nutraceuticals

1. Dietary Fiber
2. Probiotics
3. Prebiotics
4. Polyunsaturated fatty acids
5. Antioxidant

Endogenous Antioxidants

a) Bilirubin

- b) Thiols
- c) NADPH and NADH
- d) Ubiquinone (coenzyme Q10)
- e) Uric acid

Dietary Antioxidants

- a) Vitamin C
- b) Vitamin E
- c) Beta carotene and other carotenoids and oxycarotenoids

Metal Binding Proteins

- a) Albumin (copper)
- b) Ceruloplasmin (copper)
- c) Metallothionein (copper)
- d) Ferritin (iron)
- e) Myoglobin (iron)
- f) Transferrin (iron)

6. Vitamin

7. Polyphenols

Nutraceuticals market size:

Overall nutraceuticals market size is expected to reach \$302,306 million by 2022 from \$184,092 million in 2015 with a CAGR of 7.04% from 2016 to 2022. The global nutraceuticals product market has considerable

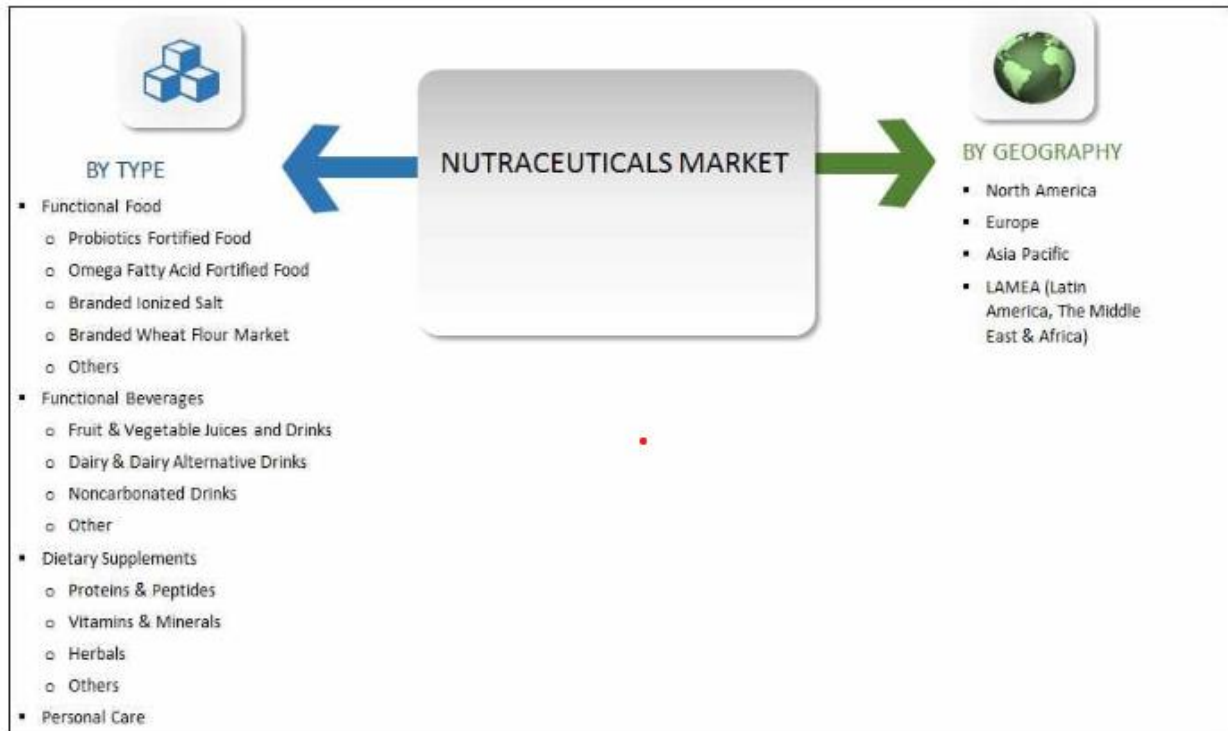
scope for growth; however, its contribution to the global market is projected to increase significantly within the next six years.

Nutraceuticals are multifaceted in nature as they are used in various industries such as pharmaceutical food & beverages, animal food additives, and personal care.

Recent innovations and findings of function-specific antioxidants are expected to create new opportunities in this booming sector.

Nutraceutical products are a prerequisite for the modern world.

MARKET SEGMENT



OMEGA -3 MARKET

The Indian market for omega-3 polyunsaturated unsaturated fat (PUFAs) ingredients is in the development phase of its lifecycle. Omega-3 unsaturated fats have been utilized in food fortifying and dietary enhancements for an extensive stretch in India. Consumers' consciousness of omega-3 medical advantages and rising disposable cash flow, particularly in urban territories of the nation, will lead the market development later on.

The overall nutraceutical market is grouped into Dietary Supplements and Functional Food and Beverages, with the previous evaluated to involve the bigger lump of around 65% in 2015. Functional food and beverages are anticipated to develop with a higher development rate.

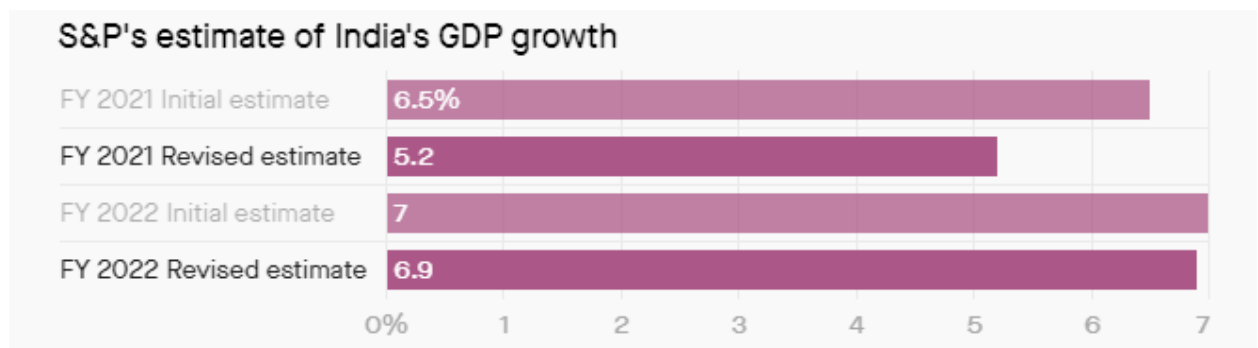
In 2015, the Indian dietary supplement market was esteemed at US\$ 1.8 Billion. Be that as it may, with developing consciousness of the consumer, the number of individuals selecting dietary supplements all alone has additionally expanded. Higher buying power has encouraged Indians to be more healthy and adopt a healthy eating regimen routine finished with the utilization of the wholesome supplement. It is assessed that the market will develop by a solid pace of 11.4% CAGR from 2013 through 2020 as far as volume, though regarding esteem it is anticipated to contact US\$29.4 million by 2020 developing at a CAGR of 13%.

The dietary supplement segment is the biggest customer of omega-3 ingredients regarding volume and worth, followed by food and drink fortifying areas. Fish oil sourced omega-3 fixings command the dietary enhancements part, while algal DHA oils are driving in the food and drink fortress industry. Opposite end-use application enterprises for omega-3 ingredients incorporate newborn child nourishment with a critical utilization and pet sustenance with minimal utilization as far as volume. Pharma and

clinical dietary applications are yet to be created in the Indian omega-3 market.

Impact of lockdown on India's GDP

According to capital economics, India's current GDP rate has fallen to 1% for the year 2020 which has been lowest in the past 40 years. In another report by standard and poor's India's GDP growth in the financial year, 2021 was estimated to be 6.5% which has now expected fall to 5.2% and in following years the growth is expected to be 6.9% which was earlier expected to be 7%.



FUNCTIONAL BENEFITS OF OMEGA-3

HEART HEALTH

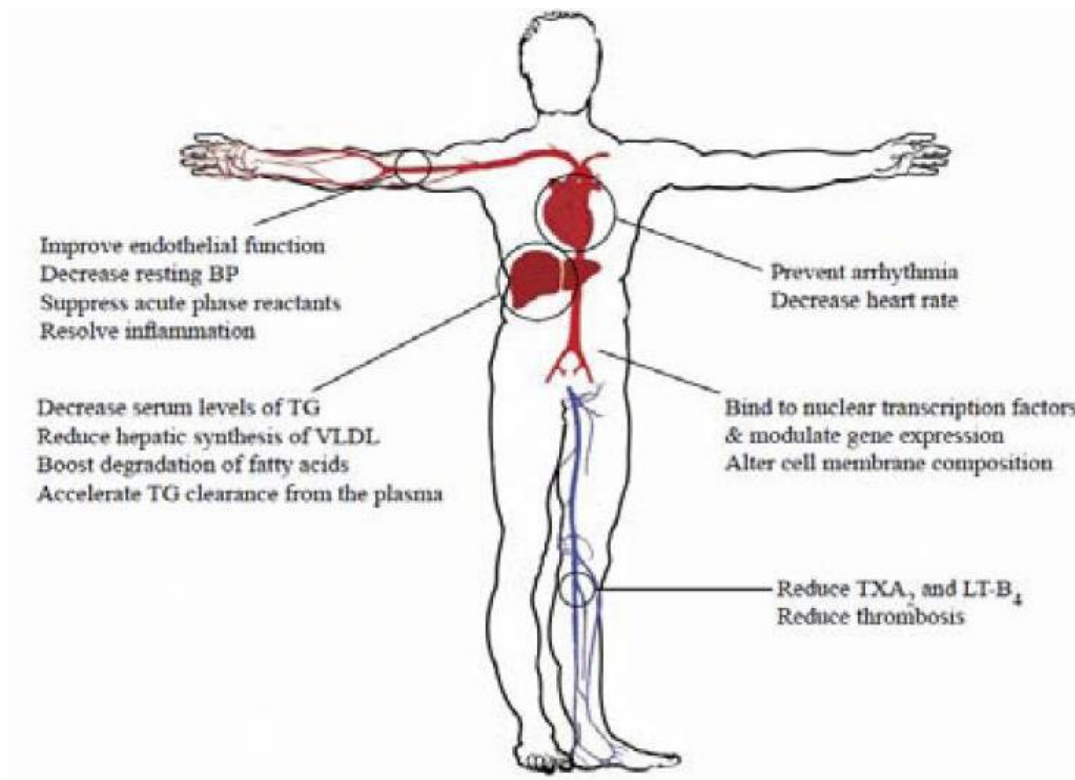
It is well known that omega-3 unsaturated fats reduce serum levels of triglycerides, somewhat through lowering the hepatic blend of extremely low-density lipoprotein and halfway by boosting the degradation of unsaturated fats and increasing triglyceride clearance from the plasma.

Concerning their consequences for lipoproteins, randomized controlled preliminaries have yielded blended outcomes. Most trails utilizing DHA have indicated an increase in low-density lipoprotein; while this occurred in less than half a portion of the trails utilizing EPA. High-density lipoprotein has been appeared to increase in many patients utilizing DHA supplementation; be that as it may, the reaction to EPA supplementation has been variable

A few studies have indicated the impact of omega-3 unsaturated fat enhancements on improving stream interceded blood vessel enlargement and improvement of the mechanical capacity of the heart.

omega-3 unsaturated fat enhancement containers, in the biggest randomized controlled preliminary to date, comprising of 324 patients with coronary illness, the individuals who took fish oil and ALA cases day by day had a 15% decrease in death, cardiovascular failure, and stroke frequency, a 20% decrease in death from any wellbeing related reason, and a 45% decrease in abrupt demise from respiratory failure in correlation with fake treatment over 3.5 long periods of development. Moreover, triglyceride levels

diminished by 4%. This recommends devouring omega-3 unsaturated fats may decrease the danger of death from coronary illness for the two people. Omega-3 unsaturated fat utilization has additionally been appeared to lessen resting circulatory strain unobtrusively and to diminish muscle to fat ratio levels, the two of which can improve heart wellbeing.



IMPROVING IMMUNITY

The effect of dietary polyunsaturated fatty acids (PUFAs) on the safe framework has been explored for a considerable period, with a spotlight on

the omega-3 PUFAs α -linolenic corrosive (ALA), eicosapentaenoic corrosive (EPA), and docosahexaenoic corrosive (DHA). ALA is found in nuts and seeds while EPA and DHA are the principal parts of fish oil.

Both omega-3 and omega-6-determined metabolites have significant insusceptible administrative capacities. These metabolites are commonly known as pro-resolving mediators (SPMs) and can be ordered in various families—prostaglandins, leukotrienes, thromboxanes, maresins, protectins, and resolvins.

Macrophages have a basic job as a major aspect of the inborn resistant framework. three primary properties of macrophage science have been distinguished to be modified by omega-3 unsaturated fats: the creation and emission of cytokines and chemokines, the limit of phagocytosis, and the polarization into traditionally initiated or on the other hand enacted macrophages.

Presumably, the most famous property of omega-3 unsaturated fats is their capacity to diminish irritation and their useful impact on aggravation related issues for a portion of these sicknesses, it has been proposed that the cell type answerable for the provocative tweak by omega-3 unsaturated fats is macrophages.

BRAIN DEVELOPMENT

Omega 3 fatty acid is crucial for brain development, many studies have shown that EPA and DHA help in the proper functioning of the brain, they facilitate cerebral development and also helps in proper neuronal conduction in the brain EFA's as messengers are important in the synthesis and functioning of the neurotransmitters DHA and EPA administered by women during her gestation period have babies with properly developed brains and higher IQ than the child whose mother was not taking omega-3 during her pregnancy.

As we know that nearly 60% brain is made up of fat and in recent years we have concluded that fatty acids are critical for brain development and as the essential fatty acids are not synthesized by the body so it is important to intake these fatty acids through our diet.

SOUND SLEEP

Melatonin is a key hormone that encourages rest. Melatonin works with the body's circadian rhythms to enable the body to get ready for rest by imparting signs to the body that the time has come to rest, helping you unwind, decreasing degrees of different hormones that invigorate readiness, bringing down internal heat level and pulse. Exploration shows low degrees

of the omega 3 DHA cause melatonin inadequacy—and that expanding levels of DHA cause melatonin levels to rise.

A 2017 investigation of kids ages 9-11 discovered regular omega 3-rich fish utilization was connected to both improved rest quality and higher IQ scores. As I referenced above, youngsters who are presented to more prominent measures of the omega 3 DHA in utero rest better during the outset.

COORDINATION

In the brain, DHA is present as major structural fatty acid and is very important for proper cerebral development and also helps in the generation, coordination, and conduction of the nervous system. Some follow up studies have shown that children of mothers who have been taking EFAs and DHA have better psychomotor development, eye-hand coordination, and better mental processing by the age of 4.

OBJECTIVE

To analyze and evaluate the paradigm shift from the conventional marketing strategy to the new strategic model for nutraceuticals.

RESEARCH METHODOLOGY

“To Analyze And Evaluate The Paradigm Shift From The Conventional Marketing Strategy To The New Strategic Model For Nutraceuticals” is secondary research where all the data studied and collected was available online via various research articles and papers, related articles were studied for understanding various aspects of the study.

CAMPAINGNS

Along with this many campaigns were also initiated like #itsallrighttobedifferent which was initiated for autistic children. Whose aim was to spread awareness regarding autism, that it is every child is different and we need to understand that rather than ignoring them or forcing them to behave according to the society we must accept that they are different and they need to be treated accordingly and they should be taken care of. In this campaign, children of 5-12 years of age were asked to draw something on companionship and share that on-page of cogni-3 and the winners were given gift hampers and awards.

The next campaign was #iamthebestmom which is a book by Dr. Anuj Rastogi which tells about child behavior and how can we handle them, on the Fb page of cogni-3 many mothers posted their testimonial on the page how this book has helped them in handling their child's behavior and understanding them better.

Another campaign is #omathome which was initiated on international yoga day which is on 21st June 2020 in this campaign online yoga classes for children are given by Kaveri Banga she is an art of living and an International Yoga expert. In this campaign, almost 150 children's participated and learning yoga which is a good engagement for the kids during this lockdown period.

STP OF COGNI-3

Keeping in mind that our company is in the growth phase and there are many companies with whom we have to compete. The following ways can be used to remarket cogni3.

Broadening the product segment: cogni3 is currently prescribed for children of 5 years of age and above if it can be prescribed to infants to teenagers or even adults.

Changing its tagline: taglines are an important part of the advertisement of any product as now our product tagline is "intelligent choice" we try something different like "smart choice for smarter brains"

Engaging targeted customers: campaigns, workshops and other such activities can be done to connect directly with the customers. (more activities like create to connect can be done).

Covering tier2 cities: It can be taken under consideration that people of metro cities are more aware and responsive towards mental health but the fact can't be denied that most of the population lives in tier2 cities, so initiatives can be taken to increase awareness of mental health and how our product can help in improving the mental health.

Engaging with doctors: doctors are the ones who will prescribe our product at the end so regular and frequent interaction is very important.

Expanding to wellness: Our product is used by those who are struggling with any kind of mental health problem. If we can divide the product line between products which can help to improve the health and others which will help maintain it.

Targeted customer for cogni-3 are gynecologists, pediatricians, neurologists, child psychiatrist, and the consumers are children of age 5 and above and as their decisions are taken by their parents so young parents of age 20 and above should also be targeted.

GAP ANALYSIS

If we talk about the requirements of people according to different stages of life. Then

pregnant women would want

- ❖ Full-term pregnancy
- ❖ Healthy development of the baby
- ❖ If a woman is unable to conceive then she would want to get pregnant

children

- ❖ Proper development of the brain
- ❖ Reactive and co-ordinated nervous system
- ❖ Healthy eyes
- ❖ Energy to play around all day.
- ❖ Immunity

Teenagers

- ❖ Proper hormonal balance
- ❖ Healthy appearance

Old people

- ❖ Healthy bones and joints
- ❖ Immunity
- ❖ Energy

Now if we talk about the omega 3 markets most of the products focus on the development of the brain and improving the cognitive abilities of a child. Ignoring many more benefits of fatty acids.

- ❖ Many studies say about the benefits of fatty acids in supporting the healthy development of eyes, when taken by pregnant women or to infants and it also helps in dry eye disease in adults.
- ❖ They also help in the development of the immune system as their metabolites(pro-resolving mediators) play an important part in the immune system.
- ❖ Omega 3 can induce an increase of prostacyclin/ thromboxin ratio which can facilitate pregnancy in women with infertility by increasing uterine blood flow.
- ❖ It also balances the levels of androgen and DHEA productions, which leads to PCOS if their level increases.
- ❖ It also has significant positive effects on cardiovascular health.

Understanding the needs of the customers the following points can be taken under consideration:

- ❖ There is no specific product in the market that focuses only upon the health of eyes even though it helps in better vision. So products can be introduced in the market which focuses on the eyes.
- ❖ There can be segments for pregnant women which would help in stabilizing their pregnancy, development of the fetus and helping with infertility.
- ❖ Many products in the market focus on the brain development of children, although many products claim to have immune benefits along with brain development but products can be introduced which will help in immunity buildup.

- ❖ Hormone-related diseases have been showing a high rate of prevalence in the teenagers causing them PCOD, PCOS and many other problems which can be managed with the help of omega 3.
- ❖ Omega 3 has also shown results in reducing the excess fat (along with exercise and proper diet) and improving the physical appearance.
- ❖ Omega 3 also helps in reducing inflammation, which can be used for old people who suffer from arthritis.
- ❖ Immunity supporting formulations for infants, adults and elderly people would differ in concentration so keeping that in mind different segments can be made for these age groups.
- ❖ A segment for energy supplements can also be made which can cover women, men, school going kids, and old age people.

COMPETITOR ANALYSIS

BRAIN IQ SYRUP

Brain IQ syrup is manufactured by nutrigold



Information about Brainiq Syrup

Brainiq Syrup contains Fish Oil (Sardine and Anchovy) which has necessary Omega-3 fatty acids with the right ratio of DHA, EPA, Anthocyanins, and Natural Mixed Tocopherols. It helps in brain development and sharpening memory.

KeyIngredients:

- Fish Oil

KEYBENIFITS

- Omega-3 helps in improving blood circulation
- Provides oxygen delivery to the brain
- DHA helps maintain functions of cerebral cortex² that is useful for memory, attention, perceptual awareness, thought, language and consciousness

- EPA limits aggression maintains behavior and mood
- Brain IQ has no fishy taste or odor
- It ensures an adequate dietary intake of appropriate EPA and DHA

Contains

Total omega fatty acid-590ml

EPA -250 ml

DHA- 185 ml

Brain wise



Brainwise is manufactured by Zuventus healthcare

Brainwise Syrup helps in the treatment of mental disorder, depression, eye diseases, cognitive disorder, Emotional disorder, Heart disease, Dementia, High blood pressure, and other conditions.

Key Ingredients:

- Docosahexanoic Acid
- Eicosapentaenoic Acid

Key Benefits:

- Helps to maintain active brain development and eye function
- Contains beneficial antioxidants which help to treat the discomfort and disorders caused
- Helps to treat the gastrointestinal discomfort, vomiting, nausea, constipation, and belching
- Brainwise syrup helps to treat mental disorders and depressions

RESULT AND CONCLUSION

This study was very helpful in understanding the consumers behavior in the period of global pandemic and lockdown, the consumers are now attracted towards online purchases rather than going to any store, and to catch up with the consumers changing behavior companies also have to change their convention marketing strategy to online.

For promoting the product various digital marketing platforms like SEO optimization, google ads, Facebook ads, and social media marketing platforms like Facebook and Instagram were studied and used for the promotion of COGNI-3.

There were many other ways suggested to promote them on social media and how can the company sustain its market in this period of lockdown and maintain its relationship with its consumers, which were

1. Improving SEO (search engine optimization) which is very essential if any the company wants brand recognition by the customer, as SEO basically helps in growing quality and quantity of web traffic by increasing the visibility of the web page. In simple words we can that if a person searches anything which is related to your product then SEO helps in placing the page on top of the search, as many studies have shown that customers do not usually go beyond the first page of their search.
2. Behavioral retargeting is targeting your desired audience through collecting data from various sources about potentials customer's behavior through their search history and shopping behavior, this helps in creating advertisements according to the needs of the customers and their behavior, which can be later shown on the web browser of the customer.

Behavior retargeting can help in

- a. Increasing the customer's engagement
- b. Expanded number of conversion rate
- c. More efficient online shopping
- d. Reminders and alerts for new products

Behavioral retargeting can be done by following steps

1. Collect cookies
 2. Create users profile
 3. Place them in different groups
 4. Share relevant information
-
3. Google advertisement is an online advertising platform created by Google which allows the advertiser to display a brief advertisement, they appear on the google search result. For developing google advertisements you have to pay a certain amount for displaying the ads on the search result.

Google ad auction is focused on the keyword. Keywords are the ideas or topics which can best explain what your content is all about. They are very important for improving the search results related to your product, keywords should be concise words which is best related to

your product, it should not be cluttered because it makes it difficult for your product to come up on the search results.

When a customer clicks on the ad the advertiser has to pay a certain amount, which is called pay per click. Which can be calculated by the following formula

$$\frac{\textit{CompetitorAdRank}}{\textit{YourQualityScore}} + .01 = \textit{ActualCPC}$$

The price of google ads depends upon many factors like competitiveness of the keyword and industry, geographical location, quality of the campaign, and many more.

4. Facebook advertisement is one of the best platforms on which you can promote the product, as it has around 2 billion monthly active users and a great diversity of users. Which makes it a very convenient platform to have a great reach to the audience.

There are many types of ads provided by Facebook like

- A. Sponsored stories
- B. Sponsored posts
- C. Sponsored ads

D. Canvas ads

E. Carousel ads

5. Influencer marketing involves a brand collaboration with one of the social media influencers for advertising one of its products or services. For promoting Cogni-3 many influencers like Girija Oak Godbole, Apra Kuchal, etc were approached and they promoted the product. Influencer marketing can be very beneficial if they have a great following, they usually have a great impact on their followers and usually, they tend to follow what the influencer talks about. Influencers are paid some amount for their services, usually, they are paid according to the number of followers. Usually, they are paid 1000 Rs per 10,000 followers.

OPPORTUNITY ON DIGITAL SPACE

- Currently, due to lockdown, it is very difficult to promote our product by visiting doctors, to overcome that online brochure and visual aids can be sent to the doctors so that they can understand our product and the benefits that it serves.
- Along with this virtual assistance can also be provided to both the customers and the consumers.
- As the supply chain is disturbed due to lockdown so an additional option to avoid further more loss can be growing more on the online

store which will help us with the supply as it will skip many transport changes and will reduce supply costs in the future.

- Digital space can also be used to connected and educate the consumers more about the benefit of the health supplements and how they help the body to be healthy and strong.
- Talking specifically about Cogni3 our target group are parents so involving them with Cogni3 through various online activities and educative sessions can help in spreading more awareness about the product
- Blogs are also a great source of getting knowledge, we can either add a section of blogs on our website as many other companies do or we can ask any nutritional blogger to write for us.

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ONLINE COURSE REPORT

DIGITAL MARKETING

Submitted By: Divya Yadav

Submitted To: Dr. Saurabh Kumar



INDIAN INSTITUTE OF PHARMACEUTICAL SCIENCES,
JAIPUR, RAJASTHAN, INDIA

Certificate of Completion

**This is to certify that *Divya Yadav* successfully
completed 23.5 total hours of *The Complete
Digital Marketing Course - 12 Courses in 1* online
course on July 16, 2020**

Rob Percival

Rob Percival, Instructor

Daragh Walsh

Daragh Walsh, Instructor

Codestars by Rob Percival

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#BeAble

DIGITAL MARKETING

Digital marketing is promoting and selling of products and services by support of online marketing strategies such as social media marketing, email marketing and research marketing.

The benefit of developing a digital marketing strategy is that it bring you to a common platform where all you targeted audience is already present, using various digital platforms they can be contacted and various different ways like:

Social media can be used as a platform to share relevant information and engage them as followers or friends.

Advertising on various platforms like google, Facebook, LinkedIn, Instagram etc. to bring paid traffic to your page or website.

Search Engine Optimization can be used for optimizing your content, so that it can reach on the top results when anyone searches for any information that is related to your page

Email marketing can be done to show the recent advancement in your product, page or website or for increasing organic reach or generating leads. Email marketing can also help in ensuring your customers that they are been taken care of and they will get all the solutions for their problems.

Benefits of social media marketing.

- Creating awareness and engagement can be made easier both before and after the sale.

- It works miraculously for increasing word of mouth and social sharing.
- Digital marketing can help in increasing conversion rate
- It helps the buyers in reducing their journey by giving the right offers at right time.

E mail marketing

Email marketing is a very effective digital marketing strategy, which involves sending emails to leads and customers. An effective email marketing can convert leads into customers and customers into advocates.

There can be many reasons for opting email marketing, but these can be the top 3 reasons for choosing it.

1. Email are considered as one of the best ways of communication, as most of the people check their emails daily.
2. Email marketing has a better conversion rate than any other digital marketing platform.
3. On other social media platform there are chances that your account might get suspended or deleted due to any reason, but in email marketing you have your own email list which will be with you forever.

In Email marketing you can grow your list by generating a lead magnet. Lead magnets are the things that you can give away for free in return of an email address. It is not necessary that it has to cost you a huge amount; they can

be created with minimal cost or for free these can be digital materials like PDFs, MP3 audio files or videos.

Some of the popular lead magnets can be:

- Webinars
- E-books
- Free sample trials
- Free consultation
- Coupon
- Planners
- For making a good lead magnet following things should be taken under consideration.
- It should be easily consumed, like for example if you are sending a pdf then it should be effective and short a lengthy content can make the reader lose his interest.
- It should be relevant and should provide the receiver some useful information, skillset that the audience can use.
- Consistent improvement is necessary because people will only continue to buy the product or service if it works well and new improvements are incorporated along with the time.
- People are always excited by immediate actions, so it should be given to them right then and there.

Social media marketing

Social media marketing uses all the social media platforms to connect with your desired audience to build a brand, increase sales and attract web traffic. It includes posting good contents on social media profiles. The major social media platforms are Facebook, Instagram, Twitter, LinkedIn, Pinterest and YouTube.

Five core pillars of social media marketing are:

- Strategy
- Planning and publishing
- Listening and engagement
- Analytics and reporting
- Advertising

Social media marketing can help in achieving many goals like

- Increasing web traffic
- Raising brand awareness
- Creating brand identity
- Increasing brand association
- Improve communication and interaction with desired audience
- Building conversions

Using Facebook for social media marketing

Facebook is the biggest social media network in the world it has 2.27 billion active users, with approximately 1.5 billion daily active users hence it is a great way to introduce your business in the world and reach to your audience.

In facebook you can choose your target audience and show your content only to those whom you want share your content with. Users can like and follow your page through which they can receive all the new updates automatically in their new feed.

Using Instagram for social media marketing

Instagram has over 1 billion Instagram users, more than 500 million of these are daily users. On an average 95 million photos and videos are posted daily, no matter who is your audience you can find them on Instagram in spite of their age, gender, occupation.

The formula of Instagram success is:

- Having a clear vision and strategy.
- You should be familiar with your audience.
- Having a clear visual style.
- There should be consistent frequency of posts.

Here is a breakdown of age group of Instagram users

- 6% are of 65+
- 11% are of 50-60 year old
- 25% are of 30-40 years
- 53% are of 18-29 years

YouTube marketing

Like other social media platforms YouTube also have a large audience, which uses both google's and YouTube's search engine for searching content that they are looking for, for instant connection with your audience all you need to do is optimize for the right keyword. YouTube being the second best search engine after google it can be of a great benefit.

YouTube statistics

- 11% of YouTube's audience is 18-24
- 23% are ages 25-34
- 26% are 35-44
- 16% are 45-54
- 8% are 50-64
- 3% are 65+
- 14% are undetermined

Marketing research

Marketing research is a journey of finding all about the market in which you are willing to establish your business. Marketing research concerns with finding out issues related to marketing i.e. consumer behavior, advertising effectiveness, sales force effectiveness etc, as well as gathering, analyzing and interpretation of information regarding the market, it can be about a product or service which is to be offered for the sale in that market and it also tells about the past, present and potential customer of the product or service.

Marketing research breaks down to

1. Customer research
2. Advertising research
3. Product research
4. Distribution research
5. Sales research
6. Environment research

KEY TAKE AWAY

- Marketing plan template

Key benefits of having a marketing plan

1. Formalizes ideas and concepts
2. Keeps you focused
3. Ensures marketing objectives are aligned to your business objective

4. Helps you establish tasks and timelines
5. Gives you benchmarks to assess your performance.
 - Develop a buyers persona: a buyers persona is a semi-fictional representation of your ideal customers based on market research and real data about your existing customers
 - Identify your unique selling proposition: a unique selling proposition defines your position in the marketplace and lets you stand apart from competitors.
 - Set a S.M.A.R.T marketing goal: it stands for Specific, Measurable, Attainable, Realistic, Timely
 - Plan activities in your marketing plan template: start by identifying how your competitors get in front on your audience. Consider strategies which will best contribute to your marketing goals.
 - Update your marketing plan template
 - For increasing your email list add sign of forms to your lead magnet. Use lead pages to grow your email list faster you can also use content upgrades.
 - Use A.I.D.A for copy writing it is the most powerful way to structure your sales copy
 - Attention: get the readers attention with attractive headlines
 - Interest: generate interest by highlighting the benefit
 - Desire: move the reader from needing to wanting
 - Action: lead the reader to action
 - For SEO optimization use high domain authority of other websites to quickly get to the top of the search result, guest posting, YouTube,

slideshare, Quora and many more such sites where your content can be published to drive traffic to your website.

- For YouTube marketing create simple 'how to' videos that is related to your buyers persona, searchability and discoverability are two main things that should be focused on. Watch time is also a important aspect that should be focused on because a long watch time can result in loss of attention and interest. First 30 seconds of any video are very critical many views drop out within first 30seconds if they don't find the content interesting.

Main benefit of Facebook marketing is that you can leverage other people's social networks. In which other people likes and share you posts, that results in your marketing which is being done by them and that too without you spending too much.

SUMMER INTERNSHIP PLAGIARISM REPORT

Summer training report

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