

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

"TITLE"

A study on opportunities and challenges of inbound digital marketing (with special reference to Success R)

SUBMITTED BY:**SUSHA JAGAT SINGH****B.com (Honours) VI Semester****PROJECT GUIDE:****Prof. SHAUNAK MASADE**

Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics**Nagpur****NAAC Accredited 'A' Grade Autonomous Institution**

INTERNSHIP CERTIFICATE

05.07.2021 to 30.09.2021

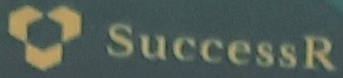
This is to certify that Ms. Susha Singh has successfully completed the internship program in Digital Marketing at SuccessR Hitech Pvt Ltd.

Pooja

TEJASVINI PISE

Co founder and
Manager





Your Way to Success

To Whomsoever It May Concern

This is to certify that Ms. Susha Singh completed her internship as a Digital Marketing Intern in our organization from SuccessR HR Tech Pvt Ltd.

Duration of Internship- 5th July 2021 to 30th September 2021.

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

Sincerely,

A handwritten signature in black ink, appearing to read "Pise" with a stylized flourish.

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

SuccessR HR Tech Pvt Ltd

30.09.2021



Shiksha Mandal, Wardha's
G. S. COLLEGE OF COMMERCE & ECONOMICS
 (AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)
 A Hindi Linguistic Minority Institution

Amravati Road, Civil Lines, Nagpur – 440 001

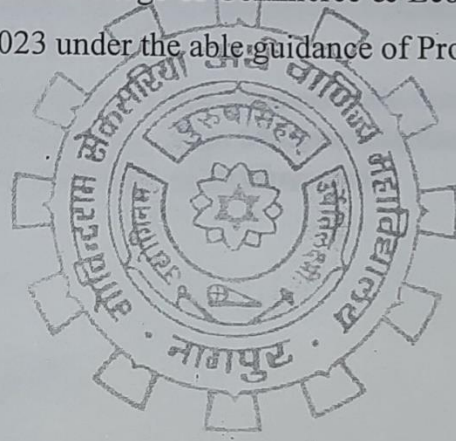
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CERTIFICATE

This is to certify that the said internship project report titled “A study on opportunities and challenges of inbound digital marketing with special reference to SuccessR” has been completed & submitted by Miss. Susha Jagat Singh 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. Shaunak Masade.

Date: 12/04/2023

Place: Nagpur



Shaunak

Prof. Shaunak Masade
 Project Guide



Ranjana

Dr. Ranjana Sahu
 Coordinator

S.S. Kathaley

Dr. S.S. Kathaley
 Offg. Principal
 Offg. Principal
 G. S. College of Commerce
 & Economics, Nagpur.

ACKNOWLEDGEMENT

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

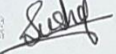
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to SuccessR Pvt Ltd. for giving me an exposure to learn and grow on a platform.

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

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

Date: 12/04/2023

Place: Nagpur

Signature of Student 

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ABSTRACT

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Digital marketing is a new instrument of selling goods using digital technology, especially through the Internet. Digital marketing is based on the Internet and allows you to create brand equity and convert manufacturers into potential customers through various digital networks. The purpose of this study is to provide an overview and explanation of how consumer personalities respond to different types of digital advertising, provide marketers with insights to improve the effectiveness of their advertising, It's about proving that use provides greater value. When selling your product and finding the right target market.

Digital marketing helps brands reach their target audience and promote their product and services. while this is also the goal of traditional marketing drive, digital marketing allows brands to target more specific or niche audiences. connecting with customers digitally helps build a broad audience that trusts your brand. this is especially useful for small businesses that can leverage their digital marketing strategy without the help of a marketing department or agency. The growing popularity of social media platforms and other digital media platforms is the main driving force behind the digital marketing market in India.

The overall trend of the market is positive as investment in technological advances continues to increase across India due to increasing demand. investments in sectors such as bfsi, cpg, media, entertainment and telecom are on the rise as they see great potential across India. with a significant number opting to switch from tv to on-demand video platforms, India's digital marketing market is poised for high growth.

Inbound marketing was conceived in 2005 by hubspot CEO brian halligan. it took a while to become a marketing buzzword. inbound marketing incorporates the increasing use of the internet into your existing marketing strategy to increase your Roi and grow predictably.

Introduction

WHAT IS DIGITAL MARKETING ?

It is also known as online marketing or internet marketing. digital marketing is a process or strategies to expand our business on digital platforms. It uses various mobile apps, social media channels, seos and other digital platforms. this becomes now popular and common way of marketing . It creates brand awareness for a product to their potential customers. by it is done with the electronic devices by making ads, contents .

This is used by businesses to promote and sale their products on online mode. digital marketing is the practice of promoting products and services through digital channels such as social media, seo, email and mobile apps. any form of marketing using electronic devices is called digital marketing. can be run online or offline. in fact, both types are important for a balanced digital marketing strategy. Want to know more about digital marketing? this guide has everything you need to know to get started with digital marketing.

NEED OF DIGITAL MARKETING / Why Digital Marketing Strategy is required?

- Reaching of global Audiences
- It helps you to develop an effective Value proposition
- It helps to avoid time wasting
- Gives Idea of what your Audience or Customers Base looks Like

- High Reach ability
- Brand Awareness
- Create Brand Reputation and Helps in Engaging Target Audience.

COMPONENTS OF DIGITAL MARKETING



• CONTENT MARKETING

Content marketing is An Important to Attract Customers by Creating potential content. It leads to more leads and also revenue. A content marketing strategy establishes your brand as a

thought leader and builds audience by creating and distributing content in a variety of ways. Content marketing, or at least good content marketing, requires many elements. First, it should be

relevant to the person to whom you are providing the information. You want them to interact with it and find it helpful. Maybe it will solve their problem. Whatever it is, it must mean something to the reader.

- **Social Media Marketing**

Social media marketing (smm) is a form of internet marketing that uses social media apps as a marketing tool. social media marketing (smm) uses social media and social networks such as facebook, and instagram products and services connects, with existing customers.

- **Email Marketing**

Email marketing is also a very useful and easiest way to get connected with our audience provides a direct way to reach someone i.e., customers.

modern email marketing has moved away from consistent mass emailing and instead focuses on consent, segmentation, and personalization. it may sound time consuming, but marketing automation does most of the heavy lifting for you. in the long run, a well-thought-out email marketing strategy will not only help you increase your sales, but it will also help you build a community around your brand.

- **Seos – (Search Engine Optimisation)**

SEOs are likely a key part of your potential audience. it is the way towards enhancing rankings if a site or websites page in the unpaid 'organic 'search list. it is the most important types or way of digital marketing. this means the process of improving your website and increasing your visibility when people search for products and services related to your business on google, bing, and other search engines. the more you appear, the more likely you are to get noticed and attract potential and existing customers to your business.

- **VIDEO MARKETING**

Video marketing enables and helps to companies to connect with their customers by making attractive advertisements and videos to promote their products. using video for marketing means incorporating the video format into your marketing strategy to promote your brand, product,

service or message. video marketing can effectively inform your audience and help increase engagement on social and digital channels.

ADVANTAGES OF DIGITAL MARKETING:

Benefits of **DIGITAL MARKETING**



PROMOTION



BUSINESS EDUCATION



ONLINE MARKETING



BRAINSTORMING



START UP



SUCCESS FORMULA



ONLINE BANKING



GROW UP

1.Help to Reach Globally: -

Digital marketing is done on digital platforms i.e., on internet therefore it helps to businesses to expand their business worldwide. whereas in traditional marketing there is a limited scope to specific area.

2.Target Audience:-

It is main advantage of digital marketing that businesses can set their specific criteria for their target audiences. which leads to firms to achieve their set goals.

3. Create Brand Awareness: -

Digital marketing create brand awareness amongst customers. because we can create or make advertisements, videos, special contents for our products. useful and interesting content helps businesses earn the trust of customers and industry experts. it is effective in that your competitors will also start citing you in their content.

4. 24×7 Marketing Facility Provided: -

It is totally online activity hence it is easy for customers to get benefit of marketing or shopping facilities any time. customer can buy anything at any time whenever they need without going to anywhere in market. they don't need to wait for working hours of traditional market areas.

5.Cost Effective: -

Digital Marketing is very cost effective in nature as compared to traditional market. digital marketing is cost-effective for businesses because it allows them to continuously evaluate how it's working. measuring her Roi of the campaign will help her revise her strategy and allocate resources to the right projects.

About Project

INBOUND DIGITAL MARKETING: -

INBOUND MARKETING way or strategic process that helps businesses to build trust amongst their customers and fosters long-term relationships. it provides solutions to customer's problems. it creates valuable content for potential customers. it makes useful content by trying various experiences. there are various companies who focuses on accepting inbound marketing strategies.

Those industries which are expensive or costly or are highly regulated and requires more information can take benefit from process of inbound marketing.

Content which are being provided using inbound marketing are very useful, educational and may be more welcome by customers. it is consist on entirely on organic leads.

Inbound marketing is developed as a result of customers to preferring or to favour to research on their own, rather than be pitched to directly. inbound marketing is fairly inexpensive, costly and because it creates a living library of branded content, it has great Roi.

Inbound marketing is a way to grow your business by building lasting relationships by “attracting” consumers, prospects, and customers to your brand through SEO, content marketing, social media, video marketing, and more. He is often divided into four stages: It attracts, transforms, closes and delights. Examples of inbound marketing content and tactics include blog posts, photos, infographics, videos, podcasts, presentations, e-books, white papers, e-newsletters, e-magazines, webinars, search engine optimization (SEO), and social Includes media marketing. The term was invented by HubSpot in 2005.

Inbound marketing is how it exists within marketing. inbound marketing is a complete marketing style based on organically attracting and converting online users and supporting sales decisions with personalized information. nurture sales funnel leads with genuine interest. this will

generate quality interest-driven conversions and ultimately drive more quality traffic to his website for the company. achieving true success in inbound marketing requires more than an active social media presence, search engine optimization (SEOs), or regular blogging.

An inbound methodology requires consistent campaigns and consumer-centric content that incorporates these and other elements. when it comes to inbound marketing, you're not halfway there. as many businesses have learned, it's all or nothing, making it an effective audience conversion strategy. an inbound strategy aligns all elements and practices to naturally push qualified prospects through the sales funnel. inbound marketing is a complex interest- and people-based marketing approach that aims to provide useful information and answers rather than generating large amounts of unqualified traffic.

THE DIFFERENCE BETWEEN INBOUND MARKETING VS DIGITAL MARKETING

Meaning of digital marketing

Digital marketing, also well-known as online marketing, is the build-up of a brand to connect with potential customers through the internet and other forms of digital communication. this carry email, social media, and web-based advertising, as well as text and multimedia messaging as marketing channels.

Meaning of Inbound Marketing

Inbound marketing is the business practice of attracting customers by creating valuable content and experiences that are tailored to them. outbound her marketing disrupts viewers with content they don't always want, while inbound her marketing creates the connections viewers are looking for and solves problems they already have. to do.

Inbound Marketing Vs. Digital Marketing



What is the difference between inbound marketing and outbound marketing:

Outbound Marketing-

Outbound marketing is a traditional marketing technique aimed at delivering messages to potential customers. Outbound marketing includes activities such as trade shows, seminar series and solicitation calls. It's expensive and the ROI is much lower than inbound marketing.

Inbound Marketing-

Inbound marketing is a strategic approach focused on creating valuable content and experiences tailored to audience needs to build long-term relationships. The key to inbound marketing is providing solutions to customer needs. This allows you to build lasting relationships and develop brand advocates.

Comparison Between Inbound marketing and outbound marketing –

Inbound Marketing Target on engaging customers to your brand or service. the best prospects are searching for products online, and up to 63% of consumers have initiated shopping online.

1. **Outbound Marketing** Sends messages to large numbers of people in hopes of making a sale. this strategy is based on the idea that the bigger the group you send the message, the bigger the return.
2. **Outbound Marketing** Relies on buying ads, getting mailing lists, and maximizing brand awareness and exposure so people buy and respond to products. with multiple tools available, you can easily select the most relevant material for your audience. analytics are also available for **Inbound Marketing**.
3. **Inbound marketing** is the act of drawing customer attention to a brand through company-generated content. **Outbound Marketing** is when the marketer approaches the target audience to see if they have any in.
4. **Inbound Marketing** Is a marketing strategy that stresses on creating meaningful content to attract prospective customers retest in the company's product. **Outbound marketing** uses conventional means and mass media platforms to push marketing messages onto the target audience.
5. In **Inbound Marketing**, the marketer's contribution is passive. this is because marketers are waiting for the leads they want. on the other hand, **Outbound** marketing involves the marketer actively. this is because marketers are looking for the leads they need
6. **Inbound marketing** Uses marketing tactics to capture audience interest. in contrast, **Outbound marketing** uses marketing tactics to push products to consumers.

Inbound Marketing



- » Permission-Based
- » Educational Messaging
- » Familiar with Brand
- » Quantifiable
- » Slower Engagement
- » Affordable

Outbound Marketing



- » Interruption-Based
- » Complicated Messaging
- » Little knowledge about Brand
- » Immeasurable
- » Faster Results
- » Expensive

COMPANY PROFILE

Successr Is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses. it helps to speed up the career and hr activities of mncs and start-ups by providing concentrated hr services ranging from recruitment, selection, job profiling, hr planning, talent acquisition, training and development, job switching, hr software development and human resource management. apart from this, they also offer

consultancy and advisory services to help businesses optimize their human resource department.

the company's broadcasted motive is -

“Identifying and engaging the right people. that is what we do. but only if those people truly represent the answer to the question. the real question is rarely: who are you looking for? but often: where do you want your company to go? we chase the questions behind the question and help you to develop a sustainable talent strategy”

Date of incorporation	3, July,2020
Company type	Non – Government (Private ltd by shares)
CIN	U72200MH2020PTC341402
Authorized capital	RS 100000
Paid up capital	RS 80000

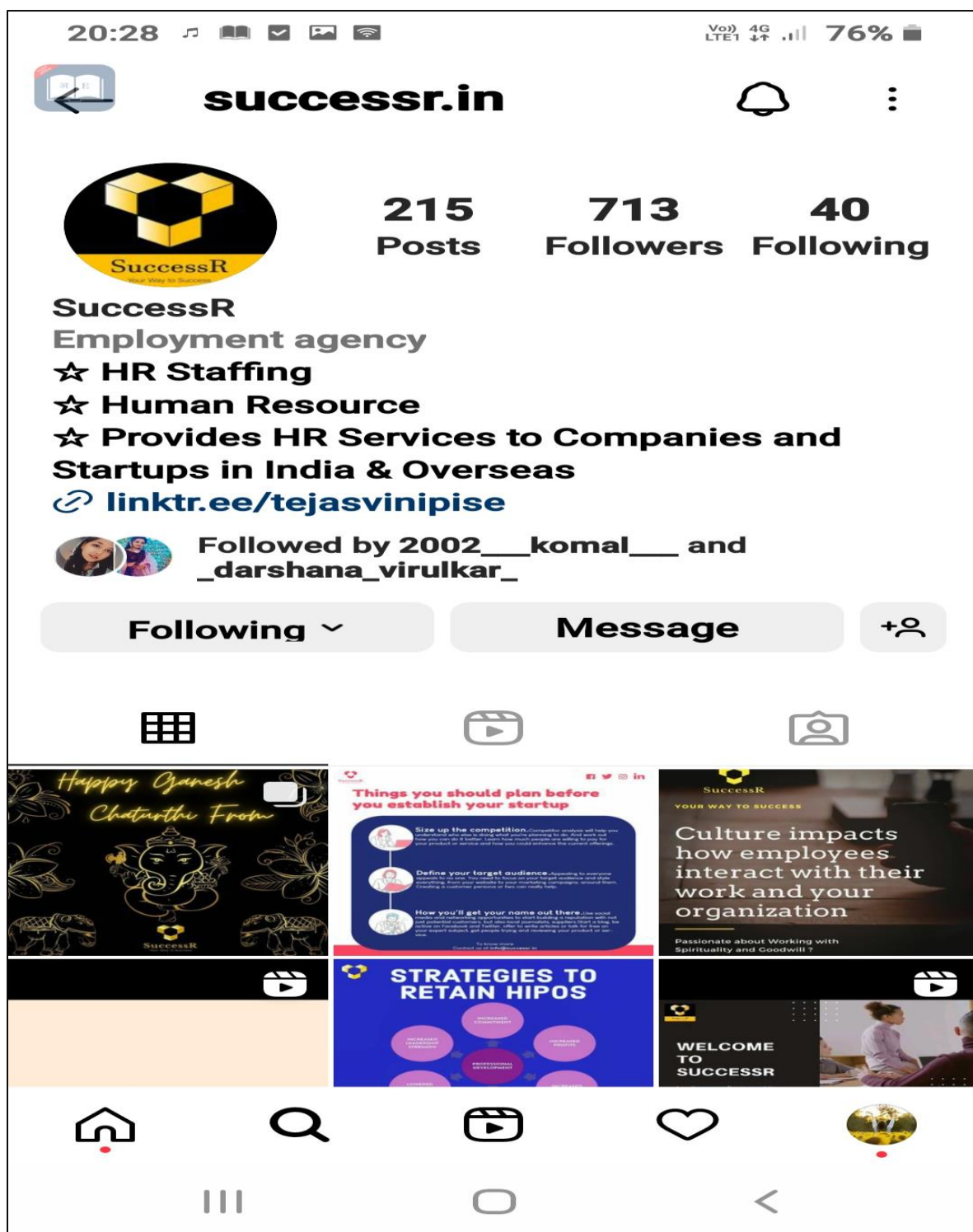
Company Official Website: - <http://www.successr.in>

COMPANY LOGO










Our Company's Social Media Handle Sources


- Instagram
- LinkedIn



Company's LinkedIn Profile

20:26     VoLTE 4G LTE1  76% 


 **SuccessR HR Tech Pvt Ltd**


 **SuccessR HR Tech Pvt Ltd**

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About

Leading consultants providing employment services to MNCs and Startups through various trainings and services to clients



This company has really provided us a very great opportunity to work with them and they provide us this chance to know how they work with perfections in this situation.

Why SuccessR?

Successr provides you with contractual and temporary recruitment. they help companies to find suitable candidates as per their requirements. successr build the perfect resume to help each individual increase their chances of promotion in future hiring path. because it's time to level up your skills in with company. let us help you design the perfect resume that will land you the job of your dreams.



successr.in



Why SuccessR?

SuccessR manages your human resources with great expertise and provides solutions that are advantageous to both the organization as well as the employee.

Contact us: info@successr.in

Body of the Project

INBOUND MARKETING: -

Inbound marketing is a way to grow by building lasting relationships by Attracting Consumers Prospects, and Customers to your brand Through SEOs, content marketing, social media, video marketing, and more. One of the valuable and most common way to is Attract Retain Customers with valuable content. Marketers who focus on consistently delivering content will see increased and user retentions.

Inbound marketing reduces the need to go out and find new users. When customers come to you organically, you don't need to spend a lot of time and money to looking for potential buyers This strategy can also increase customer trust. Over 80 % customers do online research before making a purchase Decisions.

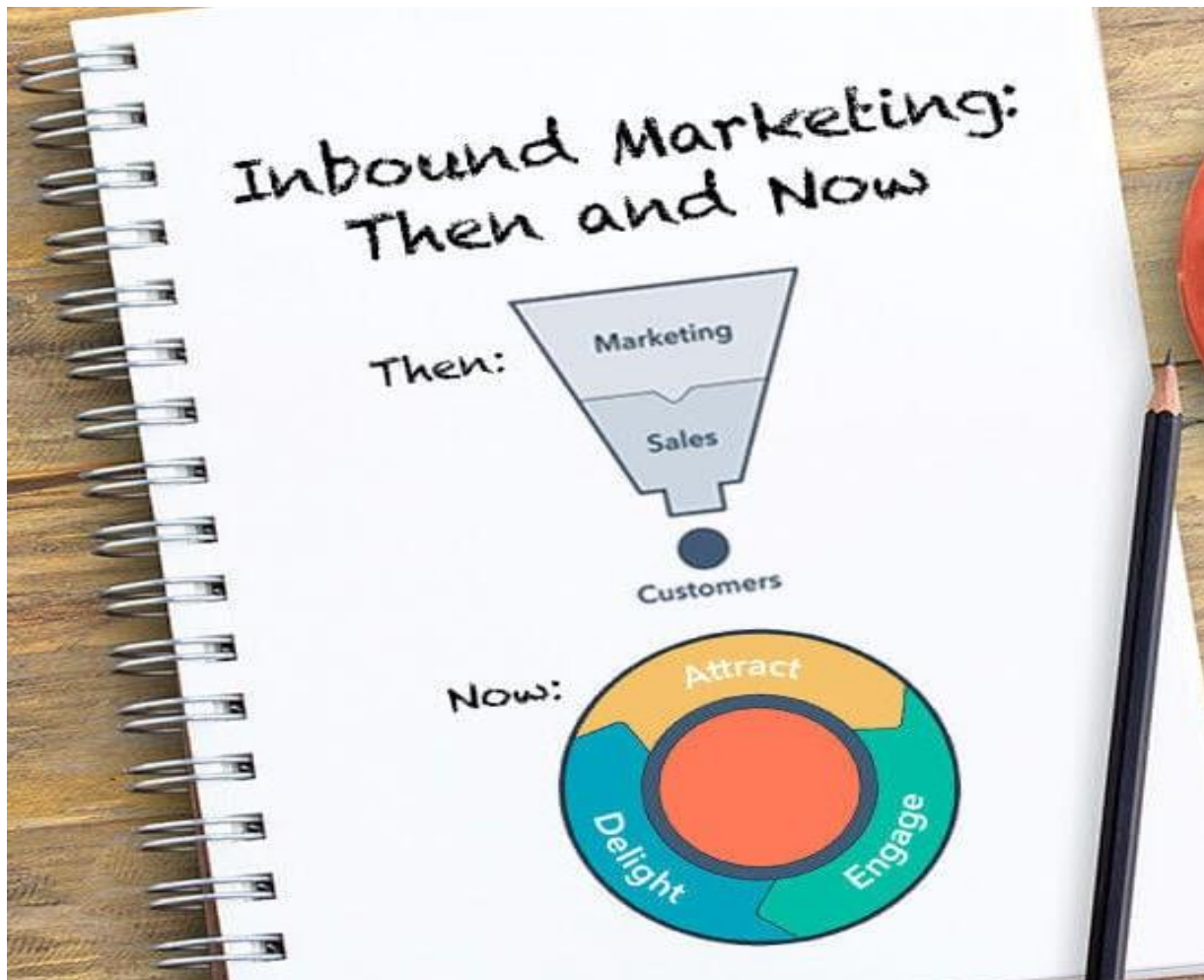
Your customers are your customers because you provide solutions to their problems. That's what inbound marketing is all about. We Provide the solutions your audience is looking for.



These solutions can come in the form of different types of content n different platforms designed to Engage potential buyers at different stages of the buying cycle.

History of Inbound Marketing:

Before the inbound methodology was adopted, marketing and advertising were almost entirely outbound. according to peter f. Drucker, patriarch of modern business and marketing, inbound his marketing began in the mid-1850s with Cyrus Hall, the inventor of the mechanical harvester, and his McCormick using market research to it took root when we developed inbound methods to increase consumer engagement. this was a radical development in agriculture at the time. then in 1888 he richard w. sears and his Alva roebuck did something similar, and in a few years, he published a catalogue that grew rapidly from 80 pages to over 300 pages.



The catalogue served as a powerful sales tool because it enabled sears and roebuck to gather information about thousands of customers cheaply and easily. want to know more about inbound marketing? get the only inbound marketing guide you need.

Market research took hold in the 1950s and his 1960s, allowing marketers to gather information about their customers' interests and habits. this information not only enabled marketers to create more targeted campaigns and better understand the consumer buying journey, but also to make consumers feel more involved in the sales process. became. these advances have resulted in a rapid increase in disruptive outbound marketing in the form of billboards, door-to-door sales, tv and radio advertising, print advertising and, perhaps the most feared medium, solicitation calls. in the 1970s, Drucker's marketing basics became popular. Drucker believed customer focus and market segmentation were core to a strong marketing strategy.

He knew that marketing was "getting to know and understand the customer so that products and services fit them and sell themselves." furthermore, drucker argues that, with the right marketing techniques, all a company needs to do is make its products and services available with "logistics over salesmanship" to close deals. we believed we could. therefore, we needed to evolve both our marketing and sales tactics to meet the needs of our customers.

Today, inbound marketing focuses on using relevant content that is available to consumers at every stage of the purchasing process. this helps prospects move through the funnel to customers, ensuring they receive the most personalized and meaningful experience possible. with the recent rise of artificial intelligence and predictive analytics, the possibilities for inbound marketing are endless. not only are consumers discovering brands through blog posts, social media platforms, and search engines, but businesses can learn faster and deliver more personalized experiences to their customers.

Co-founder of hubspot and CEO brian halligan is best known for inventing the art inbound marketing concept. his ideas, combined with marketing theories disseminated by his partner Dharmesh shah and hubspot special advisor David meerman Scott, will help streamline, optimize, and streamline marketing to thousands of inbound customers. now focus on delivery. new he spawned a website and an expert. but according to marketing guru peter f. Drucker, the core principles of inbound marketing thinking evolved over a century ago. in the mid-1850s Cyrus

Hall, inventor of the mechanical harvester, McCormick developed basic market research techniques and primitive inbound strategies to generate consumer interest in his radically new agricultural machinery. increased. a few years later, richard w. sears and his alvah roebuck published his ground-breaking mail-order catalogue in 1888. in just a few years the catalog grew from he he 80 pages to be more than 300 pages and has become a worldwide sales tool attracting millions of customers.

BENEFITS OF INBOUND MARKETING

1. REDUCED LABOUR:

Apart from being highly ineffective in this digital age, mass marketing is costly and risky. it's like he puts all his eggs in one basket. or shoot an (expensive) arrow in the dark and wait to hit the target. by using lean and targeted advertising for inbound marketing, a business can save money and improve his Roi over time.

2. HIGHER TRUST AND CREDIBILITY:

By allowing your customers to do their own research and find you organically, you're empowering them to 'buy now! additionally, approximately 85% of consumers conduct online research before making a purchase decision. inbound his marketing techniques, such as creating helpful content and leveraging social proof, help reduce the risk consumers associate with brands.

3. QUALITY TRAFFIC AND LEADS:

Inbound marketing is not just about building brand awareness. it's all about generating the right kind of leads and traffic. a more targeted and informed approach can help you attract leads who are more likely to be interested in your solution.

4. OPPORTUNITY TO LEARN AND EVOLVE:

Engaging with your customers on social media and listening to their conversations, questions, and feedback can help you better understand how to improve your products and services.

5. IMPROVE YOUR RELATIONSHIP WITH CUSTOMERS:

Inbound marketing is essentially about providing useful, valuable content to your target audience. at the core of every inbound strategy is the art of seeking to truly know your customers better in order to provide them with even more value. this is best accomplished through careful monitoring that helps you solve their problems and answer their questions. the more value you bring to your customers, the closer your relationship grows ninety percent of consumers believe that personalized content is useful, and 78 percent believe that a company that cares about providing such content is interested in building a good relationship with them.

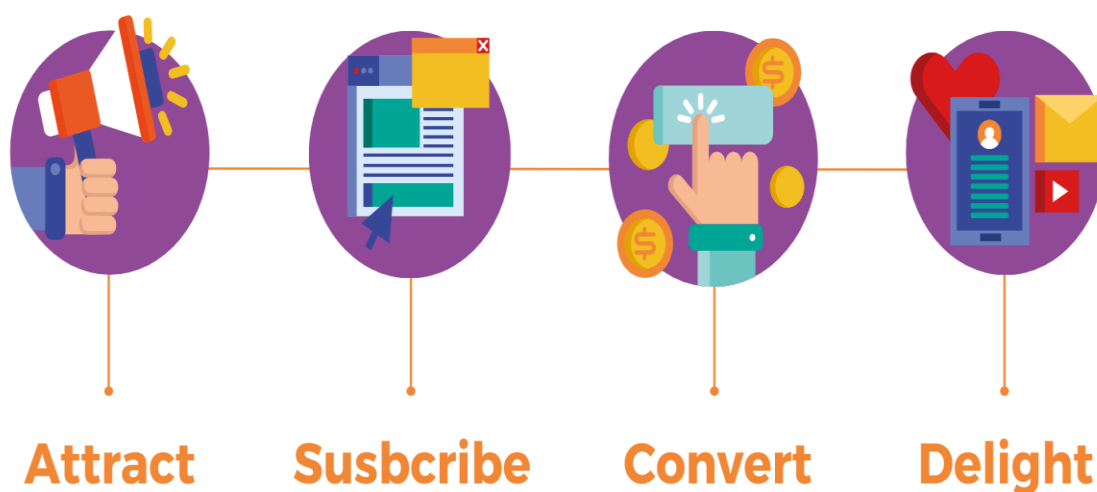
6. INBOUND MARKETING GENERATES RELEVANT LEADS:

Inbound marketing has many benefits, but the main one is the ability to generate business leads and generate marketing leads. providing informational content attracts prospects to your website or business, encourages them to take action, connect with you, and learn more about your content, services, and business. enter the sales funnel on terms. customers want more control over the sales process, especially the content they consume. to meet this requirement, inbound marketing is very beneficial for companies as a marketing strategy. however, tracking his Roi for inbound campaigns can be difficult.

7. INBOUND MARKETING IS COST-EFFECTIVE:

For the most part, one of the biggest advantages of inbound marketing is that it costs nothing. inbound is actually very cheap as all you need is a website and a blog. however, an automated platform like hubspot is recommended for strategic inbound marketing. this is because it handles many of the tasks required to generate and nurture leads with a wide range of marketing functions. this has a cost, but initially this is the only cost. inbound, on the other hand, is resource intensive and requires the costs of his one team her member to run a campaign, but even with these associated costs, it would be less than a series of traditional campaigns over a calendar year. will not exceed the annual cost of company.

THE STAGES OR STEPS INVOLVED IN INBOUND MARKETING:



THE 4 STAGES OF INBOUND MARKETING



To Attract the Customers

The first step in inbound marketing is attracting customers. this stage is all about finding and engaging your target audience. ask yourself: how do you help people find your website? do you add lots of relevant keywords to your blog posts? do you use targeted hashtags? answering these questions and adjusting accordingly will help you rank higher in google searches and be more visible in your intended audience's social media feeds.

Converting User

When we talk about marketing, we often think about user conversions. after all, the ultimate goal of marketing is to find and “convert” new users.

how can we use inbound marketing to convert users?

- **Registration Form**
- **An Effective Call to Action (CTA)**
- **Incentives For Signing Up for Our Newsletter**

Closing

Sometimes it's not as easy to convert users by providing a signup form and expecting them to join your community.

one of the many ways to enter the closing phase is through automation. for example, an automated email that reminds a user of an abandoned cart could encourage busy customers to return to your site to complete their purchase.

it works too. 45% of abandoned cart emails are opened and 50% of the links within them are clicked. findings like this show just how important the "close" phase of your inbound marketing strategy is.

Enchanted Or Delighted

The final phase of your inbound marketing strategy is the cheering phase, rewarding customers for their purchases.

this includes actions such as sending thank you messages, personalized follow-up emails, and offering discounts.

including a survey or feedback form at this stage can provide valuable comments and insight into potential issues that can be addressed early.

Inbound Marketing Strategies that can help to Our Business

The first stage of an inbound marketing best practice strategy is to use the best inbound marketing platform, such as hubspot marketing, to drive traffic to your website, learn more about what you offer, and turn them into marketing. to give you the opportunity to transform. qualified leads are transferred to the sales team.

- **Research current customers and leads**

The easiest way to know your target market is to do some research.

it doesn't have to be complicated. if you already have a mailing list, you can submit a simple form through survey monkey.

to make it work, just ask one question:

"What is your greatest battle?"

your goal is to understand the issues they face so you can create compelling content that targets their deepest concerns

- **Effectiveness of website experience**

Achieving an effective out-of-market website experience requires a well-thought-out inbound marketing strategy. this means that you have a plan for how people want to interact with your website and what type of content you want to offer. this includes creating a user-friendly design that makes it easy to find. after all, you need to promote your website so that people actually know it exists. without all of these components, your website would be ineffective and could alienate potential customers. there is even sexuality. by taking the time to develop a strong inbound marketing strategy with our inbound marketing experts, you can ensure your website provides an enjoyable and beneficial experience for all your visitors. before attracting visitors, it is important that her website for inbound marketing strategy is attractive and easy to navigate. if your website isn't acting as a profitable partner to attract, retain and delight potential customers, it's time to give it a makeover. his inbound marketing-focused b2b marketing agency specializes in providing scalable inbound marketing services throughout the on-demand buyer journey, with expert data in mind with broader demand generation and lead nurturing goals in mind. offer a driven approach.

Creating an enjoyable website experience is essential to engaging users with your content. by understanding who their ideal customers are and what they want, they can design their website to meet their needs and interests.

An Effective Website Experience Supports a Wide Range of Lifecycle Marketing, Including:

- a. Increase Leads and Conversions with A Better Website Experience
- b. Save Time with Faster Page Loads and An Intuitive Design
- c. Improve Customer Retention with Easy-To-Navigate Menus and User-Friendly Designs
- d. Increased Brand Awareness with A Modern Look and Feel That Reflects Company Values

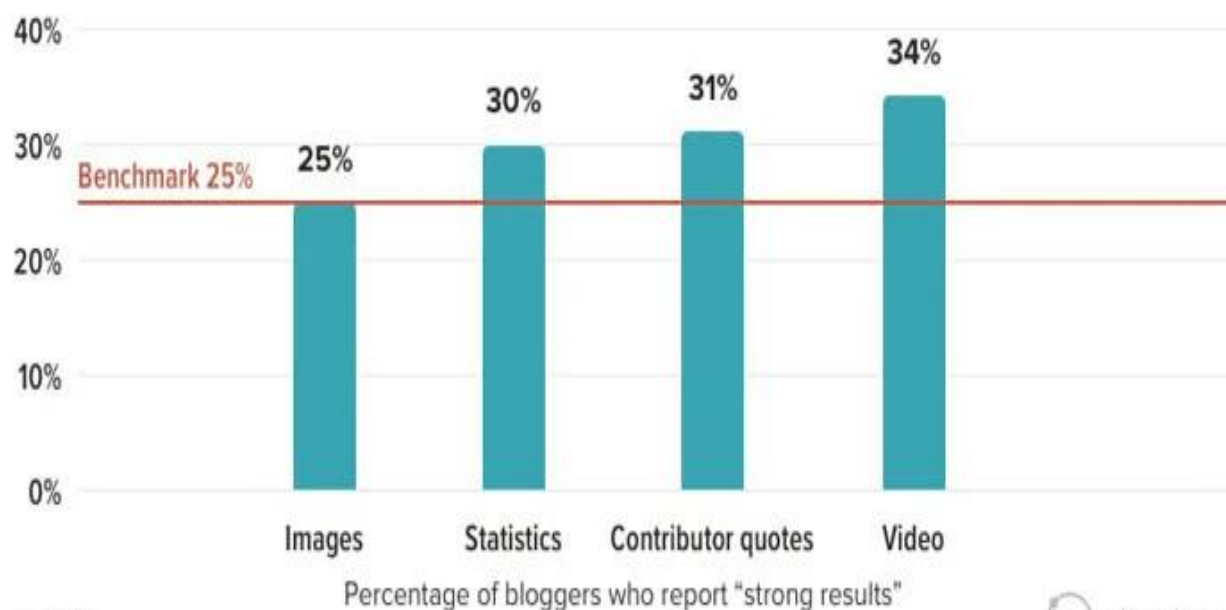
Attention to detail and making your site easy to navigate can also help keep users coming back. In today's competitive market, your website should provide users with the best possible experience. Being able to do so is more important than ever. By taking the time to design a user-friendly and attractive website, you can retain your customers.

- **Make Your Content More Visual**

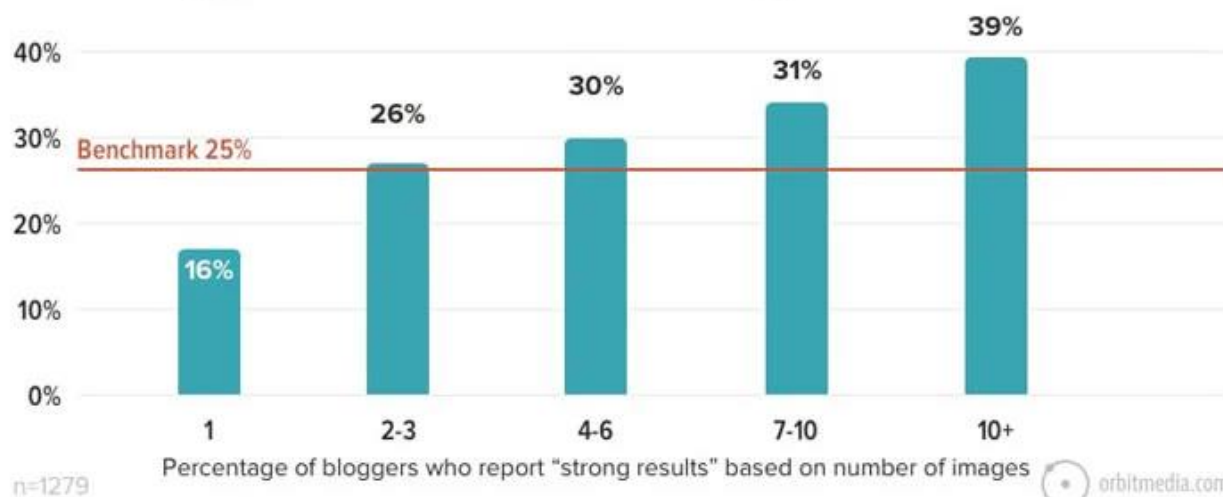
People love visual content. For your content to appeal to your ideal reader, make sure it's more than just a big block of text. Including lots of images, charts, and graphs is a technique I use to make my content more engaging, and I'm not alone. 90% of bloggers include images in their posts, and those who add multiple images report better results. The more visual your content is, the more likely it is that your inbound marketing efforts will be enhanced.



What elements in blog posts are driving results?



Bloggers who add more visuals get better results.



- **Active social media impression**

Social media helps you stay connected with your consumers. a strong social media presence drives traffic to your blog posts and increases targeted traffic. additionally, the messaging and positioning aspects of these platforms can provide a great opportunity to interact with potential customers and get to know their target audience better. interested consumers can reach out to business reps on social media to ask questions that are not answered online.

Companies will focus more on social media and content marketing, and SEO

What do you think your team will focus more on in the next few years?



Base: 150 C-level executives and marketers who correctly identified GDPR in the UK, Ireland, Germany, Austria, and Switzerland
Source: HubSpot GDPR Marketing Survey, Q3 2017

HubSpot
Research

- **Write in-depth informative articles**

Instead Of writing short posts, you should do extensive research and create comprehensive content.

according to research by curate, long content generates eight times more impressions, nine times more referrals and three times more shares on social media than short content. you should write articles of a few thousand words, supported by a lot of data and analysis.

this is not only better for your SEOs rankings, but also more beneficial for your customers.

the better your content, the more likely your readers will share it with their friends, recommend your site to others and act on your message.

- **Optimize for organic natural search**

An SEOs strategy is a plan for organically driving people to a company's website, and it starts with the website's main landing page. when these pages are populated with keywords that prospective customers use to search for your product or service, the pages rank higher in searches on platforms such as google (a major search engine) and Bing (runner-up) may be in addition to keyword optimization, you can also give all your website landing pages relevant titles and populate your website with metadata terms that are relevant to your audience. optimizing your content from an SEO perspective will help your content attract potential customers to her website.

- **Conducting A free Webinar**

Inbound marketing techniques for startups is a free webinar that encourages clients to learn in real time. this is great because they can see your face and understand your personality. also, many people download guides but don't read them. but when someone signs up for the webinar, we can see if they've seen it all. I have used this type of training on my homepage in the past. i wouldn't call it a webinar. I only used the word "training"

this is a great way to generate more leads, as visitors must enter their name and email address to access your training. people who come to our site are more than happy to give us their email address to learn more about SEOs, as this is a very valuable resource.

- **Start An Influencer Marketing Campaign**

According to a study by influencer marketing hub, 75 percent of brands have a budget for influencer marketing, and 90 percent of respondents believe it is an effective form of advertising.

right, this can be a free or paid way to get people excited about your brand.

if you're going to launch an influencer marketing campaign, you need to understand how to make it work best.

first, you need to make sure you are targeting the right influencers.

this can easily be wrong because the people you think you are targeting may not convince your target audience. the research you've done before about your audience should be a starting point for understanding who they're paying attention to, but sometimes you need to do more work.

How Do You Locate the Proper Influencers in Your Startup? You Can:

- Google Phrases Like 'Top [Niche] Influencers'.

- Browse Instagram Hashtags Related to Your Niche
- Connect With Creators Using Influencer Platforms.
- Search Keywords on Uber suggest To Find Blogs That Resonate with Your Audience

Test And Refine Your Inbound Marketing Strategies

It's no secret that I believe testing is the only way to improve any type of marketing. this also applies to the inbound he marketing strategy that startups use. you should monitor your results and incrementally improve the various components of your campaign. if they don't work as expected, you should refine these strategies and try something new. but even if they worked for you, we encourage you to go back and improve. running a/b split tests on an ongoing basis is a great way to make small, consistent changes to your marketing strategy and ensure everything is working best.

DIFFERENT CHALLENGES IN INBOUND MARKETING AND THEIR SOLUTIONS



1. Not Developing A Clear Marketing Strategy

One of the most common marketing challenges is the lack of a clear strategy. understanding what your audience wants and the best tactics for your brand can be difficult, but inbound this information is critical if he wants to get results from his marketing. so, what should companies do about it? develop a strategy for each persona and its buyer journey. all web pages and blog posts on your site should target a specific audience in the middle of your funnel, known as a buyer journey stage. here's a clear Plan for achieving this goal: for example, you may want to create informational content for people at the top of your marketing funnel. deliver professional branded content that educates and differentiates your products. You can also use the final funnel step to direct visitors to content that helps them make decisions, such as: b. testimonials, demonstrations, product videos, etc. the tone and theme should also be appropriate for your target audience.

2. There Is a Lack Of Alignment Between Sales And Marketing

Marketing teams have one view of what leads are great for many companies, but sales reps have another. people who are passionately creating content to attract leads will have low conversion rates to sales if they are focusing on the wrong goals. the solution is to synchronize sales and marketing plans before starting inbound marketing such as: define your ideal prospect (buyer persona) based on their likes, dislikes, biases, and preferences. identify the problems that make people look for solutions and be willing to invest in solving those problem show to answer their questions and provide teaching materials that help strengthen their solutions to their problems. customer retention and conversion rates are higher when marketing and sales are in sync.

3. Delay In Results and Slow ROI

In a world where immediate results are expected, inbound marketing is a long game. the most effective inbound marketing strategies require content development, and SEOs optimization itself takes a lot of time. what can also be frustrating is the time it takes for all the work to pay off - you can't speed up search engine crawls. also, domain and page authority don't improve overnight. digital marketers understand how long it takes for inbound marketing to pay off, but the rest of the business can be impatient with the results. two ways to address these concerns is to set realistic expectations upfront and invest in PPC to keep things on track. you can create explicit KPIs that indicate the estimated time it will take for the first results to appear.

that way, stakeholders in sales and marketing know what to expect and when to expect it. throwing money at PPC campaigns is no substitute for good strategy and time, but it is certainly an effective tactic for speeding up the process and increasing early success. a/b test to gather data on which variants have the most impact on increasing PPC conversions.

4. Finding And Training The Right People

Inbound marketing is not a standalone skill, but a collection of several very specific skills. while it is important to have someone who understands how all the elements of the strategy work together, it is also important to have competent people in each area. to Succeed at Inbound marketing, you need an inbound marketing strategist who knows hubspot and inbound methods like the back of their hand.

For tactical implementation, you need a copywriter, editor, graphic designer, hubspot cos developer, hubspot cos developer, SEOs specialist and specialist. yes! it can easily cost \$20,000 a month to acquire these resources. while this is common for larger companies, it is not possible for small businesses that are too focused on advertising and marketing ROI. that's why more and more businesses of all sizes are choosing to embrace the principles of inbound marketing

without all the associated costs by partnering with hubspot-certified inbound marketing agencies that can act as an extension of your marketing team to help you plan and execute effectively. inbound marketing. marketing campaigns.

this might be the toughest challenge. great talent is becoming harder and harder to find. fortunately, we also live in a time where hard-to-fill areas can be outsourced and online training can be offered to fill the skill gaps of employees who need further development.

5. Long Term Process

Those looking for quick or even immediate results from their marketing may not have the patience to apply incoming information. a successful entry strategy paves the way for long-term profits, but it can be a slow process at first. if you've created and published content that specifically addresses consumer questions about your industry and commonly used keywords and phrases related to your products and services, algorithmic search engines will recognize and it.

true, immediate results are difficult to obtain. inbound marketing moves slowly. but the results are usually long lasting and the lifetime ROIs is much better than spending big bucks on paid ads and such and hoping for a miracle

6. Not Optimizing for Conversions

Calls-To-Action offers (CTAs) are the end and end of inbound marketing. if you're publishing content that grabs your audience's attention but doesn't convert, you'll want to check the calls to action and premium offers (or lack thereof) they're promoting. when businesses place their content, they often either have too few conversion opportunities (offers or forms that convert visitors into leads) or they don't use analytics to optimize visitor-to-lead conversions.

Solutions To Challenges and Problems Faced During Inbound Marketing

1. You need good software to fully implement your strategy. that means investing in scalable resources and technology so you can do more in less time. consider how many platforms you need for your campaign. CRMs social media publishers, email marketing software, marketing automation and analytics platforms, content management systems, and website chat software are just a few of the tools you need to start generating leads in real time to win.

2. We look at high-performing pages first and then optimize those pages based on the fundamentals of conversion rate optimization (CRO). any text, image, or video content you create should include a call to action (CTAs). a CRO's efforts shouldn't be limited to website content. it should also apply to email campaigns. e mails with just one clear and strong CTA get more clicks than emails with different CTAs. videos with CTAs can also help increase conversions. all this shows how effective a simple CTAs can be in your inbound strategy.

3. You can create easy-to-understand KPIs that indicate how long it takes to see initial results. stakeholders in sales and marketing can use this information as a guide to what to expect and when.

4. The first step in overcoming these problems is identifying and fixing website usability problems. we want our website to be useful and our navigation buttons clear and easy to understand so that our visitors can easily access the information they need.

5. We look at high-performing pages first and then optimize those pages based on the fundamentals of conversion rate optimization (CRO). any text, image, or video content you create should include a call to action (CTA). CRO's efforts shouldn't be limited to website content. it should also apply to email campaigns. Emails with just one clear and strong cta get more clicks than emails with different CTAS. videos with CTAS can also help increase conversions. all this shows how effective a simple CTA can be in your inbound strategy.

6. Freelance writers and inbound agency partners to help solve content issues. if you want to grow your business, you need an inbound marketing company that can help you manage and outsource at least some of your content. this keeps you one step ahead and allows brands to engage with their audience on a regular basis. hiring a professional writer also ensures that your material is high quality, engaging, and optimized for seo and conversions.

7. By providing informational content, you can easily attract customers to your website or business. it also encourages them to take action and learn more about your content, services and business. that way, they enter the sales funnel on their own terms.

HOW TO INCREASE / CREATE YOUR BUSINESS OPPORTUNITIES WITH INBOUND MARKETING -

Implementing an inbound marketing strategy creates the necessary conditions to generate more business opportunities. so, based on a relevant and useful approach, we have prepared this article with some of the essential topics for building close and trusting relationships with your audience.

- **What Should We Do or What We Do and We Go Or Where Should We Go?**

Be clear to yourself and your team what you do best and focus on your core competencies. communicate this message to your buyer personas. define milestones and business goals (e.g., sales, leads, new customers) and define and analyse key performance indicators (KPIs). track the path your prospects need to take, the marketing and sales funnel from onboarding to closing deals, and the best content for each stage of the buying journey. your business will determine how long you want this cycle to continue. one week? month? three months?

- **Understand To Our Customers**

Knowing and understanding the people you want to build business relationships with is essential to effectively communicating and getting your message across. if you haven't already, you are behind. define your buyer persona today!

Our Interview and Selection Process in Company / Successr Hrtech Pvt.Ltd.

Successr is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses. it helps to speed up the career and hr activities of MNCs and start-ups by providing concentrated hr services ranging from recruitment, selection, job profiling, hr planning, talent acquisition, training and development, job switching, hr software development and human resource management.

apart from this, they also offer consultancy and advisory services to help businesses optimize their human resource department.

For getting internship in Successr HRTech company we had to give some interviews and there was a selection process because it was their procedure of recruitment for interns, which we had successfully completed.

Procedure And Steps Which We Had to complete for Selection

Process Are below:

- **Creating Resume / Curriculum Vitae i.e., CV**
- **Calling Interview**
- **Confirmation Letter and Offer Letter Signing**
- **Joining Letter**

INTERVIEW FORMATS

1 TELE/VIDEO CALL INTERVIEW



PROS:

- » A tele/video interview can reveal presence of mind, responsiveness and communication skills of a candidate
- » It's faster and takes less effort
- » You can skim out the weaker candidates early in the hiring process
- » Can be held over long distances

CONS:

- » One cannot judge the body language of a candidate
- » Connectivity and network issues may occur
- » A candidate may not perceive it as crucial as a face-to-face interview

ASSESSMENT

2

PROS:

- » Evaluate talent on multiple skill sets
- » Tests teamwork and individual skills
- » Ideal for large groups and freshers
- » Its uniqueness throws candidates out of their set routine

CONS:

- » Takes more time and planning
- » May miss the best talent in mass screening
- » Candidates may already know the interview process details



3 THE FACE-TO-FACE INTERVIEW



PROS:

- » Thoroughly tests a candidate
- » Gauge body language and confidence

CONS:

- » Interviewer may get biased
- » Time and resource consuming
- » Assessment criteria can vary with different interviewers

GROUP INTERVIEW

4

PROS:

- » Fast and effective for assessing large groups
- » Test competitive spirit and teamwork
- » Can be conducted by less qualified recruiters too

CONS:

- » More planning and manpower is needed
- » Favours speed over accuracy in answers
- » The best candidate may get missed out



5 INTERVIEW PANEL



PROS:

- » Assessment by multiple recruiters at the same time
- » Each interviewer can evaluate on a set parameter
- » Candidate feels more valued

CONS:

- » High involvement and resource consuming
- » Can be too overwhelming for a candidate and put him on guard
- » Panel can reach a disagreement

1. Creating Resume:

A resume is a formal document that an applicant creates to list their qualifications for a job. resumes are usually accompanied by a customized cover letter in which the applicant expresses interest in a specific position or company and points out the most important details of the resume. a resume, sometimes written as a cv (or resume), also known as a resume (cv), is a document created and used by individuals to demonstrate their background, skills, and achievements. resumes can be used for many reasons, but the most common is to use them to find a new job.

Why We Create Resume / Its Importance?

Your resume acts as a bridge between you and potential recruiters. therefore, the importance of a resume should not be underestimated. therefore, to make a good first impression, your resume should stand out from the rest. it's up to you how you want recruiters to remember you. employers don't have a lot of time to interview all candidates, so they need candidate resumes to pick the best candidates to work with.

Importance:

❖ **Your Resume Will Reach the Recruiter's Desk Much Faster Than Yours -**

Yes, before you arrive at the recruiter's office, you have your resume. any company will usually ask for your resume first. they'll look at the work you've done so far and if it fits their needs, they'll give you a thumbs up! so a well written resume does only half the work here. yeah. therefore, it is very important to have a structured and concise resume to make a good first impression.

❖ **Highlight the benefits you offer to your business –**

A resume not only lists your skills and details your expertise, it also tells the company that you have the potential to contribute to their business operations. for example, instead of saying that you are a "top performer", you can add "had sales of Rs 9,500,000". employers can better quantify the value they bring to the company if they provide her specific KPIs. including her 3 or her 4 achievements in each instance of work experience makes it easier for hiring managers to fully understand your skills.

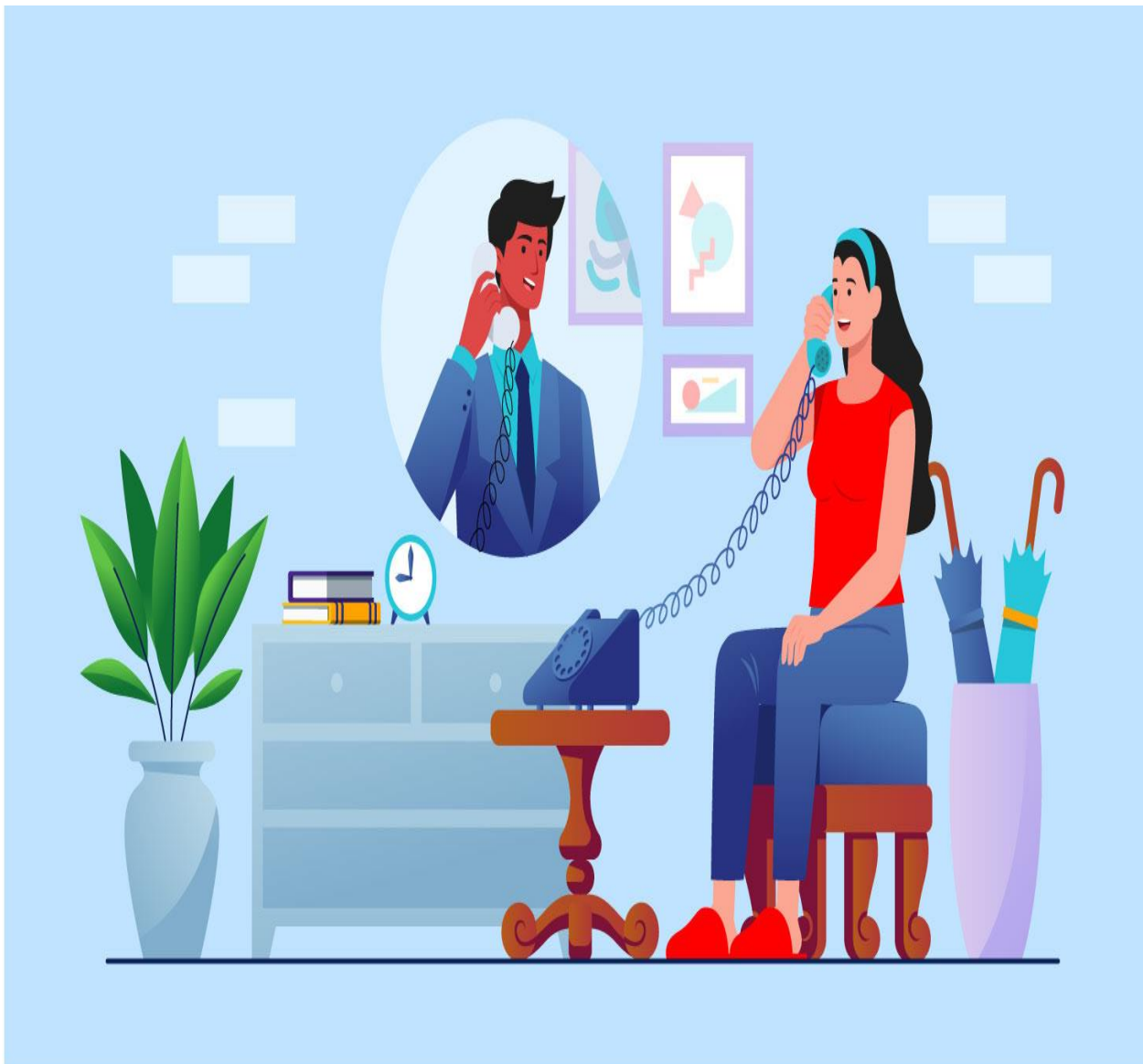
❖ Lists Your Applicable Experience and Skills –

For prospective employers, a well-structured resume clearly demonstrates your most attractive skills and expertise. for this reason, it's important to make sure your resume reflects your current skills and experience. an effective resume can use colour, appropriate borders and design to present relevant work experience in a way that highlights your unique accomplishments.

2) Telephone Calling Interviews:

After creating our resume, we had second step i.e., telephone calling interview. we got call from the company for interview and so that they can know our ability and potential candidate for them. they asked us so many questions related to digital marketing.

So first of All, we Will Know That What Is Telephone Calling interviews



What Is Telephone Calling Interviews?

Talking with the interviewer over the phone can add a lot of flexibility to the interview, which is beneficial for both the interviewer and the respondent. It's a much better way for interviewers to screen candidates and make sure they're talking to the most appropriate person before starting the interview, and it's more about the specific areas of interest mentioned by the interviewee. This allows respondents to ask unclear questions while providing more detailed answers than they are likely to get from an online survey, and a high response rate is needless to say.

A recruiter's phone call or phone interview is a conversation that helps companies learn more about you as a candidate. This interview usually takes place at the beginning of the hiring process and usually includes questions about experience, skills and qualifications.

Why Should We use Telephone Calling Interview?

As a candidate, you can impress a recruiter with a cold call. You can also encourage employers to consider you for open positions. Similarly, cold calls can help build relationships with potential customers when used to market products and services. You can also use this strategy to get your prospect's attention or solve a problem they're having.

Its Benefits –

❖ Flexibility Of Questioning-

Talking with the interviewer over the phone can add a lot of flexibility to the interview, which is beneficial for both the interviewer and the respondent. It's a much better way for interviewers to screen candidates and make sure they're talking to the most appropriate person before starting the interview, and it's more about the specific areas of interest mentioned by the interviewee. This allows respondents to ask unclear questions while providing more detailed answers than they are likely to get from an online survey, and a high response rate is needless to say.

❖ **Cost And Time-**

As the saying goes, just like in traditional face-to-face interviews, time is money. telephone interviews are a relatively inexpensive alternative. recruiter can schedule meetings, streamlining the entire process. in an hour he can talk to 2-3 candidates than he can interview with 1 candidate in an hour. telephone interviews also eliminate travel costs.

❖ **You Can Reach New Customers –**

Users who aren't actively searching for the products and services your business offers are likely not to find your website. so, your job is to go out and find them. calling allows you to reach out to people who fit your typical customer profile and tell them what your business has to offer.

❖ **Quality Control-**

All our interviewers are highly trained and all interviews conducted at b2b international are monitored by our quality control team, where the interviewer's behaviour and attitudes are analysed and constructive feedback is provided. the quality of the information received over the phone was consistently high, and the interviewer guided the respondent when more detail was needed, responded quickly to the question, or improved the wording of the question, in a way the respondent considered appropriate. you can responsible research team.

❖ **Reinventing the sales pitch –**

Telephone calls are a great training opportunity for sales and marketing professionals just starting their careers. this allows us to communicate with end-users, understand their requirements, and present our products in a way that increases their chances of a successful purchase.

❖ **Prospective Clients-**

There are many variables in making perfect calls and pitches in your product. it's impossible to beat everyone you call. but if you can't convince them to buy your product, you can convince them to trust your company and leave them with an enjoyable experience. that way, you'll have potential customers who are aware of your business' existence and the types of products you offer. you are now a potential customer who is likely to engage with your company.

❖ **Broad geographic access –**

Small business owners have broad geographic access via telephone interviews. almost everyone in the United States has a landline or mobile phone, and most of these numbers can be purchased for a fee from your phone company. phone interviewers also have access to in-house or online phone books. this allows marketers to call and speak to virtually any customer in any market. for example, a small restaurant business might receive customer feedback in all ten major markets across four states.

3) Signing of Confirmation and Offer Letter

After this selection process and we get selected company sended us the offer letter to join their company for completing our internship. which we had to sign for giving confirmation from our side.

Let's Know About Offer Letter What is it why it is used by company!!

Meaning:

An internship offer letter is a letter provided to a candidate by a company hiring an intern associated with the company. this letter is a formal document used to inform the candidate that he or she has been selected for an internship position at your company.

Why Companies provide Offer letter?

IT INCLUDES ABOVE KEY POINTS WHICH SHOULD KNOW BY INTERN IN THIE COMPANY

❖ **Company Information-**

In this section of the offer letter mentions company details and office locations. i.e., what is the work of that company? where it is located? etc.

❖ **Internship Period-**

An internship is a job training program usually completed within given period mentioned in offer letter. it is decided by companies.

❖ **Job Title and Description-**

A detailed description of the work the intern will do during the internship. communicate exactly what you expect from the intern, including the skills, responsibilities, and obligations that the intern will need.

❖ **Terms and Conditions-**

Referencing the legal terms is one of the most important sections of an internship offer letter. therefore, mention important clauses such as indemnification, termination, etc. depending on your business needs. they stated their terms and conditions about their companies in our offer letter.

❖ **Signature-**

It is the last and very Important key Element of Offer Letter i.e., Signature of intern And Internship provider as well. This is the final section representing acceptance of the internship offer. In this section, both the intern and the company will sign a letter, making it a formal agreement between them.

THIS IS OUR OFFER LETTER WHICH WE RECEIVED FROM OUR COMPANY


SuccessR
Your Way to Success

To,
Susha Singh,
Re-Letter of Appointment

This has reference to your application for the internship opportunity and the subsequent discussions you have had with us. We are pleased to offer you the position of Intern – *Digital Marketing* with effect from *1 July 2021*.

You will not be paid any compensation.

You will be reporting to Ms. Tejasvini Pise and will support her in her responsibilities and all the work which she assigns and delegates to you. As part of your engagement, you shall be required to work with the team Marketing for the SuccessR initiative.

Except in the proper performance of your duties or as required in law, you undertake that you will not, during or after your employment, disclose or otherwise make use of (and shall use your best endeavors to prevent the publication or disclosure of) any trade secrets or other confidential information of or relating to the Company or any associated entities or any user of the Company's services or any company, organization or business with which the Company is involved in any kind of business venture or partnership or any information concerning the business of the Company or any associated entity or in respect of which the Company owes an obligation of confidence to any third party.

You hereby authorize the Company to deduct from your salary/stipend or any other sum due to you, any sums which you may owe the Company including, without limitation, any over payments or loans made to you by the Company. This is without prejudice to any other remedies that the Company may have against you in respect of such sums.

Please sign on the all pages of this letter to confirm your acceptance of the appointment and the terms and conditions set therein. You're required to send us the scanned copy of the signed letter by *28 June 2021*. We look forward to working with you.

Yours faithfully,

Name

Date:



Tejasvini Pise
Founder & Head of Talent Acquisition Dept
Date: 28/06/2021

SuccessR Hrtech Pvt. Ltd. | Room# 15, Plot# 22, Near Municipal School, Kherwadi, Bandra (E), Mumbai, Maharashtra, India 400051
Contact# +91-7498792719 email: info@successr.in Website: www.successr.in

Our Role in Internship Of SuccessR HR Pvt. Ltd. In Digital Marketing

Successr is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses. it helps to speed up the career and hr activities of MNCs and start-ups by providing concentrated hr services ranging from recruitment, selection, job profiling, hr planning, talent acquisition, training and development, job switching, hr software development and human resource management. apart from this, they also offer consultancy and advisory services to help businesses optimize their human resource department.

Our Work And Role:



1.Data Collection –

To provide insights and answers, testing hypotheses or evaluating results. the primary reason for data collection is to collect high-quality information that can be analysed and used to support decisions or provide evidence. two types of data are collected: quantitative and qualitative data. quantitative data collection is based on numbers and indicators such as percentages and statistics. qualitative data collection includes data collection is a systematic approach to accurately gathering information from various sources explanations such as descriptions and opinions. data collection methods are classified into two main categories: primary and secondary. our primary data collection method is to collect information directly. that is, the source data. secondary data collection methods draw information from existing repositories. this may be source material or analysis by third parties. because secondary data is essentially secondary information, it is cheaper than primary data.

sometimes this data is wrong or sometimes this information is old data which leads to problem in data collection in getting current information about the companies. there for companies should provide right and useful information. our society relies heavily on data, highlighting the importance of collecting it. accurate data collection is necessary to make informed business decisions, ensure quality assurance, and maintain research integrity. data can be collected from various sources such as social media monitoring, online tracking, surveys, feedback, etc.

collecting data is not enough, enterprises and organisations need to understand from the start that data management and data analytics only will be successful when they first put some thought into how they will gain value from their raw data. and succesr help in managing and analyzing data.

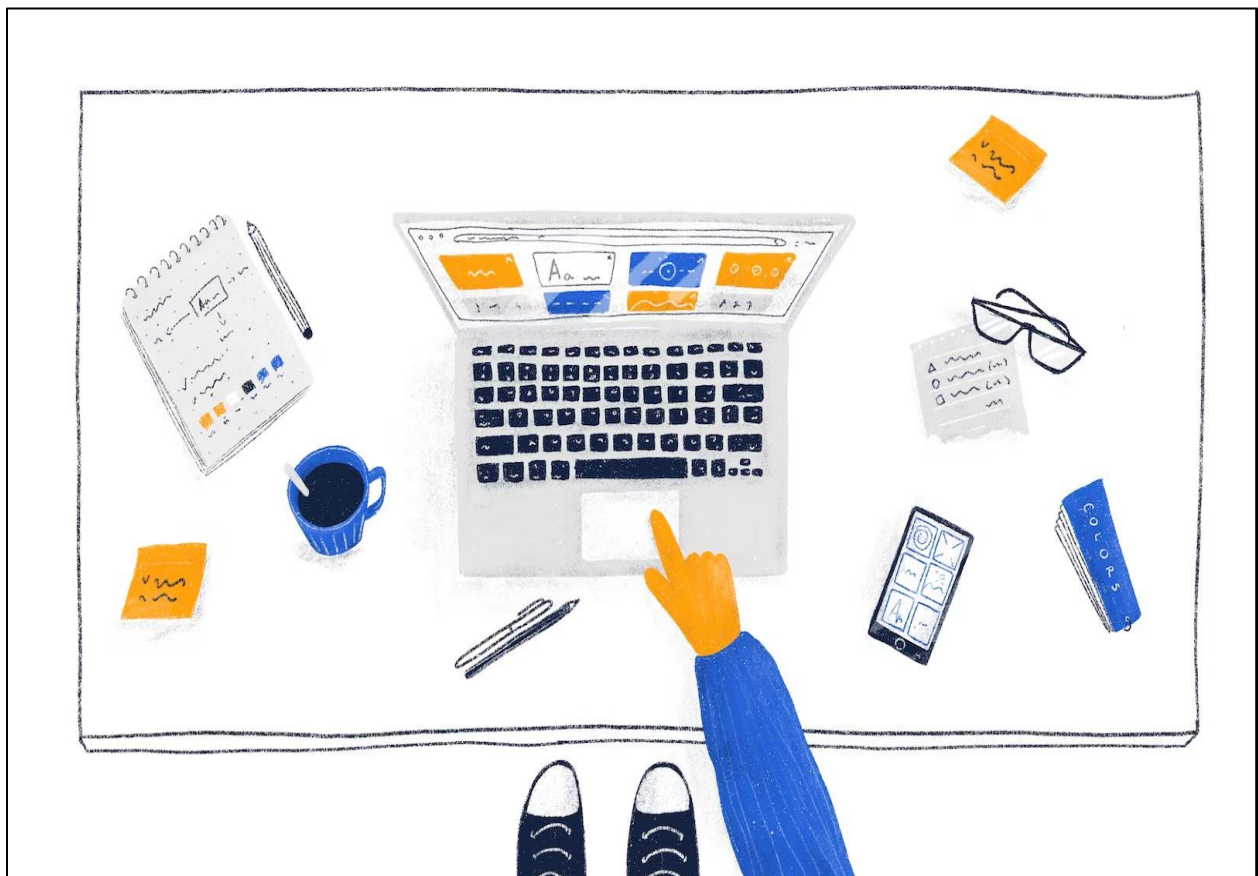
IT's Importance –

Data is changing the way business is done. data helps companies improve work quality, gain valuable insights, predict trends, avoid risks, save time, increase profits and make better decisions. data collection helps us improve our services, understand consumer needs, improve our business strategy, acquire and retain customers, and even sell data to other companies as third parties for a profit.

Data can depict the strengths of your organization. data analytics help identify top doing programs, service areas and people. once you've identified your high performers, you can check out them and develop strategies to support programs, service areas, and underperforming individuals. data can be viewed as the building blocks necessary to create a coherent model that can be used to visualize what is happening in different parts of an organization.

2. Research and Analysis -

Research refers to the process of conducting research to help start or operate a business. Business research involves collecting data and using it to make business predictions, plans, or decisions. This may involve analyzing market trends, gathering consumer information, or comparing competitors within the industry. Research is a necessary part of running an effective business. By researching the market, industry and customers, companies can create effective business plans and marketing strategies. Learning more about business research can help you start a new business or improve an existing one.



This article explains what business research is, lists business research methods, and gives advantages and disadvantages of business research. Making the right decisions when an organization encounters problems is the ideal course of action in any business. Leading organizations primarily conduct research to solve key business-related issues such as competition, customer satisfaction, product innovation, customer complaints, and new government policies impacting the industry.

Market research is important for everyone, whether your industry is large or small, production service oriented. Research in the modern business world requires data collection, information, gathering on company brands and products, and serving the market. There are two types of company research: market and marketing research; market research provides an analysis

of the market landscape and in-depth reports on its typography, demographics, purchasing patterns, market size, and more.

There are two main sources of data he collects in the research process. Primary and secondary data sources. The primary source of information is field data collection. direct source. Researchers design survey forms to help general respondents gather information. Secondary data, on the other hand, are previously published data, excerpts from journals, newspapers, journals, or research databases

IT's Importance –

These can help increase your business visibility. It can even be a stepping stone to develop new consumer markets. Another reason that research is important is that it helps identify problem areas. To find out exactly why their business is running more smoothly than yours, you can compare data from market research to your competitors' growth. Compare products and services to find the one that appeals more to consumers. Then, adapt that knowledge by making the necessary changes to your current business practices. These changes can come in the form of marketing campaigns and exploration of new business opportunities.

It helps to understand customers better and hence can be useful to communicate better with the customers or stakeholders. you can show how your customers and prospects view your existing business and products, and show whether they meet their needs.

there is no guarantee that a company will stay at the peak of its lifespan in the face of ever-evolving competition. one of the frameworks used is the SWOT (strengths, weaknesses, opportunities and threats) analysis, which first assesses a company's competitive position in order to move forward strategically.

3.Expands Our Professional Network:

Digital marketing internships are also an effective way to expand your professional network. the job market is so competitive that even getting a recruiter to see your application can be difficult unless you have established connections within the industry. in fact, a study published on LinkedIn found that over 80% of his jo openings were filled through personal or professional networking.

By building valuable connections and continuing to work with experienced professionals in your field, you'll gain security that will help prepare you for your future career. For more information, please contact 321 web marketing.

Digital advertising techniques which include ppc and social media advertising can assist boom a company's logo consciousness. Additionally, those advertising techniques offer manufacturers with dynamic gear which include growing logo consciousness and attracting new audiences, main to accelerated income and profits.

4. presentation On Given Topic:

In Our Internship there were some topics provided to us on which we had to collect the information and we had to give presentation on it. Topic provided to me Named As

Expansion of digital Marketing During pandemic.

Information Collected by me Is Given here:

It's been almost a year and a half since one of the craziest viruses emerged and started affecting countries around the world. The impact of COVID-19 is multifaceted, to say the least. Since the beginning of Corona, the whole world has experienced many inconveniences. Social distancing, business recession, capital recession, working from home, travel restrictions. The impact of COVID-19 is enormous. It has brought about many social changes and has also impacted the way business is done. Digital marketing has changed a lot as a result of the pandemic. This blog post outlines the major impacts of COVID-19 on digital marketing. How that has changed, and key insights and trends to consider when trying to craft a digital marketing strategy that appeals to post-COVID consumers

While COVID 19 had a negative impact on the economy, digital marketing had a positive impact on the economy during the pandemic. It boosted pandemic-affected advertising and sales. Digital marketplaces have created a superior experience for customers around the world during this pandemic. Customers can now access information about products they care about from the comfort of their own home. Online customers have reasons to smile too. Because marketing now happens online.

How Businesses Started To go with digital marketing During Covid 19 Pandemic?



From 2020 to 2021, the field of digital marketing is expected to expand dramatically. the pandemic has affected every aspect of our lives for two years in a row, but the digital realm continues to expand significantly in truly amazing ways. further increases are expected in 2022. India is her second largest online population. very high internet adoption rates are observed across the country. by 2023, the number of internet users is projected to reach approximately 666 million in India and 5.3 billion worldwide. this indicates that the average consumer is shifting to online shopping, making it both wise and profitable for retailers to enter the digital marketing arena. the

amount of data being used is increasing. in recent years, the number of people relying on the internet for things like online shopping and video streaming has increased dramatically.

The ongoing digital revolution is expected to push this number even higher. as the global pandemic continues, digital marketing and advertising spending is on the rise. even large companies are now reorganizing their marketing budgets to focus on digital channels. statistics show that due to the pandemic and multiple lockdowns, India's e-commerce business will grow to 7 trillion rupees by 2023. this further proves that digital marketing is on the rise and has a positive impact on businesses and people's daily lives. this has also created a new market for freelance content creators contributing to the digital economy.

In addition to these developments, a whole new market of cloud- only companies has emerged, trading products ranging from cutlery and furniture to beauty products and electronics. A wealth of online product reviews, buying guides and social media. is powered by word of mouth and is a new growth avenue driven by digital marketing. the vision for digital marketing in the future is positive and assured. the most important thing for any business today is to hire ingenious and creative digital marketers who can help build a strong online presence.

The expansion of digital marketing is a long-term phenomenon. The market is expected to grow and meeting the changing needs of consumers will become more important over time. This next generation will get used to doing everything digitally and online. Organizations and businesses must embrace digital marketing today so that they can serve these customers in the future.

THE REASONS WHY DIGITAL MARKETING EXPAND DURING PANDEMIC

1) Low Cost:

Marketing and advertising costs are one of the biggest financial burdens facing businesses. large companies may not have a hard time spending millions of dollars on marketing and advertising, but for small businesses it can be impossible or an intolerable nightmare. marketing offers a more cost-effective alternative to traditional methods.

Digital marketing gives you access to a multitude of tools for tracking and analyzing campaign performance. if you have data that is difficult to obtain in real time, you can allocate market dollars accordingly. instead of throwing away your marketing strategy and starting over, or finding out later that your strategy didn't work, you can adapt it gradually. this approach can save you thousands of dollars and give you a higher ROI in the long run.

2) People Spend Majority of Their Time Online:

Covid-19 has forced us to minimize our outdoor activities. as a result, more and more people are conducting various activities online, such as studying, working, and shopping. as an entrepreneur, you should make these terms available. use digital marketing strategies appropriately to reach your target audience online. according to the edge markets, 30% of Malaysians preferred to shop online before the pandemic, while the remaining 70% preferred to shop in person. however, that trend has now shifted to 51%, with more customers shopping and shopping online as Malaysians preferred to pay online during the pandemic.

3) Increase Customer Loyalty with Frequent Communications:

As you know, it costs more to acquire and convert new customers than to retain existing ones. Establishing customer loyalty can be difficult, but it's worth it. Closing a deal with a customer is great, but retaining them after the sale is even better. Retained customers are likely to make another purchase or recommend your brand to others. and can help increase sales.

Customers appreciate authentic brands that take a bold stand on issues that align with their values. Finally, you can become part of your customer's digital daily life by responding to their reviews on social media and customer reviews. Using these marketing tactics can increase brand loyalty. Improving loyalty starts with knowing your customer base. Once you understand your customers' needs and values, you can build your brand identity based on your core values and your customers' core values.

4) Brand Development:

Businesses can use digital platforms to build their brand and reputation.

A well-developed website, a blog with quality and useful articles, and highly interactive social media channels are just some of the ways companies build their brands.

A strong digital branding strategy gives you a strong online presence. When consumers browse social media or search engines, they should immediately recognize your brand. To achieve this, products, brands and companies must be visible wherever they are. This is possible by using a strong digital branding strategy to communicate your brand equity across multiple online channels so that your brand equity is recognized and celebrated. Bottom Line - Customers are all over the internet, so creating a strong and recognizable identity is very important.

5) Events And Networking Have Moved Online:

Hopefully, you didn't already have tickets to peer your favoured artist or sports activities group in 2020. other than Sturgis, pretty a lot each massive occasion changed into cancelled, postponed, or moved online this year, from the 2020 summer time season Olympics in Tokyo to south through southwest. more than likely, your company has needed to cancel or reconsider an in-person occasion, exchange show, or conference that you generally sit up for growth. many corporations are finding new methods to community and produce human beings collectively online, and they're selling their activities thru diverse types of virtual advertising.

Haven't you observed the uptick in posts, ads, and emails approximately facebook lives, zoom classes, and different online events! until in-individual gatherings are secure to resume- or even after, because we might be completely adjusting to a brand-new manner of life-occasion planners will want to make investments extra price range and sources into virtual advertising strategies. when performed actually make activities easier!

SO, THIS ARE THE WORKS AND ACTIVITIES WHICH ARE DONE BY US DURING OUR INTERNSHIP.

Conclusions



- ❖ Inbound marketing interacts with a target audience by introducing them to helpful material via natural channels like search engines and word-of-mouth referrals. A well-written blog post, for instance, about a blogger's preferred product, would speak to this potential customer in a way that a banner ad cannot.
- ❖ Because they enjoy the content you are creating, inbound marketing encourages the "right type" of customers to search for your company. Once inbound marketing clients approach you, nurture them to a sale and keep delighting them to earn their business for life.

- ❖ This project Report Helps us to know about the detailed about Inbound Marketing and its challenges and opportunities with reference to SuccessR Hr Tech Pvt. Ltd.

- ❖ It Includes detailed information because it contains challenges and Opportunities in inbound Marketing how business use inbound marketing strategies to grow their business. This strategy is very useful for businesses. It generates relevance needs. inbound marketing is cost effective in nature.

- ❖ This project report helps us to know about its objectives, scope, its Importance that the creation of top-notch, pertinent content is essential to every inbound marketing plan. Consumer preference for brands that publish on social media in a real manner is 91%. These figures demonstrate how effective inbound marketing is as a strategy for increasing earnings while also making sure your advertising dollars are being used wisely.

- ❖ Email marketing is also encouraged by inbound marketing. Prior to today, the email trend was on the edge of dying, but email marketing has brought it back to life. The client retention rate has been rising recently, which is a great indicator, thanks to the usage of content marketing, email marketing, and continuous reminders via social media posts.

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