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A Study on Digital Marketing Practices for Brand Awareness and Product Education with Reference to Nature Organics

A Report on On-the-Job Training (OJT)

Submitted in fulfilment of the Digital Marketing Internship requirement

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Organization: Nature Organics, Sangli, Maharashtra Internship Period: 15 May 2026 – 15 July 2026
Role: Digital Marketing Intern

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Abstract

This project studies the application of digital-marketing practices — organic social media management, content production, and paid Meta advertising — as a tool for building brand awareness and supporting product education at Nature Organics, an organic-fertilizer and Agri-input company based in Sangli, Maharashtra, which has traditionally relied on offline, relationship-driven channels to reach farmers, dealers, and distributors. Conducted as part of a ten-week On-the-Job Training engagement (15 May – 15 July 2026), the study draws on primary data generated directly during the internship, including Meta Ads Manager campaign exports covering both a full-quarter window (May–July 2026) and a focused one-month window (August 2026), together with Instagram Insights data on organic content performance.

The analysis finds that low-cost, reach-oriented paid campaigns and educational, farmer-relevant video content (particularly Instagram Reels) were the most cost-efficient levers for building broad brand visibility, while converting that visibility into qualified product interest or leads consistently required a higher spend and more targeted creative. The study also finds that a substantial share of paid-media budget during the earlier phase of the internship supported internal recruitment campaigns rather than farmer-facing marketing, an important resourcing consideration for the company going forward. Based on these findings, the study concludes with a set of practical recommendations for how Nature Organics can scale its digital-marketing function beyond the internship period while preserving the trust-based, offline positioning that continues to underpin its relationships with farmers and dealers.

Keywords: Digital Marketing, Brand Awareness, Product Education, Agri-Input Marketing, Social Media Marketing, Meta Advertising, Organic Fertilizer, Rural Marketing.

1. Introduction

1.1 Background of the Study

This project documents and analyses the On-the-Job Training (OJT) undertaken at Nature Organics, an organic-fertilizer and agricultural-input company based in Sangli, Maharashtra, where the intern was engaged as a Digital Marketing Intern over a ten-week period from 15 May 2026 to 15 July 2026. Nature Organics operates in the organic-fertilizer and Agri-

input segment, serving a customer base of farmers, agricultural dealers, and distributors primarily across Maharashtra and Karnataka, and has historically built its market presence through offline, relationship-driven channels — direct farmer visits, dealer networks, word-of-mouth referrals, and on-ground demonstrations — rather than through structured digital outreach.

The project centers on the digital-marketing activities undertaken during the internship to support and extend this traditionally offline business model, spanning three core areas: social media management (planning, scheduling, and publishing content across Facebook and Instagram), content creation (producing farmer-facing Reels, posts, and Stories focused on product education and crop-health outcomes, largely in the local language to ensure relevance and accessibility), and paid advertising (setting up, monitoring, and optimizing Meta Ads Manager campaigns across objectives such as brand awareness, engagement, and lead generation, including recruitment-related hiring campaigns run in parallel).

Through this work, the internship offers a practical lens into how a small, traditionally relationship-based Agri-input business can begin to adopt digital channels to build brand visibility, educate its existing and prospective customer base on product usage, and generate measurable engagement — while also surfacing the real operational challenges, trade-offs, and learnings involved in making that transition. The report that follows documents the approach taken, the data gathered across the internship period, and the resulting findings, conclusions, and recommendations for scaling Nature Organics' digital-marketing efforts beyond the internship.

1.2 Definition of Concept

Digital marketing refers to the use of internet-based channels — social media platforms, search engines, email, and paid advertising networks — to promote products, build brand awareness, and generate leads. It encompasses a range of interconnected activities, including content creation and publishing, community engagement, search and social advertising, performance tracking, and audience targeting, all aimed at reaching and influencing a defined customer base through digital touchpoints rather than solely through physical or interpersonal channels.

Within digital marketing, this project draws on three specific sub-areas that were directly applied during the internship:

- **Social media marketing** — using platforms such as Facebook and Instagram to publish organic content (posts, Reels, Stories) that builds an ongoing brand presence and engages followers and prospective customers over time.
- **Content marketing** — creating educational and promotional material (videos, images, captions) designed to inform the audience about product usage, benefits, and application, rather than pushing a direct sales message.
- **Paid digital advertising** — using tools such as Meta Ads Manager to run targeted campaigns against specific objectives (reach, engagement, lead generation) for a defined budget and duration, with performance measured through metrics like impressions, reach, cost-per-result, and conversions.

In the context of an Agri-input business such as Nature Organics, digital marketing does not replace field-level relationship marketing — dealer visits, farmer meetings, demonstration plots, and word-of-mouth referrals — which remain central to how trust is built in this sector. Instead, it complements these traditional efforts in three important ways: it extends reach beyond the geographic and time constraints of in-person interactions, allowing the brand to be seen by farmers and dealers who may not yet be part of the existing relationship network; it improves product education by making demonstration-style content (e.g., correct application of a fertilizer, expected crop outcomes) available on-demand, rather than dependent on a field representative being physically present; and it creates a consistent, referenceable brand presence — a dealer or farmer who has met a company representative in person can subsequently look up Nature Organics on social media to revisit product information, view testimonials, or confirm credibility, reinforcing the relationship built offline.

In this sense, digital marketing functions as a supporting layer over the existing relationship-based model — amplifying its reach and reinforcing trust — rather than as a substitute for the field-level engagement that remains foundational to how

Agri-input businesses like Nature Organics operate.

1.3 Scope of the Project

The scope of this project is limited to the digital-marketing function at Nature Organics during the internship period (15 May – 15 July 2026), and is defined both by what was directly undertaken and observed during this window, and by the boundaries beyond which the study does not claim to offer insight.

Within Scope

- **Organic (non-paid) social media activity** on Facebook and Instagram, including content planning, publishing cadence, and the resulting engagement (likes, comments, shares, views, and follower growth) generated across posts, Reels, and Stories.
- **Paid Meta advertising campaigns**, including the setup, budget allocation, monitoring, and optimization of ad sets run across multiple objectives (reach, engagement, and lead generation) during the internship period.
- **Content production**, spanning photography, videography, and editing carried out to create the visual and video assets used across both organic and paid channels — including on-site content shot with farmers and dealers.
- **Basic analytics generated from these activities**, drawn directly from Meta Ads Manager and Instagram Insights, covering metrics such as impressions, reach, cost-per-result, and views by content type.

Outside Scope

- **The company's overall sales and distribution strategy**, including how products physically move from Nature Organics to dealers, distributors, and end farmers.
- **Pricing decisions** for any of Nature Organics' product lines.
- **Product formulation** or the underlying agronomic science behind the company's organic-fertilizer offerings.
- **Financial performance** of the company beyond what is available in the public domain, such as revenue, profitability, or investment figures.
- **Digital-marketing channels not used during the internship**, such as search-engine marketing (SEM/Google Ads), email marketing, or influencer partnerships, which may be worth exploring in future work but fall outside what was actually executed and measured during this engagement.

This scope reflects the practical, hands-on nature of the internship: the project draws its conclusions strictly from the digital-marketing activities that were planned, executed, and tracked between 15 May and 15 July 2026, and does not extend its findings or recommendations to areas of the business that were not directly part of this engagement.

1.4 Salient Contributions of the Project

Beyond fulfilling the internship's own learning objectives, this project produces a set of tangible outputs of practical value to Nature Organics:

- **A documented, fortnight-wise record of digital-marketing activity.** The project consolidates ten weeks of work (15 May – 15 July 2026) into a structured, dated record of what was planned, executed, and observed at each fortnightly checkpoint — covering content produced, campaigns launched, budgets spent, and results achieved. This gives Nature Organics an internal reference of what was actually done and when, rather than relying on scattered notes, chat threads, or platform dashboards that are easy to lose track of once an internship ends.
- **A structured view of the sector and competitive landscape.** By reviewing how peer and competitor brands in the organic-fertilizer/Agri-input space present themselves online — their content style, messaging, and use of paid promotion — the project offers Nature Organics' marketing team a quick-reference snapshot of where the brand stands relative to others in the category, which can inform future positioning and content decisions without requiring a fresh round of

research.

- **Practical, data-backed learnings and recommendations for scaling digital presence.** The project translates raw campaign and content performance data into specific, actionable takeaways — such as which campaign objectives are most cost-efficient, which content formats drive the most engagement, and where budget or creative adjustments are needed — framed specifically around how a traditional, relationship-driven Agri-input brand can grow its digital presence without diluting the trust-based, offline positioning that has historically defined its relationships with farmers and dealers.
- **A reusable reference for onboarding future interns or team members.** Because the fortnightly logs, campaign data, and findings are documented in one place, this project can also serve as a starting reference point for whoever continues Nature Organics' digital-marketing efforts next — reducing the ramp-up time otherwise needed to understand what has already been tried, what worked, and what didn't.
- **An evidence base for internal budget and resourcing conversations.** With actual cost-per-result figures across awareness, engagement, and recruitment campaigns now documented, the project gives Nature Organics' management a factual basis for future discussions on how to allocate marketing spend across these different objectives, rather than relying on assumptions or industry generalizations.

1.5 Outline of the Project Report

This report is organized into twelve chapters, structured to move from broad context to specific findings and, finally, to actionable recommendations. Chapter 2 analyses the organic-fertilizer/Agri-input sector in India.

Chapter 3 presents a company analysis of Nature Organics. Chapter 4 lays out the theoretical background drawn from digital-marketing and Agri-marketing literature. Chapter 5 states the objectives of the study. Chapter 6 describes the project methodology and the fortnight-wise activities performed. Chapter 7 presents data analysis and observations. Chapters 8 through 11 cover challenges, limitations, learnings, and recommendations respectively, and Chapter 12 lists the bibliography.

2. Industry / Sector Analysis: India's Organic-Fertilizer and Agri-Input Sector

Nature Organics operates in India's organic-fertilizer and agricultural-input sector, a sub-segment of the broader Indian fertilizer industry. India is the second-largest producer and consumer of fertilizers in the world after China, and agriculture contributes roughly 18% of the country's GDP, making the availability of quality, affordable fertilizer inputs a matter of national importance. Within this broader industry, organic and bio-based fertilizers form a fast-growing niche, currently valued in the range of roughly USD 500–635 million as of 2025–26 and accounting for close to 70% of the total Indian crop nutrition segment as of the most recent available estimates. Industry forecasts project this segment to grow at a compound annual rate of roughly 7–9% through the early 2030s, with plant-based organic fertilizers such as cotton seed meal and green manure holding the largest product share within the category.

Table 2.1 summarizes market-size estimates from several independent industry research sources; the figures vary by methodology and forecast window but consistently point to a market growing at a high-single-digit to low-double-digit CAGR.

Source	Market Size Estimate	Projected CAGR
Mordor Intelligence (2025–2030)	USD 501.4 Mn (2025) → USD 755.7 Mn (2030)	8.55%
Market Research Future (2025–2035)	USD 1,057.3 Mn (2025) → USD 2,928.4 Mn (2035)	10.7%
Expert Market Research (2025–2035)	USD 526.5 Mn (2025) → USD 1,223.7 Mn (2035)	8.80%

Persistence Market Research (2025–2032)	USD 622.6 Mn (2025) → USD 1,006.3 Mn (2032)	7.1%

Table 2.1: India Organic Fertilizer Market Size Estimates — Comparative View Across Research Sources

This growth is driven by three converging forces: rising consumer demand for chemical-free food, expanding certified-organic farmland, and sustained government promotion of sustainable farming practices. On the policy side, central schemes such as the Paramparagat Krishi Vikas Yojana (PKVY) and the Mission Organic Value Chain Development for North Eastern Region (MOVCDNER) provide end-to-end support to farmers adopting organic practices, spanning production, processing, certification, and post-harvest management — support that has meaningfully lowered the barrier for farmers to transition toward organic inputs.

As of early 2024, India had over 1.76 million hectares under certified organic farming and a further 3.62 million hectares under conversion, making it the fourth-largest certified organic area globally. This organic farming base is concentrated in states such as Madhya Pradesh, Maharashtra, Rajasthan, Gujarat, and Karnataka, which continue to see farmers adopt organic practices both to improve soil health and to meet rising consumer demand for chemical-free food. This expanding organic-farming base is the direct demand driver for organic-fertilizer companies such as Nature Organics, whose customers are primarily farmers and the dealer/distributor network that serves them across Maharashtra and Karnataka — placing the company at the intersection of a structurally growing market and a still-consolidating, regionally fragmented competitive landscape, where brand visibility and farmer trust remain as important as product quality itself.

2.1 Implications for Digital Marketing in the Sector

The organic-fertilizer/Agri-input category has two structural characteristics that directly shape how digital marketing should be used within it. First, the customer base is geographically dispersed and often more comfortable with vernacular, visual, and video-based content than long-form written material — favouring short-form video (Reels) and locally-worded posts over generic, text-heavy advertising. Second, purchase decisions in this category are trust-dependent and often influenced by a dealer or a peer farmer's recommendation, meaning digital content performs best when it reinforces (rather than replaces) the credibility already built through offline relationships — for instance, by featuring real farms, real farmers, and demonstrable crop outcomes rather than generic stock imagery. These two characteristics inform the content and campaign strategies analyzed later in this report.

3. Company Profile: Nature Organics

3.1 Overview

Nature Organics is an organic-fertilizer and agricultural-input company headquartered in Sangli, Maharashtra, operating within India's fast-growing organic and bio-input segment described in Chapter 2. The company's core customer base comprises farmers, agricultural dealers, and distributors, with primary market reach concentrated across Maharashtra and Karnataka. Based on the product-specific campaigns run during the internship — covering crops such as soybean, sugarcane, pomegranate, maize, and ginger, alongside residue-free/organic farming inputs — Nature Organics serves a diversified crop-input customer base rather than a single-crop niche, and also extends into allied offerings such as green-garden/landscaping inputs for institutional clients (hotels, hospitals, and offices).

3.2 Traditional (Offline) Go-to-Market Approach

Historically, Nature Organics has built and sustained its market presence through offline, relationship-driven channels rather than structured digital outreach. This includes direct farmer visits and on-ground demonstrations of product application and results, a dealer and distributor network that carries the brand's credibility into local markets, and word-of-mouth referrals built on trust accumulated over repeated, in-person interactions. This relationship-based model remains foundational to the company's positioning — particularly in a category where farmers are understandably cautious about switching inputs without seeing demonstrable, trusted proof of results.

3.3 Digital Presence Prior to the Internship

Prior to this internship, Nature Organics' digital-marketing activity was limited relative to the scale of its offline relationship network, with an existing but comparatively small Facebook and Instagram presence and no structured, ongoing content or paid-advertising programme. This gap — a strong offline reputation not yet matched by a proportionate digital footprint — is the specific business context that this internship was designed to address, and forms the basis for the objectives set out in Chapter 5.

3.4 Competitive Positioning

Within the organic-fertilizer/Agri-input category, Nature Organics competes against a mix of larger, better-resourced national and regional players with more established digital and distribution infrastructure, and a long tail of smaller, hyper-local input suppliers who compete primarily on price and personal relationships. Nature Organics' position sits between these two ends: it has an established, trust-based relationship network similar to smaller local suppliers, but — as this project sets out to demonstrate — has the opportunity to build a digital presence that lets it compete for visibility and product education with larger, better-funded players, without abandoning the relationship-based trust that differentiates it from purely price-competitive local suppliers.

4. Review of Literature and Theoretical Background

4.1 Digital Marketing: Core Concepts

Foundational marketing literature (Kotler & Keller, Marketing Management) frames marketing as the process of creating, communicating, and delivering value to a target customer, and positions digital marketing as an extension of this process into internet-based channels. Chaffey and Ellis-Chadwick, in Digital Marketing: Strategy, Implementation and Practice, further break digital marketing down into distinct but interlocking disciplines — social media marketing, content marketing, search engine marketing, email marketing, and paid/display advertising — each suited to different stages of the customer's decision journey. This project draws specifically on the social media marketing, content marketing, and paid social advertising disciplines, as these were the channels available and relevant within Nature Organics' scope and budget during the internship.

4.2 The Awareness-to-Action Funnel Applied to Social Media

A widely used framework for understanding how digital content moves an audience toward a desired action is the AIDA model (Attention, Interest, Desire, Action), later adapted into the modern "marketing funnel" of Awareness, Consideration, and Conversion. Applied to this project's social media activity, awareness corresponds to reach and impressions generated by broad, low-cost content (organic Reels and reach-objective paid campaigns); consideration corresponds to engagement signals such as views, comments, and profile visits, where the audience begins actively evaluating the brand or product; and conversion corresponds to the harder outcomes measured in this study — messaging conversations, leads, and follows. This funnel logic is used throughout Chapter 7 to interpret why awareness-stage metrics were consistently cheaper to generate than conversion-stage outcomes across nearly every campaign analyzed.

4.3 Digital and Rural/Agri-Marketing Literature

A distinct but related body of literature addresses the specific challenges of marketing to rural and agricultural audiences, where language, trust, and access to reliable internet connectivity shape how digital content is received. Studies and industry reports on rural digital adoption in India consistently highlight three themes relevant to this project: the effectiveness of short-form video content in vernacular languages over long-form or purely text-based content for farmer

audiences; the continued primacy of trust and social proof (peer farmers, known dealers, credible demonstrations) in influencing agricultural purchase decisions, even when the discovery of a product happens digitally; and the view of digital marketing as a complement to, rather than a replacement for, field-level engagement in Agri-input categories — a view directly reflected in the "Definition of Concept" discussion in Chapter 1 and borne out by the data presented in Chapter 7, where the highest-performing content was that which visually demonstrated real, on-farm outcomes rather than generic promotional messaging.

4.4 Synthesis for This Study

Taken together, this literature suggests that a traditionally offline Agri-input business such as Nature Organics is best served by a digital-marketing approach that (a) uses low-cost, broad-reach channels to build top-of-funnel awareness, (b) relies on authentic, vernacular, demonstration-style content to move audiences into genuine consideration, and (c) treats digital engagement as reinforcing — not replacing — the trust built through existing offline relationships. This framework directly informs both the objectives (Chapter 5) and the interpretation of results (Chapter 7) that follow.

5. Objectives of the Study

In line with the OJT guidelines, the objectives of this project are stated below, each beginning with 'To':

1. To understand how a traditional, relationship-driven Agri-input business such as Nature Organics can use digital marketing (social media and paid advertising) to build brand awareness and support product education among farmers and dealers.
2. To gain practical, hands-on exposure to the end-to-end digital-marketing workflow — content planning, creative production, publishing, paid-campaign execution, and basic performance tracking — within a real organizational setting.
3. To analyze the organic-fertilizer/Agri-input sector and Nature Organics' competitive position, in order to contextualize the digital-marketing activities undertaken during the internship.
4. To identify practical challenges, learnings, and recommendations that can guide Nature Organics in scaling its digital-marketing efforts beyond the internship period.

6. Research Methodology

6.1 Nature of the Study

This study is primarily an applied, internship-based action research project: rather than testing a hypothesis through a controlled sample survey, it documents, measures, and analyzes digital-marketing activities that were actually planned and executed at Nature Organics over the internship period, supplemented by secondary industry research to provide sector context (Chapter 2) and literature grounding (Chapter 4).

6.2 Data Sources

- **Meta Ads Manager exports** — lifetime campaign exports covering two overlapping reporting windows: a broad quarter-view (1 May – 31 July 2026) and a focused one-month snapshot (9 August – 7 September 2026), each providing campaign-level results, cost-per-result, spend, impressions, and reach.
- **Instagram Insights** (Overview tab) — providing organic content performance for the trailing 30-day window, including views by content type (Reels, Posts, Stories), viewer composition (followers vs. non-followers), and net follower growth.
- **Fortnightly Progress Reports** — internal weekly/fortnightly logs maintained throughout the internship and

reviewed with the OJT/Industry Mentor, documenting activities performed, content published, and campaigns launched (reproduced in summary form in Section 6.3 and referenced in Appendix 2).

- **Secondary desk research** — industry reports and market research (cited in Chapter 2) used to contextualize the sector in which Nature Organics operates.

6.3 Fortnightly Cadence and Phased Approach

The internship followed a fortnightly cadence, with activities logged and shared with the OJT/Industry mentor at the end of each week. Over the 15 May–15 July 2026 period, the work progressed through four broad, overlapping phases:

Phase I — Audit and Planning (approx. Fortnights 1–2). The engagement began with a diagnostic review of Nature Organics' existing digital footprint — its Facebook and Instagram presence, prior post performance, follower composition, and competitor activity in the organic-fertilizer/Agri-input category. This phase involved auditing what content had worked historically, identifying gaps in messaging (particularly around product education for farmers and dealers), and translating these observations into a working content calendar and a preliminary paid-media plan aligned to the business's seasonal priorities (e.g., crop-specific campaigns timed to sowing cycles).

Phase II — Content Production and Organic Publishing (approx. Fortnights 2–5, running concurrently with Phase III). With a plan in place, effort shifted to producing and publishing organic content — primarily short-form Reels demonstrating product usage and crop-health outcomes, supported by static posts and Stories. This phase covered the full creative loop: scripting and shooting field-level content (often on-site with farmers and dealers), editing, captioning in the local language, scheduling, and publishing, followed by tracking early engagement signals to refine the next batch of content.

Phase III — Paid Meta Advertising and Optimization (approx. Fortnights 4–7). As organic content began generating traction, budget was introduced through Meta Ads Manager to extend reach beyond the existing follower base. This phase involved setting up ad sets against varied objectives — profile-visit/engagement campaigns, and lead-generation campaigns for dealer and hiring-related use cases — monitoring daily delivery, and optimizing spend allocation based on cost-per-result. Underperforming ad sets were paused or re-targeted, while high-performing, low-cost campaigns were kept running longer, in line with the cost-efficiency patterns evident in the campaign data presented in Chapter 7.

Phase IV — Consolidation, Reporting, and Knowledge Transfer (approx. Fortnights 7–8). In the closing weeks, the focus moved to consolidating ten weeks of organic and paid performance data into a coherent report, drawing out the findings and recommendations discussed in Chapters 7 and 11, and documenting playbooks, learnings, and templates so that Nature Organics' internal team could sustain the digital-marketing effort beyond the internship — directly supporting Objective 4 of this project.

6.4 Tools Used

- **Meta Business Suite** — for scheduling and publishing organic content and reviewing basic post-level insights.
- **Meta Ads Manager** — for building, launching, budgeting, and monitoring paid campaigns.
- — for producing and editing Reels, posts, and Story content.
- **Basic data consolidation tools** — spreadsheet-based tracking for consolidating fortnightly activity logs and campaign metrics into a form suitable for analysis.

6.5 Note on Methodological Limitations

The Meta Ads Manager export for the May–July window reports lifetime totals per campaign rather than a day-by-day or month-by-month breakdown, which constrains the granularity of trend analysis possible for that period; this and other limitations are discussed in full in Chapter 9.

7. Data Analysis, Observations and Results

This chapter presents the data analysis for two overlapping reporting windows generated during the internship: a full-quarter view of paid Meta campaigns (1 May – 31 July 2026), and a focused one-month snapshot combining paid campaigns and organic Instagram performance (9 August – 7 September 2026). Findings from both windows are synthesized in Section 7.4 against the study's four objectives.

7.1 Paid Campaign Performance — May to July 2026 (Quarter Overview)

This analysis is drawn from the Meta Ads Manager campaign export for the reporting window 1 May 2026 to 31 July 2026. Unlike the single-month August report, Meta consolidates this window into one lifetime figure per ad set rather than a day-by-day or month-by-month breakdown; the analysis below is therefore presented at the campaign and category level for the full quarter, with the sequence of individual campaign launch dates (evident in several campaign names) used to reconstruct the fortnightly progression described in Chapter 6.

Of the 26 ad sets present in the export, 25 had delivered impressions and recorded results; one ("Logistic Manager Hiring") was archived on 26 May 2026 before generating any results and is excluded from the quantitative analysis below, though its presence still points to hiring activity beginning early in the quarter.

7.1.1 Campaign Mix by Category

The 25 active ad sets naturally group into three categories based on their objective and target audience: broad brand-awareness campaigns (optimized purely for reach), product-specific engagement/lead-generation campaigns aimed at farmers, and recruitment/hiring campaigns run to fill internal roles. Table 7.1 summarizes performance by category.

Category	Ad Sets Run	Spend (INR)	Impressions	Reach	Results	Avg. Cost/Result
Brand Awareness (Reach objective)	4	₹977.45	4,93,264	4,81,441	4,81,441	₹0.002 (≈ 2 paise)
Product Engagement / Lead-Gen	8	₹4,167.96	1,76,895	1,42,765	455	₹9.16
Recruitment / Hiring	13	₹7,120.59	2,52,231	1,62,788	1,148	₹6.20
TOTAL / OVERALL	**25**	**₹12,266.00**	**9,37,505**	**7,86,994**	**4,83,044**	—

Table 7.1: Campaign Performance by Category (1 May – 31 Jul 2026)

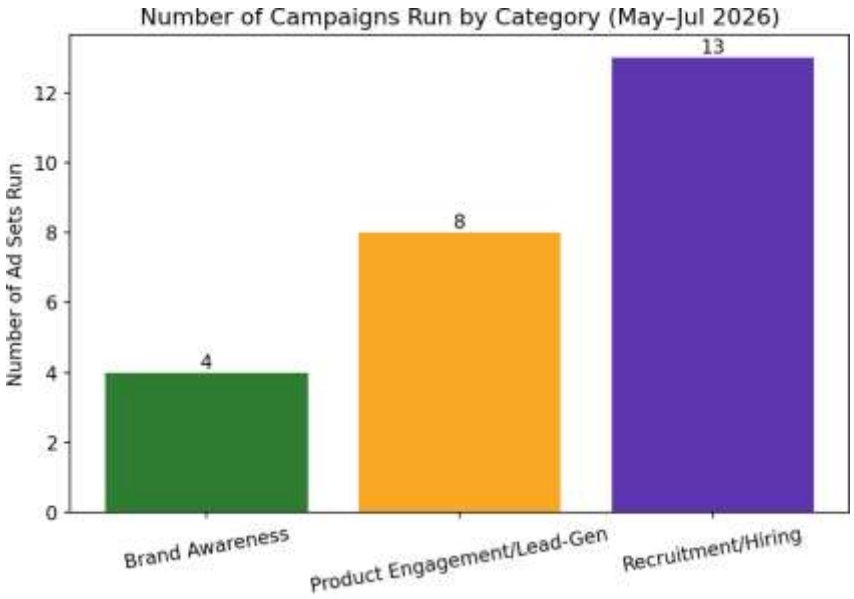

Figure 7.1: Number of Campaigns Run by Category

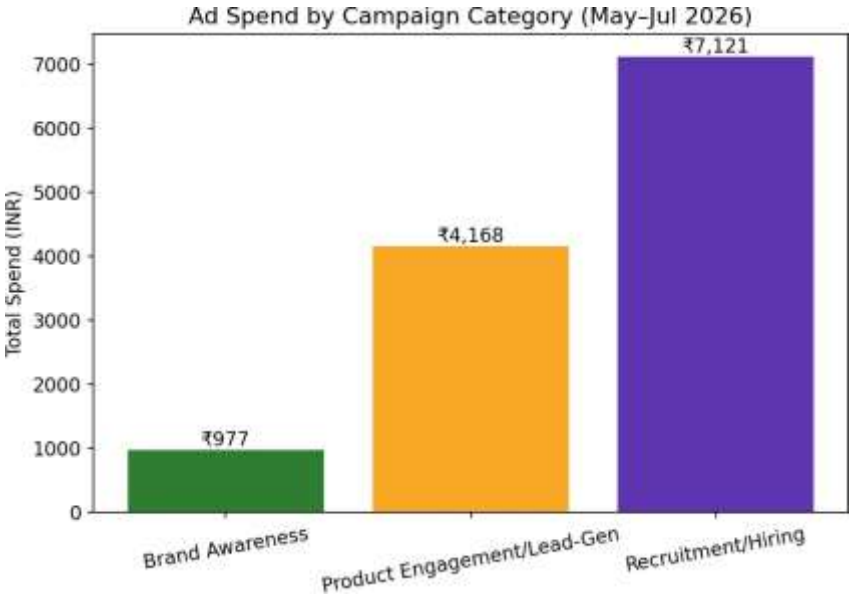

Figure 7.2: Ad Spend by Campaign Category

Observation: Recruitment/hiring campaigns were the single largest category by both count (13 of 25 ad sets, 52%) and spend (₹7,120.59, 58% of the ₹12,266 quarterly budget), reflecting Nature Organics' active internal hiring drive running in parallel with brand-building efforts during this period.

Figure 7.3: Share of Total Reach by Category

Observation: Despite receiving only 8% of total spend (₹977.45 of ₹12,266), the four brand-awareness campaigns generated 61% of all reach achieved during the quarter (4,81,441 of 7,86,994) — by far the most efficient use of budget for pure visibility, confirming reach-objective campaigns as the most economical lever for building broad brand awareness.

7.1.2 Cost-Efficiency Across Campaigns

Table 7.2 lists every individual ad set with its category, results, cost-per-result, spend, and reach, in the order the campaigns appear in the export.

Campaign Name	Category	Results	Cost/Result	Spend (INR)	Reach
Liquas 212121 (carried from Apr)	Brand Awareness	1,15,727	₹2.01	₹232.17	1,15,727
Residue-Free Farming (organic post)	Brand Awareness	11,656	₹2.84	₹33.14	11,656
Charlie Chaplin Awareness	Brand Awareness	2,41,777	₹1.72	₹414.92	2,41,777
KGS Kudal Awareness	Brand Awareness	1,12,281	₹2.65	₹297.22	1,12,281
1st Engagement Ad (16 May)	Product Engagement	127	₹2.58	₹327.76	9,482
Nano Urea Explainer Post	Product Engagement	5	₹59.34	₹296.71	27,593
Maize Lead Generation	Product Engagement	44	₹13.69	₹602.20	6,826
Sugarcane	Product Engagement	33	₹15.23	₹502.67	26,616
Pomegranate	Product Engagement	60	₹8.37	₹502.49	38,673
Campaign Name	**Category**	**Results**	**Cost/Result**	**Spend (INR)**	**Reach**
Instagram Post (fruit-quality, Marathi)	Product Engagement	111	₹3.86	₹428.93	25,924
Liquas 123216	Product Engagement	58	₹24.33	₹1,410.90	6,525

Green Garden Women Empowerment	Product Engagement	17	₹5.66	₹96.30	1,126
Marketing Development Officer Hiring	Recruitment	82	₹7.30	₹598.83	10,220
Mega Hiring 2026	Recruitment	238	₹2.40	₹571.08	24,610
Hiring – Management Trainee, Karad	Recruitment	109	₹2.34	₹254.76	17,849
MDO Hiring	Recruitment	160	₹1.74	₹278.99	16,282
Manager – Warehouse & Logistics (22 May)	Recruitment	70	₹5.55	₹388.79	10,389
Warehouse & Transport Manager	Recruitment	47	₹13.77	₹647.24	11,959
MDO & Sales Officer (11 June)	Recruitment	120	₹6.14	₹736.38	7,057
Hiring – Accountant	Recruitment	61	₹10.59	₹645.82	10,309
Accountant (3 July)	Recruitment	54	₹15.72	₹848.75	10,963
Manager – Warehouse & Logistics, Dharashiv	Recruitment	50	₹8.04	₹401.79	7,957
Accountant, Dharashiv (8 July)	Recruitment	24	₹34.36	₹824.60	13,706
Transport Warehouse Manager (13 July)	Recruitment	22	₹21.70	₹477.49	9,501
Senior Accountant & Warehouse (24 July)	Recruitment	111	₹4.02	₹446.07	11,986

Table 7.2: Campaign-wise Performance Detail (1 May – 31 Jul 2026)

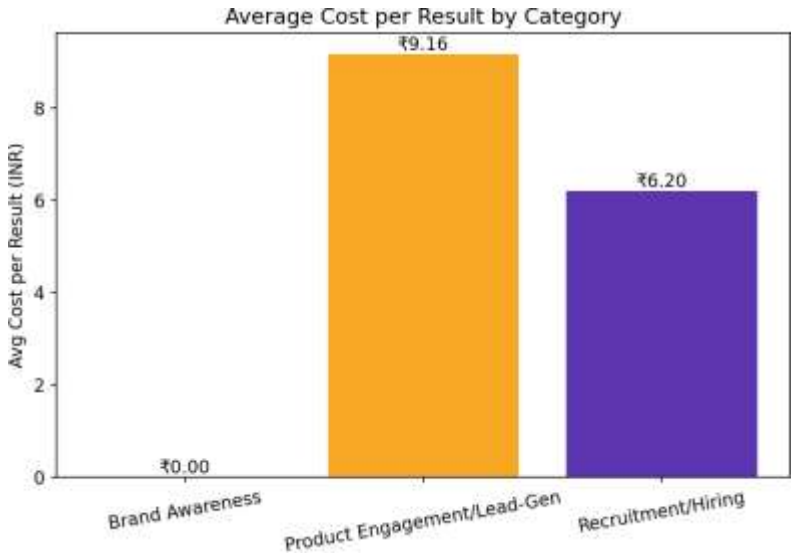

Figure 7.4: Average Cost per Result by Category

Observation: There is a roughly 3,000-fold difference in cost-per-result between the cheapest category (Brand Awareness, ≈₹0.002) and the more expensive lead-generation categories (Product Engagement ≈₹9.16; Recruitment ≈₹6.20). This is expected, since "reach" is a far lower bar than a genuine product enquiry or a job application, but it also means budget allocated to broad awareness will always look disproportionately efficient compared with budget spent trying to generate a qualified lead.

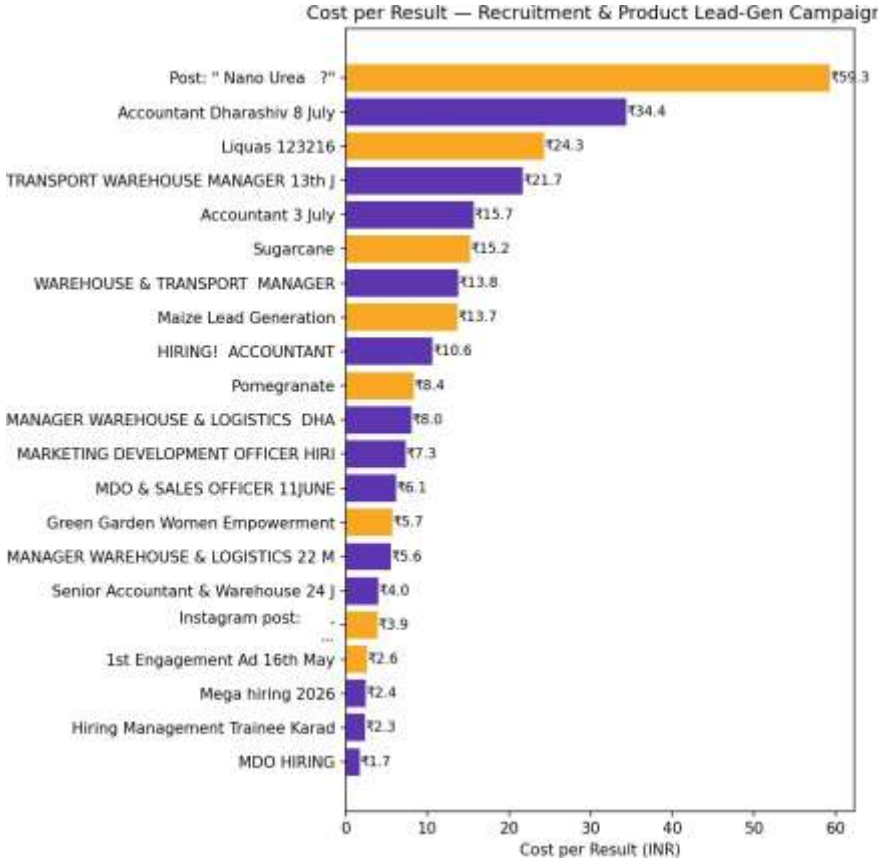

Figure 7.5: Cost per Result — Recruitment & Product Lead-Generation Campaigns

Observation: Within the non-awareness campaigns, cost-per-result varied widely — from as low as ₹1.74 (MDO Hiring) to as high as ₹59.34 (Nano Urea Explainer Post) and ₹34.36 (Accountant, Dharashiv). The Nano Urea post, in particular, stands out as an outlier: it drove strong reach (27,593) but converted only 5 messaging conversations, suggesting the creative generated curiosity/views but a weak direct call-to-action for farmers to start a conversation. Similarly, the Liquas 123216 campaign spent the single highest amount on any one ad set (₹1,410.90) for a moderate 58 results, indicating diminishing returns when budget is pushed on a narrow product-specific audience without refreshing creative or targeting.

Observation: Hiring campaigns launched later in the quarter (Accountant – Dharashiv, 8 July: ₹34.36/result; Transport Warehouse Manager, 13 July: ₹21.70/result) were noticeably less cost-efficient than similar roles advertised earlier (MDO Hiring: ₹1.74/result; Hiring – Management Trainee, Karad: ₹2.34/result), which may reflect narrower candidate pools in specific locations (e.g., Dharashiv) or increased competition for attention as more ad sets ran concurrently by July.

7.2 Paid Campaign Performance — August 2026 (Monthly Snapshot)

This analysis draws on the Meta Ads Manager monthly report covering seven live Facebook/Instagram paid-campaign ad sets running during the reporting period 9 August 2026 to 7 September 2026. Table 7.3 summarizes the results, cost-efficiency, and reach of all seven campaigns.

Campaign Name	Objective / Result Type	Results	Cost/Result	Spend (INR)	Impressions	Reach
New Traffic Campaign – Gen Alpha (14 Aug)	Profile Visits	1,110	₹0.50	₹553.70	75,610	63,526
Nursery Dealer Lead Gen (19 Aug)	Lead	31	₹27.15	₹841.63	6,857	3,829
Herale Plant Hiring	Lead	90	₹5.31	₹477.81	24,878	14,553
Ginger Farm (Satish Patil Sir) Engagement	Profile Visits	1,663	₹0.40	₹663.13	68,778	54,617
Hotel/Hospital/Office Green Garden	Profile Visits	1,008	₹0.57	₹575.16	38,462	30,940
Legal Executive (Hiring)	Lead	47	₹7.67	₹360.50	7,763	4,131
Soybean Engagement (4 Sep)	Profile Visits	639	₹0.51	₹322.89	58,337	52,092
TOTAL / OVERALL	—	**4,588**	**₹0.83 avg**	**₹3,794.82**	**2,80,685**	**2,23,688**

Table 7.3: Facebook/Instagram Ad Campaign Performance (9 Aug – 7 Sep 2026)

A total of ₹3,794.82 was spent across the seven ad sets, generating 2,80,685 impressions, 2,23,688 unique reach, and 4,588 total results (a blend of profile visits and leads), at an overall blended cost of about ₹0.83 per result.

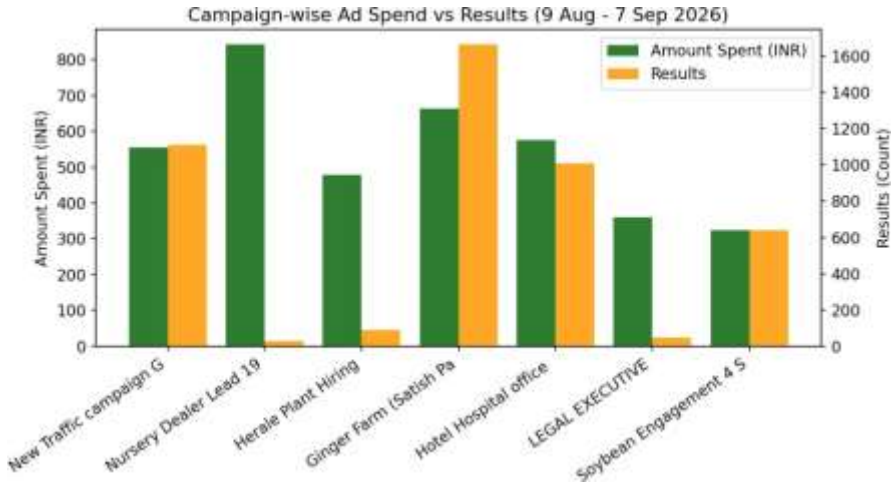

Figure 7.6: Campaign-wise Ad Spend vs. Results

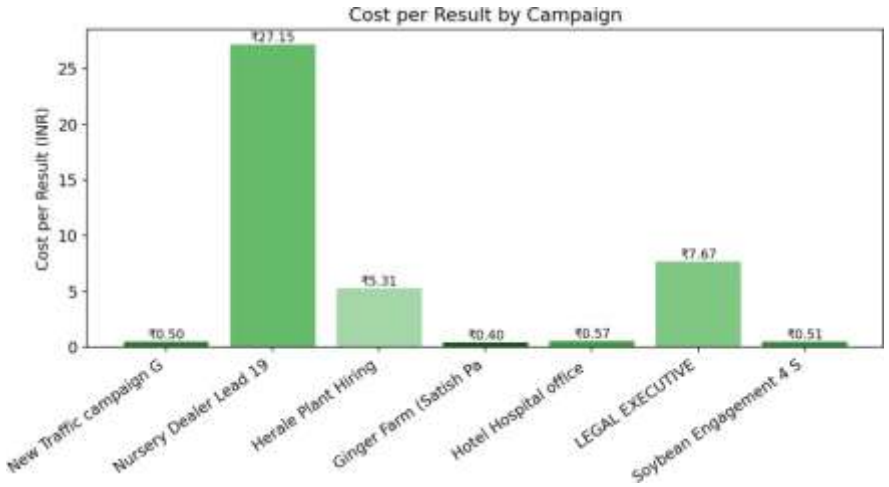

Figure 7.7: Cost per Result by Campaign

Observation: Campaigns built around "total_profile_visits" as the objective (New Traffic, Ginger Farm, Hotel/Hospital Garden, Soybean Engagement) consistently returned a very low cost-per-result of ₹0.40–₹0.57, while campaigns targeting lead generation (Nursery Dealer, Herale Plant Hiring, Legal Executive) cost substantially more per result, ranging from ₹5.31 to ₹27.15 — reinforcing the same awareness-vs-conversion cost gap observed in the May–Jul quarter.

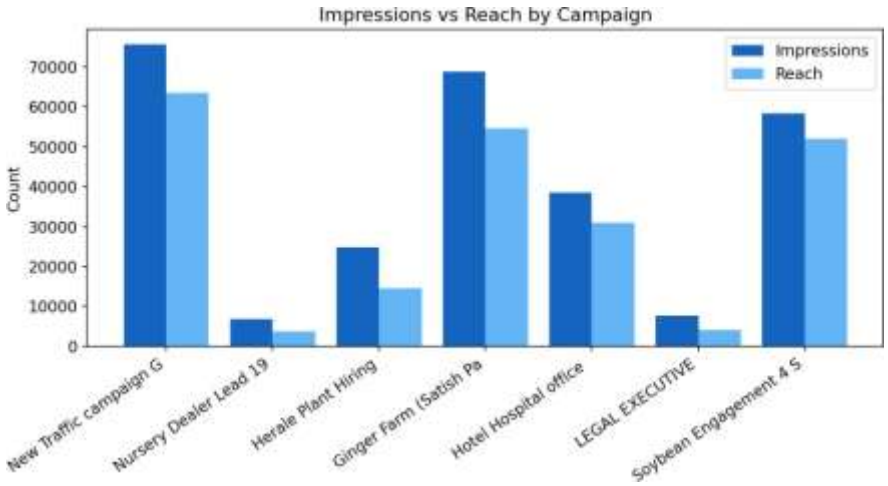

Figure 7.8: Impressions vs. Reach by Campaign

Observation: The Ginger Farm Engagement and New Traffic campaigns delivered the highest reach (54,617 and 63,526 respectively) with impression-to-reach ratios close to 1.2:1, indicating minimal ad fatigue. In contrast, the Nursery Dealer and Legal Executive campaigns show a similar ratio but on a much smaller base, suggesting limited audience size for those niche targeting sets.

7.2.1 Organic Instagram Performance — August 2026

Table 7.4 presents the organic content performance pulled from Instagram Insights for the same reporting window.

Metric	Value (Last 30 Days: 9 Aug – 7 Sep 2026)
Total Views (all content)	3,04,122
Net New Followers	+293
Viewer Composition	10.5% Followers · 89.5% Non-followers
Reels Views	≈ 87,000
Feed Post Views	≈ 14,000
Story Views	≈ 6,900
Live Video Views	0 (not used)
Top Performing Reel	"Nirogi, Tajeldar" crop-health reel — 68,000 views
2nd Best Reel	Soybean crop input demo — 53,000 views

Table 7.4: Instagram Organic Insights Snapshot (Last 30 Days)

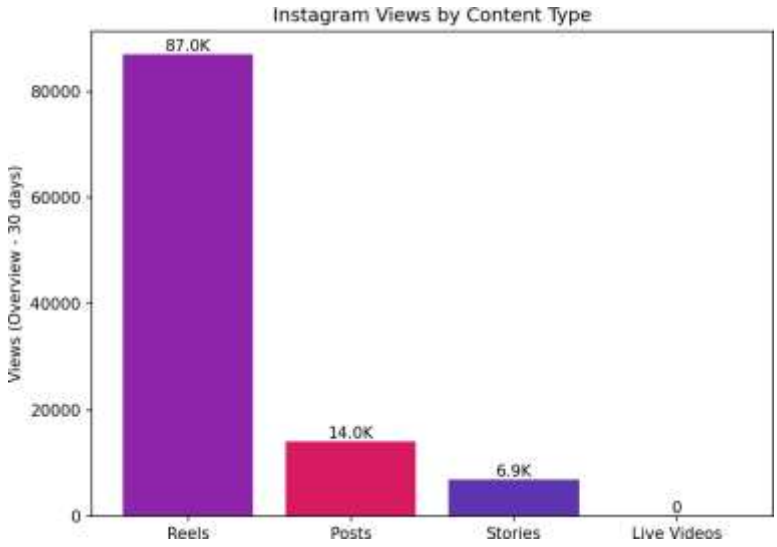

Figure 7.9: Instagram Views by Content Type

Observation: Reels alone accounted for approximately 76% of all organic views (87,000 of ~1,07,900 views across Reels, Posts and Stories), confirming Reels as the dominant organic content format for this account, consistent with the platform-wide shift toward short-form video.

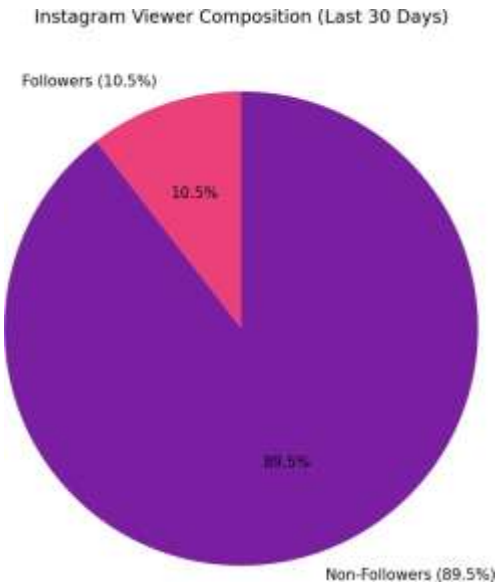

Figure 7.10: Instagram Viewer Composition — Followers vs. Non-Followers

Observation: Close to 90% of viewers during the period were non-followers, meaning content is being surfaced to new/prospective audiences (via Explore/Reels recommendations) rather than only the existing follower base. Combined with a net gain of only +293 followers against 3,04,122 total views, this suggests strong top-of-funnel reach but a comparatively low view-to-follow conversion rate, pointing to an opportunity to strengthen calls-to-action encouraging viewers to follow.

Observation: The views trend line (9 Aug – 6 Sep) showed three sharp spikes — around 16 Aug, 30 Aug and most prominently 6 Sep (the highest of the period) — each aligned with the release of high-performing Reels (e.g., the "Nirogi, Tajeldar" crop-health reel at 68,000 views and the soybean-input demo reel at 53,000 views). Outside these spike days, baseline daily views remained comparatively low, indicating that performance is currently driven by a small number of high-impact posts rather than sustained day-to-day momentum.

7.3 Cross-Period Comparison

Read together, the two reporting windows describe a consistent and maturing pattern rather than two disconnected snapshots. In both periods, reach-objective campaigns were the cheapest way to generate a result by one to three orders of magnitude, and in both periods, campaigns requiring a genuine action from the user (a lead, a message, a follow) cost substantially more. What changes between the two periods is mix and focus: the May–Jul quarter carried a heavy recruitment-advertising load (58% of spend) alongside early product-engagement experiments, while the August snapshot shows a leaner, more product/farmer-focused set of seven campaigns alongside a maturing organic Reels strategy generating over 3 lakh monthly views. This progression is consistent with the phased approach described in Chapter 6, where early fortnights emphasized audit, planning, and broad activity, while later fortnights concentrated effort on content and paid-campaign optimization.

7.4 Salient Findings & Conclusions of the Work

The findings below synthesize both reporting periods and are presented in direct alignment with the study's four objectives.

Objective	Key Finding (May–Jul + Aug data combined)
Obj. 1 – Digital marketing for brand awareness & product education	Reach-objective campaigns across both periods delivered results at a small fraction of a rupee each (≈₹0.002 in May–Jul; ₹0.40–0.57 in Aug), while the top two Instagram Reels alone drew over 1,21,000 organic views — together showing that low-cost paid reach plus educational video content is an effective, affordable combination for building awareness and educating farmers on product use.
Obj. 2 – Hands-on exposure to end-to-end digital marketing workflow	Across the internship, 32 total ad sets (25 in May–Jul, 7 in the Aug snapshot) were planned, launched, optimized, and tracked, spanning reach, engagement, and lead-generation objectives, for a combined spend of ₹16,060.82 and over 12 lakh impressions — sustained, repeated practice across the complete paid and organic marketing workflow.
Obj. 3 – Competitive/sector positioning	Non-follower viewership stayed high throughout (89.5% in Aug), and paid reach touched hundreds of thousands of unique users on modest budgets, indicating that Nature Organics can meaningfully compete for visibility against larger, better-funded Agri-input players without matching their budgets rupee-for-rupee.
Obj. 4 – Challenges, learnings & recommendations for scaling	Recruitment advertising consumed 52% of campaign count and 58% of spend in the May–Jul quarter, while lead-generation/product campaigns consistently cost 10–55× more per result than awareness campaigns in both periods — together pointing to the same core recommendation: separate hiring and brand budgets, and invest further creative/targeting refinement into lead-generation before scaling its spend.

Table 7.5: Key Findings Mapped to Project Objectives (Combined May–Jul and Aug Data)

7.4.1 Salient Findings

- **Content-led education works:** Educational, farmer-relevant video content (crop health, input usage demonstrations) consistently outperforms generic posts — the top two Reels alone drew over 1,21,000 views, validating digital content as an effective product-education channel for an Agri-input brand such as Nature Organics.
- **Paid ads are cost-efficient for reach, far less so for leads:** Across both reporting periods, reach/engagement-objective campaigns delivered results at a fraction of a rupee to about ₹0.57 each, roughly 10 to several-thousand times cheaper than lead-generation campaigns (₹5.31–₹59.34), showing that paid social is highly cost-efficient for visibility but needs tighter targeting and stronger creative for direct lead capture.
- **Digital extends beyond the traditional relationship network:** With 89.5% of Instagram viewers being non-followers and paid reach touching hundreds of thousands of unique users across both periods, digital channels are successfully extending Nature Organics' visibility well beyond its existing relationship network of farmers and dealers — directly supporting the shift from a purely relationship-driven model.
- **Follower conversion lags view growth:** A net gain of only +293 followers against over 3 lakh views (Aug) points to a content-to-community conversion gap; view-driving content is not yet being fully translated into a durable, owned audience.
- **Hiring absorbed a large share of the quarter's ad budget:** Recruitment advertising made up more than half of both campaign count (52%) and spend (58%) in the May–Jul quarter, meaning a substantial share of the digital-marketing

effort and budget in this period supported internal hiring rather than farmer-facing brand or product work — an important scope and resourcing consideration.

- **Performance is spike-driven, not yet consistent:** The three major August view spikes correspond to individual standout Reels rather than a steady content cadence, indicating dependence on a few strong pieces of content rather than a diversified, consistently scheduled content calendar.

7.4.2 Conclusions

Across both the May–Jul quarter and the August snapshot, the internship provided direct, practical evidence that a traditional Agri-input business like Nature Organics can meaningfully benefit from digital marketing. Organic Reels and targeted low-cost paid campaigns proved effective at building brand awareness and educating farmers and dealers on product usage, addressing Objective 1. Running and monitoring 32 ad sets across different objectives (reach, engagement, lead generation, and recruitment) over ten weeks offered hands-on exposure to the complete digital-marketing workflow — from creative planning to publishing and performance tracking — fulfilling Objective 2.

The heavy skew toward non-follower viewership and the wide reach achieved per rupee spent also help contextualize Nature Organics' competitive position: the brand can use relatively modest ad budgets to compete for attention against larger, better-funded players in the organic-fertilizer and Agri-input space, satisfying Objective 3.

Finally, the clear cost gap between awareness and lead-generation/recruitment campaigns, the disproportionate share of budget consumed by hiring in the first phase of the internship, and the low follower-conversion rate together surface the concrete, actionable recommendations for scaling detailed in Chapter 11 — directly addressing Objective 4 and completing the study's evidence base for how Nature Organics can grow its digital-marketing function beyond the internship period.

8. Challenges Faced During the Internship

Several practical challenges surfaced over the course of the internship, both in execution and in interpreting results:

- **Bilingual/vernacular content production:** Most farmer-facing content needed to be produced and captioned in Marathi (and, in a few cases, presented alongside English for dealer/institutional audiences) to be genuinely accessible to the target audience, which added a translation and localization step to every piece of content and occasionally slowed turnaround time.

- **Budget competition between hiring and brand/product campaigns:** Because recruitment and brand/product campaigns were run from the same overall ad budget without a formal split, hiring campaigns' typically higher cost-per-result meant they could absorb a disproportionate share of spend if not actively monitored, as seen in the May–Jul data where recruitment took 58% of the quarter's budget.

- **Coordinating content production around a relationship-driven organization:** Since the field team and management were used to relationship-based, in-person engagement, aligning content ideas, approvals, and shoot schedules with their availability (farm visits, dealer meetings) required extra coordination compared to a purely in-house digital team.

- **Seasonal and crop-cycle dependency of content relevance:** Certain product-specific campaigns (e.g., Sugarcane, Nano Urea) needed to be timed around actual sowing or crop-stage windows to be relevant to farmers, meaning content and campaign calendars could not simply follow a generic, evenly-spaced publishing schedule.

- **Measuring return on investment without a direct online sales channel:** With no e-commerce or direct online purchase pathway, the internship's paid campaigns could only be measured against digital proxy metrics (profile visits, messages, leads) rather than a directly attributable sale, making true return-on-investment harder to establish within the

scope of this study.

- **Underperforming campaigns requiring mid-course correction:** A handful of campaigns (e.g., the Nano Urea Explainer Post, Liquas 123216) underperformed relative to spend, requiring iteration on creative and targeting mid-way through the internship rather than a single, uninterrupted execution plan.

9. Limitations of the Study

As with any internship-based, time-bound study, the findings presented here are subject to several limitations that should be kept in mind when interpreting or extending them:

- **Short observation window:** The ten-week internship window is too short to observe longer-term brand-awareness build-up, seasonal repeat patterns, or actual downstream sales impact, meaning conclusions are necessarily limited to short-term digital engagement metrics rather than business outcomes.
- **Reliance on platform-reported metrics:** All performance figures (impressions, reach, cost-per-result, views) are taken directly from Meta Ads Manager and Instagram Insights as reported by the platforms, without independent, third-party verification of how these metrics are calculated or attributed.
- **Aggregated reporting granularity for the May–Jul dataset:** The May–July Meta export reports lifetime totals per campaign rather than a monthly or weekly breakdown, limiting the ability to isolate month-specific trends within that quarter to the extent possible with the more granular August dataset.
- **No control group or baseline comparison:** Because there is no pre-internship digital baseline or parallel control group (e.g., a similar period with no digital activity), the study cannot fully isolate how much of the observed reach and engagement is attributable specifically to the internship's activities versus other factors.
- **Single-platform focus:** The study is restricted to Facebook and Instagram (organic and paid); channels not used during the internship, such as search-engine marketing, email marketing, or WhatsApp Business outreach, are outside the scope of the data analyzed and may behave differently.
- **Cross-objective comparability of cost metrics:** Cost-per-result figures are compared across campaigns with different underlying result definitions (a "reach" result is not the same action as a "lead" or a "profile visit"), so cross-campaign cost comparisons should be read as directional rather than strictly like-for-like.

10. Key Learnings

10.1 Strategic Learnings

- **Content authenticity outperforms content volume:** the data consistently shows that authentic, demonstration-style video content outperforms generic promotional posts — reinforcing that credibility and visual proof of results matter more than polish in this category.
- **Awareness and conversion are fundamentally different problems:** broad reach is inexpensive to buy on Meta platforms, but the harder and more valuable marketing task is converting that reach into genuine product interest — a distinction that should inform how future budgets are planned and reported internally.
- **Budget discipline matters as much as creative quality:** when hiring and brand/product campaigns share one undifferentiated budget, hiring's typically higher cost-per-result can quietly consume a disproportionate share of overall spend, as observed in the May–Jul quarter.

10.2 Practical/Operational Learnings

- **Working knowledge of Meta Ads Manager:** hands-on experience setting up, monitoring, and optimizing ad sets across multiple objective types in Meta Ads Manager, including interpreting cost-per-result and reach/impression ratios to judge performance.
- **Content production for a non-urban audience:** practical experience scripting, shooting, and editing short-form video content for a rural/farmer audience, including the specific adaptations (language, pacing, visual proof points) that this audience responds to.
- **Data consolidation and reporting:** experience consolidating fortnightly logs and multi-source performance data (Ads Manager exports, Instagram Insights) into a coherent, decision-useful report — a skill directly transferable to future marketing or business-analysis roles.
- **Working within a traditional organizational culture:** first-hand exposure to how a traditionally offline, relationship-driven organization thinks about and adopts new marketing channels, including the internal coordination this requires.

11. Recommendations

Based on the findings in Chapter 7 and the challenges and learnings discussed in Chapters 8–10, the following recommendations are offered to guide Nature Organics in scaling its digital-marketing function beyond the internship period:

5. Separate hiring and brand/product marketing budgets. Recruitment and farmer-facing campaigns should be tracked and funded independently so that hiring's naturally higher cost-per-result does not crowd out brand and product-education spend, as occurred during the May–Jul quarter.

6. Scale up proven low-cost, high-reach campaigns. Reach-objective campaigns and high-performing Reels have demonstrated very low cost-per-result; a larger share of the marketing budget can be confidently allocated toward this category to extend awareness further.

7. Redesign lead-generation campaigns before increasing their budget. Product-specific and dealer-lead campaigns should be revisited with narrower audience targeting and a clearer, more direct call-to-action (for example, addressing the weak conversion seen in the Nano Urea Explainer Post) before additional spend is committed to them.

8. Add explicit "follow us" calls-to-action on high-performing content. With close to 90% of Instagram viewers being non-followers and follower growth lagging view growth, high-performing Reels should end with a direct, simple prompt to follow the account to convert one-time viewers into a lasting community.

9. Build a consistent, weekly content calendar. Because current performance is driven by a small number of standout posts rather than steady output, a regular publishing rhythm — even at a modest, sustainable pace — would reduce dependence on occasional viral content and build more predictable reach over time.

10. Standardize targeting templates for recurring hiring roles. Since similar roles (e.g., Accountant, Warehouse Manager) showed a wide cost-per-result range across locations and time periods, a reusable, pre-tested targeting template for common roles would reduce this variance and improve hiring-campaign efficiency.

11. Introduce basic, consistent performance reporting. A simple recurring (e.g., monthly) reporting template — combining Meta Ads Manager and Instagram Insights data, similar to the tables in Chapter 7 — would let Nature Organics track progress consistently after the internship ends, rather than relying on ad hoc platform dashboards.

12. Explore additional channels once the current foundation matures. Once Facebook/Instagram content and paid campaigns are running on a consistent, well-optimized cadence, Nature Organics could evaluate extending into channels

not covered during this internship, such as WhatsApp Business outreach to existing dealers or basic search-engine visibility, as a next stage of digital-marketing maturity.

12. Bibliography

The following sources were referenced in the preparation of this report. Citation style should be adapted to the specific format (APA/MLA/Chicago) required by the reader's institution before final submission.

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