

EXECUTIVE SUMMARY

Digital Marketing is marketing that makes use of electronic devices like personal computers, smartphones, cell phones, tablets and game console to interact with stakeholders. Digital Marketing applies technologies or platform like websites, e-mails, apps and social network.

Inventeron Technologies deliver the best in class and 30-degree approach for digital marketing. With a wide range of services that digital marketing holds, they have skilled in all the services. Be it SEO, websites design, or social media marketing, our expert in all fields make our services the best. They strategize and execute to get digital excellence. They have compassionate and enthusiastic marketers who are well versed in handling the digital aspects. The certified professionals deliver the services that are out of the box. They believe in delivering the results and thus, us digital marketing services are ranked at the top. Through this study we will see how a digital media company is emerging by means of advertisement strategies and cost expenses.

Methods: Descriptive Research was used. Convenience sampling with sample size of 80 was done . A structured questionnaire and an interview questionnaire was used for the survey.

Hypothesis: H0: the total expenditure on advertisement does not affect the visibility of the company's web profile.

H1: the total expenditure on advertisement is likely to affect the visibility of the company's web profile.

Results: The company uses Search Engine Optimization and Social Media Marketing as their advertising tools. It has been proved that SEO is more effective than SMM in terms of visibility of the web profile of the company. But, the company's expenditure on advertising is proved not sufficient to high up the visibility in the competitive digital world.