



DELHI SCHOOL OF BUSINESS
Vivekananda Institute of Professional Studies
Technical Campus



Summer Internship At

Invelligen

By Mehak Bhutani

PROJECT REPORT

Submitted in partial fulfilment of the PGDM program at

Delhi School of Business-VIPS-TC 2023-25

Duration: 26th April 2024 to 28th June 2024

Mr. BP Singh

Company Guide

Co-founder

Invelligen

Ms. Meghna Chhabra

Faculty Guide

Assistant Professor

ACKNOWLEDGEMENT

I, **Mehak Bhutani**, would like to express my special thanks of gratitude to my mentor – Co-Owner of Invelligen **Mr. BP Singh** who gave me the golden opportunity to do this project ‘**Social Media Marketing: Building Brand Awareness and Engagement**’ and offered a great deal of many helpful suggestions which, whenever and wherever feasible, were incorporated into the project work. I would like to express my gratitude towards his continued and invaluable time and guidance provided to me.

My deep gratitude to my learned faculty mentor **Ms. Meghna Chhabra** who has been kind enough to spend many valuable hours to review the project work from time to time.

Finally, I would also like to thank my parents and friends who helped me a lot in finalizing this project within the limited time frame.

Heartfelt thanks to the entire team of Invelligen for the constant support and help in the successful completion of my project. I perceive this opportunity as a big milestone in my career development. I will strive to use gained skills and knowledge in the best possible way.

CERTIFICATE FROM FACULTY GUIDE

This is to certify that work entitled '**Social Media Marketing: Building Brand Awareness and Engagement**' is a piece of work done by **Mehak Bhutani** under my guidance and supervision for the partial fulfilment of degree of PGDM at Delhi School of Business – VIPS TC. To the best of my knowledge and belief this study embodies the work of the candidate. This requirement of the rules and regulations relating to the summer internship of the institute, is up-to the standard both in respect of content and language for being referred to the examiner.

Signature:
Prof. Meghna Chhabra
Assistant Professor

Date:

CERTIFICATE FROM COMPANY GUIDE

This is to certify that **Mehak Bhutani** Enrollment no.**202311035** a student of PGDM from Delhi School of Business- VIPS TC has done his summer training at **Invelligen** from **26th April'2024 to 28th June'2024**.

The project work entitled '**Social Media Marketing: Building Brand Awareness and Engagement**' was the original work done by '**Mehak Bhutani**' during his summer project training period.

Signature:



Mr. BP Singh, Co-Owner
Invelligen

Date:

COMPANY CERTIFICATE



June 28, 2024

Completion of Internship

Mehak Bhutani

Place : New Delhi

Re: Completion of Digital Marketing Internship With Invelligen

28 June 2024

Dear Mehak ,

We are pleased to inform you that you have successfully completed your internship with Invelligen from April 26, 2024 to June 28, 2024.

During your internship, you demonstrated dedication, enthusiasm, and a strong work ethics. Your contributions to our marketing team were invaluable. You assisted in managing products on social media, digital and marketplaces platform . You also created content for Digital Marketing Campaigns including customer interviews for Meta and other platforms professionally.

We appreciate your hard work and commitment during this period. We hope that this experience has been both educational and rewarding for you. Should you need any further assistance or a reference for future opportunities, please do not hesitate to contact us. We wish you the best of luck in your future endeavors and are confident that you will achieve great success in your career. Once again, congratulations on completing your internship with Invelligen. It has been a pleasure working with you.

Sincerely,

A handwritten signature in black ink, appearing to read "Bhanu P Singh".

Bhanu P Singh
Managing Partner

Invelligen

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DECLARATION

I hereby declare that this project report '**Social Media Marketing: Building Brand Awareness and Engagement**' is my own work, to the best of my knowledge and belief. It contains no material previously published or written by another person nor material which to a substantial extent has been accepted for the award of any other degree or diploma of any other institute, except where due acknowledge has been made in the text.

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CHAPTER-1

EXECUTIVE SUMMARY

Invelligen

During my internship at Invelligen, I undertook a comprehensive project titled '**Social Media Marketing: Building Brand Awareness and Engagement**'. In the age of technology social media has become a tool for companies to boost their brand visibility and interact with customers. This study investigates the tactics and developments in social media advertising emphasizing its role in establishing a brand's identity and connecting with consumers in ways.

Social media marketing plays a role in establishing brand visibility and connecting with the audience. By keeping up with trends utilizing platforms and creating compelling content strategies companies can boost their brand recognition and cultivate a devoted customer following. The advice and suggestions outlined in this report are designed to assist businesses in navigating the changing realm of social media marketing.

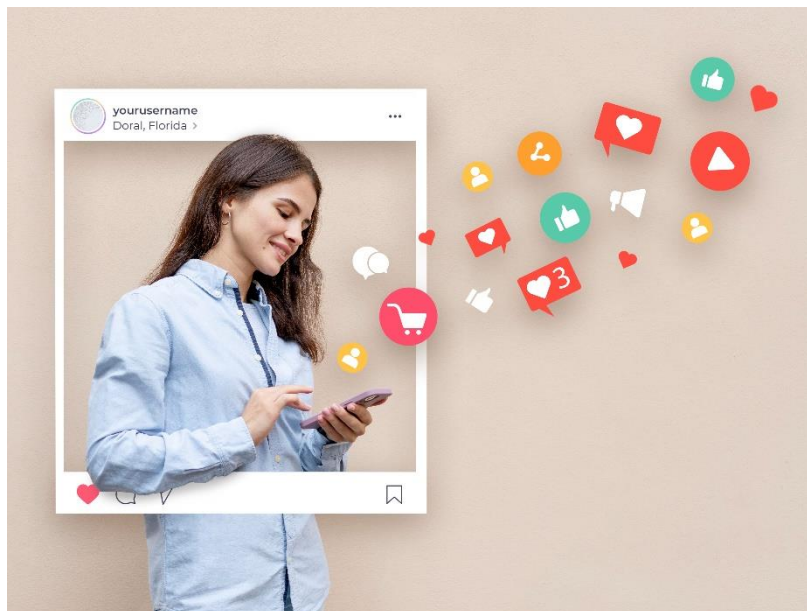
In this project, we will explore how Social Media Marketing helps a company in building brand awareness and engagement. By understanding the trends, leveraging the right platforms, and crafting effective content strategies, businesses can significantly enhance their brand presence and foster a loyal customer base.

Social Media Marketing

In today's digital age, social media has become a powerful tool for businesses to connect with their target audience, build brand awareness, and drive engagement. With millions of active users on various platforms like Facebook, Instagram, Twitter, and LinkedIn, social media marketing has become an essential component of any successful marketing strategy. By creating compelling content, engaging with followers, and utilizing data analytics, businesses can effectively reach potential customers and cultivate brand loyalty.

Importance of Social Media Marketing

- **Wider Reach:** Social media platforms have a vast user base, allowing businesses to reach a large audience and expand their brand's visibility. It provides businesses with the opportunity to connect with customers globally, regardless of geographical boundaries.
- **Direct Communication:** Social media platforms enable businesses to directly engage with their target audience. This two-way communication allows for real-time feedback, addressing customer queries, and building strong relationships with customers.
- **Brand Identity:** Social media provides a space where businesses can showcase their brand's values, personality, and unique selling points. With engaging and thoughtful content, businesses can establish a strong brand identity and differentiate themselves from competitors



Strategies for Building Brand Awareness and Engagement

1. **Consistent Branding:** Maintaining consistent branding across social media platforms is crucial for building brand awareness. Use the same profile picture, cover photo, and color palette to create a cohesive brand image. Consistency in tone and messaging also helps in building brand recognition.
2. **Engaging Content:** Creating high-quality and engaging content is key to capturing the audience's attention and driving engagement. Use a mix of text, images, videos, and infographics to diversify your content and make it more appealing.

3. **Know Your Audience:** Understanding your target audience is crucial for creating relevant and engaging content. Conduct market research and analyze your audience's demographics, interests, and preferences. Tailor your content accordingly to resonate with your target audience.
4. **Hashtag Strategy:** Utilize hashtags strategically to increase the visibility of your content. Research and use popular and relevant hashtags in your posts to reach a larger audience and attract users interested in your industry.
5. **Collaborate with Influencers:** Partnering with influencers in your niche can help amplify your brand's reach and credibility. Identify influencers who align with your brand and collaborate with them for sponsored content or brand mentions. This can significantly increase brand awareness.
6. **Engage and Respond:** Encourage engagement by responding promptly to comments, messages, and mentions. Engage with your followers by asking questions, running contests, and conducting polls. This demonstrates that you value your audience's input and cultivates a sense of community.
7. **Data-Driven Approach:** Regularly monitor and analyze the performance of your social media efforts. Use analytics tools to track key metrics such as reach, engagement, and click-through rates. Based on the insights, refine your strategy and optimize your content for better results.

CHAPTER – 02

COMPANY OVERVIEW

INVELLIGEN



2.1 About Invelligen

Invelligen is dedicated to transforming agriculture through innovative and sustainable methods. Their mission is to empower farmers, boost productivity, and protect the environment by leveraging advanced technology and responsible farming practices. The company emphasizes technology-driven solutions, sustainable practices, knowledge dissemination, and market access. Co-founded by Meena Singh, an expert in agriculture and technology, and Bhanu Singh, a banking professional and mentor, Invelligen values sustainability, innovation, empowerment, community, and integrity.

Invelligen's **mission** is to empower farmers and boost agricultural productivity while preserving the environment, integrating cutting-edge technology and sustainability. Their **vision** is for productive, eco-friendly, and socially equitable agriculture. **Core values** include sustainability, innovation, empowerment, community, and integrity.

Their approach involves:

1. Leveraging advanced technology.
2. Promoting sustainable farming.
3. Sharing agricultural knowledge.
4. Collaborating with experts and farmers.
5. Ensuring market access for farmers.

Their **commitment** is to positively transform agriculture, supporting farmers, communities, and the planet.

2.2 Founders

Meena Singh (Co- Founder)

Meena Singh is the driving force behind Invelligen, embodying innovation, determination, and excellence. As a dynamic entrepreneur passionate about gardening, agriculture, and technology, she is an invaluable asset to the company.



BP Singh (Co- Founder)

Bhanu is an experienced banker who excels as both a leader and mentor for the Invelligen team. His talent for inspiring others, leading by example, and overcoming entrepreneurial challenges has contributed to Invelligen's rapid growth as an agronomics startup.



CHAPTER – 03

JOB DESCRIPTION

INVELLIGEN

Job Title: Digital Marketing Intern

Company: Invelligen

Location: Work From Home

Duration: 8 Weeks

Key Responsibilities:

Content Creation:

- Helped in writing and redesigning informative and entertaining blog posts, social media, and website posts.
- Supported in creating multimedia such as graphics and video on the internet.

Market Research:

- Carried out research on current and past trends in the specific industry and competition trends.
- Helped in analyzing the market data to assist in decision making regarding strategic issues.

Social Media Management:

- Assist with the posting of content all through the social media accounts.
- Also, another key role involved the identification of interactions on social media platforms and interacting as per the need of the audience.

Graphic Design:

- Design effective graphic display for use in the advertisement through the use of digital features.
- To a lesser extent, contributed to creation of advertisement for social networks and mailings.

Influencer Outreach:

- Encouraged activities in influencing other people or strategic organizations that could make or mar a project.
- Assist in handling relationships with influencers and measure the impact of the influencer marketing campaigns.

Competitor Analysis:

- Identified their main competitors and observed their activities in the sphere of digital marketing and their results.
- Supported in the discovery of new opportunities and trends in the industry.

Customer Engagement:

- Assist in managing external: online, social media, and other customer reviews and feedback.

- Helped in formulating procedures to improve the interaction with customers and their level of satisfaction.

Content Scheduling:

- Helped to develop and coordinate the calendars with content to be posted to different online platforms.
- Any material provided must be in tune with present trends, pertinent to the set marketing objectives and goals.

Skills and Competencies:

Digital Marketing Knowledge:

Knowledge of the basic concepts as well as more specific guidelines for conducting digital marketing.

Knowledge on search engine optimization, search engine marketing, and pay per click.

Content Creation:

The potential to create quality material that must be concise and engaging depending on the media to be posted.

Elementary understanding of graphics design applications such as Canva or Adobe creative Cloud.

Social Media Proficiency:

Familiarity with leading Social Media Platforms such as Facebook, Instagram, Twitter, LinkedIn and other destinations.

To create and schedule a post as well as participate in online groups

CHAPTER – 04

ANALYSIS OF JOB

INVELLIGEN

Roles and Responsibilities:

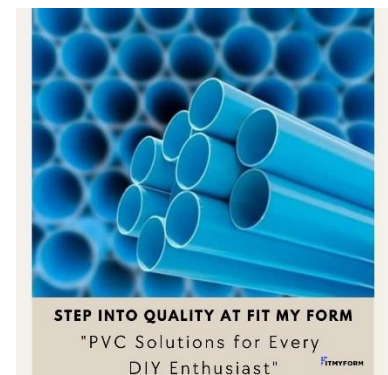
- **Content Creation:**

Blog Posts: Publishing articles that would attract attention and encourage interaction regarding the subject.

Social Media Content: Creating content in the form of posts, pictures, and videos for platforms such as Facebook, Instagram, LinkedIn, twitter.

Email Newsletters: Designing better and presentable campaigns in the emails to ensure that the subscribers continue to read.

Graphics and Multimedia: Developing graphics for the brochures, sales pitches, and other advertising tools in order to improve their multimedia appeal.



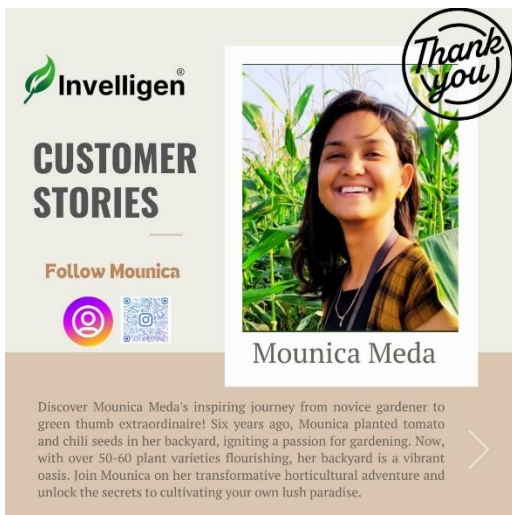
- **Social Media Management:**

Engagement: Engaging in the webpage, articles, posts, and updates through responding to the received comments, messages, and mention to generate the community around the brand.

Campaigns: The day-to-day duties involve mainly the running and managing of social media campaigns to increase brand popularity.

Analytics: Controlling parameters like number of likes, number of shares, comments, and followers.

- **Conducted an Interview with a Customer**



Questionnaire

- “-Would you like to share anything about your education/family background?
- Can you please run us through your plant parent journey like how did you got interested in gardening?
- Do you have an indoor or outdoor garden, how many plants and vegetable varieties do you have in your garden?
- What is the biggest challenge for you in maintaining your garden?
- How is your experience with our product?
- What you like about our product?
- Anything you like us to improve in our products?
- Did you connect with our customer service anytime; how do you rate our customer service?
- Do you have anything specific which you want us to engineer and build for plant parent like you which is not available in market? If yes, please do share details.”

1. Roles and Responsibilities Involved in Conducting Customer Interviews:

Pre-Interview:

Research: Thoroughly researching the customer's background, previous interactions, and feedback.

Questionnaire Preparation: Crafting a list of targeted questions designed to uncover valuable insights.

Scheduling: Coordinating with the customer to set a convenient time for the interview.

During the Interview:

Introduction: Clearly explaining the purpose of the interview and ensuring the customer feels comfortable.

Active Listening: Paying close attention to the customer's responses, asking follow-up questions to dig deeper.

Recording Responses: Taking detailed notes or recording the interview to ensure accuracy of information.

Post-Interview:

Transcription and Analysis: Transcribing the conversation and analysing the responses to identify key themes and insights.

Reporting: Compiling a report summarizing the findings and presenting actionable recommendations based on the interview.

Follow-Up: Reaching out to the customer for any clarifications or additional information if needed.

2. Skills Developed from Conducting the Interview:

Communication:

Active Listening: The suggested training will increase the ability to listen actively to unfold customer point of view.

Questioning Techniques: Improved knowledge on how to how to ask stylish and appropriate questions that would lead to the provided detailed answers.

Rapport Building: Acquired skills on how to establish usable relationships with the customers.

Analytical Skills:

Qualitative Analysis: Acquired skills in qualitatively analyzing research data in a bid to derive significant data from the result.

Pattern Recognition: Enhanced capacity to recognize rhythms and moods among the customers.

Reporting and Presentation:

Summarization: Intensified understanding of how to distil large amounts of information into summary and practical reports.

Data Visualization: That is the point where learned to present findings in such a way as to be easily understandable to the stakeholders.

Customer-Centric Mindset:

Empathy: Greater insight about the specific area of the customer's needs, concerns, and desires.
Customer Journey Mapping: Enhanced customer journey and the ability to highlight the customer journey so that distinct areas for improvement can be determined.

3. Challenges Faced:

Customer Reluctance: There is always a moment when people are inclined to remain silent or say common compliments even if the product or service, they received is unsatisfactory.

Bias Mitigation: Minimizing preconceptions of customers' responses by the marketers may also hamper innovation.

Comprehensive Coverage: Managing to fit all the important points that are to be discussed in the shortest time allowed for the interview.

Data Management: Conducting interviews where the amount of collected qualitative data is rather significant and challenging to work with.

4. Learning Outcomes:

Enhanced Marketing Strategies:

Customer Insights: Acquired knowledge on the side of customers that is imperative for creating marketing strategies.

Content Development: Got to know new content ideas and topics that would be interesting to the target audience.

Product/Service Improvements: Opportunities derived from the customer perspective to improve product or service in the particular business.

Personal Development:

Confidence: The customer interviews can now be approached with more confidence as well as having direct contact with customers.

Problem-Solving: Better in focus when it comes to dealing with customer's conflict and/or think of some solutions in helping address that problem.

Adaptability: Familiarized with the ability to modify the types of questions and the overall interview style according to the customer.

5. Career Impact:

Skill Enhancement:

Versatile Skill Set: Picking up many aspects that are applicable in the marketing operation of the organization including communication, analytical and customer relations.

Professional Growth:

Practical Experience: Allured and involve the customers and implemented practical experience in qualitative research.

Networking: Leap on network contact with the customers identified as well as interacting with the stakeholders as a way of developing professional relations.

• Market Research

Innovative Garden Trellis: Comprehensive Guide

Key Features and Benefits

1. Designed for Climbing Plants

- **Optimized Growth:** Specifically crafted to support vertical climbing plants, preventing the weight of fruits and leaves from bending the stems.
- **Ideal for Various Plants:** Perfect for growing tomatoes, pole beans, cucumbers, grapes, and kiwi, ensuring they receive the support they need to thrive.

2. Continuous Support

- **Adaptive Growth Support:** The trellis features adjustable arms that can be positioned to accommodate plant growth, providing ongoing support as plants mature.

3. Versatile and Suitable for All Climbing Plants

- **Wide Application:** This trellis is suitable for a variety of climbing plants, including tomatoes, pole beans, cucumbers, grapes, and kiwi.

Competitors Analysis

Tomato Trellis Garden Tomato Cage Connectors: [Product-1](#)

Key Features

1. Durable Construction

Made from robust steel, ensuring long-lasting use and stability in various weather conditions.

2. Versatile Sizes

Available in lengths from 0.6m to 3m and diameters of 8mm, 11mm, 16mm, and 20mm, catering to different plant support needs.

3. Waterproof and Stable

Designed to withstand outdoor conditions, providing reliable support for tomato plants and other climbing vegetables.

4. Customizable Options

Offers customization for packaging and graphic designs, making it suitable for bulk orders and branding purposes.

5. Applications

Ideal for supporting tomato plants, ensuring they grow upright and healthy.

Suitable for various other climbing plants, enhancing garden organization and aesthetics.

6. Ordering Information

- **Market Research:**

Data Collection: Information collection with respect to existing products in the firm and those offered in the market by rivals.

Competitive Analysis: SWOT analysis of the key competitors, which means assessment of their major advantages and weaknesses, possible benefits and risks.

Consumer Behavior Analysis: Market research, customer's needs, wants and demography of the market.

Product Positioning: Evaluating how the company's products are situated in relation to other companies' products.

Data Analysis:

Quantitative Analysis: Logical procedures that involve the application of quantitative data that is in the form of numbers for instance the size of the market, the growth rates or the sales revenues.

Qualitative Analysis: Analyzing qualitative data presented as qualitative data comprising of the customers' views, ratings, and opinions gathered from a focus group.

Trend Identification: Scanning the market and identifying various trends with the ability to predict its future evolution.

Reporting:

Market Reports: Gathering elaborate reports on the market analysis with details and key observations in the summaries.

Presentations: Presentations to the stakeholders on the findings of the research conducted.

Recommendations: Passing out recommendations that are supported by analysis to influence the specific ways where market strategy or business plan is made.

- **Skills Developed:**

Research Skills:

Data Gathering: Better opportunity to gather information from different formats like, online questionnaires, databases, published industry reports, and competitors' websites.

Analysis: The enhancement of skills in the analysis of both the descriptive and inferential statistics in order to arrive at conclusions from data.

- **Learning Outcomes:**

Market Understanding:

Industry Insights: thus, was able to develop a wide understanding of the industry, the market and the consumers.

Competitor Knowledge: Gained a clear understanding of the market and the primary competitors and their activity plans.

CHAPTER – 05

LEARNING OUTCOMES

- **Content Creation**

Improved Writing Skills:

Develop clear, engaging, and targeted written content: Get reliable knowledge on how to write a blog, article, social media posts, and e-Newsletter. Realize the concept of tone, voice, and style, specific to the type of brand and addressed audience.

Editing and Proofreading: Improve content to produce material that is free from grammatical and typographical errors, professional and to the point. Accumulate working experience in the area to ensure that the content quality remains very high.

Multimedia Content Production:

Creating Visual Content: Be able to create attractive graphic images, infographics and other visuals using graphic designing tools such as adobe photoshop, illustrator or Canva. Cultural awareness of design concepts, color and type.

Video Production and Editing: Acquire the knowledge pertaining to shooting, editing, as well as production of videos. Film the content and engage the assistance of Adobe Premiere Pro, Final Cut Pro or iMovie to produce the best videos.

- **Social Media Management**

Platform Proficiency:

Understanding Platform Algorithms: As much as possible, determine the algorithm used in each social media platform and how best to maximize results organically. It is also necessary to comprehend the guidelines for the content formats of the specific platforms.

Audience Analysis: Self-assess the knowledge about the analysis of the social media audience's demographics, activities, and preferences. Master the art of how to create content for one group of listeners and another.

Content Scheduling and Planning:

Creating Content Calendars: Build the competency of scheduling content in advance from the list of devices like Hootsuite, Buffer or Sprout Social. Learn the basics of when and how often one should be posting on the web page.

Campaign Management: Master all aspects of social media management starting with idea generation

and ending with implementation. In this respect, it is crucial to comprehend what goals need to be attained, ways to monitor the program's progress, and how to modify the approach when necessary.
Engagement and Community Building:

Responding to Comments and Messages: Strengthen skills in moderating the community interactions through timely replying to the comments, messages, mentions, etc.

Building Online Communities: Study ways of achieving the interpersonal level of followership. Learn about how the practice user generated content, organized contests, and maintaining discussions.

- **Conducting Interviews**

Interview Techniques:

Preparation and Question Development: Discover best practices for coming to an interview well-prepared with good questions to ask and how to find out information about the interviewee. Know the right ways to build a welcoming atmosphere for the interviewees.

Interview Conduct: Build up experience in the procedural aspects of conducting interviews without complications, paying attention to the interviewer and using appropriate probes to obtain elaborate answers.

Transcription and Analysis:

Accurate Transcription: Ensure that one masters core competency that focus on the ability to transcribe interviews accurately to ensure all the information that is passed is well captured. Although there are strategies that can be recommended to enhance transcribing, it is better to learn to use transcription software and tools that would help in this process.

Insight Extraction: Get to know how to read and review interview texts to find out important messages, findings and quotes. Know the way these findings might be applied to content management and particular strategy implementation.

- **Market Research**

Data Collection and Analysis:

Survey Design and Execution: Master how to conduct helpful surveys with the help of such platforms as SurveyMonkey or Google Forms. Analyze what the process of sampling is and how to properly gather important data.

Focus Group Facilitation: Get exposure in conducting focus group as a way of collecting qualitative data. Discover how to motivate people to talk and how to collect useful information.

Consumer Behavior Insights:

Persona Development: This lesson will enable you to construct accurate customer profiles from research. Learn how personas influence the kind of marketing to be developed and the content that is created.

Market Segmentation: Acquire knowledge about how to segment the market by demography, psychology, and behaviors. Naturally, it is critical to comprehend the ways in which it could focus on certain segments.

Reporting and Presentation:

Data Visualization: Learn how to schematize the data in the form of charts, graphs and other infographics. Master how to make data meaningful through presentations on applications like Tableau, Excel, or Google Data Studio.

Presenting Findings: Acquire practical training in communicating the results of research to interested parties in a summarized and usable format. Find out how to translate the data into recommendations.

- **Communication Skills**

Effective Written Communication:

Learn to write clear, concise, and persuasive emails, reports, and social media posts.
Develop the ability to adapt writing style to different audiences and purposes.

Verbal Communication:

Gain confidence in presenting ideas and findings in meetings and discussions.
Improve active listening skills to understand and respond to feedback and questions effectively.

- **Teamwork and Collaboration**

Working in a Team:

Learn to collaborate with colleagues, share ideas, and contribute to team projects.
Develop the ability to give and receive constructive feedback.

Cross-Functional Collaboration:

Gain experience working with different departments such as sales, design, and product teams to achieve common goals.
Understand the importance of diverse perspectives in problem-solving and project success.

- **Time Management and Organization**

Prioritizing Tasks:

Develop the ability to prioritize tasks based on urgency and importance.

Learn to use tools like to-do lists, calendars, and project management software to stay organized.

Meeting Deadlines:

Gain experience in setting realistic deadlines and managing time effectively to meet them.
Understand the importance of balancing multiple projects and responsibilities.

- **Problem-Solving Skills**

Critical Thinking:

Learn to analyze situations, identify problems, and develop effective solutions.
Gain the ability to approach challenges with a logical and structured mindset.

Creativity:

Develop creative thinking skills to generate innovative ideas for content and marketing strategies.
Learn to think outside the box and explore new approaches to engaging with audiences.

- **Adaptability and Flexibility**

Embracing Change:

Learn to adapt quickly to changes in the digital marketing landscape, including new tools, trends, and strategies.

Develop resilience and a positive attitude towards continuous learning and improvement.

Handling Uncertainty:

Gain experience in working in a fast-paced, dynamic environment where priorities may shift.
Learn to stay calm and focused under pressure and navigate uncertainty effectively.

- **Interpersonal Skills**

Building Relationships:

Develop the ability to build and maintain professional relationships with colleagues, clients, and partners.
Learn the importance of networking and how to leverage connections for career growth.

Empathy and Understanding:

Gain skills in understanding and empathizing with different perspectives and needs.
Learn to communicate with empathy, especially when addressing customer concerns or feedback.

- **Leadership and Initiative**

Taking Initiative:

Learn to proactively identify opportunities for improvement and take action without being prompted.
Develop a sense of ownership and responsibility for tasks and projects.

Leading Projects:

Gain experience in leading small projects or initiatives, coordinating efforts, and motivating team members.

Learn to set goals, delegate tasks, and monitor progress effectively.

- **Emotional Intelligence**

Self-Awareness:

Develop an understanding of personal strengths and areas for improvement.

Learn to manage emotions and stress effectively in a professional setting.

Social Awareness:

Gain skills in recognizing and understanding the emotions and needs of others.

Learn to navigate social dynamics and build positive working relationships.

CHAPTER – 06

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