



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

Plot No. F/4, Chandaka Industrial Estate, Infocity, Patia, Bhubaneswar-24
Approved by AICTE, Govt. of India | Affiliated to BPUT, Odisha | NAAC Accredited | ISO 9001 : 2015

SUMMER INTERNSHIP PROJECT 2023

REPORT TITLE

Marketing strategies for providing land survey
and drafting services

SUBMITTED BY

Somesh Das
MBA Batch: 2022-24
University Regn. No : 2206258052

Faculty Guide

Dr. Silika Dash
Asst. Prof.(Marketing)
BIITM, Bhubaneswar

Corporate Guide

Mr. Dillip Rath
BusinessDevelopment
Head, Polosoft,
Bhubaneswar

CERTIFICATE OF INTERNAL GUIDE

This is to certify that Mr Somesh Das, bearing university registration no 2206258052 of 2022-24 batch, has completed his/her summer internship at Polosoft Technologies (organization name) from 04.09.2023 to 14.10.2023 under the supervision of Mr. Dillip Rath (corporate guide) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature of the Internal Guide

Name : Dr. Silika Dash

Designation:

CERTIFICATE OF EXTERNAL GUIDE



14th October 2023
Ref. No.- PTPL/HR/171/2023-24

Somesh Das
Address: Ishanpur, Jajpur
Odisha,
Phone: 9348016190

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Somesh Das** has successfully completed his internship at **Polosoft Technologies Pvt. Ltd, Bhubaneswar** from **4th September 2023 to 14th October 2023**.

He worked as a **Sales & Marketing Intern**. During his internship, he has demonstrated his skills with self-motivation to learn new skills. His performance was excellent during his tenure.

He displayed professional traits during his internship period and managed to complete all assigned tasks as required. He was hardworking, dedicated, and committed. It was a pleasure having him with us in this short period.

We wish him all the best for his upcoming career.

Thanking You,
Yours faithfully,
For Polosoft Technologies Pvt. Ltd

A handwritten signature in black ink, appearing to read 'Sneha', is written over a circular official stamp of Polosoft Technologies Pvt. Ltd.

(Signing Authority)
(HR Executive)

Polosoft Technologies Private Limited
Registered Office Address: H. No-G92, SF Pratap Market, Village Munirka, South Delhi, New Delhi-110067.
CIN NO-U72200DL2016PTC304086
Bhubaneswar Address: 109, First Floor, DLF Cyber City, Chandaka Industrial Area, Patia, Bhubaneswar-751024
Phone no: 0674- 2567025 Email: Info@polosofttech.com

DECLARATION

I, Mr/Ms Somesh Das Bearing university registration no 2206258052 (2022-24 batch), hereby declare that the project report titled Marketing strategies for providing land survey and drafting services is based on my internship at Polosoft Technologies (organization name), during the period 4th September 2023 to 14th October 2023 and is an original work done by me under the supervision of Mr Dilip Rath (Corporate Guide) and Ms Silika Dash (Internal Guide). This report is being submitted to Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place: Bhubaneswar

Signature

SUMMARY

A marketing strategy for land survey and drafting services involves a structured plan to effectively promote and grow your business. This strategy encompasses elements like online presence, content marketing, social media engagement, networking and advertising. The primary aim is to establish your industry expertise, attract new clients and expand your business. Successful execution requires market research, defined objectives, budget allocation and a detailed action plan. Continual evaluation and adjustment of your approach are key to achieving sustained success. A marketing strategy for land survey and drafting services is a comprehensive plan that outlines how you will promote your business and connect with your target audience effectively. Its essential for both established firms looking forward to expand their client base and startups seeking to establish a foothold in the market. A successful marketing strategy requires careful planning, budget allocation and a commitment to long-term growth. By consistently implementing these elements and measuring their impact, you can establish your land survey and drafting services as a trusted and sought-after resource in your market.

TABLE OF CONTENTS

1. CHAPTER- I	Page No.
1.1 Introduction	7
1.2 Modern methods of marketing	8
1.3 Strategies for providing land survey service	9
1.4 Scope	11
1.5 Objective	12
1.6 Methodology	13
1.7 Limitations	14
2. CHAPTER -2	Page No.
2.1 Company Profile	16
2.2 4 P's Of Polosoft Technologies	18
2.3 Customer Segment	20
2.4 Industry Analysis	20
2.5 Porters five force analysis	22
3. CHAPTER- 3	Page No.
3.1 Competitor Analysis	26
3.2 How PoloSoft Technologies can compete	29
4. CHAPTER - 4	Page No.
4.1 Customer analysis	31
4.2 AIDA Model	33
4.3 Why Prefer Polosoft Technologies	35
5. CHAPTER - 5	Page No.
5.1 Actual work done	37
5.2 Challenges faced and learning	39
6. CHAPTER - 6	Page No.
6.1 Suggestions	41
6.2 Conclusion	42
7. BIBLIOGRAPHY	44

CHAPTER-1

(Introduction)

INTRODUCTION

Marketing is a multifaceted discipline that encompasses a wide range of activities aimed at creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. It is a fundamental component of business strategy and plays a pivotal role in the success of any organization, regardless of its size or industry.

The primary goal of marketing is to understand the needs and wants of target customers and to develop products or services that fulfill those needs better than competitors. By leveraging various strategies and tactics, marketers aim to create, communicate, and deliver value to the target market, ultimately leading to customer satisfaction, loyalty, and long-term relationships.

Modern Marketing

Modern marketing refers to the contemporary strategies, techniques, and approaches used by businesses to promote and sell their products or services in the current digital age. This dynamic field has evolved significantly with the advent of technology and the internet, which has transformed the way companies interact with consumers and vice versa.

Key elements of modern marketing include a strong emphasis on digital platforms and channels, data-driven decision-making, personalised customer experiences, and a focus on building long-term relationships with customers. With the proliferation of social media, search engines, and various online platforms, businesses now have unprecedented opportunities to reach their target audiences directly and engage with them in real-time.

Furthermore, modern marketing heavily relies on data analytics and insights to understand consumer behaviour, preferences, and trends. This data-driven approach allows marketers to tailor their strategies and campaigns, ensuring that the right message is delivered to the right audience at the right time.

In addition, modern marketing places a strong emphasis on creating valuable and engaging content that not only promotes products and services but also educates and entertains the target audience. Content marketing, social media marketing, search engine optimization (SEO), and influencer marketing are some of the key components of modern marketing that enable businesses to build brand awareness, drive customer engagement, and foster brand loyalty.

Modern Method of Marketing

Acquiring customers is an essential aspect of any business's growth strategy, and in the modern era, this process has been significantly influenced by technological advancements and evolving consumer behaviors. To succeed in today's competitive landscape, businesses need to embrace contemporary methods that resonate with the digitally empowered and discerning customer base. This introduction will explore some of the key modern methods for acquiring customers that have proven to be effective in the current business environment.

- 1. Digital Marketing:** With the widespread use of the Internet and social media, digital marketing has emerged as a powerful tool for customer acquisition. Techniques such as search engine optimization (SEO), pay-per-click (PPC) advertising, content marketing, social media marketing, and email campaigns enable businesses to reach and engage with their target audience more effectively.
- 2. Data-Driven Insights:** Leveraging data analytics and customer insights has become imperative in understanding consumer behavior and preferences. By utilizing sophisticated analytics tools, businesses can gather valuable information about their target market, allowing them to tailor their offerings and marketing strategies accordingly.
- 3. Personalization and Customer Experience:** Today's customers expect personalized experiences and exceptional customer service. By utilizing customer relationship management (CRM) systems and other advanced technologies, businesses can create tailored experiences that resonate with individual customer needs and preferences, fostering stronger relationships and increasing customer loyalty.
- 4. E-commerce and Mobile Platforms:** The rise of e-commerce and mobile platforms has revolutionized the way customers shop and interact with businesses. Creating user-friendly and mobile-responsive websites, as well as developing user-friendly mobile applications, can significantly enhance customer acquisition and retention, providing a seamless and convenient shopping experience.
- 5. Influencer and Affiliate Marketing:** Collaborating with influencers and affiliates who have a strong following and influence in specific niches can effectively expand a business's reach and credibility. Partnering with relevant influencers and affiliates can help businesses tap into new customer segments and build trust among their target audience.
- 6. Community Building and Engagement:** Building a strong online community around a brand can foster trust, loyalty, and word-of-mouth marketing. Engaging customers through interactive content, forums, and social media groups can create a sense of belonging and encourage brand advocacy, ultimately leading to increased customer acquisition through referrals and positive reviews.

Smart Customer Acquisition Process



Generate Leads with Latest Techniques

Generating leads is a critical aspect of any successful business, serving as the lifeblood for sustained growth and profitability. In the modern era, with the rapidly evolving landscape of technology and consumer behavior, businesses need to adopt innovative methods to effectively generate leads. This entails a strategic blend of cutting-edge digital techniques, data-driven approaches, and personalized engagement strategies to capture the attention of the target audience and convert them into potential customers.

Modern lead generation emphasizes the utilization of various digital channels and tools, such as search engine optimization (SEO), social media marketing, content marketing, and email campaigns, to create a robust online presence and attract a qualified audience. Leveraging advanced analytics and big data, businesses can gain valuable insights into consumer preferences, behavior patterns, and market trends, enabling them to tailor their lead generation efforts accordingly.

Marketing strategies for providing land survey and drafting services

- 1. Online Presence:** Establish a professional website showcasing your land survey and drafting services. Optimize it for search engines to increase online visibility.
- 2. SEO Tactics:** Utilize relevant keywords in your online content to enhance search engine optimization (SEO). This will help potential clients find your services when searching online.
- 3. Social Media Marketing:** Leverage platforms like LinkedIn, Twitter, and Instagram to showcase completed projects, share industry insights, and engage with your target audience.
- 4. Content Marketing:** Create informative blog posts, articles, or videos related to land surveying and drafting. Share valuable content to position your business as an authority in the field.

5. **Email Marketing:** Build a mailing list of potential clients and send regular updates about your services, industry trends, and success stories to keep them informed and engaged.
6. **Networking:** Attend industry events, join professional associations, and connect with local businesses to expand your network. Word-of-mouth referrals are powerful in the land surveying business.
7. **Partnerships:** Collaborate with real estate agencies, architects, and construction firms to establish partnerships. Being recommended by professionals in related fields can boost your credibility.
8. **Client Testimonials:** Encourage satisfied clients to provide testimonials or reviews. Positive feedback can influence potential clients and build trust in your services.
9. **Offer Workshops or Webinars:** Host educational sessions about land surveying and drafting. This can position your business as an authority while attracting potential clients interested in your expertise.
10. **Local SEO:** Optimize your online presence for local searches. Ensure your business is listed on local directories, and include location-specific keywords in your content.
11. **Targeted Advertising:** Use online advertising platforms like Google Ads and social media ads to target specific demographics interested in construction, real estate, or related fields.
12. **Mobile Optimization:** Ensure that your website is mobile-friendly, as many potential clients may search for services on their mobile devices.
13. **Quality Branding:** Invest in a professional logo and consistent branding across all marketing materials. A cohesive brand image enhances recognition and trust.
14. **Customer Referral Program:** Create incentives for existing clients to refer your services to others. This can help generate new leads from satisfied customers.
15. **Stay Informed:** Keep up with industry trends and advancements to showcase your commitment to staying current. This can set you apart from competitors.

Scope

1. **Wider Reach:** Modern methods such as online advertising, social media marketing, and search engine optimization (SEO) can help businesses reach a wider audience across different geographical locations, increasing their visibility and brand awareness.
2. **Targeted Marketing:** With the help of data analytics and customer insights, businesses can precisely target their marketing efforts to specific demographics, interests, and preferences, leading to higher conversion rates and better return on investment (ROI).
3. **Cost-Effectiveness:** Compared to traditional marketing methods, modern customer acquisition techniques often prove to be more cost-effective. Digital marketing tools allow businesses to optimize their marketing budgets and allocate resources to the most effective channels, thereby reducing overall marketing costs.
4. **Personalization:** Modern customer acquisition methods enable businesses to personalize their marketing messages and offerings based on individual customer preferences and behavior. Personalization helps in building stronger relationships with customers and enhances their overall experience, leading to increased customer satisfaction and loyalty.
5. **Real-Time Analytics:** With the help of modern tools and technologies, businesses can gather real-time data and analytics on customer behavior, preferences, and engagement. This data can be used to make informed decisions, refine marketing strategies, and improve overall customer acquisition and retention efforts.
6. **Improved Communication:** Modern methods, such as social media and email marketing, allow for instant and effective communication with customers. Businesses can engage with their customers in real time, respond to their queries, and address their concerns promptly, thus building trust and fostering long-term relationships.
7. **Adaptability:** Modern customer acquisition methods can be easily adapted and scaled according to changing market trends and customer preferences. Businesses can quickly adjust their strategies to meet the evolving needs of their target audience, ensuring continued growth and success.
8. **Competitive Advantage:** By leveraging modern customer acquisition methods, Businesses can gain a competitive edge over their rivals. Implementing innovative marketing strategies and staying updated with the latest technologies can help businesses stand out in the market and attract more customers.

Objectives

Acquiring customers using modern techniques requires a strategic approach that aligns with the current trends and technologies. Setting clear objectives is crucial for the success of any customer acquisition strategy. Here are some common objectives for acquiring customers with modern techniques:

Increase brand awareness: Building a strong online presence through digital marketing, social media, and content strategies can help increase brand visibility and awareness among the target audience.

Improve lead generation: Using targeted advertising, search engine optimization (SEO), and content marketing to generate high-quality leads can lead to a greater customer acquisition rate.

Enhance customer engagement: Implementing personalized marketing campaigns, interactive content, and social media engagement can foster stronger relationships with customers, leading to increased loyalty and repeat business.

Optimize user experience: Creating a seamless and user-friendly online experience across all digital platforms can enhance customer satisfaction and encourage referrals and positive reviews.

Expand market reach: Utilizing various digital channels, such as social media, influencer marketing, and partnerships, can help businesses reach a broader audience and expand into new markets.

Strengthen customer retention: Implementing loyalty programs, personalized offers, and excellent customer service can help retain existing customers and encourage them to become brand advocates.

Adapt to changing customer behaviors: Keeping up with the latest consumer trends, preferences, and purchasing behaviors can help businesses adjust their strategies to meet evolving customer needs and expectations.

Maximize return on investment (ROI): Tracking key performance indicators (KPIs) and analyzing data to optimize marketing strategies can help businesses achieve a higher ROI and maximize the efficiency of customer acquisition efforts.

Foster long-term customer relationships: Building trust and credibility through consistent and transparent communication, valuable content, and excellent customer service can help businesses establish long-term relationships with their customers.

By setting clear objectives that align with these key areas, businesses can develop effective customer acquisition strategies using modern techniques to achieve sustainable growth and success.

Methodology

Market Research and Customer Profiling:

Conduct thorough market research to understand your target audience's preferences, behaviors, and pain points. Develop detailed customer personas to tailor your marketing strategies accordingly.

Email Marketing

Acquiring customers through email marketing can be an effective strategy if implemented correctly. Here are some essential steps and best practices to consider:

1. **Build a Quality Email List:** Ensure your email list comprises subscribers who have opted in to receive communications from your business. You can gather emails through website opt-in forms, lead magnets, or by offering valuable content.
2. **Segment Your Audience:** Divide your email list into segments based on demographics, preferences, or behavior. This allows you to send targeted, personalized messages that resonate with specific groups.
3. **Craft Compelling Content:** Create engaging and relevant content that provides value to your subscribers. This can include informative newsletters, promotional offers, product updates, or exclusive content that addresses their needs or pain points.

Data Analytics and Customer Insights: Utilize data analytics tools to gather insights into customer behavior, preferences, and buying patterns. Analyze this data to tailor your marketing strategies, personalize customer experiences, and anticipate future trends and demands.

Customer Relationship Management (CRM): Implement a CRM system to manage customer interactions, track leads, and analyze customer data. Use the CRM to personalize communication, improve customer satisfaction, and build long-term relationships with your customers.

Limitations:-

- 1. Competition:** The digital marketing landscape is becoming increasingly competitive, as more and more businesses are vying for attention online. This can make it difficult for businesses to stand out from the crowd and achieve their marketing goals. For example, in the e-commerce industry, large online retailers with significant brand awareness and search engine rankings can make it difficult for smaller businesses to compete.
- 2. Cost:** Digital marketing and SEO can be a significant investment, especially for small businesses. The cost of creating high-quality content, running paid advertising campaigns, and hiring SEO professionals can add up quickly. For example, a small business may need to invest in a content management system (CMS), social media management tools, and keyword research software.
- 3. Time:** It takes time to see results from digital marketing and SEO campaigns. It can take months or even years to build organic search rankings and generate leads through content marketing. For example, a business may need to publish high-quality content on a regular basis for several months before they see a significant increase in organic traffic.
- 4. Algorithm changes:** Search engine algorithms are constantly changing, which can make it difficult for businesses to keep up. Businesses that are not able to adapt to these changes may see their rankings and traffic decline. For example, Google's algorithm updates can have a significant impact on the visibility of websites in search results.
- 5. Lack of control:** Businesses do not have control over how their content is displayed in search results or how users interact with their social media pages. This can make it difficult to measure the effectiveness of their marketing efforts. For example, a business may not be able to control the negative comments that are posted on their social media pages.

Chapter- 2
(Company profile & Industry Analysis)

Company Profile:



Polosoft Technologies are a next-generation technology-based company, growing our roots for 6 years in the technological market, offering our highly efficient services in various fields to help our clients grow and transform their organization globally.

We are a dynamic team of 150+ people and are expanding our partnership with companies from across the globe to transform and manage projects by boosting the power of technology.

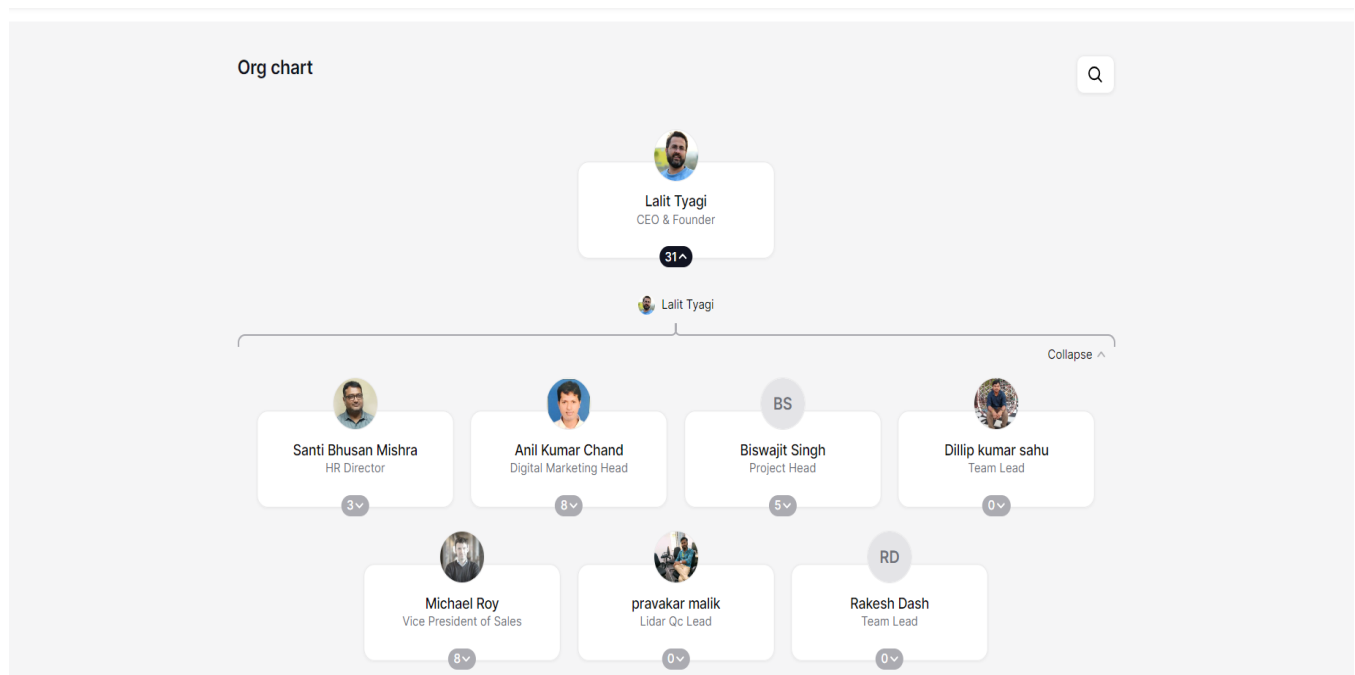
We strictly believe in the enforcement of efforts that would serve our clients in the best way possible and return us with customer satisfaction, operational efficiency, and actionable insights. The ultimate mission of Polosoft Technologies is to provide the best IT & ITES services to the companies that depend on and trust us with the progress of their business, across the globe. We help companies save valuable time and money through improved transparency, efficiency, and actionable intelligence with our solutions.

We are pursuing our vision with passion and purposefulness to achieve great things, regardless of size, industry, or history.

The company offers a comprehensive suite of services that includes:

1. Software development
2. Mobile app development
3. Web development
4. E-commerce development
5. Enterprise resource planning (ERP)
6. Customer relationship management (CRM)
7. Business intelligence (BI)
8. Data analytics
9. Quality assurance (QA) and testing
10. Digital marketing
11. Search engine optimization (SEO)
12. Social media marketing
13. Pay-per-click (PPC) advertising
14. Email marketing

Organization chart:



<https://theorg.com/org/polosoft-technologies>

Financial performance:

Estimated Revenue & Valuation

Polosoft Technologies' estimated annual revenue is currently ₹6.9M per year.

Polosoft Technologies' estimated revenue per employee is ₹135,618

4 P's Of Polosoft Technologies:

The 4Ps of marketing, also known as the marketing mix, are a set of controllable, tactical marketing tools that a company blends to produce the desired response in the target market. For a Polosoft Technologies company offering services like LiDar, GIS, Web development, Digital Marketing, and App development, the 4Ps can be adapted as follows:

1. Product:

-Emphasize the specific features and benefits of each service, such as the precision and accuracy of LiDar, the advanced mapping capabilities of GIS, the customizability and functionality of web development, the effectiveness of digital marketing strategies, and the user-friendly and innovative nature of app development.

2. Price:

-Develop pricing strategies based on the market value of the services offered, taking into consideration factors such as the complexity of the project, the level of customization required, and the expertise and technology involved. Consider offering different packages tailored to the needs and budget of different clients.

3. Place:

-Focus on making services accessible to target customers through online platforms, industry-specific events, and conferences. Make sure to establish a strong online presence through a well-designed website and social media channels. Consider strategic partnerships with other companies and organizations to expand your reach.

4. Promotion:

-Utilize various marketing channels to promote the services, such as content marketing, social media marketing, search engine optimization (SEO), and targeted advertising. Highlight successful case studies, client testimonials, and the unique selling points of each service. Consider hosting webinars, workshops, and industry events to showcase your expertise and establish thought leadership.



Customer segment:

1. **Government Agencies and Public Sector Organizations:** They often require GIS services for mapping and planning, as well as LiDar for various applications like urban planning, infrastructure development, and environmental monitoring.
2. **Startups and Small Businesses:** They often require cost-effective and comprehensive IT solutions such as web development, app development, and digital marketing to establish their online presence and grow their customer base.
3. **Educational Institutions:** They may require software development for educational purposes, such as learning management systems, student information systems, and custom applications tailored to their specific needs.
4. **Marketing Agencies and Consultancies:** They might seek digital marketing services to enhance their online presence and reach a broader audience, as well as CRM solutions to manage their client relationships effectively.
5. **Transportation and Logistics Companies:** They might require GIS services for Optimizing transportation routes and fleet management, as well as software solutions for streamlining operations and managing their supply chains.

Industry analysis:

Industry: Information technology (IT) and IT-enabled services (ITES)

Sub-industries: Software development, ITES services, digital marketing, GIS and mapping services, engineering services, QA and testing services

Market size: The global IT services market is expected to reach USD 1.3 trillion by 2025, growing at a CAGR of 6.7% from 2020 to 2025. The global ITES market is expected to reach USD 400 billion by 2025, growing at a CAGR of 8% from 2020 to 2025.

Growth drivers: The growth of the IT services and ITES markets is being driven by a number of factors, including:

1. The increasing adoption of cloud computing, big data, and analytics.
2. The growing demand for mobile apps and e-commerce solutions.
3. The need for businesses to improve their operational efficiency.
4. The increasing focus on data security and compliance.

Competitive landscape: The IT services and ITES markets are highly competitive, with a large number of global and local players. Some of the major players in the IT services market include IBM, Accenture, Tata Consultancy Services (TCS), Infosys, and Cognizant. Some of the major players in the ITES market include Teleperformance, Sykes Enterprises, EXLService Holdings, and WNS Global Services.

Strengths: PoloSoft Technologies has a number of strengths that position it well for growth in the IT services and ITES markets. These strengths include:

1. A strong team of experienced and skilled professionals with a deep understanding of the latest software development methodologies and technologies.
2. A focus on delivering high-quality services that meet the specific needs of clients.
3. A commitment to customer satisfaction through a rigorous quality assurance process.
4. A global reach with offices in India, the United States, and other countries, enabling the company to provide services to clients all over the world.

Opportunities: PoloSoft Technologies has a number of opportunities to grow its business. These opportunities include:

1. The growing demand for IT services and ITES as businesses increasingly rely on technology to support their operations.
2. The increasing adoption of emerging technologies such as artificial intelligence (AI), machine learning (ML), and the Internet of Things (IoT).
3. The expansion into new markets, particularly in developing countries where there is a growing demand for IT services.

Challenges: PoloSoft Technologies faces a number of challenges, including:

1. The intense competition in the IT services and ITES markets, with a large number of global and local players vying for a share of the market.
2. The need to keep up with the latest technological advancements in order to remain competitive.
3. The need to attract and retain skilled professionals in a highly competitive labor market.

Overall assessment: PoloSoft Technologies is a well-positioned company with a strong team, a commitment to delivering high-quality services, and a global reach. The company is well-placed to capitalize on the growth of the IT services and ITES markets.

Porters five force analysis:

Threat of new entrants

The threat of new entrants to the digital marketing and SEO sector is medium. While the barrier to entry is relatively low, there are a number of factors that can make it difficult for new entrants to gain traction. Established agencies often have a strong reputation, a large client base, and access to valuable resources. Additionally, new entrants may find it difficult to keep up with the latest changes in search engine algorithms and digital marketing trends.

In order to overcome these barriers, new entrants need to focus on developing a unique selling proposition (USP) that differentiates them from established agencies. They may also need to offer lower prices or provide additional services in order to attract clients.

Bargaining power of suppliers

The bargaining power of suppliers in the digital marketing and sector is low. There are a large number of suppliers of digital marketing and SEO services, which gives businesses a lot of choice. This limits the bargaining power of suppliers. However, suppliers of specialized services, such as link building or social media marketing, may have some bargaining power. Additionally, suppliers who are able to provide high-quality services may be able to charge premium prices. Businesses can reduce the bargaining power of suppliers by obtaining quotes from multiple suppliers and by negotiating for discounts.

Bargaining power of buyers

The bargaining power of buyers in the digital marketing and SEO sector is medium. Businesses have a lot of information about digital marketing and SEO, which gives them some bargaining power. However, businesses may not have the time or expertise to conduct their own digital marketing and SEO campaigns, which gives digital marketing and SEO agencies some bargaining power. Additionally, businesses may be willing to pay a premium for high-quality services.

Digital marketing and SEO agencies can increase their bargaining power by providing excellent customer service, developing a strong reputation, and focusing on providing long-term value to their clients.

Threat of substitutes

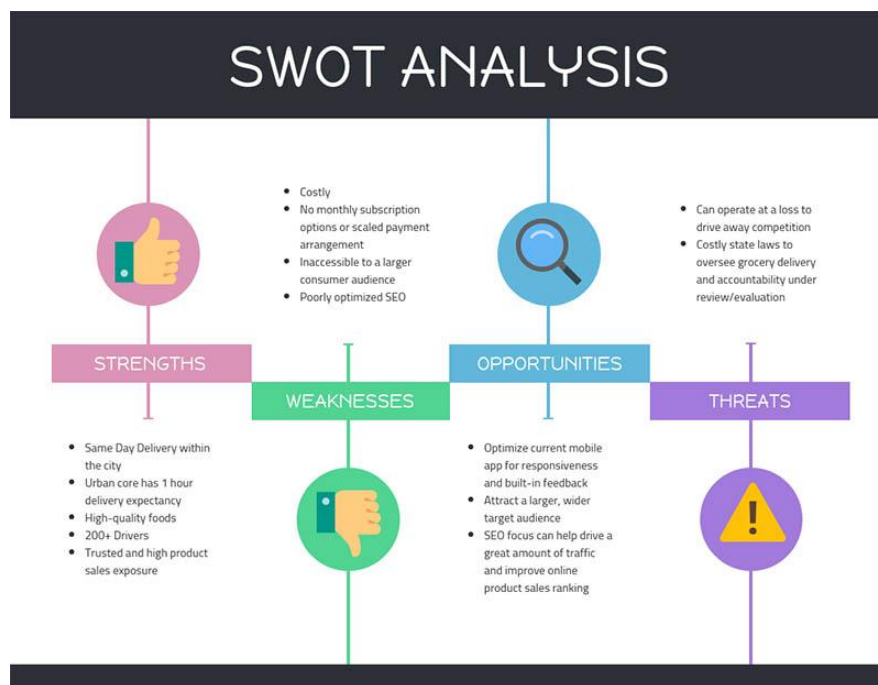
The threat of substitutes to digital marketing and SEO is medium. There are a number of substitutes for digital marketing and SEO, such as traditional advertising, public relations, and content marketing. However, digital marketing and SEO are often seen as being more effective than these substitutes. This is because digital marketing and SEO are able to reach a wider audience and can be more targeted. Additionally, digital marketing and SEO can be more easily measured than other forms of marketing.

Digital marketing and SEO agencies can reduce the threat of substitutes by staying up-to-date on the latest trends in digital marketing and by developing unique and engaging content.

Competitive rivalry

Competitive rivalry in the digital marketing and SEO sector is high. The sector is highly fragmented, with a large number of agencies vying for a share of the market. This competition can lead to price wars and a focus on short-term gains rather than long-term strategies. Additionally, the digital marketing and SEO sector is constantly evolving, which can make it difficult for agencies to stay ahead of the curve.

Digital marketing and SEO agencies can reduce competitive rivalry by focusing on a specific niche or industry, developing a strong brand, and providing excellent customer service.



SWOT analysis:

Strengths:

1. Strong team of experienced and skilled engineers and developers.
2. Expertise in a wide range of technologies, including cloud computing, artificial intelligence, and machine learning.
3. Commitment to innovation and continuous improvement, as evidenced by its investment in research and development.
4. Strong customer base and good reputation in the industry.

Weaknesses:

1. Relatively small company size compared to some competitors, which can limit its resources and reach.
2. Reliance on a few key clients, which can make it vulnerable to changes in their business needs.
3. Need to improve brand awareness and marketing efforts in order to attract new Customers.

Opportunities:

1. Growing demand for technology solutions in a variety of industries, such as healthcare, finance, and retail.
2. Expansion into new markets and geographies, such as emerging markets and Europe.
3. Development of new products and services that leverage emerging technologies, such as artificial intelligence and block chain.
4. Partnerships with other companies to offer complementary products and services.

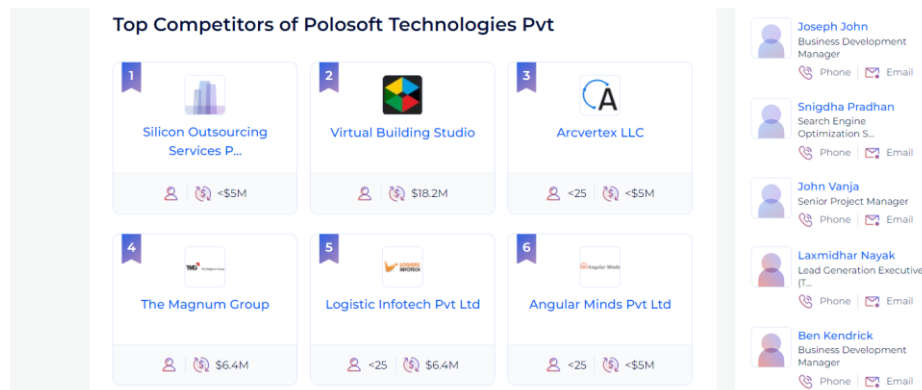
Threats:

1. Increasing competition from larger and more established companies, which have more resources and brand recognition.
2. Rapid changes in technology, which can make it difficult for smaller companies to keep up.
3. Economic downturns, which can lead to reduced demand for technology solutions.

Chapter-3

(Competitor Analysis)

Competitor Analysis:



These are some small private companies where market share, revenue, market advantage are equal in comparison to Polosoft Technologies. The companies are situated in different locations of India and other countries. These companies may be more agile and able to respond quickly to customer needs. They may also have lower pricing than the larger companies.

Silicon Outsourcing Service pvt limited.



Silicon Outsourcing is an expert organization that offers the best of 2D and 3D designing in different verticals of Architecture, Engineering, and Construction industry. We are mainly specialized in CAD with a vast range of experience in CAD Services spans from planning, designing, implementation, and maintenance. Our unparalleled standard for flexibility, accuracy, and quality keeps us ahead in the market.

Our main forte of CAD Drafting and Designing includes Architecture, Structural Engineering, HVAC, Electrical, Plumbing, and Fire Engineering (MEPF) Services, and Building Information Modelling services. Our developed 3D modelling and 2D layout are accurate and reliable that thoroughly assists the client in terms of design fabrication. We offer efficient, economical, and end-to-end designing solutions.

Virtual Building Studio.



At Virtual Building Studio, we are experts in maximizing the potential of BIM modeling. Our services cater to Architects, Engineers, Contractors, and Surveyors worldwide, offering unbeatable affordability and uncompromising quality. Whether you require skilled BIM experts or a complete offshore team, our cost-effective solutions empower you to explore, construct, and manage your projects seamlessly.

Virtual Building Studio is a global leader in the AEC industry, specializing in comprehensive BIM services, including 3D modelling, Scan to BIM, Scan to CAD, clash detection, Pre-Bid Estimation, Value Engineering, and Revit Family Creation. With a strong focus on BIM, we have earned the trust of top design firms and construction companies in the USA, UK, Singapore, Australia, and Canada.

ArcVertex.



ArcVertex is a CAD Outsourcing company that provides different types of drafting and designing services for the clients. We have a team of experts with experience of over 11 years working in the field. During the development phase of any civil engineering project, there are many different kinds of drafting services required. All the drawings required during the project development cannot be created by normal workers or technicians.

We at ArcVertex put our best efforts into providing the best services for our clients. ArcVertex is one of the leading CAD Outsourcing companies that provide high-quality CAD drafting services for our clients. We have satisfied clients in various countries including the USA, Australia,

Germany, the United Kingdom, and Canada. We have expertise in providing various CAD outsourcing services including architectural services, shop drawing, land surveying, virtual staging, floor plan drafting, etc.

There are some large multinational IT services companies that have a number of advantages over PoloSoft Technologies, including:

1. Size and scale: These companies have a much larger size and scale than PoloSoft Technologies, which gives them access to a wider range of resources and expertise.
2. Global reach: These companies have a global reach, with offices in many countries around the world. This gives them the ability to serve clients in multiple locations.
3. Brand recognition: These companies have strong brand recognition, which can make it easier for them to attract new clients.

Tata Consultancy Services: TCS is a multinational information technology services and consulting company headquartered in Mumbai, India. It is the largest IT services company in India, with over 500,000 employees and offices in over 50 countries. TCS offers a wide range of IT services, including cloud computing, artificial intelligence, and machine learning.



Infosys: Infosys is a multinational information technology services and consulting company headquartered in Bangalore, India. It is one of the largest IT services companies in India, with over 250,000 employees and offices in over 50 countries. Infosys offers a wide range of IT services, including cloud computing, artificial intelligence, and machine learning.



How PoloSoft Technologies can compete:

Identify key competitors: Make a list of direct and indirect competitors in each service category. Direct competitors offer similar services while indirect competitors might provide alternative solutions.

Analyse their service offerings: Compare the range of services provided by your competitors. Assess the strengths and weaknesses of their service portfolios in terms of technology, features, and customer benefits.

Evaluate pricing strategies: Compare the pricing models and structures of your competitors. Look for any unique pricing strategies or discounts they offer to attract customers.

Assess market positioning: Understand how your competitors position themselves in the market. Identify their target audience, unique selling propositions, and how they differentiate themselves from others.

Review online presence and marketing strategies: Analyze their websites, social media presence, and digital marketing campaigns. Evaluate the effectiveness of their content marketing, SEO strategies, and engagement with their audience.

Analyze customer reviews and feedback: Study customer reviews, testimonials, and feedback for your competitors. Identify common complaints, praises, and areas where they excel or lag behind in customer satisfaction.

Explore technological capabilities: Research the technologies and tools your competitors utilize for service delivery. Assess if they have any proprietary technologies or if they integrate with cutting-edge solutions.

SWOT analysis: Summarize your findings by conducting a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis for each of your main competitors. This will help you understand their market position in a comprehensive manner.

CHAPTER-4

(Customer Analysis)

Customer analysis:

Customers of polosoft:-

Here are some specific examples of PoloSoft Technologies' customers:

1. A hospital system that uses PoloSoft Technologies' cloud computing services to store and manage patient data, enabling it to provide better care to its patients.
2. A bank that uses PoloSoft Technologies' artificial intelligence services to develop fraud prevention systems, protecting its customers' accounts and assets.
3. An online retailer that uses PoloSoft Technologies' machine learning services to recommend products to customers, increasing sales and improving customer satisfaction.
4. A manufacturing company that uses PoloSoft Technologies' IT infrastructure services to manage its IT systems, ensuring the smooth operation of its business.
5. A school that uses PoloSoft Technologies' IT services to manage its student records, online learning platform, and other IT systems, providing a better learning experience for its students.
6. A government agency that uses PoloSoft Technologies' IT services to develop and maintain its IT systems, supporting the delivery of government services to citizens.
7. A nonprofit organization that uses PoloSoft Technologies' IT services to manage its website, database, and other IT systems, supporting its mission to help others.

PoloSoft Technologies' customers value its expertise in a wide range of technologies, its commitment to customer service, its competitive pricing, and its ability to deliver innovative solutions that meet their specific needs.

In addition to the above, PoloSoft Technologies is also committed to social responsibility. It supports various social initiatives, such as providing IT training to underprivileged youth and developing IT solutions to address societal challenges.

PoloSoft Technologies Pvt. Ltd. provides a wide range of IT services, including cloud computing, artificial intelligence, and machine learning. It has a diverse customer base that includes businesses of all sizes, from startups to large enterprises, across a variety of industries, including healthcare, finance, retail, and manufacturing.

PoloSoft Technologies can better understand and serve its customers by conducting customer surveys, analyzing customer feedback, and tracking customer usage data. This information can be used to:

1. Identify customer needs: PoloSoft Technologies can use customer survey data to identify the most common needs of its customers, as well as any unmet needs. This information can be used to develop new products and services that meet those needs and to improve existing products and services.
2. Segment customers: PoloSoft Technologies can segment its customers based on factors such as industry, size, location, and usage patterns. This information can be used to develop targeted marketing and sales campaigns, as well as to provide personalized customer support.
3. Personalize the customer experience: PoloSoft Technologies can use customer usage data to personalize the customer experience. For example, PoloSoft Technologies can recommend products and services that are relevant to each customer's individual needs, and can provide tailored support and training.
4. Improve customer retention: PoloSoft Technologies can use customer feedback data to identify areas where it can improve its products, services, and customer support. This information can be used to develop and implement customer retention strategies.

By better understanding and serving its customers, PoloSoft Technologies can position itself for continued growth and success in the years to come.

In addition to the above, PoloSoft Technologies can also use customer data to:

1. Predict customer churn: PoloSoft Technologies can use customer usage data and other factors to predict which customers are at risk of churning. This information can be used to develop targeted retention campaigns.
2. Identify cross-selling opportunities: PoloSoft Technologies can use customer usage data to identify cross-selling opportunities. For example, PoloSoft Technologies can recommend complementary products and services to customers who are already using a particular product or service.
3. Develop new pricing models: PoloSoft Technologies can use customer usage data to develop new pricing models that are more aligned with the value that customers derive from its products and services.

AIDA model of your Polosoft Technologies:

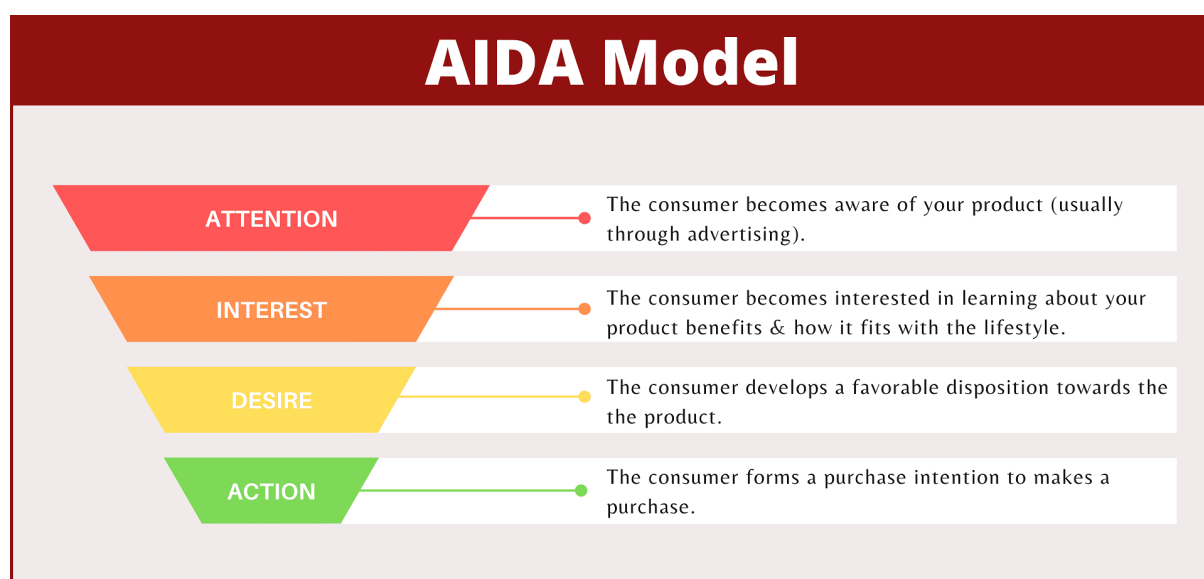
The AIDA model is a marketing framework that outlines the four stages of a customer's decision-making process: Attention, Interest, Desire, and Action. It is widely used to create effective marketing strategies and campaigns.

Attention: Utilize digital marketing strategies such as search engine optimization (SEO), pay-per-click (PPC) advertising, and social media marketing to create awareness about your company's services. Highlight the key benefits and unique selling propositions (USPs) of your services through engaging content, visually appealing graphics, and videos.

Interest: Provide informative content on your website and through other marketing channels to educate potential clients about the importance and benefits of software development mobile app development, web development, etc. Showcase case studies, testimonials, and success stories to demonstrate your company's expertise and the positive impact of your services on previous clients.

Desire: Emphasize the value and competitive advantages of your IT solutions, such as their ability to enhance operational efficiency, improve customer experiences, and drive business growth. Offer free trials, demos, or consultations to allow potential clients to experience the benefits of your services firsthand.

Action: Provide clear and easy-to-follow calls-to-action (CTAs) that encourage potential clients to contact your company for more information or to request a quote. Make the process of engaging with your company simple and convenient, whether through online forms, live chat support, or direct contact information.



Post purchase behaviour of customer:

1. **Customer Feedback and Reviews:** Encouraging customers to provide feedback and reviews about the services they received can help the company understand areas of improvement and identify what they are doing well. Positive reviews can also serve as social proof and help attract new clients.
2. **Customer Support and Maintenance:** Providing efficient and reliable customer support and maintenance services post-purchase can ensure customer satisfaction. This can involve addressing any technical issues, providing updates and upgrades, and offering continuous assistance to ensure the smooth functioning of the software or applications developed.
3. **Upselling and Cross-selling:** After a successful purchase, the company can offer complimentary services or suggest upgrades that could enhance the client's experience or improve their business operations. This strategy can help increase the customer's lifetime value and strengthen the company's relationship with the client.
4. **Regular Communication:** Maintaining regular communication with clients to update them about new features, advancements, or industry trends can showcase the company's commitment to staying ahead of the curve. Newsletters, emails, and informative content can help keep clients engaged and informed.
5. **Customization and Personalization:** Offering customization options and personalized solutions based on specific client requirements can enhance the post purchase experience. Tailoring the services to meet the unique needs of each client can demonstrate the company's dedication to providing value-added and customer-centric solutions.

Why prefer Polosoft Technologies?

PoloSoft Technologies Pvt. Ltd. is an IT services company that provides a wide range of services, including cloud computing, artificial intelligence, machine learning, application development, and infrastructure management. It has a diverse customer base that includes businesses of all sizes, from startups to large enterprises, across a variety of industries, including healthcare, finance, retail, manufacturing, education, government, and nonprofit.

PoloSoft Technologies' USP (Unique Selling Proposition) is its commitment to providing innovative and customized IT solutions to its clients. PoloSoft Technologies team of highly experienced and skilled engineers and developers is passionate about using technology to solve real-world problems. They work closely with clients to understand their unique needs and challenges, and then develop customized solutions that meet those needs and help them achieve their goals.

PoloSoft Technologies also offers a wide range of services, which allows it to provide its clients with a one-stop shop for all their IT needs. This can save clients time and money, and can also help them to ensure that their IT systems are integrated and working together efficiently.

In addition to its commitment to innovation and customization, PoloSoft Technologies is also known for its excellent customer service. The company's team of account managers works closely with clients to understand their needs and ensure that they are satisfied with the services they receive. PoloSoft Technologies also offers a variety of support services, including 24/7 support and on-site support.

Chapter- 5
(Actual work done, Challenges faced and learnings)

Actual work done:

Orientation: Learn about the company, its clients, and the digital marketing and SEO team. This may include learning about the company's mission, values, and goals, as well as the specific products or services that it offers. You will also learn about the different clients that the company works with, and the different industries that it serves. Finally, you will learn about the digital marketing and SEO team, and the different roles and responsibilities that each team member has.

Market Research: Conduct market research to identify potential clients, competitors, and market trends. This can include analyzing industry reports, gathering data on target demographics, and assessing the competitive landscape. As a sales and marketing intern our focus on to do research for new customer which are looking for our services. We use various strategy and methods for our finding. Analyze data to make informed decisions about target markets, pricing strategies, and product positioning. Create detailed market reports and SWOT analyses to guide marketing and sales strategies.

Lead Generation: Assist in generating leads by researching and identifying potential clients who may be interested in the company's services. This could involve using CRM tools, social media, or other lead generation techniques. Develop and implement lead generation strategies using various channels such as email, social media, and content marketing. Qualify leads by understanding their needs and interest in the company's services. Utilize CRM software to track leads and monitor their progress through the sales funnel.

Data Mining: Data mining is the process of searching and analyzing a large batch of raw data in order to identify patterns and extract useful information. Companies use data mining software to learn more about their customers. It can help them to develop more effective marketing strategies, increase sales, and decrease costs.

Some data mining tools used during internship period are:

1. Web Scraper.
2. Out Scraper.
3. Google data scrap.
4. Yellow Pages.

Email Marketing: Support email marketing campaigns by helping create email content, segmenting email lists, and analyzing campaign performance. Plan, design, and execute email marketing campaigns to nurture leads and retain customers. Segment email lists for personalized messaging and analyze email campaign metrics.

Cold calling: During internship done various international call for our services with the leads we generated through different leads generation platforms. We try different pitch and try to make connection with them. My major location was Australia, some cities of USA and UK.

Client Communication: Communicate with potential and existing clients through email, phone calls, or in-person meetings, under the guidance of more experienced team members.

Promotion: Assist in promoting the company's digital marketing, GIS services and mobile application services through online channels, such as social media and website content.

Competitive Analysis: Monitor and analyze the strategies and activities of competitors in the IT services industry and provide recommendations to the marketing and sales teams.

Learning and Training: Use the internship as an opportunity to learn about various IT services offered by the company, such as digital marketing, GIS, LIDAR, web development, and mobile applications.

Keyword testing: Conduct keyword research for specific clients and industries. This may involve using a variety of keyword research tools and techniques to identify the keywords that are most relevant to the client's business and that have the highest search volume. You will also need to consider the competition for each keyword, and choose keywords that are achievable for the client.

Challenges faced and Learning:

- 1. Analysing the Products and Services:** Learning about the various IT services the company offers can be a significant challenge for interns. They need to grasp the technical aspects and features of digital marketing, GIS, LiDAR, web development, and mobile applications to effectively market and sell them.
- 2. Conducting Market Research:** Conducting comprehensive market research to identify potential customers, competitors, and market trends can be challenging. Interns may need to learn how to use various research tools and techniques to gather valuable insights.
- 3. Sales Techniques:** Developing effective sales techniques and strategies to promote the company's services is essential. Interns may need to gain knowledge in sales methodologies and customer relationship management (CRM) systems.
- 4. Lead Generation:** Generating leads and prospects for the company can be a challenge. As an interns learned how to use different lead generation methods, including online and offline strategies.
- 5. Handling Objections:** Interns may encounter objections from potential clients or customers. Learning how to address objections and concerns and overcome them is a crucial skill in sales.
- 6. Effective Communication:** Communication is key in marketing and sales. Interns may face challenges in articulating the value of the company's services, both in written and verbal communication.

Chapter- 6

(Suggestion and Conclusion)

Suggestions for the Polosoft from my learning and working experience:

- 1. Market Research and Competitor Analysis:** Suggest conducting in-depth market research to identify emerging trends, target audience preferences, and potential niches in the IT services industry. Analyze competitors to determine their strengths and weaknesses and suggest strategies to gain a competitive edge.
- 2. Social Media Strategy:** Propose an improved social media strategy to increase engagement and reach, including the use of paid advertising campaigns and social media analytics to measure performance.
- 3. Email Marketing:** Recommend building and segmenting email lists for targeted email marketing campaigns to nurture leads and keep clients informed about new services, case studies, and updates.
- 4. Collaboration with Sales:** Emphasize the importance of collaboration between sales and marketing teams to align strategies, share leads, and maintain consistent messaging.
- 5. Industry Events and Webinars:** Propose organizing or participating in industry-specific events, webinars, or workshops to showcase expertise and connect with potential clients.
- 6. Training and Skill Development:** Encourage ongoing training for sales and marketing teams to stay updated with the latest industry trends, tools, and techniques.

Develop marketing strategies for specific clients or industries. This would involve conducting research to understand the client's business goals, target audience, and competitive landscape. Then develop a strategy that outlines the specific marketing tactics that will be used to achieve the client's goals. You might develop a strategy that includes social media marketing and email marketing.

Conclusion:

One of the key takeaways from this experience is the importance of embracing technology and data-driven approaches in customer acquisition. The use of data analytics, digital marketing, and AI-powered solutions has revolutionised the way companies identify and target potential customers.

These techniques not only enhance the efficiency and effectiveness of marketing efforts but also provide a deeper understanding of customer behaviour and preferences. Furthermore, the internship allowed me to witness the significance of building strong online and offline presences to reach a broader customer base. It's evident that a well-executed omnichannel approach can establish a stronger connection between businesses and their audience, enhancing customer loyalty and engagement.

Additionally, I learned that fostering genuine customer relationships is indispensable. The modern customer is more discerning than ever, and trust and authenticity play a pivotal role in their decision-making process. Employing personalised and empathetic approaches in customer interactions can lead to stronger and longer-lasting relationships.

In conclusion, my summer internship has been an enlightening experience, emphasising the evolution and importance of modern customer acquisition techniques. The knowledge and skills acquired during this internship will undoubtedly serve me well in my future endeavours, and I am grateful for the opportunity to contribute to the ever-evolving field of customer acquisition. As businesses continue to adapt and innovate, the techniques explored in this report will remain at the forefront of their strategies, driving success and growth in the competitive business landscape.

The key takeaways from this internship are as follows:

- 1. Teamwork and Collaboration:** Working with cross-functional teams highlighted the significance of collaboration in executing marketing campaigns. Effective teamwork fosters creativity and improves the chances of success.
- 2. Data-Driven Decision Making:** Data analytics and key performance indicators (KPIs) are critical for evaluating the success of marketing efforts. Continuous monitoring and analysis help in making informed decisions.
- 3. Modern Techniques Are Vital:** The internship reinforced the importance of utilizing modern techniques in customer acquisition. Digital marketing, social media campaigns, email marketing, and data analytics play a significant role in reaching and engaging with today's customers.
- 4. Customer-Centric Approach:** I learned that a customer-centric approach is essential. Understanding customer needs, preferences, and behaviors is crucial for developing effective acquisition strategies.
- 5. Adaptability is Key:** The rapidly evolving landscape of sales and marketing demands adaptability and a willingness to embrace change. Staying up-to-date with industry trends is essential for success.

In conclusion, this internship was an invaluable experience that allowed me to apply the theoretical knowledge gained during my MBA program in a real-world setting. I am confident that the insights and skills acquired will be highly beneficial as I continue my journey in the field of sales and marketing. I would like to express my gratitude to Polosoft Technologies for providing me with this opportunity and for the support and guidance I received from my colleagues and mentors.

Bibliography:

- <https://www.yellowpages.com.au/>
- <https://www.polodaai.com/>
- <https://zigma.ca/>
- <https://www.polosoftech.com/>
- <https://outscraper.com/>
- <https://calendly.com/>
- <https://www.zoominfo.com/c/polosoft-technologies-pvt-ltd/401078248>
- <https://www.brightdirectories.com/>
- <https://www.capterra.com/p/133173/Brilliant-Directories/>