

## Case Study

# Study of Digital Marketing Strategies of A Business Organization for The Promotion of Its Products and Services

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## I N F O

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## I N T R O D U C T I O N

Occam's business research is a worldwide supplier of counselling and data administrations joining information refining, master examination and application-based customer cantered reports. We are a committed group of industry specialists cooperating towards conveying high quality assistance and backing to your business challenges which would help you in better key dynamic and upgrading your worldwide presence.

We serve numerous organizations across the globe assembling our accomplished labour force to help organizations shape their development with appropriate channelizing and execution. More than being only a statistical surveying organization, with our imaginative investigation we plan to be with you directly from the essential information investigation to new client securing and extension.

We put stock in long haul business connections that develop with mix of certainty and trust in our administrations. We comprehend our commitment to serve fastidiously and henceforth here we are offering quality administrations anticipating a more prominent coordinated effort.

We need to carry our worldwide reach and scale to convey exact statistical surveying and counselling administrations. This is our vision- and that is the reason we are here.

### We are Different

- As our expectations are profoundly investigated, reliable, cantered and just expressed
- Reclassifying business research administration approach
- 360degree methodology towards examination of miniature and large-scale factors affecting your markets
- Inventive yet serious and applied procedures
- Complete and all-around adjusted examination system
- Community oriented endeavours to plan your triumphant techniques
- Spanning the data hole
- Examination of full scale and miniature financial patterns
- Appealing and easy to understand records

## Scope of The Study

This study aims at studying client servicing and business development process. It is a continuous process followed by six steps which are important that their level.

This study helps me to get the reality check of a market where actual comparison between the classroom knowledge and the real situation can be done. By just learning theory and facing actual situations its concept and practices might vary. The study helps to understand the different concepts of digital marketing, but while implementing it might differ from situation to situation.

This study helps to understand and know how to deal with different kinds of customers or a client and how to make an impressive online campaign.

## Objective of The Study

1. To examine the job of computerized advertising in Return on web.
2. To examine the various standards of computerized showcasing administrations.
3. To dissect the methodology which assist them with getting more business?
4. To realize how to pitch a customer while meeting essentially how to talk, what to talk, step by step instructions to cause customer to participate in your discussion.
5. To know the correct method of composing an appropriate substance for the E-mailers.
6. To examine the development of Digital showcasing.

## Research Methodology

The descriptive research design is used for analysing and studying the strategies of Digital Marketing and process of Business Development. It is amazingly simple & more specific than explanatory study.

The descriptive study is a fact finding investigation with adequate interpretation. The descriptive study aims at identifying the various characteristics of a problem under study.

It reveals potential relationships among variables and setting the stage for further investigation later. The results of such research are not usually useful for decision making by them, but they can provide significant insight into a given situation. Although the results of qualitative research can give some indication as to the "why", "how" and "when" something occurs, it cannot tell us "how often" or "how many".

As the research conducted was observatory there was no questionnaire and hence no sample size or data interpretation was to be done.

## Data Sources

### Primary Data

It is a firsthand data which is collected by you only. The different way of collecting primary data is personal interview, questionnaire, survey etc.

As my project is descriptive study there is no primary data collected as such.

### Secondary Data

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies.

To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, books, office executives, and company data.

## Findings

1. Most of the real sector people understanding the value and opportunities of digital marketing.
2. With the study of digital marketing I came to its emergence and extreme growth in today's scenario.
3. How to optimize search engine for improvement of website score and page ranking of website.
4. Most of the companies opt for the digital marketing channels name search engine optimization, search engine marketing and social media marketing and later they will think about other channels which mean these three-channel high acceptance.
5. It is easier to approach a company if you first send them an E-mail related to their field of work and then call them in fact sometimes the company itself call having seen the E-mail.

## Conclusion

The summer internship project helped me to understand how the corporate business works. The various departments and its functions and how all are interrelated to each other. Occam's Business Research is a Market Research firm which also does in-house Digital Marketing for promotion of its services, i.e., Market Research Reports, which shows me the complete process of how they work at each functional level, especially about the digital marketing as it was my job profile.

In digital marketing, I had worked on

1. SEO
2. On Page SEO
3. Off Page SEO

- Social Bookmarking
- Directory Submission
- Press Release Submission
- Email Marketing

#### 4. SMO

- Facebook
- Twitter
- LinkedIn
- Google +
- Pinterest

The company helped me to learn and meet a lot of corporate people, which helped me to understand the business.

### Learnings

- Get to know about challenges and opportunities for digital marketing in India.
- Gain basic understanding of On Page SEO, Off Page SEO and SMO.
- Gain knowledge and practical implication of On Page SEO, Off Page SEO and SMO.
- I experienced the corporate feeling which gives me a good exposure.
- I was able to put in practice what I have learnt in my first year of MBA curriculum.
- Leadership quality, it is all about the impact you have on other people. You need to have leaders within an organization. Leaders will deal with the customer, project, etc. as a leader.
- Healthy competition forced to do better job the trick is to learn from your competitors quicker than they can learn from you. Always look for your competitors' strengths.
- Digital marketing work is all about a team work and it always try to give best out of all.
- Time management is the big management lesson I have learnt as make individual more divert towards its work.
- How to do a formal communication, the way how to communicate with each level of management to get work done.

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