

# **INTERNSHIP PROJECT REPORT**

Academic Year 2022-2023

## **“THE SIGNIFICANCE OF GRAPHIC DESIGNER IN PROMOTION OF A BUSINESS”**

**SUBMITTED BY:**

**PRAJWALK PRAKASH KOHALE**

B.com (Honours) VI Semester

**PROJECT GUIDE:**

**PROF. SAKSHEE AHLUWALIA**



Shiksha Mandal, Wardha's

**G.S. College of Commerce & Economics**

**Nagpur**

NAAC Accredited 'A' Grade Autonomous Institution



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](mailto:gscollegenagpur@rediffmail.com) | Website : [www.gscen.shikshamandal.org](http://www.gscen.shikshamandal.org) | Phone : 2531760

## CERTIFICATE

This is to certify that the said internship project report titled  
“The significance of graphics designer in promotion of a business” has  
been completed & submitted by **Mr. Prajwal Prakash Kohale** 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 Prof. Sakshee  
Ahluwalia

Date: 12-04-2023

Place: Nagpur



*Sakshee Ahluwalia*

Prof. Sakshee Ahluwalia  
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.



## ACKNOWLEDGEMENT

---

First and foremost, I would like to express my sincere gratitude to the Principal, Dr. S.S. Kathaleyof G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship OneX Solutions. I am grateful to Ms. Huma Parveen, HR OneX Solutions for considering me for the internship in the esteemed organisation.

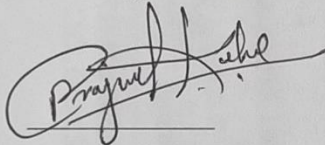
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to OneX Solutions for giving me an exposure to learn and grow on a platform.

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. Sakshee Ahluwalia, 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 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: PRAJWAL KOHALE

Enrolment no. 20213008015018

Mobile no. 7030019454

Email: [prajwalkohalep21@gmail.com](mailto:prajwalkohalep21@gmail.com)

| <b>CHAPTERS</b> | <b>TABLE OF CONTENT</b>   | <b>PAGE NUMBER</b> |
|-----------------|---|--------------------|
| <b>1</b>        | <b>COMPANY PROFILE</b><br>1.1 ABOUT COMPANY<br>1.2 BASIC DETAIL OF COMPANY<br>1.3 MAJOR CLIENTS   | <b>2</b>           |
| <b>2</b>        | <b>INTRODUCTION</b><br>2.1 DIGITAL MARKETING<br>2.2 GRAPHIC DESIGN<br>2.3 GRAPHIC DESIGNER  | <b>6</b>           |
| <b>3</b>        | <b>THE SIGNIFICANCE OF GRAPHIC DESIGNER IN PROMOTION OF A BUSINESS</b><br>3.1 OVERVIEW<br>3.2 DIGITAL MARKETING<br>3.2.1 DEFINITION<br>3.2.2 HISTORY<br>3.2.3 TOOLS<br>3.2.4 SIGNIFICANCE<br>3.2.5 LIMITATIONS<br>3.3 GRAPHIC DESIGN<br>3.3.1 DEFINITION<br>3.3.2 HISTORY<br>3.3.3 TOOLS<br>3.3.4 TYPES<br>3.3.5 SIGNIFICANCE<br>3.3.6 LIMITATIONS<br>3.4 GRAPHIC DESIGNER<br>3.4.1 DEFINITION OF<br>3.4.2 TASKS<br>3.4.3 ROLE<br>3.4.4 QUALITIES<br>3.4.5 TYPES<br>3.4.6 HOW TO LEARN<br>3.4.7 INSTITUTIONS<br>3.4.8 SCOPE<br>3.5 MY ROLE IN THE COMPANY<br>3.6 WEEKLY TASKS | <b>13</b>          |
| <b>4</b>        | <b>CONCLUSION</b>   | <b>54</b>          |
| <b>5</b>        | <b>SUGGESTIONS</b>  | <b>57</b>          |
| <b>6</b>        | <b>BIBLIOGRAPHY</b>   | <b>64</b>          |

# **1. COMPANY PROFILE**

# **1. COMPANY PROFILE**



## **1.1 ABOUT COMPANY**

Onex Solutions is a digital marketing agency based in Kolkata, West Bengal. The main focus is to provide best digital marketing services to their clients. Onex Solution design, plan and implement innovative mobile marketing services. The basic services include SMS marketing, E- marketing, Voice Calls, Long Code and Short Code. Along with all these, Onex also provide online promotional services like SEO, paid services like PPC, Social Media Marketing and Web Design services. During the tenure of last seven years, ONEX have been associated with a number of prestigious clients all across the country

## **1.2 BASIC DETAILS**

Founder: Mr. Dipak h. Agarwal

Location: Kolkata

Products:

- SMS
- e-mail marketing
- Voice call marketing
- Social media marketing
- Notification

Target market:

- b2b
- b2c

### **1.3 MAJOR CLIENTS:**

- Real estate
- Retail
- Healthcare
- Recruitment
- FMCG
- Brand
- Shopping mall
- Radio channel
- E-commerce
- Startup
- Event
- Restaurant
- Media & entertainment
- Travel & tourism
- Education
- Automobile



# OneX Solutions

## CERTIFICATE OF INTERNSHIP

This is to certify that Mr Prajwal kohale has worked as a Digital Marketing intern from 14.06.2021 to 25.08.2021. He showed vehement efforts and contributed and taken part in various marketing campaigns provided by onex Solutions. We found him to be diligent and disciplined and wish him all the best for his future endeavour

**Onex Solutions Pvt. Ltd.**



Director

**DIPAK H AGARWAL**  
FOUNDER & CEO, Onex Solutions





## **2- INTRODUCTION**

## **2. INTRODUCTION**

### **2.1 DIGITAL MARKETING**

This article covers the basics of digital marketing, which is the use of online media and the internet to connect with consumers. Digital marketing includes advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Digital marketing is a broad field that includes attracting customers via email, content marketing, search platforms, social media, and more. - Digital marketing refers to advertising for a brand using the internet and other channels, such as desktop/laptop computers, mobile devices, social media, search engines, websites, social media and email. Digital marketing is any marketing initiative that leverages online media and the internet or other forms of digital communication. Digital marketing is often called digital advertising because it is used to reach consumers on connected devices (mobile phones), social media and search engines (websites) on any computer or mobile device. It may also be called digital communication when brands advertise directly to potential customers through digital channels.

Digital marketing includes not only email but also social media, web-based advertising (Google AdWords), video, text, multimedia messages and more. General term for the broad field of electronic technology that uses digital technologies to connect with customers via email, social media and/or online customer communities and webinars. Email Marketing is an effort used by a company to attract new customers through efforts like email content marketing, search platforms or social media text or multimedia messages (including email). Geolocation and mobile marketing are other marketing channel.

Display marketing, PPC advertising and Internet marketing are the three main digital marketing channels. Display advertising marketer display relevant advertising on third party sites. Digital marketing is a component of online and offline components of marketing. Advertising enables marketers to reach more prospects than ever before. Whereas digital media is the video game that you play on smartphone or tablet, digital technologies can be any computer, mobile devices, desktop computers or mobile phones or other digital media

platforms such as video game, mobile apps and smartphone app that allow you to take your subway platform to promote products or services.

The role of phones in your marketing strategy is quite important. Emails, phone based advertising and mobile apps can help you reach customers and promote companies to large, diverse audiences. Furthermore, phone and e-mail based advertising is a particularly important task for businesses to ensure their marketing efforts are effective. In this end goal, companies should not just promote but also convert the highest quality of customers as quickly as possible. With this in mind, you need to focus on your salespeople who are responsible for targeting customers through traditional marketing such as television commercials and radio spots and create inbound leads from websites that allow them to spend their time on your website rather than calling you on the phone.

The good news is that you are a marketer, so you can easily persuade your colleagues and clients to take advantage of digital channels. Using these strategies above, you can offer the product or service you want them to buy. This guide will help you walk through one of the most powerful reasons for transforming your marketing into a digital world by building a brand. Creating a digital strategy brings more potential customers online and provides you with an online advertising presence that provides great customer experience and fills up more potential customers through providing a great customer experience.

So, using digital media is not just about the content itself but also in terms of the analysis that has been done to make sense of how consumers expect to interact with brands and what ways they should do it. Digital marketing has become more important because people are increasingly using digital media to communicate with each other. This can be beneficial for both prospects and customers as well as enhance their preferences in these various new communication channels. It goes back to the decades back when digital content marketing was first being explored.

Email marketing campaigns allow organizations to stay in touch with prospects and customers through their customized newsletters. Many digital marketers create customer acquisition funnels that incorporate email lists along with promoted tweets, offers and more. Marketing incorporates all of these digital marketing channels, sending prospects and customers tailored information via email ads, email results, and more. Email marketing is the easiest of all to

track because it includes search result ads, which can be tracked easily. Additionally, it allows for customer feedback - a two-way interaction between a company and its customer that leads to a rise in past shopping history and brand engagements.

Marketers use social media and digital content to build their brand and attract their target customers. Some of the popular marketing teams that use online content include videos and gifs on their websites, as well as providing assets such as e-books, webinars or e-newsletters. Companies can also use social media to encourage prospects to visit their websites by providing links on Twitter or Facebook. Digital inbound tactics are one of the most effective ways for companies to promote themselves over the internet. Marketing teams can leverage short message services (SMS) that are free for marketers and all jargons are in English, such as SMS, text, multimedia messages (MMS), or video calls through WhatsApp or iMessage.

Phone marketing is part of multichannel marketing communications (MMC), and consumers are on the phones more often than ever. In digital marketing strategies, online and offline ways to market your products are integrated with traditional marketing techniques. Nonlinear digital marketing is a type of strategy that combines both traditional and non-traditional media with digital techniques. With a smartphone users have access to multiple online channels - such as print, television, radio advertising - along with internet connection for reaching prospective customers across all platforms.

To attract people, businesses have to understand their behaviour through various customer touchpoints. Potential customers can contact you via email or by requesting your products directly from your website design. You then collect customer data from the consumer to classify their preferences and your potential customers. When this is done, it will be used for email marketing and for being able to present yourself as a company or your brand across all marketing efforts. The first point is that people become customers of a business because they like what you are offering at the price point that they are willing to pay for it.

## **2.2 Graphic Design**

Graphic design is a creative process that combines art and technology to communicate ideas. It encompasses a range of applications and techniques, including typography, image manipulation, animation, photography and illustration. Graphic designers collaborate with graphic artists to create impactful designs to solve users' problems. Marketers, art directors, writers and editors all use graphic artists to create products for their brands campaigns. Typographical wisdom is essential when creating campaigns that are memorable and visually appealing. Managers and marketers use a combination of media techniques in conjunction with opposition of elements in the same way as UX designers would do in order to solve certain problems or enhance a product.

Graphic design involves web design, which focuses on creating layouts and typography accompanying artwork. Graphic designers work to carefully select typography and photography to produce great visuals for websites, publications, editors, and publishers. Design also involves planning and selecting the right typography, including photography, and applying color theory principles. Craftsmanship is key in setting a certain level of structure in order to create the desired effect within a layout. Additionally, there are specialized skills needed when working with photos and photography in order to build an appealing appearance for any publication or website.

Graphic design is used to include information design, develop brand identity, include data visualization and advertising. It is used to sell products and create a branding for businesses. Graphic designers use programs such as Adobe Illustrator, Photoshop and InDesign to create visually compelling presentations. Infographics are also used to convey complicated information in a digestible way. Companies may also use graphic design on websites or product labels to develop an identity or form data into an easily conveyable message. Other things that graphic designers may be involved in include brochures, logos, web graphics and motion graphics.

There are many graphic design projects that a graphic designer can work on. Graphic design work is all about creating thoughtful compositions that is used for different purposes like advertisements, improved presentation of information or visual information. Graphic

designers can also be involved in creating advertisements and logos, as well as using artistic expression to create a critical thinking exercise or scientific journals. News reporting and other commercial purposes also use graphic design to illustrate opinion facts in various contexts. Because of the competition among graphic designers, originality and retaining a sense of conventions is key when it comes to means of composition.

### **2.3 Graphic designer**

A graphic designer is someone who uses design elements and images to create eye catching visuals. They often use programs such as Photoshop, Illustrator, and QuarkXpress to create stunning visuals. They also have the skills needed to gather layout documents, import graphics and text, use package functions, and create press-ready PDFs. Multimedia designers also produce training materials and work closely with technology consultancy firms such as Booz & Company. A good designer should think outside of the box when it comes to using new technologies in order to create something unique for a client or company. For example, if a designer were tasked with producing a commercial printing job for a company, they might utilize their knowledge of fonts and images within Adobe Creative Suite to produce something truly special for the client. Designer Alan is an excellent example of how great design can be used by companies in order to achieve their goals.

The job description for a graphic designer includes using various software such as Photoshop, InDesign, and Illustrator to create unique design elements. Past graphic designers have helped spark creative work by discovering additional ideas and sparking new ones. Your marketing team may want candidates who can help create conversations with the use of their products and services. For example, if your project is to generate leads for similar products, a graphic designer can help by creating design elements that will help users want to use your products.

### **3. THE SIGNIFICANCE OF GRAPHIC DESIGNER IN PROMOTION OF A BUSINESS**



# **THE SIGNIFICANCE OF GRAPHIC DESIGNER IN PROMOTION OF A BUSINESS**

## **3.1 OVERVIEW**

GRAPHIC DESIGNERS are the individuals who undertakes the activity of designing the GRAPHIC DESIGNS which is the part of DIGITAL MARKETING and DIGITAL MARKETING is a much wider concept. So before understanding anything about GRAPHIC DESIGNER it is very important to understand what DIGITAL MARKETING and GRAPHIC DESIGN is.

## **3.2 DIGITAL MARKETING**

### **3.2.1 Digital Marketing Definition**

Digital marketing refers to the promotion of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. It encompasses a wide range of tactics, such as search engine optimization (SEO), social media marketing, email marketing, and online advertising to reach and engage with target customers. The aim of digital marketing is to build brand awareness and drive engagement, leads and sales through a combination of various digital channels.



### **3.2.2 History of Digital Marketing**

The history of digital marketing dates back to the early days of the internet in the 1990s. At that time, businesses began to recognize the potential of the web as a marketing tool and started to experiment with simple online ads and email marketing campaigns.

In the early 2000s, search engine optimization (SEO) and search engine advertising (SEA) emerged as important components of digital marketing, as businesses sought to improve their visibility in search engine results pages (SERPs). This was also a period of significant growth in e-commerce, with companies such as Amazon and eBay establishing themselves as major players in the online retail space.

The rise of social media platforms in the late 2000s, such as Facebook and Twitter, further expanded the reach and scope of digital marketing. These platforms provided businesses with new opportunities for engagement with customers, as well as access to a wealth of data and insights into consumer behaviour.

In recent years, the increasing popularity of mobile devices has transformed the digital landscape, with mobile marketing becoming an essential component of any comprehensive digital marketing strategy. Additionally, the rise of artificial intelligence and machine learning has led to the development of advanced marketing technologies such as chatbots, voice search optimization, and personalized marketing experiences.

Overall, the history of digital marketing has seen rapid growth and evolution, with new technologies and tactics continuously emerging to keep pace with the ever-changing digital landscape.

### **3.2.3 Tools of Digital Marketing**

There are a wide range of tools available for digital marketing, including:

- Search Engine Optimization (SEO):

SEO (Search Engine Optimization) refers to the practice of optimizing a website in order to increase its visibility and ranking in search engine results pages (SERPs) such as Google, Bing, Yahoo, etc. The goal of SEO is to attract more organic, or un-paid, traffic to a website by

improving its relevancy and authority for specific keywords and phrases. This is achieved through various techniques such as keyword research and optimization, backlinking, and content creation. The ultimate goal of SEO is to improve the user experience and help search engines better understand what a website is about, which can lead to higher rankings and more visibility in search results.

- Pay-per-click Advertising (PPC):

Pay-per-click (PPC) advertising is a digital marketing model where an advertiser pays a fee each time one of their ads is clicked. PPC ads typically appear at the top or bottom of search engine results pages (SERPs) in response to a user's query. The advertiser sets a budget and bids on specific keywords related to their target audience. When a user searches for those keywords, the advertiser's ad may appear in the search results. The cost per click (CPC) is determined by the advertiser's bid amount and the relevance and quality of the ad, among other factors. PPC is used by businesses to drive traffic to their website and increase visibility for their products or services.

- Social Media Marketing:

Social media marketing refers to the use of social media platforms such as Facebook, Twitter, Instagram, LinkedIn, etc. to promote a product, service, or brand. This type of marketing can involve creating and sharing content (e.g., text, images, videos), as well as paid advertising on the platforms. The goal of social media marketing is to reach a large audience, engage with them, and ultimately drive sales and increase brand awareness.

- Content Marketing:

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. The goal of content marketing is to build a strong relationship with the target audience by providing them with information that is useful and educational, rather than solely promotional.

- Email Marketing:

Email marketing is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience. It can be used to build relationships with customers, promote a product or service, or drive website traffic. Some best practices for email marketing include segmenting your audience, personalizing emails, testing subject lines and calls-to-action, and optimizing for deliverability.

- Analytics and Tracking:

Analytics and tracking in email marketing refer to the measurement and analysis of data related to the performance of email campaigns. This includes metrics such as open rate, click-through rate, conversion rate, bounce rate, and others. The information collected through analytics and tracking can help marketers make informed decisions about their email campaigns and improve their overall effectiveness.

- Marketing Automation:

Marketing automation refers to the use of software and technology to streamline, automate, and measure marketing tasks and workflows to improve efficiency and effectiveness. It helps companies target, engage, and nurture leads and customers, and track the results of their marketing efforts. Common marketing automation activities include email marketing, lead scoring, and social media marketing. The ultimate goal of marketing automation is to improve customer engagement, increase conversions and revenue, and save time and resources for marketing teams.

- Video Marketing:

Video marketing refers to the use of videos to promote and market products or services, build brand awareness and engage with audiences. This can be done through various video formats such as explainer videos, product demos, company culture videos, and more. Video marketing is a powerful tool for reaching and engaging with consumers, as it allows companies to convey their message in a visual and emotional way, and has been shown to increase conversions and drive sales.

### **3.2.4 Significance of Digital Marketing**

The significance of digital marketing lies in its ability to reach a large and targeted audience through various online channels. Some of the key benefits of digital marketing include:

- Increased reach and accessibility:

With a large portion of the population having access to the internet, digital marketing allows for wider reach and accessibility to target customers. It also helps in reaching those places which are difficult in traditional marketing techniques.

- Measurable and trackable results:

Digital marketing provides a wealth of data and insights that can be easily tracked and measured, allowing marketers to adjust their strategies in real-time. This makes the tasks of the marketers much more easy.

- Cost-effective:

Compared to traditional marketing methods, digital marketing can be more cost-effective and offer a higher return on investment (ROI) as all the marketing strategies are implied under a single roof with less employee engagement.

- Targeted and personalized:

Digital marketing allows for highly targeted and personalized campaigns, through the use of data and customer behaviour insights. This helps in elimination of useless marketing campaigns to avoid wastage of money.

- Increased engagement and interaction:

Digital marketing provides various opportunities for increased engagement and interaction with target customers, such as social media and email marketing.

- Wider Reach:

Digital marketing allows businesses to reach a larger and more diverse audience than traditional marketing methods.

- Targeted Marketing:

Digital marketing provides the ability to target specific demographics, interests, and behaviour of the targeted customers.

- Measurable Results:

Digital marketing provides detailed and real-time data, allowing for more accurate measurement of success and the ability to adjust strategies accordingly.

- Cost-effective:

Compared to traditional marketing methods, digital marketing can be more cost-effective and provide a higher return on investment (ROI).

- Increased Engagement:

Digital marketing provides various opportunities for increased engagement and interaction with target customers through social media, email marketing, and other online channels.

- Customer Insights:

Digital marketing provides valuable insights into customer behavior, preferences, and purchasing patterns.

- Brand Awareness:

Digital marketing helps build brand awareness and establish a strong online presence.

- Global Reach:

Digital marketing has the ability to reach a global audience, expanding a business's potential customer base.

- Increased Conversion Rates:

Digital marketing provides the ability to optimize campaigns for higher conversion rates and improved customer acquisition.

- Long-term Customer Relationships:

Digital marketing provides opportunities to build lasting and meaningful relationships with customers through ongoing engagement and personalized experiences.

### **3.2.5 Limitations of Digital Marketing**

While digital marketing offers many advantages, it also has its limitations, including:

- Overreliance on Technology:

Digital marketing requires a good understanding of technology and the ability to effectively use various tools and platforms. This can be a limitation for businesses that lack the necessary technical expertise.

- Online Competition:

The digital landscape is highly competitive, making it difficult for businesses to stand out and reach their target audience.

- Ad Blocking:

The use of ad-blockers has increased, reducing the effectiveness of certain forms of digital advertising.

- Privacy Concerns:

Digital marketing relies on the collection and analysis of customer data, which can raise privacy concerns and lead to a loss of trust with customers.

- Algorithm Changes:

Changes to algorithms used by search engines and social media platforms can significantly impact a business's online visibility and success.

- Limited Reach in some Demographics:

While digital marketing has the ability to reach a large and diverse audience, it may not be effective for reaching certain demographics, such as older populations or those with limited access to technology.

- Difficulty in Measuring Impact:

While digital marketing provides valuable data and insights, it can be difficult to accurately measure the impact of certain campaigns and the ROI of digital marketing efforts.

Despite these limitations, digital marketing remains a powerful tool for businesses, and by understanding its limitations and working to overcome them, companies can effectively leverage the benefits of digital marketing.



## **3.3 GRAPHIC DESIGN**

### **3.3.1 Graphic Design Definition**

Graphic design is an art and a science that combines creativity with technical skill to communicate ideas and messages through visual media. It is used in a wide range of applications including branding, advertising, packaging, print materials, digital media, and more. Graphic designers use typography, imagery, color, and form to create visually appealing designs that convey a specific message to their target audience. They are responsible for ensuring that the design is not only aesthetically pleasing but also effective in conveying the intended message.

Graphic designers work with a variety of tools and software, including Adobe Illustrator, Photoshop, and InDesign, to bring their ideas to life. They must have a strong understanding of color theory, composition, and typography, as well as an eye for detail and the ability to work within specific brand guidelines. In addition, graphic designers must also be able to collaborate effectively with clients, writers, and other stakeholders to ensure that the final product meets the client's needs and objectives.

In conclusion, graphic design plays a critical role in shaping the visual landscape of our world. Whether it's through branding, advertising, packaging, or digital media, graphic design helps to communicate ideas, express emotions, and influence behaviour.

### **3.3.2 History of Graphic Design**

History of graphic designs in digital marketing

The history of graphic design in digital marketing dates back to the early days of the internet, when the first websites were being created. In the 1990s, graphic designers began using digital tools to create designs for the web, including logos, banners, and digital advertisements.

As the internet became more widespread, the use of graphic design in digital marketing grew, and companies began to recognize the importance of having a strong online presence. This led

to the development of search engine optimization (SEO) and pay-per-click (PPC) advertising, which helped businesses to reach new audiences and improve their online visibility.

In the early 2000s, the rise of social media platforms such as Facebook and Twitter brought about a new era of digital marketing, as businesses began to use these platforms to engage with their customers and promote their products and services. This also led to the growth of influencer marketing, where businesses collaborate with popular social media influencers to reach new audiences.

Today, graphic design continues to play a critical role in digital marketing, with businesses using it to create visually appealing and effective advertisements, landing pages, and social media posts. With the rise of mobile devices and the increasing importance of visual content in digital marketing, graphic designers must stay up-to-date with the latest design trends and technologies to stay ahead of the competition.

In conclusion, the history of graphic design in digital marketing reflects the evolution of the internet and the changing needs of businesses as they strive to reach new audiences and improve their online presence. Today, graphic design remains a critical component of digital marketing, helping businesses to communicate effectively with their customers and stand out in a crowded online landscape.

### 3.3.3 Tools used for graphic designing

- Adobe Creative Suite



- Canva



- Sketch book



- GIMP



- Affinity Designer



- CorelDRAW



- Blender



- Figma



- Inkscape.



### **3.3.4 Types of Graphic Designs**

There are many types of graphic design, including:

- Branding and identity design
- User interface design
- Advertising design
- Packaging design
- Publication design
- Typography design
- Motion graphics design
- Web design
- Infographic design
- Environmental design
- Signage design
- 3D design and product visualization
- Exhibition design
- Virtual and augmented reality design
- Social media design

### **3.3.5 Significance of Appealing Graphic Design**

Following are the significance of Graphic Design

- Enhances brand identity:

Graphic design helps to create a strong visual identity for a brand, making it easier for consumers to recognize and remember the brand.

- Creates a competitive edge:

A well-designed brand or product can give a company a competitive edge in a crowded market.

- Communicates ideas effectively:

Graphic design allows for the communication of complex ideas and messages in a simple and attractive manner.

- Improves accessibility:

Good graphic design can make information more accessible and easier to understand for a wider audience.

- Attracts and informs audience:

Effective graphic design can grab the attention of the audience and communicate information in a visually appealing way.

- Establishes trust and credibility:

A professional and appealing graphic design can establish trust and credibility with the audience.

- Enhances user experience:

Graphic design can improve the overall user experience by making products and websites more visually appealing and intuitive.

- Supports advertising and marketing efforts:

Graphic design plays a crucial role in advertising and marketing by creating visually appealing and impactful content.

- Supports content creation:

Graphic design is essential for creating and producing a wide range of content, including brochures, posters, and websites.

- Reflects company values and mission:

A well-designed visual identity can reflect a company's values and mission, helping to build a strong and recognizable brand.

### **3.3.6 Limitations of Graphic Design**

There are various limitations of graphic design:

- Budget restrictions:

The cost of design software and other resources can be expensive, and clients may not have the budget to pay for these costs.

- Lack of creativity:

Some clients may have specific ideas about what they want in a design, which can limit the designer's creativity.

- Technical limitations:

Certain design software or hardware may have limitations that prevent the designer from creating certain effects or designs.

- Time constraints:

Designers often have limited time to complete project, which can impact the quality of design.

- Difficulty in collaboration:

Collaborating with other designers or clients can be challenging and may lead to miscommunication or disagreements.

- Inadequate feedback:

Clients may not provide enough feedback or may not understand the design process, leading to revisions and delays.

- Difficulty in staying up-to-date:

Graphic design is constantly evolving, and designers need to stay up-to-date with the latest software, trends, and techniques to remain competitive.

- Lack of originality:

With so much design work available online, it can be difficult for designers to create truly original designs.

- Limited access to resources:

Designers may not have access to all the resources they need to create the designs they envision, such as high-quality images or specific fonts types.

- Legal issues:

Designers need to be aware of copyright laws and trademarks to avoid any legal issues with their designs.

## **3.4 Graphic Designer**

### **3.4.1 Graphic Designer Definition**

A graphic designer is a creative professional who uses visual communication and design principles to convey information, ideas, or messages to a target audience. They work across a wide range of media including print, digital, and web to create visually appealing and effective designs.

Graphic designers use a variety of tools and software, such as Adobe Creative Suite (Photoshop, Illustrator, InDesign), to create graphics, illustrations, typography, and other elements that combine to form a complete design. They must have an understanding of color theory, composition, and visual hierarchy, as well as an eye for detail.

### **3.4.2 Tasks of an Graphic Designer**

- Conceptualizing and visualizing design ideas
- Researching and gathering information relevant to design projects
- Creating sketches, wireframes, and prototypes
- Using graphic design software to create digital designs
- Collaborating with clients and stakeholders to understand their design needs and requirements
- Selecting and using appropriate colors, images, typefaces, and other design elements to create a cohesive look and feel
- Preparing final designs for print or digital production
- Revising designs based on feedback and making necessary adjustments
- Keeping up to date with design trends and new technologies
- Managing multiple projects simultaneously and meeting tight deadline.



### **3.4.3 Role of Graphic Designer in the Digital Marketing**

A graphic designer plays a critical role in digital marketing by creating visual content that effectively communicates a message and promotes a brand. The tasks of a graphic designer in digital marketing can include:

- Designing websites, landing pages, and other digital assets
- Creating graphics for social media and digital advertising campaigns
- Designing email marketing templates
- Creating infographics and other data visualizations
- Designing digital product packaging and product mockups
- Creating visual content for brand presentations and pitch decks
- Designing logos and brand identities
- Developing visual style guides to ensure consistent branding across digital channels.
- Generating leads
- Making the brand value

By creating visually appealing and effective digital content, graphic designers can greatly contribute to the success of a digital marketing campaign and help a brand stand out in a competitive online landscape

### **3.4.4 Qualities of a Good Graphic Designer**

- Creativity and originality
- Attention to detail
- Communication skills
- Technical skills
- Adaptability and versatility

- Problem solving
- Time management
- Knowledge of design software and technology.

### **3.4.5 Types of Graphic Designer**

There are several types of graphic designers, including:

Print designers:

Print designers are professionals who specialize in creating visual designs for various print media, such as brochures, flyers, posters, magazines, packaging, and more. They use graphic design software and tools to create eye-catching designs that communicate messages effectively and efficiently to the intended audience. Print designers often work with clients to understand their goals, target audience, and brand image, and then use this information to create designs that meet their needs.

Digital designers:

Digital designers are professionals who specialize in creating visual and graphic design elements for various digital platforms, such as websites, mobile apps, and software interfaces. They use tools such as Adobe Photoshop, Illustrator, and Sketch to create visual concepts, wireframes, prototypes, and final designs. The goal of digital designers is to create visually appealing, user-friendly, and effective designs that meet the specific needs and goals of clients or businesses.

Package designers:

Package designers are professionals who specialize in creating designs for packaging of consumer goods. They are responsible for creating eye-catching and functional designs that attract customers, convey the product's brand image, and provide important information about the product such as its ingredients, usage instructions, and warnings. Package designers work closely with brand managers, marketing teams, and manufacturers to ensure that the packaging

design meets their needs and specifications. They use a combination of graphic design skills and technical knowledge to create effective packaging solutions that meet industry regulations and standards.

#### Branding designers:

Branding designers are professionals who specialize in creating and developing a brand's visual identity. This includes creating logos, color palettes, typography, and overall visual style. Branding designers work with clients to understand their business, target audience, and goals, and then use this information to develop a brand that accurately reflects the client and helps them stand out in their market. The ultimate goal of a branding designer is to create a unique and recognizable visual identity that helps the brand establish a strong presence and connect with its target audience.

#### Motion graphic designers:

Motion graphics designers are professionals who use digital tools and software to create dynamic visuals for video content. They design and animate graphic elements to enhance the visual storytelling in films, advertisements, television shows, and other forms of video media. Their skills include animation, typography, color theory, storytelling, and a deep understanding of the technical aspects of video production. They work closely with producers, directors, and other creative professionals to bring their ideas to life in a visually compelling way.

#### User experience (UX) designers:

User Experience (UX) Designers are professionals who focus on the overall experience that a user has with a product, service, or platform. They design and optimize interfaces and interactions between the user and the product to make it easy, intuitive, and enjoyable to use. UX designers consider various factors such as usability, accessibility, and user needs to create interfaces that are functional and meet user goals. They use a variety of research and design methods, such as user testing, prototyping, and wireframing, to validate and refine their designs. They collaborate with product managers, developers, and other stakeholders to ensure that the end product meets business goals while providing a positive user experience.

Environmental graphic designers:

Environmental graphic designers are professionals who use design elements such as graphics, symbols, typography, color, and lighting to create an immersive experience within physical spaces. They work on projects that range from wayfinding and signage systems in public spaces, museums, and airports to corporate identities and branding in built environments such as offices and retail spaces. They design visual communication systems that help people navigate and orient themselves in physical spaces while also reinforcing the overall brand identity of the space. Their goal is to create a seamless and cohesive experience that enhances the user's understanding and connection to the space. Environmental graphic designers work closely with architects, interior designers, and other stakeholders to ensure their designs are integrated with the physical design of the space.

### **3.4.6 How to learn Graphic Designing**

To learn graphic design, you can follow these steps:

- Develop a strong foundation in design principles and theory, including color, typography, composition, and layout.
- Acquire the necessary software skills. Adobe Creative Suite, particularly Photoshop, Illustrator, and InDesign, is widely used in the industry.
- Practice, practice, practice! Work on personal projects and exercises to develop your skills and build a portfolio.
- Stay up-to-date with industry trends and advancements through resources such as blogs, forums, and online courses.
- Network with other graphic designers and industry professionals to learn from their experiences and gain insights into the field.

- Consider taking formal education or certification programs to enhance your skills and increase your credibility.
- Finally, be open to constructive criticism and continuously seek feedback on your work to improve and grow as a designer

### **3.4.7 Institutes in India to learn Graphic Designing**

There are many institutes in India that offer graphic design courses, including both traditional universities and specialized design schools. Here are a few options to consider:

- National Institute of Design (NID), Ahmedabad: A premier design school in India offering undergraduate and postgraduate programs in graphic design.
- Indian Institute of Technology (IIT), Bombay: A leading technical institute in India offering courses in graphic design as part of its design and development program.
- Srishti Institute of Art, Design and Technology, Bangalore: A multidisciplinary design institute offering undergraduate and postgraduate programs in graphic design and communication design.
- Indian School of Design and Innovation (ISDI), Mumbai: A design school offering undergraduate and postgraduate programs in graphic design and digital media.
- National Institute of Fashion Technology (NIFT), New Delhi: A premier fashion institute in India offering courses in graphic design as part of its fashion communication program.

- Arena Animation, multiple locations: A network of multimedia and animation training centers offering courses in graphic design, web design, and digital media.

### **3.4.8 Scope for Graphic Designers**

The scope for graphic designers is broad and varied, with opportunities in various industries such as advertising, marketing, publishing, packaging, web and app design, animation, and more. Some possible career paths for graphic designers include:

- Freelance graphic designer:

Freelance graphic designers are self-employed professionals who offer their design services to clients on a project-by-project basis. They are responsible for managing their own business, including finding clients, setting their own rates, and delivering projects on time and on budget. Freelance graphic designers often work from home or a co-working space and have the flexibility to choose the projects they work on and their own schedule. They may work on a variety of projects, such as logos, websites, packaging, advertisements, and other types of visual communication. To be successful as a freelance graphic designer, it is important to have strong design skills, good communication and project management skills, and the ability to network and market oneself effectively

- In-house graphic designer:

In-house graphic designers are professionals who work full-time within a company or organization. They are part of the in-house creative team and work closely with other departments such as marketing, product, and engineering. In-house graphic designers are responsible for creating visual solutions for a wide range of design projects that support the company's brand and goals. These projects may include branding materials, marketing campaigns, packaging, websites, and other digital and print materials. In-house graphic

designers have a deep understanding of the company's brand guidelines and design style, and work to maintain consistency in all design projects. They have a stable work environment and benefits, and may have opportunities for professional growth and career advancement within the company

- Art director:

Art Directors in digital marketing are creative leaders who oversee the visual aspect of a company's digital marketing campaigns. They are responsible for developing and directing the look, feel, and tone of digital marketing materials, including websites, social media posts, digital advertisements, and email marketing campaigns. Art Directors work closely with copywriters, UX designers, and other team members to ensure that the visual design supports and enhances the overall marketing message. They have a strong understanding of design principles, brand guidelines, and the latest digital design trends, and use their knowledge and expertise to create visually impactful and effective marketing materials. Art Directors in digital marketing play a critical role in establishing the look and feel of a company's digital presence and help to communicate the company's brand message to target audiences

- Branding specialist:

A branding specialist is a professional who focuses on creating, developing, and managing a brand for a company or organization. They are responsible for defining the company's brand identity, values, and personality, and ensuring that these are consistently reflected in all aspects of the company's communication and interaction with customers and stakeholders. This includes developing and implementing branding strategies, creating and maintaining brand guidelines, and ensuring that all design materials, such as logos, websites, packaging, and advertising, are consistent with the brand's image and messaging.

Branding specialists have a deep understanding of market research, consumer behavior, and the psychology of brand perception. They use this knowledge to create and maintain a strong, distinctive brand that resonates with target audiences and differentiates the company from its competitors. They also work closely with marketing, sales, and other departments to ensure

that the brand is effectively integrated into all aspects of the company's operations and that the brand message is consistently communicated to customers.

- UX/UI designer:

Designing the user experience and interface for websites, apps, and other digital products. User Experience (UX) Designers are professionals who focus on the overall experience that a user has with a product, service, or platform. They design and optimize interfaces and interactions between the user and the product to make it easy, intuitive, and enjoyable to use. UX designers consider various factors such as usability, accessibility, and user needs to create interfaces that are functional and meet user goals. They use a variety of research and design methods, such as user testing, prototyping, and wireframing, to validate and refine their designs. They collaborate with product managers, developers, and other stakeholders to ensure that the end product meets business goals while providing a positive user experience.

- Motion graphic designer:

Creating animated graphics and visual effects for film, television, and digital media. Motion graphics designers are professionals who use digital tools and software to create dynamic visuals for video content. They design and animate graphic elements to enhance the visual storytelling in films, advertisements, television shows, and other forms of video media. Their skills include animation, typography, color theory, storytelling, and a deep understanding of the technical aspects of video production. They work closely with producers, directors, and other creative professionals to bring their ideas to life in a visually compelling way.

- Package designer:

Designing packaging for consumer products such as food, cosmetics, and electronics. Package designers are professionals who specialize in creating designs for packaging of consumer goods. They are responsible for creating eye-catching and functional designs that attract customers, convey the product's brand image, and provide important information about the product such as its ingredients, usage instructions, and warnings. Package designers work closely with brand managers, marketing teams, and manufacturers to ensure that the packaging



design meets their needs and specifications. They use a combination of graphic design skills and technical knowledge to create effective packaging solutions that meet industry regulations and standards.

As technology continues to advance and the demand for visually compelling content increases, the job outlook for graphic designers remains positive. It's important to continuously upskill and stay current with industry trends and advancements to remain competitive in this dynamic field.

### **3.5 MY ROLE IN COMPANY**

#### **Facebook marketing:**

Face Book refers to the use of Facebook platform to promote and sell products, services, or brands. This can be achieved through various means such as creating a Facebook page, running Facebook ads, using Facebook Marketplace, and engaging with your audience through posts and comments. The ultimate goal of Facebook marketing is to increase brand awareness, drive traffic, generate leads, and ultimately boost sales.

#### **Data collection:**

Data collection is an important aspect of digital marketing, as it allows marketers to gain insights into their target audience and make informed decisions about their marketing strategies.

#### **Cold calling:**

Cold Calling refers to the process of reaching out to potential customers or clients over the phone, usually without prior contact or relationship, in order to solicit sales, generate leads, or offer services. Cold calling is often used by salespeople and telemarketing companies to reach new customers, as well as by businesses to promote new products or services.

#### **Graphic designing:**

Graphic design is a creative process that combines art and technology to communicate ideas. It encompasses a range of applications and techniques, including typography, image manipulation, animation, photography and illustration.

#### **Lead generation:**

Lead generation is a process of reaching to the potential buyer and introducing the product to them and convincing them to buy the product.

### **3.6 WEEKLY TASK**

#### **WEEK I-**

In the first week of my internship period, we were provided with various tasks though numerous but basic for a digital marketing internship. Following are the tasks mentioned in sequence in the first week of the internship:

- Task 1- Interns were asked to prepare an introductory video of themselves and post in the official group of interns and HR of the company.
- Task 2- Interns were asked to connect with the officials of the company on LinkedIn and follow Onex Solutions and post regarding joining Onex for internship.
- Task 3- We were told to go through the official website of Onex Solutions and understand about it as much as possible.
- Further a zoom meeting was organized to introduce all the interns with the work that they will be doing.
- Task 4- An online sheet was provided which had to be updated by the interns with details about various business groups in the social media platform Facebook. These groups had to be joined by us.
- Task 5- Interns had to post the creatives of Onex Solutions in the respective groups joined.
- A zoom meeting was held for the interns on “ Application” Basic + Advance & Data”.
- A brief industry wise training was provided to the interns regarding the industries in which Onex solution works, through files on google drive.

- Another zoom meeting was conducted on “ Billing” commission, rebuttals & sales”.
- Task 6- The online worksheet regarding various Facebook business groups was submitted.

## **WEEK II-**

The second week in the internship was mainly concerned with training of interns and beginning to generate leads. Following are the tasks in the second week of internship:

- Task 1- Interns had to generate leads from the various business groups joined by them through posting creatives and reaching out the people in those groups through text messages and calling.
- A zoom meeting was scheduled on an urgent basis to guide the interns regarding their work.
- Another zoom meet was held at the scheduled time on the topic “Importance of Surveys”
- Task 2- Interns were guided to write a report on the basis of inverted pyramid rule. We were told about content writing.
- Task 3- Another task was to post creatives of Onex Solutions on our social media platforms for the span of 24 hours.
- Task 4- A survey task was assigned to the interns to generate leads for the company.
- A Zoom meet was held on topic “Graphic Design”.
- Further leads were to be generated from the various groups joined.

### **WEEK III-**

In the third week of internship, training of interns on various digital marketing tools was focused on. The tasks assigned in the third week of the internship are as follows:

- Task 1- Few interns were asked to generate leads through few social media platforms such as Google and Just Dial.
- Task 2- We were asked to rate Onex Solutions on various social media platforms which are namely Instagram, Facebook, YouTube, LinkedIn, Google and Just Dial.
- Two zoom meets were organized on “Quora” and “Search Engine Optimization”.
- More leads were to be generated on the business groups joined on Facebook.
- Another zoom meeting was organized on various social media marketing styles and files were provided to the interns on the same.

## **WEEK IV-**

For the fourth week of internship, all the training of interns was completed and primary focus was given on the task of lead generation. Following were the tasks:

- Task 1- Lead generation through calling various groups through their details mentioned in the business groups.
- A zoom meet was organized named as “E-BTL Session”.
- A calling script was provided by the HR of the company to the interns to follow the instructions mentioned in it and present clear views.
- Task 2- For the last try a properly drafted message was to be sent in the business groups of Facebook.
- An additional session was organized on Search Engine Optimization.

## **WEEK V-**

For the fifth week in internship, major emphasis was again on lead generation. The tasks for the week are as follows:

- Task 1- A webinar was being conducted by Onex Solutions and interns had to pitch the idea of the webinar on those groups along with influencing and encouraging them to join the webinar.
- The creative of the webinar was also to be posted in the social media platforms of interns.
- A mail was sent by the HR of Onex Solutions and it had to be reviewed and answered by the interns.
- Task 2- Further leads had to be created and the update was to be submitted on the online worksheet provided at the beginning of the internship.

## **WEEK VI-**

For the sixth week of internship, a new major task was assigned to all the interns concerning a particular state and its cities. The state assigned to me was Rajasthan. Following are the tasks for the respective week:

- Task 1- In this task I was asked to collect data of various companies established in the state of Rajasthan from social media platforms like Google, Facebook, Instagram, LinkedIn, etc. The industries chosen for data collection were retail, real estate, etc.
- Task 2- After data collection of such companies, it had to be checked whether these companies are active in operations through their social presence.



## **WEEK VII-**

The seventh week of internship was more concerned about reaching out to the companies whose data was being collected.

- Task 1- Creatives designed for Onex Solutions was to be sent to all these companies to advertise about Onex and give an idea of facilities provided by them.
- Task 2- After sending creatives, major assigned role was to start calling and reach out the companies.

FEW SAMPLES OF MY WORK AS AN GRAPHIC DESIGNER: -



|| HARI OM ||

# CHINMAY MISSION NAGPUR



PRESENTS  
**SUMMER CAMP 2023**

FOR THE AGE GROUP 5 YEARS TO 14 YEARS

CAMP STARTS  
FROM:- 21 APRIL  
TO 30 APRIL

EVERY MORNING  
8 O'CLOCK TO  
1 O'CLOCK



ACTIVITIES:  
PRAYER, YOGA,  
BHAJAN, STORY  
TELLING, DANCE,  
CRAFT, GAMES  
AND MORE

**"CHILDREN ARE NOT VESSELS TO BE FILLED, THEY  
ARE LAMPS TO BE LIT"**  
-SWAMI CHINMAYANANDA

**LIMITED SEATS  
HURRY UP! REGISTER NOW!**

CONTACT US FOR MORE DETAILS  
SMT. PRIYANKA PATRIKAR:- 7083741721  
SUCHET CHAITANYA :- 766626237



**VENUE:- SHIVAJI SABHAGRUH, NEAR SHIVAJI  
PARK, NAGPUR- 440010**



# **N.B.FINANCIAL SERVICES**

LOAN TAKE CARE OF ALL YOUR NEEDS INSTANTLY. WE UNDERSTAND YOUR NEED FOR QUICK AND HASSEL-FREE FINANCIAL SERVICES.

**CONTACT US TO KNOW INSTANT PERSONAL  
LOAN IN YOUR BANK ACCOUNT**

Call us: 8793786297 Email:  
7410149079 nbfinancialservices@gmail.com



## **KEY FEATURES**

- COMPLETE DIGITAL PROCESS.
- NO GUARANTOR/ SECURITY/ COLLATERAL NEEDED.
- SERVICE AT YOUR DOORSTEP.
- QUICK APPROVAL RATIO IN MARKET

## **SIMPLE DOCUMENTS**

- COLOUR PASSPORT SIZE PHOTO AND COMPANY ID.
- ID PROOF, AGE AND SIGNATURE PROOF (ADHAR/PAN/VOTER ID)
- ADDRESS PROOF (PASSPORT/ DL/ MOBILE BILL/ HR LETTER)
- LAST 3 MONTHS PAY SLIP.
- LAST 6 MONTHS BANK STATEMENT.
- FORM 16 OR ITR.

**JHANSI**

**LETS MAKE  
YOUR BUSINESS  
FAMOUS**

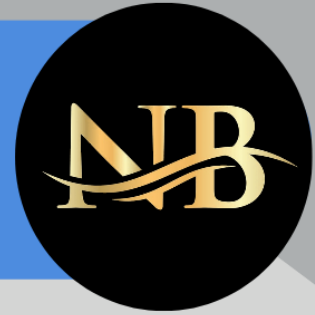


CONTACT DETAILS:-  
**MAYANK SINGH**  
**6386526684**



[www.dost4sme.onex.solutions](http://www.dost4sme.onex.solutions)

# **NB FINANCIAL SERVICES**



## **PERSONAL LOAN AVAILABLE**

- TENEURE UPTO 7 YEARS
- LOAN AMOUNT UPTO 50 LAKHS
- NO COLLATERAL OR SECURITY NEEDED
- MINIMAL DOCUMENTATION
- EASY BALANCE TRANSFER



8693786297, 7410149079



[nbfinancialservices@gmail.com](mailto:nbfinancialservices@gmail.com)

PLOT NO. 174 RAMNAGAR NEAR CHOTA SHIV MANDIR NAGPUR

**NB FINANCIAL  
SERVICES**



Thank you Doctors for your tireless efforts  
**Limited period offer on Doctor Loan**



Interest rate  
**@ 11.01%**



Flat Processing Fee of  
**₹3,999 + GST**

Validity: 1<sup>st</sup> -9<sup>th</sup> July'22



8693786297, 7410149079



[nbfinancialservices@gmail.com](mailto:nbfinancialservices@gmail.com)

PLOT NO. 174 RAMNAGAR NEAR CHOTA SHIV MANDIR NAGPUR



**BAKS CLOTHING CO.**

# **ANNUAL MEGA SALE**

**ENJOY UP TO 70% OFF WHEN YOU  
SHOP FROM JUNE 2-6!**

Giggling Platypus Co.



# Conference Event

Briefly elaborate on what you want to discuss.

START

20  
23



## **4. CONCLUSION**

## **4. CONCLUSION**

Graphic designers play a crucial role in the promotion of a business. They are responsible for creating visual content that effectively communicates the brand's message and values. From designing logos, brochures, and flyers to creating digital content for social media and websites, graphic designers help businesses to stand out and attract their target audience.

Effective graphic design can make a significant impact on a business's success. It can help to establish a strong brand identity, increase brand recognition, and promote customer engagement. A well-designed logo, for instance, can become the face of the business, and consumers may recognize and remember it for years to come.

In today's highly competitive market, businesses need to stand out and make a lasting impression on consumers. Graphic designers can help achieve this by creating visually compelling designs that resonate with the target audience. With the right design strategy, businesses can boost their marketing efforts and ultimately, increase their revenue and growth.

There Graphic designers play a crucial role in the promotion of a business. They are responsible for creating visual content that effectively communicates the brand's message and values. From designing logos, brochures, and flyers to creating digital content for social media and websites, graphic designers help businesses to stand out and attract their target audience.

Effective graphic design can make a significant impact on a business's success. It can help to establish a strong brand identity, increase brand recognition, and promote customer engagement. A well-designed logo, for instance, can become the face of the business, and consumers may recognize and remember it for years to come.

In today's highly competitive market, businesses need to stand out and make a lasting impression on consumers. Graphic designers can help achieve this by creating visually compelling designs that resonate with the target audience. With the right design strategy, businesses can boost their marketing efforts and ultimately, increase their revenue and growth.

There are various tasks that a graphic designer has to perform, such as Conceptualizing and visualizing design ideas, Researching and gathering information relevant to design projects, creating sketches, wireframes, and prototypes, Using graphic design software to create digital designs, Collaborating with clients and stakeholders to understand their design needs and requirements, Selecting and using appropriate colors, images, typefaces, and other design elements to, etc.

To perform the various tasks on must have the quality such as Qualities of a good graphic designer Creativity and originality, Attention to detail, Communication skills, technical skills, Adaptability and versatility, etc.

There are some institutions that offer education on graphic designing, some of them are National Institute of Design (NID), Ahmedabad, Indian Institute of Technology (IIT), Bombay, Srishti Institute of Art, Design and Technology, Bangalore, Indian School of Design and Innovation (ISDI), Mumbai, etc.

Graphic designs are a very important factor when it comes to digital marketing, and there is another modern marketing tool that has grown very fast in the recent time, that is called as Funnel marketing. Funnel marketing is a customer acquisition strategy that visually represents the journey that a potential customer goes through to become a customer. It is often represented as a visual representation of the steps that a customer takes from awareness of a product or service to actual purchase. The goal of funnel marketing is to move potential customers through the different stages of the funnel towards a conversion, typically a sale.

## **5. SUGGESTION**

## **5. SUGGESTIONS**

Suggestions for businesses to adopt new tools of digital marketing to get better outcomes. FUNNEL MARKETING is one of those tools which have emerged in the recent time, it gained a lot of users but still have a good scope for both small and large scale businesses. Here is some information to understand Funnel Marketing.

### **FUNNEL MARKETING**

Funnel marketing is a customer acquisition strategy that visually represents the journey that a potential customer goes through to become a customer. It is often represented as a visual representation of the steps that a customer takes from awareness of a product or service to actual purchase. The goal of funnel marketing is to move potential customers through the different stages of the funnel towards a conversion, typically a sale.

There are several stages in a typical funnel, including:

- Awareness: This is the stage where a customer becomes aware of a product or service. They may see an advertisement, read a blog post, or hear about it from a friend.
- Interest: At this stage, the customer is interested in learning more about the product or service. They may visit the website, read reviews, or compare it to other products.
- Desire: The customer now wants the product or service and is considering making a purchase.
- Action: This is the stage where the customer makes the purchase.

### **Advantages of Funnel Marketing:**

- **Better Customer Understanding:** Funnel marketing provides a framework for businesses to understand the journey that customers go through before making a purchase. This understanding can be used to tailor marketing efforts and improve the customer experience.
- **Increased Conversion Rates:** By guiding potential customers through a series of stages, businesses can improve their chances of converting them into paying customers. Funnel marketing helps to identify areas where customers may drop off and implement strategies to address these issues.
- **Improved Lead Qualification:** Funnel marketing helps businesses to better qualify leads by understanding which leads are more likely to convert. This can help businesses to focus their marketing efforts on the most promising leads, rather than wasting time and resources on leads that are unlikely to convert.
- **Better ROI:** Funnel marketing helps businesses to maximize their return on investment by focusing their marketing efforts on the most effective strategies. By optimizing their marketing funnels, businesses can increase their conversion rates and reduce their marketing costs.

### **Disadvantages of Funnel Marketing:**

- **Implementation Challenges:** Setting up and implementing a funnel marketing strategy can be challenging, especially for businesses that are new to this approach. It may take time and resources to properly set up and optimize a funnel marketing strategy.

- **Limited Flexibility:** Funnel marketing is based on a linear model of customer behavior, which may not accurately reflect the complex and often non-linear journey that customers go through before making a purchase.
- **Resistance to Change:** Some customers may resist being guided through a series of stages and may prefer to make their own decisions about when and how to make a purchase.
- **Dependence on Technology:** Funnel marketing relies heavily on technology and may not be feasible for businesses that lack the resources or expertise to implement this approach effectively.

In conclusion, funnel marketing can be a highly effective marketing strategy, but it is not suitable for every business. Businesses should carefully consider their goals, resources, and customer base before implementing a funnel marketing strategy.

## **Types**

There are several types of marketing funnels, each designed to meet specific business goals and target different stages of the customer journey. Some of the most common types of funnels include:

- **Awareness Funnel:** This type of funnel is designed to build brand awareness and attract potential customers to your product or service. The goal of the awareness funnel is to reach a large number of people and make them aware of your brand.

- **Lead Generation Funnel:** The lead generation funnel is designed to generate leads by collecting contact information from potential customers. This funnel often includes a lead magnet, such as a free trial or an ebook, to incentivize people to provide their contact information.
- **Sales Funnel:** The sales funnel is designed to convert leads into paying customers. This funnel includes steps such as product demonstrations, free trials, and upsells to help move the potential customer towards making a purchase.
- **E-commerce Funnel:** The e-commerce funnel is designed specifically for online businesses selling physical products. This funnel includes steps such as product research, product comparison, and checkout to help the customer make a purchase.
- **Webinar Funnel:** The webinar funnel is designed to promote and sell a webinar. The goal of this funnel is to attract people to sign up for the webinar and then convert them into paying customers during the webinar itself.
- **Membership Funnel:** The membership funnel is designed to convert visitors into members of a membership site. This funnel often includes a free trial or a lead magnet to entice people to sign up, followed by a series of upsells and cross-sells to increase the value of the membership.
- **Event Funnel:** The event funnel is designed to promote and sell tickets to an event, such as a workshop or conference. The goal of this funnel is to create excitement and anticipation for the event and convert visitors into attendees.



## **10 best funnel builders and software**

- ClickFunnels: ClickFunnels is a popular funnel builder that provides a variety of templates and features to help you create high-converting funnels.
- Leadpages: Leadpages is a platform that helps you create landing pages and opt-in forms to generate leads.
- Instapage: Instapage is a landing page builder that allows you to create high-converting pages for your marketing campaigns.
- Unbounce: Unbounce is a platform that helps you create landing pages and pop-ups to increase conversions.
- Kartra: Kartra is a comprehensive marketing platform that includes funnel building, email marketing, and more.
- Thrive Architect: Thrive Architect is a WordPress plugin that helps you create landing pages and funnels directly on your website.
- Builderall: Builderall is an all-in-one platform that includes funnel building, website building, and more.
- GetResponse: GetResponse is an email marketing platform that includes funnel building capabilities.

- **ConvertFlow:** ConvertFlow is a platform that helps you create dynamic funnels that change based on the actions of your visitors.
  
- **Funnelytics:** Funnelytics is a funnel mapping and analytics tool that helps you visualize and optimize your funnels.

## **6. BIBLIOGRAPHY**

## **6. BIBIOGRAPHY**

- BOOKS

1. TRAFFIC SECRETS RUSSELL BRUNSON
2. EXPERT SECRETS RUSSELL BRUNSON
3. DOT COM SECRETS BY RUSSELL BRUNSON.

- WEBSITES

1. <https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>
2. [https://en.m.wikipedia.org/wiki/Digital\\_marketing](https://en.m.wikipedia.org/wiki/Digital_marketing)
3. <https://www.investopedia.com/terms/d/digital-marketing.asp>
4. [https://www.upgrad.com/digital-marketing-and-communication-pgc-mica/?utm\\_source=GOOGLE&utm\\_medium=BSEARCH&utm\\_campaign=IND\\_ACQ\\_WEB\\_GOOGLE\\_BSEARCH\\_PD\\_MICA\\_DM\\_24\\_45\\_EXACT\\_HIT\\_ROI&utm\\_content=upgrad\\_digital\\_marketing\\_course&utm\\_term=digital%20marketing%20course%20upgrad&gclid=CjwKCAjw586hBhBrEiwAQYEnHWUeCpVS-1DW4N1FDgw0tWj7p01epp9hptDKTIBwXjuV\\_DJ629bpCxoCW10QAvD\\_BwE](https://www.upgrad.com/digital-marketing-and-communication-pgc-mica/?utm_source=GOOGLE&utm_medium=BSEARCH&utm_campaign=IND_ACQ_WEB_GOOGLE_BSEARCH_PD_MICA_DM_24_45_EXACT_HIT_ROI&utm_content=upgrad_digital_marketing_course&utm_term=digital%20marketing%20course%20upgrad&gclid=CjwKCAjw586hBhBrEiwAQYEnHWUeCpVS-1DW4N1FDgw0tWj7p01epp9hptDKTIBwXjuV_DJ629bpCxoCW10QAvD_BwE)
5. [https://www.simplilearn.com/digital-marketing?utm\\_source=google&utm\\_medium=cpc&utm\\_term=digital%20marketing%20simplilearn&utm\\_content=802977548-146693785660-647381950450&utm\\_device=m&utm\\_campaign=Search-Brand-Exact-IN-AllDevice-adgroup-Brand-DB-Cat-DM-Digital-Marketing-New&gclid=CjwKCAjw586hBhBrEiwAQYEnHfTRnbNNaH89kJa6xEjXkYdfeJvnikexDHV0r6t4izrJ0IEFVeY\\_zhoCnIwQAvD\\_BwE](https://www.simplilearn.com/digital-marketing?utm_source=google&utm_medium=cpc&utm_term=digital%20marketing%20simplilearn&utm_content=802977548-146693785660-647381950450&utm_device=m&utm_campaign=Search-Brand-Exact-IN-AllDevice-adgroup-Brand-DB-Cat-DM-Digital-Marketing-New&gclid=CjwKCAjw586hBhBrEiwAQYEnHfTRnbNNaH89kJa6xEjXkYdfeJvnikexDHV0r6t4izrJ0IEFVeY_zhoCnIwQAvD_BwE)
6. <https://sproutsocial.com/insights/social-media-marketing-strategy/>
7. <https://neilpatel.com/what-is-digital-marketing/?amp>
8. <https://advertising.amazon.com/library/guides/what-is-digital-advertising>
9. <https://funnel.io/>
10. <https://www.onex.solutions/>
11. <https://sproutsocial.com/insights/what-is-digital-marketing/>
12. <https://marketinginsidergroup.com/content-marketing/10-digital-marketing-tricks-used-by-famous-business-brands/>
13. <https://blog.hubspot.com/marketing/digital-marketing-tips>
14. <https://emotive.io/blog/11-essential-digital-marketing-tips>
15. <https://mudrabiz.com/career-opportunities/>
16. <https://www.techtarget.com/searchcustomerexperience/definition/digital-marketing>
17. <https://www.indeed.com/career-advice/career-development/promotional-strategy>
18. <https://smallbusiness.chron.com/top-ten-promotional-strategies-10193.html>
19. <https://www.wordstream.com/blog/ws/2020/07/29/how-to-promote-a-product>
20. <https://blog.hubspot.com/marketing/what-is-digital-marketing>
21. <https://www.slideshare.net/swapnilr15/digital-marketing-project-30119927>
22. <https://tell.colvee.org/mod/page/view.php?id=423>

23. <https://www.studocu.com/my/document/universiti-teknologi-mara/marketing/conclusion-digital-marketing/21386633>
24. <https://digitalcatalyst.in/blog/what-are-the-main-advantages-and-disadvantages-of-digital-marketing/>
25. <https://www.javatpoint.com/advantages-and-disadvantages-of-digital-marketing>
26. <https://www.equinetacademy.com/digital-marketing-executive/>
27. <https://www.ewmaccountants.com.au/blog/types-of-promotional-strategies-for-your-small-business/>
28. <https://smallbusiness.chron.com/top-ten-promotional-strategies-10193.html>
29. <https://asana.com/resources/promotion-strategy>
30. <https://smallbusiness.chron.com/top-ten-promotional-strategies-10193.html>
31. <https://www.wordstream.com/blog/ws/2020/07/29/how-to-promote-a-product>
32. <https://www.edupristine.com/blog/digital-marketing-course>

