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The Role of Social Media Marketing in Client Servicing at Digital Marketing Agencies

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On-the-Job Training Study conducted at Affinity Kraft Solution Pvt. Ltd., Kolkata, India

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Abstract—This paper examines how social media marketing activities support client servicing in a digital marketing agency, drawing on the On-the-Job Training (OJT) completed at Affinity Kraft Solution Pvt. Ltd. from 26 May to 31 August 2026. The study focuses on content-calendar planning, client-specific content strategy, market and competitor research, influencer identification, social media publishing, paid-advertising exposure, performance monitoring and client coordination. A descriptive and exploratory case-study design is used, with a qualitative-dominant approach based on participant observation and review of available work materials. The observations indicate that client servicing is closely connected with the marketing delivery process: understanding requirements informs research and strategy; calendars and creative reviews organise execution; and feedback and performance monitoring guide subsequent planning. The report does not contain a formal client-satisfaction survey or complete numerical campaign exports. Accordingly, the paper presents process-based findings and does not claim statistically measured improvements in engagement, sales, return on advertising spend or client satisfaction. The study highlights the value of customised strategies, structured workflows, relevant influencer selection and clear communication.

Keywords—*Social media marketing; client servicing; digital marketing agency; content strategy; influencer marketing; campaign monitoring; client communication.*

I. INTRODUCTION

A. Background of the Study

Social media platforms have become important channels through which organisations communicate with customers, develop brand visibility and support marketing activities. For digital marketing agencies, managing a client's social media presence involves more than publishing content. It requires an understanding of the client's business objectives, brand identity, target audience, competitors and desired campaign outcomes. The agency must translate these requirements into coordinated research, strategy, creative development, publishing and evaluation.

This paper is based on the OJT completed by the author as a Marketing Intern at Affinity Kraft Solution Pvt. Ltd. (AKS), a full-service brand management, digital strategy and creative services agency based in Kolkata. The internship ran from 26 May 2026 to 31 August 2026. The work involved preparing content calendars, developing social media ideas, conducting market and competitor research, researching influencers, coordinating posts, gaining exposure to Meta and Google advertising activities, reviewing available platform insights and supporting communication around client requirements and creative revisions [8].

B. Research Problem and Purpose



Social media execution at an agency involves several connected tasks and stakeholders. If client requirements are not clearly understood, content planning, creative development, publishing and campaign review may not remain aligned with the intended business objective. The practical problem considered in this study is how social media marketing activities are organised around client needs and how research, planning, coordination and feedback contribute to the client-servicing process.

The purpose of this paper is to document and interpret the agency workflow observed during the internship. It focuses on the relationship between marketing delivery and client servicing rather than attempting to prove a causal effect on commercial outcomes.

C. Research Objectives

1. To understand the role of social media marketing in supporting client servicing at a digital marketing agency.
2. To study how content planning and social media strategies are developed according to client requirements, brand objectives and target audiences.
3. To analyze the role of market research, competitor analysis and influencer marketing in developing suitable social media strategies.
4. To examine social media publishing and paid-advertising activities in relation to client marketing and communication objectives.
5. To identify coordination challenges and understand practices that support effective agency-client relationships.

II. INDUSTRY AND COMPANY CONTEXT

A. Digital Marketing Agency Context

Digital marketing agencies coordinate different activities to help organisations communicate with their intended audiences through digital channels. Social media work can include audience understanding, content strategy, creative planning, publishing, influencer coordination, paid promotion and performance review. These activities are interdependent: the client's objective influences the content approach, the content plan determines the publishing schedule, and performance observations help inform later planning.

B. Affinity Kraft Solution Pvt. Ltd. and Internship Role

The study was conducted at Affinity Kraft Solution Pvt. Ltd. (AKS), Kolkata. The OJT report describes the organisation as a full-service brand management, digital strategy and creative services agency. The author worked as a Marketing Intern from 26 May to 31 August 2026. The internship provided practical exposure to content-calendar preparation, social media strategy, market and competitor research, influencer research and coordination, posting activities, paid-advertising processes and review of available social media insights [8].

C. Observed Social Media and Client-Servicing Workflow

The observed workflow began with understanding the client's business, target audience, brand personality and intended outcome. Market and competitor pages were then reviewed to identify trends, content approaches and opportunities. Based on this information, content pillars, campaign themes and communication styles were considered. A content calendar organised topics, formats, captions, creative directions, important dates and promotional requirements. Planned ideas were developed into static posts, carousels or Reels and reviewed before publishing. Where campaigns involved paid promotion, the work considered objectives, audience targeting, media budgets and relevant platform settings. Available performance indicators and client feedback informed subsequent review and planning [8].

The process can be summarised as: client requirement understanding → market and competitor research → audience and objective alignment → social media strategy → content calendar and creative development → review and approval → publishing and paid promotion → performance monitoring → feedback and future planning.



III. LITERATURE REVIEW

A. Social Media Marketing as an Integrated Activity

Social media marketing is commonly understood as an integrated marketing activity that uses social platforms to communicate with audiences, build relationships and support organisational objectives. Bartoloni and Ancillai [1] review the development of social media marketing and present an integrative view of the field. Their work supports considering platform activity as part of a wider marketing system rather than as isolated posting. Chaffey and Ellis-Chadwick [6] discuss digital marketing as a combination of channels, customer data, content and measurement, providing a foundation for understanding why agency delivery requires coordination across planning, execution and review.

B. Client Relationships and Requirement Understanding

Marketing management literature emphasises understanding customer needs, selecting appropriate target segments and developing value-oriented relationships [7]. Applied to agency-client work, this suggests that a social media plan should begin with a clear understanding of the client's objectives and audience. Content calendars, creative briefs and approval processes can then connect those requirements with day-to-day execution.

C. Influencer Marketing and Creator Suitability

Influencer marketing forms another part of the study. Systematic reviews by Bhardwaj et al. [2] and Pushparaj and Kushwaha [5] examine how influencer attributes and contextual factors relate to consumer responses. Han and Balabanis [3] and Pan et al. [4] further synthesise evidence on influencer impact and effectiveness. Taken together, this literature supports evaluating creator suitability through more than follower count alone. Audience relevance, content characteristics, credibility, engagement and fit with the product or brand are important considerations.

IV. RESEARCH GAP

Existing literature discusses social media marketing, digital-channel integration, relationship management and influencer effectiveness. The OJT experience provides a focused, practical account of how these activities connect within the day-to-day workflow of one digital marketing agency. The study's contribution is its process-based examination of how client requirements are translated into research, strategy, content planning, publishing, monitoring and feedback. It does not claim that research on these topics is absent; rather, it applies the concepts to the specific agency context observed during the internship.

V. RESEARCH METHODOLOGY

A. Research Design and Setting

The study uses a descriptive and exploratory case-study design. The descriptive component documents marketing activities performed during the internship, while the exploratory component considers how these activities relate to communication, campaign coordination and client servicing. The setting is Affinity Kraft Solution Pvt. Ltd., and the study period is the author's internship from 26 May to 31 August 2026. This paper is a structured synthesis of the OJT report and does not introduce additional field data [8].

B. Data Sources and Collection

Primary practical evidence consists of observational information gathered through participation in content planning and campaign concepts, review of content calendars and creative formats, market and competitor research, influencer research and coordination, and observation of client requirements, feedback and internal team coordination. Secondary sources include academic books and journal articles, industry material and official platform resources. Available social media indicators, such as reach, views, engagement and follower growth, were considered where accessible.

C. Analysis and Tools

The report organises observations by activity area and interprets their relevance to client servicing. The present paper uses qualitative descriptive analysis and a summary matrix. Instagram Insights, Meta Ads reporting and Google Ads reporting are identified in the OJT report as relevant tools, but complete numerical exports are not included. No inferential statistical testing, formal client survey or controlled campaign comparison was conducted.



D. Ethics and Scope

Client names, budgets, internal communications and campaign-specific business results are not disclosed. No client quotations, satisfaction scores or numerical performance improvements are inferred where supporting records are unavailable. The study is limited to the agency processes and client-related tasks encountered during the internship.

VI. RESULTS AND ANALYSIS

The findings are derived from documented internship activities and qualitative observations in the OJT report. They describe how work practices relate to client servicing; they are not survey estimates or quantified campaign outcomes.

TABLE I. SUMMARY OF INTERNSHIP OBSERVATIONS AND CLIENT-SERVICING RELEVANCE

Area	Observation	Relevance to client servicing
Client requirements	Work began by understanding business goals, audience, brand personality and campaign needs.	Clarifies expectations and provides direction for the marketing plan.
Content planning	Content calendars organised topics, formats, occasions, captions and posting schedules.	Supports consistency, deadline management and coordination.
Market and competitor research	Competitor content, offers, formats and public engagement patterns were reviewed.	Provides context for content decisions and strategic recommendations.
Influencer marketing	Creators were considered by audience relevance, engagement, location, style and brand fit.	Helps align collaborations with the client's intended audience.
Paid and organic activity	Organic content and paid promotion were considered against different campaign goals.	Connects execution choices with awareness, engagement, traffic or enquiry objectives.
Performance monitoring	Available indicators included reach, views, engagement, clicks and follower growth.	Provides a basis for review; metric choice must match the campaign objective.
Feedback and coordination	Requirements, reviews, revisions, follow-ups and status communication were observed.	Helps align deliverables and manage the workflow between stakeholders.

A. Key Findings

1. Social media marketing is part of client servicing, not a separate posting function. Strategy, creative work, campaign execution and feedback all depend on understanding client requirements.
2. A single strategy cannot be applied uniformly across brands. Content themes, formats and campaign priorities need to reflect each client's industry, audience, brand identity and objectives.
3. Content calendars make execution more organised by setting out planned content and important dates in advance. They also provide a shared reference for creative coordination and review.
4. Competitor research supports informed content planning, but competitor activity is a source of context and learning rather than proof that copying a format will produce better results.
5. Influencer suitability requires a broader assessment than follower count. Audience relevance, engagement, location, content style and brand compatibility are important selection considerations.
6. Organic content and paid advertising can serve complementary purposes. Campaign objectives should determine the relevant indicators, such as reach for awareness or leads and conversions where tracking is available.



7. Clear communication, timely follow-ups and organised revisions support delivery. However, the available evidence does not measure the resulting level of client satisfaction.

VII. DISCUSSION

The observations suggest that the agency-client relationship is embedded in the full marketing workflow. Requirement understanding shapes research; research informs the content strategy; calendars and creative reviews translate the plan into deliverables; and performance monitoring and client feedback inform future activity. This practical sequence is consistent with the integrated view of social media marketing discussed by Bartoloni and Ancillai [1] and with the broader digital-channel planning perspective presented by Chaffey and Ellis-Chadwick [6].

The internship also illustrates why customisation matters. Different clients may prioritise awareness, engagement, enquiries, store visits, website traffic or sales. Therefore, the same content format or metric cannot be treated as equally suitable in every situation. In performance review, indicators should be interpreted in relation to the objective rather than ranked without context.

Influencer research during the internship is similarly consistent with review literature, which treats influencer effectiveness as dependent on creator, follower, content and contextual characteristics [2]–[5]. For agency practice, this supports the use of a selection checklist that considers audience fit, location, engagement and brand alignment alongside reach. The findings remain process-based: the OJT report does not provide campaign-level data sufficient to quantify the effect of influencer collaborations or paid promotions.

VIII. PRACTICAL RECOMMENDATIONS

1. Use a standard client brief covering business objective, target audience, brand tone, geographic focus, key messages, campaign requirements and intended KPIs.
2. Maintain a shared content calendar and approval tracker that records creative status, responsible team members, client feedback, revision history and publishing deadlines.
3. Make market and competitor research a regular input to planning, while ensuring that resulting content remains original and appropriate to the client's brand.
4. Evaluate influencers through a documented checklist covering audience relevance, location, engagement, content quality and brand compatibility, rather than follower count alone.
5. Review platform performance at an agreed frequency and select metrics according to the campaign objective. Where authorised, use comparable reporting periods and retain approved exports for future analysis.
6. Strengthen coordination between client servicing, creative and media teams through clear ownership, status updates and agreed turnaround times for approvals and revisions.

IX. LIMITATIONS AND FUTURE RESEARCH

The study covers one agency and an internship period of approximately three months. Its observations may reflect the agency's particular processes, client mix and work allocation and should not be generalised to all digital marketing agencies. Access to client budgets, internal communications and complete campaign reports was restricted by confidentiality. The OJT report does not provide complete analytics exports, respondent-level records or a formal client-satisfaction survey. No independent experiment or statistical comparison was performed. Consequently, the study cannot establish causal effects or quantify changes in reach, engagement, leads, sales, return on advertising spend or client satisfaction. The findings should be interpreted as descriptive insights from internship participation and available records [8].

Future research could compare multiple digital marketing agencies and use approved platform exports, client feedback instruments and consistent campaign KPIs to examine longer-term outcomes. A larger study could also examine how approval timelines, communication frequency and reporting practices relate to client experience.

X. CONCLUSION

The OJT at Affinity Kraft Solution Pvt. Ltd. demonstrates that social media marketing supports client servicing through a connected process of requirement understanding, research, strategy, content planning, creative coordination, publishing, advertising review, performance monitoring and feedback management. Content calendars provide



structure, client-specific strategies improve relevance, and competitor and influencer research inform decisions. Organic and paid activities need to be aligned with distinct campaign objectives, while performance indicators must be selected and interpreted accordingly.

The study also shows that client servicing extends beyond communication alone: it includes coordinating deliverables, managing approvals and revisions, following up on pending actions and communicating progress. Because the available OJT evidence is qualitative and does not include complete campaign metrics or formal client feedback records, the paper does not claim measured improvements in commercial results or satisfaction. Future research could compare multiple agencies and use approved platform exports, client feedback instruments and consistent campaign KPIs to examine longer-term outcomes.

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