

DIGITAL MARKETING

University Project – II Report submitted to the Presidency University, Bengaluru in partial fulfillment of the requirements for award of Degree of Engineering

BACHELOR OF TECHNOLOGY

in

MECHANICAL ENGINEERING

by

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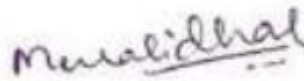


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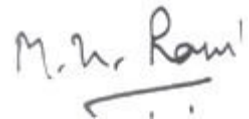
This is to certify that the University Project – II work entitled “DIGITAL MARKETING” was carried out by Mr. B.Gautham Raj (ID No. 2015MEE023) is a bonafide student of VIII Semester B.Tech. Mechanical Engineering in Presidency University. This is in partial fulfillment of the course work in place of Professional Practice – II of Bachelor of Engineering in Presidency University, Bengaluru, during the year 2018-2019.



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DECLARATION

We do hereby declare that the Project Report entitled “DIGITAL MARKETING” is a record of an original work done by me under the guidance of Assistant Professor **Mr. Muralidhar** in the Department of Mechanical Engineering, Presidency University, Bengaluru. This report is submitted by me in the partial fulfillment of the requirements for the award of degree of Bachelor of Technology in Mechanical Engineering to Presidency University, Bengaluru in the month of June, 2019. The results embodied in this report have not been submitted to any other University or Institute for the award of any degree or diploma.

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ABSTRACT

Digital marketing is rising in India at a fast pace. Many Indian companies are using digital marketing for competitive advantage. The success of marketing campaign cannot be solely achieved by digital marketing only. Rather for the success of any marketing campaign, it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. Startups that use digital marketing many times got failed. This study shows precautions to be taken for effective implementation of digital marketing to reap tremendous potential to increase in sales. In this world of digitization, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smartphones, gaming consoles, and many such gadgets that help in digital marketing. Flipkart with its innovative digital marketing has created a niche market in online stores competing with the conventional stores showing the power of online marketing. The case study analyses how Flipkart.com has brought in an array of digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how Flipkart has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field. And a few years from now it will be eventually seen that conventional marketing being replaced by digital marketing. Digital marketing is going to be top on the agenda of many marketers, and they might be looking for innovative ways to market online, reduce cost per lead, increase click-through-rates and conversion rates, and discover what's hot in digital marketing. In this world of digitization, digital marketing is a vogue that is sweeping across the whole world. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing. Flipkart with its innovative digital marketing have created a niche market in online stores competing with the conventional stores showing the power of online marketing. The case study analyses how Flipkart.com has brought in an array digital and online marketing strategies to succeed and make it big in the digital marketing sector. The case also discusses how Flipkart has had a huge success in the online marketing sector as they brought in new insights into the digital marketing field. And a few years from now it will be eventually seen that the conventional marketing being replaced by digital marketing.

Keywords: Digital marketing, flipkart.com, business model, insights



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CHAPTER 1

INTRODUCTION

1.1 Overview

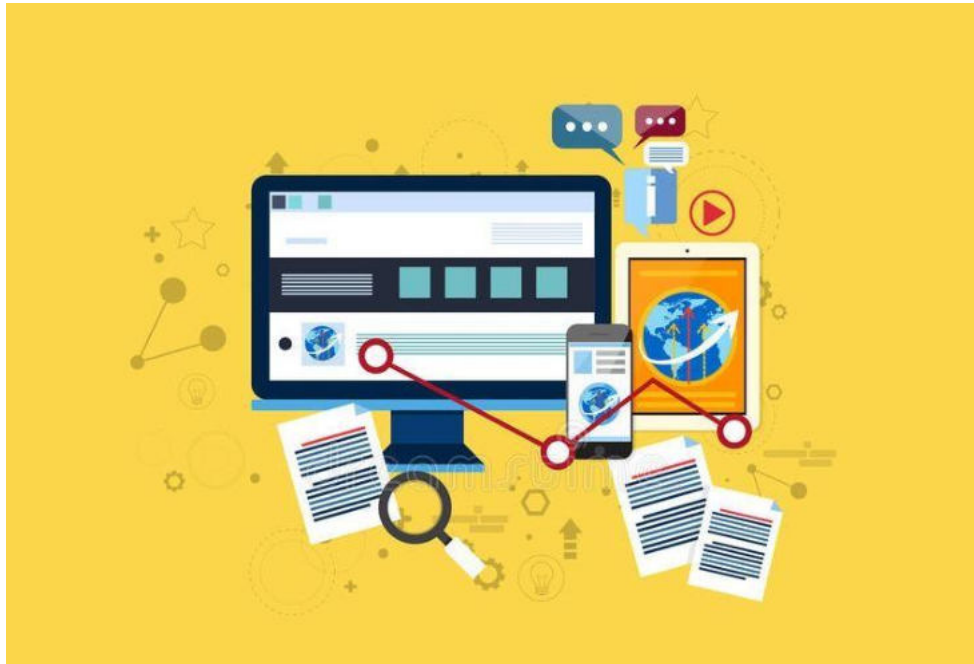
Digital Marketing involves many strategies of marketing for various promotional activities of businesses harnessing the best online platforms. So basically it uses all the best possible digital platforms to attract all the increasing online population.

It consists of many strategies such as the following:

- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Social Media Marketing (SMM)
- Pay Per Click (PPC)
- Affiliate Marketing
- Web Analytics
- Content Marketing
- Email Marketing
- Mobile Marketing

Digital Marketing is any form of marketing products or services, which involves electronic devices. It can be both online and offline. According to institute of direct marketing "the use of internet and related digital information and communication technologies to achieve marketing objectives." According to CAM Foundation – “Digital Marketing is a broad discipline, bringing together all forms of marketing that operates through electronic devices – online, on mobile, on-screen. Over the years, digital marketing has Content Marketing, Mobile Marketing, Web Analytics, Marketing Automation, Content Writing & Rate Optimization are the popular and most-demanded areas in digital marketing. It is the creative use of management information system It is the creative use of management information system (MIS) and technology which supports customers interaction with e-marketers. Marketers need to use technology and information and intuition to set brands and grab opportunities. E-Commerce has unleashed the revolution which is changing the way of doing business. It is the promotion of products, services or brands via one or more forms of digital media. Digital media is so pervasive that customer has access to information any time and any place they want it. Digital media is an ever-growing source of entertainment, news, shopping, and social interaction, and now customers are exposed not just to what your company says about

your brand, but what the media, friends, etc., are saying as well. The world has transitioned into a digital environment. For today's businesses, it is imperative to have a website and use the web as a means to interact with their customers. There are some successful traditional marketing strategies, particularly if you are reaching a largely local audience, but it is important to take advantage of digital marketing so as to keep up in today's world.



Fig(1.1): Digital Marketing

In 2015 e-commerce activities get a boost up with rapid expansion, the multiplicity of the campaign, deals based user acquisition and more. This shift becomes more noticeable with a higher focus on consumer knowledge and retention, improvement in experience, and depth of assortment across ever wider categories. E-commerce players are focusing on retention on existing customers and the acquisition of new users. To enhance the loyalty of customers towards e-commerce as a category they are differentiating in leveraging data and assortment trends to finally move towards one to one marketing principle. Customers are rewarded for their loyalty with a better experience across delivery, pricing, exclusive offer, and return policies and adopters have clearly understood and experienced the immense benefit of e-commerce. Therefore companies are scaling down mass media advertising description of e-commerce targeted early and adopters. A main digital platform such as Google, Face book, Twitter, YouTube, etc. are rolling out more advertiser-friendly products that are allowing smaller as well

large players to market with high efficiency to early adopters. This is resulting in an increase in digital marketing spending. Due to the innovation of digital media coupled e-commerce players system is moving from application download and visit metrics to user metrics instead. The investment made so far to generate early adopters of e-commerce are rotating into targeting late adopters through regional and vernacular offline media. Advertisers have finally accepted that there will be the end of the long form of advertisement and branded content will rise. Digital video-advertising even started issuing advisories asking consumers to keep edit length short. The brand is experimenting, to a large extent, with expressing themselves through digital and youth content. This has driven wider choices of content, sharper entertainment propositions, and increase in the smart phone viewership dividend. Sustained advertiser investment depends on how fast the emerging digital content industry adopts scientific measurement in the core products are generating a big impact on user acquisition and retention and service experience. The players who are delivering gaining more consumer-friendly products and service improvement are gaining more.

1.2 Objectives

The following objectives must be followed,

- Define social media and distinguish between social media platforms and social media tools.
- Describe the ways in which consumers and businesses use social media for their buying decisions.
- Outline the elements of a written social media marketing plan.
- Discuss the importance of setting goals and developing strategies, including targeting an audience, for a social media marketing initiative.
- Identify the qualities of effective social media content and the rules of engagement with social media.
- Describe the different means of monitoring, measuring, and managing the social media marketing campaign.
- Discuss the ethical and legal issues encountered by marketers in social media marketing.
- Identify the different types of positions in social media marketing, and outline tips for landing an entry-level job.

- To generate potential leads through advertising
- To increase engagement amongst the audience related to your domain or business.
- Reducing bounce rate on your website.
- Market segmentations on basis of your product.
- Increasing customer satisfaction and brand loyalty.
- Understanding your consumer's needs and connecting with them directly.
- Promote your new services or product launches.
- Surveys your audience to validate your product and its application in long run.
- Our target customer is someone who searches for specific terms related to my Service or Product. We want our company or product to appear every time they search with these keywords. Good Objective!
- We need more sales and for that we need more leads. We think SEO will do the job for us. Fine, great.
- We want to increase the number of downloads of our mobile app. Also a fine Objective.
- We need Reputation. We have some bad reviews, although we have worked on them, they are still showing on top of some fantastic reviews our customers have given. Fine. You want or need to regain your reputation, and this is a good objective. Those are all good Objectives.
- Traffic, Traffic, Traffic. But why would you do that? Why do you want to ask everyone to visit you, leave an inquiry, become a lead and go dead? Terrible, terrible goal. Traffic can never be a primary goal. However, after a period of focusing on the customers you want and based on your analysis you observe that traffic is something that's bringing you more revenue, just go for more traffic.
- We need to Rank among the top 10, the most cosmetic objective of all. Data indicates that people mostly do not click the top ranking results. For research - Yes, to buy something - No. they would scroll down and look for a cheaper option. This is not a goal which will engage people. Yes you may want to feel happy about, but there is nothing you will get out of it.

- Kill Competition. This will kill your competitors but not drive your customers to you. This may lower down revenues for competitor but is not going to make you money.
- Page Rank/Domain Authority/Trust Factor. This is a thing of the past. [Visibility](#) is present. If Domain Authority or Page Rank was the only factor for people choosing a company, there won't be competitors or fair trade.



Fig(1.2): Objectives of Digital Marketing

Setting clear objectives is the first step to strategize your marketing activities. SEO companies will promise you the sky with their special techniques, but believe me, there are no special techniques. Everything is in plain sight. It takes time, effort and continuous monitoring of the data to improvise and narrow down your focus on the target customer. Once you know where to focus, your work becomes easy. Till then, it's hard work.

No matter the size of your business, digital marketing is the most effective way to grow and achieve your goals which could vary from any of the following:

- Increase revenue
- Build brand awareness
- Market your product or service
- Decrease cost
- Improve efficiency
- Increase productivity

- High return on investment
- Identify loyal customers

Apart from these business objectives, digital channels can be used effectively for:

- Educating & engaging with potential users
- Increase website traffic
- Providing valuable information
- Building trust
- Customer reviews
- Grow online community

1.3 Literature Survey

Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, July, 2002). [1] YS Wang, TI Tang, JE Tang, “An instrument for measuring customer satisfaction toward web sites that market digital products and services”, Journal of Electronic Commerce Research, VOL. 2, NO. 3, 2001

In order for digital marketing to deliver result for businesses, digital content such as accessibility, navigation and speed are defined as the key characteristics for marketing (Kanttila, 2004). Other tried and tested tool for achieving success through digital marketing is the use of word-of-mouth WOM on social media and for making the site popular (Trusov, 2009). In addition, WOM is linked with creating new members and increasing traffic on the website which in return increases the visibility in terms of marketing. [2] A Sundararajan, Leonard N., “Pricing Digital Marketing: Information, Risk Sharing and Performance”, Stern School of Business Working NYU, 2003

Face book has opened the door for businesses to communicate with millions of people about products and services and has opened new marketing opportunities in the market. This is possible only if the managers are fully aware of using the communication strategies to engage

the customers and enhancing their experience (Mangold0, 1996). [3] AJ Parsons, M Zeisser, R Waitman, “Organizing for digital marketing”, McKinsey Quarterly, 1996

Marketing professional must truly understand online social marketing campaigns and programs and understand how to do it effectively with performance measurement indicators. As the market dynamics all over the world are changing in relation to the young audience accessibility to social media and usage. It is important that strategic integration approaches are adopted in organization’s marketing communication plan (Rohm & Hanna, 2011). [4] Nina Koiso-Kanttila, “Digital Content Marketing: A Literature Synthesis”, Journal of Marketing Management, Volume 20, Issue 1-2, pg-45-65, 2004.

Blogs as a tool for digital marketing have successfully created an impact for increasing sales revenue, especially for products where customers can read reviews and write comments about personal experiences. For businesses, online reviews have worked really well as part of their overall strategic marketing strategy (Zhang, 2013). Online services tools are more influencing than traditional methods of communication (Helm, Moller, Mauroner, Conrad, 2013). As part of study, it is proven that users experience increase in self-esteem and enjoyment when they adapt to social media which itself is a motivating sign for businesses and marketing professional (Arnett, 2013).[5] Roland Helm, Michael Möller, Oliver Mauroner, Daniel Conrad, “The effects of a lack of social recognition on online communication behavior”, Computers in Human Behavior Vol 29, pg 1065-1077, 2013.

Web experiences affect the mental process of consumers and enhance their buying decision online (Cetina, Cristiana, 2012). This study is very valuable for marketing professional as it highlights the importance of digital marketing.[6] Hanna, Rohm, Crittenden, “We’re all connected: The power of the social media ecosystem”, Business Horizons, Volume 54, Issue 3, Pages 265–273, May–June 2011.

With the availability of so many choices for customers, it is very difficult for marketers to create brands and increase traffic for their products and services. Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2011).[7] Yannopoulos. P, “Impact of the Internet on Marketing Strategy Formulation”, International Journal of Business and Social Science, Vol. 2 No. 18; October 2011.

Expectations in terms of producing results and measuring success for advertisement money spent, digital marketing is more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008).

[8] Mohsin. U, “The Rise of Digital Marketing in Pakistan”, Express Tribune, June 21, 2010.

Web experiences affect the mental process of consumers and enhance their buying decision online (Cetină, Cristiana, Rădulescu, 2012). This study is very valuable for marketing professional as it highlights the importance of digital marketing. [9] A Munshi, MSS MUNSHI, “Digital marketing: A new buzz word”, International Journal of Business Economics & Management Research, Vol.2 Issue 7, July 2012.

The Internet is the most powerful tool for businesses (Yannopoulos, 2011). Marketing managers who fail to utilize the importance of the Internet in their business marketing strategy will be at disadvantage because the Internet is changing the brand, pricing, distribution and promotion strategy.[10] Cetină. J, Cristiana. M, Rădulescu. V, “Psychological and Social Factors that Influence Online Consumer Behavior”, Procedia - Social and Behavioral Sciences, Vol 62, Page 184- 188, 2012

India has seen the fastest growth in retail ecommerce among Asia-Pacific countries, surging 133.8% in 2014 and 129.5% in 2015. The combined gross merchandise value, or total value of sales of country's top three ecommerce places

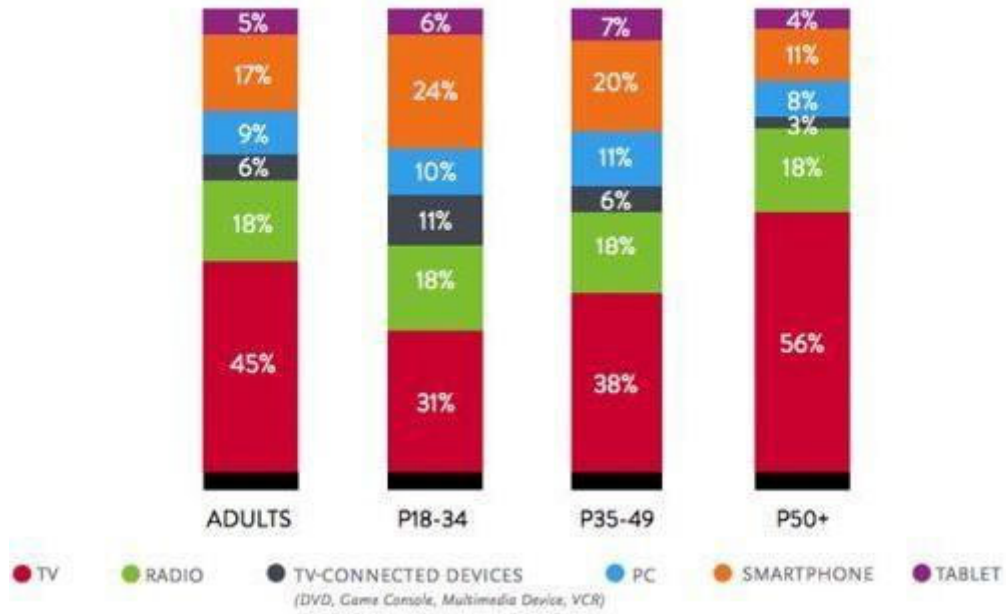
i.e. (Flipkart, Amazon and Snapdeal) in 2015 was \$13.8 billion exceeded that of the top 10 offline retailers, which stood at \$12.6 billion for the same period.

- According to a report, India will cross 500 million Internet Users Mark in 2020
- According to Direct Marketing Association,
- According to eMarketer, advertising via mobile
- According to a report published in The Hindustan faster than search and classified.

Increase in internet penetration in the country has led to a substantial growth of other digital industries such as e-commerce, digital advertising and so on. Latest trends in digital marketing in India in web usage, mobile and search, social networking, shopping and online video are shaping the Indian digital marketplace and what it holds for the years to come.

LINEAR AND DIGITAL PLATFORM USAGE DIFFERS BY AGE

Q2 2016 AVERAGE AUDIENCE COMPOSITION BY PLATFORM



*Fig(1.3):*Digital Marketing Platforms

CHAPTER 2

METHODOLOGY

2.1 METHODS FOR THE PROJECTS

HR TECH: - connect the top hr through link din then prepare the content, bringing in the venue sponsors for the event, invitation then market the event in various social media platforms and the promotion of the event.

MARKET TECH: - connect the best digital marketing people through link din then bringing in the venue sponsors for the event. Prepare the content, invitation then market the event in various social media platforms and the promotion of the event.

DESIGN TECH: - connect to up/ux designs through linkdin, bringing in the venue sponsors for the event prepare the content, invitation then market the event in various social media platforms and the promotion of the event.

SMART UP (HYDERABAD):- database of all the co-working spaces, prepare content towards the investors, start-ups as well as venue partners. Connect various speakers based on the trending topics

HIRING FOR 91 SRINGBOARD: - collect the database of all the co working spaces in gorgeous, Delhi and Bangalore and consultancies for the hiring process. Venue sponsors, list of investors and start-ups.\

3D PRINTING: - connect the best digital marketing people through linkdin then bringing in the venue sponsors for the event. prepare the content, invitation then market the event in various social media platforms and the promotion of the event

PRODUCT TECH: - connect the top branding professionals through linkdin then prepare the content, bringing in the venue sponsors for the event, invitation then market the event in various social media platforms and the promotion of the event.

HR TECH: - connect the top hr through linkdin then prepare the content, bringing in the venue sponsors for the event, invitation then market the event in various social

DESIGN TECH: - connect the best digital marketing people through linkdin then bringing in the venue sponsors for the event. Prepare the content, invitation then market the event in various social media platforms and the promotion of the event

ENTROTECH AI: - connect the top from ai background through linkdin then prepare the content, bringing in the venue sponsors for the event, invitation then market the event in various social media platforms and the promotion of the event.

AR/ VR: - connect to ar/vr professionals through linkdin, bringing in the venue sponsors for the event prepare the content, invitation then market the event in various social media platforms and the promotion of the event.

NEST STORY: - connecting all the ceo of various companies and still in process.

2.2 Categories of Social Media

- **Social media platform** – Type of software or technology that allows users to build, integrate, or facilitate a community, interaction among users, and user-generated content
- **Social media tool** – Enables users to communicate with each other online
- Act as a home base for an online community
- To access the conversations held there, users must become members
- **Social networking sites** – Websites that provide virtual communities for people to:
 - Share daily activities
 - Post opinions on various topics
 - Increase their circle of online friends, and more
- **Bookmarking sites** – These give people a place to save, organize, and manage links to:
 - Websites
 - Other resources on the Internet
- **Social news sites** – People post news items or links to outside articles on such sites, then vote on which postings get the most prominent display—and viewed by the most readers
- **Online forums** – Members hold conversations by posting messages
- **Blogging sites** – Blog postings and comments are attached to such sites and typically focus on specific topics
- **Micro blogs** – Subscribers get a steady stream of brief updates from anyone ranging from a high-school friend to a celebrity

Social media platform – Type of software or technology that allows users to build, integrates, or facilitates a community, interaction among users, and user-generated content. Social Media

are used to associate with individuals (and brands) on the web. They help your business via branding, social awareness, relationship building, customer service, lead generation, and conversion. You can channelize different types of Social Media campaigns on these networks that will help you widen your reach.

- They encourage individuals and businesses to interact online and share data and thoughts for ensuring mutually productive relationships
- In case you are searching for the best ways to optimize current marketing campaigns then you will discover a variety of organic and paid ways to do this on Face book, Twitter, and LinkedIn sorts of social networks.



Fig(2.1): Social Media Platforms

Social media tool – Enables users to communicate with each other online. Social media lets you grow your visibility and brand awareness without having to pay for it. However, when it comes time to scale your social media campaigns, you need something extra. You simply can't dominate social media without some important marketing tools in your arsenal. Good social media tools help you find more content to share. Use them to schedule posts at the perfect time, As well as measure the effectiveness of your campaigns. What's more, they give actionable insights you can use to improve your social presence.

- Act as a home base for an online community
- access the conversations held there, users must become members.

which may facilitate a more participatory culture. Social news sites may also support democratic participation by allowing users from across geographic and national boundaries to access the same information, respond to fellow users' views and beliefs, and create a virtual sphere.

Online forums – Members hold conversations by posting messages. It is an online discussion group. Online services and bulletin board services (BBS's) provide a variety of forums, in which participants with common interests can exchange open messages. Forums are sometimes called *newsgroups* (in the Internet world) or conferences. An online forum is a great place to discuss any particular topic with the like-minded people. These forums are internet-based group communities where you can start a discussion, or get an answer of your query or even search for new business prospects. These forums allow you to register with them and after that you can look into the answers to various questions written by others or you yourself can answer the questions. Almost every website these days has a small forum integrated in their own websites. An online forum, or a message board, is a public place where you can drop any message, or discuss about any particular topic. In this article, we are going to discuss more about the public forums which are quite common and high in popularity.

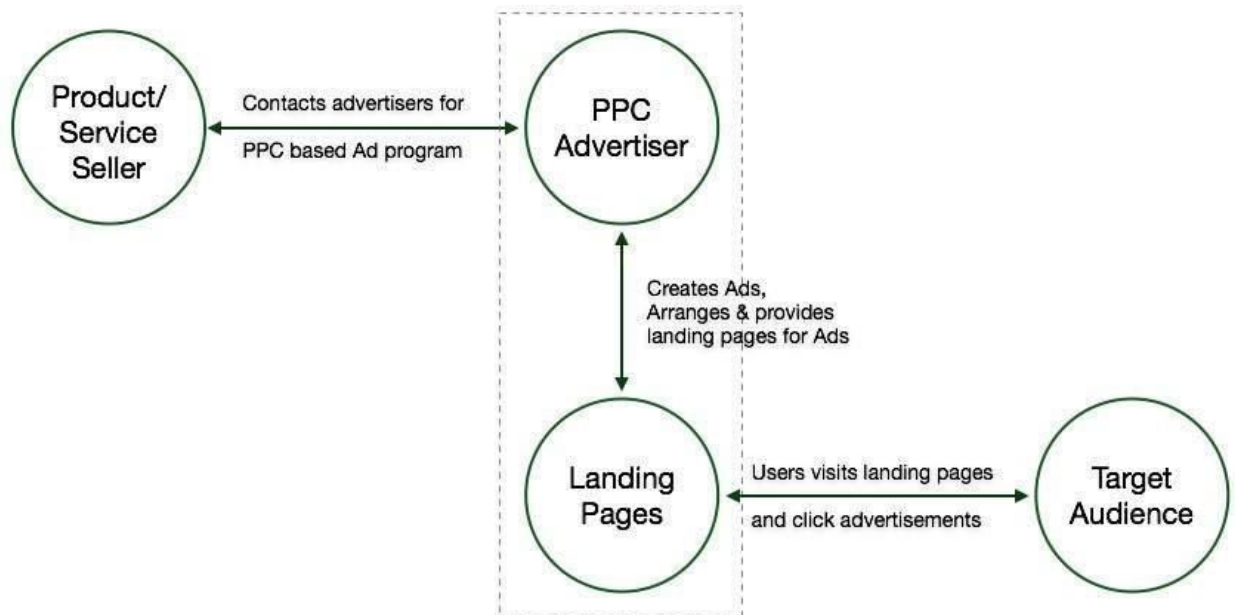
Bloggng sites – A blog website is a site that is updated with new information on an ongoing basis. It normally consists of a collection of posts. Posts may be short, informal, controversial, or more professional. There are a couple of things that set a blog apart from a traditional website. The first is that blogs are updated on a consistent basis. Whether a brand updates their blog daily, weekly, or monthly, they will be putting new content up on the blog on a regular basis for readers to engage with. With a traditional site, you may still find yourself updating content from time to time, but, for the most part, the content remains the same for longer periods of time. The other main difference between a blog and a traditional website is that blog content encourages engagement. While a traditional website page provides information for the visitor and encourages them to take a specific action, blog content provides the option for readers to comment and ask questions on individual posts. That means that visitors are engaging with your blog posts in a different way than they are your main site pages.



Fig(2.4): Blogging Sites

Blog postings and comments are attached to such sites and typically focus on specific topics

- **Micro blogs** – Subscribers get a steady stream of brief updates from anyone ranging from a high-school friend to a celebrity



Fig(2.5): Methodology for Marketing

2.3 Problem Identification and Mechanisms used

Social Media Tools

- These make the conversation happen. Social networking is also a great way to meet entirely new people. You can seek out groups that are focused towards your special interests and hobbies and connect with local people that share the same interests. Online and social media dating is almost more common than traditional dating is in today's world.
- Having access to people's lives at all times is not always a good thing. A new trend of cyber bullying is wreaking havoc all across the world. This is especially true with young kids. They are publicly harassing one another, and posting mean or slanderous things which are broadcast-end to the entire cyber world.
- Services like YouTube and Flickr allow people to upload and share media such as photos and videos
 - Some videos have gone viral and shot their makers to fame
 - Marketers realize that a viral video can translate to a jump in demand—and sales—for their products
- Blogging allows people to communicate in greater detail than micro blogging does
- Marketers use blog postings to:
 - Educate consumers and business customers about new products
 - Ask for feedback about particular goods and services
 - Notify the public about social responsibility initiatives
 - Manage public relations crises
- Companies may
 - Designate certain staff members as bloggers
 - Hire professional bloggers either in-house or on a consulting basis
- Micro blogging offers short bursts of news
- **App** – Short for application, it is a free or paid software download that links users to a wide range of goods and services, media and text content, social media platforms, search engines, and the like
- Marketers

- Know that potential and existing customers use all kinds of apps, and they want to tap into the opportunities created by this phenomenon
- Must find ways to identify the apps that will support the goals of their social media marketing efforts
- Need to choose the ones that reach and attract their target audience and influence consumers to make decisions in favor of their goods and services

Benefits of Digital Marketing for organizations and businesses

- Digital marketing is well known for its cost-effectiveness since it uses all the cheaper means of promotions as opposed to the traditional means.
- It is more reliable and faster since it uses the online mediums.
- It helps fosters real-time interactions with the customers, providing them online instant feedback for any queries of theirs thereby gaining their trust.
- It helps with a wider outreach to a larger customer base with the help of digital media or to be more precise the social media, where many users have already logged in.
- Thus it helps organizations with increasing their revenues.
- Track able, measurable results - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising. Web analytics can be set up to show you exactly how much money you make from each digital tactic.
- It helps businesses with an increased ROI manifold.
- Social currency - digital marketing lets you create engaging campaigns using different types of rich media content. On the internet these campaigns can gain social currency - being passed from user to user and becoming viral.
- It uses all the latest technology trends and hence is always relevant and makes it easier for various industries and users to use it.
- It has also removed all the competitive barriers and thus brought everyone on a level playing field.
- The ability to market your products and services across countries is one of the biggest advantages of global marketing for business. Within several months of following

aggressive SEO techniques, you can expect a huge number of hits your website, secure millions of viewers and reach audiences from across the world.

- **Global reach** - a website allows you to find new markets and trade globally for only a small investment.
- **Personalization** - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- **Cost Effective**- Digital marketing is economical and most effective way to promote your business as compared to traditional marketing. With limited budget you can create content & start your campaign. It is you who decides the budget which can even start from something as low as Rs.50/- depending on your business
- **Improved Conversion rates** - if you have a website, then your customers are only ever a few clicks away from completing a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.
- **Real time Results**-the moment your ad is live, you can view the performance. Additionally edits can be done in real time. This way you can understand the situation and take necessary action
- **Openness**- by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- **PPC**– PPC stands for Pay per Click. It is a model where the advertiser pays the publisher each time their ad is clicked. Google Ads is the best and easiest platform for PPC.
- **Targeting**-In case of traditional marketing there is no way to determine the number and the type of people who saw your billboard. With digital marketing it is not easy to target audience based on their interest, location, behavior etc. You can create an audience based on your business model and push your ad to the right consumers.
- **Measurable results**-are rest assured about the analytics and reports through digital marketing. You will get the most accurate & realistic data that will help you in reaching your goals as well forecast your future sales

- **Conversion rates-** It's much simpler to get conversion online as the customer views the ad & takes action.
- **Easy Interface-** Setting up ad accounts, building a website, managing social media have become straightforward and clear-cut with easy user interface.

Disadvantages:

- **Privacy/security**—Privacy is one of the biggest concern when it comes to Digital channels. When you click on a product on an ecommerce website, you see the same product following you in most of the website/social media channels (remarketing/retargeting) this is done through cookies. As an Internet user, being aware of how this is targeted will help a user.
- **Ad blockers**—Ad blocking or ad filtering is a type of software that can remove or alter advertising content from a webpage, website, or a mobile app.
- **Time intensive** as the name implies, social media is interactive, and successful, two-way exchanges take commitment.
- **The nature of marketing changes** in social networks, with the focus placed on establishing long-term relationships that can turn into more sales.
- **Somebody has to be responsible** to monitor each network, respond to comments, answer questions and post product information the customer deems valuable. Businesses without a service to manage these social networks will find it difficult to compete.
- **The first preliminary consideration** and probably the most important one is that social media marketing requires a significant time investment. As a general rule, simply dabbling in a few social media resources and hoping to realize enormous returns is fanciful.
- **A company must realize the necessary time commitment** and either accept or reject that commitment as plausible for its operation.
- **Privacy has also become one of the most hotly debated topics** in recent years.
- **Dependability on technology.**

- Security, privacy issues. As technology began to evolve, paving the way for social media, smart targeting, e-mail marketing and various other strategies, data became one of the most sought-after commodities. Maintenance costs due to a constantly evolving environment.
- Higher transparency of pricing and increased price competition.
- Worldwide competition through globalization.
- Real-time customer complaints and feedback.
- Customer complaints and feedback visible and open for scrutiny from the public.
- We all know that digital marketing is excessively dependent on internet. So, the marketers may find it very much difficult to access more consumers which they want. They cannot start a conversation with their desired customers about the company products or brand image. But, the people who do not use internet are unable to know about your product.
- In respect of social media, a single post, tweet or comment or any claim or any negative feedback about your services or products can destroy your online reputation for a long time. To make reputation, it takes much time, but to break it does not take much time. Even some negative feedback may destroy the chance of growth of your business.

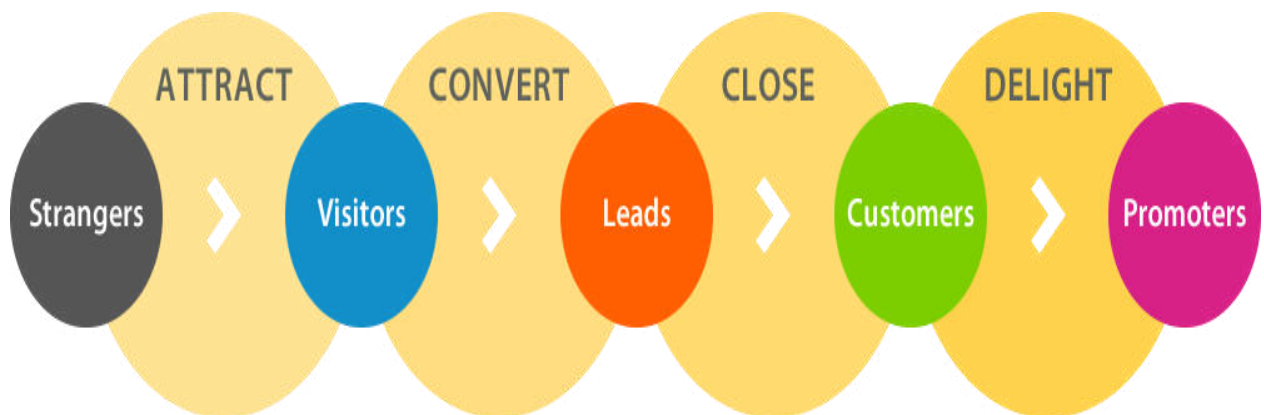
CHAPTER 3
**RESULT DISCUSSIONS/
EXPERIMENTATION**

3.1 Results

There are a number of different digital technologies that marketers and companies use to get their marketing message to their target audience. In addition to their website, a company might also use PPC and display ads, email marketing, mobile technology like smartphones, social media, and other mediums to attract and engage their target consumers. (But more on that in the next section. Digital marketing is vital for modern businesses because the internet plays a significant role in how today's consumer makes purchasing decisions. The internet also impacts how consumers actually purchase their products and services. This makes it imperative for businesses to not only be present online but to boost visibility as much as possible.

The days of browsing at a physical store location and asking sales associates for more information about products are gone. Now, consumers use the internet to get the information they need to make an informed purchasing decision, even if they still visit the physical store location to make their final purchase.

The goal of digital marketing is to attract, engage, and convert your leads. Many of the tactics that you will use to do this will ultimately lead your target customers back to your website to get more information.



Fig(3.1):Process of Marketing

At its core, marketing is all about communicating with your customers in their own Language on the platforms where they hang out. Before you can do that, you need to understand your audience. Not just surface level stuff like “they need help with SEO, ”but a deeper understanding.

For example, what other solutions have they already tried in order to solve their Problem? What do they think will work best for them and why? What do they think is unique about their situation? Remember, successful companies prioritize customer Research. In fact, Buffer built an entire team to handle customer development alone.

That’s where digital marketing comes in. It helps your business reach these consumers wherever they are in their digital buyer’s journey.

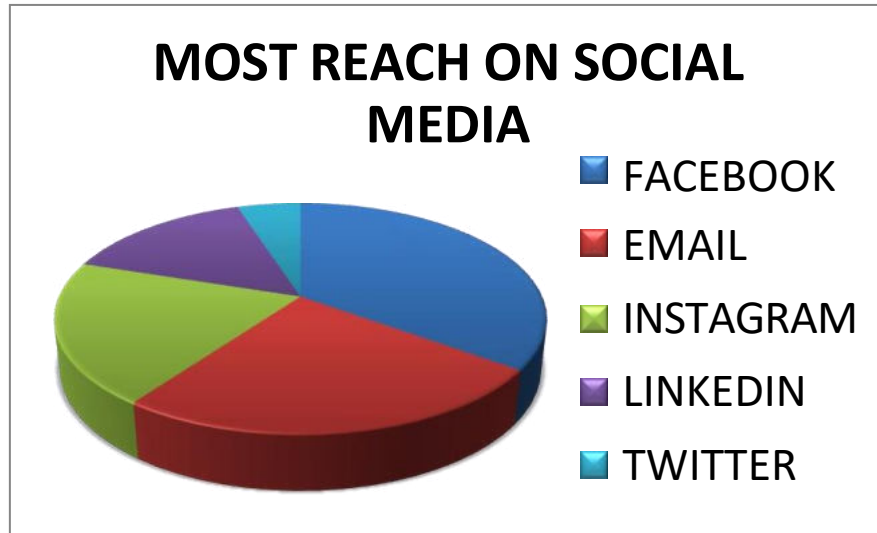
- Build relationships with customers
- Strengthen brands
- Launch new products
- Enter new markets
- Boost sales
- Uses social media portals to create a positive influence on consumers or business customers toward an organization’s:
 - Brand
 - Goods and services
 - Public image
 - Website
- Marketers generally view the goal of social media marketing as developing a conversation with potential customers, resulting in a:
 - Purchase
 - Subscription to an email newsletter
 - Registration in an online community

- Participation in an event
- Consumers rely on the communities created by social media for their buying decisions in order to:
 - Learn about new goods and services
 - Conduct research and share information
 - Make final purchase decisions
 - Produce content
 - Implement the plan
 - Monitor
 - Measure
- Setting Goals
 - Successful social media marketing campaign starts with clear goals
 - Once goals are established, marketers are better able to develop strategies and choose the right platforms or outlets for their messages
 - Clear goals help everyone involved in the campaign to aim their efforts in the right direction
 - Conditions in the marketing environment may change, and marketers should be able to adapt their goals without scrapping an entire plan.

Marketing is all about communicating with your customers in their own language on the platforms where they hang out. Before you can do that, you need to understand your audience. Not just surface level stuff like “they need help with SEO,” but a deeper understanding.

What do they think will work best for them and why? What do they think is unique about their situation? Remember, successful companies prioritize customer

Research. In fact, Buffer built an entire team to handle customer development alone.



Fig(3.2):Most Reach On Social Media

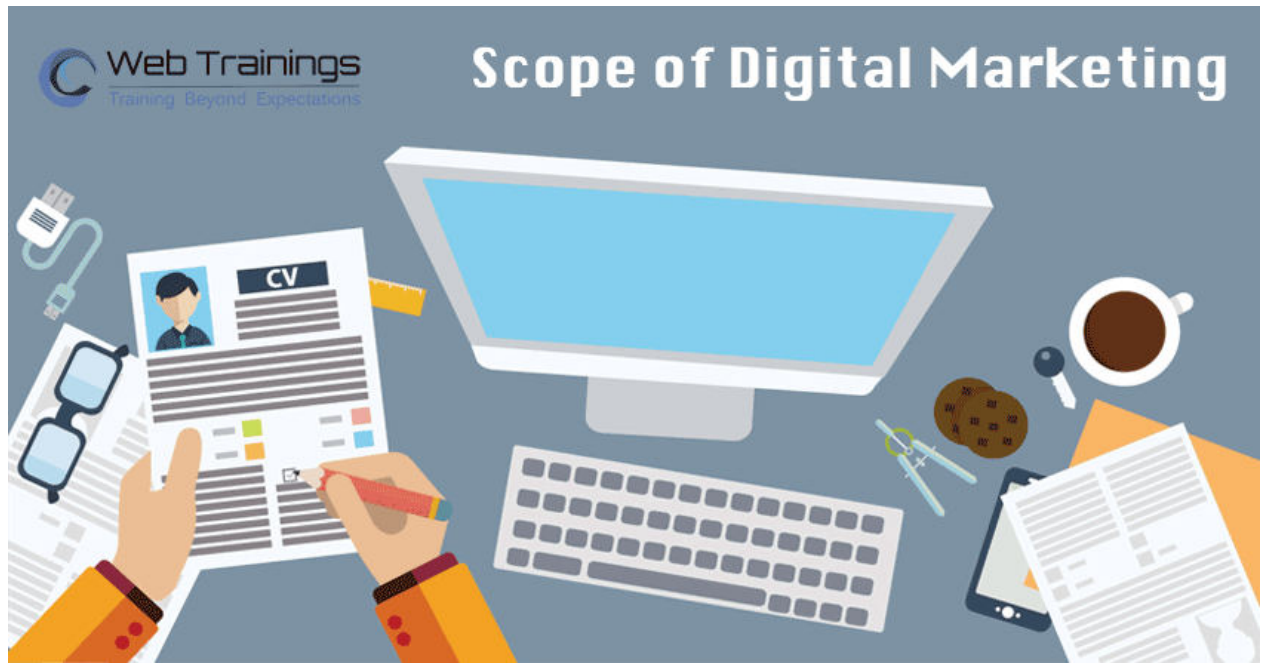
CHAPTER 4
**CONCLUSION/
FUTURE SCOPE**

4.1 Conclusion

The conclusion of digital marketing is very much important for the digital marketers. Digital marketing is a dream business project for digital marketers. If you want to get success in the digital marketplace, you should have sound knowledge about the benefits and limitations of digital marketing. It is a growing field of business. Digital marketing is nothing but the utilization of digital technology to achieve marketing objectives. Digital marketing and marketing department is not different from each other. The aforementioned information will help the digital marketers to understand the strengths and weaknesses of Digital Marketing. However, the conclusion of digital marketing is a useful term because digital marketing requires nothing but certain skills to utilize the digital technology. After acquiring the above knowledge, you may take the risk to invest in the digital marketplace. This is a growing field of business. So, do not neglect the opportunity that digital marketing offers to you. Digital marketing may fulfill all your cherished dreams within the short span of your life. Digital marketing is a place where anybody can make his or her career without so much effort. Only you should have to keep patience to get your desired goals. Digital marketing has increased in last a few years in India. People have different views about it. But the fact is this digital marketing has tremendous potential to increase in sales provided businesses should have knowledge to implement it in right way. Benefit like increased brand recognition and better brand loyalty can be gained by effective digital media plan. Digital marketing campaign in reduction in costs, boost in inbound traffic and better ranking in search engines. According to this survey, professionals are skeptical about the usage and benefits of digital marketing and have been classified as Skeptical. They do consider it as an important tool for promotion but at the same time concerned about the issues of privacy and misleading of information of digital marketing. Parsimonious group is more in favor of cost factors of digital marketing and considers it an important tool for growth. . They do not fully understand the benefits of digital marketing in terms of growth and cost effectiveness. Direct advertising: Through digital marketing, you can aware of your customers about your products. If you take a good advertising strategy and promotional tools, it can help you to perform well in the highly competitive market.

- Available 24/7: Online promotion is a good trick for today's world. It is good enough because world wide web never rests. So, your product will be available for the viewers for 24 hours.
- Easy consumer reach: If your main aim is to target a large sum of people, then digital marketing is a good way to communicate. Social media marketing has revolutionized the marketing activities. There are so many social media platforms. They are on Facebook, Twitter, Whatsapp, We chat, Skype, Google+, Blogs, Instagram, YouTube etc.
- Cost effective: Digital marketing is cost-effective in comparison with the traditional marketing channels, such as TV, radio, Newspapers, Magazine, and banners etc. Social media plays a vital role in promoting digital activities. This feature helps small organizations to market their business targeting the global customer.
- Global advertisements: Through digital marketing, you can expand your customer reach to other countries in spite of geographical barriers. It is one of the most effective benefits of digital marketing.
- Consumer's convenience to shopping online: Due to the growing popularity of digital marketing, customers have become more convenient to shop online at any time of the day. Through digital marketing, companies and customers get the opportunity to acquaint with each other.
- Easy brand promotion: With the growth of the digital marketplace, various brands can easily reach to their customers.
- Instant feedback: Through digital marketing, you can get instant feedback from your customers. So, you can improve your services promptly.
- Simple to measure: Digital marketing offers the companies to measure their marketing activities. It also helps the marketers to evaluate and audit their online contents for quality purposes.
- Time-saving: If you start your business on the internet, it may save your time and effort. There are so many ways to stay connected with your customers of them live chat support and FAQ section.

4.2 Scope of Future Work



Fig(4.1) Scope of Digital Marketing

There is a broad Digital Marketing scope at present as the digital media is the new media that works with the help of internet and has proved to be the fastest medium of mass communication. Digital marketing points to a bunch of techniques used in promoting or marketing products or services on the Internet.

- Consumer Attention and Online Dominance

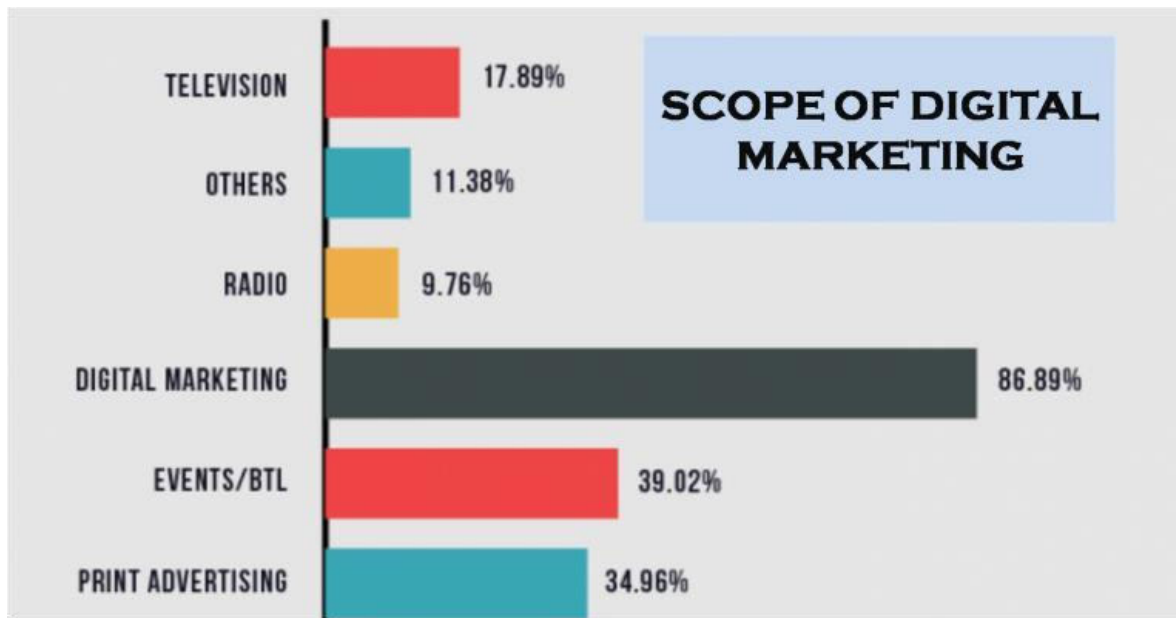
Today the consumers have to be approached personally as their attention is fragmented across a range of channels and devices. The Internet, mobile apps, email, Twitter and so many channels have crushed the influence of TV, direct mail, and magazine ads. Only digital marketing can offer customers personally relevant, timely product and service information via preferred channels.

- Play of Data

Digital marketing also means handling data explosion. The world has a massive amount of digital data as companies are collecting and storing massive data.

There is Wal-Mart with more than 1 million customer transactions in an hour. The retail giant stores that data in 2.5 pet byte databases for future use.

- The scope of Digital Marketing in India



Fig(4.2):Percentage of Digital Marketing

In India, the scope of digital marketing industry is bright and the boom phase will stay for many years. The positive fallout is the creation of thousands of job opportunities with job growth surpassing other industries. Today no business can think of surviving in the market without a web presence and the bright future of digital marketing for the years ahead is already assured.

Now the challenge is the big shortage of digital marketing personnel. The online marketing sector personnel are in high demand as the industry is growing at a huge double-digit rate. The Indian government led by Prime Minister Government is encouraging more digital adoption and the theme of Digital India is finding applications in all sectors of human activity.

Before we understand the scope of digital marketing in India let us first understand this industry. Digital marketing is a marketing method to promote products online. So in simple terms, we can say that we are promoting our products to customers who are using the internet. Many concepts of traditional marketing are applicable to digital marketing.

In every era, marketing has evolved based on what the customer is using. If you go back in history, you can see that at times when customers used Radio, it gave birth to radio advertising and marketing. Next, we got the boom of televisions, it is one of the widely used device globally, which allowed the companies to reach a mass audience with TV ads. Even today TV advertising

is one of the most used advertising strategies for companies. Since the boom of the Internet, more customers started using the Internet, which gave birth to a new era of marketing originally called Internet marketing, which is now called Digital Marketing.

1. Become a Professional Blogger:

Many digital marketing professionals choose full time blogging as their career choice. With dedication and hard work, many professionals are not successful bloggers in their chosen niche. Bloggers can generate income with advertising & affiliate marketing strategies.

2. Earn with Affiliate Marketing:

You can start your blog/website/app in a specific niche of your interest and initially work hard to build traffic & viewers. After generating good traffic, you can make a good income with AdSense & affiliate marketing techniques.

3. Start Freelancing Services:

Freelancing is the concept of offering your services to clients on a part-time basis from your home. Sitting at your home you can build your clients globally. Thanks to online websites like fiverr.com, freelancer.com etc. you can start offering your freelancing services.

4. Start your own agency:

If you have experience in managing a business & have resources, contacts. You can start your own full-time digital marketing agency. With your agency, you can able to build marketing strategies for clients and implement them with digital marketing.

5. Become a YouTuber:

You can choose to become a full-time YouTuber in a selected niche. You need to focus on the quality of content and building your audience base on YouTube. Once you start getting subscribers and views, you can make money with YouTube monetisation.

6. Start your Drop shipping business:

Drop shipping a business model in which you can able to sell products online to customers without owning the inventory physically with you. Generally in this business you need to develop a e-commerce website in Shopify and select your products based on your research. Then you connect your store with manufacturer and online retailers from China from Ali Express. All

the product prices are marked up and when you sell a product, the manufacturer will directly send the product to customer and you make a profit.

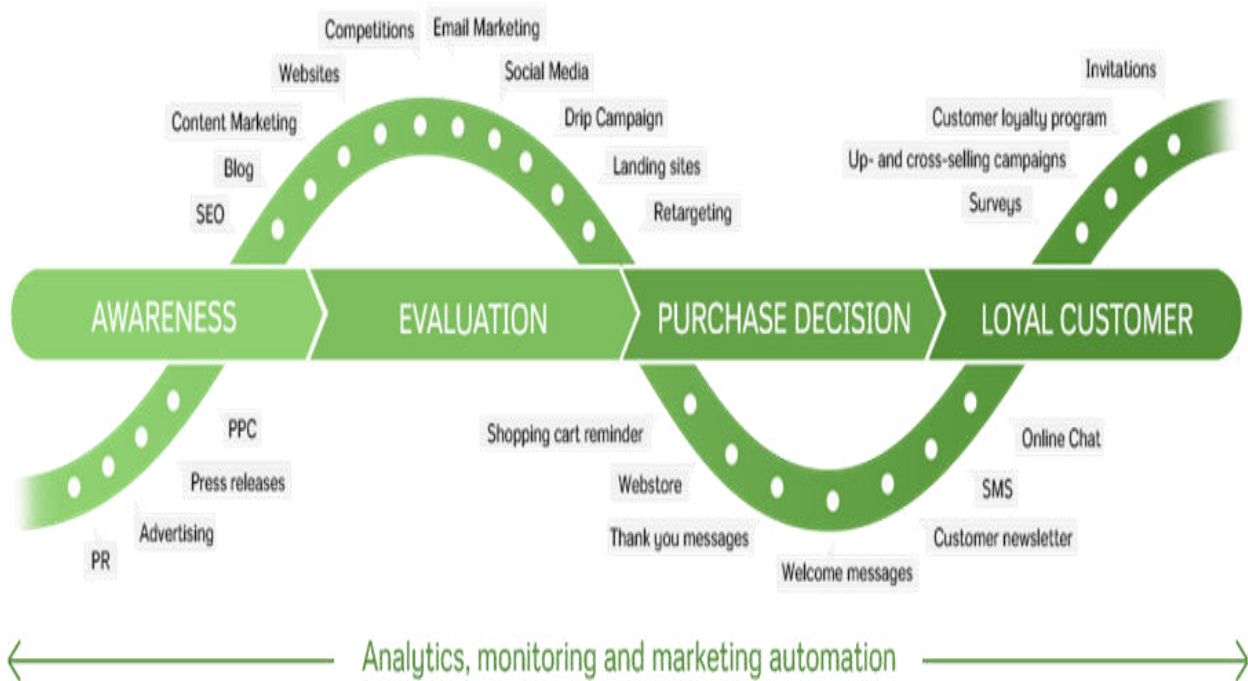
The Confluence of Direct Marketing and Mass Marketing

For a direct marketing professional, targeted email campaigns and mobile marketing strategies are the main tools. He will also bump into mass-marketing campaigns where online ads are edging out TV commercials and print ads.

In digital marketing's ecosystem, they are converging as consumer behavior and expectations have radically changed and lines have blurred between direct and mass marketing. That is why, irrespective of the marketing school one belongs to, to reach today's consumers the destination is the Internet and mobile devices and social media sites are the pathways.

But ultimate winner will be decided by the ability to personalize messages, readiness to offer tailored products and engage customers in interactive dialogues to build a climate of trust and loyalty.

•Need for Automation Technologies



Fig(4.3) Analytics, Monitoring and Marketing

This will be supplemented with a mass approach of placing the banner on domain websites like outdoor life with a blog explaining aspects of fishing, inviting customer comments on the company’s Face book fan page to make improvements on the products. This tactical social media dialogues, public engagement with enthusiastic customers also creates effective advocates and influencers of a business or brand. This breaks the traditional marketing that only dictates to customers. Digital marketing demolishes the big wall between direct and mass marketing by addressing the needs of shifting consumer trends. It will be worthwhile for you to climb on to the digital bandwagon when the time is right as Digital Marketing sure remains as the most effective way of marketing in the future too, either business-wise or career-wise.



Fig(4.4) Modern Digital Marketing Automation

Digital marketing trains personnel in the gradual convergence of direct and mass marketing models and one-to-one marketing that is customer-centred, interactive, multichannel and marketing automation. In the new marketing paradigm marketers have to generate customer insight and use technologies to improve real-time dialogues with customers.

The success of digital marketing lies in the power of personalization and ability to apply marketing automation technologies by leveraging customer intelligence, optimized interactions, multiple channels and flexible response to changes in customer behaviors.

•A Sample Case Study

To illustrate, how a digital marketer will advise a fusion of marketing methods to sell a product, let us take the case of a direct marketer of fishing gear targeting busy professionals who love fishing in spare time. The ideal online initiative is setting up an e-commerce site where shopping is possible any time of the day.

The footsteps of each customer visiting the website have to be analyzed and that data must be combined with the point-of-sale transaction, data of loyalty card and demographics data to plan direct email and special pricing for each customer.

The customer insight moves in a chain. From the IT department, it goes to the marketing department and from there to the front end where customer interactions happen—websites, call

centers, and other areas. The skill of a digital marketer is ultimately penning down the most appropriate strategy to push a brand's message to the last mile consumer.

Drop shipping a business model in which you can able to sell products online to customers without owning the inventory physically with you. Generally in this business you need to develop a e-commerce website in Shopify and select your products based on your research. Then you connect your store with manufacturer and online retailers from China from Ali Express. All the product prices are marked up and when you sell a product, the manufacturer will directly send the product to customer and you make a profit.

The Future Scope of Digital Marketing

In today's world of internet, Digital Marketing is the only one and most guaranteed way of marketing, which is popularly being the most preferred space for marketing communications and related interactions.

The future of marketing is way beyond the traditional marketing and now, marketing is majorly based on the Digital Sphere. The scope of Digital Marketing provides some of the most powerful techniques of marketing where traditional modes of marketing fail.

The great panjandrum on Digital Marketing over industrialists is to empower them and to optimize their start-ups in the quickest possible and most cost-effective fashion.

Future of digital marketing is going to be more encompassing in 2018. Undoubtedly, it is an undeniable fact that there is a great scope in digital marketing.

The things that are considered for Digital marketing are like –

- Search engine results – page rankings
- Search engine platforms – Advertising
- Conversion through SMO & SEO campaigns
- Optimization of internet marketing & associated ROI
- Marketing on Digital World & Banner ads on other websites

Future Trends in Digital Marketing in India

The most powerful and result-oriented way of marketing in 2018 is Digital Marketing, and some of the observations on current and future of 5 key channels which plays role in deciding future of digital marketing in India are–

1. Mobile Marketing

Mobile marketing is going to play one of the most significant roles in 2018, where marketers plan in a result-oriented fashion to understand customers, to devise result-oriented marketing plans and campaigns, changing needs and characteristics.

2. Video Marketing

Video content is absorbing up the content marketing and power to tempt more customers in quickest possible is the advantage for online marketers. As mobile marketing is booming, videos are now offered on mobile phones that fuel up the whole process. Video marketing is the most powerful way that companies use for – Introducing themselves, Spreading their messages, Promoting their products/services, Increasing their reach and optimizing search ranking, Boosting customer engagement and enhancing returns on investments

3. Email Marketing

The most important part of your business branding is Email marketing and you need to pick those trends that befit with your business objective and customer profile. In email marketing strategy, using professional email templates should be the base of your e-mail marketing campaign, as your emails should reflect your quality and Integration of social media content. Aesthetically appealing animated emails are the trend that will see a great rise in mobile- friendly email marketing.

4. Social Media Marketing

Social Media Marketing has a massive power to channelize marketing campaigns in effective and innovative ways as social media keeps evolving. The medium to respond to new tech innovations adeptly is Social media, it also exceeds customer's expectations at the same time. Some of the key social media trends in 2018 are – Live video streaming, the Enormous evolution of Snapchat, Instagram stories, social slideshow ads, social chats, etc. would be the top components of social media marketing in 2018

5. Search & SEO Marketing

It is important for you to know latest changes of SEO marketing and employing effective search engine strategies as Search engines evolve constantly. As they evolve, their changes prompt shift in marketers' ways of targeting audience. As per statistics, 14 billion web searches are conducted each month through different search engines across the globe due to enhanced frequencies of searches in the mobile marketing and social media.

Some of the SEO trends that will turn out to be major hits in 2018 are- Google's Keyword Planner, Moz's Keyword Planner, Link building will stay as a powerful SEO technique, Quality content marketing with the perfect blending of video content, Personalizing SEO campaigns as per target audiences

Digital Marketing scope in future of marketing will not only thrive in the most result-oriented fashion but also let businesses survive. Following latest updates, including new techniques of Google and combining future trends in digital marketing will let your inbound marketing acquire great benefits for you in 2018.

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Dept of Mechanical Engineering, PU, SOE





Fwd: Attendance report - Gautham

1 message

Nanthini B P <nanthini@fametrnix.in>
To: muralidhar <muralidhar@presidencyuniversity.in>

Fri, May 31, 2019 at 3:43 PM

Greetings from Fame Technologies.

Sorry for the delay.

As I was held up with meetings & work, I could not be on time.

Please find the attachment below of Attendance report- Gowtham.

Thank you ,

Regards

Nanthini BP

Human Resource Dept

Fame Technologies

8220756691



Attendance Report-Gautham Raj-Fame Technologies

Month	February	March	April
		01/03/2019	01/04/2019
		02/03/2019	02/04/2019
		Sunday	03/04/2019
		04/03/2019	04/04/2019
		05/03/2019	A
		06/03/2019	06/04/2019
		07/03/2019	Sunday
		08/03/2019	08/04/2019
		09/03/2019	09/04/2019
		Sunday	10/04/2019
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		23/03/2019	
		Sunday	
	25/02/2019	25/03/2019	
	26/02/2019	26/03/2019	
	27/02/2019	27/03/2019	
	28/02/2019	28/03/2019	
		29/03/2019	



Signature of HR-Lead



5 IN 1 AGRICULTURAL VEHICLE

University Project – II Report submitted to the Presidency University, Bengaluru in partial fulfillment of the requirements for award of Degree of Engineering

BACHELOR OF TECHNOLOGY

in

MECHANICAL ENGINEERING

by

ANILKUMAR R	2016LME030
ARJUN RAJ G	2016LME008
ASHA S	2015MEE113
BHARATH M P	2015MEE012

Under the Supervision of

Dr. Bhaskar Pal
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June, 2019



PRESIDENCY UNIVERSITY
Bengaluru
Department of Mechanical Engineering



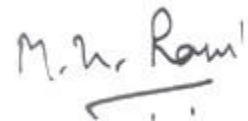
Certificate

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ANILKUMAR R	2016LME030
ARJUN RAJ G	2016LME008
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BHARATH M P	2015MEE012



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Dr. Udaya Ravi M
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AUTOMATIC BUMPER AND BRAKE ACTUATION BEFORE COLLISION

University Project – II Report submitted to the Presidency University, Bengaluru in partial fulfillment of the requirements for award of Degree of Engineering

BACHELOR OF TECHNOLOGY

in

MECHANICAL ENGINEERING

by

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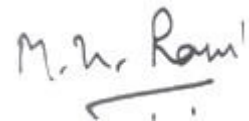
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DYNAMICS OF THE TWO BODY AND RESTRICTED THREE BODY PROBLEMS

University Project – II Report submitted to the Presidency University, Bengaluru in partial fulfillment of the requirements for award of Degree of Engineering

BACHELOR OF TECHNOLOGY

in

MECHANICAL ENGINEERING

by

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HEMANTH N V PRADEEP KUMAR BOPPE	2015MEE028
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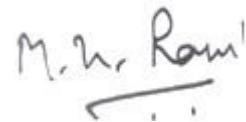
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HEMANTH N	2016LME021
HEMANTH N V PRADEEP	2015MEE028
KUMAR BOPPE	
KARTHIK P	2016LME001
KHAN BILAL SHARFUDDIN	2015MEE037



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PREPERATION, CHARACTERIZATION AND MECHANICAL PROPERTIES OF CNT REINFORCED AZ31 MAGNESIUM ALLOY NANO COMPOSITES

University Project – II Report submitted to the Presidency University, Bengaluru in partial fulfillment of the requirements for award of Degree of Engineering

BACHELOR OF TECHNOLOGY

in

MECHANICAL ENGINEERING

by

NAIDU P M	LIKITH	2015MEE039
MOHAMMED FAZIL		2016LME004
R RON SAMPRASS		2015MEE083
RON SAMUEL DASARI		2015MEE084

Under the Supervision of

Dr. Ramesh Rao
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June, 2019



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Bengaluru
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DESIGN AND FABRICATION OF BUGGY

University Project – II Report submitted to the Presidency University, Bengaluru in partial fulfillment of the requirements for award of Degree of Engineering

BACHELOR OF TECHNOLOGY

in

MECHANICAL ENGINEERING

by

ROOPITH H B	2016LME027
S SACHIN	2016LME002
SHARATH KUMAR R	2015MEE094
SUDHAKAR METRI	2015MEE102

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DESIGN, ANALYSIS AND FABRICATION OF ROLL CAGE FOR SAE REEV CAR

University Project – II Report submitted to the Presidency University, Bengaluru in partial fulfillment of the requirements for award of Degree of Engineering

BACHELOR OF TECHNOLOGY

in

MECHANICAL ENGINEERING

by

SUSHEEL KUMAR	2015MEE104
VISHWANATH BHIMAPPA NAIKAR	2016LME028
VISHWANATH MADIWALAR	2016LME029

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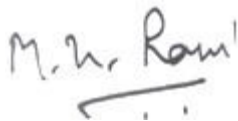
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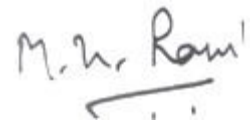
Certificate

This is to certify that the University Project – II work entitled “DESIGN, ANALYSIS AND FABRICATION OF ROLL CAGE FOR SAE REEV CAR” was carried out by bonafide students of VIII Semester B.Tech. Mechanical Engineering in Presidency University. This is in partial fulfillment of the course work in place of Professional Practice – II of Bachelor of Engineering in Presidency University, Bengaluru, during the year 2018-2019.

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