

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

AN ANALYTICAL STUDY ON IMPACT OF DIGITAL MARKETING AND ITS TECHNIQUES ON ONEX SOLUTIONS PRIVATE LIMITED

SUBMITTED BY:

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B.com (Honours) VI Semester

PROJECT GUIDE:

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G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

OneXsolutions

CERTIFICATE OF INTERNSHIP

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

Onex Solutions Pvt. Ltd.

D. Agarwal
Director

DIPAK H AGARWAL
FOUNDER & CEO , Onex Solutions





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CERTIFICATE

This is to certify that the said internship project report titled "An analytical study on impact of Digital Marketing and it's techniques on Onex Solutions Private Limited" has been completed & submitted by Ms. Ashvitha Karturi as a part of partial fulfillment of the mandatory requirement for the degree of B. Com (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr. Ranjana Sahu.

Date: 12-04-2023

Place: Nagpur



Ranjana

Dr. Ranjana Sahu
Project Guide

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Date: 12 - 04 - 2023

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CHAPTER- 1

INTRODUCTION:

Digital Marketing: what is it?

In contrast to other traditional marketing concepts, digital marketing refers to what is typically referred to as the promotion of goods and services as the idea of contemporary marketing, in which a good or service is advertised and sold utilising a computer, a phone, a tablet, and any other type of technology that can be linked to an internet network. The ultimate goal of digital marketing is to reach the targeted audience or customers where they are spending most of the time. Business communicates with their customers and promote their business by exploiting various channels of digital marketing more effectively.

Digital marketing encompasses a variety of forms of marketing, such as marketing through social media, search marketing, banner advertising, affiliate marketing, email marketing, and SMS marketing. The introduction to digital marketing has opened many channels through which one can promote their business digitally. Now-a-days business can only sustain if it is digitalized. Hence encouraging digital marketing is a positive thoughtful decision.

Digital marketing in simple words is advertising of various goods and services using various online platforms and techniques. It is a vast umbrella that covers multiple areas from SEO to blog writing and distribution of budget to distribution channels.

Marketing campaign done using various electronic devises and online platforms or media channels is known as digital marketing. It is also called online marketing. It is done to attract more and more potential customers using various attractive ways of marketing through online platforms. It is interactive and can be used to target specific segments of the customer base.

Digital marketing is promoting brand and connecting potential customers via different digital communication platforms and internet such as email, search engines, social media, mobile apps, text messaging, web-based advertising etc.

KEY PERFORMANCE INDICATORS (KIPs) IN DIGITAL MARKETING

KPIs are quantitative methods through which businesses can assess their competitor's performance over the long term. This covers company strategy, monetary objectives and successes, operational tasks, and even marketing initiatives.

The below mentioned are some KIPs that marketers can use to help companies achieve their goals:

Blog Articles:

This KPI can be used by marketers to determine how frequently a business publishes blog posts each month.

Clickthrough Rates:

Businesses can use this KPI to determine how many Email deliveries result in clicks. This covers the quantity of recipients who open emails and click links to complete transactions.

Conversion Rate:

This metric concentrates on call-to-action marketing campaigns. These initiatives solicit people to take specific activities, including making a purchase of a good or service prior to the expiration of a deal. By dividing the total number of requests made by the number of successful engagements, businesses may calculate the conversion rate.

Social media or traffic:

Measures the volume of interactions with business social media pages. Likes, follows, views, shares, and/or other quantifiable activities are included here.

Website Traffic:

Marketers can monitor how many people visit a company's website using this indicator. This data can be used by corporate management to determine whether the layout and style of the website influence sales.

IMPORTANCE OF DIGITAL MARKETING:

Digital marketing is a key factor of business world today. Internet has laid variety of opportunities for business. One major opportunity is digital marketing. Changing trends in the world demands all the branches and sectors to being engaged with digital mediums for owing maximum consumers and spread their business. Just imagine the situation without the having a digital presence in a business in today's world. This will give you a clear idea of the importance of digital marketing.

1.Wide reach

Being internet is available in wide range of digital devices like laptops, smart phones, tablets etc in today's world businesses can reach wide targeted audience through digital marketing. High reach of work helps in promotion and generating high number of leads across the world.

2.Budget friendly

Traditional marketing is costly as compared to digital marketing being traditional marketing involves printing, paper cost, television advertisement, personal marketing etc. But digital marketing allows reach large number of customers at very low cost. Even small and medium size enterprise can afford it.

3.Saves time

Not only digital marketing proves cost effective but also saves time as whole marketing process is designed very efficient so as it reaches large number of customers at very low cost and time. Its automation helps in evasion of sending mails to respective task and automatically send mails and give purchase details. It gives highest returns at lowest price.

4.Better consumer service

Digital marketing allows customers to interact with customers in real-time. It provides personal and seamless experience which attract more customers. Consumers can personal problem solving and query solving through comments and reviews.

5.Quick and high conversion rate

Conversion rate is the number of visitors visited the website. The whole objective of digital marketing is creating visibility so that the conversion is quick on your website. By using personal mailing, messaging via digital marketing a business's conversion rate increases quickly and at high rate, it also increases the likelihood of potential customer to purchase.

6.Build brand royalty

Consistently providing a positive customer's review and a very valuable content a business can build a brand royalty. A good review on digital medium is beneficial for the brand. most of the customers trust product by good reviews.

7.Better ROI

The activities of digital marketing can be tracked and recorded easily which helps in analysis of reach of customer and interested customers list which make advertisement much easy to the targeted audience. It also helps in effective allocation of budget in marketing.

8.Creates opportunity for startups, businesses and innovations

Increasing pitch of digital marketing is generating various opportunities to set up a business and experimenting on digital marketing in various ways in a more innovative and creative marketing strategies.

CHALLENGES FACED BY DIGITAL MARKETING

1. Understanding Your Customers

In 2023 and beyond, audience targeting will be more crucial than ever. You cannot afford to squander time or resources on content or keywords that are too general or poorly targeted as SEO and paid advertising become more competitive. One of the best methods for selecting the correct audience is a buyer persona, which helps you picture and comprehend your typical consumer. Making buyer personas is made simple with the help of a great tool from HubSpot called Make My Persona. By polling and interviewing your audience on your blog and social media pages, you may also discover more about your clients.

2. Generating Qualified Leads

Every business thrives on leads. In 2023, you can expect a competitive market as many service-based businesses attempt to gain more targeted leads. Paid ads such as Facebook Ads and Google Ads are likely to rise in cost. Savvy marketers will learn to leverage less costly lead generation strategies like networking on LinkedIn, video marketing, and developing interactive channels such as webinars and virtual conferences. As lead generation gets more competitive, it becomes necessary to deliver solid value to prospects before you can expect to close a sale. Check out this guide to lead generation strategies to get a great overview.

3. Preserving Brand Authority and Consistency

You want your clients to regard you as an authority in your field. Additionally, you want to develop a distinctive brand identity that attracts devoted clients. It would be excellent if you went above and beyond providing high-quality goods and services in a cutthroat market. Follow the example of brand-building gurus like Apple and Nike, whose clients actively seek them out rather than opting for competing goods. Decide what your unique selling offer is and emphasise it (USP). Be consistent in your tone and presentation across all platforms and mediums.

4. Managing cash flows

Businesses may experience cash flow issues in difficult economic times. For instance, if the 2020 holiday season is successful, a protracted period of low consumer spending may follow. Business owners and marketers need to manage their cash flow with

extreme caution. Leaning out and reducing wasteful spending may assist. Fortunately, shifting all or a portion of your business online can sometimes result in cost savings on things like leasing office or retail space. Businesses with consistent, reliable clients might wish to think about alternative finance solutions like invoice factoring.

5. Producing Interesting Content

The importance of content marketing to digital marketers will only increase in the future. Customers and prospects are constantly looking for new information that informs them and directs them toward a solution. In 2023, short-form videos, live-streaming material, podcasts, and Instagram and Facebook stories will all be very popular forms of content. Because interactive material enables users to express their thoughts, audiences love it.

6. Maintaining Knowledge of Google's Algorithms

Google's status as the top search engine will probably remain unchanged in 2023. Google is, if anything, expanding its digital empire. You must closely monitor the most recent features, guidelines, and algorithms published by the industry leader in search. Locally active businesses must make sure their Google My Business listing is complete and up-to-date. Position Zero in Google's search results, sometimes referred to as ranking for Google Snippets, is another essential area to keep an eye on. Lists with numbers and FAQs that address your clients' most frequently asked queries are the ideal content formats for this highly sought-after region.

7. Regulations Regarding Privacy and Data Sharing

Regulations like the GDPR won't be eliminated. We should prepare for more of this type of legislation globally. Because a website may receive visitors from any nation, you must abide by the rules that apply to the people who make up your intended audience. Be careful to be open and honest about your website's cookie, data-sharing, and privacy policies. Be careful to maintain compliance in areas like data storage.

8. Creating Accessible Websites

Another rapidly expanding issue that all website owners need to be aware of is accessibility. A website that is accessible can be utilised by users who have hearing, vision, or other disabilities. Making a website accessible can be done in a number of ways. For instance, include alt text with every image you post so that users with vision impairments may comprehend it. This is beneficial for SEO as well. Additionally, since not everyone is able to use a mouse, it would be best to make sure people can navigate your website using only a keyboard.

9. Strategizing mobile-first

More people than ever browse and shop on their smartphones and tablets. Marketing professionals promoted a mobile-friendly strategy a few years ago. This approach is quickly evolving into a mobile-first one. Make sure your website is optimised for mobile users if you want to win a piece of the rapidly growing mobile market. Test every functionality on various hardware. Make sure that customers can simply add goods to their online shopping carts, complete checkouts, and make payments using mobile devices.

10. Setting Up an Omnichannel Marketing Plan

Customers are becoming more active across various platforms and devices. Concentrating all of your efforts on a single tactic, like email or Facebook, is no longer sufficient. You should make it simple for your fans, subscribers, and clients to stay in touch with you wherever they are. This does not imply that you must constantly be present. Pay attention to the platforms where your audience is present.

COMPANY PROFILE:

ONEX SOLUTIONS PVT LTD



Image 1 company logo

About

Onex solutions Pvt. Ltd. is a digital marketing company in India which provide two-way solutions. Onex is a pioneer in mobile marketing services of bulk SMS (both promotional and transactional SMS), bulk email (inbox landing), voice call (30 seconds to convey voice message) and VMN solutions (short codes and long codes). It works as a connect base helping you to reach targeted audience. Also, help to focus and make development of business in relevant target audience at economic cost.

JOURNEY:

CEO Mr. Deepak H Agarwal left his job as qualified Chartered Accountant at Ernst & Young (Big4s) to follow his passion and become Entrepreneur. At present, he has established business with 4000+ Clients.

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

CHANNELS AVAILABLE FOR MARKETING



SMS



EMAIL



VOICE CALL



SOCIAL



FACEBOOK



NOTIFICATION

Figure 2: products of onex solutions

OUR CLIENTS

ALL RETAIL REAL ESTATE HEALTH OTHERS



OUR CLIENTS

ALL RETAIL REAL ESTATE HEALTH OTHERS



OUR CLIENTS

ALL RETAIL REAL ESTATE HEALTH OTHERS



OUR CLIENTS

ALL

RETAIL

REAL ESTATE

HEALTH

OTHERS



Madison

NOVOTEL

Tech Mahindra



संसाधन

COMPANY DETAILS:

Name: Onex solutions Private Limited

Industry: Advertising services

CIN: U74900WB2013PTC190216

Registration number: 190216

Address: RBD Boulevard, plot-k-1, block-EP and GP KOLKATA Paragans North West Bengal 700091 IN

Headquarters: Mumbai, Maharashtra

Type: Privately held

Founded: 2009

Company status: Active

Website: <http://www.onexsolutions.com>

Phone: 9696335566

Company category: Company limited by shares

Share capital

Authorized capital: Rs.1,000,000

Paid up capital: Rs.100,000

Listing status: Unlisted

Specialities: Bulk SMS, bulk emails, voice calls, virtual mobile numbers, digital marketing, marketing, mobility solutions, database push

Details about OneX solutions:

Onex solutions work for various industries like:

- Real estate
- Retail business
- Health sector
- Automobile
- Travel & tourism
- Media & entertainment
- Restaurant
- Event
- Startup
- E-commerce
- Radio channels
- Shopping malls
- Brand
- FMCG
- Recruitment

Onex solution's unique selling proposition (USP)

- **Channel**
Reach your target audience on omni channel
- **Various business**
Have solutions for all various industries
- **Pan India reach**
Can target your customers across 1200 cities in 60,000 pincodes
- **Regional language**
Can send content in any regional language
- **White label & resellers**
Offer their solutions under brand name and IP
- **Report and analysis**
Share reports and analytics of the campaign
- **Sample content**

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

- **Smartlink**

Track people who clicked on link and retarget them

- **Smarttext**

Send personalized text marketing with name, code

- **AIDA**

Use AIDA model for advertising, which identifies the stages that an individual goes through during the process of purchasing a product or service.

- **Ready to use data**

Have built up software which is ready to use

- **Delivery**

Can deliver on their channel in any volume

CHAPTER-2

PROJECT OVERVIEW

This presenting project gives the detail information about the impact of various techniques of digital marketing on a company. It gives the detail explanation of what is digital marketing, its importance, needs, KPIs, and challenges faced by it.

It continues with the details of company OneX solutions pvt ltd in which I worked as a digital marketing intern

It further gives the objectives, scope, needs and challenges of project. It is being continued by the detail study of how various techniques of digital marketing effect the company with reference to task assigned to me as a digital marketing intern like:

- Content writing
- Cold calling
- Lead generation
- Promotion
- Research
- Pitching and hammering business groups on social media

OBJECTIVES

1. To understand the various techniques of digital marketing
2. To know proper techniques for lead generation
3. To know how to create brand awareness
4. To promote business in various ways using different techniques
5. To reach the target audience using different techniques
6. To increase sales via attractive and modern techniques
7. To retain old and potential customers

SCOPE

1. To understand various techniques of digital marketing
2. To study how various techniques are used in different industries like in hotel businesses, tourism businesses, educational sector, new startups, small business, various companies.
3. To know how to promote business to nearby businesses using various techniques
4. To understand the effect of Cold calling on company and lead generation
5. To know the effect of Content writing in grabbing attention
6. To know different ways to attract new startups
7. To understand the use of social media for promoting

NEEDS

1. To know the techniques which is more efficient and effective
2. To know the positive and negative impact of digital marketing techniques on the company
3. To know the impact of using various techniques of digital marketing on consumer satisfaction
4. to know the impact of using various techniques on welfare of the organization
5. the report will help the company to improve and upgrade the techniques of digital marketing for betterment

LIMITATIONS

1. Require trained professionals to maintain
2. May face difficulty to reach people in backward areas (inaccessibility)
3. May face many technical issues
4. Business at rural areas may face difficulties to reach the audience there
5. All the business may not be able to maintain the software (maintenance cost)
6. The major limitation is that digital marketing is time consuming
7. There is a global competition

CHAPTER-3

TECHNIQUES OF DIGITAL MARKETING



Figure 3 techniques of digital marketing

Email marketing

A structured method of communicating with your present and potential customers is through email marketing. It's a type of marketing that enables you to give thorough details about your goods and invite clients to take advantage of your offers with perks. It is the most popular marketing strategy since research has shown it to be the most successful.

Email marketing is a type of direct marketing that makes use of electronic mail to reach audiences with promotional or fundraising messages. In short email marketing is sending mail to potential or current customers.

Reasons of using email marketing

1. Email has as a great reach

Although at first this may sound strange, consider your own online habits: You must input your email address when creating an account on a website (like an online store). Even the creation of a Twitter or Facebook account requires an email address. Additionally, Facebook and Twitter send emails to users to inform them of activity, such as when someone gets tagged in a picture. Everyone who uses the internet has an active email address, which is the currency of the internet. Even though Facebook and Twitter might appear to be quite commonplace, many users are leaving some social

media platforms due to the constant controversy about privacy and data breaches. Hence when it comes to connecting with your prospects and customers, there's no channel with a wider reach than email.

2. Email delivers a message

Marketers should always opt to add an email subscriber to their list over a new Facebook follower if they have to choose between the two. Only 2% of your Facebook fans see your postings in their News Feed, but 90% of emails are delivered to the inbox of the intended recipient. Because Facebook attempts to push brands toward their paid advertising alternatives, it restricts the number of times your postings can display in the News Feed.

This is significant in terms of reaching your target audience with your messages.

Only 200 of your 10,000 Facebook fans will even get a chance to see an update you submit in their News feed.

3. Email has high ROI

The majority of marketers have conversions as their only priority. The ultimate objective of marketers is to convert prospective customers into paying customers, regardless of whether they do so in the form of leads, sales, memberships, or a measure particular to your business plan. Email is the most effective channel when it comes to conversions. In actuality, a tweet's average click-through rate is under 0.5%, compared to an email campaign's average click-through rate of around 3% (of all receivers). This suggests that sending an email is 6 times more likely to result in a website click-through than sending a tweet.

4. Email is preferred communication channel

Given email's unrivalled capacity to increase conversions, it stands to reason that email is the best marketing channel for increasing ROI for your business. It all comes down to sending very relevant and tailored communications. Email enables you to be very targeted with your communications, unlike social networks where you send status updates to every follower regardless of their location, interests, or past purchases.

You may be more focused by using an email marketing platform like Campaign Monitor to collect additional information about your consumers, including insights from linked systems like your CRM and customer care solution.

5. Email is an open platform

Many people use social networks as a private means of communication to stay in touch with friends and family. Individuals access their social media accounts to view the

photographs and updates of the people they care about and are familiar with. Contrarily, email is a far more professional medium, and customers anticipate getting information about goods and services from that source. According to research, 72% of respondents would rather receive promotional content via email than through other channels 17% prefer social media.

6. Email drives conversion

To be able to interact and engage with an audience, many corporations have spent millions of dollars over the past few years purchasing sizable social followings. But even as companies spend money on social media, Facebook frequently updates its algorithm to cut down on the amount of user who view brand posts, unless they are paid adverts. 98% of brand followers will never see the posts in their News Feeds due to the prevalence of this technique. Twitter's declaration that it will also deploy an algorithm-controlled feed appears to be headed in the same way. Due to the fact that platforms like Facebook and Twitter are owned and managed by outside companies, marketers are at the mercy of changes the platforms make to their platform. Email, on the other hand, is not controlled or owned by any one organisation. It is an open platform for communication, and a wide range of services give users access to send and receive email. In contrast to Facebook or Twitter, if you invest the time and money into creating and maintaining an excellent email list, your subscriber list will be an asset you own. This is because of the wide variety of businesses involved in email marketing, which ensures that no one party can make changes that would have a significant impact. As a result, you can use your list effectively without worrying that someone will stop it from working.

7. Email arounds forever

It's interesting to note how the email industry has changed from the days when you needed a coder to write an email to the present, when technologies like Campaign Monitor enable the contemporary marketer to easily generate and distribute stunning branded emails. More people now have access to the power of corporate email as a result of this change. Unlike growing a social media following, growing your email list is a solid, long-term investment that will pay off for many years to come.

SMS marketing

Short message server (SMS) marketing is the practise of disseminating your business's message through text messages sent from a mobile device. In a nutshell, SMS marketing involves sending marketing messages to potential customers utilising a mobile device.

SMS marketing is one of the most effective techniques of marketing. It refers to the act of sending promotional materials via text messages. It is way to reach customers by tailoring messages to customers.

Reasons of using SMS marketing

1. No bounces

SMS marketing campaigns don't experience bounces as email marketing efforts do. The SMS will still reach the recipients even if a mobile device is turned off or out of range once it reconnects to a mobile network.

2. Direct contact with users

Typically, an SMS campaign takes 3-6 seconds for the delivery. The speed is an essential factor of SMS marketing efficiency.

3. Global reach

As five billion people have a mobile connection, SMS marketing offers vast opportunities for engaging with the audience, limited only by creativity and the size of the phone number list

4. No special skills required

Creating SMS campaigns is very easy. It takes about five minutes to build one.

5. Instant contact with users

Typically, an SMS campaign takes 3-6 seconds for the delivery. The speed is an essential factor of SMS marketing efficiency.

Fits all type of business sizes

Big businesses use SMS marketing as a method to reach large audiences, such banks, travel agencies, airlines, healthcare providers, etc. Small businesses utilise it to target local audiences with more focused objectives on a smaller scale.

6. High level of interaction

shows significant People check mobile phone 80 times a day, for that SMS marketing campaign open rate.

7. Multiple opportunities for usage

Businesses use SMS marketing for advertising, alerts, notifications, reminders, password confirmations, competitions, news, product information, etc.

Whatsapp marketing

WhatsApp is a free mobile app that allows you to interact with other WhatsApp users without paying for SMS text message fees by using the internet connection on your phone. Additionally, the programme offers free audio and video conferencing, file sharing, and image sharing.

Due to the vast range of use of phones it supports, WhatsApp has been especially popular in places with expensive SMS rates, such as Brazil, Mexico, and Malaysia, where 60% of the population uses it.

In fact, 109 nations, or 55.6% of the world's population, use it as their preferred SMS substitute. WhatsApp has been functioning independently since Facebook purchased it for US\$19 billion in February 2014, thus it hasn't yet gotten the same marketing-friendly features as Facebook Messenger.

Reasons of using whatsapp marketing

- The fact that many of your clients presumably already use WhatsApp is the best justification for adopting it for business. Every day, WhatsApp users send more than 60 billion messages.
- Unexpectedly, users of WhatsApp and comparable platforms are open to communicating with companies. In the next two years, 67 percent of users of mobile messaging apps anticipate to communicate with businesses via chat, according to Nielsen's Facebook Messaging Survey.
- Younger people are more likely to feel at ease using messaging applications for regular conversation, so target them with your marketing efforts. According to a Pew Research Center, messaging apps like WhatsApp are used by 42% of smartphone owners between the ages of 18 and 29, as compared with age of 50 or older only 19 percent are owners of smartphone.

- In fact, a huge majority of sharing online—84 percent—now takes place on private channels like messaging apps, so even if you're not using WhatsApp to market your business, your prospects are likely using it to extend your content's reach already

Content marketing

Developing and disseminating valuable, pertinent, and consistent content was the main goal of a strategic marketing approach with the goal of attracting and keeping a clearly-defined audience and, ultimately, inciting profitable consumer action.

By consistently providing your target audience with high-quality information that is highly relevant to them, content marketing is a long-term strategy that emphasises relationship building.

Reasons of using content marketing

1. Build or reposition your brand:

Any business that wants to develop or transform their brand needs a communication strategy that effectively and efficiently conveys their message. Since consumers must pay attention to good content on websites, emails, mobile devices, and print products, you have the perfect opportunity to change how they perceive your business. Additionally, because content marketing organisations will know your target just as well as you do—if not better—they can make sure that your message reaches the correct group, maximising the return on your investment.

2. Attract customers in informative manner:

The creation and distribution of content for all important marketing channels, including print, online, digital, mobile, video, and social media, is the fundamental competency of the contemporary content marketing agency. The agencies will be able to create material that is appropriate for each channel, and since all channels will be integrated, the campaign's effectiveness will be doubled or tripled.

3. Retain customers:

Companies are placing an increasing amount of emphasis on keeping their current consumers as a result of an increasingly fractured culture and the fierce competition that every retail and service firm faces on an annual basis. Content marketing rewards

the customer with interesting material while keeping them informed about new goods or services by providing both fun and information. You are considerably more likely to succeed if you routinely communicate in this manner with your customers.

4. Increase sales:

In its purest form, content marketing offers businesses a managed and mobile shop window through which they may sell goods to clients at their convenience. According to recent CMA study, 61% of consumers agree that content marketing boosts brand positivity and over 50% believe it positively influences purchase decisions and ability to integrate.

5. Engage customers for long term:

Although some clients may seek to content marketing for quick gains, their true strength resides in sustained engagement. You may gradually establish a connection with the reader by consistent communication with your client base, which will boost their trust in your company and make them more likely to choose your product or service. And by engaging in regular conversation with your reader, you can establish a channel of communication that provides a steady stream of new ideas and feedback which can help business in improving the services and keep customers happy.

Online reputation management

Online reputation management (ORM) is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet. It helps drive public opinion about a business and its products and services.

By using ORM, a company may try to mitigate the effects of a negative viral video, create proactive marketing strategies for online consumption or broaden its domain holdings to ramp up online visibility.

Reasons of using online reputation management

1. Better search engine ranking

SEO can be significantly impacted by online reviews. Customers heavily weight online reviews of the business when making decisions, and search engine algorithms are well aware of this. Consequently, a company that makes every effort to manage its online reputation is rewarded with rising SEO visibility.

2. Increase customer trust and credibility

Not all online reviews are written to please the algorithm. It also has to do with how consumers recognise a brand. Getting clients' trust is crucial since they believe internet reviews. Everyone is aware of how important a company's reputation is to its existence. Once a customer has earned that person's trust, that person will recommend the company to others. Online reviews are heavily weighted when deciding whether or not to trust a brand. An organisation can quickly build confidence by managing its reputation well. Positive evaluations can therefore increase the level of trust that prospective customers have in the company. A solid reputation demonstrates that a company is more trustworthy than its rivals.

3. Generate high revenue

Customers can effectively communicate the brand's dependability when they use trust to set a company apart from its rivals. Sales might increase when a brand is recognised as trustworthy. For a firm, managing its online reputation is crucial. According to the research by the Harvard Business School, companies with higher rankings had greater sales of between 5 and 9 percent.

4. Generate professional image

A company's successful corporate image is a crucial marketing tool. It may take a lot of time for a business to persuade potential clients to use its goods or services. Existing and prospective clients would look up the company name on Google in an effort to discover more about a business split. Because they lack more knowledge about a company, prospective clients will search online for information before making a choice. Therefore, if potential customers learn that you have a bad reputation, they won't buy from you. Therefore, it would be best for the company to erase whatever bad reputation they may have.

Social media optimization

Social media optimization (SMO) is the use of social media networks to manage and grow an organization's message and online presence. As a digital strategy, social media optimization can be used to increase awareness of new products and services, connect with customers, and ameliorate potential damaging news.

Social media automation

Utilizing automated techniques, social media automation is the process of improving social interactions. Republishing well-known articles or arranging social media postings in advance might be examples of this. The number of hours spent on social media posting, involvement, and management decreases with automation reserving and expanding brand accounts. As a result, resources and time might be allocated toward reaching strategic objectives and other marketing budgetary categories.

Reasons of using social media optimization and automation (strategies)

1. SMO tactics increase traffic more effectively than any other strategy, excluding standard SEO and email/database marketing. They make sure there is a lot of traffic on the website or on the targeted pages, which helps spread the word about products or companies that most people haven't ever heard of.
2. Businesses use SMO tactics to boost visibility and maximise earnings because the majority of potential customers use social media channels, communities, groups, and forums.
3. Although traditional means like calling and mailing have been around for a while, social media gives customers a more reliable way to communicate with and understand a brand in-depth. Additionally, social media profiles act as a channel for customer complaints. The majority of SMO plans also include CRM, which enables businesses to reply to customers in real time.
4. You can always use SMO to target and restrict the audience you believe will be interested in your goods or services. Through Facebook and Google advertisements, you can target a worldwide audience or choose a more specific one based on their individual characteristics.

5. There are various paid methods as well as free ones under SMO to reach the intended audience, including blogging, forum posting, social media updates, etc. These can be attained using many online advertising channels, including Facebook, Twitter, LinkedIn, StumbleUpon, and YouTube. All you require is a reputable Indian SMO agency to assist you in successfully achieving your objectives.

Keyword research

Keywords are those phrases that have been searched for frequently online. Finding the best keywords for your website is what it entails. Although the most competitive and frequently produce middling conversion rates are generic keywords, they are the most frequently searched for rates. Typically, terms that most precisely describe particular aspects of a site produce the largest return on investment.

Long-tail keywords:

Long-tail keywords have more than three words in them. Additionally, they are typically far more targeted than short-tail keywords.

They receive a lot fewer searches than a short-tail term. However, they compensate by being significantly less aggressive.

The most crucial thing to understand about long-tail keywords is that you can quickly determine the search intent.

Short Tail Keyword:

As the name suggests, short-tail keywords are short keywords (surprise!) that are made up of three words or less. Sometimes they are also called the head keyword.

Short-tail keywords have a huge amount of search volume but are also highly competitive.

For the audiences, they use short-tail keywords when they are at the very first step of researching for stuff. That's why it is very difficult to pinpoint the clear search intent for short-tail keywords. They tend to be all around the place.

Local business marketing:

The main goal of local marketing is to establish a presence in your neighbourhood. Wherever your real customers are seeking and living, you need to be found there. To reach your local clients, for instance, you don't necessarily need to rank for "antique bookshop." You should instead search for "antique bookstore in Pune."

This will not only be more pertinent to your customer base, but it will also be simpler to handle without a large team of content marketers.

There are numerous outlets and choices available, much like in international marketing. We'll concentrate on the major three today: Paid advertising, SEO, and social media.

on social media. Since social networking seems like such a huge time waster, many local companies give up on it.

However, most of the time, the issue is just that they're approaching it carelessly. However, if you are methodical in your approach, it can be one of the fastest and most successful local marketing methods available.

Finding the appropriate Channels:

Create compelling buyer profiles first, and then figure out where your potential clients hang out online. For instance, if you want to reach a younger audience, you might discover that Instagram and Snapchat are considerably more effective than Facebook. Pinterest is undoubtedly the social media platform for you if your target audience enjoys making things by hand and doing DIY projects.

Create Community:

To collect their opinions, you can do this by posing queries or running polls. Few things are more effective at promoting customer loyalty than making them feel included and a part of the narrative. To demonstrate to your customers that you are paying attention, upload photos of yourself with them and share their articles (and earn free content!). When you do this, be sure to post about it on your pages and invite your fans to participate as well. People are prepared to pay more to support small companies because they think the money will be more likely to stay in the neighbourhood.

Local SEO

A whopping 88% of consumers used their phones to hunt for nearby products and services, and 50% of those who did so visits a store within a day. It's crucial to be easily found online for this reason.

Blogging

Although having a blog on your website is not required, it will improve your ranking in search results and make you more visible to potential customers. Additionally, it will demonstrate your knowledge and enthusiasm to visitors, increasing their likelihood of becoming paying clients.

A good blog post will have the following characteristics: An intriguing headline that piques readers' interest enough to read the post Data-driven content that combines "personal experience with scientific research and data to offer an authoritative solution" Easy-to-read format, which involves including pertinent images.

Local keywords

Local purpose is present in 56% of smartphone on-the-go searches and 51% of in-store searches.

Making ensuring that your website is targeting local keywords is crucial for this reason. What are the main search terms you wish to get found for? Asking yourself what your target market types into Google when seeking for a similar product or service will help you determine this. You can do those searches yourself to check which companies presently rank for those words or phrases.

Local Directories

There are other ways to find things online than search engine results. Additionally, be sure to sign up with any pertinent local directories, such as

Paid advertising:

Targeted advertising is another fantastic feature of the Internet for businesses. For instance, you may reach 4,000 people with a \$1 per day Facebook advertisement.

However, you must be careful with your money.

Geographical Target

Forgetting to limit your ads to local markets is the biggest error you can make. A little over two-thirds of consumers seek location-specific advertisements:

Therefore, placing ads for your Cleveland store around the country is a waste of money. Your advertisement won't attract any customers in Portland any time soon.

Both Facebook and Google allow you to target clients by geographic region down to the ZIP code in addition to local keywords.

Groupon and similar services

I placed it here even though you might have to pay to market your business on websites like Groupon since you will be charged for each consumer they suggest.

According to a Marketing Land analysis, 45% of respondents said they had made a purchase after seeing a mobile coupon, so it's worth experimenting with.

Video marketing

Everything from client relationship building to advertising your brand, services, or products can be done with video marketing. Additionally, video marketing can be used as a platform to distribute viral (entertaining) content, advertise customer testimonials, present how-tos, and live-stream events.

Advantages of video marketing

There are many advantages to video marketing. Let's start with what is most easily quantifiable: data, statistics, and numbers, oh my! Noteworthy:

1. Video facilitates communication with your viewers. Customers can go behind the scenes and get to know your brand through video, which serves as a link between what you say and who you really are.
2. Creating backlinks to your website, increasing likes and shares (which can impact search rankings), and increasing traffic to your website are all benefits of using video in SEO. Additionally, don't forget to upload your videos to YouTube and tag them with as many keywords and key phrases as you can! YouTube is owned by Google!
3. Videos help people remember knowledge. In contrast, if what they hear is accompanied by pertinent images, they'll recall an average of 65% of that information in three days. If your clients hear something solely, they're likely to retain approximately 10% of that information three days later.
4. In 2017, it's predicted that 74% of all online traffic will be made up of video content. Your clients adore video. Potential customers also enjoy watching videos, so effective video marketing can draw in new clients. The term "video" in email subject lines increases open rates by 19% and click-through rates by 65%.

5. Customers would rather watch a product video than read a product description by a factor of four.

Video optimization:

There are around 1 billion videos uploaded every day on YouTube. So how does one rank his or her video on the top of the search result? That is when video optimization comes into the picture. Video SEO is simply optimizing your video to be indexed and rank on the search engine results pages for relevant keyword searches. There are many optimization strategies to give your videos a higher chance of ranking, which this article will outline.

Google analytics

Google Analytics is a platform inside the Google Marketing Platform brand that measures and reports website traffic. Google Analytics is a web analytics tool.

Google Analytics: Why to use it?

- 1. It's free:**

You must be familiar with the adage "There is no free lunch." However, this is untrue in the case of Google Analytics. You won't be charged by Google to use Google Analytics. It costs nothing for you to utilise this product. By using these methods, you can allocate a respectable sum of money to some other crucial resources. Additionally, it offers you gratis access to crucial data, figures, and statistics that you require to optimise the functioning of your website.

- 2. Automatic data collecting:**

A feature of Google Analytics makes it easier to integrate Google Analytics data into Google Docs, Sites, or Spreadsheets. Simply set up your Google Analytics account and paste a short piece of code onto your website to get started. By doing this, Google Analytics will be able to begin collecting data from your website automatically and generate reports as necessary. To obtain the information, you merely need to take no action. Google Analytics takes care of everything. Even better, you have quick, uninterrupted access to your reports. In addition to saving you time and effort, this feature of Google Analytics also allows you fast access to the reports.

3. One may design customised reports:

A custom report is one you write yourself. You can select one of the many reports Google Analytics creates or even create your own custom report using the drag-and-drop interface. You can select the metrics and dimensions, as well as the format in which they should be shown.

4. Simple integration with various platforms and tools:

The ease with which Google Analytics may be connected with other programmes and platforms is another impressive feature. Google Analytics offers a simple and intuitive interface, just like all other Google services. It not only functions admirably on desktop computers, but also flawlessly on smartphones and tablets thanks to its app on the Google Play Store. A strong interaction exists between Google Analytics and Google AdWords. By connecting an AdWords account to Analytics, you are essentially bringing two technologies into alignment and allowing them to cooperate. You will receive actionable insights from this combined work that will help your AdWords campaigns succeed.

5. Capacity to measure internal site search:

The internal website reveals what visitors to your website are looking for when they first land there. By identifying the circumstances in which a particular condition might be confused or absent on your site, it also identifies the area of growth possibility.

Fortunately, with a little adjustment, Google Analytics enables you to track internal site searches. You can gain deeper insight into what visitors are looking for on your website with the help of our internal site search feature. With the help of these insights, you may improve the functionality of your website by making the necessary adjustments or additions. Your website's navigation and product/service offerings can also be improved.

6. To comprehend the reasons why website visitors are leaving:

One of the most crucial indicators, the "bounce rate," measures the proportion of site visitors that leave after only seeing one page. Additionally, it is crucial to lower this rate as much as feasible. Numerous firms report high traffic levels but insufficient conversion rates. This indicates that even if people are visiting your website, they aren't finding what they're seeking for. High bounce rates are the result of this. A high bounce rate necessitates taking prompt action to ascertain its cause. Google Analytics, however, offers a thorough overview of the pages with the highest bounce rates.

7. To be aware of your audience's location, device, age, gender, and interests:

You can get useful information about your audience with Google Analytics, which will help you identify the channels that bring the most visitors to your website. Numerous details about your website's visitors are provided in the Audience area, including their age, gender, interests, devices, and locations. Additionally, it provides information on how users were attracted to your website.

Graphic Creation

In order to communicate with an audience, graphic design combines text and visual pictures. In other words, graphic design presents images, information, or text that sets a brand apart from its rivals in order to convey via a visual description. On, graphic design is employed packaging, brochures, and websites, among other things.

Uses for Graphic Designing:

In the modern world, graphic design is frequently created with the use of design software. Software for graphic design includes Serif, Photoshop, and Adobe Creative Cloud. We see graphic design in action every day through things like logos, websites, billboards, magazines, and newspapers. Graphic design is crucial in retail since it helps shoppers get a sense of the brand's message and the appearance of the goods. Additionally, it offers businesses a means of making their goods stand out in stores. Graphic designers should make an effort to be imaginative and original for these reasons, as well as to ensure that designs do not violate anybody else's copyright.

1. Visual identification graphic design

The visual components of brand identification that serve as a brand's face and use images, shapes, and colour to communicate these immaterial traits.

Visual identity graphic designers work with brand stakeholders to develop assets like logos, typography, colour schemes, and image libraries that convey the essence of a business. Designers frequently create a collection of visual brand standards (style guides), which outline best practises and offer examples of visual branding used across many media, in addition to the conventional business cards and corporate stationary. These recommendations aid in maintaining brand consistency in all upcoming applications.

2. Marketing & advertising graphic design

To produce materials for marketing plans, marketing designers collaborate with business owners, directors, managers, or other marketing specialists. They might function independently or as a member of an internal or creative team. Designers can specialise in a particular form of media (like as vehicle wraps or magazine ads) or provide a wide range of collateral for print, internet, and other platforms. This function used to be mostly focused on print but has expanded to encompass more digital assets, notably for content marketing.

3. Publication graphic design

Publishing-specific graphic designers collaborate with editors and publishers to produce layouts with carefully chosen typography and supplemental artwork, such as photography, graphics, and illustrations. Publication designers may operate as independent contractors, employees of creative agencies, or in-house staff members of publishing firms.

4. Packaging graphic design

For a product, packaging designers develop concepts, build mockups, and produce print-ready files. This calls for in-depth familiarity with print technologies as well as expertise of manufacturing and industrial design. It is usual for designers to find themselves producing additional assets for a product, such as photography, illustrations, and visual identity, because packaging design crosses so many disciplines.

Affiliate marketing:

In the revenue-sharing marketing strategy known as affiliate marketing, a third-party affiliate, such as a blogger or YouTuber, promotes a company's products or services in order to help it achieve its sales or marketing objectives. A corporation might collaborate with an affiliate to reach out to a particular affiliate demographic while also boosting sales, web traffic, and brand awareness at a reasonable cost (e.g. a shoe company that partners with a fitness blogger to target fitness-minded readers). In exchange, affiliates receive a cut of the revenue or clientele their marketing initiatives bring in.

Although revenue-sharing as a marketing strategy is not new, the term "affiliate marketing" today usually refers to online digital marketing, in which affiliates connect to a company's product or service online in exchange for a cut of purchases or website traffic. According to Statista, in 2022, affiliate marketing spending will be over \$8.2 billion.

Why affiliate marketing?

1. By simply promoting the goods and services of other people, you can use affiliate marketing to generate a passive income. To put it another way, you are not compelled to work for a business in order to earn money. Instead, you establish yourself as a sole proprietor and start receiving commissions from sales that your referrals generate.
2. Affiliate marketing is incredibly adaptable and can be used to promote practically anything, from low-volume websites to thriving e-commerce stores. To begin using affiliate marketing to promote goods and services online, you don't need to be an expert in any industry.
3. One of the most economical methods of online business promotion is affiliate marketing. You are not only exempt from paying for advertising, but you are also exempt from paying your affiliates royalties or other costs. Simply said, affiliate marketing allows you to get started for relatively little money, and as your referrals generate more sales over time, your earnings will increase rapidly.
5. Affiliate marketing offers a fantastic chance.

Blogging:

An online diary or instructional website that displays content in reverse chronological order, with the most recent updates appearing first, is referred to as a blog (short for "weblog").

It is a forum where a writer, or perhaps a group of authors, can express their opinions on a specific topic.

Blog structure:

Over time, blogs' looks altered, and they now contain a variety of things. However, the majority of blogs have a certain structure and set of features. The following are typical elements of a typical blog:

The following should be included:

- a header with the menu or navigation bar;
- a main content area with the most recent or highlighted blog posts;
- a sidebar with social media profiles or a call-to-action;
- and a footer with pertinent links, such as those to the disclaimer, privacy statement, and contact page.

What is blogging?

Blogging is the set of many skills that one needs to run and control a blog. Equipping web page with tools to make the process of writing, posting, linking, and sharing content easier on the internet.

Why blogging?

- it became a mainstream source of information
- through blogging company keep customers and clients up to date
- through blog customers can interact with you or your brand
- can earn money through blogging

Quora marketing:

The Quora community responds to questions posted by users and votes up the most insightful answers. Quora is a major deal with 500 million monthly users and several famous people contributing to the site. And it will remain.

Why Quora Should You Use It?

Quora is a social media site that only features knowledge-based content, unlike other social media sites. It is therefore the ideal setting for branding and content marketing. Why do you suppose Neil Patel even bothers to create answers on Quora that are more than 2500 words long?

Why Quora?

Here's a detailed look at some of the motives you should give using Quora significant consideration.

- Quora has one of the highest organic reach rates of any platforms.
- It has 500 million monthly visitors,
- is currently available in 5 languages, greatly expanding its audience, and does a superb job of disseminating your information with its Quora feed and email digest.
- Improved discoverability:
Frequently, even months after you wrote, people will still run across your responses. To cut a long tale short, Quora is virtually free and can provide you access to massive audiences.
- Create an audience by writing excellent responses. Then you'll start to see those fans visit your website and develop a sense of brand loyalty.

Facebook Ads:

Over the years, Facebook Advertising has expanded quickly, surpassing Google Ads and other forms of conventional web advertising. With more than two billion active Facebook accounts worldwide, a business has a good chance of engaging with and reaching its target market. You are quite likely to discover them on Facebook, whether they are a CEO, CFO, or member of a certain group of the general public. These advertisements get more and more expensive as more firms recognise the advantages. Therefore, if you haven't already begun using Facebook advertisements, this might be the ideal opportunity. Learn how to use Facebook advertising to broaden your digital reach in the next paragraphs.

SELECTION PROCESS:

The circular was brought into notice by our coordinator Ranjana Sahu ma'am that company Onex solutions is providing internship for 2 months. The internship details were sent to us in college group.



Internship Description – Onex Solutions Pvt. Ltd.

Internship Title: Digital Marketer Intern

Duration : 2 months

Medium : Work From Home

Stipend: Unpaid (Incentives based on performance)

Requirements:

1. UG/ PG students having interest in digital marketing field.
2. They should be equipped with internet facilities, laptop and mobile phone.

Duties and Responsibilities :

1. Interns will have to help Small Medium Enterprises(SMEs) for their business growth via Digital Marketing medium.
2. They will have to connect with the prospective clients and can support the initiative **#BeVocalForLocal**.
3. They will be given the opportunity to learn Digital Marketing + Business Development which will involves Business Development via Digital Marketing including online promotions, generating leads via Telemarketing & Online marketing , Generating Prospect clients etc .

Skills and competencies :

1. Interns are expected to have good communication skills.
2. Interns are expected to have proficiency in English and Hindi.

Perks & Benefits of internship:

1. Interns will be given training on Digital Marketing. It will be a **free** 32 hours online digital marketing course for them.
2. They can earn incentive if they make sale or onboard client.
3. Depending upon their performance, they can get **Placement Job Offer**.
4. They will receive welcome merchandise on joining.
5. After successful completion of their internship, they will receive a completion certificate.

Figure 4 notice for internship received by coordinator

All the students were requested to send their curriculum vita to the coordinator in order to get a call for interview by Onex solution's HR.

Students were allotted the slots for a telephonic interview.

INTERVIEW:

I received a call by HR

Questions asked were:

1. How many members in your family?
2. What do you understand by digital marketing?
3. Do you know about Onex solution?
4. Do you have any exposure to digital marketing?
5. If you are assigned with clients, will you manage them through phone?

After selection the candidates were merged in a group by HR.

TRAINING AND TASKS

TASK 1:

Record and send a introductory video of yourself

The very first task assigned was to introduce yourself in a video with name, city, 3-4 line about you, what you doing at present (your current course), why you have joined this internship.



Figure 5 introduction video in whatsapp group

TASK 2:

Create a LinkedIn profile and post a photo

Second task was as follows:

1. To create a LinkedIn profile
2. Send connections to Huma Perween ma'am, senior HR executive and Shreyashi Ghosh ma'am, HR executive.
3. Then put a picture of Onex solutions as our desktop wallpaper

4. Click photo\ selfie with laptop\ desktop and post on LinkedIn with caption and tag HR



Figure 6: LinkedIn page with a post on joining Onex solutions as a intern

TASK 3

We were said to go through the website of Onex solutions: <https://www.onex.solutions/> and also go through the website of Dost4SME platform: <https://dost4sme.onex.solutions/>

Training session 1

The very first session was all about the introduction session.

In this session we were given the detailed information about the company and taught the following:

- Application of Basic and Advance Data
- Billing, Commission, Rebuttals & Sales Process

Learnings from training session 1:

1. We acquired the knowledge about many details about the company, also know how to handle a basic data. We came to know about the sales process, what commission is given on a particular lead generation, what is the billing process of the company.

Training session 2

Importance of survey

In this session the alumni of the company taught us the importance of survey, how it helps in sales generation and reach target audience.

Learnings from training session 2:

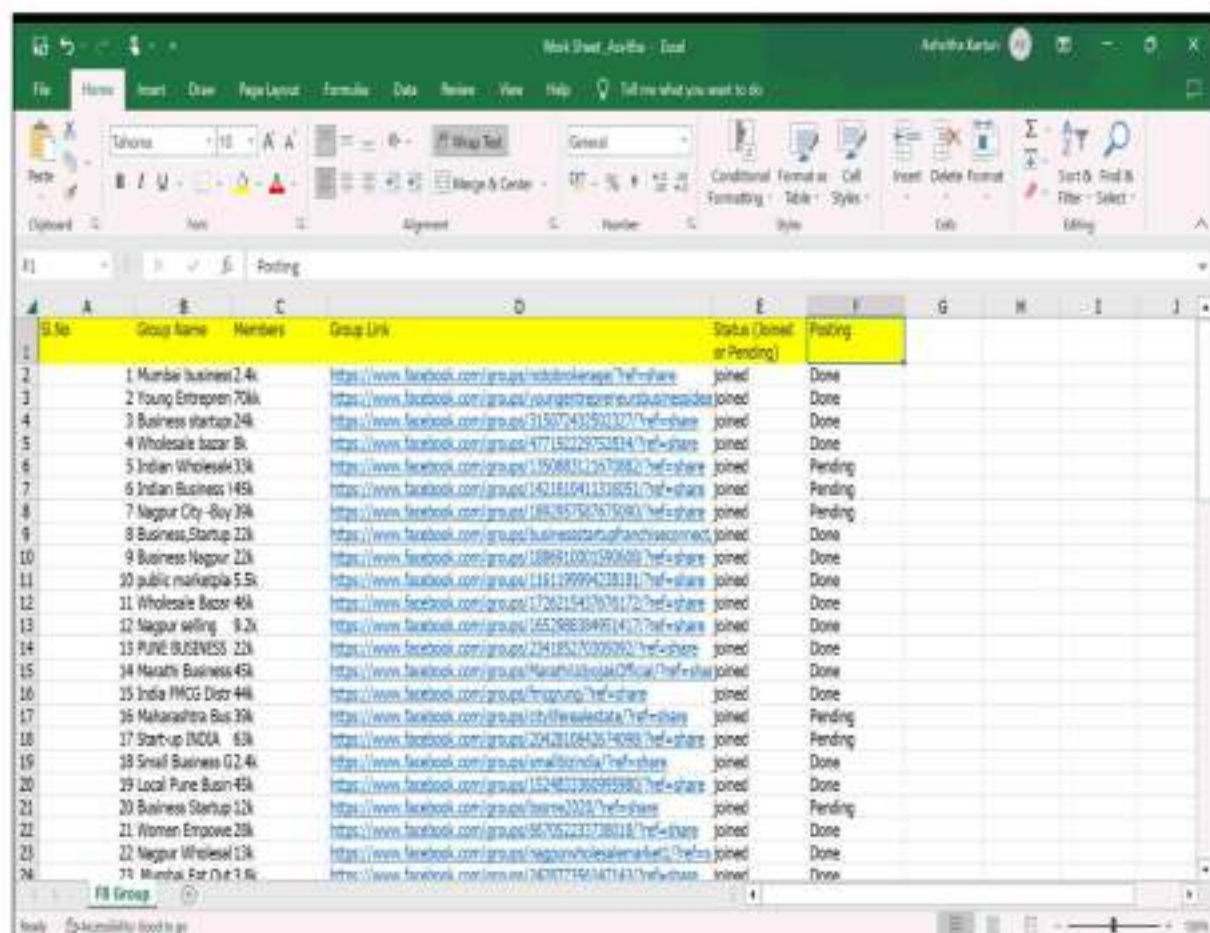
Importance of survey:

Survey research can be a valuable tool for digital marketers to gain insights into customer preferences and behaviour. It can provide information in a concise, cost-effective manner to help companies understand their target markets, track customer satisfaction, measure brand awareness, uncover customer needs, and identify areas of improvement. Through survey research, companies can gain a better understanding of their customers, which can help them to adjust their marketing strategies to better meet customer needs and provide better customer service. Additionally, surveys can help digital marketers to gauge the effectiveness of their campaigns and measure customer loyalty.

TASK 4

Our fourth task was to join different business groups in Facebook and update the worksheet shared by the HR and update the sheet accordingly.

We needed to join 60-100 business groups from your city/area /state.



S.No	Group Name	Members	Group Link	Status (Joined or Pending)	Posting
1	Mumbai business 2.4k		https://www.facebook.com/groups/mumbaitokenage/?ref=share	joined	Done
2	Young Entreprene 70k		https://www.facebook.com/groups/youngentrepreneursbusinessides	joined	Done
3	Business startup 24k		https://www.facebook.com/groups/31507432501121/?ref=share	joined	Done
4	Wholesale bazar 8k		https://www.facebook.com/groups/47715222952414/?ref=share	joined	Done
5	Indian Wholesale 33k		https://www.facebook.com/groups/135088112673882/?ref=share	joined	Pending
6	Indian Business 145k		https://www.facebook.com/groups/142181541131851/?ref=share	joined	Pending
7	Nagpur City -Buy 39k		https://www.facebook.com/groups/18538575675080/?ref=share	joined	Pending
8	Business Startup 22k		https://www.facebook.com/groups/businessstartupsfranchiseconnect	joined	Done
9	Business Nagpur 22k		https://www.facebook.com/groups/188681030590600/?ref=share	joined	Done
10	public marketpla 5.5k		https://www.facebook.com/groups/1181199994238181/?ref=share	joined	Done
11	Wholesale Bazar 46k		https://www.facebook.com/groups/1726215417676172/?ref=share	joined	Done
12	Nagpur selling 9.2k		https://www.facebook.com/groups/145788384951457/?ref=share	joined	Done
13	PUNE BUSINESS 22k		https://www.facebook.com/groups/234185270295952/?ref=share	joined	Done
14	Marathi Business 45k		https://www.facebook.com/groups/MarathiBusinessOfficial/?ref=share	joined	Done
15	India PMCG Distr 44k		https://www.facebook.com/groups/indiaupm/?ref=share	joined	Done
16	Maharashtra Bus 39k		https://www.facebook.com/groups/cityofmaharashtra/?ref=share	joined	Pending
17	Start-up INDIA 63k		https://www.facebook.com/groups/2042810842674090/?ref=share	joined	Pending
18	Small Business G2 4k		https://www.facebook.com/groups/smallbizindia/?ref=share	joined	Done
19	Local Pune Buas 45k		https://www.facebook.com/groups/152481360955880/?ref=share	joined	Done
20	Business Startup 12k		https://www.facebook.com/groups/bizstart2020/?ref=share	joined	Pending
21	Women Empowe 28k		https://www.facebook.com/groups/567052231738018/?ref=share	joined	Done
22	Nagpur Wholesale 13k		https://www.facebook.com/groups/nagpurwholesalemarket/?ref=share	joined	Done
23	Mumbai For Out 1.8k		https://www.facebook.com/groups/747877146147143/?ref=share	joined	Done

Figure 7: data of Facebook groups recorded on Excel sheet

TASK 5

After completing the joining of different business group, we started posting creatives for lead generation from FB groups and keep updating HR if any inquiry by anyone.

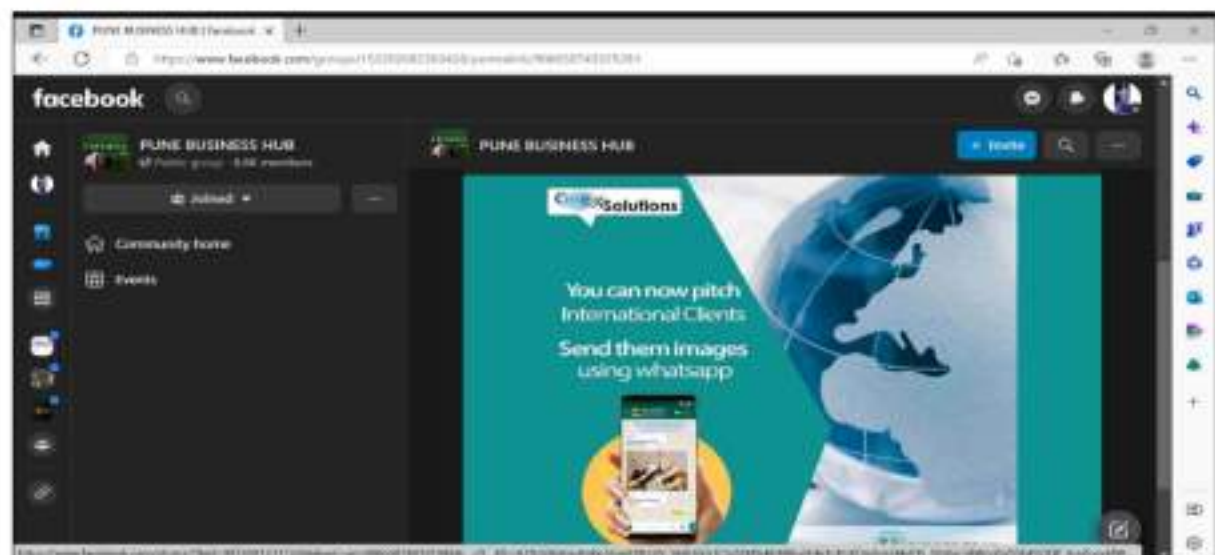
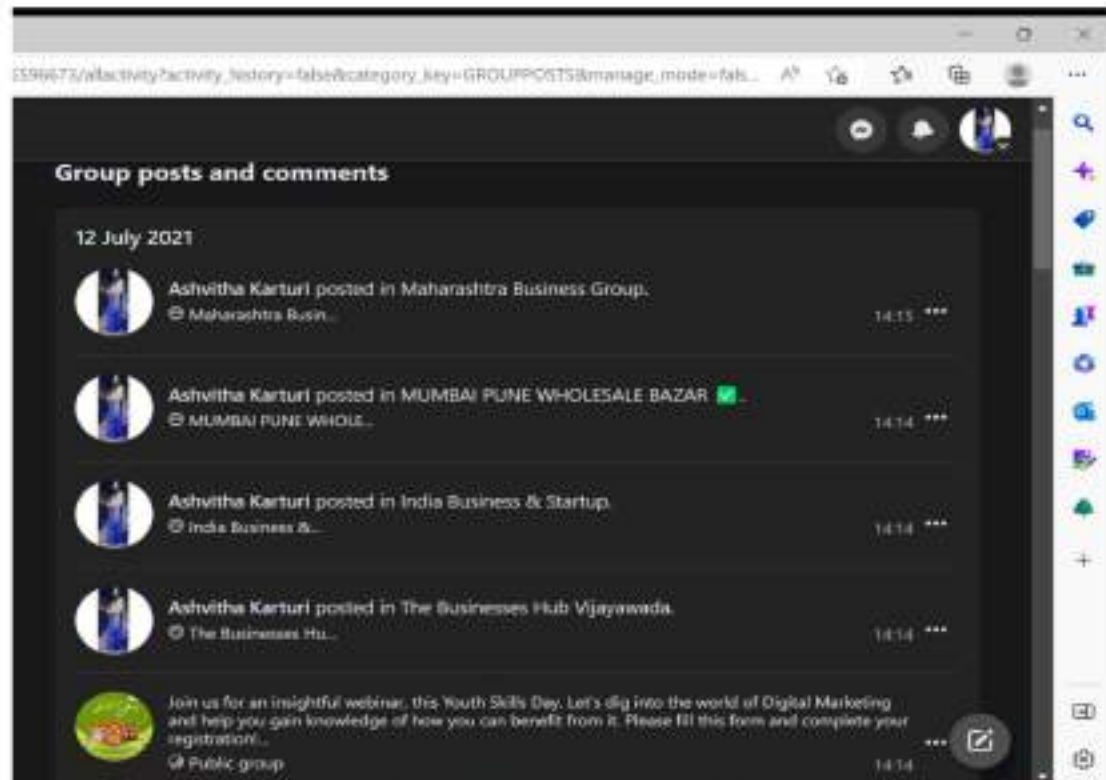


Figure 8: creatives posted on Facebook

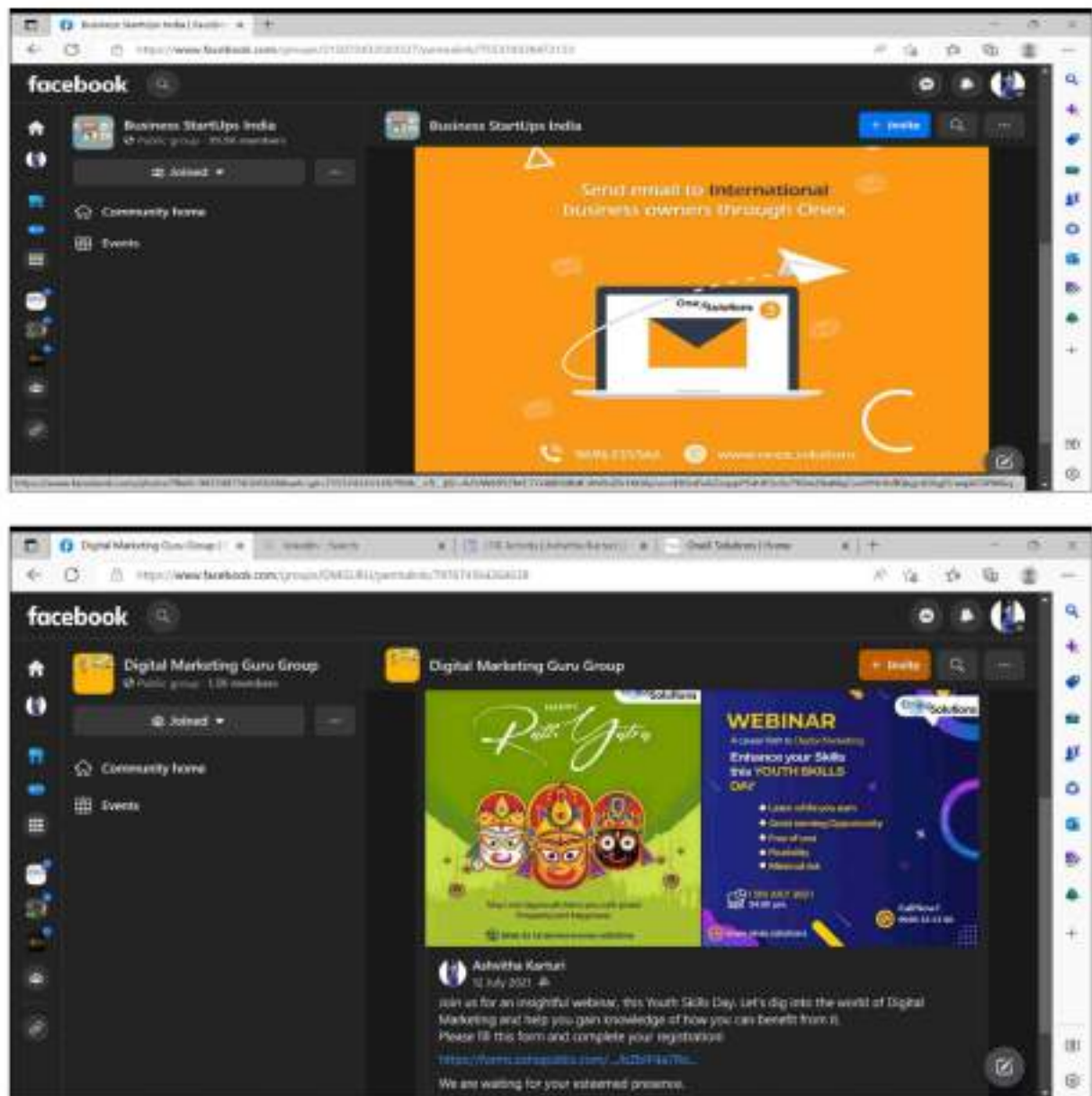


Figure 9: creative posted on Facebook



Figure 10: shows the query asked by a person in comments on Facebook creative

	A	B	C	D	E	F	G	H
1	Total group listing	Total joined groups	Pending to join	Posting done	Posting approved	Posting pending	Posting declined	Doesn't have the option to post
2	70	65	5	50	50	15	0	5
3								
4								
5								

Figure 11: Sum up of Facebook groups

This picture is the sum up of Facebook groups joined, number of posting done, number of groups approved posts, post pending and the number of groups that doesn't have posting option.

Learnings from Task 4 & 5:

1. Engagement is key. It's important to post interesting content and engage with the audience in a meaningful way.
2. Use the right hashtags to get the right people to engage with your posts.

3. Develop relationships with other members of the Facebook group to increase your reach and visibility.
4. Take the time to respond to feedback and comments from your audience.
5. Be creative and think outside the box to come up with unique and innovative ideas to promote your digital marketing campaign.
6. Focus on quality rather than quantity when posting content.
7. Utilize video content to increase engagement and reach.
8. Don't be afraid to experiment and try new things.

Training session 3

Graphic design

The session was all about the graphic designing, how it is used, why is important, what all software are used to do graphic designing, what are the challenges faced, how it is done.

Learnings from training session 3:

1. Graphic designing:

Graphic design plays an important role in digital marketing for a company. It helps to create a visual image for a company, which can help to create brand recognition and loyalty. By creating visually appealing graphics, companies can draw attention to their products and services, and help to communicate their message to potential customers. Graphic design can also help to create an effective website and social media presence, as well as email marketing campaigns and other digital marketing efforts. It can also help to create a certain look and feel that can help to differentiate a company from its competitors. In addition, graphic design can help to enhance the user experience on a website and make it more enjoyable for visitors.

Apps used for graphic designing are:

1. Adobe Photoshop
2. Adobe Illustrator
3. Adobe InDesign
4. CorelDRAW
5. Sketch
6. GIMP
7. Adobe XD
8. Affinity Designer

9. Inkscape

10. Gravit Designer

TASK 6

Our HR gave us the task of Content writing on topic Dost4SME.

Dost4SME is a complete 34 hours online training on digital marketing provided by Onex solutions.

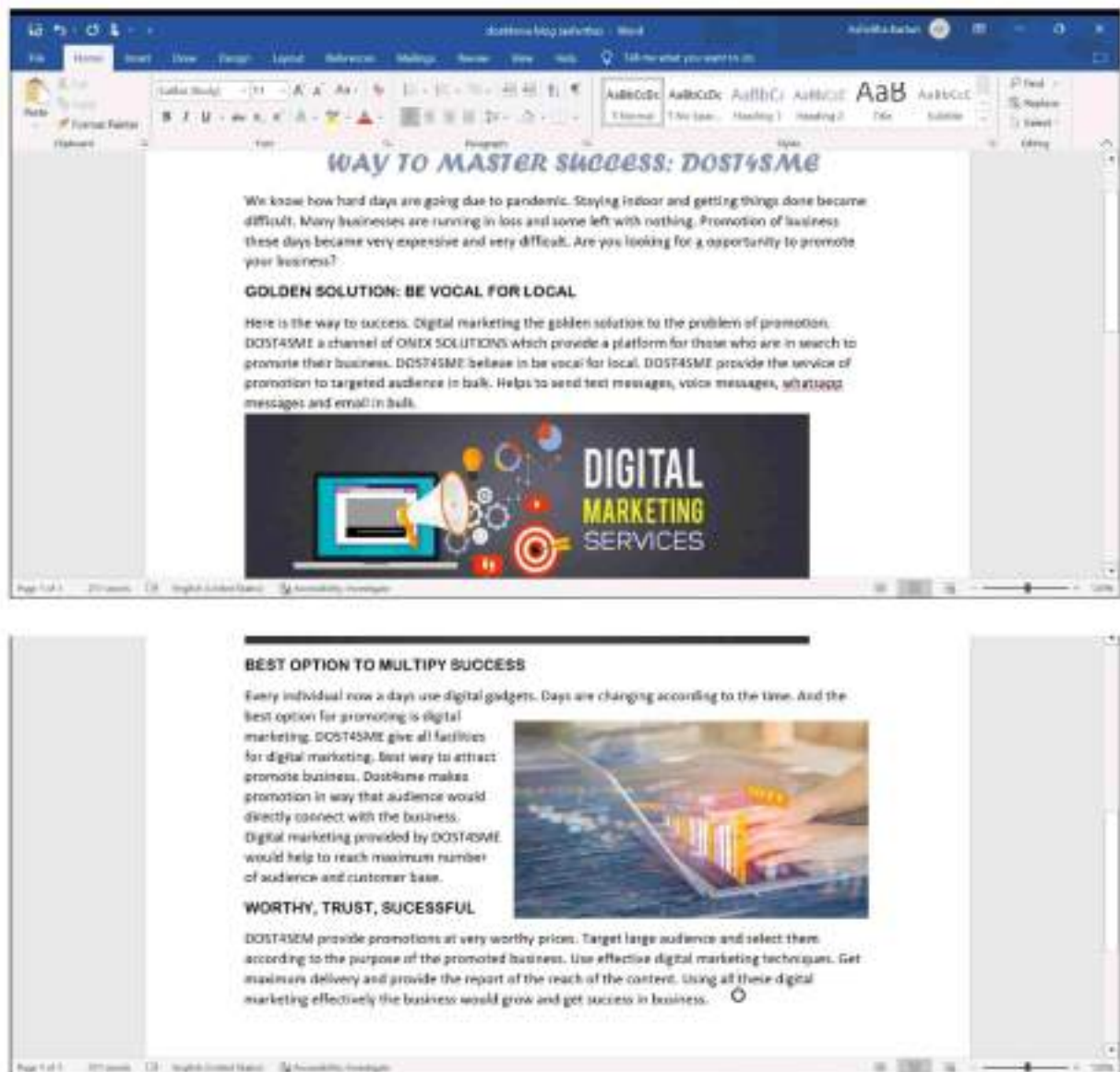


Figure 12: content writing on DOST4SME

Training session 4

Review:

This session was taken to tell us how reviews on social media pages like LinkedIn, Justdial, Google, impact the reach of the customers, how does positive reviews help in promotion of business, what kind of reviews are helpful.

Learnings from training session 4:

Importance of review:

The importance of review of a company on social media in digital marketing for a company is immense. Reviews allow potential customers to gain insights into the quality of the product or service being offered and the customer service offered by the company. This can help to increase customer confidence and loyalty, as well as build trust in the company's brand. Additionally, reviews can provide valuable feedback to companies, helping them to improve their products and services in order to better meet customers' needs. Finally, reviews on social media can help to boost a company's online visibility, as customers are more likely to share positive reviews with their network of friends and family.

TASK 7

We were asked to submit positive and genuine reviews regarding services provided by Onex solutions on Justdial, Google maps, Facebook.

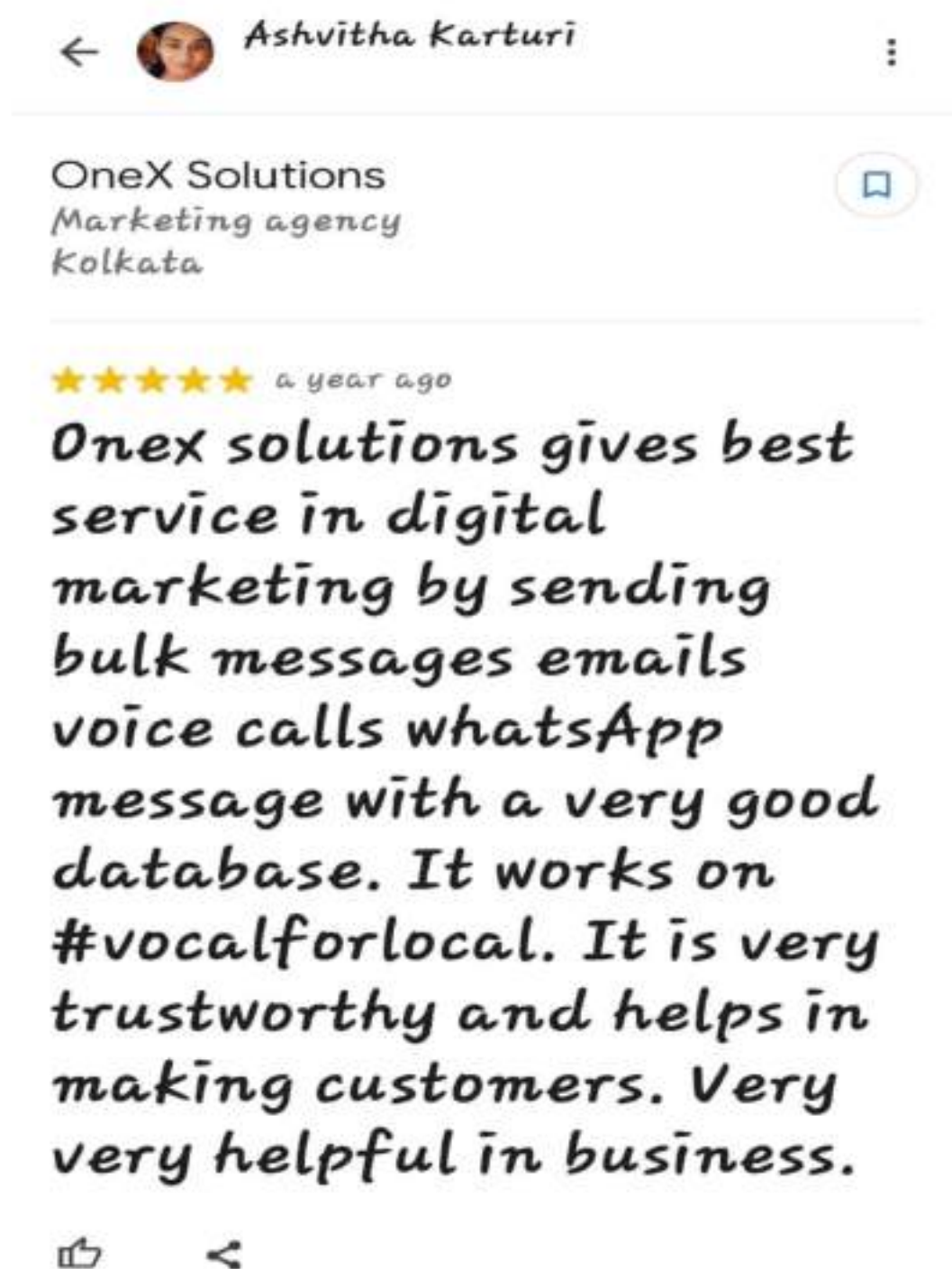


Figure 13: review on google maps

Training session 5

Quora:

This session was all about how the positive question and answer content on quora help company in order to reach large audience.

Learnings from training session 5:

Importance of Q & A in Quora:

Asking and answering questions on Quora provides numerous benefits for companies in digital marketing. By responding to questions about the company or related topics, businesses can showcase their expertise and establish their authority in the industry. This can help attract new customers, as well as increase brand awareness. Additionally, by engaging with potential customers on Quora, companies can create meaningful relationships and build trust with their audience. This can lead to more customer loyalty and more sales.

TASK 8

Answer the question on Quora regarding digital marketing with reference to Onex solutions.

Training session 6

SEO (search-engine-optimization):

This was all about what is SEO, how does it work, what are its needs for a business in generating leads, how it is operated.

Learnings from training session 6:

SEO (Search Engine Optimization) is an essential part of digital marketing for any company. It is the process of optimizing a website so that it ranks higher in search engine result pages, which helps to increase organic traffic to the website. SEO helps to increase visibility of a website, bring more qualified leads, and generate more conversions. It also helps to build credibility and trust among customers, as well as improve the user experience. SEO also helps to increase brand awareness, reach a wider audience, and build relationships with customers. In short, SEO is an essential part of digital marketing that can help a company achieve their business goals.

Training session 7

Social media marketing:

We were taught about how social media marketing is done, how it is useful in targeting audience, what are the benefits.

Learnings from training session 7:

Social media marketing:

Social media marketing is a key element of any digital marketing strategy. It can help increase brand awareness, build relationships with potential customers, generate leads, and even drive sales. It can also increase customer loyalty and engagement, as well as help the company to better understand their target market. Social media marketing can also provide valuable insights into customer behaviour and preferences, enabling the company to make more informed decisions when it comes to product development, pricing, and customer service. Additionally, it can help to build relationships with key industry influencers, as well as help to increase website traffic and search engine rankings. In short, social media marketing is an invaluable tool for businesses of all sizes and can be a powerful part of any digital marketing campaign.

TASK 9

Data collection and cold calling:

Collect data of businesses nearby using the app Justdial and promote Onex solutions by cold calling



Figure 14 calling script given by the HR

TASK 10:

Gather information of startups provided by the HR and note the responses by the businesses on cold calling. The information that was included was as follows:

- DIPP NO.
- Entity name
- Company brand
- Founded (i.e date of incorporation)
- Headquarter
- Sector
- Funding stage
- Mobile no., telephone/ landline no.
- Website of the business
- Response (after cold calling)

DIPP NO.	ENTITY NAME	Company/brand	Founded	HeadQuarter	Sector	Founders	Funding Stage	Amount	and/or Number Mobile number	Email id	Website	response
DP1884	SAVA AUTOMATED LLP	company	01 August 2018	30th Pradesh	Secondary/tertiary	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	engaged with another digital marketing
DP1885	SAVA TECHNOLOGY CONSULTING AND SOFTWARE DEVELOPMENT PRIVATE LIMITED	company	26 Jan 2019	Kapil Singh 2nd Floor Software public Market Ram Kishan PS					9990007777	9990007777	www.sava.com	switch off
DP1886	SAVA COMMERCE PRIVATE LIMITED	company	2017	1st, Ground Floor, Sector 10, Noida, UP					9990007777	9990007777	www.sava.com	switch off
DP1887	SAVA INNOVATION	company	2017	1st, Ground Floor, Sector 10, Noida, UP					9990007777	9990007777	www.sava.com	switch off
DP1888	SAVA COMMUNICATION PRIVATE LIMITED	company	2017	1st, Ground Floor, Sector 10, Noida, UP					9990007777	9990007777	www.sava.com	switch off
DP1889	SAVA SITES (PVC) PRIVATE LIMITED	company	06-11-2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1890	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1891	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1892	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1893	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1894	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1895	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1896	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1897	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1898	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1899	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off
DP1900	SAVA SITES (PVC) PRIVATE LIMITED	company	2018	2018	Business activities	Arvind Singh, Nishu, Jyoti			9990007777	9990007777	www.sava.com	switch off

Figure 15 spreadsheet showing the data recorded of startups

Learnings from TASK 9 & 10:

From the task 9 and 10 I learnt how cold calling impact positively.

Cold calling can be an effective way to build relationships with potential customers, generate leads and increase overall sales. By making contact with potential customers, digital marketers can create an opportunity to introduce their services and explain how their services can help to meet the customer's needs. Cold calling can also help to expand a digital marketer's customer base and create a larger pool of potential customers. Furthermore, cold calling can help to target customers in specific geographical areas or with specific interests and needs, allowing digital marketers to tailor their services to those customers. Cold calling can also be used to follow up with existing customers and check in with them regarding their satisfaction with a digital marketer's services. By taking the initiative to reach out to customers, digital marketers can demonstrate their commitment to customer service and continue to build strong customer relationships.

The type of responses that I received while cold calling to different business are as follows:

1. Positive Responses: Where the person on the other end is interested in learning more about our services or product and request to send the information related to the company via email.
2. Negative Responses: Where the person on the other end is not interested in hearing what I was saying. This might be due to lack of need for the services or product, or simply because they don't have the time to talk.
3. Neutral Responses: In some cases, the person on the other end may not be sure how to respond. They may ask for more information or say that they need to think it over before they can give me an answer.
4. Puzzled Responses: Another type of response I receive is a puzzled one. This was because the person on the other end doesn't know what I was talking about or doesn't understand the concept of digital marketing.
5. Disinterested Responses: The business did not show interest may be because the person on the other end doesn't need digital marketing for their business.

TASK 11:

Final task was to post the internship certificate on LinkedIn



Figure 16: Internship certificate posted on LinkedIn

CHAPTER-4

CONCLUSION:

Digital marketing is an important tool for businesses to reach their target audiences and to increase their brand visibility. The various techniques used in digital marketing, such as SEO, content marketing, social media marketing, and email marketing, allow businesses to reach more customers and to create more engaging experiences for them. The potential for digital marketing is limitless and businesses should take advantage of its potential to reach their desired goals.

After working as an intern in digital marketing and its techniques, I have gained a better understanding of the various components of digital marketing. From creating and managing content to running campaigns and analysing data, I have gained the necessary skills to be successful in this ever-evolving field. I have also gained insight into the importance of staying up-to-date with new trends and technologies, as well as how to effectively develop and execute digital marketing strategies. With the knowledge I have acquired, I am confident that I am well-equipped to continue my career in digital marketing.

SUGGESTIONS:

The very first suggestion is to leverage influencer marketing to reach larger number of audiences. Influencer marketing is one of the most effective way of marketing. It helps in attracting large number of customers involves brand collaboration with online influencers.

Secondly, company should take the advantage of retargeting techniques to reach customers who seek interest in your website.

Company should take some steps to avoid ignorance of cold calling by launching some offers, hampers, etc.

CHAPTER-5

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TERMINOLOGY

TERMS	EXPLANATION
Digital marketing	referred to as the promotion of goods and services as the idea of contemporary marketing, in which a good or service is advertised and sold utilising a computer, a phone, a tablet, and any other type of technology that can be linked to an internet network.
ROI	Return on investment refers to the calculation of monetary value of an investment versus its cost.
AIDA	Attention-interest-desire-action The AIDA is a marketing model of modern marketing, to the extent that missing one step is thought to almost guarantee an unsuccessfulness of results.
USP	Unique selling proposition is the one feature or the good that makes it unique in rest of the competing brands. It is the very reason that motivates the buyer to purchase that product even though it might be costlier than other products.
Conversion rate	Calculated by simply taking the number of conversion and dividing that by the number of total ad interactions that can be tracked to a conversion during the same time period.
KPIs	Key performance indicator, a quantifiable measure of performance over time for a specific objective. It provides targets for teams to shoot for, milestone to gauge progress, and insights that help people across the organization make better decisions.