COMD 290 - Summer Practice Report

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MD Prestij - iyisimial.com

10.06.2019 - 10.07.2019

Table of Contents

Introduction of the Organization

MD Prestij found in 2016 and continue their activity since then. The company is located in Next Level Ankara. Md Prestij is a consulting and IT company incorporate with e-commerce part: iyisimial.com. The company has two parts: Consulting for retail stores' administration work planning and acquisition strategies related with market conditions through the planning of purchasing processes and automatization; receiving system with ERP infrastructure , budgeting; accounting and financial set-up with integration through buying and selling process. The second part is the concurrently conducted e-commerce web site: iyisimial.com which embody global brands such as AVON and Amway; local brands such as, Happiness Ist. and custom designers with the product groups of personal care, clothing, haute couture silver accessories, handmade products, office-stationery, industrial machine products. There are ongoing projects the company is involved such as configuration of 7 Kat.com.tr and ofisostim.com.tr and their administration; Company Management Systems and Software Integration Project.

The department I worked for is, digital media section, where the company's social media advertisements and web design sections included. The department I worked was responsible with the data entry to the system, integration of products to market places such as N11, Hepsiburada, Gittigidiyor and e-Pttavm, the digital media content creation and visual designs for social media sites such as Facebook and Instagram, setting product groups for campaigns and the data analyses of posts and advertisements.

What I learned & My responsibilities as an Intern

One of the main fields that I worked in this company is digital media advertising and promotions' content creation. I was responsible for the creation of promotions in the extent of products that were in the list of highlights; presentations of products that the company carries on digital environment correspondingly with data analysis of digital advertisements from Facebook Pixels and Google analytics, by also considering the results provided by instagram's reports of statistics. The creation includes; the advertisement's content through both design and commercial value which allows me to both work during the design process of advertisement and the following step of post-advertisement which is the analytical period; that provides the outcome of the ads with numbers and statistics accordingly with the data of visitors' actions in our website. In consequence of the data and statistics we define an advertising as functional also accordingly with the number of online orders.

The contents I created for social media platforms mainly includes product based presentations for newly arrived orders and special day campaign promotions such as Father's Day and longest day(21st June). For these special days, I took place in the preparation process where we decide which products or product groups should be selected and highlighted for discounts and promoted in order to their sales amount. While at the same time, some products pass through a decision process where we arrange and combine different products as groups with special prices valid for limited times. One of my duty is to do the market research where the prices determined in order to disposition of products in best possible prices that will be the cheapest in the market places so that iyisimial.com will have the customer's motive to prefer. During the process of determination of prices for products and product groups, every marketplace is examined and placed on an excel file before the

decision making process of prices. When the prices are determined for each product group, the prices are first added to the website (iyisimial.com) then to the campaign's visual's content. After this price determination stage; the content arranging for advertisement starts. Most of the time the content of the advertisement is prepared by using Adobe Photoshop and Adobe Illustrator. The images of the product is fixed and adjusted in photoshop then the formation of the advertisement done by using Illustrator.

The market search process was also valid for the each product on the iyisimial.com website where the prices of the products are regularly checked in the market places such as N11 and hepsiburada as to adaptade the price changes to our site which provides the preferability of our products thus, our website with the lowest and most affordable prices.

I also worked in the previous process of products' presentations which is the data entry to the excel files as our newly orders have arrived and ready to be entered. Data entry of the ordered products to the excel, followed by the transfer of data to the ticimax system, which is the substructure of the website: iyisimial.com, according to the product groups; which followed by the integration of the products to the online markets such as Google merchant center, N11, Hepsibuarada.com, e-Pttavm and Gittigidiyor.com. In these processes, information about the products and pictures, most of the time provided by the brands working under an agreement however, in some cases the pictures need to be shot. (such as handmade silver jewelry collection) in these cases; I also help arranging the shootings along with the editings in Photoshop and Illustrator to make the content ready for the website before we proceed to the advertising on digital platforms.

At the last process of the entering the products to the ticimax system, the determination of the SEO words take part. Which are related with increasing the product's searchability, more of to increase the chance of availability and reachability when that

product is searched, in other words, the introducing of the product to the system where search is conducted. In that part, I defined the related words of the product to the system which customers are prefer to search as, such as; when I am entering a sun protection factor 50 face cream, I define the SEO words as: face cream, spf50 cream, sun protection cream, Avon spf50, Avon face cream, Sun cream etc. By this selection of words, I increased the chance of this product's foundabilty by it's customer as entering many definitions for that product.

The Instagram advertisements also require a process of selection of informations after the visual has uploaded. One of my job is to arrange the several options to be selected such as the advertisement's addressings of gender, age and location; most importantly the addressing interests, such as when advertising a cleaning mask, the addressing words selected as: skin care, beauty, healthy life, face products; where we narrow the viewing audience of the advertisement who already is interested in that product to increase the salability.

Another platform for digital advertising I've worked on is Google Ads which provides every website on the network of Google as an advertisement-standing. Google offers 3 kind of advertisement places on online platform; Shopping Ads, Google Display Network and Sponsored Ads. By taking into consideration of these platforms, we select and prepared(shaped) our advertisements for each place.

Evaluation of the Internship

I've learned through this process of internship; the marketing on digital environment which allows me to adapt to the digital advertisement field that develops and get preferred day by day since it allows the cheaper and the functionalist way of advertising compared to the old methods. Most importantly, this internship allows me to work in the field which is something I can not learn in lectures.

The digital advertising section brings the social media marketing in its wake through the digital platforms Instagram and Facebook advertisements. As I've learned through the process of this internship, the results achieved with the digital advertisements generates a better amount of reached customers with lower costs. The application, Pixels, that Facebook offers to the market owners provide the data information needed to track the customers' taken actions in the website accordingly with the interaction analyses of viewers on the current pages. By learning to use this application interconnected to Facebook; I developed my advertising skills and re-shaped the content of the advertisements accordingly with the information I used from Pixels which the process is called a data analyses that cover a big period on my internship.

As a person who wants to work in the digital advertisement field; this internship provides me so many areas that I can improve my knowledge and most importantly provide me a preview of how digital advertising is in business sector, so that it gives me a chance to realize if I really want to work in this field. I recommended to all my friends who wants to work or at least want to have an idea about how this digital advertising and social media marketing sector is.

When I first started working in this company, it takes an adaptation period for me to stop hesitating before I take any responsibility, however by time I started to progress and stop asking questions each time I completed a work. One of the biggest provider of this is being well equipped for the programs (applications) I used during working. Two of the programs that I mostly used is provided by my lectures in school: Adobe Photoshop and Adobe Illustrator. Having knowledge about the programs I mostly used comforted me during the working process and make my work easier. HTML and CSS lectures I took on school also make my work quite easier considering moments where I expected to apply visual changes to

the website. On the other hand, taking into consideration what this internship gained me is having more comprehensive knowledge of the programs I already in touch with and also contributed new programs and fields I should know as a digital media worker, such as; Microsoft Excel, Google Ads and Social media advertising platforms as Facebook and Instagram. Where I first started my internship, I can say that my knowledge of excel is quite limited with the basic level; however, now after completing the internship, my capabilities on Excel has noticeably improved.

When considering my capabilities on online advertising level, one of the biggest contribution this internship provided me is learning to use the Google Ads, Google Analytics, Facebook and Instagram Advertisements accordingly with the usage of Ticimax based website.

On the other hand, with this internship, I learnt to use the Google SEO Words for increasing the availability of a product on the website in terms of reachability to the customer; Google Analytics for the efficiency statistics and data it provides in terms of viewer's actions related with the Shopping Ads, Google Display Network and Sponsored Ads; and Facebook's Pixels, for the functionality of the each advertisement by the actions of visitors online and clickings for ads for Social media marketing side correspondingly with Instagram's statistics of clickings.

Additionally, through this process of internship, I learn to understand and interpret the data which is provided by digital advertising platforms. I believe this learning of data analyses contributes to me the most since it provides the knowledge of a field I completely have no background where it is a key element of the digital sector beyond data.

After completing this internship, I have more confidence in this field as learning the most essential key parts of digital media sector. One of the biggest contribution this internship provided me is to help me understand the fields I am successful at and to understand If I am

suitable for the job I dream about. When I decided to be in this sector and work under the digital media department I was not sure if this job can meet my expectations, I want to work and experience every possible step so that I can understand what this sector will expect from me as a worker, couple of years later when I graduate. Now as being included in so many parts of this field, even it was a quite intense practice for me, I decided what sector I really want to be in and work for.

Appendix