A Project Report on (17MBAPR407)

A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING WITH SPECIAL REFERENCE TO OUTDOOR ADVERTISING AGENCY, BANGALORE

By

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Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI

In partial fulfillment of the requirements for the award of the degree of
MASTER OF BUSINESS ADMINISTRATION
Under the guidance of

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March 2019

Certificate for successful completion of an internship

TO WHOM IT MAY CONCERN

We declare that the student **Mr. M V Prashanth** pursuing final year MBA bearing **USN No 1IA17MBA24** from **Acharya Institute of Technology, Bengaluru** affiliated to Visvesvaraya Technological University, Belagavi, has successfully an regularly completed his internship at our OAA (Outdoor Advertising Agency) Corporate office located in Nagarbhavi, Bengaluru.

Duration of the internship: 03-01-2019 to 16-02-2019

During the internship, Mr. M V Prashanth has closely worked as part of the *A Study on effectiveness of digital marketing with special reference to OAA*

His performance during the period was good.

We wish him all the best for his future endeavors.

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Issued Dated – 16 February 2019

For OUTDOOR ADVERTISING AGENCY

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Partner

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ACHARYA INSTITUTE OF TECHNOLOGY
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Date: 04/04/2019

CERTIFICATE

This is to certify that **Mr. M V Prashanth** bearing USN **1IA17MBA24** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on **"A Study on Effectiveness of Digital Marketing with Special Reference to Outdoor Advertising Agency, Bengaluru"** 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.

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DECLARATION

I, **M V Prashanth**, hereby declare that the Project report entitled "**A study on Effectiveness of Digital Marketing**" with special reference to "Outdoor Advertising Agency" prepared by me under the guidance of **Prof. M Sendhil Kumar**, faculty of M.B.A Department, AIT Bangalore and external assistance by **Mr. Manjunath, Manager, Outdoor Advertising Agency.** I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: Banglore

Date 09/04/2019

Signature of the student

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I deem it a privilege to thank our Principal **Dr. Prakash M R**, **Dr. Devarajaiah R M,** Dean Academics and thanks to **Dr. M. M. Bagali**, HOD, Department of MBA, for giving me the opportunity to do the project, which has been a very valuable learning experience.

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

Place: Bengaluru **M V Prashanth**

Date: **USN: 1IA17MBA24**

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Executive Summary

“A study on Effectiveness of Digital Marketing with special reference to Outdoor Advertising Agency, Bangalore”

Digital marketing is an advanced advertisement promoting that makes utilization of electronic gadgets, for example, PCs, cell phones, mobile phones, tablets and diversion consoles to connect with partners. Advanced showcasing applies innovations or stages, for example, SEM, sites, email advertising and online networking promoting.

Outdoor Advertising Agency has emerged as one of the best advertising media company in the Indian marketplace. The company offers services in all offline and online media platforms. The offerings include outdoor and indoor marketing furthermore, counselling on Facebook, Twitter, LinkedIn, YouTube, and Google. In spite of the fact that the organization was begun just a single years back, it is route in front of the majority of contenders through its persevering quest for flawlessness and tremendous measure of innovativeness which they put in their work. The project is in the marketing department of OAA. The project is "A study on effectiveness of digital marketing with special reference to OAA". This report will get a thought regarding digital marketing and its effectiveness with reference to OAA. Through this study we will see how online media companies emerging how they are growing economically reference to OAA. Principle discoveries of this internship are mentioned here. Indian clients gather more data about an item before getting it. Web infiltration in India is key player for this wonder. The vast majority of Indians are getting upgrade through advanced and ads, brands are getting more touch point to achieve their objective gathering in this computerized time. More insights concerning discoveries are given this report.

CHAPTER - 1

INTRODUCTION

1.1 Introduction

First of all, I had to hold a summer internship program for six weeks within the framework of the curriculum. My interest and curiosity is related to online or digital marketing, so I decided to work with a start-up company called "Outdoor Advertising Agency". I chose a start-up company because I could research more about digital marketing from the start. Because this is a fast-growing industry, the growth of digital marketing is enormous and is expected to grow in the future. Thanks to this summer internship I have studied all aspects of digital marketing (website listing, content creation, social networks). Marketing practices have dramatically changed with the growth of social networks, digital platforms and applications. Your prospects and current customers are working to communicate with you, and you can hear them faster and more personally than before. This changing environment presents marketers with new opportunities and challenges. Digital marketing makes it easy to fall behind. Digital marketing helps you identify the areas to improve and provide the tools you need to evaluate your organization's social media strategy and digital marketing. This is useful for small business employees who want to use new media for growth. Organizations can successfully implement inbound marketing strategies by posting content to the Internet in the form of external marketing including portals, podcasts, e-journals, online campaigns, social media marketing, search services and e-mail marketing, and RSS (Really Simple Syndication).

1.2 Industry profile

An advertising agency is a company that deals with the creation, planning and processing as well as with other forms of sales promotion and distribution of its customers. In general, an agency can be an internal department that does not rely on customers and provides an external view of the sales of their products and services by customers. Agencies can manage all marketing and branding strategies and promotions for their clients. Advertising agencies can rent TV ads, radio ads, online ads, outdoor advertising, mobile marketing and other advertising productions.

The primary promoting office was William Taylor in 1786. Another Advertising office begun by James 'Jem' White in 1800 at Fleet Street. White Bull Holmes, an enrollment Advertising organization, they left business in the late 1980s. In 1812 George Reynell, an officer at the London Gazette, set up another of early promoting organization. This remained a privately-run company until 1993, as Reynell and child. what's more, is presently part of the TMP overall organization, another office that exchanged as of not long ago, was established by Charles Barker, and the firm he set up exchanged as Barker until 2009. Volney B. Palmer began the primary American Advertising office in 1850 in Philadelphia. This office put promotions in different papers.

Advertising Agencies in India

Indian Advertising begins with the peddlers getting out their products directly from the days when urban communities and markets initially started. Solid Advertising history starts with ordered promoting. Advertisements show up without precedent for print in Hickey's Bengal Gazette, India's first paper (week by week). To 'publicize' implied only to 'advise' until the finish of the eighteenth century, and the early papers and periodicals declared births, passing’s, landings of boats from England, clearance of family unit furniture, and so on certain diaries like the Bengal Journal (first distributed in 1785) even offered to print government promotions free.

The first page of most such diaries conveyed just commercials. Be that as it may, after a short time powerful duplicate started to supplant insignificant data. This is clear from the presence of turns of phrase, for example, 'better than anything of the sort until now imported' and 'justified to the main quality'. Limits and exceptional administrations likewise started to be offered by the start of the nineteenth century.

There has been a long convention of Advertising in India since the main paper distributed in India in the nineteenth century conveyed promoting. The primary promoting office was set up in 1905, B. Datram and organization, trailed by India-promoting organization in 1907, Calcutta Advertising Agency in 1909, S.H.Bensen in 1928, J, Walter Thompson Associates through its Indian partners, Hindustan Thompson relates in 1929, Lintas in 1939 and McCann Erikson Associates in 1956.

Major advertising agencies In India

- ✓ Crayons Advertising
- ✓ Havas Worldwide India
- ✓ Fountainhead Digital
- ✓ Fortune Communication
- ✓ Jwt India
- ✓ Hakuhodo Percept
- ✓ Jelitta Publicity
- ✓ Lowe Lintas
- ✓ Seagull Advertising
- ✓ Red Fuse Communications
- ✓ Aquarius Promotions
- ✓ Urja Communication
- ✓ Grey India
- ✓ Carat
- ✓ Avail Advertising

Latest movements in Indian Advertising :

Promoting is an imaginative field that go about as the foundation of business. Its commitment to the business world is tremendous. Promoting acts the connection between the associations that produce item and the purchasers who produce the equivalent. Promoting get the business houses a lot of the market by taking their items and administrations to the planned clients. Promoting is very unstable field and is affected by business choices taken at societal dimensions. A portion of the ongoing patterns predominant in Indian publicizing are given beneath.

Digital Marketing :

Each type of correspondence has an advanced to it. No correspondence in the publicizing field regardless of the media gets finished without an advanced touch to the equivalent. India's advanced publicizing market is required to cross the Rs 25,000 crore by 2020. While realistic and video altering programming facilitate the inventive piece of publicizing, advanced stages, for example, Facebook, Twitter, Instagram, Blogs and so on., empower a brand to collaborate with their forthcoming clients. Indian promoting has seen huge use on advanced showcasing devices, for example, email advertising, website improvement, web crawler advertising, You Tube showcasing, portable advertising and so forth the tremendous reach out of Digitalisation will make increasingly inventive individuals settle on media contradicted to the before pattern of media experts getting in to the imaginative world.

Latest Movements

- ✓ Digital media is disintegrating the market predominance of TV and print media.
- ✓ Increased accentuation on creating publicizing procedures and advanced crusades.
- ✓ Accelerated section of remote business and outside promoting offices selling outside items.
- ✓ Focus on top notch content.
- ✓ Advertising through corporate sites, sites, online business and so forth.
- ✓ Ad blocking has presented dangers to meddling spring up promotion organize.
- ✓ Huge acknowledgment of online video advertisements and promoting on portable amusements.
- ✓ Use of advanced stages, for example, long range interpersonal communication sites, social bookmarking sites, posting sites, discussions, You tube, internet searcher and so forth.
- ✓ Use of computerized advertising instruments, for example, email showcasing, website streamlining, internet searcher promoting, versatile showcasing and so on.

1.3 Company profile

Outdoor Advertising Agency is a part of Design ok, Ayush Ads and Mathru Media Solutions, started in the year 2018 with a vision to provide world class services to clients in outdoor advertising. From the past few months OAA has been providing the best out- of- home (OHH) media services in Bangalore and Pan India. Outdoor Advertising Agency has been recognized as one of the out- of- home media partner for providing exemplary services in outdoor advertising. They have really pushed themselves in to different zone of the industry with satisfied and excited customers and subsequently making them very of their campaigns success with the high customer satisfaction and rating that puts them on par with the best out- of- home (OHH) media services in the industry.

Name of the company	Outdoor Advertising Agency
Year of establishment	April 2018
Constitution	Partnership firm
Address	#13, 3rd Floor, 3rd Block, Malagala, 2nd Stage, Nagarbhavi, Bangalore 560072
Partners	Mr. Gururaj Bhandari Mr. Manjunath Mr. Gururaj Govind
Type of Industry	Advertising agency
Nature of the industry	Advertising

1.4 Promoters information

Outdoor Advertising Agency is a part of Design ok, Ayush Ads and Mathru Media Solutions, started in the year 2018 with a vision to provide world class services to clients in outdoor advertising.

- ✓ Mr. Gururaj Bhandari
- ✓ Mr. Manjunath
- ✓ Mr. Gururaj Govind

1.5 Vision, Mission & Quality Policy

Vision:

Conveying results situated brand promoting projects and advertising efforts that upgrade our customers mindfulness, improve their deals and cultivate their development.

Mission:

To give creative and viable coordinated brand advertising and advertising arrangements which help our customers develop their organizations and understand their promoting objectives.

Quality Policy:

We at endeavour to build consumer loyalty by ceaselessly improving the nature of our item and administrations with complete cooperation of our kin. We are focused on meeting all pertinent statutory, administrative, security and natural prerequisite. We commit ourselves to accomplishing magnificence in all circles of movement and in doing as such, we look to improve our cost viability, development and productivity.

1.6 Products / services profile

Outdoor Media

- ✓ **Sports Events**

  Games sponsorship, marking and support offers more advantages, more assortment and is only an all the more dominant type of showcasing, a brand can use promoting profits by a games and group. These sponsorship openings are exceptionally obvious, offering presentation to a large number of customers.

- ✓ **Airline and Airports**

  OAA offers innumerable opportunities to showcase the client's brand to a premium target audience. They enable brands to grab the attention of high- value, high-purchasing power audience. Numerous branding option are available for advertisers to engage with fliers, as soon as they come on board. While travelling people have a lot of time without any distraction from work life, and therefore they are receptive to new offerings.

- ✓ **Golf and Racecourse Branding**

  Golf or Racecourse event branding is about is about getting consumers emotionally involved with products or service. It's about igniting a bond between client's brand and their target audience.

- ✓ **Bus Shelter**

  Thousands of commuters travel by bus every day, the use of bus shelters to advertise varied products and services is exceedingly effective. Bus shelters or bus stop help to increase the visibility of a brand by reaching every nook and corner of the city in the most cost effective and economical way thus reaching the target audience.

- ✓ **Pole Kiosk / Traffic Kiosk**

  Well aligned tiny billboards placed on the pole along congestion roadsides apparently switch traveller's attention to the advertisements displayed. Pole Kiosk provides an attractive view working as a better medium to communicate the advertising content to a large crowed every day. OAA are appreciated in the dexterity of Kiosk service due to the quality they deliver the demands of clients helped to assist their brand development strategies more advanced.

Indoor media

Indoor media is capable of reaching customers when they are undistracted and receptive to receiving messages- indoor bill boards, have many advantages over traditional approaches.

- ✓ **Mall branding**

  Mall brand is the one of the most popular branding option in non- traditional media format where lot of footfalls happens throughout the day. Advertising over the mall façade, elevator branding inside malls, escalator branding and floor stickers are some of the most demanding media option in mall branding.

- ✓ **Bank- ATM branding**

  The present ATM marking keeps on being a standout amongst the most vital ways brands can collaborate with their clients. ATMs are key marking apparatus for any brands to reinforce brand mindfulness, expanded client steadfastness and even drive expansion income openings. A solid ATM channel procedure including machine marking notice gluing is an absolute necessity have alternative for any brand battles.

- ✓ **Cinema theatre branding**

  Plan your film crusade with focused films and increment the powerful reach to the group of onlookers and increase ROI in your media plan. Film promoting is an extraordinary media-blend to focus on customer's center crowd and diminish wastage.

- ✓ **Eat-Out Points - Coffee Branding**

  Plan the campaign in targeted Eat outs, Coffee Shops, Restaurants and increase the effective reach to the target audience and reaping ROI in your media campaign. Food and Beverages outlets advertising are a great media-mix to target the audience.

Transit Media

- ✓ **Bus Branding**

  One of the best ways to increase exposure to your brand is to use bus branding. When advertisement is on the side of the bus, everyone is going to be exposed to the brand. A full bus wrap is going to make the ultimate statement and thousands of people are going to see if clients are looking for an affordable and reliable way to market their business, they might want to consider bus advertising.

- ✓ **Metro- Railways**

  Advertisement has always been about capturing people's attention and repetition. And the best place to reach the audience is Metro or railway stations where constant lakhs of foot falls happen every day. This segment are the regular users of metro Using metro for other activities like going for Shopping or meeting Friends is quite low (could be high during weekends) When it comes to effectiveness of the medium, TV ads tops the list followed by Inside Metro Train and the platform.

- ✓ **Auto rickshaw Branding**

  Auto advertising is picking up its unmistakable quality on account of its capacity to be increasingly limited and its range to each side of the city. Dissimilar to different types of promoting, Auto publicizing is reasonable and most effectively executed open air promoting medium.

- ✓ **Taxi or Cab Branding**

  Advertisements in Taxis are extremely effective as they have a high viewing ratio, because of the cab's high mobility. Ads that appear on the outer body of the cab cajoles people on the streets and junctions as it travels to major consumption areas like airports, railway stations, restaurants, offices and point of purchase locations like salons, malls.

- ✓ **Container Branding**

  Advertisements on big containers are extremely effective as they have a high viewing ratio, because of its movement to long distances. Ads that appear on the outer body of the containers catches people eyes very easily on city roads and highways

Electronic Media

- ✓ **National TV Ads**

  OAA help client to buy media in leading networks like National and regional channels, Zee Network, STAR Network, Sony networks, sun networks, E Tv networks, Tata Sky, Airtel, and many more.
- ✓ **Local Cable TV Ads**

  OAA help client to buy media in leading networks of Cable in all cities.

Print Media:

- ✓ **Newspaper Ads**

  Newspaper is another type to explorer client's brand. You can advertise in different newspapers including local, regional or national.
- ✓ **Magazine Ads**

  Magazine is another type to explorer client's brand. They can advertise in different magazine targeting different audiences including local, regional or national.

Online Media

- ✓ **Display ads**

  Show promoting passes on its publicizing message outwardly utilizing content, logos, liveliness, recordings, photos, or different illustrations. Show promoting is publicizing on sites or applications or online life through pennants or other advertisement designs made of content, pictures, glimmer, video, and sound. The principle reason for presentation publicizing is to convey general ads and brand messages to site guests.

- ✓ **Email Ads**

  Email promoting is the demonstration of sending a business message, regularly to a gathering of individuals, utilizing email. It for the most part includes utilizing email to

send ads, demand business, or request deals or gifts, and is intended to construct steadfastness, trust, or brand mindfulness.

- ✓ **Social Media Ads:**

  Web based advertising are commercials served to clients via web-based networking media stages. Interpersonal organizations use client data to serve exceptionally important commercials dependent on collaborations inside a particular stage. In numerous occurrences, when target showcase lines up with the client socioeconomics of a social stage, social promoting can give colossal increments in transformations and deals with lower cost of procurement.

Other media:

- ✓ **Celebrity Management**

  First impressions are everything when launching a New Business or a Store or any event. A grand opening creates excitement, curiosity and a sense of community. That's where clients need celebrity to promote their business.

- ✓ **Movie Promotion**

  Movie promotion makes the movie well known so folks will come see it. It is a type to promote the film. They do all sorts of things in promoting the movie like sending film writers gifts with the movie title on it, or give them free tickets to see it. Movie promotion makes sure that the movie is known and told about, and usually it's done by a publicist. Without it, a movie would flop. With it, even a bad movie will do well.

1.7 Areas of operation

Outdoor advertising agency is located in 3rd Block, Malagala, 2nd Stage, Nagarbhavi, Bangalore. It operates in Bangalore, Hyderabad, Mangalore, Mysore, Hubli and Dharwad. OAA managing advertising contracts in all over India (Delhi, Mumbai and Chennai).

OAA is mainly operating in Bangalore for banner advertising, auto branding, advertisement in sports stadiums, railway hoardings, and Metro station hoardings .etc.

1.8 Infrastructure facilities

Location

The location of the Outdoor Advertising Agency is #13, 3rd Floor, 3rd Block, Malagala, 2nd Stage, Nagarbhavi, Bangalore 560072. The firm is established in 2018 the project cost of the firm at the time of establishment is 10 lakhs. OAA having their office at Nagarbhavi, Bangalore in Durgashree Grand building with monthly rental basis. The Building is located near to outer ring road, so it is convenient to their clients and vendors to meet and make business transactions.

Assets

OAA having their office furniture and they having laptops, computers, printers, sitting arrangements for the clients and office staff.

1.9 Competitors' information

OAA having huge competitors at Bangalore and following are the list of competitors.

- ✓ Rainmakers
- ✓ Sparkles Network Advertising Agency
- ✓ Origami Creative Pvt Ltd
- ✓ A A Advertising Agency
- ✓ Chiya & Girish Advertising
- ✓ Right Channel Advertising Agency Pvt Ltd
- ✓ Roopa Advertisers
- ✓ Peacock Advertising India Pvt ltd
- ✓ Rainbow Advertising
- ✓ Sai Advertisers

1.10 SWOT Analysis:

A SWOT analysis is an auxiliary arranging strategy to assess the qualities, shortcoming, openings and dangers associated with a task or in a business adventures. a SWOT investigation spot, industry or individual. It includes determining the business adventure or venture and recognizing the inner and outside components that are ideal and horrible to accomplish those targets. A few creators credit SWOT to Albert Humphrey, who drove a change at the Stanford examine foundation during the 1970s utilizing information from fortune 500 organizations.

Strength:

- ✓ Satisfying the need of clients.
- ✓ Meeting up the customer necessities in time.
- ✓ Innovative and inventive in notice portions.
- ✓ Quality in notice.
- ✓ Efficient group working condition.

Weakness:

- ✓ Lack of advancements procedures towards expanding the brand name.

Opportunities:

- ✓ Entering in worldwide market to draw in worldwide customers.
- ✓ Being a most seasoned promoting organization in India, it brand among its customers, they have part of customer returning with new item overlooking advertised.
- ✓ In its fruitful adventure, they part of superb important ad done by them-this has expanded their image picture in the Indian market.

Threats:

- ✓ Challenging stuff rivalry from its rival's from both residential and universal dimension.
- ✓ Change in the outlook and inclination of customer.
- ✓ Lack of inventive personalities and furthermore excessively costly in by and large administration.

1.11 Future growth and prospects

- ✓ **Understanding the Indian advertising market**
  - Composition of the market
  - Major players
  - Historical growth and trends
- ✓ **Television advertising market**
  - Analysis of different sub-portions with their execution.
  - Major enterprises that utilization TV as a publicizing medium.
  - Historical development, patterns and driving components.
  - Major organizations that utilization TV as a publicizing medium.
- ✓ **Print advertising market**
  - Major players in each portion and their execution.
  - Major ventures and organizations that utilization print as a publicizing medium.
- ✓ **Radio advertising market**
  - Radio listenership across the country.
  - Historical development, patterns and driving elements.

CHAPTER - 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 Conceptual background:

Digital Marketing:

Digital marketing can be characterized as the way toward advancing of brands utilizing computerized circulation channels including web, portable and other intuitive channels. The fundamental preferred standpoint in this type of promoting lies in its minimal effort display. Computerized Marketing can be ordered into Pull and Push showcasing. Force computerized promoting advancements include the client searching out and straightforwardly get the substance by means of web seeks. Site/web journals and spilling media are genuine instances of this. In every one of these precedents, clients have a particular connect to see the substance.

Kinds of digital marketing / Digital Marketing Networks

- ✓ **Search Engine Optimization(SEO):**
  Site design improvement (SEO) is the way toward influencing the perceivability of a site or a website page in a web crawler's "normal or un-paid ("natural") list items. Website design enhancement may target various types of pursuit, including picture seek, neighbourhood look, video seek, scholastic inquiry, news hunt and industry-explicit vertical web crawlers. As an Internet showcasing methodology, SEO thinks about how web crawlers work, what individuals scan for, the genuine pursuit terms or watchwords composed into web search tools and which web search tools are favoured by their focused on group of onlookers.
- ✓ **Social bookmarking:**
  Basically, a social bookmark is a connection that individuals post to social sites for others to see since they think that it’s fascinating, important or cool. As it were, social bookmarks are much the same as the bookmarks you as of now have on your private PC. The contrast between the two is that social bookmarks are spared to the web where they can be effectively shared while private bookmarks are spared to your own program.

- ✓ **SEM Search engine marketing:**

  Search engine marketing (SEM) is a type of Internet advertising that includes the advancement of sites by expanding their perceivability in web index results pages through enhancement and promoting SEM may utilize site design improvement (SEO), which modifies or revises site substance to accomplish a higher positioning in web crawler results pages, or use pay per click postings.

- ✓ **Facebook Market**

  Facebook is the world's most prevalent interpersonal organization for the two organizations and people. With more than one billion clients, your companions and fans are likely as of now utilizing the stage and you ought to be as well. Truth be told, individuals are 51% bound to make a buy in the wake of "preferring" a brand on Facebook. Face book showcasing requires a decent judgment skills and one of a kind reasoning to make the crusade compelling.

- ✓ **Twitter marketing:**

  Twitters adaptable, constant stage enables you to get innovative and drive results in the meantime. Regardless of whether you're hoping to drive deals, increment brand mindfulness or dispatch an item. Twitter advertising isn't much prominent than face book yet at the same time it affects gathering of people.

- ✓ **Linked In Marketing:**

  LinkedIn enables organizations to make proficient profiles for themselves just as their business to network and meet others. Using gadgets, individuals can advance their different person to person communication exercises, for example, Twitter stream or blog passages of their item pages, onto their LinkedIn profile page. LinkedIn gives its individuals the chance to create potential customers and colleagues.

- ✓ **Pinterest:**

  It is a visual revelation interpersonal organization. It is a method for sharing pictures of anything, from design to pets to pot plants. You can make your own online stick sheets to suits any subject and impart it to similarly invested individuals. Pinterest totally rotates around the reason of being imaginative and visual. 70% clients are female and matured somewhere in the range of 25 and 44. So on the off chance that you are focusing on ladies Pinterest is the correct stage. Pinterest is currently one of the main 10 person to person communication destinations followed by Hit savvy.

- ✓ **Instagram:**

  Instagram, the new progressive photograph sharing project, making it simpler than at any other time to impart your best pictures to the world. The internet based life program enable you to transfer, include computerized channels, and after that post your photos on your Instagram-feed, just as other person to person communication destinations. You can associate your Instagram account with Facebook, Twitter, Flickr, Foursquare and your email account. This makes it simple to share your photos on numerous stages at the same time.

- ✓ **Google+:**

  Google has depicted Google+ as a "social layer" that upgrades a considerable lot of its online properties, and that it isn't just a long range interpersonal communication site, yet in addition an initiation apparatus that partners web-content legitimately with its proprietor/creator. It is the second-biggest interpersonal interaction site on the planet after Facebook.

2.2 Literature Review

Author/Researcher	**Title of the Article/Study**	**Objectives, Outcome or Findings**	**Gap Identified**
Puneet Manchanda, Jean Pierre Dube, Khim Yong Goh, and Pradeep K. Chintagunta , Journal of Marketing Research 43(1) (2006).	The Effect of Banner Advertising on Internet Purchasing.	This article centres around whether standard publicizing influences acquiring designs on the Internet. Utilizing a conduct database that comprises of client buys at a Web webpage alongside individual publicizing introduction, the creators measure the effect of standard promoting on current clients' probabilities of repurchase.	Data collected from the firms who sells beauty products and healthcare products. And it fits the beauty care and other medicine related products. Research conduct at very small size 13 weeks is the time period taken for the research.

Guy J. Golan, Ph.D. Lior Zaidner, Journal of Computer Mediated Communication, 13(4), (2008).	Creative Strategies in Viral Advertising	In view of a PC intervened informal methodology, viral promoting speaks to the most recent web based publicizing wonder. The present examination gives one of the main experimental examinations of viral promoting	Research is related to unpaid advertisement that is viral advertisement research conducted between 2004 and 2006. The data is collected 14 years before which may be not fit today scenario.
Katherine Taken Smith, Journal of Strategic Marketing,19(6) (2011).	Digital marketing strategies that Millennials find appealing:	With the expanding utilization of computerized media by buyers, more organizations are utilizing advanced showcasing to achieve their objective markets. The motivation behind this examination is to look at different advertising systems that are ordinarily utilized in advanced media and determine which ones are favoured by Millennials and are compelling in impacting conduct.	Study is conducted in USA and other developed countries during 2011 and it is limited to the extent of its sample representatives. Future studies may give complete different result than the current research.
E.W.T. Ngai. European journal of marketing, 37(1/2).(2003).	Internet marketing research.(1987 - 2000):	This paper displays a writing survey of, and arrangement conspires for, Internet showcasing (IM) look into. The survey covers 270 diary articles	The research is difficult to confined to specific disciplines. The relevant materials related to the study

		distributed somewhere in the range of 1987 and 2000 of every three kinds of diaries: showcasing; financial matters, business and the board; and data frameworks and data innovation.	is scattered and 270 Articles are reviewed and results are obtained.
Geraint Holliman Jennifer Rowley, Journal of research in interactive marketing.8(4),2014	Business to business digital content marketing:	This paper plans to attract consideration regarding the rising marvel of business to business (B2B) advanced substance showcasing, offers a scope of experiences and reflections on great practice and adds to hypothetical comprehension of the job of computerized content in advertising	Research is completely related to in bond marketing and it cannot be used for other business models and data is collected by semi structure interviews with 15 keys informants in USA, UK and France. And only five industry sectors are chosen.
Yubo Chen, JinhongXie, Management science, 54(3), (2008)	Online Customer Review, Word-of-Mouth as a New Element of Marketing:	As another kind of verbal data, online customer item survey is a developing business sector marvel that is assuming an undeniably imperative job in shoppers' buy choices.	In this research all customer feedback is not collected only those customers who are allowed by the seller to post their review on seller website, hence only selected customer review are considered in the research.

Mauro Bampo, Michael T. Ewing, Information systems research, 19(3), (2008)	The Effects of Social Structure of Digital Networks on Viral Marketing Performance:	Viral advertising is a type of distributed correspondence in which people are urged to pass on limited time messages inside their interpersonal organizations. Customary way of thinking holds that the viral advertising process is both arbitrary and unmanageable.	This is related to only viral marketing campaigns conducted by a leading automotive manufacturer general motors which operates in Australia. Hence this may not effective for other country research.
Paul DiMaggio, Eszter Hargittai. In Social inequality: (pp. 355-400), (2004)	Unequal Access to Differentiated use:	The Internet helps inconceivably our aggregate ability to chronicle data, seek through vast amounts of it rapidly, and recover it quickly. It is said that the Internet will grow access to training, steady employments, and better wellbeing; and that it will make new deliberative spaces for political talk and furnish residents with direct access to government.	Research was conducted in US. Respondents are from home, library and community centers. There is knowledge gap. It cannot be considered as opinion of people who belongs to different classes of economy.
CaitLamberton & A ndrew T. Stephen, Journal of Marketing, 80(6), (2016)	A Thematic Exploration of Digital, Social Media and Mobile Marketing:	In the course of recent years, computerized media stages have upset promoting, offering better approaches to reach, advise, draw in, pitch to, find out about, and give administration to clients. As	Research is completely related to in bond marketing and it cannot be used for other business models and data is collected by semi structure interviews

		a methods for checking out scholastic work's capacity to add to this unrest, this article tracks the progressions in insightful analysts' points of view on three noteworthy computerized, internet based life, and portable (DSMM) advertising subjects from 2000 to 2015.	with 15 keys informants in USA, UK and France. And only five industry sectors are chosen for the study.
S.H.Leeflang Peter C.Verhoef, PeterDahlstrom, TjarkFreundt, European management journal:32(1).2014	Challenges and solutions for marketing in digital era:	Web use keeps on detonating over the world with advanced turning into an undeniably critical wellspring of upper hand in both B2C and B2B promoting. A lot of consideration has been centered around the gigantic open doors computerized advertising presents, with little consideration on the genuine difficulties organizations are confronting going advanced.	The respondents who are performed online survey among leaders of McKinsey quarterly, only these readers who identified as marketing executives of their companies, so there is no guarantee that they are sales and marketing executives.
Goodarz Javadian Dehkordi1, Samin Rezvani1, International Journal of Business Management: 7(19), (2012)	A Conceptual Study on E-marketing and Its Operation on Firm's Promotion and Understanding	The motivation behind this theoretical paper is to examine four primary diverse devices which are: portable advertising, E-mail showcasing, web promoting and promoting through	The research which is conducted at the early stage of smart phone development. This research in adequate when it's comes to aesthetic,

	Customer's Response:	interpersonal interaction destinations, which use to disseminate e-showcasing advancement and understanding their distinctive impact on purchasers' recognition.	beauty, designing mobile content.
D. K. Gangeshwer, Journal of u-and e-Service, Science and Technology, 6(6), (2013)	E-Commerce or Internet Marketing: A Business Review from Indian Context	This paper bargains the reasonable information of web index advertising (SEM) or web based business, writing audit, current and future parts of online business in Indian setting. This paper examined about the top help elements of shopping on the web. The present advancement would be an important expansion to scientist and academicians; and helpful hypothesis for professionals, sponsors, and business people.	This research is based on internet usage and commercial website where internet application development by the companies and not considered where millions of customers shop by using this mobile application developed by the e-retailer.
Stead, Martine; Gordon, Ross; Angus, Kathryn and McDermott Health education:107(2), 2007	A review of social marketing eff ectiveness:	To survey the adequacy of social promoting intercessions in impacting singular conduct and realizing natural and strategy level changes in connection to liquor, tobacco, unlawful medications and physical	The research design did not permit for the effectiveness of various components to be compared, when reviewing social marketing effectiveness.

		action. Social showcasing is the utilization of advertising ideas in projects intended to impact the deliberate conduct of target groups of onlookers so as to improve wellbeing and society.	
Ralf Caers, Tim De Feyter, Marijke De Couck, New Media & Society:15(6),2013	Facebook:	This article gives a basic survey of logical, peer evaluated, articles on Facebook somewhere in the range of 2006 and 2012. The survey demonstrates that while there are yet various articles on different parts of the interpersonal organization site, there are as yet numerous holes to be filled. Additionally, because of the constrained extent of numerous articles.	The respondents who are performed online survey among leaders of McKinsey quarterly, only these readers who identified as marketing executives of their companies, so there is no guarantee that they are sales and marketing executives.
Tripti Dhote, Yatin Jog, Nutan Gavade Indian Journal of Science and Technology, 8(S4), (2015)	Effectiveness of Digital Marketing in Education	The media utilization in India has experienced a few wild varieties. Insights uncover that we as of now have more than 350 million web clients in the nation and around 80 % of the populace is dynamic through their cell phone gadgets. Based on client base and incomes for most worldwide.	The study is conducted by using ISI web of knowledge and using keyword Facebook. Study is completely related about the effect of sharing information on Facebook.

Rohan Samsona, Dr. Mita Mehtab , Prof. Arti Chandanic, Procedia Economics and Finance, 11, (2014)	Impact of Online Digital Communication on Customer buying decision:	The target of the investigation - "The effect of online advanced correspondence, on client purchasing choice" was to look at the adequacy of online computerized correspondence as a mode for showcasing regarding the vehicle business explicitly the traveller vehicle section. With people and organizations alike grasping the computerized upheaval, using web based intuitive instruments to convey, settle on choices and encourage buys, benefiting from this worldwide pattern is absolutely a top need for car organizations.	The research is used only 110 respondent to collect the data which cannot be used for making crucial decisions where opinion of people may change when number of respondents is increased.
Shalini N Tripathi, Masood H Siddiqui, Indian scenario, Vikalpa: 3(4),2008	Effectiveness of Mobile Advertising:	In the ebb and flow situation, portable web applications empower customers to get to an assortment of administrations: Web data look, SMS (short message administration), MMS (media message administration), banking, instalment, gaming,	The research conducted to know the implications of online digital communications to passenger car segment and random sampling has been effective and sample size was only 100 respondents.

		messaging, visit, climate figure, GPS (worldwide situating administration, etc.	
Ravi S. Sharma, 2012	The Emergence of Electronic Word-of-Mouth as Marketing Channel for the Digital Marketplace:	This examination researches the commitment of electronic informal (eWOM) to the offers of music collections. We directed an exact examination of twenty-two music collections for a time of eleven sequential weeks. eWOM was distinguished as a vulnerability diminishing component in shopper basic leadership. By and large, the exploration theories were in part upheld utilizing a multivariate direct relapse show.	The sampling for following research, the data was collected 2007 which is early period of development of smart phones. The idea was smart phone users just born, hence results of the research may not generalized for today scenario.
Karjaluoto,Heikki, Mustonen,Nora Ulkuniemi: Journal of Business & Industrialized Marketing:30(6), 2015	The role of digital channels in Industrialized marketing communication:	All material provided by means of JYX is secured by copyright and other licensed innovation rights, and duplication or closeout of all or part of any of the archive accumulations isn't allowed, then again, actually material might be copied by you for your exploration use or instructive purposes in electronic or print structure.	The limitation of the study is generalizability beyond the luxury sector which is useful in luxury sector which not be used for other sector directly and investigation of the study lies outside the scope.

CHAPTER - 3

RESEARCH DESIGN:

3.1 Statement of the problem:

- ✓ **Technical parts of problem:**
  - Finding the online inclination of the customer.
  - Understanding why it is so powerless.
  - Identifying what arrangements would be better for specific customer.
- ✓ **Managerial parts of the problem**
  - To characterize SWOT for the customer.
  - To characterize their necessities and the comparing arrangements.
  - To characterize the gap examination for the customer.
- ✓ **Business parts of the problem**
  - To discover better business open door for ROW.
  - To resolve the customer's concern as far as ROI.
  - Competitive advantages and wagers evaluating advertising.

3.2 Need for the study

Advertising is ordinarily done by an outsider known as promoting organization. A advertising office is an administration based business committed to making, arranging, and taking care of promoting for its customers. An advertisement office is autonomous from the customer and gives an outside perspective to the exertion of selling the customer's items or administrations. An organization can likewise deal with generally showcasing and deals advancements for its customers.

This report is totally talking about computerized or new media offices. Some time ago Television was the most mainstream mechanism for Marketer to advance spread mindfulness and create leads for their items however at this point the pattern has changed and Digital media has had its spot.

3.3 Objectives of the study:

- ✓ To study about the effectiveness of digital marketing at Outdoor Advertising Agency.
- ✓ To find the effect of the digital advertisement among customer purchasing decision process.
- ✓ To study and monitor brand advertisement on digital networks.

3.4 Scope of the study:

- ✓ To know the digital marketing concept.
- ✓ To understand marketing effectiveness.
- ✓ To understand how digital marketing campaign's takes place.
- ✓ To understand how digital marketing agencies works and generating revenue.

3.5 Research Methodology

The research design and methodology is presented as follows

Data collection:

The errand of data gathering begins after an investigation issue has been described and research setup has been chalked out. While picking about the strategy for data social event to be used for the examination, the investigation ought to recall two sorts of data.

a) Primary Data.

b) Secondary Data.

Primary data:

The observation method is the most usually utilized strategy. Information relating to computerized showcasing procedure and the majority of data is gathered from venture control in the organization. Survey strategy is additionally in all respects generally utilized so as to give a structure to the whole examination.

Secondary data:

Secondary data is gathered from effectively existing sources in different association proposes and records. Optional information for the investigation were gathered from the magazines, sites and different past examinations. To meet the targets, the examination utilized subjective

research. Information was gathered from optional sources. Optional sources were magazines, sites, books, office administrators, and friend's information.

Data collection tool:

Data collection tool used are presented below

- ✓ Questionnaire
- ✓ Interview guide

Research type: Descriptive research.

Descriptive research is a portrayed normal for a populace being considered. It doesn't address question about when, how and why the attributes happened. Or maybe it tends to what question (what are the normal for the populace or circumstance being examined). The attributes used to depict the circumstance or populace are normally some sort of unmitigated plan otherwise called unmistakable classifications.

Sample size: 50

Sampling technique: Convenience sampling technique.

Convenience sampling technique is a sort non likelihood inspecting technique where test is taken from the gathering of individuals simple to contact and reach. This sort of examining is otherwise called snatch testing or accessibility inspecting.

3.6 Hypotheses:

Null Hypothesis-

HO: There is no significant difference between location and use of digital marketing for their business.

Alternative Hypothesis-

H1: There is significant difference between location and use of digital marketing for their business.

Null Hypothesis-

HO: There is no significant difference between age group of people who prefer social media for their business.

Alternative Hypothesis-

H1: There is significant difference between age group of people who prefer social media for their business.

3.7 Limitation of the study:

- ✓ The time length for the project is constrained.
- ✓ This revenue generation model completely with reference to OAA
- ✓ Time of crusades for some customer is over two months.
- ✓ Advertising expenditure of some clients is confidential so it can't be revealed.
- ✓ The data given by the respondents may limit to their own knowledge and awareness.

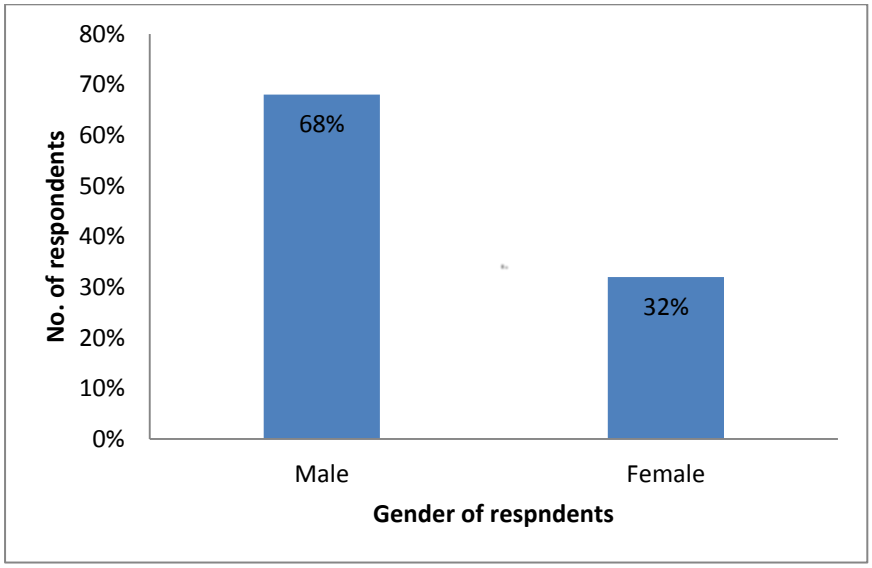
CHAPTER - 4

DATA ANALYSIS AND INTERPRETATION

4.1 Table showing gender of the clients:

Particular	No of respondents	Percentage(%)
a)Male	34	68%
b)Female	16	32%
c)Total	50	100%

4.1 Chart showing gender of the respondents



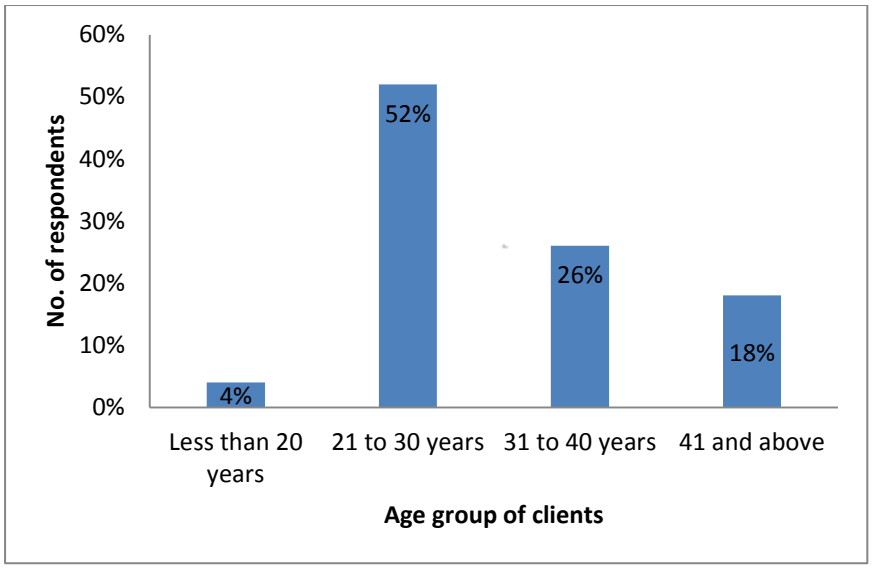
Interpretation:

From the above table it is found that 68% of clients are belongs to male category and 32% of clients are belongs to female category respectively.

4.2 Table showing respondent's age group

Particular	No of respondents	Percentage
Less than 20 years	2	4%
21 to 30 years	26	52%
31 to 40 years	13	26%
41 and above	9	18%
Total	50	100%

4.2 Chart showing respondent's age group



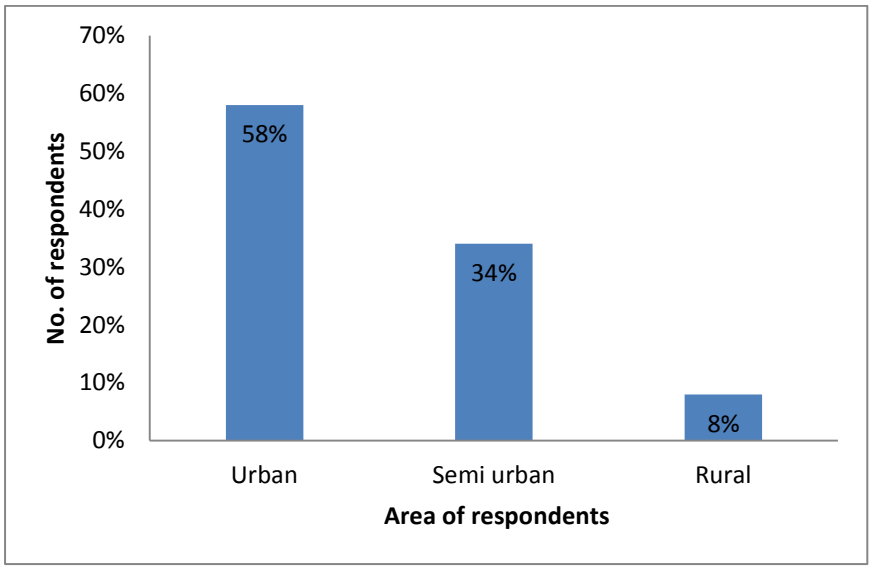
Interpretation:

From the above table it is observed that 52% of clients are belongs to the age group of 21 to 30, 44% of clients are belongs to the age group of 31 to 40, 18% of respondents are belongs to 41 and above years age group and 4% of the respondents are belongs to less than 20 years age group respectively.

4.3 Table showing area of respondents

Particular	No of Respondents	Percentage
Urban	29	58%
Semi urban	17	34%
Rural	4	8%
Total	50	100%

4.3 Chart showing area of respondents



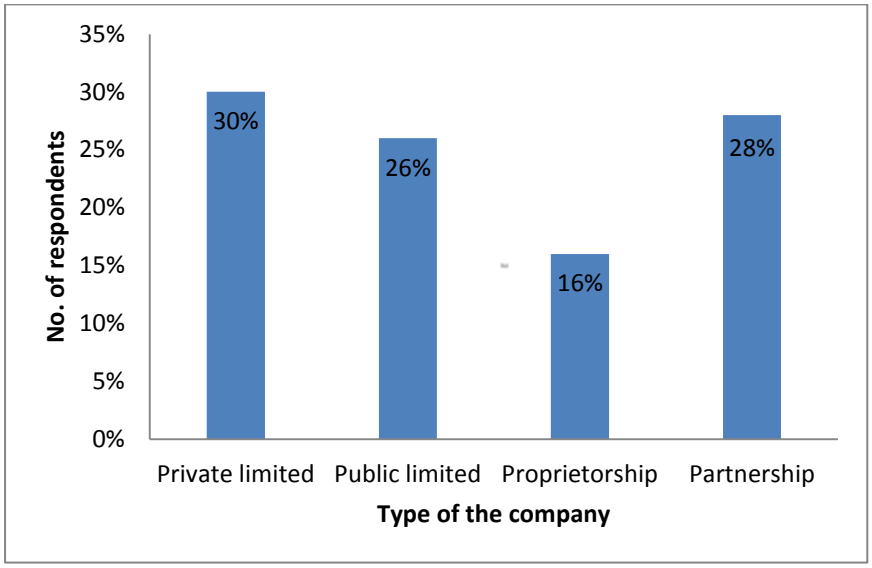
Interpretation:

From above table it is observed that 58% of clients are residing in urban area, 34% of clients are residing in semi urban area and 8% of clients are residing in rural area respectively.

4.4 Table showing type of the company

Particular	No of Respondents	Percentage
Private limited	15	30%
Public limited	13	26%
Proprietorship	8	16%
Partnership	14	28%
Total	50	100%

4.4 Chart showing type of the company



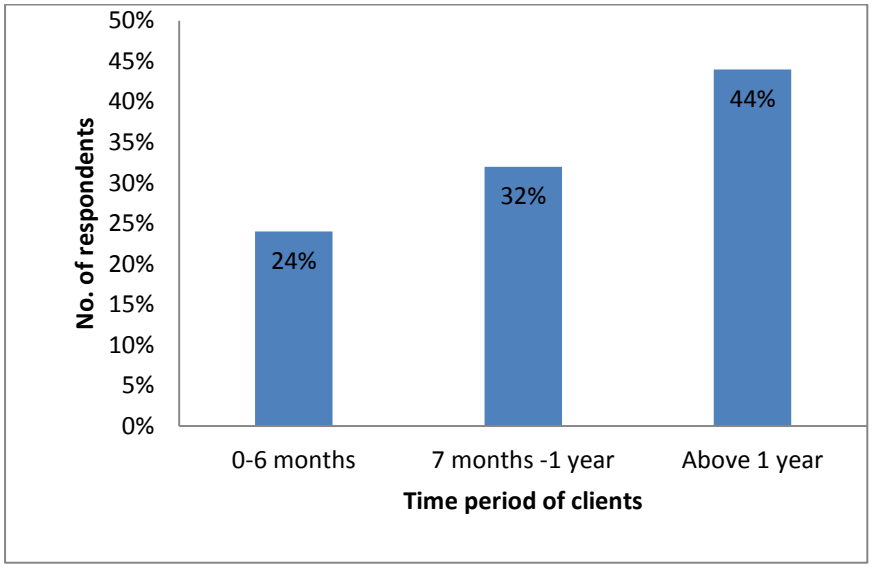
Interpretation:

From above table it is observed that 30% of clients are having private limited company, 28% of respondents are having partnership firm, 26% of respondents are having public limited company and 16% of the respondents having proprietorship business respectively.

4.5 Table showing time period of clients

Particular	No of Respondents	Percentage
0-6 months	12	24%
7 months- 1 year	16	32%
Above 1 year	22	44%
Total	50	100%

4.5 Chart showing time period of clients



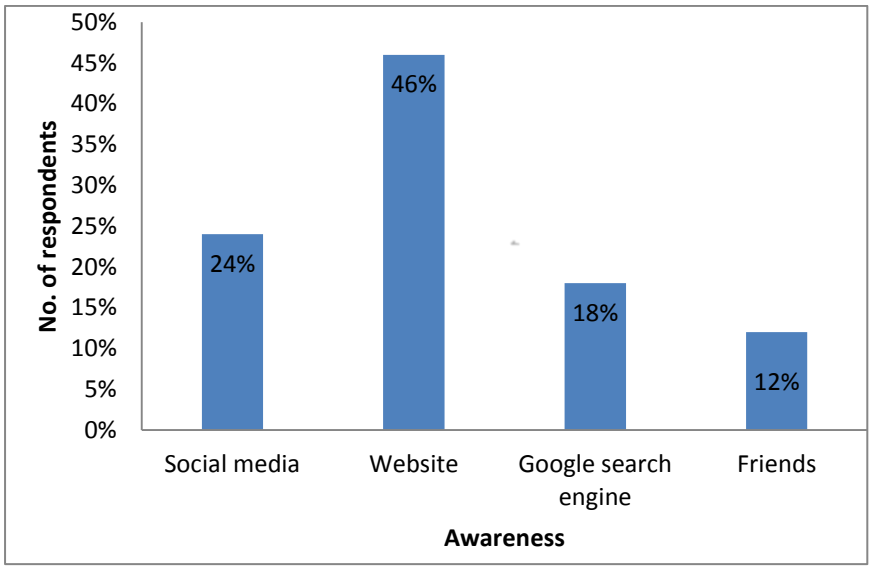
Interpretation:

From above table it is observed that 44% of clients associated with OAA more than a year, 32% of respondents are between 7 to one year and 24% of respondents are less than 6 months respectively.

4.6 Table showing awareness of OAA

Particular	No of Respondents	Percentage
Social media	12	24%
Website	23	46%
Google search engine	9	18%
Friends	6	12%
Total	50	100%

4.6 Chart showing awareness of OAA



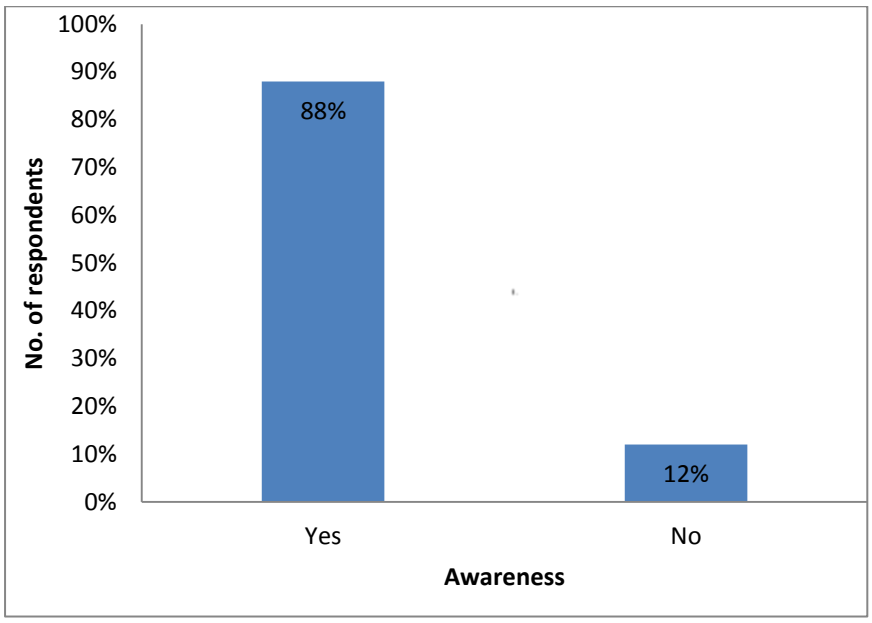
Interpretation:

From above table it is observed that 46% of clients are aware of OAA through website, 24% of respondents are aware of OAA through social media, 18% of respondents are aware of OAA through google search engine and 12% of the respondents are aware of OAA through friends respectively.

4.7 Table showing awareness of digital marketing

Particular	No of Respondents	Percentage
a)Yes	44	88%
b)No	6	12%
Total	50	100%

4.7 Chart showing awareness of digital marketing



Interpretation:

From above table it is observed that 88% of clients are aware of digital marketing, 12% of respondents are not aware of digital marketing respectively.

4.8 Table showing perception about digital marketing

Particular	No of Respondents	Percentage
a)Excellent	22	44%
b)Very good	18	36%
c)good	8	16%
d)Fair	2	4%
Poor	0	0%
Total	50	100%

4.8 Chart showing perception about digital marketing

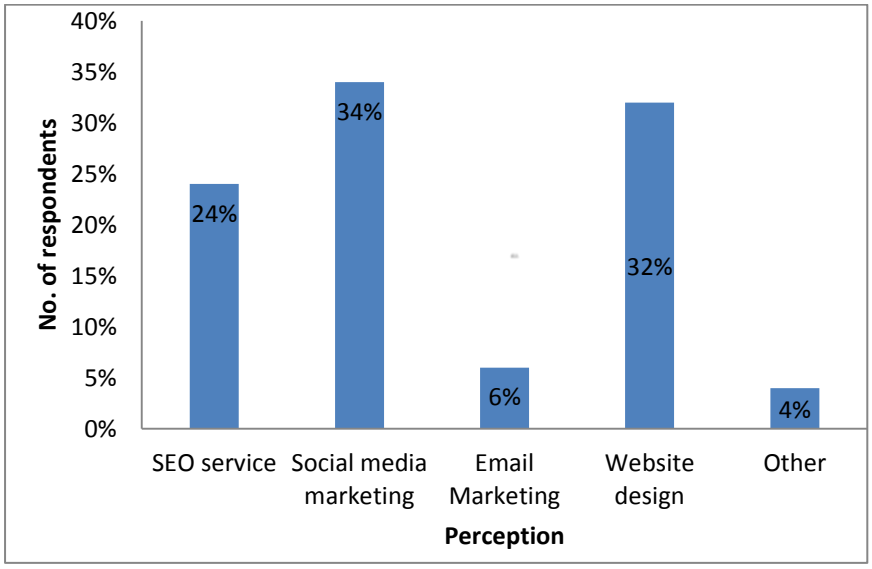
Interpretation:

From above table it is observed that 44% of clients are having excellent perception about digital marketing, 36% of respondents are having perception of very good, 16% of respondents are having good perception, 4% of respondent having perception of fair and No one respondent having poor perception of digital marketing respectively.

4.9 Table showing familiarities of digital marketing service

Particular	No of Respondents	Percentage
SEO service	12	24%
Social media marketing	17	34%
Email Marketing	3	6%
Website design	16	32%
Other	2	4%
Total	50	100%

4.9 Chart showing familiarities of digital marketing service



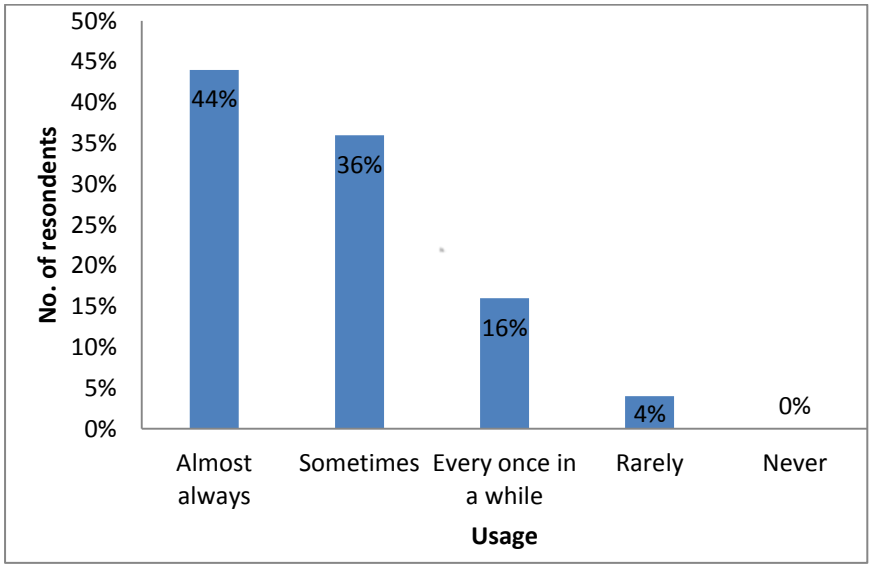
Interpretation:

From above table it is observed that 34% of clients are familiar with social media marketing, 32% of respondents are familiar with website design service, 24% of respondents are familiar with SEO service, 6% of respondent are familiar with email marketing and 4% of respondent are familiar with other service of digital marketing respectively.

4.10 Table showing usage of digital marketing service

Particular	No of Respondents	Percentage
Almost always	22	44%
Sometimes	18	36%
Every once in a while	8	16%
Rarely	2	4%
Never	0	0%
Total	50	100%

4.10 Chart showing usage of digital marketing service



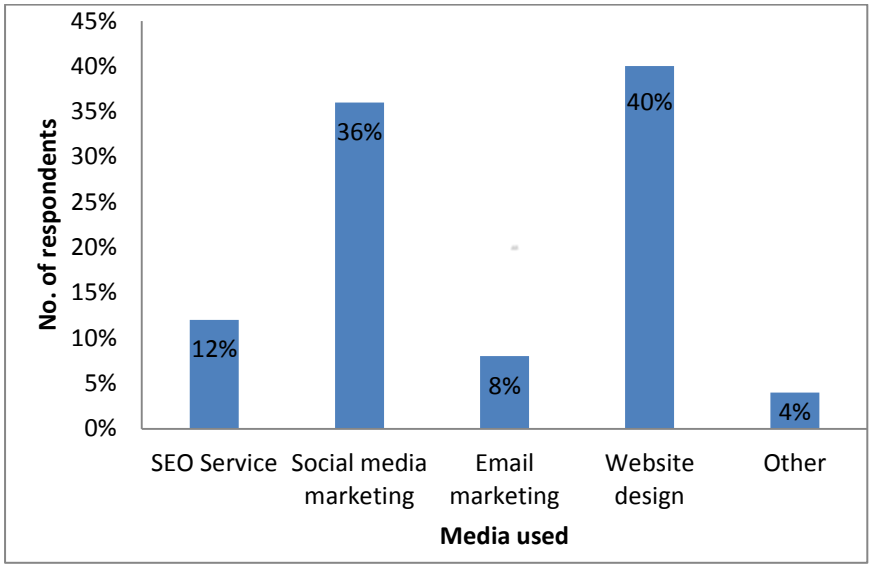
Interpretation:

From above table it is observed that 44% of clients are using digital marketing always almost, 36% of respondents are using sometimes, 16% of respondents are using every once in a while and 4% of respondent are using rarely.

4.11 Table showing media used to access digital marketing

Particular	No of Respondents	Percentage
SEO Service	6	12%
Social media marketing	18	36%
Email marketing	4	8%
Website design	20	40%
Other	2	4%
Total	50	100%

4.11 Chart showing media used to access digital marketing



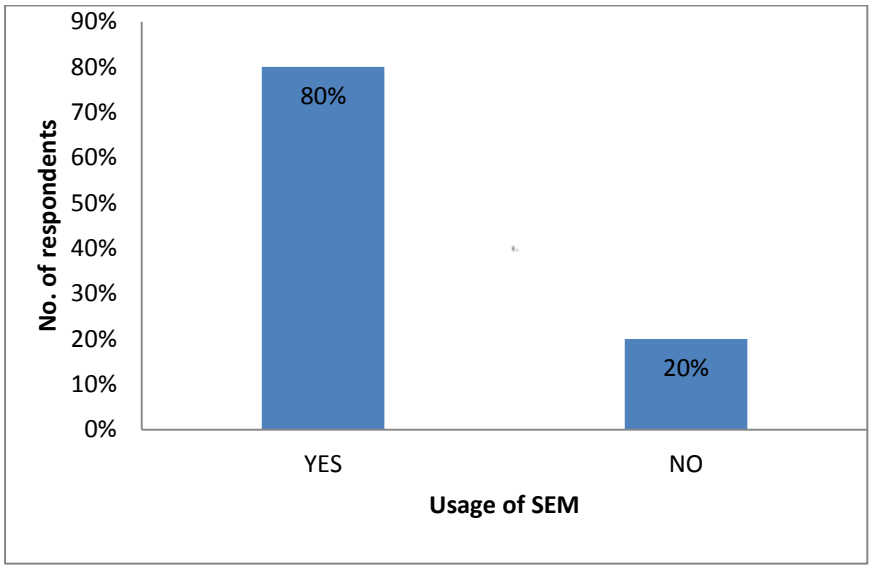
Interpretation:

From above table it is observed that 40% of clients are accessing website design service, 36% of respondents are accessing social media marketing service, 12% of respondents are accessing SEO service, 8% of respondent are accessing email marketing service and 4 % of the respondents accessing other services of digital marketing respectively.

4.12 Table showing usage of Search engine marketing service

Particular	No of Respondents	Percentage(%)
a)Yes	40	80%
b)No	10	20%
Total	50	100%

4.12 Chart showing usage of Search engine marketing service



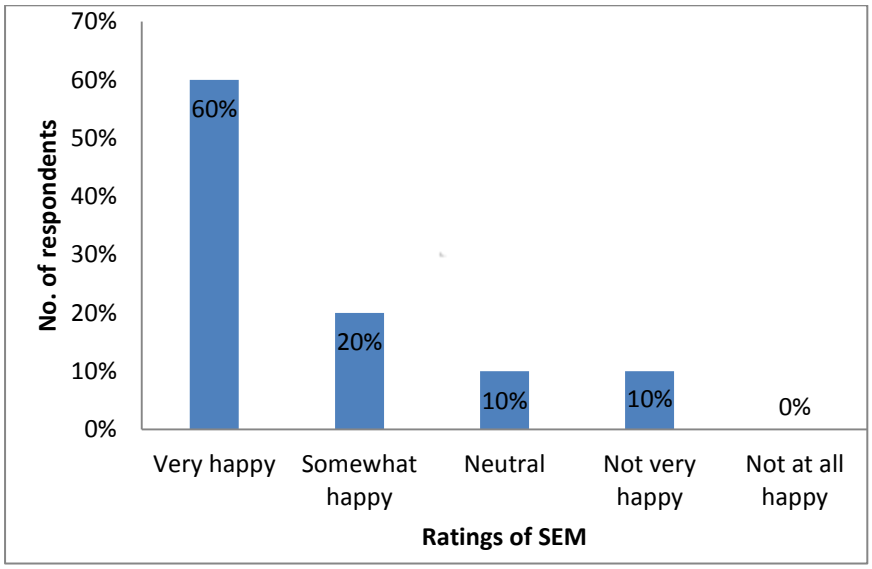
Interpretation:

From above table it is observed that 80% of clients are using SEM service and, 20% of respondents are not using SEM service respectively.

4.13 Table showing rating of SEM service

Particular	No of Respondents	Percentage
Very happy	24	60%
Somewhat happy	8	20%
Neutral	4	10%
Not very happy	4	10%
Not at all happy	0	0%
Total	40	100%

4.13 Chart showing ratings of SEM service



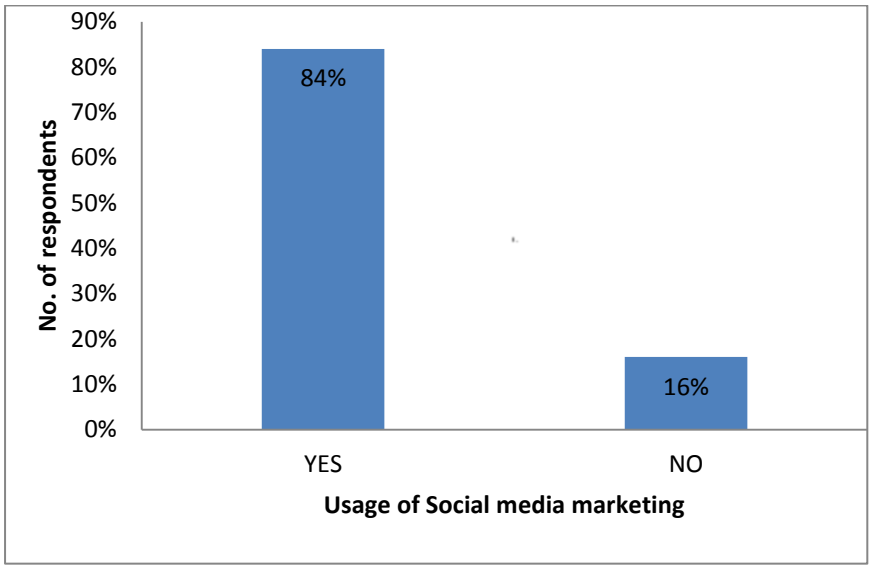
Interpretation:

From above table it is observed that 60% of clients are very happy regarding SEM service, 20% of respondents are somewhat happy regarding SEM service, 10% of respondents are neutral regarding SEM service, 10% of respondent are not happy regarding SEM service respectively.

4.14 Table showing usage of Social media marketing service

Particular	No of Respondents	Percentage(%)
a)Yes	42	84%
b)No	8	16%
Total	50	100%

4.14 Chart showing usage of Search engine marketing service



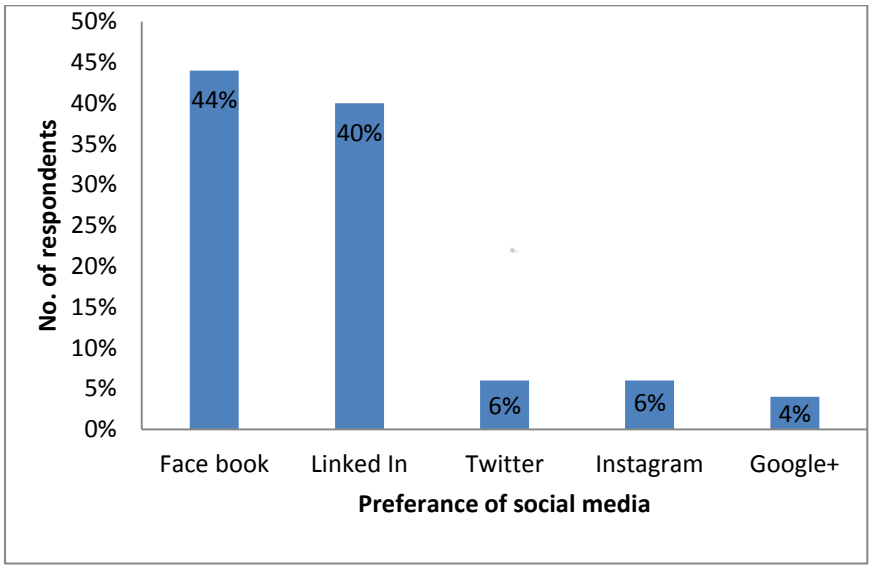
Interpretation:

From above table it is observed that 84% of clients are using Social media marketing service and 16% of respondents are not using Social media marketing service respectively.

4.15 Table showing preference of social media

Particular	No of Respondents	Percentage
Face book	22	44%
Linked In	20	40%
Twitter	3	6%
Instagram	3	6%
Google+	2	4%
Total	50	100%

4.15 Chart showing preference of social media



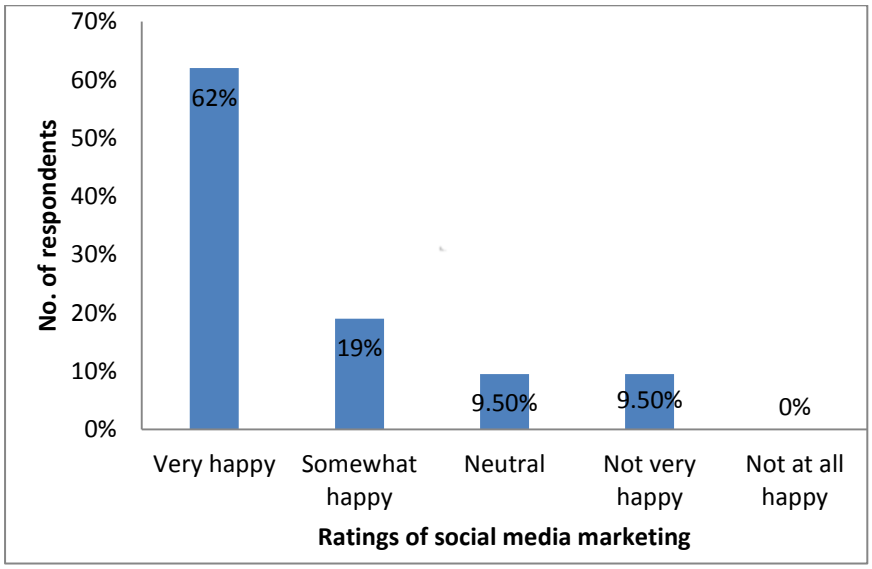
Interpretation:

From above table it is observed that 44% of clients are prefer Face book for social media marketing, 40% of respondents are prefer Linked In, 6% of respondents are prefer Twitter, 6% of respondent are prefer Instagram and 4% of respondent prefer Google+ respectively.

4.16 Table showing rating of Social media marketing service.

Particular	No of Respondents	Percentage
Very happy	26	62%
Somewhat happy	8	19%
Neutral	4	9.5%
Not very happy	4	9.5%
Not at all happy	0	0%
Total	42	100%

4.16 Chart showing rating of social media marketing service.



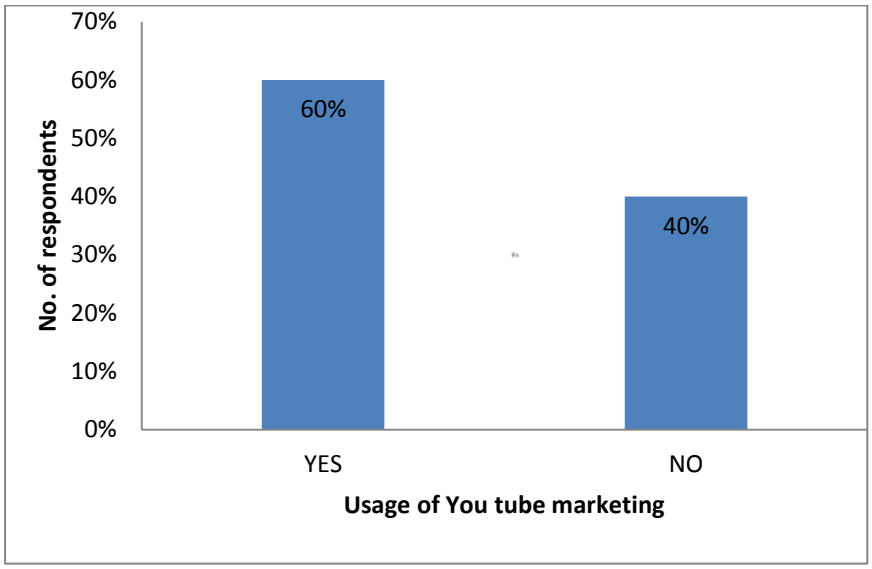
Interpretation:

From above table it is observed that 62% of clients are very happy regarding Social media marketing service, 19% of respondents are somewhat happy regarding Social media marketing service, 9.5% of respondents are neutral regarding Social media marketing service, 9.5% of respondent are not happy regarding Social media marketing service respectively.

4.17 Table showing usage of You tube marketing service

Particular	No of Respondents	Percentage(%)
a)Yes	30	60%
b)No	20	40%
Total	50	100%

4.17 Chart showing usage of You tube marketing service



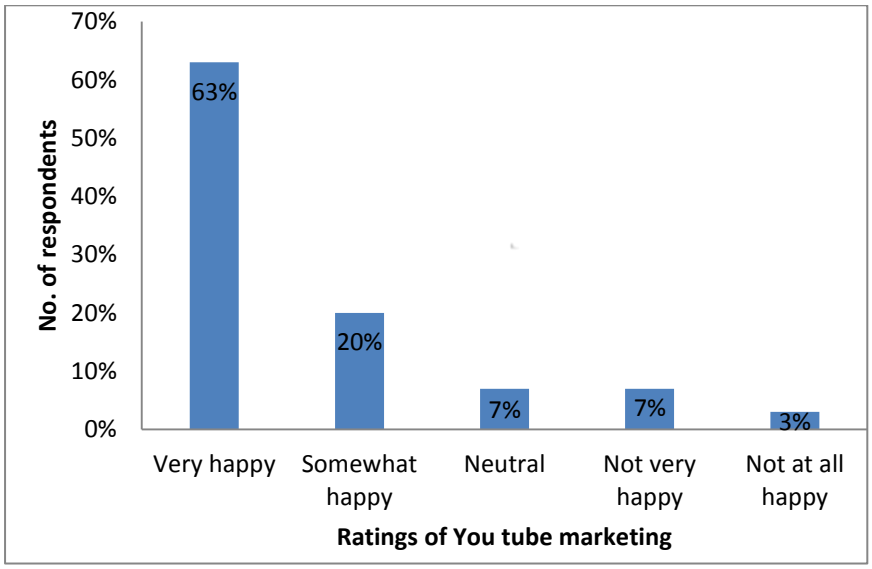
Interpretation:

From above table it is observed that 60% of clients are using You tube marketing service and, 40% of respondents are not using You tube marketing service respectively.

4.18 Table showing rating of YouTube marketing service

Particular	No of Respondents	Percentage
Very happy	19	63%
Somewhat happy	6	20%
Neutral	2	7%
Not very happy	2	7%
Not at all happy	1	3%
Total	30	100%

4.18 Chart showing ratings of YouTube marketing service



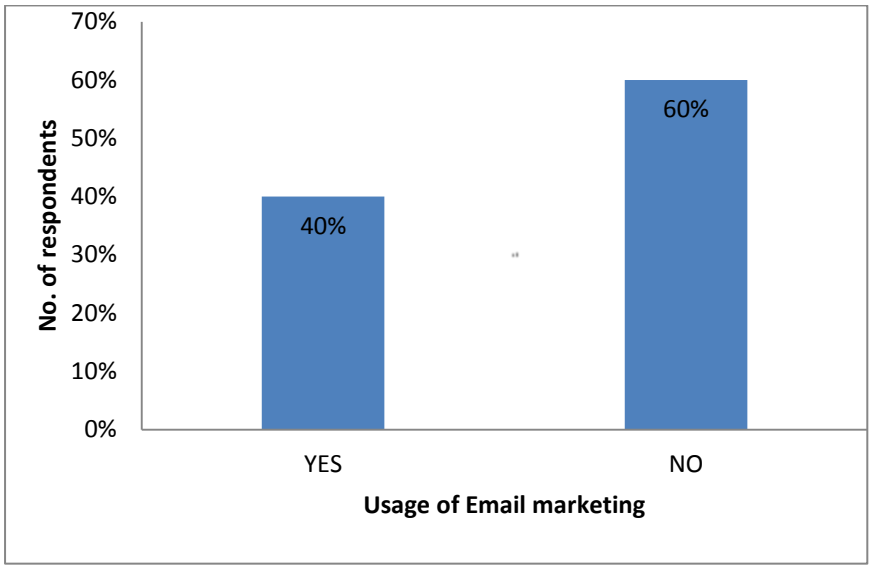
Interpretation:

From above table it is observed that 63% of clients are very happy regarding You tube marketing service, 20% of respondents are somewhat happy regarding You tube marketing service, 7% of respondents are neutral regarding You tube marketing service, 7% of respondent are not happy regarding You tube marketing service and 3% of respondents are not at all happy about You tube marketing service respectively.

4.19 Table showing usage of Email marketing service

Particular	No of Respondents	Percentage(%)
a)Yes	20	40%
b)No	30	60%
Total	50	100%

4.19 Chart showing usage of Email marketing service



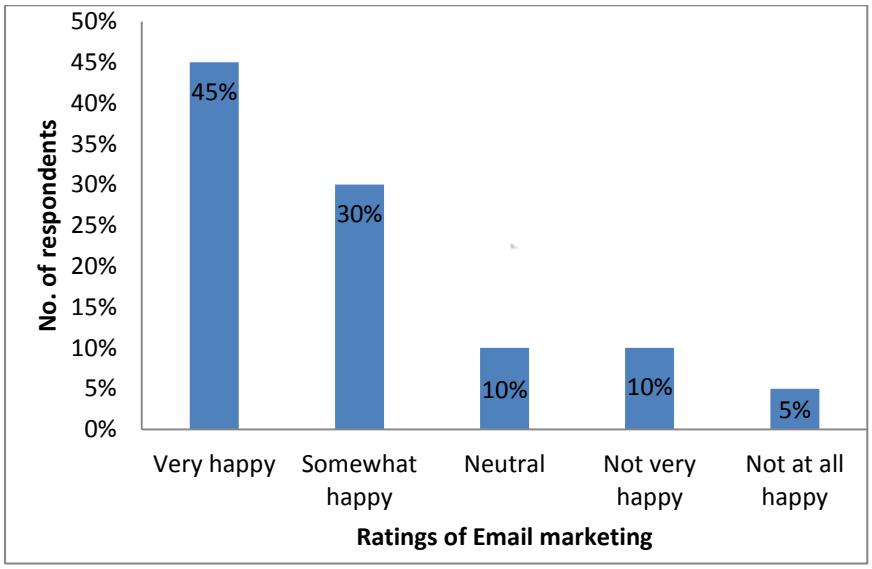
Interpretation:

From above table it is observed that 40% of clients are using Email marketing service and, 60% of respondents are not using Email marketing service respectively.

4.20 Table showing rating of Email marketing service

Particular	No of Respondents	Percentage
Very happy	9	45%
Somewhat happy	6	30%
Neutral	2	10%
Not very happy	2	10%
Not at all happy	1	5%
Total	20	100%

4.20 Chart showing ratings of Email marketing service



Interpretation:

From above table it is observed that 45% of clients are very happy regarding Email marketing service, 30% of respondents are somewhat happy regarding Email marketing service, 10% of respondents are neutral regarding Email marketing service, 10% of respondent are not happy regarding Email marketing service and 5% of respondents are not at all happy about Email marketing service respectively.

4.21 Table showing rating of service regards digital marketing

Particular	No of Respondents	Percentage
a)Excellent	22	44%
b)Very good	18	36%
c)Good	8	16%
d)Fair	2	4%
e)Poor	0	0%
Total	50	100%

4.21 Chart showing rating of service regards digital marketing

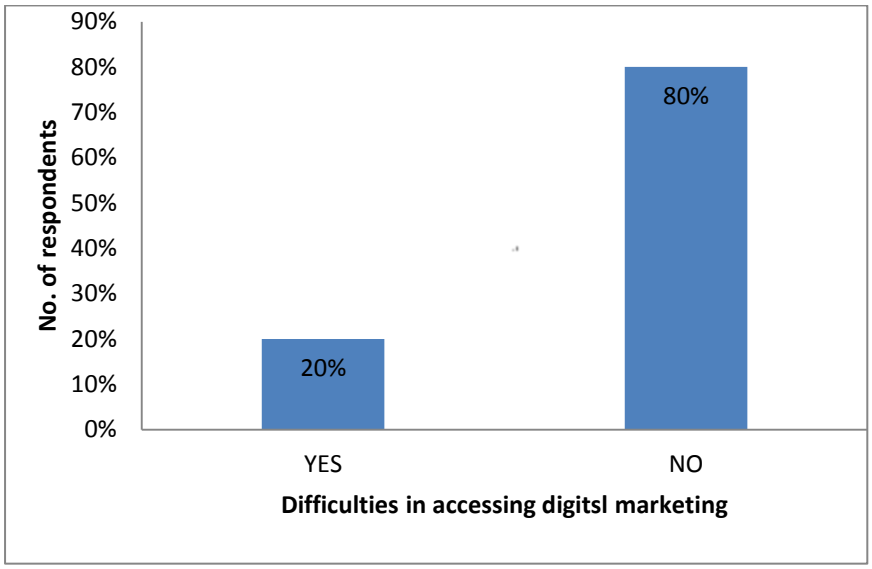
Interpretation:

From above table it is observed that 44% of clients are gave excellent rating about digital marketing service, 36% of respondents are gave very good, 16% of respondents are gave good rating, 4% of respondent gave rating of fair and No one respondent gave poor rating of digital marketing respectively.

4.22 Table showing difficulties in accessing digital marketing service

Particular	No of Respondents	Percentage(%)
a)Yes	10	20%
b)No	40	80%
Total	50	100%

4.22 Chart showing difficulties in accessing digital marketing service



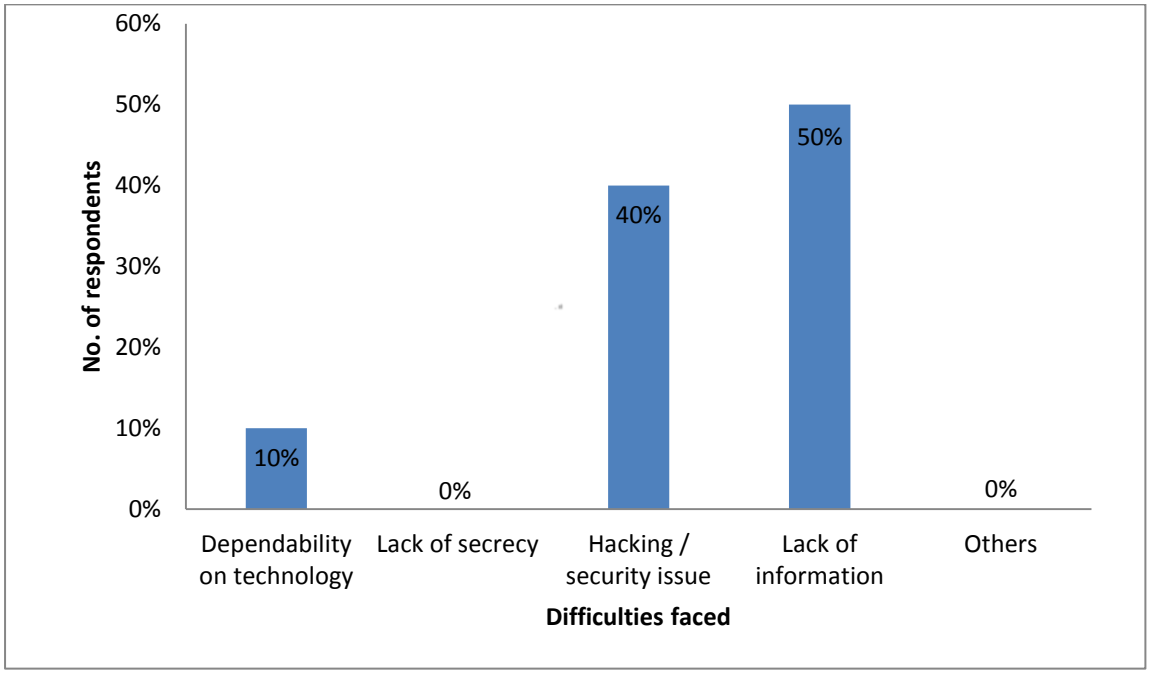
Interpretation:

From above table it is observed that 80% of clients are not facing any difficulties in accessing digital marketing service and, 20% of respondents are facing difficulties in accessing digital marketing service

4.23 Table showing difficulties faced by respondents regards to digital marketing

Particular	No of Respondents	Percentage
Dependability on technology	1	10%
Lack of secrecy	0	0%
Hacking / security issue	4	40%
Lack of information	5	50%
Others	0	0%
Total	10	100%

4.23 Chart showing difficulties faced by respondents regards to digital marketing



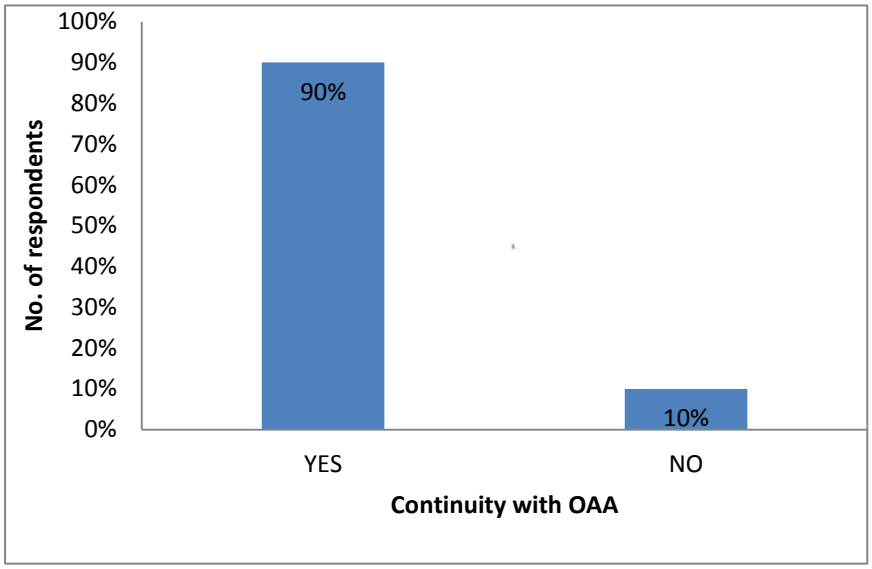
Interpretation:

From above table it is observed that 50% of clients are facing difficulties of lack of information about digital marketing service, 40% of respondents are facing difficulties regarding security issues, 10% of respondents are facing difficulties of dependability on technology respectively.

4.24 Table showing continuity of service with OAA

Particular	No of Respondents	Percentage(%)
a)Yes	45	90%
b)No	5	10%
Total	50	100%

4.24 Chart showing continuity of service with OAA



Interpretation:

From above table it is observed that 90% of clients are happy to continue the service with OAA and 10% of respondents are not happy to continue the service with OAA.

Hypothesis (Results obtained by the using statistical tools)

4.25 Table showing descriptive statistics of hypothesis

Descriptive Statistics			
	Mean	Std. Deviation	N
Area located	1.5000	.64681	50
Usage of DM	4.2000	.85714	50
rating of srvice regards DM	4.2400	.79693	50

4.26 Table showing correlations of the hypothesis

Correlations				
		Area located	Usage of DM	rating of service regards DM
Area located	Pearson Correlation	1	-.258	-.040
	Significance(2-tailed)		.071	.785
	N	50	50	50
Usage of DM	Pearson correlation	-.258	1	-.161
	Significance(2-tailed)	.071		.263
	N	50	50	50
rating of service regards DM	Pearson correlation	-.040	-.161	1
	Significance(2-tailed)	.785	.263	
	N	50	50	50

Interpretation:

From the above results it is observed that correlation between areas where clients located with the use of the digital marketing for their business is 0.071 and the correlation between area located and rating of digital marketing for their business is 0.785, hence the significance value is greater than 0.05 so we can arrive at a conclusion that both the factors are insignificant in nature, hence null hypothesis is confirmed. So there is no significant difference between location and use of digital marketing for their business.

4.27 Table showing descriptive statistics of hypothesis

Descriptive Statistics			
	Mean	Std. Deviation	N
Age group	4.1800	1.64986	50
Usage of Social media marketing	1.1600	.37033	50
Rating of social media marketing	3.6400	1.84899	50

4.28 Table showing correlations of the hypothesis

Correlations				
		Age group	Usage of Social media marketing	Rating of social media marketing
Age group	Pearson Correlation	1	-.315*	.396**
	Significance(2-tailed)		.026	.004
	N	50	50	50
Usage of Social media marketing	Pearson correlation	-.315*	1	-.868**
	Significance(2-tailed)	.026		.000
	N	50	50	50
Rating of social media marketing	Pearson correlation	.396**	-.868**	1
	Significance(2-tailed)	.004	.000	
	N	50	50	50

Interpretation:

From the above results it is observed that the correlation between Age group with usage of social media marketing for their business is 0.026 and the correlation between age group and rating of social media marketing for their business is 0.004, hence the significance value is less than 0.05 so we can arrive at a conclusion that both the factors are significant in nature, hence alternative hypothesis is confirmed. So there is a significant difference between age group of people who prefer social media for their business.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings:

- ✓ From the analysis can be stated that male category of the respondents are 68%.
- ✓ It observed 52% of the respondents are belongs to 21 to 30 years age group
- ✓ It is found that 58% of the respondents are belongs to urban area and they having their business operation in urban area.
- ✓ It is found that 30% of the respondents are having private limited company.
- ✓ It is observed that 44% of the respondents are associated with OAA from more than 1 year.
- ✓ It stated that 46% of the respondents are aware of OAA through their website that is outdooradvertisingagency.in
- ✓ It is found that 88% of the respondents are aware of the digital marketing.
- ✓ It is found that 44% of the respondents are almost always use digital marketing service
- ✓ It is observed that 40% of the respondents are using website design service to access digital marketing.
- ✓ It is stated that 80% of the respondents are using SEM service and majority of them are very happy with OAA service.
- ✓ It is observed that 84% of respondents are using social media service and majority of them are very happy with OAA service.
- ✓ It is found that 60% of the respondents are using You Tube marketing service.
- ✓ It is stated that 60% of respondents are not using the Email marketing service.
- ✓ It is observed that 44% of the respondents are gave excellent rating.
- ✓ It is found that 20% of the respondents are facing difficulties in accessing digital marketing, especially in security issue and lack of information.
- ✓ It is observed that 90% of the respondents are happy to continue the service with OAA. and it is good sign for the OAA.

5.2 Suggestions

- ✓ There should be a separate team which consisting experts in digital advertising which will make advertisement effective and better result can be expected.
- ✓ We found that there is great demand for digital advertisement; hence competent human resource has to be hired and trained.
- ✓ There is the need for the company to promote them in the field of advertisement more effectively.

5.3 Conclusion

The success of this internship shows that future marketing is in the hands digital. Digital marketing includes not only ads on the portal, but also integrated services and integrated channels. Marketers want to leverage these components to reach audiences and develop brands. Marketers in the digital age are not the guardians of the brand, and people connected via digital platforms are gatekeepers.

Brands want to expand their position on the digital platform. Indeed, customers prefer digital media more than others. This customer has many people looking for information and the digital media is the only two-way communication platform between customers. Digital media is the best platform for turning a product into a brand. Indeed, it is less expensive and offers many points of contact to marketers. Brands can interact effectively with the public via digital platforms. Digital media is not only attractive and brands can develop or retain existing customers. The digital platform helps to increase the impact of brand recalls on target groups.

The importance of the digital presence increases that of digital agencies, which generate revenue through digital advertising, raise awareness of digital marketing, earn a lot of money for digital agencies and earn more with micro-investments. Honestly, this project report is very useful for marketers to understand digital marketing and plan their future strategies.

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URL: www.outdooradvertisingagency.in

Annexure

Questionnaire

1. Gender
    a) Male
    b) Female
2. Age group
    a) Less than 20 years
    b) 21 to 30 years
    c) 31 to 40 years
    d) 41 and above
3. Area you located
    a) Urban
    b) Semi urban
    c) Rural
4. Type of company
    a) Private limited
    b) Public limited
    c) Proprietorship
    d) Partnership
5. How long have you been the customer of Outdoor Advertising Agency?
    a) 0-6 months
    b) 7 months - 1 year
    c) Above 1 year
6. How do you come to know about outdoor advertising agency?
    a) Social media
    b) Website
    c) Google search engine
    d) Friends
7. Do you aware of digital marketing?
    a) Yes
    b) No

8. What is your perception about digital marketing?
    a) Excellent
    b) Very good
    c) Good
    d) Fair
    e) poor
9. Please tick the digital marketing service you are familiar with.
    a) SEO Service
    b) Social media marketing
    c) Email marketing
    d) Website design
    e) Other
10. How often do you use digital marketing service?
    a) Almost always
    b) Sometimes
    c) Every once in a while
    d) rarely
    e) Never
11. Which media do you use to access digital marketing service offered by Outdoor Advertising Agency?
    a) SEO Service
    b) Social media marketing
    c) Email marketing
    d) Website design
    e) Other
12. Have you used search engine marketing earlier (SEM)?
    a) Yes
    b) No
13. If yes, rate SEM service provided by OAA?
    a) Very happy
    b) Somewhat happy
    c) Neutral
    d) Not very happy
    e) Not at all happy

14. Have you used social media marketing service?
    a) Yes
    b) No
15. Which social media you most prefer?
    a) Facebook
    b) Instagram
    c) Linked In
    d) Twitter
    e) Google+
16. If yes, rate social media marketing service provided by OAA?
    a) Very happy
    b) Somewhat happy
    c) Neutral
    d) Not very happy
    e) Not at all happy
17. Have you used You tube marketing service?
    a) Yes
    b) No
18. If yes, rate You tube marketing service provided by OAA?
    a) Very happy
    b) Somewhat happy
    c) Neutral
    d) Not very happy
    e) Not at all happy
19. Have you used E-mail marketing?
    a) Yes
    b) No
20. If yes, rate E-mail marketing service provided by OAA?
    a) Very happy
    b) Somewhat happy
    c) Neutral
    d) Not very happy
    e) Not at all happy

21. How do you describe our service with regards to digital marketing?
    a) Excellent
    b) Very good
    c) Good
    d) Fair
    e) Poor
22. Do you experience any difficulties in accessing digital marketing service?
    a) Yes
    b) No
23. If Yes, What difficulties are keeping you away from digital marketing service?
    a) Dependability on technology.
    b) Lack of secrecy.
    c) Hacking/ security issue
    d) Lack of information
    e) Other specify …….
24. Do you like to continue the service with OAA?
    a) Yes
    b) No
25. Any suggestion to improve the digital marketing service provided by OAA?

    ……

    ……

ACHARYA INSTITUTE OF TECHNOLOGY

DEPARTMENT OF MBA

PROJECT (17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: M V Prashanth

INTERNAL GUIDE : Prof. M Sendhil Kumar

USN : 1IA17MBA24

COMPANY NAME : Outdoor Advertising Agency, Bangalore

WEEK	WORK UNDERTAKEN	EXTERNAL GUIDE SIGNATURE	INTERNAL GUIDE SIGNATURE
3rd Jan 2019 – 9th Jan 2019	Industry Profile and Company Profile		
10th Jan 2019 – 17th Jan 2019	Preparation of Research instrument for data collection		
18th Jan 2019 – 25th Jan 2019	Data collection		
26th Jan 2019 – 2nd Feb 2019	Analysis and finalization of report		
3rd Feb 2019 – 9th Feb 2019	Findings and Suggestions		
10th Feb 2019 – 16th Feb 2019	Conclusion and Final Report		

OUTDOOR ADVERTISING AGENCY Bengaluru 560 072

Company Seal

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College Seal

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