



(April 1 to May 30th, 2015)

A Report on
“Social Media Marketing”

By
Arun Rathore

Under the guidance of
Dr. Nirmal K. Gurbani

MBA Pharmaceutical Management Batch-06

2014-2016



Institute of Health Management Research, Jaipur

CERTIFICATE

This is to certify that the project titled '**Social Media Marketing** at Yours Socially Pvt. Ltd. Delhi, have been done and submitted by **Arun Rathore**, a student of Masters of Business Administration in Pharmaceutical Management 06th Batch at IIHMR University, Jaipur.

The study project was prepared in the internship period from 1st April, 2015 to 31st May, 2015 at Yours Socially Pvt. Ltd. Delhi, under my guidance and supervision.

I wish him all success for his future endeavors.



Col. (Dr.) Ashok Kaushik

Dean (Academic & Student Affairs)

IIHMR University, Jaipur



Dr. Nirmal K. Gurbani

Professor

IIHMR, Jaipur



25th May 2015

Arun Rathore
Social Media Marketing Intern

SUBJECT: EXPERIENCE LETTER

This is to certify that **Arun Rathore** has worked at Yours Socially (SVANK Business Services Pvt. Ltd.) as a Social Media Marketing Intern from 01.04.2015 to 25.05.2015

His work included :

1. Conceptualizing creative strategies for brands
2. Developing specific content buckets and campaign execution plan
3. Presenting thoughts and execution of idea on various social media platforms

During his tenure with us we found him to be hardworking, diligent and honest in performing your duties.

Wishing you all the best in your future endeavours.

Yours faithfully,
For Svank Business Services Pvt. Ltd.


Kashish Vaidya **Director**
Director
SVANK Business Services (P) Ltd.

ACKNOWLEDGEMENT

I wish to express my sincere gratitude to Mrs. Kashish Vaidya (Director ,Your socially Pvt. Ltd.) for providing me an opportunity to do my internship and project work in “Your Socially Pvt. Ltd”.

I also wish to express my gratitude to the officials and other staff members of Your Socially Pvt. Ltd. who rendered their help during the period of my project work.

(Arun Rathore)

MBA –PM 06

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INTRODUCTION

- Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.
- To some entrepreneurs, social media marketing is the “next big thing,” a temporary yet powerful fad that must be taken advantage of while it’s still in the spotlight.
- To others, it’s a buzzword with no practical advantages and a steep, complicated learning curve.
- Because it appeared quickly, social media has developed a reputation by some for being a passing marketing interest, and therefore, an unprofitable one.
- The statistics, however, illustrate a different picture. According to Hubspot, 92% of marketers in 2014 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites. And according to Social Media Examiner, 97% of marketers are currently participating in social media—but 85% of participants aren’t sure what social media tools are the best to use.
- This demonstrates a huge potential for social media marketing to increase sales, but a lack of understanding on how to achieve those results. Here’s a look at just some of the ways social media marketing can improve your business:

BENEFITS OF SOCIAL MEDIA MARKETING

1. Increased Brand Recognition. Every opportunity you have to syndicate your content and increase your visibility is valuable. Your social media networks are just new channels for your brand's voice and content. This is important because it simultaneously makes you easier and more accessible for new customers, and makes you more familiar and recognizable for existing customers. For example, a frequent Twitter user could hear about your company for the first time only after stumbling upon it in a newsfeed. Or, an otherwise apathetic customer might become better acquainted with your brand after seeing your presence on multiple networks.

2. Improved brand loyalty. According to a report published by Texas Tech University, brands who engage on social media channels enjoy higher loyalty from their customers. The report concludes "Companies should take advantage of the tools social media gives them when it comes to connecting with their audience. A strategic and open social media plan could prove influential in morphing consumers into being brand loyal." Another study published by Convince&Convert found that 53% of Americans who follow brands in social are more loyal to those brands.

3. More Opportunities to Convert. Every post you make on a social media platform is an opportunity for customers to convert. When you build a following, you'll simultaneously have access to new customers, recent customers, and old customers, and you'll be able to interact with all of them. Every blog post, image, video, or comment you share is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion. Not every interaction with your brand results in a conversion, but every positive interaction increases the likelihood of an eventual conversion. Even if your click-through rates are low, the sheer number of opportunities you have on social media is significant. And as I pointed out in my article, "The Four Elements of Any Action, And How To Use Them In Your Online Marketing Initiative," "opportunity" is the first element of any action.

4. Higher conversion rates. Social media marketing results in higher conversion rates in a few distinct ways. Perhaps the most significant is its humanization element; the fact that brands become more humanized by interacting in social media channels. Social media is a place where brands can act like people do, and this is important because people like doing business with other people; not with companies.

Additionally, studies have shown that social media has a 100% higher lead-to-close rate than outbound marketing, and a higher number of social media followers tends to improve trust and credibility in your brand, representing social proof. As such, simply building your audience in social media can improve conversion rates on your existing traffic

Higher Brand Authority. Interacting with your customers regularly is a show of good faith for other customers. When people go to compliment or brag about a product or service, they turn to social media. And when they post your brand name, new audience members will want to follow

you for updates. The more people that are talking about you on social media, the more valuable and authoritative your brand will seem to new users. Not to mention, if you can [interact with major influencers on Twitter](#) or other social networks, your visible authority and reach will skyrocket.

6. Increased Inbound Traffic. Without social media, your inbound traffic is limited to people already familiar with your brand and individuals searching for keywords you currently rank for. Every social media profile you add is another path leading back to your site, and every piece of content you syndicate on those profiles is another opportunity for a new visitor. The more quality content you syndicate on social media, the more inbound traffic you'll generate, and more traffic means more leads and more conversions.

7. Decreased Marketing Costs. According to Hubspot, 84% of marketers found as little as six hours of effort per week was enough to generate increased traffic. Six hours is not a significant investment for a channel as large as social media. If you can lend just one hour a day to developing your content and syndication strategy, you could start seeing the results of your efforts. Even paid advertising through Facebook and Twitter is relatively cheap (depending on your goals, of course). Start small and you'll never have to worry about going over budget—once you get a better feel for what to expect, you can increase your budget and increase your conversions correspondingly.

8. Better Search Engine Rankings. SEO is the best way to capture relevant traffic from search engines, but the requirements for success are always changing. It's no longer enough to regularly update your blog, ensure optimized title tags and meta descriptions, and distribute links pointing back to your site. Google and other search engines may be calculating their rankings using social media presence as a significant factor, because of the fact that strong brands almost always use social media. As such, being active on social media could act as a “brand signal” to search engines that your brand is legitimate, credible, and trustworthy. That means, if you want to rank for a given set of keywords, having a strong social media presence could be almost mandatory.

9. Richer Customer Experiences. Social media, at its core, is a communication channel like email or phone calls. Every customer interaction you have on social media is an opportunity to publicly demonstrate your customer service level and enrich your relationship with your customers. For example, if a customer complains about your product on Twitter, you can immediately address the comment, apologize publicly, and take action to make it right. Or, if a customer compliments you, you can thank them and recommend additional products. It's a personal experience that lets customers know you care about them.

10. Improved Customer Insights. Social media also gives you an opportunity to gain valuable information about what your customers are interested in and how they behave, via [social listening](#). For example, you can monitor user comments to see what people think of your business directly. You can segment your content syndication lists based on topic and see which types of content generate the most interest—and then produce more of that type of content. You

can [measure conversions](#) based on different promotions posted on various social media channels and eventually find a perfect combination to generate revenue.

These are the benefits of sustaining a long-term social media campaign, but if you're still apprehensive about getting started, consider these points:

- **Your Competition Is Already Involved.** Your competitors are already involved on social media, which means your potential social media traffic and conversions are being poached. Don't let your competitors reap all the benefits while you stand idly by. If, somehow, your competition is not involved on social media, there's even more of a reason to get started—the field is open.
- **The Sooner You Start, the Sooner You Reap the Benefits.** Social media is all about relationship building, and it tends to grow exponentially as your followers tell their friends, and their friends tell their friends, and so on. The sooner you start, the sooner you'll be able to start growing that audience.
- **Potential Losses Are Insignificant.** Realistically, you don't have anything to lose by getting involved in social media. The amount of time and money it takes to create your profiles and start posting is usually minimal, compared to other marketing channels. Just six hours a week or a few hundred dollars is all it takes to establish your presence.

METHODOLOGY

social media marketing for following organization were done . These organization were

- CARE WORLD
- DR. NIGAM'S CLINIC
- WHEN AT 60
- DR. KE . PASS

Social media marketing for DR. NIGAM'S CLINIC.

- **Analysis**

Analysis of page and its availability on other social media plat form like Pinterest, YouTube, Instagram, twitter, etc was done .

- **Finding**

My finding for its page availability were

✓ **NON AVAILABLE:** - Page was not available on other social media platforms like

- Instagram
- LinkedIn
- YouTube
- Pinterest

✓ **AVAILABLE-** Page was available on facebook and my finding over the facebook were

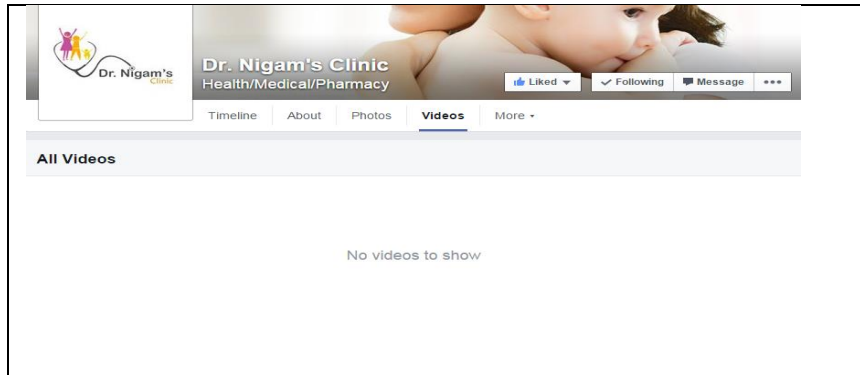
✓ **FINDING OVER THE FACEBOOK**

- PTAT = 36
- Total page likes = 1696
- According to page like, PTAT was very less

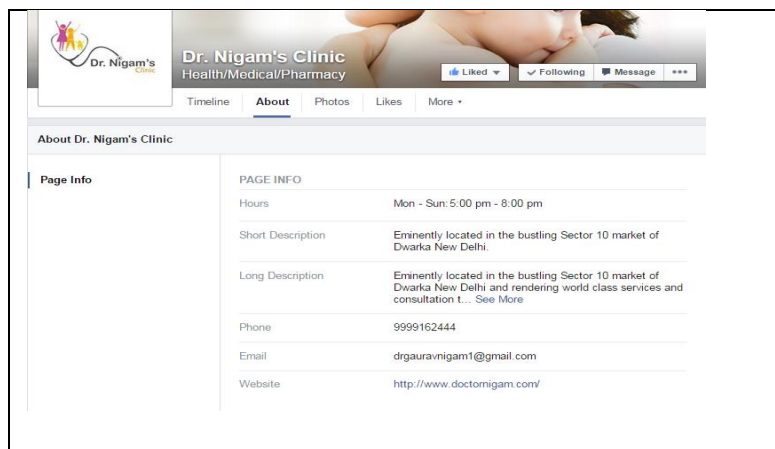


- The official website (<http://www.doctornigam.com>) was connected with the facebook page but when we click on the facebook link, the page was not appear.

✓ No video was available on facebook page



✓ Exact address was not available on facebook



- Only post like diet charts and vegetables and fruits benefits were posted.
- No any post regarding clinic activities and events were posted.
- Many competitors were already doing better.

- **CONTENT THEME PLANNED**

Content theme was planned . This content theme covered different topics to share some knowledge on facebook daily.

These content themes were

- #Childcares
- #Immunization
- #MothersBlog
- #Myths vs. Reality
- #HealthyDiet
- #DailyProblems

1-#Childcares -

By this theme, different possibilities of child care techniques will be promoted

All the posts will be shared with #ChildCare.



2-#Immunization –

Posts and images in relevance with the medical care requirements of an infant or a new born will be shared.

These were shared under the hash tag #Immunization.



3-#MothersBlog –

Blogs which is carried the important day-to-day precautions & techniques that might be useful for the mother will be shared under this hash tag

4-#Myths vs. Reality

We will post some myths and realities on your facebook page, that already exist on your official site.

These will be shared under the hash tag #Myths vs Reality

5-#HealthyDiet

People now-a-days have become quite conscious and concerned about their Health & Healthy eating habits.

By using this theme, we can help people improve their diet.

These will be shared under the hash tag #HealthyDiet.

6-#DailyProblems

By using this theme, we can help people with their Daily Problems, by providing them the required solutions.

These will be shared under the hash tag #DailyProblems.



- **CONTENT BUCKET :-**

Content bucket was made which was uploaded day to day according to decided theme for two weeks.

CONTENT BUCKET FOR 1ST WEEK

1-#DailyProblems

Does bedwetting bother you and your child quite often and come up as one of the **#DailyProblems?**



Bedwetting does tend to run in families. Many children who wet the bed have a parent who did too. Most of these children stop bedwetting on their own at about the same age their parent did.

2-#MythsvsReality

Is a baby's length at birth a predictor of adult height?



As per the researches done, length at birth is not a predictor of the adult height, but later measurements may be.

There is a natural tendency, if a baby is long, to say, 'Oh, she's going to grow to be a tall girl!.' But parental height is a much better predictor of a child's adult height. Another approximate height predictor is to double the child's height at age 2.

3-#Immunization

#Immunization protects future generations.

Vaccines have reduced and, in some cases, eliminated many diseases that killed or severely disabled people just a few generations ago.

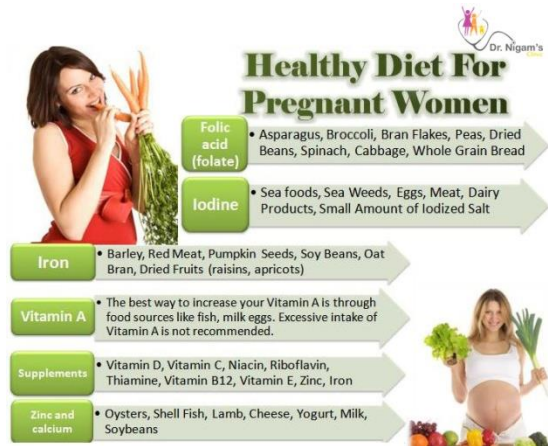
For example, smallpox vaccination eradicated that disease worldwide. Your children don't have to get smallpox shots any more because the disease no longer exists.

By vaccinating children against rubella (German measles), the risk that pregnant women will pass this virus on to their fetus or newborn has been dramatically decreased, and birth defects associated with that virus no longer are seen.

4-#MothersBlog

What all should a healthy diet comprise for pregnant women?

#MothersBlog is all about the answers to such questions.



5-#HealthyDiet #HealthyHabits



6-#ChildCare

Safe Sleeping posture for your baby is another **#ChildCare** concern.



Pediatricians recommend that healthy infants be placed on their backs for sleep, as this is the safest position for an infant to sleep.

Putting your baby to sleep on his back decreases his chance of sudden infant death syndrome (SIDS), which is responsible for more infant deaths in the United States than any other cause during the first year of life?

CONTENT BUCKET FOR 2ND WEEK

1-#DailyProblems

Does **Spitting Up/Vomiting** show up as a **#DailyProblem** for your baby?



Spitting up is a common occurrence for newborns and is usually not a sign of a more serious problem. Healthy infants naturally swallow or cough up fluids—it's a reflex all people have.

After feeding, try to keep the infant calm and in an upright position for a little while. Keep a burp towel handy,

just in case. Contact your health care provider immediately if your infant

2-#Immunization

Ever thought why **#Immunization** is important for you and your child's health?



#Immunization can save your child's life.

#Vaccination is very safe and effective

#Immunization protects others you care about.

#Immunizations can save your family time and money.

#Immunization protects future generations

3-#MythsvsReality

Will Your Baby Have Allergies?

If you have respiratory allergies, your child will eventually contract them too; if you don't, your child will never get them



The answer is no. Heredity plays a part in who gets allergies, but other factors also play a role.

"There may be some predispositions, but families should not assume that if they are allergic to something, then their children will be too. Likewise, allergies can come out of the blue even if Mom and Dad don't have them. When it comes to kids and allergies, genetics do not dictate their destiny."

4-#ChildCare

12 do's and don'ts for parents of 2- 4 year olds #ChildCare

 **LEARN THESE VITAL "DO'S & DON'TS" - THEY MAY SAVE YOUR CHILD'S LIFE**

	1. DO Teach your child about ROAD SAFETY from a young age. TEACH THEM THE KERB DRILL. - Look to the LEFT - Look to the RIGHT - Look to the LEFT again - Then if the road is clear of traffic, walk straight across the road - DO NOT RUN		7. DON'T ever leave your child unattended in the car. Your car could be stolen and your child kidnapped. Also, never leave your child in a car in hot weather even for a short time. It could cause brain damage or death.
	2. DO make sure that your child has a properly fitted car seat and harness, and that they are buckled in at all times to avoid serious injury.		8. DON'T leave your child unsupervised in the bath. Make sure you have non-slip stickers in place and covers on water outlets to avoid injury from slipping or drowning.
	3. DO encourage your child to wear a correctly fitting helmet when riding bicycles, tricycles or scooters. Supervise them at all times, and teach them to be aware of cars and driveways.		9. DON'T leave power cords from appliances in reach of your child. Make sure kettles and jugs are well away from the edge of bench tops to avoid scalding from boiling water.
	4. DO ensure your child has suitable flotation aides when at a pool or the beach. Watch them closely at all times, even when in a wading pool. Make sure all gates are secure to avoid drowning.		10. DON'T leave your child unattended in the kitchen, laundry or bathroom. Make sure all dangerous chemicals like bleach are stored up high or in cupboards fitted with child safety locks.
	5. DO cover all open power points with plastic safety plugs to avoid accidental electrocution.		11. DON'T leave your child unsupervised while harnessed into a pusher or pram. Always check that the brake is on when stopped for any length of time especially when near water, trains or traffic.
	6. DO make sure all outdoor play equipment is secure and maintained. Check regularly for sharp edges and other dangers such as spiders.		12. DON'T give your child medication which is not prescribed for them specifically. Always check labels on medication for correct dosage for your child's age/weight. If concerned about your child's health condition contact your doctor immediately.

5-#HealthyDiet

 JUST MAMMIES Baby's First Foods Chart 							
Age	Texture	Suggested Serving Size	Grains	Fruits	Vegetables	Protein/Meats	Dairy
0-4 months	Exclusive Breastfeeding or Formula Feeding						
4-6 months	 Stage 1 Pureed (single ingredients)	▶ 2-4 tbsp of cereal 1-2 times a day ▶ 2-3 tbsp (1/2-1 jar) of fruits 1-2 times a day ▶ 2-3 tbsp (1/2-1 jar) of vegetables 1-2 times a day ▶ no protein/meats	Rice, oatmeal, or barley (iron-fortified) baby cereal *Start with 1 tbsp cereal mixed with 4-5 tbsp of breast milk or formula.	Apples, apricots, avocados, bananas, mango, nectarines, papaya, peaches, pears, plums, prunes, pumpkin	Butternut & winter squash, carrots, green beans, peas, sweet potatoes		
6-8 months	 Stage 2 Strained (combination foods)	▶ 1/4-1/2 cup cereal once a day ▶ 1/4-1/2 cup (1/2-1 jar) fruits 1-2 times a day ▶ 1/4-1/2 cup (1/2-1 jar) vegetables 1-2 times a day ▶ 1 tbsp meats 1-2 times a day	Rice, oatmeal, or barley (iron-fortified) baby cereal rice	Apples, apricots, avocados, bananas, berries, cherries, kiwi, mango, melons, nectarines, papaya, peaches, pears, plums, prunes, pumpkin, strawberries	Butternut & winter carrots, corn, green beans, peas, potatoes, spinach, sweet potatoes, zucchini	Stage 1/Pureed: Beef with broth, chicken with broth, tofu, turkey with broth	
8-10 months	 Stage 3 Mashed/with chunks (complex combination foods)	▶ 1/2 cup cereal once a day ▶ 1/2 cup (1/2-1 jar) fruits 2 times a day ▶ 1/2 cup (1/2-1 jar) vegetables 2 times a day ▶ 2 tbsp meats 1-2 times a day ▶ 1/4 cup dairy	Rice, oatmeal, or barley (iron-fortified) baby cereal crackers, pasta, puffs, rice	Apples, apricots, avocados, bananas, berries, cherries, kiwi, mango, melons, nectarines, papaya, peaches, pears, plums, prunes, pumpkin, strawberries	Asparagus, butternut & winter squash, broccoli, Brussels sprouts, carrots, cauliflower, corn, green beans, parsnips, peas, potatoes, spinach, sweet potatoes, summer squash, zucchini	Stage 2/combination foods: Beans, Beef, chicken, fish, ham, tofu, turkey	Cheese [except soft cheeses] & yogurt
10-12 months	 Ground/ Finely Chopped (table food or stage 4 foods)	▶ 1/2 cup cereal once a day ▶ 1/2 cup (1/2-1 jar) fruits 2 times a day ▶ 1/2 cup (1/2-1 jar) vegetables 2 times a day ▶ 2 tbsp meats 1-2 times a day ▶ 1/3 cup dairy	Rice, oatmeal, or barley (iron-fortified) baby cereal bread, crackers, low-sugar dry cereal (like Cheerios), pasta, puffs, rice	Apples, apricots, avocados, bananas, berries, cherries, grapes, kiwi, mango, melons, nectarines, papaya, peaches, pears, plums, prunes, pumpkin, strawberries	Asparagus, butternut & winter squash, broccoli, Brussels sprouts, carrots, cauliflower, corn, green beans, parsnips, peas, potatoes, spinach, sweet potatoes, summer squash, tomatoes, zucchini	Stage 3-4: Beans, Beef, chicken, egg yolk, fish, ham, tofu, turkey	Cheese [except soft cheeses] & yogurt

6-#Mothers Blog –

Do's and Don'ts for pregnant mother #MothersBlog



Conclusion:-

Contents bucket were posted on social media plat form, were liked and commented. These posts were found informative and were shared by visitors among different community on social media plat form.

Meaning of hastage:-

whenever a user adds a hash tag to their post, it is immediately indexed by the social network and searchable by other users. Once someone clicks on that hash tag, they'll be brought to a page that aggregates all of the posts with the same hash tagged keyword in real-time