

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

“IMPACT OF DIGITAL MARKETING IN RURAL AND URBAN INDIA”

SUBMITTED BY:

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B.com (Honours) VI Semester

PROJECT GUIDE:

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G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

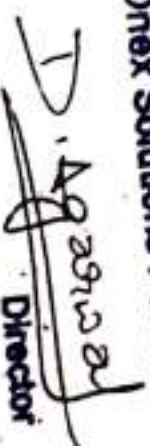


OneX Solutions

CERTIFICATE OF INTERNSHIP

This is to certify that Miss Gauri Durgre has worked as a Digital Marketing intern from the 14.06.2021 to 31.08.2021. She showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions. We found her to be diligent and disciplined and wish her all the best for her future endeavour

OneX Solutions Pvt. Ltd.



Director

DIPAK H AGARWAL
FOUNDER & CEO, OneX Solutions



CERTIFICATE

This is to certify that the said internship project report titled **"Impact of Digital Marketing in Rural and Urban India"** has been completed & submitted by **Miss. Gauri Durge** as a part of partial fulfilment 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

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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 OneX Solutions. I am grateful to **Ms. Shreyasi Gosh** HR Manager OneX Solutions 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 OneX Solutions 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 **Dr. RANJANA SAHU**, Coordinator 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 helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date:

Place: Nagpur



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CHAPTER-1

INTRODUCTION

COMPANY PROFILE –

COMPANY : OneX Solutions Pvt. Ltd.

TYPE : Private Limited Company

LOCATION : Kolkata , West Bengal, India

CONTACT DETAILS:

Contact Number: 9007754000

Website: <https://g.co/kgs/HAh9oe>

LinkedIn: <https://www.linkedin.com/showcase/onex-solutions-pvt-ltd/>

The logo for OneX Solutions features the word "One" in a bold, black, sans-serif font. The letter "X" is stylized with a red-to-black gradient and a horizontal line through its center. The word "Solutions" follows in a bold, black, sans-serif font. The entire logo is centered within a white rectangular area that is framed by a thick black border.

ABOUT THE COMPANY

OneX Private Limited is a Digital Marketing Company based in Kolkata West Bengal, India.

This company provides digital marketing services to businesses pan India. The service generally range from B2B i.e Business To Business and also B2C i.e Business To Customer.

OneX Solutions is a full service mobile marketing agency based in Kolkata, West Bengal for more than seven years. With complete focus they provide best-in-class service to each client. They design, plan and implement innovative mobile marketing services. Some basic services include SMS marketing, E-marketing, Voice Calls, Long Code and Short Code. Along with all these, they also provide online promotional services like SEO, paid services like PPC, Social Media Marketing and Web Design services.



COMPANY 'S VISION:

We offer proven, effective marketing services that will ensure that your company is competitive in the future.

This will help the client company gain a lot of customers as the digital marketing services of the OneX Solutions help the businesses to reach out the potential customers and provide services. Our team partners with businesses to help them reach their marketing goals. We provide innovative services and use proven methods to help the customers.

COMPANY'S MISSION:

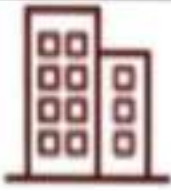
We strive to deliver WOW-factor services and provide the best customer service possible.

OneX Solutions' mission is not to be experts in sales alignment or marketing, but to master the message and digital marketing.

Our team strives to eradicate apathy from any business. We work to inspire the spirit, penetrate hearts, and ignite minds with compelling marketing messages that produce results.

Our CEO Mr. Dipak Agrawal believes in **Localisation** and supports **#BeVocalforLocal**. He has pledged to **generate opportunity for 10,000 Individuals** to become independent Entrepreneur. They will **learn Digital Marketing** and join a rapidly growing industry worth **Rs. 60,000 Crores** in India.

Onex Solutions works for various Industries



Real Estate



Retail Business



Health Sector



Automobiles



Education



**Travel &
Tourism**



**Media &
Entertainment**



Event



Restaurant



Startups



E - Commerce



Radio Channel



Shopping Mall



Brands



FMCG



Recruitment

Unique Selling Proposition of Onex Solutions Pvt. Ltd.



Channel

Reach your target audience
on various channels



Various Businesses

Onex have solutions for all
major industries



Delivery on right time

SMS- 8 Lac. per Minute
Email- 8 Cr. a Day
Voice- 10 Lac. An Hour



PAN India Reach

You can target customers
across 1200 cities in 60000
pin codes.



Regional Language

You can send content in any
regional language.



White Label & Resellers

Offer the marketing
solutions under your brand
name and IP.



Reports & Analysis

Onex Solutions share reports and analysis of campaign.



Sample Content

Provide sample content for store launch, sales, offers, as per industry.



Smart Text

Send personalized text marketing with name, code etc.



Smart Link

Track people who clicked link and retarget them.



Follow AIDA

AIDA (Attention- Interest- Desire- Action) the golden principle of advertising.

Clients of Onex Solutions Pvt. Ltd.





Connect with Onex Solutions Pvt. Ltd.

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ABOUT THE PROJECT:

Project Title : **IMPACT OF DIGITAL MARKETING IN RURAL AND URBAN INDIA**

(With Reference to OneX Solutions Pvt. Ltd.)

This project aims at studying the legacy of marketing in India and its evolution in India . Since marketing is one of the major activity in the tertiary sector and growth in the tertiary sector directly impacts the development of the nation's economy.

With all the changes coming the marketing services in India have changed from time to time and based on various other factors . But in the recent few decades the World has been completely transformed and almost of the work and activities and done on the online virtual interfaces and so has even our marketing changed.

This project will help us to understand the evolution of Marketing Strategies in India and how it has strengthened the Rural and Urban India in different ways.

OBJECTIVE OF THE PROJECT:

To study the :

1. Emergence and Evolution of Digital Marketing as a Marketing Tool
2. Digital Marketing in Rural India and Urban India
3. How did Digital Marketing change the marketing industry.
4. Future of Digital Marketing .
5. Impact of Digital Marketing in India

NEED/ SCOPE OF THE PROJECT:

This will help us to understand the benefits of digital marketing and highlights some of the most effective methods for reaching and engaging customers online. – Digital marketing can be broken down into various digital marketing activities, such as search engine optimization (SEO), social media marketing, content creation, and email marketing. These activities enable your business to reach companies on a global scale and promote your businesses brand in an effective way. Digital marketing also provides the opportunity to leverage businesses with costeffective promotional strategies. With the help of a digital marketing company, businesses can become more visible in search engine results and increase their online presence. Content creation is another key element of digital marketing that helps to build relationships with customers and increase engagement with them.

Digital marketing presents digital marketing as an efficient and profitable way to reach targeted audiences. The main advantage of digital marketing is that it brings efficiency, costeffectiveness and flexibility to small business owners. It enables them to design specific strategies in a measurable way that can be applied to their business. Digital marketing is the preferred strategy for small businesses in the present technological scenario as it provides them with an effective way to reach their target audience at a much lower cost than traditional advertising mediums.

The internet marketing strategies implemented by businesses target consumers and provide them with the best shopping experience. Digital marketing is beneficial for small businesses as it can take them to the next level in their market reach, enabling them to engage their target markets more effectively. Additionally, digital marketing provides consumers with a wide range of options and services that cater to their personal interests. It also offers businesses high adaptability, allowing them to quickly adjust their strategies based on customer feedback and preferences.

Digital marketing allows businesses to effectively market their products and services, allowing interactive marketing. Moreover, it provides the advantage of internet marketing which enables customers to view the products or services of a business before making a purchase decision. Professional internet marketing can help businesses attract more customers by offering them an immersive shopping experience. Digital marketing campaigns are designed to deliver businesses the right message and reach out to their right customers. Targeted digital marketing helps in providing better engagement with the customers and increases brand loyalty. In

comparison to traditional marketing methods, digital marketing offers your business greater exposure, which is essential for success in today's competitive market.

Digital marketing techniques and methods offer several advantages over traditional forms of marketing, such as increased targeting, more cost effective campaigns, and a larger reach. Digital marketing assists brand owners to increase their reach while also keeping their costs down. Digital marketing channels are used to target a specific audience in the right place at the right time. These channels, such as search engines, social media, email campaigns and mobile ads allow businesses to target potential customers with relevant messages in order to generate money and attract more customers. With digital marketing channels you can also increase targeting limitations by targeting customers with specific interests or demographics. Digital marketing also assists businesses in keeping their existing customers engaged through various techniques like loyalty programs, customer service tools and customer engagement campaigns. This helps businesses build relationships with existing customers which leads to increased sales and customer retention.

CHAPTER 2

OVERVIEW OF INTERNSHIP PROJECT

Glimpse:

Digital marketing in India is the use of online advertising and internet marketing strategies to promote a business or product. It involves planning online marketing campaigns, including search engine optimization, social media marketing, email marketing, and others search engine ads. Digital marketing takes place in many different places in India such as through social media, blogs, websites and apps. Many digital marketing agencies offer services such as SEO optimization, PPC campaigns, email campaigns and content strategy. The digital marketing industry in India is rapidly growing with many of the best online companies offering digital services to businesses across the country. As more businesses realize the importance of having an online presence and take up digital services such as web design and development, mobile app development and e-commerce solutions the market place for digital marketers has become much more competitive.

They also provide services like influencer marketing, SEO content marketing, PPC (Pay Per Click) campaigns and digital billboards. With the help of analytics management they can track the results of these campaigns and adjust as required. Moreover, they have expertise in creating multi-channel campaigns which enable them to reach out to a wider audience more efficiently.

Moreover, the leading digital marketing company in India has a team of digital marketing experts who help their clients to design an effective online marketing strategy to make their business grow. They analyse the market research and analytics to create a tailored digital strategy for their clients. The team is dedicated to helping their clients make it core by running campaigns through paid media and using other strategies. .



DIGITAL MARKETING IN INDIA:

India is witnessing a boom in the digital marketing industry, with myriad digital solutions providers popping up in the market. Companies like Tech Mahindra, Microsoft and Digital Vidya are key players in this space, helping companies build strong development teams to build mobile friendly apps and websites. Many marketers have adopted these strategies to incorporate online marketing into their companies' strategies. Through easy access to such platforms, most companies are now populating the Indian market with their products and services. E2M Solutions is another company that provides comprehensive digital marketing services for companies of all sizes.

Indian influencer marketing industry is one of the fastest growing industries in India, and with its help, companies can enhance their marketing strategies. The incredible growth opportunities that come along with digital marketing have helped many businesses realize their business goals. Due to the rapid expansion of internet advertising in India, a report by Deloitte stated that there is an immense potential for companies to realize their needs with digital marketing. The report further highlighted the opportunities for secular growth adoption of digital services and internet sector in India till 2025. Despite technological advancements and advent of the digital era, it is crucial for businesses to understand how they can use social media platforms such as Facebook, Twitter and Instagram to grow their business. This can be done through hiring agencies or experts who specialize in digital marketing services.



MARKETING IN INDIA:

Marketing practices in India have evolved from traditional methods such as email marketing, content marketing and digital marketing channels. The Indian culture and history has a long history of inviting submissions for historical research regarding the use of marketing. It started out with people using various methods to reach potential customers, such as door-to-door sales and local advertising. With the advent of social media, people have been able to increase their reach by using different platforms to market their products and services.

Digital marketing meant that marketers had to deploy the internet and use search engine marketing in order to reach people. This thought process was unheard of in the early times, as traditional practices were used by most marketers. Starting from the early stages of using print media to running advertisements on television, people have seen a gradual evolution over time when it comes to marketing. With the onset of the digital revolution, more and more people are now turning towards social media for their marketing needs.

This has led to an increase in the number of internet marketing businesses that have emerged in India. Companies are now able to tailor their marketing content to explore the Indian business community, and reach out to more potential customers. India got its first attention when Indiamart, a business model started by few people with a need for time, began companies that offer products and services as per the requirements of their consumers. Content marketing has also been increasing significantly over time, with companies using it as a tool to market their products and services. This is helping them gain greater attention and reach out to more people.

In the recent years, India has seen a clear shift in the way it markets its products and services. Making strong online presences is becoming an increasingly important part of Indian businesses. With more and more population scrambling to make a presence online, marketers have been trying to reach their audiences through digital marketing. This trend has been further enhanced due to India making purchases online, internet users increasing in number and highest consumed forms being internet video content. This has led to India becoming a major ecommerce player as well as digital marketing being the default medium for reaching out to people and making them aware of services or products. Companies are now scaling up their infrastructure in order to be able to provide better service with content focusing on mobile content as well.

DIGITAL MARKETING IN RURAL INDIA:

The importance of digital marketing in rural India and how companies are using digital marketing to reach out to consumers. – Digital marketing interventions are being adopted to promote companies' products in rural areas. Mobile marketers have been emphasised as the most effective way to reach out to rural consumers. Companies are aware that rural consumers are not only aware of the marketing aspects but also of the potential of using the internet for buying and selling products. They are also exploring different strategies for penetration and adoption in rural segments, thereby gaining a competitive edge over competitors. Digital marketing is indeed a game changer in these areas, allowing companies to successfully promote their products and services.

Rural India is a huge untapped market with more than 800 million people, and companies need marketers who can target rural audiences. They need to analyse the digital marketing options available to them and initiate digital marketing interventions. Popular apps like Facebook, WhatsApp, and YouTube are being used for reaching out to rural markets, as most of the rural population has access to smartphones with internet connectivity. In order to build awareness

about their products in these areas, marketers need to carefully target age groups and use people's language in order to create an effective communication strategy.

Digital marketing in rural India can help increase brand penetration, allowing marketers to reach out to farmers and villages with their products and services. Digital marketing platforms such as Twitter, YouTube, and video sharing can be used by businesses to get their message across to rural audiences. Social photos and videos of crops generated sales for brands, helping them gain acceptance among rural customers. Moreover, digital marketing in rural India can help farmers become businesses by connecting them directly with customers using the internet. Online specialist marketplaces provide farmers with direct access to potential buyers from across the country or even the globe. This helps them increase their incomes while reducing costs associated with intermediaries between them and the end customer. By leveraging digital marketing tools such as social media campaigns, content creation, search engine optimization (SEO) etc., marketers can create brand awareness among more people in these remote areas and build trust among their target audience.

Digital marketing in rural India is slowly gaining traction, and it could be a great opportunity for marketers to drive India's rural areas. A dependable digital marketing agency can help marketers understand the needs of the rural population and engage them with the right resources. It is important to have a deep understanding of the culture, ecosystem, and behaviour in these areas before launching any digital marketing campaign in order to ensure success. Internet penetration in rural India has grown 45% over the past few years, driving a digital revolution and providing an opportunity for digital marketers to engage with this segment of consumer .

DIGITAL MARKETING IN URBAN INDIA:

The channels that are playing an active role in the development of Digital Marketing industry in India. It mentions that there is growth in social media penetration, and the introduction of various schemes and programs for promoting digitization by the government at reduced cost leads to a substantial rise in the number of internet users in rural parts. – Digital marketing in urban India has become an important tool for the growth and development of businesses. Online advertising in India, digital marketing industries, social media marketing, SEO content marketing are playing a very active role in enhancing communication and sales exposure. Today, India is playing a very important role in the development of digital marketing through multiple channels like SEO, social media, etc. These channels have helped to expand the horizon for businesses and enhance their communication with potential customers.

Urban India has been at the centre of digital marketing growth in India. Social media marketing has seen a tremendous increase in the number of users in Indian cities, and this has driven up the demand for digital services. Many companies have mushroomed that offer digital marketing services such as Facebook advertising, content marketing and website development. This has also introduced few new trends such as consumers looking for brands that are more agile and dynamic. Companies are now offering their customers exclusive digital experiences to connect with them better. Google AdWords is used by many companies to reach out to potential customers across cities, while social media is increasingly used by companies to market their products and services in a cost-effective way.

The internet and digital technology has been the driver of the internet boom in India. According to the Internet and Mobile Association of India (IAMAI), there are 644 million internet users in urban India, which is a huge number considering that India has hitherto not accessed the internet in a big way. This has forced many changes in the way companies market their products and services and has forced the digital ecosystem to grow rapidly. The rapid growth of urban India's internet usage is also slowly leading to an increase in rural India's usage levels.

Digital marketing has changed rural marketing, as the urban versus rural consumer has become increasingly important. Experiential marketing is the only sustainable strategy for almost all marketers in India. Dalveer Singh, author of 'The Digital Thrust in Rural India' believes that digital penetration is essential for marketing brands in a saturated urban market. Instead of a one-way dialogue from factory to consumer, digital marketing enables dialogue factory and strengthens relationships with customers. Digital techniques have allowed companies to further engage with rural consumers and create an environment where they can truly connect with their brands.

Urban India is especially ripe for digital marketing interventions, as it is one of the most connected countries in the world. Companies can use digital marketing to promote their brands and build awareness. Marketers should focus on specific target groups for digital marketing.

Digital Marketing

Strategies Focused on Increasing The Reach & Visibility of Your Business.



INTRODUCTION OF DIGITAL MARKETING IN INDIA:

With a booming digital marketing industry, businesses around India have been able to leverage the power of technology to reach millions of potential customers. With millions of mobile phones and social media users across the country, businesses are becoming increasingly competitive in providing promising opportunities for their products and services. Understanding the importance of digital marketing can help India reach new heights in its growth.

Indian Digital Marketing is one of the prime sectors in India's market economy. With the Digital India program, digital marketing prospects have seen an extraordinary trajectory. In the backdrop of one of the largest populations in the world, it can be said that India has a bright future in digital activity and online marketing. With increasing internet users and mobile phone users, this sector has a promising potential. As per recent research, India is expected to see a surge in its digital marketing sector with an increasing number of users growing predominance.

This will further boost the growth of the digital marketing industry and create incredible opportunities for businesses. To be able to capitalise on this, India needs to focus on having a strong online presence and bettering its digital marketing approach. A major part of digital marketing involves social media marketing, email marketing, search engine marketing and content marketing. Having a strong online presence will help brands reach their target audience more effectively through various channels such as website design, online content creation and development. Additionally, it is important to have an effective strategy in place for internet advertising in order to promote products and services successfully. This can include pay per click ads, banner ads and more. Email marketing is also an important element of digital advertising sector as it helps businesses stay in touch with their customers by sending them promotional emails or newsletters about new products or services. A wellcrafted email design with relevant content can help build customer relationships while also driving sales over time. Content Marketing is another very useful tool which helps companies reach out to potential buyers via articles, blogs or videos related to their products or services.

Through content marketing, brands can establish and enhance their reputation and brand awareness in the market. Brands can also expand interactive content by creating webinars, surveys and polls to engage more potential customers. Additionally, companies should use various internet marketing channels such as search engines, social media networks, email campaigns to promote their products and services. Moreover, companies should use data analysis for understanding their target audience's preferences and interests. This helps them to customize their digital marketing approach accordingly. By providing personalized content or offers based on customer needs, a company can easily improve its brand image as well as

enhance customer experience. Additionally, one must also focus on local SEO techniques that will help expand the reach of their products or services to potential customers in India.

India can become a leader in digital marketing with the right strategies and techniques. India should focus on common digital marketing strategies such as search engine optimization, pay-per-click advertising, social media marketing and email campaigns. Business organizations should comprehend the potential of technology and use it to increase their companies' visibility. India must grasp the technology involved in digital marketing to create career opportunities for its citizens. To increase companies' visibility and sales, they need to invest in strategies like pay-per-click advertising or social media marketing and optimize their SEO content.

EVOLUTION OF DIGITAL MARKETING:

Digital marketing involves traditional marketing strategies, but it also has a greater impact on traditional marketing techniques. Traditional marketing targets customers who already have an interest in the product or service being offered. On the other hand, digital marketing utilizes traditional marketing, but with a focus on online presence and reach. Digital marketing targets potential customers through media affiliate marketing, whereas traditional media is used to reach out to local customers through commercials and ads on local TV channels. The impact of digital marketing on local customers feels more targeted than traditional media because it allows businesses to directly target their audience. This is done by analysing data such as age range, gender, interests and more. It also allows companies to create personalized messages that can be sent directly to their target audience.

Digital marketing is the use of digital channels to reach customers and businesses. This type of marketing gives companies the ability to target specific audiences, as well as reach them in a more efficient manner. Compared to traditional marketing, digital marketing enables businesses to reach a larger audience and use it more efficiently. Traditional marketing depends on limited resources such as newspapers, television, and radio commercials. Digital marketing companies can reach more people and give their customers access to more information about their products or services. Companies are able to use digital marketing audiences in order to target local customers or create campaigns that are aimed at a larger, more diverse audience than traditional marketers could ever hope to grab with traditional media alone.

Social media marketing is one of the most powerful digital marketing tools, allowing businesses to engage with their customers on a more personal level. Social media fits into your digital marketing plan by allowing you to create a marketing strategy that fits social media services and platforms. By creating a strategy for your business, you can understand your options on different social platforms and build your brand, ultimately driving more business and sales. Digital platforms are the most valuable tools in any marketer's toolbox; they provide an effective way to engage with customers, develop a marketing strategy, and create content that will help drive traffic to your website.

Digital marketing is different from traditional marketing in that it allows marketers to identify and target their audience more precisely, making it easier to create content tailored to the needs of their customers. Traditional marketing methods such as advertising, billboards, television advertisements and radio may reach a wider audience but they cannot target specific demographics or individuals. Digital options allow businesses to narrow down their demographic and focus more on individual customers, making it easier for them to identify who they should be targeting with their ads. Television still remains a viable option for many businesses as it allows them to reach a large number of people at once.

However, digital marketing has disrupted the way in which Americans consume information. Social media ads and YouTube videos have become more popular than traditional radio commercials, as they allow for more targeted campaigns that can reach certain demographics. Traditional marketing still resonates with customers and is often combined with digital marketing to amplify successful marketers' results. Additionally, businesses may need to remind their audience of their brand multiple times in order to make an impact, which can be done through digital marketing. Digital media has disrupted the way in which we consume information and it has tried to increase accessibility for businesses of all sizes by providing a different platform to reach potential customers.

FUTURE OF DIGITAL MARKETING :



India is currently the second largest internet business in the world and digital marketing has become an integral part of it. With the help of digital marketing, Indian businesses have been able to reach new heights and increase their current value. According to a recent Goldman Sachs report, India has a huge opportunity to grow its digital advertising market in the coming years. Digital marketing provides a promising opportunity for businesses across India. It allows them to define their newest technology and reach future scope with ease. Digital marketing can be used to set future goals, determine customer behavior and provide better services based on current trends. It also provides companies with detailed analytics that help them target potential customers more accurately than ever before.

Today, India is a tech-savvy nation and its internet user base is growing rapidly. This has made digital marketing a powerful tool for businesses to reach their target audience. Social media marketing, SEO content marketing, and sales exposure are some of the main areas where digital marketing agencies place their efforts in India. By utilizing these channels like SEO, companies can enhance their communication with customers and increase their sales exposure. With the growing population of India, there is no doubt that digital marketing has very good prospects in the coming years. It will play a very important role in helping companies promote their products and services to a larger audience.

The use of online marketing to reach potential customers, competitors, and businesses is becoming more and more important. Companies need to understand how to use effective digital marketing strategies in order to meet the market expectations of their consumers. The various digital channels and platforms available today have made it easier for companies to reach a larger audience. Businesses continue to need new ways and channels to keep up with the ever changing consumer needs.

Future of digital marketing in India is looking bright as businesses look to let digital marketing solutions take their business to the next level. It is the most effective way for your business to engage with your target market and create an online presence. Various social media platforms such as Facebook, Instagram, Twitter, YouTube and LinkedIn are being leveraged by businesses to reach out to their customer base in a seamless manner and go reach every corner of the world. The current day consumer expects businesses to be on the digital bandwagon in order to survive. Digital marketing provides you with the most result oriented fashion and helps you reach out a large audience who are ready to embrace your brand.

In the recent years, India has seen a huge digital marketing growth, which allows businesses to reach out to their target audience through various digital channels. It finds not only businesses but also entrepreneurs and small businesses who are looking for ways to build their companies and become successful. Digital marketing has become an essential aspect of today's businesses as it helps them comprehend the potential of technology and grasp it to grow in the sector. This has enabled them to allow marketing messages through various digital channels, which allow them to reach out to their targeted audience. The future of digital marketing in India looks very promising as it will allow businesses and candidates alike to reap the benefits of this field while providing more job opportunities in this sector.

LIMITATIONS TO DIGITAL MARKETING:

Digital marketing is an effective way to increase online digital marketing campaigns and can be used to personalize content across various online platforms to promote products and your brand. Platforms like digital technologies, content direct campaigns and your customers help you create a unique experience for customers, bringing them closer to your company brand, products and services. The main advantage of this type of marketing is that it allows you to create a unique customer experience by creating personalized content that is tailored specifically for each customer.

Digital marketing can be used to reach business companies' targeted audiences in a much more cost-effective and measurable way than traditional marketing. It also saves businesses a lot of money by employing digital internet marketing instead of print, radio and television. Digital marketing is also able to reach more people in a shorter amount of time, which makes it an even more attractive option for businesses.

Targeted digital marketing becomes an effective promotional strategy as it allows companies to reach the right customers. This type of digital marketing campaign is used to reach worldwide market which can be done at a much lower cost and in less time than traditional marketing methods. Digital advertising and marketing campaigns also become more effective as marketers are able to reach the right user with their message.

Online digital marketing helps organizations reach their target audience faster and more effectively than ever. Through this, organizations can gain a competitive edge in the global competition by engaging with the right people at the right time. Digital marketing also helps marketers target the right audience and reach them more efficiently. This can help organizations better understand their consumers and deliver their message to the right people.

As online marketing grows, digital marketers need to find new ways to reach their audiences. Digital marketing includes using digital marketers, websites, social media and mobile apps to reach brands and customers. Personalization has become increasingly important for businesses and brands as consumers are investing more time in researching products before investing their

money. Additionally, with the internet and technological devices, media has become an increasingly important advantage for businesses. Watching videos or viewing other content on a brand's website can help establish trust between the business and its customers.

However, digital marketing also presents online advertising and campaigns through social media sites that can wreak havoc on a company's marketing budget. It can also be difficult to measure the results of these efforts, which can be a drawback. Additionally, attempting to copy competitors' advertising methods in order to reach a large market may not work as well as expected. This could lead to costly losses for the company.

Digital marketing is no different. In order to help digital technologies and create successful marketing campaigns, it is important to establish a stronger digital identity and reach the right audiences. This requires the right knowledge of internet marketing to help marketers handle digital tools in order to get the most out of their marketing dollars. Having the right tools can improve efficiency and help campaigns increase sales. People who are involved with digital marketing need certain skills, tools, and techniques in order to be successful.

A digital marketing strategy is key to reach a targeted audience and to make sure that you are content-customized for marketing. It is important for businesses to help personalize content in order to create a relationship with their customers. This will help them reach a broader audience that may not have been exposed to the business before. With audience help, it is possible to target an exact group of people in order to make your efficiency and profitability higher than your competitors. Digital techniques such as social media, email campaigns, search engine optimization, and more can bring efficiency while still being able to remain mass market friendly.

Limitations to digital marketing include the ability to personalize your marketing, or create individual marketing strategies for each customer. It also helps social media marketing by allowing it to target specific audiences and demographics with content advertisements and create custom audiences. This allows companies to modify the customer's sales experience and help brand leverage. Digital marketing also allows individual branding campaigns as well as addressing consumers through website and social media platforms, which helps create personalized content. The ability to target ads to specific audiences demographics can help in leveraging sales through personalized content, ultimately creating a more individualized approach rather than a mass market one.

Digital marketing provides businesses with the ability to target campaigns and promotions to specific customers, giving digital marketing a leg up over traditional methods of advertising. Digital marketing can provide businesses with the ability to create customer engaging posts and promotional offers, thus helping brands target customers more effectively. By creating brand loyalty, these strategies help a brand cater to individual needs and gain customers' attention. It also helps in addressing customers individually by personalizing their experience and through post social media content tailored to their individual needs. For example, if a company is selling shoes, they can use digital marketing tools such as targeted ads or email campaigns with promotional offers for each customer segment for different shoe

sizes or types. This gives consumers an incentive that is tailored to their individual needs, rather than a massmarket promotion that may not be relevant to them personally. In conclusion, digital marketing provides businesses with powerful tools that can help in targeting specific customers through personalized content while creating brand loyalty. This approach gives companies the ability to address each customer individually by providing promotions tailored towards them and posting social media content that attracts their attention.

Measuring your online marketing can be done through web analytics, tools other online metrics and client response. Making marketing automation tools, as well as digital analytical tools to monitor marketing campaigns success and measure results are the key to successful online marketing. By tracking your campaigns communications and measuring the response of your customers, you can gain valuable insights into how effective your campaigns are in terms of achieving measurable results.

Digital marketing helps conventional marketing to reach a wider audience and can be applied to traditional marketing methods. It includes online marketing, internet marketing and digital media campaigns. A digital marketing campaign is used to create awareness and selling products or services online. There are so many advantages of using this type of strategy compared with one side online advertising, such as being able to target specific groups of customers by planning suitable tactics and strategies. Even though considered internet-based, there is still the need for traditional tactics in order to spread awareness among customers.

Digital marketing can be a great source to help potential customers find your business and increase your campaigns ROI. However, it is important to remember that majority of customers still rely on traditional sources of information gathering.



LIMITATIONS IN INDIA:

Digital internet marketing has become increasingly popular in India as businesses look to expand their reach and tap into new potential customers. Digital marketing helps organizations create more creative online advertising campaigns that target specific audiences, compared to traditional marketing. However, there are some limitations when it comes to digital marketing in India which can hinder a brand's success using digital channels. Firstly, there is limited access to the Internet for certain parts of the population which limits the ability for a brand to reach its targeted audience. Secondly, certain areas such as rural areas may not have access to reliable Internet speeds which again reduces the effectiveness of digital advertising campaigns.

Digital marketing in India simplifies the process of online marketing, enabling companies to reach their target audience in a personalized manner. It provides customized marketing techniques and personalized content that can help reach the right audience. This is one of its main advantages, as it makes direct campaigning easier and more effective. Through digital campaigns, businesses can target their desired audiences more effectively than traditional methods, as digital campaigns are tailored according to the customer's preferences. However, there are certain limitations associated with digital marketing in India. For example, customers may be wary of sharing personal information on websites due to privacy concerns which may prevent them from engaging with your brand in a personalized manner.

Several digital marketing techniques can be used to market a business in India, but each has its own limitations. Digital marketing campaigns are not always able to capture the attention of customers, as traditional marketing methods such as print ads and radio may have more influence. Additionally, customers may be unaware of relevant brands or have difficulty finding them online due to their location or other factors. To reach the right customers with the right message requires an understanding of customer requirements and preferences and selecting a target audience accordingly. Despite these limitations, digital marketing is still an attractive option due to its lower costs compared to traditional methods. Campaigns can be tailored specifically for the targeted audience at relatively low costs which helps maximize ROI for businesses in India.

However, there are certain limitations to digital marketing in India such as piracy, competitors and the limited reach of online digital advertising. It is difficult for brands to promote their products using traditional advertising methods. Companies cannot rely solely on online marketing and advertising techniques without considering their disadvantage.

Digital marketing channels are limited in India due to the varying preferences of individual customers. Hence, the brand leverage that can be achieved from one-to-one marketing is not possible. Moreover, it is difficult for brand owners to identify and target their audience effectively as many Indian consumers prefer traditional forms of advertising such as print and television ads. Additionally, a variety of effective tactics such as email campaigns, online banners and social media engagement may not be applicable when trying to reach a large number of potential customers in India. Furthermore, reputed brands must invest significantly more resources into digital marketing than they would with traditional methods in order to successfully reach potential buyers on an individual level and meet their individual needs in a measurable way. This increases costs associated with digital channels while also requiring companies to constantly update their technology in order to keep up with changing trends and consumer behaviour in the market.

CHAPTER-3

SELECTION AND TRAINING

SELECTION AND TRAINING:

SELECTION:

I was selected through the campus internship drive

My interview was conducted by the HR manager of OneX Solutions It was a telephonic interview.

Miss Shreyashi Ghosh madam.

Then I was successfully shortlisted and selected for the internship.

Joining Date : 14-06-2021

Completion Date : 31-08-2021

General Selection Process:

- Application.
- Screening & pre-selection.
- Interview.
- Assessment.
- References and background check.
- Decision.
- Job offer & contract.

These are the basic steps of selection process the HR department of the company carries out to employee the and recruit people on various posts of the firm .

MY ROLE:

I was appointed as a Digital Marketing Intern.

- There I was assigned the work to promote the digital marketing services provided by the company.
- To use the different social media marketing services.
- Collect quantitative and qualitative data for human resource marketing
- Promotion of the company on social media handles.
- Feedback from different customers to improve the services provided by the company.
- Design some social media content for the company.
- Provide and discuss the techniques to target the right customers.

TRAINING:

Soon after the selection I was given continuous training which included the following:

1. Week 1:-

I was given the tasks to promote the company and company's profile on different social media handles and platforms, like giving reviews , following the company's official website page , social media accounts etc .

The screenshot shows a mobile application interface for writing a review. At the top, the app title is 'Onex Solutions Pvt Ltd...' with the URL 'justdial.com'. Below this, the page is titled 'Write A Review'. The review is for 'Onex Solutions Pvt Ltd' located in 'Salt Lake City Sector 5'. The review form consists of five categories, each with a 5-star rating system (represented by orange star icons):

- Overall (5)
- Description
- Quality
- Ship Out Time
- Value

Below the ratings is a section labeled 'Gauri' with a text input field containing '491 Mobile No.'. There is a 'Write review' button on the right side of this section. At the bottom of the form is a large blue button labeled 'SUBMIT'.

2. Week 2

The actual training phase started where I was given theoretical knowledge about digital marketing this included all the basic information from studying different types of marketing practices and services provided to the advanced once followed in the industry.

All these sessions took place on the digital interfaces like zoom meetings there all the interns were supposed to join in the meeting and the experts used to teach and train.

OneX Solutions

WHAT
IS
Quora

Quora is a place to gain and share knowledge. It's a platform to ask questions and connect with people who contribute unique insights and quality answers.

DOST 4 SME

3.Week 3

In the third week of the internship the task assigning was started. The interns were segregated according to their interests in the various fields and the tasks were given to them . Wherein I was assigned the task of:

- Market Research
- Data collection
- Entering the data
- Sorting
- Contacting
- Pitching
- Taking reviews
- Reporting

And the cycle of this process kept on .

1.In the market research I was delegated the task of browsing the customer company's details .

2.The data collection tasks involved the work of researching on different sources and collecting the data available. This data generally used to be secondary data available on different websites and browsers.

3. The company had appointed a HR head (team manager) to supervise us the team manager used to provide us the master file of the company where all the data which was collected was to be input .

4.Sorting involved the separation of different data collected accordingly to the company's need and preferences , this was very essential to sort out the potential customers.

We were given daily targets for completion:

Example: 100-150 companies a day or 500 companies a week etc.

5.Here the company whose data was collected is taken from the data sheet and the contacting starts like messaging using apps or sending mails about the company's services to the customer company etc .

6. Pitching involves directly calling the potential customers of the Digital Marketing Services telling them about the services provided by OneX Solutions and explaining them about its benefits to them .

GROUP POSTING:

JOIN 5 GROUPS OF JOB, 5 GROUP OF BUSINESS

01 FIND LOCATION WISE GROUPS

- Recruiting DOST4SME
- Business Lead generation for Dost4sme

02 FIND BUSINESS GROUPS

- Business Leads for Onex

03 POSTING OF CONTENT USING HASHTAG

Post content and creatives using hashtags

- For DOST4SME Related posting- #dost4smeonex
- For ONEX related postings- #onexsolutionsinnovationmedia



YOUR TASK

- GROUP POSTINGS
- COLD DM'S

OneX[→]Solutions

4. Week 4:

Here the advanced training of the interns started this involved specific and to the point study of the subjects. Various meetings were conducted and training was given.



Here we were trained to use the special apps and programs used by the company to provide services, the were confidential to the company's work

SEARCH ENGINE OPTIMIZATION

Good search engine optimization involves optimizing website elements such as page SEO, meta descriptions and URLs in order to appear higher in search results and drive website traffic. The goal of optimization SEO is to improve your brand reputation and boost your SERP ranking. To do this, start by using optimal URLs that include keywords relevant to the content of your web page. Additionally, you should add keywords to your meta descriptions, which are used as resource locators for SERPs. Finally, the process of optimizing a web page for search engines also includes something called URL optimization which helps boost your SERP ranking by making sure the URL is structured correctly.

This includes adding relevant keywords to the URL, making sure the URL is short and descriptive, and ensuring that the keyword phrase appears in the URL. Additionally, it is important to use descriptive text when creating your meta tags and titles as this will help improve relevancy of your website in search engine rankings. Lastly, optimizing a site for multiple keyword phrases by creating separate web pages for each keyword phrase can also help to boost your SERP ranking. Link building is another important part of SEO that can help to boost links coming into your website from other sites on the web.

This helps to increase your page rank in the search engine results pages (SERPs) and can improve your chances of being found by potential customers. Additionally, it's important to check your rank in the SERPs for your target keywords regularly so you can ensure that you're still ranking high. You can also use black hat SEO techniques to increase your pages on search engines, but this should be done with caution since it can result in penalties from the search engines. Utilizing services such as affiliate sites and social media platforms is another way to receive more visitors to your website.

Search engine optimization (SEO) is a process of optimizing websites and their technical configuration towards user search queries to rank your page higher on the search engine result pages (SERPs). SEO means search engine optimization, which helps you attract more user clicks. This means that when users type in relevant targeted queries, your site will be ranked higher than other search engines. Link popularity is another factor that determines how well your site ranks in the SERPs. It is important to understand how link popularity works, as it will help you rank your page higher in the SERPs. Additionally, it is also important to understand how other search engines rank its pages in order to optimize your website for better visibility and ranking.

You can use searchers to identify certain keywords and phrases which are used by other search engines to determine the relevance of your website. This can help you improve your sites SEO, as well as create new content which is more likely to be picked up by the search engines. Furthermore, it is also important to ensure that all key pages are properly linked in order for the search engine to give your website a higher ranking.

#SOCIAL MEDIA MARKETING:

Social media marketing is an essential direct marketing tool that can be used to effectively engage with customers, drive website traffic and increase sales. It involves creating content for various social media platforms and leveraging the influence of social media personalities. Through public relations, businesses can use social media to create awareness of their brand, engage with customers in conversations, build relationships and increase sales. By creating content and optimizing it for different platforms, businesses can create engaging posts that will drive more traffic and boost engagement on their website. Social media provides a great opportunity for businesses to generate leads and build relationships with potential customers which ultimately leads to increased sales.

It has become an integral part of modern marketing strategies, with many businesses utilizing social media today to reach their target audiences. Social networks allow users to easily connect and interact with one another, and this provides a great platform for businesses to help detect market opportunities. Through social media, businesses can monitor customer voices and gain valuable insight into consumer behavior in order to optimize their campaigns for maximum effectiveness. Social media can also provide a great way for businesses to gain valuable market intelligence by tracking the conversations taking place on different networks. This data can be used to evaluate trends, detect potential opportunities, and create more effective marketing strategies. In addition, it helps build brand awareness as well as engage potential customers through interactions such as likes and shares which ultimately leads to increased traffic on the business's website or blog. Ultimately, social media is an invaluable tool that helps many businesses today maximize their online presence while getting insights into customer behavior that would otherwise be impossible without it.

Social media marketing is the practice of leveraging various social networks to promote a product or service and connect with potential customers. Sprouts Analytics is a popular analytics dashboard that provides businesses with valuable insights into their audience, website traffic, and social visitors. With this data, companies can determine which social networks are best for their business growth and target the right ones to maximize their reach. Additionally, Sprouts Analytics enables businesses to track key metrics related to their social posts such as likes, shares, comments etc., so that they can understand how successful their campaigns are and make adjustments accordingly. In conclusion, by using Sprouts Analytics for social media marketing purposes businesses can gain valuable insights into customer behavior while optimizing campaigns on the right networks for maximum reach and business growth.

Social media marketing involves creating and managing social media profiles, running social media advertisements, crafting digital marketing campaigns and leveraging disruptive advertising. An advertising agency can offer a comprehensive strategy for SMM that includes targeting the right audiences on the most relevant networks to ensure maximum engagement. Profiles are built on a variety of platforms including Twitter, Instagram and Facebook in order

to expand reach potential. Social media networks play an important role in internet marketing as well as other forms of traditional advertising such as print, radio and television.

A media marketing strategy is important for businesses to reach their target audience. The promotions manager works closely with advertising agencies to develop effective media strategies and plans. Profitable social media campaigns require careful planning and implementation of both organic and paid advertising methods. Advertising agencies can help businesses choose the best platforms to utilize based on their target audience, budget, and objectives. Successful public relations efforts often involve incorporating multiple social media platforms into a comprehensive campaign including blogs, Twitter, Facebook, LinkedIn, YouTube and more. Knowing which social networks are best for reaching your desired demographic is key for creating successful campaigns that will generate leads as well as measure ROI on your investments in social media marketing.



WHAT IS SOCIAL MEDIA MARKETING?

Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic.

OneX Solutions



CHAPTER 4

Learning and Suggestions

LEARNING:

⇒ How to improve Digital Marketing in India.

India is one of the fastest growing markets for digital marketing, so it's important to have a good strategy in place to make sure you're taking advantage of the opportunity. To improve digital marketing in India, businesses need to focus on online advertising and various digital marketing strategies. This includes tips such as optimizing SEO for local searches, utilizing social media platforms for promotion, and leveraging PPC campaigns through search engines. Additionally, businesses should look into other channels like email marketing and mobile advertising as these are becoming increasingly popular in the Indian market. By using a combination of these techniques and understanding how they fit into your overall strategy, you can create an effective plan that will help you reach more customers in India.

To do this, brands must employ effective digital marketing practices such as content marketing, social media marketing and email campaigns to reach their right audience. With the popularity of digital platforms in India, it has become a popular choice for businesses to generate leads and increase brand awareness. Statistics indicate that digital marketing delivers satisfying results when done correctly. Therefore, having an effective channel strategy is essential in order to maximize the effectiveness of the promotion. Having a well-defined marketing strategy, which includes digital media strategies, content marketing and growth marketing, is critical to ensure that the company's digital future is successful. Furthermore, this will help increase traffic to the organizations online presence and target their audience more accurately. Moreover, having an active social presence with effective campaigns can help generate conversions. India has seen several startups and companies investing in digital marketing strategies to get ahead of the competition. To improve digital marketing in India, it is essential to have an effective growth marketing strategy. This strategy should include objectives, efforts and tactics that will help boost visibility, engagement and ROI. Content Marketing can be used to create online guides and tutorials related to products or services offered by the company. Social media campaigns can also be used for a better reach among target customers. Additionally, using tools such as Google Analytics for datadriven insights into customer behavior can help optimize marketing efforts further.

The key to improving digital marketing in India is to focus on the fundamentals of digital marketing. This includes creating an online presence through search engine optimization (SEO) and website designing, as well as developing an online reputation through social media campaigns and media marketing.

• **SUGGESTIONS:**

⇒ **How to develop Digital Marketing in Rural India: for more productivity;**

Digital marketing can be helpful in reaching a larger audience, but there are also challenges to consider. – In rural areas, these challenges are even greater. This paper explores the potential for digital marketing interventions in rural areas and how businesses can best take advantage of it. It describes the current scenario of digital marketing in rural segments and explores the challenges and opportunities that companies are facing. The most important advantage of digital marketing interventions is its ability to reach a larger audience than traditional means.

This helps rural businesses extend their reach and customer base beyond local areas. Digital marketing enables businesses to target a specific audience, providing direct access to potential customers. It also helps rural businesses to measure the success of their marketing efforts and the return on investment (ROI). This allows them to optimise their digital marketing strategies for maximum impact. Internet marketing can also assist rural businesses by enhancing their visibility and helping them become more visible in an increasingly competitive market. Digital marketing can further help these organisations by extending their consumer base, as well as attracting rural tourists who may be interested in specific products or services.

Companies can develop rural talent by utilizing digital marketing efforts to reach rural audiences. Digital marketing can abound in the form of video and photo production, blogging, and social media campaigns that are tailored to the events, lifestyle, and genuine emotions of rural areas. Making an effort to understand the unique characteristics and needs of a region is essential in order to create the best marketing strategies for success.

To ensure rural areas are included in marketing strategies, research of rural community members is necessary. Informed marketing strategies can then be developed by looking at the purchasing needs and interests of rural populations. Organizations can improve their connection with consumers by customizing

their marketing strategies to target the specific audience in that region. Providers and suppliers should also take into account the needs of other regions when considering their own strategy. It is important for organizations to recognize that different regions have different needs when it comes to marketing and they should tailor their approach accordingly. By researching and understanding the demographics, purchasing habits, and preferences of rural community members, organizations can improve their connection with rural populations and better meet their needs.

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- Vector Stock images