

Understanding the Brand and Improving Visibility in India via Social Media and Content Marketing for Syntegon Technology India Pvt Ltd.

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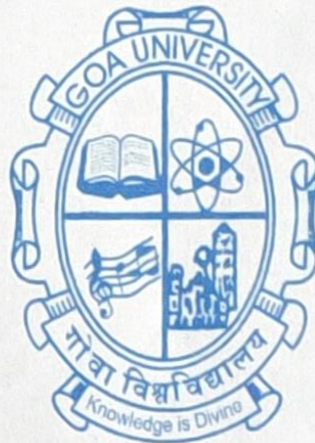
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DECLARATION BY STUDENT

I hereby declare that the data presented in this Internship report entitled, "Understanding the Brand and Improving Visibility in India via Social Media and Content Marketing 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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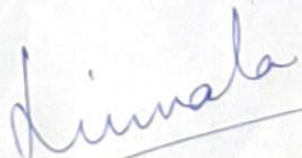
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COMPLETION CERTIFICATE

This is to certify that the internship report "Understanding the Brand and Improving Visibility in India via Social Media and Content Marketing for Syntegon Technology India Pvt Ltd." is a bonafide work carried out by Mr Ranen Paul D'souza 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


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TO WHOM IT MAY CONCERN

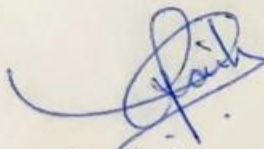
This is to certify that Ranen Dsouza student of Goa Business School, Goa University had undertaken his internship/training in our organization from 22.01.2024 to 03.05.2024.

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

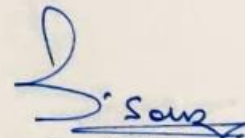
Syntegon Technology India Private Limited, being leader in the Packaging Technology, Ranen Dsouza was at advantage of getting to know some of the latest aspects in Marketing, which are followed in an organization of International repute.

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

Thanking You
For Syntegon Technology India Private Limited,



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Executive Summary

This report is based on the summer internship project which is a study conducted at Syntegon Technology India Pvt Ltd, Verna Goa. A detailed study of the Marketing and department and how it functions.

The internship is aimed to provide valuable learning opportunities, practical experience and exposure to the industry for me. It served as a bridge between academic learning and real-world application, offering a platform to develop skills, network with professionals, and gain insights into the business environment.

The objective of the research was to understand how some social media platforms stand to be more effective in lead generation for a B2B company than the rest. The research also highlights how B2B companies can leverage user-generated content to avail cost benefit and improve its brand identity. A case study method was used for this research with the help of sufficient research papers and literature review. The internship opportunity allowed me to contribute in making Syntegon more active and consistent in its social media presence which also showed a visible increase in viewership. With the help of this research, I have understood how certain social media platforms can be targeted to achieve specific goals for the company.

CHAPTER 1: INTRODUCTION

1.1 Introduction to Company

Syntegon Technology continues to be a packaging and processing industry specialist for over 150 years, with an extensive heritage. It has proven to be a reliable partner for major industrial players in the pharmaceutical, food, and pharmaceutical sectors. The production facility in India concentrates mainly on the development of food packaging machines. Syntegon recognises and actively contributes to the improvement of food production, beginning with the automation of manual tasks and progressing to the adoption of cutting-edge automation systems. Syntegon's history displays a commitment to innovation in response to the food industry's ever-changing demands. Syntegon recognises the growing importance of sustainability within the food market. Syntegon also recognises the growing importance of sustainability in the food business. They also strive to deliver eco-friendly packaging solutions that minimise environmental effect.

Syntegon understands that equipment is only one part of the puzzle hence providing a complete range of services throughout the lifespan of its machines. This includes spare parts management, which ensures that manufacturing runs smoothly and making replacement components readily available. Furthermore, Syntegon provides maintenance and repair services that extend the life and performance of their machines. Beyond its major categories, Syntegon's versatility enables them to serve niche food categories as well. Their ability to customize solutions guarantees that even unique food products are processed and packed effectively. Syntegon Technology India Pvt Ltd. located at Verna- Goa, offers customized packaging solutions for the domestic and international markets in the food and non-food segment. The ISO 9001: 2015 certified unit designs, manufactures and markets vertical form, fill and seal machines, horizontal flow wrap machines and secondary packaging machines.

1.2 Vision, Mission and Objectives of the Company

1.2.1 Our Mission

Processing and packaging for a better life

1.2.2 Our Vision

Intelligent and sustainable solutions for everyone

1.2.3 Company Objectives

- Ensure quality, performance, and customer commitments are met. Achieve operational excellence through lean and continuous improvement efforts.
- Promote innovation and supply cheap technology that meets global standards.
- Enhance employee competencies and capacities by providing a learning environment.
- Establish suppliers as key partners to fulfil global quality and delivery requirements.
- Strict compliance with statutory, regulatory, and safety standards.
- Identify and pursue sustainable and environmentally favourable opportunities.

1.3 Company History

Syntegon was founded in 1969 as Robert Bosch Apparatebau GmbH. In 2020, we left the sy Group and are now known as Syntegon. Our experience goes back over 160 years- proven by the foundation of Geiger & Hesser in 1861, which has been part of our company since the 1970s. Over the decades, we have acquired extensive know-how in various technology segments. Our technological innovations have always put us one step ahead.

- 1861

Geiger & Hesser is established. The company is known as the cradle of German packaging machine engineering. It has been part of Syntegon since 1977.

- 1911

Hesser builds the first fully automatic packaging machine for coffee. This success story continues at Syntegon to date.

- 1958

Höfliger + Karg unveils the first automatic capsule filling machine. It is a predecessor of the GKF, right through to the GKF HiProTect. Höfliger + Karg joined Syntegon in 1970.

- 1969

Robert Bosch Apparatebau GmbH is established, later to be renamed Bosch Packaging Technology.

- 1975

Eisai Machinery sells the first automatic inspection machines to detect particles in injection solutions. Eisai Machinery has been part of Syntegon since 2012.

- 1991

Isolators are used for the first time with ampoule filling and closing machines. Syntegon customers have since installed several hundreds of isolators

- 2014

The linear motor technology for horizontal packaging machines replaces the chain conveyor, enabling reconfiguration to new formats at the touch of a button

- 2015

Reclosable Doy-Zip stand-up pouches are used for the first time on a vertical bagger. Syntegon has advanced this technology several times ever since.

- 2016

Bosch Packaging Technology presents the world's first sealed paper packaging, developed in a joint effort with Billerud Korsnäs. This sustainable mono-material packaging solution contains no plastic components and is fully recyclable.

- 2020

Bosch Packaging Technology becomes Syntegon

1.4 Services Offered

A comprehensive service portfolio creates a foundation for efficient industrial operations. A global network of professionals assists you throughout the machine's lifecycle, from spare parts management to digital line optimisation. Service agreements are an important part of its portfolio structure.

- Stock optimization

Improving overall spare parts management requires detailed knowledge of spare parts consumption and delivery times. Based on a detailed analysis and your individual profile, their stock optimization service helps to achieve higher availability with minimal stock.

- Planned and unplanned maintenance

Professional maintenance is essential to ensuring the trouble-free operation of packaging machines and thus preventing costly production stoppages. Thanks to its global presence, their field service engineers are never far away and will be happy to support with your maintenance needs.

- Remote services

For immediate support when traveling is not an option, their remote services and helpline have you covered. Together, they correct potential faults remotely before they result in major production disruptions. This minimizes unexpected downtimes and saves time and money.

- Training

Syntegon offers customized training programs covering all aspects of maintenance and ongoing operations. In addition to on-site training, they provide various virtual formats accessible anytime and anywhere. By continuously qualifying employees in line with their needs, they ensure smooth production operations.

1.5 Products Segments

Syntegon Technology India Pvt Ltd provides a range of packaging solutions for various sectors.

Let us expound on each of these segments:

❖ Feeding and packaging machines (FDH):

- FDH machines provide attractive and sustainable flow-wrap packaging for things like bars, cookies, and baked goods.
- They have a strong market position in flat handling, proving their efficiency.
- Syntegon Technology India Pvt Ltd is a trusted system solution supplier in this market, with favourable client reviews.

❖ FDV (Precise Dosing Units and Vertical Baggers):

- FDV machines have precise dosing units and efficient vertical baggers.
- They are designed to provide convenient product handling while producing high output.
- They are easy to clean and excellent for a variety of packing applications.
- Syntegon Technology India Pvt Ltd has a strong position in the salt market.
- The company specialises in detergent package manufacture and offers excellent aftersales support in the FDV industry, leading to increased customer satisfaction and loyalty.

❖ 2P (Secondary Packaging Unit) machines:

- Providing efficient cartoning solutions for a variety of products.
- The product offering comprises both single machines and fully integrated systems, enabling bespoke solutions to individual customer needs.
- Syntegon Technology India Pvt Ltd prioritises customer-centricity in this area, offering personalised packaging solutions.
- Syntegon Technology India Pvt Ltd provides creative and effective packaging solutions for many segments, including FDH, FDV, and 2P-2P.

Each sector addresses specific packaging demands, prioritising customer happiness and market leadership across industries.

1.5 Competitors of the Company

Syntegon Technology's processing and packaging manufacturing business faces both market obstacles and opportunities from competitors in each area.

Here's an overview of competitors in each segment:

❖ Food Division Vertical (FDV)

- **Fuji**

Fuji is a well-known Japanese manufacturer that offers packaging solutions, including vertical form-fill-seal machines. They provide several items for the food packaging business.

- **Ishida**

Ishida is a global firm focused on weighing, packing, and inspection equipment. They offer vertical packaging solutions and other packaging-related items.

- **Kawashima**

Kawashima is a Japanese firm that manufactures packaging machinery, notably vertical form-fill-seal machines for various sectors.

❖ Food Division Horizontal (FDH)

- **Omori:**

Omori is a Japanese company specialises in horizontal packing machinery. They provide packaging solutions for a variety of food goods.

- **Unipack:**

Unipack is a company that offers horizontal packaging solutions for several industries, including food. They provide a variety of machines to meet diverse packaging needs.

- **Songben:**

Songben manufactures packaging machinery, including horizontal form-fill-seal machines. They provide methods for packing food and other commodities.

❖ Secondary Packaging Sector (2P)

- **Pace:**

Pace Packaging is a company that provides secondary packaging solutions, including cartoning machines. They provide machinery for different packaging demands in the food and other industries.

- **SACMI:**

SACMI is an Italian company that provides packaging and processing solutions, including secondary packaging machinery. They provide packaging equipment, including cartoning machines.

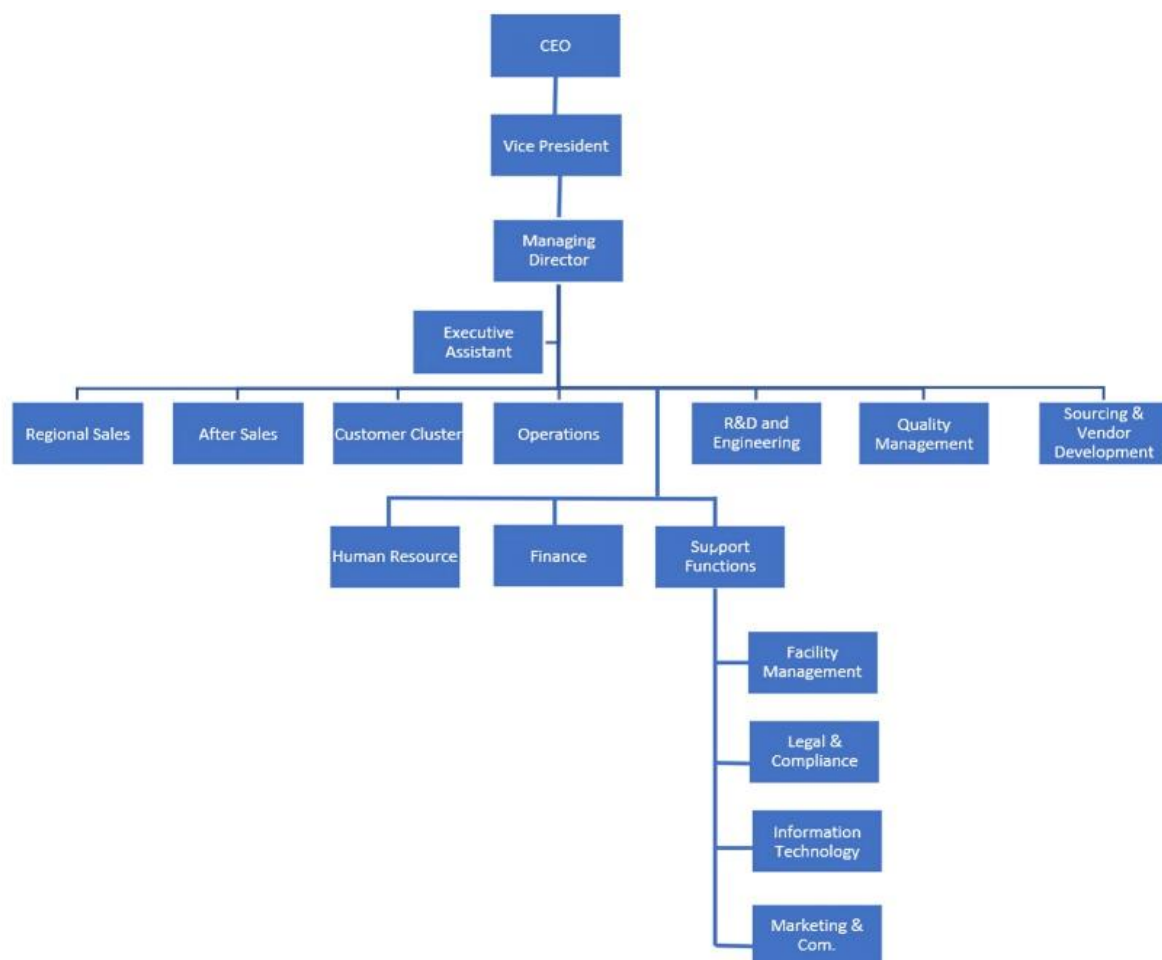
- **SAMWOO:**

SAMWOO are Machinery manufactures packaging machinery and secondary packaging solutions like cartoning machines. They provide a variety of items for multiple industries.

To achieve regulatory requirements and maintain customer trust, organisations in the processing and packaging manufacturing industry must prioritise safety and compliance with standards such as CE marks.

To compete with these organisations, Syntegon Technology must consistently innovate, enhance efficiency, and deliver exceptional service to maintain its market position.

1.6 Organizational Structure



Syntegon has a hierarchical organizational structure with different departments that handle their own responsibilities with the help of their expertise. There is direct flow of command from the top management to the bottom, while all the critical decisions are made by the top management.

❖ CEO (Chief Executive Officer):

The CEO is ranked as the highest level executive responsible for the overall strategic direction, decision-making and leadership of the company. The CEO embodies the company's values and ethos, serving as its primary ambassador to stakeholders, investors, and the broader business community.

❖ Vice President:

The Vice President occupies a pivotal role overseeing specific divisions or functions within the company providing strategic guidance, direction and support to achieve the organizational goals.

❖ Managing Director:

The Managing Director is responsible for overseeing day-to-day operations, implementing strategies and ensuring the company's performance and profitability.

❖ Executive Assistant:

The Executive Assistant provides administrative support to top executives, including the CEO, Vice President, and Managing Director helping them manage their schedules, enabling seamless coordination and execution of critical tasks and responsibilities. The Executive Assistant facilitates productivity and organizational performance by assisting leaders with

scheduling, communications, and logistical planning. This allows executives to concentrate on strategic priorities.

❖ Regional Sales:

The Regional Sales department is responsible for managing the sales activities and relationships within specific geographical regions. Through targeted sales strategies and customer-centric approaches, the Regional Sales team drives revenue growth and fosters long-term customer satisfaction, thereby enhancing the company's market presence and competitiveness.

❖ After Sales:

The After Sales department focuses on and assumes the responsibility of providing support and services to customers after they have purchased products through a range of support services including maintenance, repairs and technical assistance serving as a trusted ally ensuring brand loyalty.

❖ Customer Cluster:

The Customer Cluster department may be responsible for organizing customers into specific groups or clusters based on their needs, preferences or industries allowing for more targeted marketing and support efforts.

❖ Operations:

The Operations department manages the day-to-day production and manufacturing activities ensuring efficiency, quality and compliance with regulations. Through meticulous planning and process optimization, the Operations team maximizes resource utilization and output, contributing to the company's overall competitiveness and profitability.

❖ R&D and Engineering:

The Research and Development (R&D) and Engineering department is responsible for designing and developing new products, as well as improving existing ones, through innovation and technological advancements.

❖ Quality Control & Management:

The Quality Control & Management department oversees quality assurance processes, ensuring that products meet specified standards and regulations to maintain customer satisfaction and compliance. Through meticulous testing and adherence to standards and regulations, the department safeguards product integrity, underpinning the company's reputation for reliability and trustworthiness

❖ Sourcing and Vendor Development:

The Sourcing and Vendor Development department is responsible for managing relationships with suppliers and vendors, sourcing materials and components, and developing new partnerships to support the company's operations by ensuring a robust and reliable supply chain.

❖ Human Resource:

The Human Resource department serves as the custodian of the company's most valuable asset: its people. It manages employee recruitment, training, performance evaluation and benefits administration. The department cultivates a dynamic and supportive workplace environment, driving productivity, innovation and employee satisfaction.

❖ Finance:

The Finance department handles financial planning, budgeting, accounting, and reporting functions, ensuring the company's financial health and compliance with regulations. The Finance department enables prudent decision-making, resource allocation and long-term sustainability.

❖ Support Functions:

Support Functions encompass various departments that provide essential services and support to the company's operations, including Facility Management, Legal & Compliance, Information Technology, Marketing & Communication.

- Facility Management: Oversees the maintenance and management of company facilities, ensuring a safe and productive work environment.
- Legal & Compliance: Manages legal affairs, including contracts, regulatory compliance, and intellectual property protection, to ensure the company operates within the law.
- Information Technology: Manages the company's IT infrastructure, including networks, systems, and software applications, to support business operations and security.
- Marketing & Communication: Develops marketing strategies, branding initiatives, and communication campaigns to promote the company's products and services effectively.

CHAPTER 2: INTRODUCTION TO RESEARCH

2.1 Introduction to Topic

As platforms across social media and content marketing grow rapidly, organisations, particularly their technical marketing teams are constantly looking for new ways to establish a strong online presence. The importance of a brand's identity and presence on social media along with its marketing in the modern digital era cannot be emphasised.

Syntegon Technology, a leading participant in the packaging and processing industry, recognises the importance of brand awareness and online exposure in achieving company success. They see the digital realm as a unique opportunity to demonstrate competence, engage stakeholders and boost their sales figures proportionately and consistently in the long run. However, effectively managing social media and content marketing brings challenges. To differentiate itself from competitors, Syntegon must build a distinct brand identity, rather than simply being present on social sites. In addition, the technical complexities of the packaging and processing business, along with various client requirements, requires a tailored strategy regarding online engagement.

This study aims to provide Syntegon with the knowledge and tactics needed to succeed in the digital ecosystem by investigating market developments, client preferences, and tried-and-true approaches. Finally, the goal is to establish Syntegon as a market leader known not just for its creative solutions, but also for its strong brand identity and extensive internet exposure. The purpose of this study project is to investigate the relationship between brand personality, social media and content marketing in Syntegon's Marketing department. By analysing how these components influence customer perspectives, we hope to provide ideas and suggestions to help Syntegon improve its digital presence and promote business success.

2.2 Literature Review

1. This study analyses the use of social media in the B2B sales process and its impact on organizations. Studies have shown that social media can enhance many aspects of the sales process, increasing awareness and profitability for companies. It emphasizes the importance of using social media in sales and marketing efforts to improve communication, quality leads, and customer relationships, resulting in organizational benefits. Social media use is a mediator between the sales process stages and the benefit generated for the organization (Rodrigues et al., 2021).

2. In marketing, planned content and a strong social media presence increase brand recognition. Studies have confirmed their favourable influence on brand identification and customer engagement. Despite advancements in research, restrictions such as varying scope and sample sizes have an impact on the application of findings. In conclusion, effective content and social media are critical to brand exposure and engagement. Businesses may improve their awareness and connect with their audience by investing in distinctive and compelling content in the digital era. When social media use is consistently paired with the right content strategy, it positively influences brand awareness, which can be measured through product engagement and sales outcomes. (Panjaitan & Purba, n.d.)

3. The article emphasises on the importance of brands in modern society, emphasising their pervasiveness and the additional value they provide to 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 organisations that are seeking to exploit the intangible assets of their brands and gain a competitive edge. Research goals in B2B marketing include branding, global marketing, innovation, and B2B services, demonstrating the significance of strong brands in marketing strategies. Furthermore, The brand is presented as market signal targeted mostly to the end consumers and enabling them to save time by

guaranteeing a certain level of quality, simplifying their choices, and answering to specific needs(Akbari & Hakimpour, 2018). The findings indicate that brands have an important influence in creating consumer perceptions and affecting purchase decisions in both B2B and B2C settings. Creating a strong brand presence through effective brand management may result in greater brand loyalty, market share, and overall business success. Furthermore, utilising social branding and word-of-mouth marketing may improve brand reputation and social responsibility, therefore promoting long-term brand sustainability. Overall, the literature analysis highlights the significance of brands in promoting corporate growth and competitiveness in a changing economy.

4. Social media can help small and medium-sized firms (SMEs) grow, engage customers, raise visibility, and expand internationally. Social media marketing is an important component of modern company strategy, that emphasises the necessity for businesses to adapt to the digital age. The usage of social media in SME exporting activities can improve international alliances, awareness, consumer perceptions, competitive intelligence, and overall export performance. Customers' online voices can be heard via blogs, forums, bulletin boards, communities, and social media(Abdelmoety & Gounaris, 2014) . The Uppsala Model is used to analyse the role of networks in internationalisation, and social media is viewed as a tool for improving business relationships and export performance in global markets. Cultural considerations are critical for building global internet marketing strategies, and organisations should consider translating and localising social media platforms to effectively enter worldwide markets(Abdelmoety & Gounaris, 2014). Global cultural variations influence the interaction between social media deployment and exporting activities, emphasising the significance of cultural sensitivity in international company.

5. Social media interaction in B2B contexts demonstrates a focus on many areas, such as tweet functions and types of content that enhance different levels of behavioural engagement (i.e. likes, retweets, comments)(Editorial & Michaelidou, n.d.). Disparities in effectiveness between B2B and B2C organisations may be due to variations in target audiences, communication styles, and relationship-building tactics. trusted authority recognition is a mediator of the relationship between thought leadership competency and bridging social capital (Editorial & Michaelidou, n.d.). The emphasis on thought leadership competency and customer engagement at trade exhibitions underlines the necessity of building credibility and creating meaningful connections in B2B marketing.

6. Researchers examine the usage of B2B platforms such as Twitter, Pinterest, and LinkedIn, emphasising the necessity for cultural transformations and comprehensive strategy. The literature emphasises 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 successfully incorporate social media across marketing subdomains. (Wang et al., 2017)

7. This article investigates the influence of social media material on B2B interaction, with a focus on LinkedIn in a Swedish organisation. It uses participatory action research to emphasise the significance of action-oriented messaging in promoting engagement, relying on literature on B2B connections, perceived value, and co-creation. Theoretical foundations include customer perceived value and the expanded self-perception, with a focus on consumer opinion and co-creation in LinkedIn connections. The key findings emphasise authenticity in message content, categorising it as an effective engagement driver(Sundström et al., 2021). Given the changing corporate landscape, the report recommends using social media strategically for relationship nurturing, values communication, and engagement. Vinga of Sweden found that

different post kinds increase interaction and exposure on LinkedIn, sustaining client connections through smart content(Sundström et al., 2021). It emphasises 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 customisation, flexibility, excellent service, and human encounters, which promote trust and additional value.

8. The B2B relationship literature highlights 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(Cartwright & Davies, 2022). Organisations should have dynamic and adaptable skills in order to progress social media activities for network management. Dynamic capabilities, which require process redesign to respond to changing circumstances, are critical(Cartwright & Davies, 2022). Case studies and interviews demonstrate how organisations 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.

9. The B2B digital content marketing literature emphasises brand usefulness for consumer engagement and relationship building. 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.

They investigate customer experiences, brand communities, social media marketing, and trust, revealing insights on engagement behaviour, value co-creation, and how relationship function influences perceived value. Key findings reveal that helpful brand activities increase cognitive-emotional engagement, which influences behavioural engagement. Cognitive-emotional engagement improves relationship value and brand trust, emphasising brands' importance in digital content marketing interactions(Taiminen & Ranaweera, 2019). Studies emphasise the relevance of cognitive-emotional involvement in translating beneficial activities into perceived worth. Relational content delivery is more effective than relevant material alone. Cognitive-emotional engagement has a greater influence on relationship value than behavioural engagement. Helpful behaviours increase brand trust by demonstrating brand understanding and generosity(Taiminen & Ranaweera, 2019). Managerial implications: stress creates brand signals for cognitive-affective engagement. Future study should look at more beneficial measures and approach DCM holistically. Overall, the research emphasises how important brand involvement and helpfulness are in driving B2B digital content marketing connections.

10. This article investigates customer participation, brand development, creativity, and marketing communication on social media. It focuses on how perceived inventiveness promotes social media participation. Perceptions of Novelty and Creativity: Creative brand content experiences increase interaction on social media platforms. Passive experience components such as functional appeal, emotional appeal, and vividness generate novelty emotions, which lead to active involvement (San et al., 2020). Cognitive and emotive engagement are the driving forces behind consumer brand engagement. Consumer Engagement and Brand Building: Content with emotional appeal has the greatest influence on engagement, followed by pragmatic and sensory experiences. Longitudinal study and exploration of many age groups are required to gain deeper insights. Limitations include the cross-sectional design and sampling technique. Creative brand content engages expressive social media users,

highlighting the importance of experiential marketing (San et al., 2020). Perceived innovation in brand content is critical to cognitive, emotional, and intentional engagement. Experiential Marketing and Consumer Engagement: This component examines the evolution of experiential marketing and the significance of perceived originality in engaging customers. Marketers have to comprehend how consumers interact with brands through social media.

11. In recent years, there has been a growing interest in how B2B companies utilise social media platforms such as 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. Customer Service and Information: Shopify uses Twitter to quickly handle customer service concerns and disseminate pertinent information, hence increasing satisfaction and brand resilience(Bhattacharjya & Ellison, 2015). Collaboration: Working with developers and customers on Twitter builds community and opens up options for mutual benefit, such as collaborations. Strategic Approach: Shopify's strategic use of Twitter, including rapid response to inquiries and community building, distinguishes business and strengthens resilience. Risks and Opportunities: While Twitter allows for involvement, mismanagement may result in unwanted publicity and brand damage(Bhattacharjya & Ellison, 2015).

12. This article examines university branding, social media, and sports marketing, including brand image, visual identity, personality, and athlete self-presentation on platforms such as Instagram and Twitter. It focuses on how sports organisations and sportsmen utilise social media to engage fans and promote their businesses. One research looked at the effects of social media on brand personality perceptions for a university sports programme and discovered that Instagram was more successful because of its visual material. 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 connections and personality attributes, demonstrating the importance of visual social media in branding. A study comparing brand associations with personality qualities on Twitter and Instagram for a university's athletic department found variances in the emphasised traits on each platform. Instagram was more effective at conveying brand associations, but Twitter emphasised brand personality traits(Watkins & Lee, 2017). Surveys were used to assess audience perceptions, resulting in insights from sports fans and social media users. Overall, the literature focuses on university branding through social media, emphasising the importance of visual content in efficiently communicating brand identity and personality. The strategic use of platforms such as Instagram influences brand perceptions and audience engagement, prompting brand managers to employ visual signals to create successful branding strategies(Watkins & Lee, 2017).

13. This article investigates content generation by B2B enterprises on social media, with a focus on marketers' effect on the process. It emphasises 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. User Roles: Content creation involves a variety of roles, including creators, critics, and influencers(Huotari et al., 2015). Understanding these responsibilities is critical for creating great content. Influence Strategies: B2B marketers can directly influence content creation through discussions, as well as indirectly through employee training. They can also manage employee-generated material and influence external activity through integrated marketing communication. Engaging with various user populations, such as corporate, employee, professional, and civilian users, is critical(Huotari et al., 2015). Tailoring content generation tactics to various groups improves efficacy. User Categories: On social media, people are divided into groups such as newbies, celebrities, lead

users, evangelists and collectors. Understanding these categories enables B2B organisations to impact content creation both directly and indirectly (Huotari et al., 2015). 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, emphasising the importance of user roles, engagement methods, and ongoing research in this ever-changing landscape.

14. Content analysis, sustained competitive advantage, alliance success, brand personality, and strategic alliances are examples of subjects investigated in marketing, management, and organisational behaviour research. 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, tyre or airline industries. Seeking partners with complimentary features found to be more advantageous than looking for similarities (Campbell et al., 2010). 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. It emphasised 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 emphasised, providing managerial insights into partner selection and competitor alignment.

Furthermore, a study examined brand image and personality in B2B connections by analysing 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, study suggested

picking suppliers with similar brand personalities in order to keep a consistent brand image(Campbell et al., 2010). 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 emphasise the importance of brand alignment, personality, and partner selection in building effective B2B interactions. They highlight the complexity of aligning brands across industries, emphasising the necessity for additional research to deepen concepts and improve managerial practices in corporate collaborations.

15. The research on B2B brand storytelling emphasises its importance in capturing clients' emotions and developing loyalty. Sellers should create brand tales that are both fascinating and real, guaranteeing consistency with the whole marketing approach(Tsai & Lee, 2017). To keep the brand story relevant, updates should be made on a regular basis. Existing research have 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. A captivating B2B brand story on a website has the potential to greatly increase customer loyalty. The authenticity and interest level of the brand story are critical to success(Tsai & Lee, 2017). Regular updates and alignment with marketing goals are vital for staying relevant. Limitations include confidentiality concerns and difficulties in generalising findings. Future research could concentrate on the cross-cultural analysis of brand storytelling. Academic implications advocate combining academic knowledge with practical managerial practices. Management implications emphasise the necessity of generating compelling brand stories and involving customers in the process(Tsai & Lee, 2017). Future study proposals include investigating competitiveness in marketing to final consumers.

16. Digital content marketing has expanded to include the marketing of digital content as a commodity, especially in B2C contexts such as the music and software industries (Business to Business Digital Content Marketing: Marketers' Perceptions of Best Practice, n.d.). The importance of user-generated content in shaping brand reputations and co-creating brand value has grown with the development of social media. 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 (Business to Business Digital Content Marketing: Marketers' Perceptions of Best Practice, n.d.). Buyers are completing a large portion of the purchasing process before contacting providers, therefore there is an increasing emphasis on content marketing (Business to Business Digital Content Marketing: Marketers' Perceptions of Best Practice, n.d.). Key aspects include tailoring material to the needs of the audience, having a publisher's approach, and avoiding repetitive selling messaging. 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.

17. Despite the sparse research, findings indicate that integrating social media into operations has significant benefits, including insights for 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 (Busscher & Von Raesfeld-Meijer, 2013). 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 emphasises 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 emphasises 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.

18. Sources highlight social media's importance in enhancing business outcomes such as and online presence management, audience expansion, sales growth. It is necessary for businesses to communicate with customers and raise brand awareness to increase revenue(DINCER, 2016). 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 limited resources are all challenges to adoption(DINCER, 2016). To solve these challenges, B2B companies should use social media to gain customer insights, communicate with clients, and refine marketing strategies. 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 maximise 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(DINCER, 2016). Addressing adoption barriers and following best practices such as content personalisation and consumer interaction can help businesses fully embrace social media for success

2.3 Research Gaps

- Industry Specificity: Current research may not sufficiently address which social media platforms can be most effective for industries in the B2B sector.
- Limited studies on the use of storytelling and emotional connection in B2B contexts.
- Insufficient studies on how B2B companies can efficiently create and sustain online communities.
- Lack of research on how User Generated Content can assist B2B enterprises in developing interactions online.

2.4 Research Questions

- How can social media facilitate interactions for B2B enterprises?
- What is the role of storytelling and emotional connections on social media platforms for B2B enterprises?
- How can B2B companies effectively build and sustain online communities?
- What is the role of User Generated Content in B2B interaction through social media?
- How can social media be utilized effectively in the PR strategy of B2B enterprises?

2.5 Research Objectives

- Investigate the current landscape of social media platforms and identify the parameters to the success of specific platforms for B2B enterprises.
- Explore the importance of storytelling and emotional connection in building B2B relationships.
- Identify the types of User Generated Content that can be used by B2B enterprises and the perceived notion behind the same.
- Assess how Syntegon Technology India Pvt Ltd. can utilize social media for B2B public relations (PR) to manage their online reputation.

2.6 Research Methodology

A Case Study Method will be applied in conducting this research relying on firsthand observations and experiences of the intern during their tenure at Syntegon and literature reviews.

2.7 Analysis

Syntegon Technology India Pvt Ltd. a renowned packaging machinery manufacturer originated in Germany, Syntegon has established a significant presence worldwide. Syntegon Technology operates in a dynamic and competitive market characterized by rapid technological advancements and evolving consumer preferences as a provider of cutting-edge packaging and processing solutions. Syntegon's social media presence on Instagram was sporadic. Recognizing the pivotal role of digital marketing in achieving these objectives, Syntegon embarked on a journey to harness the power of social media and content marketing to amplify its brand presence and engage with its target audience on a deeper level, but a lack of diverse content formats was hindering the company's ability to connect with its audience effectively. Syntegon holds its industry reputation, technological innovation and a diverse workforce as its strength. During the internship it was identified that there was no content being uploaded from India on Instagram. Recognizing the potential for its growth on Instagram through the use of video content I closely collaborated with my marketing mentor in the Syntegon marketing department. The implementation phase included actively curating and creating content for various social media platforms. From covering topical events like Women's Day on Instagram to showcasing Syntegon's machinery through engaging videos on YouTube, the company's online presence underwent a transformation. Collaborating closely with the marketing department during the internship we developed a robust social media strategy aimed at improving brand visibility and engagement. This included establishing a consistent posting schedule, identifying relevant content themes, and leveraging different formats such as

Instagram Reels and LinkedIn posts to showcase Syntegon's expertise and innovation in packaging machinery.

2.8 Results

Increased engagement: Syntegon experienced a notable increase in audience engagement across all social media platforms, indicating a higher level of interaction and interest in the company's brand. Reposts on the women's day post on LinkedIn were 14 which were the highest at that point from the previous that was 12. Soon after which another benchmark of 18 reposts on a candy packaging machine video was hit. It also led to employee engagement as they were included in the content uploaded. LinkedIn posts average at 70-100 likes.

Enhanced visibility: Syntegon has posted 1 video per month on average. The company's improved social media presence led to increased brand visibility and recognition within the industry and among its target audience. Views on average have increased from 1000 to the range of 2000-2500 on Instagram with likes ranging from 70-100 constantly. Previously the likes were between the range of 30-50.

Cross Platform content: Certain content formats could be uploaded on Instagram as well as LinkedIn which helped in reducing the cost of creating more content.

Since it is a core B2B company the content with respect to the business environment and diverse workforce played a crucial role in adding variety in the topics uploaded that further resulted in better engagement.

2.9 Key Findings

Syntegon can increase its brand visibility through frequent posting on Instagram with the help short video content. Frequency and consistency being a key factor in gaining a significant reach and catering to a larger audience including a large number of youths.

Syntegon has to make posts related to the industry and about product purchase on LinkedIn as it is a platform that holds users that can directly associate with the packaging industry in the B2B sector. The audience on LinkedIn consists of working personnel like CEOs, managers and employees in various other industries who are majorly interested in industry trends. LinkedIn also allows you to target your audience by job title, company size, or other factors, which makes it easier than ever to reach your ideal buyer persona. LinkedIn also provides an opportunity hire capable employees that have experience in the fields that best serve Syntegon.

YouTube acts as means to showcase Syntegons machinery which in turn help the interested parties to receive a better idea of the capabilities and functionalities of the machines. It helps highlight key features of the product and how the machine can be efficiently utilized.

With the help of X formerly Twitter, Syntegon can post articles that are industry related and target its audience with hashtags. X can also be used to monitor latest trends that can help Syntegon stay up to date with industry news and events.

2.10 Discussion and Recommendations

Continued Engagement: Syntegon should continue its social media momentum by continually providing informative content and connecting with its audience in interesting ways.

Content Diversification: In order to keep its audience engaged and interested, the organisation should continue to experiment with new content types and ideas.

FAQ Videos: These will help clarify common doubts by interested parties while also portraying a sense of responsibility in the industry. YouTube shorts can be used to drive engagement and redirect viewers to the machinery videos.

Client Centric Approach: Syntegon should prioritise providing user-generated material and client testimonials in order to boost its industry reputation and credibility. As Syntegon deals

with machinery that requires heavy investments from the buyers, a trustworthy word from fellow customers will work in Syntegon's favour. Syntegon can upload success stories highlighting real-world examples of how Syntegon's solutions have helped other businesses improve efficiency, reduce costs or achieve their goals to build trust and credibility among prospective B2B clients.

Videos of After Sales Service: Syntegon has specific teams that handle installations and maintenance services for its clients which can be highlighted for content purposes.

Highlight of tradeshow: Syntegon attends renowned tradeshow that showcase their products to likeminded industrialists, showcasing the event with the help of interview videos can be used as content.

LinkedIn: Syntegon can host webinars and post about it on LinkedIn to interact with interested parties. Lead generation is another key benefit of LinkedIn for B2B brands. Out of all social media platforms, LinkedIn has the highest conversion rate for B2B lead generation.

Instagram verification: Syntegon should appeal for the Instagram verification "blue tick" as it has a psychological impact on the viewers showcasing authenticity and increasing trust from the viewers.

Use of Keywords: YouTube videos with the use of specific keywords in the title can improve Syntegon's search engine visibility, driving organic traffic to its website and increasing brand exposure

Other than the content that emphasizes on the features of the products, Syntegon could implement a problem solving approach which for some of its content where the motive of innovation can be shared and how it benefits the cause..

2.11 Conclusion

The case study highlights the potential for Syntegon Technology India Pvt Ltd. to greatly improve its brand visibility and engagement through careful implementation of social media and content marketing platforms. The key to success is to produce content consistently and frequently, ensuring long-term reach and engagement with the target audience. The report emphasises the value of LinkedIn as a platform for B2B engagement in the packaging business. By focusing on industry-related elements and product displays, Syntegon may efficiently interact with professionals, decision-makers, and future clients. LinkedIn's targeting tools provide accurate audience segmentation, facilitating direct engagement with industry-relevant individuals. YouTube emerges as a powerful tool for showcasing Syntegon's machinery and capabilities. This is a significant resource for potential customers during their decision-making process, establishing the brand's trust and knowledge in the marketplace. The implementation of user generated content has to be followed through as it is a low-cost method with great impact capabilities which will result in a loyal and collaborative customer base and increase the level of trust by potential clients. It will also improve the brand identity of Syntegon to be an even more authentic business partner. Through a combination of strategic content creation, multi-platform engagement, community building and data-driven optimization Syntegon can further improve its brand visibility.

2.12 Managerial Implications

Multi-Platform Engagement: Managers should use the insights to improve Syntegon's presence on multiple social media platforms. Managers may better allocate resources and customise content formats and messaging to the particular characteristics of each platform by determining the most effective routes for reaching their target audience. This may entail increasing investment in platforms with the highest levels of interaction and fine-tuning content distribution tactics accordingly.

Managers should foster collaboration and cross-functional integration inside the organisation in order to maximise the impact of social media and content marketing activities. This requires promoting alignment across marketing, sales, product management, and other relevant divisions to promote a unified and coordinated approach to brand building and consumer engagement. Managers should encourage a culture of experimentation, innovation, and agility enables teams to stay ahead of emerging trends, technologies, and consumer preferences.

Managers should prioritise data-driven decision-making and optimise their social media and content marketing strategies. This will help learn a lot about audience behaviour, content performance and campaign effectiveness by using analytics tools and performance indicators. This allows them to discover areas for improvement, enhance targeting and messaging tactics, and better allocate resources to accomplish desired results.

A team has to proactively participate in industry conversations, respond promptly to customer inquiries and solicit feedback to foster a sense of community and strengthen relationships with stakeholders, this may involve implementing social media management tools and processes to streamline communication and ensure consistent brand messaging.

CHAPTER 3: TASKS HANDLED

- Captions and Hashtags

Based on the topics at hand, crafting captions that complement the video content and resonate with the target audience. Researching trending topics relevant to the content and incorporating suitable hashtags to enhance visibility and engagement on social media platforms.

- Conceptualizing Video Content Ideas for Social Media

Giving Ideas for video content for social media platforms such as Instagram and LinkedIn based on products offered by Syntegon Technology India Pvt Ltd. This was to create visual content for the customer base to obtain a better idea of the products that Syntegon manufactures and to also align the content with social events to boost engagement so that the audience can relate and connect with the company on a more personal level.

- Article Writing

Based on the information provided by the IT department for an internal blog, I had to frame article based on the points provided by the IT team which is readable and understandable by everyone. This was done in order to shed a light on industry related topics to portray how Syntegon stays up to date with latest technologies and to spread awareness about the same developments to those interested in the packaging industry.

- Shooting Videos

Video Recording for Instagram and LinkedIn posts, recorded videos like timelapse and shots for creating reels for Instagram. Shooting demos of the video for proposal and gaining clearance. Developing scripts for the videos.

- Video Editing

Edited videos for Instagram reels and LinkedIn. The company hires a videographer that shoots and edits machine videos for YouTube, I had to communicate with the videographer after giving my feedback and also gaining feedback on the videos by the machinery experts, provide the videographer with machinery part names for labelling purposes and oversee the editing process in order to make sure that the changes are implemented. By maintaining a high standard of quality and attention to detail in video editing, Syntegon reinforces its commitment to excellence and professionalism. This not only enhances the company's brand image but also elevates the overall viewing experience for its audience.

- Planning and Implementation

In order to create the content and gain the required participants, planning was an important task that needed to be undertaken. Individual employee schedules had to be overseen in order to schedule a convenient slot for their participation in the video content. According to the guidelines a consent form had to be drafted towards the employees in order to consent the use of their presence in the videos uploaded for company purposes.

CHAPTER 4: LEARNINGS

During my internship at Syntegon Technology India Pvt Ltd. Verna Goa, I was able to gain hands on experience with the business environment in a B2B company. This experience helped me to understand how important it is to develop a good relationship with the colleagues at the workplace in order to foster involvement. I was also provided with chances to collaborate with different departments while shooting our video campaigns giving me an idea of how different departments operate. I was also presented with the chance to communicate and pitch our ideas to the colleagues based in a different country which helped me develop my communication and interpersonal skills which are very critical skills in the field of marketing. I am now able to understand the importance of being detail oriented with respect to B2B marketing to provide a very professional approach in all the tasks I have acquired. The overall experience at Syntegon Technology India Pvt Ltd has been thrilling and enriching. I am grateful for having been given the opportunity to work with a dynamic leader as well. I am thoroughly excited to apply what I have learned in my future endeavours.

I received an opportunity to cut time and cost for the company with respect to creating content for the purpose of social media posting when I took up video shooting and editing upon myself with the help of my fellow intern. This allowed me to have creative freedom while abiding by the company guidelines provided by my marketing mentor.

CHAPTER 5: CHALLENGES

Syntegon's target audience is other businesses, not consumers hence creating content that is different and trendy while adhering to the guidelines was a bit challenging. Since Syntegon is a Multi-National Company the guidelines were crucial. The sentiment of viewers across various cultures has to be taken into account. Getting familiar with the guidelines was important in order to maintain legal standards. B2B marketing requires a balance between creativity and professionalism. Finding the right tone and style for digital content that is engaging yet suitable for the company's business-to-business audience was crucial in order to determine how the company is perceived by the target audience.

There is a lengthy verification process for the content to be uploaded as the superiors overseas have to approve of it. This is a time-consuming process and somewhat results in the frequency of postings due to the delays caused. Collaborations with different departments was a bit difficult as far as planning was concerned as every individual's schedule had to be taken into account. Since Syntegon has a global presence the content that is being created had to be relatable across all cultures as they are still in the introductory stage on a platform such as Instagram.

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Appendix I

Empowering every step, celebrating every achievement 🌟 ✨ This **#WomensDay**, we're shining a light on the incredible women of Syntegon who innovate, lead, and inspire every day 🚀 💪. From engineering marvels 🔧 to groundbreaking leadership 👩, their contributions make us who we are. Join us in honoring their achievements and advocating for a more inclusive future 🌍 ❤️

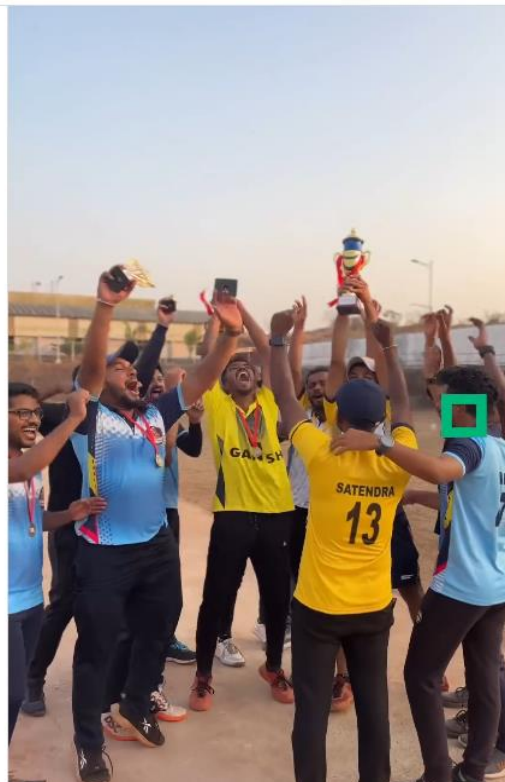
#SyntegonEmpowers #WomenInTech #GenderEquality #EmpowerHer



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14 reposts

Instagram



syntegon_global • Follow

Original audio



syntegon_global Hard work plays off! 🌟 The game united us all on the pitch, where teamwork flourished, proving that everyone, from the boss to a beginner, is a winner. 🏆

✨ Glimpses from the Syntegon Cricket League held at Verna, India, are here to show you the spirit! The finals had us cheering and laughing from the very start, connecting us and strengthening our bonds with every inning. 🎉💛 Kudos to **#OneTeam** **#Syntegon** for a memorable day! ❤️

#Cricket 🏏 **#IGCricket** **#Sixes** 🌟 **#Yorkers** **#CricketReels** 📺 **#Catches** 🏏 **#Sports** **#India** **#CricketFans** **#Cricketer** **#CricketLove** ❤️ **#EmployeeEngagement** **#CorporateEvents** 🏢 **#TeamBuilding**



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syntegon_global Step inside the journey at Syntegon India 🏢💡 — where our legacy of over 160 years fuels our drive to innovate ❤️ It's not just about the technology; it's the passion and teamwork that turn visions into reality. Witness the harmony between our dedicated workforce and precision machines, crafting with care and driven by pride. Together, we're more than just makers; we're pioneers of progress.

#EngineeringPassion #SyntegonSpirit
#InnovationJourney
#TechWithPurpose

2 w



107 likes

15 April



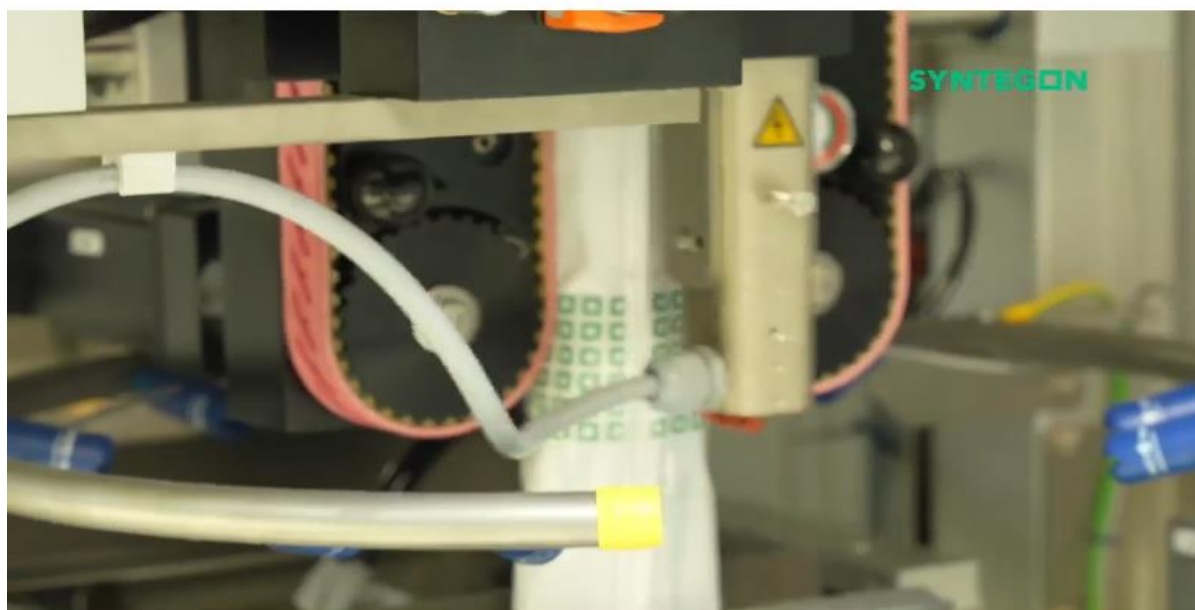
Syntegon

74,395 followers

1mo • 🌐

...

Looking for a packaging solution to pack your candy product? Syntegon presents you with multiple solutions to pack candies, right from mini wrappers to vertical form fill seal machines. We got you covered! #CountOnUs



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Appendix II

