



**KARNATAK UNIVERSITY POST GRADUATE CENTER
GADAG**

SUMMER INPLANT PROJECT ON

**“A STUDY ON DIGITAL MARKETING OPPORCHUNITIES
WITH REFERENCE TO HUBLI REGION”**

Undertaken At:

SUGATE WEB DESIGN|DIGITAL MARKETING

A project report submitted to the Karnataka University, Dharwad
In partial fulfillment of 1st year degree of

MASTER OF BUSINESS ADMINISTRATION

During the academic year 2018-2019

Submitted by:

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(C.E.O)

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CERTIFICATE

This is to certify for **Ms. SAVITA MERWADE**, a student of MBA-IIInd semester has completed for her Summer In plant Project (SIP) at **SUGATE WEBDESIGN |DIGITAL MARKETING**, entitled **“A STUDY ON DIGITAL MARKETING OPPORCHUNITIES WITH REFERENCE TO HUBLI REGION** “in partial fulfillment of MBA Degree as per prescribed by Karnataka University ,Dharwad, during the year 2018-2019.

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Signature of the guide

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Examiner:

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DECLARATION

I ,Ms. SAVITA MERWADE, student of MBA 2nd semester, KARNATAK UNIVERSITY POST GRADUATE CENTER, Gadag. I hereby declare that the project work entitled “**A STUDY ON DIGITAL MARKETING OPPORCHUNITIES WITH REFERENCE TO HUBLI REGION**”is submitted to Karnataka University Post Graduate Center, Gadag in partial fulfillment for the requirements for the award of Summer Inplant Project. This project report is bonafide work prepared by me under the guidance of Prof.Rani Kale in Karnataka University Post Graduate Center, Gadag. The findings and suggestions of this project report are based of my knowledge and belief , the matter presented in this report has not been submitted previously in part or full to any university for the award of any degrees.

Date:
Place: Gadag

SAVITA G MERWADE
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ACKNOWLEDGEMENT

The satiation and euphoria that accompany the successful completion of the project would be incomplete without the mention of people who made it possible.

With candor and pleasure I take opportunity to express my sincere thanks and obligation to my esteemed guide Prof.Rani Kale.it is because of her able and mature guidance and co-operation without which it would not have been possible for me to complete my project.

I would also like to thank Mr.Vishal P Sugate CEO of SUGATE WEBDESIGN |DIGITAL MARKETING for his valuable contribution, his guidance was certainly indispensable for my project work.

I owe my whole hearted thanks and appreciation to the entire staff of SUGATE WEBDESIGN |DIGITAL MARKETING, who never hesitated for helping during the project.

I also take this opportunity to thank all the teaching and non-teaching staff of KUPG Center Gadag to support during my project.

Name:Savita G Merwade
Register NO:18MBA585

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EXECUTIVE SUMMARY

The project was undertaken at Sugate Web design|Digital Marketing. This project was carried out to know the opportunities of digital marketing in Hubli which included Service, manufacturing Merchandise business in Hubli region.

The project was successful and valuable inputs were obtained from the project. The area of project was limited to Hubli region. The Methodology adopted was data collection through questionnaires' with personal interview and results collimated according to the nature of questions asked.

I have used both open -ended and close-ended question in the questionnaires. With given restricted sample size of customer in the given area all efforts have been made to make sure that data is collected and analyzed. Findings drawn are based on the data collected.

Title of Research:

“A study on Digital Marketing opportunities with reference to Hubli region”

Research Objectives:

- To know the existing marketing promotion mix strategy By companies in Hubli Region.
- To check awareness level of Digital Marketing with reference techniques of Digital Marketing in Hubli city.
- To know the opportunities for Digital Marketing in Hubli region.
- To know the reasons for non-acceptances for Digital marketing by the clients
- To know the factors considered by the companies while choosing Digital Marketing agency.
- To know the opinion about Digital Marketing strategy and its features

CHAPTER-1

INDUSTRY OVERVIEW

INDUSTRY OVERVIEW OF DIGITAL MARKETING

Industry 4.0

Industry 4.0 is a name given to the idea of smart factories where machines are augmented with web connectivity and connected to a system that can visualize the entire production chain and make decisions on its own. The trend is towards automation and data exchange

In manufacturing technologies which include cyber-physical systems (CPS), the Internet of things (IoT), the Industrial Internet of Things (IIOT), cloud computing^land cognitive computing. Industry 4.0 is also referred to as the fourth industrial revolution.

Other names include:

- Industrial Internet of Things
- SMART Manufacturing
- Smart Factory
- Internet of Things for Manufacturing Industry 4.0 fosters what has been called a "smart "smart factory". Within modular structured smart factories, cyber-physical systems monitor. Physical processes, create a virtual copy of the physical world and make decentralized decisions. Over the Internet of Things, cyber-physical systems communicate and cooperate with each other and with humans in real-time both internally and across organizational services offered and used by participants of the value chain

Terminology

The term "Industries 4.0", shortened to I4.0 or simply I4, originated from a project in the high-tech strategy of the German government, which promotes the computerization of manufacturing. The term "Industries 4.0" was revived in 2011 at the Hannover Fair. In October 2012 the Working Group on Industry 4.0 presented a set of Industry 4.0 implementation recommendations to the German federal government. The Industry 4.0 workgroup members and partners are recognized as the founding fathers and driving force behind Industry 4.0. On 8 April 2013 at the Hannover Fair, the final report of the Working Group Industry 4.0 was presented. This working group was headed by Siegfried Dais (Robert Bosch GmbH) and Henning Kagermann (German Academy of Science and Engineering).

As Industry 4.0 principles have been applied by companies they have sometimes been re-branded, for example the aerospace parts manufacturer Meggitt PLChas branded its own Industry 4.0 research project M4.

Design principles and goals

here are four design principles in Industry 4.0. These principles support companies in identifying and implementing Industry 4.0 scenarios.

- **Interconnection:** The ability of machines, devices, sensors, and people to connect and communicate with each other via the Internet of Things (IoT) or the Internet of People (IoP)
- **Information transparency:** The transparency afforded by Industry 4.0 technology provides operators with vast amounts of useful information needed to make appropriate decisions. Inter-connectivity allows operators to collect immense amounts of data and information from all points in the manufacturing process, thus aiding functionality and identifying key areas that can benefit from innovation and improvement.
- **Technical assistance:** First, the ability of assistance systems to support humans by aggregating and visualizing information comprehensively for making informed decisions and solving urgent problems on short notice. Second, the ability of cyber physical systems to physically support humans by conducting a range of tasks that are unpleasant, too exhausting, or unsafe for their human co-workers.
- **Decentralized decisions:** The ability of cyber physical systems to make decisions on their own and to perform their tasks as autonomously as possible. Only in the case of exceptions, interferences, or conflicting goals, are tasks delegated to a higher level
- Industry 4.0 envisions environmentally-sustainable manufacturing by having green manufacturing processes, green supply chain management, and green products.

Industry 4.0 Drivers

Data and Analytics are their core capabilities. “Industry 4.0” is driven by:

1. Digitization and integration of vertical and horizontal value chains:

Vertically, Industry 4.0 integrates processes across the entire organization for example processes in product development, manufacturing, logistics and service whereas horizontally, Industry 4.0 includes internal operations from suppliers to customers plus all key value chain partners.

2. Digitization of product and service offerings:

Integrating new methods of data collection and analysis for example through the expansion of existing products or creation of new digitized products, helps companies to generate data on product use and thus, to refine products in order to meet best the customers’ needs.

3. Digital business models and customer access:

Reaching customer satisfaction is a multi-stage, never-ending process that needs to be modified currently as customers’ needs change all the time. Therefore, companies expand their offerings

by establishing disruptive digital business models to provide their customers digital solutions that meet their needs best.

Challenges

Challenges in implementation of Industry 4.0:

Economic

- High economic costs
- Business model adaptation
- Unclear economic benefits/ excessive investment
- high uncertainty over its productivity-boosting character^[30]

Social

- Privacy concerns
- Surveillance and distrust
- General reluctance to change by stakeholders
- Threat of redundancy of the corporate IT department
- Loss of many jobs to automatic processes and IT-controlled processes, not only for blue collar workers but also for white-collar workers

Political

- Lack of regulation, standards and forms of certifications
- Unclear legal issues and data security

Organizational/ Internal

- IT security issues, which are greatly aggravated by the inherent need to open up those previously closed production shops
- Reliability and stability needed for critical machine-to-machine communication (M2M), including very short and stable latency times
- Need to maintain the integrity of production processes
- Need to avoid any IT snags, as those would cause expensive production outages
- Need to protect industrial know-how (contained also in the control files for the industrial automation gear)
- Lack of adequate skill-sets to expedite the transition towards the fourth industrial revolution
- Low top management commitment
- Insufficient qualification of employees

Marketing Automation

“Engaging users and to create the branding on the minds of customer by using certain software/tools which are called E-mail Marketing, SMS Marketing, Social Media Posting, Social Media re-marketing and browser re-marketing methods is called Marketing Automation”

The latest technology of Marketing Automation makes the task easier for the organizations/marketing professionals to promote the brand in their respective areas.

Every small, medium, large companies, B2B, B2C, E-commerce business, every organization has to be connected to their customers to the fullest to ensure Brand Loyalty, Brand Awareness, and Brand Equity is alive in customer mind. Marketing Automation ensures connectivity between customer and organization. Important Marketing Automation for the Business

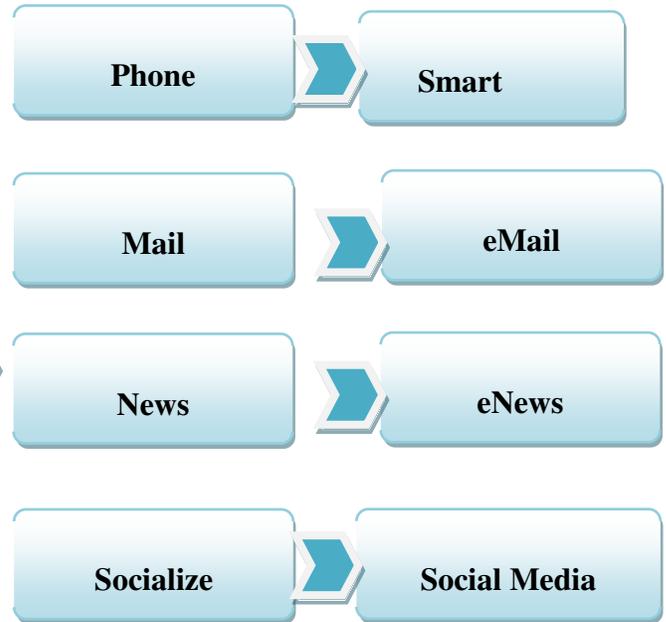
- Marketing Automation make sure your customers are approached as and when there is an update from company on the products, services, offers
- Marketing Automation ensures the brand connectivity with your customers
- Marketing Automation helps organization to approach the targeted customers in all the forms of Digital Marketing
- Marketing Automation enables the marketer promote company offerings aggressively on Digital/Online platform
- Marketing Automation helps organizations to have better ROI in advertisements

Three ways to implement Marketing Automation,

- Hiring in-house talent
- Outsource the job (Which could be expensive)
- Learn it on your own and implement it

TECHNOLOGY SHIFTING

Change the communication Channels



Industry SWOT Analysis

STRENGTH:

- Easy to target and reach more audience at a cheaper price.
- Campaigns can be easily customized and made more targeted as per our business requirements.
- As the world is more dependent on the internet, it helps the business to reach out and connect with the people on a larger scale.
- Saves a lot of money as compared to the traditional way of marketing as it is cheaper and efficient.
- Being recognized as a brand has become much easier.
- The options are not confined to one or two, there are many options and people can choose to switch from one to the other if PLAN A doesn't work and that does not cost a great loss of money.
- Promotion of small business is easy as it is cost effective.
- Entrepreneurs find it very useful as they do not need a huge budget for this and it gives them huge platform to make a mark on the digital world.
- You do not require a large team to do digital marketing campaigns unlike the traditional manner which in turn saves money, time and labour and also increases the ROI.

WEAKNESS:

- A challenge to reach the population which is still not using the internet.
- High chances of failure of digital marketing campaigns because of confusion due to the availability of many different marketing options.
- Keeping pace with new trends and technology.
- Need of deep understanding of changing human behavior and requirements.
- If your brand or product is not justifying the users need, then the chance of getting bad reviews in public is very high, which in turn might damage the reputation.
- Damage control of bad reviews or complaints on social media or digital platform is a huge task and can even lead to the closing of businesses.
- Data Analysis is still a very big concern and very few people are professional in it as not many are able to understand what data actually says.

OPPORTUNITY:

- More and More employment for the youth as this field is just growing and number of professionals are less.
- Increase the reach of your brand, therefore, leading to direct profit.
- There are lot of ways through which owners earn money apart from their primary business, Eg- giving space for ads on website, affiliate marketing in e commerce etc.
- If the digital marketing comes everywhere in a full-fledged manner it will help the country itself to become digital that means major chunk of our population will start leading a life which will be smarter and faster.
- It will help our Indian Government Organizations to become digital.
- All the operation from railways, municipal organization etc. will become faster and smoother.
- Storing of valuable and confidential data of the government organizations will be easy and secured.
- The Dream of making “Digital India” can become true.

THREAT:

- If it doesn't work perfectly then chances of back fire is higher i.e. it might damage the brand name.
- Due to ever changing trends of different marketing areas and ever changing rules of search engine for optimizing the content, continuous awareness is required, which is very difficult.
- Storage of data with full security is still a big question mark.
- Analyzing the data in a wrong way can lead to damaging results which is found in a lot of companies.
- With the growth of this digital platform, customers have become more vocal about their feelings and opinions, and with the availability of this platform they have the power to damage as well as advocate for any brand, which is a high risk for the marketers.
- Day by day it is engulfing all the traditional ways of marketing, which ultimately might even lead to Television being left as the only source of traditional marketing

CHAPTER-2

COMPANY PROFILE



SUGATE – WEB DESIGN DIGITAL MARKETING

The company was started in the year 2018 on 9th June by Mr.Vishalkumar P Sugate in Hubli with an intention of helping in building brands online, higher search engine ranking and also helping to increase the sales revenue of his clients. It is located in the heart of the city, also known as the traffic island in Rani chennamma circle and it is convenient for client to reach them. Mr.Vishal was very much motivated with the idea to start up such firm as he had great passion for this field of advancing technologies. For the Niche market in north Karnataka they are only one digital marketing service provider till 2019 march.

North Karnataka is hub for MSME for digital Marketing is the best strategy for this industry. They have good infrastructure which suitable to the industry requirements.

The company offer full range of Digital Marketing services that include SEO, SEM, SMO, SMM and Online Reputation Management. It takes care of a company's entire digital presence on Internet. They have been helping building brands online and helping shape the web. The company's work process also includes planning, designing, optimization, budgeting, maintenance, measurement and on time reporting. They assure that their Client's online presence not only lead to higher search engine ranking but also increase the sales revenue.

The motive of the company is that client should take an advantage of Digital marketing which in turn helps them to expand their business in larger area in order to gain more ROI than their traditional marketing techniques.

OBJECTIVE

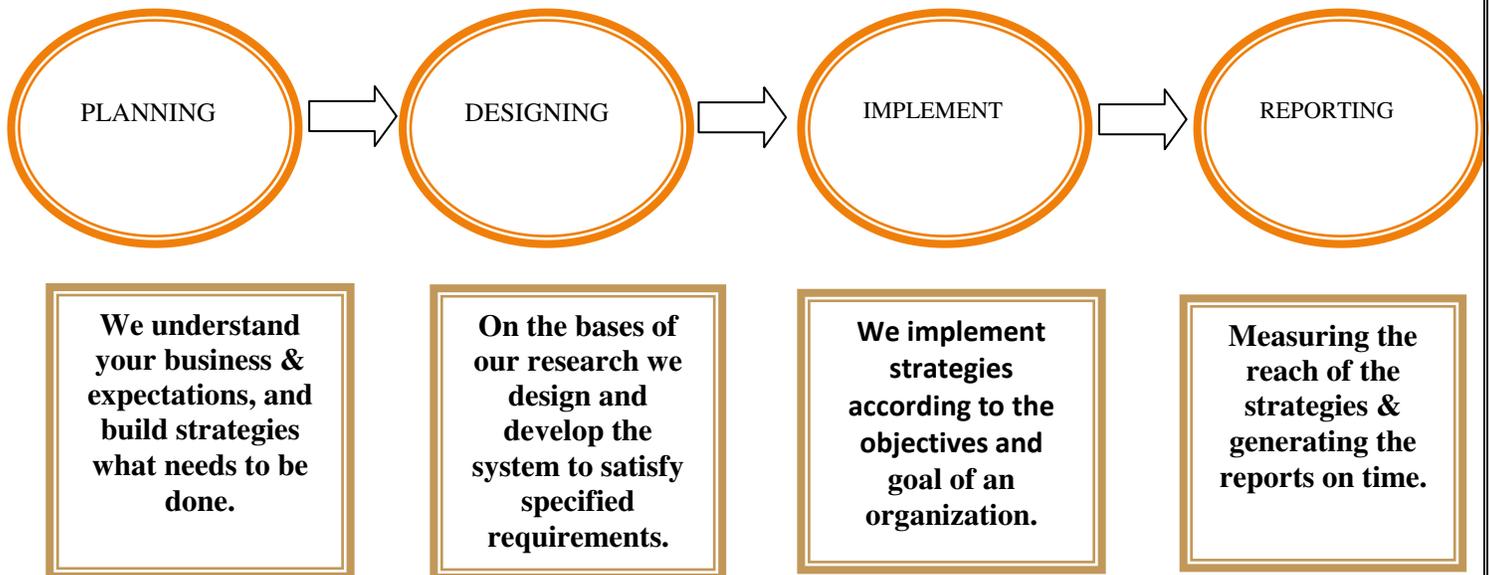
- The company aims at providing their services all over north Karnataka by the year 2020.
- To generate traffic to a website in unpaid method

STRATEGY

- Being a budding firm Sugate Web Design|Digital Marketing has adopted a simple strategy "SMART" stands for Specific, Measurable, Attainable, Relevant and Timely. This strategy helps them to fulfill the client's requirements on time and achievable results.

How does the company work?

The company follows a strategic implementation process that puts plans and strategies into action to reach desired goals. It focuses on their client's entire online presence a step-by-step plan. These steps puts into action with detailed description of specific activities, role and timeline.



Human Resource of the company

The following is the list of associates of the company

- 1) Mr.Roshan Raikar -Graphical designer
- 2) Mr.Hussain –SEM(Search Engine Marketing)
- 3) Ms.Riya mehra-Digital Marketing Executive
- 4) Mr.Basavraj yalavatti-Office staff
- 5) Mr.Irrnna.k-web designer
- 6) Mr.Manish.H-SMM(Social Media Marketing)
- 7) Mr.Sameer.L-Content Writer
- 8) Ms.Soumaya-SMO(Social Media Marketing)
- 9) Mr.Sanjay chavan-Marketing
- 10) Ms.Bavani-Animation

LIST OF THE CLIENTS



- 1) Hubbali travels - www.hubballitravels.com
- 2) Dandeli Eco tours - www.dandeliectours.com
- 3) Srishti conmats - www.srishticonmats.com
- 4) Rotary club Dharwad - www.rcdc.org.in
- 5) Jamboo savari - www.jamboosavari.com
- 6) Rosh ideations - www.roshideations.com
- 7) Batteryking - www.batteryking.in
- 8) Shrinidhi properties - www.shrinidhi.in
- 9) Guptachar vani - www.guptachar.in
- 10) Waterfalls homestay - www.waterfallstay.in
- 11) Bengaluru guides - www.bengaluruguides.com
- 12) North Karnataka film chamber - www.nkfcc.com
- 13) Udyog varthe - www.udvovarte.in
- 14) Tek farm - www.tekfarm.co.in
- 15) Sunshudh - www.sunshudh.com
- 16) My kennel - www.mykennel.in
- 17) Sai astrology - www.saiastrology.in
- 18) Sai Kalyan Mantap - www.saikbn.com
- 19) Sugate Web Design Digital Marketing - www.sugate.in

List of the services

WEBSITE DEVELOPMENT

- One domain name registration
- Website Theme Purchase
- Five Dedicated Emails
- Website Hosting up to 10GB disk space
- Website Development (Mobile Friendly Website)
- Technical Support
- Google Map Integration
- One PHP Form Submission (Enquiry Form on contact page)
- Responsive Template (HTML)
- One page static website –(a)Home b) About c) Services d) Gallery e) Contact)

SEO (SEARCH ENGINE OPTIMIZATION)

- Comodo Secure SSL certificate
- Favicon Integration
- Robot txt update
- xml sitemap update
- SEO Friendly Title and Meta tags update
- SEO friendly H1 to H6 tag optimization and Image optimization
- Twenty highly searched keywords report
- ‘Google My Business’ account creation
- Google Analytics Integration
- Web pages submission on ‘Google Search Console’
- One best review and five-star rating from Google local guide

SEM (SEARCH ENGINE MARKETING)

- Search Ad Campaign
- Display Ad Campaign

SMM (SOCIAL MEDIA MARKETING)

They have planned process that will ensure proper reach of your business to right audience.

- Creative Content development
- Social Media branding
- Generating Page likes
- Reaching target audience

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- Developing creative posts
- Boost management of campaign
- Report-Analysis-Next month strategy

SMO (SOCIAL MEDIA OPTIMIZATION)

At 'Sugate Web Design Digital Marketing' They possess the art of communicating creatively. They build a clear strategy for one year that benefit from social media channel.

- Creative Consulting
- Content Planning
- Design and execute
- Engage the public
- Web presence on social media
- Brand management on social media
- Strategy building (Account creation on Facebook, Twitter, LinkedIn, Instagram and YouTube)
- A year plan making (Content, Image or Video making)
- 12 Pre-Scheduling of the posts on occasion of festivals and events. 9] Posting in the form of Images 10] Strategic Liners and Hashtags
- 12 Pre-Scheduling of the sales-oriented posts

ORM (ONLINE REPUTATION MANAMGEMENT)

Google Reviews and ratings management

- 10 Directory website backlink generation
- 10 Classified website free listing submission
- 300 words content development
- Image Optimization 6] Google Search management
- Keyword specific search management
- negative rating and review handling
- Social Media reviews and ratings management
- Domain Authority handling
- Content writing
- Logo Designing
- 2D animation self-explainer video with voiceover

Competitors

- Webdreams India
- E-bulk Marketing Pvt Ltd
- Ultimez Technology Hubli

ACHIEVEMENTS

- **Srushti Conmats**
 - Ranked No.1 in the Google search engine for waterproofing services in hubli
 - Benefit earned: There is an increase in the ROI of the company.
- **Sunshudh**
 - Reached 100 crore turnover by using company's services
- **TEKfarm**
 - Topped in Eco village search results nearby (Hubli-Dharwad)

- The company is felicitated by the North Karnataka Film Chamber of commerce and by the Rotary club of Dharwad for providing the best Digital Marketing services through the company to their club.

CSR (CORPORATIVE SOCIAL RESPONSIBILITIES)

Rural women empowerment:

The company stresses on the development of women in the rural sectors to help them improve and grow their small scale business by acknowledging them with online marketing and its services in association with Women Self Help group and Women Co-operatives located in North Karnataka region.



The image shows a business card for SUGATE on the left and three photographs of the office interior on the right. The business card features the SUGATE logo, contact information, and social media icons. The office photos show a modern reception area with red and white furniture, a desk with a computer, and a meeting area with a round table and red chairs.

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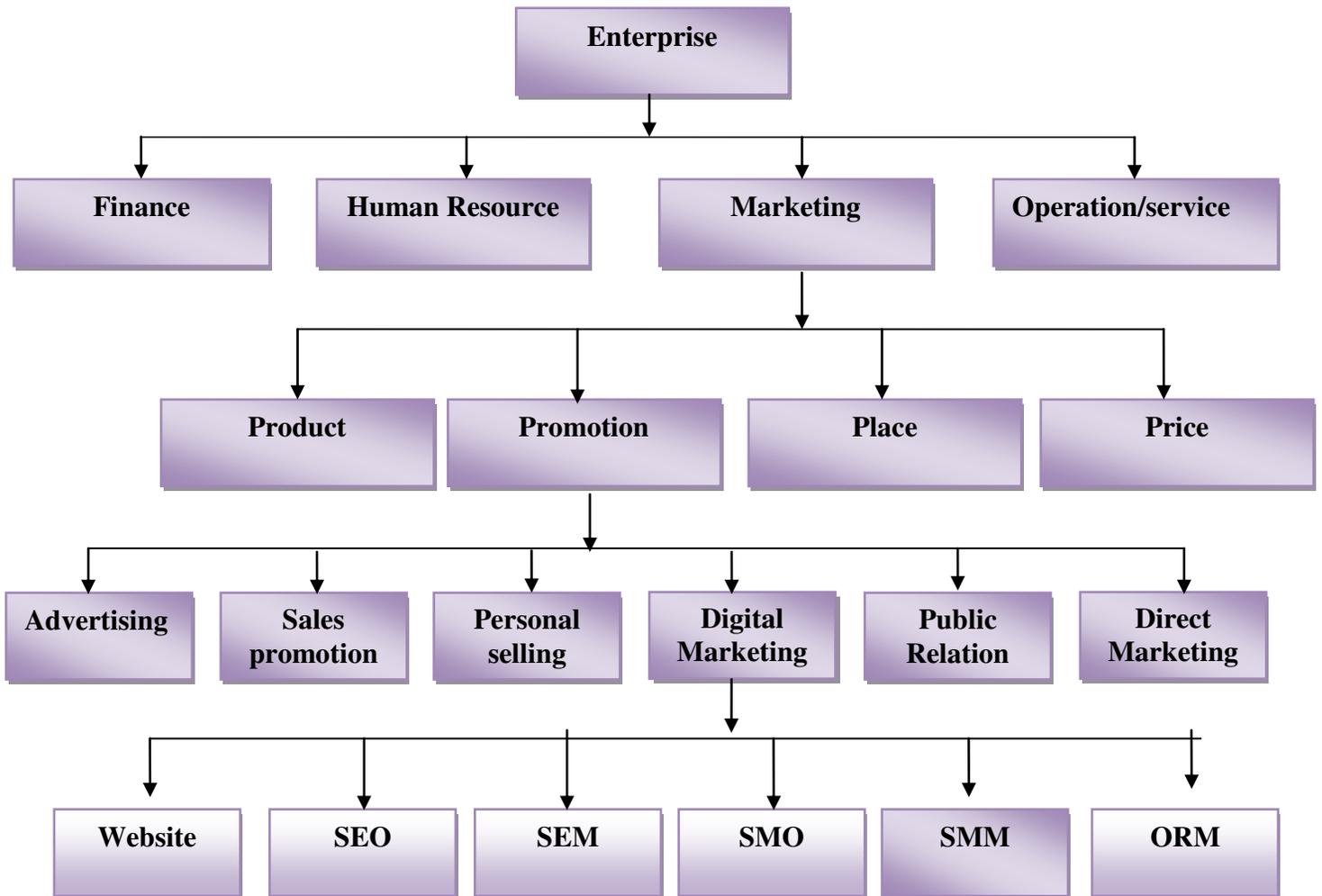
www.sugate.in

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CHAPTER -3

LITERATURE REVIEW

Basic Business model:



Marketing:

According to **Philip Kotler** defines marketing as "Satisfying needs and wants through an exchange process"

The marketing principles can be cleft down within 4 Ps of marketing

- **Product:**

Includes options, quality, design, features, packaging and other related services.

- **Price:**

Includes list price, marked price, discounts, shipping costs and competitors' prices.

- **Place:**

Includes distribution channels, platforms, websites and other online presences, physical locations, inventory, and delivery.

- **Promotion :**

Includes Branding, content marketing, advertising, search, influencer relations, social media, PR and sales.

The **marketing communication mix** is the specific mix of advertising, personal selling, sale promotion, public relation, and direct marketing accompany uses to pursue its advertising marketing objectives.

Advertising:

Any paid from of nonpersonal presentation and promotion of ideas ,goods, services by an identified sponsor.

Sales Promotion:

Short-term incentives to encourage the purchase or sale of a product or services

Personal selling:

Personal presentation by the firm's sales force for the purpose of making sales and building customer relationship

Public Relation:

Build good relationship with the company's various public by obtaining favorable publicity, building up a good "corporate image "and handling or heading off unfavorable rumors ,stories and events

Direct marketing:

Direct communications with carefully targeted individual consumer to obtain an immediate response and cultivate lasting customer relationship

Digital marketing:

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

History

The development of digital marketing is inseparable from technology development. One of the key points in the start of was in 1971, where Ray Tomlinson sent the very first email and his technology set the platform to allow people to send and receive files through different machines. However, the more recognizable period as being the start of Digital Marketing is 1990 as this was where the Archie search engine was created as an index for FTP sites. In the 1980s, the storage capacity of computer was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker. This kind of databases allowed companies to track customers' information more effectively, thus transforming the relationship between buyer and seller. However, the manual process was not so efficient.

In the 1990s, the term *Digital Marketing* was first coined,. With the debut of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became a significant part of marketing technology. Fierce competition forced vendors to include more service into their software, for example, marketing, sales and service applications. Marketers were also able to own huge online customer data by eCRM software after the Internet was born. Companies could update the data of customer needs and obtain the priorities of their experience. This led to the first clickable ad being going live in 1994, which was the "You Will" campaign by AT&T and over the first four months of it going live, 44% of all people who saw it clicked on the ad.

In the 2000s, with more and more Internet users and the birth of iPhone, customers started searching products and making decisions about their needs online first, instead of consulting a salesperson, which created a new problem for the marketing department of a company. In addition, a survey in 2000 in the United Kingdom found that most retailers had not registered their own domain address.^[14] These problems made marketers find the digital ways for market development.

In 2007, the concept of marketing automation was raised to solve the problem above. Marketing automation helped companies segment customers, launch multichannel marketing campaigns and provide personalized information for customers. However, the speed of its adaptability to consumer devices was not fast enough.

Digital marketing became more sophisticated in the 2000s and the 2010s, when the proliferation of devices' capable of accessing digital media led to sudden growth. Statistics produced in 2012 and 2013 showed that digital marketing was still growing. With the development of social media in the 2000s, such as LinkedIn, Facebook, YouTube and Twitter, consumers became highly dependent on digital electronics in daily lives. Therefore, they expected a seamless user experience across different channels for searching product's

information. The change of customer behavior improved the diversification of marketing technology.

Worldwide *digital marketing* has become the most common term, especially after the year 2013.

Digital media growth was estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioral Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection.

Importance of Digital Marketing

- Reaches People Where They Spend Their Time & Money
- Levels the Playing Field for Small Business
- More Targeted
- Can Be Hyper-Personalized
- More Advanced Analytics
- Easy to Scale & Adapt
- Best ROI
- Aligns with How People Today Shop
- How People Prefer that Businesses Reach Them
- Integrates Marketing with Mobile Technology

Scope of Digital Marketing in Online Business:

- **Become a Professional Blogger:**
- **Earn with Affiliate Marketing & AdSense**
- **Start Freelancing Services:**
- **Start your own agency:**
- **Become a YouTuber:**
- **Start your Drop shipping business:**

Elements of digital marketing

Website¹

It is a collection of related network web resources, such as web pages, multimedia content, which are typically identified with a common domain name, and published on at least one web server. Notable examples are wikipedia.org, google.com, and amazon.com.

SEO(Search Engine Optimization):

It is the process of getting traffic from the “free,” “organic,” “editorial” or “natural” search results on search engines.

All major search engines such as Google, Bing and Yahoo have primary search results, where web pages and other content such as videos or local listings are shown and ranked based on what the search engine considers most relevant to users. Payment isn’t involved, as it is with paid search ads.

SEO stands for **Search Engine Optimization**, which is the practice of increasing the *quantity* and *quality* of traffic to your website through *organic search engine results*.

What goes into SEO?

- **Quality of traffic.** You can attract all the visitors in the world, but if they're coming to your site because Google tells them you're a resource for Apple computers when really you're a farmer selling apples, that is not quality traffic. Instead you want to attract visitors who are genuinely interested in products that you offer.
- **Quantity of traffic.** Once you have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- **Organic results.** Ads make up a significant portion of many SERPs. Organic traffic is any traffic that you don't have to pay for.

BENEFITS OF THE SEARCH ENGINE

- **Time Savings**
- **Relevance**
- **Free Access**
- **Comprehensive**
- **Advanced Search**

Search engine marketing (SEM)

It is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages(SERPs) primarily through paid advertising. SEM may incorporate search engine optimization (SEO), which adjusts or rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings

Search Engine Marketing

Search engine marketing (SEM) is a digital marketing strategy used to increase the visibility of a website in search engine results pages.

While the industry term once referred to both organic search activities such as search engine optimization (SEO) and paid, it now refers almost exclusively to paid search advertising.

Search engine marketing is also alternately referred to as paid search or pay per click (PPC).

Why Is SEM Important?

With an increasing number of consumers researching and shopping for products online, search engine marketing has become a crucial strategy for increasing a company's reach. In fact, the majority of new visitors to a website find it by performing a query on a search engine.

In search engine marketing, advertisers only pay for impressions that result in visitors, making it an efficient way for a company to spend its marketing dollars. As an added bonus, each visitor incrementally improves the website's rankings in organic search results.

Since consumers enter search queries with the intent of finding information of a commercial nature, they are in an excellent state of mind to receive marketing messages and to be nurtured as prospective customers.

Search engine marketing reaches consumers at exactly the right time: when they are open to new information. Unlike the majority of digital advertising, search engine marketing is non-intrusive and does not interrupt their tasks.

Results are immediate with SEM. It is arguably the fastest way to drive traffic to a website.

Social media optimization (SMO)

It is the use of a number of outlets and communities to generate publicity to increase the awareness of a product, service brand or event. Types of social media involved include RSS feeds, social news and bookmarking sites, as well as social networking sites, such as Facebook, Twitter, video sharing websites and blogging sites. SMO is similar to search engine optimization, in that the goal is to generate web traffic and increase awareness for a website. In general, social media optimization refers to optimizing a website and its content to encourage more users to use and share links to the website across social media and networking sites. SMO also refers to software tools that automate this process, or to website experts who undertake this process for clients.

The goal of SMO is to strategically create interesting online content, ranging from well-written text to eye-catching digital photos or video clips that encourages and entices people to engage with a website and then share this content, via its weblink, with their social media

contacts and friends. Common examples of social media engagement are "liking and commenting on posts, retweeting, embedding, sharing, and promoting content"

Why Is SMO Important

- Social Media Optimization helps in creating brand awareness and viral publicity,
- It helps in introducing products and services to the target audience,
- SMO generates social media traffic,
- It helps in building relationship with your target audience/customers/prospective customers,
- SMO also helps in building your reputation.

Social Media Marketing (SMM)

Social media marketing (SMM) refers to techniques that target social networks and applications to spread brand awareness or promote particular products. Social media marketing campaigns usually center around:

- Establishing a social media presence on major platforms
- Creating shareable content and advertorials
- Cultivating customer feedback throughout the campaign through surveys and contests

Social media marketing is perceived as a more targeted type of advertising and is therefore believed to be very effective in creating brand awareness.

Online reputation management (ORM)

It is the practice of crafting strategies that shape or influence the public perception of an organization, individual or other entity on the Internet. It helps drive public opinion about a business and its products and services. It means taking control of the online conversation. Its techniques and strategies ensure that people find the right materials when they look for you on the Internet.

The purpose of online reputation management is to create balance, counteract misleading trends, and allow you to put your best foot forward.

Online Reputation Management (ORM) is a very important part of the image management on the internet today. With the increase in number of more and more companies spending huge investments on creating online presence, it is also mandatory to monitor what is being said about you by the majority of the audience.

Digital Marketing Scenario worldwide

1. Voice Search

Voice search is undoubtedly rising in popularity. By 2020, 50% of all queries will be voice-based according to Comscore.

2. Smarter Chat

Chat bots have been rising in the few recent years and still persists in 2019.

3. Micro-Moments

As more users are processing their online activities using their smart phones, marketers continue to leverage micro-moments to attract their audience's attention and fulfil their instant decisions.

Whenever a customer searches for something, looks for a nearby store, wants to finalize a task or makes a purchase, marketers can take advantage of these types of micro-moments to create targeted content and advertising.

In order for marketers to succeed in using micro-moments, they should understand the basic practices of each one. Let's take for instance the "I-want-to-go-moments". Brick and mortar stores can take advantage of such a moment by capitalizing on "near me" searches, which have grown 2X between 2016 and 2017 according to Google. This requires storefronts to optimize their locations on their websites or apps. Furthermore, they can go even beyond that by creating ads for their store's location or popular products to improve their visibility in search engines and reach their customers at the appropriate time.

4. Augmented and Virtual Reality Marketing

Augmented reality ads is one of the major applications that are now used by some marketers. It's a way to bring static or unreal environments into a more realistic experience, something that would integrate the "offer" with the "reality" of the buyer.

Michael Kors is a successful example of augmented reality ads. They created an ad on Face book asking their users to try and purchase their sunglasses.

Aside AR ads, many businesses have been using augmented and virtual reality marketing for the purpose of creating brand awareness.

For instance, IKEA and L'Oreal managed to improve their customer experience with virtual reality by allowing them to visualize their products before buying them. Nivea, Starbucks and Volkswagen are other examples of big brands who succeeded in augmented reality. This trend which is not new, is one of the most highlighted trends for 2019. According to Statist, AR and VR market size worldwide are expected to reach \$209.2 billion in only 4 years.

5. Live Videos - More Stories

Facebook, Instagram and YouTube, live content is the fastest growing segment of internet video traffic due to the remarkable waves in the recent 3 years.

Live streaming content is effective because it's free, takes a short time to produce while it offers a real-time user engagement, and viewers use your content based on your time not theirs. Moreover, it has the ability to generate greater impressions than posts published in the newsfeed, especially if users choose to post them to their stories.

Live streaming content allows marketers to engage with their leads in a quickest way possible, improve their relationship with followers, reach a broader audience and boost their social channels traffic.

6. AI and Machine Learning

With global leaders like Amazon, Microsoft and Google extending their resources in AI and machine learning, this trend is not going away anytime soon.

AI allows marketers to anticipate future probable patterns of their customers based on collected data. With this data, marketers can then determine how to better engage with their active buyers using different channels such as direct mail, sales outreach, or digital advertising.

Several industries like food and beverage, ecommerce, life science and healthcare have started using AI. For instance, many food retailers use big data to determine the best delivery times of their products. This is done by gathering data from different sources such as the weather, road traffic and temperature... Furthermore, big data can help determine the effect of all these factors on food quality.

In the ecommerce industry, 86% of customers say that personalization is an important role in their buying decisions. Ecommerce companies use big data to predict their shoppers demographics and behaviors in order to create a more personalized experiences such as sending customized discounts or re-engagement emails.

According to technology experts, AI and machine learning are expected to penetrate various new areas in 2019 affecting jobs like banking, finance, accounting and even intellectual jobs such as teaching.

7. Engagement-Based Email Marketing

As email marketing is getting smarter, marketers have started to care more about sending emails to subscribers who are active on their lists. For instance, if a contact highly engages with your emails, he should be regularly nurtured with content and updates about your company until he converts into a loyal customer. On the other hand, if a subscriber hasn't opened an email for a certain period of time, he will be considered as a dormant contact and will no longer receive additional emails.

But to send the right email to the right segment, marketers need to identify all their leads behaviors. If the platforms they are using have limitations to classify their audience into different segments based on their behaviors, they can integrate their tools with other applications that allow them to do that. After all data is determined and different segments are created according to defined criteria, marketers will be able to target their leads more effectively with behavioral-based emails.

8. Rich Lead Profiling

Offered by companies that collect and manage complex data for millions of leads and businesses, data enrichment has become more and more important. Marketers use data enrichment to reveal more details about their leads and personalize their approach when attempting to contact them. The great advantages of data enrichment is that it removes any wrong or inaccurate information that companies might have about a specific lead such as his email, phone number or street address.

These retrieved data are then used to obtain other missing data. For instance, if you have an email of a particular lead, the data enrichment process will fill in his name, phone number, street address, his job position and household situation.

The final step is the optimization process. With the different data enrichment tools available, these data are used to create useful insights. Marketers should draw actionable conclusions in order to send each of their leads, an account-based email that specifically addresses his needs which in turn boosts the potential to convert him throughout the funnel.

9. Browser Push Notifications

Push notifications are moving into the realm of web browser technology and are one of the most popular web development trends for 2019.

Companies use browser push notifications to reach their leads more effectively and communicate with their audience in a more powerful way.

Another major role such notifications play is retaining customers and improving conversion rates. Ecommerce companies for example, use browser push to retarget their shoppers who abandoned their shopping carts and entice them to complete their purchases.

10. Content Personalization

As one size doesn't fit all and customers want more relevancy, the need for a personalized approach in marketing is becoming more critical than ever. Although delivering the right content to the right audience at the right time is tricky, it will add a big value to your content marketing strategy because it plays a major role in boosting your users engagement rates.

Personalizing or customizing content for audience relies on visitors data in order to deliver relevant content. It consists of showing dynamic landing pages based on specific criteria such as geographic, demographic or behavioural attributes with highly targeted call to actions for the purpose of converting them more effectively.

For instance, Group on asks visitors to confirm their locations once they land on their site in order to deliver accurate, geo-targeted offerings. In the ecommerce industry, personalized content has a good impact on consumers; according to econsultancy, 44% of users who have a personalized shopping experience are likely to become repeated buyers.

Although this trend has been a common practice in the recent years, it's expected to rise in importance in 2019 with an estimate to be worth more than \$400B by 2021.

GOVERNMENT EXEMPTION FOR DIGITAL MARKETING BUSINESS TO SUPPORT DIGITAL INDIA CONCEPT.

- In order to increase the participation of foreign players in the e-commerce field, the Indian Government hiked the limit of foreign direct investment (FDI) in the E-commerce marketplace model for up to 100 per cent (in B2B models).
- In the Union Budget of 2018-19, government has allocated Rs 8,000 crore (US\$ 1.24 billion) to BharatNet Project, to provide broadband services to 150,000 gram panchayats
- As of August 2018, the government is working on the second draft of e-commerce policy, incorporating inputs from various industry stakeholders.
- The heavy investment of Government of India in rolling out the fiber network for 5G will help boost ecommerce in India.
- In February 2019, the Government of India released the Draft National e-Commerce Policy which encourages FDI in the marketplace model of e-commerce. Further, it states that the FDI policy for e-commerce sector has been developed to ensure a level playing field for all participants. According to the draft, a registered entity is needed for the e-commerce sites and apps to operate in India.

TOP 5 DIGITAL MARKETING EXPERTS OVER WORLDWIDE

- 1 Rand Fishkin- (SEO Superstar Aka Wizard of Moz)
- 2 Neil Patel- (Top Influencer on the Web)
- 3 Larry Kim- (Pay-Per-Click Expert)
- 4 Mr. Joost De Valk-(Founder & CEO of Yoast.com)
- 5 Steve Rayson- (A Columnist & Director of BuzzSumo)

5 BEST DIGITAL MARKETING PROFESSIONAL IN INDIA

- Sorav Jain
- Prateek Shah
- Pradeep Chopra
- Jitendra Vaswani
- Kunal Choudhary

Top Digital Marketing Companies in the World

- Accenture Interactive, New York
- PwC Digital SerPwC Digital Services
- IBM iX, Armonk, New York
- Dentsu, Tokyo, Japan
- Web Net Creatives, New Delhi
- iProspect, India
- WebFX, Harrisburg, PA
- Disruptive Advertising, Lindon, UT
- Thrive Internet Marketing Agency, Arlington, Texas
- Topspot Internet Marketing, Houston, Texas

Top 5Best Digital Marketing Companies in India 2019

- **Kensico**
- **BC WebWise**
- **Foxy Moron**
- **Phonethics**
- **Brainwork Technologies**

CHAPTER-4

RESEARCH METHODOLOGY

SITUATION ANALYSIS:

Hubballi and Dharwad are twin cities in the Indian state of Karnataka. Hubballi-Dharwad form the second-largest urban agglomeration in Karnataka, in terms of area and population, after capital Bengaluru. While Dharwad is the administrative headquarters, the city of Hubli, situated about 20 km south-east of Dharwad, is the commercial center and business hub of North Karnataka.

There are large number of small-scale industries in Hubli-Dharwad. The total number of small-scale industries in Dharwad is 2774 while there are 4933 small-scale industrial units in Hubli. In the small-scale sector the main products of manufacture are agro products, engineering products, machine tools, chemical and pharmaceutical products, industrial valves manufactured in Hubli meet the nation's major share of requirements

Now days people are addicted to mobile, computer and they spending their lot time in these devices Digital marketing is the best way to promote business to larger scale in very less time duration and it is cost effective so that on most effected way to promote business. Therefore To know awareness level, opportunities digital marketing in Hubli and their objective beyond doing digital marketing activities. The project has been undertaken by me with the title “A study on Digital Marketing opportunities with reference to Hubli region”

Title of Research:

“A study on Digital Marketing opportunities with reference to Hubli region”

Research Objectives:

- To know the existing marketing promotion mix strategy By companies in Hubli Region.
- To check awareness level of Digital Marketing with reference techniques of Digital Marketing in Hubli city.
- To know the opportunities for Digital Marketing in Hubli region.
- To know the reasons for non-acceptances for Digital marketing by the clients
- To know the factors considered by the companies while choosing Digital Marketing agency.
- To know the opinion about Digital Marketing strategy and its features

SCOPE OF THE STUDY

The scope of the study is extended only Hubli region, It does not cover industries From other regions. To fulfill the objectives of this research , the study is undertaken to analyze the a study on opportunities of digital marketing services in Hubli.

Research Design:

1. Selection of the topic
2. Framing the objectives
3. Preparing questionnaires based on objectives
4. Carrying out the actual survey from the respondents.
5. Analyzing the data.
6. Giving recommendations based on findings.

Sources of data

Primary Data:

The data which is collected from the firsthand experience is known as primary data . This data serve as the main sources of data for any resource based project work.

In my project the data is collected through administering Questionnaire to the respondents by Survey method.

Secondary Data:

The secondary data consist of published material ,or any other reference material which can be useful in project.

The sources of secondary data used were research papers, websites etc.

Data Collection Method:

The data collection method used in this research is survey method. Here the data are systematically recorded from the respondents . Face to face informal interviews were done for the data collection. At the end of the questionnaire the visiting card of respective respondent was taken for reference purpose.

Sampling plan

Sample unit: Our sample unit is various companies located in Hubli region .

Sampling Method: Convenience Sampling

Sample size :61

Duration : 1st july to 1st september

Data Collection Instrument

For the collection of data we have used structured questionnaires .

Analysis Tool:

Test to be applied for analysis of study will be as follows:

- Descriptive Statistics
- Mean score

Statistical Software:

- SPSS
- Microsoft excel 2010

Limitation Of The Study

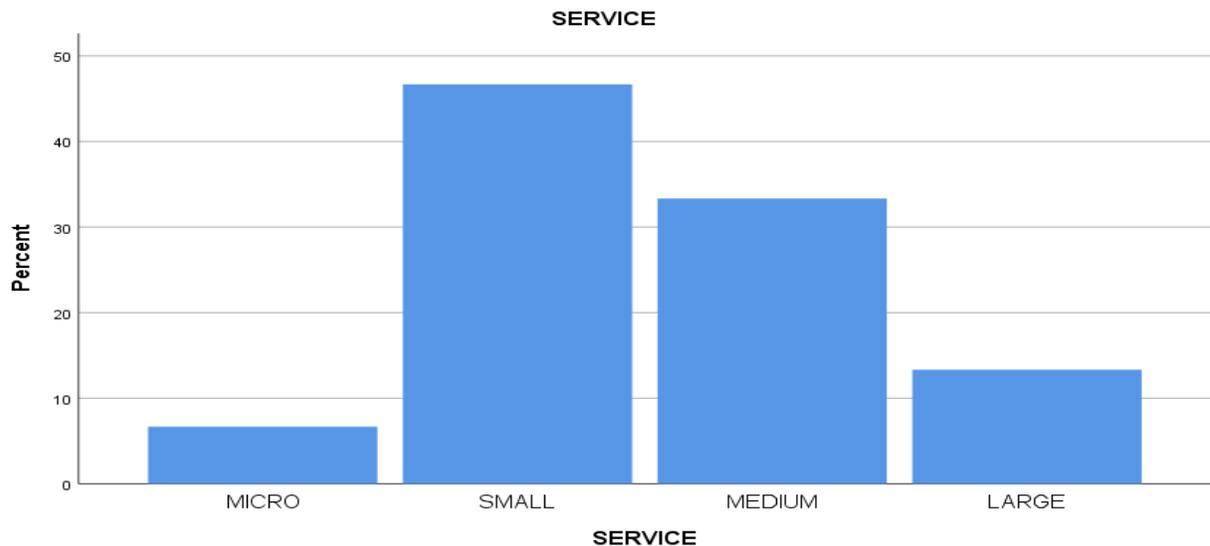
- Our study was limited to Hubli only.
- The Results generated from questionnaires are done on the assumption that the responded reveled correct information
- My study report confined to sample size of 61respondents
- Many of the companies not entrained us to give information.

CHAPTER-5
DATA ANALYSIS AND INTERPRETATION

1)Type of business?

		SERVICE	MANUFACTURING	MERCHADISE
N	Valid	15	19	27
	Missing	46	42	34
Mean		2.53	2.16	2.33

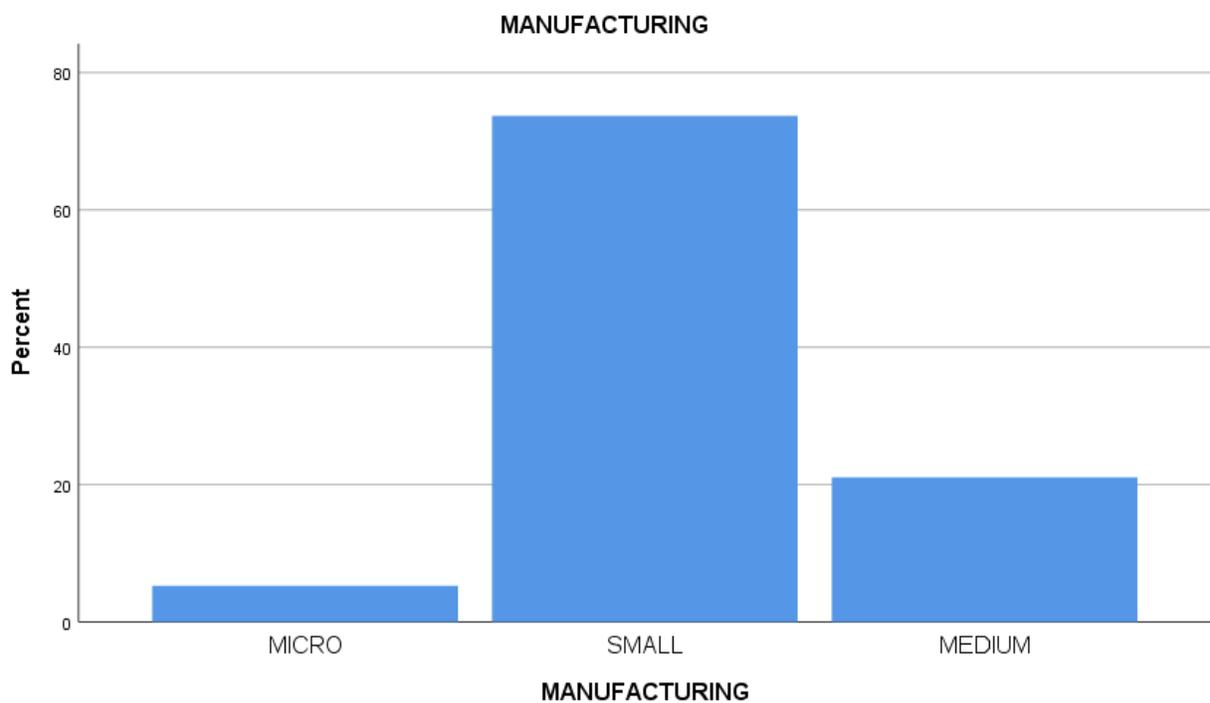
SERVICE					
		Frequency	Percent	Valid Percent	Cumulative Percent
	MICRO	1	1.6	6.7	6.7
	SMALL	7	11.5	46.7	53.3
	MEDIUM	5	8.2	33.3	86.7
	LARGE	2	3.3	13.3	100.0
	Total	15	24.6	100.0	
Missing	System	46	75.4		
Total		61	100.0		



Interpretation:

As per survey there are 15 service organizations out of total 61 respondents. Therefore out of 15 service organizations 6.7% are micro , 46.7% are small scale , 33.3% are Medium scale and 13.3% are Large scale in nature.

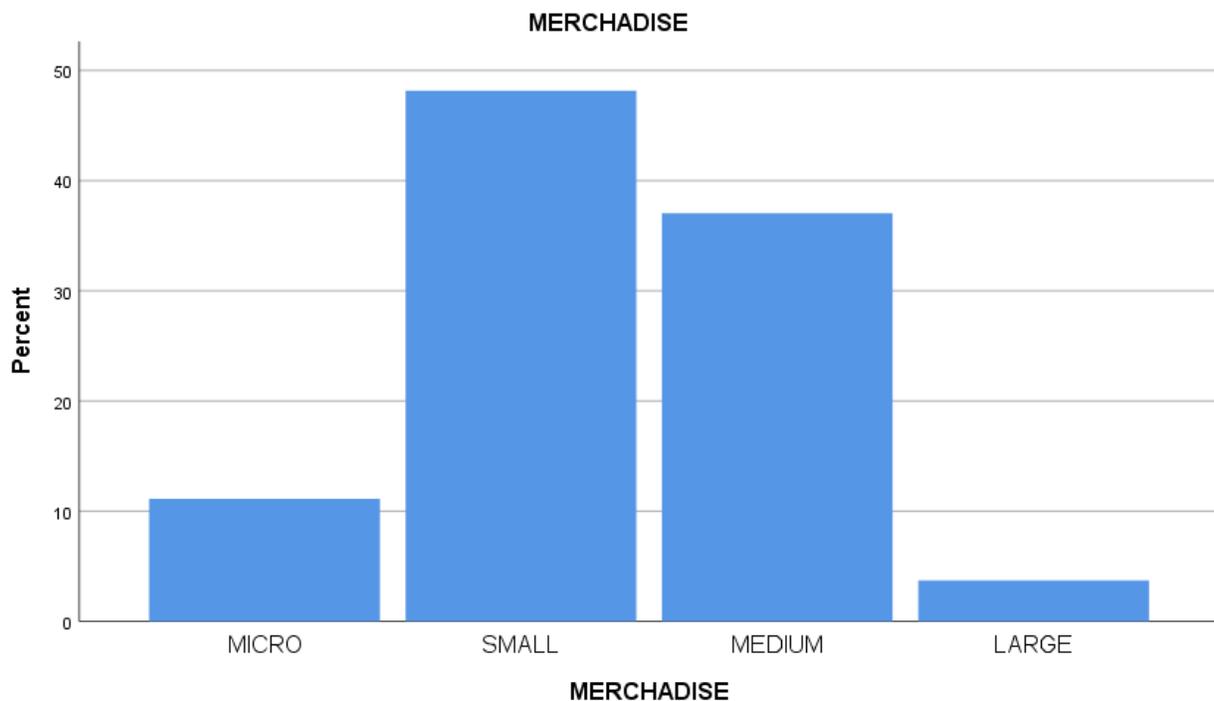
MANUFACTURING					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MICRO	1	1.6	5.3	5.3
	SMALL	14	23.0	73.7	78.9
	MEDIUM	4	6.6	21.1	100.0
	Total	19	31.1	100.0	
Missing	System	42	68.9		
Total		61	100.0		



Interpretation:

- As per survey there are 19 Manufacturing organizations out of total 61 respondents. Therefore out of 19 Manufacturing organizations 5.3% are micro ,73.7% are small scale , 21.1% are Medium scale in nature.

MERCHADISE/TRADER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MICRO	3	4.9	11.1	11.1
	SMALL	13	21.3	48.1	59.3
	MEDIUM	10	16.4	37.0	96.3
	LARGE	1	1.6	3.7	100.0
	Total	27	44.3	100.0	
Missing	System	34	55.7		
Total		61	100.0		



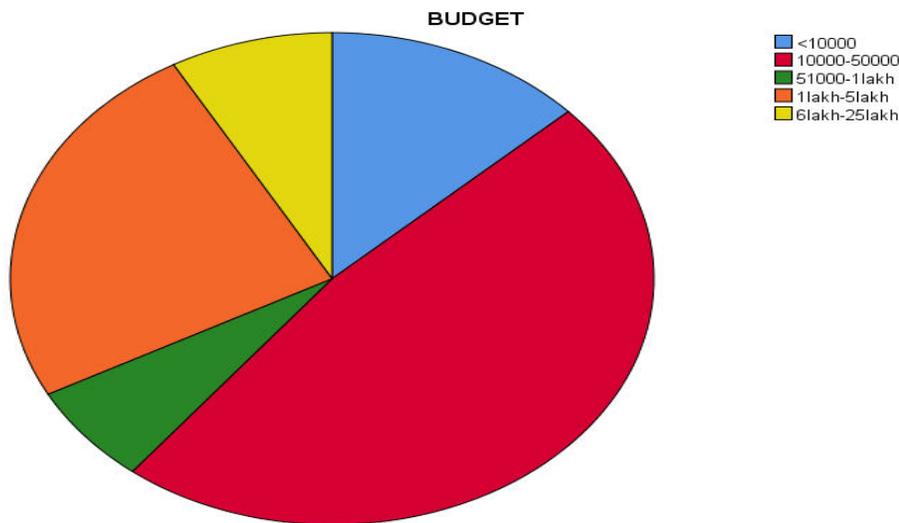
Interpretation:

- As per survey there are 27 Merchandise/Trader organizations out of total 61 respondents. Therefore out of Merchandise/Trader organizations 11.1% are micro 48.1% are small scale, 37% are Medium scale, 3.7% are larger in scale in nature.

2)How Much annual budget company is spending On Marketing?

N	Valid	61
	Missing	0
Mean		2.67
Minimum		1
Maximum		5

BUDGET					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<10000	8	13.1	13.1	13.1
	10000-50000	29	47.5	47.5	60.7
	51000-1lakh	4	6.6	6.6	67.2
	1lakh-5lakh	15	24.6	24.6	91.8
	6lakh-25lakh	5	8.2	8.2	100.0
	Total		61	100.0	100.0



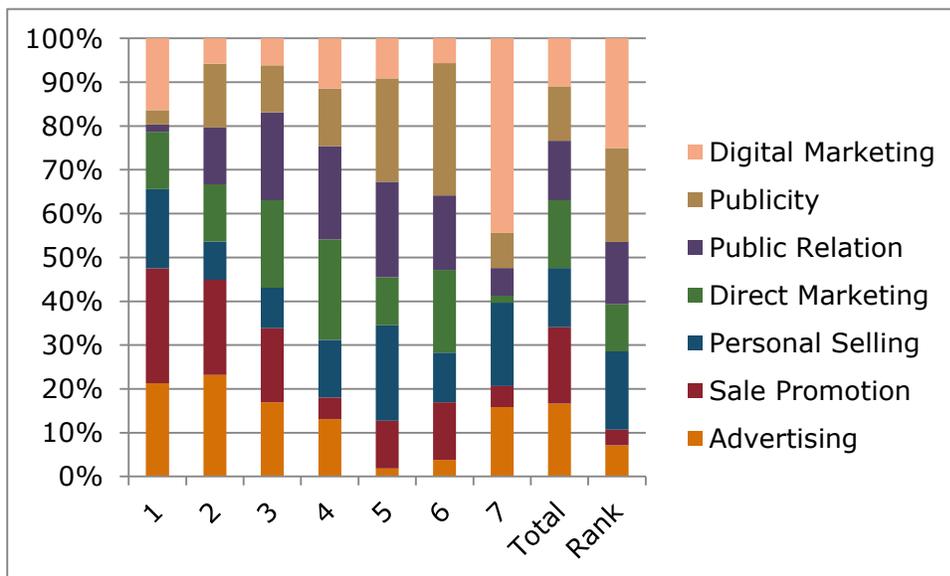
From the above graph, out of 61 respondent 47,5% spends their annual marketing budget within range of 10000- 50000,similarly 24.6% spend in a range of 1lakh-5 lakh,13.1% spend in range of less than 10000,6.6% spend in range 51000-1lakh, finally 8.2% of the companies spend in a range of 6lakh-25 lakh

Interpretation

Therefore it can be observed that majority of companies in hubli region have marketing budget in the range 10k-50k.

3) Rank the following marketing activities according to your preference level considering your annual Marketing Budget

Marketing activities	1	2	3	4	5	6	7	Total	Rank
Advertising	13	16	11	8	1	2	10	291	2
Sale Promotion	16	15	11	3	6	7	3	304	1
Personal Selling	11	6	6	8	12	6	12	235	5
Direct Marketing	8	9	13	14	6	10	1	270	3
Public Relation	1	9	13	13	12	9	4	236	4
Publicity	2	10	7	8	13	16	5	217	6
Digital Marketing	10	4	4	7	5	3	28	191	7



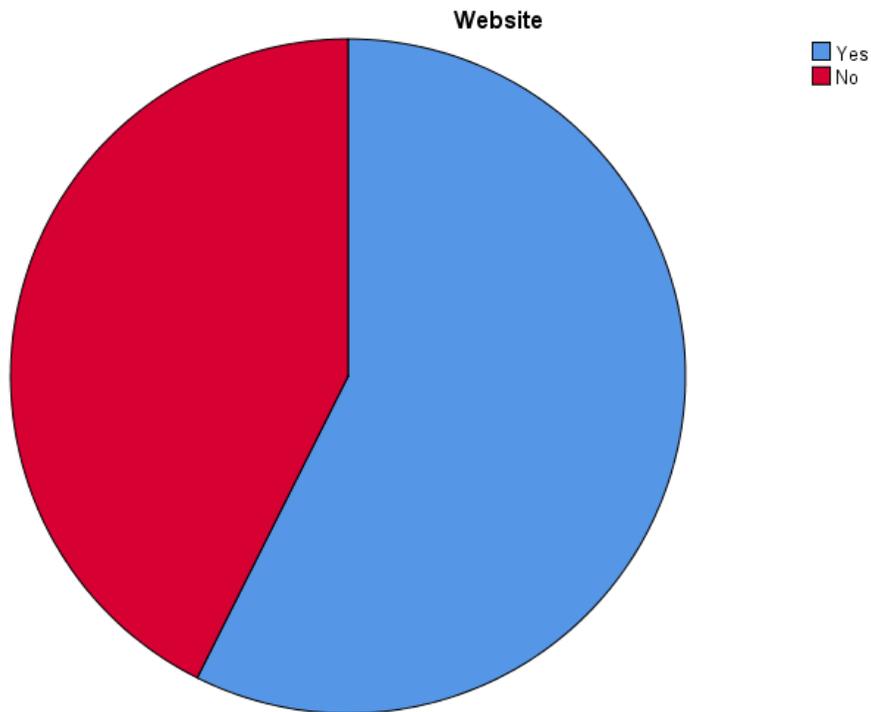
As per respondents surveyed the 1st preferred Marketing activities is sale promotion, 2nd preferred is advertising, 3rd preferred is Direct Marketing 4th preferred is public relation , 5th preferred is Personal Selling , 6th preferred is Publicity 7th preferred is Digital marketing.

Interpretation

From the survey we get to know sale promotion is highly preferred method and digital marketing less preferred marketing promotion method. This indicates that more awareness has to be created about digital marketing and its services along with its benefits.

4)Do you have Website?

Website					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	35	57.4	57.4	57.4
	No	26	42.6	42.6	100.0
	Total	61	100.0	100.0	



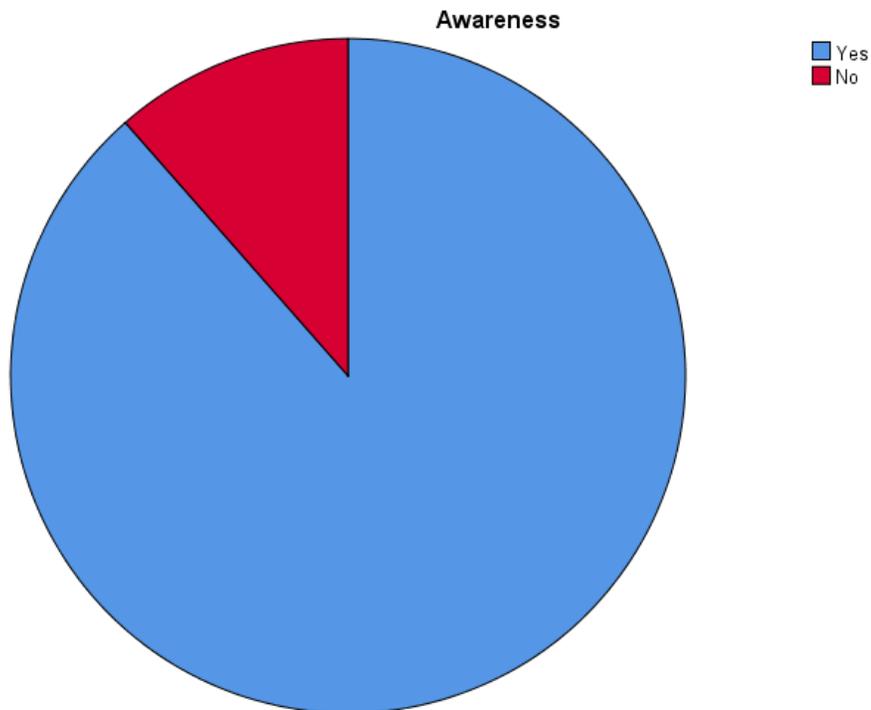
Interpretation

According to the survey respondents surveyed 57.4% having the website and 42.6% does have the website.

5) Are you aware of Digital / Online / Internet marketing?

N	Valid	61
	Missing	0
Mean		1.11

Awareness					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	54	88.5	88.5	88.5
	No	7	11.5	11.5	100.0
	Total	61	100.0	100.0	



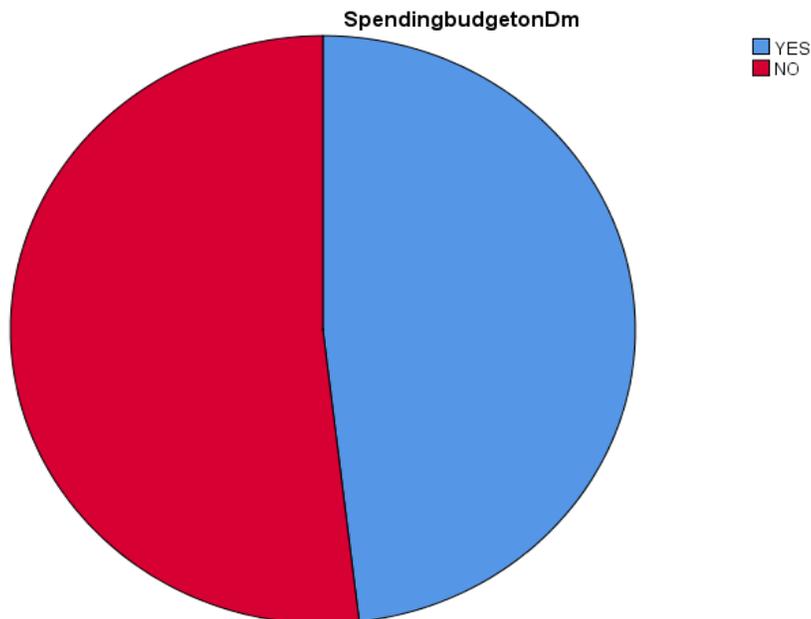
Interpretation

According to the respondents surveyed 88.5% are aware of Digital Marketing and 11.5% are not aware of Digital Marketing.

6) Is your company currently spending any budget on Digital marketing Activity?

N	Valid	54
	Missing	7
Mean		1.52

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	26	42.6	48.1	48.1
	NO	28	45.9	51.9	100.0
	Total	54	88.5	100.0	
Missing	System	7	11.5		
Total		61	100.0		



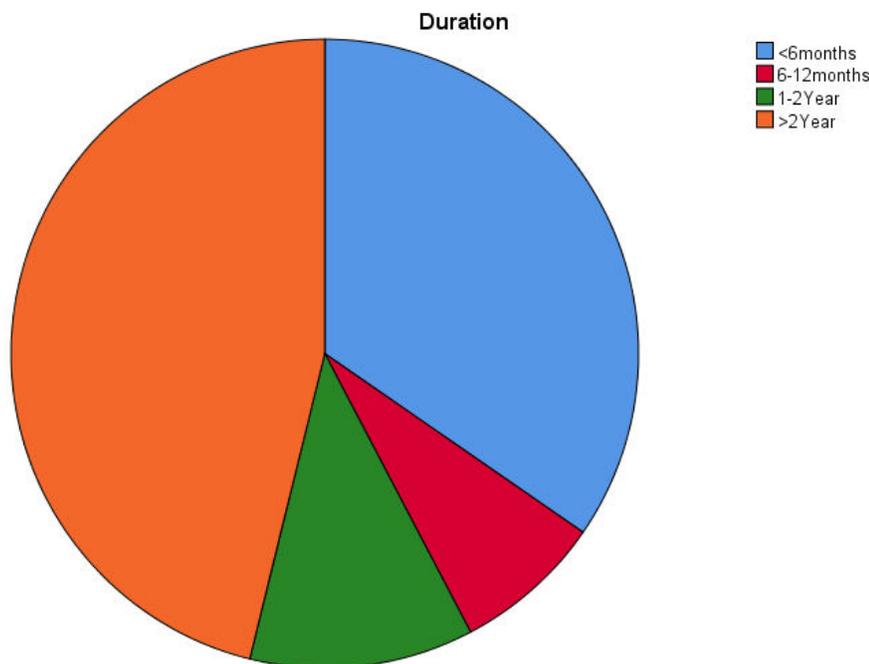
Interpretation

According to the survey 54 out of 61 Digital Marketing Aware respondents surveyed 48.1% are currently spending their budget on Digital Marketing activities and 51.9% are not currently not spending their Budget on Digital Marketing activities.

7) Since how long is your company undertaking digital marketing activities?

N	Valid	26
	Missing	35
Mean		2.69

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<6months	9	14.8	34.6	34.6
	6-12months	2	3.3	7.7	42.3
	1-2Year	3	4.9	11.5	53.8
	>2Year	12	19.7	46.2	100.0
	Total	26	42.6	100.0	
Missing	System	35	57.4		
Total		61	100.0		



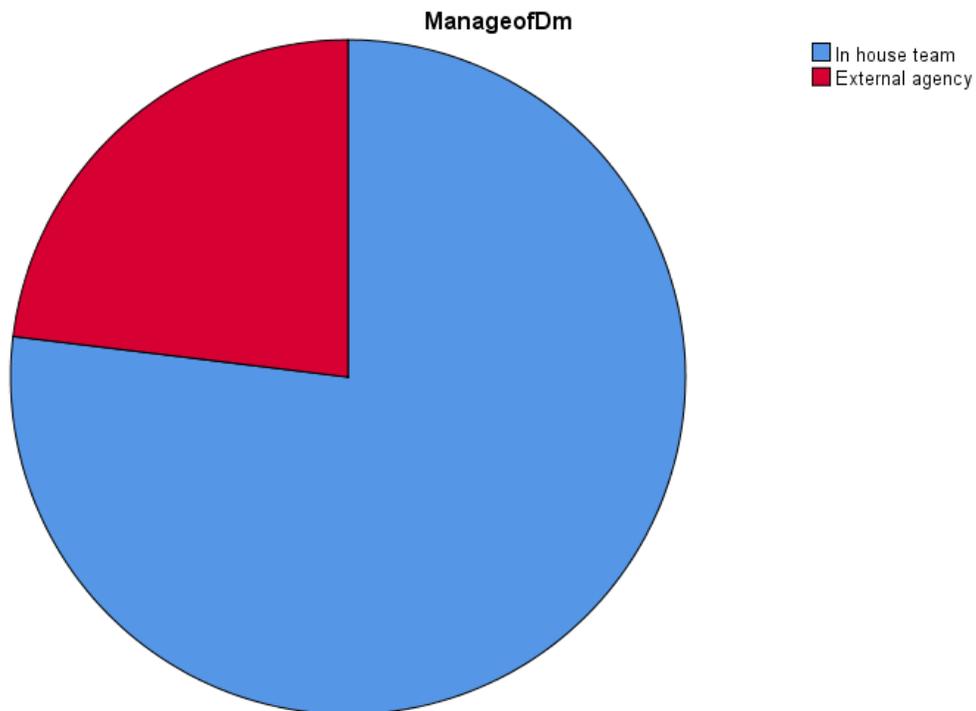
Interpretation

According to the survey out of the 54 respondents who are aware about Digital Marketing ,26 companies are spending on Digital Marketing activities. Out of these 26 companies 34.6% are spending since from less than 6 months,11.5% are spending since from 1-2 year,7.7% are spending since from 6-12 months,46.2% spending since from more than 2 year

8) How do you currently manage your digital marketing activities?

N	Valid	26
	Missing	35
Mean		1.23

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	In house team	20	32.8	76.9	76.9
	External agency	6	9.8	23.1	100.0
	Total	26	42.6	100.0	
Missing	System	35	57.4		
Total		61	100.0		

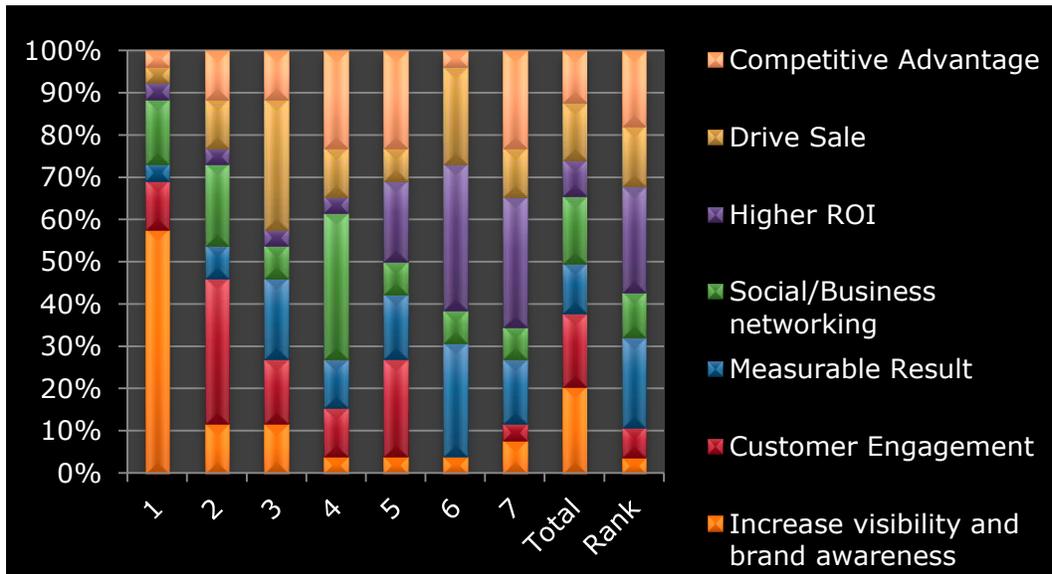


Interpretation

According to the survey out of 26 respondents surveyed 76.9% Manage their DM actives by own house Team,23.1% through External agency.

9) Rank your main objective for adopting digital marketing?

	1	2	3	4	5	6	7	Total	Rank
Increase visibility and brand awareness	15	3	3	1	1	1	2	149	1
Customer Engagement	3	9	4	3	6	0	1	126	2
Measurable Result	1	2	5	3	4	7	4	86	6
Social/Business networking	4	5	2	9	2	2	2	116	3
Higher ROI	1	1	1	1	5	9	8	63	7
Drive Sale	1	3	8	3	2	6	3	98	4
Competitive Advantage	1	3	3	6	6	1	6	90	5



As per respondents surveyed the 1st preferred objective is Increase visibility and brand awareness , 2nd preferred is Customer Engagement , 3rd preferred is Social/Business networking 4th preferred is Drive Sale , 5th preferred is Competitive Advantage , 6th preferred is Measurable Result 7th preferred is Higher ROI are the objectives for doing digital marketing

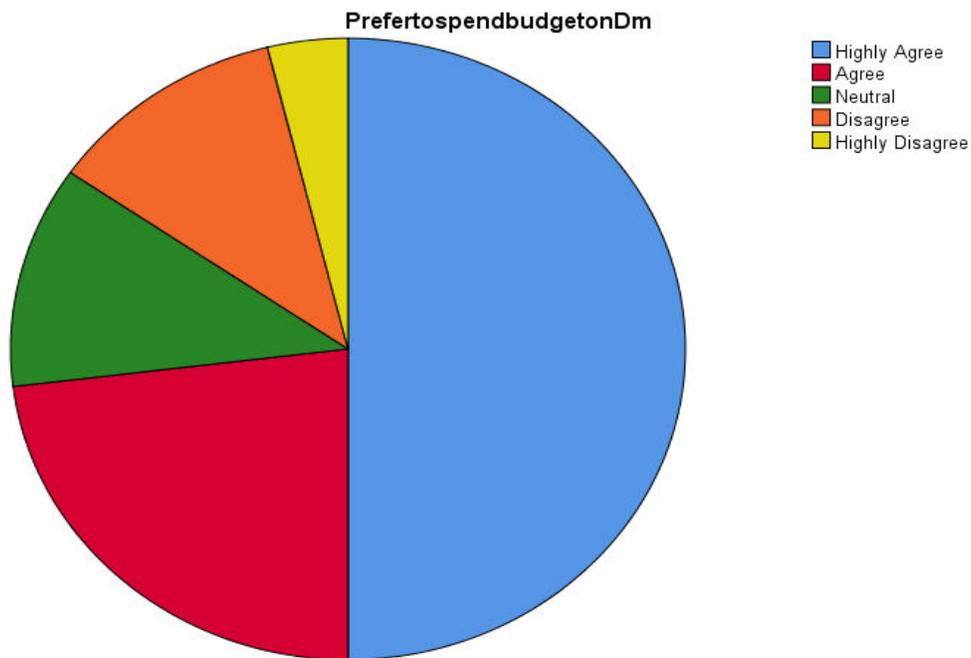
Interpretation

From the survey we get to know Increase visibility and brand awareness customer engagement are the two most important objectives for doing digital marketing.

10) To meet the above objective would you prefer to spend your marketing budget on digital marketing compared to TV, print, Radio, Outdoors?

N	Valid	26
	Missing	35
Mean		1.96

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Agree	13	21.3	50.0	50.0
	Agree	6	9.8	23.1	73.1
	Neutral	3	4.9	11.5	84.6
	Disagree	3	4.9	11.5	96.2
	Highly Disagree	1	1.6	3.8	100.0
	Total	26	42.6	100.0	
Missing	System	35	57.4		
Total		61	100.0		

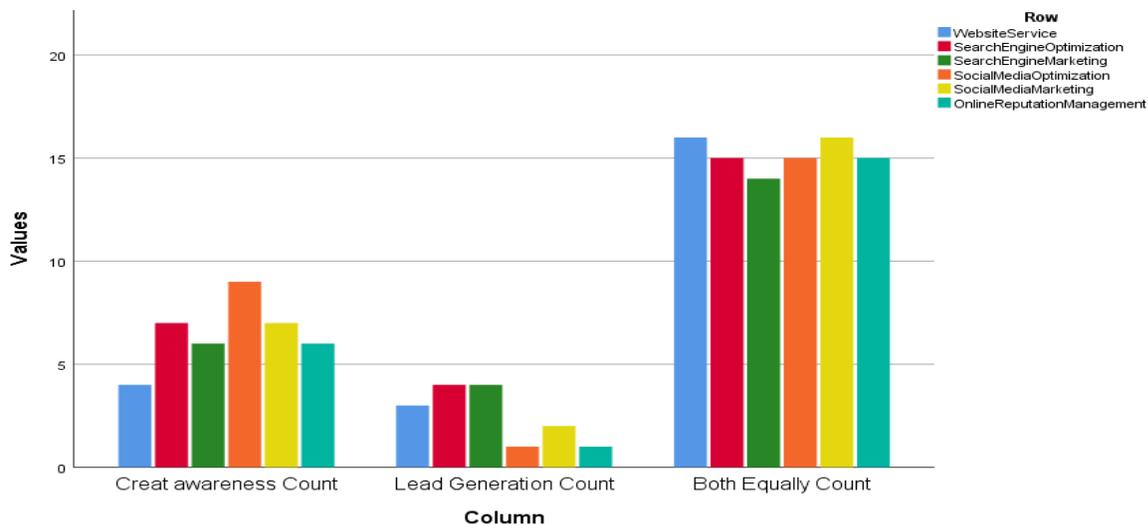


Interpretation

According to the survey 26 respondents surveyed 50% Highly agree to prefer to spend their marketing budget On DM,23.1%agree,11.5%neutral,11.5% Disagree,3.8% Highly Disagree compared to TV,Print,Radio,Outdoors.

11) What is your purpose of using below digital marketing Services for your company?

	Create awareness	Lead Generation	Both Equally
Website	4	3	16
SearchEngineOptimization	7	4	15
SearchEngineMarketing	6	4	14
SocialMediaOptimization	9	1	15
SocialMediaMarketing	7	2	16
OnlineReputationManagement	6	1	15



According to the survey out of the 26 respondent companies

- a) Website: 4 companies preferred Website to create awareness, 3 companies for the lead generation and 16 preferred for the both reasons equally
- b) SEO: 7 companies preferred SEO to create awareness, 4 companies for the lead generation and 15 preferred for the both reasons equally
- c) SEM: 6 companies preferred SEM to create awareness, 4 companies for the lead generation and 14 preferred for the both reasons equally
- d) SMO: 9 companies preferred SMO to create awareness, 1 companies for the lead generation and 15 preferred for the both reasons equally
- e) SMM: 7 companies preferred SMM to create awareness, 2 companies for the lead generation and 16 preferred for the both reasons equally
- f) ORM: 4 companies preferred ORM to create awareness, 3 companies for the lead generation and 16 preferred for the both reasons equally

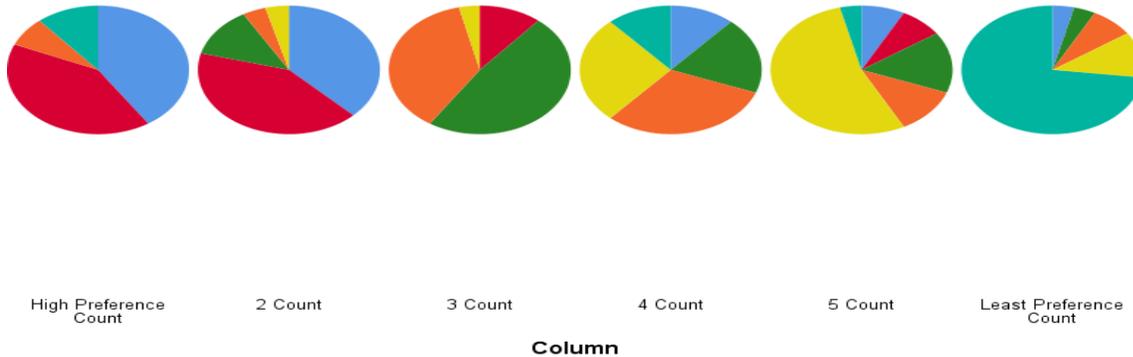
Interpretation

From the survey we get to know that companies are using Digital Marketing services to create both Create awareness and lead Generation.

12) Which services you plan to use as a part of digital marketing strategy in 2019?

Services	High Preference	2	3	4	5	Least Preference
	Count	Count	Count	Count	Count	Count
Website	11	9	0	3	2	1
SEO	11	10	3	0	2	0
SEM	0	3	13	5	4	1
SMO	2	1	10	8	3	2
SMM	0	1	1	7	14	3
ORM	3	0	0	3	1	19

Row
■ WebsitePlan
■ SEO
■ SEM
■ SMO
■ SMM
■ ORM



According to the survey

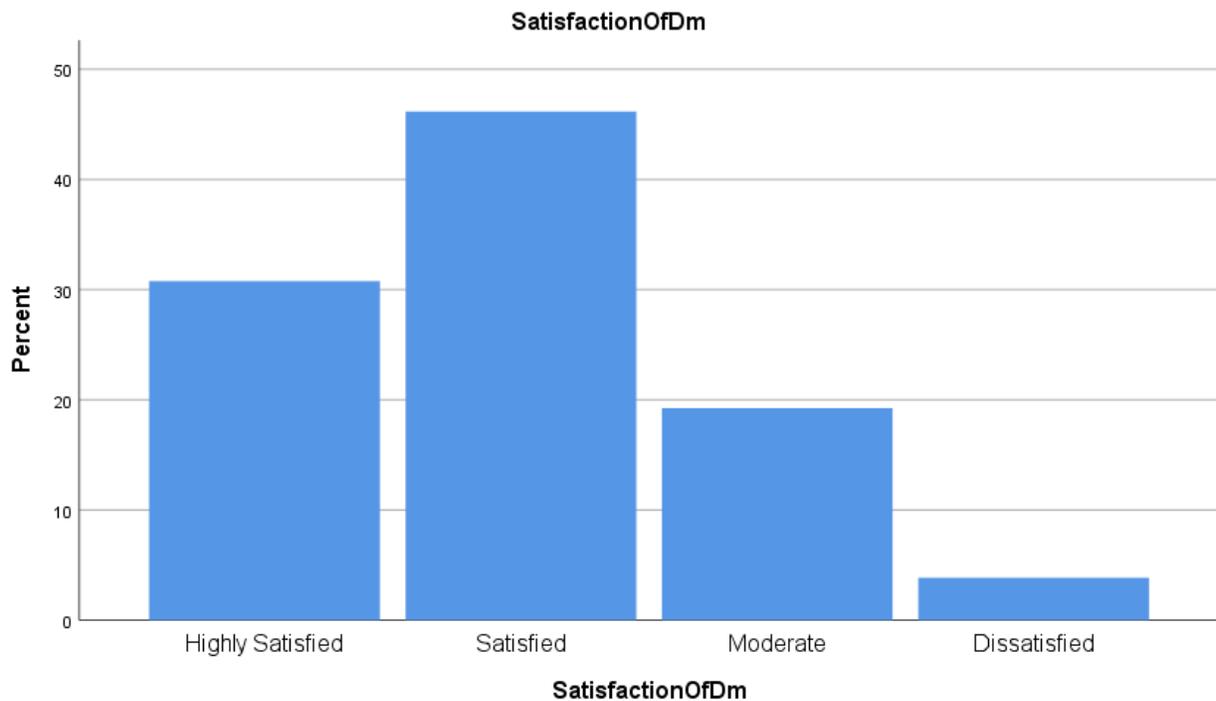
- about 20 respondents highly preferred to have Website & 3 Companies Least preferred for the same
- about 21 respondents highly preferred to have SEO & 2 Companies Least preferred for the same
- about 3 respondents highly preferred to have SEM & 5 Companies Least preferred for the same
- about 3 respondents highly preferred to have SMO & 5 Companies Least preferred for the same
- about 1 respondents highly preferred to have SMM & 18 Companies Least preferred for the same
- about 3 respondents highly preferred to have ORM & 20 Companies Least preferred for the same

Interpretation

It can be observed that there is highest preference for the website and SEO Services as a part of digital marketing strategy in 2019.

13) Rate your Satisfaction level about the digital marketing services in recent Days/Month/Year?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly Satisfied	8	13.1	30.8	30.8
	Satisfied	12	19.7	46.2	76.9
	Moderate	5	8.2	19.2	96.2
	Dissatisfied	1	1.6	3.8	100.0
	Total	26	42.6	100.0	
Missing	System	35	57.4		
Total		61	100.0		

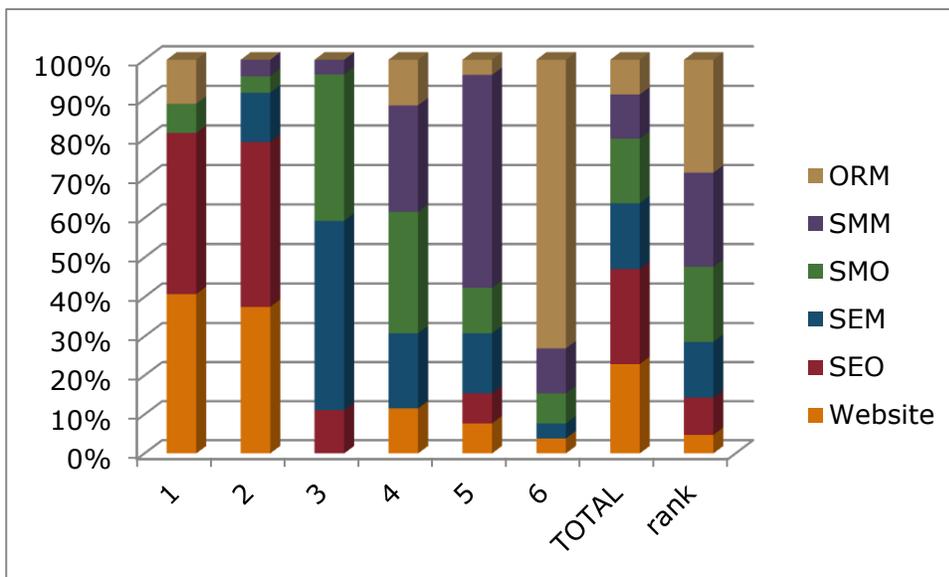


Interpretation

According to the 26 respondents surveyed are 30.8% Highly satisfied, 46.2% are satisfied, 19.2% are moderate, 3.8% are dissatisfied with DM Services in Recent days/month/year

14) Which are the Following Digital Marketing Services you are currently using to promote your company product?

Digital Marketing Services	1	2	3	4	5	6	Total	Rank
Website	11	9	0	3	2	1	125	1
SEO	11	10	3	0	2	0	132	2
SEM	0	3	13	5	4	1	91	3
SMO	2	1	10	8	3	2	89	4
SMM	0	1	1	7	14	3	61	5
ORM	3	0	0	3	1	19	48	6



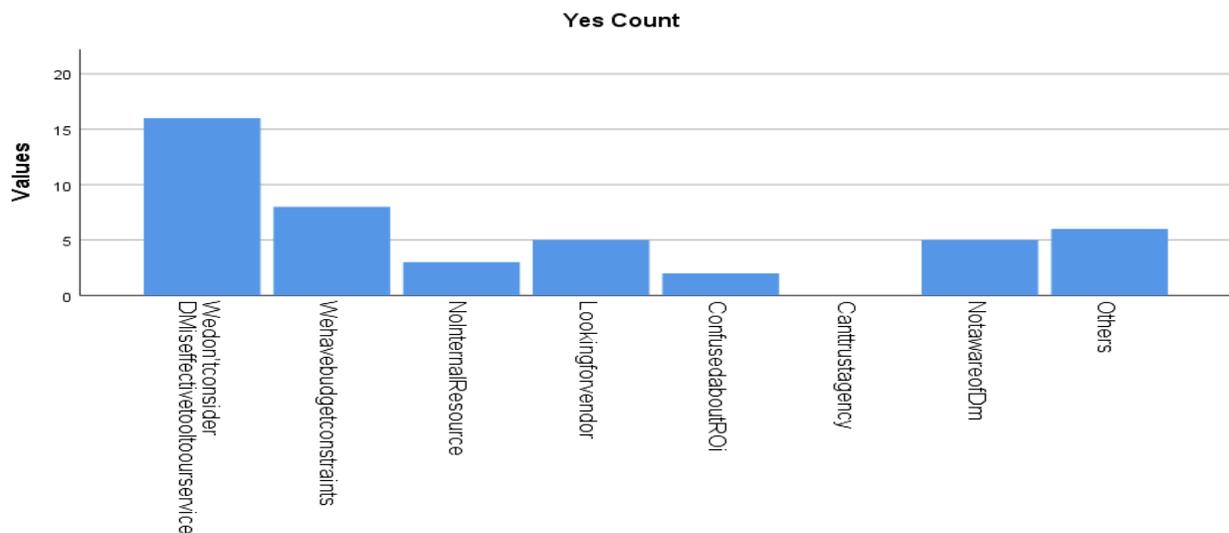
As per respondents surveyed the 1st preferred is website, 2nd preferred is SEO, 3rd preferred is SEM, 4th preferred is SMO, 5th preferred is SMM, 6th preferred is ORM are Digital Marketing Services companies are currently using to promote your company product

Interpretation

From the survey we get to know website and SEO is the high preferred Digital Marketing Service companies are currently using to promote your company product

15) Mark the Reasons for not undertaking digital marketing activities?

Reasons	Yes Count	Percentage
We don't consider DM is effective tool to our service	16	61.53
We have budget constraints	8	30.76
No Internal Resource	3	11.53
Looking for vendor	5	19.23
Confused about Measuring ROI	2	7.69
Can't trust external agency	0	0
Not aware of Dm	5	19.23
Others Reasons	6	23.03



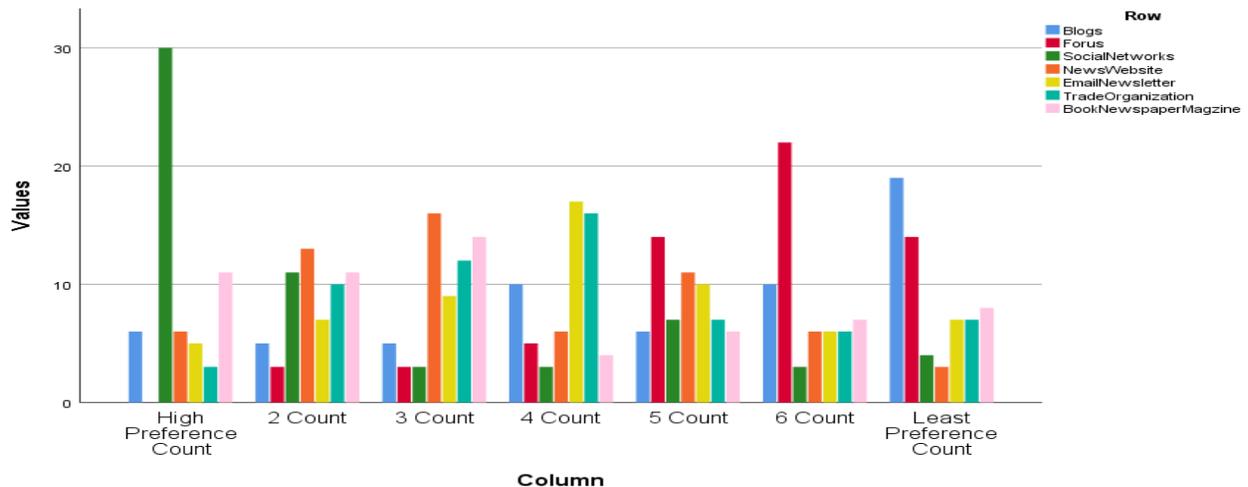
According to the survey 35 respondents out of total 61 respondents remaining who are aware but do not prefer to spend on Digital Marketing Services, The reasons for not undertaking digital marketing activities with percentage 61.53% don't consider digital marketing is effective tool to their service, 30.76% have budget constraints, 11.53% the opened about lack internal Resource, 19.23% are looking for good digital marketing vendor who can deliver result oriented programs, 7.69% They are confused about measuring ROI, 19.23% are not aware of 'Digital Marketing Concept' and 23.03% having other reasons like they are tie up with the Tata, Zindal etc

Interpretation

Form the survey we get to know that Most of companies they don't consider Digital is effective tool for there service, as this is a new concept all these companies are still depends on traditional marketing

16) Which Form of the following helps you to update your knowledge about digital marketing services? (Rank them according to your preference 1-7)

	High Preference Count	2 Count	3 Count	4 Count	5 Count	6 Count	Least Preference Count
Blogs	6	5	5	10	6	10	19
Forus	0	3	3	5	14	22	14
SocialNetworks	30	11	3	3	7	3	4
NewsWebsite	6	13	16	6	11	6	3
EmailNewsletter	5	7	9	17	10	6	7
TradeOrganization	3	10	12	16	7	6	7
BookNewspaperMagzine	11	11	14	4	6	7	8



Interpretation

According to the respondents surveyed 6 respondents give high preference to blogs,30 for social network,6 for news website,5 for email newsletter,3for trade organization,11 for book/newspaper/magazine to update their knowledge about digital marketing service.

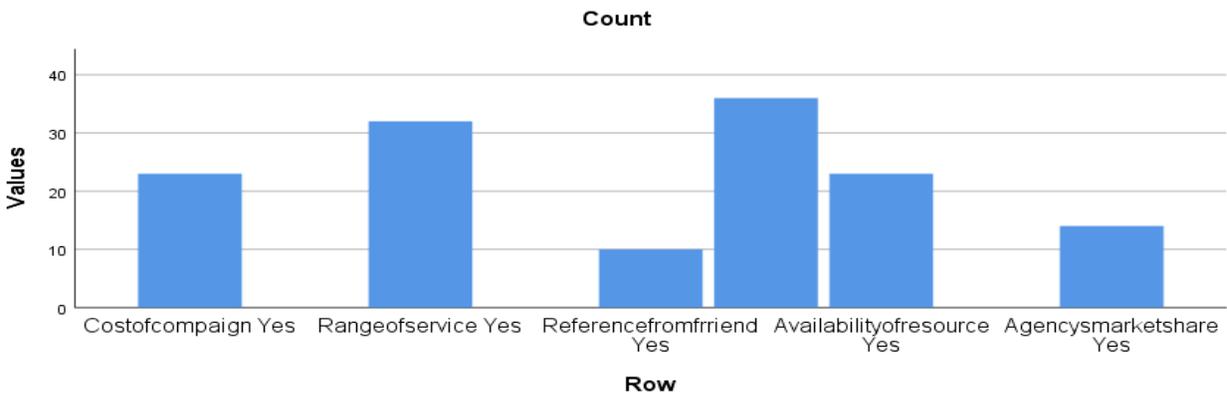
According to the respondents surveyed 19 respondents give Least preference to blogs,14 for forums,4 for social networks,3for news website,7 for email newsletter,7for trade organization,8 for book/newspaper/magazine to update their knowledge about digital marketing service.

Interpretation

From the survey we get know that most of them prefer to use to update their knowledge regarding Digital marketing through Blogs and Social Networks.

17) Which are the key factors that would be important for selecting an external agency for managing your digital marketing activities?

Cost of campaign	23
Range of service	32
Reference from friend	10
Agency's client portfolio/ reputation	36
Availability of resource	23
Agency's market share	14



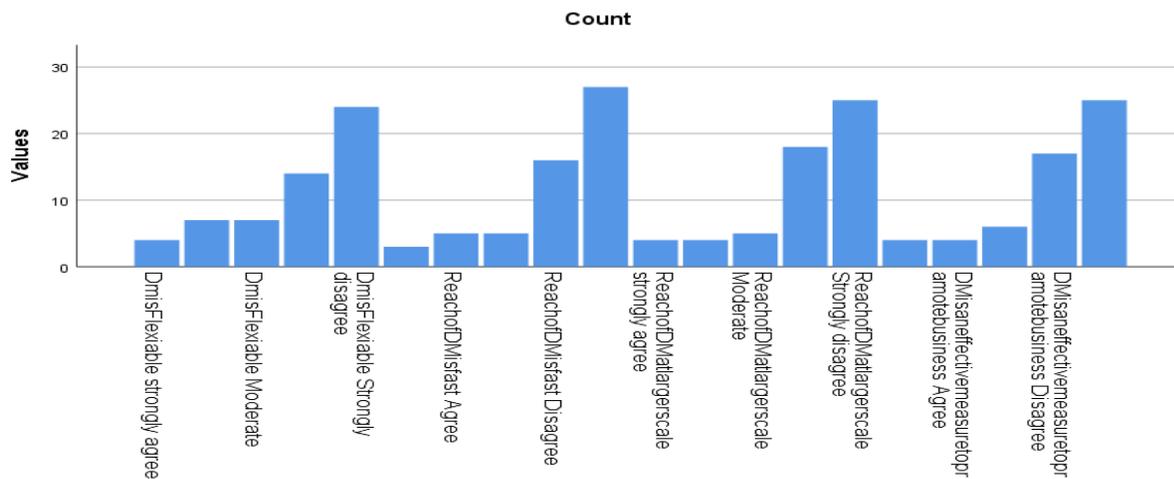
According survey of 36 respondents stated the key factor as agency client portfolio/reputation,32 for range of services,10 from reference from friend/colleague,23 for cost comapaign,23 for availability of resource,14 for Agency's market share.

Interpretation

According to our survey companies before choosing an agency for doing their Digital marketing activities most of them consider Range of service and Agency's client portfolio reputation factor.

18) Express your opinions on the following statements

Statements	5(Strongly agree)	4(Agree)	3(Moderate)	2(Disagree)	1(Strongly disagree)
Digital Marketing is Flexible.	4	7	7	14	24
Reach of Digital Marketing is fast	3	5	5	16	27
Reach of Digital marketing at larger scale	4	4	5	18	25
Digital Marketing is an effective measure to promote a business	4	4	6	17	25



According to the respondents surveyed the opinion about digital marketing is flexible with strongly agree of 4 responded, agree with 7 responded, moderate with 7 responded, disagree with 14 responded, Strongly disagree with 24 responded

According to the respondents surveyed the opinion about Reach of digital marketing is fast with strongly agree of 3 responded, agree with 5 responded, moderate with 5 responded, disagree with 16 responded, Strongly disagree with 27 responded.

According to the respondents surveyed the opinion about Reach of digital marketing at larger scale with strongly agree of 4 responded, agree with 4 responded, moderate with 5 responded, disagree with 18 responded, Strongly disagree with 25 responded

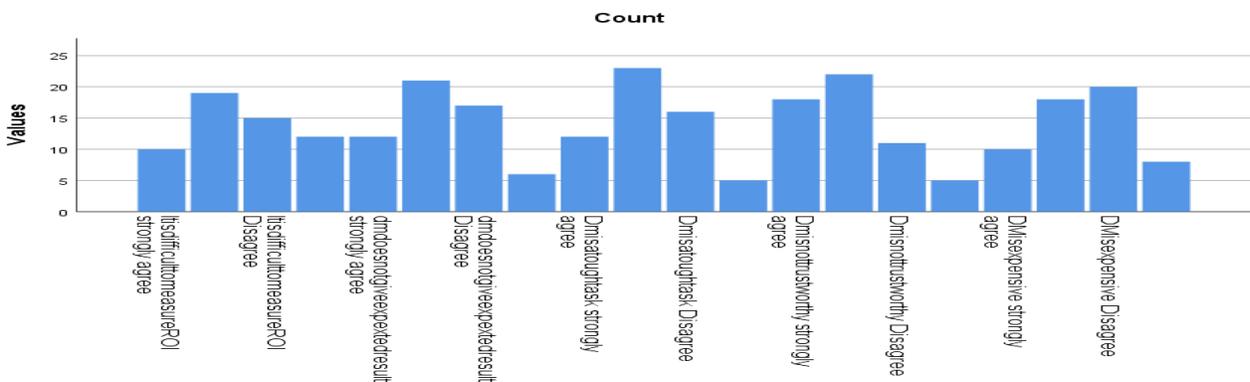
According to the respondents surveyed the opinion about digital marketing is effective measure to promote business with strongly agree of 4 responded, agree with 4 responded, moderate with 6 responded, disagree with 17 responded, Strongly disagree with 25 responded

Interpretation

Form the survey we get know that most of them feel that digital marketing is not flexible ,fast and does not help to reach lager customer, it is not best way to promote their business.

19) Express your opinions on the following statements

Statements	4(Strongly agree)	3(Agree)	2(Disagree)	1(Strongly disagree)
If I use Digital Marketing for my business it will be difficult to measure ROI for my business	10	19	15	12
Digital marketing does not give expected result	12	21	17	6
Digital marketing is a tough task	12	23	16	5
Digital marketing is not trust worthy	18	22	11	5
Digital marketing is expensive	10	18	20	8



According to the respondents surveyed the opinion about it will be difficult to measure ROI for my business with strongly agree of 10 responded, agree with 19 responded,, disagree with 15 responded, Strongly disagree with 12 responded

According to the respondents surveyed the opinion about digital marketing does not give expected result with strongly agree of 12responded, agree with 21 responded, disagree with 17 responded, strongly disagree with 6responded

According to the respondents surveyed the opinion about digital marketing is tough task with strongly agree of 12 responded, agree with 23 responded,, disagree with 16 responded, Strongly disagree with 5 responded.

According to the respondents surveyed the opinion about Digital marketing is not trust worthy with strongly agree of 18 responded, agree with 22responded,, disagree with 11 responded, Strongly disagree with 5 responded

According to the respondents surveyed the opinion about Digital marketing is expensive with strongly agree of 10 responded, agree with 18 responded,, disagree with 20 responded, Strongly disagree with 8 responded

Interpretation

Form the survey we get know that most of them feel that they don't find any difficulties in measuring digital marketing if they use digital marketing, they are agree that it does not give expected result , it is a tough task and they don't feel that its expensive

CHAPTER-6
FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- Majority of companies in Hubli region have marketing budget in the range 10k-50k.
- sale promotion is highly preferred method and digital marketing less preferred marketing promotion method. This indicates that more awareness has to be created about digital marketing and its services along with its benefits.
- 57.4% having the website and 42.6% does have the website.
- According to the survey 54 out of 61 Digital Marketing Aware respondents surveyed 48.1% are currently spending their budget on Digital Marketing activities and 51.9% are not currently not spending their Budget on Digital Marketing activities
- According to the survey out of the 54 respondents who are aware about Digital Marketing ,26 companies are spending on Digital Marketing activities. Out of these 26 companies 34.6% are spending since from less than 6 months,11.5% are spending since from 1-2 year,7.7%are spending since from 6-12 months,46.2% spending since from more than 2 year
- According to the survey out of 26 respondents surveyed 76.9% Manage their DM actives by own house Team,23.1% through External agency.
- From the survey we get to know Increase visibility and brand awareness customer engagement are the two most important objectives for doing digital marketing.
- According to the survey26 respondents surveyed 50% Highly agree to prefer to spend their marketing budget On DM,23.1%agree,11.5%neutral,11.5% Disagree,3.8% Highly Disagree compared to TV,Print, Radio, Outdoors.
- From the survey we get to know that companies are using Digital Marketing services to create both Create awareness and lead Generation.
- It can be observed that there is highest preference for the website and SEO Services as a part of digital marketing strategy in 2019.

- According to the 26 respondents surveyed are 30.8% Highly satisfied, 46.2% are satisfied, 19.2% are moderate, 3.8% are dissatisfied with DM Services in Recent days/month/year
- From the survey we get to know website and SEO is the high preferred Digital Marketing Service companies are currently using to promote your company product
- From the survey we get to know that Most of companies they don't consider Digital is effective tool for their service, as this is a new concept all these companies are still depends on traditional marketing
- From the survey we get know that most of them prefer to use to update their knowledge regarding Digital marketing through Blogs and Social Network
- According to our survey companies before choosing an agency for doing their Digital marketing activities most of them consider Range of service and Agency's client portfolio reputation factor.
- From the survey we get know that most of them feel that they don't find any difficulties in measuring digital marketing if they use digital marketing, they are agree that it does not give expected result, it is a tough task and they don't feel that its expensive
- From the survey we get know that most of them feel that digital marketing is not flexible, fast and does not help to reach larger customer, it is not best way to promote their business.

SUGGESTIONS

While doing the survey in the industrial area, retail store, electronic showrooms to find out awareness level of digital marketing services in Hubli city. I observed That SUGATE Digital Marketing is growing well .But the company can improve in some areas according to us like

- On the basis of survey we can say that 11.5% are not aware of digital marketing and 88.5% are aware about digital marketing but only 48.1%are ready to invest budget on digital marketing and remaining are not ready to spend any budget on digital marketing so company should advertise its services in the newspaper like leaflets ,social media ,tools which is a cost effect and also help to connect all the people easily.
- Blogs are the best way to reach the clients because people have preferred to see in media to update their knowledge about digital marketing.
- The company should try to provide services within the range of 10k-50k by considering objective
- Increase visibility and brand awareness, customer engagement ,social networking factor in your service.
- Include all the services which full fill the need of both create awareness and lead generation
- Website and SEO are two most preferred services by the clients in that company can provide different range of services.
- Company can target clients who are dissatisfied towards their current digital marketing services provider.
- We observe that around 30.76% having budget constraints so service cost should be moderate.
- Provide the services in such a way that which help them to promote their business, to reach larger scale, easy to use, so that clients should satisfied about digital marketing service.

CONCLUSION

Through the study we come to know that Digital Marketing is an emerging area especially in these days of instant result. According to the result revealed from the study , we can say that most of the people are expecting the new way of doing digital marketing as compared to traditional marketing . From all the respondents most of the people are aware of digital marketing services and some of are using most of the services ,most of the respondents disagree that digital marketing is expensive but agree it is flexible ,tough task , and it is not a trust worthy. According to study most of the respondents are doing search engine optimization activity and they are using social network to update the knowledge on digital marketing activities and there less scope for Digital marketing we observed through survey.

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ANNEXURE

Dear sir/ madam,

I am Savita G Merwade student of Karnataka University Post Graduate Centre Gadag, studying MBA 2nd semester, as a part of curriculum I have undertaken a research “**A Study on Digital Marketing opportunities with reference to Hubli Region**”. The information provided will be strictly kept confidential and will be used for an academic purpose only

BASIC INFORMATION

- ✓ Company Name.....
- ✓ Name.....
- ✓ Designation.....
- ✓ Mobile No.....
- ✓ Email id.....
- ✓ Address.....
- ✓ Product.....

1) Type of Business?

Industry Type	Micro(1)	Small(2)	Medium(3)	Large(4)
Service (a)				
Manufacturing(b)				
Merchandise/Trader(c)				

2) How much annual budget company is spending on marketing.....

3) Rank the following marketing activities according to your preference level considering your annual Marketing Budget (1 to 7)

1-High Preferred

7-Low Preferred

Marketing Activity	Rank
Advertising(TV Ads, Radio, Brochures, Billboards, Hoardings)	
Sale Promotion(Discounts, Offers, Coupons)	
Personal Selling(Door to Door)	
Direct Marketing(Catalogues Through Email)	
Public Relation(Events, Sponsorships)	
Publicity(Press Release, Article Submission)	
Digital Marketing(Website,SEO,SEM,SMM,SMO,ORM)	

10) To meet the above objective would you prefer to spend your marketing budget on digital marketing compared to TV, print, Radio, Outdoors?

- a. Highly Agree []
- b. Agree []
- c. Neutral []
- d. Disagree []
- e. Highly Disagree []

11) What is your purpose of using below digital marketing Services for your company?

Services	Creates Awareness	Lead Generation	Both equally
Website			
Search Engine Optimization SEO			
Search engine marketing(SEM)			
Social media optimization (SMO)			
Social media marketing (SMM)			
Online Reputation Management (ORM)			

12) Which services you plan to use as a part of digital marketing strategy in 2019?

1-High Preference 7-Least Preference

marketing strategy	Rank
Website	
SEO	
SEM	
SMO	
SMM	
ORM	

13) Rate your Satisfaction level about the digital marketing services in recent Days/Month/Year?

- Highly satisfied []
- Satisfied []
- Moderate []
- Dissatisfied []
- Highly dissatisfied []

14) Which are the Following Digital Marketing Services you are currently using to promote your company product?

- Website (Static, Dynamic, Ecommerce) []
- SEO (Ranking a website in organic way) []
- SEM (Pay Per Click , Google Ads) []
- SMO (Facebook ,Twitter,Instagram, YouTube) []
- SMM (Advertisement on Social Media) []
- ORM (Reviews & Ratings management) []
- Nothing Specific, But Interested []

15) Mark the Reasons for not undertaking digital marketing activities?

- We don't consider digital marketing is effective tool to our service []
- We have budget constraints []
- We don't have enough Internal sources []
- We are looking for good digital marketing vendor who can deliver result oriented programs []
- We are confused about measuring ROI []
- Can't Trust External agency []
- We are not aware of 'Digital Marketing Concept'. []
- Other reason..... []

16) Which Form of the following helps you to update your knowledge about digital marketing services? (Rank them according to your preference 1-7)

1-Highly preferred 7- Least preferred

Media / source	Rank
Blogs	
Forum	
Social Networks	
News Websites	
Email newsletters	
Trade Organizations	
Book , newspaper ,magazine	

17) Which are the key factors that would be important for selecting an external agency for managing your digital marketing activities?

- Cost of campaign []
- Range of services []
- Reference from colleague/friend []
- Agency’s client portfolio/market reputation []
- Availability of Resource []
- Agency’s market share []

18) Express your opinions on the following statements

Statements	5(Strongly agree)	4(Agree)	3(Moderate)	2(Disagree)	1(Strongly disagree)
Digital Marketing is Flexible.					
Reach of Digital Marketing is fast					
Reach of Digital marketing at larger scale					
Digital Marketing is an effective measure to promote a business					

19) Express your opinions on the following statements

Statements	4(Strongly agree)	3(Agree)	2(Disagree)	1(Strongly disagree)
If I use Digital Marketing for my business it will be difficult to measure ROI for my business				
Digital marketing does not give expected result				
Digital marketing is a tough task				
Digital marketing is not trust worthy				
Digital marketing is expensive				

-: Thank You :-