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A Study of Digital Marketing, Social Media Marketing, Sales Support and Strategic Planning at Averonai

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Abstract : *This paper examines the practical relationship between digital marketing, social media marketing, sales support, content development, lead generation and strategic planning in the context of the Summer Internship completed at AveronAi. The study is based on the internship record, which describes AveronAi as an AI and technology-oriented organisation and records the student's exposure to digital research, social media planning, content creation and editing, sales-related activities, lead generation, customer communication and strategic analysis. The paper also considers learning from Auramika, a jewellery co-brand associated with the organisation, to understand how marketing communication changes across business categories.*

A descriptive and experiential approach is adopted. Primary inputs consist of assigned internship activities, observations, discussions, feedback and learning records. Secondary inputs include academic literature on digital marketing, social media, customer journeys, content marketing and marketing analytics. The study does not claim causal impact or audited business performance. Confidential campaign and sales figures were not provided; therefore, any numerical examples in the underlying SIP are illustrative and are not treated as actual company results.

The study finds that effective digital marketing requires alignment between objective, audience, content, channel, engagement, lead handling and review. It further highlights that marketing and sales are connected through the customer journey, and that content quality, systematic follow-up, audience segmentation and objective-specific KPIs can improve managerial discipline. The internship strengthened practical understanding of communication, teamwork, creative execution, analytical thinking and strategic planning.

Keywords: Digital marketing, social media marketing, lead generation, sales support, content strategy, customer journey, STP, strategic planning.

I. INTRODUCTION

Digital platforms have become important points through which customers discover organisations, evaluate offerings, interact with brands and make enquiries. Digital marketing therefore involves more than publishing content. It requires an understanding of the intended audience, a clear value proposition, appropriate channel selection, consistent communication and evaluation against business objectives.

The present study is based on the Summer Internship Project at AveronAi. The SIP record describes the organisation as an AI and technology-oriented business environment in which technology, digital presence, marketing and business development activities intersect. In such a context, marketing communication must translate technology-related value into language that potential customers can understand. The internship role was Marketing and Sales Intern, with primary exposure to digital marketing and social media marketing and additional exposure to sales support, content editing, lead generation and strategic planning.

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The study also draws on exposure to Auramika, a jewellery co-brand associated with AveronAi. The comparison is useful because technology services often require explanation of business problems, workflows and outcomes, while jewellery communication places greater emphasis on product presentation, design, consumer preference and trust. The basic marketing process remains relevant in both contexts, but the audience, message and creative execution differ.

1.1 Background and Rationale

The internship created an opportunity to connect classroom concepts with practical work. Activities such as researching audiences, supporting social media content, editing creatives, understanding enquiries and observing lead follow-up illustrated how marketing tasks contribute to wider business-development processes. The rationale for the study is to organise these observations and connect them with established management concepts.

1.2 Problem Statement

Marketing activities can become fragmented when content publishing, audience engagement and sales follow-up are treated as separate tasks. The central management issue examined in this paper is how digital communication and social media activity can be aligned with lead generation and sales support through clear objectives, audience understanding, consistent content and systematic review.

1.3 Objectives of the Study

- To understand the role of digital marketing in building brand awareness and communicating value.
- To study the practical use of social media for audience engagement and brand communication.
- To understand basic sales-support and lead-generation activities observed during the internship.
- To examine how content creation and editing support marketing communication.
- To understand the importance of strategic planning, STP, SWOT and customer-journey thinking.

II. LITERATURE REVIEW

Kannan and Li (2017) present digital marketing as an integrated field shaped by digital technologies and customer interactions. Their framework supports the view that acquisition, engagement and relationship development should be considered together. This is relevant to the internship because audience research, content, channel selection and lead support form connected stages rather than isolated tasks.

Mangold and Faulds (2009) describe social media as a hybrid element of the promotion mix in which organisations and consumers both contribute to brand conversations. Kaplan and Haenlein (2010) emphasise the need to understand social-media platforms and their characteristics. Together, these studies support platform-aware communication and active attention to audience response.

de Vries, Gensler and Leeflang (2012) examine the popularity of brand posts and the role of post characteristics in audience responses. Ashley and Tuten (2015) explore creative strategies in branded social content and consumer engagement. These studies reinforce the importance of purposeful creative execution, visual quality, relevance and clear calls to action.

Kim and Ko (2012) and Godey et al. (2016) study social-media marketing in luxury and fashion contexts, highlighting interaction, entertainment, trendiness, customisation and word of mouth. Their findings provide a useful conceptual lens for the Auramika jewellery co-brand, where product visuals, styling relevance and trust-oriented communication are important.

Lemon and Verhoef (2016) explain customer experience across multiple touchpoints in the customer journey. This supports coordination between social media, enquiries and sales follow-up. Järvinen and Karjaluoto (2015) discuss web analytics for digital marketing performance measurement, while Wedel and Kannan (2016) examine marketing analytics in data-rich environments. Both works support choosing measures that match the organisation's objectives.

Holliman and Rowley (2014) emphasise useful, relevant and timely content in business-to-business digital marketing. Järvinen and Taiminen (2016) discuss the connection between content marketing, marketing automation and lead generation. These studies support clear lead records, qualification and coordination between marketing and sales.

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Stephen (2015) and Lamberton and Stephen (2016) further show how digital and social media influence consumer behaviour, decision support and market intelligence.

2.1 Research Gap / Practical Link

The reviewed literature provides established concepts for digital communication, social engagement, customer journeys and measurement. The internship study contributes a practical learning perspective by bringing these themes together across a technology-oriented organisation and a consumer-facing jewellery co-brand. It is not intended to test a new theory or statistically generalise results.

III. RESEARCH METHODOLOGY

The study follows a descriptive and experiential research approach. It describes the internship environment, activities performed, observations made and learning outcomes developed. It is not an experimental study and does not establish causal relationships between marketing actions and business results.

Method element	Application in the study
Observation	Understanding the organisation, team functions and customer-facing activities.
Participation	Supporting digital marketing, content, lead-related and sales-support tasks.
Discussion	Clarifying instructions and receiving feedback from relevant team members.
Documentation	Recording tasks, learning and work outputs in the internship report.
Interpretation	Connecting practical activities with MBA concepts and academic literature.
Reflection	Identifying skills, challenges and possible improvements.

3.1 Sources of Information

Source	Type	Use
Internship activities and learning records	Primary	Role, tasks, observations and learning.
Team discussions and feedback	Primary	Clarification and contextual understanding.
Academic books and journal articles	Secondary	Conceptual framework and interpretation.
Public company information cited in SIP	Secondary	Broad organisational context only.

3.2 Scope and Limitations

The scope includes digital marketing, social media marketing, sales support, lead generation, content creation and editing, brand communication, strategic planning and Auramika co-brand exposure. The study excludes confidential campaign budgets, private customer-level data, unauthorised sales figures, restricted creative files, confidential commercial agreements and audited company performance claims. The SIP notes that numerical illustrations are academic examples and do not represent actual AveronAi results. The findings in this paper are therefore descriptive learning observations, not statistically generalised conclusions.

IV. OBJECTIVES OF THE STUDY

The objectives are to understand how digital marketing supports awareness, how social media facilitates engagement, how content communicates value, how lead-generation activity connects marketing with sales, and how strategic frameworks can guide decisions. These objectives are learning-oriented and align with the practical responsibilities recorded in the SIP.

V. ANALYSIS AND DISCUSSION / ANALYSIS AND INTERPRETATION

5.1 Digital Marketing as an Integrated Process

The internship learning can be represented as a sequence: objective → audience → content → publish → engage → lead → sales support → review. This process demonstrates that publishing is only one stage. A clear objective

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determines the audience, the audience informs the message, and the message is distributed through a suitable channel. Responses and enquiries then require organised handling and review.

5.2 Social Media and Content Strategy

Social media was treated as a strategic communication channel rather than only a posting platform. The SIP records support for content planning, topic and idea research, posts and creatives, captions and calls to action, engagement observation and consistency. A content funnel can be organised into awareness, engagement, consideration and conversion. Awareness content introduces the brand; engagement content encourages interaction; consideration content builds understanding and trust; conversion-oriented content encourages an enquiry or other business action.

Content stage	Purpose	Possible measures
Awareness	Reach new audiences	Reach, impressions, video views
Engagement	Encourage interaction	Likes, comments, shares, saves
Consideration	Build understanding and trust	Profile visits, clicks, enquiries
Conversion	Encourage action	Leads, enquiries, booked calls

The SIP also proposes an illustrative KPI framework: reach for awareness, engagement rate for interaction, clicks for traffic, qualified enquiries for lead generation and follow-up completion for sales support. These are suggested measures, not reported company results. The main analytical point is that a metric should be selected according to the purpose of the activity.

5.3 Sales Support and Lead Generation

The internship included exposure to prospect research, lead information, communication and follow-up processes. The lead-generation process can be understood through prospecting, lead capture, qualification, communication, follow-up, handover and review. Each stage has a control point: target-segment fit, completeness of information, need and urgency, message clarity, timely follow-up, complete handover notes and outcome recording.

This analysis shows why marketing and sales should not operate as disconnected functions. Social content and digital activity may create attention or enquiries, but a suitable lead must be understood and followed up. A standard lead sheet, qualification criteria, next-action date, source tracking and handover notes are practical controls suggested in the SIP.

5.4 Strategic Planning: STP and SWOT

Segmentation divides a market into meaningful groups; targeting selects the priority group; positioning creates a clear place in the customer's mind. In the internship context, technology/business audiences need communication focused on business problems, workflows and outcomes, while jewellery consumers may respond more to product presentation, design, styling and trust. The SIP also uses SWOT as a structured way to consider strengths, weaknesses, opportunities and threats. These frameworks help align activities with objectives rather than relying only on creative preference.

5.5 Co-brand Learning: Auramika

Dimension	AveronAi / technology context	Auramika / jewellery context
Core communication	Explain technology and business value	Present product, design and value
Visual emphasis	Clarity of workflow and outcomes	Product imagery and aesthetics
Audience	Business decision-makers and users	Consumers and jewellery buyers
Engagement	Questions, enquiries and demonstrations	Interest, product exploration and enquiries
Trust	Capability, reliability and integration	Quality, authenticity and brand consistency

The comparison demonstrates that core marketing principles can transfer across categories, but execution must adapt to customer expectations. For a technology-oriented offering, explanatory content may be necessary; for jewellery, visual

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storytelling and product-related information may be more prominent. Both require consistency, relevance, audience understanding and trust.

5.6 Interpretation of Internship Findings

The SIP identifies recurring learning themes: audience understanding matters; consistency matters; sales coordination matters; content quality matters; strategy matters; and measurement matters. These observations support a practical management approach in which each activity has an objective, an owner, a next step and a relevant measure. The internship does not provide verified campaign-level metrics, so no claim is made that a particular activity increased sales or conversion.

VI. FINDINGS OF THE STUDY

- Digital marketing is most useful when objective, audience, message, channel and review are planned together.
- Social media should be managed as a two-way communication channel that supports awareness, engagement and enquiries.
- Content quality depends on accuracy, clarity, brand consistency, visual presentation, audience fit, platform fit and a clear call to action.
- Marketing and sales are connected through lead capture, qualification, communication, follow-up and handover.
- STP and SWOT provide a structured basis for audience selection, positioning and strategic decisions.
- Marketing principles remain relevant across technology and jewellery categories, but message style and visual execution must change.
- Objective-specific KPIs are more meaningful than relying on a single volume metric.
- The internship strengthened communication, teamwork, time management, adaptability, problem solving, creative thinking and professional discipline.

VII. RECOMMENDATIONS

1. Maintain a documented content calendar that records the objective, audience, content pillar, channel, call to action and review date for each activity.
2. Use a standard lead-generation sheet with only necessary business information, including source, segment, requirement summary, priority and next action.
3. Define simple lead-qualification criteria based on fit, need and urgency, and record follow-up status consistently.
4. Create a clear marketing-to-sales handover process so that relevant enquiry context is not lost.
5. Review channel performance using measures suited to each channel's purpose rather than comparing all channels using one metric.
6. Use a content review checklist covering accuracy, clarity, visual quality, brand consistency, audience fit, platform fit and call to action.
7. Adapt communication separately for technology services and consumer-facing jewellery, while maintaining consistent brand values.
8. Use authorised data only, protect customer information and clearly distinguish actual performance data from illustrative academic examples.

VIII. CONCLUSION

The study concludes that digital marketing, social media marketing, content development, lead generation and sales support are interconnected business activities. The Summer Internship at AveronAi provided practical exposure to these areas and helped translate MBA concepts into workplace learning. The experience demonstrated that effective

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marketing begins with a clear objective and audience understanding, continues through relevant content and engagement, and requires organised lead handling and review.

Auramika co-brand exposure added a useful category comparison. It showed that the same strategic foundations—segmentation, targeting, positioning, customer journey and trust—must be expressed differently depending on the product and audience. The study is limited by the absence of confidential campaign and sales data; accordingly, its findings are descriptive and should not be interpreted as measured organisational performance. Overall, the internship strengthened the student's functional and professional understanding of marketing and sales coordination.

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