

**SUMMER INTERNSHIP PROJECT**  
**“STUDY OF VIRTUAL AND COMMERCIAL TRENDS ON**  
**CONSUMER BEHAVIOUR WITH REGARDS TO ECHO**  
**EDUCATION”**

Submitted to:

**G.S. College of Commerce & Economics, Nagpur,**  
**(An Autonomous Institution)**

Affiliated To:

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

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**NAAC Accredited “A” Grade Institution**



**ACADEMIC YEAR 2020-22**



## CERTIFICATE

This is to certify that the investigation described in this report titled “**STUDY OF VIRTUAL AND COMMERCIAL TRENDS ON CONSUMER BEHAVIOUR WITH REGARDS TO ECHO EDUCATION**” has been carried out by Ms. **Pratiksha Save** during the summer internship project. The study was done in the organization of “**Echo Education**”, in partial fulfillment of the requirement for the degree of **Master of Business Administration G.S. College of Commerce and Economics (An Autonomous institute)** affiliated to **R.T.M. Nagpur University, Nagpur**. This work is the own work of the candidate, complete in all respects and is of sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for this work are duly acknowledged.

**Dr. Pragati Richa Pandey**  
(Faculty Guide)

**Dr. Sonali Gadekar**  
(MBA Co-ordinator)



# CERTIFICATE

OF INTERNSHIP

This is to certify that

*Pratiksha Save*

Has completed the Summer Internship Program  
from Echo Education as Social Media Executive  
starting from 15 Nov 2021 to 15 Jan 2022.

*Giriraj Pangaliya*

CEO & FOUNDER

## **ACKNOWLEDGEMENT**

It is a matter of pride and privilege for me to have done a summer internship project in “ **Echo Education**” and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to “**Mr. Giriraj Panpaliya**” for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his support.

I am also thankful to all the faculty members of **Department Management Sciences and Research, G.S. College of Commerce and Economics, Nagpur** and particularly my mentor “ **Dr. Pragati Richa Pandey**” for helping me during the project.

I am thankful to the Principle of G.S. College of Commerce and Economics, Nagpur. “**Dr. N.Y.Khandait**” and to the Dean of DMSR “**Mr. Anand Kale**”

Finally, I am grateful to my family and friends for their unending support.

## **ABSTRACT**

Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only.

Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Startups that use digital marketing many times got failed.

This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales. Digital Marketing is any form of marketing products or services, which involves electronic devices. It can be both online and offline.

According to institute of direct marketing “the use of internet and related digital information and communication technologies to achieve marketing objectives.”

Digital marketing and it's tools (online advertising, online video and interactive television advertising, mobile marketing, buzz marketing, websites and social media) are perfect for communication with all stakeholders, and at first place with customers.

These days the main challenge of companies and digital marketing communication is being noticed. Digital technologies match traditional communication and media channels, beside that they span the marketing mix.

Accordingly, digital communication becomes significant element of marketing communication. Companies can hardly gain profit without getting noticed, especially if the target audience is young people that are digital natives.

The originality of this paper is its focus on new trends in digital communication and their impact on companies' processes to explore how a strategic adoption of digital communication tools can influence creating strategies and action plans.

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## **INTRODUCTION**

**What is Digital Marketing?**

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Essentially, if a marketing campaign involves digital communication, it's digital marketing

Digital marketing and inbound marketing are easily confused, and for good reason. Digital marketing uses many of the same tools as inbound marketing—email and online content, to name a few. Both exist to capture the attention of prospects through the buyer's journey and turn them into customers. But the 2 approaches take different views of the relationship between the tool and the goal.

Digital marketing considers how each individual tool can convert prospects. A brand's digital marketing strategy may use multiple platforms or focus all of its efforts on 1 platform.

Inbound marketing is a holistic concept. It considers the goal first, and then looks at the available tools to determine which will effectively reach target customers, and then at which stage of the sales funnel that should happen.



The most important thing to remember about digital marketing and inbound marketing is that as a marketing professional, you don't have to choose between the 2. In fact, they work best together. Inbound marketing provides structure and purpose for effective digital marketing to digital marketing efforts, making sure that each digital marketing channel works toward a goal

Digital marketing works for B2B as well as B2C companies, but best practices differ significantly between the 2.

- B2B clients tend to have longer decision-making processes, and thus longer sales funnels. Relationship-building strategies work better for these clients, whereas B2C customers tend to respond better to short-term offers and messages.
- B2B transactions are usually based on logic and evidence, which is what skilled B2B digital marketer present. B2C content is more likely to be emotionally-based, focusing on making the customer feel good about a purchase.
- B2B decisions tend to need more than 1 person's input. The marketing materials that best drive these decisions tend to be shareable and downloadable. B2C customers, on the other hand, favor one-on-one connections with a brand.

Of course, there are exceptions to every rule. A B2C company with a high-ticket product, such as a car or computer, might offer more informative and serious content. Your strategy always needs to be geared toward your own customer base, whether you're B2B or B2C

**What does a digital marketer do?**

Digital marketers are in charge of driving brand awareness and lead generation through all the digital channels -- both free and paid -- that are at a company's disposal. These channels include social media, the company's own website, search engine rankings, email, display advertising, and the company's blog.

The digital marketer usually focuses on a different key performance indicator (KPI) for each channel so they can properly measure the company's performance across each one. A digital marketer who's in charge of SEO, for example, measures their website's "organic traffic" -- of that traffic coming from website visitors who found a page of the business's website via a Google search.

Digital marketing is carried out across many marketing roles today. In small companies, one generalist might own many of the digital marketing tactics described above at the same time. In larger companies, these tactics have multiple specialists that each focus on just one or two of the brand's digital channels.

### **Why Digital marketing?**

While traditional marketing might exist in print ads, phone communication, or physical marketing, digital marketing can occur electronically and online. This means that there are a number of endless possibilities for brands including email, video, social media, or website-based marketing opportunities.

## **How does a business define digital marketing?**

Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From the website itself to a business's online branding assets digital advertising, email marketing, online brochures, and beyond -- there's a spectrum of tactics that fall under the umbrella of "digital marketing."

The best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals.

And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal. A content marketer, for example, can create a series of blog posts that serve to generate leads from a new eBook the business recently created.

The company's social media marketer might then help promote these blog posts through paid and organic posts on the business's social media accounts. Perhaps the email marketer creates an email campaign to send those who download the eBook more information on the company.

## **TYPES OF DIGITAL MARKETING**

- **Website Marketing**

A website is the centerpiece of all digital marketing activities. Alone, it is a very powerful channel, but it's also the medium needed to execute a variety of online marketing campaigns. A

website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use.

- **Pay-Per-Click (PPC) Advertising**

PPC advertising enables marketers to reach Internet users on a number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Meta (formerly Facebook) and show their ads to people searching for terms related to the products or services. PPC campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The most popular PPC platforms are Google Ads and Meta Ads.

- **Content Marketing**

The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through social media, email marketing, SEO, or even PPC campaigns. The tools of content marketing include blogs, ebooks, online courses, infographics, podcasts, and webinars.

- **Email Marketing**

Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is all about. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand. Many digital marketers use all other digital marketing channels to add

leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.

- **Social Media Marketing**

The primary goal of a social media marketing campaign is brand awareness and establishing social trust. As you go deeper into social media marketing, you can use it to get leads or even as a direct sales channel.

- **Affiliate Marketing**

Affiliate marketing is one of the oldest forms of marketing, and the Internet has brought new life to this old standby. With affiliate marketing, influencers promote other people's products and get a commission every time a sale is made or a lead is introduced. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

- **Video Marketing**

YouTube has become the second most popular search engine and a lot of users are turning to YouTube before they make a buying decision, to learn something, read a review, or just to relax. There are several video marketing platforms, including Facebook Videos, Instagram, or even TikTok to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

- **SMS Messaging**

Companies and nonprofit organizations also use SMS or text messages to send information about their latest promotions or giving opportunities to willing customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.

- **Search Engine Optimization (SEO)**

The goal of SEO is to get a business to rank higher in Google search results, ultimately increasing search engine traffic to the business's website. To accomplish this, SEO marketers research words and phrases consumers are using to search for information online, and use those terms in their own content. According to leading SEO software company Moz's "[Beginners Guide to SEO](#)," SEO encompasses many elements, from the words on your web pages to the way other sites link to you on the web to how your website is structured. An [SEO specialist can make around \\$70,058](#), according to Salary.com.

Here are a few of the most important things for SEO strategists and marketers in general to understand about how SEO works today,

- **Content indexing** – It is important to allow search engines to clearly “read” what your site content is, by doing things like adding alt text for images and text transcripts for video and audio content.
- **Good link structure** – It is important that search engines can “crawl” your site structure to easily find all the content on your site. There are many things that an SEO specialist can

do to properly format links, URLs, and sitemaps to make them most accessible to site crawlers.

- **Keywords and keyword targeting** – Properly deploying your keywords – i.e. the search terms you want your site to be found for—in your content and headers is one of the fundamental building blocks of SEO. It is no longer good practice to “stuff” your content with as many keywords and keyword variations as possible. Writing high-quality content that uses keywords in the headers and a few times in the crawl-able page content is now considered better practice, and will make pages rank better in search results.

- **Mobile Marketing**

This digital marketing type is this focused on reaching your target audience on their smart phone or tablet. Mobile marketing reaches people through text messages, social media, websites, email and mobile applications. Marketers can tailor offers or special content to a geographic location or time, such as when a customer walks into a store or enters an event.

According to a recent **TechCrunch article**, consumers in the United States now spend five hours a day on their phones. This represents a 20% increase from the fourth quarter of 2015. Users are also spending much more of their time in apps rather than on mobile browsers. In 2017, users are spending much more time with apps than watching television. 15% of that app time is spent with entertainment apps like Netflix and Hulu, 19% of it is spent on Facebook’s mobile app, 12% on other social and messaging apps, and 11% in gaming apps, according to the TechCrunch article.

## **DIRECTORY SUBMISSION**

Directory submission is defined as the practice of submitting your website URL and its details on the web in a directory under a particular category. This is a way which helps you to improve your link building. Directory Submission is an off page factor which helps to optimize your webpage. In these directories, your own website is submitted to another website. There are different categories under which you can submit your website.

For example, if you have a site related to Health, then you will submit your site under Health category which will help you to get backlinks from them. It very interestingly build links in one way. These directories are somewhat similar to the phone directories which has a list of websites in each category.

### **There are three types of Directory Submissions:**

- **Paid or Featured Web Listing:** In this, the owner of Directories site will charge for Submission and your link will be approved in some moment or within 24 hours. This will help you in getting backlinks from this type of submission. Some sites offer this package for yearly or lifetime.

- **Free or Regular Web Listing:** It is free for Directory Submission, no one charges for free or regular submission but there is no guarantee of the websites getting approved by the Administrator. Also, this involves time.

- **Reciprocal Regular Web Listing:** In this, a reciprocal link must be submitted to your site when you activate Directory Link, only then the Directory administrator will approve your link.



Business listing means listing of your business according to category on classified sites, while in directory submission you submit your domain to another site so they can update their directory by adding you in specific category/section.

### **Importance of Directory Submission in SEO**

Directory submission being a basic aspect of Off page optimization helps in doing search engine optimization. Directory submissions also attracts traffic on your website and getting. Directory submissions help in increasing your page rank by building authority back links. For the people who have just started doing blogging, it is a must for them. This way you will see growth in the rankings of your website and blog by submitting your URL to web directories.

### **Method of Doing Directory submission in SEO:**

While doing Directory Submissions for effective SEO, make sure you choose the category which is of your niche. Search and research about the directories which are best suitable for your website. Before you submit your website or a blog find a particular category where you have to submit a link or insert your blog's URL. That's all and you are done!

## **COMPANY PROFILE**

### **ECHO EDUCATION**



Echo education is an agency based digital marketing course in Nagpur offers a holistic education that encompasses all the latest concept of the digital world so that our graduates can effortlessly integrate themselves into assigned industry roles.

Digital Marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

We know time and money is of immense value for everyone and we understand that. We have designed our program in a way that is affordable and compact enough. On the job training and practical knowledge on market trends will boost you while working independently.

Courses are updated according to the growing demands of current market. ECHO Education team analyses individual interests and guides its scholar to better their career. Students are encouraged to come out of their cocoon and vocalize ideas in a healthy classroom participation.

We wish for our students to get industry ready for the wave of upcoming Digital Marketing needs. ECHO Education thrives when we know our students can face the Marketing world head on after we release them from under our wings.

ECHO Education in Nagpur has designed three particular specializations that will help you nurture your work profile in accordance with today's demanding enterprises. Partake in any of the course that fits the bill with your interests.

#DhandaJhakMarkeChalenga

#PaisaJhakMarkeAahenga.

#NaukariJhakMarkeMilengi

To take up a pace in today's era – Our Training Program Includes – Content Optimization, Search Engine Optimization, Google Ads and Landing Pages, Facebook Advertising, SMM, Inbound Marketing, Google Analytics, Tools – Analysis and Basic Automation, Affiliate Marketing, AdSense and Blogging, Client handling, Google Search Console, E-Commerce Marketing and Many more modules. Echo Education is renowned for Digital Marketing Institute in Nagpur.



**“Giriraj Panpaliya”** is the CEO & FOUNDER of Echo Education. He has completed his MBA and started teaching profession from last 3 years. He is running his business successfully has gained name in market and students are also enthusiastic to join Echo Education. He has many clients which wants to do digital marketing for their business.

## **NUCLEUS OF DIGITAL MARKETING**

When foundations are strong they can uphold the heaviest of entities. Digital Marketing Course by ECHO Education in Nagpur helps you understand the very core of digital marketing. Tune in to know 7 main fundamentals that help improve Business Proportion to clients.

## **PERSONAL BRANDING**

What you aspire for people to perceive you as is what personal branding is all about; whether it be your persona or your business. Get the hang of the components that assist Personal Branding works according to consumer's brand personality with our Digital Marketing Course by ECHO Education in Nagpur.

## **CONTENT WRITING**

A single word used at right place can sometimes speak louder than actions. Learn how to be precise and spot on with your content with ECHO. Starting from scratch we help aspirants to grab audience with step by step practical process.

## **WORDPRESS MANAGEMENT**

Achieve your dream of setting up online store or creating your own professional website with plugin. Invent opportunities for your small business. Digital Marketing Course by ECHO Education in Nagpur provides knowledge on CMS to help create those opportunities

## **Mission**

- Our mission is to empower our students to use the internet to its full potential. Echo Education provides right guidance and teaching of digital marketing at affordable prices. with effective, custom design and marketing solutions along with live projects to gain practical knowledge.
- Our mission is to provide Best and Practical Digital Marketing Training to graduating students, working professionals, homemakers, entrepreneurs and fresher's to increase employment
- We will always be dedicated to develop right skills, interactive environment, practical knowledge.
- Our mission is to be a trusted institute for providing the best in class training.

## **Vision**

- Our vision is to become a global leader in Digital marketing. By providing the best and unique website design and digital marketing classes in Nagpur to improve our student's productivity and skills. And make them ready for their professional growth
- . Echo wants to pledge "Quality Education" to support Digital India Initiative and to increase Digital Empowerment .
- We visualize to give digital knowledge to every person so as to cope up with the growing technological needs in the market.
- Prepare Students to challenge unemployment and the bigger global network.

## **Achievements**

- We are the highest rated digital marketing institute in Nagpur on google with 4.9/5 ratings.
- We have record of maximum students getting placed in their first interview after the course completion.
- The average salary of a Echo Education student is approximately 3.49 to 4.49 lacs per annum for freshers.

How Digital Marketing is better than Traditional Marketing ?

At present, Digital Marketing is essential for a business as it helps to create brand awareness which otherwise is a tedious task. It is deep-rooted in the market as all the big brands have their online presence and are connected to valuable customers. and that's what makes it different yet valuable.

Additionally, there are numerous other ways and types of digital marketing that help you keep a detailed track of all your marketing activities and implement different methods to earn valuable customers. Besides, there are paid and unpaid campaigns that allow you to grow your business and spread the word among others.

Why should you opt for Digital Marketing Career?

High Demand

Every Business needs marketing professionals to take their business ahead and digital marketer can help implement the best marketing strategies digitally.

Be the Boss

As all your major tasks are handled digitally, you don't need an office to work but a PC with internet connection can do everything you need.

### Growth Potential

The realm of Digital Marketing is expected to grow further and involves numerous aspects to help businesses grow. You are not limited to a single realm but attain expertise in different areas making you the master of any skill to wish to develop and grow.

### Ever Growing Career Option

Internet access and digital platforms will not go off the popularity any sooner. And this develops the chance of entering a field that won't stop its growth.

### Digital Marketing Salary Package

Salaries in Digital Marketing depend on a number of factors such as skill set, number of years of experience in Marketing, the size of the company and the job profile. As a fresher who has recently completed a Digital Marketing Course, you can expect to earn anywhere between Rs. 2.00 to 4.50 lacs (INR) per annum. An internship too is a great way to break into the field as one can get paid during the training period, and get valuable experience. The Salary will increase as per your work Experience like if you have 2-5 years of experience you can expect 6 – 12 lacs (INR) per annum and so on. Jobs in Digital Marketing are in great demand, and companies are always on the lookout for experts in this field. A Senior Manager Digital Marketing can earn up to 30 lacs per year. That is how important the role gets as you get into senior and leadership roles in this field. Freelancing in Digital Marketing is also lucrative, provided one is dedicated and an expert in Digital Marketing.



Depending on the scope of work, time commitments and ability to take on more workloads, one could earn as much as one wants to. An option could be starting out with Rs. 30,000 for a project and taking it from there as one gets more and more experience and projects.

## **TERMINOLOGY**

- Conversion rate
- Push marketing
- Search Engine Optimization(SEO)
- Search Engine Marketing(SEM)
- Cost per click(CPC)
- Customer relationship management(CRM)

- Content management system(CMS)
- Marketing analytics
- Return on Investment(ROI)
- Customer segmentation

### **LITERATURE REVIEW**

**Title** – Impact of E-commerce on marketing

**By-** J Suresh Reddy

**Link** – <https://www.jsod-cieo.net/journal/index.php/jsod/article/view/244>

**Details -**

J Suresh Reddy has published article in Indian Journal of Marketing. Title of article is “Impact of E-commerce on marketing”. Marketing is one of the business function most dramatically

affected by emerging information technologies. Internet is providing companies new channels of communication and interaction.

It can create closer yet more cost effective relationships with customers in sales, marketing and customer support. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers that can serve as the foundation for long term relationships and encourage repeat purchases. has published research article entitled “Trends in Online Advertising” in advertising Express, Dec2004.

The global online advertising revenues are expected to touch US \$10bn by 2006. In India, the revenues at present are estimated to be Rs. 80 cr. and are expected to increase six times more within the next five years. In India, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom, education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing, durables, media, business services and tourism. Out of these , it is estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only.

Some of the top spenders in India are automobiles, followed by brands like Pepsodent, Kelloggs, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunsilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms- Goggle, Yahoo, Microsoft, AOL(America Online Launchers), and Overture. Approximately, 90% of the Goggle revenues come from advertising. In India, portals like indiatimes.com, exchange4media.com, rediffmail.com, agencyfaqs.com etc are attracting major online spender.

This article explains demographic profile of Indian users. It also gives the comparison between global trend and Indian trend, which is useful for my research work.

He has also published article on “On Line Banner Advertising”- in Indian Journal of Marketing. Online banner advertising has great potential as an advertising medium. It is easy to create, place and use.

It offers companies targeting well educated, innovative, affluent males/females or students with great potential for success as their segments are highly represented. Nicholas Ind , Maria Chiara Riondino<sup>36</sup> have originally published their article in the Journal of Brand Management in September 2001. The title of this article is “Branding on the Web: A real Revolution?”

In this paper difference in corporate attitudes to the Web are discussed and conclusions as to the way in which branding practice and theory are affected by the new technology are drawn. This article explains the Web is both a distribution and a communications channel that facilitates interaction community building, openness and comparability. 5.Jaffrey Graham<sup>45</sup> has published his article entitled “Web advertising’s future >>> e Marketing strategy” Morgan Stanley Dean Witter published an equity research report analyzing the Internet marketing and advertising industry.

The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media. Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest. 6.Advertising in social media: How consumers act after seeing social ads.

Adapted from Nielsen(2012: 10). Social media has not only changed how people communicate online, but it has also changed the consumption of other media too. Online social

connections are used to filter, discuss, disseminate, and validate news, entertainment, and products for consumption. (Ryan 2011: 15)

The next chapters will explain more about each of the world's current most widely used social medias. There are, of course, many other social networks and applications (apps) available but considering the study, the focus is on the main medias.

Victor Van Valen has published article "Is Your Marketing Smart" Today advertisers not only need to cater to and directly pinpoint a precise targeted audience, but they need to customize their advertisements as well. In web media, you have an idea of who will see your ads, and it create an impact on your audience.

For example, you know Femina Magazine would be great to target women so you can promote your new beauty product in this magazine. But when it comes to online venues, how can you target the right audience when millions are browsing? 8. Vikas Bondar has published his article on "sales and marketing strategies" Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites.

Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now.

This article explains how internet is useful tool for advertisement Digital marketing: According to Garder's survey (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key findings also revealed that a companies' marketing success relies mostly

on their website, social marketing, and digital advertising, which are all parts of digital marketing. In addition, savings made by using digital marketing can be reinvested elsewhere.

Normally, companies spend 10 percent of their revenue on marketing and 2.4 percent on digital marketing, which will increase to 9 percent in the future. Content Market: Brogan(2008) and Ferguson (2009) urge content marketing is not any other thing, but that is“ a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience -with the objective of driving profitable customer action”.

Going by that idea Pulizzi defines (2008) content marketing as “the art of understanding exactly what your customers need to know, and delivering it to them in a relevant and compelling way to grow your business”. Content marketing is creating rich contents targeting potential audience and sharing via content marketing platforms to inform, educate them without selling. Thus, content marketing is expanding by answering customary issues with the right kind of content in front of the right kind of audience. Content marketing communication strategies Pulizzi (2008) highlights a good content marketing strategy is ways in which to understand problems and concerns of customers and offering best solutions and to transferring trusted knowledge.

Marketing communication strategies are very important nowadays than before. An optimized informative content can connect with customers and enabling them to interact with. Therefore, effective and efficient content marketing strategies will influence customer’s positive interaction with a product and service even it will increase investment of returns.

## **OBJECTIVE OF STUDY**

- Role of digital marketing in return on web.
- Different criteria of digital marketing services
- To analysis the approach to help them get more business
- Client pitching and engagement for conversation and growth of business
- To know how to write proper content for E-mail marketing

## **SCOPE OF STUDY**

- Client service and business development..
- Reality check of market
- Implementing different tools and techniques of digital marketing
- Helps to understand clients and make impressive online campaigns
- Creating innovative posters and videos
- Learning Google adds and Google analytics
- Bifurcation according to need of clients



## **NEED OF STUDY**

1. High Reach of brand
2. Brand Awareness
3. Building a Customer Base
4. Brand Image
5. Measurable Results
6. Retaining Loyal Customers

### **CONTRIBUTION OF STUDY**

- Develop and manage digital marketing campaigns.
- Manage the organization's website.
- Optimize content for the website and social networking channels such as Facebook, Twitter, Instagram, Google Plus etc.
- Track the website traffic flow and provide internal reports regularly.
- Fix any error in online content and arrange webinars and webcasts.

- Attend networking events online
- Identify new digital marketing trends and ensure that the brand is in front of the industry developments.
- Work on SEO of the website pages
- Edit and post content, videos, podcasts, and audio content on online sites.
- Promote the company's products and services in the digital space
- Execute social media efforts to improve KPIs, likes, shares, tweets, etc.
- Work on creating and executing SMS and email-based marketing campaigns.

## **LIMITATIONS**

- Generating Organic Traffic
- Convincing clients need more money for marketing
- Shifting through technologies and platforms
- Keeping customer first
- Keeping up with each and every relevant web trends
- Producing referral

## **RESEARCH METHODOLOGY**

### **Primary Data**

We should use a methodology that comprises these three principles: Initiate, Integrate, and Iterate. They are also referred to as the 3i Principles. These principles help marketers develop a strategy from start to finish.

These are the details digital marketers should look into while implementing this methodology:

Initiate is all about what your customers/users want. This principle starts with the customers and convert the customer insights into an efficient digital strategy.

Ask the following to draw your 'Initiate' data:

1. Who are your users?
2. What are they interested in?
3. What do they relate to?P

4. What products have they already tested?
5. Actions you can/will take using digital media platforms that will add value to their experience?

Once you have these questions answered, you will be able to utilize the findings to conclude the final and appropriate strategy for your organization.

Iterate emphasizes the significance of tweaking a digital marketing campaign in response to user interaction. In short, the more iterations undertaken, the more effective the campaign becomes as you adjust and scale based on feedback, customer engagement, and data.

Ask the following questions:

1. Do the users engage with the campaign/strategy?
2. Are you filling market gaps?
3. Are you using the right marketing platform/medium?
4. If users are engaged, how can you increase their engagement?
5. Is your content engaging?
6. Is your content sharable?

Digital marketers test and improve your marketing process as you understand more about the audience, channels they use or want to use, and how they view the brand.

This principle is about taking into consideration two things:

- i) how to sell your strategy to get approval from the organization in order to move forward.

ii) how to integrate the digital strategy across all channels in the organization.

At this stage, marketers should use the 'Initiate' findings and data to convey to your buyer why the strategy/campaign will be beneficial and best suited for the given product and audience.

## **Secondary Data**

Secondary data is second-hand data collected by other parties and already having undergone statistical analysis. This data is either information that the researcher has tasked other people to collect or information the researcher has looked up. Simply put, its second-hand information. Although it's easier and cheaper to obtain than primary information, secondary information raises concerns regarding accuracy and authenticity. Quantitative data makes up a majority of secondary data.

## **Findings**

While I was an intern in the office, I was always treated an employee like others. I got sufficient assistance from the working people which helped me study their working strategy and USP. This enhanced my knowledge, skill and the power of applying my academic knowledge in the workplace.

### Enhancement of communication skills

As a fully client oriented organization, Echo Education provides great service to their clients where communication skill is one the primary factors. I have achieved significant about their service delivery and the role of communication skill in delivering a service more effectively and taking orders in huge number. I also got an opportunity to fix meeting with their clients which helped me a lot in improving my communication skills.

### Familiarization with the cooperate culture



While I was working with the company, I got an opportunity to mix with the culture of the organization and to cop up with people from different cultural backgrounds which really helped me to learn about workplace diversity.

From the experience of my research project, here are some of the key findings given by me purely based on my research.

1. According to this research, 120 people were surveyed and it was seen that more than half of the population always prefer internet browsing before visiting a place to get a clear idea of the place they want to visit and if that place actually meets their needs and standards. It shows that internet browsing helps them to clarify and make the most suitable selection.

2. It was seen that the most common medium that people often use to make their search is Google chrome followed by social media, Google maps etc. Respondents in this research suggest and agree to the fact that Google chrome provides them clarity and direct access to their search. People also agree the growing influence of social media makes their search easier and affordable. People often use Google maps before visiting a place which helps measure the distance and time.

3. This survey was also conducted to test the awareness of one of the growing digital media platform called 360 degree street view provided by Google maps. The result was that most of people were not aware of this new feature and 1/4

the of the population was aware of this. 360 degree Google street view helps people to get a 3D insight of the place they would like to visit. It directs and gives us a virtual interior tour experience of the place that is likely to visit. This is one of the futuristic digital marketing techniques which is now opted by many of the hotels, restaurants, companies etc.

4. Google website optimization is one of the oldest digital marketing methods that almost every company uses today

. This survey shows that more than half of the people agree to fact that google website optimization or google website verification plays a very important role for their search. People often opt to check only those websites which are google trusted. Google website optimization also helps the companies to get their website on the first page of google search and helps them rank 1<sup>st</sup> as compared to their competitors.

This increases their number of searches. This is another digital marketing techniques that is often used by the companies. According to this survey people also say that website logo and presentation is also very crucial for their search. People say that attractive and well presented website with enough images attracts and grabs their attention.

Social media advertisements again is one of the growing digital marketing techniques widely used. This survey helped us analyses the influence of the same and how SMs affect their buying behavior.

The result was that people think that is makes a lot of difference to their decision and helps them make a sensible decision. People say that social media exposes them to different websites and their benefits and advantages over their competitors.

People say that it exposes them to different offers and provides them wide varieties and helps them save money and time. People strongly believe that social media plays a very important role in digital marketing.

## **CONCLUSION**

The conclusion of digital marketing has now become a hot topic for discussion. During my time there I was constructing weekly and monthly campaign reports for clients. I did Affiliate Marketing which is Marketing through client sites and leading generation for emails. I would take the campaign of one of our affiliate sites and watch it, then report back on how it has done and how it can be improved.

I think Digital Marketing is a relatively new part of Marketing. I hadn't been taught anything about Digital Marketing when I was at university, so I went there with an open mind. A lot of the work involves reporting in a customer facing role. What I most took away from my Digital Marketing internship was just soaking everything up. The exposure and the levels of experience you gain from being in a professional environment was incredible.

In terms of Digital Marketing I have just got to immerse myself in it and I had soon pick things up. I gained priceless and lifelong skills if I approach it in this way.

## **SUGGESTIONS**

- Echo Education should try to get more clients through organic growth.
- Their own website should add more information and pictures.
- Maintain a Social Media Presence
- Consistent online reputation management campaigns
- Make use of Remarketing

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