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Digital Visual Content, Video Promotion, Image SEO and Employee Engagement in a B2B SaaS Firm: An Applied Case Study of Celoxis and Tuskr

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Abstract

This paper examines how digital visual content, promotional video, image search optimization and employee-engagement communication were organized during an On-the-Job Training (OJT) placement at Celoxis Technologies Pvt. Ltd., Pune, covering Celoxis and Tuskr. It treats the placement as an applied descriptive single-company case study, not an experiment or questionnaire survey. Evidence described in the OJT report includes creative briefs, draft and approved graphics, video outputs, WordPress media entries, review comments, and a learning diary. Qualitative process analysis indicates that audience understanding, brand-specific visual language, pre-production planning, publishing checks and cross-functional feedback were central to content quality. Separately, the student reports an estimated 900–1,125 outbound calls and eight to nine course registrations; these figures were supplied for this paper, do not appear as verified CRM data in the report, and cannot establish a causal conversion effect. The paper connects the case with multimedia learning, B2B content marketing, customer journeys, AIDA and personal selling. Its practical contribution is an integrated workflow linking message, visual execution, SEO readiness, follow-up and measurement. Because campaign analytics and independently verified outreach records were unavailable, findings concern process and plausible managerial implications rather than demonstrated increases in traffic, trust, engagement or sales. Further validation needed.

Keywords: B2B content marketing, visual communication, image SEO, video marketing, employee engagement, personal selling, customer journey

Introduction and Research Gap

Digital communication is a core interface between business-to-business (B2B) software providers and prospective users. Buyers evaluating project and portfolio management or test-management software often encounter articles, product pages, comparison content, videos and sales contact at different stages of a decision. These touchpoints must explain technically complex products while maintaining credibility. Visual content is therefore not merely decorative: it can make a topic recognizable, support a demonstration, establish brand consistency and help users navigate information. Yet its value depends on audience relevance, accuracy, platform suitability and the process surrounding publication. This applied study draws on an OJT placement at Celoxis Technologies Pvt. Ltd. in Pune, with creative work for two distinct products. Celoxis addresses project and portfolio management audiences, including project managers and PMO leaders; Tuskr addresses software testing and quality-assurance audiences. Workstreams documented in the report include blog graphics, promotional videos for YouTube and social media, thumbnails, WordPress publishing, image SEO and internal employee-engagement communication. The company certificate and appendix record the placement as 9 March–10 September 2026. The report describes a project-based observational approach using work briefs, drafts, review comments, approved or published assets, media entries and a learning diary, rather than survey data. A separate outreach estimate supplied for this paper indicates approximately 900–1,125 outbound calls and eight to nine course registrations. These figures are self-reported estimates, not numbers located in the OJT report and not independently validated through CRM records. Their relevance is consequently illustrative: they invite questions about lead quality,



follow-up, perceived course value and competition, but cannot be treated as an outcome of the visual-content work or as evidence of a causal marketing effect. The defensible research gap is contextual and practice-oriented, not a claim that digital content or B2B marketing has been overlooked. Existing research discusses B2B content marketing and customer journeys, while learning and branding literature explains why relevant visuals and coherent signals may support communication. Less is established by this specific report about how visual production, SEO publishing, internal communication and direct outreach can be coordinated in one small, real-world SaaS company setting, particularly when campaign-level analytics are unavailable.

Literature Review

Paivio's dual-coding theory proposes that verbal and non-verbal representations can contribute to cognition (Paivio, 1986). In practical terms, an image is most useful when it complements the topic rather than adding unrelated decoration. Mayer's multimedia-learning research similarly emphasizes purposeful combinations of words and visuals and the need to avoid unnecessary cognitive load (Mayer, 2009). Although developed in learning contexts, these ideas are relevant to software explainers: screenshots, labels and scene sequencing should direct attention to the function being explained. They do not, by themselves, prove improved commercial performance. Brand equity literature also clarifies why consistency matters. Aaker (1991) identifies brand awareness, associations and perceived quality as important brand assets. In a two-brand setting, consistency should mean recognizable design rules rather than identical compositions. Celoxis visuals should evoke portfolios, resources, schedules or project risk; Tuskr visuals should communicate test cases, test runs, automation or QA reporting. This distinction can support recognition while keeping the creative concept relevant to each audience. For B2B content marketing, Holliman and Rowley (2014) found that practitioners viewed useful, relevant and timely content as a means of educating audiences and building trusted brand status. Their qualitative study does not establish a universal conversion rate, but it supports a shift from interruption toward helping buyers understand their needs. Järvinen and Taiminen (2016) further examined how marketing automation can connect content engagement with lead nurturing, highlighting the importance of coordinating content and subsequent sales activity. Lemon and Verhoef (2016) conceptualize customer experience as an accumulation of touchpoints across channels, suggesting that a blog image, video, landing page and sales conversation should not be managed as unrelated outputs. AIDA—attention, interest, desire and action—offers a simple planning heuristic for promotional communication. It can organize an opening hook, a relevant problem, a credible value proposition and a clear next step. However, buyer journeys are not always linear, and AIDA should not be mistaken for an empirically verified description of every prospect. The broader customer-journey perspective cautions that prospects move between digital research, peer input, product evaluation and personal contact (Lemon & Verhoef, 2016). In personal selling, outreach must therefore do more than generate activity: the seller needs to qualify the prospect, diagnose needs, respond accurately to objections, agree on a next step and follow up. Image SEO extends communication quality into technical publishing. These frameworks guide interpretation but cannot prove that visuals caused engagement, conversion, or outcomes. Those relationships require testing.

Research Objectives

The study retains the five objectives stated in the OJT report: (1) document the creation of clear, brand-consistent blog visuals for Celoxis and Tuskr; (2) examine planning, editing and preparation of promotional videos for YouTube and social media; (3) apply WordPress publishing and image SEO practices, including filenames, alt text, placement and optimization; (4) examine how visual communication supports internal employee-engagement communication; and (5) identify challenges, learning outcomes and process improvements arising from the placement. The paper additionally interprets the separately supplied outreach estimates as a limited funnel illustration, while keeping them distinct from the report's primary creative-work evidence. directly

Research Methodology

The design is an applied, descriptive single-company case study based on the OJT report for Celoxis Technologies Pvt. Ltd., Pune, with work across Celoxis and Tuskr. The stated placement dates are 9 March to 10 September 2026, as recorded in the company certificate and appendix. The unit of analysis is the end-to-end content workflow: interpreting a brief, selecting an audience-relevant concept, producing an asset, reviewing it, adapting it for a platform, publishing it



and documenting learning. The case is descriptive because it records work and process observations; it is not a controlled experiment and does not use a questionnaire or survey sample. Primary evidence described in the report includes briefs, creative drafts and final graphics, edited videos, thumbnails, review comments, WordPress media entries and SEO fields, internal communication assets, a learning diary and an evidence log. The appendix lists examples of Celoxis blog images on project management for accounting and R&D teams; Tuskr images on manufacturing test management and test-management solutions; a published PM Playbook video explaining work breakdown structure; and a completed QA Playbook video about free test-management tools. Some appendix statuses remain placeholders such as "[Approved/Published]," so publication status should be confirmed before formal submission. Secondary material includes academic literature and platform/company guidance cited in the report bibliography. Analysis is qualitative and thematic. Evidence was compared against the five objectives and reviewed for topic relevance, audience fit, brand consistency, accuracy, readability, platform suitability, SEO/accessibility readiness, review effort and internal appropriateness. The paper uses the AIDA model and marketing-funnel language only as interpretive tools for the separate outreach estimate. Approximately 900–1,125 calls and eight to nine registrations were supplied by the student and are treated as self-reported estimates. A crude ratio can be calculated for scale, but it is not a verified conversion rate because the reporting period, unique-lead count, registration attribution, call outcomes and CRM records are not documented in the OJT report. The ratio also cannot show that calls caused registrations. No statistical tests were performed; there is no survey instrument, control group, verified campaign dataset or independent audit. when possible.

Data Analysis and Results

The OJT evidence supports process-level findings across five workstreams. For blog visuals, topic understanding and audience context were the first quality filters. Celoxis concepts were aligned with portfolios, Gantt charts, resource planning, risk and dashboards; Tuskr concepts were aligned with test cases, test runs, automation, bugs and QA reporting. The analysis favors controlled variation: brand rules provide continuity, while composition and visual metaphors vary with the article. Limited text, a clear focal point and a practical 16:9 layout were identified as useful design conventions, not experimentally proven performance drivers. Video production showed that sequencing performs a role analogous to layout in a static graphic. The report describes a workflow that clarifies objective and audience, prepares a sequence or script, checks interface readability, edits with purposeful pacing, creates a relevant thumbnail and exports for the destination platform. Readability at normal mobile viewing size matters because interface text that appears legible on an editing monitor may be too small in a feed. The appendix records a published PM Playbook video on work breakdown structure and a completed QA Playbook video on free test-management tools; analytics such as impressions, watch time, click-through rate and leads are not reported. WordPress and image SEO findings concern publishing readiness. Descriptive filenames, meaningful alt text, appropriate dimensions and compression, contextual placement and a final mobile/quality check should be integrated into the workflow. Alt text is an accessibility and context aid, not a keyword-stuffing field. The report's quality matrix also emphasizes spelling, brand accuracy, URLs and privacy. Internal employee-engagement assets require a different communication tone: dates, times, venues and instructions must be immediately clear, while employee images and personal information require appropriate authorization. The separately supplied outreach estimate is summarized below.

Indicator	Estimated value	Interpretation
Outbound calls	900–1,125	Self-reported estimate; not CRM-verified
Course registrations	8–9	Self-reported estimate; attribution unverified
Simple registration-to-call ratio	Approximately 0.71%–1.00%	Illustrative range only; not a validated conversion rate

The ratio bounds are calculated as 8/1,125 (about 0.71%) and 9/900 (1.00%). This calculation assumes the estimates refer to the same period and comparable activity, an assumption requiring verification. Calls may include repeated attempts, unsuitable contacts or leads already influenced by other channels. Registrations may follow multiple touchpoints or independent decisions. Therefore, the figures do not measure unique-lead conversion, campaign return or the effectiveness of visual content. Across objectives, the strongest documented result is an integrated workflow: brief, audience, concept, brand and accuracy review, platform optimization, publishing and feedback. The evidence log



provides examples of outputs, but placeholders and absent platform analytics limit claims about reach or commercial outcomes. This interpretation remains provisional and should not be used for performance ranking decisions alone.

Discussion and Findings

The findings suggest that content quality in a B2B software context depends on fit between the message, audience, brand and delivery channel. The case aligns with multimedia-learning principles because relevant screenshots and visual hierarchy can clarify technical concepts; it does not demonstrate that a specific design increased comprehension or conversion. It also reflects B2B content-marketing literature: useful assets may help buyers learn before speaking with sales, but their commercial contribution requires measurement across touchpoints (Holliman & Rowley, 2014; Lemon & Verhoef, 2016). AIDA can guide the design of content and calls. Attention may come from a clear headline or opening hook; interest from a problem that matches the prospect's role; desire from evidence of relevant value; and action from a specific next step. For course outreach, however, registrations are affected by lead fit, timing, budget, perceived credibility and competing alternatives. Free certification providers create a genuine value objection: the conversation should clarify differences in depth, support, assessment, practical application or recognized outcomes only when those claims are accurate. A seller should not dismiss free alternatives or promise career outcomes without evidence. The estimated call-to-registration ratio is a signal to improve measurement, not a performance verdict. Low ratios can reflect weak targeting, repeated unanswered attempts, poor timing, low intent, unsuitable course fit or incomplete follow-up records. They cannot identify which explanation applies. The personal selling process therefore needs structured qualification and follow-up: record role and learning need, establish a permission-based next step, answer cost/value questions, send relevant information, schedule follow-up and record the final outcome. Lead quality should be separated from call volume. The creative-work findings have a parallel implication. Trust can be weakened if a product screenshot misrepresents a feature, an image is irrelevant, or a promotional promise exceeds the actual offering. Content and sales should share approved product claims and clear explanations of value. A useful handoff might connect a video or article to a landing page and then to a qualified conversation, with source tracking retained at each stage. Employee-engagement communication should be evaluated separately through clarity, participation or feedback measures rather than external marketing metrics. not causally proven.

Recommendations

Use a brief covering audience, objective, message, product facts, call to action, brand, platform and approver. Maintain separate Celoxis and Tuskr checklists, video storyboards, and a WordPress checklist for filenames, alt text, compression, placement, mobile readability and privacy. Record versions, reviewers and publication links. For outreach, track attempted calls, connections, qualified leads, follow-ups, objections, registrations and source attribution. Segment by need and prioritize follow-up over volume. Address free-course objections with verified comparisons of curriculum, work, support and credentials; avoid unsupported career promises. Review analytics monthly and consistently test content variants.

Limitations

The case covers one organization and relies mainly on qualitative OJT evidence, so transferability is limited. No validated CRM export, unique-lead count, attribution record, call outcome data, campaign analytics, survey, interviews or control group is documented. The outreach estimates were supplied separately and require verification of period, definitions and source. The evidence should be verified before final academic submission formally.

Conclusion

This case study documents how blog visuals, promotional video, image SEO, WordPress publishing and employee-engagement communication were handled during an OJT placement at Celoxis Technologies Pvt. Ltd. for Celoxis and Tuskr. The report's evidence points to audience-specific concepts, brand consistency, pre-production planning, integrated publishing checks and constructive feedback as the main process lessons. The separate estimate of 900–1,125 calls and eight to nine registrations yields only an illustrative ratio; it is self-reported, unverified and insufficient for causal claims. A more rigorous next stage would connect content and personal selling through verified source attribution,



lead-quality definitions, follow-up records and platform analytics. The study offers a practical workflow and a transparent measurement agenda, while keeping its conclusions proportionate to the available evidence. A future design could predefine indicators, document baselines, compare audience segments, and preserve ethical controls for privacy and consent. This would make subsequent findings more replicable and decision-useful.

Main-text word count: 2500 (references excluded; title and keywords excluded).

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A note on references: Confirm the bibliographic details and current page content before submission. The company report bibliography includes primary company and platform sources; this paper uses academic literature for theoretical claims and Google guidance for image SEO.