Biju Patnaik Institute of Information Technology & Management Studies

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SUMMER INTERNSHIP
REPORT 2021

A STUDY OF Digital Marketing in SuccessR HR Tech Pvt Ltd

BY

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UNDER THE GUIDANCE OF

PROF. P.K ROUT

SUBMITTED FOR MBA IN

BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

YEAR 2020-2022

BHUBANESWAR-751021,ODISHA

CERTIFICATE

This to certify that the project work titled, "**MARKET RESEARCH FOR A SPORT APP" is a bonafide work of Mk Anand Avisek** Regd.No-2006258116 carried out in partial fulfillment for the award of degree of Masters in Business Administration for the session (2020-2022) of **Biju Patnaik University of Technology**, Odisha under my guidance. This project work is original and not submitted earlier for the award of any degree/diploma or associateship of any other university/institution.

DATE:17.1.2022

MK ANAND AVISEK

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DECLARATION

I do hereby declare that the project work titled, "**MARKET RESEARCH OF A SPORT APP**" 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 **Mr. PRASANT KUMAR ROUT, Assistant Professor, BIITM**, in partial fulfillment of requirement for the award of Master in Business Administration.

DATE:17.1.2022

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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 Mr. Kunal Patnaik, faculty of BIITM for his 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.

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ABOUT COMPANY

SuccessR Hr tech Private Limited is a MAHARASHTRA based private ltd. Company Registered at dated 03-JUL-2020 on Ministry of Corporate Affairs(MCA), The Corporate Identification Number (CIN) of Successr Hrtech Private Limited is U72200MH2020PTC341402 and registration number is 341402. It has been classified as non-govt company and is registered under Registrar of Companies Maharashtra India. Authorized share capital of Successr Hrtech Private Limited is Rs.100000 and its paid up capital is Rs. 100000. It aspire to serve in business services activities across the India.

Its Annual General Meeting (AGM) was lastly conducted on and as per the records of Ministry of Corporate Affairs (MCA), its balance sheet was last filed on .

Directors of Successr Hrtech Private Limited are tejasvini Ishwar Pise, Meera Ishwar Pise.

The registered Email address of SUCCESSR HRTECH PRIVATE LIMITED is info@successr.in and its registered address is room no-6, plot no. 22 kherwadi, bandra (e) mumbai mumbai city mh 400051 in .

The current status of Successr Hrtech Private Limited shows as an ACTIVE.

COMPANY BASIC DETAILS

Company Name   SUCCESSR HRTECH PRIVATE LIMITED

Company Activity BUSINESS SERVICES

CIN U72200MH2020PTC341402

Registration Date 03-JUL-2020

Category   COMPANY LIMITED BY SHARES

Sub Category NON-GOVT COMPANY

Company Class   PRIVATE

COMPANY STATUS

RoC ROC-MUMBAI

Company Status   ACTIVE

Is Company Listed   UnListed

FINANCIAL DETAILS

Authorised Capital   100000

PaidUp Capital   100000

Last Annual General Meeting Date -

Latest Date of Balance Sheet

Latest Date of Annual Report

CONTACT DETAILS
State   MAHARASHTRA
PIN Code   400051
CountryINDIA
AddressROOM NO-6, PLOT NO. 22 KHERWADI,
BANDRA (E) MUMBAI MUMBAI CITY MH 400051 IN
Email   info@successr.in

DIRECTORS   OF   SUCCESSR   HRTECH   PRIVATE
LIMITED
View Directors Details
DIRECTOR DETAILS
TEJASVINI ISHWAR PISE
MEERA ISHWAR PISE
QUICK LINKS
All company of MAHARASHTRA
Company Registered in 2021
Listed Company
Company Category
Latest Registered Company

OVERVIEW OF COMPANY STRUCTURE

The entire SuccessR team is organized of 2 teams which are, Service and technology team and business development team.

It has aslo got different departments such as digital marketing, web developer, graphic desingner and data analysts.

The product and technology team

It is the core strength of the company. The team is responsible for the management of the website as well as the ERP system. It has developed a state of art system in-house using open source software. Website is a backbone of any online retail shop and successR website is also managed by this team only. The team manage the entire process right from listing of item to search engine optimization.

Business Development Team

Business development team is responsible for all the activities related to hiring including HR staffing,HR,providing HR services to companies and startups in India and overseas.

COMPETITOR ANALYSIS

According to the market research done the top 5 competitors are;

1.SUTRAHR

SutraHR came into being in 2008, around the time startup boom had hit India with scores of e-commerce websites going live. These startups had great business ideas and all they needed were the right people to execute those ideas. Identifying this need gap, we had the first mover advantage in the talent acquisition market for startups.

Backed with cutting edge technology, proprietary database and a passionate team, SutraHR soon became a name to reckon with. Eight years and finding right positions for over 4000 people across functions and geographies later.

2.ABC CONSULTANTS

Founded in 1969 by Dr Bish Agrawal, ABC Consultants is the pioneer of organized recruitment services in India. Over the past five decades, we have acted as preferred talent acquisition partners to multinationals and leading Indian businesses to emerge as the leading talent

solutions provider in India. This combined with our role as trusted consultants for Indian professionals translates into our core capability - **Building Careers. Building Organisations.**
ABC's roots in management consulting bring a unique approach to recruitment at senior and middle management levels .

3.ADECCO INDIA

The Adecco Group India works to get people into work. Every day, we empower people of all ages and from all walks of life to gain fulfilling and rewarding roles. And we work closely with employers too. Understanding their needs. Then helping them to devise and deliver short and long-term hiring strategies. It's all about spotting potential and opportunities for growth. Then bringing job seekers and employers together to achieve maximum impact. Right now, we do just that through our Adecco brand, which handles

everything from general recruitment through to specialist industry placements.

As part of the global The Adecco Group family of brands, it covers 60 countries and in total we employ over 32,000 experts who work as one team to influence business transformation and deliver the right workforce solutions, right on time.

4. CareerNet

They are India's leading talent solutions provider. From startups to Fortune 500 companies, they have been a trusted partner in the growth journey of organisations of all sizes. They have seen clients who were garage start ups evolving into leading industry players. We have enabled both homegrown and global enterprises to start and scale in India. They have fulfilled the requirements of

companies of all sizes at different growth stages with our holistic talent solutions.

5. IKYA Human Capital

Bangalore, July 11, 2014 – IKYA Group, a market leading business services entity, today announced Mr. Dhananjay Bansod as the new Managing Partner for its Executive Search Business.

The Search Practice of IKYA Group specializes in finding key managerial and board level personnel for client organizations. The key differentiator of search practice is to optimize the fit between the person and the position. The Search Practice leverages its ability to understand the business processes, the business strategy, long term goals along with the organization culture. It has proven expertise in domains such as Technology, Consumer Products & Services, Healthcare, Digital Media, Banking & Financial Services and

Infrastructure sectors. The focus on quality delivery has also earned long term partnerships.

CUSTOMER ANALYSIS

For the purpose of this research, we have concentrated on three groups of 'customers' of HR: **line managers, senior managers and employees without** a formal responsibility for others (we call them non-managers or sometimes just employees).

Line manager

Line management refers to the management of employees who are directly involved in the production or delivery of products, goods and/or services. As the interface between an organisation and its front-line workforce, line management represents the lowest level of management within an organizational.

SENIOR MANAGER

Senior management, executive management, upper management, or a management is generally **individuals at the highest level of**

management of an organization who have the day-to-day tasks of managing that organization—sometimes a company or a corporation.

The external customer base consists of **applicants, former employees, employer groups and, suppliers and vendors**, including those to whom HR outsources many functions. Internal customers of HR departments are the company's employees.

ACTUALL WORK DONE, ANALYSIS AND FINDINGS

To analyze the same type of company giving the same services.During the initial days of our internship, I was assigned to do a market research on a sports app which the company wanted to launch.

Here are the steps of the work which we were assigned to do:

1.To research the market properly and find out the competitors which were planning the same app to launch not only in India but overseas also.

2.To find out the other sports app which were already giving the same services.

Some of the sports app which we encountered are-

1.These Sports Apps Know the Score. ...

2.ESPN (Android, iOS: Free) ...

3.Fox Sports Go (Android, iOS: Free) ...

4.The Athletic (Android, iOS: $9.99/month) ...

5.CBS Sports (Android, iOS: Free) ...

6.TheScore (Android, iOS: Free) ...

7.Yahoo Sports (Android, iOS: Free) ...

8.Bleacher Report (Android, iOS: Free

3.The app will help you to find the best possible grounds with co members to book and play according to your choice.

4.We were also assigned to do overseas market research and find out the companies or similar app which provides the same ideology or services.

5.We were aslo asked to create a google form for the app and take the feedbacks from more

and more possible customer about the idea and the app.

OBJECTIVES

1.To study the main strategies of digital marketing.

2.To gain the knowledge of online marketing.

3.To study the search engines optimizations which are the most important part of digital marketing.

4. To study Video Marketing which helps in digital marketing a lot.

5. To study Search Engine Optimization (SEO) & Search Engine Marketing (SEM)

Search Engine Optimization (SEO) is key to all levels of digital marketing and anyone going into the field must have a basic handle on it. You can certainly leave the highly technical, back-end stuff to the more technical people on the team, but knowing how SEO really works and a solid understanding of best

practices and content optimization are crucial for running a successful digital marketing campaign.

6. To study Content Marketing

part of the game no matter what happens. But content marketing is a huge job in itself. You have to be able to create high quality, SEO-friendly content for many channels and understand how to create an effective content strategy to engage and convert audiences.

7. To study the Data / Analytics

No matter what facet of digital marketing you go into, analytics will be central to your strategy and help you make better data-driven decisions for campaigns. Monitoring and reporting via tools such as Google Analytics is pretty straightforward, but the tricky part is how to gather and use that information to learn more about consumer behavior and apply it to solutions that boost traffic and conversions.

8. To Understand Design Thinking & Planning

Design Thinking is a term that refers to a way of approaching problems from a user-centred perspective. The approach essentially encourages us to think in a human-centred way when solving large-scale complex problems

According to The Interaction Design Foundation, there are 5 key phases to this process: empathize, define, ideate, prototype, and test. The reason why this works well is that so much of it is (or should be) centred on the user experience which is key to digital marketing success. Another interesting thing about this approach is that it can be used in a non-linear way – so that in some instances you may get to the testing phase and then come back to the middle phase, for instance, to reconsider ideas.

9. Be Tech Savvy

Because the industry is technology-driven, you need a decent grip on technology as well as be able to learn it quickly. If you're millennial-age or younger, this is probably going to be second-nature as a digital native, but older generations may want to take some time to learn not only specific technologies, but also get familiar with commonly used software and tools such as audience listening or SEM.

10. Be Persuasive

A great digital marketing leader will not only possess great people skills, they'll also be able to combine analytical thinking with creative problem solving. This will help their teams come up with innovative marketing campaign ideas to drive businesses forward.

A big part of this is having great persuading and influencing skills. Can you convince

someone to purchase a product? What about persuading other team leaders that your idea is the best? This isn't about arguing, it's having the confidence that you know what you're doing and demonstrating it.

11. To Highlight my Unusual Skills

As far as [soft skills](#) go, great digital marketers should be curious, enjoy versatility, forward-thinking, business-focused and strategy-centered. But there is plenty of room in this field for all kinds of personalities and skillsets. So, you should leverage your unique personality to stay competitive in the industry.

Customer service team

SuceessR has a strong focus on customer service with customer delight as the top most priority. And to fulfil it the company guarantees a 24/7 full customer support and to cater this facility it has a dedicated customer support team which offers both inbound and outbound support. There are two prime responsibilities of support team:

Website Guidance: The team basically provide guidance to new users of the website on how to navigate through it. It also handles processing functions like verification calls, payment related queries etc.

Resolution of Issues: This includes intimation to customer about issues such as any staffing in the organization.
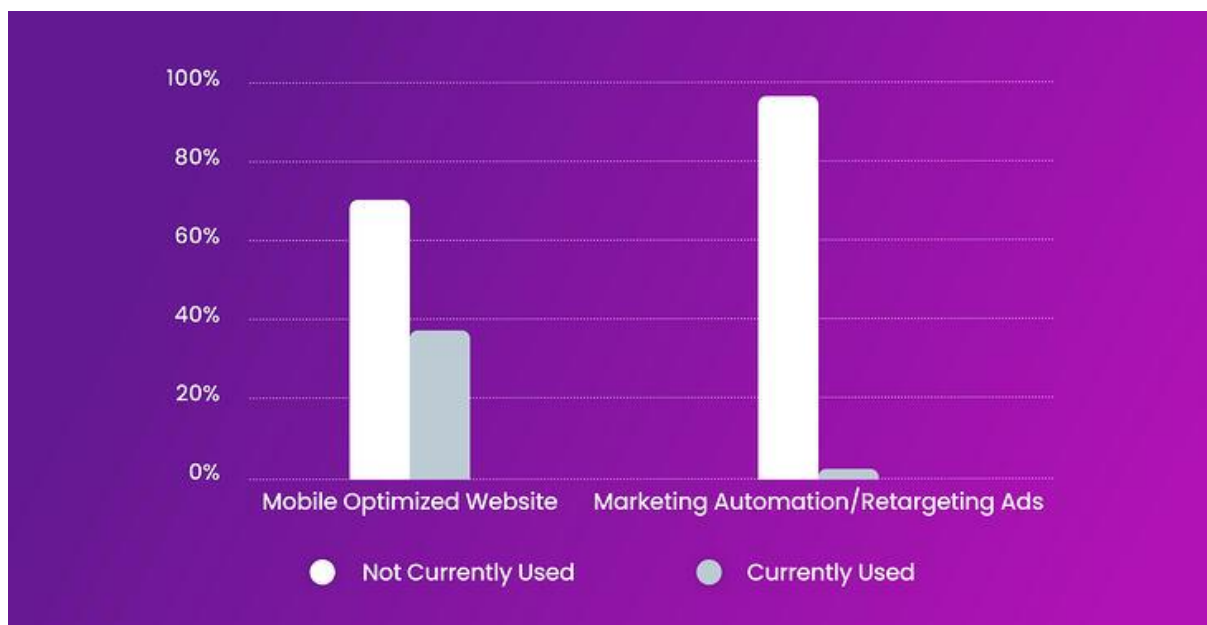
Logistics

The internet is burgeoning with information on the power of B2B digital marketing, but most logistics companies are neglecting to invest in their digital presence. The irony is that logistics is the perfect industry in which digital marketing (done right) can grow your business, for 2 reasons:

1. [Customer relationships](#) rely heavily on trust. Digital marketing helps build trust!

2. Digital marketing gives you an opportunity to set yourself above the competition by establishing your expertise.

We recently analyzed the websites of 20 randomly selected logistics firms in Florida.

Our results showed that only 35% had mobile optimized websites, and less than half even had basic web analytics installed on their site. In addition, our research indicates fewer than 5% of Florida logistics companies are using marketing automation or retargeting advertisements.

Digital Marketing Strategies Used by Logistics Companies

These statistics are not surprising as the logistics, supply chain, and transportation industries have historically relied on relationship-based selling to grow their business.

This is where logistics marketing strategies come in. Utilizing software such as CRMs, Marketing Automation, or Audience Targeting to build and grow relationships with potential (and current) customers can help grow your business more sustainably than current practices.

The lag in investment in online marketing by logistics businesses creates an opportunity for your organization to use these tactics to get ahead of the competition.

CRM Software

Customer Relationship Management (CRM) software helps businesses manage future and current customer data and interactions. In other words, it helps you understand who your customers are and how they interact with your organization.

Marketing Automation Software

Cyzerg's surveys of 20 randomly selected logistics firms in Florida indicate fewer than 5% use marketing automation software.

Marketing automation can automate repetitive marketing activities such as email, social media, and website activities. If used correctly, it can help build and reinforce relationships with leads and customers.

Here are six stellar strategies to use in digital marketing for logistics company marketing

1. **Search engine optimization (SEO)**

The key to SEO is to satisfy all of Google's ranking algorithms. First and foremost, that means targeting relevant keywords in your content. If you have a page about what logistics is, you could target the keyword "what is logistics" and hopefully get your page to rank for that search.

Other SEO tactics include:

1.Earning qualified backlinks

2.Using internal links on your site

3.Using HTTPS

Optimizing images

4.Setting up Google My Business

2. Pay-per-click (PPC) advertising

Organic results aren't the only way to reach users through Google search results. You can also set up [pay-per-click (PPC) advertising](#), running ads at the very top of Google's [search engine results pages (SERPs)](#).

3. Social media marketing

Did you know that the average user spends [28% of their Internet time](#) on social media? That means that platforms like [Facebook](#) and [Twitter](#) are prime opportunities for reaching a fresh audience, so don't be afraid to treat them as such.

4. Web design and development

Ultimately, nearly all your online marketing is intended to lead users back to one place: Your website. So, for any of it to be effective, your site has to have a compelling [web design](#).

Having good web design means having a site that's intuitive, functional, and visually appealing. Here are some of the best tactics for bringing those traits to your site.

1.Make your site **mobile-friendly**

2.Optimize your **page speeds**

3.Simplify your **navigation**

4.Use plenty of **white space**

5.Brand your site visually

5. Content marketing

Another valuable transportation marketing strategy is content marketing, which involves creating informative web content to attract users to your site. The content you create can be written, like blog posts, or it can be some form of multimedia, like video.

6. Email marketing

The final strategy on our list is [email marketing](#), which is at its most effective when used as a remarketing strategy. [Remarketing](#) is when you target people who have already visited your website in the past, and that's exactly what email marketing does.

The 5s of digital marketing

The 5S of digital marketing are **a simple framework to review and define the top-level goals of digital marketing in an organisation**. They were defined by PR Smith in Chaffey, D. and Smith, P.R. (2017) Digital Marketing Excellence, Planning, Optimising and integrating digital marketing, 5th edn, Taylor & Francis.

The 5s includes **Sell, Serve, Speak, Save, and Sizzle** which I am going to discuss one by one.

1. Sell

Sell is an indispensable aspect of any digital marketing business because there is a clear connection between sales and revenue of the company. The aim of the company is to gain profit as much as possible from sales. Being digitized means selling your products in online

platform across the world. Your online presence will help you get a lead generation that will eventually turn into potential customers. You can also have a user-friendly website that will encourage customers to buy your products and services.

2. Serve

As the popular adage goes, "Customers are king", it's very important for you to know the needs and requirements of your customers and serve them accordingly. I know it is very difficult for you to serve all the people present online, so at first recognize your potential customers and then move forward to serve them properly. You need to make them feel the benefit of their being online in ways such as providing quick information, easy renewal services, to solving their queries etc. Try to be present and responsive to your customers every time.

3. Speak

Communication plays a major role in any marketing business. It is very important for both customers and suppliers. As a marketer you need to understand your customers well. Listen to them carefully and know exactly what they are looking for and talk to them. Get to know your customers carefully so that you can convey your message well. If you understand your customer's interests, attitudes, and behavior well then it will allow you to get or give better responses. And it will also help you to build a better relationship with your customers.

4. Save

When you market your products digitally or on an online platform it will automatically help

you save money, time and efforts. It can reduce your physical and operating cost. Advertising, print media, postage, and customers service can be reduced once digital marketing has begun. Digital marketing is very cost-effective than traditional marketing. Online marketing will help you to get instant responses and save your time and efforts to do things manually.

5. Sizzle

Sizzle is the last stage of 5s in digital marketing and it is about how you build or enhance your brand name online. Sizzling is all about creating, broadening, and establishing your brand presence on the digital platform. Here social media plays a great role in achieving or building your brand's presence. You can use creative and interactive posts to attract the eyes of your customers. You also need to build

trust, recognition, and relationship to enhance your product presence in the market.

SWOT ANALYSIS

SWOT analysis (or SWOT matrix) is a **strategic planning and strategic management technique** used to help a person or organization identify strengths, weaknesses, opportunities, and threats related to business competition or project planning.

It is sometimes called situational assessment or situational analysis.

STRENGTH

The strength of digital marketing is **the massage easy to target and reach more audience a cheaper price in the consumers**. Then another one is weakness of digital marketing it's refer to a challenges to reach the population which is still not using the internet in this aspect weakness of digital marketing in India.

WEAKNESS

1.High competition. The digital marketing campaign should be well thought of, should stand out, grab attention and create impact on the target audience since the competition has grown many folds in the recent past.

2.Dependability on Technology.

3.Time Consuming.

4.Security and Privacy Issues.

OPPORTUNITIES

Here are a few popular career options in digital marketing:

1.Search Engine Optimization (SEO) .

2.Pay Per Click (PPC) .

3.Social Media Marketing (SMM) .

4.Search Engine Marketing (SEM) .

5.Web Developer and Web Designer.

6.Content Writer.

7.Digital Agency Account Manager.

THREATS

1.Spammy links to your site. This is one of the main issues online marketers face. ...

2.Negative reviews. Most business owners are painfully familiar with those. ...

3.Poorly maintained social media accounts. ...

4.The rise of paid media. ...

5.You're not mobile friendly.

ENVIRONMENTAL ANALYSIS

The term 'marketing environmental analysis' refers to a strategic analysis tool that **helps to identify internal and external environmental factors** that affect the organisation's abilities to work properly. Managers develop the organisation's structure, culture as well as policies to give clear guidelines to employees.

Digital Marketing Environment

The nature of marketing is constantly changing, thanks to the advent of digital marketing options. Today, a new generation of buyers has taken dominance in the market, influencing the older generation. This generation (new) uses new technologies for product and services research and doesn't rely on generic marketing approaches—they're 'smarter.'

As a result, the suppliers strive to understand the digital marketing environment aspects, with the components essential for an organization's success. Having a deeper understanding of the digital marketing environment concepts makes you a 'smarter' marketer. So these concepts will enable you to cut through the factors that shape the marketing space.

Understanding the marketing components gives you an edge in the market as you can develop effective strategies. With these skills, you can modify processes to optimize and improve the results.

The Digital Marketing Components

1. Micro-Environment

Micro-environment components refer to the operating environment of an organization. It's a collection of factors that can directly

[affect](#) the daily operations and performance of an organization. There are six main micro-environment components—company, competitors, marketing intermediaries, customers, and the general public.

Having an insight into the existing conditions and forecasting the future trends of these factors will allow you, as a marketer, to design and implement efficient and effective digital marketing strategies to go above and beyond the demand in the market.

2. **Macro-Environment**

The second digital marketing component is the macro-environment. It consists of the [factors affecting](#) the entire economy and not a particular sector or region. The macro-economics environment covers political interventions, technological developments, the entrepreneurial

culture of a country, social change, legal legislation, and environmental forces beyond the organization's control.

These factors affect the trends in Gross Domestic Product (GDP), inflation rates, spending levels, and monetary and fiscal schemes.

The digital marketing environment has a massive impact on business. Social media networks, for instance, have an enormous influence on the buying decision of customers. By spreading information on these macroeconomic forces, social media networks can shape the opinions of buyers.

The impact of the digital marketing space on the organizations' performance cannot be overlooked. In 2020, many companies were forced to let go of their conventional ways of running the business and adjust to the online environment due to the emergence of COVID-19.

The pandemic affected virtually every sector of the economy—technological developments, social changes, economic conditions, and whatnot. This situation drove companies to explore new ways of communicating and interacting with their esteemed customers.

The technologies in digital marketing have changed the marketing landscape for the better. For example, the face-to-face marketing strategy is quickly becoming a thing of the past, other traditional marketing models such as billboards, signs, and more are also becoming obsolete.

The Internet Micro Environment

How an organization conducts its business is determined by the environment in which it operates. Therefore, an organization needs to monitor and appraise its environment regularly.

To remain relevant in the market or increase its turnover, the organization has to constantly adjust its operations to keep up with the ever-changing g business environment. As a result, an organization should understand its environment before designing or implementing any marketing strategy.

Micro-environment refers to specific forces that directly affect a business, such as a marketplace, customers, organization, etc.

The internet has had a direct impact on the organization's micro-environment:

1. Market Place

For an organization, all of the elements of the micro-environment interact in the marketplace. The following are the impact of the internet on the five forces:

1.Bargaining Power of Customers: thanks to the advent of the internet, customers now have more product options than ever before.

Customers demand more openness in operations, which has resulted in more competition—customers' bargaining power is getting higher

2. Bargaining Power of Suppliers: Due to the internet, buyers now have even more options. This has significantly diminished the suppliers' bargaining leverage.

3. Threats of substitutes: The internet has made it possible to introduce alternative products and services more quickly. If you want to avoid losing market share; the company are forced to monitor the arrival of substitute products and services and design approaches to sustain or improve their market share

4. Barriers to entry: The internet has significantly decreased if not eliminated some factors perceived as market entry barriers, such as startup costs, especially in the service industry.

5. As a result, the company must keep a close eye on the movement of new market entrants.

6. Competition: If you want to compensate, businesses must discover innovative strategies to cut through the challenges existing in the market and gain an edge over their competitors.

2. Customers

A robust customer base is critical to the success of an organization, and to achieve this, the firm must have a deeper understanding of its loyal customers' wants and needs. Therefore, an organization needs to conduct a qualitative and quantitative study to track consumers' behavior and provide additional insights. Marketing groups might use these customer data to design specialized tactics.

Demand analysis is being used by businesses to evaluate and predict the potential of a new business proposal among customers. Additionally, during the introduction phase,

companies can use demand analysis to determine how their customers feel about their new products.

Today, most businesses use different sites to track consumers' online navigation history and their impact on buying decisions. This has proved very [effective as many people](#) use online search engines to search for products or services.

Some of these websites incorporated different interactive technologies such as chatbots. These technologies allow the sellers to get direct opinions from the customers. Moreover, the sites enable the companies to classify their customers into particular groups and segments, which is critical for marketing purposes.

3.Online Buying Behavior

In a multichannel environment, an organization's understanding of how the internet works is critical. As a result,

businesses create several models to comprehend online purchasing behavior.

Companies try very hard to develop personas that sum up their customers' needs, requirements, and environment based on their internet activity. Companies create a consumer scenario based on this character. This client scenario consists of a sequence of tasks or steps that lead to the desired purchasing decision.

FACTORS THAT DRIVE DIGITAL MARKETING

Marketing products and services has gone digital or virtual with the advancement of modern technology. The ads, blogs, emails, and other website content people see online when they open their mobile devices and computers are products of digital marketing. They inform, help, and empower consumers before making a buying decision.

Search Engine Optimization

[Search engine optimization](#) (SEO) is a key factor in the overall success of your digital marketing campaign.

SEO refers to the research, placement, and utilization of the right keywords and links to optimize your content for easier scanning and ranking by search engines. In short, SEO ensures you rank in search engines.

Without keeping an eye on your SEO, all other digital marketing efforts may be useless. Just imagine a ship heading to the ocean without its captain having a sense of direction. SEO directs your marketing efforts toward the right target audience, marketing channels, and key business metrics.

Recommended: The best tools to do keyword research

Links: You probably see links anchored on text when reading blogs or articles. Like keywords, these links are important for driving the ranking of a website or web page on search engine result pages (SERPs). They give search engines a hint on whether your content supplies supplementary information to online users to help them find and enhance their searches.

Website Performance

Having a website is a prerequisite to launching your digital marketing campaign. And to drive your digital marketing success, your website's performance plays a crucial role. If your website is slow loading and difficult to navigate, chances are you won't earn a significant number of visitors and leads.

The Right Timing

There's a right time for implementing your digital marketing strategies. You can't just enforce whatever strategy you could think of any time you want. If you want to be successful in your sales endeavors, you need to hit the perfect timing for every strategy you use.

Integration

It's not enough to settle with one digital marketing strategy at a time. You need to integrate various strategies to attain synergistic power to drive success in your digital marketing campaigns.

Web content and social media integration by sharing posts on social media platforms

Email marketing and social media integration by adding clickable social media icons or links to your email

[Customer relationship management system](#) integration with your digital marketing campaign to help you create better buyer personas or ideal customers

Giving branded merchandise as freebies or prizes to your social media contest winner.

Personalization

Personalization is a vital aspect of any digital marketing campaign. Consumers recognize advertisements and businesses with a heart or concern for people. Therefore, you need to personalize your digital marketing campaigns to be more impactful and align with consumer intentions and needs.

Here are some of the ways you could [personalize your digital marketing campaigns]():

1.Address people by their first names when sending emails.

2.Use personalized greetings in chatbots and emails.

3.Avoid generic answers when responding to consumer complaints.

4.Use power words appropriately.

5.Change the content on the website per visitor / company.

Key Performance Indicators

Every digital marketing campaign has a set of [key performance indicators (KPIs)](#), which serve as a basis and progress-monitoring medium for your marketing efforts. If you don't set your KPIs, it'd be harder to gauge the weaknesses and strengths of your marketing campaigns.

Lay your groundwork of KPIs and determine if you need to retain, improve, or eliminate a specific digital marketing strategy. You want to ensure your efforts would result in great outcomes for your business and provide great value to your target audience.

Testing Methods

It's crucial to test your digital marketing campaigns before, during, and after sessions to drive

success. In this way, you'd know if you're meeting your goals and objectives, as well as your KPIs.

 The different testing methods you might want to consider implementing in your digital marketing campaigns include the following:

[A/B testing](#) **or split testing**: This testing strategy involves creating two versions of a digital marketing campaign with the same set of goals and KPIs and determining which of the two yields positive results. For instance, you could create two types of articles for your content marketing—one short and the other long. Publish both

articles, and after a week or two, check which of them gained more readers.

Agile testing: This testing practice follows the principles and rules of agile software development. Before the [agile](#) method, business owners and marketers used the waterfall approach, in which they set goals and objectives and work on meeting them. With agile, it's not sequential. You set goals and objectives along the way. They may change, and so as your testing methods. In digital marketing, you need to create and implement a test plan for every campaign launch.

Budget

Your budget allocation for each marketing campaign also plays an important role in the success of your online presence. Before you even think of pursuing a digital marketing campaign, you need to determine how much the strategy would cost you to avoid any delays or interruption while the campaign is ongoing. In this way, you could maximize your efforts and gain the best results.

The factors that drive digital marketing success include an interrelated set of strategies. SEO, social media marketing, email marketing, PPC, influencer marketing, affiliate marketing, and other digital marketing campaigns should have the right timing and KPIs to gain positive outcomes.

CONCLUSION

I have learned a lot of things while doing this survey like consumer psychology, how

they behave, what they want, what they need, how they think. While collecting the

information about digital marketing and also observe the behaviour of the customers, how they handle the customers, how they communicate with the customers etc SuceessR has a wide category of staff.

Mostly customers, know more about core products in comparison to premium products and this may be due to lack of advertising or marketing of the premium range of products. Consumer have very good expierence with SucceessR 48% respondents were highly satisfied, 23% were satisfied which sound very good result. It was found from the idea and service offered by SuceessR is the best online platform.