

INTERNSHIP COMPLETION LETTER

28th March 2018

This is to certify that Mr. Koushik K (USN No: 1AZ16MBA30), student of Acharya Institute of Technology, Bangalore pursuing final year of MBA (Marketing & HR specialization) has successfully completed his internship with Envision Network Technologies from 5th January 2018 to 26th March 2018.

During his internship he was trained on Digital Marketing tools and techniques.

He has satisfactorily completed his project under the Guidance of Mr. Swadesh Ranjan Ray, VP- Sales and Marketing, Envision Network Technologies. He has completed his project on "Effectiveness of Digital Marketing".

During the period of internship, we found him to be disciplined and dedicated.

We wish him all success in his future endeavors.



Swadesh Ranjan Ray
VP- Sales & Marketing
Envision Network Technologies



Intertek



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ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 25/05/2018

CERTIFICATE

This is to certify that **Mr. Koushik K** bearing USN **1AZ16MBA30** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Measuring The Effectiveness Of Digital Marketing Campaigns Strategized For Envision Network Technologies Bangalore**” is prepared by him under the guidance of **Prof. M. Sendhil Kumar** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore-560 107

Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

DECLARATION

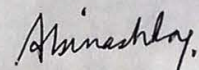
I **ABINASH ROY**, hereby declare that the internship report entitled "**A STUDY ON CONSUMER PERCEPTION TOWARD SOLAR POWER PRODUCTS AT GUWAHATI, ASSAM**" prepared by me under the guidance of **prof. SENDHIL KUMAR.M** Faculty of MBA Department, Acharya institute of Technology and External guidance by **Mr ABHIJITH**, Marketing Associate of Greenomics World under the company Grinity Intellect Private Limited..

I also declared that this internship work is the partial fulfilment of the university regulation for the award of degree of master of business Administration by Visvesvaraya Technological university, Belgaum.

I have undergone a summer project internship for a period of twelve weeks. I further declare that this project is based on the original study undertaken by me and has been submitted for the award of any degree Diploma from any other university/ institution.

PLACE: - BANGALORE

DATE: - 25/05/2018



SIGNATURE

ABINASH ROY

ACKNOWLEDGEMENT

I deem it a privilege to thank our Principal, Dr. SHARANABASAVA C PILLI, Dr. MAHESH, Dean Academics and our HOD Dr.NIJAGUNA for having given me the opportunity to do the project, which has been a very valuable learning experience.

I am truly grateful to my internal research Guide, Prof. M SENDHIL KUMAR, Faculty of for their research guidance, encouragement, and opportunities provided, and my external guide Mr. SWADESH RAJAN RAY VP Sales & Marketing, Envision Network Technologies.

I wish to thank all the respondents from the firms who spent their valuable time in discussing with me and giving valuable data by filling up the questionnaire.

My sincere and heartfelt thanks to all my teachers at the Department of MBA, Acharya Institute of Technology for their valuable support and guidance.

Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

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EXECUTIVE SUMMARY

Digital Marketing becomes an inevitable part of the marketing in present business. With change and also development in present day advancements, Small, Medium Organizations (SME) are doing everything they can, just to hold the cut throat competition. With Digital Media Advancements, the world today has become single market and therefore traditional marketing strategies crafted for the business may not work well for our business anymore. There comes the need to the Digital Marketing concepts or strategies for our business. Digital Marketing, the platform where we promote our brand, increase the brand awareness and reach more audience through the social media & internet with considerably less cost.

This study is done to measure effectiveness through Digital Marketing campaigns for Envision Network Technology- a top performer in Security Surveillance Industry. Envision Network Technologies is headquartered at Bangalore, and active in this surveillance industry from the last 16 years. They are manufacturers, designers and suppliers of the CCTV surveillance and cameras in the whole country and also has strong customer strength in Europe, Africa and Asian countries.

This study is descriptive research where data taken through the help of questionnaire where the response has also been collected from 100 internet users. The data used is arranged, analysed and interpreted.

The study was conducted during the internship with Envision Network Technology as Digital Marketing trainee of the Marketing department. This project will help in understanding how effective Digital Marketing Campaigns were and how it has supported the organization to reach maximum people, build its brand and increase the client base.

CHAPTER – 1

INTRODUCTION

1.1 INTRODUCTION ABOUT INTERNSHIP:

The internship was done at Envision Network Technology at Bangalore. They are pioneer in Security surveillance industry since 2002.

As digital marketing trainee, they intensively trained me on many digital marketing users, techniques, campaigns etc... Training was also given on Search Engines Optimizations, Ad Words, Social Medias marketing, Organic way in a digital marketing & Google Analytics.

With also change and increase of current advances, Small, Medium enterprise is doing all they has to maintain, which can also be viewed valid for whatever is left of human culture. Physical organizations which is either changing the plan of an action to online one, or amplifying existing showcasing endeavours with computerized advertising procedures – trying to hold a developing and exceptionally lucrative online commercial centre.

It is also essential to craft the strategized Digital Marketing campaigns to attract more customers or clients online for our business as this will decide whether the business has become successful or a failure. Regardless of whether you get huge amounts of traffic to our site, they would not add up to anything unless they change over to leads or deals. In the mechanized field where business and exchange are rushing toward, Digital Marketing systems and strategies give business visionaries a most ideal chances for competition, survival and even business improvement.

The internship was for 12 weeks from the month of January to March. The major roles were to execute SEO for the website, to maintain social media channels, to generate all leads through organic and also through paid ads, to analyze the strategies and also build online reputation.

The Security camera Surveillance industry in India which is comprised of CCTV cameras, software, programming, Storage, Hardware and also management.

CCTV cameras have wide utilization worldwide by government ventures to battle and maintain a strategic distance from household and in addition global security dangers. Utilization in private segments, for example, retail locations and banks are also picking up the momentum as result of declining costs and technological features introduced in a new era in CCTV cameras.

1.2 INDUSTRY PROFILE:

HISTORY ON CCTV

VIDEO & CAMERA SURVEILLANCE SYSTEM MARKET IN INDIA

The video & camera surveillance industry in India consists of a very complex system which includes cameras, storage, software, other hardware, and professional services. CCTVs are videos surveillance cameras that are been used for the surveillance by transferring signals from a certain place to another. These signals are not openly broadcasted but they also constrained to be monitored by only one group of people located in a specific place.

CCTV cameras have vast usage all over in the world. It is used by government enterprises to avoid domestic and also international security problems and threats. It is vastly used in the private sectors also such as retail shops, offices, commercial spaces. Banking is another major industry that uses the videos surveillance because of lowest prices and advanced technical features present in a new versions of CCTV cameras.

Overall surveillance markets is also part of the large industry and comes under the physical security of Indian security markets. It is also been one of most important and versatile section and has a market share of 55%, which are way above of other segments. CCTV includes commercial and industrial cameras, housings, monitors, DVR etc.

INDIA'S POSITION IN WORLD VIDEOS SURVEILLANCE MARKET

According to the ASSOCHAM, the business corporates in India who are likely interested to increase their budget on security by at least 35-40%. The actual demand for security equipment has further increased by 10-15% and security industry where in India which has reached Rs.50,000 crores in 2017 approximately (it's also expected to the growth at rate of 125% as compared with 25% that's been the average for the past five years). The Indian surveillance markets is also experiencing shift from the analog to the IP-based video surveillance. As of now, IP-based surveillance market in India has estimated at almost \$50-60 million which is supposed to grow around 45% YoY for next few of years. The global markets for analog videos & surveillance didn't experience much fluctuations in year 2010 but the growth rate of global IP videos surveillance equipment's has been ever since increased enormously.

MAJOR REGIONAL MARKETS IN INDIA

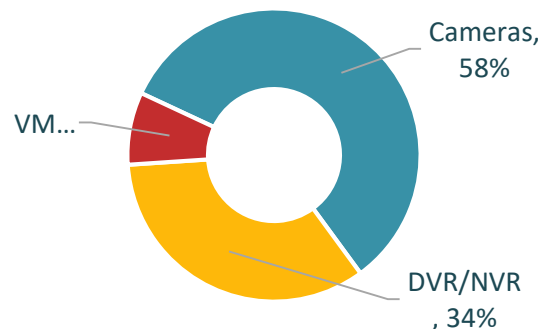
At the regional market level, the Northern states of India like Delhi NCR, areas of Jammu and Kashmir with defence is have the major share of security installations. Whereas the Southern India has the second largest security surveillance instalments in India. It has been noted that there is also a growing demand for security surveillance in the western parts of India especially Maharashtra and Gujarat.

With the increasing violence and attacks in the north eastern parts of India which includes Kolkata, Bihar, Manipur and Assam, there is a tremendous growth potential for surveillance cameras and accessories.

According to the research conducted by 6Wresearch, Indian Video Surveillance market has generated \$233.47 million in the 2011 and is expected to reach more than \$1100 million by the end of 2018, with a CAGR of 32.49% from 2011-2018. As of volume, Indian VSC market has registered 1.04 million units in 2015.

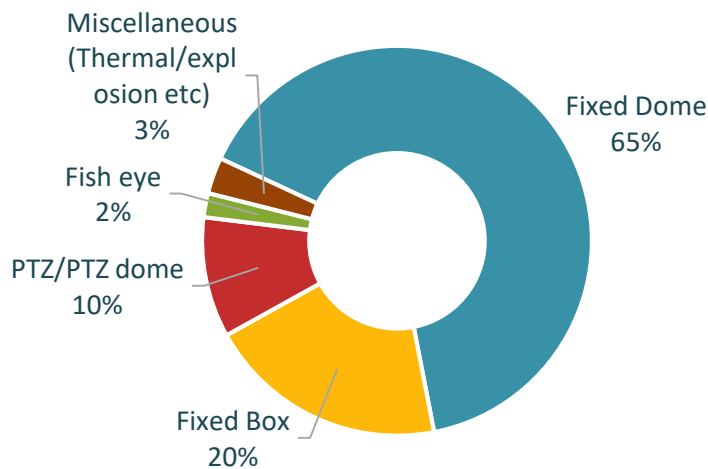
Analog Cameras continue to lead the market with a 60% installation, while the rest of the market is from IP camera sales. As per the estimates, by 2018, IP Cameras will eventually overtake Analog Cameras in terms of market share.

MARKET SHARE



Cameras contributes to more than half of the Indian Video Surveillance market (58%). They are followed by storage surveillance components like DVR, NVR at 34%, while the remaining 8% consists of Vide management software aka VMS.

IP network cameras



Fixed-dome type IP-based cameras were the leading security cameras in the Indian video surveillance market. The other cameras that are picking momentum are the Fixed-box and PTZ forms (Pan Tilt Zoom Cameras).

Fish Eye lens cameras and other technologically advanced forms, consisting Thermal Cameras and cameras used for the detection of blast, explosives continue to see a niche in usage.

The End Users of Video Surveillance Cameras in Indian Market

The CCTV market is blooming as one of the huge market. The major demand for the security cameras are from the following

- Government institutions
- Hospitality industry
- Services industry
- Banking and insurance Industry
- Healthcare Industry
- Retail & transportation Areas
- Commercial Areas
- Small & Medium Enterprises

Cities Generating Demand for the Videos Surveillance Cameras in India

<u>Tier 1 Cities</u>	<ul style="list-style-type: none">• Bhopal• Delhi• Mumbai• Kolkata• Gwalior• Jaipur• Kanpur• Guwahati• Pune• Chandigarh
<u>Tier 2 Cities</u>	<ul style="list-style-type: none">• Bhubaneshwar• Nashik• Nagpur• Goa

Even though the channel of distributors is the preferred distribution way, there are many companies that have set up their local offices for direct sales and also for importing equipment. Tie-ups or partnership with local firms is a common way for getting technology, support or sourcing.

Viability of distributor model

1. Best since minimum investment is only required.
2. The Agents have more precise knowledge of the local market.
3. Primarily manages imports, sales, installation. They are well connected with the personnel in govt. agencies.
4. They supply to OEM's (Original Equipment Manufacturers), other installers and system integrators.

EXTERNAL TRADE SCENARIO OF INDIAN VIDEO SURVEILLANCE MARKET

India is one of the major importer of Video Surveillance Camera devices. The local manufacturing and exports of VMC are very less. The local manufacturers are demanded the Indian government to take measures to encourage the production of VMC locally and as a result of that CCTVs have been included for local manufacturing of CCTV Cameras.

Key highlights for 2017 in regard of export were:

- VMC (Video surveillance camera) market shipments has reached 1.04 million units
- More than 200 vendors shipped VSC devices from India
- 5 vendors shipped more than 50,000 VSC devices

Trends – From 2015

1. A tremendous Shift towards the IP based surveillance:

There has been a wide shift from the normal CCTVs to the Internet Protocol (IP) based Video surveillance which requires many System Integrators with the skill-set that ranges from networking to software.

2. High Definition TV

HD TV has become the standard or the latest trend for the Video surveillance cameras. They are Capable to provide images in high resolution. It is also used for identification and 720p (1.3 MP) to 1080p resolutions are the latest demand along with 4K NVR, thermal imaging and mobility solutions like Mobile DVR's.

3. Business Intelligence (BI) Analytics:

The network cameras which are enabled with advanced features will allow easy integration with any existing BI applications. The smart network cameras have the ability of running a video analytics software in the cameras. These intelligent systems will help in getting valuable and important data such as people counting, motion detection, queue alerts, etc. from thousands of video streams and avail this data with numerous applications.

4. Cloud Technology:

Private cloud which are used for infrastructural purposes of enterprises for their video surveillance systems has become a trend in these recent years. Benefits or advantages of these private cloud are:

- Remote access
- storage resources
- shared use of data processing
- internet connection

GROWTH DRIVERS FOR THE INDIA MARKET

1. **Public safety:**

In the recent years there has been an increased demand for improved and better security systems at public places and areas. Security Experts believe that 26/11 (The Mumbai Terrorist Attack) has triggered a need for better security. Ever since that, there has been a tremendous increase in demand for public security. As per the reports, an average installed. Usage of CCTV cameras has also resulted in improved policing in India.

2. **Demand in organized retail sector:**

India has witnessed a huge growth in the organized retail sector. This has resulted in increased demand for video surveillance (VMC) in most of the retail stores. In addition to this, the surveillance retail outlets have also used network surveillance for footfall measurement.

3. **Corporate Demand**

Ever since there has been a rise in rapid economic growth and the rising industrial activities, the demand and need for the surveillance requirements for these corporates has also increased.

4. Increased demand in transportation

Rising transportation infrastructure facilities has also increased the need for surveillance across the country. The rising crimes, attacks and accidents has resulted in wide installation of CCTV cameras in the country.

5. Advancement in technology

Video Surveillance Camera (VSC) market, earlier was dominated by analog cameras, has witnessed a major shift towards IP surveillance cameras because of its applications, declining prices and the demand for remote access control.

6. Funds from Government

Indian Government has introduced Modified Special Incentive Package scheme (M-SIPS) to motivate and encourage the local manufacturing of CCTV's or the video surveillance cameras. The main purpose behind this scheme is to provide incentives and funds to promote the electronic manufacturing and production in India and also to build a system that supports global competitive Electronic System Design & Manufacturing.

The improvement in the transportation infrastructure, awareness of public surveillance, initiative of the government to spend more on security, blooming IT spending across major applications, and the alarming increase in the crime rates have also contributed to the rise in need.

Video Surveillance systems (CCTV) in India have dominated a major share of the modern security systems in India, even though, the installation and maintenance costs are still a challenge and obstacle for the growth of country's Video Surveillance market.

GROWTH BARRIERS FOR SURVEILLANCE MARKET IN INDIA

1. Fragmented market

The Indian market is vastly divided into organized and unorganized sectors. In this almost 50% of the market is filled with lower or inferior types of security products. Rest of the 50% includes top most international brands like Bosch, Samsung etc. As Indian market is a price sensitive market, it is actually difficult for the players from organized sector to compete with cheap and sub-standard inferior surveillance products.

2. Lack of consumer awareness

Indian Consumers do not understand the shortcomings of poor inferior quality products. They choose to buy products based on price rather than the quality of the product. This is regarded as an important barrier to the growth of Surveillance market in India.

3. Absence of any regulatory framework in market

The Lack of establishment of any industry standards and the recognition as well as the absence of a regulatory framework for the security industry is another major challenge. Since there is no predefined guidelines and rules, the companies are free to decide on their own product quality standards.

4. High installation & maintenance cost

Even though the Video Surveillance systems in India have dominated a major share of the modern security systems, the cost incurred for installation and maintenance is still a major obstacle in the Video Surveillance market. However, the government and OEM's are initiating several measures to improve the awareness of the onetime cost of surveillance systems.

5. Slow government clearance

The CCTV companies finds it difficult to get permission from the municipal agencies and other regulatory agencies for the installation and easy implementation of projects.

6. Long sales cycle in government sector

The Govt. sector is one of the biggest end user of CCTV cameras. But they have a long sales cycle. It can take a long time for the tenders to be issued and for the funding to be available. At times these government projects don't actually come to completion as the priorities change and the funding will never be sanctioned.

1.3 COMPANY PROFILE

1.3.1 PROMOTORS

Envision Technologies is pioneer in giving Security Surveillance Services which incorporates driving edge arrange advances. Driven by the vision “from thought to the completion” They provide best CCTV surveillance cameras for any kind of requirements.

Since the establishment in 2002, headquartered at Bangalore Envision Technology aims to provide the best Security Surveillance Services in the most, systematic, simplest and affordable way.

We design and manufactures a range of products in video surveillance space from Analog Products, IP products, AHD products to Wi-Fi Products and Mobile DVR products. Our products come with a robust design and state of art technologies.

Envision is an ISO 9001:2008 certified organization ensuring that we have the best procedures and systems to meet the most unnerving, disconcerting and demanding requirements of Security Surveillance systems nationally.

With 15 years of expertise, Envision Technologies have enabled in safeguarding and securing the assets and wealth of numerous organizations. We continually monitor and review our services as we are committed and adamant to provide the best services to our customers.

Ashok Despande: CEO & Managing Director

Ashok Despande, CEO and Managing Director of Envision, acquires more than two and half many years of involvement in overseeing innovation organizations. He is a mindful pioneer and a firm adherent of process arranged method for working. He has spearheaded numerous inventive plans of action in his vocation. He has broad expert and administrative contacts and is all around regarded in the business. He has additionally directed the development of Envision Technologies from a new business to a very much regarded one in the field of system and correspondence innovations.

Preceding Envision, Mr.Ashok has filled in as an advisor with few US organizations including a main around 6 years. He has additionally worked with driving private and open organizations like Videocon, Meltron, and Global Tele-Systems and Kirloskar amass in different limits.

Ashok has gotten "Thankfulness Award for Contribution to Indian Telecom Industry" different commitments to a few organizations he was related with.

R. Muralidaran: Director

Murali, Director of Envision, brings over three many years of experience. Murali began his profession with Bharat Electronics and for right around two decades he has built up various conditions of craftsmanship simple and advanced Microwave Radio Relay gear.

Chockalingam Manoharan brings more than 12 years of involvement in the field of Information Technology, Networking and Data Communications to his situation as Vice President – key Projects at Envision. He began his vocation in IT Hardware and Networking field. Preceding Envision he has assumed a noteworthy part in Design, setting up and looking after LAN, MAN and WAN correspondence, bury Resort availability, Wireless Technologies, Internet, Intranet and Network Security arrangements in INTEK frameworks, one of the best IT Business share. Before that he worked in Coca Cola Chennai and headed in keeping up the TN Coke IT Networks. Since November 2007 he is with Envision and conveys high innovation answers for every single real task in the organization.

1.3.2 VISION

To be accomplished and a trust worthy business partner for our clients and customers within our identified way.

MISSION

Securing your Home & Work Place.

1.3.3 QUALITY POLICY

Quality Policy and Information Security

Envision is an ISO 9001:2008 guaranteed which offers certainty to our clients in items and administrations conveyances. Imagine is conferred in giving quality administrations to our clients and quality is mantra for us to fulfill our clients.

Envision quality administration framework has experienced ceaseless change process since 2002 and has been very much reported and passed on to the new workers through the enlistment projects and self-learning entries.

Envision centers in defending all clients, staff and resources against demonstrations of unlawful obstruction through consistent audit, preparing and instruction. To implement international and all other established industry standards and practices so as we can ensure safe and secure environment to facilitate business growth.

1.3.4 PRODUCTS

➤ P – Series Products

- IP Products
- 4K NVR (H.264)
- 4K NVR (H.265) and Intelligent Analytic Video Series
- AHD Products

➤ V – Series Products

- AHD Products
- IP Products
- Envision Mobile VMS
- Envision VMS

➤ Unique Products of Envision

- 1MP IP Pan Tilt Camera (Baby Monitoring camera)
- AHD Mobile DVR
- Vehicle Monitoring System
- 1.3 MP- Fisheye Wireless VR Camera
- 1.3 MP- Wireless Kit

SERVICE PROFILE & AREAS OF OPERATIONS

IT Infra Management Services

In the present testing and exceedingly focused business condition, IT Infrastructure assumes a basic part. IT framework is center of your business that encourages you to be responsive and ahead in the rising aggressive condition. It is important that the organization's IT Infrastructure is always accessible. The initial phase in conveying exceptionally accessible IT frameworks and applications is Monitoring, Managing and Maintaining the IT foundation whereupon they dwell. At Envision IMS we offer complete and altered scope of Infrastructure Management administrations to Small, Medium, Large IT and Non IT client, which causes you to advance basic IT speculations and meet its everyday requests. Our SLA (Service Level Agreement) based administration conveyances will lessen downtime and enhance efficiency while bringing down the TCO (add up to cost of proprietorship).

Our Service Models

- . IT – IMS ONSITE Services
- . IT – IMS OFFSITE Services
- . IT INFRA Consulting

Why Outsource

It's anything but difficult to perceive any reason why outsourcing is such an enticing recommendation. It empowers you to centre around your centre business, the things you do best by having others deal with non-centre procedures. The advantages are twofold: Your representatives are allowed to focus on the basic undertakings that can develop your business; then, non-centre employments like IT-IMS are left to the hands of the Envision specialists.

Outsourcing turns into a keen choice notwithstanding for organizations that have an IT office. The present IT offices are frequently short staffed and under tight spending requirements. Envision particular outsourcing Infrastructure Management Services soothe IT staffs of the weight of everyday frameworks administration, letting them to centre around income producing tasks, for example, taking off new applications.

Why envision IMS

Envision IMS accepts and takes after process orientated approach and accentuate on documentation at each phase of the administration conveyance. Envision IMS is a very much characterized Service Level Management forms guarantee that every single operational administration and their execution are estimated in a predictable and expert way.

- . Proficient approach and process situated Delivery
- . Streamlined procedures (ITIL, ISO) and interior aptitude
- . Diminish downtimes and Improve efficiency @ bring down operational cost
- . Keep up IT benefit coherence and diminish security dangers
- . Modified Service Models for Small, Medium and Large Enterprises
- . Borderless Network Support
- . Stringent SLA and Monthly surveys
- . Our administrations are Reliable, Responsive, Flexible and Proven
- . Envision IMS will keep your information secured over all phases of business
- . Hearty specialized skill; Level 1, 2 and 3
- . Reachable to organization CEO for basic accelerations

VSAT Services

Satellite correspondence offer amazing topographical scope and to a great degree solid correspondence media. Because of which its applications are various and is being utilized by us in our day by day life in a wide range of structures.

Envision Satellite Data Network Solutions are included huge cluster of items from SATCOM pioneers, receiving wire makers, satellite transmission capacity specialist organizations and our times of involvement in actualizing arrangements. Our answers utilizes open gauges and best-of-the-bread items mix, this gives a bleeding edge to our client regarding arrangement and focused costs over the others.

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Applications Areas

- Primary and Secondary circulation robotization
- SCADA applications for Power, Oil, Gas Utilities
- ICCP correspondence
- Voice and Legacy Data
- Kiosks

Arrangement Highlights

- One Point contact for End to End satellite Data Communication Solution
- SCADA for Distribution Automation
- Voice and Data
- Guaranteed and On-Demand Bandwidth Allocation for Remote VSAT's/RTU's
- Centralized Management

Administrations Highlights

- Site review, Engineering Services
- Hardware Selection, Procurement and Supply
- Hub Station and VSAT's Installation and Commissioning
- Licensing with Government Agencies for essential Approvals
- Satellite Bandwidth Provisioning

- Integrating with End-client Network
- Post-Sales Support and Remote Management and Monitoring

Power Distribution Automation

The objective of Power Distribution Automation is ongoing alteration of evolving burdens, age and disappointment states of the dispersion framework for the most part without administrator intercession. This requires control of field gadgets like RTU, which infers enough data innovation (IT) advancement to empower computerized basic leadership in field and handing-off of basic data to the utility control focus. A SCADA Operations Control Centres performs unified observing and control for Remote Terminal Units (RTU) over WAN, handling status information, Trend Analysis, Report age for utilities.

Envision gives following administrations under Power Distribution Automation.

- . Control Centre Setup
- . Task and Maintenance of control Centre, FRTU, and Communication Networks
- . RTU and FRTU Erection and Commissioning

Telecom Services

Envision has banded together with driving Telecom Equipment Manufacturers and Telecom Service Providers for giving different sort of administrations in building India's telecom foundation. To serve both in City and Rural Parts of the nation Envision has decentralized model of tasks wherein we station few groups with a group supervisor, this enables us to convey the groups rapidly and for better co-appointment with the Circle/Zones partners.

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To complete Survey, Installation, Commissioning and upkeep exercises, Envision is outfitted with full suite of test and estimating gear resembles GPS, VSWR Meter, BER Meters, RF Power Meters and Spectrum analyzer and furthermore programming devices like Pathloss

Maybe a couple of the administrations offered are given underneath

- Site Survey/LOS Survey
- Network Planning
- Local Feasibility Survey
- RF Link Line-of-Sight Survey, Path Walk
- Network Evaluation, Optimization,
- RFI, AT Verifications
- RF Link Installation and Commissioning
- BTS Installation and Integration
- IBS Installation and Integration
- UBR and LMDS Installation and Commissioning
- Operation and Maintenance of RF Links and VSAT's round the clock with Remote NOC giving 24 x 7 x 365 help

Arrangements

Video Surveillance Solutions

Video Surveillance Solutions in Video Surveillance or Closed Circuit Television (CCTV), Video Cameras are utilized to transmit Video flag and numerous cases with Audio additionally to a particular place on a restricted arrangement of screens not at all like in communicate TV which are straightforwardly transmitted.

Video Surveillance application are various, a couple of illustrations are parking garages where their utilization brought about a half lessening in wrongdoing; Public transportation regions saw a 23% diminishing in wrongdoing, other application regions incorporates Large Shopping Malls, Jewelry shops, Mini Shopping Centres, Enterprises, Manufacturing Industries, Warehouses ..And so forth. End Customs creative energies and requests have driven the conventional Video Surveillance to Smart Surveillance, Cameras are not simply Cameras any longer, they have changed into an effective and yet little impression PCs independent from anyone else.

Envision takes a shot at the specialty zones concentrating on client's needs, fitting the answers for meet their requests. We have ordered our answers under video reconnaissance as given underneath.

. Economy

. Proficient

. Progressed

Arrangements and Services Highlights

. Consultancy Services

. Plan and Engineering Services

. Task Management

. Supply, Installation and Commissioning

. Activities and Maintenance

Rapid Wireless Solutions

Microwave Links additionally prominently known as RF Links has extensive variety of use territories in different industry verticals, Radio connections are ordinarily utilized where business applications interest for high up-time as well as in the landscapes where neither OFC nor copper link laying is practical. A few undertakings utilize the RF Links as their essential connects to beat the constraints of the neighbourhood Telco in offering administrations and bolster issues.

RF joins work in unlicensed recurrence groups like 2.4 GHz or 5.8 GHz and would require clear observable pathway to work ideally. Every recurrence band has a few channels and savvy radios accompany the adaptability to change the data transmission of the channel to handle obstruction which is a typical factor in unlicensed. Integrating with End-customer Network

. Post-Sales Support & Remote Management & Monitoring

Applications Areas

- ICCP communication
- Voice & Legacy Data

- Kiosks
- Primary & Secondary distribution automation
- SCADA applications for Power, Oil, Gas Utilities

1.3.5 INFRASTRUCTURE FACILITIES

The company has provided the infrastructure facilities like building, work space equipment, computers and supporting services. Other than this the company provide following facility.

- Training and development programmed:

Before employing the employees, the company provides proper training to employees regarding their respective job roles and responsibilities and also workshops and to know about different kinds of departments in office.

- Good ventilation and lighting facility

For better environment condition to the employees in the office, good ventilation and soft lighting are used to maintain health of the employees. There are many windows, tube lights, fans which will be giving a perfect working environment for the employees to work.

- Rest room

The rest room facility providing here to employee during leisure time. The employees can have their food and take rest in this rest room.

- Parking facility

The company has good space for parking. The parking facility is provided for cars, and 2-wheeler vehicles.

- Drinking water and toilets facility

The company has arranged a drinking water facility at 2 places in premises. The filtered and pure water is being to provide to workers. The company has even provided the toilets facility to employees.

- Lift facility

For employees the lift facility is also available and steps available they having the good infrastructure facility.

1.3.6 COMPETITORS ANALYSIS

1. The CCTV Company:

The CCTV Company is a family run business situated in Wigan giving administrations locally crosswise over Warrington and Manchester, also the entire of the North West and the UK. Set up in 2002, they have constructed an extraordinary profundity of information about CCTV, get to control and all security frameworks. what's more, with our group holding more than 60 years of experience inside the security business you can depend on us to ensure your home or organization.

We offer an extensive variety of administrations including CCTV establishment, responsive repair, remote observing, get to control and substantially more. Contingent upon your prerequisites, our group of specialists can exhort you the most ideal approach to secure and screen you, your home or business. Regardless of whether you require a bespoke CCTV framework, or a full security bundle for a business, we can completely outline and keep up. Regardless of whether you require a CCTV remote observing or an entrance control framework outlined and introduced, we can make a genuinely bespoke item to fit your financial plan and space. Each establishment is done by one of our pro architects so you can be guaranteed everything will be finished to the most noteworthy standard.

We pride ourselves on the client benefit we convey to each customer, regardless of how little or huge the activity is, we generally guarantee that your needs are put first. Not exclusively do we just introduce CCTV, get to control and other security benefits yet we likewise offer upkeep bundles so you don't need to stress on the off chance that anything turns out badly. Our specialists are accessible to offer nearby responsive repair every minute of every day. We can put a stop to those undesirable thefts, be arranged and remain in front of the robbers with our expert CCTV and security frameworks.

2. Bosch security systems India:

The Bosch Group is a main worldwide provider of innovation and administrations. In the territories of car and mechanical innovation, customer merchandise, and building innovation, in excess of 281,000 partners created offers of 46.1 billion euros in monetary 2013. The Bosch Group includes Robert Bosch GmbH and its around 360 backups and local organizations in nearly 50 nations. On the off chance that its deals and administration accomplices are

incorporated, at that point Bosch is spoken to in about 150 nations. This overall advancement, assembling, and deals arrange is the establishment for assist development. Bosch spent somewhere in the range of 4.5 billion euros for innovative work in 2013, and connected for more than 5,000 licenses around the world. With every one of its items and administrations, Bosch upgrades the personal satisfaction by giving arrangements which are both inventive and valuable.

3. CP Plus:

CP PLUS is the worldwide pioneer in cutting edge security and reconnaissance arrangement. Driven by the vision and sense of duty regarding make observation basic and moderate, CP PLUS has left set for make the world a sheltered and secure place.

According to the IHS Survey 2017, CP PLUS stands as the most youthful and quickest brand to enter the club of Top 4 security organizations on the planet and Top 2 in Asia. We characteristic our way breaking accomplishment to our sound R&D activities, a wide arrangement of item and arrangements, affectability towards our clients' needs, and by conveying the best incentives. CP PLUS items finish stringent quality control tests and convey worldwide confirmations, for example, UL, CE, FCC, and so forth.

Today CP PLUS' wide arrangement of items and arrangements are observing and securing a great many areas over the globe in differing topographies, extending from exceptionally delicate guard areas to government structures to essential frameworks, transportation, inns, healing centers, instructive establishments and homes, with an exceedingly fulfilled client base.

That is not all; our universally perceived ISO confirmations guarantee that CP PLUS has the fundamental procedures and frameworks set up to meet the most overwhelming and requesting prerequisites of the worldwide security industry. As a result to always putting exertion for building up, executing, keeping up and ceaselessly enhancing a data security administration framework, it has been as of late ISO/IEC 27001:2013 ensured.

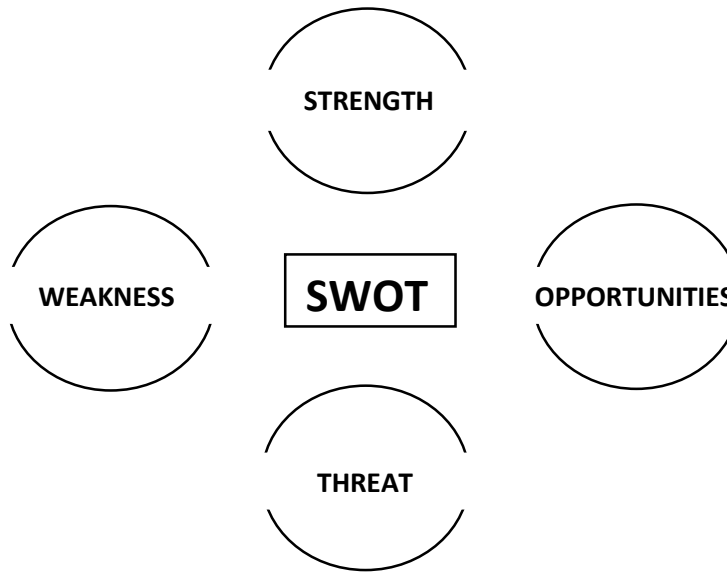
4. Hikvision India Pvt Ltd.:

Hikvision now has in excess of 20,000 workers, more than 9,300 of which are R&D engineers. The organization every year contributes 7 – 8% of its yearly deals income to innovative work for proceeded with item advancement. Hikvision has set up an entire, multi-level R&D framework that incorporates each task from research to plan, improvement, testing, specialized help, and administration. Focused at its Hangzhou central command, the R&D groups work universally, incorporating R&D focuses in Montreal, Canada and Silicon Valley, California in North America, and additionally Beijing, Shanghai, Chongqing, and Wuhan in China.

Hikvision progresses the center innovations of sound and video encoding, video picture preparing, and related information stockpiling, and in addition forward-looking advancements, for example, distributed computing, huge information, and profound learning. In the course of recent years, Hikvision extended its information and involvement in addressing client needs in different vertical markets, including open security, transportation, training, medicinal services, budgetary organizations, and vitality, and in addition smart structures. As needs be, the organization gives proficient and modified answers for meet differing market prerequisites. Notwithstanding the video reconnaissance industry, Hikvision stretched out its business to savvy home tech, modern mechanization, and car gadgets enterprises — all in view of video knowledge innovation — to investigate channels for supporting long haul improvement.

Hikvision has set up a standout amongst the most broad showcasing systems in the business, involving 33 abroad territorial backups and 35 branches all through China territory, guaranteeing brisk reactions to the necessities of clients, clients and accomplices. Hikvision items serve a different arrangement of vertical markets covering in excess of 100 nations, for example, the Philadelphia Recreation focus in the USA, the sheltered city venture in Seoul, South Korea, Dun Laoghaire Harbor in Ireland, Milan's Malpensa Airport, and the Bank of India, to give some examples.

1.3.7 SWOT ANALYSIS



STRENGTH

- Solid spotlight on improvement.
- Investment of huge amount of money for the development of business.
- Envision has a built a trust and loyalty with the customers and client reliability.
- Envision is located in more than 12 states in India and operates all over India.
- Envision has a huge brand portfolio.

WEAKNESS

- There are some gaps in products go sold by the organization. This absence of decision can give another contender a dependable balance in the market.
- Restricted accomplishment outside center business – Even however Envision is one of the main associations in its industry it has confronted challenges in moving to other item portions with its present culture.
- The gainfulness proportion and Net Contribution % of Envision are underneath the business normal.
- High whittling down rate in work drive – contrast with different associations in the business Envision has a higher weakening rate and need to spend significantly more contrast with its rivals on preparing and improvement of its representatives.

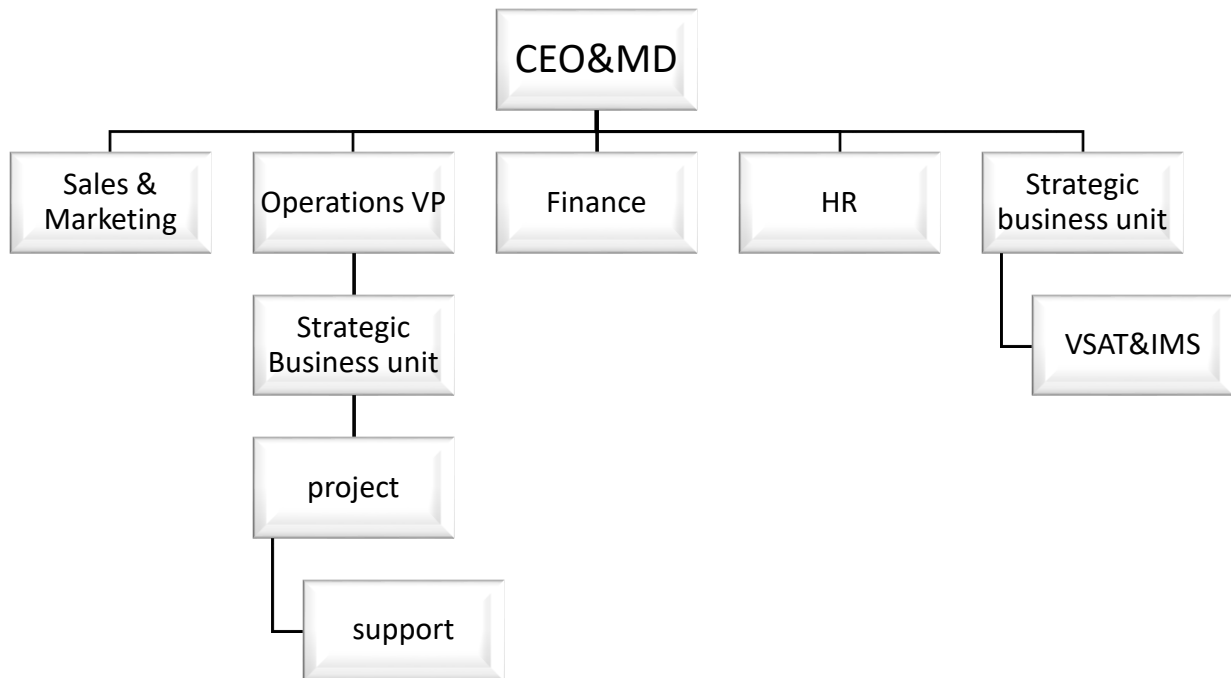
OPPORTUNITIES

- Lower swelling rate – The low expansion rate acquires greater dependability the market, empower credit at bring down loan cost to the clients of Envision.
- The market advancement will prompt weakening of contender's leverage and empower Envision to build its intensity contrast with alternate contenders.
- Stable free income gives chances to put resources into nearby item fragments. With more trade out bank the organization can put resources into new innovations and also in new items portions. This should open a window of chance for Envision in other item classes.
- Opening up of new markets due to government understanding – the reception of new innovation standard and government facilitated commerce assertion has given Envision a chance to enter another developing business sector.

THREATS

- Changing customer purchasing conduct from online channel could be a risk to the current physical foundation driven production network demonstrate.
- Deficiency of talented workforce in certain worldwide market speaks to a risk to relentless development of benefits for Envision in those business sectors.
- Serious rivalry – Stable gainfulness has expanded the quantity of players in the business over most recent two years which has put descending weight on productivity as well as on general deals.
- The request of the exceptionally beneficial items is regular in nature and any impossible occasion amid the pinnacle season may affect the gainfulness of the organization in short to medium term.

1.3.8 ORGANIZATIONAL STRUCTURE



1.3.9 FUTURE GROWTH AND PROSPECTUS

Accuracy:

Protect your business ventures and home assets with high accurate and quality CCTV surveillance cameras, Video surveillance cameras. We ensure security and safety of both property and life.

Proficiency:

Challenging quality standards and overall proficiency which exceeds the standard levels and trying to reach higher through better performance.

Outlook:

Envision security systems are designed to blend into the environment consistently. We incorporate the best quality products.

Setting up of Master Control Center:

A Master Operations Control Centers performs unified observing and control for Remote Terminal Units (RTU) over wide region interchanges systems, including checking cautions and handling status information.

A control focus resembles a smaller than usual Data fixate individually comprises of different IT equipment like Routers, Switches, Firewalls, Large Display Unit, SCADA Control Servers, Data stockpiling, Protocol Converters, Operator Work Stations, GPS and Printers and so on. Envision is working on the niche areas focusing on customer's needs, tailoring the solutions to meet their demands. We have classified our solutions under video surveillance as given below.

- Economy
- Professional
- Advanced

CHAPTER – 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND OF THE STUDY

In our current reality where over a 170 million individuals utilize social media all the time, each working proficient is relied upon to be comfortable with at any rate the centre principles of Digital Marketing.

Individuals are expending advanced substance once a day. Soon, customary promoting stages will vanish, and the computerized market will totally assume control. There are various points of interest to Digital Marketing. Not at all like customary advertising, advanced showcasing is more moderate.

You can contact a bigger group of onlookers in a shorter day and age. Innovative advances have brought about impressive steady loss of the client base of conventional advertising organizations and offices. Individuals have proceeded onward to tablets, telephones, and PCs, which are where advanced advertisers have picked up the most ground.

The term Digital Marketing was first used as a piece of the 1990s. The electronic age took off with the event to the web and the change of the Web 1.0 phase. The Web 1.0 phase empowered customers to find the information they required, yet did not empower them to share this information over the web. Up until by then, publicists worldwide were so far questionable of the propelled arrange. They didn't had idea that their procedures would work since the web had not yet observed far reaching sending.

In 1993, the primary interactive pennant went live, after which HotWired obtained a couple of flag promotions for their publicizing. This denoted the start of the change to the advanced time of advertising. On account of this continuous move, the year 1994 saw new innovations enter the advanced commercial center. The exceptionally same year, Yahoo was propelled.

Otherwise called "Jerry's Guide to the World Wide Web" after its originator Jerry Yang, Yahoo got near 1 million hits inside the primary year. This incited discount changes in the advanced advertising space, with organizations improving their sites to pull in higher internet

searcher rankings. 1996 saw the dispatch of several more web indexes and devices like HotBot, LookSmart, and Alexa.

1998 saw the introduction of Google. Microsoft propelled the MSN web crawler and Yahoo conveyed to the market Yahoo web seek. After two years, the web bubble burst and all the littler web crawlers were either deserted or wiped out leaving more space for the mammoths in the business. The advanced showcasing world saw its first soak surge in 2006, when web crawler movement was accounted for to have developed to around 6.4 billion out of a solitary month. Not one to get left behind, Microsoft set MSN aside for later, and propelled Live Search to contend with Google and Yahoo.

Detecting an opportunity, Google started to extend, presenting such items as AdWords, which are 3 line advertisements that appear at the best or to one side of web crawler results, and AdSense - which is a cost-per-click promoting plan. In time, Google understood the benefit of examining the substance they got and afterward target advertisements in light of the interests of the clients, and in this manner turned into a noteworthy player in the realm of business.

Before long, person to person communication destinations started to develop. MySpace was the primary person to person communication site to arrive, soon took after by Facebook. Numerous organizations understood all these new locales that were flying up were starting to open new entryways of chances to advertise their items and brands. It opened crisp roads for business, and flagged the start of another section to business. With new assets, they required new ways to deal with advance their brands and benefit from the interpersonal interaction stage.

The treat was another imperative turning point in the advanced showcasing industry. Sponsors had started to search for different approaches to gain by the juvenile innovation. One such strategy was to track basic perusing propensities and utilization examples of regular clients of the web in order to tailor advancements and showcasing security to their tastes. The main treat was intended to record client propensities. The utilization of the treat has changed throughout the years, and treats today are coded to offer advertisers an assortment of approaches to gather strict client information.

Items advertised carefully are currently accessible to clients constantly. Insights gathered by the Marketing tech blog for 2014 demonstrate that posting via web-based networking media

is the best online action in the US. The normal American burns through 37 minutes every day via web-based networking media. 99% of computerized advertisers utilize Facebook to showcase, 97% utilize Twitter, 70% utilize Google+, 69% utilize Pinterest and 59% utilize Instagram. 70% of B2C advertisers have obtained clients through Facebook. 67% of Twitter clients are significantly more prone to purchase from brands that they take after on Twitter. 83.8% of extravagance brands have a nearness on Pinterest. The best three long range informal communication locales utilized by advertisers are LinkedIn, Twitter, and Facebook.

Popular social media sites

1. Facebook:

Facebook is one of the biggest social media site on internet, which has a huge number of users. Facebook was founded on February 4th, 2004. Within 13 years of time period facebook has managed to get more than 1.6 billion monthly active users which automatically makes facebook one of the biggest mediums in connecting people from all the world through your business. Estimating that around 1 million of small size and the medium size business use facebook to advertise the business through the online.

2. LinkedIn:

Built up on December 14, 2002, and moved On May 5, 2003, LinkedIn is hands-down the most common web based systems administration page for capable frameworks organization. The site is open in 24 vernaculars and has in excess of 400 million enlisted customers. LinkedIn is extraordinary for individuals interested to interface with each in comparative platform, by organizing with the neighborhood experts, and also by showing business which is related data and measurements.

3. Twitter:

People using twitter thinks that limitation for the posts is only up to 140 characters and it's not possible to advertise their business, but the catch is that twitter is a social media platform which has a strength of more than 320 million active users every month who uses only 140-character limit to share their information. Twitter is used by businesses who interact with their clients and answer their questions, also update latest news and

also target specific audience through ads. Twitter was introduced or founded on 21st March, 2006, and the headquarters is located in San Francisco, California.

4. Google +:

Google+ is at one of the popular social media platform when compared to Facebook, LinkedIn or Twitter. The SEO tool of Google+ creates more value which makes it a most useful tool for small sized businesses. Google+ was launched on 15th December, 2011, it also has more than 418 million of active users according to December 2015 report.

5. YouTube:

One of the popular and largest social media site which is also known as video based website which came into existence or was founded on 20th February, 2005, with a team of three former employees of PayPal, later was bought by Google on November 2006 for around \$1.65 billion. Over 1 billion visitors per month who is active on YouTube and is also known as second popular search engine left behind Google.

6. Pinterest:

Seen in March, 2010, Pinterest is a basically newcomer in field of online networking. This stage comprises of computerized announcement sheets where organizations can stick their substance. Pinterest announced September 2015 that it had obtained 100 million customers. Private ventures whose proposed intrigue gather is generally included women should place assets into Pinterest as most of its visitors are women.

7. Instagram:

Like Pinterest, Instagram is a visual web based systems administration organize. The site, moved on October 6, 2010, has more than 400 million dynamic customers and is controlled by Facebook. Colossal quantities of its customers use it to post information about development, outline, sustenance, craftsmanship and practically identical subjects. The stage is in like manner perceived by its exceptional channels together with video and photo modifying features. Pretty much 95 percent of Instagram customers similarly use Facebook.

8. Tumblr:

Tumblr is a standout amongst the most hard to utilize informal communication stages, but at the same time it's a standout amongst the most fascinating destinations. The stage permits a few diverse post groups, including quote posts, visit posts, video and photograph posts and in addition sound posts, so you are never restricted in the sort of substance that you can share. Like Twitter, reblogging, which is more similar to retweeting, is snappy and simple. The long range interpersonal communication site was established by David Karp in February 2007 and at present has in excess of 200 million websites.

9. Flickr:

Flickr, articulated "Flicker" is an online picture and video facilitating stage that was made by the then Vancouver-construct Ludicorp in light of February 10, 2004, and later procured by Yahoo in 2005. The stage is prevalent with clients who share and install photos. As of October a year ago, Flickr had in excess of 112 million clients and had its impression in excess of 63 nations. A normal of a million photographs are shared day by day on Flickr.

10. Reddit:

This is a social news and excitement organizing site where enlisted clients can submit substance, for example, coordinate connections and content posts. Clients are additionally ready to compose and decide their situation on the site's pages by voting entries up or down. Entries with the best votes show up in the best class or fundamental page. Reddit was established by University of Virginia flat mates Alexis Ohanian and Steve Huffman on June 23, 2005. After 10 years, the site brags in excess of 36 million enlisted accounts and 231 million months to month guests.

11. Snapchat:

Snapchat is a picture informing application programming item that was made by Reggie Brown, Evan Spiegel and Bobby Murphy when they were understudies at Stanford University. The application was formally discharged in September 2011, and inside a limited capacity to focus time they have become enormously enrolling a normal of 100 million day by day dynamic clients as of May 2015. In excess of 18 percent of every single social medium clients utilize Snapchat.

12. WhatsApp:

WhatsApp Messenger is a cross-stage texting customer for cell phones, PCs and tablets. The application depends on the Internet to send pictures, writings, reports, sound and video messages to different clients that have the application introduced on their gadgets. Propelled in January 2010, WhatsApp Inc. was gained by Facebook on February 19, 2004, for about \$19.3 billion. Today, in excess of 1 billion individuals utilize the administration to speak with their companions, friends and family and even clients.

13. Quora:

Promoting upon human interest is a smart thought that would prompt the creation and dispatch of Quora in June, 2009. The site, helped to establish by two previous Facebook representatives, Charlie Cheever and Adam D'Angelo now guarantees that it got in excess of 80 million months to month one of a kind guests, with half of them originating from the U.S. Up until this point, the inquiry and-answer site has figured out how to bring \$141 up in investment stores and keeping in mind that it doesn't look prepared to open up to the world yet, it's certainly an organization to watch.

14. Vine:

With more than 40 million clients, Vine is a quickly developing video sharing web-based social networking application that enables clients to share 6-second video cuts with their supporters. While this resembles an extremely brief time for a video, organizations of all sizes are having gigantic achievement utilizing the administration. Vine was established in June 2012 and later obtained by Twitter in October 2012, just before its official dispatch.

15. Periscope:

Periscope is a live video gushing portable application that was produced by Joe Bernstein and Kayvon Beykpour. The two began the organization in February 2014 and later sold it to Twitter for \$100 million in March 2015. Four months after its March 2015 relaunch, Periscope said that it had outperformed 10 million records and in December that year, Apple declared Periscope as the application of the year.

16. BizSugar:

BizSugar is a long range interpersonal communication stage and specialty asset for entrepreneurs, business people and directors. The site was made in 2007 by DBH Communications, Inc., a supplier of honor winning business productions, and later obtained by Small Business Trends LLC, in 2009. The stage enables clients to share recordings, articles, blog entries, podcast among other substance. It likewise enables clients to view and vote on entries by different individuals.

17. StumbleUpon:

StumbleUpon is a disclosure motor that finds and suggests content for its clients. In excess of 25 million individuals utilize StumbleUpon for diversion and data. Likewise, in excess of 80,000 distributors, brands, and different advertisers have utilized StumbleUpon's Paid Discovery stage to advance their organizations. StumbleUpon was possessed by eBay from May 2007 to April 2009, when Garrett Camp, Geof Smith and a few speculators got it back. It is currently a free, speculator sponsored startup by and by.

2.2 LITERATURE REVIEW

- **Digital Marketing: Implementation, Strategy and Practice:**

Dave Chafey has formed distinctive propelled promoting books like Digital Business and E-Commerce Management, the E-sponsors Bundle, et cetera. He is a gathering educator of Marketing at Cranfield and Birmingham Universities. Fiona Ellis-Chadwick is one of a scholarly expert for BBC and also a Lecturer in Marketing subject at an Open University School of Business. She has additionally coauthored "Standards and Practice of Marketing.

Digital Mar

keting references give subtle elements by including down to earth business examples, meetings and contextual analyses that let perusers grasp web based advertising in reality. Composed by Dave Chafey and Fiona Ellis-Chadwick, this advanced promoting book is favoured for seeing each and every part of this type of advertising, and the individuals who wish to know showcasing from essentials to most recent patterns must read this one.

- **Power of the Visual Story Telling:**

Ekaterina Walter is Marketing Innovator and top of the line maker. Walter is in like manner associate and CMO at Branderati and she was Leader of Social Media and Integrated advancing at Intel. Each other book of Walter "Think Like Zuck" was a Wall Street Journal hit.

Unfeeling competition of Digital Marketing has over-load customers with content in various online mediums. Simply target that every promoter tries to achieve is to be seen by potential customers. Level of creativity is ceaselessly growing and Ekaterina Walter, in his book, Power of Visual Storytelling, tells about the prescribed procedures and instances of visual substance. The Digital Marketing book widely clears up systems of Visual Storytelling with the help of chronicles, visuals, and substance that can be capable and lucrative in grabbing the thought of customers and market, in the best way.

- **Convert: Designing the Websites for creating Traffic and also Conversions:**

Ben Hunt who is the Principal Consultant in Scratch Media Ltd. He operates webdesignfromscratch.com which gives tutorials on digital marketing.

Having a site fitting for activity and transformations is a fair face amongst many essential needs to be made due in the present computerized world, and the above book tell about systems of picking high movement through exceedingly change arranged sites. It is loaded with the procedures for sites that can bring clients from Google and different stages. It is transferred with traps through which organizations can offer items and administrations effectively to guests of their sites. It tells rudiments of static and dynamic web architectures that can without much of a stretch convey activity to your site and can likewise help in transformation.

- **The Social Media Bible: Tactics, Tools & Strategies for Business Success:**

Lon Safko who is the CEO at Innovative Thinking. One of his book named "The Fusion Marketing Bible" was at top 3rd hit on Amazon and Social Media Bible was at the top 1st hit on Amazon.

This book is very proposed for advanced advertising experts, firms, organizations, little or huge business ventures as it is refreshed with all the new strategies, data and

strategies expected to get business accomplishment through online networking showcasing. Every one of the updates and moves required for showcasing through Twitter, Google web indexes, Yammer, portable promoting, gadgets, modules, applications, and so forth are incorporated into this Social Media Bible.

- **Global Content Marketing:**

Pam Didner is one of the Fortune 100 Global Marketing Strategist and Senior Marketing Expert. Among top 100 Content Marketing Influencer she was also considered to be one, and the book she had written was named among top 10 books of marketing.

In the event that you need your substance advertising efforts be enormous and worldwide, at that point this book is must for you. It gives you a chance to comprehend the precise procedure of creating imaginative and successful methodologies that can draw in worldwide crowd. It shows you strategies of cross-territorial substance promoting and in the up and coming years, Global Content Marketing will be a distinct advantage for the individuals who are looking for a passage to go worldwide and be convincing all over the place.

- **Content Inc:**

Joe Pulizi is the founder at Content Marketing Institute which gives Content Marketing World.

This book tells six principal ventures of business advancement forms huge to govern in the present computerized age. Book talks volume about the significance of substance that drives advertising efforts towards progress by coming to up to huge gathering of people and changing over them into potential clients. Pullizi utilizes different stories of achievement and disappointments of showcasing efforts that assistance peruser comprehend the need of advancement in existing organizations. It moreover tells about the methodologies that business visionaries can use for starting another meander and change that into a productive business by using unique usage of substance advancing.

- **You're My Favorite Client:**

Mike Monterio who is the co-founder and director for design at Mule Design.

Understanding customer's desires is most essential factor for outlining and executing an effective marketing effort, and this book helps in doing that in the most complete way. It tells procedures that ought to be implanted in computerized advertising ventures, web planning and improvement forms for pulling in and supporting potential customers. Just after your own taste will never give you a chance to get the achievement that you wish for, and that is the reason including strategies that are conscientious on things that customers expect is most critical for accomplishment in the present advanced world.

- **All Marketers Are Liars:**

Seth Godin is the American Author, entrepreneur, public speaker and marketer.

The title of this book may leave perusers curious and same happens when one comprehends it. Godin elucidates the importance of describing a story that resounds the group and has all the earmarks of being legitimate. Relating stories about your things and organizations that guide you in picking up bargains is extraordinarily effective, yet it is to an incredible degree essential to fuse validity in checking endeavors. Exactly when stories turn false then all developments turn down that can be significantly harming for the brands, and that is the reason Godin discusses the criticalness of consolidating legitimacy and truth in exhibiting in his book All Marketers Are Liars.

- **Youtility: Why Smart Marketing is About Help Not Hype:**

Jay Bare is the Business Strategist, Youtility has been among the best books on Digital Marketing venders of New York Times, and it tells about the real approach of helping customers than making falls buildup. Book has different cases of organizations and organizations that have utilized same strategies and end up effective. Helping customers has been more fruitful in influencing undaunted customer to base appeared differently in relation to offering things and organizations by making development. Helping helps stamps in trust working with customers that certification more livelihoods.

- **The Big Data-Driven Business:**

Russell Glass head of LinkedIn Marketing Solutions, For successful propelled checking, gigantic data will be the most overpowering wellspring of bits of information about your potential customers, and this book will be conclusive in understanding criticalness of Big Data. Book joins ace direction and real cases that work as a helping medium to beat contenders and win customers ability. The Big Data Driven Business discloses to you procedures that lift advantages of associations by using huge data in the most entire way. Data driven campaigns will be unprecedented contrasted with other genuine examples of 2017.

- **Jab, Jab, Jab, Right Hook – Gary Vaynerchuk:**

Gary Vaynerchuk, four-time New York Times smash hit creator, is an early financial specialist in organizations like Twitter, Tumblr, Venmo, and Uber. With a full-benefit advanced organization, VaynerMedia, he has helped Fortune 500 organizations in creating different computerized and web-based social networking procedures.

The book features the craft of winning the hearts of clients by acing the ability of online networking promoting. It gives the triumphant blend of right punches and snares for setting off an enthusiastic reaction.

Gary calls attention to how notable brands create low quality substance without understanding the online networking stages. He encourages advertisers to regard the stage and gathering of people since individuals accompany an alternate outlook on changed stages. With less right snares and more hits, he gives the plan to changing adherents into a brand follower.

- **Web Analytics 2.0:**

Avinash Kaushik, the beneficiary of Statistical Advocate of the Year 2009, is the Analytics Evangelist for Google and an unmistakable speaker. In his book, he reveals insight into the significance of online information for business' fruitful development.

Organizations invest a great deal of energy, exertion and cash in information accumulation. Be that as it may, they don't know how to change over that information into a productive business. With the assistance of strategic procedures and execution models, Avinash presents the explanatory system in a straightforward configuration. The book will change your recognition about investigation. It speaks finally about

significant methodologies for estimating online networking and mixed media crusades, information compromise, logical procedures, clarifying center frameworks, and abundance of other data.

- **Permission Marketing:**

Seth Godin, the originator of Yoyodyne and Squidoo, is the writer of 18 books distributed in excess of 35 dialects. In 2013, he was conceded into the Digital Marketing Hall of Fame.

Consent Marketing, the promoting exemplary, enables advertisers to shape their message as per clients' readiness. He rejects the idea of 'Intrusion Marketing' where organizations offer the item by pushing the thought like a mushy sales representative.

He shares down to earth procedures and contextual analyses for pulling the potential clients. This book underlines the requirement for regarding authorization as a benefit. With consent, comes the enormous duty to impart pertinent substance to the gathering of people. Four trial of Permission Marketing fabricates the firm establishment for trust and brand mindfulness.

- **Art of SEO:**

Eric Enge, CEO, and originator of advanced advertising organization Stone Temple Consulting is known for breaking new grounds and dispensing with regular legends in the web search tool industry. Jessie, the originator of SEO office Alchemist Media, is one of the initial nine creators of SEMPO (Search Engine Marketing Professional Organization). She was the primary individual to communicate the PPC click blackmail in 2001.

Stephan, the author of SEO organization Netconcepts, concocted the mechanized pay-for-execution characteristic pursuit innovation stage 'Natural Search Optimizer.' His brilliant charge over SEO, efficiency, and other online points landed him more than 100 talking gigs around the world.

The third version furnishes the computerized advertisers with a refreshed rundown of SEO devices and site improvement techniques. These three recognized specialists have investigated the inward workings of web crawlers in this 990+page guide. The perusers get the look at inquiry and SEO industry future by understanding the impacts of

different algorithmic updates, instruments for following outcomes, and new measurements in portable, neighborhood and vertical SEO.

- **The New Rules of Marketing and PR:**

David Meerman Scott's extensive rundown of warning customers incorporates Hubspot, an organization he assisted raising from a modest bunch of customers to in excess of 30,000 clients in 90 nations with his deals and promoting methodologies.

His book has been converted into 29 dialects, and many colleges and business colleges have included it in their instructive projects. The book offers a well ordered system for expanding the perceivability and deals by speaking with the purchasers specifically.

It offers assets for the business visionaries and entrepreneurs for building a solid promoting and PR system. This down to earth control accompanies entrancing contextual analyses and nitty gritty investigation for certainly advertise any item, administration, or thought.

- **Hug Your Haters:**

Guy Kawasaki, boss evangelist of Canva and brand envoy for Mercedes-Benz, trusts this book to be the milestone in the historical backdrop of client benefit. Jay Bear's merits the second specify in my suggestion list since he has changed our point of view towards client protestations.

He gives the strong structure of client benefit by advising how to address private and open grievances, measure client benefit, make sense of the perfect time for reacting client protest, and incorporate specific applications and new advances to transform organization's concern into a significant resource.

The book additionally covers rousing and clever contextual investigations to enable perusers to see how to embrace their haters with speed, sympathy, and mankind. In the event that your clients are content with your computerized benefit, they allude your work. More referrals result in more openings. More open doors increment your aptitudes and bank adjust.

- **Email Marketing Fundamentals:**

This book, from the CEO of MailCharts, is an apparatus to enable you to screen the email battles of your rivals. He gives an arrangement to propelling a fruitful email computerization system. With B2B and B2C contextual investigations, he gives a point by point control on the most proficient method to do everything from building an email onboarding effort to making the best value-based battles.

- **Viral Loop:**

A book from Adam L Penenberg which states to look at this as a history lesson on the energy of virality in the web age. The writer, a beautified author from the New York Times and WIRED, completes a decent activity of weaving together the story of how different online items were intended to develop. You'll figure out how organizations like Facebook, Twitter, Flickr and Ebay incorporated viral motors with their item encounter.

- **Content Chemistry:**

I as of late read this book and feel it is an absolute necessity read for advanced showcasing this year. The book is composed by Andy Crestodina, who is the proprietor, originator, and chief of a honor winning website architecture organization in Chicago. He is additionally known for talking at universal meetings. What pulled in me to the book was the way that it clarifies precisely what fantastic distributing content is. What you show to the world can represent the moment of truth you.

- **The Ask Method:**

The Ask Method is an interesting perused for two principle reasons. Right off the bat, it gives a novel method for instantly expanding your site changes and deals. What's more, besides, it can control your reasoning over all features of showcasing and item improvement with the goal that you are putting forth precisely what the diverse fragments of your objective market really need.

CHAPTER – 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

- **Embracing Online Purchase:**

Building up an E-commerce site isn't modest, however it's an objective worth progressing in the direction of on the off chance that you have a helpful retail business. For a few, this progression may just mean making a Facebook Site. The appropriate response will be somewhat extraordinary for each business, be that as it may, somehow, every business with the possibility to change over online deals ought to make every effort to make themselves operational in this limit.

- **Mobile Friendly Period:**

Online purchase is critical to buyers, yet the most essential accessibility of your image, items, and so on., is as yet one of the most vital strides for any little or juvenile business to take. Individuals like utilizing tablets and mobile phones for look. We know this. Once more, we've expounded on the significance of grasping cell phone clients commonly.

- **Changing of Business Plan:**

Either that, or set aside the opportunity to take a seat and compose it out of the blue. Composing, also marshaling one's contemplations, can be troublesome and tedious, however that is still exceeded by the significance of having an express strategy for success. Regardless of whether you've never required one, an a la mode strategy for success can keep your endeavors on track and spare you the inconvenience of regularly writing one without any preparation again.

- **Increasing of Competition:**

Direct your own focused examination. Discover what every other person is doing. It is safe to say that they are accomplishing pretty much than you are? Is their methodology working preferred for them over yours is? Not exclusively would you be able to discover where your qualities and shortcomings lie in respect to your rivals, you could possibly pick up a superior comprehension of what your objective market is looking for.

3.2 NEED FOR THE STUDY

At present Digital marketing is considered to be the booming sector where we will get to learn about the online business and also about the different social media platforms and their roles. In digital marketing, social media marketing is considered to be the cheapest form to advertise any brand to reach customers easily and create brand awareness, collecting leads and promotion of new brand to market.

There are different platforms in digital marketing like Social Media Marketing, Search Engine Optimization, Email Marketing, Ad words, Google Analytics. All these platforms are the playing top roles in today's business world. Utilizing advanced advertising without a vital approach is as yet typical. I'm certain a large number of the organizations in this classification are utilizing computerized media successfully and they could absolutely be getting awesome outcomes from their inquiry, email or online networking promoting.

3.3 OBJECTIVES

- To analyze whether the campaign objectives were SMART.
- To find whether the campaign resulted in generating more leads which is the ultimate goal.
- To find whether your company's name, social media profile management and online reputation management are done effectively.
- To analyze whether the online paid marketing has helped in achieving the marketing targets.

3.4 SCOPE OF STUDY

- Content promoting procedure contrasts from customary showcasing instruments in its protection from clear invitations to take action or absolutely item or administration based advertisements and savvy purchasers have built up a sense about sussing out quality substance from gussied-up publicizing. Like a decent story, great substance is unique, dynamic, and shareable.

- A solid computerized promoting procedure joins every social medium gatherings suitable to your association, including Facebook, Twitter, LinkedIn, Google+, Pinterest, and Instagram.
- One of the most fascinating new showcasing procedures, retargeting (or remarketing) tracks clients through treat situation and keeps on demonstrating them promotions for items they've seen in past over a system of sites.

3.5 RESEARCH METHODOLOGY

"Research configuration is the arrangement, structure and system of examination imagined in order to acquire reply to inquire about inquiry and to control fluctuation."

Research has got three particular classes. These are -

- a) Exploratory
- b) Descriptive
- c) Explanatory

The rationale of the examination is to make a choice among these three classes. The choice will be done based on the component of reasonableness for the investigation.

Exploratory research is utilized for fathoming the decided marvel. This kind of research is fitting for a circumstance where critical attributes or the able affiliations are difficult to determine.

The specialist keeps records and gathered to portray implies. It is the obligation of the analyst to keep records and keep up graphs for the gathered data. Under this procedure, the scientist considers engaging exploration as adept for a state where issue is sorted out and accentuation is driven over the associations among the important source and affiliations, which is relatively low. It is here that the scientist chooses levels, perspectives, necessities, variables, nuts and bolts, or more all screens records; sorts, composes and surmises. Specialist surveys the applicable sources and the connections to keep the admission clarifications.

Information Collection:

Advanced advertisers need to advance their showcasing methodologies so as to achieve upper hand over their rivals. Information investigation start with information gathering, which is the column in helping a business to extend its advanced showcasing bits of knowledge. The pervasive utilization of examination instruments is because of the enormous development of information accessible to improve the computerized promoting process. The issue presently lies are the way a web advertiser gets information adequately and proficiently. Both your information gathering systems and computerized showcasing bits of knowledge ought to go together to enhance your advanced advertising arrangements. In perspective of this, we plan to help you in recognizing a superior information gathering methodology that you can use so as to upgrade your computerized showcasing results and return of benefits.

Statistical Tests:

Data collected will be present in tabulated form and analysis will be carried out using various research tools that Chi-Square and ANOVA view to find out whether the result of research study are significant or not.

3.6 HYPOTHESIS

Hypothesis 1:

- **H₀:** The association between Satisfaction and frequency of visits to Envisions online website is insignificant.
- **H_a:** The association between Satisfaction and frequency of visits to Envisions online website is significant.

3.7 LIMITATIONS

- The sample size being 100 only the result obtained cannot be generalized.
- The data may not be true, because of personnel bias.
- The time period for the study is only in break time which was not sufficient.
- Managers were full on active in their work program and we get less time for discussions.

3.8 CHAPTER SCHEME

Chapter 1: Introduction

Introduction, Industry profile and company profile: Promoters, vision, Mission & Quality Policy. Products / services profile areas of operation, infrastructure facilities, competitors' information, SWOT Analysis, Future .growth and prospects and Financial Statement.

Chapter 2: Conceptual background and Literature review

Theoretical background of the study, Literature review with research gap

(with minimum 20 literature reviews).

Chapter 3: Research Design

Statement of problem, Need for study, Chapter scheme, Research methodology, Objectives, Scope of study, Hypotheses, Limitations.

Chapter 4: Analysis and Interpretation

Analysis and interpretation of data- collect with the relevant tables and also graphs. Results obtained while using statistical tool should be included.

Chapter 5: Findings, Conclusion and Suggestions Summary of findings, Conclusion and Suggestions / Recommendations

CHAPTER – 4

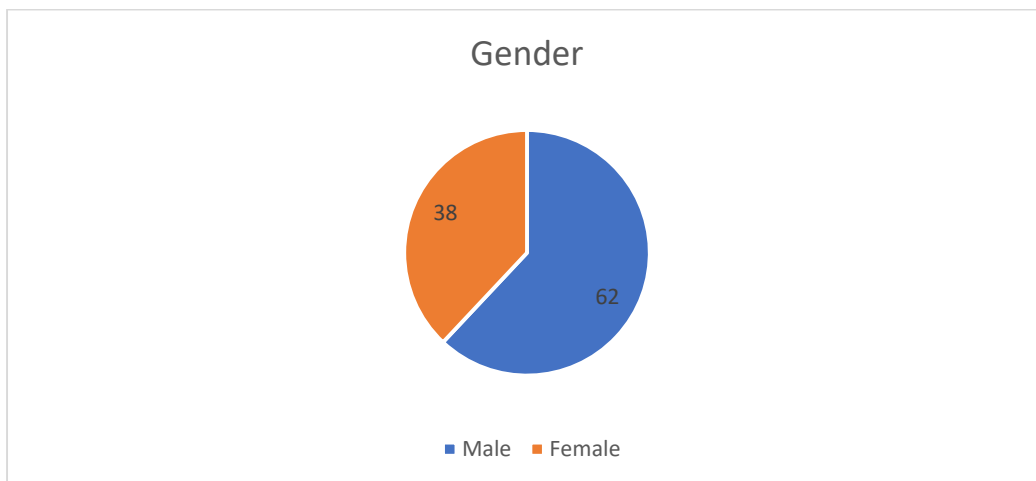
ANALYSIS AND INTERPRETATION

4-1 Table showing the response given based on gender.

Gender	No of respondents	% of respondents
Male	62	62%
Female	38	38%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-1 Chart showing the response given according to gender.



Interpretation:

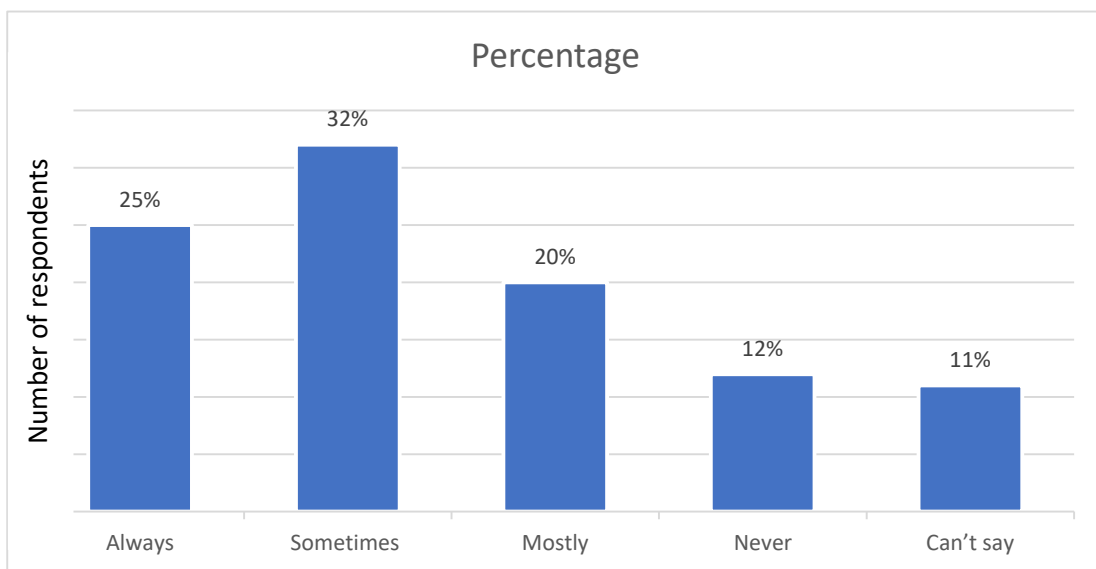
The above table interprets that 62% response is from male candidates and 32% response is from female candidates.

4-2 Table showing whether the social media ads of envision network technologies are specific.

Response	No of respondents	% of respondents
Always	25	25%
Sometimes	32	32%
Mostly	20	20%
Never	12	12%
Can't say	11	11%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-2 Chart showing whether the social media ads of envision network technologies are specific.



INTERPRETATION:

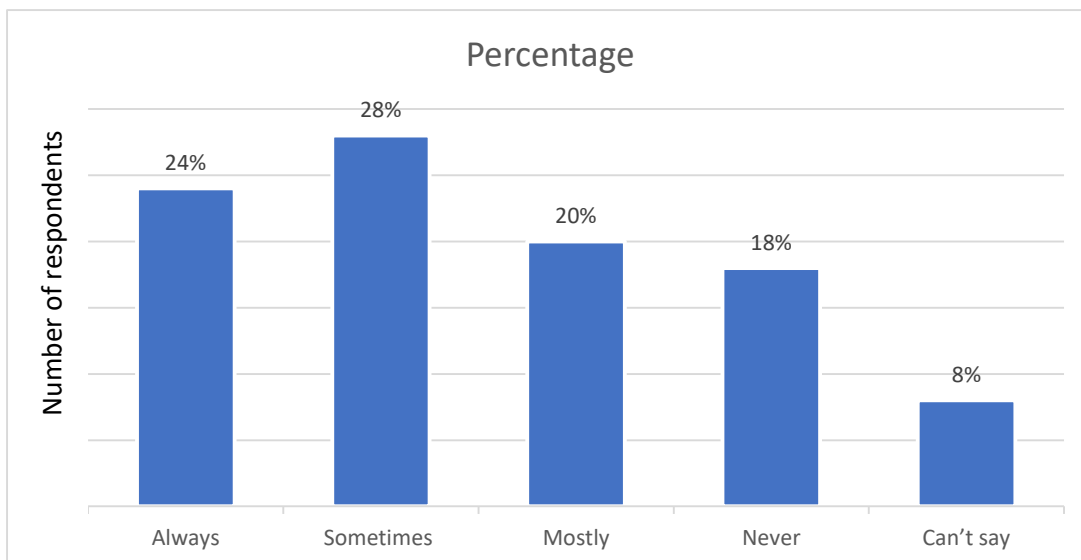
The above table interprets that 32% respondents agree that social media ads of envision network technologies are specific sometimes, 25% respondents says its specific, 20% respondents are neutral where they agree and also not agree and around 12% and 11% respondents says ads are not specific and they are not interested.

4-3 Table showing whether the social media ads of envision are realistic.

Response	No of respondents	% of respondents
Always	24	24%
Sometimes	28	28%
Mostly	20	20%
Never	18	18%
Can't say	8	8%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-3 Table showing whether the social media ads of envision are realistic.



INTERPRETATION:

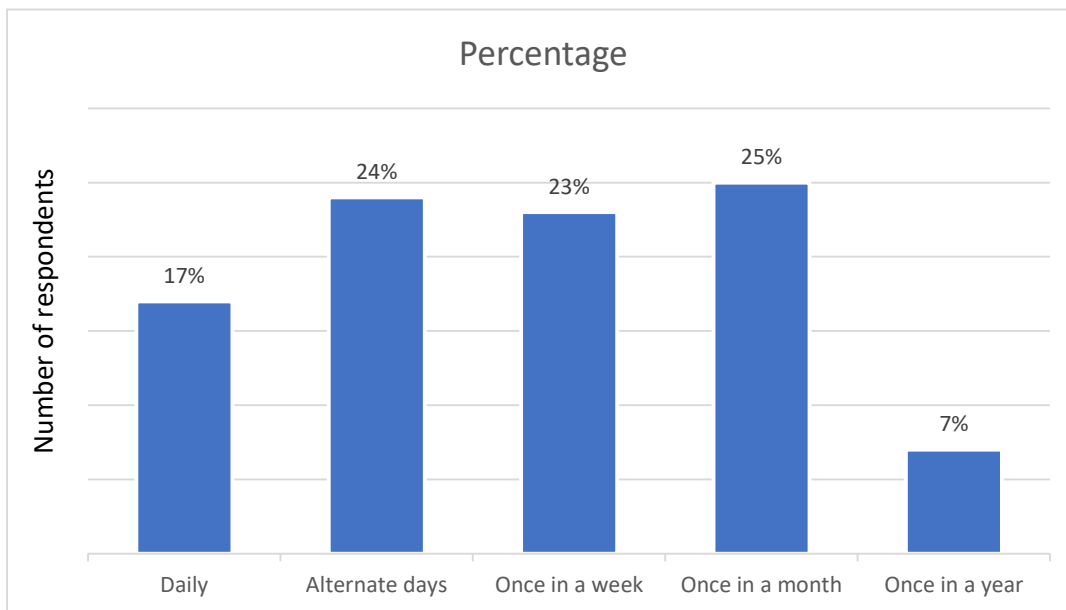
The above table interprets that, 28% respondents think that the ads made by the company is always realistic, 24% says sometimes its realistic, 20% says mostly, 18% and 8% says that the ads posted on social media are not realistic.

4-4 Table showing how often the social media ads are seen.

Response	No of respondents	% of respondents
Daily	17	17%
Alternate days	24	24%
Once in a week	23	23%
Once in a month	25	25%
Once in a year	7	7%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-4 Chart showing how often the social media ads are seen.



INTERPRETATION:

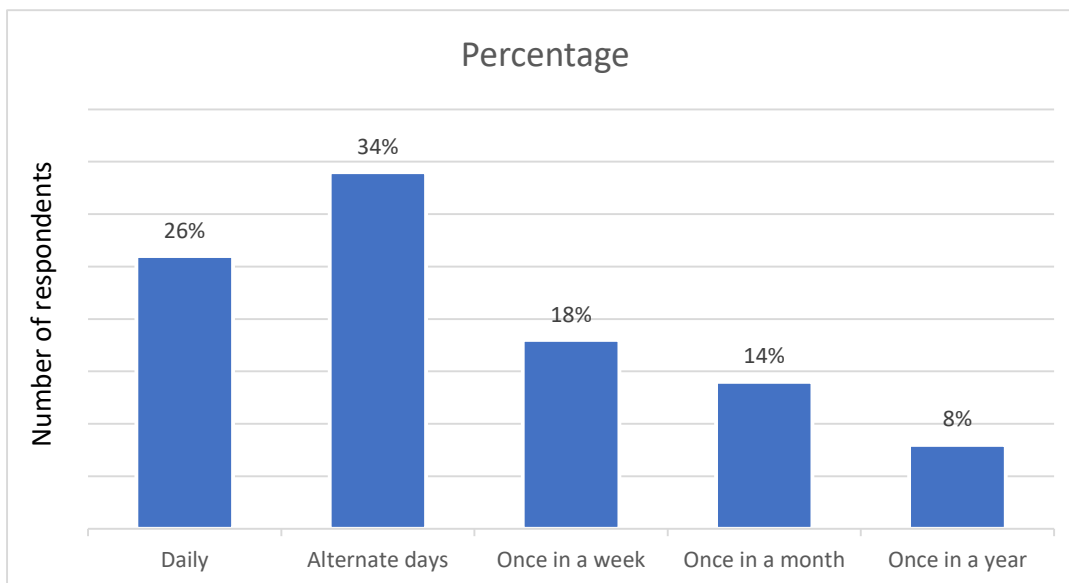
The above table interprets that 25% respondents says they see ads posted by envision once in a month, 24% says they see on alternate days, 23% says they see the ads once in a week, 17% says they see ads daily, 7% says they see ads once in a year.

4-5 Table showing how often organic social media ads is displayed.

Response	No of respondents	% of respondents
Daily	26	26%
Alternate days	34	34%
Once in a week	18	18%
Once in a month	14	14%
Once in a year	8	8%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-5 Chart showing how often organic social media ads is displayed.



INTERPRETATION:

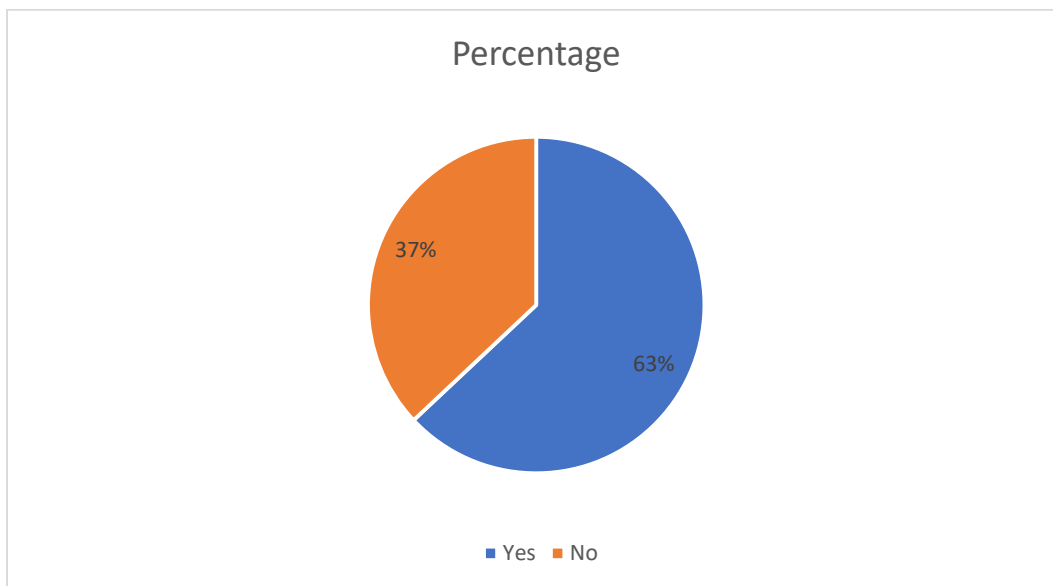
The above table interprets that, 34% respondents say that we promote more organic ads on social media alternate days, 26% says they post organic ads daily, 18% says once in a week, 14% says once in a month they post organic ads, 5% says they won't see organic ads very often like they see ads once in a year.

4-6 Table showing the results of lead generation forms filled by clients.

Response	No of respondents	% of respondents
Yes	63	63%
No	37	37%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-6 Chart showing the results of lead generation forms filled by clients.



INTERPRETATION:

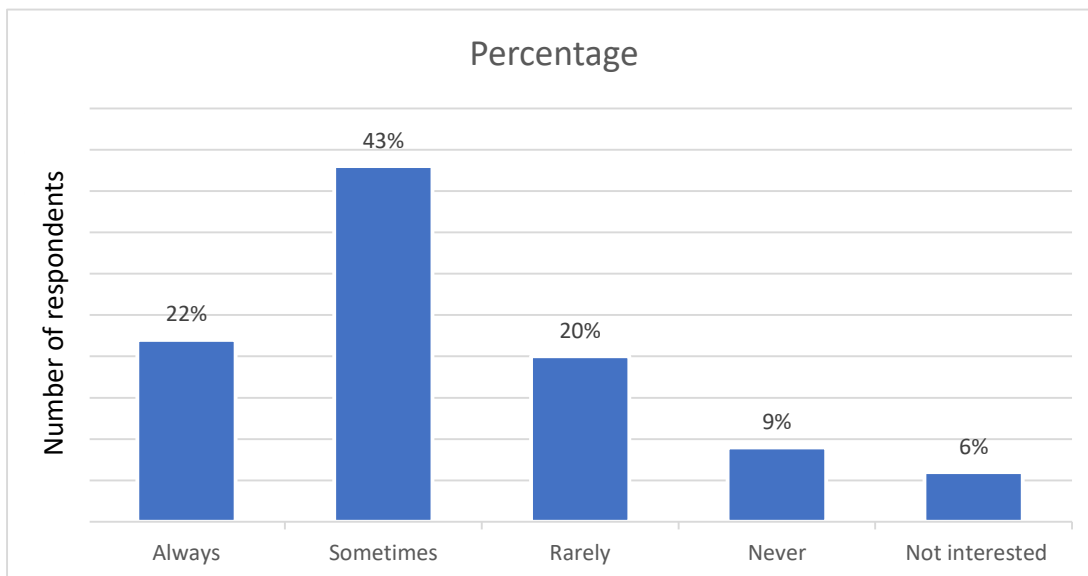
The above table interprets that 63% number of respondents have filled the lead generation form whereas 37% respondents haven't shown interest to fill the form.

4-7 Table showing the response of clients visit to social media sites of envision network technologies.

Response	No of respondents	% of respondents
Always	22	22%
Sometimes	43	43%
Rarely	20	20%
Never	9	9%
Not interested	6	6%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-7 Chart showing the response of clients visit to social media sites of envision network technologies.



INTERPRETATION:

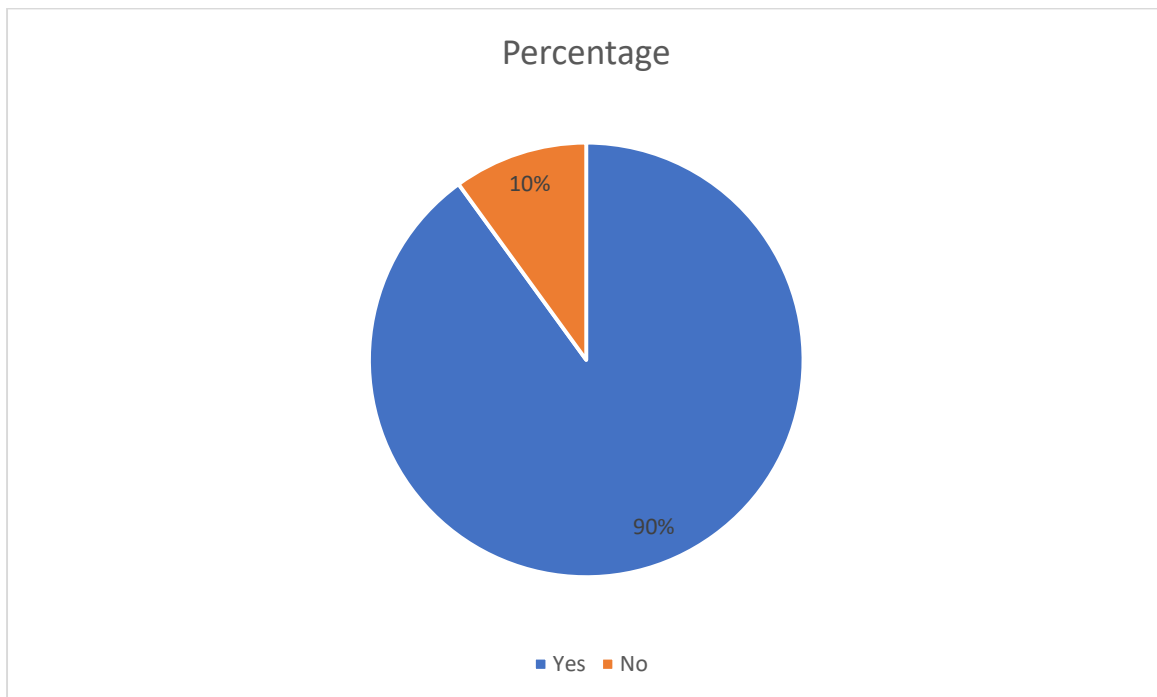
The above table interprets that 43% respondents visit the social media page of envision network technologies sometimes, whereas 22% respondents says they visit website always, 20% rarely visits the website, 9% respondents have not visited the website, 6% are not interested.

4-8 Table showing whether the online reputation management is maintained well or not.

Response	No of respondents	% of respondents
Yes	90	90%
No	10	10%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-8 Chart showing whether the online reputation management is maintained well or not.



INTERPRETATION:

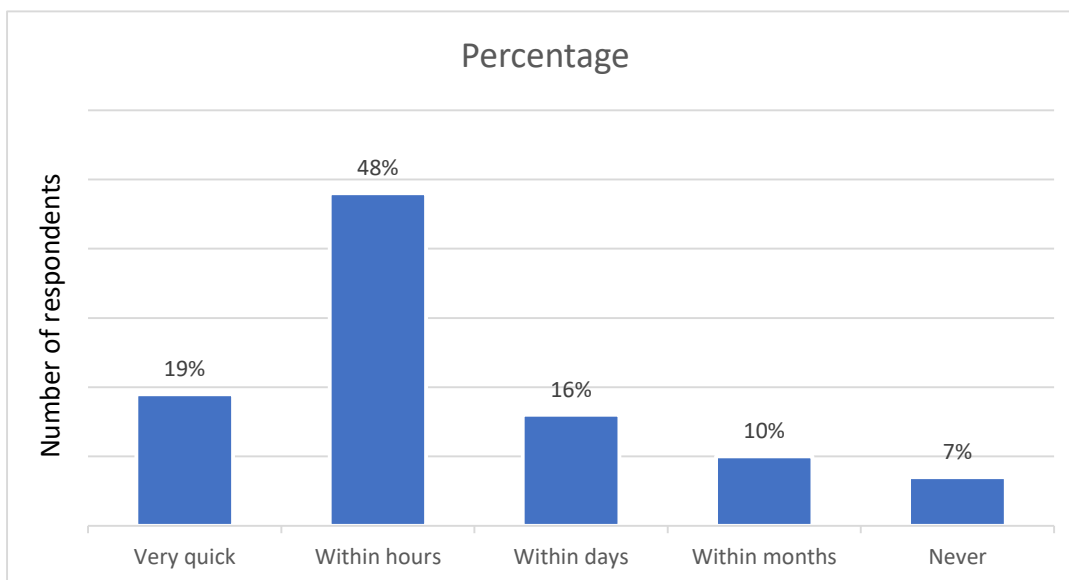
The above table interprets that 90 respondents out of 100 think that Envision is maintaining its social media reputation as 10% doesn't agree that they maintain their social media page in a proper way.

4-9 Table showing how quick the employees are responding to clients on all online platforms.

Response	No of respondents	% of respondents
Very quick	19	19%
Within hours	48	48%
Within days	16	16%
Within months	10	10%
Never	7	7%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-9 Chart showing how quick the employees are responding to clients on all online platforms.



INTERPRETATION:

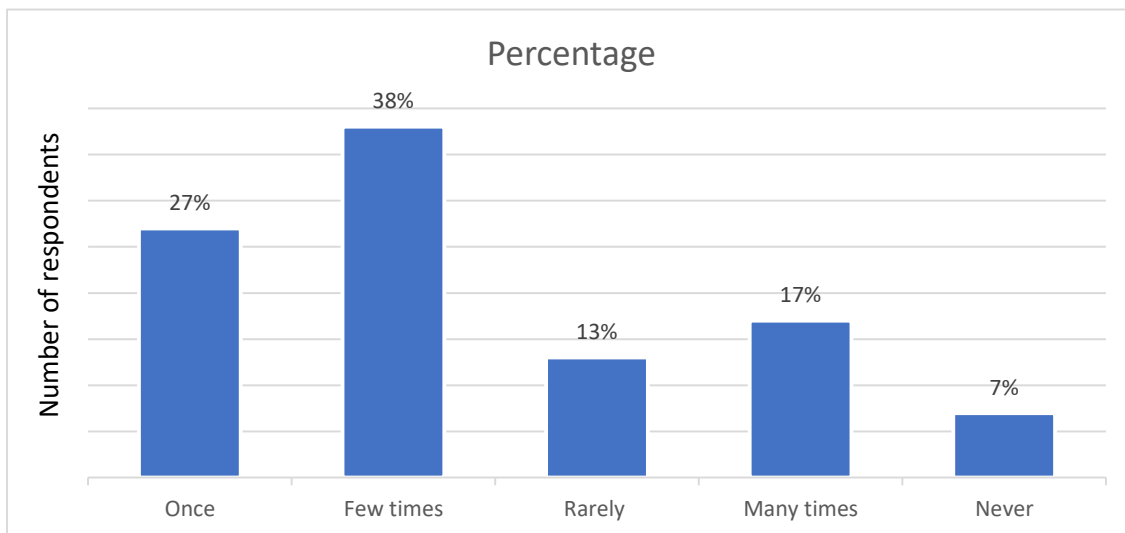
The above table interprets that 48% respondents say that they get response from the company within hours and get their queries solved, whereas 19% respondents says they would get reply very quickly from the company, 16% respondents says they would get response within days, 10% says within a month, and 7% respondents says they haven't got any reply from the company side.

4-10 Table showing the actual visit of clients to company’s website.

Response	No of respondents	% of respondents
Once	27	27%
Few times	38	38%
Rarely	13	13%
Many times	17	17%
Never	7	7%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-10 Chart showing the actual visit of clients to company’s website.



INTERPRETATION:

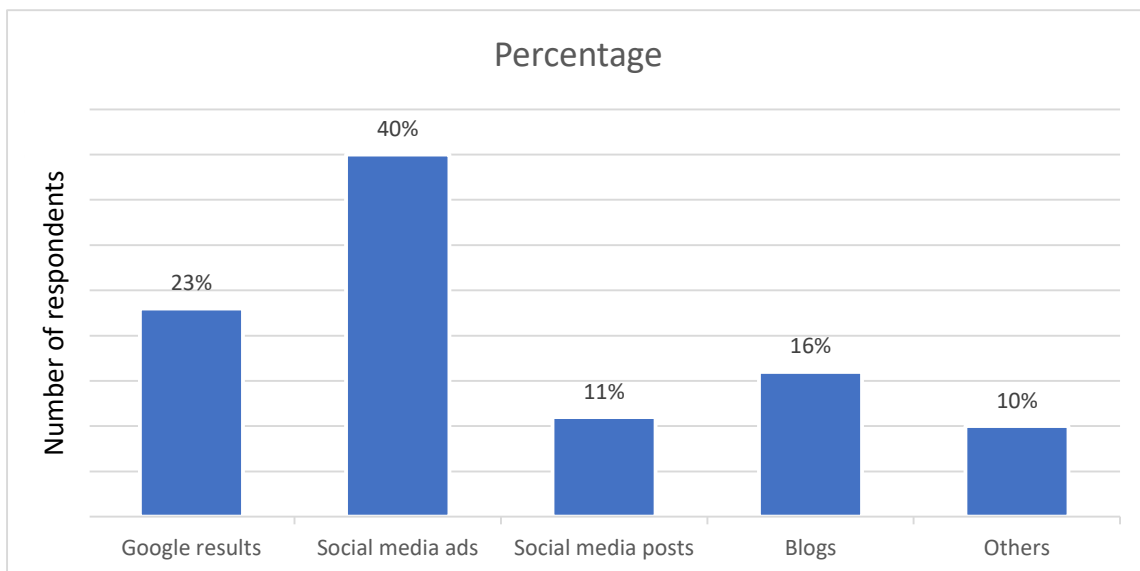
The above table interprets that 38% clients have visited the company website only few times, 27% of clients have visited once, 17% clients have visited many times, 13% clients have visited rarely, 7% clients have not visited till date.

4-11 Table showing through which platform client does visits our website.

Response	No of respondents	% of respondents
Google results	23	23%
Social media ads	40	40%
Social media posts	11	11%
Blogs	16	16%
Others	10	10%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-11 Chart showing through which platform client does visits our website.



INTERPRETATION:

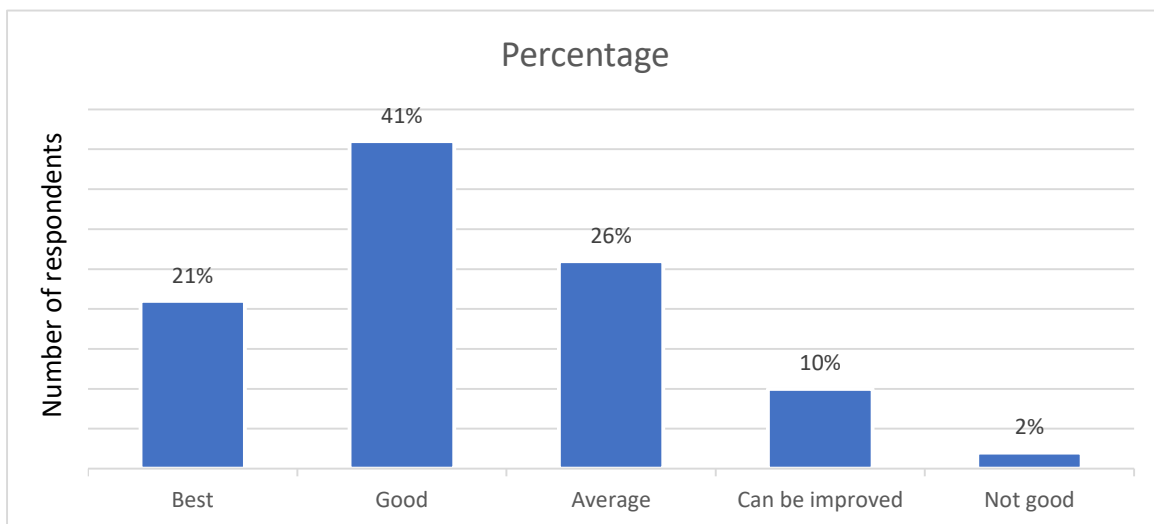
The above table interprets that around 23% of respondents visit the company website through Google as Google is the top search engine and gets the required result to the respondents, whereas 40% of respondents have visited the site through social media sites, 11% through social media posts, 16% through blogs of company, 10% through other platforms like tumblr, quora etc.

4-12 Table showing how good the website creation is.

Response	No of respondents	% of respondents
Best	21	21%
Good	41	41%
Average	26	26%
Can be improved	10	10%
Not good	2	2%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-12 Chart showing how good the website creation is.



INTERPRETATION:

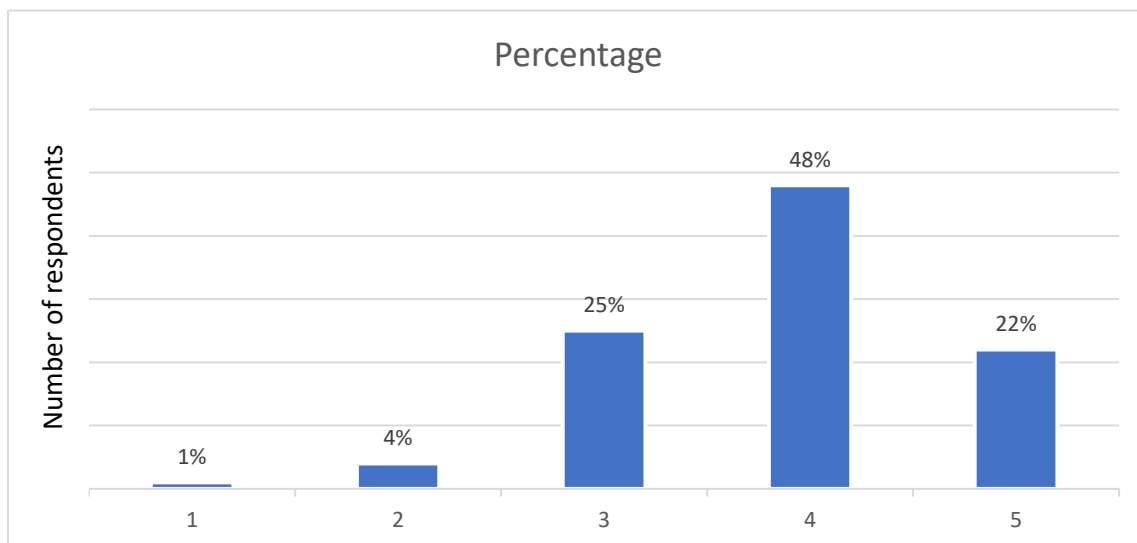
The above table interprets that 41% respondents agree that the company website has a proper information about the company where the respondents can find all the information they require, where 26% respondents says the content of website is average, 21% says its best, 10% says think that still the website need to be improved and 2% respondents say the website is not at all good.

4-13 Table showing the actual rating of website.

Rating	No of respondents	% of respondents
1 ★	1	1%
2 ★ ★	4	4%
3 ★ ★ ★	25	25%
4 ★ ★ ★ ★	48	48%
5 ★ ★ ★ ★ ★	22	22%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-13 Chart showing the actual rating of website.



INTERPRETATION:

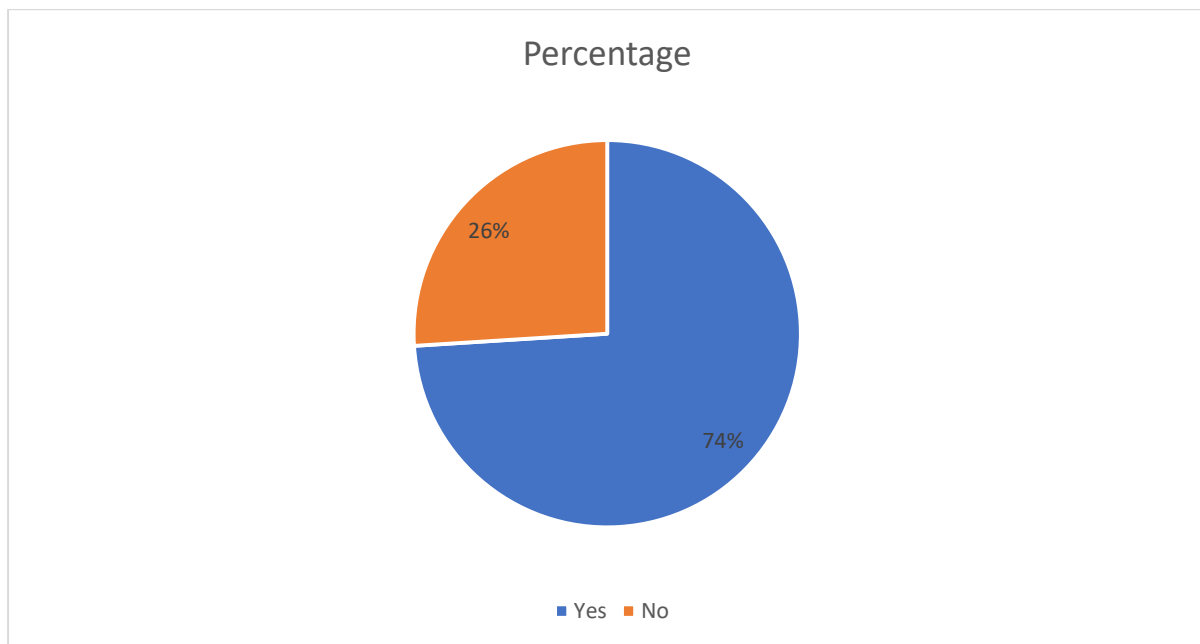
The above table interprets that 48% respondents has given 4 star rating, 25% respondents has given 3 star rating, 22% respondents has given 5 star rating, whereas around 4% and 1% respondents has given 1 and 2 star rating.

4-14 Table showing whether the content in the website is useful for clients.

Response	No of respondents	% of respondents
Yes	74	74%
No	26	26%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-14 Chart showing whether the content in the website is useful for clients.



INTERPRETATION:

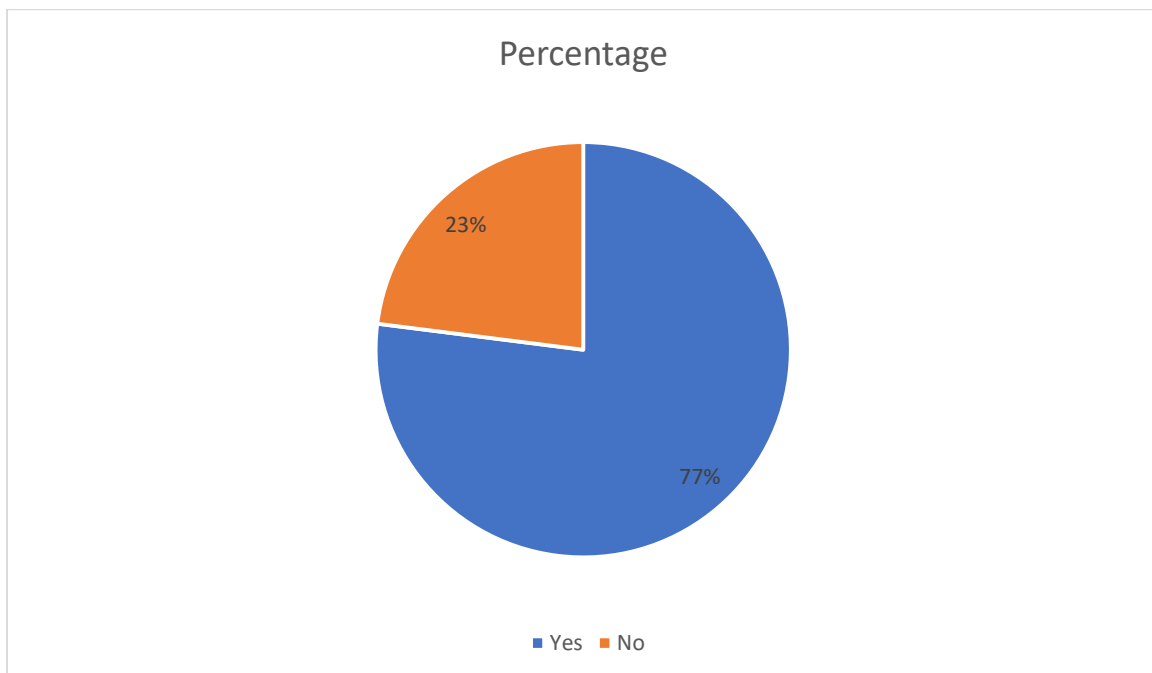
The above table interprets that 74% of respondents think that the content given in the website are relevant where they find the useful information, whereas 26% of respondents think that the content in the website is not proper and useful.

4-15 Table showing whether the product information is enough or not purchase a product.

Response	No of respondents	% of respondents
Yes	77	77%
No	23	23%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-15 Chart showing whether the product information is enough or not purchase a product.



INTERPRETATION:

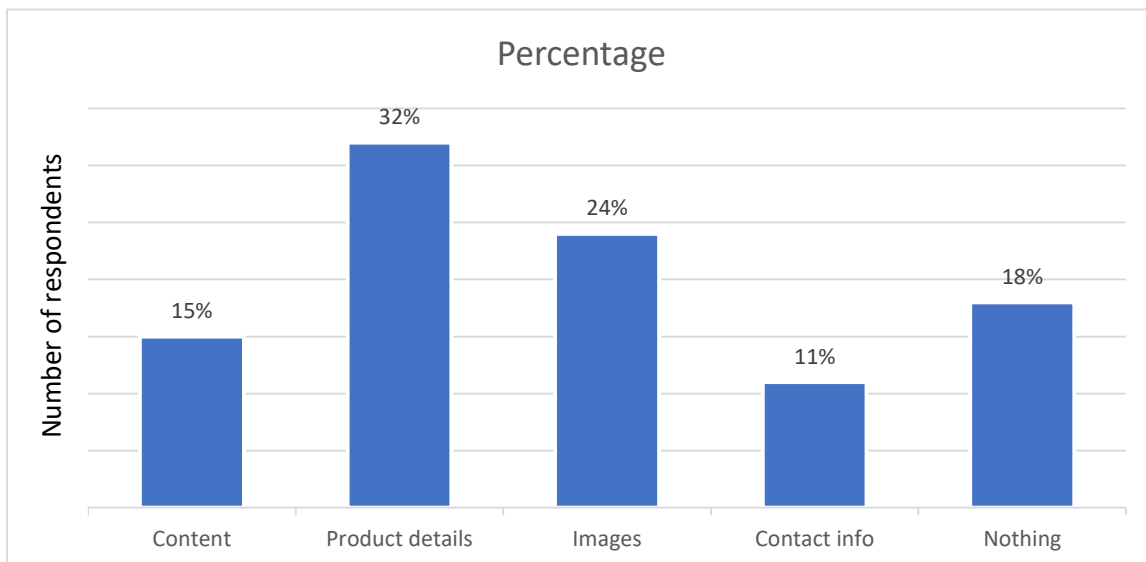
The above table interprets that 77% of respondents think that the information given in the website is enough to purchase a product whereas 23% think that the information given is not sufficient to purchase a product of the company.

4-16 Table showing which part of the website must be improvised according to clients.

Response	No of respondents	% of respondents
Content	15	15%
Product details	32	32%
Images	24	24%
Contact info	11	11%
Nothing	18	18%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-16 Chart showing which part of the website must be improvised according to clients.



INTERPRETATION:

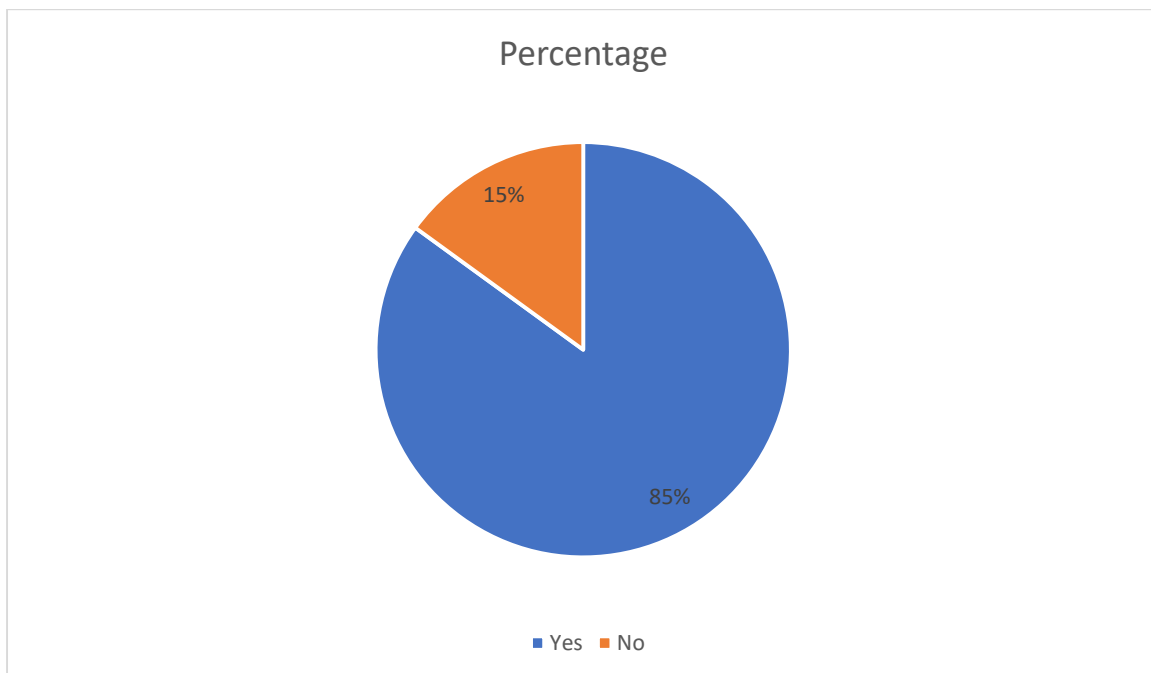
The above table interprets which part of the website needs to be improved based on the response, 32% respondents says that product details on the website needs to be improved, where as 24% says images in the website needs to be updated properly, 18% respondents says all the other information given in website is proper, 15% respondents says the content in the website page needs to be improved, and 11% respondents says contact info need to be updated properly.

4-17 Table showing the loading speed of website is good or bad.

Response	No of respondents	% of respondents
Yes	85	85%
No	15	15%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-17 Chart showing the loading speed of website is good or bad.



INTERPRETATION:

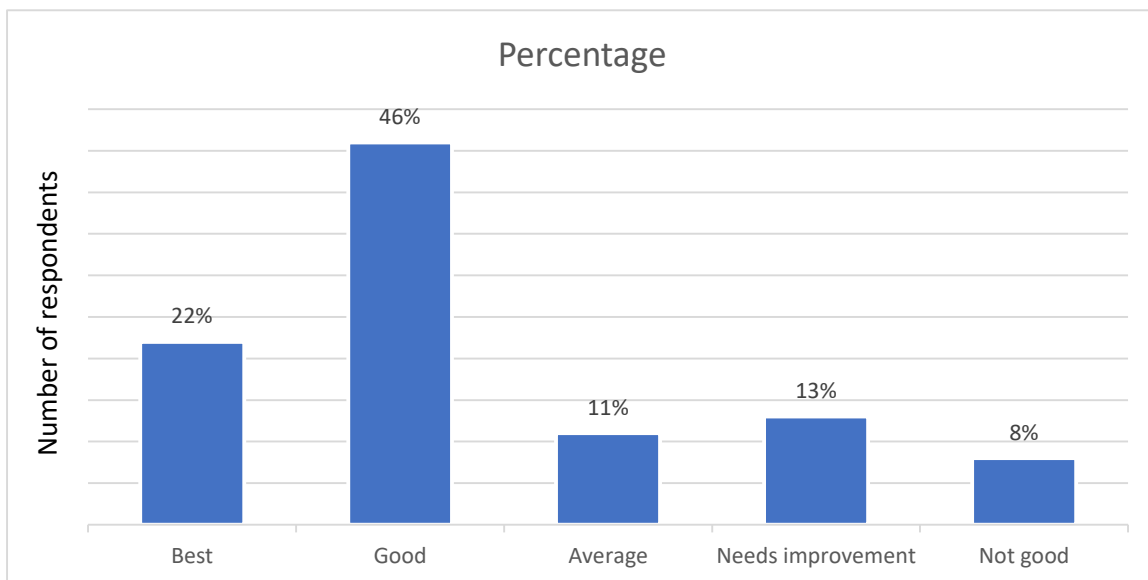
The above table interprets that 85% respondents say that the loading speed of website is good where as some says the loading speed is not so fast compared to other website, which indicates that the website loading speed is very good where 15% respondents might not have a proper internet connection which took them time to load the website.

4-18 Table showing the way of managing of website is in a proper way or not.

Response	No of respondents	% of respondents
Best	22	22%
Good	46	46%
Average	11	11%
Needs improvement	13	13%
Not good	8	8%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-18 Chart showing the way of managing of website is in a proper way or not.



INTERPRETATION:

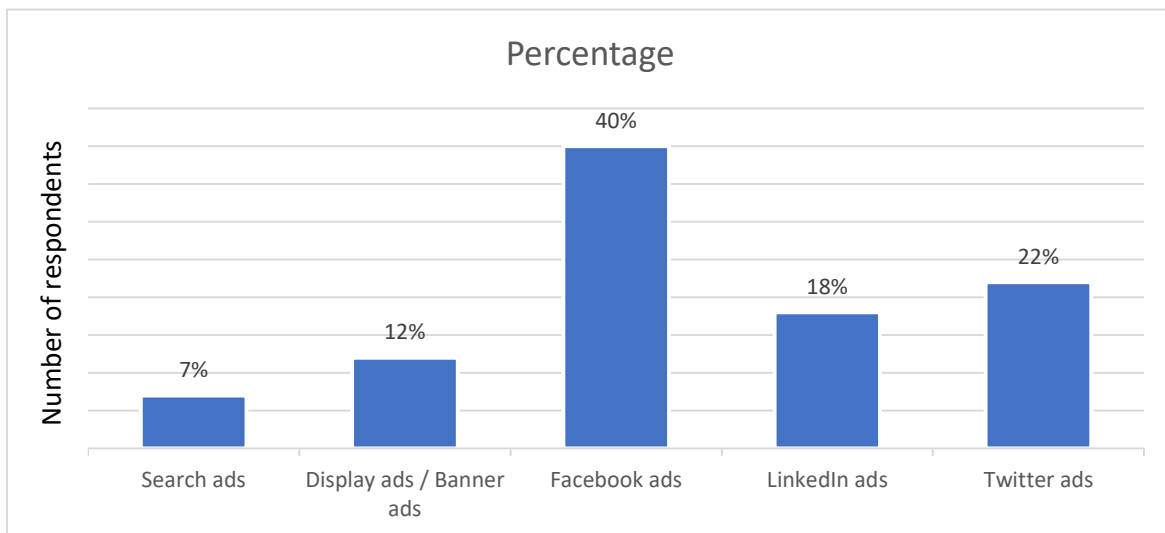
The above table interprets that 46% respondents agree that the website SEO is done well and there is no error, where as 22% respondents feels that the website is handled in a good way, 13% respondents says that its average, 11% respondents says still the company must work on development of website and 8% of respondents says that the website is not good.

4-19 Table showing the kind of ads posted on website most often.

Response	No of respondents	% of respondents
Search ads	7	7%
Display ads / Banner ads	12	12%
Facebook ads	40	40%
LinkedIn ads	18	18%
Twitter ads	22	22%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-19 Chart showing the kind of ads posted on website most often.



INTERPRETATION

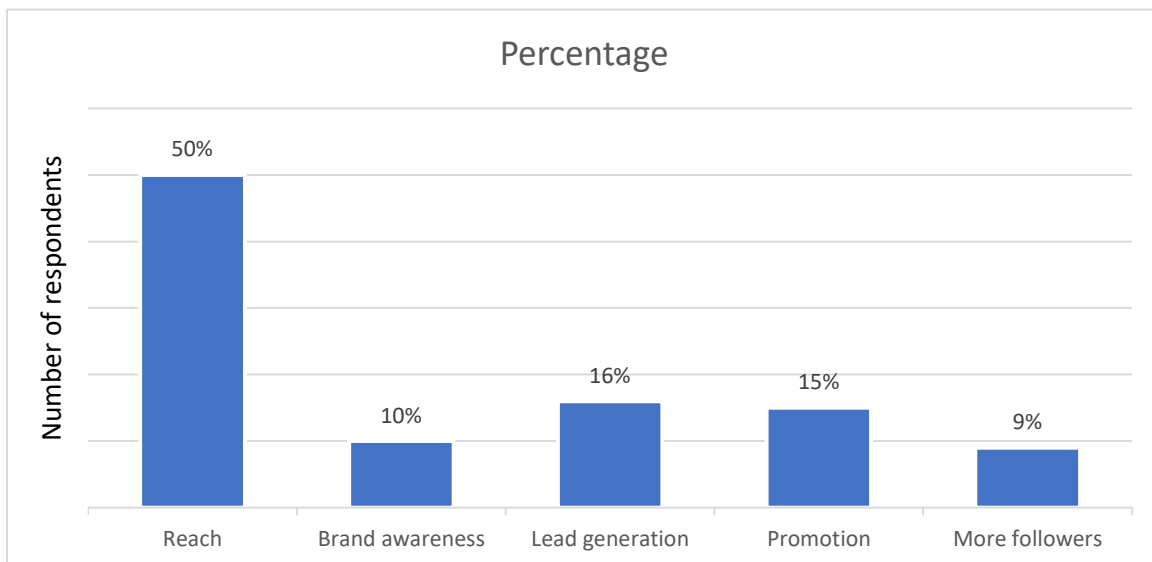
The above table interprets that 40% of facebook ads are be shown to the clients, where as 22% of twitter ads are been posted to attract customers and clients, 18% of linkedin ads are been posted to increase followers and reach, 18% of linked in ads are been shown, 12% of are posted on display ads, 7% of search ads. This shows how important is social media sites to promote any brand to a company.

4-20 Table showing the advantage of posting ads on social media sites.

Response	No of respondents	% of respondents
Reach	50	50%
Brand awareness	10	10%
Lead generation	16	16%
Promotion	15	15%
More followers	9	9%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-20 Chart showing the advantage of posting ads on social media sites.



INTERPRETATION:

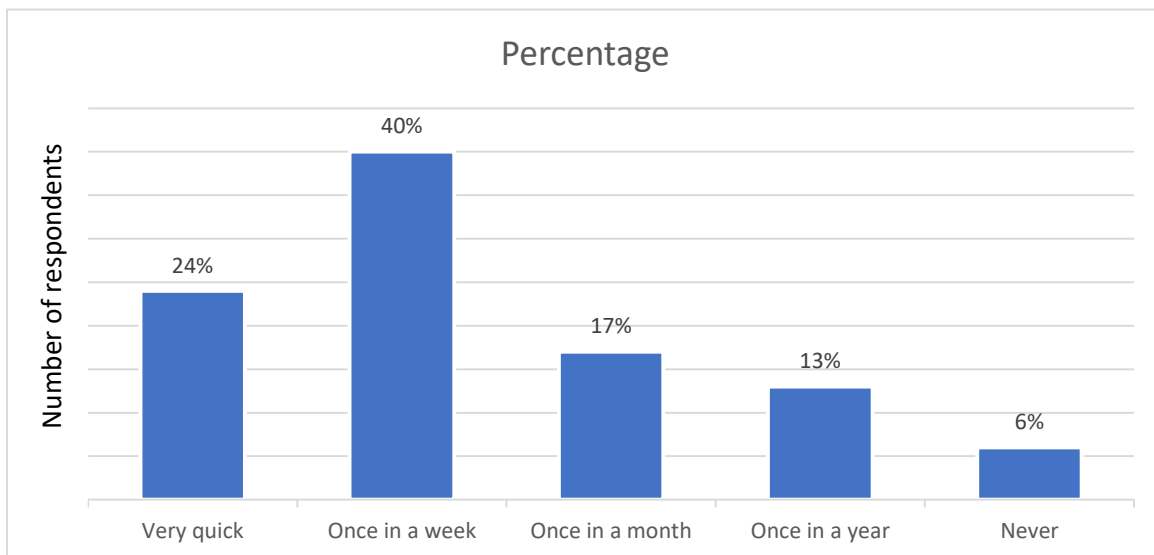
The above table interprets that 50% of reach to the customers and clients is done through online promotion, 16% of lead generation is created, 15% of leads are generated through promoting ads online, 10% of promotional activities are done through generating leads, 9% of followers are been increased to the companies social media platforms.

4-21 Table showing the customers response on social media platforms.

Response	No of respondents	% of respondents
Very quick	24	24%
Once in a week	40	40%
Once in a month	17	17%
Once in a year	13	13%
Never	6	6%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-21 Chart showing the customers response on social media platforms.



INTERPRETATION:

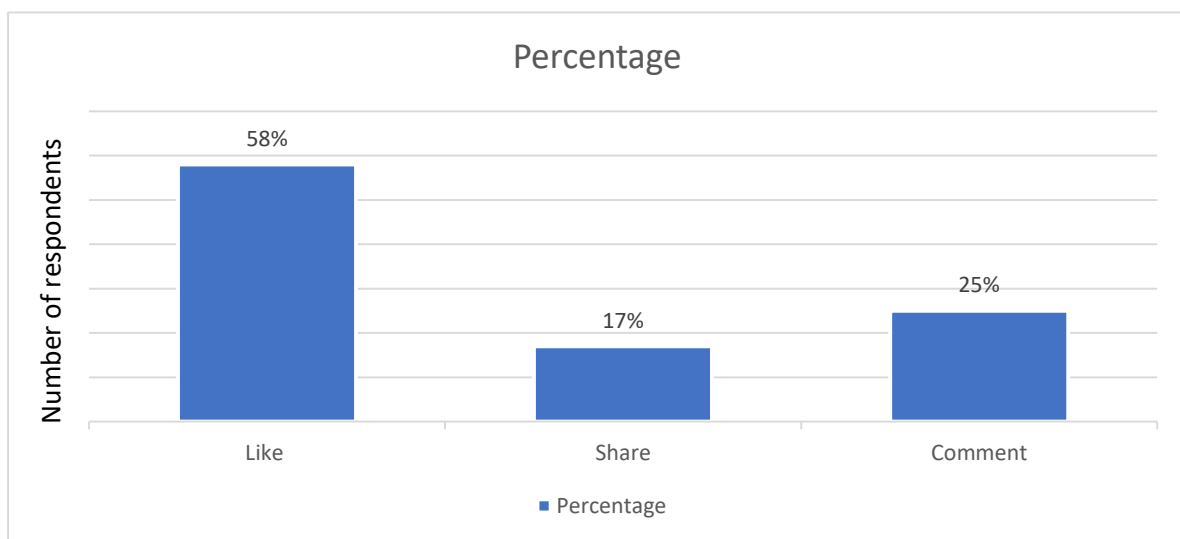
The above table interprets that 24% respondent’s respond to the posts of company very quickly 40% respondents respond to the post within a week, where as 17% respondent’s shows response once in a month, 13% respondents show their response on the ad once in a year, and 6% respondents are not interested and never responded to the ads posted by the company.

4-22 Table showing the clients way of response to company’s ads.

Response	No of respondents	% of respondents
Like	58	58%
Share	17	17%
Comment	25	25%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-22 Chart showing the clients way of response to company’s ads.



INTERPRETATION:

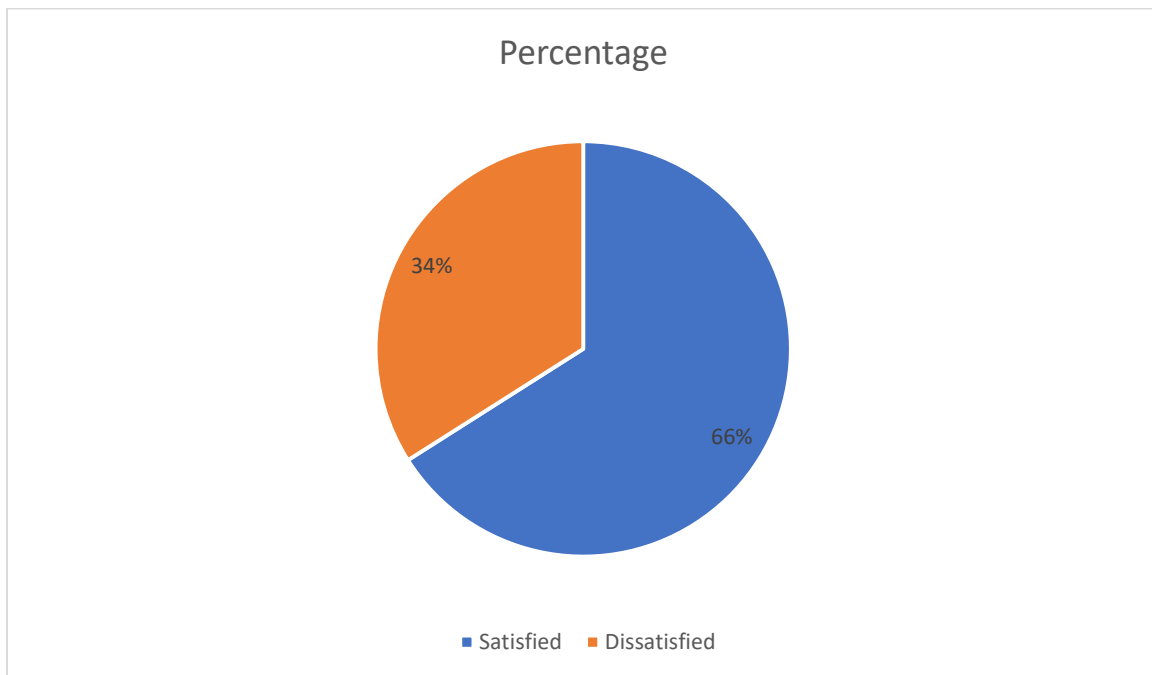
The above table interprets that 58% respondents shows their response through likes, where as 25% respondents shows response through giving a comment on the post and 17% respondents shows response through sharing the post.

4-23 Table showing the satisfaction or dissatisfaction of clients on ads posted in social media.

Response	No of respondents	% of respondents
Satisfied	66	66%
Dissatisfied	34	34%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-23 Chart showing the satisfaction or dissatisfaction of clients on ads posted in social media.



INTERPRETATION:

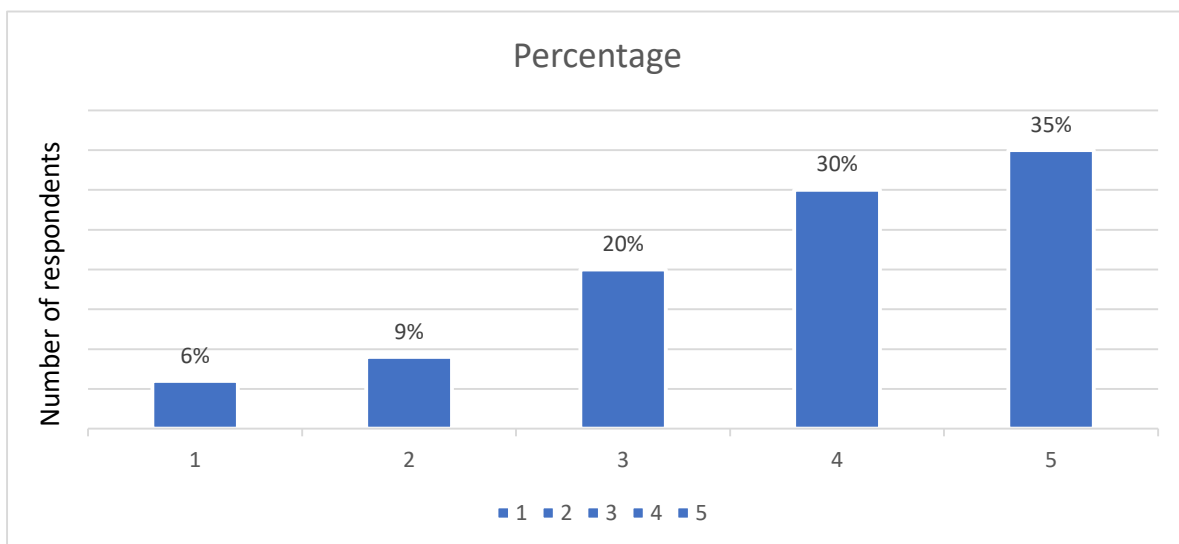
The above table interprets that 68% respondents are satisfied with the ads posted on social media, where as 34% respondents are not satisfied looking at the ads. So according to the interpretation the company should continue posting ads in a creative way and make all the respondents like the ads.

4-24 Table showing the rating of company’s social media presence and activities.

Rating	No of respondents	% of respondents
1 ★	6	6%
2 ★ ★	9	9%
3 ★ ★ ★	20	20%
4 ★ ★ ★ ★	30	30%
5 ★ ★ ★ ★ ★	35	35%
Total	100	100%

SOURCE: QUESTIONNAIRE

4-24 Chart showing the rating of company’s social media presence and activities.



INTERPRETATION:

The above table interprets that on the scale of 5 maximum respondents have responded in a positive way showing that the social media presence of the company is very good, where as some respondents say the social media presence of the company is not that good and gave less points. So based on interpretation the company still should work on the social media sites and try to satisfy all the respondents.

CHI-SQUARE AND FISHER'S EXACT TEST

Hypothesis:

H₀: The association between Satisfaction and frequency of visits to Envisions online website is insignificant.

H_a: The association between Satisfaction and frequency of visits to Envisions online website is significant.

Chi-Square Tests

	Value	df	Asump. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)	Point Probability
Pearson Chi-Square	25.630 ^a	4	.000	.000		
Likelihood Ratio	26.950	4	.000	.000		
Fisher's Exact Test	23.652			.000		
Linear-by-Linear Association	17.027 ^b	1	.000	.000	.000	.000
N of Valid Cases	100					

Interpretation:

The association is positive and significant with significant value 0.00 (Fisher Exact Test) which is less than 0.05. It means when customers are satisfied with the website features, they often visit to webpage for purchase. The chi-square test is used to assess the association between satisfaction and frequency of visit online.

CHAPTER – 5

FINDINGS AND CONCLUSION

5.1 FINDINGS

Based on the survey conducted in the organization investigation and interpretation of the information gained during the assessment following findings are recorded.

1. 32% respondents agree that social media ads of envision network technologies are specific sometimes.
2. 28% respondents think that the ads made by the company is always realistic.
3. 25% respondents says they see ads posted by envision once in a month.
4. 34% respondents say that we promote more organic ads on social media alternate days.
5. 63% number of respondents have filled the lead generation form whereas 37% respondents haven't shown interest to fill the form.
6. 43% respondents visit the social media page of envision network technologies sometimes.
7. 90 respondents out of 100 thinks that envision is maintaining its social media reputation.
8. 48% respondents say that they get response from the company within hours and get their queries solved.
9. 38% clients have visited the company website only few times, 27% of clients have visited once.
10. 23% of respondents visit the company website through Google as Google is the top search engine.
11. 41% respondents agree that the company website has a proper information about the company.
12. 48% respondents has given 4 star rating.
13. 74% of respondents thinks that the content given in the website are relevant.
14. 77% of respondents thinks that the information given in the website is enough to purchase a product.
15. 32% respondents says that product details on the website needs to be improved.
16. 85% respondents say that the loading speed of website is good.
17. 46% respondents agree that the website SEO is done well and there is no error.
18. 40% of facebook ads are be shown to the clients.
19. 50% of reach to the customers and clients is done through online promotion.
20. 24% respondent's respond to the posts of company very quickly.

5.2 CONCLUSION

Web sorting out has changed into a principal segment of the estimations that pick where a specific site page is set in the interest rankings. The higher the search the more detectable it is to the purchaser. One of within ask for behind this examination was to discover what affect individual to singular correspondence targets is having on the lodge section. The capacity to interface with the guests of the lodge ought to be viewed as an astoundingly positive perspective by inn business. It offers astoundingly true blue information into how the motels are seen.

The information shared on the review long range social correspondence territories, for instance, confront book, linkedin, twitter, google+, holidayiq.com and trip master is a chance to redesign the affiliation publicizing. Surveying the impacts that audits, divider posting, blog, photograph video, fly up, tweets and posts can especially have on courses of action could be to an extraordinary degree troublesome.

In conclusion the capacity to accomplish out to such an epic volume of potential guests would make rejecting web arranging a poor business decision. The opposite side of the coin is that potential for damage to the brand by accomplishing out of each an incautious shape could be astoundingly ruinous and outrageous to repair.

BIBLIOGRAPHY

- **Digital Marketing: Implementation, Strategy and Practice:**

Dave Chafey has created diverse propelled publicizing books like Digital Business and E-Commerce Management, the E-sponsors Bundle, et cetera. He is a gathering educator of Marketing at Cranfield and Birmingham Universities. Fiona Ellis-Chadwick is an academic master for BBC and Lecturer in Marketing at The Open University Business School.

- **The Power of Visual Story Telling:**

Ekatrina Walter is Marketing Innovator and top of the line maker. Walter is in like manner accessory and CMO at Branderati and she was Leader of Social Media and Integrated advancing at Intel. Each book of Walter "Think Like Zuck" was a Wall Street Journal hit.

- **Convert!: Designing Websites for Traffic and Conversions:**

Ben Hunt is the Principal Consultant of Scratch Media Ltd. He works webdesignfromscratch.com which gives instructional exercises on computerized showcasing.

- **The Social Media Bible: Tactics, Tools and Strategies for Business Success:**

Lon Safko who is the CEO at Innovative Thinking. One of his book named "The Fusion Marketing Bible" was at top third hit on Amazon and Social Media Bible was at the best first hit on Amazon.

- **Global Content Marketing:**

Pam Didner is one of the Fortune 100 Global Marketing Strategist and Senior Marketing Expert. Among top 100 Content Marketing Influencer she was likewise thought to be one, and the book she had composed was named among top 10 books of advertising.

WEBSITE:

www.envision.in

www.cctvbazaar.in

ANNEXURE

1) Gender:

- Male
- Female

2) Do you think that social media posts and ads of envision network technologies are specific?

- Always
- Sometimes
- Mostly
- Never
- Can't say

3) Do you feel the Digital marketing campaigns of Envision are realistic?

- Always
- Sometimes
- Mostly
- Never
- Can't say

4) How often do you see social media ad (Sponsored) of envision network technologies?

- Daily
- Alternate days
- Once in a week
- Once in a month
- Once in a year

5) How often do you see organic social media posts of envision network technologies?

- Daily
- Alternate days
- Once in a week
- Once in a month
- Once in a year

- 6) Have you ever filled in the lead generation form as a part of an envision ad?
- Yes
 - No
- 7) How often do you visit the social media pages of envision network technologies?
- Always
 - Sometimes
 - Rarely
 - Never
 - Not interested
- 8) Do you think envision does proper online reputation management of their brand?
- Yes
 - No
- 9) How quick are envision responding to the queries you post on social media channels?
- Very quick
 - Within hours
 - Within days
 - Within months
 - Never
- 10) How often have you visited envisions website?
- Once
 - Few times
 - Rarely
 - Many times
 - Never
- 11) How did you visit the website of envision network technologies?
- Google results
 - Social media ads
 - Social media posts
 - Blogs
 - Others

12) How good the envision website is?

- Best
- Good
- Average
- Can be improved
- Not good

13) How much will you rate the website (on the scale of 1-5)?

Least

1 2 3 4 5

Best

14) Do you think all the content on the website are relevant and informative?

- Yes
- No

15) Do you think that the product details are informative enough to make a purchase decision?

- Yes
- No

16) Do you think any categories in the website needs improvement?

- Content
- Product Details
- Images
- Contact info
- Nothing

17) Do you feel the loading speed of the website is good?

- Yes
- No

18) How do you think the social media pages of envision network technologies are managed?

- Good
- Average
- Needs improvement
- Not good
- Worst

19) What kind of ad do you see most on envision network technologies?

- Search ads
- Display ads/ Banner ads
- Face book ads
- LinkedIn Ads
- Twitter Ads

20) What do you think envision might have gained through the social media ads?

- Reach
- Brand awareness
- Lead generation
- Promotion
- More Followers

21) How often do you respond to the social media posts?

- Very quick
- Once in a week
- Once in a month
- Once in a year
- Never

22) How do you respond to the social media posts?

- Like
- Share
- Comments

23) How satisfied are you with the online activities of envision network technologies?

- Satisfied
- Dissatisfied

24) On a scale of 1-10, how much will you rate the online activities of envision network technologies?

Least

1 2 3 4 5

Bests



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

Name of the student: KOUSHIK K





Internal guide: Prof M. SENDIL KUMAR


USN No: 1AZ16MBA30

Specialization: MBA, HUMAN RESOURCE/MARKETING

Title of the project: A STUDY ON MEASURING THE EFFECTIVENESS OF DIGITAL MARKETING CAMPAIGNS STRATEGIZED FOR ENVISION NETWORK TECHNOLOGIES, BANGALORE

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGN	INTERNAL GUIDE SIGN
15-1-2018 to 20-1-2018	Introduction about Pattern effects labs and its operation		
22-1-2018 to 27-1-2018	Learning about different operation and products		
29-1-2018 to 3-2-2018	Orientation and Gathering information about growth of company		
5-2-2018 to 10-2-2018	Analysis of market position of the company		
12-2-2018 to 17-2-2018	Research problem identification		
19-2-2018 to 24-2-2018	Preparation of research instruments for the data collection		
26-2-2018 to 3-3-2018	Theoretical background of the study		
5-3-2018 to 10-3-2018	Data collection and data analysis		

12-3-2018 to 17-3- 2018	Interpretation of the data gathered during the survey		
19-3-2018 to 24-3- 2018	Final report preparation and submission		


Signature of HOD

Date: 29/5/18

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