

An Internship Report on Marketing and Lead Generation Efforts at Life Save Home Health Care Solutions

An Internship Report

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By

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Goa Business School

Master of Business Administration



Goa University, Goa Business School

Date: May 2024

Examined By:



Seal of the School

DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, **An Internship Report on Marketing and Lead Generation Efforts at Life Save Home Health Care Solutions** is based on the results of investigations carried out by me in the Management Studies at the Goa Business School, Goa University, under the mentorship of Prof. M.S. Dayanand 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/College will be not be responsible for the correctness of observations / experimental or other findings given the internship report/work. I hereby authorize the University/college authorities to upload this internship report on the repository or anywhere else as the UGC regulations demand and make it available to any one as needed.



Mohammed Anas Munaf

Seat no: 22P0280034

Date: 6th May 2024

Place: Goa Business School, Goa University

COMPLETION CERTIFICATE

This is to certify that the internship report **An Internship Report on Marketing and Lead Generation Efforts at Life Save Home Health Care Solutions** is a bonafide work carried out by Mr. Mohammed Anas Munaf under my mentorship in partial fulfilment of the requirements for the award of the degree of Master of Business Administration in the Management Studies Discipline at the Goa Business School, Goa University.



Prof. M.S. Dayanand
Management Studies

Date: 3/5/2024



Prof. Jyoti D. Pawar
Dean,
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School Stamp

Date: 3/5/2024

Place: Goa University

Mr. Mohammed Anas Munaf
Panaji Goa 403001

Date: 05 January 2024

Dear Mr. Anas

Subject: Acceptance of Internship Offer - Sales and Marketing Intern

We are delighted to inform you that you have been selected for the Sales and Marketing Internship at Life Save Home Health Care Solutions. We believe your skills, enthusiasm, and dedication will be valuable assets to our team during this four-month internship.

We appreciate your interest in joining Life Save Home Health Care Solutions and we are confident that your contribution will make a significant impact on our sales and marketing initiatives. Your eagerness to learn and your commitment to excellence align perfectly with our company values.

We look forward to welcoming you on board from January 15th, 2024. This internship promises to be a mutually beneficial experience, providing you with valuable insights into the field of sales and marketing while offering us the opportunity to benefit from your unique perspective and talents.

We are excited for you to join Life Save Home Health Care Solutions team and are confident that this internship will be a rewarding and enriching experience for you.

Sincerely,

Life Save Home Health Care Solutions



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Mohammed Anas Munaf**, MBA student of Goa Business School, Goa University has successfully completed his internship at **Life Save Home Health Care Solutions**, from January 15th, 2024 to May 4th, 2024 in the Marketing Department.

During his tenure, we found him to be extremely hardworking, displayed excellent performance, and was enthusiastic about learning new skills.

We wish him all the best and success in his future endeavours.

For Life Save Home Health Care Solutions

 
Lokesh M.K/ Sanjay H.C
Directors



ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Life Save Home Health Care Solutions for providing me with the opportunity to complete my internship with their esteemed organization. This experience has been invaluable in enhancing my understanding of the healthcare industry and sharpening my professional skills.

I am deeply indebted to Mr. Lokesh and Mr. Sanjay (Founder and Co-Founder respectively) for their unwavering support, guidance, and encouragement throughout my internship. Their dedication to excellence and commitment to patient care have been truly inspiring.

I am also grateful to my mentor, Professor M.S. Dayanand. His expertise, insights, and constructive feedback have been instrumental in shaping my learning journey and professional development.

Lastly, I would like to extend my thanks to all those who have contributed to this report, directly or indirectly, through their guidance, feedback, and encouragement.

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Executive Summary

This internship report stresses the work experience I have gathered as a Marketing and Sales Intern in the Marketing Department of Life Save Home Health Care Solutions from January 15, 2024, to May 4, 2024. In this report, I mainly have incorporated my experience at Life Save and as a Marketing and Sales Intern, I was deeply involved in various cross-functional tasks that extended beyond traditional marketing responsibilities. The company, founded by Lokesh M.K. and Sanjay H.C. in March 2023, aims to provide exceptional in-home nursing and caretaker services, prioritizing compassion and professionalism.

Initially, I decided to conduct research on evaluating different marketing and lead sources for the company. The introduction provides context on the rapidly growing home care market in India, driven by factors like an aging population and changing family structures. I recognized the importance of using effective marketing strategies for home care agencies to attract consumers and generate leads.

I mentioned about traditional marketing channels like print media and direct mail but soon realized the potential of digital marketing platforms such as social media, search engine optimization, and online directories. My research aimed to explore the relevance of these digital channels, particularly Facebook, in generating leads for home care services.

I summarized various research papers in the literature review section, emphasizing the significance of tailored marketing strategies, understanding consumer behavior, and utilizing various channels for lead generation in the home care industry.

After identifying research gaps, I formulated research questions and objectives. The primary objective was to analyze the distribution of leads among various sources, including Google inquiries, social media platforms, referrals, and online directories for home care services. The

secondary objective was to assess the potential for innovation and experimentation in marketing strategies and channels within the home care sector.

However, due to the workload during my internship, I was advised to focus on the tasks and learnings from the internship experience rather than continuing with the research study.

My role consisted of lead generation, research and analysis, networking, SEO optimization, content creation, direct promotion, and facilitating operational improvements. I utilized social media platforms like Facebook for lead generation, conducted competitor analysis, built relationships with healthcare professionals, optimized SEO strategies, curated engaging content for Instagram reels, and initiated traditional marketing efforts such as distributing leaflets.

The report also mentions the challenges that I faced that includes a lack of hierarchy, ineffective follow-up from sales and customer service teams, and bias from the Digital Marketing Manager. Communication gaps between departments and clients were also prominent issues, hindering lead conversion and customer satisfaction. Additionally, founders' limited business knowledge and language barriers occasionally impeded decision-making processes.

Despite challenges, my internship provided me with invaluable learning experiences, particularly in communication, negotiation, and problem-solving. I developed skills in effective lead generation, digital marketing, and client relationship management. By adapting to various situations and proposing innovative solutions, I contributed to operational enhancements and the company's growth.

CHAPTER 1: COMPANY PROFILE

1.1 Birds Eye View

Life Save Home Health Care Solutions is a home care company based in Patto, Panjim that offers 24×7 home care nursing and caretaker services for patients of all ages who require constant monitoring and intensive care at home. Founded by Lokesh M.K. and Sanjay H.C. in March 2023, Life Save Home Health Care Solutions is on a mission to emerge as a premier provider of in-home nursing care services, dedicated to offering compassionate and professional assistance to individuals in need.

Recognizing the profound emotional challenges experienced by both patients and their families during hospitalization, the company commits itself to prioritizing the well-being and comfort of its clients.

Upholding rigorous medical standards and protocols, its team of skilled in-home nurses ensures that every patient receives the utmost competent and tailored treatment within the familiar confines of their home environment.

Mission

To provide the best care to every patient through a strong focus on service excellence and simplified processes guided by evidence-based medical care and technology.

Vision

Life Save Home Health Care Solutions aims to deliver quality ‘out-of-hospital’ medical care, which is affordable and easily accessible to patients, thus improving the quality of life of patients and families.

1.2 Products and Services

Nursing & Caretaker Services

Life Save Home Health Care Solutions offers comprehensive nursing and caretaker services, tailored to meet the individual needs of clients within the comfort of their homes. They have a team of skilled professionals who assist with personal grooming, feeding, mobility, medication management, and vital signs monitoring. Whether requiring 12-hour or 24-hour care, clients can expect quality and affordable services comparable to those offered in hospitals or nursing homes.

Doctor Consultation & Medical Equipment

Life Save Home Health Care Solutions has a collaboration with clinics and doctors to deliver superior home health care services. They have established a network of highly trained doctors and allied health professionals to ensure patients receive top-notch medical care in the convenience of their homes. Additionally, the company provides a wide range of medical equipment for rent or purchase.

Lab Testing & Physiotherapy

Partnered with a reputable NABL-certified laboratory, Life Save Home Health Care Solutions facilitates convenient lab testing services conducted by experienced phlebotomists who collect samples from patients' homes. Moreover, they have a team of physiotherapists who possess the expertise to assist patients in regaining mobility through comprehensive assessments, diagnoses, and treatments tailored to individual needs.

Specialised Post Hospital Care Plan

Life Save Home Health Care Solutions provides postoperative care services that are aimed at managing patients in the best possible manner so as to enable optimal recovery and return to normal life after discharge from the hospital. Their team of skilled home care nursing staff and caretakers has over the years built strong capabilities in post-operative recovery of patients, geriatric care or elderly health care and the management of bed-ridden patients. Their team is capable of managing a wide variety of patient requirements, including:

- General Nursing
- Wound management
- IV infusion therapy
- Fluid management
- Administering oxygen
- Nebulization
- Bed sore care
- Tracheostomy care
- BiPAP/CPAP management
- Stoma care
- Specialized Feeding (Ryle's Tube, PEG)
- Fluid management

1.3 SWOT Analysis

SWOT analysis is a strategic planning framework that evaluates the internal strengths and weaknesses as well as external opportunities and threats facing a business or organization, providing insight into its current position and informing future strategies. The following is a SWOT analysis of Life Save Home Health Care Solutions

Strengths

- Being a home healthcare company, the ability to provide specialized services tailored to individual needs is a significant strength. Offering services like skilled nursing, physical therapy, and personal care in the comfort of patients' homes can differentiate the company from competitors. Along with that, the company also offers doctor consultations and lab tests at home which is a unique offering among home health care companies in Goa.
- With a focus on quality, the company employs skilled and certified healthcare professionals, including nurses, caretakers, and domestic help. Having a qualified team enhances the company's reputation and ensures the delivery of excellent care to clients.

Weaknesses

- Being in operation for only a year, the company lacks brand recognition and awareness in the local community. Building a strong brand presence and reputation takes time and effort, which could be a challenge in the initial stages of operation.
- Limited partnerships and referrals from healthcare professionals or clients might restrict the company's ability to reach potential clients and expand its client base.
- The company has faced issues due to employees not getting along and frequent conflicts and misunderstandings have created a hostile environment in the company which can limit productivity.

Opportunities

- With an aging population and increasing preference for in-home care, there is a growing demand for home healthcare services, providing ample opportunities for Life Save to

expand its client base. There are limited options for post-operation care with hospitals being expensive, so home care is a good substitute for it.

- Collaborating with healthcare professionals like doctors, and clinics can expand Life Save's network and referral sources, facilitating business growth.

Threats

- Life Save Home Health Care Solutions faces competition from established home healthcare agencies, hospitals, and other healthcare providers. Competing on quality, affordability, and customer experience will be essential to differentiate from competitors.
- There is a threat of high staff turnover, which can disrupt the services and reputation of Life Save. They need to devise strategies to retain and ensure their staff stays with the company.

1.4 Porter's Five Forces Analysis

Porter's Five Forces is a framework used to analyze the competitive intensity and attractiveness of an industry. It evaluates five key factors that influence a company's profitability and competitiveness.

The following is a Five Forces analysis for Life Save Home Health Care Solutions:

Threat of New Entrants

The threat of new entrants into the home healthcare industry varies but generally presents a moderate barrier to entry. Startups face significant capital requirements to establish operations, obtain necessary licenses, and recruit qualified healthcare professionals. Established companies with brand recognition and reputation may have an advantage, making it difficult

for new entrants to compete without a strong marketing strategy and differentiated service offerings.

Bargaining Power of Suppliers

Healthcare professionals such as nurses and caretakers, as suppliers in the home healthcare industry, wield a moderate to high level of bargaining power due to their specialized skills and expertise. The company may encounter difficulties in recruiting and retaining qualified staff, especially if there is high demand or competition for skilled workers.

Bargaining Power of Buyers

The bargaining power of buyers, including patients and their families, can vary but generally presents a moderate level of influence in the home healthcare industry. Patients and families may have some leverage in selecting home healthcare providers based on factors such as service quality, reputation, and affordability.

Threat of Substitutes

The threat of substitutes to home health care services can be considered moderate, with factors such as institutional care facilities serving as potential alternatives. Traditional institutional care facilities, such as nursing homes, pose a substitution threat. And being a company, they can face threats from private care providers.

Competitive Rivalry

Competitive rivalry within the home healthcare industry is high, with numerous established players and new entrants competing for market share. Factors such as service quality, pricing, reputation, and geographic coverage influence competitive dynamics.

The company has to differentiate itself by offering specialized services, innovative care models, and personalized patient experiences. Building a strong brand reputation and establishing unique value propositions are essential strategies to gain a competitive edge in the market.

1.5 Sections within the organization

Life Save Home Health Care Solutions is a startup that has been in operation for over a year and had a simple organizational structure at the start of my internship. They have five departments in total, which include the HR Department, Finance Department, Staff Coordination Department, Marketing and Sales Department, and the Customer Relations/ Sales Department.

All the employees report directly to the Founder and Co-Founder, and the HR and Marketing departments are the only ones with interns to help with the operations.

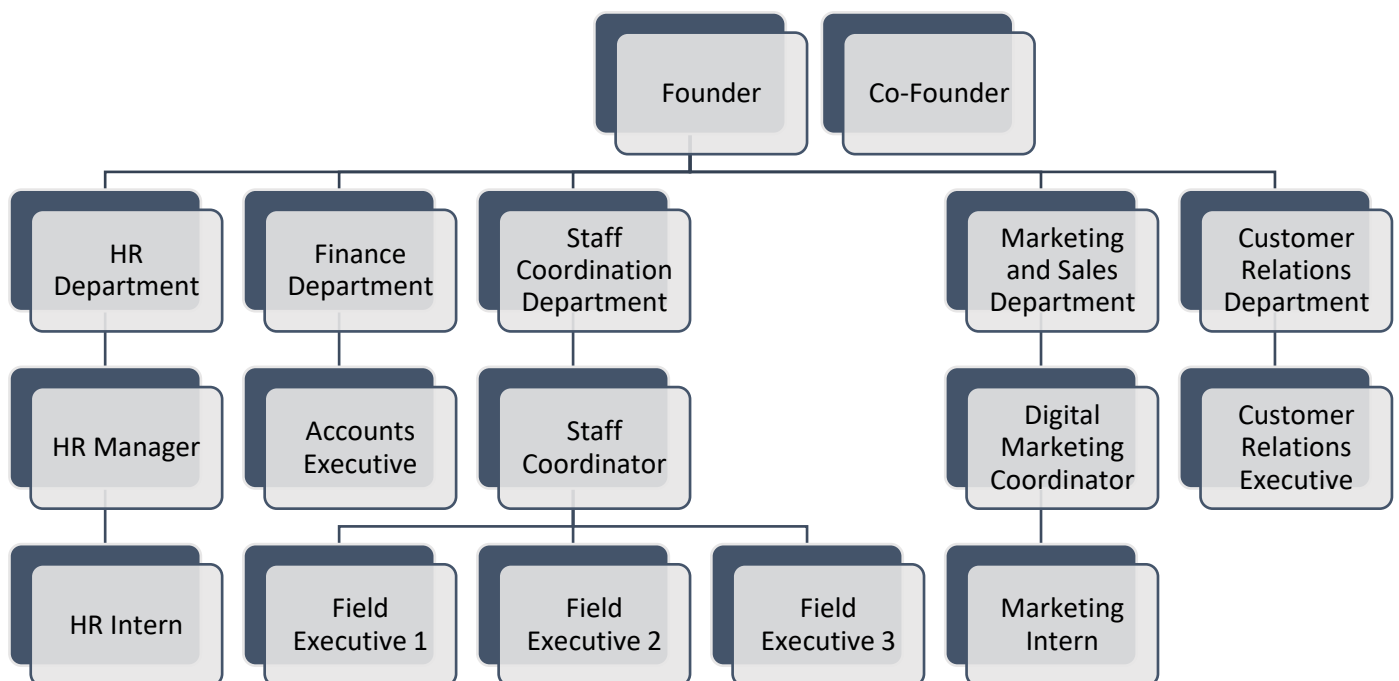


Figure 1 Organigram at the beginning of the Internship

The company wants to expand its operations and revamp their hierarchy by hiring more employees for each department and in order to ease the burden on the Founder and Co-Founder, they decided to hire an assistant manager who would oversee operations. The updated organigram is mentioned below:

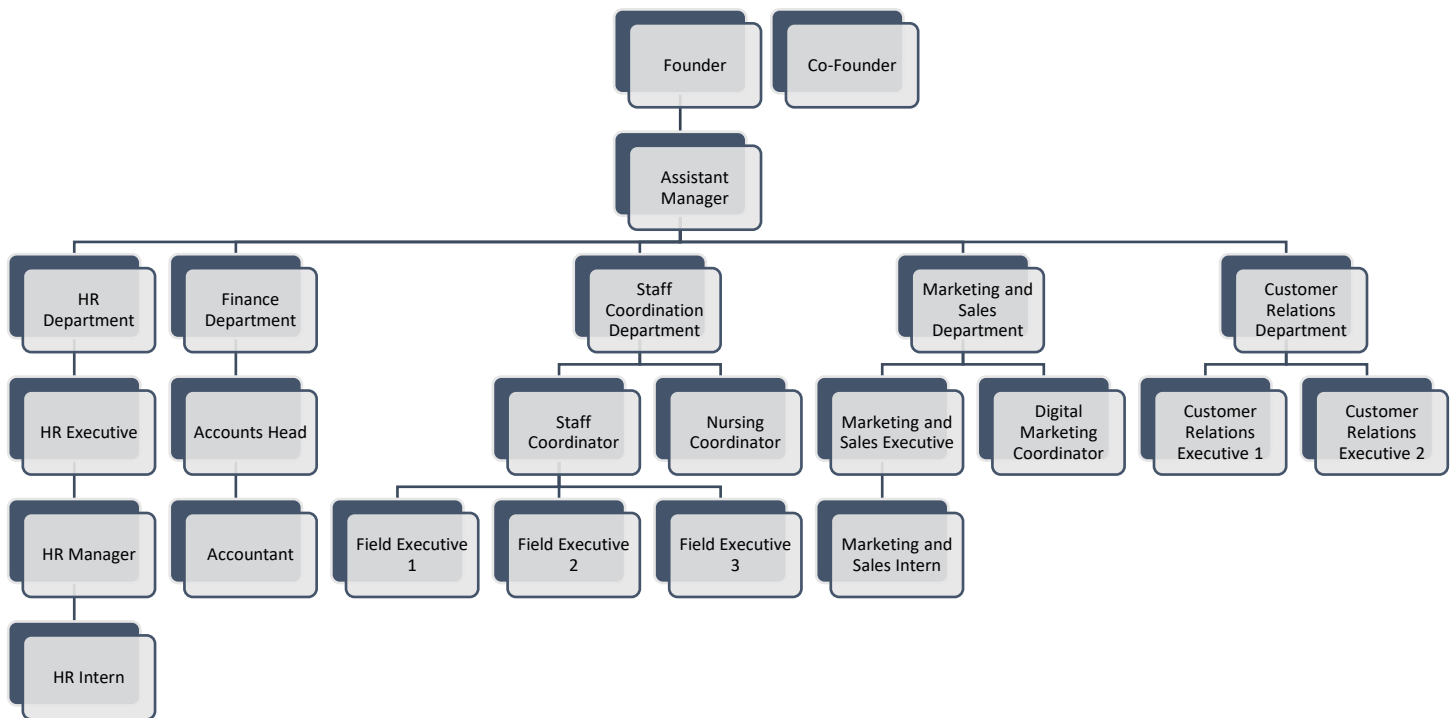


Figure 2 Organigram at the end of the Internship

The company decided to add more employees to each department to improve productivity and performance.

1.6 Summary of Interim Report I

Initially, I was told to do a research study on the company, and after a brief understanding of the company's products and services, I decided to undertake a research on the topic, Evaluating Different Marketing and Lead Sources in a Home Care Company. I started by doing an introduction to the study wherein I found out that the home care market in India has witnessed

rapid growth in recent years, propelled by factors such as an aging population, increasing urbanization, and evolving family structures. The demand for home care services continues to rise, and effective marketing strategies become essential for businesses to attract consumers and generate leads. Life Save Home Health Care Solutions, a startup in this competitive market, recognizes the importance of strategic marketing but has yet to implement aggressive marketing efforts despite utilizing various lead-generation sources.

In the home care industry, marketing plays a crucial role in capturing market share and establishing brand awareness. While traditional channels like print media and direct mail have been utilized, digital marketing offer equal, if not greater, effectiveness for home care agencies. Platforms such as social media present opportunities to engage with a vast audience, with nearly 3.5 billion active users worldwide across platforms like Facebook, Twitter, and Instagram. Initially focusing on traditional channels around hospitals and clinics, Life Save has shifted towards digital marketing to enhance its presence and reputation.

Digital platforms enable home care providers to engage with prospective clients in real-time, addressing queries quickly and providing valuable information about their services. However, the reach of marketing channels can be influenced by factors such as target audience demographics and the agency's location.

In this digital era, leveraging online platforms is important for home care agencies to remain competitive and relevant. Google, as the most widely used search engine globally, serves as a primary source of information for individuals seeking home care services in India. Employing search engine optimization (SEO) techniques and targeted Google Ads campaigns enhances visibility to potential clients.

Social media platforms, notably Facebook, offer significant potential for lead generation in the home care industry. The study aimed to explore the relevance of social media, particularly

Facebook, in generating leads for home care services. Additionally, online directories have emerged as popular platforms for lead generation, consolidating multiple businesses in one place for convenient browsing. By delving into these various marketing avenues, the study sought to provide insights that can inform effective marketing strategies for home care agencies like Life Save.

In order to better understand the topic, I also did a literature review on various research papers and highlighted key findings that emphasized the significance of tailored marketing strategies, understanding consumer behavior, and the utilization of various. The following is a brief summary of the research articles referred.

(Kasuma et al., 2019) highlighted the crucial role of marketing strategies in the home care services sector, particularly amidst an aging population and increasing prevalence of degenerative diseases. They stress the importance of understanding consumer behavior and employing effective marketing mix strategies to influence purchasing decisions. The study emphasizes differentiation in product offerings, pricing strategies, distribution channels, and promotional efforts tailored to the needs of elderly individuals. Furthermore, it addresses potential risks associated with marketing and proposes strategies to mitigate them through market understanding, segmentation, and continuous monitoring.

(Orsini, 2006)underscores the significance of effective marketing strategies for home care providers to stand out in a competitive market and meet consumer needs. The author emphasizes educating consumers about home care to create awareness and facilitate prompt responses to their needs. Various tactics for lead generation and strategic alliances are mentioned, along with the importance of consistent communication strategies. The study offers valuable guidance for startups in the home care industry, stressing the importance of tailored marketing strategies to address evolving healthcare landscapes.

(Kolatch, 1991) focuses on the role of physicians as customers for home care services and emphasizes increasing referrals from doctors. The study suggests creating incentive plans for physicians to boost referral numbers, acknowledging the unique dynamics of the home healthcare industry where patients may not be the direct purchasers of services.

Mathur (2023) analyzes the impact of digital marketing on startups, highlighting its significance for brand awareness, consumer loyalty, and customer connections. The study emphasizes the role of digital marketing in tailoring strategies to target clients and navigating consumer behavior complexities. Due to limited resources, startups can substantially benefit from digital marketing, particularly in building trust and satisfaction in the early stages of their business.

(Stonerock, 1991) stresses the importance of a strong company identity in distinguishing businesses from competitors and positioning them in the minds of consumers and referral sources. The study advocates for sustained and planned marketing efforts to ensure competitiveness in the industry, emphasizing the battle of ideas over products in marketing.

(Kaye, 1995) discusses the importance of thoughtful and well-planned marketing programs for the survival and success of home health care agencies. The research mentions the involvement of older adults in the marketing process, effective promotional strategies, and utilizing staff and clients effectively. It recommends a multiplicity of approaches to distribute publicity about agency services to cater to diverse community preferences.

(Hanna, 2023) explores the effectiveness of Facebook groups and pages as advertising and marketing tools, particularly in reaching a wide range of customers and users. The study highlights benefits such as attracting new customers, engaging existing ones, and building active communities. Insights into various types of Facebook advertisements, their potential

reach, and strategies for creating effective advertising groups are provided, emphasizing the platform's potential to enrich modern advertising.

Finding research gaps was the next step in the study, and I concluded that the research problem was to evaluate different marketing and lead sources for Home Care Marketing in the region of Goa, India. Specifically, the study aimed to identify which marketing and lead channels and sources are most successful in reaching and engaging the target audience for home care services and to understand the factors that contribute to their effectiveness. directories to generate leads and attract clients. However, there is a lack of empirical evidence regarding the comparative effectiveness of these channels in the Goan market context.

After determining the research problem, I had to set research questions for my study and based on the gaps and literature review I decided that the following questions would be apt for my study; What is the comparative share of leads from sources such as Google inquiries, social media platforms like Facebook, referrals, and online directories such as Just Dial and Sulekha in generating leads for home care services? And Do leads from trusted sources (e.g., healthcare professionals or satisfied clients) result in higher chances of conversion compared to other lead channels?

One of the final steps was to set research objectives for the study and after a careful consideration of the research gap, and questions, I decided that my primary research objective would be to analyze the distribution of leads among various sources including Google inquiries, social media platforms, referrals, and online directories for home care services. Specifically, the study aimed to identify the most efficient and impactful marketing channels, including Google Ads, referral sources, social media platforms (e.g., Facebook, Instagram), and online directories (e.g., Just Dial), in generating leads for home care services.

The second objective was to assess the potential for innovation and experimentation in marketing strategies and channels within the home care sector, including emerging trends such as influencer marketing through influencers and doctors who are considered trusted sources.

Due to the magnitude of work given at my internship, I was advised not to continue with my research and to focus on tasks handled and learnings from the internship. The next section is a detailed overview of my whole experience at the company.

CHAPTER 2: TASKS HANDLED

I worked as a Marketing and Sales Intern for Life Save Home Health Care Solutions, and as the job title suggests, I worked in the Marketing Department of the company, and not all of the tasks assigned to me were limited to the field of marketing, and was more of a cross-functional experience involving other departments such as Human Resource and Customer/Sales Department.

My daily work schedule was a standard Monday to Saturday from 9:30 AM to 5:30 PM with the only exception being that I was left off early on Saturdays at 4:00 PM. The internship involved a lot of traveling and meeting people which can be categorized as an on-field experience.

The following are the major tasks that I handled and was directly exposed to throughout my internship:

2.1 Lead Generation

As a marketing intern, my primary responsibility was to generate client leads for the company, primarily utilizing social media platforms, with Facebook groups being my main source for prospecting. Each day, my routine would be to scour various Facebook groups, and then filter posts to identify individuals seeking the services provided by the company. Once I identified

promising leads, I initiated direct communication by reaching out via direct messages to inquire further about their specific needs and requirements.

Following this initial outreach, my next step involved obtaining their contact details and forwarding them to our Sales or Customer Relations Department. While I lacked the authority to negotiate prices directly,

I played a crucial role in providing potential clients with insights into our pricing packages, thereby setting the stage for subsequent negotiations by our sales representatives. Also, being the initial point of contact, I took charge of ensuring timely follow-ups with prospective clients who may not have received communication from our main team, thereby ensuring a seamless customer experience.

Given the diverse range of services offered by the company, the approach to lead generation varied accordingly. While Facebook groups primarily served as grounds for generating leads related to full-time house help and caretakers, I also engaged in outreach efforts targeting doctors, clinics, and hospitals to source leads for home nurses and caretakers. Although tracking leads from these sources posed challenges, it was necessary to maximize outreach and potential client base.

2.2 Research and Analysis (Company and Competitor)

As a Marketing Intern, part of my role involved delving into various strategic tools to provide valuable insights aimed at enhancing the company's performance. One of my initial efforts was conducting a Competitor Analysis, alongside a SWOT analysis, to gain a deeper understanding of Life Save's positioning in the market.

In the Competitor Analysis, I compared Life Save with its industry counterparts across several key criteria. These included assessing the company on the following criteria:

- Online presence
- Pricing structures
- Social media engagement
- Website performance
- Google reviews.

Through this analysis, I aimed to identify areas of strength and potential areas for improvement. I observed that Life Save boasted a robust online presence, particularly when specific keywords were searched. Additionally, the company garnered an impressive Google Reviews rating of 4.9, based on 195 reviews (as of May 4th, 2024).

The website needed some improvement as there was outdated and misleading information, and their social media engagement was moderate as they have low followers but good reach on some of their reels.

However, the pricing aspect emerged as a notable differentiator. While Life Save claimed to offer the lowest prices compared to its competitors, my analysis revealed that this might not necessarily be the case. In fact, upon closer examination, it became clear that the company's prices were slightly higher than those of its competitors.

I also attempted to do STP analysis, but I encountered a roadblock due to restricted access to the main client database. However, I adapted to the situation by leveraging the demographic data of prospective clients I acquired for the company. While this improvised approach lacked the comprehensive depth of a traditional STP analysis, it still provided valuable insights into the demographic composition of Life Save's target audience.

2.3 Networking and Relationship Building

A primary focus of my internship was to generate leads for the company through various sources. Recognizing the significance of healthcare professionals in our industry, I identified doctors, clinics, and hospitals as promising sources for potential leads.

Throughout my internship journey, I went on a series of visits to connect with healthcare professionals in the region. In total, I visited 32 doctors and clinics, engaging in meaningful conversations about our company's services and how we could collaborate to better serve their patients. It wasn't just about promoting our services but also about building relationships and creating a network of healthcare professionals who could refer clients to us.

Additionally, I extended efforts to hospitals such as Goa Medical College, Manipal Hospital, and Healthaway Hospital. While there, I had the privilege of speaking with senior doctors, discussing our offerings, and exploring possibilities for collaboration. However it was a bit time-consuming as a series of permissions were needed to be taken.

In essence, my approach to generating leads wasn't just about transactions; it was about building rapport and establishing mutually beneficial relationships within the healthcare community. By engaging in these conversations and forging connections, I aimed to create a network of healthcare professionals who could not only benefit from our services but also contribute to our growth through referrals.

In the context of networking, these interactions were invaluable. They allowed me to cultivate relationships, foster trust, and position our company as a reliable partner within the healthcare industry.

2.4 SEO Optimization

My role also involved providing valuable assistance to the Digital Marketing Manager through the process of Keyword Analysis. This task was integral to our overall digital marketing

strategy as it helped us identify and leverage keywords and phrases that resonated with our target audience.

To begin, I conducted research to identify keywords that accurately represented our services and offerings. This involved identifying terms such as "elderly care" and "patient care" which were not only relevant to our industry but also reflected the needs and interests of our potential clients.

Next, I utilized the Google Keywords Planner tool to delve deeper into the performance metrics of these keywords. This tool provided valuable insights into the search volume, competition level, and popularity of each keyword within our target market. By analyzing these metrics, we were able to understand the level of interest and demand for specific keywords, as well as assess the level of competition from other businesses targeting the same keywords.

The information gathered from the Keyword Planner tool enabled us to make informed decisions about which keywords to prioritize in our digital marketing efforts. I was able to identify high-potential keywords with a favorable balance of search volume and competition, allowing us to focus our resources on areas where we had the best opportunity to attract and engage our target audience.

Once the analysis was complete, I compiled a comprehensive report detailing the findings of our Keyword Analysis. This report not only listed the identified keywords but also filtered their performance metrics and recommendations for their strategic use in our digital marketing campaigns. The report served as a valuable reference for the Digital Marketing Manager, informing our overall marketing strategy and guiding our efforts to maximize our online visibility and reach and to improve our website.

2.5 Content Creation

As part of my responsibilities as a Marketing Intern, I was tasked with creating engaging content for the company's Instagram page, with a specific focus on utilizing reels to enhance reach and engagement. I proposed an approach centered around series with themes, aimed at providing both entertaining and informative content related to healthcare.

One of the key concepts I suggested was "Medical Mythbusters," where we debunk common misconceptions surrounding health and wellness. Additionally, I proposed an "Emergency Series," focusing on topics such as recognizing signs and prevention strategies for conditions like stroke.

Another idea was to provide valuable insights into post-operative care suggestions, offering practical guidance to our audience. I also recommended incorporating "General Medical Facts" to disseminate informative trivia related to healthcare.

To ensure consistency and engagement, I devised a schedule where a reel would be uploaded weekly, alternating between the different themed series once one was completed.

In addition to coming up with these themes, I was also actively involved in the production process, providing creative input and assistance with shooting the reels. I even had the opportunity to feature in some of the reels, adding a personal touch to our content. I was responsible for coming up with the concept of the reel and the script. I focused more on utilizing trendy reels on Instagram and combine it with our content.

Overall, my approach aimed to strike a balance between creativity and education and to prove the fact using trending reel format in a subject like home health care is possible, if executed correctly.

2.6 Direct Promotion

In addition to executing online promotion strategies, I was tasked with implementing more traditional forms of marketing as directed by the company. This involved physically visiting various societies in North Goa to distribute leaflets detailing the services offered by our company. It was a hands-on, door-to-door approach aimed at engaging directly with potential clients.

However, the reality was somewhat different from the initial plan. Despite the intention to engage in direct interactions with residents, many societies had policies against door-to-door visits. So, I had to adapt my approach, and instead, I contacted society secretaries or security personnel to hand over the leaflets.

While this modified approach limited direct interaction with prospective clients, it still presented an opportunity to raise awareness about our services within the community. Even though I couldn't engage in face-to-face conversations, I made sure that the leaflets were distributed strategically, ensuring maximum visibility and accessibility to interested individuals. Although the experience didn't unfold exactly as anticipated, it underscored the importance of adaptability and flexibility in marketing strategies.

2.7 Improving Reach and Online Presence

One of the key focuses during my internship was to enhance the company's online presence, particularly through social media channels. Life Save recognized the importance of not just directly promoting its services, but also engaging with audiences in an informative and entertaining manner. To achieve this, the company collaborates with various influencers who create educational skits and showcase Life Save's services through Instagram reels.

At the start of my internship, the company's Instagram page had a modest following of around 200 followers. However, through strategic efforts, including the creation and promotion of

engaging content, by May 1st, 2024, the follower count had surpassed the 600 mark. This growth underscored the effectiveness of the approach in reaching and resonating with a broader audience.

Beyond solely relying on the company and influencers' Instagram handles for content distribution, I was tasked with exploring additional ways to maximize exposure. Recognizing the potential of leveraging established media platforms, Along with my colleague, I proposed the idea of collaborating with reputable media companies such as Prudent Media and In Goa 24x7.

Upon thorough research and negotiation, we successfully secured a partnership with Prudent Media. The agreement entailed the promotion of four of our reels across their social media platforms, including Facebook and Instagram. This collaboration presented an opportunity to tap into Prudent Media's established audience base and amplify the reach of our content.

2.8 Getting Quotations

Throughout my internship, there were many tasks assigned that were outside the field of marketing or were partially associated with it. Since Life Save is a startup, many things were yet to be introduced to streamline their operations, and we interns were tasked with ensuring that those gaps get bridged. So, I had to make many calls to various product and service providers based on what the company required.

The following is a list of additions or improvements made to the company that I was directly involved in getting:

- ID Cards for Employees
- Uniforms for Employees
- CRM Software
- Leaflets Printing

- Envelopes and Letterheads
- Network Providers (Airtel)
- CCTV Providers
- Website Developers (Freelancers)
- Billboards
- Lead Sources (Sulekha)

I contacted various product and service providers from the above-mentioned list, got quotations, and forwarded them to the top management.

2.9 Finding and Adding Lead Sources

As part of my role, I was tasked with broadening our sources for generating leads beyond the ones we were already using, like Google inquiries, Just Dial, and social media inquiries. After conducting research, I suggested integrating two new online directories into our strategy: Sulekha and India Mart.

This decision proved to be a game-changer. By adding these platforms, we saw a noticeable uptick in the number of leads we received daily. India Mart was a no-cost addition, offering a straightforward way to showcase our services. Sulekha, on the other hand, required a subscription, but its extensive reach and features made it a worthwhile investment. We opted for a 6-month subscription to make the most of its benefits.

In addition to suggesting these platforms, I took charge of setting up our company profiles on both Sulekha and India Mart. This involved creating detailed profiles that accurately represented our services and strengths, helping us stand out to potential customers browsing these directories. Through this initiative, we not only diversified our lead sources but also strengthened our online presence, reaching a wider audience and attracting more qualified leads.

2.10 Implemented and tested CRM Software

One instance where I was in charge of an important task was finding and implementing CRM software for the company. As mentioned in the previous section, I made calls to various custom CRM software providers and got their quotations.

I was able to shortlist a company in Gujrat called Codemax Media and was in constant contact with them regarding our requirements for the software. I was also able to organize a Google Meet session between the Founder and a representative from CodeMax where a demo of an initial CRM software was showcased.

All communications were through me and unfortunately, we had to end all discussions with CodeMax as the Founder was not satisfied with their custom software and due to pricing differences. I was on the hunt again for a CRM software provider. And found a freelancer and his team and briefed him about our requirements.

After an initial discussion regarding the pricing and elements to incorporate into the software, a demo and presentation was organized, and the Founders were satisfied with their proposal, and a deal was finalized.

I was in charge of routine follow-ups with the CRM developer and his team, providing him with necessary inputs based on the vision of the founders. By the end of April, the software was ready and I was also tasked with testing the user interface for any bugs or issues. After testing the software, I provided feedback to the developer team and changes to be made as well.

2.11 Data Entry

I was occasionally assigned data entry tasks which wasn't confined to the marketing field. On separate occasions, I was tasked with creating a proper employee database on excel and assign Employee IDs based on previous data. Whenever a new employee was to join, I would make an entry in the excel sheet and forward it to my colleague who would handle the

printing of the ID Cards. Other instances of data entry involved entering the bank details of the staff (Caretakers and Nurses) and filtering them before forwarding it to the Finance Department for releasing salary.

2.12 Recruitment Drive

Another cross functional involvement was with the HR Department, where I, along with my other colleague visited certain areas along with the HR personnel to recruit people for the role of Caretakers and Domestic Helps. I visited areas like Chimbél and Bambolim where the target were people of the working class and the main aim was to give them pamphlets about working in the company and mainly to spread the word about the job opening.

CHAPTER 3: LEARNINGS

During my tenure as a Marketing Intern at Life Save, I initially anticipated a relatively quiet and straightforward experience. However, my expectations were quickly overturned as I found myself immersed in a multitude of tasks requiring the application of marketing and managerial principles. This proved to be crucial in improving both my skills and personal attributes.

One of the most valuable lessons I gained from my time at Life Save was the importance of leveraging social media platforms, particularly Facebook, for lead generation. Initially, I held the misconception that platforms like Facebook might not be useful to the company's marketing objectives. But, I was wrong as I soon discovered that Facebook emerged as a pivotal tool in my lead generation efforts. A significant portion of the leads I successfully generated came directly from Facebook.

Throughout my internship, there's a particular set of skills that I've learned or improved is the art of communicating effectively as well as convincing. These were skills that I was lacking in and this internship helped me focus on them. Being an introvert, it was always difficult to

muster up the courage and speak to others, and this internship demanded that I come out of my comfort zone and be a better version of myself.

Communicating with potential clients on calls or through messages was a great learning experience and helped me figure out areas where I was lacking, and improve my communication skills, and learn how to adapt to different scenarios. Additionally, meeting with Doctors from different medical fields was also a confidence booster as my communication skills were put to the test, and being a representative of the company, I needed not to mess up or let them down.

As mentioned in the previous section, I had no liberty to negotiate prices, and while communicating with potential clients, price is always a question that is raised, and at most times, I couldn't get past it and had to answer them. Since the company's services are priced a bit higher, most clients would look for other options. So, I had to improvise and convince potential clients on different factors.

This is one instance of me being innovative in handling my tasks. I tried convincing them by justifying that the higher prices were due to the police verification and registration process which is handled by the company and the additional cost is included in the final price. In the majority of the cases, potential clients were convinced and I could forward their details to the Sales team to close the deal.

During my internship at Life Save, I gained a valuable understanding of Search Engine Optimization (SEO) and Keyword Research, which are essential components of any digital marketing strategy. My main responsibility was filtering keywords for the Digital Marketing Manager, a task that provided me with insightful observations into the world of online visibility and website ranking.

Despite not having access to the full version of Google Keyword Planner, I was able to utilize the available analytics to assess the performance of various keywords. This involved analyzing metrics such as competition level, search volume, and other relevant aspects. By closely examining these metrics, I gained a deeper understanding of selecting the right keywords to enhance a website's visibility on search engines.

One crucial aspect I learned is the significance of incorporating popular keywords into the website's content. This practice is instrumental in improving the website's ranking on search engine results pages (SERPs). By strategically integrating relevant keywords into the website's content, we aimed to increase its visibility to users searching for related terms online.

Moreover, I realized that effective keyword research goes beyond merely identifying popular terms. It also involves understanding user intent and crafting content that aligns with their needs and preferences. By focusing on user-centric keywords, we aimed to attract targeted traffic to the website and enhance the overall user experience.

I also learned about beneficial Excel/Google Sheets functions that make my tasks easier. Since there was a lot of data to be entered daily in the Google Sheets, a lot of time was wasted manually typing certain data, so to make my work easier, I learned about using the Data Validation function of Google Sheets which helped me create certain drop downs or criteria for columns and rows. Overall, my experience at Life Save has certainly improved the way I can organize data on Excel and Google Sheets.

The company relied on Google Sheets for the majority of its operations as it contained all data regarding the current client base, staff data, etc. I was able to pitch certain ideas that involved simplifying the way they handled data. I suggested that they use data validation and filters to organize and find data easily.

When I joined as an intern, I didn't know a lot about the home care industry and at the end of the internship, I can confidently say that I have a good understanding of the home care industry in Goa. I learned that the services that Life Save provides are built on trust and credibility and cannot be aggressively promoted that easily.

I also learned about the competitive dynamics of the industry and that there aren't any differentiating factors among competitors. It's mostly run on recommendations of friends and family and who pops up first on a search engine.

Another important takeaway from the internship experience is the art of making content on Instagram. This was something that I never done before and it was a fun and unique experience as I had to come up with content ideas as well as feature in them.

It was difficult at first to come up with ideas as in the beginning I suggested generic content ideas, but the company wanted something more unique, so suggested using Instagram trends combined with informative content. Making the script for the reels and directing them helped me tap into my creative side which I didn't know I had in me. This is a big confidence booster and something that I know that I can focus on in the future.

I already mentioned about creating content for Instagram, but I also ventured a bit into graphic designing. I helped design the leaflets for the company along with a few hiring posts for the social media platforms. I learned how to use Canva and Adobe Express to design leaflets and posters. This is another experience of getting more creative and improving my other skills.

Another important takeaway from my internship experience at the company was that corporate life won't be easy. I got a glimpse of how employees are treated when they don't have relevant experience and are just starting. Being an intern, my performance was not judged on an extreme level.

But I performed really well, exceeding my own expectations as well as the company's. Had I been a full time employee, I would have been treated far differently. This internship experience is an indication that I have to improve on certain skills before entering the corporate world.

Another key learning was working in a team and improving my teamwork skills. There were other marketing interns as well and despite having different set of tasks, there were some which involved all of us working together, specifically while creating content. The internship experience provided me with the opportunity to be an active listener and and on a few occasions, embrace leadership roles.

CHAPTER 4: CHALLENGES

Life Save Home Health Care Solutions is a startup with a few employees and some of them were not qualified enough to handle major tasks. Since there were a few employees, there wasn't any hierarchy or reporting standards. During my tenure, more employees were hired and yet there wasn't any hierarchy implemented which made my work a bit difficult.

At times I was reporting to the Founder and Co-Founder as well as the Digital Marketing Manager, whom I was working under, which created a lot of confusion. Since I was generating leads, I had to directly contact the Sales and HR Department and there was always a lack of follow-up from their end.

One of the primary challenges I encountered at Life Save Home Health Care Solutions was the lack of follow-up from the Sales and Customer Executive team. Despite my continuous efforts to stay in the loop, I found it incredibly challenging to receive timely and accurate updates regarding the leads I generated.

Our communication primarily relied on a Google Sheet, which served as our central hub for tracking leads and progress. Many times, the information I received was vague or incomplete, leaving me in the dark about the status of the leads I had provided.

This lack of follow-up posed several issues. Firstly, it hindered my ability to effectively monitor my own performance. Without reliable updates on how my leads were being handled, I struggled to measure my conversion rates.

Moreover, the absence of proper follow-up jeopardized our chances of converting leads into actual clients. Without consistent communication and action from the Sales team, potential opportunities were slipping through the cracks.

One significant challenge I faced was the bias demonstrated by the Digital Marketing Manager. On several occasions, my skills and contributions were undermined, while blatant favoritism was shown towards another intern. This not only created a sense of unfairness but also contributed to a toxic work environment, exacerbated by false rumors circulating about me.

It was difficult, but I remained focused on performing at my best. A turning point came when I began reporting directly to the Founder. This change in reporting structure helped eliminate conflicts and provided a more direct approach for my capabilities to be assessed, free from biased influences. This is something that I didn't want to include in the report, but it was extremely frustrating to be sidelined on purpose just for the satisfaction of ego.

Another significant hurdle I encountered revolved around client leads management. There were numerous instances where the leads I forwarded were neglected, and even after initial contact, the Sales team failed to provide timely updates to the clients. This resulted in frustrated clients reaching out to me directly to express their dissatisfaction.

Handling these situations became increasingly challenging as I struggled to bridge the communication gap between clients and the Sales team. The lack of follow-up not only ruined the company's reputation but also strained client relationships, jeopardizing potential lead conversions.

Despite my efforts to facilitate communication and ensure client satisfaction, the issue persisted. On many occasions, I requested the Sales Executive to provide timely updates but the situation never improved and matters got worse when the Founders were made aware of the incompetence of the Sales Team. This created a lot of conflicts and the blame game was being played.

Life Save Home Health Care Solutions, founded by Mr. Sanjay and Mr. Lokesh, has shown remarkable performance in its first year of operation. Despite their healthcare background, their limited business knowledge occasionally posed challenges.

They struggled with understanding certain marketing and technical terms, resulting in some ideas not receiving approval. Additionally, a language barrier further complicated matters, causing misunderstandings and ideas to get lost in translation. Despite these issues, they were supportive of some ideas and requests.

Another challenge that I faced was difficulty managing time for my report and working at the company. There were also instances where I missed a few mentoring sessions because the company didn't grant me a leave.

Another major challenge was the constant rejection of ideas due to a limited budget. The marketing budget was basically non-existent and there were many ideas that I pitched such as billboard marketing, collaborating with doctors, etc that were rejected because they didn't want to spend money on those activities.

During the initial days of the internship, I had to work on a research study and it was very difficult to find topics as I wanted to base my research on lead sources, also it was difficult to convince the company to provide me the data on clients from each lead source despite there being no client information involved.

Then, I had to move towards collecting primary data which was again difficult as I had to devote time to research and the tasks at the company. Fortunately, the research study was dropped, but it was challenging during the initial days to manage multiple tasks in the company and give full attention the research study.

CHAPTER 5: SUGGESTIONS TO THE COMPANY

Improving lead management and acquisition is something that the company should focus on and during my internship, it became evident that this is an area requiring attention. I observed there is a no proper tracking of leads.

While the company receives leads from various sources such as Google, Just Dial, and Sulekha, there is no proper monitoring of these leads. While leads from directories like Sulekha and Just Dial are somewhat traceable, calls directly to the company are not being effectively tracked or followed up on to determine the lead source. Also, there were no efforts to assess the quality of leads originating from different sources.

A suggested course of action is implementing a strict analysis of lead sources. This analysis would involve tracking the origin of each lead, categorizing them by source, and conducting this assessment on a monthly basis. By doing so, the company can gain valuable insights into various lead generation channels. For instance, they can identify which sources consistently produce high-quality leads versus those that yield less fruitful results.

Once sufficient data has been collected and analyzed, the company can make informed decisions regarding their lead acquisition strategies. For example, if the analysis reveals that leads from online directories like Just Dial and Sulekha are consistently generating high-quality leads, the company may choose to continue investing in these platforms. Alternatively, if other marketing efforts prove to be more effective at generating leads, the company can allocate resources accordingly.

This approach ensures that the company's lead acquisition efforts are data-driven and optimized for maximum effectiveness. By regularly evaluating lead sources and adapting strategies based on insights gained, the company can enhance its overall lead management process and ultimately drive business growth.

Another suggestion is that the company try to streamline their operations. They will be implementing a CRM software, but an option should be enabled where the lead source should be entered, this will help in simplifying data collection and analysis.

The company should also focus on improving their online presence through better SEO. Their website is not optimized and has outdated information that can mislead customers, So they should invest in improving their website and use keyword research to boost their presence on search results.

Another marketing-related suggestion is improving their social media game, they've already ticked some boxes with influencer collaboration and making informative reels combined with recent trends on Instagram, but one aspect that they're lacking is testimonials, and some of their competitors have an edge over Life Save when it comes to that.

In the home healthcare industry, trust is a very important factor that shapes perception, and some competitors post videos of nurses or caretakers interacting with patients to show their services and also videos of happy and satisfied clients. Life Save needs to implement this in their marketing plans to gain more trust and credibility.

If the company is looking for other ways to gain trust or be credible, they can try to rope in healthcare professionals like doctors. I suggest that like influencer collaborations, the company should approach doctors and convince them to talk about the company's services. By doing so, it creates a positive view of the company and a possible partnership with the doctor(s).

Another suggestion is that the company focus on creating a referral program as it can help them get prospective clients through their current client base. As mentioned earlier, trust is an important factor in the home healthcare sector, and if people are more likely to trust product or service providers if they have been referred by a friend or family who has already used it.

The same can be applied in the case of Life Save. I suggested that for their Domestic Help offering, they can offer a discount of up to 5% if a client can get another friend or family to purchase the same service.

As mentioned in the learnings section, there aren't any differentiating factors among competitors in the home healthcare sector. Most customers look at prices and reviews before opting for the services provided by home care providers.

Life Save should try to find a USP for the company as it'll help them over the long term and can help them differentiate themselves from their competitors. I suggest that their USP should be that they are the only home care providers that have lab testing services at home along with Doctor consultations via video calls.

One honest suggestion to the company is that they should improve their recruitment and selection criteria and process. Based on my observation, the whole process was sub standard without any proper considerations for qualifications and experience. It was as if the first person who showed up for the interview got selected. I suggested that the company should try to hire people who have had some experience in the healthcare industry and the minimum qualification should be an undergraduate degree. The company should also consider slightly decreasing their prices because in the industry where they operate, price is a very important factor. They also claim that they have the lowest prices among competitors which is false and is misleading towards their customers. False claims can negatively affect their reputation, so they should be careful about the information that they provide to their clients.

APPENDIX I

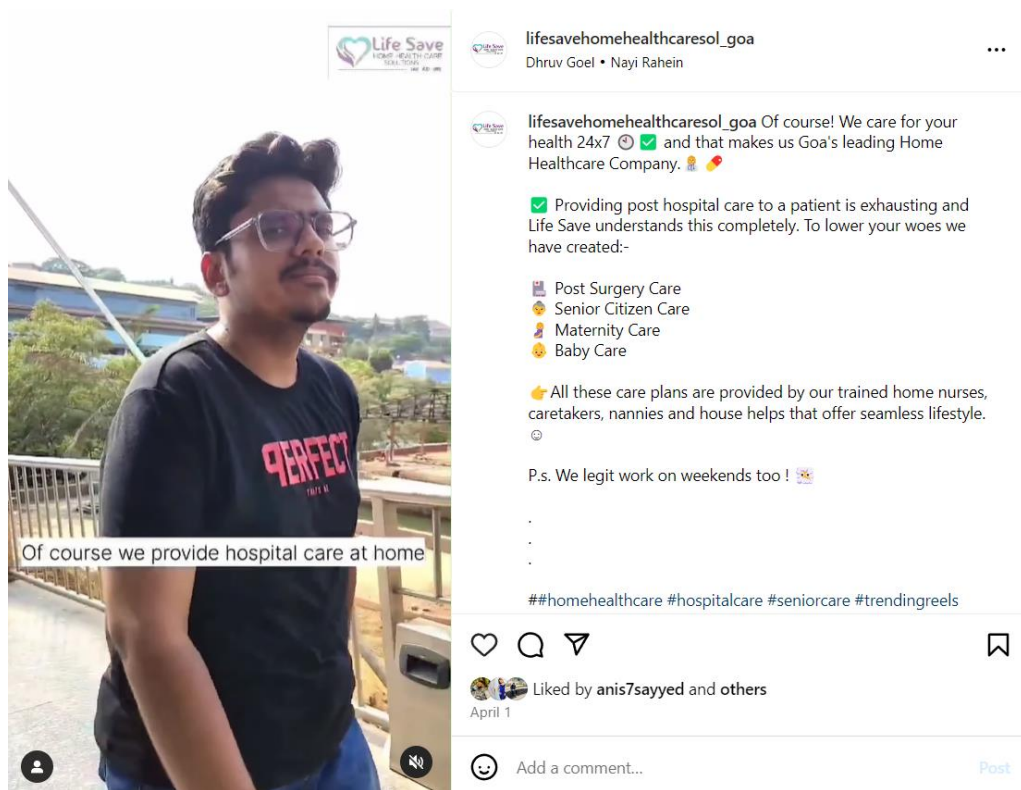


Figure 3 Screenshot of enacting in a reel

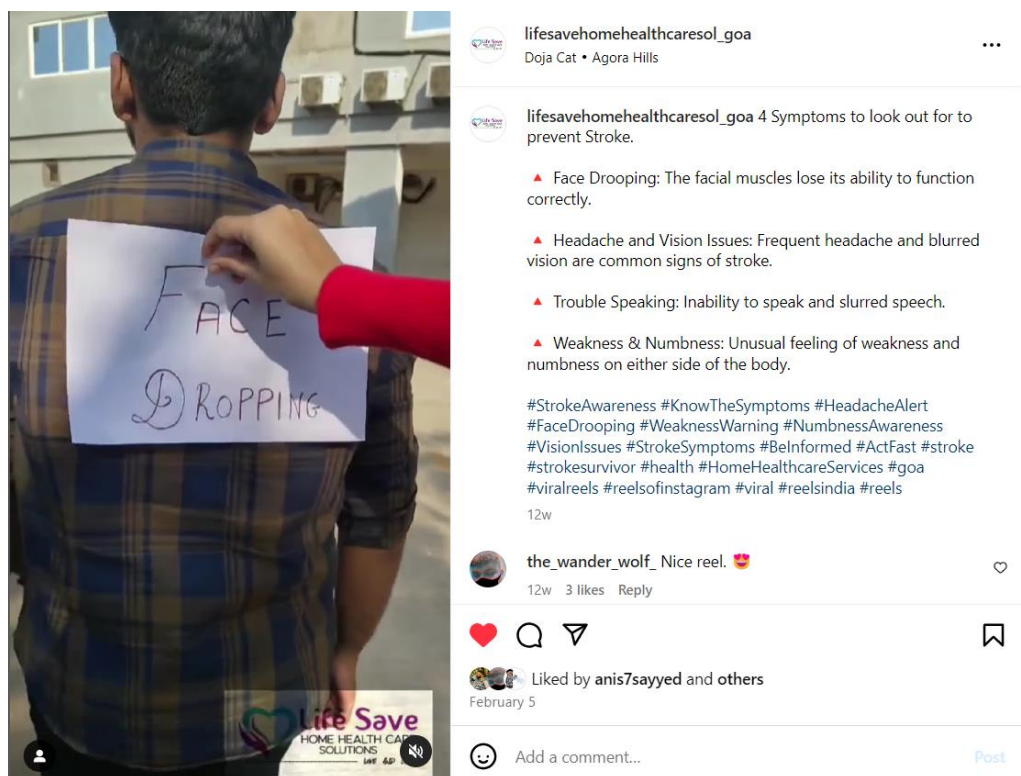





Figure 4 Another feature in a reel


Goa






Life Save Home Health Care Solutions

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Based on 6 Reviews

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[Social Media](#)

About Company

Description

Delivering 24-hour nursing care at home provided by a home nurse and patient caretaker to ensure nursing care is received through in-home assisted living. The diversity of clients often looks for home care services for: Geriatric Care Palliative Care Intensive Care Bedridden Patient Care Neonatal Care (NICU) Maternity and Baby Care Post-Surgery Care Home Blood Sample Collection

Serving cities

Goa

More information

Working Hours

Sunday : 24 Hrs (Open)
Monday : 24 Hrs (Open)
Tuesday : 24 Hrs (Open)
Wednesday : 24 Hrs (Open)
Thursday : 24 Hrs (Open)
Friday : 24 Hrs (Open)
Saturday : 24 Hrs (Open)

Address

Gera's Imperium Star Build, 439,Office Patto Centre,
Panjim, patto, Patto Centre, Panaji, Goa 403001, India,
Panjim, Goa - 403001

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Figure 5 Sulekha Profile Set by Me

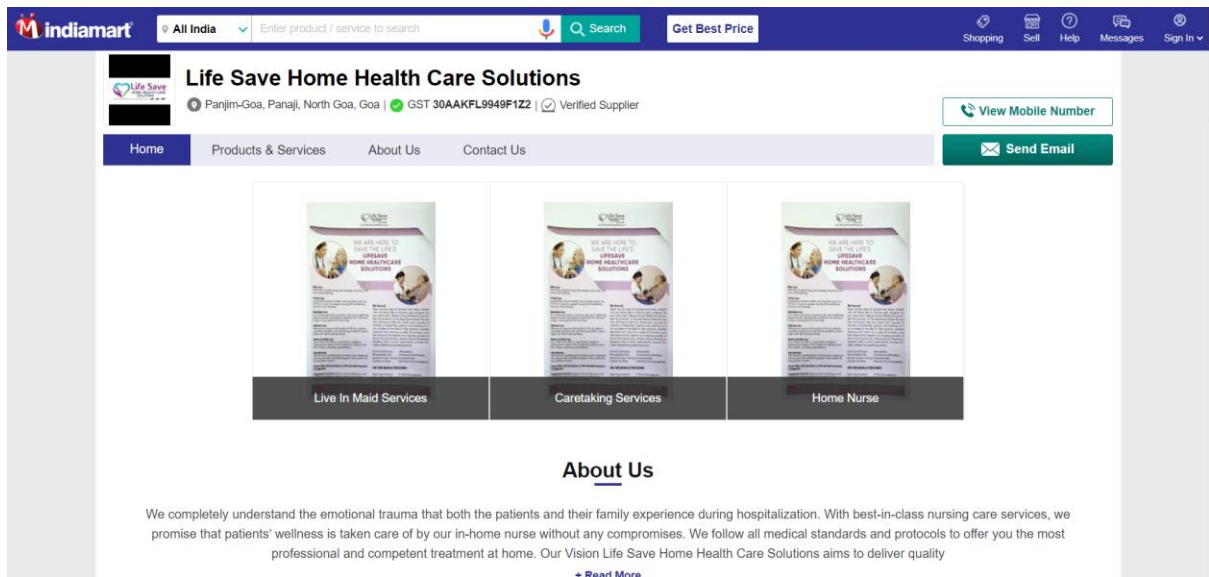


Figure 6 India Mart Profile that I created

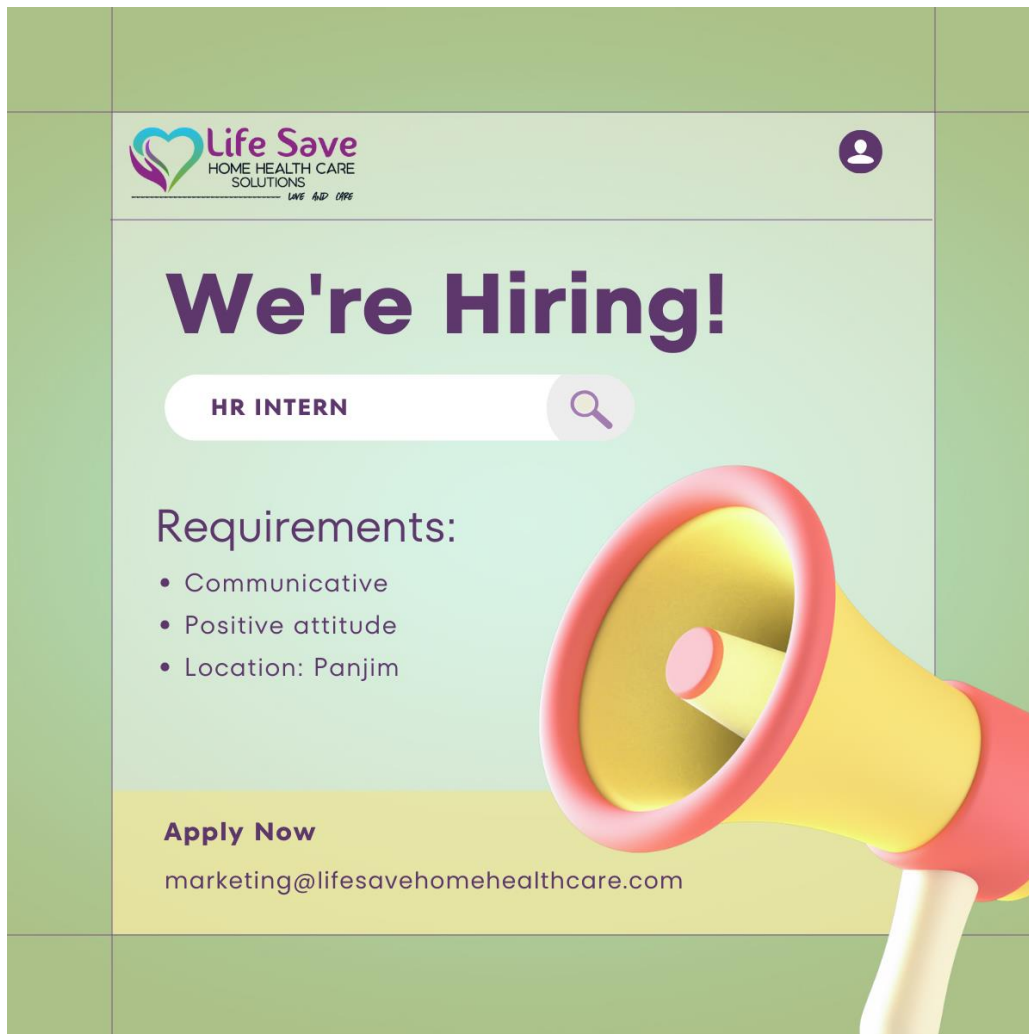


Figure 7 Example of a hiring post designed by me, but didn't get approved

APPENDIX II



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