

## A STUDY ON ANALYSIS OF DIGITAL MARKETING.

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### **INTRODUCTION FOR DIGITAL MARKETING**

*Digital marketing is the new method of marketing commodities using digital technology, mostly through internet. Digital marketing is built on the internet that can create and convert brand value from producer to the potential customer by various digital networks. The development of digital marketing has altered the method companies use technology for promotion, as digital podiums are progressively changed into advertising plans, as individuals use digit campaigns like mobile, computer/laptop and tablet instead of visiting physical market. Digital marketing elements like search engine optimizing is also called as organic method of ranking the website, pay per click or SEM, content marketing, email marketing, social media, social media optimization, show promotion besides e-commerce marketing are becoming more common in advertising technology.*

### **CONCEPT OF DIGITAL MARKETING**

It involves sum total of marketing work that usage of an electric component and internet, Businesses leverages various digital ways like search engine, social medias, e-mail, website in addition offline marketing such as SMS and MMS to attach with present and potential customers. Digital marketing is also stated as online or internet marketing. In simple taking business online.

DM is the promotion of business organization or brand by means of various channels such like the Internet, mobile devices, tv radio in addition to consuming different online advertising, podcasts, video and other such approaches to communicate message. Internet promotion in specific plays a vital share in somewhat promotional plan and it is fetching the basis of numerous establishments complete promotional policies.

### **STATEMENT OF THE PROBLEM**

The study deals with the consumer behaviour towards online usage and its further benefits. The tools which are used to develop the promotion of product service by Radtel india private ltd.

## **NEED AND RELEVANCE OF STUDY**

The marketing is changing rapidly, the system of marketing moving towards digital. Company has to understand the new era of marketing system and make similar changes in the business operations. The study will help reader to understand the significance of having online web presence, and the importance of digital marketing. The study also help the reader to understand online buying behaviour of Indian patrons.

The study on digital marketing, the tools and techniques considered under the study are taken from Radtel India Pvt Ltd.

### **AIMS OF THE STUDY**

- To identify the tools and techniques of online marketing.
- To analyse online buying behaviour of Indian customers.
- To determine the strategies used in digital marketing.
- To understand the important terms used in digital marketing.
- To study the types of advertisements.

## **METHODOLOGY**

### **Methodology**

#### **Data collection method**

- 1.Primary data
- 2.Secondary data

## **METHODOLOGY**

### **RESEARCH DESIGN**

Research configuration is a lot of systems and techniques that are used in assembly, flouting down and estimating the aspects indicated in the exploration issue. It is an edge work that has been made to determine answers to look into studies. It gives certain plan about how an inspection will happen which incorporates how info is collected, what tools are applied and how the tools are used in dissecting the gathered information.

## **DESCRIPTIVE RESEARCH DESIGN**

The research is descriptive in nature hence it includes descriptive research design. The examination is enlightening in nature henceforth it incorporates unmistakable research plan. Elucidating examination configuration is utilized to think about the qualities of a populace that is being contemplated. This plan goes for receding tide besides stream matters or issues complete a process of info gathering and authorizes the specialist to show situation completely.

## **TRIAL SIZE**

The trial size in this exploration comprises of 25 computerized marketing specialists.

## **DATA COLLECTION METHOD**

### **PRIMARY DATA:**

It is a direct information, it is gathered legitimately. The distinctive technique for assembly vital data is near to home meeting, survey, review and so into the open. As my project is clear study there is no vital data collected thusly. Primary data source of the study is interview and observation

**Interview:** interview has been made with office staff, where several random of questions has been asked related to digital marketing and the repose has been recoded.

**Observation:** observation has been made on digital marketing tools and techniques and strategies that they use to promote their business.

### **SECONDARY DATA**

Auxiliary data is collected from efficiently current springs in diverse suggestion brochures and annals. Secondary material aimed at the examination were collected from the periodicals, sites and diverse historical investigations.

To meet goals, the investigation utilized subjective research. The clear investigation stood complete by audit of present writing that aided in approval and withdrawal of the significant factors and issues. Information was gathered from auxiliary bases. Auxiliary sources stood periodicals, sites, records, office officials, besides friends information.

In the examination I have gathered information from auxiliary sources.

## ANALYSIS OF THE STUDY

### NEED ANALYSIS OF DIGITAL MARKETING

#### 1. Global Presence:

Digital marketing is not only makes any business to local region but also on global level. Company website allows the customers to find new markets and trade. The best example is amazon market place allow to sell our products online and this be can be accessed by anyone from any part of the world.

#### 2. Cost efficient:

Likened to old-style marketing DM is cost effective, it will reach to a greater number of people with very less amount. For example, display of advertisement on social media is cheaper than print advertisement with a targeted customer reach. DM is supplementary effective than old-style marketing. small business organisations or small shop can do digital marketing without spending single rupee.

#### 3. Trackable and measurable result:

In digital marketing we can track and measure the result of our advertisement or website, such as how many people have seen, what are the activities they do in the website, their behaviour in website, how much time they stayed in the online, what are the demographical characteristics of particular audience these all things we can get from some of the digital marketing tools such as google analytics.

#### 4. Data and results can be recorded:

Google analytics we can be used to check the reach of campaigns done and store them for future decisions. It will help to keep in track customers and their activities and the future expectations. Usually it will help in segmenting and targeting the same particular set of people called remarketing.

#### 5. Personalization:

linking customer data base to website is most important, whenever customer visit the site, we can greet them with targeted propositions and remarket the product. This makes

## OUTCOMES OF THE STUDY

### Outcomes regarding consumers

- India presently have online users of 214 million, among them 60% are males and remaining are females.
- There are 112 million mobile handlers amongst them 70% are men and remaining 30% are women
- 176 million entire internet populace are share of communal media.
- Brand want to shape a cool attendance over digital podiums because the client will do investigation about the creation after sighted an ad or after receiving enthused.
- companies are receiving more touch opinions to reach target group in a cost-effective way.

### OUTCOMES REGARDING ANALYSIS OF DIGITAL MARKETING

- Meta title and description is displayed by google pixel width but not by the length of characters.
- URL structure always has to be mentioned with the primary keywords.
- URL structure has to be with hyphen and include location if it is given with spaces it will take with percentage.
- H1 has to be with one focused keyword, google crawels will only crawl h1 tag under header tags so it has to be focused more.
- Google will never crawl images it will crawl the text behind it.
- Image optimization has two tags alt and title tag.
- To display the name of the image when we place the cursor. We use title tag.

## CONCLUSION

The actual conclusion of this venture demonstrations that the ultimate destiny of promoting is in the pointers of progressive. DM isn't just concerned around putting advertisements in entrances, it includes of incorporated managements & coordinated stations. Promoters essential to use these segments in a successful manner to arrive at objective meetings and to manufacture a product. In this computerized period promoter isn't the concierge for a product, persons who are related over the advanced phases are the supervisors. Products essential to manufacture their excellence over progressive

stage, in light of the fact that customers have high fondness to electronic media than additional media's. Additional than that customers are profoundly information rescuers & electronic media is the key phase for dual way communication amongst products & customers. Advanced broadcasting is the finest phase to alteration ended an article to a product. Meanwhile it is savvier and it give tract of trace emphases to promoter. Products can prepare to attach with their impartial meeting in a feasible way finished progressive phases. Progressive media isn't just for promise, products can shape their customers or they can grasp their present customers. Electronic phases assistance to shape the result of product appraisal in impartial meetings. The examination focused on the purchaser buying behavior proves that, Indian customers are deeply information seeker & they will do look into about an item beforehand setting off to a merchandizing plant. So products need to offer phases to customers to understand their item or to get a truthfully texture of that product. I sincerely accept that this venture tale will be all things considered valued for promoters to understand the electronic promoting and also to anticipate upcoming systems.

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