

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

“A STUDY OF CONSUMER BEHAVIOUR TOWARDS DIGITAL MARKETING”

(with reference to SuccessR HR Tech Private Limited)

SUBMITTED BY:

DHIRAJ KUMAR SAH

B.com (Honours) VI Semester

PROJECT GUIDE:

Dr. Ranjana Sahu



Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution



INTERNSHIP CERTIFICATE

05.07.2021 - 05.10.2021

This is to certify that Mr. Dhiraj Kumar Sah has successfully completed the internship program in Digital Marketing at SuccessR Hrtech Pvt Ltd.



Tejasvini Pise

TEJASVINI PISE

Co founder and
managing director

Letter of recommendation

I highly recommend Mr. Dhiraj Kumar Sah as a candidate for employment. He was employed as a digital Marketing Intern with SuccessR hrtech Pvt Ltd from 5th July 2021 to 5th October 2021. He was responsible for the marketing analysis and was responsible with attracting the customers on a daily basis. SEO and SMEs, Managing the platforms of social media pages and working on keywords for the solar industry, Analysis in market research, cold calling, engaging with the customers

He has excellent communication skills. In addition, he is extremely organized, reliable and computer literate. He can work independently and is able to follow through to ensure that the work gets done. He is flexible and willing to work on any project that is assigned to him. He was quick to volunteer to assist in other areas of company operations as well.

He would be a tremendous asset to your company and has a highest recommendation. If you have any further questions about his background or qualifications, please get in touch with me.

Sincerely,

SuccessR Hrtech Pvt Ltd


Designated Partner

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

info@successr.in or tejasvinipise@successr.in

SuccessR HR Tech Pvt Ltd

05.10.2021

To Whomsoever It May Concern

This is to certify that Mr. Dhiraj Kumar Sah completed his internship as a Digital marketing intern in our organization from SuccessR HR Tech Pvt Ltd.

Duration of Internship- 5th July 2021 to 5th October 2021.

We found him sincere, punctual and result oriented and wish success in career.

Sincerely,



Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

SuccessR HR Tech PvtLtd

05.10.2021

ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere gratitude to the Principal, **Dr. S.S. Kathaley** of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at SuccessR. I am grateful to **Ms. Tejaswini Pise** Director, SuccessR pvt ltd for considering me for the internship in her esteemed organisation.

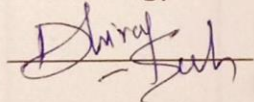
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to SuccessR Pvt Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to **Dr. Ranjana Sahu** (Coordinator of B. com honours) for the guidance and teachings. I would like to thank **Prof. Pooja Shukla**, Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur for helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 12/04/2023

Place: Nagpur



Signature of Student

Name: Dhiraj Kumar Sah

Enrolment no. 20213008015007

Mobile no. 9309951747

Email: 2002dhirajsah@gmail.com

Shiksha Mandal, Wardha's

G. S. COLLEGE OF COMMERCE & ECONOMICS

(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

A Hindi Linguistic Minority Institution

Amravati Road, Civil Lines, Nagpur – 440 001

Fax : 2528747 | E-mail : gscollegenagpur@rediffmail.com | Website : www.gscen.shikshamandal.org | Phone : 2531760

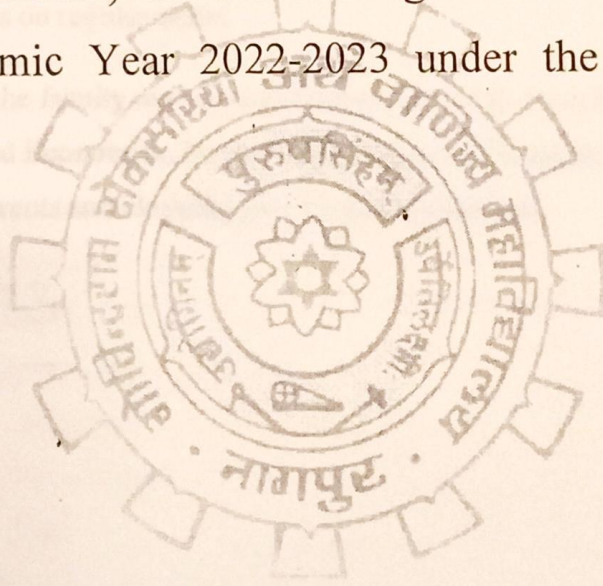


CERTIFICATE

This is to certify that the said internship project report titled "A Study of Consumer Behaviour towards Digital Marketing with reference to SuccessR HR Tech Private Limited" has been completed & submitted by Mr. Dhiraj kumar Sah as a part of partial fulfillment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr. Ranjana Sahu.

Date:

Place: Nagpur



Ranjana

Dr. Ranjana Sahu
Project Guide



Ranjana

Dr. Ranjana Sahu
Coordinator

S.S. Kathaley

Dr. S.S. Kathaley
Offg. Principal
Offg. Principal

G. S. College of Commerce
& Economics, Nagpur.

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CHAPTER-1

(About project)

INTRODUCTION

1.1 COMPANY OVERVIEW



Figure 1: company logo

SuccessR HRtech Private Limited

SuccessR HRtech Private Limited is a 2 years 9 months old Private Company incorporated on 03 Jul 2020. Its registered office is in Mumbai, Maharashtra, India.

The Company's status is Active, and it has filed its Annual Returns and Financial Statements up to 31 Mar 2021 (FY 2020-2021).

It's a company limited by shares having an authorized capital of Rs 1.00 lakh and a paid-up capital of Rs 0.80 lakh as per MCA.

2 Directors are associated with the organization. Meera Ishwar Pise and Tejasvini Ishwar Pise are presently associated as directors.

As per Director “TejasviniPise” What SuccessR HRtech Pvt. Ltd?

“SuccessRHRtech Pvt. Ltd. is a consultancy, recruitment, and training company that provides clients with world-class HR services. With an aim to create employment and procure all industries with a skilled workforce, we ultimately minimize the time, money, and resources spent in the recruitment process by Employers. After 16 years of experience in the banking sector, I have moved to the Corporate Sector to provide the best service in the Human Resource sector.

So far, we have provided the services to the top name in the industry with a commitment to excellent services. All our clients are satisfied with our services and are working for the long term. If you and your company are looking for excellent HR services then let us provide a 360-degree solution to your company”.

*COMPANY PROFILE

CIN/LLPIN/FCRN	U72200MH2020PTC341402
Company Legal Name	SuccessR HR Tech Private Limited
ROC Code	RoC-Mumbai
Company No.	341402
Company Category	Company limited by Shares
Company Sub Category	Non-govt. company
Company Class	Private
Authorized Capital	₹ 1.00 lakh
Paid up Capital	₹ 0.80 lakh
Incorporation Date	03 Jul 2020
Date of AGM	22 Jul 2021
Date of Balance Sheet	31 Mar 2021
Listing Status	
Industry	Unlisted
Company Size	Computer And Related Activity

-

- **Industry classification**

Computer and Related Activity

Software publishing, consultancy and supply [Software publishing includes production, supply and documentation of ready-made (non-customized) software, operating systems software, business & other applications software, computer games software for all platforms. Consultancy includes providing the best solution in the form of custom software after analyzing the user’s needs and problems. Custom software also includes made-to-order software based on orders from specific users. Also, included are writing of software of any kind following directives of the users; software maintenance, web-page design]

Social media handle of SuccessR HRtech Pvt Ltd

- **Instagram**

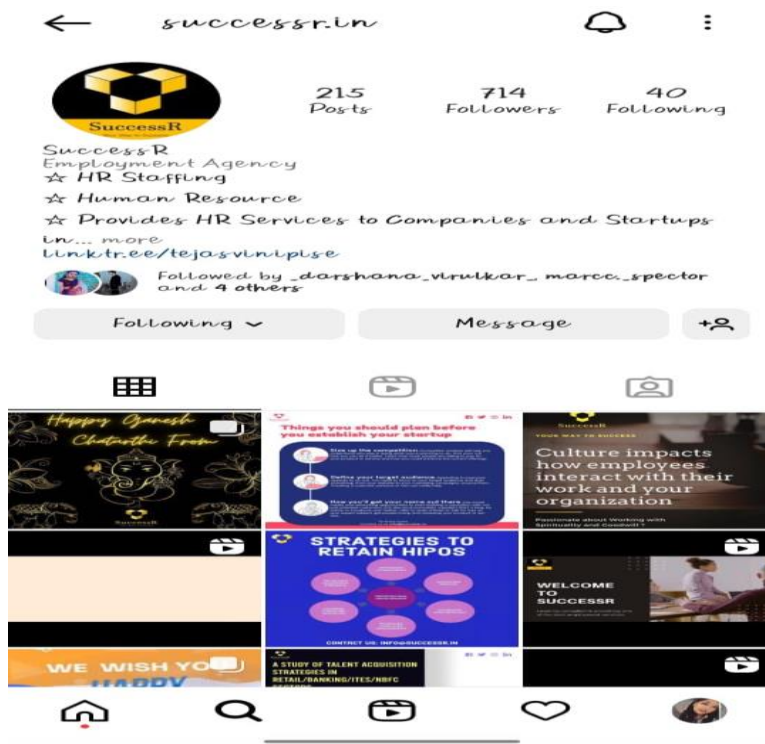


Figure 2: Instagram handle

- Facebook

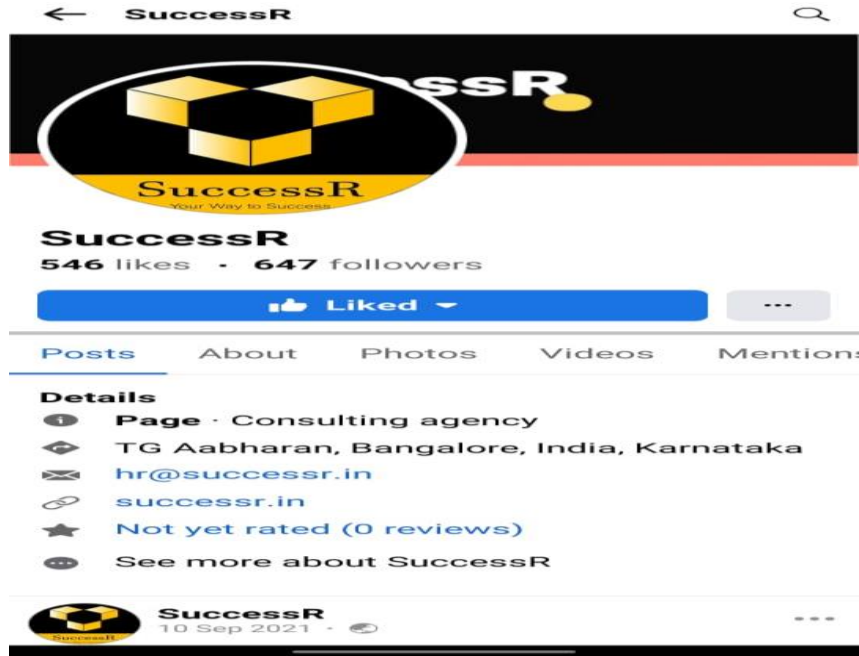


Figure 3: Facebook handle

- LinkedIn

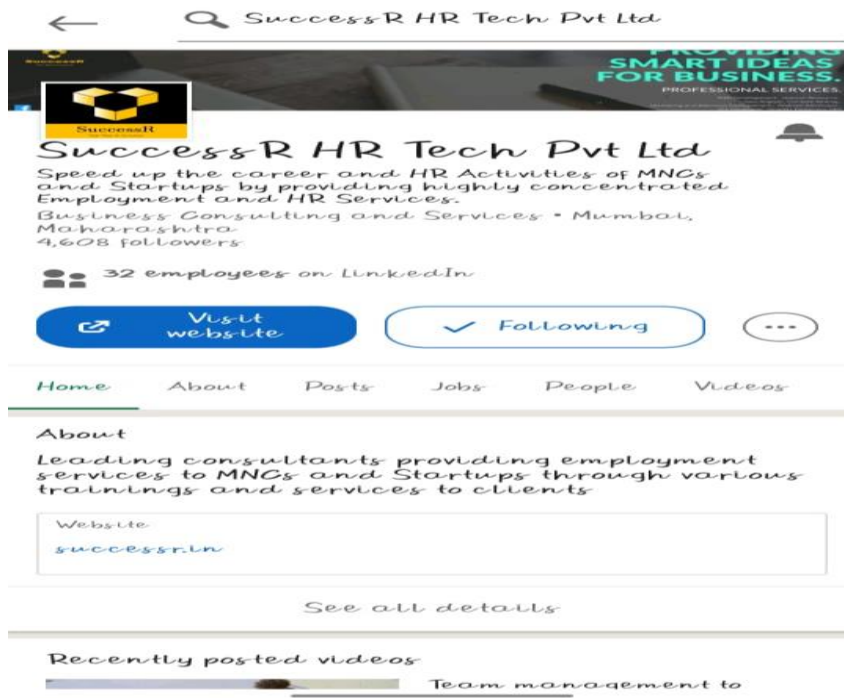


Figure 4: LinkedIn handle

Reason for SuccessR HR Tech Pvt. Ltd

SuccessR manages your human resource with great expertise and provides solutions that are advantageous to both the organization as well as the employee. SuccessR has the answer to all your problems. SuccessR provides with you with contractual and temporary recruitment.

There is a direct connection between safety and wellness between companies and employees, yet most company treat these as separate Initiative.

1.2 About project

On this ongoing report the consumer behavior towards digital marketing is explained using various ways. Initially the report started with the introduction to the company's profile (i.e.SuccessR HR Tech Pvt. Ltd) that I worked with as a digital marketing intern and went on with the detail about digital marketing.

This report also gives details about in how different ways the consumer is influenced by digital marketing. Further will be the detail preview about the work done to understand the consumer behavior on digital marketing with accordance to work done in internship. The roles and responsibilities are as follows:

1. Responsible for attracting potential customers on daily basis.
2. SEO and SMEs managing the platform of social media pages and working on keyboard for the solar industry.
3. Analysis in market research, cold calling, enraging with the customers.
4. Coordinating with other company in order to generate leads.

I. OBJECTIVES

1. To understand the need of digital marketing.
2. To understand the online consumers level of satisfaction.
3. To describe the segmentation and how companies are building one to one relationship with customers.
4. To understanding the impact of other digital marketing companies on SuccessR HR Tech Pvt. Ltd.
5. To make consumers aware about various modern marketing techniques (Societal marketing, green marketing, relationship marketing, service marketing and digital marketing)

II. SCOPE

1. The study will guide the digital marketing department to formulate, implement, and upgrade strategies for the betterment of consumer satisfaction
2. To identify the consumer level of satisfaction towards digital marketing
3. To identify the consumer level of dissatisfaction towards digital marketing
4. The report is useful to the management of the company to help in taking measures to improve the productivity by knowing the level of satisfaction of the consumer
5. To study the tool for conducting the consumer satisfaction which is necessary for the organization

III. NEEDS

1. To easy brand promotion (as we understand consumer behavior).
2. To know various types of consumers.
3. To make changes / upgradation in approach.
4. Approaching customers depending on their behavior.
5. To increase brand image.
6. To retain active potential customers.
7. To match the expectation and needs of the consumer.

IV. LIMITATIONS

1. It was presumed that the respondent's information was genuine and to the best of their knowledge.
2. Some of the view given was completely viewed by customers as they were in a hurry and were not considered in the data analysis.
3. Time is also one of the important limitations of this projects.
4. Slow process and unwilling respondent also affected the result of the study.
5. Online access allows the possibility of any negative review or complaints to be visible to target customers affecting.

CHAPTER 2

(Digital marketing)

2.1 The Concept of Digital Marketing

Digital marketing, also known as online marketing, is the promotion of a brand through the use of the internet and other forms of digital communication to connect with potential customers. This includes text and multimedia messages as a marketing channel in addition to email, social marketing, and web-based advertising.

Digital marketing strategies work for both B2B (business to business) and B2C (business to consumer) companies, but best Practices differ significantly. (1) Business-to-business transactions are typically based on logic and evidence, which skilled B2B digital marketers present. B2C content is more likely to be emotional in nature, with the goal of making the customer feel good about their purchase. (2) Business-to-business decisions frequently require the input of more than one person. The marketing materials that best influence these choices

Reasons to think about internet marketing?

As more individuals spend time online, they spend less time with traditional media such as newspapers, television, and so on. As a result, it's becoming increasingly difficult to reach your target demographic through traditional media. Internet marketing is often a less expensive and more successful technique of reaching out to potential clients. Online advertising, as opposed to physical advertising, is also easier to track in order to determine its efficiency

Why Digital Marketing Outsourcing Is Imperative for B2B Brands

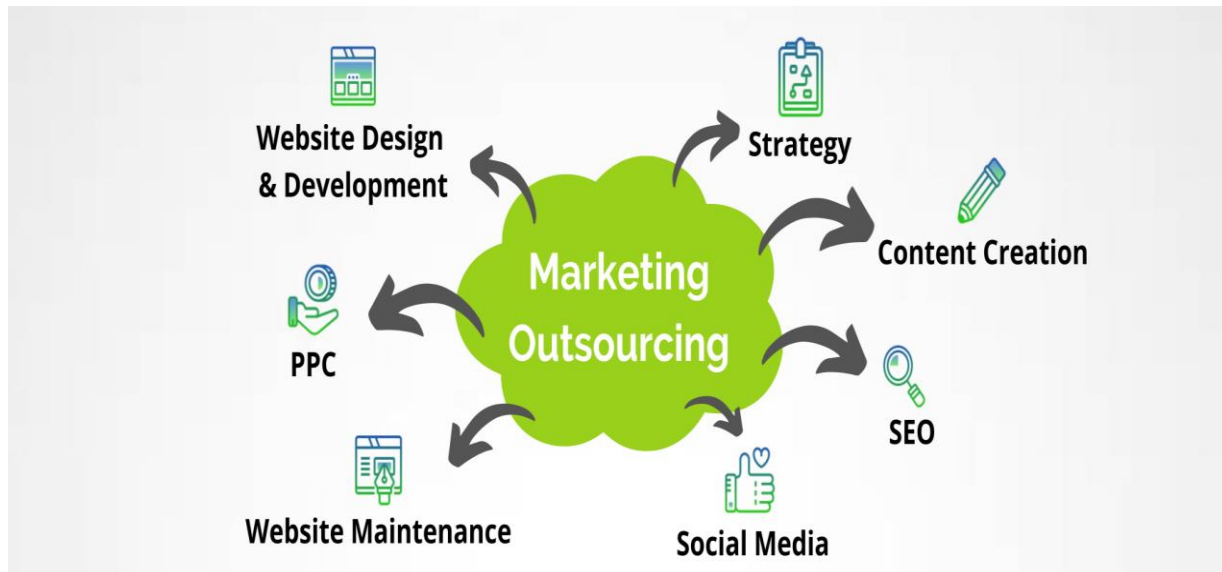


Figure 5: Marketing outsourcing

2.2 ADVANTAGES OF OUTSOURCING DIGITAL MARKETING

Outsourcing your profitable marketing functions to specialists to achieve the required results is what digital marketing outsourcing entails.

1. Greater Business Efficiency

An agency will undertake the heavy lifting, allowing you and your internal resources to focus on other objectives.

2. Responsibility and Risk

There are few assurances in life. However, in this case, your outsourced digital marketing agency is solely accountable for meeting the agreed-upon KPIs.

3. Expertise

There are probably very few difficulties that your organization hasn't had to deal with in the past. As professionals, they may think outside the box and improve your brand in unexpected ways.

4. Financial Efficiency

For a fraction of the cost, you get the advantage of a whole team of professionals. Outsourcing digital marketing becomes a chargeable company expense while also relieving HR of the load.

5. New Perspectives

When you're handling all of your own marketing, you don't have time to look up and gain a new perspective. Outsourced digital marketing brings new perspectives to your company. Ongoing analytical reporting and research yield new insights.

6. Access to the most recent technology and trends

Agencies invest much in efficiency tools and staff training in order to provide the best values. A good agency has tested all processes and follows best practises.

Aspects of digital marketing outsourced

A Digital Marketing Strategy is based on your overall marketing plan, and run with it. These can include and are not limited to:

- Media planning
- Content creation (social media, blogs, email)
- Content planning
- Design
- Editing
- Social media management
- Community management
- Digital advertising
- Maintain online profile and reviews
- SEO and web management

2.3 SIGNIFICANCE OF DIGITAL MARKETING FROM CONSUMER POINT OF VIEW

There are many advantages of digital marketing to both the consumer and the company. Let's to a look at a few benefits to a consumers

1. IT KEEPS CONSUMER CURRENT

The internet is a greater place for keeping consumer current. They can seek out information and consume it quickly.

2.IT IS QUICK AND SIMPLE

Through digital marketing, customers may interact with firms more easily. Customers can use digital marketing to compare pricing, check in-store availability, and make immediate purchases. It also enables you to communicate your message and provide critical information with the customer.

3. IT AIDS IN THE FORMATION OF A STRONGER BOND

It is vital to understand that digital marketing entails more than just building a website and attracting traffic to it. It is also important to build trust and a good relationship with the customer. Relationships are formed and strengthened through offering information, educating them on your product or service, and allowing them to express feedback and communicate with you.

4. IT OFFERS A PERSONALISED EXPERIENCE

Digital marketers can create personalized experiences for clients by utilizing digital channels. Websites, Smartphone apps, social media, email marketing, and other types of communication are all included. How do you go about accomplishing this? Surveys, social media, and personal connections can all be utilized to learn more about your customers. Then use this information to segment your customers and create personalized marketing efforts that respond to their wants and requirements.

5. CUSTOMERS ARE PROVIDED WITH HIGH-QUALITY CONTENT

What do buyers seek for when they search the web? Finding amazing content that is interesting, amusing, instructional, and relevant to the needs of the client is a primary goal of being online. This type of material will help your organization stand out from the crowd. Writing a blog entry once a week, for example, with helpful industry information can keep clients coming back for more.

2.4 NEEDS OF DIGITAL MARKETING

As digital marketing connects a firm with its clients when they are online and works in all industries, digital marketing is crucial. When companies appear on Google through SEO and PPC, on social media through social media marketing, and via email through email marketing, it connects them with ideal customers.

Digital marketing is necessary for every organization. You must comprehend the advantages of digital marketing for companies, which includes

1. Affordability

Digital marketing is far more affordable than previous forms of advertising. Prices vary depending on what you're doing, but advertising cost is typically less than other types of marketing.

2. Mobile Access

Everyone may be surprised to know that 77 percent of American adults own a Smartphone and are likely to use it or another mobile device for news, social networking, and a variety of other activities. While they are doing this, digital marketing allows you to reach them. You can reach your target audience while they are using various mobile apps by using remarketing ads, email and SMS marketing, and social media.

3. Flexibility

High-quality digital marketing can take on a variety of shapes and applications, including banner ads, email marketing, content marketing, and social media posts. Therefore, by developing your innovative digital marketing skills, you expand your options for potential future publicity campaigns. You also have the freedom to test and halt underperforming programmes in real time with digital marketing.



Figure 6: Forms of high quality digital marketing

4. Expansion

The majority of consumers purchase online nearly exclusively. The company's reach can be increased by using digital marketing to reach out to these individuals. Company may increase sales by combining Google Shopping Ads with brand awareness efforts.

5. Multimedia

Customers are more likely to interact with marketing materials that incorporate audio, video, and other sorts of content. All of these content kinds may be included into digital marketing far more easily than any other form of advertising, which is crucial.

6. Interactivity

Through website comments, messages, reviews, and social network posts, digital marketing enables you to interact directly with the consumers who visit your material. Customers will feel appreciated and that they are a part of the community you are creating if you demonstrate that you care about what they have to say and think. Additionally, it enables you to compile priceless data about client reactions and preferences.

7. Tracking

Digital marketing allows you to track your client's behaviours in addition to engaging with them. Just before they make a purchase, you may keep track of the adverts and information they have viewed. This reveals the best marketing strategies, enabling you to adjust and enhance your plan.

8. Authority

Commenting on topics and debates that concern your brand or sector is simple with digital marketing. By doing this, you may position yourself as an authority on the subject, earning readers' trust and encouraging them to return for additional details and finally make a purchase. With the help of digital marketing, you can present yourself as the industry authority that you are and inspire confidence in your company.

9. Influencer Engagement

Many of the most important people in contemporary culture use social media or the internet to advertise themselves. You can interact with these influencers through digital marketing and win their esteem. If you play your cards well, you can persuade them to support you, which will encourage their followers to buy from you and increase brand recognition.

10. Print Enhancement

Companies print marketing efforts can be strengthened by using digital marketing. Company can go into deeper details, increase the potency of all kinds of exposure, and integrate your campaigns by generating web material that clarifies assertions companies print ads.

2.5 FACTORS THAT INFLUENCE CUSTOMER SATISFACTION

1. Reasonable Prices

There will always be low range, mid –range, and high range prices. If your products are of superb quality and your customer service consistently wow, it’s okay to charge more. However, if you charge more than that the market will bear, and more than your ideal customer can afford, you’ll price yourself right out of business.

2. Community

The business relationship doesn't have to stop just because the credit card has been swiped. As humans, we want to feel like we are a part of something bigger. Creating a community, whether virtual or in-person, around your product, will help keep your customers engaged with your brand.

While many businesses cannot afford 24/7 personnel, chatbots and outgoing messages with FAQs can help you engage with your consumers when they want to.

3. Convenience

Customers won't travel great distances to conduct business with you very often. They will go for a different business to offer the solutions they require if you make it difficult for them to browse, shop, schedule, or make purchases.

It's critical to regularly assess your buyer's journey to identify any places that could be improved for greater convenience.

4. Choice

Customers prefer to have choices while making purchases. They desire a variety of colors, fashions, service levels, and delivery techniques. They feel more in charge of their own shopping experience because to these options.

5. Simplicity

Customers enjoy options, but too many options can lead to analysis paralysis and make a potential consumer give up before making a purchase, even though customers like options. Always keep in mind that a confused mind does not make a purchase when you create your products and procedures.

6. Quality

Customer service may be top-notch, but if the company's product or services is of poor quality, then company won't have a returning buyer. Make sure that the company create the best possible product that customers can't live without.

2.6 IMPACT OF DIGITAL MARKETING ON CONSUMER BEHAVIOUR

The growth of digital marketing has significantly changed the marketing landscape. All organizations now have the opportunity to market and advertise their brands on a worldwide scale, significantly expanding their potential target market.

The greater digitization of the marketing landscape has also changed how customers interact with and identify with the various organizations and brands that are out there.

Consumers never buy anything without first doing some web investigation.

Consumers may now gather all the information they might be probably need, compare brands, and come to a well-informed choice before making a suitable buy.

All the information a buyer discovers while researching a product has a significant impact on their decision on which product to buy. Due to the fact that people evaluate brands and companies based on their online presence, it is imperative for them to have one. Since a brand owns the material posted online, its online presence may convey its message more precisely and effectively.

This affects consumer behaviour since brand presence today consists of associations that people make after interacting with your company, such as beliefs, products, and ideas. A company's online presence can be used as a direct channel of communication with customers, allowing for both positive and negative client feedback.

Today, print advertising is seeing a very sharp decrease. Compared to the expected 25.20 billion dollars in revenue it earned in 2012, it is predicted that print advertising revenue from newspapers will decline to 5.3 billion dollars by 2024.

The effective method of online word-of-mouth

Influencer marketing, often known as digital word-of-mouth, is a solid method of getting recommendations. Influencer marketing, commonly referred to as digital word-of-mouth, is a reliable kind of endorsement.

Nowadays, customers look for peer recommendations or the approval of their heroes. Other sorts of recommendations, in addition to customer reviews, influencer marketing, testimonials, and comments, can help organizations win the trust of customers. If a brand has strong digital word of mouth, customers are more likely to trust it.

Through this, businesses have also been able to keep up an online presence. Any brand's sales can be greatly impacted by word-of-mouth. It is also reasonable to infer that digital marketing has given consumers more power.

Unstable customer loyalty

Before the marketing industry went digital, consumers were more likely to stick with their preferred brands. Due to little exposure to the many items on the market, they decided to stick with the brand they are currently familiar with. Customers today are actively looking for products that are similar in price but offer better value.

Customers are less hesitant to switch from their trusted brands to new ones since they can now evaluate a product based on a variety of factors, such as promotions and discounts, value, and customer service. Customers can do all the necessary research to locate the best bargain, so if they do, they can.

Consumers are less patient than usual

Consumers today expect prompt answers to their questions and concerns. Making use of digital marketing enables this. Social media makes it simple to communicate client questions and opinions with a big audience. Consumers are significantly influenced by both positive and negative customer reviews.

Digital marketing enables organizations to build closer, more transparent relationships with their customers by empowering them and providing them with experiences that are suited to their needs. Consequently, customers are highly motivated by digital marketing.

Digital marketing drives impulsive purchasing.

Digital media marketing enables businesses to advertise their goods when and where consumers are most inclined to make impulsive or spontaneous purchases. Brands employ offers, discounts, and deals to persuade consumers to purchase their goods. Although it's extremely rare to occur offline, marketers can nonetheless employ it as a marketing strategy.

DIFFERENT WAYS BY WHICH DIGITAL MARKETING HAS INFLUENCED CONSUMER BEHAVIOUR

1. CAPABILITY TO RESEARCH AND EXPERIMENT

Customers today have become particularly effective researchers when it comes to making a purchasing decision. They are gaining insight and awareness as technology allows them to take a more analytical approach to making online purchases. Firms who attempt to sell their products on the Internet are subjected to a vast amount of content. This has benefited consumers' purchasing processes because they can now explore and compare products online before making a final purchase decision. The abundance of information available on the Internet has even allowed them to test and evaluate numerous items. While they have given advertisers the ability to influence consumers purchasing habits, the same technology that has empowered them has also injured them.

2. OBTAINABLE WORD OF MOUTH

Word-of-mouth marketing is not a new notion. Both brands and customers utilize it to conduct business. The most potent influencer of customer behaviour is definitely word-of-mouth. Consumers are often looking for what others are saying about a brand. This is especially true for a product they are thinking about purchasing. It means a lot to brands when a customer shares their experience with their social network. Consumers can now communicate their opinions to a large audience because to technological advancements, notably social media. Blogger evaluations, comments on a sponsored post, and customer reviews posted on company pages, for example, have all helped customers extend their vision of consumption. This has also helped businesses stay competitive.

3. ENHANCED CUSTOMER ENGAGEMENT

Customers have always sought to be a part of something bigger than themselves. They don't miss out on any chance to interact with their favourite brand. Customer involvement has increased dramatically as a result of the ongoing expansion of mobile technologies and the internet. Social networking platforms are accessible to everyone with an internet connection. As a result, people are actively engaging with their brands on social media pages and consumer forums. While customers have always had the option to select their brand and shape its reputation, digital marketing has merely expanded this potential. Social media, search engines, and other online review sites allow customers to communicate with their companies. They may now instantly share their opinions with their favourite brands.

4. ARTIFICIAL INTELLIGENCE AND CONSUMER BEHAVIOR

The importance of artificial intelligence in influencing consumer behaviour cannot be overstated. It is a powerful tool for allowing customers to make more informed decisions. Digital marketing is driven by the efficiency and feasibility that technology such as artificial intelligence brings to the table. Because organizations that use artificial intelligence can offer their products and services more effectively than those that do not, artificial intelligence will likely have a substantial impact on customer behaviour. Customer like such products because they want convenience.

5. BUYS MADE ON THE SPUR OF THE MOMENT

The phenomenon of spontaneous buying has been successfully promoted by digital marketing. An impulse buy decision is made just before making the actual purchase. In other words, impulsive buying is a spur-of-the-moment decision, whereas purchasers often plan their purchases and pre-select the items they want to acquire. This prevalent occurrence is being used by digital marketers to positively affect consumer behaviour. Brands utilize web advertising to highlight enticing deals, discounts, and offers that customers want to investigate. Brands routinely promote their best bargains on social media and third-party websites, which Influences consumer behavior.

2.7 BENEFITS OF OUTSOURCING DURING COVID-19 PANDEMIC

The negative effects of the Covid-19 epidemic have harmed every industry worldwide. The majority of organizations admit that the interruption on the size of Covid-19 was not adequately anticipated in their operating and contingency plans. Deloitte found that over 50% of businesses had difficulty with cash flow as a result of weak sales, and 22% of them had concerns with customer service.

Businesses have experienced disruptions in lower sales, which has created financial and organizational difficulties. The expectations of the markets, clients, personnel, and customers are met while they are continually looking for answers to these issues.

Business process outsourcing can be very helpful in this situation as it allows a company to focus on its core competencies while the outsourcing companies handle all other client-related tasks. By improving capacity and productivity through outsourcing, businesses are able to better serve their consumers on an urgent basis.

2.8 CORPORATE FUNCTION ARE OUTSOURCEABLE

There are lots of business functions that companies outsource to the reputed third-party service providers. They are as follows:

1. Payroll
2. Inventory Management
3. Call Centre
4. Data Entry
5. BPO
6. Accounting
7. Customer Service
8. Title Search
9. Content Creation and Moderation
10. Website Management

REASONS WHY BUSINESSES OUTSOURCE DURING PANDEMIC

The Covid-19 pandemic has had a fatal influence on businesses, particularly in the areas of operations, finance, and marketing. Since the regular business plans aren't functioning correctly during this epidemic, business continuity plans are assisting small and medium firms. Outsourcing is the most practical solution to bring the company back on its feet and keep it running throughout COVID-19.

1. Concentrate on the essentials

Businesses can concentrate on their core competencies while providing higher customer satisfaction and product features by outsourcing non-essential company services. Businesses that work with the outsourcing firm can increase their profitability and concentrate on the tasks that will take their operations to the next level.

2. Cost reduction

A significant amount of capital is needed to operate a business. The lists are extensive and range from operational costs to staff wages. Additionally, there are costs associated with the employees' benefits, training, and development programmes, as well as other unrelated costs. It has been demonstrated that businesses can efficiently cut their operational costs by 20 to 30% by outsourcing their business tasks to outside organisations. As a result, it results in efficient resource allocation, which supports corporate growth.

3. Lowering risks

The risk a firm faces in this pandemic circumstance go beyond purely financial ones. For businesses who are unprepared for the pandemic, addressing the business's agility, innovation, and risk mitigation has become a difficult issue. Along with financial risk, agility, and resilience, the supply chain, innovation, and employee health and safety are equally crucial. By supplying the newest technologies and a trained team, outsourcing will give the company adaptability while tackling its problems.

4. Business Resilience

Numerous unanticipated difficulties in several commercial areas have been brought on by the present pandemic. According to a McKinsey study, nearly 90% of executives said that Covid-19 will significantly alter how businesses are conducted in the future years. Small and medium-sized firms can gain from outsourcing their office tasks, which will help the company improve from its existing state.

5. Customer Pleasure

The epidemic has altered consumers' expectations and purchasing behaviour from a broad perspective. More than 60% of consumers now shop only online. They do, however, have a lot of questions, and businesses must respond to them in omnichannel ways. The ideal strategy for increasing revenue and elevating customer satisfaction is to outsource customer assistance.

6. Competitive Benefit

To gain a competitive edge in the market is the most practical approach to survive in a pandemic crisis. The disrupted business operations must constantly step up their game by providing more value and a superior product that is appropriate for the same. While promoting digital sales, 96% of the companies modify their go-to-market strategies.

7. Improve Digital Transformation Speed

Digital interactions are two times more crucial to customers than they were before the COVID-19 outbreak, according to McKinsey study findings. Businesses that use digital platforms instead of brick and mortar are experiencing dramatic revenue growth of 40% to 50%, which has made it a way to a continuity and resilience plan. Customer loyalty has improved as a result of the back-office and customer support outsourcing that has greatly aided in keeping transparency with the clientele.

8. Boost business effectiveness

Especially for startups, outsourcing has greatly increased company efficiency during pandemics. It results in a sharper focus on crucial business activities, which enhances corporate operations. While administrative chores and other BPO jobs are outsourced, corporate operations run more smoothly and profit is at its highest level.

In a relatively short period of time, the COVID-19 pandemic has shaken the foundations of many businesses. These days, it's nearly impossible for businesses to ignore the inevitable need for the outsourced crew. Therefore, choosing to invest in a reputable outsourcing company is a highly important choice that could ultimately result in more production and efficiency. Numerous advantages of outsourcing during the epidemic have previously been addressed above. Outsourcing has a lot to give that contributes to organizational resilience as a part of the business continuity plan for the pandemic, whether it is a route to market, new technology, consumer expectations, or new working strategies for powering business.

2.9 MODERN MARKETING

Modern marketing is the practice of leveraging digital tools, media, and platforms to reach consumers and build relationships with them. It involves creating content, engaging with customers and prospects, optimizing digital channels, and analyzing results to drive business success. Modern marketing strategies may include search engine optimization (SEO), content marketing, social media marketing, email marketing, influencer marketing, search engine marketing (SEM), online advertising, and more.

VARIOUS MODERN MARKETING TECHNIQUES

Modern marketing techniques are beneficial to consumers in a variety of ways. They allow companies and brands to reach a larger audience, create more personalized experiences, better track and measure the effectiveness of their campaigns, and create more engaging content. Additionally, modern marketing techniques provide consumers with more options and greater convenience. For example, mobile marketing techniques allow consumers to access and purchase products and services on the go. Social media marketing provides a platform for businesses to interact with their customers in a more meaningful way, allowing them to build relationships and create a community around their brands. Finally, modern analytics tools enable marketers to better understand consumer behavior and target their campaigns more effectively.

1. Social Media Marketing:

Social media has become a powerful tool for businesses to reach their target audiences. Companies can use social media platforms such as Twitter, Facebook, and Instagram to create content, engage with customers, and promote their brand.

2. Content Marketing:

Content marketing is a strategic approach to creating and distributing valuable content with the purpose of acquiring and retaining customers. Companies can use content marketing to increase their visibility and reputation, attract new customers, and build relationships with existing ones.

3. Search Engine Optimization (SEO):

SEO is a process of optimizing web pages to rank higher in search engine results. Companies can use SEO to improve their rankings and increase their visibility online.

4. Email Marketing:

Email marketing is a technique of sending emails to customers to promote products, services, and events. Companies can use email marketing to build relationships with customers, promote their brand, and increase sales.

5. Video Marketing:

Video marketing is a strategy of creating and distributing videos to promote a product, service, or event. Companies can use video marketing to engage with customers, tell their brand story, and increase conversions.

6. Influencer Marketing:

Influencer marketing is a strategy of working with influencers to promote.

7. Pay-Per-Click Advertising (PPC):

PPC campaigns are an effective way to reach a targeted audience and drive traffic to your website. PPC campaigns allow you to set a budget and pay for clicks, so you can get the most out of your marketing budget.

CHAPTER 3

(SuccessR HR Tech private limited)

3.1 ROLES AND RESPONSIBILITIES

I. INTERVIEW

Many companies have shifted to virtual interviews to ensure the safety of their employees and candidates during the COVID-19 pandemic. Common virtual interviewing methods include video conferencing platforms, such as Skype, Zoom, Google Hangouts, and Microsoft Teams, as well as phone interviews. Companies may also ask candidates to complete an asynchronous video, audio, or written interview. Some companies have also implemented virtual assessments to supplement their virtual interviews.

Similarly in my case the interview during the COVID-19 was done through telephonic interviews. A telephonic interview is an interview conducted over the telephone. During a telephonic interview, the employer and job seeker discuss the job qualifications and requirements, as well as the candidate's background and experience. The employer may also ask the candidate questions about the job and their qualifications. Telephonic interviews are typically used as the first step in the hiring process, and may be followed up by an in-person interview.

QUESTIONS ASKED BY THE INTERVIEWER DURING THE INTERVIEW

1. What do you mean by digital marketing?
2. Are you aware how to increase brand awareness?
3. How do you stay up-to-date on the latest digital marketing trends and technologies?
4. What tools do you use to create and manage digital marketing campaigns?
5. How do you use social media to boost engagement and sales?
6. What are the Strength and weakness?

II. ORIENTATION

Orientation is the process of introducing new employees to their roles and responsibilities at a company. Orientation typically includes introducing new employees to the organization's mission, values and culture, as well as providing information about the company's policies and procedures. It also involves introducing employees to colleagues, providing information about benefits, and providing training on job specifics.

A good example of orientation would be an onboarding program for new employees at an organization. The orientation could include a tour of the office, introductions to key personnel, an overview of the company's policies and procedures, and a discussion of the company's culture.

Due to the COVID-19 pandemic, many companies have had to adjust their orientation processes. Many organizations have moved their employee orientation processes online, using virtual meetings, webinars, and other digital formats. Additionally, organizations have implemented social distancing measures and staggered start dates when it is possible to reduce the risk of exposure to COVID-19. Companies are also leveraging technology to provide new employees with digital onboarding materials, such as work policies, benefits information, and training modules. Finally, many organizations are providing new hires with additional support and resources to help them adjust to their new roles, such as virtual mentors, online communities, and remote career coaching.

Similarly, after the selection in the company, my internship head facilitated me with the intern partners through online mode.

The purpose of this orientation was to see and have an idea regarding my working habit and my teamspirit with my partners. We shared many moments in various surveys, presentations and many projects related issues. They all were having a good faith in my working progress.

III. TASK

TASK 1: CONTENT WRITING

Content writing is a form of online writing which is closely related to web marketing campaigns. This means creating content for websites, blogs, and social media accounts that is aimed at attracting and engaging an online audience. Content writing should be done with a focus on providing valuable information that encourages readers to take action. Content writers must have strong writing skills, the ability to write clearly and concisely, and a good understanding of the target audience. Content writers must also be able to research topics, create content that is well-structured, and use SEO strategies to ensure that the content is visible and engaging. Content writing is an important part of any online marketing strategy, as it helps to draw in potential customers and build brand loyalty.

Content writing is perhaps the most important part of any company's marketing strategy. It allows companies to communicate their message to their target audience in a concise and interesting way. Content writing also helps to build brand awareness and loyalty among customers. It is essential for companies to develop a well-crafted content writing strategy in order to ensure that their message is reaching the right people. Content writing can also be used to create a strong online presence, as well as generate leads and build relationships with customers. Content writing can also be used to optimize websites for search engine rankings, which can help to boost traffic and sales. Without content writing, companies would not be able to effectively reach their target audience and would struggle to grow.

Content writing is an important tool for companies during the pandemic. It helps businesses to stay connected with their customers and build relationships. Content writers can create engaging, informative and entertaining content to keep customers informed and engaged. This can include blog posts, articles, press releases, social media posts, email campaigns, videos, podcasts and more. Content writing can help to increase brand awareness and visibility, as well as drive website traffic, leads and sales. Content writers can also help to create content that resonates with customers and encourages them to take action. This can help to boost customer loyalty and encourage them to support the company's products and services. Content writers can also create content that helps businesses to stay competitive and to stay ahead of their competitors.

Additionally, content writing can help to build trust and loyalty, as well as to boost customer engagement. By providing quality content, businesses can establish a positive relationship with their customers and build relationships that last.

BENEFITS OF CONTENT WRITINGS

1. Increased web traffic:

Quality content helps to attract and retain a clearly-defined audience, which, in turn, increases web traffic.

2. Improved SEO rankings:

Quality content helps you to rank higher in search engine results, which increases website visibility and drives more people to your site.

3. Builds trust and credibility:

Quality content helps to build trust and credibility with your audience, which can help to convert leads into customers.

4. Establishes you as an authority:

Quality content helps to establish your brand as an authority in your niche, which can help you to stand out from the competition.

5. Increases engagement and shares:

Quality content increases engagement with your audience, and can be shared across social media platforms to reach a wider audience.

6. Enhances customer experience:

Quality content helps to enhance the customer experience and improve customer satisfaction.

7. Generates leads:

Quality content helps to generate leads and can be used to nurture leads into customers.

For the span of one month's my work was to create or to write the content or the topic as per the requirement of the intern leader. In content writing we simply make the research and make's the topic or writes the content so that the potential customers can be attracted and leads can be generated. Some of the topics and content written by me are as follows:

DIGITAL MARKETING: TOOL FOR MAKING INDIA A DIGITAL POWERHOUSE

Digital marketing: great way to help India become a digital powerhouse.

Digital marketing connects businesses and people in a way that is both cost-effective and convenient. It can help bridge the digital divide between rural and urban India, as well as between the country's different sectors. Digital marketing can help Indian businesses reach out to more consumers by using the internet and other digital channels, such as social media, search engines and email.

Digital marketing is an effective way to engage with customers and build relationships with them. By creating a personalised customer journey and providing the right content, businesses can create a sense of trust and loyalty with their customers.



Digital marketing: help Indian businesses become competitive in the global market.

Digital Marketing is playing an increasingly important role in helping India to survive and thrive in the global market. It has helped India to become an important player in the global economy, by providing access to a larger customer base and allowing businesses to engage with customers on a global scale. Digital Marketing has also enabled India to become an attractive

destination for foreign investments, by providing access to a vast customer base and a growing economy.



Digital Marketing has made it easier for Indian businesses to reach customers in different parts of the world. It has enabled them to target potential customers on a global scale and build relationships with them. This has opened up new markets and opportunities for Indian businesses to expand their customer base and generate more revenue.

Digital marketing is an important tool for India to become a digital powerhouse. By leveraging the latest digital technologies, businesses can reach a wider range of customers, build relationships with them.

Figure 7: content writing

TASK 2: COLD CALLING

COLD CALLING

Cold calling is a sales technique where a salesperson contacts potential customers by phone, without having received prior contact from the customer. The salesperson typically introduces themselves and their product or service, and attempts to convince the customer to buy. Cold calling is often used in the early stages of the sales process, to generate leads and introduce the product or service to potential customers.

Cold calling can be beneficial during COVID-19 as it allows businesses to reach out to potential new customers and clients, even if they are not actively seeking out services. Cold calling can be used as an effective way to reach out to a larger customer base and promote services or products that could be of value to them. Cold calling also allows businesses to connect with potential customers in a more direct and personal manner, which can help build trust and establish relationships. Additionally, cold calling can help businesses get feedback from potential customers and learn more about the current market conditions and what their needs are.

COLD CALLING BEFORE COVID-19

Before the Covid-19 pandemic, cold calling was a common method used by businesses to reach out to potential customers. Companies would make calls to people they had never spoken to before, in hopes of generating sales or gathering information. It was a form of direct marketing, allowing companies to directly engage with customers in an effort to build relationships, create brand awareness and increase sales. Cold calling was also used to generate leads, build a customer base and establish credibility.

Cold calling was a great way for businesses to connect with potential customers and build relationships with them. It allowed companies to reach out to customers directly, find out what they were looking for and make sure they were providing the best possible service. Cold calling was also used to introduce new products and services, as well as gather feedback from customers.

COLD CALLING DURING COVID-19

With the outbreak of the Covid-19 pandemic, cold calling has become much more difficult for businesses. With the need for social distancing, many businesses have had to change their approach to cold calling. Many companies have turned to digital solutions such as email and social media to reach out to potential customers, as well as automated phone systems to make calls.

Despite the challenges posed by the pandemic, cold calling remains an effective way for businesses to reach out to potential customers. Companies can use it to introduce new products and services, build relationships and gather feedback. Automated phone systems can be used to make calls and minimize contact, while email and social media can be used to reach out to customers in a more personal way.

In addition, businesses can use cold calling to provide support to customers who may be struggling during the pandemic. By offering personalized advice and assistance, businesses can build relationships with customers and show that they care during a difficult time.

COLD CALLING AFTER COVID-19

Cold calling will still be a viable sales tactic after Covid-19, but cold callers may need to adjust their approach. It is important to do research and be aware of the customer's current situation before making a call. This research should include industry trends and customer sentiment around the pandemic. Cold callers should also be prepared to have conversations about the customer's concerns about the pandemic and how your product or service can help them. Additionally, cold callers should focus on providing solutions to current customer needs and be prepared to be flexible with pricing and payment terms. Finally, it is important to recognize that customer needs may have changed since the start of the pandemic and be prepared to adjust your approach accordingly.

Additionally, it would be wise to use email to introduce yourself and your product or service prior to making a cold call, so that the prospect is more likely to be open to talking with you. It's also a good idea to research the person you are calling and tailor your pitch accordingly.

BENEFITS OF COLD CALLING:

1. Increased Lead Generation:

Cold calling is a great way to generate leads quickly and build relationships with potential customers. It helps your sales team to identify new opportunities and start conversations with prospects.

2. Improved Customer Relationships:

Cold calling can be used to build relationships with existing customers and keep them engaged. This can lead to repeat business and long-term customers.

3. Reduced Cost:

Cold calling is a cost-effective way to reach out to potential customers. It eliminates the need for expensive advertising campaigns and can help to save money in the long run.

4. Quicker Response Time:

Cold calls allow you to reach out to prospects quickly and get a response in a short amount of time. This helps to close deals faster and increase your sales.

5. Improved Brand Awareness:

Cold calling can help to raise awareness about your brand and products. It allows you to reach out to potential customers and showcase your offerings.

6. Improve Your Sales Skills:

Cold calling is a great way to improve your sales skills, and hone your ability to quickly understand customer needs and present the best solutions.

Work of intern in cold calling

- Answer calls from potential customers
- Identify customer needs and interests
- Process customer orders accurately
- Develop and maintain a customer database
- Make outbound calls to potential customers
- Remain up-to-date on product and service information
- Provide customers with product and pricing information
- Address customer questions and concerns
- Follow up with customers on orders, inquiries, and complaints
- Update customer account information
- Generate leads and sales opportunities
- Work with other departments to ensure customer satisfaction

CALLING SCRIPT

We interns were provided with a calling script by our guidance (HR) for cold calling.

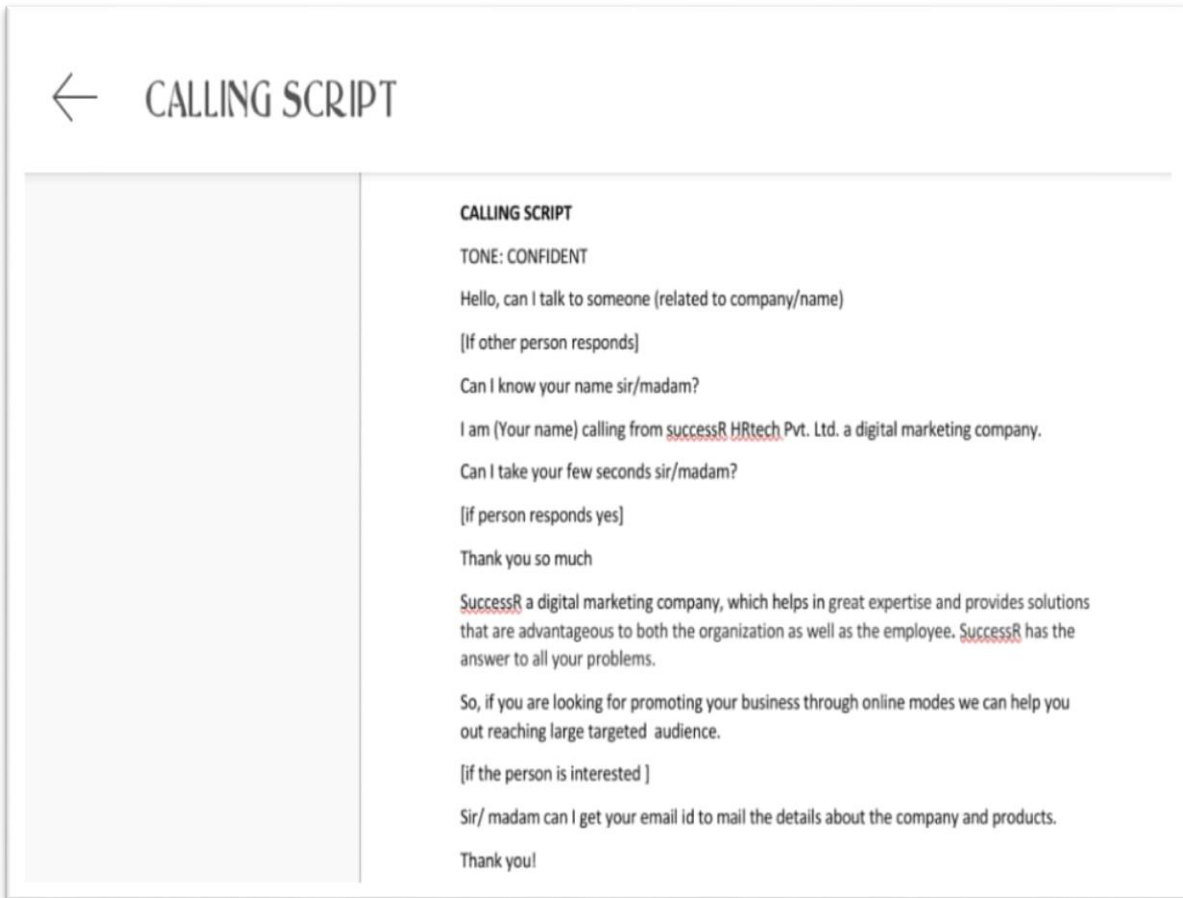


Figure 8: calling script by HR

The ultimate goal of cold calling is to generate leads and to eventually convert those leads into customers.

Cold calling is a tried and tested method for building relationships with potential customers. It can be used to introduce a company and its services, create brand awareness, and establish trust with potential customers. Cold calling can also be used to nurture existing client relationships, build referrals, and identify new opportunities.

However, it can also be time-consuming, expensive, and difficult to measure success. As such, it is important to have a clear strategy in place before getting started, such as understanding the target market, crafting a compelling message, and setting realistic goals. Additionally, tracking results and metrics is key to understanding how successful the cold calling has been.

Cold calling can have a negative effect on consumers. Consumers can feel harassed, invaded and frustrated when they're contacted unexpectedly. Cold calls can be intrusive and time consuming, interrupting daily activities. Consumers may also feel they are being pressured to make a purchase and that their privacy is being violated. In some cases, if consumers receive too many cold calls, they may stop answering the phone altogether.

TASK 3: DATA COLLECTION

After receiving the script, I was told to collect the information of some business from various websites, application like LinkedIn, or just dial etc. List of the company are as follow:

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
1	DIPP NO.	COMPAN	INCORPORATION	HEADQUARTERS	SECTOR	DIRECTORS			CONTACT NO.		EMAIL ID	WEBSITE		RESPONSE		
	DIPP43204	SCIENTIA SOLUTIONS PRIVATE (IMTEFF) (IMTEFF)	company, 08/06/2015	Mumbai		Anshu Jalora, Vijeta Soni			(+91) 22 2765 4388		anshujalora@yahoo.com					
2	DIPP43205	SCIBLE INFOTECH PRIVATE (IMTEFF) (IMTEFF)	company, 08/09/2017	Haryana		Shakti and Shiva Jora					scibleinfotech@gmail.com					
3	DIPP43206	SCIDRAFTS EDITORIAL SERVICES PRIVATE (IMTEFF) (IMTEFF)	company, 2/10/2018	Pune		Soumyajoti Das and Mohankumar Janardhan Megha					somdas88@gmail.com					
4	DIPP43207	SCIENCEKIDZ EDUCARE PRIVATE (IMTEFF) (IMTEFF)	company, 07/06/2018	Mumbai	education management	Parekh Manish jayantilal, Bhwan Parekh			+917777081677		info@sciencekidz.in	https://sciencekidz.in				
5	DIPP43208	SCIENCE@HOME PVT LTD	company, 03/11/2016	Gwalior		Pankaj Kumar Kushwaha, Soumyadeep Puri Jayastha					pankajkushwaha1234@gmail.com					
6	DIPP43209	SCIENCEADDA LEARNING INNOVATIONS PRIVATE (IMTEFF) (IMTEFF)	company, 12/06/2012	Bangalore	curiosity	Ravindra Krishnappa, Kumar Nagaraja, Naganand Doraswamy			07204101111		ravi@scienceadda.com	https://www.scienceadda.com/	speak only in kannada			
7	DIPP43210	SCIENCE@UTSAV EDUCATIONAL SERVICES PRIVATE (IMTEFF) (IMTEFF)	company, 11/10/2018	Bangalore	tutoring centre	Harsha Kolachappe Govinda Atri, Shaashank Kamran			9035216555		science4corporates@gmail.com	https://scienceutsav.com/				
8	DIPP43211	SCIENTOTOMIC EDU PRIVATE LIMITED	company, 04/12/2017	Flur B 302, The Royal Court, Thiruvudrakkal, Main Road, Chrompet Kadappan Kadappan TN 600044 IN		Narendran Asokan, Palani Appan Manjiah, Karthikeyan, Sethuraman Vijayakumar.					vijayakumar@sciencotomic.com					
9	DIPP43212	SCIENTIA INNOVATION PRIVATE (IMTEFF) (IMTEFF)	company, 02/06/2016	Kerala	Technology	Shajui Cheriya Kummeri, Cheriya Kummeri Shaji, Mlic			966330146		mail@scientiaindia.com	http://scientiaindia.com/				
10	DIPP43213	SCIENTIFIC BRAIN NUTRACEUTIC														

A	B	C	D	E	F	G	H	J	K	L	M	N	O	P	Q
10	DPP43212 SCIENTIA INNOVATION PRIVATE LIMITED	company,	02/08/2016	Kerala	Technology	Shaju Cheriya Kummeri, Cheriya Kummeri Shaju, Milc			3663330146	mail@scientiaindia.com	http://scientiaindia.com/				
11	DPP43215 SCIENTIFIC BRAIN NUTRACEUTICAL PRIVATE LIMITED	company,		2014 Mumbai	Baby healthcare				8424000574	info@scientific-brain.com	http://scientific-brain.com/	switch off			
12	DPP43214 SCIENTIST IDEAS INDIA PRIVATE LIMITED	company,	06/01/2016	Delhi	Scientific Research Lab & Technology Consulting Company.	Nimlata Mohapatra and Niraj Mohapatra			1800 630 1655	info@scientistideas.co.in	http://www.scientistideas.co.in/	no. not available			
13	DPP43216 SCENIA HEALTHCARE PRIVATE LIMITED	company,	19/05/2017	Mumbai	Digital services	Datyabrat R Pandey, Khushboo Kumari, Babaloo Singh, and Pallavi Prajot Sao		2224181936			http://scienza.co.in/	couldn't connect			
14	DPP43217 SCIFFER ANALYTICS PRIVATE LIMITED	company,	01/01/2016	Pune	Consultation agency	Karan Rameshkumar Kabra, Chandni Priga.			9833134040	info@sciffer.com	http://www.sciffer.com/	not answered			
15	DPP43218 SCILOO LEARNING TECHNOLOGIES I.P.	company,	05/06/2017	Bangalore	learning technology	Mandhan Sunil and Choudhary Parvesh				sunil.mandhan@gmail.com					
16	DPP43219 SCIMEL POWER SOLUTION PRIVATE LIMITED	company,	05/11/2015	Nashik		Chinmay Chandrakant Dhanne and Shilpa Chinmay Dhanne.				contact@bookmyactivity.co.in	han5326@live.com				
17	DPP43220 SCIMPEL PROJECT MANAGEMENT SOLUTIONS PRIVATE LIMITED	not found		Chennai		Munusamy Jagan and Esvari Munusamy									
18	DPP43221 SCINOMAT SOLUTIONS PRIVATE LIMITED	company,	20/03/2019	Kanpur	nanotechnology	Sunil Pankaj, Shanti Devi			+919140831654	sunil.pankaj.its@gmail.com	http://www.scinomat.com/				
19	DPP43222 SCINTELLECT SERVICES PRIVATE LIMITED	company,				Bijay Kumar Singh and				subhash1385@gmail.com					

A	B	C	D	E	F	G	H	J	K	L	M	N	O	P	Q
20	DPP43222 SCINTELLECT SERVICES PRIVATE LIMITED	company,	12/08/2018	Delhi	business services	Bijay Kumar Singh and Roopa Singh				subhash1385@gmail.com					
21	DPP43223 SCINTELLANT MANAGEMENT CONSULTANCY PRIVATE LIMITED	company,	23/06/2017	Chennai		Thirumala Muniveera Reddy Somasekara Reddy, Pa			9840800886						
22	DPP43224 SCIONAGROCO PRIVATE LIMITED	company,	13/12/2019	Bangalore	Agriculture activities	Michael Edvard Wlachonski, Graham Phillips Wefmiller, Ketki Mahendra				ketkissave@gmail.com					
23	DPP43225 SCIONETA BRAND ELEMENTS PRIVATE LIMITED	Company,	08/09/2018	Bangalore		Asheesh Ranjan Sabar, Banita Mohapatra			80 4032 72494373	asheesh.ranjan@gmail.com					not interested
24	DPP43226 SCIONET TECHNOLOGIES LLP	company,	13/08/2014	Mumbai		Nilesh Laman Shinde and Nilesh Yekaram Chaudhari.				nilesh61919@rediffmail.com					
25	DPP43227 SCIORE RESEARCH PRIVATE LIMITED	company,	25/07/2019	Pune						bhagyashrinagarkar@gmail.com					
26	DPP43228 SCIPHICS TECHNOLOGY PRIVATE LIMITED	company,	27/11/2018	Bangalore	information technology	Neelakrishnan Sangeetha and Kavitha.			3742047700	info@sciphics.com	http://www.sciphics.com/				not interested
27	DPP43229 SCIRE SCIENCE PRIVATE LIMITED (OPCL)	company,	15/11/2016	Ernakulam, Kerala	Educational research co	Jijku Jose			3207461932	info@scire.co.in	http://www.scire.co.in/				not interested
28	DPP43230 SCITAL TALENT SERVICES PRIVATE LIMITED	company,	27/07/2018	Bangalore	Educational institute	Shyam Suryanarayanan, Suryanarayanan Sivaramal, Purohit Kashinath Vinayak, Ajit Sangameswar Nagral and Vinayak Shamrao Gawkar.			9845034699	ajit@nagral.com	https://scital.com				not interested
29	DPP43232 SCM CUBE TECHNOLOGIES PRIVATE LIMITED	company,	07/08/2019	Mumbai	Global provider				7748475034		https://scisara.com				wrong number
30	DPP43233 SCMOLOGY CONSULTING PRIVATE LIMITED	company,	02/06/2020	Chennai	logistic				87544105318754410510	info@scmoube.in	https://scmoube.com/				send mail
31	DPP43234 SCMOULT SERVICES PRIVATE LIMITED	company,	23/02/2017	bangalore		James Jaichander and Nimlata Glory Jaichander				jamesjaichander@gmail.com	shekhar2607@yahoo.com				

A	B	C	D	E	F	G	H	J	K	L	M	N	O	P	Q
31	DPP43233 SCMOLOGY CONSULTING PRIVATE LIMITED	company,	23/02/2017	bangalore		James Jaichander and Nimlata Glory Jaichander				jamesjaichander@gmail.com					
32	DPP43234 SCMOULT SERVICES PRIVATE LIMITED	company,	23/06/2017	Patna		Chandra Shekar Prasad				shekhar2607@yahoo.com					
33	DPP43235 SCN TECHNOLOGIES PRIVATE LIMITED	company,	16/06/2017	Delhi		Manjeet Kaur, Sukhleen Kaur				sukhveerdhanval@gmail.com					
34	DPP43236 SCN TELECOM PRIVATE LIMITED	company,	06/04/2017			Anil Rajendra Dongare, Karolal Devji Dwani			8600881616	anil@smartyber.in					tomorrow
35	DPP43237 SCN LABS PRIVATE LIMITED	company,	05/08/2015			Iyer Vignesh, Vivek Dandekar Vasant, Ajit Kumar Anirudhan Kodamkunnathu				vignesh@scfelabs.com					
36	DPP43238 SCOOGE NETWORKS PRIVATE LIMITED	company,	24/05/2018	Mumbai	computer activities	Mishra Mitesh Dhaval, Karan Singh.			300430360913702538535	info@scogee.in	http://scogee.in/				not interested
37	DPP43239 SCOOD TECH MOBILITY PRIVATE LIMITED	company,	18/01/2019	Delhi	business and account					vjaykaushik16@gmail.com					
38	DPP43240 SCOOOMEAL FOODVENTURE PRIVATE LIMITED	company,	12/08/2015	Bangalore	Food and beverages	Vijay Kaushik, Amit Kumar Singhal, Sumanathri Trivedy, Krishnamurthy, Harshavardhan Saseendan, and Pariksha Rao			9533224486	info@scoolmeal.com	https://www.scoolmeal.com/				not answered
39	DPP43241 SCOOT TECH PRIVATE LIMITED	company,	19/12/2017	Delhi	package	Sidharth Rawat, Suyash Sirha, and Sombir Singh				sdharth2015@email.imo.ac.in	https://scootsol.com/				
40	DPP44500 SCOPE TESTING SERVICES PRIVATE LIMITED	company,	30/04/2015	Delhi	consultation agency	Rohit Raj		0114944 6636		info@scopetestingservice.com	http://scopetestingservice.com/				not interested
41	DPP46526 SCOPEFUL BIOTECHNOLOGY PRIVATE LIMITED	company,	16/01/2017	Kochi, Kerala	Biotechnology	Sahini Bhasker, Mohan Kumar			9847 065 069 9847 065 609	service@scopefulbioresearch.com	http://www.scopefulbioresearch.com/	monday			

A	B	C	D	E	F	G	H	J	K	L	M	N	O	P	Q
DIPP23400	SCORA TECHNOLOGIES PRIVATE (IMTFN) SCORE GLOBAL EDUCARE PRIVATE (IMTFN) SCORELINE SPORTS PRIVATE LIMITED	company,	13/07/2017	Hyderabad	computer services	Jagdish Prasad Kumar Jagdishsingh Dangash				pdangash@gmail.com					
DIPP43834	SCORA TECHNOLOGIES PRIVATE (IMTFN) SCORE GLOBAL EDUCARE PRIVATE (IMTFN) SCORELINE SPORTS PRIVATE LIMITED	company,	July 2015	Kolkata	Education institute				903820502193038	info@scoreglobaleducare.com	www.scoreglobaleducare.com		not answered		
DIPP6103	SCORELINE SPORTS PRIVATE LIMITED									minna.scoreline@gmail.com					
DIPP2658	SCORELINE SPORTS PRIVATE LIMITED	company,	02/01/2017	Kerala	Sports	Feroz Meeran, Minna Jayesh									
DIPP5935	SCORELINE SPORTS PRIVATE LIMITED	company,	24/01/2017	Har yana	Software	Jyoti Prakash Gada, Animesh Chauhan, Ajush Jindal,			078400 07667	shashank@scoreline.in	https://www.scoreline.in/		not answered		
DIPP20793	SCORPUS GLOBAL OUTSOURCING PRIVATE (IMTFN) SCORPUS TRADING PRIVATE (IMTFN) SCOUT INVENT PRIVATE LIMITED	company,	13/05/2019	Har yana	Digital marketing and educational services				9958678983, 987622789	info@scorich.com	https://scorich.com/contact-us/		not answered		
DIPP6057	SCORPUS TRADING PRIVATE (IMTFN) SCOUT INVENT PRIVATE LIMITED	company,	08/07/2017	Ahmedabad		Siddharth Vaja									
DIPP550	SCOUT INVENT PRIVATE LIMITED	company,	15/05/2017	Jodhpur	Retail	Mamta Devi Chhajjar and Deepneel Jain			9636320713, 8045	svapneel.jain08@gmail.com	https://www.indiamart.com/scorcp		don't require		
DIPP36389	SCOUT INNOVATIONS PRIVATE (IMTFN) SCOUTLINE PRIVATE LIMITED	strike off													
DIPP45145	SCOUTLINE PRIVATE LIMITED	company,	12/10/2010	Amravati, Maharashtra	innovation, startup, enter	Mangesh Wankhade Manikrao, Aubin Joe					m.wankhade@scoutgroup.co.in				
DIPP20263	SCOUTMYTRIP PRIVATE	company,	28/08/2019	Delhi	Recreational, cultural and sporting activities	Sanjeev Kumar Pandey and Kavita Pandey									

A	B	C	D	E	F	G	H	J	K	L	M	N	O	P	Q
DIPP20263	SCOUTMYTRIP PRIVATE LIMITED	company,	07/04/2016	Mumbai	Tourist information center	Vineet Rajan, Deepak Ananth			075066 42382	info@scoutmytrip.com	http://scoutmytrip.com/		busy		
DIPP28493	SCOUTMYTRIP PRIVATE LIMITED									rahulraj.57@gmail.com					
DIPP26871	SCR PROJECTS PRIVATE LIMITED	company,	23-05-2018	Bangalore		Rahul Raj, Kiritha Dayalan, Elangovan Dharanidhran									
DIPP3903	SCRAMELO SERVICES PRIVATE (IMTFN) SCRAMP MANDI	company,	01/05/2012	Tamil Nadu	civil constnution	Svapna Mone Sharadchandra, Aniket Mone, Gajan Ajesh Mukhopadhyay, Anur Kumar Gauram, and Sangita Pal			9 34272E+11	info@scraprojects.in	http://www.scraprojects.in/				
DIPP5134	SCRAMP MANDI	company,	09/03/2007	Delhi											
DIPP40636	SCRAPENEXT TECHNOLOGIES LLP	company,		Kota, Rajasthan					+91(823) 988-4444	info@scrapmandi.com	https://scrapmandi.com/		switch off		
DIPP5651	SCRAPHUT PRIVATE LIMITED	company,	28/12/2018	Mumbai	software development	Saurav Panda			096219 06622	info@scrapenext.com	https://scrapenext.com/		not interested		
DIPP4136	SCRATCH FACTORY ONLINE SERVICES PRIVATE (IMTFN) SCRATCHWEST PRIVATE LIMITED	company,	28/02/2009	Karimnagar, Telangana	IT & service	Mounikesh Thota			072077 35558	founder@scraphut.com	https://scraphut.com/		switch off		
DIPP42331	SCRATCHWEST PRIVATE LIMITED	company,	08/05/2016	Delhi		Amulya Tomer, Pranav Sharma, and Swayam Vohra				gambhiranduthra@gmail.com					
DIPP40000	SCREBLUE AFTER TREATMENT SOLUTIONS (OPC) PRIVATE (IMTFN) SCREELABS PRIVATE LIMITED	company,	25/06/2019	Punjab	Electronics				8447422760	info@screeblue.com	mailto:gambhiranduthra@gmail.com - Click once to follow. Click and hold to select this cell.		no incoming		
DIPP59325	SCREELABS PRIVATE LIMITED	company,	13/03/2018	Bangalore	Manufacturing of domes	Rekha Venkatesh			8048876800	Rekha.abishel@gmail.com	www.scribbledata.io		invalid		
DIPP7050	SCREVEDBOT REPAIR LABS PRIVATE (IMTFN) SCREIBLE DATA PRIVATE	company,	10/07/2017	Chennai	laboratory	Anitha Manoharan and Aravind Umankar				screeblabs@gmail.com					
DIPP37821	SCREIBLE DATA PRIVATE LIMITED	company,	25/07/2017	Coimbatore, Chennai	laboratory	Chandrasekar Karthick and Abishel				madatmusicar@gmail.com					

A	B	C	D	E	F	G	H	J	K	L	M	N	O	P	Q
DIPP7050	SCREVEDBOT REPAIR LABS PRIVATE (IMTFN) SCREIBLE DATA PRIVATE LIMITED	company,	25/07/2017	Coimbatore, Chennai	laboratory	Chandrasekar Karthick and Abishel				madatmusicar@gmail.com					
DIPP37821	SCREIBLE DATA PRIVATE LIMITED	company,	29/10/2016	Bengaluru		Indrayudh Ghoshal, Venkatesh Krishna Mohan Rao Pingali, Rheeema Mukherjee,			6739984690	hello@scribbledata.io	https://www.scribbledata.io/		invalid		
DIPP4412	SCRIBE EMR SYSTEMS PRIVATE (IMTFN) SCRIBOX ADVISORS PRIVATE (IMTFN) SCRIBOT TECHNOLOGIES PRIVATE (IMTFN) SCRIPNOVA TECHNOLOGIES OPC PRIVATE (IMTFN) SCRIPULUM TECHNOLOGIES PRIVATE (IMTFN) SCRIPINFO TECH PRIVATE LIMITED	company,	30/03/2017	Bengaluru	Medical services	Prakash Kankajal Moha, Anandh Bakshi, Shree Ronyaa Bakshi,			080 6142 4242	careers@scribeamr.in	https://www.scribeamr.in/		not available		
DIPP30016	SCRIBOX ADVISORS PRIVATE (IMTFN) SCRIBOT TECHNOLOGIES PRIVATE (IMTFN) SCRIPNOVA TECHNOLOGIES OPC PRIVATE (IMTFN) SCRIPULUM TECHNOLOGIES PRIVATE (IMTFN) SCRIPINFO TECH PRIVATE LIMITED	company,	2012	Bengaluru	Financial and investing services				1800 102 1265	help@scripbox.com	https://scripbox.com/				
DIPP24827	SCRIBOT TECHNOLOGIES PRIVATE (IMTFN) SCRIPNOVA TECHNOLOGIES OPC PRIVATE (IMTFN) SCRIPULUM TECHNOLOGIES PRIVATE (IMTFN) SCRIPINFO TECH PRIVATE LIMITED	company,	09/12/2015	Jammu		Muhammad Aunaf Vial, Aunad Ahsan Musoodi				iam@junadmasoodi.com					
DIPP40504	SCRIPNOVA TECHNOLOGIES OPC PRIVATE (IMTFN) SCRIPULUM TECHNOLOGIES PRIVATE (IMTFN) SCRIPINFO TECH PRIVATE LIMITED	company,	21/01/2016	West Bengal	Data processing	Nemai Kumar Banerjee				scriptonova@gmail.com					
DIPP19454	SCRIPULUM TECHNOLOGIES PRIVATE (IMTFN) SCRIPINFO TECH PRIVATE LIMITED	company,	03/04/2018	Coimbatore		Bhargava Seshraj, Vijaya Vallyuga and Sreerameshri Vijayakumar				sunyakaalaselvaraj@gmail.com					
DIPP57861	SCRIPINFO TECH PRIVATE LIMITED	company,	12/11/2018	Delhi		Utkarsh Lakshmi, Hani Singh, Shikha Singh, Deepali Singhaparker				rsj kaam	mailto:sunyakalaselvaraj@gmail.com - Click once to follow. Click and hold to select this cell.				
DIPP41734	SCRIPULUM DIGITAL PRIVATE LIMITED	company,	24/01/2019	Jaipur	IT Services, Digital Transformation, and Startup Consulting	Mohit Agarwal, Monika Gupta			6376585239	contact@scrumdigital.com	https://scrumdigital.com/		switch off		
DIPP59171	SCRIPULUM DIGITAL PRIVATE LIMITED	company,	20/01/2016	Thiruvananthapuram		Yashodara Pothaliladas Pillai Vimal Krishna, Pradeep Kumar Dhanagala, Anandkoda Kengaladas Pillai Rogappan Nair				pkd_13@yahoo.com					

Figure 9: data collected of different startups

Company status, date of incorporation, Sector, headquarters, directors, funding stage and last at the information collected about the company was DIPP Number, Name, contact details, email, was response of cold calling

The response differed from the other. The types of responses were:

- Not interested
- Engaged with other digital marketing company
- Some did not receive the call
- Some numbers were not valid
- Some were interested and asked to mail the details
- Some asked to call up later
- Few were switched off
- Few companies dissolved

TASK 4: CREATING AND POSTING SOCIAL MEDIA ARTICLES

Creating social media articles is the process of producing written content for the purpose of promoting a product, service, or brand on social media platforms. This content can be anything from blog posts and articles to videos, images, and other multimedia. The goal of creating social media articles is to engage with customers, build brand awareness, and increase sales. By creating content that resonates with users, businesses can increase their reach and ultimately their bottom line.

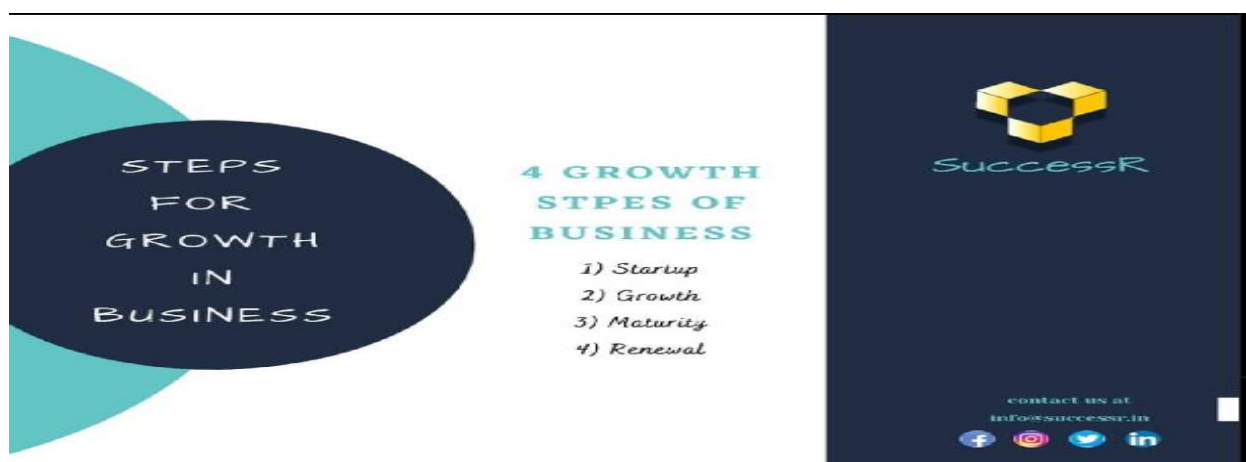


Figure 10: creatives posted (growth of business)

FROM COMPANY'S POINT OF VIEW:

Social media articles can be extremely beneficial to companies. They can increase brand awareness, attract new customers, create a positive impression of the company, drive traffic to their website, and more. By providing valuable and interesting content, companies can engage with their audience, build relationships, and establish themselves as thought leaders in their industry. Additionally, social media articles can help companies stay up-to-date on industry trends, gain insights into customer preferences, and improve customer service.

Social media articles can help companies to increase their visibility and reach potential customers. Article marketing, when done correctly, can help to increase brand awareness, generate leads, and build relationships with customers. It can also help to establish a company as an industry expert, as well as provide valuable content to share on social media. Additionally, article marketing can provide a platform to share promotional offers and discounts, and direct customers to a company's website. Ultimately, social media articles can be a powerful tool for companies looking to increase their online presence and engage with customers.

FROM CONSUMER'S POINT OF VIEW:

Social media articles can be beneficial to consumers by providing them with up-to-date information about products and services, allowing them to make informed decisions about their purchases. Additionally, social media articles can provide a platform for customer feedback, allowing customers to voice their opinions and experiences with a company or product. This can help a company to improve.

Additionally, social media articles allow consumers to connect with other customers who have similar interests and experiences, providing valuable feedback and advice. Finally, many brands use social media articles to promote special offers and discounts, providing more savings opportunities for consumers. Social media articles can be used to find reviews and feedback from other consumers, which can help inform purchase decisions. Social media articles can also act as a platform to engage with brands, and provide direct feedback on products and services.



Figure 11: creative posted (cultural impact)

BUILDING BRAND IMAGE

Social media can be a powerful tool for building a brand. Creating and posting social media articles can help improve a brand's image by providing informative, engaging content that resonates with the target audience. Articles can showcase the brand's values, mission, and vision, and educate readers about the company and its products and services. Articles can also be used to drive traffic to the brand's website, increase engagement on social media platforms, and create a loyal customer base. Additionally, articles can be used to generate leads, promote special offers, and create a sense of community around the brand.

As per the commend of my intern head the role and responsibility was to creating and posting social media articles. The Articles or design made by me are



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SUCCESSR**

**CONTACT US:
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FOLLOW US:   



 **SuccessR HR Tech Pvt Ltd**

Attrition analysis and
developing retention
strategies and Retention
framework for the
company.

 hr@successr.in

Follow Us :    

Figure 12: creative post (build brand image)

TASK 5: FEEDBACK

The final task was to fill a feedback form regarding the experience as a digital marketing intern at SuccessR.

Search | Internship Feedback | Ads

Internship Feedback

We at SuccessR are continuously trying to provide you with the best work experience. Kindly help us know how we can do better.

2002dhirajsah@gmail.com
(not shared) [Switch accounts](#)

Draft saved

***Required**

Name *

li

College *

Your answer

Department *

Your answer

Duration of Internship *

Your answer

What did you learn from this internship? *

Your answer

How did this internship help you with your career? *

Your answer

Is there anything that was not covered that should have been covered in the internship program? *

Your answer

Rate your overall experience at SuccessR *

lowest

1

2

3

4

5

highest

Any suggestions that you would like to give.

Your answer

Submit **Clear form**

Never submit passwords through Google Forms.

This content is neither created nor endorsed by Google. [Report Abuse](#) - [Terms of Service](#) - [Privacy Policy](#)

Request edit access

Figure 13: feedback form

KEY LEARNINGS:

TASK 1:

1. **Learn How to Track and Analyze Data:** Being able to track and analyze data is an essential part of digital marketing. Interns should learn how to use analytics tools like Google Analytics and other web traffic analysis tools to measure the performance of their content.
2. **Develop Content Distribution Strategies:** Content distribution is key to an effective content marketing strategy. Interns should learn how to leverage social media platforms, email marketing, and other distribution methods to make sure their content reaches its intended audience.
3. **Utilize Content Marketing Automation Platforms:** Content marketing automation platforms such as Hootsuite, BuzzSumo, and Moz can help digital marketing interns to streamline their content creation and distribution processes.
4. **Understand the Benefits of Content Personalization:** Content personalization is a great way to engage readers and improve conversions. Digital marketing interns should learn how to customize content for different audiences and to create personalized content experiences.
5. **How to check plagiarism:** After writing a interesting content need to check plagiarism so as there is no issue while posting the content on any social media.

TASK 2:

1. **Develop a strong sales pitch:** Cold calling requires a strong sales pitch that is tailored to the customer's needs. In order to effectively engage customers, you must be able to quickly identify and address their pain points, and effectively explain why your product/service is the best solution.
2. **Build relationships:** Cold calling is all about building relationships. You need to be able to quickly build rapport with customers and create trust.
3. **Listen to customers:** Listening to customers is a key component of cold calling. When you listen to customers, you can better understand their needs and tailor your pitch to those needs.

4. Be persistent: Cold calling can be a difficult process, and it can be easy to give up after a few rejections. It is important to stay persistent and continue making calls, as success often comes from persistence.
5. Use the right tools: Cold calling is a lot easier when you have the right tools. Investing in a quality phone system, customer relationship management (CRM) software, and script-building tools will help make cold calling much more efficient and successful.

TASK 3:

1. Understand Your Audience: The first step in your data collection process should be to understand the audience you are targeting. Research their demographics, interests, and behaviors to help you determine which data points are most relevant to your campaign.
2. Collect the Right Data: Determine the types of data you need to create a successful campaign. You may want to collect customer data such as purchase history, website visits, engagement metrics, and more.
3. Analyze the Data: Once you've collected the data, it's time to analyze it. Create meaningful insights from the data by looking for trends and making connections.
4. Use the Data to Make Better Decisions: Once you have analyzed the data, use it to inform decisions about your digital marketing campaigns. The data can help you better target your audiences and optimize your campaigns for maximum ROI.

TASK 4:

1. Improved understanding of the target audience and their interests.
2. Increased knowledge of the latest trends in digital marketing and social media.
3. Increased ability to create engaging content and campaigns.
4. Better understanding of the importance of choosing the right platforms for the right kind of content.
5. Developed skills in analyzing the results of campaigns and adjusting strategies based on data.

CHAPTER-4

(Conclusion & Suggestion)

CONCLUSION:

The fact that this internship was a success suggests that digital marketing holds the key to the future of marketing. Digital marketing includes integrated services and channels as well as the placement of advertisements on portals. To effectively reach their target audiences and establish a brand, marketers aim to use these elements. The stewards of a brand in this digital age are not marketers, but rather those who are connected across digital channels.

As consumers have a greater affinity for digital media than other media, brands aim to expand their presence online. Customers are avid information searchers, and the only channel for two-way contact between brands and consumers is digital media.

The ideal platform for turning a product into a brand is digital media. because it is more cost-effective and gives marketers many touch points. Using digital channels, brands may effectively engage their target audience. Brands can boost their consumer base using digital media or keep their current ones by using it. Target groups benefit from increased brand memory thanks to digital media.

According to research on consumer purchasing behaviour, Indian customers are avid information seekers and will look up a product online before visiting a store. So, brands seek to provide customers with platforms to comprehend their product or to truly experience that brand.

I honestly believe that this project report will be at most useful for most of the digital marketing companies to understand the consumer behaviour on various aspects.

I conclude my research by quoting that “knowing who your customers are is great, but knowing how they behave is even better.”

SUGGESTIONS:

The first step is to identify the source of the slow process and unwilling respondent. If the slow process is due to a lack of resources, then it might be helpful to provide additional resources to speed up the process. If the slow process is due to a lack of knowledge or understanding of the process, then it might be helpful to provide training or resources to better educate the respondents. If the unwilling respondent is due to lack of engagement or motivation, then it might be helpful to provide incentives or rewards to motivate them to participate. Finally, it might be helpful to adjust the study design to account for the slow process and unwilling respondents, such as limiting the number of questions or providing a shorter survey.

If the customer is in a hurry, the suggestion would be to focus on the most important data points to get a quick overview of what needs to be done. This could involve using summary statistics and visualizations to quickly identify trends and outliers. Additionally, the customer should consider using automated data analysis techniques, such as machine learning algorithms, to quickly identify patterns and insights from the data.

To ensure that the customer is able to make decisions faster, it may be beneficial to narrow down the data set to the most relevant variables and use techniques that require minimal data pre-processing. Finally, the customer should keep in mind that data analysis is an iterative process, and it may be beneficial to revisit the data analysis once more time is available.

Ultimately, the best solution will depend on the specific circumstances of the study.

CHAPTER-5

(Reference and Annexure)

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<https://www.techfunnel.com/martech/modern-marketing-concepts-marketing-management/>

ANNEXURE

Call letter:

After interview I got a call letter from the company and a mail of offer requesting for documents.





Documents required for Internship Offer letter ☆

Inbox

 **Janhavi Gupta** 6/24/2021  
to me, vishvam.succe... ▾

Dear Dhiraj kumar sah,

We are pleased to offer you an internship in our organisation in the field of Digital marketing position

We require the following documents to process your offer letter. Please reply till tomorrow i.e. 25th June 2021 by 7p.m...

1. Two passport size photographs.
2. Copies of the highest educational/professional certificates.
3. PAN Card copy
4. Copy of photo ID, Passport, or Driving License, and
5. Current and permanent address proof.
6. Bank Details
7. Driving licenses

