

A Study on online marketing



Community Service Project Report

Submitted in the partial fulfillment for B.com Degree

(Batch 2020-2023)



Submitted

By

kandregula saikumar
B.com IV Semester
(Reg No: 120130803075)

Under the guidance of faculty mentors

Smt.Dr.A. SRI Lakshmi
Assistant Professor of Commerce
MRS.A.V.N Degree College

PROGRAM BOOK FOR COMMUNITY SERVICE PROJECT

INSTITUTION: Sri Sreegula Sri Ramani

ADDRESS: P. O. No. 10, Dargah College

PHONE NO: 100 110 50 30 75

PROJECT TITLE: Digital Marketing

PROJECT COORDINATOR: Digital Marketing
Madduripalthe, Maganatha, Ganga, & Chakrapani

Andhra University

Community Service Project Report

Submitted in accordance with the requirement for the degree of _____

Name of the College: M.B.S. A.V.N Degree College

Department: B. Com

Name of the Faculty Guide: Sri Anand

Duration of the CSP: From 10/07/22 to 12/07/22

Name of the Student: Jyoti Hegde Sai Kuman

Programme of study: Digital Marketing

Year of Study: 3rd

Report Number: 150130 No 3075

Date of Submission: 10/11/2022

Student's Declaration

I, Pradnya S. Kulkarni, a student of C.S.P. Program
No. 12012012012 of the Department of MAE
A.P.J. K.J. Somaiya College College do hereby declare that I have completed
the mandatory community service hours required as outlined in
Digital manual of Centre of the Community/Institution under the Faculty
Guidance of Dr. L. D. A. S. Patil (Head of the Faculty/Guide, Department
of MAE, A.P.J. K.J. Somaiya College College

Pradnya S. Kulkarni
Supervisor and Guide

Endorsements

[Signature]
Faculty Guide

[Signature]
Head of the Department

[Signature]
PRINCIPAL
A.P.J. K.J. COLLEGE
VEHARSAN

Certificate from Official of the Community

This is to certify that Imadegyele Ezeani (Name of the Community Service Volunteer) Reg. No. 123456789012 of ABC College (Name of the College) underwent community service at XYZ Community Center (Name of the Community) from 1st July to 31st July. The overall performance of the Community Service Volunteer during his/her community service is found to be _____ (Grade/Score)



Authorised Signatory _____ (Name and Title)

Acknowledgements

The satisfaction and accomplishment the successful completion of any work would be incomplete without mentioning the people who made it possible and whose encouragement and guidance has been a source of inspiration through the course of the project.

We are thankful to the MRS. A.V.M Degree College, Visakhapatnam for giving us the opportunity to fulfill our aspiration.

We have the opportunity to express our heartfelt to our beloved principal M.D. M Sushadri Reddy for their kind support in doing this project.

We are privileged to express my sincere, honorable gratitude to

M. R. M.L Prasanna Kumar, Head of the

department, dept. of bachelors of Commerce
for giving his continuous support and
guidance in our endeavors. Dr. A. Sri
krishna we are privileged to express
my sincere gratitude to

lecturer in Commerce for giving his
continuous support and guidance in
our project.

We express our sincere thanks
to faculty members, department of Commerce
for driving us to be optimistic and confident
by keeping us up through the course to
implement innovative ideas regarding this
project. Finally, we express our thanks to
the teaching and non-teaching staff
parents and also our friends for their
wishes and for their helping hand in
successful completion of the project.

Contents

- Chapter-1 Executive Summary
- Chapter-2 Overview of the Community
- Chapter-3 Community Service Plan
- Chapter-4 Activities and weekly report
- Chapter-5 Outcome description
- Chapter-6 Main Project
- Chapter-7 Economic Survey

CHAPTER 1: EXECUTIVE SUMMARY

The accompanying written report shall have only a one-page executive summary. It shall include a brief description of the Community and summary of all the activities done by the student in CIP and final or some learning objectives and outcomes.

A study on Digital marketing and its impact on ~~generation~~ generation with reference to ~~market~~ ~~Generation~~ digital marketing is marketing that makes use of electronic devices such as personal computers, smartphones, cell phones, tablets and game consoles to engage with stakeholders. Digital marketing applies technologies or platforms such as website, e-mail, apps and social networks ~~market~~ ~~generation~~ ~~generation~~ has emerged as one of the best online media companies in the India market place. The company offers a plethora of services in all online media platforms. The offerings include marketing and consulting on Facebook, Twitter, Youtube and Google.

Though the Company was started only five years ago it is way ahead of most of competitors through its relentless pursuit of perfection and enormous amount of Creativity which they put in them. The firm worked with multiple brands on social media and currently have a list of top 30 brands in facelift India. Susnet Creations website design and development in Davangere. In 2018 Company expanded its wing to web and mobile application development. Susnet Creations is a Davangere's no.1 web solutions Company which offers cost effective quality service to various clients by providing solutions to their business strategies using world wide web. From domain booking registration to website hosting, from custom web designing of HTML or flash sites, multimedia presentations, Portals, portals to maintenance and backend services. The project was in the marketing department of Susnet Creations. The project

was a study to digital marketing and its impact on revenue generation with reference to market creation. This report will help to get an idea about digital marketing and how the digital marketing has impact on revenue generation for digital marketing companies and with reference emerging how they are generating revenue and how they are growing economically to market creation. Main findings of this research are given here India customers are highly information seekers they collect more information about a product before buying it. Brands are getting more touch point to reach their target group in this digital era. More details about findings are given this report.

CHAPTER 2: OVERVIEW OF THE COMMUNITY

About the Community/Institutions including historical profile of the community/institution, community diversity, traditions, ethics and values.
Brief note on Socio-Economic conditions of the Community/Institution.

Online marketing or internet marketing is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. It includes email marketing, search engine marketing, social media marketing, various types of display advertising and mobile advertising, like other advertising media, online advertising fragments involve both a provider the advertising publisher who integrates advertising into its online content and an advertiser who provides the advertisements to be displayed on the publisher's content. Other potential participants include advertising agencies who help

generate and place the ad copy on ad network
which technically delivers the ad
and tracks statistics, and advertising
affiliates who do independent promotional
work for the advertiser.

CHAPTER 3. COMMUNITY SERVICE PART

Description of the Activities undertaken in the Community during the Community Service Project. This part should end by reflecting on what kind of values, life skills and technical skills the student acquired.

To begin with as a part of the Curriculum a summer Internship Programme was to be conducted for a period of one month. Given a choice one was allowed to choose the field in which he/she was interested. As my interest and expertise was in value or digital marketing, I chose to work a start-up company name - brand creation, I chose the start up company because with that I can explore myself and was digital marketing? because it was a booming industry. The growth of digital marketing is tremendous and expected to grow more. Due to this summer Internship, I learn every aspect of digital marketing. include marketing practices have dramatically shifted

with the rise of social media and proliferation of devices, platforms, and applications, your prospective and current customers are trying to communicate with you and you can listen and respond faster, and with more personalization than ever before. This shifting environment presents new opportunities and challenges for marketers. With digital marketing, it's easy to fall behind as digital platforms become increasingly used. Digital devices instead of visiting physical stores. Digital marketing campaigns have become prevalent, encompassing combinations of search engine optimization, search engine marketing, content marketing, Campaign - marketing, data driven marketing, content automation, CRM, e-commerce, social media, social media optimization, e-mail direct marketing, and on hold mobile ring tones.

ACTIVITY LOG FOR THE FIRST WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person in Charge / Signature
Day-1	Surveying the Companies	Data collection and analyzing	A. P. P.
Day-2	Surveying the Companies	Data collection and analyzing	C. P. P.
Day-3	Surveying the Companies	Data collection and analyzing	Z. P. P.
Day-4	Surveying the Companies	Data collection and analyzing	M. P. P.
Day-5	Surveying the Companies	Data collection and analyzing	J. P. P.
Day-6	Surveying the Companies	Data collection and analyzing	S. P. P.

WEEKLY REPORT

WEEK - 1 (From _____ to _____)

Objective of the Activity Done:

To collect digital marketing

Detailed Report:

During this last week our mentor led a team of 10 members to do a Guinness, voice project. In the large unadorned visualization we selected relevant ordinary and delivery office

we went to the Flipkart office and inquired about digital marketing with the manager and learned how to deliver the product there. we asked about the profit and loss of digital marketing.

we were happy to know about digital marketing in the first week.

ACTIVITY LOG FOR THE SECOND WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person in Charge Signature
Day-1	Surveying the Company	Data collection and analyzing	G. H. H. H.
Day-2	Surveying the Company	Data collection and analyzing	G. H. H. H.
Day-3	Surveying the Company	Data collection and analyzing	G. H. H. H.
Day-4	Surveying the Company	Data collection and analyzing	G. H. H. H.
Day-5	Surveying the Company	Data collection and analyzing	G. H. H. H.
Day-6	Surveying the Company	Data collection and analyzing	G. H. H. H.

WEEKLY REPORT

WEEK - 1 (from 08/01/2024 to 14/01/2024)

Objective of the Activity Done:

To collect digital marketing

Detailed Report:

In this week we continued covering the marketing companies in Mumbai.

Compared to the first week we had more experiences with the digital marketing companies while conducting the survey. There came more details about digital marketing learning.

We learned about digital marketing of food how social media are being used so many details collect on this week.

ACTIVITY LOG FOR THE THIRD WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In Charge Signature
Day-1	Surveying the Company	Data Collection and analyzing	S. [Signature]
Day-2	Surveying the Company	Data collection and analyzing	P. [Signature]
Day-3	Surveying the Company	Data collection and analyzing	[Signature]
Day-4	Surveying the Company	Data collection and analyzing	[Signature]
Day-5	Surveying the Company	Data collection and analyzing	[Signature]
Day-6	Surveying the Company	Data collection and analyzing	[Signature]

WEEKLY REPORT

WEEK - 1 (From Dt. _____ to Dt. _____)

Objective of the Activity Done: To collect digital marketing

Detailed Report: In this third week continued revising the meaning of digital marketing. Compared to the first and second week had more exposure, we learned about digital marketing.

A carefully crafted digital marketing campaign is bound to deliver results as seen in the previous case studies we learned that

this week we learned more and information and good understanding of digital marketing.

ACTIVITY LOG FOR THE THIRTH WEEK

Day & Date	Brief description of the daily activity	Learning Outcome	Person In-Charge Signature
Day-1	Surveying and Customers	Data collection and analyzing	T. Jones
Day-2	Surveying and Customers	Data collection and analyzing	M. Smith
Day-3	Surveying and Customers	Data collection and analyzing	S. Brown
Day-4	Surveying the Customers	Data collection and analyzing	D. White
Day-5	Surveying the Customers	Data collection and analyzing	A. Green
Day-6	Surveying the Customers	Data collection and analyzing	H. Black

WEEKLY REPORT

WEEK - 1 (From 12/11/2023 to 18/11/2023)

Objective of the Activity Done:

To collect information online

Detailed Report:

I conducted online

marketing business need analysis to

know the socio-economic

conditions of the residence where

the people belong to the lower

and middle class environmental

conditions are not good. The roads

are unconditioned, roads are polluted

and poor people

we went to the houses

people living there and asked

do you use online or do you

use offline.

we have noted the

said information we note people

who don't use digital marketing

was we used more things

in many people we online

marketing we learned more

information on this surveying

and good understanding.

CHAPTER 5: OUTCOMES DESCRIPTION

Details of the Socio-Economic Survey of the Village/Habitat/hamlet. Attach the questionnaire prepared for the survey.

Questionnaire for the survey

- * Please mention your designation in the Company.
- * Internet marketing will surely grow?
- * Only for selected products and services Internet marketing will be successful?
- * What types of online advertising do you use?
- * Are you in dialogue with your online consumers?
- * What is the design of your website based from?
- * Do you consider the position of your advertisement on a specific site?
- * The Company you represent is in one of the following income brackets!

Describe the problems you have identified in the community

The problems of Digital marketing

- lack of a clear digital marketing strategy brands sticking to legacy technologies.
- businesses ignoring guest posts
- Breaching with brand values.
- increasingly ineffective use of channels.
- out dated focus on data over experience.
- ignorance of audience issues
- ineffective landing pages.
- mobile-friendly approach.
- not allocating marketing budget wisely
- marketing one-way communication.

Short-term and long-term action plan for possible solutions for the problems identified and that could be recommended to the concerned authorities for implementation.

Solutions for the problems of Digital marketing.

High quality multimedia throughout the content.

- + Fast page speed, site map.
- + Effective, intuitive navigation.
- + Informational, targeted content.
- + mobile-friendly design.
- + Created content based on target keywords.
- + Implemented content on the website.
- + optimize title tag and meta description.
- + wait for your content to rank.
- + Post your content on social media.
- + Close internal link.
- + use of headings in the content.

Description of the Community awareness programmes conducted and the problems and their outcomes.

Community Awareness Programme
In total 4 community awareness programmes were conducted to add, health, financial and social.

1. Digital marketing types
2. Online promotional marketing
3. Food and shopping marketing
4. Economic survey to customer.

In this four weeks we learned about online, we have learned how effective online marketing is. So we need to use people are using online marketing. Learned type of internet marketing. They need a lot of things in Community awareness programmes. Programme was conducted to aware the importance of digitalization in day to day life.

Report of the mini-project work done in the related subject w.r.t the habitation/village.

A mini-project work in the related subject w.r.t the habitation/village. For ex. a student of Botany may do a project on Organic Farming or Horticulture or usage of biofertilizers or biopesticides or effect of the inorganic pesticides, etc. A student of Zoology may do a project on Aquaculture practices or animal husbandry or poultry or health and hygiene or Blood group analysis or survey on the Hypertension or survey on the prevalence of diabetes, etc.

The Report shall be limited to 5-10 pages.

Project : Digital marketing

Introduction

Internet has become the centre of not only our personal and social lives, but also our business and professional lives. It is quick and very user friendly. It makes it very easy for anyone to market, but, tell or advise anything to anyone via the Internet.

Internet marketing is all inclusive term for marketing is using the Internet to do one or more of the following.

* Communicate a Company's message about

to sell its products and services

- Conduct research as to the value of existing and potential customers

- sell goods, services or advertising space over the Internet.

→ E-Guerrilla: The means by which goods or services are sold directly to consumers.

Lead-based website: organization can create significant word by getting sales leads from their website, this of course may be part of a chain of Internet marketing events, that originate elsewhere and culminate in lead generation.

→ affiliates marketing: This describes a process by which products or services developed by one person are sold by another active seller for a percentage of profits.

Local Internet marketing: This is the process of a locally based company traditionally selling

links and utilizing the Internet to find and nurture relationships. Later to find these relationships of five.

Blackhat marketing :- This is a form of Internet marketing which employs deceitful, abusive, or less than truthful methods to drive web traffic to a website or affiliate marketing effort. This method sometimes includes to drive web traffic to a website or search engine result pages, or marketing users to pages they didn't initially request.

News groups and e-mails :- Posting to news groups and employing direct e-mail campaigns are one form of the more popular forms of online advertising and marketing that are being used by Internet businesses.

Search Engine marketing :-

Search engine marketing also known by the acronym SEM, is a set of Internet marketing

Strategies that are designed to promote a web site's visibility and web traffic the bottom line being selling the product and offering the website services to a greater number of users who are indeed interested. search engine marketing includes a range of methods, described in each engine marketing strategies one focuses on promoting the website through the various search engines that provide online, such as Google, yahoo, msn and others purchasing paid listing space on search engine result pages or promoting the website organically, optimizing its performance to reach the top results through unpaid methods are the two main aspects of search engine marketing, the latter more specifically referred to as search engine optimization, and including an overhaul of the entire site in terms of structure and content to rank higher on natural web searches.



Internet marketing Techniques

other than paid inclusion and search engine optimization a third method of search engine marketing is paid placement advertising. A PPC search engine marketing Campaign is intended to do the same as create in number and quality the web traffic to the site by having the advertiser bid for certain search words and phrases, which are relevant to the site and the product offered on it.

Paid Inclusion:

Paid inclusion is a service that includes search engine listing in return for a fee with immediate results, although not necessarily with guaranteed ranking. It is often called pay for inclusion or pay for inclusion search engine websites and charges often on a cost per click basis or alternatively per URL, even though highly relevant lists most search engines provide paid inclusion as an option although Google does not. This option is becoming more popular with both site owners and search engine site owners that want to get indexed quickly but it because they don't to wait for the search engines to find their sites naturally through incoming links and listings in directories. Search engines like it because it is a way to increase revenue by charging

the site owners for the service.

Cost :- The fee structure is both a filter against superfluous submissions and a revenue generation. Typically, the fee covers an annual subscription for one webpage, which will automatically be catalogued on a regular basis. A per-click fee may also apply. Each search engine is different, some sites allow only paid inclusion, although these have had little success more frequently, many search engines include via paid inclusion with results from web crawling. Google does not let webmasters pay to be in their search engine.

Some detractors of paid inclusion allege that it causes searchers to return based more on the economic standing of the Internet site, not just on the relevancy of that site to end-users.

Email marketing :

Email marketing is a form of direct marketing which uses electronic mail as a means of communicating sales or fundraising messages to an audience. In its broadest sense, every email sent to a potential or current customer could be considered e-mail marketing. However, the term is

usually used to refer to

• sending email with the purpose of enhancing the relationship of a merchant with its

current or previous customers and to encourage customer loyalty and repeat business.

• Adding advertisements to e-mails sent by other companies to their customers.

• sending e-mails with the purpose of acquiring new customers or convincing current customers to purchase something immediately.

CHAPTER 8 RECOMMENDATIONS AND CONCLUSIONS OF THE MAIN PROJECT

Internet marketing is not easy. It is filled with many complicated challenges that can push anyone off track, confuse, and prevent one from succeeding. Roberts and P. Jones that attempt to take about a one-size-fits-all approach was a very important point, which is successful Internet marketing requires one to be a dynamic, intelligent, and flexible, so a set of static, unchanging plans is unlikely to make one successful.

It is not really hard to market any businesses online, but then why there are so many people who have failed to make their first dollar or sale online? It is because most of them who are new in Internet marketing what to learn and implement all they can in Internet marketing.

Business owners should carefully plan as to what kind of business model they would want for their business.

A carefully crafted marketing Campaign is bound to deliver results as soon as the previous case studies. A successful internet marketing Campaign works in two ways: first, it reduces costs, since internet marketing eliminates the need of intermediaries and overhead costs. second, it increases revenues manifold, since internet marketing reaches a very wide audience both of the above ways improve a company's top-line growth eventually benefiting the company's bottom-line as well since the costs reduce and sales revenue increase.

Student Self-Evaluation for the Community Service Project

Student Name: Manjushala Sur Karim
 Registration No: 150130813075
 Period of CSP: From To: 10/10/22 To 10/11/22
 Date of Evaluation: 10/11/2022

Please rate your performance in the following areas:

Rating Scale: Letter grade of GPA equivalent to be provided

1	Oral communication	1	2	3	4	
2	Written communication	1	2	3	4	
3	Productivity	1	2	3	4	
4	Interaction ability with community	1	2	3	4	
5	Positive Attitude	1	2	3	4	
6	Self-motivation	1	2	3	4	
7	Ability to learn	1	2	3	4	
8	Work Plan and organization	1	2	3	4	
9	Professionalism	1	2	3	4	
10	Creativity	1	2	3	4	
11	Quality of work done	1	2	3	4	
12	Time Management	1	2	3	4	
13	Understanding the Community	1	2	3	4	
14	Achievement of Planned Objectives	1	2	3	4	
15	OVERALL PERFORMANCE	1	2	3	4	

Manjushala Sur Karim

Manjushala Sur Karim
Signature of the Student

Evaluation by the Person in-charge in the Community/Habitation

Student Name: Pradnyula Sai Anurag
 Registration No: 19012019020073
 Period of CSP: From To: 10/10/2019 To 10/10/20
 Date of Evaluation: 10/10/20
 Name of the Person in-charge: D. Srinivas Reddy, Sr. Lecturer
 Address with mobile number: 10/10/20 97022 46733

Please rate the student's performance in the following areas.

Please note that your evaluation shall be done independent of the Student's self-evaluation.

Rating Scale: 1 is lowest and 5 is highest rank.

1	Oral communication	1	2	3	4	5
2	Written communication	1	2	3	4	5
3	Proactiveness	1	2	3	4	5
4	Interaction ability with community	1	2	3	4	5
5	Positive Attitude	1	2	3	4	5
6	Self-confidence	1	2	3	4	5
7	Ability to learn	1	2	3	4	5
8	Work Plan and organization	1	2	3	4	5
9	Professionalism	1	2	3	4	5
10	Creativity	1	2	3	4	5
11	Quality of work done	1	2	3	4	5
12	Time Management	1	2	3	4	5
13	Understanding the Community	1	2	3	4	5
14	Achievement of Desired Outcomes	1	2	3	4	5
15	OVERALL PERFORMANCE	1	2	3	4	5

Date: 10/10/20

D. Srinivas Reddy
Signature of the Supervisor







Uttarakhand, North Pradesh, India
 A group of people in a room, with one man in a white shirt standing and talking to others seated at a table.



Uttarakhand, North Pradesh, India
 Two men, one in a white shirt and one in a green shirt, looking at a document together.



Uttarakhand, North Pradesh, India
 A man in a white shirt standing in a room with a yellow sign on the wall.

economic survey

department of commerce

