

“Gaining insight and enhancing brand exposure via social media engagement and content creation for Syntegon Technology pvt ltd.”

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DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, "Gaining insight and enhancing brand exposure via social media engagement and content creation for Syntegon Technology India Pvt Ltd." Is based on the results of investigations carried out by me in Marketing at the Goa Business School, Goa University, under the mentorship of Dr.Nirmala Rajanala and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given the internship report. I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.



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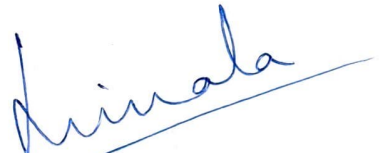
COMPLETION CERTIFICATE

This is to certify that the internship report, "Gaining insight and enhancing brand exposure via social media engagement and content creation for Syntegon Technology India Pvt Ltd." is a bonafide work carried out by Mr. Savio Conroy Adolfo Ferrao under my mentorship in partial fulfilment of the requirements for the award of the degree of Master of Business Administration in the Discipline Marketing at the Goa Business School, Goa University.

Date:

03/05/2024

Signature and Name of Mentor


Dr. R. Nimala.

Signature of Dean of School/HoD

Date:

03/5/2024

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Place: Goa University

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TO WHOM IT MAY CONCERN

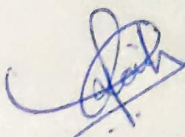
This is to certify that Savio Ferrao student of Goa Business School, Goa University had undertaken his internship/training in our organization from 22.01.2024 to 03.05.2024.

Savio Ferrao has completed his internship in the Marketing department at Syntegon Technology India Private Limited, according to given guidelines.

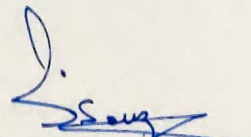
Syntegon Technology India Private Limited, being leader in the Packaging Technology, Savio Ferrao was at advantage of getting to know some of the latest aspects in Marketing, which are followed in an organization of International repute.

We wish him the very best in all his future endeavors.

Thanking You
For Syntegon Technology India Private Limited,



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Finally, I want to thank all of my coworkers for their support during the process. Their consistent support, willingness to share expertise, and collaborative approach have created an environment in which I can learn, grow, and contribute to my full potential.

Table of content

Contents

Chapter 1: Introduction	1
1.1 Introduction to the Company	1
1.2 Mission Vision and Objective of the Company	1
1.2.1 Company Mission	1
1.2.2 Company Vision.....	2
1.2.3 Company Objectives.....	2
1.3 Company History	2
1.4 Services Offered.....	3
1.5 Product Segment	5
1.5 Competitors of the company	6
1.6 Organisational Structure	8
Chapter 2 Introduction to the Research.....	9
2.1 Introduction to the topic	9
2.2 Literature Review.....	10
2.3 Research Gap	25
2.4 Research Objectives	26
2.5 Research Questions	27
2.6 Research Methodology	27
2.7 Case study	27
2.7.1 Objective:	28
2.7.2 Analysis:.....	28
2.7.3 Key Finding:	28
2.7.4 Results:.....	30
2.7.5 Recommendation:	30
2.8 Conclusion	31
Learnings:	32
Tasks Handled:.....	32
Challenges:.....	33
Bibliography	34
Appendix 1.....	37
Appendix 2.....	39

Chapter 1: Introduction

1.1 Introduction to the Company

Syntegon Technology is a global leader in processing and packaging technology. For more than 50 years, the company headquartered in Waiblingen (Germany) has provided comprehensive solutions to the pharmaceutical and food industries. In 2018, more than 6,100 people in 30 sites across 15 countries generated a total revenue of 1.3 billion euros. The portfolio of intelligent and sustainable technology comprises both standalone machines and complete systems and services.

In the food business, the portfolio comprises confectionery process technology as well as packaging solutions for dry foods (such as bars, bakery items, and coffee), frozen foods, and dairy products. In 1995, Syntegon began operations in Bangalore, India. It was transferred to Verna, Goa in 2007. Just five years later, a new cutting-edge manufacturing and development facility was established in Goa, to expand capacity and meet increasing demand in domestic and international markets.

Syntegon Technology India Pvt Ltd provides customised packaging solutions for both domestic and international markets in the food and non-food sectors. The ISO 9001:2015-certified company develops, manufactures, and markets vertical form fill and seal machines and horizontal flow wrap machines.

1.2 Mission Vision and Objective of the Company

1.2.1 Company Mission

Processing and packaging for a better life

1.2.2 Company Vision

Intelligent and sustainable solutions for everyone

1.2.3 Company Objectives

- Ensure quality, performance, and commitments made to customers are fulfilled.
- Achieve Operational Excellence through lean and continuous improvement drives
- Encourage innovation in the organization and provide affordable technology which means global standards.
- Improve employee competencies and capabilities by creating a learning environment
- Develop suppliers as strategic partners to meet global quality and delivery standards.
- Strict adherence to statutory, regulatory, and safety requirements.
- Identify and work on opportunities to find sustainable and environment-friendly

1.3 Company History

Syntegon was established in 1969 as Robert Bosch Apparatebau GmbH. In 2020, we left the Bosch Group and became Syntegon. Our experience dates back over 160 years, as evidenced by the founding of Geiger & Hesser in 1861, which has been part of our company since the 1970s. Over the years, we've gained vast knowledge in a variety of technology sectors. Our technological breakthroughs have consistently kept us one step ahead.

1861 - Geiger & Hesser is founded. The company is regarded as the origin of German packing machine engineering. It has been part of Syntegon since 1977.

1911 - Hesser creates the first completely automatic coffee packing machine. Syntegon is still seeing success today.

In 1958 - Höfliger + Karg introduced the first automatic capsule filling machine. It is the GKF's forerunner, all the way up to the GKF HiProTect. Höfliger + Karg joined Syntegon in 1970.

1969 - Robert Bosch Apparatebau GmbH is founded, eventually renamed Bosch Packaging Technology.

1975 - Eisai Machinery sells the first automatic particle detection equipment for injection solutions. Eisai Machinery has been part of Syntegon since 2012.

1991: Isolators are utilised for the first time with ampoule filling and closure machines. Syntegon customers have since installed several hundred isolators.

2014 - The linear motor technology for horizontal packaging machines replaces the chain conveyor, allowing reconfiguration to new formats at the push of a button.

In 2015- Reclosable Doy-Zip stand-up pouches were employed for the first time on a vertical bagger. Since then, Syntegon has made several advancements to this technology.

2016 - Bosch Packaging Technology introduces the world's first sealed paper packaging, created in collaboration with BillerudKorsnäs. This sustainable mono-material packaging solution has no plastic components and is completely recyclable.

2020: Bosch Packaging Technology becomes Syntegon.

1.4 Services Offered

A wide service portfolio creates the groundwork for streamlined production processes. Our global network of professionals will assist you throughout the whole machine lifecycle, from

spare parts management to digital line optimization. Service agreements are an essential component of our portfolio structure.

Stock optimization

Improving your overall spare parts management demands a thorough understanding of your spare parts use and delivery schedules. Based on a thorough study and your unique profile, our stock optimization solution assists you in achieving higher availability with less stock.

Planned and unplanned maintenance

Professional maintenance is vital for ensuring the smooth running of your packaging machines and avoiding costly production stoppages. Thanks to our global presence, our field service engineers are never far away and will gladly support you with your maintenance needs.

Remote services

Our remote services and helpline provide fast assistance when traveling is not an option. We can rectify probable defects remotely before they cause substantial production disruptions. This reduces unexpected downtime, saving you time and money.

Training

We provide customized training programs that include all areas of maintenance and continuous operations. In addition to on-site training, we provide a variety of virtual formats that are accessible at any time and from any location. You may ensure smooth manufacturing processes by regularly qualifying your personnel based on their demands.

1.5 Product Segment

Syntegon Technology India Pvt Ltd provides a variety of product segments designed to meet the diverse packaging needs of various industries. Let us explain on each of these segments:

1- FDH (Feeding and Packaging Machines):

- FDH machines create stylish and environmentally friendly flow-wrap packaging for bars, cookies, and baked products. These machines have a solid market position in flat handling, demonstrating their effectiveness with flat packaging materials.
- Syntegon Technology has established itself as a trustworthy system solution supplier in this market, with favorable customer feedback.

2- FDV (Precise Dosing Units and Vertical Baggers):

- FDV machines have precise dosing units and efficient vertical baggers. • They offer convenient product handling, high output, and quick cleaning, making them ideal for many packaging applications.
- Syntegon Technology is a leading packaging manufacturer for salt and detergents. Furthermore, the company is known for its strong aftersales service in the FDV industry, which increases client satisfaction and loyalty.

3- 2P (Secondary Packaging Unit):

- 2P-2P machines provide efficient cartoning solutions for a variety of products. • The product portfolio comprises both single machines and fully integrated systems, allowing for customized solutions to match customer needs.

- Syntegon Technology India Pvt Ltd focuses on customer-centricity in this market, seeking to create personalized packaging solutions.

In summary, Syntegon Technology India Pvt Ltd specializes in providing innovative and effective packaging solutions for a variety of markets, including FDH, FDV, and 2P-2P. Each sector caters to specific packaging requirements, with a focus on customer satisfaction and market leadership across industries.

1.5 Competitors of the company

Competition in each segment of Syntegon Technology processing and packaging manufacturing unit presents both problems and possibilities in the market. Here's a breakdown of competitors in each segment:

1- Food Division Vertical (FDV):

- Fuji: Fuji is a well-known Japanese manufacturer that offers a variety of packaging solutions, including vertical form-fill-seal machines. They provide a variety of products for the food packaging business. Page
- Ishida: A global corporation that specializes in weighing, packing, and inspection equipment. They provide vertical packaging solutions and other packaging-related items.
- Kawashima is a Japanese firm that manufactures packaging machinery, such as vertical form-fill-seal machines for various sectors.

2- Food Division Horizontal (FDH):

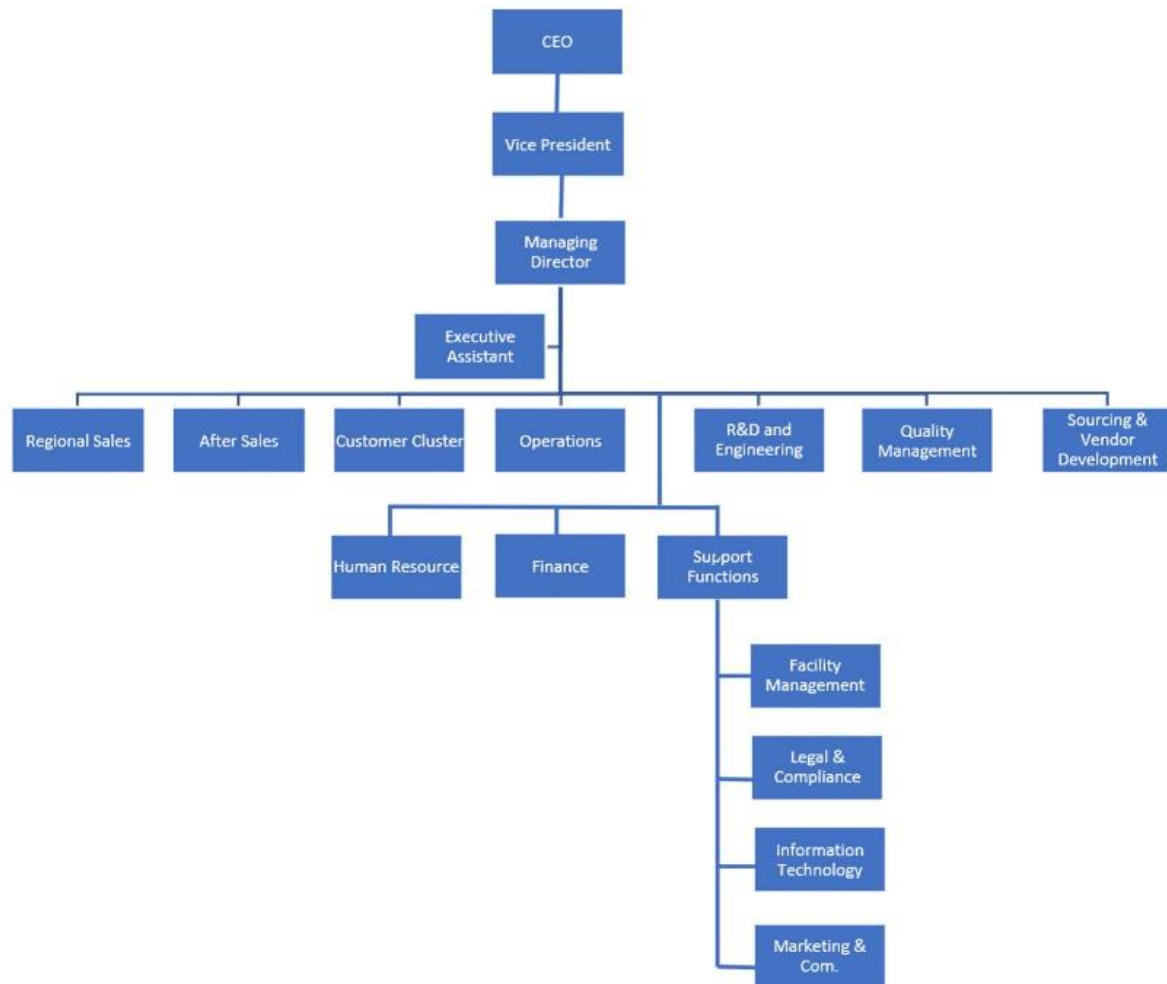
- Omori: Omori is a Japanese business renowned for its horizontal packing machinery. They provide several packaging options for various types of food goods.
- Unipack: Unipack is a company that offers horizontal packaging solutions to the food industry, among other things. They provide a wide range of machinery to meet various packaging needs.
- Songben: Songben manufactures packaging machinery, including horizontal form-fill-seal machines. They provide methods for packing foods and other commodities.

3- Secondary Packaging Sector (2P):

- Pace: Pace Packaging specializes in secondary packaging solutions, such as cartoning equipment. They provide a variety of machines for different packaging requirements in the food and other industries.
- SACMI: SACMI is an Italian company that provides packaging and processing solutions, including secondary packaging machinery. They offer cartooning machines and other packaging-related equipment.
- SAMWOO: SAMWOO Machinery manufactures packaging machinery, including secondary packaging solutions like cartooning machines. They provide a wide range of items for various industries.

In addition to rivalry, all companies in the processing and packaging manufacturing industry must ensure the safety of their operations and machinery and adhere to standards such as CE marks to meet regulatory requirements and maintain customer confidence. To preserve its market position and compete with these competitors, Syntegon Technology India Pvt Ltd must consistently innovate, enhance efficiency, and deliver exceptional service.

1.6 Organisational Structure



Syntegon Technology's organisational structure is hierarchical, with divisions overseeing various areas of the company's activities.

Chapter 2 Introduction to the Research

2.1 Introduction to the topic

In today's digital age, online exposure is extremely important. With the explosion of social media platforms and the rapid expansion of content marketing, businesses in all industries are constantly looking for new ways to establish a strong digital presence. This is especially important for the Marketing department, where the intricacies of products and services necessitate efficient communication tactics to engage potential customers and sustain existing connections.

Syntegon Technology India Pvt Ltd, a leader in the packaging and processing industry, understands the importance of brand perception and online presence in driving business growth. As a firm committed to providing cutting-edge solutions to its clients, Syntegon recognizes that the digital arena provides unprecedented opportunities to exhibit its expertise, communicate with stakeholders, and, ultimately, drive revenue.

However, achieving the full potential of social media and content marketing presents numerous hurdles and risks. In an increasingly competitive market, simply having a presence on social media is insufficient. Firms like Syntegon must develop a distinct brand identity that connects with their target audience and distinguishes them from competitors.

Furthermore, the packaging and processing industry exhibits distinct characteristics that must be considered while developing digital marketing strategies. Syntegon faces a varied world that necessitates a sophisticated approach to online engagement, from the technological complexities of the products to the diverse needs of clients across multiple industries.

Against this backdrop, the purpose of this study project is to investigate the convergence of brand exposure, social media, and content marketing at Syntegon Technology India Pvt Ltd's Marketing department. By understanding how these factors interact and influence customer

impressions, the goal is to deliver actionable insights and recommendations that would enable Syntegon to improve its digital presence and promote business success.

2.2 Literature Review

- 1- This article investigates the usage of social media in business-to-business (B2B) sales processes and its implications for organizations. Through a meta-synthesis of previous data, the study identifies that social media can enhance many stages of the sales process, resulting in a better understanding and benefits for organizations. The proposed theoretical framework emphasizes the need to use social media in sales and marketing efforts to improve communication, lead qualification, and customer relationships, which will eventually benefit the organization. (Rodrigues et al., 2021)The study emphasizes the importance of understanding the connection between businesses and customers in value co-creation via social media and proposes opportunities for further research into evaluating client engagement during the sales process.
- 2- (Abdelmoety & Gounaris, 2014)Social media significantly impacts business, customer interaction, brand awareness, and internationalization initiatives for small and medium-sized firms (SMEs).
 - -Social media marketing is an important part of modern business strategy, emphasizing the necessity for companies to adapt to the digital age.
 - -The usage of social media in SMEs' exporting activities can improve international contacts, awareness, consumer perceptions, competitor information, and overall export performance.

- -The Uppsala Model is used to analyze the role of networks in internationalization, and social media is viewed as a tool for improving business contacts and performance.
- -Social media can improve customer interaction, understanding of customer preferences, competitive awareness, brand awareness, and export performance in global markets.
- -To effectively reach global audiences, firms should consider translating and localizing social media platforms, taking into account cultural variables.
- -Global cultural differences influence the interaction between social media deployment and exporting activities, emphasizing the significance of cultural sensitivity in international companies.

3- Strategic content and a strong social media presence increase brand exposure. Studies have confirmed their positive impact on brand identification and consumer engagement. (Panjaitan & Purba, n.d.) In a competitive market, digital tactics are critical for increasing brand visibility and communicating with target audiences. Smith et al. (2018) emphasize the importance of investing in content to increase engagement and recognition. Jones and Brown (2019) emphasize social media's importance in increasing brand awareness and engagement. In real estate marketing, content, and social media increase brand exposure and attract customers. Lee and Kim (2020) indicate that interactive material increases engagement and visibility. Despite advancements in research, restrictions such as varying scope and sample sizes have an impact on the applicability of findings. Future studies should include more factors and larger samples to have a more complete picture of customer

behavior and brand perception. In conclusion, effective content and social media are critical to brand exposure and engagement. Businesses may improve their recognition and connect with their audience by investing in distinctive and compelling content in the digital age.

- 4- The study emphasizes the importance of brands in current culture and their benefits for enterprises. Brands have grown integrated into many facets of life, including the economic, social, cultural, and even religious worlds. Strategic brand management is critical for organizations seeking to exploit the intangible assets of their brands and gain a competitive edge. (Akbari & Hakimpour, 2018) Research priorities in B2B marketing include branding, global marketing, innovation, and B2B services, demonstrating the significance of strong brands in marketing strategies. Furthermore, the power of brands in B2B should not be ignored, and a thorough brand strategy focusing on corporate and product brands is critical to success. The findings indicate that brands have an important influence in creating consumer perceptions and affecting purchasing decisions in both B2B and B2C settings. Creating a strong brand presence through effective brand management can result in greater brand loyalty, market share, and overall business success. Furthermore, utilizing social branding and word-of-mouth marketing can improve brand reputation and social responsibility, thereby promoting long-term brand sustainability. Overall, the literature analysis emphasizes the role of brands in promoting corporate growth and competitiveness in today's changing marketplace.
- 5- (Editorial & Michaelidou, n.d.) The literature review on social media engagement in B2B contexts emphasizes the need for personalized messaging and engagement

methods in influencing behavioral participation, particularly through tweet functions. Disparities in effectiveness between B2B and B2C organizations may be due to differences in target audiences, communication styles, and relationship-building tactics. The emphasis on thought leadership competency and customer engagement at trade exhibitions emphasizes the necessity of building credibility and creating meaningful connections in B2B marketing.

- 6- Several academic publications have examined social media's impact on B2B marketing, including performance, consumer participation, knowledge sharing, and branding. Researchers examine the use of B2B platforms such as Twitter, Pinterest, and LinkedIn, emphasizing the necessity for cultural shifts and comprehensive strategy. (Wang et al., 2017)

The Social Media Capability Maturity Model, with four stages (technological, operational, managerial, and strategic), is an important addition. It emphasizes managing these levels to maximize benefits, providing a framework for businesses to improve their social media capabilities.

The literature emphasizes critical skills, resources, and cultural adjustments required for success in a social media-driven society, such as knowledge management, branding, market relations, and channel creation.

To get a competitive advantage in B2B marketing, businesses must constantly learn and adapt to effectively incorporate social media across marketing subdomains.

Overall, existing literature provides useful insights and practical advice for businesses looking to develop their social media skills and use these platforms to gain a competitive advantage in the digital age.

- 7- This research examines how social media content affects B2B engagement at a Swedish corporation, namely through LinkedIn. It uses participatory action research to emphasize the importance of action-oriented messages in promoting engagement, drawing on literature on B2B connections, perceived value, and co-creation. (Sundström et al., 2021) Theoretical foundations include customer-perceived value and the expanded self-concept, with a focus on customer perception and co-creation in LinkedIn connections.

The study incorporates information from interviews, surveys, and management contacts to discuss relationship marketing, digital content marketing, and B2B social media use. The key findings emphasize authenticity in message content, categorizing it as an effective engagement driver. Given the changing business landscape, the report recommends using social media strategically for relationship nurturing, values communication, and engagement. Research at Vinga of Sweden found that different post kinds increase interaction and visibility on LinkedIn, reinforcing client relationships through smart content. It emphasizes social media's role in cultural co-creation, focusing on participatory culture, collective intelligence, and user-generated content. The case study demonstrates successful customer connections based on customization, flexibility, excellent service, and human encounters, which promote trust and additional value.

- 8- Digital content marketing now includes promoting digital content as a commodity, especially in B2C industries like music and applications. The importance of user-generated content in shaping brand reputations and co-creating brand value has grown with the development of social media. (Business to Business Digital Content Marketing: Marketers' Perceptions of Best Practice, n.d.) Companies in B2B

contexts develop long-term relationships with their customers, concentrating on co-creating mutual value and giving detailed information throughout the complex sales cycle.

Buyers are completing a large portion of the purchasing process before contacting providers, therefore there is an increasing emphasis on content marketing. Key aspects include tailoring material to the needs of the audience, having a publisher's approach, and avoiding repetitive selling messaging.

Key Findings

Participants stressed the necessity of aligning content with audience demands and adopting a publisher attitude.

Defining KPIs, attracting subject matter experts for high-quality content, and developing useful material for clients are all challenges in digital content marketing strategies.

The study sheds light on the strategic decision-making process, content selection criteria, and recommendations for B2B digital content marketing.

- 9- This article examines social media use in B2B organizations, namely in marketing and business operations.(Busscher & Von Raesfeld-Meijer, 2013) It emphasizes the value of social media in increasing customer awareness, relationships, brand loyalty, and innovation in B2B. Despite the sparse research, findings indicate that integrating social media into operations has significant benefits, including insights into practical business management and comprehending its B2B role. Based on Porter's value chain model, it proposes "Value Chain 2.0," which incorporates social media into marketing, operations, and service. Case studies from Deloitte, Boeing, and Intel demonstrate social media's active involvement in communication,

relationship development, and brand promotion, as well as its potential for improving consumer engagement, efficiency, and decision-making.

While conceding its theoretical character and lack of empirical testing, the article advocates for additional research into social media's negative consequences and impact on corporate operations. The literature review emphasizes social media's importance in B2B marketing, communication, and brand enhancement while addressing adoption challenges such as budgetary restrictions, time limits, and privacy issues.

Overall, the research emphasizes social media's transformative power in B2B, which improves the value chain, customer engagement, and competitive advantages. By incorporating social media into their operations, B2B companies can successfully develop stakeholder relationships, gather feedback, and streamline processes.

- 10- Academic sources highlight social media's impact on business outcomes such as audience expansion, sales growth, and online presence management. It is critical for businesses to communicate with customers, raise brand awareness, and increase revenue. Despite its potential, difficulties prevent its widespread implementation. A survey of Turkish B2B enterprises reveals how they use social media to engage customers, increase brand visibility, and boost financial performance. Understanding social media, quantifying its impact, and limiting resources are all challenges to adoption. To solve these challenges, B2B companies should use social media to gain customer insights, communicate with clients, and refine marketing strategies.

(DINCER, 2016)The study examines how Turkish B2B companies use social media, focusing on the causes, possibilities, and challenges. They use it to share knowledge, develop trust, and nurture relationships, particularly on social networking sites.

To maximize the benefits, businesses should tailor content, actively engage customers, and generate targeted leads through strategic social media marketing.

Finally, social media is critical for Turkish B2B companies, since it drives customer engagement, brand building, and income. Addressing adoption barriers and following best practices such as content personalization and consumer interaction can help businesses fully embrace social media for success.

11- Research on B2B brand storytelling highlights its importance in building customer loyalty. Sellers should create brand tales that are both fascinating and real, guaranteeing consistency with the whole marketing approach. To keep the brand story relevant, updates should be made regularly. Existing research has identified limitations such as the confidentiality of marketing operations and difficulties of generalizability. Future research directions could look into cross-cultural disparities in brand storytelling tactics. (Tsai & Lee, 2017)

Key Findings: A strong B2B brand story on a website can boost customer loyalty. Successful brand storytelling requires authenticity and interest.

- Regular updates and alignment with marketing goals are vital for staying relevant.
- Limitations include confidentiality concerns and difficulties in generalizing results.
- Future research could examine cross-cultural aspects of brand storytelling.

- Academic implications advocate combining academic knowledge with practical managerial practices.
- Management implications emphasize the necessity of generating compelling brand stories and involving customers in the process.
- Future study proposals include investigating competitiveness in marketing to final consumers.

12- (Huotari et al., 2015) Ulkuniemi's (2015) paper examines how B2B organizations create content on social media and how marketing impacts the process. It emphasizes the importance of social media interactions for content generation in B2B. Through conversations with industry professionals, the author develops a theoretical model supported by empirical facts.

Key Findings: - Content creation involves several user roles, including creators, critics, and influencers. Understanding these responsibilities is critical for creating great content.

- B2B marketers can impact content development through interactions and employee training. They can also manage employee-generated material and influence external activity through integrated marketing communication.
- Community Engagement: It's crucial to engage with diverse user groups, such as corporate, employee, professional, and civilian users. Tailoring content generation tactics to various groups improves efficacy.
- User Categories: Social media users might be classified as newcomers, celebrities, leaders, evangelists, or collectors. Understanding these categories enables B2B organizations to impact content creation directly and indirectly.

- Call for Further Research: While the study provides useful insights, it also acknowledges limits and urges for more research into B2B content creation on social media platforms. Further investigation could improve techniques in this area.

Overall, the study sheds light on the complex dynamics of content production for B2B enterprises on social media, emphasizing the importance of user roles, engagement methods, and ongoing research in this ever-changing landscape.

13- Research in marketing, management, and organizational behavior has focused on subjects such as content analysis, sustainable competitive advantage, alliance success, brand personality, and strategic alliances. Scholars from many universities have helped to clarify corporate linkages and branding initiatives.

One study used correspondence analysis to examine brand alignment in B2B connections, and discovered alignment among quick service restaurants but not in the automobile, tire, or airline industries. Seeking partners with complementary features was found to be more advantageous than looking for similarities. Challenges in establishing B2B relationships and technical obstacles in website text analysis were identified, encouraging additional research on alignment.

Another study examined brand alignment in B2B partnerships using website analysis. (Campbell et al., 2010) It emphasized the necessity of brand congruence in screening alliance partners while also pointing out the limitations of website-based content. Additional research to validate claims and track brand evolution was emphasized, providing managerial insights into partner selection and competitor alignment.

Furthermore, a study examined brand image and personality in B2B connections by analyzing company websites. It called for partners with comparable brand identities to reduce misunderstanding risks. It used Aaker's Brand Personality Scale and website content analysis to provide insights into partnership dynamics across industries.

Furthermore, the study suggested picking suppliers with similar brand personalities to keep a consistent brand image. Examining brand personality alignment between well-known companies and their suppliers has consequences for scholars and managers managing B2B collaborations. It contributed to partner selection and attraction theories, which improved brand consistency in collaborations.

Finally, these studies emphasize the importance of brand alignment, personality, and partner selection in building effective B2B interactions. They highlight the complexity of aligning brands across industries, emphasizing the necessity for additional research to deepen concepts and improve managerial practices in corporate collaborations.

14- (Bhattacharjya & Ellison, 2015) In recent years, there has been a growing interest in how B2B companies use social media platforms like Twitter to manage customer relationships and build brand resilience. [Jyotirmoyee Bhattacharjya and Adrian B. Ellison's] (2006) paper investigates this using Shopify's case, which is noted for its effective Twitter use.

Key Findings: - Shopify uses Twitter to quickly handle customer service issues and disseminate important information, increasing satisfaction and brand resilience.

- Collaboration with developers and customers on Twitter builds community and chances for mutual benefit, including partnerships.

- Shopify's smart use of Twitter, including rapid response to requests and community building, distinguishes and strengthens its resilience.
- Risks and Opportunities: While Twitter provides engagement opportunities, mishandling can result in unwanted publicity and brand damage.

Overall, the study emphasizes using Twitter for B2B customer management and resilience, with Shopify exemplifying excellent techniques.

15- This article analyses university branding, social media, and sports marketing, focusing on brand image, visual identity, personality, and athlete self-presentation on platforms like Instagram and Twitter. It focuses on how sports organizations and athletes use social media to engage fans and promote their businesses.

One study looked at the effects of social media on brand personality perceptions for a university athletic program and discovered that Instagram was more effective because of its visual material. (Watkins & Lee, 2017) Integrating visual branding cues and engaging fan material into social media tactics helps to increase audience engagement.

Another case study examined how a university's athletic department used Instagram and Twitter to communicate brand identity for their football team. Instagram was more effective at transmitting brand associations and personality attributes, demonstrating the importance of visual social media in branding.

A comparative study examined brand associations and personality traits on Twitter and Instagram for a university's athletic department, revealing differences in emphasized traits on each platform. Instagram was better at conveying brand associations, while Twitter showcased brand personality traits. Audience

perceptions were evaluated through surveys, providing insights from sports fans and social media users.

Overall, the literature stresses university branding through social media, highlighting visual content's role in communicating brand identity and personality effectively. Strategic use of platforms like Instagram impacts brand perceptions and audience engagement, urging brand managers to leverage visual cues for successful branding strategies.

16- (San et al., 2020) This article investigates customer participation, brand development, creativity, and marketing communication on social media. It focuses on how perceived inventiveness promotes social media participation.

Key findings:

- Perceptions of novelty and creativity: Creative brand content experiences promote interaction on social media platforms. Passive experience components such as functional appeal, emotional appeal, and vividness generate novelty emotions, which lead to active involvement. Cognitive and emotive engagement are the driving forces behind consumer brand engagement.
- Consumer Engagement and Brand Building: Content with emotional appeal has the greatest impact on engagement, followed by pragmatic and sensory experiences. Longitudinal research and exploration of many age groups are required to gain deeper insights. Limitations include the cross-sectional design and sampling method.

- Creative brand content engages expressive social media users, highlighting the importance of experiential marketing. Perceived innovation in brand content is critical to cognitive, affective, and intentional engagement.
- Experiential Marketing and Consumer Engagement: This section discusses the evolution of experiential marketing and the importance of perceived inventiveness in engaging customers. Marketers must understand how consumers engage with brands on social media.
- Conclusion: Marketing managers can learn how to use originality in brand content to increase engagement on social media platforms. Understanding customer engagement characteristics, perceived creativity's impact, and experiential marketing is critical for digital strategy success.

17- The literature on B2B digital content marketing emphasizes the importance of brand helpfulness in engaging consumers and creating relationships. According to research, delivering useful knowledge and problem-solving content can help brands build trust and relationships in B2B settings.

B2B references include customer interaction, relationship marketing, and digital content marketing.(Taiminen & Ranaweera, 2019) They investigate customer experiences, brand communities, social media marketing, and trust, revealing insights on engagement behavior, value co-creation, and how relationship function influences perceived value.

Key findings reveal that helpful brand activities increase cognitive-emotional engagement, which influences behavioral engagement. Cognitive-emotional engagement improves relationship value and brand trust, emphasizing brands' importance in digital content marketing interactions.

Studies emphasize the relevance of cognitive-emotional engagement in translating beneficial activities into perceived worth. Relational content delivery is more effective than relevant material alone. Cognitive-emotional engagement has a greater impact on relationship value than behavioral engagement. Helpful behaviors increase brand trust by demonstrating brand understanding and generosity.

Managerial implications: stress creates brand signals for cognitive-affective engagement. Future studies should look into more beneficial measures and approach DCM holistically. Overall, the literature emphasizes how important brand involvement and helpfulness are in driving B2B digital content marketing connections.

18- The B2B relationship literature emphasizes communication, interactivity, satisfaction, and value. The impact of social media on customer relationships and company performance is critical, particularly in research sponsored by BA/Leverhulme Small Research Grants that investigate sales, satisfaction, networking, and B2B marketing. These studies look at how dynamic capabilities, digital marketing, and social media provide value for SMEs.

Research on social networking capabilities reveals a four-stage capability development path, with a focus on operational, dynamic, and adaptive capacities for effective networking. Strategic integration of social networking skills is critical for competitive success in business networks. Organizations should have dynamic and adaptable skills to progress social media activities for network management.

(Cartwright & Davies, 2022) Dynamic capabilities, which require process reconfiguration to respond to changing circumstances, are critical. Case studies and interviews demonstrate how organizations build social networking skills and use

social media to expand their networks. Social media adoption for network development progresses from resource limits to community-focused connection building inside larger networks.

19- (Swani et al., 2020) This literature review summarises academic research on B2B advertising, identifying significant areas of concentration and knowledge gaps. The study categorizes literature based on message appeals, media selection, efficacy measurement, and budgetary methods. It emphasizes the need for more study into message strategies, advertising budgets, effectiveness metrics, and integrated marketing communications strategies in the B2B setting. The paper also addresses theoretical frameworks used in B2B advertising research, such as the Elaboration Likelihood Model and Information Processing Theory. Overall, the analysis proposes a future research agenda to help B2B marketing managers navigate the gap between theory and reality in B2B advertising.

Advertising effectiveness can be measured using a variety of approaches, including behavioral measures such as sales calls, click-through rates, and buyer engagement metrics. Other ways include evaluating ad attributes, audience sentiment, selling propositions, and company direction.

2.3 Research Gap

- Research on social media usage in the B2B sector may lack industry-specificity.
- In competitive B2B markets, differentiation is critical. This study might look into how B2B

brands can use storytelling, emotional connection, and brand values to set themselves apart from competitors and create a distinct value proposition for their target audience.

-Social media platforms can help build online communities. Take a look deeper into how B2B organizations can use social media to create and connect with online communities surrounding their brand or sector, potentially leading to greater customer relationships and information sharing.

- UGC influences B2C situations. The study could look into how Syntegon Technology can include user-generated content (such as customer testimonials and case studies) into their B2B marketing strategy to increase trust and brand value.

-Social media can be an effective PR strategy. We might look into how Syntegon Technology can use social media for B2B public relations (PR) to manage its online reputation, share company news, and announcements, and build favorable relationships with media outlets and industry influencers

2.4 Research Objectives

- Identifying differences in social media usage among B2B industries.
- Explore how B2B brands can develop a distinct value proposition through storytelling, emotional connection, and brand values.
- Investigate how B2B organizations may use social media to create and connect with online communities around their brand or sector.

- Examine how Syntegon Technology may employ user-generated content (UGC) in their B2B marketing strategy to increase trust and brand value.
- To determine how Syntegon Technology may use social media for B2B public relations (PR) to manage its online reputation, disseminate company news and announcements, and foster favorable relationships with media outlets and industry influencers.

2.5 Research Questions

- How does social media usage vary by industry in B2B?
- What storytelling approaches can B2B brands use to stand out from competitors and create a unique value proposition?
- How can B2B organizations effectively engage with online communities related to their brand or sector on social media?
- How can Syntegon Technology include user-generated content, such as client testimonials and case studies, into their B2B marketing strategy to boost trust and brand value?
- How can Syntegon Technology use social media for B2B PR to manage its online reputation, share company news, and build favorable relationships with media outlets and industry influencers?

2.6 Research Methodology

A Case study method will be applied to this research.

2.7 Case study

Syntegon Technology India Pvt. Ltd., a packing machinery manufacturer, has become an independent entity. Syntegon is a global leader in sophisticated packaging solutions, with a

substantial presence in Germany. Despite its strong industry reputation, the company recognised the importance of increasing its exposure and brand recognition through efficient social media and content marketing initiatives.

2.7.1 Objective:

The primary goal of this case study is Gaining insight and enhancing brand exposure via social media engagement and content creation for Syntegon Technology India Pvt Ltd. during a summer internship in the marketing department.

2.7.2 Analysis:

Syntegon Technology, has a long history of manufacturing packing machinery and a global presence. Despite its established reputation, the corporation encountered difficulties with its social media interaction on platforms such as Instagram. Their presence was inconsistent and underutilized (India), resulting in a limited digital reach and influence. Recognising the market's changing landscape, Syntegon understood the importance of adapting. In response, the company launched a strategy to increase brand visibility using social media and content marketing. Syntegon hopes to improve its digital deficiencies, communicate more effectively with its audience, and increase its competitive position by investing in these channels.

2.7.3 Key Finding:

- The impact of social media and content marketing on brand visibility and engagement. Social media platforms are effective platforms for increasing brand visibility and engagement with targeted audiences. Businesses like Syntegon Technology can utilize

platforms such as LinkedIn, and Instagram to exhibit their products, provide industry information, and connect directly with customers and prospects.

Content marketing contributes significantly to this process by delivering valuable and relevant material that attracts, informs, and engages the audience. Whether it's instructive articles, product demonstrations, or customer success stories, compelling content stimulates audience participation and develops a sense of community around the business. Syntegon can broaden its brand's reach, acquire new followers, and create meaningful interactions with existing customers, ultimately pushing brand awareness and engagement to new heights.

- A proactive approach to social media management offers consistent posting and many content options.

Consistency in posting is essential for sustaining a successful social media presence. Syntegon can keep its audience engaged and informed by following a regular posting schedule, keeping its brand at the top of its minds.

Furthermore, the variety of content sorts ensures that Syntegon's social media feed remains active and interesting. This could contain a combination of instructive blog entries, engaging visuals, interactive polls or quizzes, behind-the-scenes looks, and user-generated content. Syntegon can better grab the attention of its target audience by diversifying its content.

2.7.4 Results:

- Higher involvement - Syntegon saw a noticeable increase in viewership across all the platforms being assisted by us, the highest being on LinkedIn for a candy machine video having 18 repost while, for Women's day we made a post and it had 14 reposts the previous high being 12.
- Improved visibility - Syntegon has made sure to at least post 1 video/reel per month, this has helped enhance its brand visibility on various social media platforms, for example, Instagram views have increased from an average of 1000 to 2500-3000 views. While the likes increased on an average to 70-100 from 30-50.
- Proposal of getting the Syntegon Goa plant onto Instagram and got it approved. While the content created for Instagram was used for LinkedIn as well

2.7.5 Recommendation:

Syntegon should maintain its social media presence by continuously producing informative content and engaging with its audience in compelling ways. Furthermore, it should pursue Instagram verification to indicate legitimacy and encourage reader confidence, as the desired "blue tick" indicator has a strong psychological impact. Diversifying content formats and experimenting with new ideas can help to captivate and retain the audience's interest. FAQ videos can serve a dual goal of answering common questions and demonstrating the organization's industry responsibility. Prioritising user-generated material and client testimonials would improve Syntegon's industry reputation and trustworthiness, which is critical for a business dealing with high-investment gear. Furthermore, using tradeshow to

promote items and sharing the experience via interview recordings can provide excellent content. LinkedIn for webinars and lead creation provides an opportunity to effectively communicate with interested individuals, particularly given its high conversion rate for B2B firms.

2.8 Conclusion

A thorough examination of Syntegon Technology India Pvt. Ltd.'s social media and content marketing tactics reveals that a proactive approach to digital engagement delivers in tangible improvements in brand visibility and audience interaction. Syntegon has successfully improved its exposure and interaction across numerous platforms by recognising and responding to the changing digital communication landscape. Consistent posting schedules, diverse content formats, and deliberate initiatives like the introduction of the Syntegon Goa plant on Instagram have resulted in significant increases in viewership and brand recognition. Moving forward, Syntegon should prioritise its social media presence, focusing on generating useful and interesting content while investigating opportunities for audience participation and trust-building. Syntegon may improve its industry reputation and position itself as a trusted leader in packaging machinery solutions by leveraging sites such as LinkedIn for webinars and lead creation, as well as adding user-generated content and client testimonials.

Learnings:

My internship required me to plan and execute video shoots. I received practical experience organising and arranging video shoots to create visually appealing content for social media and LinkedIn. This included creating scripts, coordinating with employees, shooting the video, and editing all in all assuring a smooth procedure. I gained experience adapting to a fast-paced marketing environment with shifting priorities. I learned to operate under pressure, manage numerous tasks simultaneously, and meet deadlines. Learning to be flexible and open to feedback improved my skills and performance. While also writing content for the internal team in the company. Cross-cultural consideration, since Syntegon has a global presence, I learned the value of customising content and social media methods to appeal to viewers in various countries. This required understanding differences in cultures and customising content accordingly. Also, we had an employee who was from Germany who helped us with our content work here in Goa.

Overall, the internship provided valuable hands-on experience in digital marketing at Syntegon. my internship has helped me have a thorough understanding of content writing, video shoot preparation, and brainstorming ideas. My understanding of digital marketing allows me to develop captivating content, engage with employees, and get social media exposure.

Tasks Handled:

Tasks in video production included recording material suited for Instagram and LinkedIn postings, including timelapse sequences and shots tailored for Instagram reels, as well as filming demos for approval, all while producing video scripts. Topic research helped with captioning and hashtag selection, ensuring alignment with topical debates and the use of appropriate hashtags to increase visibility and engagement. In terms of video editing, I was in

charge of creating original Instagram and LinkedIn videos, as well as collaborating with an external filmmaker hired by Syntegon to capture machine operations. Addressing technical issues necessitated seamless collaboration with both internal and external organisations. Furthermore, in the domain of article writing, I worked with the IT team to create articles that understandably explained industry-related concepts. These publications highlighted Syntegon's technological breakthroughs and commitment to innovation, addressing the internal audiences in the company.

Challenges:

Adapting to Industry regulations: Syntegon's digital marketing techniques are governed by specific regulations and compliance standards that vary by industry. Examples include fonts, copyright music, logos, intros, and outros. I had to become familiar with these requirements and guarantee that marketing operations adhere to legal norms.

Collaborating Across Departments: Digital marketing frequently necessitates collaboration with other departments such as technical sales, IT, and shop floor personnel. Challenges in coordinating efforts and aligning strategies with diverse departments throughout the organisation.

Creating content for a B2B audience: Syntegon's target audience consists of other businesses rather than consumers. This means that I will have to generate information that is both useful and relevant to decision-makers in other companies.

Understanding the B2B sector: One of the challenges I faced at Syntegon was becoming acquainted with the complex B2B sector, especially since this was my first internship. This involves learning about the company's products, services, target market, and competition.

Navigating Technical Jargon: The B2B industry frequently uses technical vocabulary and sophisticated concepts connected to manufacturing processes and machinery. Understanding

and expressing these technical components in digital marketing materials might be difficult, especially as I have no prior experience in the field.

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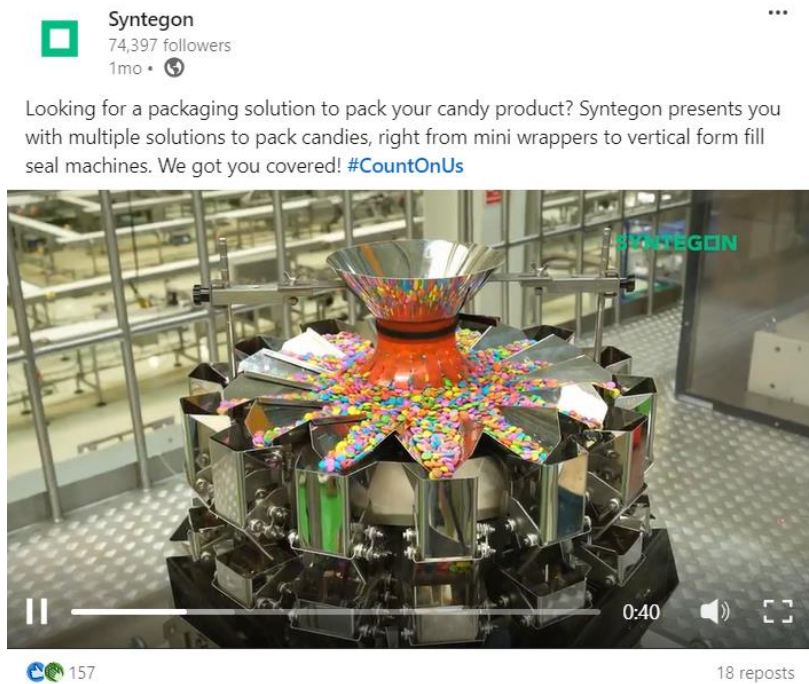
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Appendix 1





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#EngineeringPassion #SyntegonSpirit
#InnovationJourney
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14 reposts

Appendix 2

