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A PROJECT REPORT

ON

"To make aware about company Profile to and Generate Lead for the company."

BY

APARAJITA SWAIN

UNDER THE GUIDANCE

OF

Biju Patnaik Institute of Information Technology & Management Studies

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Dr. Varun Agarwal

DECLARATION

This is to certify that Research study entitled **"To make aware about company Profile to and Generate Lead for the company."** is prepared by **Mrs. APARAJITA SWAIN** under guidance and supervision of **Dr. VARUN AGARWAL** during Academic session of 2020-2022 as partial fulfillment of MBA from BIJU PATTNAIK UNIVERSITY OF TECHNOLOGY Bhubaneswar, Odisha. This thesis has not formed before the basis for the award of any degree, diploma or any other similar titles.

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BPUT REG. NO. – 2006258058

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CERTIFICATE

This is to certify that **Mrs. APARAJITA SWAIN** pursuing MBA from BIITM, Bhubaneswar bearing Roll.No.**2006258058** has successfully completed his dissertation report on **"To make aware about company Profile to and Generate Lead for the company."** under my guidance for partial fulfillment of his **Master's in Business Administration** for the session **(2020-2022).**

PLACE:

DATE:

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Acknowledgement

I take this opportunity to express my sincere gratitude to the following people without whose help and guidance the successful completion of my project work would have not been possible.

I extend my heartfelt thanks to our Corporate Guide **Mr .** for the constant and valuable guidance throughout.

I would like to take the pleasure of this opportunity to express my heartfelt gratitude to my guide **Dr. VARUN AGARWAL** who gave valuable suggestions throughout my project.

Finally I thank all my faculty members, my parents and friends for moral support and good wishes who have directly or indirectly have contributed towards my project, I am very much indebted to them.

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EXECUTIVE SUMMARY

A Research study was performed on the topic titled on **"To make aware about company Profile and to Generate Lead for the company."**

Secondary research has been done and observation and results were noted. Cold Calling was done to various venders and SME groups. Company's profile and service knowledge was given to different people to make them aware about digital marketing. Around 50-70 calls were being done each day and outcome was reported to the higher authority.

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CHAPTER - 1

- ✓ INTRODUCTION
- ✓ SCOPE
- ✓ OBJECTIVE
- ✓ METHODOLOGY
- ✓ LIMITATIONS

INTRODUCTION

In digital marketing, lead generation is the process of identifying, attracting, and transforming online users into prospects for a business. The method utilizes online channels, tactics, and strategies such as email campaigns, paid social media ads, or even offering downloadable content through a landing page.

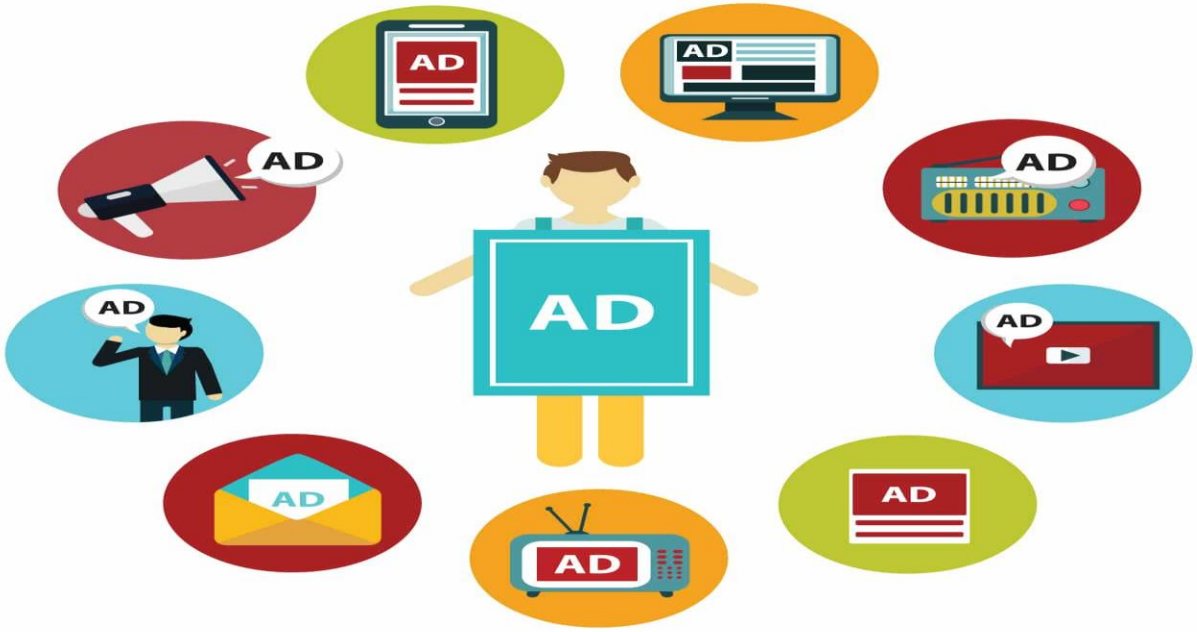
How to Generate Marketing Leads?

Since loyal customers are the lifeblood of any successful business, lead generation is a top priority for marketers and the companies that want to grow. The strategies of lead generations typically involve using content in various forms to increase brand awareness and interest in products or services.

Content is the medium that we use to reach our ideal customers. We need to invest significant resources in creating valuable content that helps our target audience achieve some of their goals related to the product or service we sell.

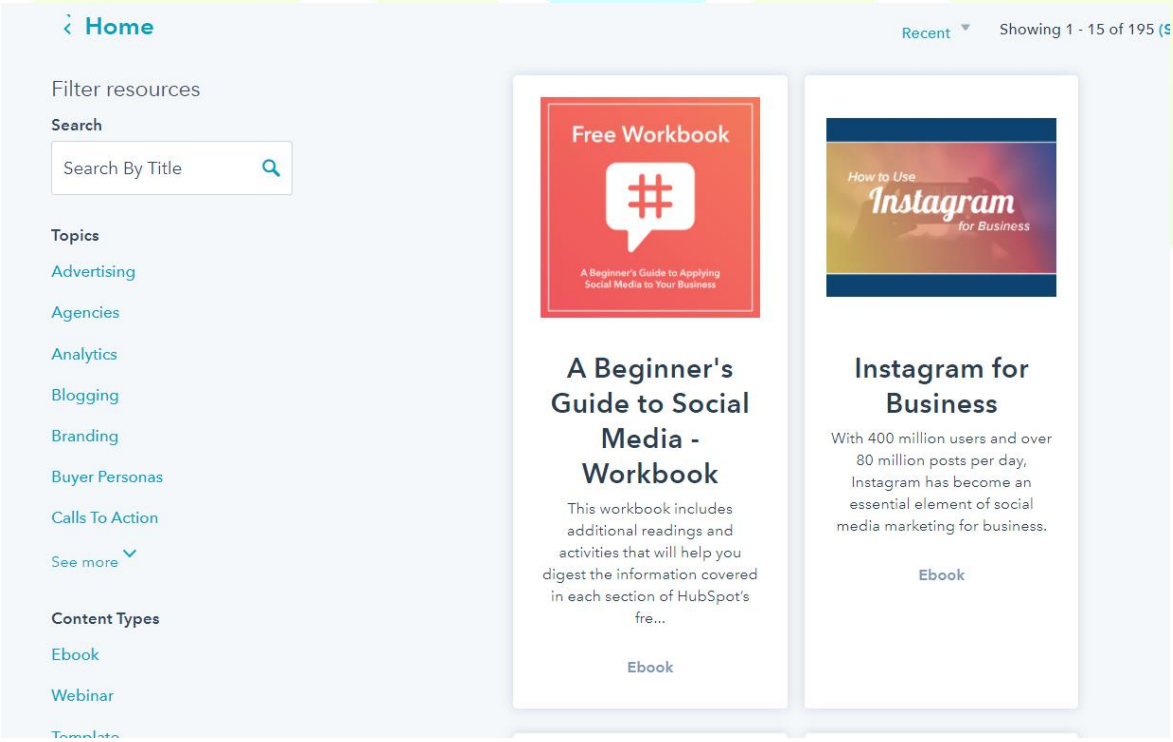
1.By Using advertisement platforms

For a budget friendly and for quick reach to target audiance , the most simple way to test out our Minimum Viable Product (MVP) is to run advertising campaigns on Google or social media platforms like Facebook based on our product or service type



2. Creating gated content pieces and promoting them :

One way to ensure that we attract quality leads is to create gated content. Gated content is valuable pieces of content that are related to the business goals of our prospect. This content can be anything- white papers, ebooks, case studies; giving it a clear and captivating title that tells a prospect precisely what they will gain when they download our content. Since the content is gated, prospects who want access will have to fill the lead capture form. The use of gated content is effective because it makes a good impression on prospects who download and brings our brand legitimacy in front of them. It also provides us with high-quality leads with a genuine interest in our product or service.



3. Host events

An event is a great way to engage with our target audience in real-time and builds meaningful relationships with them. Hosting a webinar, workshop, or conference to interact with our ideal customers gives us the chance to capture their contact information when they register for the event. By Paying close attention to questions, objections during our discussion in the event. We'll learn more about our audience and artfully guide them through our sales funnel.

SCOPE:

- The present study mainly focuses on to Generate Leads for the company and makes Retailers and Small-Medium Enterprises aware about the company's product.

OBJECTIVE:

- **To generate Lead for the company**
- **To make aware about the company to different SME Groups and Retailers**

RESEARCH METHODOLOGY:

- **Secondary Research:** The list of vendors retailers and SME groups were given which were then asked to do cold calling.

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CHAPTER - 2

- COMPANY ANALYSIS

- Wocially is the India's Social Commerce Platform. Where user can do multiple thing Like Video, Marketplace, Jobs and etc.
- We are introducing a Exclusive Social and Commerce Platform for all our Lovely Indian. Which is Made in India for Indian. Where you can Share, Discover, Earn Multiple things in a single Platform like
  - Photos
  - Video
  - News and Blogs
  - Marketplace
  - Games
  - Video call and Chat
  - Jobs
  - Events
  - 3rd Party E commerce Apps
  - Business Directory
  - Funding
  - Movies and many more

Company's Vision:

- Wocially want to be recognized as one of the most representative and effective leading global organisation engaged in the promotion of Small and Medium Enterprises (SMEs).

Company's Mission:

- Mission : mission is to help create an enabling business environment either directly or indirectly for sustainable development of SMEs worldwide.

Company's Services:

- Service: Digital Marketing service
- Fund Management Service
- Automatic Software Management Service
- Human Resources Management service

Company's Growth:

- Growth of Company Year on Year

2021 - 2022 = Penetrate on Tier 3 Cities, Market capture in B2B provider

- 2022 - 2023 = Automatic Process to B2B Manufacturing, Wholesaler, Services Provider where one can get the business

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CHAPTER - 3

- Analysis and Finding

Analysis:

- Wocially is social commerce platform in which it provides services like Digital Marketing, Fund Management Services, Automatic Software Management Service and Human Resources Management Service.
- I was Hired for Digital Marketing and my work was to generate lead and make people aware about the products available at Wocially.
- We were provided with a list of 1500 customers who were from different groups. It included SME groups, Retailers and various Vendors who were unaware about Digital Marketing. We used to take their business online and would promote the business in various social media like Facebook , Instagram, Linkdin etc.
- Each day we were given task to make around 50 calls and the outcome of the call were reported to the higher authority.
- We used to try to Pitch them by making cold calling.
  We attracted them by giving them the product knowledge provided by the company, and then we used to convert the potential customers by showing them a detailed information and benefit of being online during crisis like Covid19.

FINDINGS:

- It was found that nearly 1/3 of the total given list showed interest in our company and were interested in buying our product.
- Since Covid19 had hit people hard it was really risky and challenging for people to adapt to a new platform which they had never experienced before.
- Retailers and SME groups showed bit better results that Local Vendors. They thought it will be difficult for them to operate online and make their hereditary busy go socially accepted.
- We have generated a lead of around 400 people who thought this as an opportunity.

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CHAPTER - 4

- Suggestions and Conclusion

Suggestions:

- The company has a good potential to emerge one of the best online platform for all people who are unaware about the benefits of online service.
- Only e-com platform and other online services were on upper side during Covid19. So it has higher potential on long run since it has many services available in a single platform.
- If more aware about company is reached to the people by visiting at ground level and by communicating with people and knowing their needs at ground level then the outcome will be more promising and legit.

Conclusion:

I would there by conclude that Wocially India Commerce Platform is a great platform which helps in providing a good service to people who are unaware about the benefits of Digital Marketing. Since it deals in Oligopoly Market it's hard to convince vendors and retailers over telephonic conversation. I was thankful to work in such a great environment and enhance my skills.

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THANK YOU