

**EDOOFA – Education for All**

**(Industrial Project carried out at ANHAD EDUTRAIN)**

**Submitted in partial fulfilment of the Degree of**

**Bachelor of Technology**

**In**

**Computer Science Engineering**

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## STUDENT DECLARATION

I hereby declare that this submission is my own work, carried out at **AnhadEdutrain** as Industrial Project from 31<sup>st</sup> January, 2018 to 23<sup>rd</sup> of May 2018 and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma of the university or other institute of higher learning, except where due acknowledgment has been made in the text.

Place: Wagnaghat, Solan

Signature:

Date: May 25, 2018

Name: Vaani Mahesh Rana

**(III)**

**CERTIFICATE FROM THE SUPERVISOR**

**(IV)**  
**ACKNOWLEDGMENT**

I take great privilege to avail this opportunity to express my deep gratitude to all those who helped and guided me throughout the course of my Industrial training. Firstly, I would like to extend my profound gratitude to our director, Sir Angad Singh, for giving me his valuable time and his guidance during this course.

I would also like to thank all the employees of AnhadEdutrain Solutions who really helped me in understanding all the functions and activities of the organization from time to time.

Vaani Mahesh Rana  
141285

## (V)

### **ABSTRACT**

The Edoofa (Instruction for all) venture, as a component of our Administration Preparing at Anhad, was a result of different administrations detailed particularly for the African landmass and Asia-Pacific locales, fundamentally Bhutan. There are two sorts of understudies going for proficient advanced education, the main 20% who have the required data and capability to get in to their coveted courses and establishes, and whatever remains of the last 80%. In our statistical surveying, we understood that Africa is a place still unexplored in the field of instruction. There are not kidding and enthusiastic understudies who need to examine, yet they have absence of assets, or are deceived about the world. Our Edoofa program basically was composed in an approach to distinguish those understudies, give them high caliber, reasonable training arrangements, which result in some yield, while guaranteeing approaches to recoup the educational cost through low maintenance occupations.

As a Business Development Associate, I worked under the S.E.E.L.S which is a newly found and established department of Anhad in the Edoofa program. My major responsibility involved looking after three sub-departments which had virtual interns from various colleges. I was thereafter supposed to report to my superiors with daily progress report of these three departments. Owing to the work involved in these sub-departments, I gained experience in various domains of Marketing, Business Development, Sales and HR.

S.E.E.L.S, acronym for Students of Edoofa Earning and Learning to Success, is a program specially designed not only to help our international students earn scholarship credits for their Edoofa program but also to provide them with the required industry exposure to help them gain insights into the established and emerging markets to give a boost to their careers. S.E.E.L.S is the major program that validates the services of the “Earn While You Learn” scheme as promised by the team of Edoofa at the time of admission into the scholarship program.

At S.E.E.L.S, we realised that the new trend of interning has major disadvantages especially for the companies/businesses providing it. To solve this issue, we realised that the strength of our community of over 600 Edoofa students could be utilised not only to the advantage of these growth companies but also to their own advantage to learn the necessary skills and etiquettes as sought by the professional work life. Hence, our student community of over 600 International students studying with as much as 30,000 students in various colleges across India help these businesses solve the problem of work fulfillment at much cheaper rates than the average intern.

There were three major departments of S.E.E.L.S which were assigned to me.

1. Market Research : With 4 dedicated virtual interns market research mainly involved researching about the challenges at hand. So while on some occasions it involved discovering more inputs about the sales and marketing of a particular product's target market, there were other times when it only involved generating new ideas about expansion of the department of S.E.E.L.S. The virtual interns were also responsible for creating documents and manuals that would help the Edoofa students with their courses under their respective degree programs. They would also research about the future prospects and career options and compile this data into a document which would be shared with Edoofa students once every week.
2. Company Connect : This particular department had three virtual interns whose major responsibility was to search for growth companies/businesses who would benefit with the work of our students and will also help our students gain sufficient industry exposure so as to help them learn and grow in their respective careers. In addition it would also help them gain the necessary skills which are often sought after by the companies at the time of recruitment. This sub-department mostly deals on a business level working for collaborations with companies and businesses to get work for the students of Edoofa studying in India.
3. SEELS Care : This department was responsible for the international students which come to India under the care of EDOOFA program. While taking care of their basic necessities along with the industry exposure and the problems they face, SEELS care has helped establish a loyal community of EDOOFA students who attend our daily talk sessions and work hard to make the most of the opportunities they are given during the entire tenure of their degree. Hence, the basic aim of this department is to take care of the EDOOFA student community and act as their guardians like an extended family unit of the Anhad family.

In Promoting, my main goal was to advance and spare interest in advertisements. So I ran a week by week showcasing plan via Web-based networking media stages to upgrade lead commitment (Monday Inspiration, Surveys, Tests, Articles to give some examples). By means of intense apparatuses like Facebook Power Proofreader and Google Examination, we dealt with the site movement, and investigated active visitor clicking percentage to recognize the areas which could be worked upon. It was a conviction at Anhad that the customers start things out. Through my powerful consumer loyalty and relationship building, I upgraded business at Anhad by getting more business and leads through referrals, subsequently sparing interest in advertisements. A fundamental piece of Advertising is keeping your information sorted out. I kept up broad and particular spreadsheets for every one of the sorts of information we may require later on, which helped at the season of examination. Ran Email crusades for various kinds of leads isolated under a particular informational collection, for brisk Mass Advertising. Comprehended the African market from the beginning, kept up an Edoofa Blog and composed articles for their point of view, and each article had a suggestion to take action, driving them to the site. It included Web optimization, watchword particular, fragmented and outwardly engaging substance, for greatest reachability and simple coherence. To go to the following level, Our able Designs group went to one of the accomplice college locales and shot a Video Promotion crusade. The video ended up being a benefit and a capable asset for advertising and deals.

I was likewise accountable for tie-ups and organizations. BD included me connecting with different hotspots for advancement, as famous Youtubers in Africa, some popular article pages, radio channels to give some examples. I was in coordinate discussion with probably the most growing new businesses and dynamic organizations in India, and attempted to influence and prevail upon them to offer temporary jobs and independent work to understudies selected under Edoofa, as a major aspect of our "Procure while you Learn" benefit. As part of the Edoofa Team being in Africa, I had to

maintain Data and analyze it efficiently. This helped manage the crowd in Nigeria and Ghana.

Data Analysis was an essential part of tracking personal and team performance. Some of the business metrics used were “Average counseling time, in-process, unresponsive leads, in conversation, etc.



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**Chapter – 1**  
**Introduction**

Every year, millions of students face the problems of not knowing where to get quality college education, how to finance the high cost of getting such education, how to get industry exposure and learn skills for a job. In the most general and basic sense, therefore, the students only want to know where they can get a trustworthy medium to help with the degree and the employability problem. At Anhad, we majorly target Nigeria, Malawi, Ghana, Afghanistan, Zimbabwe, Bhutan and other SAARC nations. Some of the major reasons for such setbacks in the education sector are the following,

- Corruption in education sector – Usually the seats in the universities are bought by money rather than being awarded on merit.
- Universities often go on strikes for time indefinite. Courses are usually delayed by 1 or sometime even 2 years.
- Courses taught to students are very niche and specific failing to provide employability in the global market.
- Sometimes dead end courses are sold to students. Courses that have no real life application. For example – Bee-keeping and aquaculture.

With regards to Bhutan, the real issue it faces is the employability condition in the wake of getting a degree. Instruction in Bhutan is completely free up till twelfth. In any case, just a couple of government financed schools give great employment connected training.

Understudies who make it to such establishments are viewed as important to the general public. Be that as it may, understudies who neglect to get into them either drop out or begin working odd employments. Some even bring entrance into colleges that aren't all around outfitted to manage the cutting edge prerequisites. The remaining few who are sufficiently special, choose to move out of the nation for advanced education.

Subsequently, inferable from the request of an excellent training a large number of understudies from these nations move over the globe.

: This department was responsible for the international students which come to India under the care of EDOOFA program. While taking care of their basic necessities along with the industry exposure and the problems they face, SEELS care has helped establish a loyal community of EDOOFA students who attend our daily talk sessions and work hard to make the most of the opportunities they are given during the entire tenure of their degree. Hence, the basic aim of this department is to take care of the EDOOFA student community and act as their guardians like an extended family unit of the Anhad family

This is where AnhadEdutrain steps in. It has an existing program called the EDOOFA program which is a higher education concierge. Under S.E.E.L.S, my major role involved two breakthroughs.

1. As a guardian, of the students, i provided them with internship opportunities and regularly motivated them to grow and better themselves in order to gain the maximum industry exposure and advance in their careers.
2. As a Business Development Associate, I interacted with companies and various clients to fetch projects for the students. A medium between the two parties, I constantly worked to get new projects and meet deadlines.

S.E.E.L.S stands for “Students of Edoofa, Earning and Learning to Success”. The major objectives of the Earn While You Learn program which is famously advertised by Edoofa is validated by this unit, i.e. S.E.E.L.S. We've designed a 3 months training program to polish some fundamental skills, assess and get you work assignments accordingly.

**Curriculum brief:**

- Basic internet skills: Understanding various ways and tools to connect online
- Work ethics 101: This involves attitude, behavior, respect, communication, and interaction for work and workmates.
- Time management: Organising and planning how to divide time amongst various activities. Tools of time management.
- Task management: Managing life cycle of a task. Prioritizing and timelining tasks, accountability, self-respect, self-discipline, responsibility.
- Kaizen: Continuous motivation and improvement/ staying positive.
- Elements of Business communication: Non-verbal Communication, Eye Contact, Facial Expressions, Posture, Tones and Sounds, Effective Email Writing etc
- Digital media marketing: Creating and Managing Multiple Online Identities, , Social Media for Viral Advertising & Marketing, Mass Emailing Tools. Measuring Social Media Activities using analytical tools
- Ms-office, word, excel,powerpoint
- Transcription
- Adobe- illustrator- photoshop
- Wordpress 101
- Video Editing

I worked hard to understand the various markets by doing research, manage advertising campaigns and the automate mails. Using the Facebook power editor (Facebook for Business), I effectively modified the sales pitch for various companies at the responses, brought in more business through effective customer satisfaction and word of mouth, manage the team of ten interns into a more efficient team which increased the otherwise conversion rate by 46.6% in three months.

Edoofa program but also to provide them with the required industry exposure to help them gain insights into the established and emerging markets to give a boost to their careers. S.E.E.L.S is the major program that validates the services of the “Earn While You Learn” scheme as promised by the team of Edoofa at the time of admission into the scholarship program.

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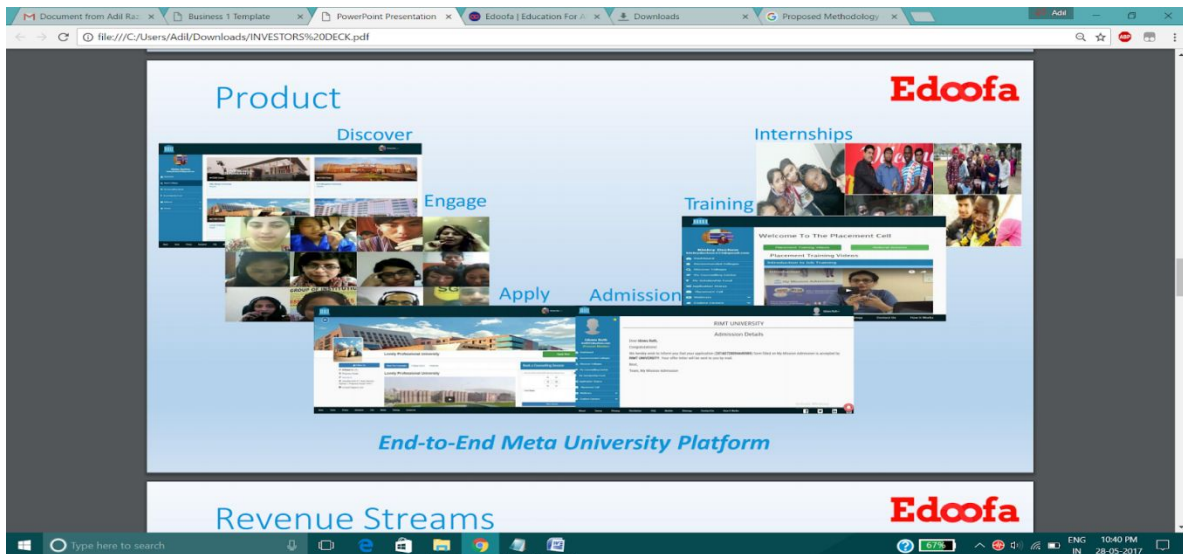


Figure1. Overall product outlook

## **Chapter-2**

### **Literature Survey**

#### **Microsoft excel for Quantitative data analysis**

Using the Microsoft Excel, data can be represented to analyse the process statistically. It not only helps increase the level of accuracy but also helps in segregating the data and quantifying it for better thought process and analysis. A numeric variable is computed to represent the data after which statistical formulas can be used to analyse the data.

Excel includes a large number of tools that can be used for general data analysis.

Four sets of tools are particularly useful:

- Statistical functions
- Data Analysis Tool Pack
- Charts
- Pivot tables

#### **Effective marketing and techniques**

The goal of marketing is to connect our business value to the right customer base. It's a simple concept but it can be executed through various approaches.

- What demographics make up your customer base?
- Where do they live?
- Where do they hang out online?
- How do they look for products in your niche?
- Who do they listen when making decisions relative to your product?

#### **Facebook Advertising**

As the Business Advancement Relate, I was accountable for arranging the methodologies, managing customers, expanding tie-ups, making sense of the necessities of our customers, and getting more organization leads with showcasing available to us.

During the training, I worked hard to understand the various markets by doing research, manage advertising campaigns and the automate mails. Using the Facebook power editor (Facebook for Business), I effectively modified the sales pitch for various companies at the responses, brought in more business through effective customer satisfaction and word of mouth, manage the team of ten interns into a more efficient team which increased the otherwise conversion rate by 46.6% in three months.

#### **Google My Business**

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#### **Content Advertising**

Content promoting is the way toward making and conveying significant, important, and predictable substance to pull in and hold an obviously characterized group of onlookers and drive productive client activity.

Dissimilar to paid publicizing, content showcasing centers more around long haul comes about. The underlying result has a tendency to be low, however the long haul, reasonable development in guests, leads, and clients can without any help convey a business.

Content isn't restricted to blog entries. It incorporates recordings, podcasts, online courses, and a large group of different mediums in which individuals expend data.

## **E- Mail Marketing**

Consumer loyalty is a showcasing term that measures how items or administrations provided by an organization meet or outperform a client's desire.

Consumer loyalty is vital on the grounds that it furnishes advertisers and entrepreneurs with a metric that they can use to oversee and enhance their organizations.

Email advertising channels start with a "lead magnet". This is something convincing you offer your site guests in return for their email address. Conceivable alternatives incorporate a free computerized download, a free administration trial, a "seat" at an online class, webpage participation, a coupon, and so forth.

Advantages of email promoting include:

- Low cost
- Global reach
- Easy to mechanize
- Easy to section
- Immediate correspondence
- Easy to setup and run
- Easy to track and improve

### **Importance of Customer Satisfaction in Sales and Marketing.**

Consumer loyalty is a showcasing term that measures how items or administrations provided by an organization meet or outperform a client's desire.

Consumer loyalty is vital on the grounds that it furnishes advertisers and entrepreneurs with a metric that they can use to oversee and enhance their organizations.

A few reasons which disclose to us why consumer loyalty is so imperative.

- It's a main marker of shopper repurchase expectations and reliability
- It's a state of separation
- It lessens client stir
- It builds client lifetime esteem
- It lessens negative informal exchange
- It's less expensive to hold clients than obtain new ones

## **Blog management and Content Marketing**

Content showcasing is a promoting program that focuses on making, distributing, and dispersing content for your intended interest group, generally on the web. The objective of which is to draw in new clients.

The most widely recognized segments of a substance promoting program are web-based social networking systems, web journals, visual substance, and premium substance resources, similar to apparatuses, ebooks, or online courses. Here are a few situations to exhibit the mechanics.

Blog administration is utilized to give the client a few certainties that will enable him to comprehend about the issue proclamation about what are item is, the means by which it will be gainful for him. It likewise assist the client with getting answer of a portion of his issues that he can discover in the Blog area.

## **Analysing the Impact of visitors on Page with Google Analytics**

Published Journal: International Journal of Web & Semantic Technology

Published Year: 2011

Apart from certain criterias like this, the book also helps you discover the life and daily routines in the life of a marketer. It helps you understand the profession in detail and prepares you for the journey ahead.

Apart from various insights about marketing concepts and new relevant frameworks, it is more of a session that engages you to the world of marketing with a new vision. For example, in a particular section, while explaining about the single-minded brand benefit Nitish explains why some products like Coke sell more than.

Internet searcher guests have an assortment of effect on online visits which can't be depicted by single relapse. On one hand referral guests are very much fitted on direct relapse with low effect. Then again, coordinate guests had a colossal effect on site hits. The higher association speed does not just infer higher effect on online visits and the substance of website page and the domain of guests can enable association with speed to portray client conduct. Returning guests have a few likenesses with coordinate guests.

## **The Adoption of Facebook as Internet Marketing Strategies in Journal Promotion**

Published Journal: International Conference on Information Management and Technology

Published Year: 2016

In the time where access to online networking is a piece of our day by day exercises, advertisers need to stay aware of the quick pace of progress or hazard being obsolete. An indistinguishable thing from in the media distributing industry, the fast development of Open media Framework has empowered everybody to get to diary/ebooks for nothing, yet a large

portion of the diaries/Ebooks have not yet been set up a showcasing framework. In this paper creator has talked about how distributors could receive web promoting procedures through web-based social networking in the diary distributing industry.

At last we can infer that the selection of Facebook as web showcasing technique for diary/digital book production advancement has positive effect in expanding the guest movement of the diary site and expanding brand mindfulness and client commitment in the diary Facebook fan page. The confinement of this exploration is that the writers just utilize the optional information from Detail Counter and Facebook understanding for breaking down the effect of the online networking appropriation. The future research must investigate client fulfillment and assemble the client assumption regarding the quality and recurrence of the substance partook in the diary Facebook fan page.

### **Crack The Marketing Case and Interview (Like a CMO) - NitishRai Gupta**

This book by NitishRai Gupta is proposed to encourage the understudies and working experts in their advertising vocations and meeting arrangements with different contextual investigations that have been specified here. It demonstrates to build up your range of abilities as indicated by the profile you are dealing with. This book is an excellent depiction of what a Head Promoting Officer searches for and efficiently encourages you create and grandstand your capacities and aptitudes. The structures and instruments talked about in this book have been utilized to prepare a large number of understudies crosswise over IIMs, the best B-schools and other choice organizations.

Apart from certain criterias like this, the book also helps you discover the life and daily routines in the life of a marketer. It helps you understand the profession in detail and prepares you for the journey ahead.

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### **African education system and problems**

Despite the fact that Africa has gained huge ground towards the accomplishment of Instruction for All and Thousand years Improvement Objectives, various difficulties keep on threatening the accomplishment of these global focuses by, and past 2015.

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“Instructive quality remains a genuine test in Africa. The inaccessibility of power, clean water and sanitation offices, including toilets for the two young ladies and young men remains a test, especially in rustic schools.”

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Apart from various insights about marketing concepts and new relevant frameworks, it is more of a session that engages you to the world of marketing with a new vision. For example, in a particular section, while explaining about the single-minded brand benefit Nitish explains why some products like Coke sell more than. As the greater part of the understudies can't bear the cost of the Typical cost for basic items and instruction in abroad which will cost them somewhere in the range of thousands of Dollars. “The deficiency of interest in training and of global improvement help has blocked access, quality and the accomplishment of universal focuses for instruction.”

## **The impact of effective customer relationship management (CRM) on repurchase: A case study of (GOLDEN TULIP) hotel (ACCRA-GHANA)**

Published Journal: African Journal of Marketing Management Vol. 4(1), pp. 17-2

Published Year: 2012

The motivation behind this investigation was to decide the effect of Client Relationship Administration (CRM) on client steadfastness in the lodging business. The examination was led at the Brilliant Tulip inn, Accra. The destinations of the investigation were to decide whether (CRM) affects client unwaveringness, to decide whether the act of compelling CRM in associations prompts a long or here and now budgetary effect, to discover the degree or degree to which powerful CRM prompts consumer loyalty and to evaluate if the administrations gave by the lodging addresses the issues and needs of clients. Surveys were directed to both individual and corporate customers of the lodging and the consequence of this was dissected. "The outcomes demonstrated that 46.3% of the respondents were females while 53.3% were guys. The majority of the respondents had found out about the lodging from daily paper promotions (40%) and referrals from individuals who had utilized the inn (30%). 80% of the respondents were ready to allude to the administrations of the inn to other individuals while 90% of them were happy with the administrations at the lodging. The convenience and providing food offices were generally disparaged. The discernment among respondents about the inn was great since they gave a positive survey of the administrations." The greater part of the respondents concurred that they would return to the lodging. The corporate customers were likewise happy with the administrations gave at the inn 20% having utilized the lodging for up to 4 years. The corporate customers said "they would utilize the office once more, hence, client unwaveringness existed among these customers and additionally, the individual customers. It is suggested that the lodging enhances the cooling framework in the gathering room and give better business focus offices to draw in more clients."

## Chapter - 3

### Proposed Methodology

As the Business Advancement Relate, I was accountable for arranging the methodologies, managing customers, expanding tie-ups, making sense of the necessities of our customers, and getting more organization leads with showcasing available to us.

During the training, I worked hard to understand the various markets by doing research, manage advertising campaigns and the automate mails. Using the Facebook power editor (Facebook for Business), I effectively modified the sales pitch for various companies at the responses, brought in more business through effective customer satisfaction and word of mouth, manage the team of ten interns into a more efficient team which increased the otherwise conversion rate by 46.6% in three months. I also analysed the traffic by using Facebook pixel, Google Analytics, lead maintenance on intercom, email marketing on mailerite, content marketing and increasing the viewers by blog management.

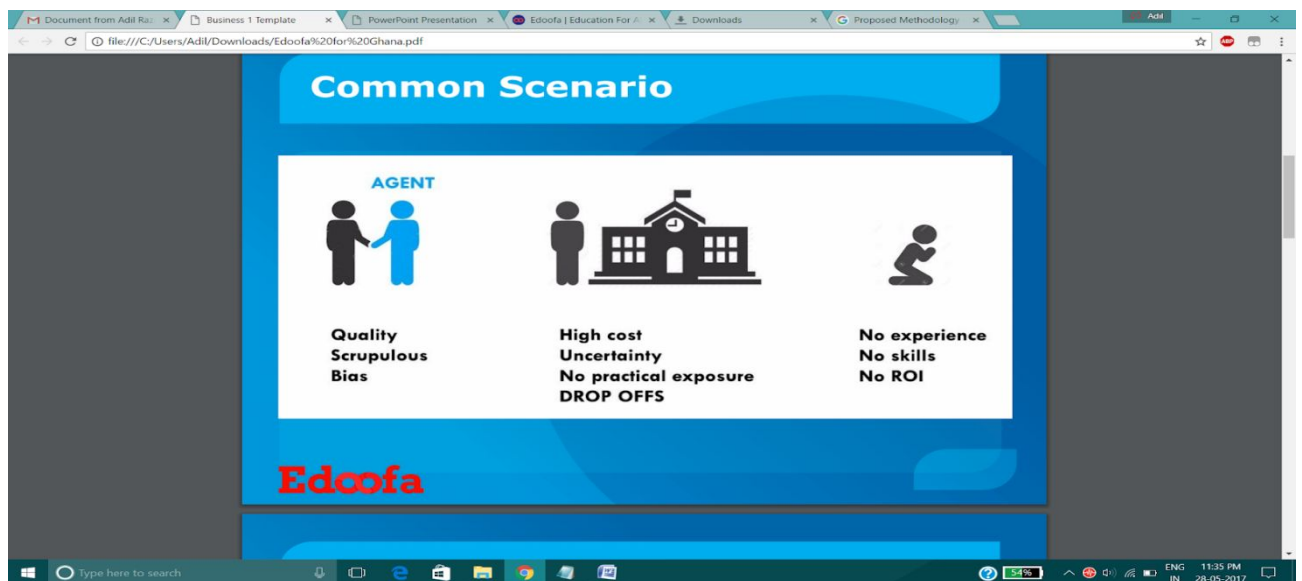


Fig. 2 Common Scenario

As the Business Advancement Relate, I was accountable for arranging the methodologies, managing customers, expanding tie-ups, making sense of the necessities of our customers, and getting more organization leads with showcasing available to us. During the training, I worked hard to understand the various markets by doing research, manage advertising campaigns and the automate mails.



Fig. 3 EDOOFA Edge

I created a manual for the students in order to understand the market better. Here's a brief summary of the same.

After a detailed input from you, we worked hard to identify the shortcomings of the approach you had been using and came up with a manual which might help improve the productivity of your tasks. To increase the efficiency, I have listed the various areas of scope below and I expect you to refer to them before finalising a company. With the help of this manual, you are expected to submit a minimum of 20 companies every day.

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1. The companies that you target must seek either of the following services.
  - a. Social Media Promotions; involving Instagram/Facebook/YouTube engagement
  - b. Data Entry; basic data entry tasks without involving assessment, assortment and sampling/segregation of data.
  - c. Survey Forms; use products and services that young students typically use
  - d. Reviews; again, search products and services used only by students
  - e. Sales of Education Products; this may include conducting workshops, or online courses, etc
  - f. User Engagement; increasing the clicks/registrations/subscriptions for the website or blog
  - g. Application downloads; target gaming apps or similar products useful for students.

*Please Note: While certain job profiles on Internshala and other platforms might offer the same work to you, you must realise that they are looking for full-time employees or interns, and WE ARE NOT SELLING INTERNS. All we need is an opportunity for the students of the Edoofa community to grow and earn. The expectations of such companies will therefore be to hire interns who fulfill their work with utmost priority and have excellence in whatsoever we commit. So even when certain companies and businesses might fulfil the above agenda, not all of them will satisfy our module.*

1. Utilise the following pitch.

While reviewing your chats/conversations with the clients, we noticed some glitches at your end which need to be fixed. These “glitches” include grammar, your replies to their interest, et cetera et cetera.

Hey,

I am \_\_\_\_\_ from Edoofa. We are a growth stage company in the education sector. Being in the education space for 10 years now, we have a market access to 600 skilled students (the Edoofa Community of students) studying with around 30,000 students on various college campuses spread across Northern India.

Owing to our extensive network of young students, we help young, growing companies, influencers and entrepreneurs to expand their businesses and gain more visibility in their target market. Looking at your website/social media blog/vlog/handle/etc, After using your app \_\_\_\_\_, we feel there is a lot of potential in our students to help you grow your business. We would love to discuss this opportunity at length over a call. Please let us know if and when we can schedule this call.

Thank you.

Case1: Interested; *Number shared* (“would like to know more about it/ didn’t understand much about it”)

Hey, thanks for the acknowledgement, my colleague will be glad to speak with you and share more insights about the same. Will \_\_ pm be a good time tomorrow?

Case 2: Interested; *Number not shared* (“would like to know more about it/ didn’t understand much about it”)

Hey, thanks for the acknowledgement, my colleague will be glad to speak with you and share more insights about the same. Will be great if you could share your contact number and an appropriate time to have this discussion.  
Thank you.

Case 3: Not a clear reply; Runs a business targeted towards some other market

Yes, I understand, \_\_\_\_\_ but having said that, we have a trained and sticky community of students who can help improve traction of your target audience on your website as well as increase the visibility of your social media handles via a cost-effective channel. If you find this interesting, we can discuss more about this over a call.

Case 4: Inquires about our status, if we are an NGO or an education consultancy, or other conceptions.

We are not a consultancy firm or for that matter, an NGO. We are a higher education platform looking for work opportunities that we can offer to our student community, keeping in mind that we can be a channel to provide maximum value to your business.

During your conversations, you will realise that some of these companies will not reply. However, it is your responsibility to check on their most responsive media platform and approach them there. However, in case any doubt arises, as to what your response should be, you can approach any member of the team for help.

### 3. Hacks

You have to find major hacks for yourself to make your work efficient. For example, these may be some apps or chrome extensions that will help you get access to groups that include various startups, individuals, et cetera. These groups have over 5,000 members generally, and therefore provide an access of a large market with almost every user in search of the services that we provide at cheap rates. You can thus, approach the businesses and proceed with your search.

I’m listing two Chrome extensions for your reference.

- a. Grouply

b. Intelligence Search

In addition, you can also join various WhatsApp and Facebook groups and find startups. Get them through various connections. Be resourceful.

1. Checklist

Follow the following rules while looking for companies.

- a. Do not look for companies on job seeking portals like Naukri, LinkedIn, Shine, et cetera. (You can look for companies dedicatedly working for campus ambassador jobs only)
- b. Before proceeding, check the region where the business exists. We STRICTLY need businesses available only in the North of India(in terms of online promotions/data entry there is no geographical restriction).
- c. For blogs on WordPress and other platforms, please check the content before shortlisting it. Thereafter, send in only those blogs only that make an earning through the blog. For example, *abc.wordpress.com* clearly isn't invested because otherwise they would switch to an account which will read *abc.com*.
- d. For the social media accounts, check the following parameters in mind,  
Instagram : A maximum of 15,000 followers, and a minimum of 7500.  
Facebook : A maximum of 5,000 followers, and a minimum of 1500.  
YouTube : A maximum of 500 subscribers, and a similar ratio for views.  
App Downloads : A maximum of 10,000 downloads, and a minimum of 5000.

Research well about the business, especially their services- what is of the most value to them. If asked about a point, or description, you must be briefed well with everything. As a result, your list must carry every possible contact of the business.

For example: We came across a blogger, who herself was providing such services. Now you need to understand that even if she is a blogger and can be a potential client for us, why would she need us?

So you need to research thoroughly about the client, try to study all the social media handles, websites, reviews and then get insights about the company.

## DIGITAL/ SOCIAL MEDIA MARKETING

### DIGITAL MARKETING

You have to find major hacks for yourself to make your work efficient. For example, these may be some apps or chrome extensions that will help you get access to groups that include various startups, individuals, et cetera. These groups have over 5,000 members generally, and therefore provide an access of a large market with almost every user in search of the services that we provide at cheap rates. You can thus, approach the businesses and proceed with your search.

I'm listing two Chrome extensions for your reference.

### SOCIAL MEDIA MARKETING

You have to find major hacks for yourself to make your work efficient. For example, these may be some apps or chrome extensions that will help you get access to groups that include various startups, individuals, et cetera. These groups have over 5,000 members generally, and Being in the education space for 10 years now, we have a market access to 600 skilled students (the Edoofoa Community of students) studying with around 30,000 students on various college campuses spread across Northern India.

Owing to our extensive network of young students, we help young, growing companies, influencers and entrepreneurs to expand their businesses and gain more visibility in their target market. Looking at your *\_website/social media blog/vlog/handle/etc\_*//After a detailed input from you, we worked hard to identify the shortcomings of the approach you had been using and came up with a manual which might help improve the productivity of your tasks. To increase the efficiency, I have listed the various areas of scope below and I expect you to refer to them before finalising a company. With the help of this manual, you are expected to submit a minimum of 20 companies every day.

A promoting model in view of informal organizations incorporates the accompanying advances:

- Selection of the potential interpersonal organizations to utilize;
- Setting out a money related arrangement (in regards to procuring online networking brand chiefs or experts);
- Designing or adjusting authoritative structures to deal with the informal organization in the organizations' market (this may include adding an online networking unit to a current showcasing branch or making another web-based social networking branch);
- Selection of target market(s);
- Selection of the items, administrations, brand(s) or organization messages which will be advanced;
- Performance measures for the web-based social networking methodology, for example, assessment, information examination, and so forth.



## FACEBOOK

Instagram : A maximum of 15,000 followers, and a minimum of 7500.

Facebook : A maximum of 5,000 followers, and a minimum of 1500.

YouTube : A maximum of 500 subscribers, and a similar ratio for views.

App Downloads : A maximum of 10,000 downloads, and a minimum of 5000.

Research well about the business, especially their services- what is of the most value to them. If asked about a point, or description, you must be briefed well with everything. As a result, your list must carry every possible contact of the business.

For example: We came across a blogger, who herself was providing such services. Now you need to understand that even if she is a blogger and can be a potential client for us, why would she need us?

So you need to research thoroughly about the client, try to study all the social media handles, websites, reviews and then get insights about the company.

The screenshot shows the Facebook Ads Manager interface for the account of Angad Singh. The main content is a table of Ad Sets. The table has the following columns: Ad Set Name, Results, Reach, Cost, Budget, Amount Spent, Schedule, and Frequency. The data in the table is as follows:

Ad Set Name	Results	Reach	Cost	Budget	Amount Spent	Schedule	Frequency
Edoota May 8 2017	313	39,009	₹21.96	₹8,000.00	₹6,872.79	May 8, 2017 – May 30, 2017 23 days	1.45
AF, BD, BT, BW, EG, ET, KE, NP, OM, QA, RW, SS, ...	—	—	—	₹500.00	₹0.00	Feb 27, 2017 – Ongoing	—
Post: "Irshaad Hassan is another student at our ED..."	—	—	—	₹400.00	₹0.00	Feb 26, 2017 – Feb 27, 2017 2 days	—
Post: "Uwifashije Adran Djaphar another one of our..."	—	—	—	₹600.00	₹0.00	Feb 23, 2017 – Feb 25, 2017 2 days	—
Remarket-2	—	—	—	₹1,400.00	₹0.00	Jul 15, 2016 – Aug 12, 2016 29 days	—
Rwanda-v2	—	—	—	₹500.00	₹0.00	Jul 4, 2016 – Jul 6, 2016	—
<b>Results from 67 Ad Sets</b>	—	<b>47,049</b> People	—	—	<b>₹8,663.21</b> Total Spent	—	<b>1.55</b> Per Per...

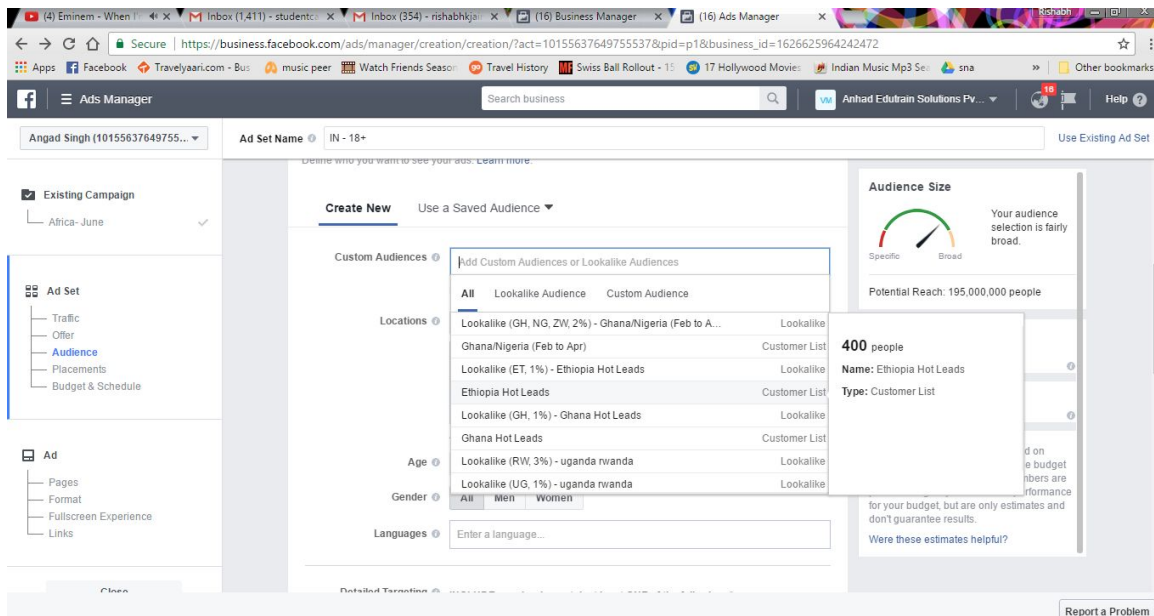


Fig. 4 Facebook Advertising

## WHATSAPP

Instagram : A maximum of 15,000 followers, and a minimum of 7500.

Facebook : A maximum of 5,000 followers, and a minimum of 1500.

YouTube : A maximum of 500 subscribers, and a similar ratio for views.

App Downloads : A maximum of 10,000 downloads, and a minimum of 5000.

Research well about the business, especially their services- what is of the most value to them.

If asked about a point, or description, you must be briefed well with everything. As a result, your list must carry every possible contact of the business.

For example: We came across a blogger, who herself was providing such services. Now you need to understand that even if she is a blogger and can be a potential client for us, why would she need us?

So you need to research thoroughly about the client, try to study all the social media handles, websites, reviews and then get insights about the company.

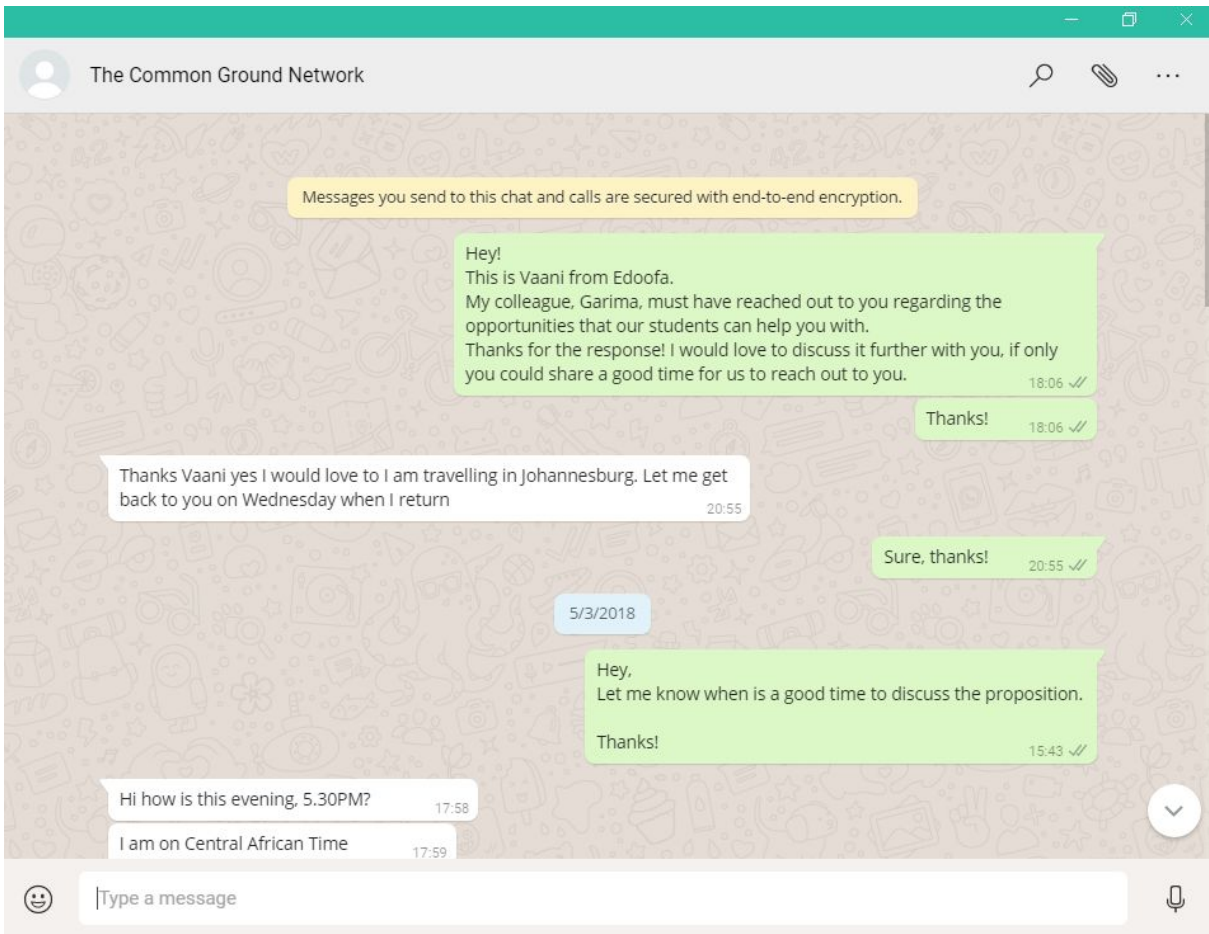


Fig. 5 Whatsapp conversation with clients

## INSTAGRAM

In 4 months, we reached out to over 43 companies, out of which we secured 13 deals of monthly contracts out of which were 3 African clients. The other 30 clients were reviewed and with the help of data, it was analysed that 17 of them had either changed their contact or the clients were contacted on a platform they weren't active on. The other 13 either didn't require the services or didn't have sufficient finances to pay for our services.

A major part was to implement the results derived from the data collected. With the help of regular updation of results, it was easy to track whether a definitive pitch was a working or not. Various metrics like highlighting of text, or remarks were analysed to reform the pitches and discover new algorithms to improve the standard lead.

Hashtags, for example, #education #studyabroad #ghana #nigeria #zimbabwe #bhutan #africa #engineering #medicine #law #pharmacy #nursing #india and so forth are utilized with the goal that concerned individuals can without much of a stretch discover us.

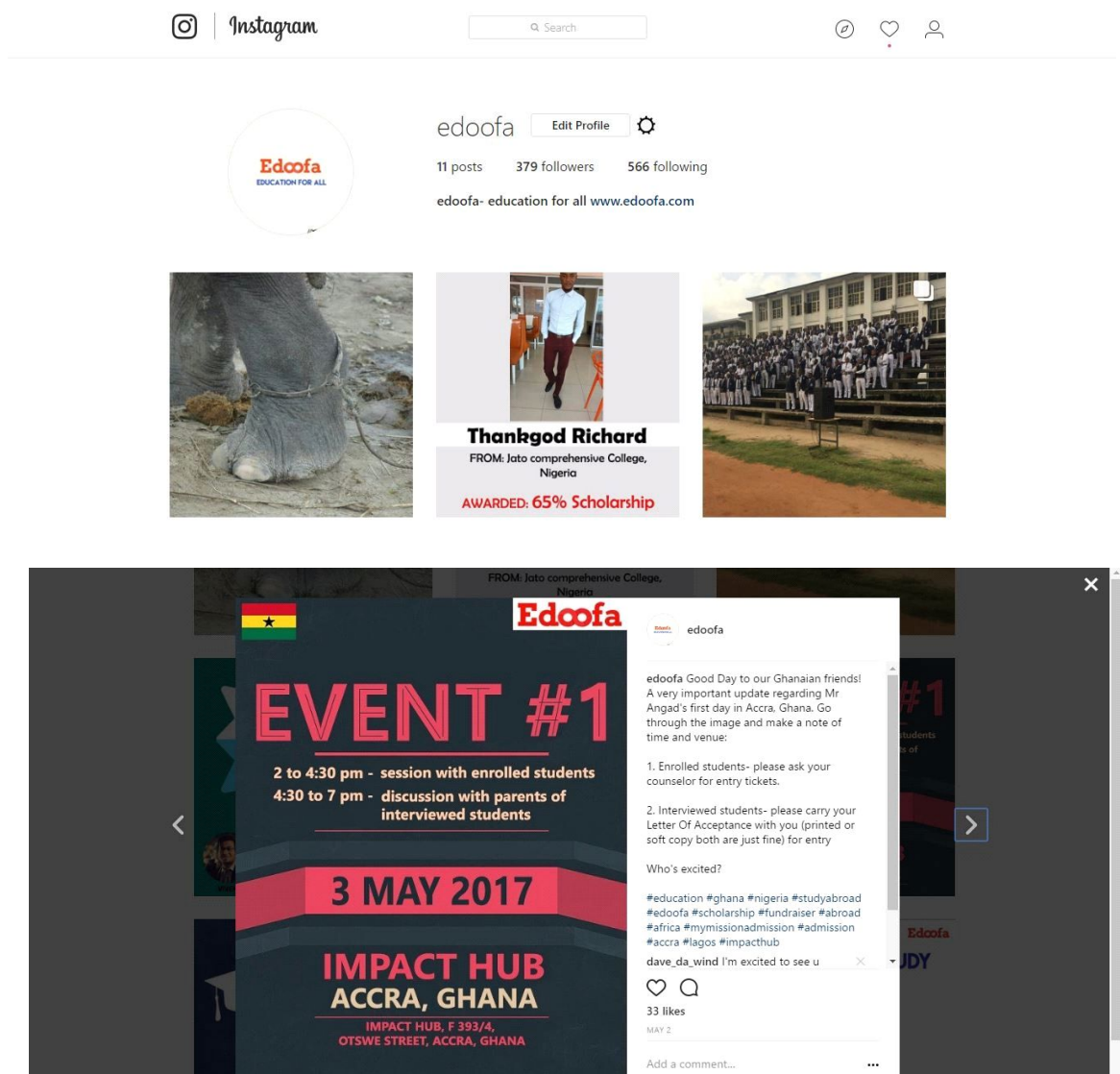
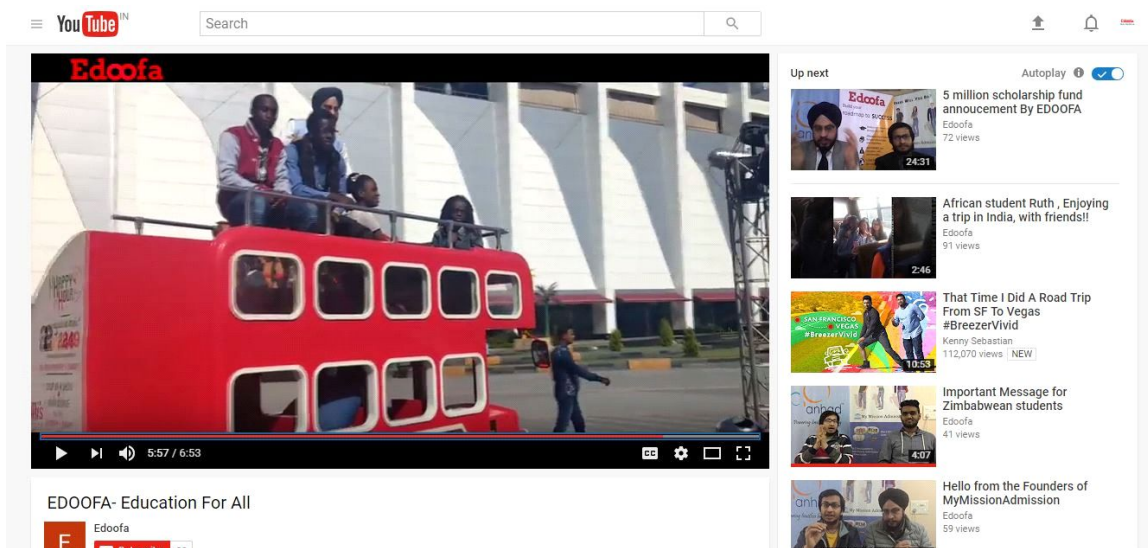
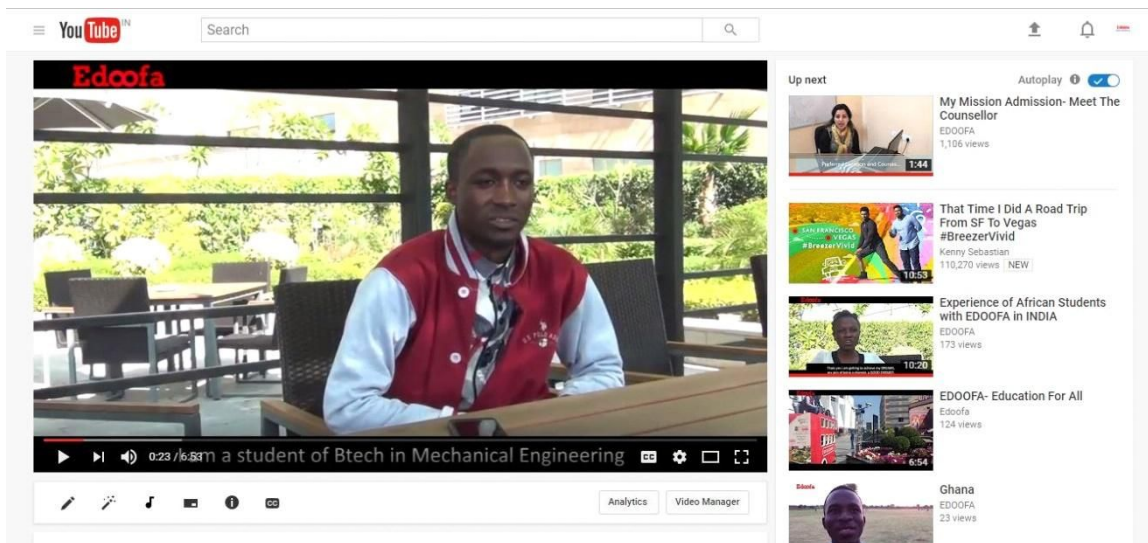


Fig. 6 Instagram Advertising

## YOUTUBE

A major part was to implement the results derived from the data collected. With the help of regular updation of results, it was easy to track whether a definitive pitch was a working or not. Various metrics like highlighting of text, or remarks were analysed to reform the pitches and discover new algorithms to improve the standard lead.

In 4 months, we reached out to over 43 companies, out of which we secured 13 deals of monthly contracts out of which were 3 African clients. The other 30 clients were reviewed and with the help of data, it was analysed that 17 of them had either changed their contact or the clients were contacted on a platform they weren't active on. The other 13 either didn't require the services or didn't have sufficient finances to pay for our services.



## BLOG/WORDPRESS

A major part was to implement the results derived from the data collected. With the help of regular updation of results, it was easy to track whether a definitive pitch was a working or not. Various metrics like highlighting of text, or remarks were analysed to reform the pitches and discover new algorithms to improve the standard lead.

In 4 months, we reached out to over 43 companies, out of which we secured 13 deals of monthly contracts out of which were 3 African clients. The other 30 clients were reviewed and with the help of data, it was analysed that 17 of them had either changed their contact or the clients were contacted on a platform they weren't active on. The other 13 either didn't require the services or didn't have sufficient finances to pay for our services.

This screenshot shows a WordPress blog post on the Edoofa website. The page header includes the Edoofa logo, navigation links (Home, About Us, Student Success Stories, Contact Us), and a search icon. The main content area features a date widget for May 23, the article title "Why study Paramedical Courses in India?", and the author "Posted by vivek". Below the title is a photograph of three medical professionals in an operating room. To the right, there is a sidebar with a "My Mission Admission" banner, an "Archives" section listing months from May 2017 to December 2016, and a "Houses" section.

This screenshot shows a WordPress blog post on the Edoofa website. The page header is identical to the previous screenshot. The main content area features a large image of a blue Visa stamp. Below the image is the article title: "Most of the Nigerian students are not clear with the process of obtaining visa for their education. Here is the complete list of documents needed for VISA application:". The text below the title lists documents that need to be authenticated: BIRTH CERTIFICATES, WAEC CERTIFICATES, UNIVERSITY CERTIFICATE for master's student, and TRANSCRIPT for master's student. The sidebar on the right contains the same "My Mission Admission" banner, "Archives" section, and "Houses" section, which lists categories like Angreasy, Architecture, and Design & Fashion.

## Chapter – 4 Implementation details

So, ideally, the team of interns would constantly maintain a sheet of potential leads.

	A	B	C	D	E	F	G	H
1	Date+	Name	Company	Contact	Email	Website	Status	Inter
2	March 8	Kapil Rawat	Lifepage Private Limited	997197 99994		www.lifepage.in	Mailed. Conversation held	Shre
3	March 7	Ardaman Dua	Bookwise		9582385030	www.bookwise.co.in		Shre
4	March 14	Fouzia Anwar	Sminq		8600054321	http://www.sminq.com/company/about	Mailed;	Shre
5	March 14	Vikas Ranjan	Notes Valley		9993737597 / 7974005085	www.notesvalley.com	Mailed;	Shre
6	March 14		Aduera			www.aduera.com	No Response.	Shre
7	March 16	Abina Jain	Bloggan		8826596919	http://www.newfangledgit.com/	Mailed	Shre
8		46 asfi javed	fashion blogger			asfijaved786.as@gmail.com		Divy
9	March 17	Aqib Yousuf	The Insatiable Society		8056296772	http://theinsatiablesociety.com/	Mailed	Shre
10		varnika saraswat	winsomesoul			thewinsomesoul2101		divy
11	March 7		Travelerlust			admin@travelerlust.com	No response	Rajni
12	March 21	Prantik Tarafdar	Perfect Classnotes		9836093011	http://www.perfectclassnotes.com/	Mailed. Call @4; March 22	Shre
13	March 21		Damsel in Distress			https://damselindistress.in/		Shre
14	March 21		Delectable Reveries			https://delectablereveries.com/		Shre
15								
16	March 22	Divya Anand	Perky Pockets			https://perkypockets.com/		Rajni
17	March 22	Shweta	Zest In A Tote		9971186475	https://zestinatote.com/		Rajni
18		TBLG by Nainika K;	blogger			thatblacklashgirl@gmail.com		divy
19		insiaanaqvii	blogger			insia.naqvi95@gmail.com		divy
20		puja Chopra (the sty	blogger			choprapuja124@gmail.com	mailed	divy
21		sonya	blogger			sonyahastagged@gmail.com	https://www.instagram.com/sonyahastagged/	divy
22		ananya walia	blogger			waliyananya2@gmail.com	https://www.instagram.com/oneglithe	divy
23								
24	March 23	The Blogging Hack	Blogger			http://theblogginghack.com/		Shre

Fig. 9 Potential Clients list

From such leads, some of the companies would be shortlisted which would receive a predrafted message with a proposal. If a reply is received, a call would be scheduled with the company. If it turns out to be positive, they would receive a mail as shown below,

**anhad™** in:sent

**Mail** Pause Move to Inbox More Boomerang 2 of 722

**COMPOSE** S.E.E.L.S Edoofa <seels@edoofa.com> to pratsdesigns May 23 (1 day ago)

Hello,

We reviewed your app - Mirror Moves - and by looking at your product, we believe that there is a lot of potential amongst the **college students** on our campuses to create business opportunities for you in India and around the world.

We would love to work with you on gaining **Market Access, Outreach and User Adoption/Engagement, Lead generation & App Downloads** for your organization. As a community of college students, we have access to a hugely untapped and inexpensive data generation opportunity through social connections and our student community. We have seen **companies profit immensely by using our power of student referrals** through lead generation, recommendations, Facebook, and other social media platforms and we believe our students can not only be the cheapest and most efficient source for companies like you but also our students can gain great exposure and experience by working for you.

We can collaborate on how this data will be useful to your company and help ourselves in a business partnership.

S.E.E.L.S (Students Of Edoofa Earning And Learning To Success) is a sister concern of **Edoofa**, an organization that aims at making high quality higher education and employability skills affordable to international students. The primary objective of S.E.E.L.S is to impart employability skills to the Edoofa students and further, get them skill-building internship and work opportunities.

We have more than 600 skilled University students with a campus reach of more than 30,000 on our platform, and these students are constantly being trained, monitored and evaluated to enhance their skills. Since the primary aim for our students is to learn, **we offer a unique and cost-efficient channel to grow sales for your business.**

Our Services include:-

**Market Acquisition (Lead Generation, Conversion, Social Media Promotion, Gaining more traction on the blog/website via App downloads and User Engagement)**

At EDOOFA, we are rethinking the way businesses acquire customers, increase downloads, followers, registrations, engagement, onboard merchants or partner with distributors for growth. With carefully trained and managed ambassadors, businesses can get their sales/marketing done in the cheapest and the most effective manner. Whether you are a start-up or a large company, EDOOFA can help you grow faster and save costs in the process. In short, Market Acquisition - revolutionized.

Fig. 10 Edoofa Commercial Proposal

Post this mail, some companies would reply and a conversation like the following would follow,

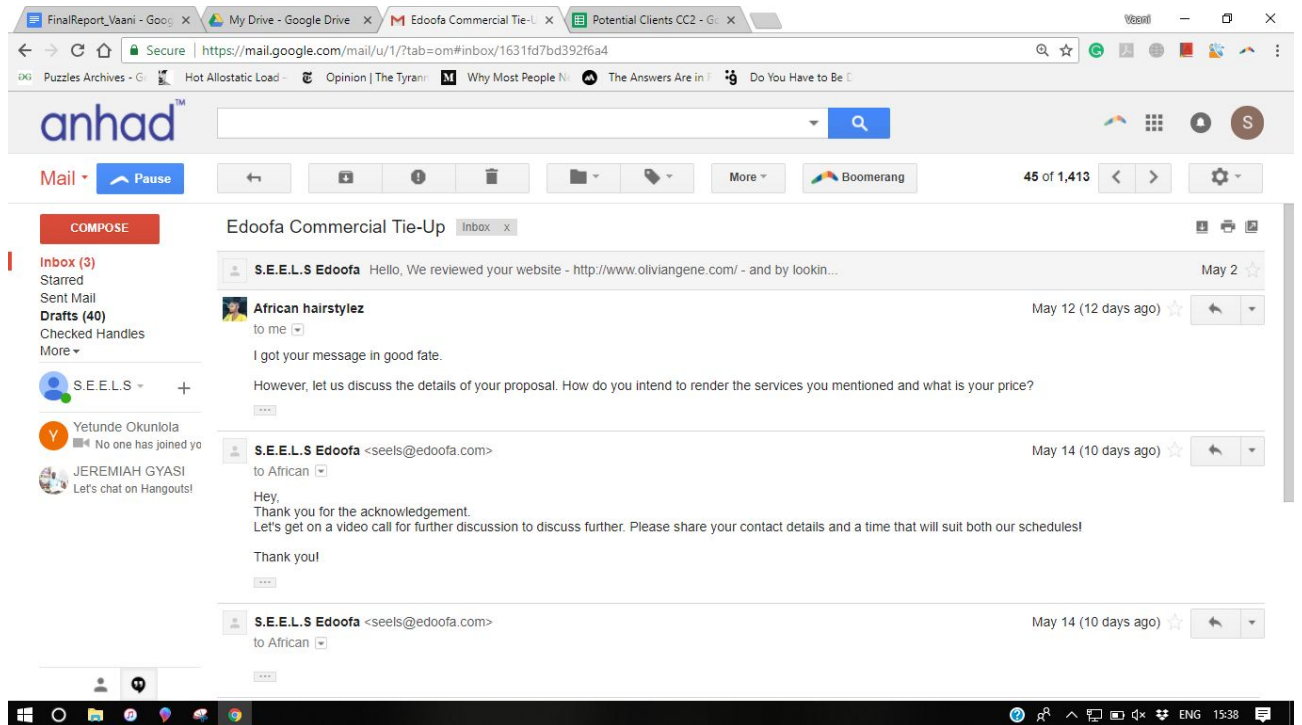


Fig. 11 Conversations in mail (1)

Here, most companies would schedule an official call, after successful completion of which a final proposal would be shared, for example.

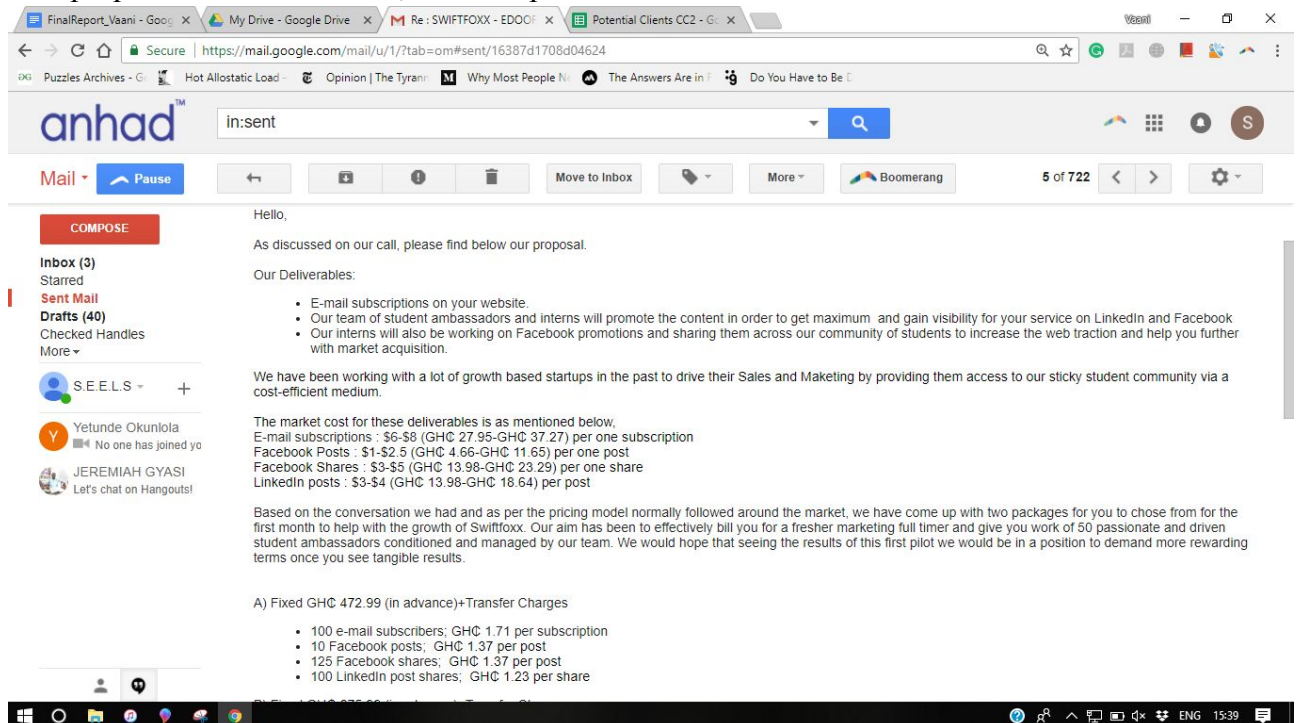


Fig. 12 Conversation in Mails (2)

Hence, a deal would be sorted in most cases.

For students, a proper curriculum had been drafted which involved the following,



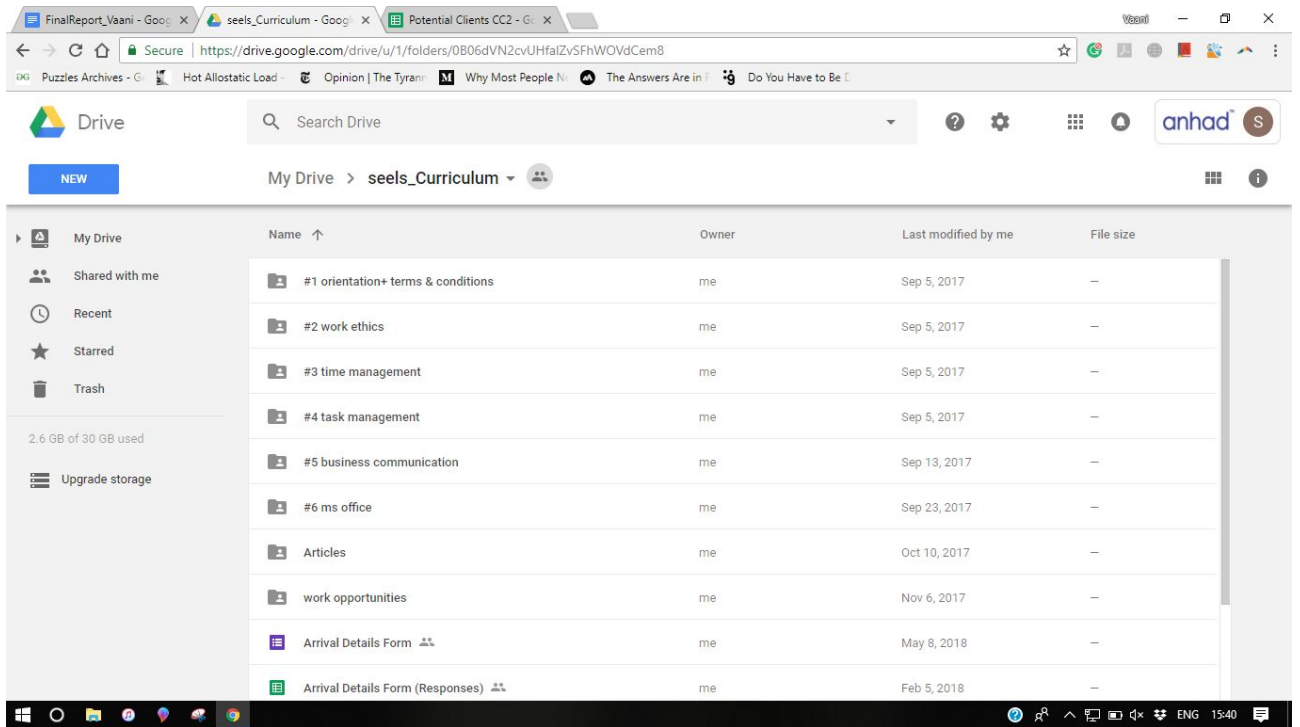


Fig 13. Curriculum for Students

Thereafter, regular assignments were shared with them in response to their mails and messages. Once completed, the students would be rewarded with a scholarship credit score which would be deducted from his semester fee.

## Chapter – 5

### Business Metrics and Data Analysis

A major part was to implement the results derived from the data collected. With the help of regular updation of results, it was easy to track whether a definitive pitch was a working or not. Various metrics like highlighting of text, or remarks were analysed to reform the pitches and discover new algorithms to improve the standard lead.

In 4 months, we reached out to over 43 companies, out of which we secured 13 deals of monthly contracts out of which were 3 African clients. The other 30 clients were reviewed and with the help of data, it was analysed that 17 of them had either changed their contact or the clients were contacted on a platform they weren't active on. The other 13 either didn't require the services or didn't have sufficient finances to pay for our services/

Another unique business metric which I used was the highlight of certain text to inform the interns of the status of their leads. A pale green highlighted that the lead is still in conversation, a dark green implying the lead has been successfully converted and an orange implying the lead was not really a positive client and a red implied the client was a dead lead or an uninterested lead. A pale blue implied the conversation was still in progress.

Date	Name	Company	Contact Info	Website	Status
46	asfi javed	fashion blogger	asfijaved786.as@gmail.com	<a href="https://www.instagram.com/_asfi/">https://www.instagram.com/_asfi/</a>	Di
March 17	Aqib Yousof	The Insatiable Society	8056296772 theinsatiablesociety@gmail.com	<a href="http://theinsatiablesociety.com/">http://theinsatiablesociety.com/</a>	Mailed
	vartika saraswat	winsomesoul	thewinsomesoul2101	<a href="https://www.instagram.com/thewinsomesoul/">https://www.instagram.com/thewinsomesoul/</a>	div
March 7		Thravelerlust	admin@travelerlust.com	fact	No response
March 21	Prantik Tarafdar	Perfect Classnotes	9836093011 pran.tarafdar@gmail.com	<a href="http://www.perfectclassnotes.com/">http://www.perfectclassnotes.com/</a>	Mailed Call @4: March 22
March 21		Delectable Reveries		<a href="https://delectablereveries.in/">https://delectablereveries.in/</a>	Sh
March 21		Delectable Reveries		<a href="https://delectablereveries.com/">https://delectablereveries.com/</a>	Sh
March 22	Divya Anand	Perky Pockets	divya.anand31@gmail.com	<a href="https://perkypockets.com/">https://perkypockets.com/</a>	Ra
March 22	Shweta	Zest In A Tote	9971186475 zestinatote2@gmail.com	<a href="https://zestinatote.com/">https://zestinatote.com/</a>	Ra
	TBLG by Nainika Ka blogger		thatblacklashgirl@gmail.com	<a href="https://www.instagram.com/thatblacklashgirl/">https://www.instagram.com/thatblacklashgirl/</a>	div
	insiaanaqvii blogger		insia.naqv95@gmail.com	<a href="https://www.instagram.com/insiaanaqvii/">https://www.instagram.com/insiaanaqvii/</a>	div
	puja Chopra (the sty blogger)		choprapuja124@gmail.com	<a href="https://www.instagram.com/pujachopr/">https://www.instagram.com/pujachopr/</a>	mailed
	sonya blogger		sonyahashtagged@gmail.com	<a href="https://www.instagram.com/sonyahashtagged/">https://www.instagram.com/sonyahashtagged/</a>	div
	sonya walsh blogger		sonyawalsh@gmail.com	<a href="https://www.instagram.com/sonyawalsh/">https://www.instagram.com/sonyawalsh/</a>	div
March 23	The Blogging Hacks	Blogger		<a href="http://theblogginghacks.com/">http://theblogginghacks.com/</a>	Sh
	Life Stalker	Blogger		<a href="http://www.lifestalker.com/">http://www.lifestalker.com/</a>	Sh
	Voyager For Life	Blogger		<a href="https://www.renuka-voyagerforlife.com/">https://www.renuka-voyagerforlife.com/</a>	Sh
	Tashiera	Blogger	tashiarablog@gmail.com	<a href="http://www.tashiera.com/">http://www.tashiera.com/</a>	Mailed

Fig. 14 List for analysis

The leads mailed during the Ghana Campaign in May were also reviewed by metrics like the following.

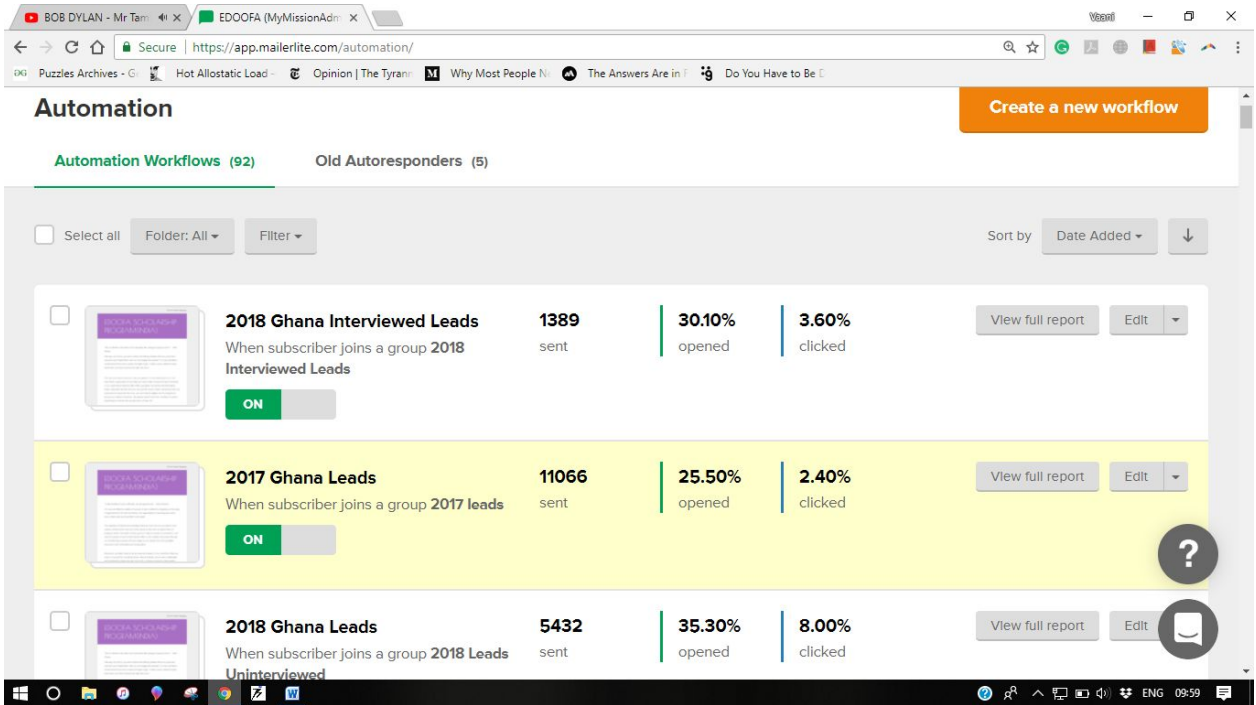


Fig. 15 Automation Reports

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1. <https://martechtoday.com/salesforce-survey-customer-satisfaction-important-marketers-r-evenue-customer-acquisition>
1. <https://blog.hubspot.com/marketing/content-marketing-strategy-guide>
1. <http://www.excel-easy.com/data-analysis/sort.html>
1. <https://www.intercom.com/>