

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

IMPACT OF GOOD ARTICLES, GRAPHICS AND PROPER COMMUNICATION IN DIGITAL MARKETING

SUBMITTED BY:

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B.com (Honours) VI Semester

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Nagpur

NAAC Accredited 'A' Grade Autonomous Institution



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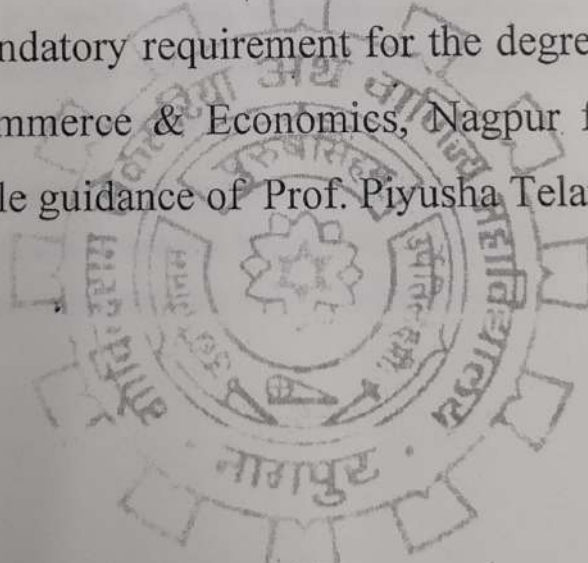
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CERTIFICATE

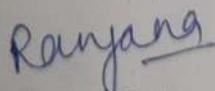
This is to certify that the said internship project report titled "The Impact of Good Articles, Graphics and Proper Communication in Digital Marketing" has been completed & submitted by Mr. Priyanshu Amol Bodele as a part of partial fulfilment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Prof. Piyusha Telang.

Date: 12/04/23

Place: Nagpur




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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 Mr Dipak H Agarwal, Director, Onex Solutions Pvt ltd for considering me for the internship in his 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.

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INDEX

CHAPTERS	TABLE OF CONTENT	PAGE NO.
1	COMPANY PROFILE 1.1 ABOUT THE COMPANY 1.2 ONEX'S USP 1.3 CLIENTS 1.4 INDUSTRY WISE DETAILS 1.5 VISION 1.6 MISSION OF THE COMPANY	 1 2 3 4 6
2	INTRODUCTION	7
3	ABOUT PROJECT 3.1 OBJECTIVES OF THE STUDY 3.2 SCOPE OF THE STUDY 3.3 NEEDS OF THE STUDY 3.4 LIMITATIONS OF THE STUDY	 11 13 15 17
4	ANALYSIS, OUTCOME AND LEARNING AS INTERN 4.1 HISTORY OF DIGITAL MARKETING 4.2 MOMENTOUSNESS 4.2.1 IMPORTANCE OF GOOD ARTICLES IN DIGITAL MARKETING 4.2.2 IMPORTANCE OF GOOD GRAPHICS DESIGNING IN DIGITAL MARKETING 4.2.3 IMPORTANCE OF EFFECTIVE COMMUNICATION ON THE INTERNET 4.3 DIFFERENT CHANNELS TO INCREASE THE TRAFFIC. 4.4 PSYCHOLOGICAL EFFECTS: DIGITAL MARKETING 4.4.1 PSYCHOLOGICAL IMPACT: GOOD ARTICLE 4.4.2 PSYCHOLOGICAL IMPACT: VISUALS & GRAPHICS	 18 20 26 27 29 31 35 36 38

	4.5 THE RISE OF DIGITAL TECHNOLOGY AND DIGITAL MARKETING	40
	4.6 DISADVANTAGES OF DIGITAL MARKETING	44
	4.7 MY EXPERIENCE AT ONEX SOLUTIONS	49
	4.8 WORK AS DIGITAL MARKETING INTERN	51
	4.9 TASKS ASSIGNED	53
5	CONCLUSION AND SUGGESTION	61
6	REFERENCE	64

OneX Solutions

CERTIFICATE OF INTERNSHIP

This is to certify that Mr Priyanshu Bodele 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.

D. Agarwal
Director

DIPAK H AGARWAL
FOUNDER & CEO, Onex Solutions

CHAPTER 1: COMPANY PROFILE

1.1 ABOUT THE COMPANY

ONEX SOLUTIONS PVT. LTD. is a digital marketing company in India which provides two-way solution of Digital Marketing. It is a trailblazer in mobile marketing services of bulk SMS which can be either promotional or transactional, bulk email, voice call, wherein message is conveyed in 30 seconds and VMN (Virtual Media Network) solutions which includes short and long codes.

Onex solutions works as a connect base helping to reach the target audience of a company. They also help companies focus and make development of their business in the perspective of relevant audience, that too at an economical class.



CONTACT DETAILS:

- Website- <https://www.onexsolutions.com>
- Phone- 9696335566

COMPANY DETAILS:

- Industry- Advertising services
- Company size- 11- 50 employees
- Headquarters- Mumbai, Maharashtra
- Type- Privately held
- Founded- 2009
- Specialties- Bulk SMS, bulk mails, Digital marketing, Database push, voice call, virtual mobile number, Mobility solutions and marketing.

Offers B2B as well as B2C target audience

1.2 ONEX'S USP:

Unique Selling Proposition or USP is the one feature or the perceived benefit of a good which makes it unique from the rest of the competing brands in the market. It is that very reason which motivates a buyer to purchase that product even though it might be costlier than other products.

1.3 CLIENTS:

- TATA Motors
- Primarc
- Swayam city
- PharmEasy
- C K Birla hospital
- NH Rabindranath Tagore-
International Institute of cardinal
sciences
- AMRI hospitals
- Dr. Shetty's Anesthetics
- Motherhood maternity
- Gem hospital
- Cordlife
- Wow momo
- KFC
- Khadim's
- Emami
- Shoppers Stop
- VLCC
- Bazar Kolkata
- PS Group
- Siddha
- Trump international
- Merlin group
- Great Eastern
- Srijan
- Mani Enclave
- Fortune realty
- NH
- Sanmarg

1.4 INDUSTRY WISE DETAILS:

- Restaurant
- Shopping mall
- Event
- Brand
- E- commerce
- FMCG
- Radio channel
- Recruitment
- Real Estate
- Retail Business
- Health Sector
- Automobile
- Education
- Travel and Tourism
- Media and Entertainment
- Start up

1.5 VISION OF THE COMPANY:

A marketing firm's vision is a statement that outlines its purpose, values, and aspirations for the future. A vision for a marketing firm typically focuses on the company's mission to help its clients succeed by creating innovative and effective marketing strategies.

A well-defined vision for a marketing firm should align with its mission and values, and it should inspire and guide the company's employees, stakeholders, and clients. A vision for a marketing firm may include the following elements-

- **Innovative and effective marketing strategies:**

A marketing firm's vision should emphasize its commitment to creating innovative and effective marketing strategies that help its clients reach their target audience and achieve their goals.

- **Client-focused approach:**

A marketing firm's vision should reflect its commitment to putting its clients first, understanding their needs, and delivering high-quality, personalized services that help them succeed.

- **Empowering businesses and communities:**

A marketing firm's vision should include a desire to help businesses and communities grow and thrive by providing them with the tools and resources they need to succeed.

- **Ethical and sustainable practices:**

A marketing firm's vision should also emphasize its commitment to conducting business in an ethical and sustainable manner, and to using marketing strategies that promote positive social and environmental outcomes.

- **Growth and development:**

A marketing firm's vision should also include aspirations for growth and development, and a desire to continuously improve and evolve its services to meet the changing needs of its clients.

In conclusion, a marketing firm's vision should be a clear, concise, and inspiring statement that outlines its purpose and aspirations for the future. It should serve as a roadmap for the company's employees, stakeholders, and clients, guiding them towards a shared goal of helping businesses and communities succeed through effective marketing strategies.



1.6 MISSION OF THE COMPANY:

The mission of a marketing firm is a statement that defines the company's purpose and explains what it aims to achieve. A mission statement should be concise, inspiring, and provide direction for the company's employees and stakeholders. The mission of a marketing firm typically includes the following elements-

- Helping clients succeed:
A marketing firm's mission should emphasize its commitment to helping its clients succeed by providing innovative and effective marketing strategies.
- Delivering high-quality services:
A marketing firm's mission should reflect its commitment to delivering high-quality, personalized services that meet the unique needs of its clients.
- Building lasting relationships:
A marketing firm's mission should also emphasize its commitment to building lasting relationships with its clients, based on trust, transparency, and mutual respect.
- Promoting ethical and sustainable practices:
A marketing firm's mission should include a commitment to conducting business in an ethical and sustainable manner, and to using marketing strategies that promote positive social and environmental outcomes.
- Driving innovation and growth:
A marketing firm's mission should also include a desire to continuously improve and evolve its services, and to drive innovation and growth in the marketing industry

CHAPTER 2: INTRODUCTION

2.1 DIGITAL MARKETING

Digital Marketing is a broad term that refers to any marketing initiative that uses online media and the internet. Digital marketing can take place through mobile devices, on a subway platform, in a video game, or via smartphone application. Digital marketing includes email, social media, and web-based advertising, text and multimedia messages as a marketing channel. Before employing digital marketing techniques, it is important to understand the target customer by understanding their needs and interests. Marketing teams can use social media to build brand awareness and establish a voice that can make them popular to follow and share. Digital Marketing, also referred to as Online Marketing, Internet Marketing or e-Marketing, refers to the use of digital channels such as websites, social media platforms, search engines, email and other forms of digital communication to promote marketing initiatives. Leveraging Online media such as Websites and social media allows brands to reach potential customers across multiple devices while using the internet. Search engines and other channels such as email or mobile apps are key components in a digital marketing strategy. Using the internet and connected devices such as computers and mobile phones can help marketers reach consumers with their advertising message in multiple ways. Search Engine optimization (SEO) helps brands improve their visibility on search engines websites while also optimizing content for mobile devices.

Digital marketing includes the use of social media, web-based advertising, content marketing, search platforms, and customer communities to attract customers via email, social media and other channels. It also includes not only email but also webinars, multimedia messages, text messages and geolocation mobile marketing.

Digital marketing is a broad field that encompasses many different types of electronic technologies such as video and text multimedia. It is a general term for any marketing efforts that use digital technologies. Companies use digital marketing to reach their target audiences in an efficient manner in order to increase sales and brand loyalty.

It consists of internet marketing, display advertising, and other digital media such as phones and other digital platforms. Advertising enables marketers to reach internet users through paid ads on websites, mobile devices and computers. Whereas it uses third party sites to display relevant advertising based on user data collected from smartphones, apps, computers, and mobile phones. Digital technologies are used to promote products or services on multiple platforms such as video game consoles, desktop computers, and even subway platforms. Mobile devices are a key component of digital marketing as they allow marketers to reach more prospects than ever before.

With online advertising presence, measuring response rate of digital campaigns, and providing great customer experience, digital marketing brings more potential customers to the organization. However, if limiting marketing platform to just the internet, a lot of valuable opportunity will be missed out, to market products in other ways like phone and offline campaigns. Marketers need to understand that having an internet connection does not mean everyone is in the digital world. There are still many people who rely on phones for communication and accessing information. Thus, importance of digital marketing for marketers is advantageous to build their brand through phone marketing as well as through many other offline ways.

When it comes to digital marketing, developing a good strategy is the key. This includes understanding the target audience and offering products and services that meet their needs. In addition, company should also be using strategies like media content marketing and optimizing the website for supporting digital channels. It is important to diversify lead generation so you don't put all the eggs in one basket. Social media plays an important role in this process as it helps guide potential customers to convert into the highest quality leads for business.

Digital marketing is a great way to market the website, attracting their target customers and growing the business. It can be used to contact potential customers, use online content, and design websites that will attract people to become customers. It is also important for companies to leverage marketers for their digital inbound tactics. Marketers can help create assets such as videos, blogs, and eBooks that will draw consumers in and help them become people who would buy the products. The first point of contact with potential customers is important and should include a call-to-action, pricing point or goal.

Digital Marketing is becoming increasingly popular for businesses in their marketing efforts. Leveraging marketing teams can help businesses drive successful marketing efforts and ensure they reach their customers. A popular way to use marketing teams is to build their brand, attract large customer base, target customers and drive inbound leads. Social media is also an important part of digital marketing strategies as it allows businesses to establish a voice, share videos, GIFs and multimedia messages. SMS is also particularly important for reaching customers as it allows businesses to spend a minimal amount of time and money on targeting customers and still reach them with text or multimedia messages.

Digital marketing has become one of the most important ways for businesses to reach their customers and prospects. By using digital media, content marketing, and various new communication channels, businesses can create a personalized experience for their prospects and customers. Customers expect brands to use people to make sense of the analysis they have collected over the past decades in terms of what ways they can enhance their people's experiences with their products and services. Digital content is also particularly important as it allows businesses to create a more engaging experience for prospects and customers.

Digital marketing strategies are becoming increasingly popular due to their nonlinear nature and ability to reach target customers. A digital marketing platform encompasses multiple online channels that can be used to reach prospective customers, such as search result ads, email ads, and media buying. Measurement brand tracking allows companies to measure the performance of their campaigns in order to optimize them for better results. Traditional marketing techniques have also been incorporated into digital marketing in order to gain a larger reach with a greater sales funnel. Customer feedback is also an important component of digital marketing as it allows companies to gather valuable feedback from their customers in order to improve their services or products. Reaching prospective customers through social media is another important aspect of digital marketing which includes promoted tweets and sponsored posts on Instagram. Television and radio advertising are still popular tools for reaching out potential customers but the available tools offered by digital marketing give businesses a more targeted approach when trying to reach out to their target market.

Digital marketing specialists work on content marketing, email and social media marketing, and other digital activities to support the business launches and ensure that the products they are selling are seen by their potential customers. Companies are using digital media to create promotional content that will be seen by people searching for their products or services. They can track the campaigns performance and individual campaigns as well as measure their search engine optimization efforts with getting great results. Digital channels such as Google Ads, Facebook Ads, paid search, Instagram ads help reach people who would not have seen the same type of ad in a traditional setting.

Transforming the marketing through digital channels has commercial benefits, as it allows to reach exposed customers in a natural and regular manner. Creating a digital strategy with powerful reasons to persuade colleagues or clients will yield good news for the business and yield variety of strategies.

CHAPTER 3: ABOUT THE PROJECT

3.1 OBJECTIVES OF THE STUDY:

The objectives of making a project on an internship in digital marketing can include:

- **Understanding digital marketing tools and techniques:**
Digital marketing involves using various tools and techniques to promote products and services online. The project should focus on understanding and using these tools and techniques to achieve marketing objectives.
- **Learning about different digital marketing channels:**
There are several digital marketing channels such as search engine optimization, social media marketing, email marketing, and content marketing. The project should provide exposure to different channels and help the intern understand the strengths and weaknesses of each.
- **Measuring and analyzing campaign performance:**
Digital marketing campaigns are data-driven, and it is essential to measure and analyze their performance to optimize them continually. The project should involve setting up metrics and analyzing campaign performance to identify areas for improvement.
- **Developing strategic thinking skills:**
Digital marketing is not just about executing campaigns; it also involves developing strategic plans that align with business goals. The project should challenge the intern to think critically and develop strategic plans to achieve marketing objectives.
- **Gaining practical experience:**
The primary objective of a digital marketing internship is to gain hands-on experience in the field. The project should be designed in a way that allows the intern to apply the theoretical concepts learned during the internship to real-world situations.

- Developing communication skills: Digital marketing involves collaborating with different teams, such as content creators, designers, and developers. The project should provide opportunities for the intern to communicate effectively with different teams and stakeholders.

Overall, the objective of a project on an internship in digital marketing is to provide the intern with practical experience and skills that will prepare them for a career in digital marketing.

3.2 SCOPE OF THE STUDY:

The scope of study of a project in digital marketing internship can be wide-ranging and may include the following:

- **Search engine optimization (SEO):**
SEO involves optimizing websites to rank higher in search engine results pages. The scope of the project could include researching keywords, analyzing competition, and optimizing website content for SEO.
- **Social media marketing:**
Social media marketing involves promoting products and services on social media platforms. The scope of the project could include developing social media content, creating social media campaigns, and analyzing social media metrics.
- **Email marketing:**
Email marketing involves using email campaigns to promote products and services. The scope of the project could include developing email campaigns, creating email templates, and analyzing email metrics.
- **Content marketing:**
Content marketing involves creating and distributing content to attract and engage a target audience. The scope of the project could include developing content strategies, creating content, and analyzing content metrics.
- **Pay-per-click (PPC) advertising:**
PPC advertising involves placing ads on search engine results pages and other websites and paying for clicks. The scope of the project could include developing PPC campaigns, creating ad copy, and analyzing PPC metrics.

- Analytics:

Analytics involves measuring and analyzing campaign performance to optimize campaigns. The scope of the project could include setting up analytics tools, analyzing data, and creating reports.

- Website design and development:

Website design and development involve creating and optimizing websites for user experience and search engine optimization. The scope of the project could include designing and developing websites, optimizing website content, and analyzing website metrics.

3.3 NEEDS OF THE STUDY:

The needs of a project in digital marketing internship may vary depending on the objectives and scope of the project. However, some common needs of such a project include:

- **Access to digital marketing tools and resources:**
To effectively execute a digital marketing project, the intern will need access to digital marketing tools and resources such as analytics tools, social media management platforms, and email marketing software.
- **Guidance and support from a mentor:**
The intern will require guidance and support from a mentor who has experience in digital marketing. The mentor can help the intern understand the industry, provide feedback on the project, and answer any questions the intern may have.
- **Collaboration with other teams:**
Digital marketing involves collaboration with other teams such as content creators, designers, and developers. The intern may need to collaborate with these teams to create and execute digital marketing campaigns.
- **Clear project objectives and timelines:**
The project should have clear objectives and timelines that are communicated to the intern. This will help the intern stay on track and ensure that the project is completed on time.
- **Opportunities for learning and development:**
The project should provide opportunities for the intern to learn and develop new skills. This can be achieved by assigning tasks that challenge the intern, providing access to training resources, and encouraging the intern to ask questions and seek feedback.

- Access to data and metrics: To measure the success of the project, the intern will need access to data and metrics. This will allow the intern to analyze campaign performance, identify areas for improvement, and make data-driven decisions.

3.4 LIMITATIONS OF THE STUDY:

- **Limited Access:**
Depending on the company's policies and the scope of the project, you may have limited access to the data or tools you need to complete the project successfully.
- **Time Constraints:**
Internship projects usually have a defined timeline. You may have to complete the project within a short period, which can limit the amount of research or analysis you can perform.
- **Limited Resources:**
The company may have limited resources for the project, which may limit your ability to collect data or perform analysis.
- **Dependence on Others:**
Depending on the project, you may have to work with other team members, who may not have the same level of commitment or availability as you do.
- **Lack of Control:**
As an intern, you may not have complete control over the project's direction or decisions, which may limit your ability to make changes or improvements.
- **Limited Impact:**
Depending on the scope of the project, the impact of your work may be limited to a specific area or audience.
- **Unclear Goals:**
The project's goals may not be clearly defined, making it difficult for you to measure success or make informed decisions.

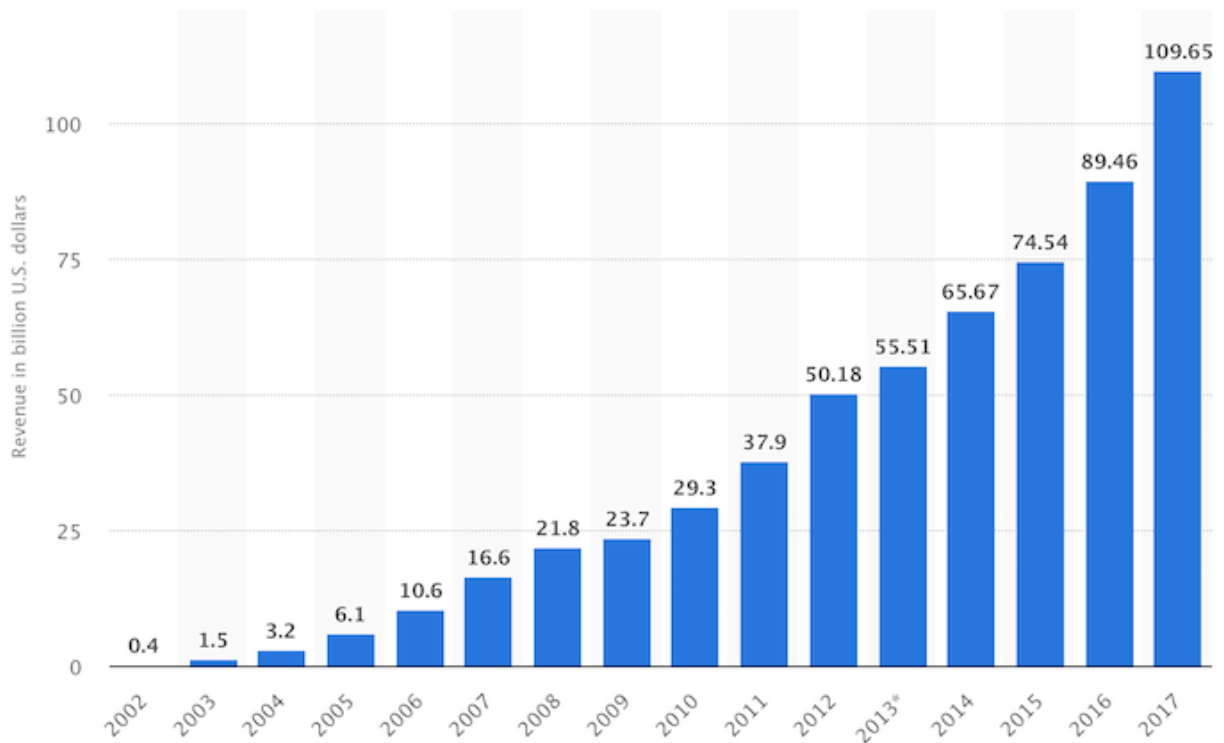
It's essential to communicate any limitations or obstacles you face during the internship project to your supervisor, so they can provide guidance and support as needed

CHAPTER 4: ANALYSIS, OUTCOME AND LEARNING AS INTERN

4.1 HISTORY OF DIGITAL MARKETING

Digital marketing has come a long way since its early days in the 1990s. At the time, the internet was still in its infancy and companies were just starting to realize its potential as a marketing tool. The first online advertising campaigns were launched, primarily through email and banner ads. These early efforts were basic, but they laid the foundation for the digital marketing industry that we know today.

As the internet continued to evolve and technology advanced, new forms of digital marketing emerged. Search engine optimization (SEO) became a crucial component of digital marketing, as companies sought to improve their visibility on search engines like Google and Bing. Pay-per-click (PPC) advertising also became popular, as companies could target specific audiences and only pay when their ads were clicked on.



The rise of social media in the early 2000s had a major impact on digital marketing. Platforms like Facebook, Twitter, and LinkedIn allowed companies to connect with consumers in new ways, and social media marketing became an important aspect of digital marketing strategy. Content marketing also gained popularity, as companies began creating valuable, informative content to attract and engage consumers.

The advent of smartphones and mobile devices in the early 2000s also had a significant impact on digital marketing. These devices allowed for targeted, personalized advertising to be delivered to consumers on-the-go. Mobile marketing became an important aspect of digital marketing, and companies had to adapt their strategies to reach consumers on mobile devices.

In recent years, the use of artificial intelligence and machine learning has become increasingly prevalent in digital marketing. These technologies allow for more sophisticated targeting and personalization, enabling companies to reach the right consumers at the right time with the right message. Additionally, the rise of influencer marketing, virtual and augmented reality, as well as chatbots also became an important aspect of digital marketing strategy.

the history of digital marketing has been one of constant evolution and adaptation to new technology. From the early days of email and banner ads to the sophisticated use of AI and machine learning today, digital marketing has come a long way. As technology continues to advance, the digital marketing industry will undoubtedly continue to evolve and change, providing new opportunities for companies to connect with consumers.

4.2. MOMENTOUSNESS OF DIGITAL MARKETING

- **BETTER REACH:**

Better Reach in digital marketing refers to the ability to reach and cover a larger and more targeted audience through various digital channels. This can be achieved through a number of different strategies and tactics, such as:

- i. Search Engine Optimization (SEO): By optimizing website and online content to rank higher in search engine results pages, one can increase visibility and reach more potential customers.
- ii. Paid Advertising: Paid advertising, such as pay-per-click (PPC) and social media advertising, can help increase reach by targeting specific audiences and demographics.
- iii. Influencer Marketing: Partnering with influencers in the industry can help increase reach by tapping into their existing audience.
- iv. Content Marketing: Creating valuable and informative content can help attract and engage potential customers, increasing the reach over time.
- v. Email Marketing: Building and maintaining an email list can help increase reach by reaching out directly to potential customers.

Overall, achieving better reach in digital marketing requires a comprehensive approach that utilizes a variety of different strategies and tactics. It's important to understand the target audience and to use data and analytics to continuously optimize the campaigns for better reach.

Many people around the world are spending their time online these days to surf the Internet to find products, Maximizing the online presence is key to capitalizing on this massive audience. This is where digital marketing comes into play. Digital marketing is about

reaching the right people at the right time. Therefore, to improve the audience reach, user must first have an attractive online store that is easy to navigate.

In this process, various media of digital marketing ultimately help in brand building. Pay-per-click marketing, social media marketing, search engine optimization, content marketing, and more.

- **HAVE THE ABILITY TO COMPETE WITH BIGGER COMPANIES:**

Smaller companies can certainly compete with larger companies in digital marketing, by utilizing a number of different strategies and tactics. Some key ways that smaller companies can compete with larger companies include:

- i. Niche targeting: By focusing on a specific niche or industry, smaller companies can target a smaller but more engaged audience and be seen as experts in that field.
- ii. Personalization: Smaller companies can create a more personal and authentic connection with customers by using personalized messaging and targeted marketing campaigns.
- iii. Flexibility and agility: smaller companies have the advantage of being able to move quickly and pivot their strategies as needed, whereas larger companies may have more bureaucratic processes in place.
- iv. Cost-effectiveness: Smaller companies can use digital marketing channels that are more cost-effective than traditional advertising, such as social media, email marketing, and content marketing.
- v. Stronger relationships: smaller companies can often build stronger relationships with customers than larger companies because they are more approachable and responsive.

While larger companies may have more resources and a larger customer base, smaller companies have the ability to be nimbler and more personal in their approach, which can be a significant advantage in digital marketing. By focusing on the strengths and finding ways to leverage them, smaller companies can compete with larger companies and achieve success in the digital space.

Competitor analysis is an important activity in digital marketing. Activity is essential to keep up with the competition, especially from fast-growing brands such as Myntra, Amazon, Big Basket, and Walmart.

Companies are pushing the boundaries of multi-channel marketing including PPC, SEO, social media and many other media. This approach helps both small businesses and large companies reach their goals and level the playing field.

- **INCREASING BRAND AWARENESS FOR SMALL BUSINESSES:**

Increasing brand awareness for small businesses in digital marketing is crucial for building a strong and recognizable brand that can attract and retain customers. Some key strategies for increasing brand awareness include:

- i. **Develop a strong brand identity:** A well-defined brand identity can help customers easily identify and remember the business. This includes elements such as a logo, colour scheme, and messaging.
- ii. **Create valuable and engaging content:** By creating valuable and engaging content, such as blog posts, videos, and infographics, small businesses can attract and retain customers, while also building brand awareness.
- iii. **Use social media platforms:** Having a presence on social media platforms, such as Facebook, Instagram, and Twitter, can help small businesses connect with potential customers and increase brand awareness.

- iv. Run paid advertising campaigns: Paid advertising campaigns, such as pay-per-click (PPC) and social media advertising, can help increase brand awareness by targeting specific audiences and demographics.
- v. Leverage influencer marketing: Partnering with influencers in the industry can help increase brand awareness by tapping into their existing audience.

Digital marketing benefits businesses. Large companies use digital marketing to survive in a competitive environment. In contrast, small businesses are using online marketing to penetrate a booming market and increase brand awareness among larger companies.

- **INCREASE SALES:**

Increasing sales in digital marketing is a crucial goal for businesses, and there are a number of strategies that can be used to achieve this. Some key strategies for increasing sales include:

- i. Optimize website for conversions: By optimizing the website for conversions, it can increase the chances of visitors becoming customers. This includes elements such as clear calls-to-action, easy navigation, and persuasive product descriptions.
- ii. Use email marketing: Email marketing can be an effective way to reach potential customers and increase sales by promoting special offers, upcoming events, and new products.
- iii. Leverage social media: Social media platforms, such as Facebook, Instagram, and Twitter, can be used to increase sales by promoting products and services, hosting giveaways and contests, and building relationships with potential customers.
- iv. Use retargeting: Retargeting is a form of online advertising that allows businesses to target ads to users who have previously visited their website. This can be an

effective way to increase sales by reminding potential customers of products or services they may be interested in.

- v. Implement Chatbots: Chatbots can be integrated into a website or social media platform to provide instant customer service and increase sales by answering questions and providing recommendations in real-time.

- **THE CUSTOMERS ARE ONLINE:**

Online customers, also known as digital customers, are individuals or businesses that purchase products or services through the internet. In today's digital age, more and more consumers are turning to the internet to make their purchases, whether it be through a website, mobile app or social media platforms. As a result, digital marketing has become an essential component of any business's marketing strategy, as it allows companies to reach and engage with these online customers through various channels.

Digital marketing is the process of reaching and engaging with online customers through various online channels, such as search engines, social media, email and websites. These channels allow businesses to target specific audiences and demographics, making it easier to reach the right customers at the right time.

With over 4.66 billion Internet users worldwide, the Internet has become an integral part of everyday life. The customers, target customers, and competitors are all looking for businesses like these online. Even if they can't find you, they're likely to see the competitors. Without the online presence and risk of losing customers.

- **TARGET IDEAL AND APPROPRIATE AUDIENCES & CUSTOMERS:**

Targeting the appropriate audience in digital marketing is crucial to the success of any campaign. By identifying and reaching the right audience, businesses can ensure that their marketing efforts are reaching the people who are most likely to be interested in their products or services. This can help businesses to maximize their return on investment and increase their overall revenue. Some of the ways to target the appropriate audience in

digital marketing include demographic targeting, Psychographic targeting, Behavioral targeting, and Geotargeting. Demographic targeting is when businesses identify specific characteristics of the audience, such as age, gender, income, education level, and location. Psychographic targeting is when businesses identify the lifestyle, values, and interests of the audience. Behavioral targeting is when businesses identify the actions, behaviors and purchase history of the audience. Geotargeting is when businesses target specific geographical locations. By using a combination of these techniques, businesses can create more effective campaigns that reach the right audience, which can ultimately lead to increased conversions and revenue.

Online businesses realize the importance of digital marketing when they need the right presence and visibility to generate leads and increase sales. If customers can't find biz online, they may not appreciate the product or service. This is exactly what digital marketing can help the company with. Analyze the audience's behavior online and take action to ensure optimal fulfillment. Reaching the right audience leads to more traffic and better campaigns.

4.2.1 Importance of Good Articles in Digital Marketing

In today's digital age, businesses have a wealth of opportunities to reach out to potential customers through various online channels. Digital marketing has become a crucial component of any marketing strategy, as it allows companies to connect with their target audience in a more direct and cost-effective way. One of the most important tools in digital marketing is content, and among the various types of content, articles play a crucial role in promoting a brand and building a strong online presence. In this essay, we will explore the importance of good articles in digital marketing.

Firstly, good articles can improve a website's search engine optimization (SEO). Search engines use complex algorithms to determine the relevance and quality of a website's content, and well-written and informative articles can significantly improve a website's rankings. This can result in increased visibility and more traffic to the website, giving businesses more opportunities to engage with their target audience and convert them into customers.

In addition to improving SEO, good articles can also help to build trust and credibility with potential customers. By providing valuable information and insights, companies can demonstrate their expertise in their industry and establish themselves as a reliable source of information. This can help to establish the company as a thought leader, and increase the likelihood of potential customers choosing their products or services over those of their competitors.

Good articles can also help to establish a company's brand and personality. By using a consistent tone and style, companies can create a distinctive voice and develop a strong brand identity that resonates with their target audience. This can help to build a loyal customer base and establish a strong brand reputation, which is essential for long-term success in the highly competitive digital marketing landscape.

Finally, good articles can provide a valuable source of information for customers at various stages of the buying journey. By providing informative and engaging content, companies can educate their target audience and answer common questions, which can help to build trust and establish the company as a trusted advisor. This can also help to convert potential customers into buyers, as

they are more likely to choose a company that has provided them with the information, they need to make an informed purchasing decision.

Moreover, good articles play a crucial role in digital marketing, helping to improve SEO, build trust and credibility, establish a strong brand identity, and provide valuable information to customers. By incorporating well-written and informative articles into their digital marketing strategy, businesses can improve their online presence and reach their target audience in a more effective and cost-efficient way.

4.2.2 Importance of Good Graphic Designing in Digital Marketing

Effective communication is more important than ever for businesses looking to connect with their target audience and achieve their marketing goals. Digital marketing provides a range of opportunities for companies to reach out to potential customers through various online channels, but in order to be successful, it is essential to understand the importance of effective communication. In this essay, we will explore the role of effective communication in digital marketing.

Firstly, effective communication helps to build trust and credibility with potential customers. By providing clear, concise, and accurate information, companies can demonstrate their expertise and establish themselves as a reliable source of information. This can help to build trust and credibility with potential customers, increasing the likelihood of them choosing the company's products or services over those of their competitors.

Effective communication also helps to establish a clear and consistent brand identity. By using a consistent tone and style across all digital marketing channels, companies can create a strong brand image that resonates with their target audience. This can help to build a loyal customer base and establish a strong brand reputation, which is essential for long-term success in the highly competitive digital marketing landscape.

In addition, effective communication can also help to improve customer engagement and satisfaction. By providing clear and responsive communication, companies can address customer

concerns and provide the information they need to make informed purchasing decisions. This can help to build customer loyalty and increase the likelihood of repeat business, as customers are more likely to choose a company that has provided them with excellent customer service.

Finally, effective communication is also essential for measuring the success of digital marketing campaigns. By using data and analytics tools, companies can track the performance of their campaigns and make data-driven decisions to improve their marketing strategies. This requires clear and concise communication of the data, as well as the ability to interpret and apply the results to drive future marketing efforts.

Effective communication is a critical component of successful digital marketing. By building trust and credibility, establishing a clear brand identity, improving customer engagement and satisfaction, and measuring campaign success, companies can maximize the impact of their digital marketing efforts and reach their marketing goals.



4.2.3 Importance of Effective Communication on the Internet

The importance of good graphic design in digital marketing and how it can be used to help deliver a message effectively. - Graphic design is an integral part of digital marketing, as it is used to create a visual identity that can help focus the marketing efforts and promote the business brand. Graphic design helps in creating effective communication, which can be used to target the market and convey messages. Certain visual features are also important in conveying information, such as colors, fonts and typography. Good graphic design is important for course making things look more attractive and appealing to the target audience. The usage of graphic design in digital marketing campaigns helps to enhance the brand recognition of a business and creates an effective way of conveying information.

A comprehensive graphic design strategy helps to reinforce brand awareness, develop brand awareness and build brand awareness. It also communicates the brand purpose in the digital marketing sphere to create a strong sense of branding visual identity and building an upbeat brand personality. Graphic design assists marketers in creating powerful first impressions on customers, as it acts as a bridge between marketers and customers decision making process. Most digital prodigies use graphic designs to engage their target audience and influence their decision-making process. Ad campaigns with graphic designs are designed to reach out to target audiences while improving cohesiveness across campaigns channels. Graphic design is an essential element when developing a comprehensive marketing strategy for any business, as it commands attention from the targeted audience and creates powerful first impressions that can make or break the chances of success in the market.

Graphic designers play an integral role in helping create a consistent brand image by leveraging visual design to create the right visuals for the products, services, logo, and website. They are also responsible for creating the exact artwork required for product packaging, advertising content and social media collateral. Graphic design plays an important role in enabling the brand to gain visibility on various social media channels and gain recognition among its target audience. Choosing the right colors and visuals is essential if designer wants to deliver the desired goal with the help of graphic design expertise.

Good graphic design can help business in reaching out to the target market and prospects customers. It is also important to communicate the product and services effectively with the help of visual designs. Designers need to make sure that when customers look at the visuals, they should be able to recognize the brand easily. Graphic design can also help in digesting messages quickly as compared to just plain text.

Good graphic design is essential to any business's digital marketing strategy. It cultivates good graphic design by hiring professional graphic designers that can reflect the company's vision through striking typography and visuals, including the website, email communications, and other digital marketing strategies. It also helps in cultivating a positive brand identity that the target audience will recognize and accept. Good graphic design goes beyond a logo and website; it includes business cards, staff apparel, custom packaging and other physical materials as well. Graphic design is an art as well as a science; it is the combination of artistic and professional disciplines working in harmony to communicate key pieces of information to the target audience. This includes various graphic elements such as pictures, shapes, photography, plain text or video — all used to communicate a message or information about the company. A successful graphic designer can create lines and visuals that are both visually appealing yet simple enough for any target group to understand without getting overwhelmed with too much detail. The use of images alongside lines or visuals can help communicate complex messages faster than just using plain text alone.

4.3 DIFFERENT CHANNELS TO INCREASE THE TRAFFIC

There are various channels that can be used to increase traffic in digital marketing. Some of the most popular include:

Search Engine Optimization (SEO):

This involves optimizing a website or web page to rank higher in search engine results pages (SERPs) for relevant keywords. This can help to increase organic traffic to a website.

The process of SEO includes a variety of activities, such as:

- i. Keyword research: Identifying relevant keywords and phrases that people are using to search for information related to the website.
- ii. On-page optimization: Optimizing individual pages on the website, including titles, meta descriptions, headings, content, images, and other elements to make them more search engine friendly.
- iii. Off-page optimization: Building links to the website through external channels and promoting the website through social media and other channels.
- iv. Content creation: Creating high-quality, relevant, and informative content that appeals to users and helps establish the website as an authority in its field.
- v. Monitoring and analysis: Monitoring search engine rankings and traffic, analyzing data, and making adjustments as necessary to improve the website's performance.

Pay-Per-Click (PPC) Advertising:

This involves placing ads on search engines or other websites and only paying when someone clicks on the ad. This can be a great way to drive targeted traffic to a website.

The key elements of a successful PPC campaign include:

- i. Keyword research: Identifying relevant keywords and phrases that people are using to search for information related to the products or services being advertised.
- ii. Ad creation: Creating engaging and effective ads that appeal to users and encourage them to click through to the advertiser's website.

- iii. Landing page optimization: Creating landing pages that are optimized for conversions and provide a clear call to action for users who click through from the ads.
- iv. Campaign management: Managing bidding strategies, monitoring ad performance, and making adjustments as necessary to optimize the campaign for maximum ROI.

Social Media Marketing:

This involves using social media platforms to promote a business, product or service. This can help to increase brand awareness and drive traffic to a website.

The key elements of social media marketing include:

- i. Strategy: Developing a social media strategy that aligns with overall business goals, identifies the target audience, and outlines the approach for content creation, posting frequency, and engagement with followers.
- ii. Content creation: Creating high-quality, engaging, and informative content that is tailored to the target audience and aligned with the brand's messaging and goals.
- iii. Social media channels: Choosing the appropriate social media channels to reach the target audience, and developing a plan for each channel that outlines the type of content to be posted, frequency of posting, and engagement tactics.
- iv. Audience engagement: Engaging with the target audience through social media, including responding to comments and messages, and actively seeking out and engaging with relevant social media users.
- v. Analytics and reporting: Using social media analytics tools to measure the success of social media campaigns, and making data-driven decisions to optimize future campaigns.

Addressing the Mobile Customer:

Addressing the mobile customer in digital marketing is crucial for businesses as the usage of mobile devices continues to grow. Mobile customers have different behaviors and needs than desktop customers, so it is essential for businesses to tailor their digital marketing campaigns accordingly. This can include implementing a mobile-responsive design, creating short and simple messaging, and utilizing location-based targeting. By ensuring that their digital marketing campaigns are optimized for mobile devices, businesses can better reach and engage their mobile customers, leading to increased conversions and revenue. Additionally, businesses should also consider the features that mobile devices offer such as push notifications and SMS marketing to reach their mobile customers. Businesses can also use mobile apps to provide a more personalized and convenient experience for their mobile customers. Overall, addressing the mobile customer in digital marketing is essential in today's digital landscape and will help businesses to stay competitive and achieve their marketing goals.

Today's people are embracing a portable world as they carry devices such as smartphones and laptops with them on the go. After Google's mobile he-first update, almost all websites are developed to be easily accessible on mobile phones as well. Mobile users are probably more prevalent today than ever before, and mobile users are more likely to buy.

A calling script is a pre-written script that is used by telemarketers or sales representatives to guide their phone conversations with potential customers. It is a tool that helps to ensure that the conversation stays on track and that all important information is covered. A calling script should be well-written, easy to follow, and tailored to the specific needs of the business and target audience.

Here is an example of a calling-script passage:

"Hello, my name is Priyanshu Bodele and I'm calling from Onex Solutions. I understand that you're interested in digital marketing service. I wanted to take a few minutes to tell you more about it and see if it would be a good fit for the needs. Can I ask you a few questions to better understand the needs and how our product/service can help you? Great, first can you tell me a bit about the current situation and the challenges you're facing in regards to [product/service]?"

Based on the customer's needs, the script may include a demonstration of the product or service, overcoming objections, and closing the sale.

It is important to note that calling script should be flexible and the callers should have the ability to adjust the script according to the conversation flow and customer's needs.

Take The Business International:

The importance of digital marketing plays a big role in expanding the business' international reach. Digital marketing services help to connect and collaborate with international clients to grow the business on a global scale.

Digital Marketing Strategies are Cheaper and Faster:

Cost efficiency is one of the top priorities for any business. Unlike traditional marketing, digital marketing is cheap. Additionally, small and medium-sized businesses are emphasizing digital marketing to deliver faster results on significantly tighter budgets. Additionally, digital marketing also presents an opportunity to reach a wider audience regardless of location.

4.4 Psychological Effect of Digital Marketing

Digital marketing can have a significant psychological impact on individuals. Some of the ways in which digital marketing can affect human behavior and emotions include:

- **Persuasion:** Digital marketing can use various techniques to influence behavior and decision-making. For example, social proof (such as reviews and testimonials), scarcity (limited-time offers), and authority (expert endorsements) are all commonly used tactics to persuade consumers to take a particular action.
- **Emotional Appeal:** Digital marketing often relies on emotional appeals, such as fear, happiness, and excitement, to grab the attention of consumers and encourage them to take action. For example, an advertisement for a new product may highlight the benefits of using it, such as improved happiness and satisfaction, to evoke an emotional response in the viewer.
- **Comparison:** Digital marketing can also create a sense of comparison and competition, leading individuals to compare themselves to others and feel the pressure to conform to societal norms and expectations. For example, social media platforms often showcase idealized versions of people's lives, creating a sense of comparison and leading individuals to feel inadequate or dissatisfied with their own lives.
- **Addiction:** The constant stimulation and instant gratification provided by digital media can also lead to addiction and compulsive behavior. This can have a negative impact on individuals' mental health and well-being, leading to feelings of anxiety, depression, and stress.
- Digital marketing can have a significant psychological impact on individuals, influencing their behavior, emotions, and well-being. It is important for companies to consider the ethical implications of their marketing strategies

4.4.1 The Psychological Impact of Good Articles

It can vary depending on various factors such as the writing style, quality, and length of the article. In this essay, we will examine the psychological effects of both well-written and concise articles, as well as those that are lengthy and poorly written.

First, let's look at the psychological impact of well-written and concise articles. When an article is well-written, it is easy to follow and understand. The writer has taken the time to organize their thoughts and present them in a clear and concise manner. This makes it easier for the reader to comprehend the information and retain it for later use. Additionally, a well-written article can increase a reader's confidence by providing them with new information and insights. This, in turn, can lead to a sense of accomplishment and satisfaction.

Moreover, concise articles are more likely to hold the reader's attention. When an article is brief, it is less likely to become bogged down with unnecessary information and less likely to lose the reader's interest. This can lead to better recall and application of the information learned. A reader who has a positive experience with a brief article is also more likely to seek out additional articles on similar topics in the future, further increasing their knowledge and understanding.

On the other hand, when an article is lengthy and poorly written, it can have the opposite effect on the reader. Lengthy articles that are not well-structured can be difficult to follow, leading to confusion and frustration. Furthermore, the lack of organization and clarity can make it challenging for the reader to retain the information. When a reader struggles to understand an article, it can decrease their motivation to continue reading and seeking out new information.

In conclusion, the psychological impact of reading articles depends on various factors, including the writing style, quality, and length of the article. Well-written and concise articles have a positive impact by providing clarity, increasing knowledge and understanding, boosting confidence, and fostering a sense of accomplishment. On the other hand, lengthy and poorly written articles can lead to confusion, frustration, and a decrease in motivation. It is important for writers to strike the right balance to ensure that their articles have a positive psychological impact on their readers.

The world of digital marketing is constantly evolving and becoming more competitive. As a result, it is increasingly important for businesses to understand the psychological impact of their digital content, including articles. The psychological effect of well-written and concise articles in digital marketing can greatly impact a business's ability to reach and engage its target audience.

Well-written and concise articles in digital marketing serve several important functions. First, they can provide valuable information to the reader, which can increase their trust and confidence in the business. This, in turn, can lead to increased brand loyalty and repeat business. Additionally, well-written and concise articles can help a business establish itself as a thought leader in its industry. By providing helpful information, a business can position itself as an expert in its field, further building trust and credibility with its audience.

Moreover, concise articles are easier for the reader to consume and retain. In the fast-paced world of digital marketing, it is important to get the message across quickly and effectively. Brief articles that are easy to read and understand can help keep the reader engaged and interested in the business. This can be particularly beneficial in the digital marketing world where attention spans are shorter and the competition is fierce.

However, poorly written and lengthy articles can have a negative impact on a business's digital marketing efforts. When an article is difficult to read and understand, it can lead to frustration and confusion on the part of the reader. This can decrease the reader's trust and confidence in the business, potentially leading to a loss of business. Additionally, lengthy articles can be overwhelming for the reader, leading them to lose interest and move on to something else.

In conclusion, the psychological impact of well-written and concise articles in digital marketing can greatly impact a business's ability to reach and engage its target audience. By providing valuable information, establishing the business as a thought leader, and being easy for the reader to consume and retain, well-written and concise articles can help a business succeed in the competitive world of digital marketing. On the other hand, poorly written and lengthy articles can lead to frustration, confusion, and a decrease in trust, making it important for businesses to focus on writing quality, concise articles that have a positive impact on their audience.

4.4.2 The Psychological Impact of Visuals & Graphics

In digital marketing, visuals play a crucial role in creating a lasting impact on the audience. Good graphics can evoke emotions and communicate messages effectively, leaving a deep impression on the viewer's mind. Understanding the psychological impact of good graphics in digital marketing is critical for businesses looking to create effective and memorable digital content.

First, good graphics can grab the attention of the viewer. Attention-grabbing visuals can be the difference between a potential customer ignoring the content or stopping to take a closer look. Good graphics can be eye-catching and memorable, making them an effective way to stand out in a crowded digital landscape.

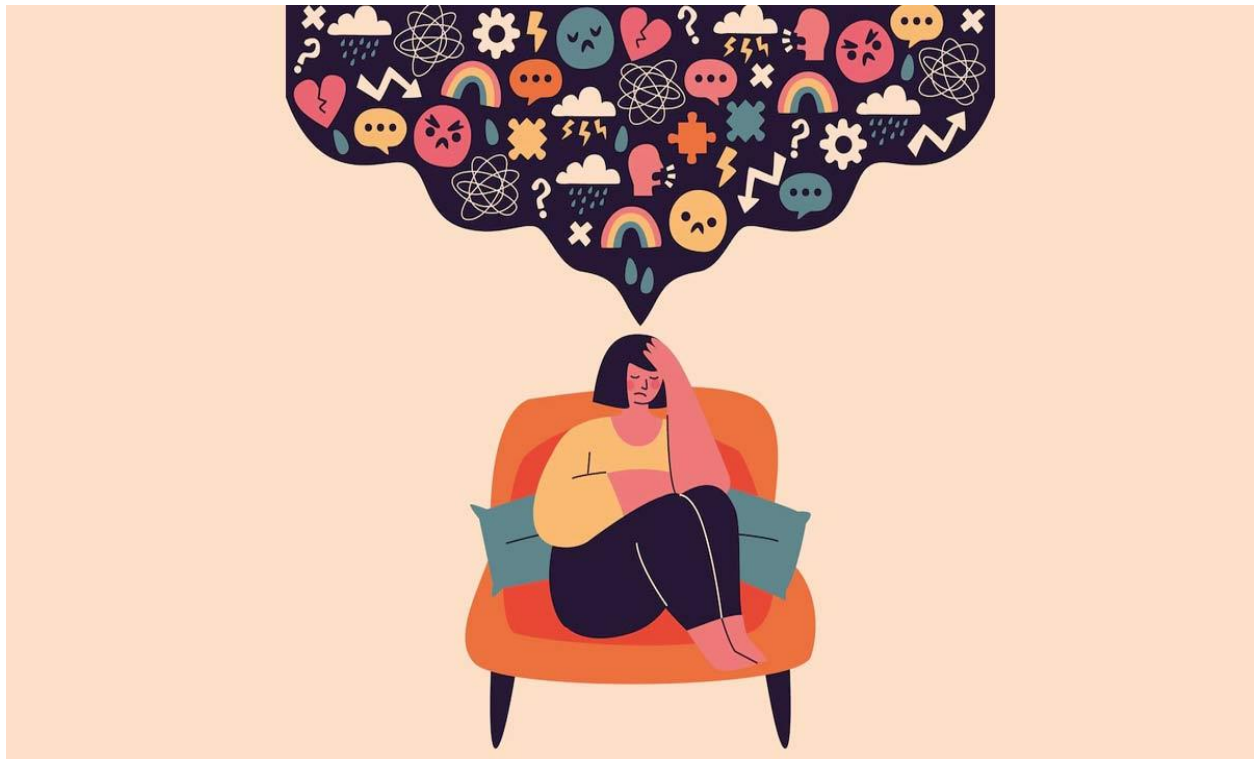
Furthermore, good graphics can evoke emotions in the viewer, which can help drive engagement and increase the likelihood of them taking action. For example, a visually appealing and well-designed graphic showcasing a product or service can evoke feelings of excitement and anticipation, leading to a desire to learn more. On the other hand, poorly designed graphics can have the opposite effect, evoking feelings of frustration and disappointment.

In addition, good graphics can help communicate complex information and ideas in a clear and simple way. Through the use of images, diagrams, and other visual aids, businesses can convey their messages effectively and efficiently. This can be especially useful for businesses in technical or data-driven industries, where a well-designed graphic can simplify complex information and make it easier to understand.

Moreover, good graphics can increase brand recognition and build brand equity. Consistent and visually appealing graphics can help establish a business's brand identity and increase its visibility. By using graphics that are aesthetically pleasing and consistent with the company's overall visual style, businesses can create a memorable and recognizable brand.

However, it is important to note that the psychological impact of graphics can vary depending on the individual viewer. Some people may be more visually oriented and respond better to graphics, while others may prefer text-based information. Therefore, it is important for businesses to consider their target audience when creating graphics for their digital marketing efforts.

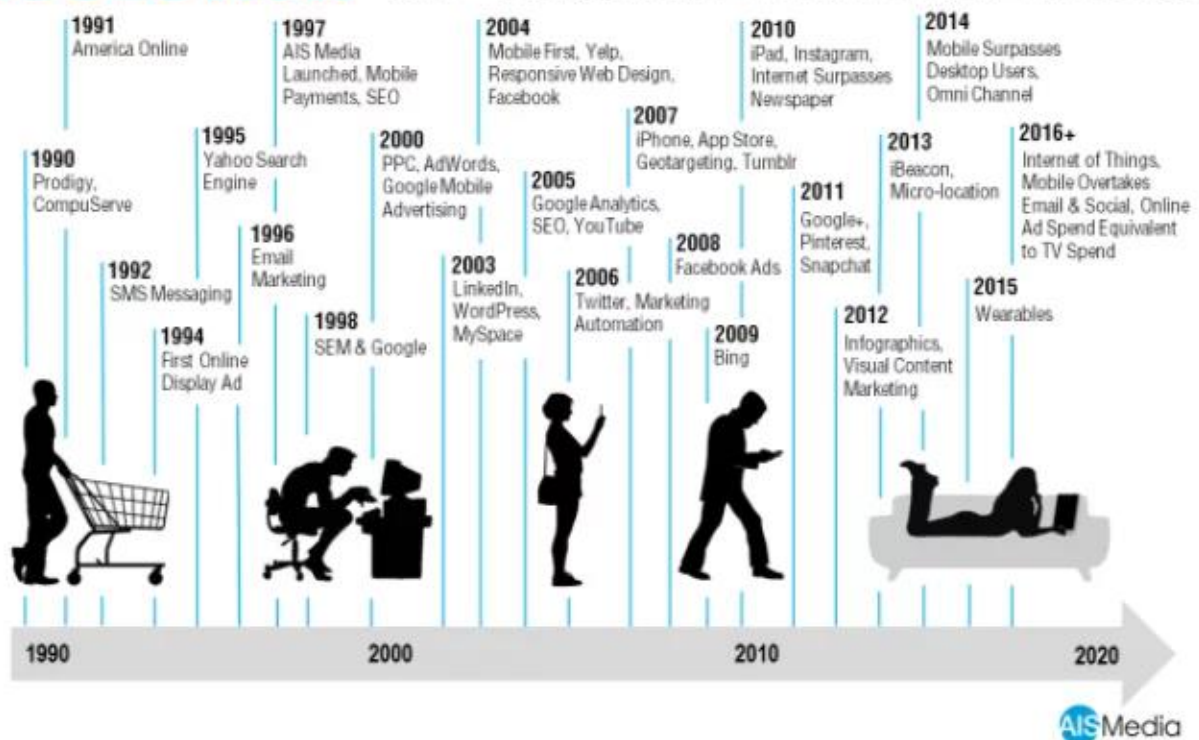
Good graphics in digital marketing can have a profound psychological impact on the viewer. They can grab attention, evoke emotions, communicate complex information effectively, increase brand recognition, and build brand equity. Understanding the psychological impact of good graphics is essential for businesses looking to create effective and memorable digital content that drives engagement and results.



4.5 The Rise of Digital Technology & Digital Marketing

The rise of digital technology has changed the way businesses communicate with their customers. With the increasing use of the internet and social media, digital marketing has become a crucial tool for businesses to reach their target audience and build brand awareness. However, the psychological impact of digital marketing on consumers cannot be ignored. This essay will examine the psychological effects of digital marketing on consumers, both positive and negative.

EVOLUTION OF DIGITAL MARKETING



Positive effects of Digital Marketing:

Increased brand awareness: Digital marketing has made it easier for businesses to reach a wider audience and create brand awareness. By using social media platforms, businesses can engage with their target audience, build relationships and create a positive brand image.

Improved customer loyalty: Digital marketing allows companies to interact directly with their customers, providing them with personalized experiences and building trust. By providing customers with relevant and engaging content, companies can improve customer loyalty and increase customer retention.

Increased engagement: Digital marketing enables businesses to engage with their target audience in real-time, providing them with opportunities to ask questions, provide feedback and engage in conversations. This interaction can help to create a stronger connection between the brand and the customer.

Tailored messages: Digital marketing allows companies to collect and analyze data about their target audience, enabling them to tailor their marketing messages to meet their needs and wants. By providing customers with relevant and personalized content, companies can increase the effectiveness of their marketing efforts.

Negative effects of Digital Marketing:

Information overload: Digital marketing has made it possible for businesses to reach their target audience with an endless stream

Digital marketing has had a significant impact on consumer psychology. This impact can be both positive and negative, and it depends on various factors such as the target audience, the type of message being conveyed, and the way the message is being delivered.

Addiction and Overstimulation:

The constant barrage of digital advertisements, emails, and social media notifications can be overwhelming and lead to digital addiction. This overstimulation can have negative effects on mental health, causing stress, anxiety, and fatigue.

Spread of Misinformation:

The ease with which information can be shared online can also make it easier for false information to spread. This can lead to the spread of misinformation, which can have serious consequences for public health, safety, and the economy.

Digital Divide:

The increasing reliance on digital marketing also exacerbates the digital divide, as not all consumers have equal access to the internet or digital devices. This can limit the effectiveness of digital marketing campaigns for businesses and limit access to information for some consumers.

Digital marketing also enables companies to reach a wider audience and to target specific demographics more effectively. By using data and analytics, companies can gain insights into consumer behaviour and preferences, allowing them to tailor their marketing efforts to meet the needs and wants of their target audience.

However, digital marketing also has its negative effects. Over exposure to digital marketing messages can lead to information overload, causing consumers to feel overwhelmed and less likely to engage with the brand. Additionally, the use of personal data for targeted advertising can lead to privacy concerns and erode trust in brands.

Furthermore, digital marketing can also contribute to the creation of unrealistic expectations and distorted body image. This is particularly true in industries such as fashion and beauty, where unrealistic standards of beauty are often promoted through digital media.

The psychological effects of digital marketing are complex and can be both positive and negative. It is important for companies to be mindful of these effects and to use digital marketing strategies in a responsible and ethical manner.

4.6 Disadvantages of Digital Marketing

Low Reach and Audience Engagement:

One of the biggest drawbacks of digital marketing is that it can be difficult to reach a large enough audience to make an impact. Social media posts, emails, and other forms of online advertising are often not seen by enough people to be effective. Additionally, because of the sheer volume of content online, it can be hard to capture the attention of potential customers and keep them engaged.

Digital marketing can come with certain disadvantages that can be difficult to manage. Chief among them is low reach and audience engagement. Many digital marketers struggle to reach new audiences, and existing audiences do not always engage with content. Low reach and engagement can make it difficult to grow an audience and increase visibility, leading to lost potential revenue.

There are a few potential strategies to combat low reach and engagement. Firstly, digital marketers should focus on providing content that appeals to their target audience. Quality content will draw in more readers and encourage them to engage. Additionally, digital marketers should also make use of platforms like social media to promote their content and reach more people. Finally, digital marketers should also pay attention to the analytics of their digital campaigns and adjust accordingly.

High Cost:

A significant disadvantage of digital marketing is that it can be expensive. Depending on the type of campaign running, company may need to invest in paid advertising and other services to reach the desired audience. This is often cost prohibitive for small and medium sized businesses, who may not have the budget to invest in digital marketing.

Creating a successful digital marketing campaign can be quite expensive. Depending on the type of campaign trying to create, company may need to invest in a variety of different resources and platforms that could easily add up to hundreds or even thousands of dollars. Some of the most

common costs associated with digital marketing include website design and development, marketing automation software, search engine optimization (SEO) services, pay-per-click (PPC) advertising, content creation, email marketing, and social media management. Additionally, depending on the size and scope of the campaign, The company also need to invest in analytics and tracking tools, competitor research services, and collaborations with influencers.

Lack of Human Interaction:

Digital marketing often lacks the human element of traditional marketing. It is difficult to build personal relationships with customers when you are not interacting with them face-to-face. Additionally, it can be harder to read customer reactions and feedback with digital marketing, making it harder to gauge the success of a campaign.

The world has been shifting towards digital marketing due to the increased consumption of online content, but this comes with some drawbacks. One significant issue is the lack of human interaction. Digital marketing lacks the personal touch, which often leads to less meaningful customer relationships. What's more, the impersonal nature of digital marketing can lead to missed opportunities and a lack of engagement.

To combat this, businesses are turning to more personalized marketing tactics to better engage with their customers. This may include things like using customer segmentation to target and customize content, using AI to create meaningful customer conversations, and leveraging social media to create meaningful customer relationships.

These tactics can help to provide customers with a more human-like experience when engaging with a business's digital marketing efforts, leading to higher levels of customer satisfaction and loyalty. Additionally, by creating more personalized experiences, businesses are able to better understand their customers and better tailor their digital marketing strategy to target their desired audience.

Overall, while digital marketing provides businesses with a number of advantages, its lack of human interaction can be a significant issue. To combat this, businesses are turning to more

personalized marketing tactics to better engage with their customers, leading to higher levels of customer satisfaction and loyalty.

Inability to Measure Results:

Digital marketing can be difficult to measure and track, making it hard to determine how effective the campaigns are. Without the ability to measure the success of the marketing efforts, it can be difficult to determine what strategies are working and which need to be improved upon.

Digital marketing can be a tricky arena to measure results in, as there are a wide variety of variables to consider. While many of the same core metrics still apply, such as cost per action and customer lifetime value, digital marketers must also pay attention to analytics around website visits, return visits, and user engagement.

Furthermore, the ultimate success of any digital marketing strategy can be difficult to measure because of the complex and multi-step nature of the customer journey. It is often the case that customers will interact with a variety of platforms and channels before finally making a purchase. This means that analyzing the effectiveness of any particular channel can be a challenge.

To overcome this difficulty, digital marketers should rely on a holistic approach that looks at the customer journey as a whole rather than focusing on isolated channels. This will help to identify the various touchpoints that make up the journey, as well as identify any pain points that may be affecting customer behavior. By analyzing the customer journey in its entirety, digital marketers can gain a more accurate understanding of the effectiveness of their digital marketing tactics and make more informed decisions.

Security Threats:

Digital marketing can be vulnerable to a variety of security threats, such as hackers, phishing scams, viruses, and malware. By using digital marketing strategies, businesses can be at risk of losing customer data, financial information, and other sensitive information. Having strong security protocols in place is essential to protect the business and customers from potential threats.

There are a number of security threats that marketers need to be aware of when conducting digital marketing campaigns. These include things such as phishing scams, malicious software, and data breaches.

Phishing scams are when attackers send malicious emails or text messages that appear to originate from a legitimate source, but are actually an attempt to collect personal or financial information. Malicious software, or malware, is when malicious code is inserted into files or software that can cause damage to an individual or company's computer or network. Finally, data breaches occur when confidential information is stolen or accessed without authorization, resulting in the loss of privacy or the potential for identity theft.

To protect against these threats, marketers should be sure to use secure networks and computers, practice caution when opening emails or attachments, and only use websites with strong security protocols when collecting personal information. They should also look out for signs of a potential attack, such as unusual activity or activity from unknown sources, and alert their IT team immediately if they suspect something is wrong. Finally, it is important for marketers to ensure that their systems are properly protected with up-to-date security software, antivirus programs, and firewall protection.

Hackers have always been around in the digital marketing world. They use a variety of techniques to gain access to accounts, manipulate data, and exploit vulnerabilities in systems. It is important to understand the different types of hacks, their methods and motivations, and how to protect the accounts from them.

Common hacking techniques include phishing, which is sending emails that appear to be from legitimate sources but are actually malicious. Social engineering attacks are attempts to gain access to sensitive information by manipulating people into giving up the information. Malware and ransomware are malicious software used by hackers to infect systems and access data.

Organizations need to take steps to protect themselves from hackers. This includes using strong passwords and two-factor authentication, as well as using antivirus and firewall protection. Additionally, organizations can train their staff to recognize common attack tactics such as phishing emails and social engineering attacks.

Digital marketing is vulnerable to hackers. Organizations must take steps to protect themselves and their data. Good security practices and vigilance are the keys to staying safe.

4.7 Experience at Onex Solutions

My digital marketing internship experience was an incredibly valuable and formative period of my professional development. I was fortunate enough to secure an internship with ONEX Company, a leading digital marketing agency in the industry. I was placed in the Performance Marketing team and was able to gain hands-on experience in various digital marketing channels such as PPC, Social Media Advertising and email marketing.

From day one, I was given tasks and responsibilities that helped me understand and appreciate the complexities of the digital marketing field. I was able to work on various projects and campaigns for clients in different industries, which gave me a well-rounded understanding of the different strategies and techniques that can be used to reach and engage audiences. For example, I was responsible for creating and managing PPC campaigns for a client in the e-commerce industry. This experience helped me understand how to optimize campaigns for different goals and how to analyse data to make informed decisions. I also had the opportunity to work on email marketing campaigns, which helped me understand the importance of personalization, segmentation and automation in email marketing.

One of the most rewarding aspects of my internship was the opportunity to work with a team of experienced digital marketers. I was able to learn from them and gain insights into the industry. I was able to learn about the best practices in the field and was able to work with my team to implement them in our campaigns. Additionally, I was able to learn about the latest tools and technologies in the field and how to use them to improve our campaigns.

Throughout the internship, I faced a number of challenges that helped me to grow both personally and professionally. One of the most significant challenges was the need to work under tight deadlines while maintaining the quality of the work. I was able to overcome this challenge by developing strong time management skills, which helped me to prioritize my tasks and work more efficiently. Additionally, I had to work with a team, which required me to develop my communication and collaboration skills.

One of the most memorable moments of my internship was when I received positive feedback from my supervisor on the work I had done on a campaign. It was a great feeling to know that my hard work and dedication had paid off and that my contributions were valued by my team.

Overall, my digital marketing internship experience has been an incredibly valuable and formative period of my professional development. I gained a well-rounded understanding of the digital marketing field and developed key skills such as data analysis, time management and communication. I am grateful for the opportunity to have worked with an experienced team and to have been able to learn from them. This experience has been instrumental in preparing me for future opportunities in the digital marketing field and has solidified my interest in pursuing a career in this field.

4.8 Work as Digital Marketing Intern

Assist in the development and execution of digital marketing campaigns: This includes helping to create and manage PPC campaigns, social media advertising campaigns, email marketing campaigns, and other forms of digital advertising.

Help with content creation: This could include writing and editing blog posts, creating graphics, and helping to develop other forms of content such as videos and infographics.

Analyse data: Digital marketing campaigns are data-driven and interns may be responsible for analysing data from campaigns to help make informed decisions about future strategies.

Research and stay up-to-date on industry trends: Digital marketing is a rapidly changing field and interns may be responsible for researching and staying up-to-date on the latest trends and best practices in the industry.

Monitor and report on campaign performance: Interns may be responsible for monitoring the performance of campaigns and providing regular reports on the results.

Assist with the management of social media accounts: this includes creating content and responding to comments and messages.

And included **COLD-CALLING** audiences.

Cold calling, the practice of directly reaching out to potential customers through phone calls, remains a crucial aspect of digital marketing. The psychological impact of good cold calling have a significant effect on a business's ability to generate leads and close sales.

One of the key psychological effects of good cold calling is building trust and credibility. When cold callers are able to effectively communicate their message and answer questions in a confident and knowledgeable manner, they can establish trust with potential customers. This can lead to increased credibility and a better chance of the customer considering the business's products or services.

Good cold calling can also create a sense of urgency, which can drive immediate action. Cold callers who are able to effectively communicate the benefits and value of their products or services can create a sense of urgency in the potential customer, leading them to act quickly. This can be

especially useful for businesses looking to generate leads or close sales in a short amount of time. Good cold calling can provide the opportunity for businesses to gather valuable information about their potential customers. Cold callers can ask questions and gather information about the customer's needs and wants, which can be used to tailor future marketing efforts and improve the chances of a successful sale.

Altruistic cold calling can also create a personal connection with potential customers. By directly reaching out to customers, businesses can create a more personal relationship, which can increase the chances of the customer considering their products or services. A personal connection can also lead to increased customer loyalty and repeat business.

It is important to note that the psychological impact of cold calling can vary depending on the individual being called. Some people may be more receptive to cold calls and respond positively, while others may be more skeptical and less likely to take action.

Work with a team: Interns work with a team of digital marketers and may be responsible for collaborating with team members on projects and campaigns.

Overall, my work as a digital marketing intern was challenging and fast-paced, but it was also incredibly rewarding. I believe Interns have the opportunity to gain hands-on experience in the field, develop key skills, and make valuable connections in the industry.

4.9 TASKS ASSIGNED

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 under 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.

Work Sheet_Aditi (1) - Excel

File Home Insert Page Layout Formulas Data Review View Help Tell me what you want to do

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Clipboard Font Alignment Number Conditional Formatting Format as Table Cell Styles

Sl.No	Group Name	Members	Group Link	Status (Joined or Pending)
1				
2	1 Maharashtra Business Group	39522	https://www.facebook.com/groups/cityliferealestate/?ref=share	Joined
3	2 Business Nagpur	22186	https://www.facebook.com/groups/1886910001590608/?ref=share	Joined
4	3 Local Pune Business Group	45106	https://www.facebook.com/groups/152483360995980/?ref=share	Joined
5	4 Mumbai Business Group	8772	https://www.facebook.com/groups/658186055135275/?ref=share	Joined
6	5 Mumbai Business Wholesale Bazaar	29065	https://www.facebook.com/groups/2141580912791708/?ref=share	Joined
7	6 Pune Business Group	11755	https://www.facebook.com/groups/whatsappnumbergroup/?ref=share	Joined
8	7 mumbai business	11174	https://www.facebook.com/groups/182696399703963/?ref=share	Joined
9	8 Nanded Business Hub	2453	https://www.facebook.com/groups/nandedbusinesshub/?ref=share	Joined
10	9 NYMC Business Hub	227	https://www.facebook.com/groups/97395566445894/?ref=share	Joined
11	10 Maharashtra online market	405	https://www.facebook.com/groups/299683752397625/?ref=share	Joined
12	11 Vidarbha Business Group	3606	https://www.facebook.com/groups/992749500839137/?ref=share	Joined
13	12 Yavatmal Business Group	194	https://www.facebook.com/groups/412909110016563/?ref=share	Joined
14	13 Maharashtra Wholesale Bazaar	36240	https://www.facebook.com/groups/maharashtrawholesalebazar/?ref=share	Joined
15	14 Nagpur Business Group	72000	https://www.facebook.com/groups/1728613937414702/?ref=share	Joined
16	15 Latur Business Club	16000	https://www.facebook.com/groups/laturbusiness/?ref=share	Pending
17	16 Maharashtra e- Business Group	53000	https://www.facebook.com/groups/mahaebusiness/?ref=share	Pending
18	17 maharashtra business group	7200	https://www.facebook.com/groups/215357698476706/?ref=share	Pending
19	18 Maharashtra Business Group	1000	https://www.facebook.com/groups/2968244863420212/?ref=share	Pending
20	19 Nashik- Nagpur- Pune business group	387	https://www.facebook.com/groups/2736481139927520/?ref=share	Pending
21	20 Pune market place	33000	https://www.facebook.com/groups/punemarketplace/?ref=share	Joined
22	21 Business Group for Kothrud Pune	91000	https://www.facebook.com/groups/119963125392350/?ref=share	Joined
23	22 Pune Marketplace	8300	https://www.facebook.com/groups/puneonline marketplace/?ref=share	Joined
24	23 Pune Business Group	32000	https://www.facebook.com/groups/209744207067272/?ref=share	Joined
25	24 pune business group	25000	https://www.facebook.com/groups/193992748115391/?ref=share	Pending
26	25 Navi Mumbai Business Centre	46000	https://www.facebook.com/groups/NavimumbaiBusinessCentre/?ref=share	Joined
27	26 Nashik Business	19000	https://www.facebook.com/groups/162542590976623/?ref=share	Joined
28	27 Nagpur Business Group	7200	https://www.facebook.com/groups/nagpurbiz/?ref=share	Joined
29	28 Maharashtra Business Group	15000	https://www.facebook.com/groups/1808841035633661/?ref=share	Joined
30	29 Nagpur - Business Group	12000	https://www.facebook.com/groups/643847359339163/?ref=share	Joined
31	30 Aurangabad Business Group	18000	https://www.facebook.com/groups/aurung/?ref=share	Joined
32	31 Business Nagpur	144000	https://www.facebook.com/groups/642521992544123/?ref=share	Joined
33	32 Akola business group	39000	https://www.facebook.com/groups/673855379489630/?ref=share	Joined
34	33 Business Platform Nagpur, Bhandara, Chandrapur, Amravati	642	https://www.facebook.com/groups/907293669610191/?ref=share	Joined

Work Sheet_Aditi (1) - Excel

File Home Insert Page Layout Formulas Data Review View Help Tell me what you want to do

Tahoma 10 A A⁺ Wrap Text General

Clipboard Font Alignment Number Conditional Formatting Format as Table Cell Styles

Sl.No	Group Name	Members	Group Link	Status (Joined or Pending)
34	33 Business Platform Nagpur, Bhandara, Chandrapur, Amravati	642	https://www.facebook.com/groups/907293669610191/?ref=share	Joined
35	34 Nagpur Business Group	78000	https://www.facebook.com/groups/1308937755882759/?ref=share	Joined
36	35 Business Club (Promote Your Business)	12000	https://www.facebook.com/groups/249888125408024/?ref=share	Joined
37	36 Nagpur City Market	19000	https://www.facebook.com/groups/1571913376465152/?ref=share	Joined
38	37 marketplace of amravati, akola, nagpur	1100	https://www.facebook.com/groups/325918998096742/?ref=share	Joined
39	38 market plus Nagpur Businesses	26000	https://www.facebook.com/groups/2983921085050493/?ref=share	Pending
40	39 Vidarbha Marketplace	232	https://www.facebook.com/groups/vidarbhmarketplace/?ref=share	Joined
41	40 Vidarbha Business Group	1000	https://www.facebook.com/groups/183906205215117/?ref=share	Joined
42	41 Business promotion group in Mumbai	32000	https://www.facebook.com/groups/602149294023546/?ref=share	Joined
43	42 Dadar Business Group	24000	https://www.facebook.com/groups/1670853426390282/?ref=share	Joined
44	43 Nagpur, Amravati, Bhandara, Gondia, Akola, Wardha Business	1600	https://www.facebook.com/groups/616009758888242/?ref=share	Joined
45	44 Mumbai- Navi Mumbai- Business	50000	https://www.facebook.com/groups/111187018963983/?ref=share	Joined
46	45 Nagpur Business Network	4900	https://www.facebook.com/groups/NagpurBusinessNetwork/?ref=share	Joined
47	46 Marathi Business	45000	https://www.facebook.com/groups/MarathiUdyojakOfficial/?ref=share	Joined
48	47 Malad Business Group	74000	https://www.facebook.com/groups/557634561773268/?ref=share	Joined
49	48 Maharashtra business group	2400	https://www.facebook.com/groups/288079299558716/?ref=share	Joined
50	49 Maharashtra Business Group	723	https://www.facebook.com/groups/403766176912059/?ref=share	Joined
51	50 Largest Maharashtra Whatsapp Business Group	10000	https://www.facebook.com/groups/LargestWhatsappBusinessMaharashtra/?ref=share	Joined
52	51 Mira Bhayander business promotion group	18000	https://www.facebook.com/groups/315149898986403/?ref=share	Joined
53	52 Maharashtra Business group	8300	https://www.facebook.com/groups/1063216313889660/?ref=share	Joined
54	53 Online Market Nanded	1400	https://www.facebook.com/groups/1673851676240036/?ref=share	Joined
55	54 Nanded City's wholesale market	467	https://www.facebook.com/groups/327516928194632/?ref=share	Joined
56	55 NANDED MARKET & eServices	354	https://www.facebook.com/groups/1408526296017788/?ref=share	Joined
57	56 Maharashtra Business Forum for Emerging Entrepreneurs	577	https://www.facebook.com/groups/321453288665131/?ref=share	Joined
58	57 Nanded Business Advertising	330	https://www.facebook.com/groups/1755378247952940/?ref=share	Joined
59	58 Maharashtra Wholesale Bazaar	8400	https://www.facebook.com/groups/maharashtrawholesalebazaar/?ref=share	Joined
60	59 S2B Marathi Global Business	263	https://www.facebook.com/groups/232296762002191/?ref=share	Joined
61	60 Nanded Buyer & Seller Group	1200	https://www.facebook.com/groups/391077601880766/?ref=share	Joined
62	61 Nagpur wholesale bazaar	12000	https://www.facebook.com/groups/2864060283874386/?ref=share	Joined
63	62 Maharashtra marketplace	72000	https://www.facebook.com/groups/186719931698113/?ref=share	Joined
64	63 Nagpur marketplace	38000	https://www.facebook.com/groups/nagpurdistrict/?ref=share	Joined
65	64 Maharashtra Business Group- online business network	9300	https://www.facebook.com/groups/maharashtrabusinessgroupbusinessnetwork/?ref=share	Joined
66	65 Dahisar Business Group	16000	https://www.facebook.com/groups/1670853426390282/?ref=share	Joined
67	66 Mumbai Business Group	59000	https://www.facebook.com/groups/1832831767019016/?ref=share	Joined

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. The calling script that was provided by Onex to us is as follows:

“ Hello , Can I Speak to (Mr/Ms/Mrs Name)?

[If Other Person responds]

*I am Priyanshu Bodele calling from Onex Solutions Pvt Ltd regarding your business/
Brand Promotions .*

Is it the right time to discuss with you Sir/ Ma'am ?

[If Other Person responds, No]

Reply – Can I know when I can connect with you Sir / Ma'am ?

[If Other Person responds, YES]

Thank You so much for your Time.

*Onex Solutions is a Digital Marketing Company, we help Business to reach their
target audience in economical and effective manner.*

We are working with 4000+ clients that Includes Madisson, BuyMediaSpace, Bookallads, Tata Motors, Khadims, Wow Momo, etc.

Sir / Ma'am we know that lock down is the current market scenario, so we can not let this situation hampered our business, so it's crucial to reach out to new audience.

We are a company who helps to reach out to new clients at a very minimum cost VIA SMS / Email / WhatsApp & Voice Call Services .

Note – After speaking its important to hear the client's queries and to revert back accordingly .

[If Person is Interested]

Sir/ Ma'am, can I get your mail id so that I will send you the mail about my company and commercials.”

And we interns were also provided with rebuttals if raised any by the companies based in Rajasthan state, which is as follows:

We are a company who helps to reach out to new clients at a very minimum cost VIA SMS / Email / WhatsApp & Voice Call Services .

Note – After speaking its important to hear the client's queries and to revert back accordingly .

[If Person is Interested]

Sir/ Ma'am, can I get your mail id so that I will send you the mail about my company and commercials.”

And we interns were also provided with rebuttals if raised any by the companies based in Rajasthan state, which is as follows:

“ Rebuttals –

I- How to trust on your Campaigns ?

Ans- We have an experience of handling clients from various Industries like Health care, Real Estate , Education and Hospitality, etc. Working with these sectors have help us to gain lots of experience and now we are helping out other clients so that can they make maximum use of SMS/ WhatsApp / Email & Voice Call Marketing .

2- What is the proofs of your Campaigns ?

Ans- We will help you with detailed reports post each campaign.

3- Do you provide Database ?

Ans- No Sir / Ma'am .

4- Tell me more about your Database ?

Ans- We have PAN INDIA Pin code wise database .

5- Do you have profile database (Female/ Student/ HNI etc.)?

Ans- Sir / Ma'am, please let me know the Pin code /Area/ City , I will ask my team and update you shortly.”

WEEK VIII-

The eighth week was focused on few tasks which were:

- Task 1- Commenting on the LinkedIn profile of Onex Solutions and providing them the feedback of our internship.
- Task 2- Revert back the mails sent by HR head of Onex Solutions by answering the questions asked about the company and internship experience.
- Task 3- Reaching out to more companies by sending creatives of Onex Solutions and calling them and explaining how our services would turn out to be beneficial for them.

WEEK IX-

For the ninth week of internship, a major task assigned was to call the companies.

- Task- Reach out all the companies who seemed to be interested in marketing facilities of Onex Solutions through our calling campaign. We had to get their honest feedback and if they wish to hire us and answer their rebuttals.

WEEK X-

For the last week of internship, the main task was to wrap out the whole internship:

- Task 1- The only important task was to update the HR head of Onex Solutions about the data collection and revert back the feedbacks and answers of the companies contacted.
- Task 2- The final task was to update all the internship work in the online Zoho sheets provided by Onex to interns to mention the work done by them and submit it to the HR head.

CHAPTER 5: CONCLUSION AND SUGGESTIONS

5.1. CONCLUSION:

The study was started to understand the broader terms namely “Digital Marketing”, “Influencer Endorsement in Digital Marketing” and “Consumer Perception” in detail with reference to Onex Solutions.

The project revolved mainly around Digital Marketing on a whole focusing on the learnings and training achieved during this internship period as a digital marketing intern for the company. This project has been done to reflect onto the importance of digital marketing for industries and the rise in influencer endorsement and how it can benefit multiple businesses through the reach of digital marketers acting as influencers on their scale and the view point of consumers in return. It can be clearly understood that digital marketing is a major aspect in any business rather than the traditional methods of marketing for a company in modern times, it turns out to be flexible and multi-beneficiary. Endorsing influencers for the business increases the reach of businesses widely. It poses as a new tactic to attract young customers through social media platforms. This study also focuses on the ideology of the customers towards the brand and business through the tactics of digital marketing and endorsement of various influencers. The response recorded of the people contacted was neutral that is neither impacting negatively or positively to the businesses.

The sources utilized for collecting data required in the study were both primary as well as secondary. It mainly comprises of the experiences and learnings acquired through internship and the secondary sources used have been mentioned in the reference section.

5.2 SUGGESTIONS:

Major suggestions that can be provided for this project work has been summed up in the points that follow:

- Awareness amongst customers about digital marketing techniques:
In recent years, there has been a growing awareness among customers about digital marketing techniques. With the widespread use of the internet and mobile devices, businesses have shifted their focus towards digital channels to reach their target audience. As a result, customers have become more familiar with online advertising, email marketing, search engine optimization, social media marketing, and other digital marketing strategies.
- Considering customer perception important:
Considering customer perception is extremely important for businesses. A customer's perception of a brand, product, or service can significantly impact their purchasing behavior and overall loyalty. It builds reputation, increases marketing effectiveness, customer satisfaction and loyalty. It is the opinions, feelings, and beliefs customers have about your brand. It plays an important role in building customer loyalty and retention as well as brand reputation and awareness.
- Provision of adequate training in a company for endorsement purposes:
Adequate training is crucial for companies that want to endorse their products or services. Providing employees with the necessary knowledge and skills helps them effectively promote the company's offerings and respond to customer inquiries. With proper training, employees can confidently speak about the company's products and services, leading to a more positive customer experience and ultimately, better business outcomes.
- Reliance on primary source of data for accuracy:
Reliance on primary source data is important for ensuring accuracy in business decision-making and research. Primary sources, such as surveys, interviews, and original

documents, provide the most direct and reliable information on a particular topic. They are considered the most credible sources of information as they are produced by the organizations or individuals directly involved in the events or processes being studied.

CHAPTER 6: REFERENCE

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