PROJECT

"Analytical Study of Traditional and Digital Marketing Methods Used by Adobe Inc."

Submitted to:
DMSR
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Affiliated to**:**
Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

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NAAC Accredited "A" Grade Institution

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<u>**G.S. College of Commerce & Economics,
Nagpur**</u>

<u>**CERTIFICATE**</u>

This is to certify that **"Sanket Panchbhai"** has submitted the project synopsis titled

"**Analytical Study of Traditional and Digital Marketing Methods Used by Adobe''**,

towards partial fulfillment of **MASTER OF BUSINESS ADMINISTRATION** degree

examination. This has not been submitted for any other examination and does not form part

of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by

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Place: Nagpur
Date: 05/08/2022

<u>**G.S. College of Commerce & Economics,**</u>
<u>**Nagpur**</u>

<u>DECLARATION</u>

I here-by declare that the project with title **"Analytical Study of Traditional and Digital Marketing Methods Used by Adobe Inc.''** has been completed by me in partial fulfillment of MASTER OF BUSINESS ADMINISTRATION degree examination as prescribed by DMSR -G. S. COLLEGE OF COMMERCE & ECONOMICS, NAGPUR (NAAC Reaccredited "A" Grade Autonomous Institution) affiliated to Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does notform the part of any other course undertaken by me.

Place: Nagpur   Sanket Panchbhai

Date: 05/08/2022

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Sanket Panchbhai

Place: Nagpur

Date: 05/08/2022

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CHAPTER 01

Introduction

MEANING: Digital Marketing is the promotion of products or brands via one or more forms of electronic media. The key objective is the promotion of brands through Electronic media It is the promotion of products or brands via one or more forms of electronic media, differs from traditional marketing in that it uses channels and methods that enable an organization to analyse marketing campaigns and understand what is working and what isn't – typically in real-time. Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

Why digital marketing is important:

Digital media is so pervasive that consumers have access to information any time and place they want it. Gone are the days when the messages people got about your product's services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping, and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences. There's no denying it, the world is rapidly shifting from analog to digital. People are consuming more and more digital content on a daily basis – on mobile phones, laptops, desktop computers at work, and more – and companies that have not yet recognized this in their plans and strategies need to adapt fast. The facts are that digital methods of communication and marketing are faster, more versatile, practical, and streamlined, so it is perhaps unsurprising that once the technology became available we began quickly moving into the digital age. The good news is that digital

offers just as much potential to marketers as it does to consumers. The Reality is, that people spend twice as much time online as they used to 12 years ago. And while we say it a lot, the way people shop and buy really has changed, meaning offline marketing isn't as effective as it used to be.

Some of the most common assets and tactics:

- Your website

- Blog posts

- E-books and whitepapers

- Infographics

- Interactive tools

- Social media channels (Facebook, LinkedIn, Twitter, Instagram, etc.)

- Online brochures

TACTICS:

- SEARCH ENGINE OPTIMIZATION (SEO):

  The process of optimizing your website to 'rank' higher in search engine results pages, therefore increasing the amount of organic (or free) traffic that your website receives.

- CONTENT MARKETING

  The creation and promotion of content assets for the purpose of generating brand awareness, traffic growth, lead generation, or customers.

- INBOUND MARKETING

  Inbound marketing refers to the 'full-funnel' approach to attracting, converting, closing, and delighting customers using online content.

- SOCIAL MEDIA MARKETING

  The practice of promoting your brand and your content on social media channels to increase brand awareness, drive traffic, and generate leads for your business.

- PAY-PER-CLICK (PPC)

  The method of driving traffic to your website is by paying a publisher every time your ad is clicked. One of the most common types of PPC is Google Ad Words.

- AFFILIATE MARKETING

  A type of performance-based advertising where you receive a commission for promoting someone else's products or services on your website.

- EMAIL MARKETING

  Companies use email marketing as a way of communicating with their audiences. Email is often used to promote content, discounts, and events, as well as to direct people toward the business's website.

Difference between Traditional and Digital Marketing:

Traditional Marketing	Digital Marketing
Marketers can easily reach their local target audience	Not only can the local audience be reached but also the audience from all around the world.
Traditional marketing has a more personal approach since marketers can have a person-to-person relationship in informing the public about their brand.	Since it can reach a finite audience, getting more popular is easy. There is no need to be physically present in introducing the brand's name to the audience.
The public can have a hard copy of materials that they can read or browse through over and over again.	The public can also have access to different content and videos on YouTube and video-sharing websites.
It can be easily understood by the public because they are already exposed to this kind of strategy. It is something that most people can have access to.	Strategies implemented can reach the target market. Most target audiences are groups of people who have digital devices and are always online 24/7.
There is only a little interaction between the medium used and the customers. It is more of providing information to the public that the brand exists with the hope of these people patronizing the brand.	Interaction is very possible, especially with the use of social media networks. Marketers take advantage of the convenience of communicating with their target audience aiming to get positive customer feedback.
Print or radio advertisements can be costly. Printing materials can be expensive and you need to hire people to distribute these. Businesses need to invest more money in this marketing strategy.	Digital marketing is cost-efficient. The use of social media websites is free of charge. Though some invest in paid ads online, the cost is still cheaper compared to traditional marketing.

Introduction to company – Adobe Inc.

At a Xerox Palo Alto research centre around 1970, soon-to-be Adobe founders John Warnock and Chuck Geschke met and shared their work researching graphic systems and printing. It was a match made in heaven. The two decided to join forces and created Adobe in 1982 to innovate new and improved ways to print text and images. The company's first product was PostScript, a software that allows a computer file to be printed in the exact form it appears on the screen. PostScript remains the industry standard, but it isn't the only Adobe innovation that's lasted the test of time.

Today, Adobe provides myriad services that make it one of the most depended-upon software and technology companies in the world. Products like Adobe Photoshop and Adobe Illustrator, both created in the early days of the company, are used daily in numerous industries for marketing, product design, illustration, and even for personal use. Adobe Acrobat is a digital workspace that allows for the seamless creating and editing of PDFs

between team members no matter where they're working. Acrobat was originally created in 1993 and today serves as the basis for all of Adobe's business solution offerings. The Adobe Document Cloud is one of the company's newest offerings. It uses Acrobat as well as new software to make a digital workspace that allows for collaboration and communication across departments from anywhere. Microsoft, NetApp, The Golden State Warriors, and The Global Fund all use the Adobe Document Cloud.

Adobe wants its cutting-edge technology to be utilized for good. Not only do they offer services and products to numerous clients, but they also create platforms and opportunities for folks to use the technology to create new and exciting things. The Adobe Creative Residency Community Fund was established in 2020. Adobe provides funding and sponsors projects for creatives of all kinds through the fund. Adobe Colour was a project created through the fund by Ashwin Chacho. It focused on hue and tone to create a color palette that can be perceived and enjoyed by those with color blindness.

Adobe is constantly growing and improving, looking to make smart investments that bolster and improve its product portfolio. The company has made acquisitions like Workfront in 2020, Markets in 2018, and many more. Adobe has been leading the way in creativity and innovation since its founding and will continue for years to come.

Background and Commencement of Firm's Operations

Adobe was founded in 1982 by John Warnock and Charles Geschke, both former employees of Xerox Corp.'s Research Centre in Palo Alto, California. At Xerox, Warnock conducted interactive graphics research, while Geschke directed computer science and graphics research as the manager of the company's Imaging Sciences Laboratory. In a 1989 interview with the San Jose Business Journal, Warnock recalled that he and Geschke were frustrated at Xerox 'because of the difficulty in getting our products out of the research stage.' Believing in the profitability of an independent venture, they left Xerox to establish their own business, which they named after a creek that ran by their homes in Los Altos, California.

Shortly after it was launched, Adobe introduced PostScript, a powerful computer language that essentially described to a printer or other output device the appearance of an electronic page, including the placement of characters, lines, or images. The introduction of PostScript proved integral to the desktop publishing revolution. With a personal computer and a laser printer equipped with PostScript, users could produce polished, professional-looking documents with high-quality graphics. An article in a 1989 issue of the Los Angeles Times stated that Adobe's PostScript 'made desktop publishing possible by enabling laser printers, typesetting equipment, and other such devices to produce pages integrating text and graphics.' Advertising agencies, in particular, soon found the new technology indispensable.

Realizing the wealth of potential uses for the PostScript language, Adobe marketed and licensed PostScript to manufacturers of computers, printers, imagesetters, and film recorders. In 1985, Apple Computer, Inc., maker

of the MacIntosh computer, incorporated PostScript for its LaserWriter printer. Shortly thereafter, Apple invested in a 19 percent stake in Adobe, which had reported revenues of $1.7 million the year before. Adobe's rapid growth led to an increase in staff from 27 in 1985 to 54 by 1986.

More than 5,000 PostScript applications were developed and made available for every operating system and hardware configuration. In 1986, Adobe signed an agreement to supply Texas Instruments Inc. with the software for two of its laser printers, producing the first PostScript-equipped printers made for use with IBM-compatible personal computers. In addition, PostScript soon became available for use with minicomputers and mainframes, and it remained the only page description language available for multiple-computer environments, such as corporate office networks. Independent software vendors marketed products that used PostScript to render images and text onto film, slides, and screens, for less money than traditional typesetting methods, incurred. Used by corporations, professional publishers, and the U.S. government, PostScript rapidly became one of the most ubiquitous computer languages worldwide.

To supplement the PostScript language system, Adobe introduced a software technology known as Type 1, which provided digital-type fonts that could be printed at any resolution. Vendors soon began developing different Type 1 typefaces until there were more than 15,000, including Japanese and Cyrillic character sets. By the end of 1986, Adobe reported sales of $16 million and an income of $3.6 million. During this time, the company was taken public and began expanding its customer base to include IBM and Digital Equipment Corp.

The strategy of marketing and licensing technology to original equipment manufacturers (OEMs) such as Apple became the cornerstone of Adobe's success. In 1986 Apple accounted for 80 percent of Adobe's sales, and the other 20 percent was composed of retail sales, an area into which Adobe moved the following year.

In 1987 the company introduced Adobe Illustrator, a design and illustration software program. Enabling users to create high-quality line drawings, Illustrator became popular among graphic designers, desktop publishers, and technical illustrators. The company also released the Adobe Type Library, which contained a large selection of type fonts, many of which were original typefaces Adobe had created especially for the electronic medium. The Type Library eventually would become the most widely used collection in the industry.

As graphics became more widely used in business communications, Adobe was poised to offer new technologies. The company's introduction of a new version of Illustrator, designed for use with Microsoft's Windows program, offered PC users an exciting array of graphics tools and helped pave the way for other PostScript language-based graphics packages. By 1988 many industries and universities had adopted the Illustrator standard. Moreover, the Type Library, with 300 typefaces, had become the world's largest collection of typefaces for personal computers.

Having successfully marketed its technology to both Macintosh and IBM, Adobe tackled a new project--developing Illustrator and the Type Library for the NeXT computer system. Once this was accomplished, the NeXT computer system became the first to implement a new Adobe technology, Display PostScript. This adaptation of the original PostScript was unique in that it communicated directly with the computer's screen, rather than through the printer. Representing a breakthrough in the long struggle for what computer buffs called 'WYSIWIG' (What You See Is What You Get), Display PostScript ensured users that images on the screen would be replicated exactly on paper through the printer. Display PostScript also allowed users to manipulate graphics on the screen; rotating, scaling, and skewing could all be performed to suit the user's needs. IBM and Digital Equipment Corp. soon followed NeXT's lead, licensing Display PostScript for their desktop systems.

In 1988 more than 25 PostScript printers and typesetters were on the market and 20 computer corporations had signed PostScript licensing agreements with Adobe. The company's revenues for 1988 were an impressive

$83.5 million, representing a 112 percent increase over revenues of $39.3 million the year before. Moreover, net income for 1988 increased 137 percent, reaching $21 million. During this time, Apple Computer remained the company's biggest customer, accounting for 33 percent of Adobe's revenues. By the following year, Adobe's staff had increased to 300. As one of the fastest-growing software developers, Adobe sought to maintain its position in the industry and foil any potential competitors. Toward this end, Adobe kept its typeface strategies confidential, while continuing to expand into new areas.

At the 1989 MacWorld Exposition in San Francisco, Adobe introduced two new applications. Adobe Streamline software permitted users to reproduce hardcopy graphics onscreen, converting bitmapped images into high-quality PostScript artwork. The second product, Collectors Edition II, could be used to set patterns. Adobe eventually adapted these technologies for IBM and IBM-compatible computers that used the Windows program.

Next on Adobe's agenda was international expansion. The company signed an agreement with Canon Inc. of Japan, under which Canon had full licensing rights to Adobe PostScript. The world's leading manufacturer of laser printers, Canon could bring the PostScript technology to international and multinational customers. To enhance its Type Library, Adobe signed agreements that permitted several companies to develop downloadable typefaces based on Adobe's proprietary technology.

Adobe ended the 1980s on a high note; revenues in 1989 were more than $121 million, and net income reached $33.7 million. That year, the company introduced Adobe Type Manager. This program used Adobe's outline fonts to generate scalable characters on screen, giving users greater flexibility and better WYSIWYG. The Type Manager also represented an expansion of the Adobe Type Library to 420 typefaces.

Also during this time, Adobe announced that it had acquired all rights to a software program called Photoshop, an image editing application. PhotoShop, designed especially for artists and desktop publishers, was slated for market in conjunction with the Apple Macintosh. Designed to work with type, line art, and other images, PhotoShop provided users with a complete toolbox for editing, creating, and manipulating images. Other unique PhotoShop features included color correction, retouching, and color separation capabilities.

Business Operations

Adobe Inc., formerly Adobe Systems Incorporated, is a software company. The Company offers products and services used by professionals, marketers, knowledge workers, application developers, enterprises, and consumers for creating, managing, measuring, optimizing, and engaging with compelling content and experiences. It operates through three segments: Digital Media, Digital Experience, and Publishing. Its Digital Media segment provides tools and solutions that enable individuals, small and medium businesses, and enterprises to create, publish, promote and monetize their digital content. Its Digital Experience segment provides solutions and services for how digital advertising and marketing are created, managed, executed, measured, and optimized. Its Publishing segment addresses market opportunities ranging from the diverse authoring and publishing needs of technical and business publishing to its legacy type and original equipment manufacturer printing businesses.

Competitor Analysis

Autodesk

Headquartered in San Rafael, California, Autodesk is an American multinational software company that provides software services to a number of industries. These include architecture, construction, engineering, education, media, and entertainment. John Walker founded Autodesk in 1982. While the company has produced several software products that have been used in many fields, it is best known for AutoCAD- the software used for developing architectural designs and blueprints. Other products from the company include Revit, Fusion 360, Maya, Civil 3D, Sketchbook, and Motionbuilder. Autodesk's software products earned it a revenue of $2.57 billion. The company employs 9,600 people.

Both Adobe and Autodesk made their debuts in the software industry in 1982. They are both competitors in the digital media market. The major difference between the two is that Adobe leans more toward the art market while Autodesk is more for the technical industry. Despite charging less for its products, Adobe still made more revenue than Autodesk. When Autodesk copied Adobe's pricing strategy and introduced mandatory subscription payments, its profits plunged for two straight years up to 2018.

Salesforce

Salesforce is a cloud-based software company that deals in the Software as a Service (SaaS) market. The American company is headquartered in San Francisco, California. It was founded in 1999 by Frank Dominguez, Dave Moellenhoff, Parker Harris, and Marc Benioff (an ex-Oracle executive). Salesforce provides customer relationship management (CRM) software aimed at improving clients' marketing, sales, commerce, and customer service delivery. In 2019, the company had 35,000 employees and a revenue turnover of $13.2 billion.

Salesforce goes up against Adobe in the digital experience segment. It is growing into one of the biggest rivalries in the tech industry. They both offer CRM platforms for both small and mid-sized businesses. Adobe started as a design and publishing software company before venturing into the SaaS space with marketing, analytics, and business solutions for eCommerce players. Salesforce Marketing Cloud vs Adobe Marketing Cloud? While the answer to that lies with individual consumers, Salesforce has better reviews on most sites.

That is also reflected in the companies' revenue with Salesforce having a slight edge over Adobe. Maybe that is because Salesforce supports up to 7 languages while Adobe Marketing Cloud is only available in English.

SAP

AP was started in 1972 by five German entrepreneurs– Hans-Werner Hector, Klaus Tschira, Claus Wellenreuther, Hasso Plattner, and Dietmar Hopp. They were all former IBM employees. SAP stands for System Analysis and Program Development. The company was founded to create enterprise software that would enable businesses to integrate all their processes and process data in real-time.

Based in Walldorf, South Germany, SAP has 440,000+ customers spread across more than 180 countries. Small and medium-sized businesses make a majority (about 80%) of the company's clients. Its revenue for 2019 was $30.7 billion. SAP employs 100,330 employees globally.

Almost 77% of global business transactions are done on an SAP system. In 2019, its Cloud business brought in $7.7 billion in revenue, more than half of Adobe's total revenue. Adobe pioneered integrated digital marketing platforms in 2009. SAP joined the space 6 years later with Hybris Marketing. But Adobe focused on content creation while SAP's primary focus was data which enables marketers to build 360-degree profiles for their customers.

Oracle

Ed Oates, Bob Miner, and Larry Ellison founded Oracle as Software Development Laboratories in 1977. The company was based in Santa Clara, California but later shifted its headquarters to Redwood City, California. It changed its name to Relational Software Inc. before finally rebranding to Oracle in 1982. The American multinational company deals in database software and technology, enterprise software products, and cloud-engineered systems. In 2019, Oracle has named the second-best software company globally. Its revenue was $39.5 billion with 136,000 people on its payroll.

Adobe came fourth, two places below Oracle, on the 2019 top software companies list. Besides the total revenue earned, the companies go head-to-head in the digital experience segment. Oracle offers Oracle CX Marketing while Adobe offers Adobe Experience Cloud. Data from Datanyze shows that Oracle has a bigger portion (14.52%) of the market share than Adobe (11.11%).

IBM

IBM was founded in 1911 as the Computing-Tabulating-Recording (CTR) Company. It later changed its name to International Business Machines (IBM). With its headquarters in Armonk, New York, IBM operates in more than 170 countries around the world. Besides computer hardware and middleware, the company also deals in software and provides hosting services and consultations in a number of tech areas. IBM invented the floppy disk, hard disk drive, ATM, relational database, magnetic stripe card, UPC barcode, DRAM, and SQL programming language. In the software space, IBM has products in the following categories: analytics, automation, blockchain, artificial intelligence, mobile technology, software development, IT management, IT infrastructure, security, and cloud computing. The company employed 383,800 people as of 2019 and posted a revenue turnover of $77.1 billion.

In the Cloud business segment alone, IBM ($21.2 billion) had almost twice as much as Adobe's total revenue in 2019. The good thing is that both companies see each other strength's and continue to explore possibilities for partnerships. Adobe integrated the IBM iX Design System into its Experience Cloud solutions to improve the digital delivery of products into the market for clients.

OBJECTIVES OF THE STUDY

The major objectives of the project are:

- ➢ To study the factors considered by the company while running traditional and digital marketing campaigns.

- ➢ To study the differences in the strategies while applying traditional and digital marketing campaigns.

- ➢ To study the response received from the audience from both marketing types.

- ➢ To study the sales promotion strategies employed in both the methods.

- ➢ To study the differences in customer retention strategies employed in both the methods.

SCOPE OF THE STUDY

This area of marketing deals with the duties of a company to ensure that products and services reach to the end customers with the right information. Some of the more acute dilemmas in this area arise out of the fact that there is usually a degree of risk in any product or service marketing and it is difficult to predict the extent of reach or conversions and may depend on the changing state of preventative technologies or changing social perceptions of acceptable risk.

- Trend shows shifting of price conscious market to value conscious and digital marketing continuously developing to create value of the product and promote the value rather only price and thereby most preferred market place and so growing exponentially

- Seeing is believing, and based on this concept digitalization is growing.

- Growth in economy, based on entrepreneurship and startups give birth to more brands to come in industry and their need of promotion to larger mass in short period leaves digital marketing as the only and best media.

- Technology advancement in artificial intelligence is a new wave in digital marketing.

In the current world, data is money and most valued for every industry and digital marketing is the best platform through which different types of data are preserved, captured, analyzed which helps industry to draft its product definition, making belief true – DIGITAL IS THE FUTURE

LIMITATION OF THE STUDY

- In most of the cases, the extraneous factors affect marketing research results adversely. Due to impact of such factors, the net impact cannot be estimated.

- Systematic marketing research project needs more time. It takes weeks, months, even years. When marketing research is carried on to investigate or solve the problem, final outcomes are available after considerable time. When outcomes are made available, situations might have been changed thoroughly or problem for which research was made might have been solved automatically.

- Marketing research is based on trust and accuracy. Right from the identification of problem to the final outcomes, all depends on trust. Company has to trust on marketing research officer; research officer has to trust on field officer; and field officer has to rely on response of respondents. At any stage of marketing research, accuracy is vital issue. To the extent inaccuracy prevails, marketing research results suffer.

- Security is the primary requirement for any brand, hence website protection is something to be executed seriously as a digital marketer. Securing the network and safeguarding the network connections by using firewalls and encryption tools like VPN is always suggested. The basic approach of having a good antivirus is most desirable. The legal considerations in obtaining customer data for using in digital marketing strategies must be done with all required formalities. Protecting the customer data should be the top priority as it may be compromised during data breaches

- Digital marketing is purely based on technology and the internet is prone to errors. There are times when the links may not work, landing pages may not load, and page buttons just don't simply do its job. This leads the prospective customers to switch to other brands. Therefore, to avoid this, a test of the website is necessary, also proofreading the contents and making sure that the campaigns will work on its targeted niche becomes important.

CHAPTER 02

REVIEW OF LITRATURE

The 21st century has seen the advent of the new economy, thanks to the technology innovation and development. To understand the new economy, it is important to understand in brief the characteristics and features of the old economy.

Industrial revolution was the start point of the old economy with a focus on producing massive quantities of standardized products. This mass product was important for cost reduction and satisfying large consumer base, as production increased companies expanded into new markets across geographical areas.

The old economy had the organizational hierarchy where in top management gave out instructions which were executed by the middle manager over the workers. In contrast, the new economy has seen the buying power at all time thanks to the digital revolution. Consumers have access to all types' of information for product and services. Furthermore, standardization has been replaced by more customization with a dramatic increase in terms of Purchase experience has also changed as well with the introduction of online purchase, which can be done 24×7 with products getting delivered at office or home.

Companies have also taken advantage of information available and are designing more efficient marketing programs across consumers as well as the distribution channel. Digital revolution has increased speed of communication mobile, e-mail SMS, etc. This helps companies take faster decisions and implement strategies more swiftly.

Marketing is an art of developing, advertising and distributing goods and services to consumer as well as business. However, marketing is not just limited to goods and services it is extended to everything from places to ideas and in between. This brings forth many challenges within which marketing people have to take

strategy decisions. And answer to these challenges depends on the market the company is catering to, for consumer market decisions are with respect to product, packaging, and distribution channel.

For the business market, **knowledge and awareness of the product is very essential** for marketing people as businesses are on the lookout to maintain or establish a credential in their respective market.

For the global market, marketing people have to consider not only culture diversity but also be careful with respect to international trade laws, trade agreement, and regulatory requirements of individual market. For non for profit organization with limited budgets, importance is related to pricing of products, so companies have to design and sell products accordingly.

Marketing philosophy employed by any given company has to be a mix of organization interest, consumer interest and societal interest. In production philosophy, companies focus is on numbers, high production count, which reduces cost per unit and along with mass distribution. This kind of concept is usually making sense in a developing market where there is the need of product in large numbers. The product philosophy talks about consumers who are willing to pay an extra premium for high quality and reliable performance, so companies focus on producing well made products.

The selling concept believes in pushing consumers into buying of products, which under normal circumstance, they would be resistant. The marketing concept believes in consumer satisfaction, thereby developing and selling products keeping the focus solely on customer needs and wants. The customer philosophy believes in the creation of customized products, where in products is design looking at the historical transaction of consumers.

The last philosophy is the societal concept which believes in developing products, which not only generate consumer satisfaction but also take into account well-being of society or the environment.

The Digital revolution and the 21st century have made companies fine tune the way they conduct their business. **One major trend observed is the need of stream lining processes and systems with the focus on cost reduction through outsourcing**.

With the advent of social media and development in the web and mobile apps technologies, communication has become much easier than that of past decades. Since modern customers are spending their time in digital media, marketers have also developed strategies and tactics to reach them through these media. Therefore, a significant amount of scholarly research had been conducted on different aspects such as search engine optimization, social media marketing, affiliate marketing, content marketing, video marketing and many other. This study presents an intensive analysis of scholarly works done and published by scholars from different countries on this revolutionary field of marketing between 2000 to 2019. Digital marketing opens up new opportunities for reaching, informing, and engaging consumers, as well as providing and selling goods and services. Digital marketing is projected to remain at the forefront of the technological transition in the future. Millions of people's daily lives have been transformed by digital marketing through social and mobile media, which has expanded into popular social media practices and often leads to the formation of customer relationships.

As more marketing researchers and professionals have dedicated themselves to digital technologies, the speed of transition has quickened. The digital marketing model has changed from selling unique goods and services to marketing campaigns that are introduced across digital platforms to now make use of digital resources. Social media has existed for over the past decade for several different purposes such as blogging, video and photography/photo-sharing using mobile phone. Virtual technologies such as artificial intelligence (AI),

augmented reality (AR), and virtual reality (VR) seem to be replacing traditional approaches to marketing suggesting new territory for marketing researchers to pursue;

Marketers soon noticed the networking advantages of social networks like Facebook, YouTube, Twitter, Instagram, Snapchat, Pinterest, and LinkedIn, and invested $51.3 billion on global social network ads in 2017, up 55.4% from 2016. The amount spent on digital ads is expected to rise 17.7% in 2018, accounting for $273 billion (44%) of the $629 billion spent on advertising globally. In 2017, mobile ad spending rose by 39%, and it is projected to rise by another 27% in 2018, accounting for 55% of all digital ad spending. The growing concentration of advertising dollars demonstrates digital marketing's effectiveness in targeting audiences and achieving growth goals such as increased revenue, brand recognition, consumer loyalty, lead generation, and lower customer acquisition and service costs.

The way businesses market themselves is changing as a result of social media, posing new obstacles as well as opportunities. Digital marketing, whether used inappropriately or by unskilled practitioners, may harm businesses. As a result, businesses must gain social media expertise. Companies should focus on aligning their digital marketing strategies with their overall business goals. When used strategically, social media marketing may lead to increased consumer satisfaction and perceived, co-creation, brand loyalty and positive attitude. Furthermore, social media has opened up new avenues for marketers to obtain audience experience by researching online user-generated content, electronic word of mouth (eWOM) conversation, and online communities. Consumer reviews are a large part of social media, and they throw up questions about content accuracy, credibility, usefulness, and validity. Consumer preferences and purchasing habits can be affected by online feedback, which can affect a company's results.

A variety of factors can influence digital marketing activities and practices. Some research, for example, looked at the impact of new laws on digital marketing. Furthermore, social media marketing research has begun to concentrate on developing markets, where the adoption rate of social media marketing is lower than the developed countries. Some businesses in these developing countries continue to rely on conventional media for product and service ads because they are more trustworthy than social media platforms Therefore, this article aims at assessing different paradigms of published articles on DM and finding out how these studies evolved. In addition, finding out what are the dominant themes in this area of research is also a concern of this paper.

CHAPTER 03

RESEARCH METHODOLOGY

Research is an intellectual activity that uncovers new information, corrects earlier mistakes and misconceptions, and contributes to the current corpus of knowledge in a methodical manner. In other words, research is used to uncover the truth that is concealed and has not yet been revealed, and research techniques are utilized to attain these goals.

Why has a research study been conducted? How was the research problem defined? In what method and why was the hypothesis developed? What information has been gathered, and what procedure has been used? What are the advantages and disadvantages of each method? When we discuss research methods in relation to a research topic, we frequently get answers to a lot of identical queries.

In research methodology, we discuss not just research methodologies but also the thinking behind the methods we utilize in our study. In this paper, we will provide an overview of the many qualitative and quantitative research approaches accessible and discuss instances in which the qualitative approach should be employed or vice-versa. In quantitative research, we must design research procedures from the start, however, in qualitative research, it may be impossible to identify methodologies precisely from the start.

Other approaches may be required as the research continues. After discussing the advantages and disadvantages of both types of methods, we will determine which form of methodology is most suited for marketing management. Considering marketing management research from the previous decades, we believe that quantitative research approaches provide a tremendous chance for scholars in this subject to conduct more advanced studies.

Learning is implied by research methods. It is the process of searching for information using a specific and ordered technique in order to find solutions to problems. Explore is a process of efficient and in-depth examination or pursuit of a certain point, subject, or region of investigation supported by the collecting, computation, introduction, and translation of critical information. An examination finding may give rise to new concerns that require further investigation. So one investigation leads to another.

It is a method or approach that may be used to address the examination problem. It provides various advancements that the expert may use to focus on his examination concerns. It integrates the investigation as well as considers the justification for such tactics. The research strategy handles the destinations of an investigation consider, the method for identifying the research issue, the kind of theory specified, the type of information acquired, tactics used for gathering and breaking down the information, and so on. This type of demand necessitates a significant investment of time, money, and energy.

Questionnaire

This is a popular and extensively utilized method of gathering information. People, organizations, and the government all support this. A poll is set up and distributed to respondents in this way. When the poll is issued to the respondents, a request is made that the questions be addressed and returned. The success of this strategy is heavily reliant on the proper writing of questions. Creating a survey takes a great deal of skill and expertise.

Development of Survey

Following advances are followed in building a poll.

1. Determining the factors to be estimated.

2. Framing of a survey

• Form of a survey

• Question plan and wording

Statistical analysis

1. Pie Diagrams

A pie table is a circle diagram is a round layout parceled into territories, depicting degree. In apie chart, the roundabout fragment length of each division (and hence its point of convergence and district), is comparing to the sum it addresses. At the point when edges are estimated with I turn as unit then various percent is related to a similar number.

HYPOTHESIS

Marketing management is a process of controlling the marketing aspects, setting the goals of a company, organizing the plans step by step, taking decisions for the firm, and executing them to get the maximum turn over by meeting the consumers' demands.

To run effectively, businesses should use the fewest resources feasible while striving to achieve the greatest possible degree of customer satisfaction.

H0: Digital Marketing methods are well received by the existing and potential customers.

H1: Digital Marketing methods aren't effective as the traditional ones.

So we have accepted the null hypothesis (H0) for this project.

Reasons :- The survey which we have carried out with questionnaire mainly generated the positive response by the respondents and on that basis we found that Adobe Inc. is applying the digital marketing methods more effectively.

RESEARCH DESIGN

Sample Size

The sample size of 27 respondents who are using adobe software is collected from couple of facebook groups.

Questionnaire

A close ended questionnaire consisting of 10 questions was used in research. Close ended question are asked

to the respondents to answer the question based on the option already given. For analysis and interpretation of

data.

METHOD AND SOURCE OF COLLECTION OF DATA

In the preparation of this report, the data is gather which are as follows.

1. Primary data:-

   This data is gathered from firsthand information source by the researcher. This

   data is collected mainly from students.

2. secondary data:-

   This will give theoretical basis required for the report presentation which can

   beavailable from various sources such as websites, research paper etc.

SOURCES OF DATA

PRIMARY DATA:-

This data is gathered from first-hand information sources by the researcher. This data is collected mainly from students. Primary data is specific to the needs of the researcher at the moment of data collection. The researcher is able to control the kind of data that is being collected. The researcher exhibit ownership of the data collected through primary research. He or she may choose to make it available publicly, patent it, or even sell it. Primary data is usually up to date because it collects data in real-time and does not collect data from old sources. The researcher has full control over the data collected through primary research. He can decide which design, method, and data analysis techniques to be used. As our project report is on business ethics in operation management and for that we have to select the company so we have selected Adobe Inc. to analyse their marketing methods. While collecting primary data first we made the questionnaire with the help of google form and on basis of that questionnaire we are able to find how these respondents are experiencing their use of app and more important is that how they are tracking their order while their order is being delivered.

The data we have collected is up to date and it is not taken from any third party or copied from any old source it is a real-time data we have gathered. The researcher has full control over the data collected through primary research. He can decide which design, method, and data analysis techniques to be used

SECONDARY DATA:-

Secondary data is the data that has been collected in the past by someone else but made available for others to use. They are usually once primary data but become secondary when used by a third party. Secondary data are usually easily accessible to researchers and individuals because they are mostly shared publicly. This, however, means that the data are usually general and not tailored specifically to meet the researcher's needs as primary data does. For example, when conducting a research thesis, researchers need to consult past works done in this field and add findings to the literature review. Some other things like definitions and theorems are secondary data that are added to the thesis to be properly referenced and cited accordingly. Some common sources of secondary data include trade publications, government statistics, journals, etc. In most cases, these sources cannot be trusted as authentic. While collecting secondary data we have gone through various websites and various other platforms that are being assessed by research where the researchers have carried out their phenomenal work about operation management. Collecting secondary data is very affordable because most of the information available on the internet is free there are some data that required sign-up and sometimes they require membership for free access to their content at cheaper rates and time spent on collecting secondary data is very less compared to primary data

CHAPTER 04

DATA COLLECTION

Data collection is a systematic process of gathering observations or measurements. Whether you are performing research for business, governmental or academic purposes, data collection allows you to gain first-hand knowledge and original insights into your research problem. While methods and aims may differ between fields, the overall process of data collection remains largely the same.

Quantitative data are expressed in numbers and graphs and are analysed through statistical methods.

Qualitative data is expressed in words and analysed through interpretations and categorizations.

So we have decided to use Quantitative data because we are going to interpret our data with the help of bar-graph and pie charts etc.

CHAPTER 05

ANALYSIS & INTERPRETATION OF DATA

Data analysis is the process of uncovering patterns and trends in the data. Data interpretation is the process of assigning meaning to the data. It involves explaining discovered patterns and trends in the data. Data analysis comes first and then the interpretation of data in chronological order. The data accumulated through the review is refreshed into a table plus the data is being interpreted. The inquiry form for the overview contains thirty-two questions including choices. The subjects secured in decisions are mostly from students and working employees who are the regular users of computer softwares. The study of information is exceptionally capable and skilful which ought to be done just by the researcher himself or under his immediate supervision. It is through careful study that the hidden features of the information are uncovered and genuine speculations are made. Statistical data never represent themselves. Only by methods of analysing, investigating, and interpreting the survey information, their striking characteristics, between relationship, cause, and association brought out. The study of information implies the basic examination of the information for understanding the attributes of the object under examination and for deciding the patterns of relationship among the factors identifying with it utilizing both quantitative and qualitative methods.

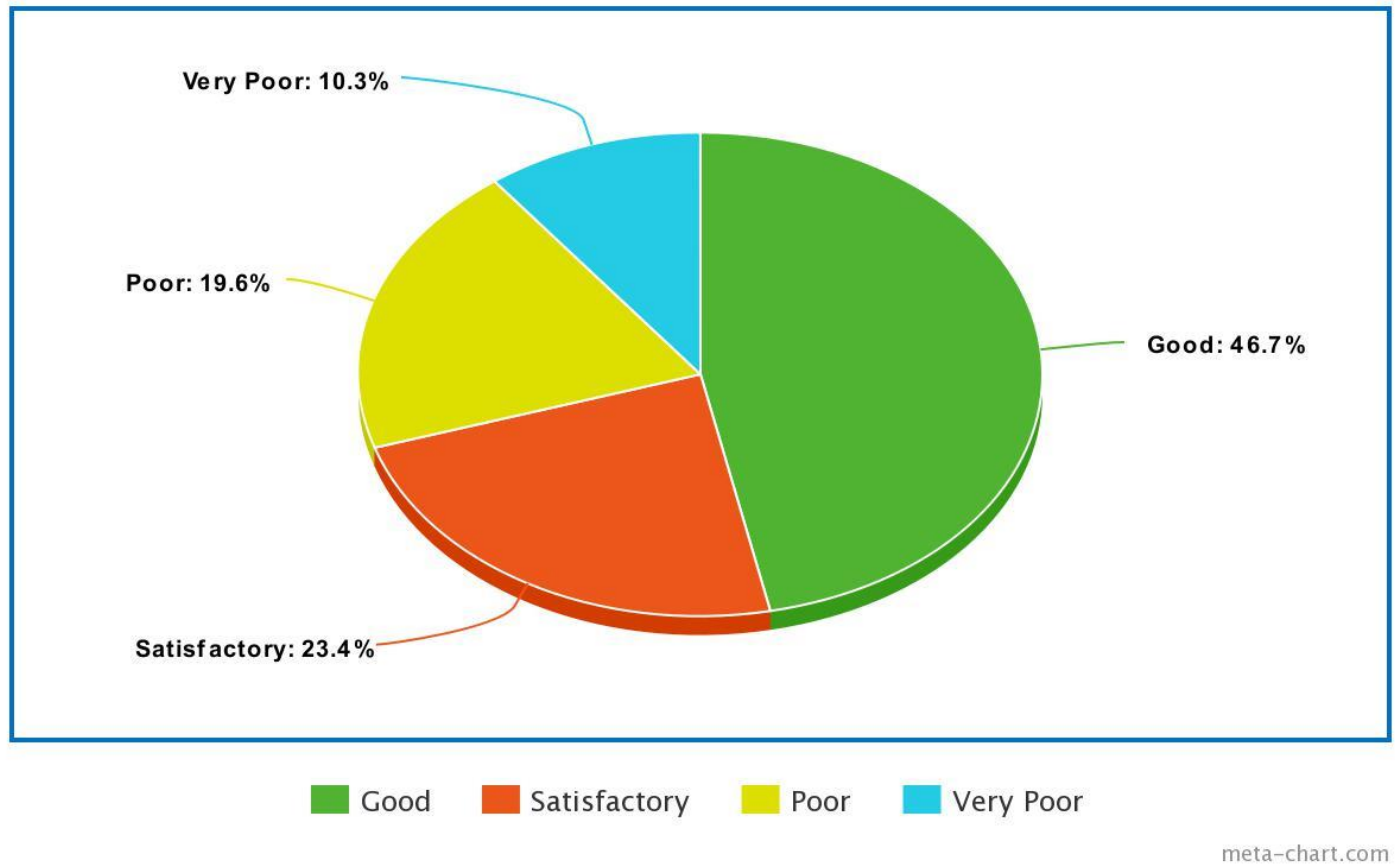According to consumers, in what ways can companies gain their trust?
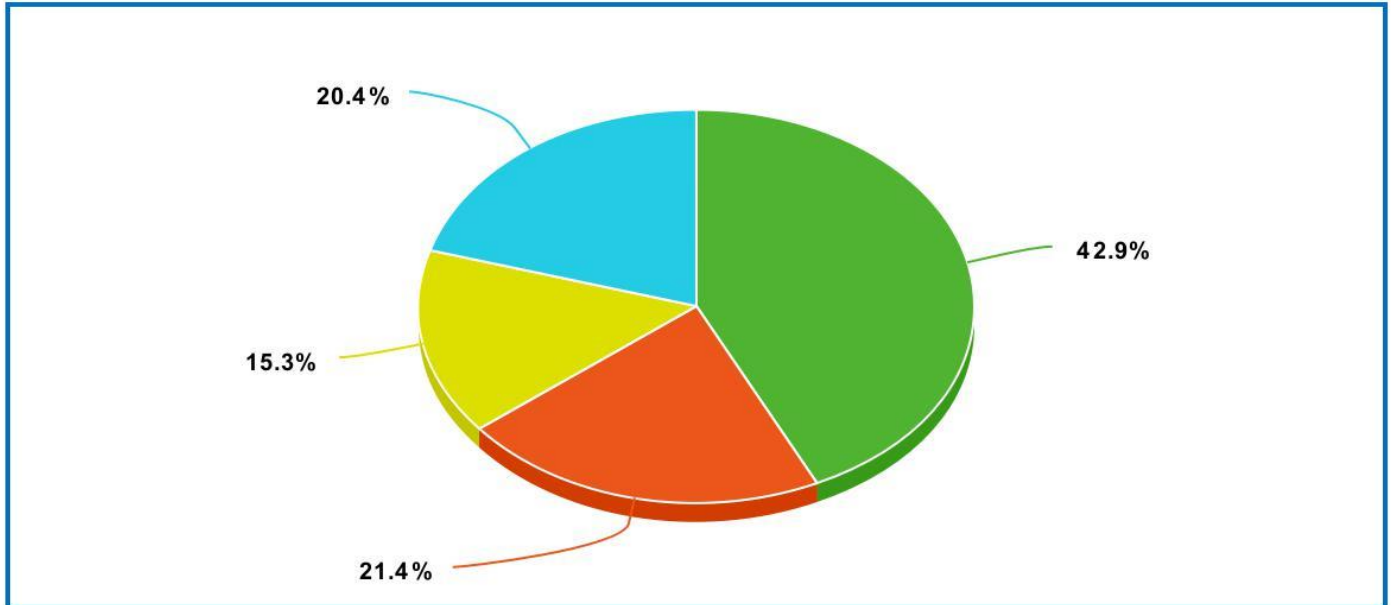
Never sharing or selling their personal data to other companies
Letting them opt out of personal information being used
Letting them choose how their information will be used
Collecting a limited amount of data

meta-chart.com

Interpretation: It can be interpreted that 42.9% of the users want that the software companies they are a customer of should sell their personal data to others.

Inference: from above report it is understood that most people want that consumer privacy should be the top priority of the companies.

According to you, what was the quality of services before the advent of digital marketing methods?

Very Poor: 10.3%

Poor: 19.6%

Good: 46.7%

Satisfactory: 23.4%

■ Good ■ Satisfactory ■ Poor ■ Very Poor

meta-chart.com

Interpretation: It can be interpreted that after the advent of digital marketing that the overall service quality perceived by 46.7% customers was good and 23.4% found it satisfactory.

Inference: from above report it is understood that the experience with the software products was enhanced after company started adopting digital marketing methods for customer satisfaction.

How much are the benefits of the availability of Mobile apps of any particular software?
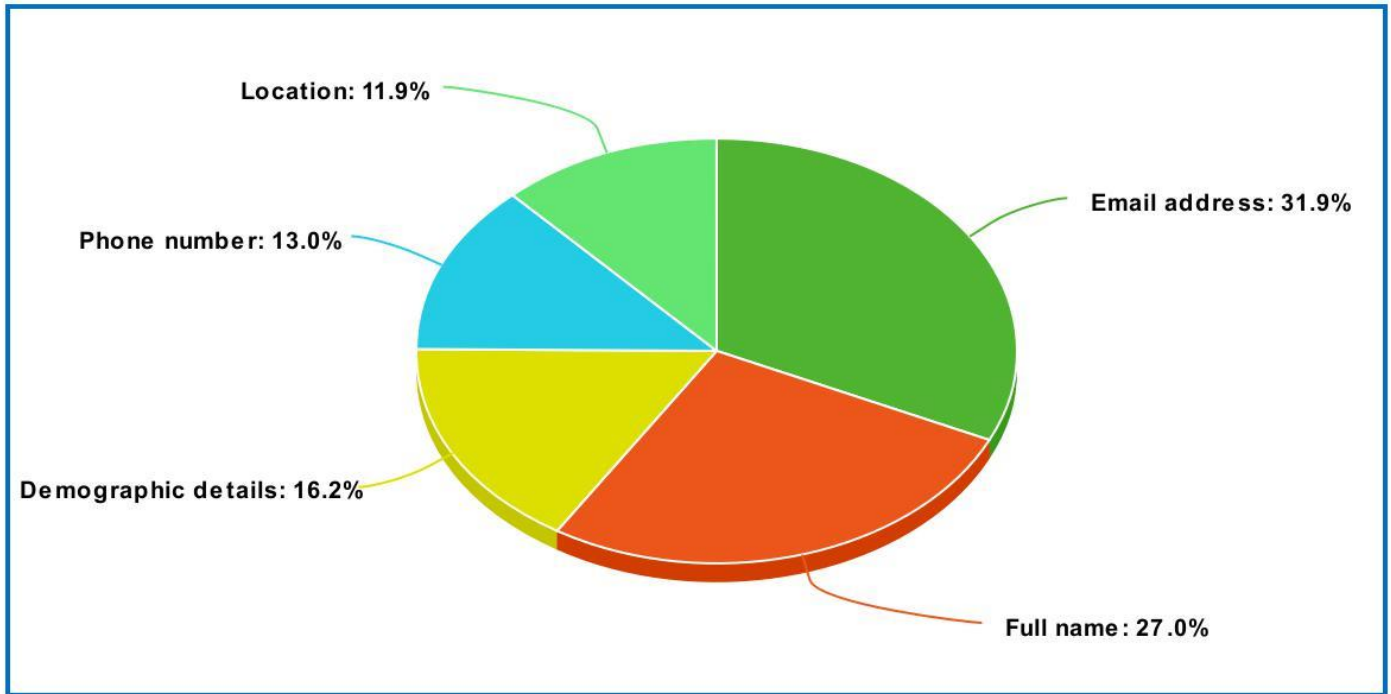

Very Low: 6.0%

Low: 11.9%

Very High: 37.7%

Moderate: 14.6%

High: 29.8%
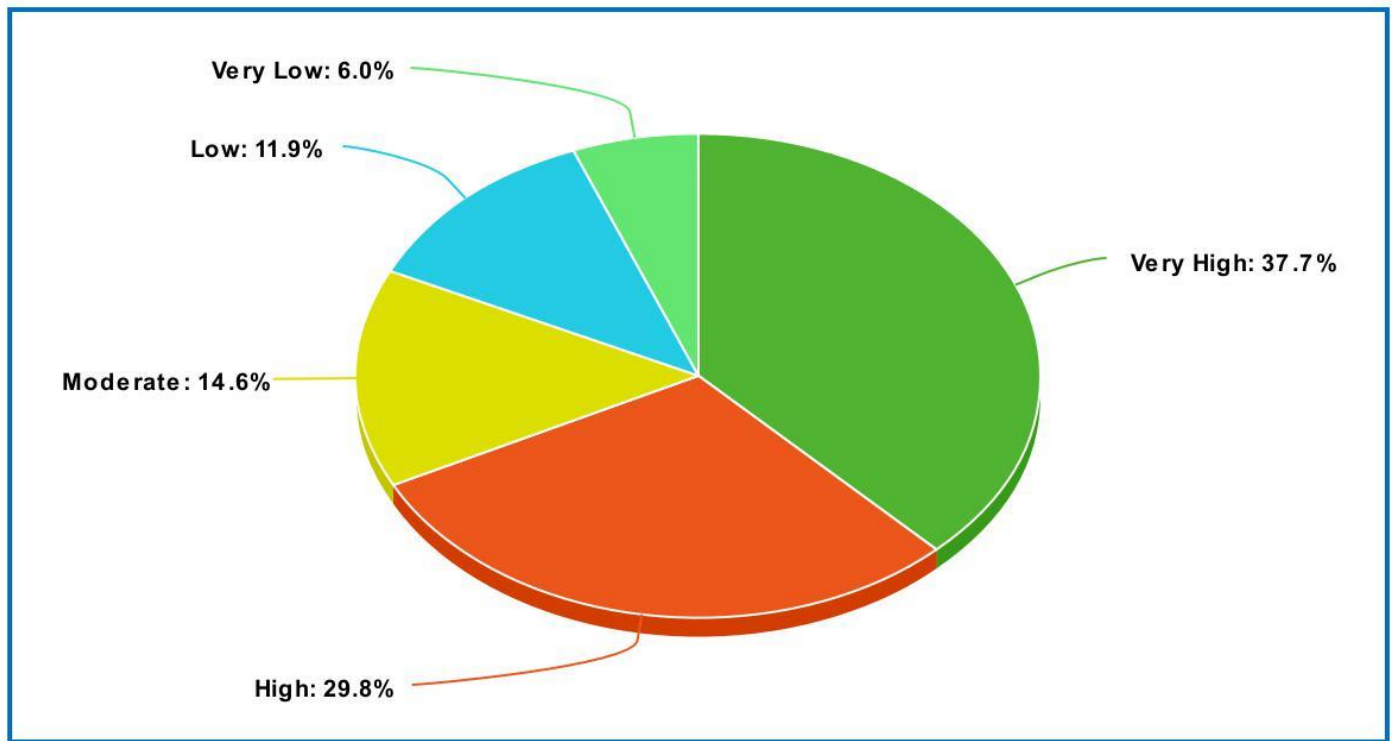
■ Very High ■ High ■ Moderate ■ Low ■ Very Low

meta–chart.com

Interpretation: It can be interpreted from here that more than 65% of the customers feel that mobile app enhances user experience.

Inference: from above report it is understood that user experience of computer products is greatly enhanced when a particular software has a mobile app integrated to it.

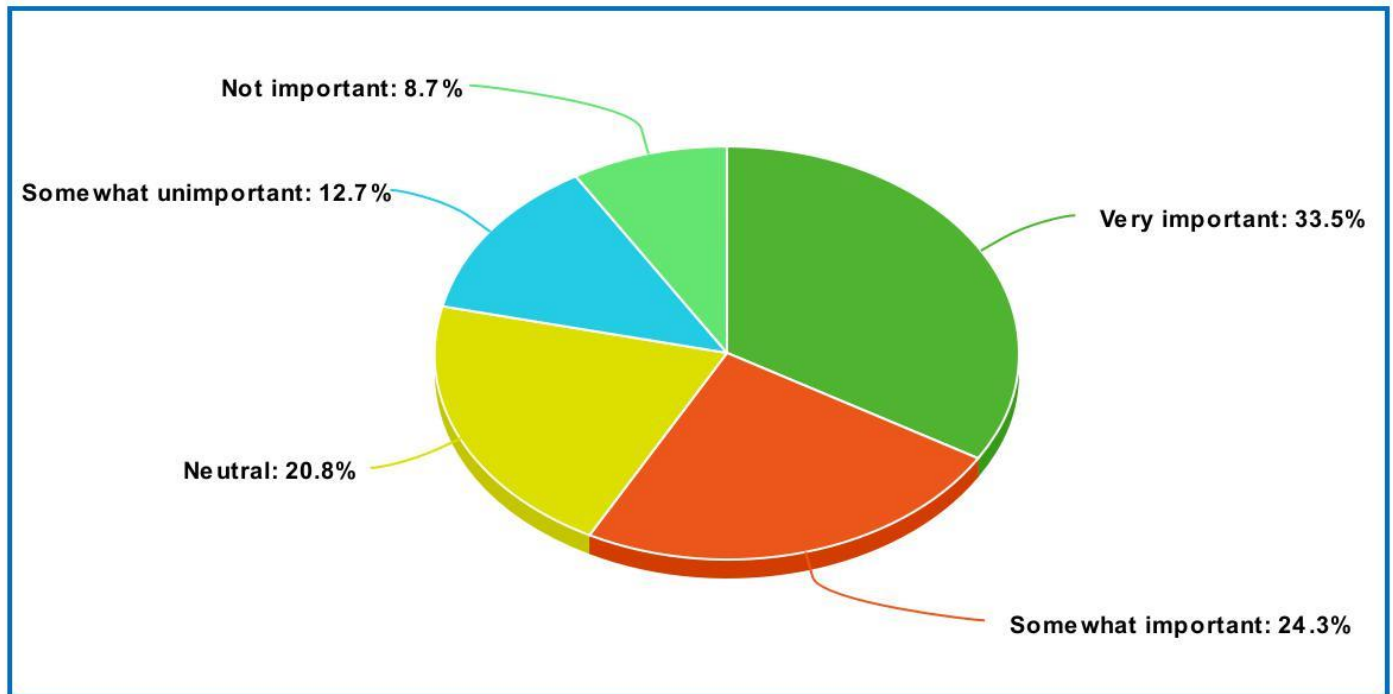In general, what information are the consumers willing to share?

Location: 11.9%

Email address: 31.9%

Phone number: 13.0%

Demographic details: 16.2%

Full name: 27.0%

- Email address
- Full name
- Demographic details
- Phone number
- Location

meta-chart.com

Interpretation: It can be interpreted from here that 31.9% of the customers or potential customer are willing to share only their email address.

Inference: from above report it is understood that the existing and potential customer are confident only in sharing their email addresses as compared to phone number and location due to privacy issues.

To what extent is diversity in advertisements important?

Not important: 8.7%

Somewhat unimportant: 12.7%

Very important: 33.5%

Neutral: 20.8%

Somewhat important: 24.3%

■ Very important ■ Somewhat important ■ Neutral ■ Somewhat unimportant
■ Not important

meta-chart.com

Interpretation: It can be interpreted from here that about 33.5% of the audience feels that diversity in advertisements is important.

Inference: from above report it is understood that more the advertisements are diverse, the more are the chances of conversions.

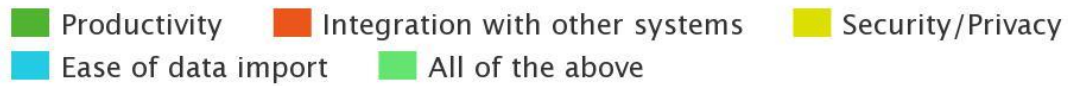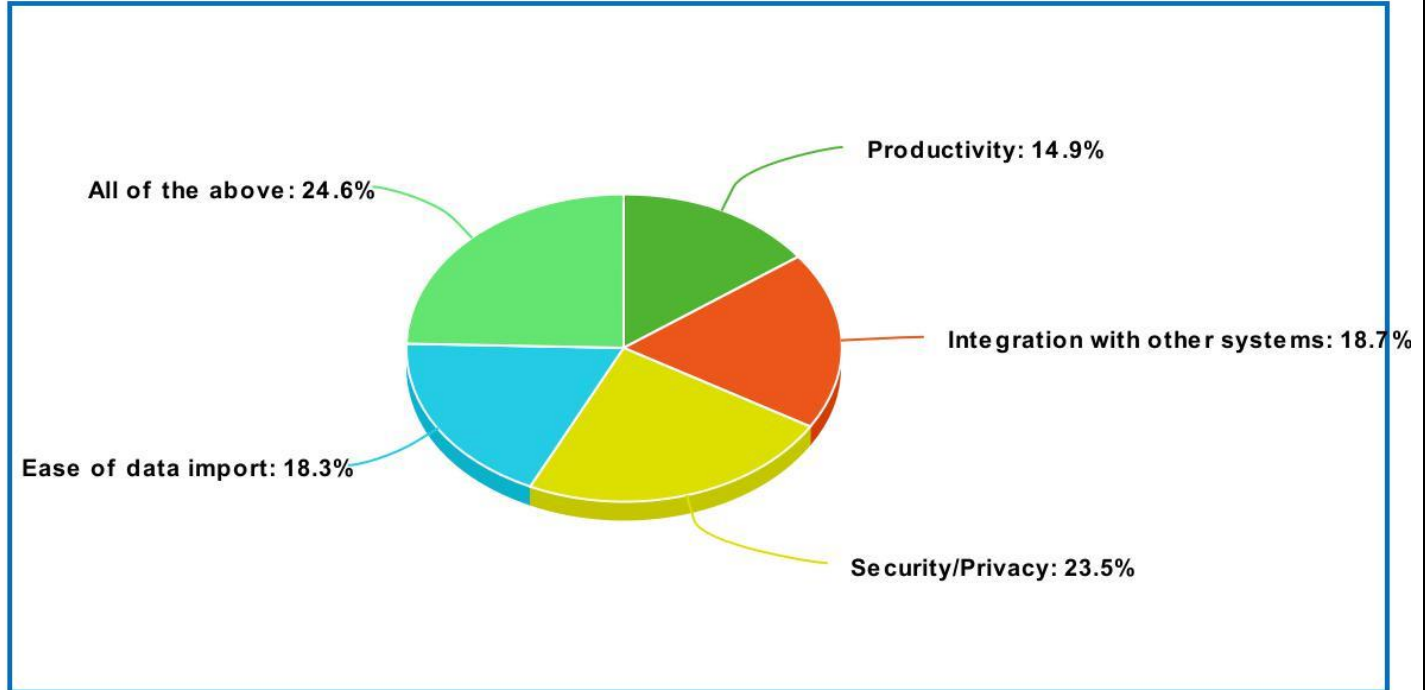What among the following can be a lucrative way to enhance brand engagement?

Discounted add-ons: 36.6%

Free Upgradations: 25.7%

Paid Contests: 21.9%

Free beta testing: 15.8%
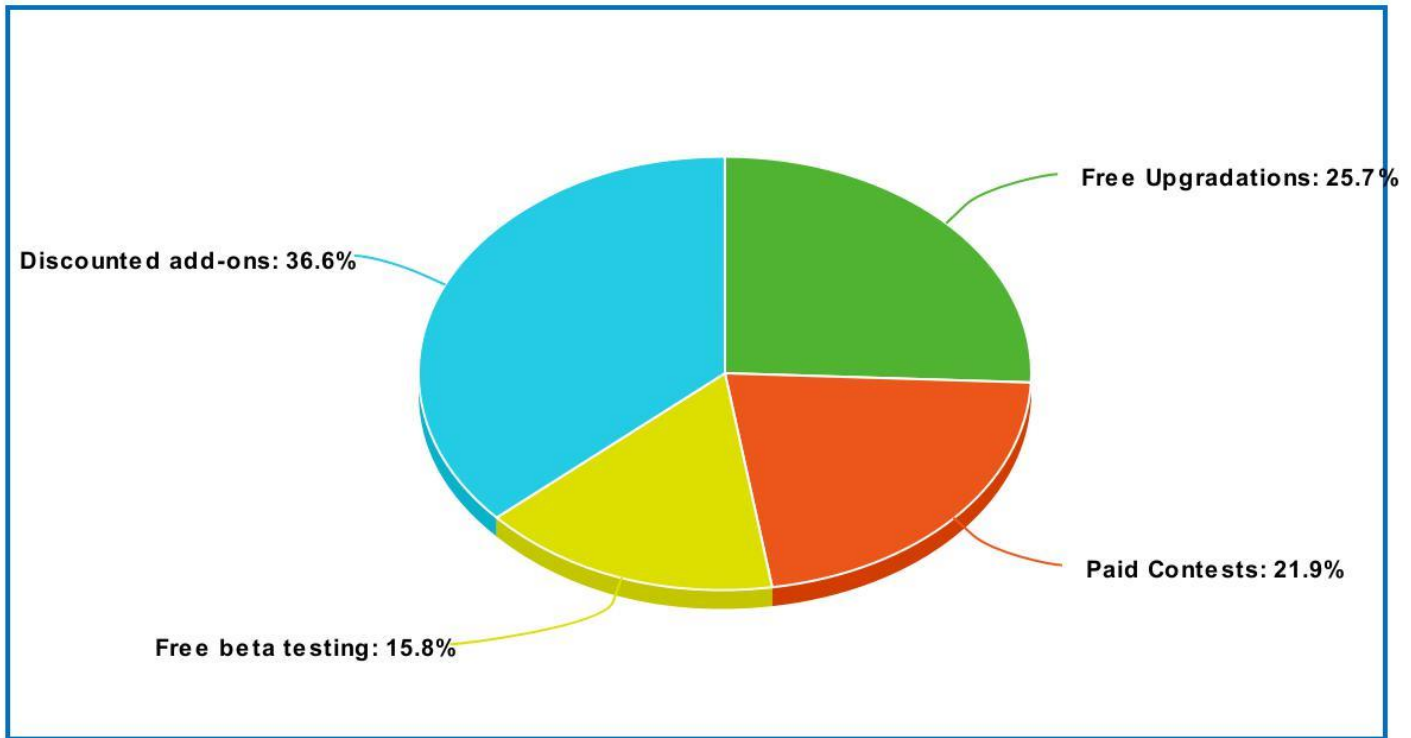
- Free Upgradations
- Paid Contests
- Free beta testing
- Discounted add-ons

meta-chart.com

Interpretation: It can be interpreted from here that 25.7% of the customers want discounted add-ons to be the major factor for increasing brand engagement.

Inference: from above report it is understood that in case of software companies, add-on elements provided without any extra charge appears to be the most lucrative way to enhance brand engagement.

What are some of the features that may give a competitive advantage to a software product?


All of the above: 24.6%

Productivity: 14.9%

Integration with other systems: 18.7%

Security/Privacy: 23.5%

Ease of data import: 18.3%

Productivity   Integration with other systems   Security/Privacy

Ease of data import   All of the above

meta-chart.com

Interpretation: It can be interpreted from here that all the parameters mentioned above are important for a company to gain competitive advantage is felt by 24.6% of the respondents.

Inference: from above report it is understood that users want all the features to be there in a software program for it to gain competitive advantage.
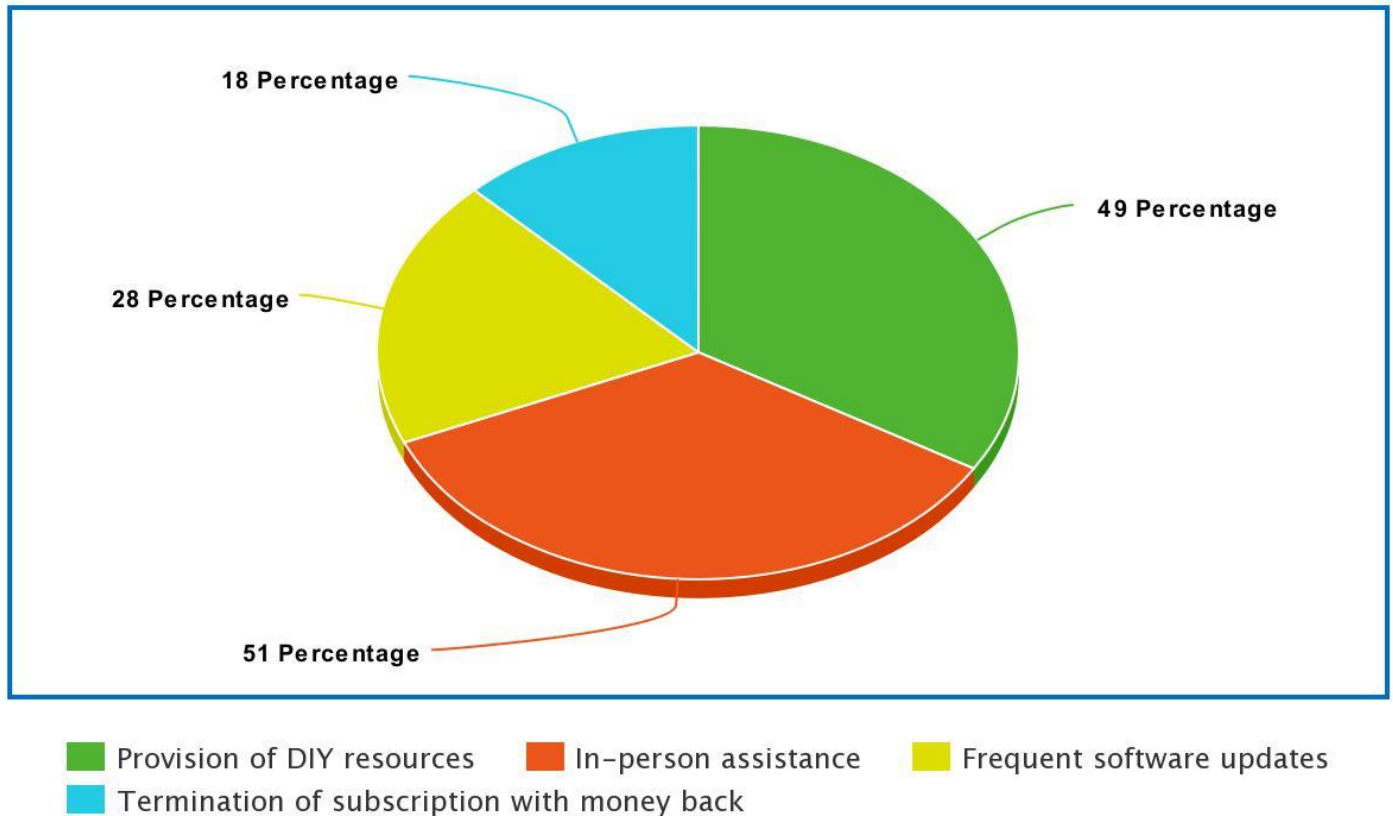
What do consumers love about personalization?
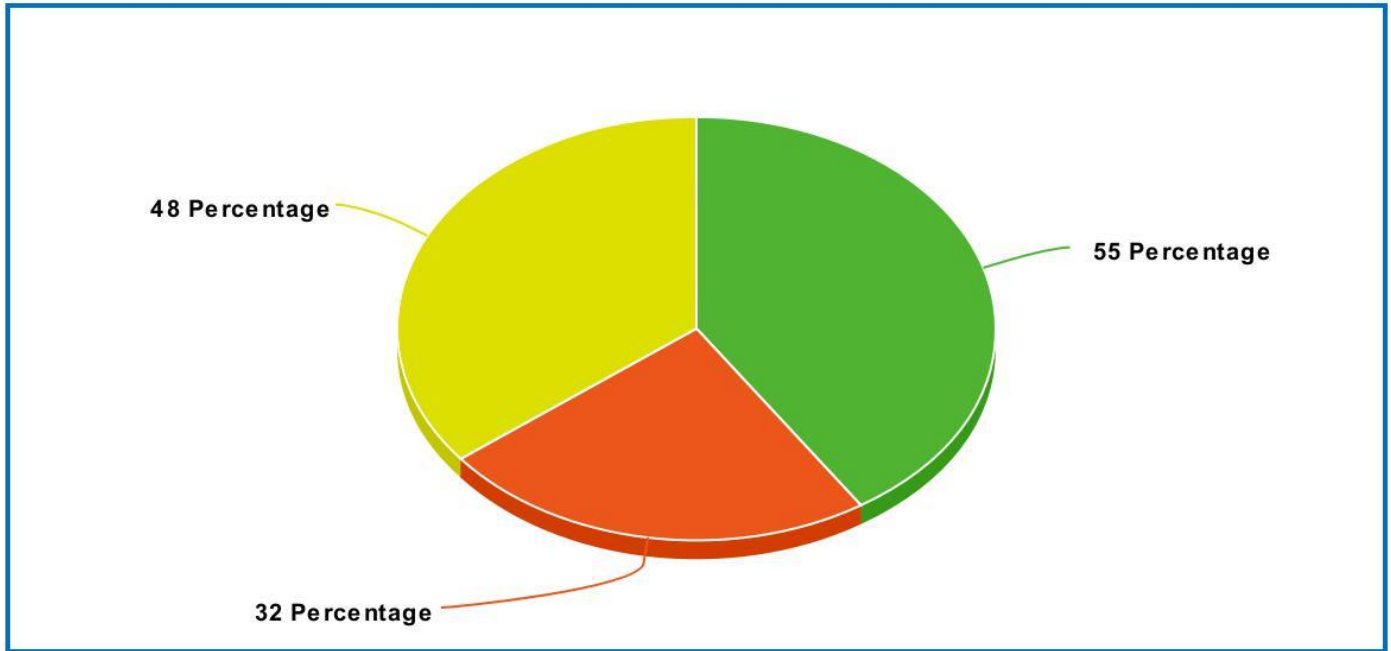
48 Percentage

55 Percentage

32 Percentage

■ Being recognized after logging in
■ Getting content that is geared towards their interests
■ Offers, promotions, and info matching their needs

meta-chart.com

Interpretation: It can be interpreted from above that 55% of the users would engage well with the software product if they are recognized and greeted on logging in.

Inference: from above report it is evident that being recognized immediately after logging in to the software dashboard improves the chances of customer engagement.

What is your expectation from the software company when you encounter any user issues?
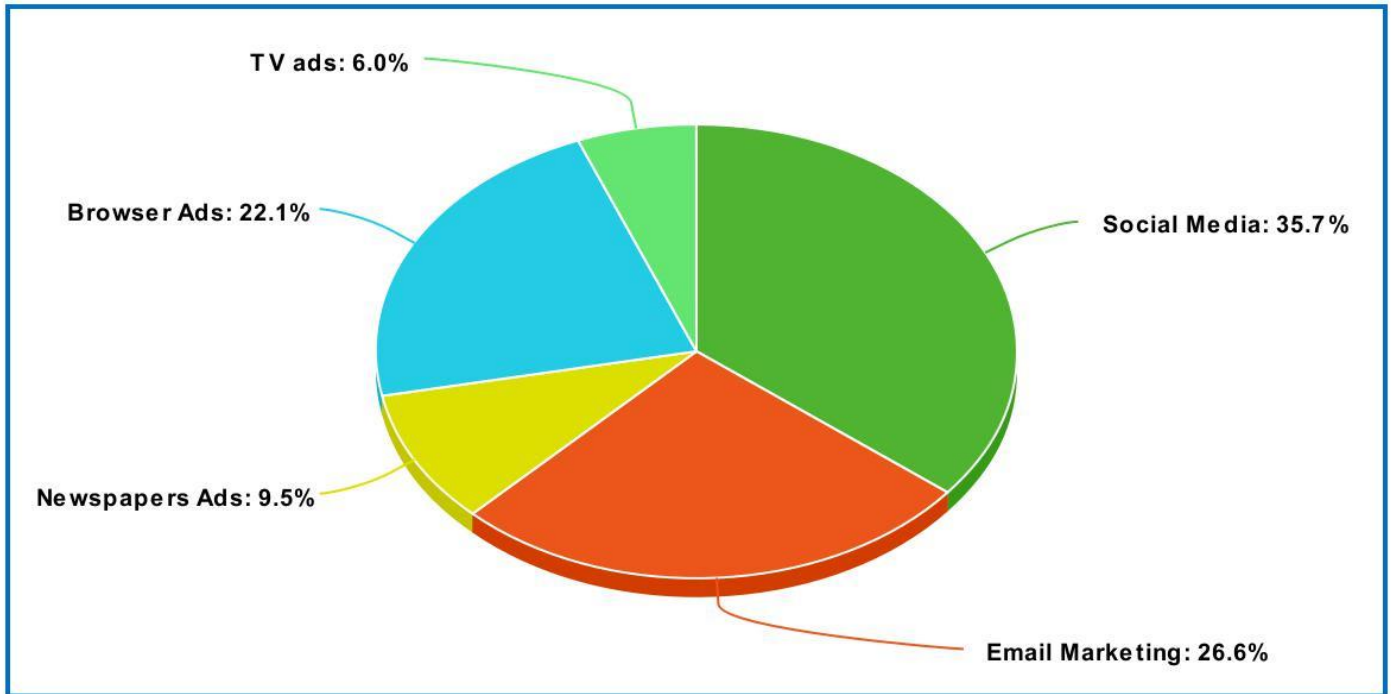

18 Percentage

49 Percentage

28 Percentage

51 Percentage

Provision of DIY resources   In-person assistance   Frequent software updates
Termination of subscription with money back

meta-chart.com

Interpretation: It can be interpreted from above that 51% of the users want online in-person assistance and 49% want provision of DIY resources to solve any technical issues.

Inference: from above report it is understood that customers would mostly prefer quick view DIY resources to solve their technical problems through various kind of resources like tutorial videos, step-by-step guides, etc. , which in case of traditional customer support would not be possible.

What was the platform on which you which found the company's ads most engaging?

T V ads: 6.0%

Browser Ads: 22.1%

Social Media: 35.7%

Newspapers Ads: 9.5%

Email Marketing: 26.6%

Social Media   Email Marketing   Newspapers Ads   Browser Ads
TV ads

meta–chart.com

Interpretation: It can be interpreted from above that social media ads run by the company were more effective as felt by 35.7% of the respondents.

Inference: from above report it is understood that the advertisement campaigns run by the company on social media receive more impressions and engagement from the audience.

CHAPTER 06

SUGGESTION AND CONCLUSIO

SUGGESTION

1. It is important for Adobe Inc. to meet the customer expectation although they have covered most of the areas. Timely delivery of assistance and data privacy is essential for obtaining positive customer ratings and reviews.

2. Adobe Inc. needs to focus on many aspects. Bug fixes and the customer grievance redressal is the key element they need to focus on because when a customer wants to buy any product then many different sites come to their mind.

3. Adobe Inc. should focus on how to monitor their sellers and how to ensure that counterfeited products are not being sold through their sellers rather than selling fake products that themselves would help them to grow better in the market

4. Customer service or reducing costs would do wonders to Adobe Inc. Because improving customer service will give their customer a boost in confidence.

5. They need to focus on every single aspect of the online business and in every aspect they need to delight the customer to regain their place.

CONCLUSION

Following conclusions can be drawn from this study:

1. The common factors that are considered while running both the types of marketing campaigns are defining goals, knowing the target audience, working on Key Performance Indicators (KPIs), etc. but the difference arises when the media platform has to be selected. The cost of acquisition, detailed strategy of campaigns, etc. are some of the factors which vary in both the cases.

2. It is clear from the survey that the methods used right from the initial levels, i.e., finding the potential customer to customer retention and retargeting, digital marketing methods are more effective as compared to traditional marketing methods.

3. According to the survey, audience is of the opinion that quality of services have been improved after the advent of digital marketing. Additionally, user recognition on logging in, degree of audience engagement with ad campaign, online customer support, etc. are some of the factors which make digital marketing methods effective compared to traditional marketing methods.

4. In today's era, people spend more of their time being active on social media platforms and using internet some or the other way, hence sales promotion strategies used in case of digital marketing methods proved out to be more effective as compared to traditional marketing owing to their low acquisition cost, modern content management resources/techniques and improved analytical methods.

5. Customer retention is the factor which saw greater improvement since the usage of digital marketing methods as company is able to assist the existing users' directly through online resources and by creating audio-visual content that can solve minor software problems. Additionally, company can directly provide any upgradations or bug fixes in the software programs with lesser usage of manpower. Such thing may have been significantly more expensive before the advent of digital marketing.

Marketing function is a very vital component of any business enterprise. It plays a crucial role in the success of a business. The marketing function in a company is an area that basically deals with creating awareness and sales of products in an enterprise. The field of marketing is crucial, as well as challenging for all types of businesses, ranging from producers to retailers of products and services. For further information, there are several platforms on which you can get through information before landing on an appropriate buying decision. Adobe Inc. had to find out the ways to maximise their product reach, enhance user experience and satisfaction so that they can increase their profit and eventually, stay ahead of the competition. Additionally, ethical practices are also very important as they are focused on the collective values, morals, and beliefs and it is mentioned on the website of Adobe Inc. that employees working at Adobe Inc. are operating at the base value which is found to be true. Ethical behaviour can be managed by successfully applying the values, morals, and belief but their selling and promotion activities still need to be worked upon. Decision-making policy is mainly taken care by Shantanu Narayen CEO, Adobe Inc. group. Adobe Inc.'s code of conduct is satisfying and it applies to everyone including board members, officers their every employee.

CHAPTER 07

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CHAPTER 08

ANNEXURE

1. According to consumers, in what ways can companies gain their trust?

   - Never sharing or selling their personal data to other companies

   - Letting them opt out of personal information being used

   - Letting them choose how their information will be used

   - Collecting a limited amount of data

2. In general, what information are the consumers willing to share?

   - Email address

   - Full name

   - Demographic details

   - Phone number

   - Location

3. What do consumers love about personalization?

   - Being recognized after logging in

   - Getting content that is geared towards their interests

   - Offers, promotions, and info matching their needs

4. To what extent is diversity in advertisements important?

- Very Important

- Somewhat important

- Neutral

- Somewhat unimportant

- Not important

5. What is your expectation from the software company when you encounter any user issues?

- Provision of DIY resources

- In-person assistance

- Frequent software updates

- Termination of subscription with money back

6. How much are the benefits of the availability of Mobile apps of any particular software?

- Very high

- High

- Moderate

- Low

- Very Low

7.   What are some of the features that may give a competitive advantage to a software product?

- Productivity

- Integration with other systems

- Security/privacy

- Ease of data import

- All of the above

8.   What among the following can be a lucrative way to enhance brand engagement?

- Free upgradations

- Paid contests

- Free beta testing

- Discounted add-ons

    1.