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Branding, Brand Positioning, and the Client on Boarding Process at Averonai: An Internship Study

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Abstract : *This study examines branding, brand positioning, and client onboarding processes at AveronAI, a technology and AI solutions provider. Through a six-week internship, the student gained practical exposure to digital marketing initiatives, client relationship management, and operational coordination. The research follows an experiential, descriptive approach, drawing on direct participation in marketing discussions, client meetings, onboarding activities, and operational coordination. Findings indicate that consistent branding across multiple touchpoints and structured onboarding processes significantly influence client acquisition and retention. Key recommendations include implementing standardized onboarding checklists, using templates for project documentation, and establishing centralized trackers for client status and ownership.*

Keywords: Branding, brand positioning, and the client onboarding process at Averonai: An internship study

1. INTRODUCTION

Marketing and sales are often discussed as separate academic subjects, but real-world client relationships show they are interconnected stages of a single journey. This internship study explores this connection at AveronAI, a technology service company specializing in digital marketing, AI solutions, and branding services.

During the internship, I observed how marketing creates the first impression while onboarding and delivery experience determine whether that initial promise is fulfilled. The client journey moves from awareness and lead generation through discovery, onboarding, contract, project execution, and renewal.

II. LITERATURE REVIEW

Brand equity models by Aaker (1991) and Keller (1993) emphasize that brand value extends beyond recognition to associations, perceived quality, and loyalty. For service businesses, these perceptions are shaped by interactions throughout the client journey, not just marketing campaigns.

Customer journey research by Lemon & Verhoef (2016) demonstrates that B2B clients experience branding across multiple touchpoints and stakeholders. This aligns with findings from Purmonen, Jaakkola, & Terho (2023) on B2B client experiences in digital environments.

CRM research by Payne & Frow (2005) frames customer relationship management as a strategic, cross-functional process involving value creation, channel integration, and information management. These perspectives converge on the need for connected processes.

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III. RESEARCH METHODOLOGY

This study follows an experiential, descriptive research design drawing on direct participation during the internship. Data was gathered through participation in marketing discussions, client meetings, onboarding activities, and operational coordination over a six-week period.

Thematic analysis was conducted by grouping observations into categories: brand positioning, lead generation, client onboarding, and operations coordination. Each activity was coded by observed involvement level and linked to relevant literature frameworks.

IV. OBJECTIVES OF THE STUDY

- To understand AveronAI's branding activities and positioning approach.
- To study the client onboarding workflow from initial interaction to project execution.
- To examine how marketing strategy supports lead generation and client acquisition.
- To analyze coordination between marketing, branding, operations, and delivery functions.
- To identify process-level challenges and suggest practical improvements.

V. ANALYSIS AND DISCUSSION

The TOFU-MOFU-BOFU marketing funnel framework was observed in practice at AveronAI. Awareness content on Instagram and LinkedIn, combined with an AI audit lead magnet, effectively captured prospects. The middle of the funnel utilized case studies to build trust, while strategy calls enabled direct consultation and requirement gathering.

Brand positioning was observed across multiple touchpoints in the imitation jewellery project. Logo decisions, packaging, product descriptions, and marketing messages all needed to align with a consistent brand identity. The customized hampers project demonstrated how unclear requirements could lead to confusion and rework during execution.

Marketing and operations coordination proved critical. The handover between marketing and operations requires clear documentation and ownership assignment. A shared tracker for project status, pending documents, and next actions would address information fragmentation issues observed during internship.

VI. FINDINGS

Finding 1: Brand positioning operates through multiple touchpoints. Evidence: The imitation jewellery project included discussions on logo, packaging, printing, product inserts, descriptions, and marketing strategy.

Finding 2: Onboarding requires structured information. Evidence: The observed workflow from client meeting through scope, contract, invoice, project kickoff, and execution demonstrates the need for clear handovers.

Finding 3: Marketing and operations are interdependent. Evidence: Internship involved both lead-generation activity and operational documentation.

Finding 4: Simple tools can address complex coordination needs. The most practical solutions identified were checklists, templates, and shared trackers.

VII. RECOMMENDATIONS

Recommendation 1: Implement standardized onboarding checklists covering requirements, scope, commercial documents, owner assignment, timeline, and follow-up scheduling. Rationale: This addresses the identified coordination gaps and reduces ambiguity in project handovers.

Recommendation 2: Create reusable templates for website briefs, branding projects, and AI solution specifications. Rationale: Templates ensure key questions are consistently addressed across projects.

Recommendation 3: Establish a centralized client tracker for project status, pending documents, ownership, and next actions. Rationale: This provides single source of truth for the team and reduces information fragmentation.

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VIII. CONCLUSION

This internship study demonstrates that marketing, branding, and onboarding work best as connected stages rather than isolated activities. Clients experience the entire journey as one continuous relationship, and any gaps between departments create friction that affects brand perception and client satisfaction.

The practical recommendations—standardized checklists, project templates, and shared trackers—offer implementable solutions that don't require significant technology investment. These simple process improvements can significantly enhance client experience and team coordination.

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