



**Ref. No: TIAS/TP/Campus/Notice/2023-24/113**

**Date: 10.01.2024**

Dear All,

Please find an option for consideration. Interested candidates are required to register on the link latest by 11/01/2024 : 2.00 Pm.

**Link:** [https://docs.google.com/forms/d/e/1FAIpQLSeOFYfOI-D3WGT7K7JpYcsmc6pIX4Vw-nXzNPYAQrmAQvzKIA/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSeOFYfOI-D3WGT7K7JpYcsmc6pIX4Vw-nXzNPYAQrmAQvzKIA/viewform?usp=sf_link)

**Please Note:** Link will be active till tomorrow 2pm (11/01/2024)

**Company Name:** Maxxview Now

**Eligibility:** BBA/BJMC/MBA-2025 Passing Year

### **About the Company**

Maxview Now is a business information platform where local companies can advertise themselves so that residents of their city can easily and quickly find the proper business for their requirements. Several companies have come to rely on Maxview Now because it helps them establish their online identities, connect with clients all over India, boost foot traffic, and generate revenue.

### **Marketing - Sales , Marketing - HR and Digital Marketing - Sales work:**

**Marketing & Sales** – Customer relationship management, marketing and sales initiatives, marketing analytics and business-to-business marketing, Sales Strategy, Preparing proposals, Sales Support, Lead generation Market research.

**Marketing & HR** - Recruitment Support (Screening resumes, scheduling interviews, posting job ads), HR Administrative Tasks (Handling Calls, Emails and inquiries), Assisting with HR-related reports Employee queries, Sales initiatives, Research & reporting, Lead generation Market research, Sales Support and Marketing analytics

**Digital Marketing & Sales** - The candidate will develop, implement, and manage marketing campaigns promoting the organization's products and services. The candidate will majorly enhance brand awareness, drive web traffic, and acquire leads/customers, SCO and Pay-Per-Click (PPC).

### **Job Duties and Responsibilities**

- Building marketing and sales strategy. A comprehensive investigation of goods and services offered by rivals.
- Designing and implementing marketing campaigns, and promoting the products and services of the business.
- Developing trustworthy connections with clients and delivering formal responses to their inquiries.
- Implementing social media marketing plans into practice and making sure the company meets its sales targets.
- Supporting the sales team with tasks like creating sales presentations, preparing proposals, and maintaining customer databases.
- Managing and updating social media accounts to engage with the audience and promote products or services.
- Continuously learning about sales and marketing techniques, tools, and technologies.
- Identifying potential leads or customers through various channels like cold calling, email outreach, or online networking.

- They are capable of coming up with project ideas on their own. You will receive one-on-one guidance from a corporate expert.
- Assisting in job posting and candidate sourcing.
- Screening resumes and conducting initial phone screens & Coordinating interviews and providing logistical support.
- The interns will be given access to real-time data sets, which they must evaluate, display, and make a suggestion on. Get in-depth information on SEO, SEM, advertising, and expanding their organic reach.
- Recognize the various characteristics that play a role in B2B engagement.
- Develop a channel-specific strategy after analyzing various channels. The intern will be given a variety of performance work to work on completely.
- Employee Relations, Onboarding, Performance Management, Recruiting.
- Resolving any difficulties, queries, or concerns that come up between trainees and managers during the internship.
- Interns might be in charge of attracting, screening and choosing applicants for marketing internships.
- The candidate will develop, implement, and manage marketing campaigns promoting the organization's products and services.
- The candidate will majorly enhance brand awareness, drive web traffic, and acquire leads/customers.
- They can get to know SEO, E-Mail Marketing, SMS Marketing, Social Media marketing and PPC Advertising.
- Assisting in creating and scheduling social media posts, monitoring engagement, and analyzing performance metrics.
- Supporting the setup and management of pay-per-click (PPC) advertising campaigns on platforms like Google Ads and social media ads.
- Analyzing data using tools like Google Analytics to track website traffic, user behavior, and campaign performance.

### Benefits of the Project

- A strong recommendation letter or completion certificate will be given to you.
- You will receive an Appreciation Certificate and a Completion Certificate based on your performance.
- Pay-out Model: For the determined and deserving students, this innovative Project model from Maxview Now is based on Pay per Performance
- Students Can Earn up to ₹7,000 after Internship Project based on the amount of work they do, which will be directly noted in the intern panel.

### Internship Mode

- Virtual / Work from Office (New Delhi)

**Note :**We also offer PPO, which is based on student performance during the internship

### Location:

*B-296, 3rd Floor, opposite East End Apartments Gate No-1, Ashok Nagar Extension, New Ashok Nagar, New Delhi, Delhi 110096*

All the best  
Thanks & Regards,



Dr. Nivedita  
Head - Training and Placement Cell