**BIJU PATNAIK INSTITUTION OF IT & MANAGEMENT**

**SUMMER INTERNSHIP REPORT 2022**

**ON**

<span style="color:red">**Comparative analysis of socialcommerce with reference to Wocially**</span>



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# <u>CERTIFICATE OF INTERNAL GUIDE</u>

This is to certify that the Project work titled **"Comparati**ve **analysis of social commerce with reference to wocially"** is a bonafide work of **ANIKET NAYAK, Reg. No: 2006258049** carried out in partial fulfilment for the award of degree of MASTER IN BUSINESS ADMINISTRATION FOR THE SESSION 2020-2022 of BIJU PATTNAIK INSTITUTE OF IT & MANAGEMENT STUDIES, ODISHA under my guidance. This project work is original and not submitted earlier for the award of any degree or associateship of any other University or Institution. The thesis:

- Embodies the work of the candidate himself.
- Has duly been completed
- Fulfils the requirements of the rules and regulation relating to the summer internship of Institute.
- Is up to standard both in respect to content and language for being referred to the examiner.

**Date:**
**Place:**                                                              **Signature of the Guide**

# CERTIFICATE

## Certificate

**Of Completion Internship**

This Certificate is Proudly Presented to

### Mr.ANIKET NAYAK

High Five for successfully completing Business Development Internship

From 3rd June 2021 to 3rd August 2021

We sincerely appreciate your efforts and Contribution during the project,
you'all always remain special to us #wociallyintern

**8/8/2021**

DATE

*Jatinthawani*

SIGNATURE

# <u>DECLARATION</u>

I do hereby declare that the project work titled, **"Comparati**ve **analysis of social commerce with reference to wocially".** I submitted to **Biju Patnaik Institute of IT & Management Studies (BIITM)** affiliated to **Biju Patnaik University of Technology** (**BPUT),** is a record of research work done by me under the guidance of **Prof. (Dr) Varun Agarwal, BIITM**, in partial fulfilment of requirement for the award of Master in Business Administration.

DATE:

PLACE: Bhubaneswar                                            NAME: Aniket Nayak

# ACKNOWLEDGEMENT

It is really a great pleasure to have this opportunity to express the feeling of gratitude imprisoned in the deepest core of my heart. It is not possible to prepare a project report without the assistance & encouragement of other people. This once is certainly no exception. On the very outset of this report, I would like to extend my sincere obligation towards all the personages who helped me in this endeavor. Without their active guidance I would not have made head way in the project.

I do express my sincere thanks to '**Prof. (Dr) Varun Agarwal'** faculty of BIITM forhis guidance and continuous monitoring of the project.

I must also express my deepest gratitude to **Dr. P. K. Tripathy, the principal**, **BIITM**, and all the faculty council of BIITM, for their timely help as and when required.

I cannot conclude this acknowledgement without thanking my family, relatives, acquaintances and friends who offered their valuable cooperation to me at every stage in the research and project report.

DATE:
PLACE: Bhubaneswar                                              NAME: Aniket Nayak

# <u>ABSTRACT</u>

This piece of research work aims at understanding the preferred emerging media options used for marketing. In the Internet age many new methods used for product promotion and marketing. "Desk research" has been turned into "online research", now in the online, market research has become possible. Many Indian companies are using digital marketing for competitive advantage. Social Media has quickly gained prominence as it provides people with the opportunity to communicate and share posts and topics. The development of information technology, followed by the advancement of digital communication tools, has encouraged businesses to change the way of communicating the product. Digital Marketing communications strategy is a strategy of using digital communication media. The purpose of the undertaken study is to examine the effectiveness of online digital media advertising and also about emerging media options used for marketing. This paper mainly studies the development history of digital marketing and existing significance including the difference and contact between digital marketing and traditional advertising and also the relationship between digital marketing and the Internet industry. This paper helps small businesses such as start-ups to successfully adopt and implement digital marketing as a strategy in their business plan and to recognize the usefulness of digital marketing in the competitive market.

# CONTENT

# CHAPTER-1
# INTERDUCTION

**Wocially** is a Social and Commerce Platform, wocially headquarters is in Mumbai, Maharashtra. Which is Made in India for Indian. Where you can Share, Discover, Earn Multiple things in a single Platform like, Photos, Video, News and Blogs, Marketplace, Games, Video call and, Chat, Jobs, Events, 3rd Party E commerce Apps, Business Directory, Funding Movies Offers and Many More.

## OBJECTIVES OF STUDY

The main objective of the internship program was to acquire practical knowledge regarding how to Increasing revenue is the primary objectives of digital marketing. Luckily, the internet gives every company several opportunities to boost their performance. By combining SEO with pay per click, or PPC ads, your company will increase the probability of getting identified by potential clients

- To gain professional education with the blend of information technology and managerial/marketing skills.

- To analyze the real-world problem and find the solution using knowledgeobtained.

## DATA COLLECTION

**Primary data** is information that you collect specifically for the purpose of your research project and research are collected through an online survey questionnaire.

**Secondary Data** which are used for research to know the analytics, study. Facts & theories are collected from already available resources like mainly internet and other sources.

## SCOPE OF THE RESEARCH

The study examines the impact of employee motivation on customer service on delivery quality service to enhance customer satisfaction in wocially a very of factory like RNR career development opportunity quality of working condition , level to pay and benefit, work security inter personal relationship and perceive fairness in organization normally influences employees which leads effective customer satisfaction. While posting ads and content on Facebook and other popular platforms continue to be an effective way to reach your target market, the scope of digital marketing encompasses much more than just social media.

# METHODOLOGY

**Methodology of Study**: The project is a systematic presentation consisting of the collected facts of data, analyzed facts and proposed conclusions in form ofrecommendations.

**Type of Research**: Descriptive Research a research design is the specifications of methods and procedures for acquiring the information needed to structure or solve the problem. It is the overall operational pattern or framework of the project that stimulates what information is to be collected from which source and by what procedure. On the basis of major purpose for my investigation, the DESCRIPTIVE RESEARCH was found to be most suitable as the data is collected from the wide range of prospects that are located in different locations of the city. This type of research has the primary objective to describe a situation, subject and behavior.

**Data***:* Primary data was collected through meeting random people in the field and internet.

**Data***:* Secondary data was collected from websites like just dial, Yellow Pages, Social commerce and going through the records of the organization etc. It is the data which has been collected by individual or someone else for the purpose of other than those of our particular research study. Or in other words, we can say that secondary data is the data used previously for the analysis and the results are undertaken for the next process.

**COMPANY PROFILE AND INDUSTRY ANALYSIS**

# SCOPE

With digital marketing, **businesses can use data to target audiences based on factors like gender, age, location, interests, and education**. Companies can also retarget potential customers who are already familiar with their brand using different methods and messages for each audience

The scope of digital marketing in 2020 and 2021 has seen drastic growth. When we think of the key indicators of success in marketing, the first thing we think of is the number of people reached through marketing practices. The internet's penetration has reached outstanding numbers. Looking at India, it has the 2nd largest number of internet users in the world.

Digital Marketing is the marketing activity of promoting goods/services using digital channels. And today, almost everyone is online. With access to cheap data and affordable smartphones, the number of people across the globe who have access to the internet has increased exponentially.
So, connecting the dots, if the companies want to connect with them

- Potential customers on a global level
- Engage with them
- Create brand awareness
- Sell and promote products/services at affordable prices
- Earn higher ROI

Businesses today leverage digital channels such as social media, search engines, email, and websites to connect with current and prospective customers.
Companies also hop on the bandwagon of the latest digital marketing trends to update themselves with the current industry standards.

Another significant impact of covid-19 has been the tremendous growth of OTT platforms which resulted in being one of the fastest-growing markets in India. The lockdown elevated the consumption of content on the OTT platforms right from 181 billion minutes to almost 204 billion minutes in the last 365 days!

Further more shocking was that the search volume per month for 'digital marketing courses' was nearly 60,500 in the month of May 2019 and it further experienced a whopping growth rate of 49.5%, which means 90,500 searches for it in May 2020, right when we were at the peak of the pandemic. And the number of searches continues to grow even while you're reading this blog.

# CHAPTER-2
# INDUSTRY ANALYSIS

# WOCIALLY

Wocially provides access to market research reports on over 700 India industries. The reports cover key industry statistics, market segmentation, current industry conditions and future outlook. a majority of consumers today will rely more on digital channels of advertising and search results pages when searching for products/services then they would on traditional marketing advertising. It is a fact that digital marketing has surpassed the now outdated traditional forms of marketing. The only difference is that while some industries have come to use it slightly, other industries enjoy great ROI because of their digital marketing strategies and online branding efforts.

At the end of the day, **all industries have come to rely on online advertising tactics in one or more ways**. And with Industry 2.0 and what will come to follow it, the need for digital marketing only continues to increase. So much also that the majority of industries have started makinglong-term digital marketing plans for the future. Therefore, whether or notyour business can benefit from digital marketing strategies is no longer aquestion. The only question is how much your industry can reward your digital marketing efforts in comparison to other industries.

## INDUSTRY INFORMATION RESOURCES

The resource guides listed below provide sources for industry information, research, and analysis for more than 40 industries. Individual guides for each of these industries identify resources available from trade associations, research firms, and other sources, with resource categories referenced in these guides including industry analysis, trends, statistics, and forecasts, financial statements and financial ratios, compensation and salary surveys, and business valuation resources.

## INDUSTRIES AT A GLANCE - BUREAU OF LABOUR STATISTICS

BLS provides statistics and reports on labor related topics, such as business cost, salary and wages, employee benefits, and occupational outlook and projections. Includes Industry at a Glance that profiles 12 industry super sectors. Each profile contains a variety of facts about the industry super sector, and includes links to additional statistics. The 12 industry super sectors are Construction, Education and Health Services, Financial Activities, Government, Information, Leisure and Hospitality, Manufacturing, Natural Resources and Mining, Other Services, Professional and Business Services, Transportation and Utilities, and Wholesale and Retail Trade.

## BUSINESS INSIGHTS ESSENTIALS

Database to research all business and management topics. Includes directory listings for over 30 companies as well as company profiles, industry rating, product brands, company performance ratings, investment reports and ratings, industry statistics, financial overviews, financial ratios, etc.

## TYPE OF FIRM

Digital marketing is the component of marketing that uses internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign

marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), call back, and on-hold mobile ring tones. The extension to *non*-Internet channels differentiates digital marketing from online marketing.

## STRUCTURE OF THE FIRM

Digital Marketing plan into motion without a previously-devised plan or strategy could lead to failure if you don't consider all the aspects that could impact its development. And when talking about digital marketing, it's important to do it right, given that it can make a difference in a business: companies with a blog generate 67% more leads than those without a blog, to give just one example. Between the 500 ads that the average person sees every day, it's imperative to work every part of your strategy so that your plan stands out and reaches your target audience.

Digital communication channels have gained a certain importance in the success of a project. According to Forbes' 2020 data, 55% of the world's population has Internet access: it's a market with more than 4.2 billion users. And the trend is favoring shopping from a cell phone: 51% of digital commerce is through mobile devices. We can't stay out of this market and we have to ensure that our content is mobile-friendly.

## SWOT ANALYSIS IN DIGITAL MARKETING

SWOT analysis stands for **Strengths, Weaknesses, Opportunities, and Threats**. It is the strategic planning of your company, product, business, or industry by listing down these four characteristics.

- ## STRENGTH

Our core strength lies in the power of our team; our workforce. We have a team of creative, result driven and highly proficient digital marketing expert, a team with excellent qualifications and experience various niche areas in the digital marketing agencies industry and other related industry.

Aside from the synergy that exists in our carefully selected digital marketing experts, our services will be measurable, result driven and guided by best practices in the industry.

- **WEAKNESS**

As a new digital marketing agency in Cape May – New Jersey, it might take some time for our organization to break into the market and gain acceptance especially from top profile clients in the already saturated and highly competitive digital marketing agencies industry; that is perhaps our major weakness.

Another weakness is that we may not have the required cash to pump into promoting our business especially via main stream media (TV, Radio and Newspapers et al) the way we would want to

- **OPPORTUNITIES**

No doubt, the opportunities available in the digital marketing agencies industry is massive considering the number of individuals and corporate organizations with active presence on the internet and of course the pretty large numbers of people who visit the internet / social media platforms on a daily basis and own mobile phones / smart phones and other related gadgets.

As a standard and world class digital marketing agency, we are ready to take advantage of any opportunity that is available in the industry

- **THREAT**

Just like any other business, one of the major threats that we are likely going to face is economic downturn. It is a fact that economic downturn affects purchasing / spending power. Another threat that may likely confront us is the arrival of a digital marketing agency or even a social media marketing company in same location where our target market exists and who may want to adopt same Business model like us.

# ORGANISATION CHART

Human Resource is increasingly becoming one of the most critical functions to impact the success of the organization. As companies face a dearth of skilled talent, the war for hiring the top- talent has intensified even further. The HRs armed with traditional recruitment solutions will be no match for those equipped with next-gen technologies. To ensure your organization gets the top talent available on the market, the HR department should effectively use digital marketing, cloud computing, and other similar emerging technologies The digital marketing An organization chart for marketing departments is a structural map of a company's internal marketing team. The organization chart gives a visual guide for the marketing department's chain of command, as well as the responsibilities of individual employees and teams. Having a visual representation of your marketing team's internal structure also makes it easier to change the structure as needed later if your business grows, shifts focus or otherwise alters.
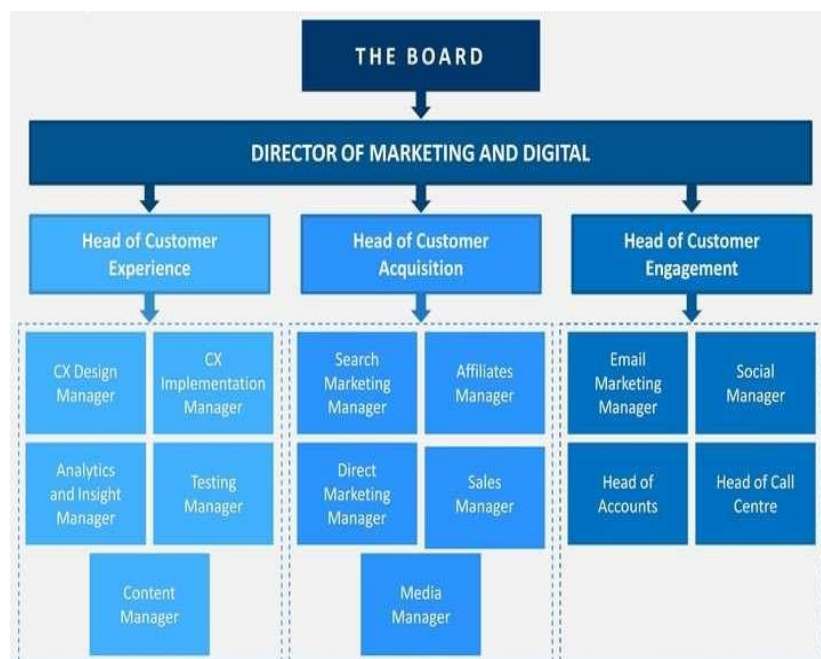
## PEST ANALYSIS

Broad Factors Analysis, also commonly called the PEST Analysis stands for Political, Economic, Social and Technological. PEST analysis is a useful framework for analyzing the external environment.

The above image comes from a section of CFI's Corporate & Business Strategy Course. To use PEST as a form of industry analysis, an analyst will analyse eachof the 4 components of the model.  These components include:

## POLITICAL

Political factors that impact an industry include specific policies and regulations related to things like taxes, environmental regulation, tariffs, trade policies, labor laws, ease of doing business, and overall political stability.

## ECONOMIC

The economic forces that have an impact include inflation, exchange rates (FX), interest rates, GDP growth rates, conditions in the capital markets (ability to access capital), etc.

## SOCIAL

The social impact on an industry refers to trends among people and includes things such as population growth, demographics (age, gender, etc.), and trends in behavior such as health, fashion, and social movements.

## TECHNOLOGICAL

The technological aspect of PEST analysis incorporates factors such as advancements and developments that change the way a business operates and the ways in which people live their lives (e.g., the advent of the internet).

# CHAPTER-3
# COMPANY ANALYSIS

# WOCIALLY

Our Team wocially digital Marketing, we offer custom SEO administrations to our customers. We see each site is unique and has various requirements. Dumping the 'One for All' approach, our SEO specialists direct an exhaustive examination to assemble a methodology that suits your business needs. With our SEO administrations, you can anticipate a stunning Return on Investment (ROI). Prepare to discover the crowd that is appropriate for you.

Wocially Marketing has changed more in the past 9 years than it had in the previous 100 launching us out of the age of TV spots and print ads and into the age of websites, online video, social media, and Google.

Team Digi Marketing is one of the Top Digital Marketing Agency in India and is competent to identify audiences, communication tools, messaging, and channels for better results. Our Digital Marketing Services not only drive traffic, but even turn website visitors into potential clients and maximizing your ROI.

## DIGITAL COMPETITIVE ANALYSIS

Every successful digital marketing campaign must be data-driven. With a digital competitive analysis from Blue Corona, you'll get a market analysis of your website and three competitors. This provides a clear path to measurably improve your website's SEO and PPC performance and generate more leads and sales.

## WEBSITE DESIGN & DEVELOPMENT SERVICES

Your website feeds information to Google and other search engines, making it the foundation of your online presence and search visibility. Blue Corona's website design services lay a solid foundation to build your campaigns upon, meet Google's standards for page speed and experience, and convert more site visitors into leads.

## SEARCH ENGINE OPTIMIZATION (SEO)

93% of online experiences start with search engines, so if your business needs to generate more website traffic, leads, and sales, you need SEO services. SEO generates higher keyword rankings on Google, resulting in more qualified website traffic, leads, and sales from the web

## GOOGLE LOCAL SERVICES ADVERTISING

Google Local Services ads are the most affordable home services marketing strategy. Found at the very top of Google on both mobile search and desktop search, Local Services connects your business with qualified customers looking for your specific services right now. Blue Corona's Local Services and management team will manage your entire campaign, from profile setup and optimization to setting bid strategies and disputing calls on your company's behalf.

## TV ADVERTISING

Looking for another proven marketing strategy to grow brand awareness? Try TV advertising for home service companies by Blue Corona. We handle the entire commercial production process, from planning and buying your broadcast TV spots to script writing, shooting, and post-production editing.

## EMAIL MARKETING

A cost-effective way to grow your business, email marketing generates an average of $44 of revenue for every $1 spent. Our professional email marketers help your business stay top-of-mind with your prospects and existing customers by sending custom email newsletters every month. Our team handles the design, copywriting, and your customer list segmentation while you generate more leads and sales.

## BLUE CORONA CHAT (WEBSITE CHAT SERVICES)

Blue Corona Chat is a website chat service that makes customer communication simple—for both you and your customers. With both Artificial Intelligence-based and live chat capabilities, you can take a customized hand-off or hands-on approach, allowing you to free up your CSRs' time while still providing instantaneous customer service. Not to mention, Blue Corona Chat increases booked appointments by 20%.

## SOCIAL MEDIA MARKETING

Social media users spend an average of 3 hours per day browsing their preferred platforms, making social media marketing an effective advertising strategy to grow leads and engage with your local community. Grow your page likes and following across popular channels like Facebook, Instagram, LinkedIn, Twitter, and more.
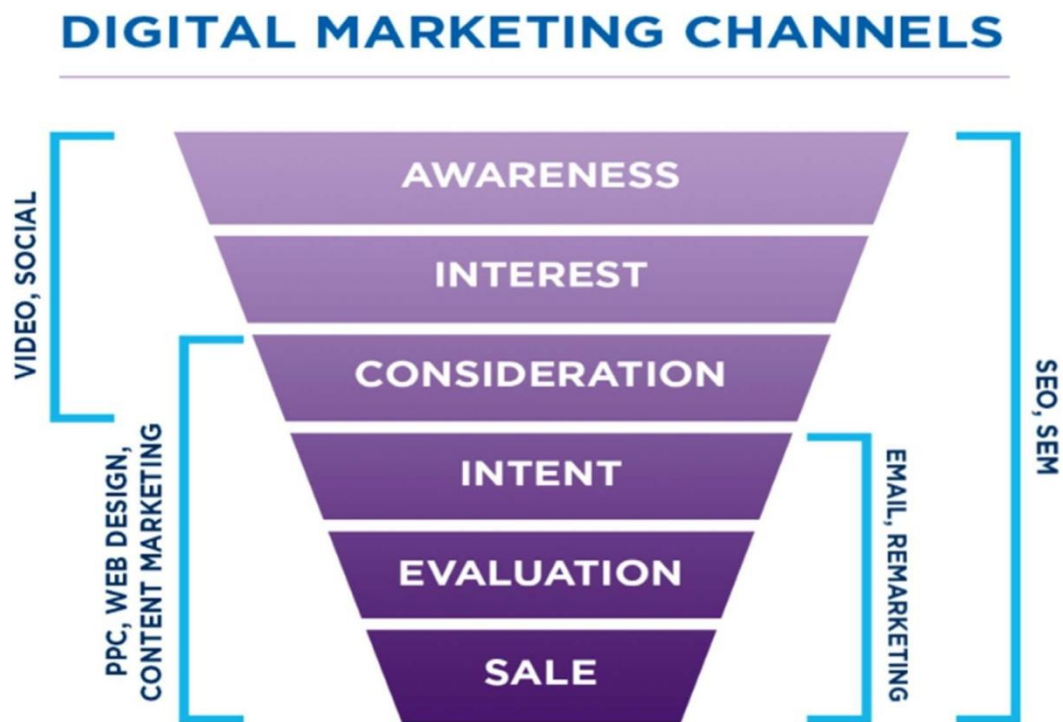


## MISSION

Our mission is to grow startups to enterprise, SMEs to Enterprise & Enterprise to "Fortune 50" Top Business list in their Respective industries through our #Marketing & Advertising Cost Effective Analysis & Techniques.

## VISION

Our Vision is Revolutionize Website, App or Brand to growth hack their revenue structure to boost their audience & conversion in profitable direction in order to conceptualize the brand.

# 4 P'S OF DIGITAL MARKETING

## PRODUCT OR SERVICE OR SOLUTION

The product is the most crucial aspect of 4P's.

Be it digital world marketing or traditional marketing, the attributes of the product remain the same.

In the digital world, the way a product is presented has changed.

Since the customer is erudite with their knowledge of their requirements, Businesses are more articulate in describing their products.

They have the power to define the product in the form of a short blog or a video.

As they say – more power to businesses and a more significant say for customers.

## PLACE OR ACCESS

In the digital world, the product is quickly and globally available or accessible with complete information on the Internet.

You don't have to visit a store physically to check the price of product/service. You may get complete information while clicking on your laptop, desktop and mobile phone.

Like traditional methods of marketing, the product information is set with onlya difference of platform to promote the product.

The only change we have from the traditional marketing era is the change of platform to educate customers about the product.

Today, everything is available on the Internet.

People prefer to compare and buy products online rather than going with the traditional purchase.

With Digital Marketing, you promote your product online in an easy-to-understand manner by creating interactive content which has to power to reach a wider audience.

In short, your product is globally accessible to everyone rather placement.

## PRICE OR VALUE

Since the beginning, pricing has been an essential aspect of every customer during shopping.

Usually, people prefer to compare different features of products before buying them and pricing comes last, but pricing changes consumer behavior within a fraction of seconds.

Today's customer does not have to visit five stores to get a better deal. Everything is on the Internet.

Businesses can change their pricing on the go based on competition, real-time feedback to sales, deals or promotional activities around the product.

Digital marketing enables them to make changes on the go.

Consider this, you know the customer has bought health-related products in the past. That means there is more possibility to pitch health-related products to the client by viewing history.

I am not saying traditional methods could not achieve this. They could, but a fortune was spent gathering such data and keeping track of customers real-time.

Digital marketing allows you to set price and update campaigns around buying or purchase habits of clients.

The above exercise helps you in identifying the right price for the right customer.

## PROMOTION

Due to budget limitation and expected results, marketers can be seen fighting over promotional activity's budget.

However, in the digital era, companies have started educating or informing people by providing content, blogs or article in the form of promotion.

The scenario has completely changed. Digital marketing has created a platform where information sharing leads to sales.

The better the information, the more educated the customer and higher are the chances of making sales to the customer.

Similarly, digital marketing campaigns give you the flexibility to set up campaigns based on age, gender, interest, location and a variety of other parameters.

You get to select the right platform based on the availability of clients on the platform.

# <u>CUSTOMER SEGMENTATION</u>

People communicate differently. Some use email, others prefer social media. Then there are avid blog readers. Customer segmentation allows you to pick the right channel for each of your audience types. Once you start personalizing your marketing, you'll see a significant increase in engagement and in profits.

## <u>AUDIENCE SEGMENTATION</u>

- **You spend less money on resources**

Audience segmentation allows you to avoid spending money and time on generic campaigns that don't speak to your target market. If you know the particular motivations of your audience group, you are more likely to support them in achieving their aspirations. As such, you lower the risk of your marketing efforts failing.

- **You get the right traffic to the right pages**

Audience segmentation allows you to plan effective promotions, development, pricing and marketing strategies by creating a specific customer profile.

- **You gain a competitive advantage**

You may uncover things about your customers that your competitors don't know. For example, if one of your identified segments are university students, and you know that it's almost time to hand in dissertations and take exams, you can send them marketing emails offering them products/services to help them 'de-stress' or study.

- **You retain and attract the right customers**

Rather than using a one-size-fits-all approach, you can target people who you know would love your product/service by targeting your best prospects.

## How to Create an Audience Segment

We suggest grouping your audience into these 5 segmentation types:

- **A Demographic Segment** – these are all of the outward-facing attributes of a user i.e., age, gender, income level, job type, educational level, etc. You can get this data in Google Analytics.
- **A Behavioral Segment** – these are the actions that your customers take i.e., their online shopping habits, past purchases, the social media sites they visit, or what devices they use. You can get this data in Google Analytics.
- **A Psychographic or Attitudinal Segment** – these are useful as they give you clues into their wider perceptions, interests, and mindsets i.e., why your customers like or dislike certain brands, their lifestyle choices or values. You can get this data from a heat-mapping platform such as Hotjar. You use heat-maps to conduct user research, and it's a great way to find out what the humans on your website are/have been thinking, doing, or feeling.
- **A Geographic Segment** – based on where your target audience is located. You can make this as extensive or exclusive as you'd like, from continent to postcode. You can get this data in Google Analytics.
- **Segment by the User Journey** – this applies to the user journey people take on your website, from where they first land to where they convert. You can get this data in Google Analytics in the behavior flow report.

## DIGITAL BRANDING STRATEGY

The internet has taken the business world by storm and this has made it very important to implement an excellent digital branding strategy.

Heck, it's taken the entire world by storm. It's the biggest technological leap society has taken since the television was invented. And just like how the television took over society, so too is the internet thoroughly entrenched in our daily lives.

Businesses adapted to the television, and now they need to adapt to the internet. The online space provides fantastic opportunities to power past the competition, but it is also a space that, if neglected, can spell disaster for your brand.

This is why it is crucial to have complete and powerful digital branding. You simply can't grow your brand into a dominant force if you're not doing digital branding. And know this – your competition IS doing. That's not saying that social media isn't an incredibly valuable branding resource. The problem is that it's just one aspect of a larger system.

# CHAPTER-4
# COMPETITOR ANALYSIS

# WEB FX

Web FX is an Internet marketing, SEO, web design, and web development company located in Harrisburg, Pennsylvania.

Formerly a startup in a Shippensburg University dorm room, Web FX has grown to more than 200 employees in its Harrisburg headquarters for more than 500 clients all over the world. Since moving into its location in Harrisburg, PA, Web FX has continued to expand its campus locally and nationally.

Webpage FX has received various design awards, including multiple prestigious Horizon Design Awards for excellence in website design. Webpage FX has also been voted a top 20 company in the world for organic search engine optimization (SEO) by the industry's independent authority on search vendors.

Since 2014, Web FX has also continually pushed its charitable initiative called FX Builds, which partners with organizations such as Pencils of Promise to build schools in 3rd world countries. Through FX Builds, Web FX plans to improve the lives of 5,000 people all around the world. Additional contributions have gone to Forgotten Voices, The Water Project, as well as local organizations in the Harrisburg area.

## WEB FX STRATEGY

### SEARCH ENGINE OPTIMIZATION (SEO):

SEO refers to a number of strategies designed to boost your website's rankings in search results for keywords related to your business. Our SEO plans start at $600/month, and we offer custom reporting, so you'll always know exactly where your money goes.

### PAY-PER-CLICK ADVERTISING (PPC):

PPC is a paid advertising strategy that allows marketers to bid for placement in search results and social media platforms. In addition to our three traditional PPC packages, WebEx offers remarketing, mobile PPC, and social media PPC options.

## SOCIAL MEDIA MANAGEMENT:

Maintaining an active presence on social media sites is a great way to engage customers and potential customers and give them an inside look at your business. WebEx can help you establish your business on key social platforms and develop relationships that lead to purchases.

## CONTENT MARKETING:

Content marketing plans from WebEx include infographics, blog posts, eBooks, and more. Our content plans are designed to help you earn more links to your website, increase your site's ranking power, and attract more customers.

## WEB DESIGN AND DEVELOPMENT:

Whether you want to create a new site or refresh an existing website, we can help. WebEx offers custom web design and development services to keep your business on the cutting edge.

## EMAIL MARKETING:

Email marketing has the potential to earn you an incredible ROI — $40 for every $1 you spend. Our email marketing services allow you to reach your target audience right in their inbox and provide them with important updates about your business — information they need to buy.

## VIDEO MARKETING:

Adding videos to your website, blog, and social media helps to engage visitors, and adding videos to your pages can help you close more sales. We can help you create affordable, custom videos that provide visitors with relevant, compelling information.

## Influencer marketing:

Partnering with influencers in your industry is a great way to promote your business and reach more customers. Influencer marketing services from WebEx

give you access to our large directory of bloggers and social influencers who are ready to help boost your online presence and drive sales.

# ADVANTAGE OF WEB FX

## ACCOUNT PLANNING

With all of the customer information you need right at your fingertips, you and all of the reps at your company can make plans for accounts independently. That gives you the hands-on approach that you need to really make a connection with clients, and it also lets your reps modify their plans to achieve better results. There's even an option in Salesforce to create to-do items so you and your reps can use lists to stay organized throughout the day.

## TIME MANAGEMENT

With comprehensive customer information and a wealth of planning resources at your disposal, you naturally get the benefit of outstanding time management. You have all the information you need to prioritize work for your clients, and that means you can also organize tasks for different accounts according to that same criterion.

## TEAM COLLABORATION

Salesforce also lets you easily communicate with the other members of your team. The "Chatter" feature lets you talk with individuals or groups about work-related information, like clients, territory, and other essential details.

# MAXAUDIENCE

Our website design services deliver innovative, engaging, and visually striking websites that become your online office and drive profitability.

We provide website design services that attract, engage, motivate, and convert. We have a diverse team of experts in graphic design working alongside SEO and content specialists. Thus, making Max Audience your complete solution for web development. Max Audience is the premier marketing company in the San Diego Digital Marketing Scene Take your online game to the next level with our seasoned team of professionals. We offer a broad range of marketing and consulting services for all of San Diego County.

## UNDERSTAND YOUR TARGET AUDIENCE BETTER

A marketing strategy starts with the vision and mission of your brand but the next piece is all about the target audience. In order to be able to create a strategy, one must understand who their audience is, what they need, and how to best connect with them.

Look at your customer base demographics, geographical, and behaviors. Take the information and create a profile of your ideal customers.

Next is using the analytical tools to see your website traffic, bounce rates, conversions, time spent on your website, and your social media analytics as well. All of these pieces are important for putting an action plan together.

## : WEBSITE MARKETING

The company's website is the foundation of your digital marketing strategy. This is where many of target customers get an impression of your brands or where you will send your leads from a different campaign strategy.

Having a website that is easy to navigate, visually appealing, and clear steps for the consumer to take is all important. The site needs to be optimized so that it works on desktops, tablets, and mobile devices. website is about giving the best user experience possible. If you are not sure that your website is effective, this is the time to work on it.

## SOCIAL MEDIA MARKETING

Social media marketing is about promoting, sharing information, and engaging with your target audience on the various platforms. It allows you to reach a wider audience online and it can support the other tactics. In times of crisis, social media viewing is at an all-time high. If your business is not trying to reach consumers on social platforms, then you are missing out on a large opportunity.

## PAY-PER-CLICK (PPC) ADVERTISING

This one is different than the others, it is not about organic traffic. PPC is about paying every time a new lead clicks on your ad. Google Ad and Facebook Ad are the two most popular and effective. Google Ads helps your business appear on the first page of the search engine results.

PPC ads are faster than SEO, they both will improve your business and are valuable, PPC gets more immediate results. PPC ads if set up correctly can get you more qualified leads. Those that have a strong intent to buy.

## TACTIC 6: EMAIL MARKETING

Companies can send out branded emails to communicate with their target audience. A variety of emails can be set up for the different stages that the audience is at. Whether it is a promotion, a thank you for shopping, giving information, they have a specific purpose to fulfill a need. Email marketing is not used by itself it is a part of the strategy just like the other tactics listed above.

## ADVANTAGE OF MAXAUDIENCE

If you run a business, you will be aware how important customers are to the business. Customers should always be a top priority because they are the ones directly responsible for the growth of your business.

Customers not only bring in revenue but also give purpose and direction to the business. The feedback and perspective that customers offer help in the growth of the business.

That's the reason why managing your customers requires a special tool. This tool is called a Customer Relationship Management (CRM) system, and it is meant to improve your relationship with customers, find new prospects, and better cater to customer needs and demands.

Several companies, big or small, use a CRM system these days to keep track of clients, reach more prospects, and develop a lasting relationship with customers. Regardless of the size of your company, a CRM can help you manage your customers and enhance productivity.

Max Audience understands the necessity of a CRM system for every business and has several solutions for companies of all sizes. Tremendous, affordable, and reliable, the CRM solutions by Max Audience helps achieve the maximum productivity and customer satisfaction.

# CHAPETER-5
# CUSTOMER ANALYSIS

# CUSTOMER MARKET ANALYSIS

Customer analysis is defined as the inclusion of qualitative and <u>quantitative research</u> methodologies used for understanding customer's journey and their buying behavior to optimize the decision-making process to make a successful <u>marketing plan</u>.

It tells the customer <u>needs</u> of your active customers, current customers, or new focus groups to offer products and services in a customized manner for enjoying increased sales and optimized <u>brand loyalty</u>.

**Customer analysis helps in**

- Identifying who your customers are
- Finding out their needs and their pain points
- Making profitable segments of customers as per similar traits and customers behavior
- Creating a profile or buyer personas of your ideal customer(s)
- A better understanding of purchasing decisions patterns of new customers
- Designing personalized content and <u>marketing strategy</u> on best-suited marketing <u>channels</u>
- <u>Extended</u> decision making by suggesting significant modifications so product or service meets customer needs

## 1. <u>INCOME / REVENUE</u>

Our marketing plan must include data regarding your target market's income level. This is one of the most effective ways to implement market segmentation. There will be customers and clients that can afford the high-end products and services. However, there will also be other consumers who are only able to stretch to the lower versions of those products and services at a much affordable price. we must be able to satisfy the needs and wants of every market segment.

## 2. AGE RANGE

We also need to consider the age range of your target market. This will ensure that we create products and services that fit their needs. Younger generations may have different tastes and preferences in comparison to more mature customers. This is one of the reasons why we need to consider age range in our customer analysis

## 3. LIFESTYLE

We writing our customer marketing plan, it is important that we include the lifestyle of our potential customers and clients. we must know whether these people prefer simple products that are affordable, or whether they prefer paying additional premium for luxurious items. we also need to learn about their preferred product brands as part of our customer profiling.

## 4. GEOGRAPHIC LOCATION

We need to learn where our target market is located. we need to assess whether the type of product or service we are offering is readily available in their community. we need to know where they are currently buying similar products and services. The convenience of the location of a store has a strong effect in the buying behaviour of a consumer. Having data about geographic location can help enormously in establishing an effective customer profile.

## 5. CUSTOMER BASE

You also need to conduct situation analysis for your current customer base. You need to assess whether your market share is growing or diminishing. Understand the reasons behind such movement in the size of your market share. This will greatly help in crafting the best marketing strategy for your business.

## BENEFITS OF CUSTOMER ANALYSIS

## 1. BOOSTS MARKETING PERFORMANCE VIA PERSONALIZED CONTENT

Customer analysis helps in determining the proper steps to be taken to build up marketing strategies. Knowing about a customer will result in understanding what would attract the customers and what wouldn't.

## 2. CUSTOMER LOYALTY AND CUSTOMER RETENTION

It is required to understand what can cause the customers to move away from the brand. Customer Analysis enables us to understand what the buyers prefer. Having loyal customers help in increasing profits.

## 3. REVENUE INCREASE

Meeting the customer demands would result in the overall growth of the company. In addition, it would lead to a boost in sales which means the revenue would increase.

Conclusion!

Applying principles of customer analysis to your business will optimize your business performance and make it more result-driven in the following ways-

- Through detailed Customer Analysis, you can get to understand customer behavior and their shopping patterns, as it helps you learn about your target customer to the core.
- Dividing the customers into separate groups is beneficial since it will help in strategizing a marketing plan for a specific group at once.
- The customer data is divided based on several factors like age, location, gender, language, etc., and then their requirements are identified.
- Personalized marketing campaigns will lead to customer loyalty that will help in prospering the business.

# B2B&B2C MARKETING

## B2B MARKETING

B2B online marketing, just like regular online marketing, is a form of marketing in which online resources are used with the aim of promoting products and services. This involves collecting contact details, generating leads and selling products through online channel. Digital marketing is a broad category of marketing activities that utilize the web, mobile and display mediums to communicate with your current and potential clients.

In broad sense, B2B marketing content tends to be more informational and straightforward than B2C. This is because business purchase decisions, in comparison to those of consumers, are based more on bottom-line revenue impact. Return on investment (ROI) is rarely a consideration for the everyday person at least in a monetary sense but it's a primary focus for corporate decision makers.

In the modern environment, B2B marketers often sell to buying committees with various key stakeholders. This makes for a complex and sometimes challenging landscape, but as data sources become more robust and accurate, the ability to map out committees and reach buyers with relevant, personalized information is greatly improving.

## B2C MARKETING

Business-to-consumer marketing, or B2C marketing, refers to the tactics and strategies in which a company promotes its products and services to individual people: creating, advertising, and selling products for customers to use in their everyday lives

Consumers generally seek out goods and services based on an immediate need, and make purchases more quickly, with less research and due diligence than a business would conduct. This grants B2C marketers a much smaller window of opportunity to influence consumer behaviour.

For these reasons, successful B2C campaigns typically trigger emotional reactions or responses, while B2B campaigns focus on offering immediate value. Understanding these differences and making the appropriate changes to your marketing strategy will improve your outcomes.

Businesses that focus on B2C marketing observe trends closely, research their customers' purchase habits, and closely monitor their competitors' tactics, as it's critical to know the challenges and understand how to break through all the noise to find success.

A recent benchmark report from The Content Marketing Institute examined what B2C marketers consider to be top priorities:

# CHAPTER-6

# FINDING, SUGGESTION & CONCLUSION

# FINDING

## Interactivity

Digital marketing lets you communicate directly with the customers who see your content, notably through website comments, messages, reviews, and social media posts. This shows those customers that you care about what they say and think, leading them to feel respected and part of the community you're building. It also allows you to gather invaluable information on customers' reactions and preferences.

## Expansion

Many consumers do almost all of their shopping online. Digital marketing lets you appeal to these people and thus expand the reach of your company. Between Google Shopping Ads and brand awareness campaigns, you can expand your brand recognition and boost sales.

## Tracking

Besides communicating with customers, digital marketing lets you track their activities. You can monitor which ads and types of content they have seen shortly before they make a purchase. This tells you which marketing methods are most effective, allowing you to refine and improve your strategy.

## Authority

Digital marketing makes it easy to comment on issues and controversies that relate to your product or your industry. In this way, you can establish yourself as an authority on such topics, leading readers to trust you, come back for more information, and eventually make a purchase. Digital marketing allows you to come off as the industry expert that you are and will instill trust in your business.

## Flexibility

There are many forms and uses of high-quality digital marketing, including banner ads, email marketing, content marketing, and social media posts. Thus, by learning how to creatively market yourself digitally, you open up a wide range of possibilities for future publicity strategies. With digital marketing, you also have the flexibility of testing and stopping poorly performing campaigns in real time.

# EXPERIENCE & LEARN

## CONTENT MARKETING

Today's consumers crave value and demand the kind of content that not only enlightens and assists them with their needs but also entertains and inspires them. There are a host of channels, platforms, tips and techniques associated with content marketing and by understanding them while being able to demonstrate a working knowledge of these vital concepts, you will form solid foundations for your digital marketing career.

## SEARCH ENGINE OPTIMIZATION (SEO)

Google receives over 6300 searches per second on any given day. By understanding the practices, tips, techniques, methods and skills that will help a company's content, blog and landing pages rank on the first page of Google for relevant search terms, you will prove to be an invaluable asset. Understanding SEO is essential to land in your first digital marketing job, so taking the time to understand the basic is a must

## LANDING PAGE OPTIMIZATION (LPO)

Landing page optimization (LPO) is the process of enhancing elements on a website to increase conversions. A working understanding of LPO is a must for a successful career in digital marketing.

## COPYWRITING

A digital marketer is responsible for creating a colossal amount of clear, concise, motivational, inspirational, persuasive and motivational promotional content, so solid copywriting skills are an absolutely essential part of your skills-based arsenal.

## ADVERTISING EXPERIENCE

Gaining hands-on experience in Facebook Advertising and Google AdWords will help kick-start your career in digital marketing, so taking the time to learn the basics of these platforms and experimenting is crucial if you want to thrive as a digital marketer.

## BLOGGING

53% of marketers state that blogging is their top content marketing priority. To become a well-rounded digital marketing with tangible career prospects, knowing how to create, develop, write, format, produce and plug blog post is essential.

## GOOGLE ANALYTICS

The ability to quantify, collect, understand, analyses and use the wealth of digitaldata at your fingertips to spot consumer trends, improve your marketing strategies and optimize your promotional assets for success is absolutely critical to be a digital marketing success. That said, gaining a firm grasp on the fundamentals of Google Analytics is something you need to prioritize from the very start of your career journey.

## INDUSTRY KNOWLEDGE

Not only is this self-led form of education vital to become a digital marketer but it's a driver of ongoing professional success. To keep up with the latest trends, changes and industry shifts, here are some publications you should read regularly: MOZ, Search Engine Land, Social Media Examiner, Neil Patel, and HubSpot.

# CONCLUSION

The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not want to go to any shop or shopping mall to buy anything. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantage of digital marketing.

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# THANK YOU