

To Whom It May Concern

Sub: Internship Certificate

This is to confirm that Mr. Yuvraj Singh, a second-year student at Acharya Institute of Technology has completed internship with us during the period 15th January 2018 to 24th March 2018. During his stint, he has worked on a project "Social Media Marketing" with marketing team for identifying, mapping and acquiring users via social platforms. He has good analytical mind and is very committed to getting results within defined timelines.

We wish him the very best in her future endeavours.

Yours Sincerely,

For **Woovly India Pvt Ltd**



J Venkat
Director



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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. Yuvraj Singh** bearing USN 1AY16MBA92 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 Customer Acquisition through Social Media with Special Reference to Woovly India Pvt. Ltd., Bangalore**” is prepared by him under the guidance of **Prof. Rakesh Nagaraj** 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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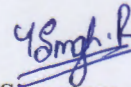
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DECLARATION

I, **Yuvraj Singh R**, hereby declare that the Project report entitled "A Study on Customer Acquisition through social media with special reference to Woovly India Pvt. LTD" prepared by me under the guidance of **Assistant Prof. Rakesh Nagaraj**, faculty of M.B.A Department, **Acharya Institute of Technology** and External Assistance by **Mr. Vishal Sirur, Digital marketing manager, Woovly India Pvt. Ltd.** I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. I have undergone a summer project for a period of ten 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: Bangalore

Date: 28/5/2018



Signature of the student

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I have taken continuous efforts in my project. However, it wouldn't be possible without the constant support and help of individuals and organizations. I would like to pull out my honest thanks to all of them. I am very grateful to **Mr Vishal Sirur** for their assistance and regular control as well as for as long as necessary information regarding the project & also for their support in completing the project.

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TABLE OF CONTENTS

SL NO	TITLE	PAGE.NO
1	INTRODUCTION	1-19
	1.1 INTRODUCTION ON INTERNSHIP	1
	1.2 INDUSTRIAL PROFILE	3-12
	1.3 COMPANY PROFILE	13
	1.3.1 PROMOTERS	14
	1.3.2 VISION AND MISSION	14
	1.3.3 PRODUCTS/ SERVICES PROFILE	15
	1.4 COMPETITION INFORMATION	16
	1.5 SWOT ANALYSIS	17-18
	1.6 FUTURE GROWTH AND PROSPECTS	19
2	CONCEPTUAL BACKGROUND & LITERATURE REVIEW	20-33
	2.1 CONCEPTUAL BACKGROUND	21-27
	2.2 LITERATURE REVIEW	28-33
3	RESEARCH DESIGN	34-39
	3.1 TITLE OF STUDY	35
	3.2 STATEMENT OF PROBLEM	35
	3.3 OBJECTIVE OF STUDY	35
	3.4 SCOPE OF STUDY	35
	3.5 THE RESEARCH METHODOLOGY	36-37
	3.6 HYPOTHESES	38
	3.7 LIMITATIONS OF THE STUDY	39
4	DATA ANALYSIS & INTERPRETATION	40-58
	4.1 DATA ANALYSIS	41-58
5	FINDINGS, CONCLUSION AND SUGGESION	59-62

	5.1	FINDINGS	60
	5.2	SUGGESTION	61
	5.3	CONCLUSION	62
		BIBLIOGRAPHY	
		ANNEXURE	

LIST OF TABLES

SL.NO	PARTICULARS	PAGE.NO
4.1	Table showing Gender of respondents	41
4.2	The table shows age group of respondents	42
4.3	Table showing type of social platform you use the most	43
4.4	Table showing time spent on social media everyday	44
4.5	Table showing Friends on Social media	45
4.6	Table showing notice of offers/advertisements on a social media network	46
4.7	Table showing have you ever purchased any product or service through social media	47
4.8	Table showing participation in online contest	48
4.9	Table showing response to social network messag	49
4.10	Table showing is Social network Effective way of commutation for brand awareness	50
4.11	Table showing do you read blog/content on social media.	51
4.12	Table showing frequent client/user of social media	52
4.13	Table showing the avail of social network has made well-informed about various brands	53
4.14	Table showing are you much tended to advertisement through social media as compare to traditional way for example TV and radio	54
4.15	Table showing type of pages do you follow on social media	55
4.16	Table showing suggest a brand to your network	56
4.17	Table showing need of social media marketing to companies	57

LIST OF GRAPHS

SL.NO	PARTICULARS	PAGE.NO
4.1	Graph showing gender of respondents	41
4.2	Graph showing age group of respondents	42
4.3	Graph showing type of social platform you use the most	43
4.4	Graph showing time spent on social media everyday	44
4.5	Graph showing Friends on Social media	45
4.6	Graph showing notice of offers/advertisements on a social media network	46
4.7	Table showing have you ever purchased any product or service through social media	47
4.8	Graph showing participation in online contest	48
4.9	Graph showing response to social network message	49
4.10	Graph showing is Social network Effective way of communication for brand awareness	50
4.11	Graph showing do you read blog/content on social media	51
4.12	Graph showing frequent client/user of social media	52
4.13	Graph showing the avail of social network has made well-informed about various brands	53
4.14	Graph showing are you much tended to advertisement through social media as compare to traditional way for example TV and radio	54
4.15	Graph showing type of pages do you follow on social media	55
4.16	Graph Showing the pictorial representation suggest a brand or network	56
4.17	Graph showing need of social media marketing to companies	57

EXECUTIVE SUMMARY

This project was conducted on “Study on Customer Acquisition through social media with special reference to Woovly India Pvt. LTD”. This study was mainly conducted in order to know the users behaviour towards the social media marketing.

Social media marketing refers to the process of gaining website traffic or attention through social media sites. Indian marketers are moving at a fast speed to tap the ‘new normal’ opportunity. Social media has gone main stream. And for businesses it represents an unprecedented marketing opportunity that transcends traditional middlemen and connects companies directly with customers.

Woovly is a start up business and is tied in with arousing interests, leisure activities, and pail arrangements of a person. Woovly trusts that each individual has an enthusiasm for some movement and that when sought after and achieved gives him enormous joy.

Study on conceptual background and literature review is done in order to define the research gap and gives description, summary, evaluation of research problems which is done by others.

The research design consist of statement of problem, need for study, objective of study, sampling techniques and limitation of study.

The research was conducted with 100 respondents as simple random sampling. Maximum respondents said that they use facebook at a much higher rate than any other social media platforms. The maximum number of respondents said that they read blogs on social media which is a very important aspect in social media marketing.

With this view the research conducted for the study also reveals that to increase the traffic of a website or to acquire more users the company must target with more blogs and to the people who have more connections on social media platform.

Chapter 1

Introduction

1.1 Introduction about Internship:

The internship was done at Woovly.com in Bangalore. It is an ambitious start up in view of web-based social networking organizing.

As a Social media promoting understudy, they seriously prepared me on different computerized showcasing stages, procedures, battles and so forth... Preparing was additionally given on Search Engine Optimization, Adwords, Social media showcasing, Organic method for computerized promoting, google examination and how to obtain clients through web-based social networking.

With the change and improvement of current advances, Small and Medium Enterprises are doing all that they can to stay aware of vast ventures, which can be said substantial for whatever is left of human culture. Physical associations are either changing their plans of activity to an online store or opening up existing displaying tries with automated promoting systems – attempting to get a creating and incredibly online business focus.

The temporary position was for 12 weeks from the long stretch of January to March. The significant parts were to gain clients for the site, to engage web-based social networking channels, to create leads through natural and additionally through paid promotions, to investigate the methodologies and furthermore assemble online notoriety.

1.2 Industry Profile:

Both exact and logical confirmation proposes that the world is winding up more interconnected and worldwide. An ever increasing number of individuals are utilizing on the web instruments, the web and between net to investigate items they need to buy or to discover answer for their issues that may eventually prompt item buy (Inter connected World: personal and shopping fund 2012).Comscore declared that there are more than 131 billion searches made every year. Many individuals say that their buying choice is impacted by the web as per Nielsen.

Thusly, the web has touched off gigantic development of effective online new companies and internet business organizations. Clear portrays startup as "an organization, association or transitory association intended to scan for a repeatable and adaptable plan of action."

Regardless of being recently settled organizations, new companies can produce positive money streams from the earliest starting point. Advertising endeavors of these new businesses are none through conventional promoting, they significantly focus on getting clients through advanced showcasing. (Kotler, Armstrong, Harris and Piercy)

The emphasis on Users obtaining now and again pushes these organizations to change their advertising designs, as well as item, arrangement and value systems. The progressions are a long ways past advertising degree. It is unfathomable, that for example, customary organization's advertising group would have a use to rethink item outline or the entire item through and through.

Keeping in mind the end goal to gain Users adequately new businesses take a gander at numerous methodologies beginning from item assembling, correspondence and conduct of client to buyer basic leadership and evaluating procedures. This all is occurring with regards to steady change and digitalization. These progressions make the subject of Users securing intriguing.

What is Users securing and where does it have a place? One creator characterizes "Clients procurement as a promoting movement to frame associations with new Users

while minimizing securing costs and focusing on high esteem Users". Promoting is frequently alluded to as procedure of overseeing gainful "associations with Users". The principle objective in showcasing is to pull in new clients and to keep and increment current Users base. Clients procurement is a key piece of any promoting arrangement and is regularly said as one of the key advertising forms.

Introduction to social media marketing:

It wasn't such a long time ago that online networking was a totally new thing. Four years prior, numerous individuals didn't realize how online networking would impact our lives. It was such a platform which suddenly changed the concept of marketing, where no business can ignore it let it be small, large or medium firms. Currently, 1.28 billion dynamic users are on facebook. It is the most well known web-based social networking stage took after by all other online networking stage, for example, twitter, Google+, Instagram and others.

Social media is a platform which is basically used to connect between the people, majorly it is used only for connecting purpose but now with huge customer base it is also a place for business where they communicate the message, acquire/procure new users and increase brand awareness.

Succeeding With Social Media:

Social media marketing is tied in with being accessible and attracting your proposed intrigue assemble direct, yet meanwhile, the medium is, as it were, sloppy and uncontrolled. Remembering the ultimate objective to succeed, you will require a framework which makes you interface with the right gathering of spectators and take an interest with the overall exchange that is internet organizing. If you by and by can't be influenced of the colossal potential that online person to person communication offers to privately owned businesses, consider the going with surenesses.

•According to the Social Media examiner biweekly or magazine, 86% of sponsors in 2013 saw electronic long range interpersonal communication as fundamental for their

business with 49% of promoters picking Facebook as their basic electronic person to person communication organize.

- According to exhibiting firm Web DAM Solutions, 43% of publicists found customers through LinkedIn, while 52% of sponsors found customers in Facebook (2013)

- According to Pew(research) , approximately 73% of all internet customers used web based systems administration organizations all the time in 2013, with primarily people preferring facebook.

Since you have an idea of the regularity of web based systems administration and its rapidly creating sway, we should research a bit of the key behavior by which electronic person to person communication can empower you to interface with your planned intrigue gathering.

- Generate awareness of your association and its things or organizations by exploiting one of the greatest group on the planet.
- Generate leads through your long range relational correspondence affiliations, quickening the methodology by making events and headways.
- Draw in visitors to your webpage and other online doors by using your electronic interpersonal interaction advantages for progress new substance.
- Maintain arrange relationship with your customers and potential customers remembering the true objective to improve your thing and show signs of improvement know your gathering of spectators.
- Provide customer organization and direction clearly to your social event of individuals and get important contribution from your disciples to help track your flourishing.
- Facilitate sharing of your online content or blog from person to person who has more reach.

1 - Understanding the Social Media Marketing Process

Private wander publicists much of the time find the likelihood of electronic advancing a staggering one, not smallest in light of the way that it can be difficult to know which regions to revolve around. SMM is an expansive subject with a psyche boggling dynamic framework which you ought to familiarize yourself in view of keeping the true objective to plan your philosophy. Like the case with various sorts of electronic exhibiting, SMM consistently starts with your site.

- The foundation of your social promoting exertion is your website, particularly a blog, which gives a standard stream of substance to keep your group charmed, increase supporters and electronic informal communication followers and expose issues to your business and its online closeness.
- RSS (Really Simple Syndication) urges empower you to aggregate and sort your substance with the end goal that you can give more modified substance to different pieces of your gathering of spectators. People can purchase in to your blog to get general updates by strategy for RSS channels.
- Social look mechanical assemblies, for instance, Google Places, Bing Places, Foursquare, Yelp and other online lists may be used to get recorded in neighbour inquiry things and pull in more mindfulness with respect to your business and its online closeness. Social chase is vivaciously interlaced with SMM for private endeavors.
- Social sharing and bookmarking implies naming and sharing substance on casual correspondence destinations like Facebook, Twitter and Google+ or social bookmarking locales like Delicious, Digg or StumbleUpon. For sharing to happen, you require enough high bore and important substance.
- Microblogging, routinely using the Twitter organize, can uncover issues and propel your substance, along these lines drawing in more visitors to your webpage or blog. In any case, for microblogging to wind up compelling, you require a great deal of substance worth progressing and sharing.

SMM starts with expansive organizing, trailed by inspect into your expected intrigue gathering. You will then need to move your focus to associating with your social affair of individuals while dispersing (content exhibiting) and propelling it on your distinctive casual associations while also encouraging your gathering of spectators to do in like manner.

2 - Social Media Networks to Use

While practically everyone has thought about the greatest internet organizing goals, for instance, Facebook and Twitter, there are various others worth a say to. This area examines the world's most renowned online interpersonal interaction stages and how they can help autonomous organizations with their social displaying endeavors.

Facebook

With over 1.28 billion dynamic accounts in March, 2014, Facebook is by far the greatest electronic informal communication arrange on the planet giving both paid and free advancing open entryways for associations little and immense.

- Facebook business pages offers such a place where they can easily be able to connect or communicate with users.
- Facebook Ads gives a remuneration for each snap (PPC) publicizing structure which associations can use to give concentrated on advancements to vital social occasions of individuals.
- Your objective social affair of individuals can share your substance in solitude Facebook records and augmentation care by 'Inclining toward' specific posts.

Twitter

The long range casual correspondence and microblogging stage Twitter has 200 million dynamic records, and it is particularly pervasive for associations, business visionaries and VIPs to give short, steady updates.

- In twitter user can post tweets with maximum of 140-character.

- In twitter user can create their own business and by utilising it to target your user segment/interested group.
- In twitter user or a start-ups can easily reach wider range of people by twitter.

Google+

Google+ has 540mil dynamic records, making it the second greatest web based systems administration site on the planet. Specifically, Google+ arranges with Google's other basic organizations for the two associations and individuals.

- Your Google+ profile is directly connected to all other google based services.
- It offers a professionally orientated stage for associations, empowering them to do organize relationship with things like live video conferencing.

LinkedIn

LinkedIn has 277 million customers, and not under any condition like Facebook, Google+ and Twitter, it is especially pointed towards a specialist showcase involving the two individuals and associations.

- Creating a Company Page with LinkedIn outfits you with a phase to show off your business and interface with potential customers and leads.
- It is the fundamental web based systems administration resource for capable relationship, for instance, those in (B2B) publicizing.
- It is also very useful to search and to get basic information for all the people in the world starting from common people to CEO level.

Pinterest

By virtue of its unprecedented towards online network, It now has well in excess of 70 million dynamic customers and counting. People use pinterest for sharing visual book marks commonly called as Pins.

- It is most suitable for associations that depend overwhelmingly on visual media, for instance, those in the frame, photography etc...

Instagram

Another fundamentally picture and video-based web based systems administration website, Instagram has more than 150 million dynamic month to month customers making it a champion for branding.

- It is ideal for associations in the shape, support, travel, plan and advancement ventures and photographers.
- We can post imaginative portrayals, distinctive outlines displaying your association's things, have photo difficulties and organize constrained time.

YouTube

Regardless of the way that not in a general sense a relational communication site, the world's third most passed by site and the most standard video sharing resource, It fuses crucial social features making it unreasonably indispensable, making it difficult to slight.

- YouTube gives a free stage which associations can use to disperse video substance, for instance, instructional activities, thing diagrams and anything is possible from that point.
- YouTube gives its own specific paid publicizing program, empowering associations to have their advancements appear in other people's chronicles.
- YouTube's social features join video commenting, blend with Google+ and assessments by strategy for various inclinations.

The above relational associations, as it were, turn around working up relations and sharing substance, however the once-over emphatically doesn't end here. Another crucial

kind of web based systems administration is social bookmarking, a sort of organization which empowers customers to incorporate, remark on and share content from elsewhere on the Web. Despite the way that most of the above districts also energize social bookmarking, there are different diverse destinations which deal fundamentally with this locale of online person to person communication. Irrefutably the most standard join Digg, Reddit, StumbleUpon and Delicious. These goals outfit you with a significant stage for propelling the substance.

3. Do's and Don'ts of Social Media Marketing

While joining SMM into your business' advancing strategy is of most outrageous importance in the present dynamically online world, the method isn't by and large a straightforward one, and various associations capitulate to a part of the typical SMM messes up. The going with researches without a doubt the most basic guidelines and directions of SMM

- Do start with a solid game plan. Your account in one platform must accompany with other platforms, For example you should link your facebook account with instagram.
- Do not be tempted to start aggressively promoting on big platform because even you can generate users or traffic from small pages/platform also.
- Do stay concentrated on your SMM campaign. Web based systems administration is tied in with posting typical updates and attracting your social event of individuals on a standard, in a perfect world consistently, introduce. You need to stay included for the more drawn out term, and it should twist up a bit of your business' step by step plan.
- Do not use electronic person to person communication as a phase for hard advertising. Your long range casual correspondence profiles are not tied in with making bargains - they are a wandering stone between your potential customers and them getting to be familiar with your business. Endeavors to settle the negotiations don't have a place in things like Tweets and Facebook posts.

- Do find the right exchange off among cleaned strategy and agreeable quality, dependent upon the particular casual group you are using, however paying little regard to the tone you use, ensure that you by and large use culminate spelling and sentence structure and have a comment up your declarations.
- Do not expect a speedy benefit for your undertakings, or by virtue of paid publicizing, your hypothesis. Much the same as the case with an electronic exhibiting (particularly the free ones), it will set aside time for your undertakings to occur obviously.
- Do tune in to your group. Web based systems administration is as much about tuning in as it is tied in with talking. As effectively communicated, web based systems administration is about exchange rather than a phase for bargains pitches. Make sure to partake in open consultations and answer any inquiries that your social affair of individuals may have as fast as time licenses.
- Do give a general, interesting and attracting stream of substance that gives something of huge worth to your social affair of individuals. Your social exhibiting tries should start with your blog or webpage and the substance you disperse on the Internet. SMM gives you a remark off and share your knowledge.
- Do track your results. Find which relational associations and any paid social advancing projects you have are passing on the most development to your site. Persistently track your results using the wealth of information delivered by such activities, and change and re-try your fight to keep it on the up.

As the above notes point out, SMM differentiates hugely to standard advancing. These days, clients are essentially more inclined to respond to things like proposals in perspective of offers and likes on casual associations, and getting drew in with the discussion is fundamental for privately owned businesses to stay forceful in a continually propelling business focus.

4 - Taking a Local Approach with Your Social Media Marketing Efforts

As a private wander with a physical zone, it is central to embrace a more bound procedure when building up your online closeness. While most by far of the world's greatest overall associations also have a strong proximity in the domain of relational cooperation, there is unquestionably no inspiration driving why you shouldn't use web based systems administration to grandstand a customary squares and-mortar business as well.

The essential spot to start is to state your profiles on the most basic resources for neighborhood postings. It costs nothing to state your neighborhood profiles, and you should have them all up and running inside a few days once you have watched that you are the certified proprietor of your business. Without a doubt the most fundamental social resources for attesting your close-by profiles join the going with

- **Google .Places:** By affirming your profile on google, it enables your business to appear easily on the maps.
- **Bing Places:** . Affirming your Bing Places profile will empower your business to show up in neighborhood looks for with Microsoft Bing and other services.

You should in like manner make a point to overhaul your other online informal communication stages for an area social event of individuals. For example, you can make a Facebook Page for an area business or put and use Facebook Places, and most other casual groups also empower you to decide your region and companions address with the objective that people would more have the capacity to successfully find you while doing nearby hunts.

1.3 Company Profile

Woovly.com

Woovly is a start up business and is tied in with arousing interests, leisure activities, and pail arrangements of a person. Woovly trusts that each individual has an enthusiasm for some movement and that when sought after and achieved gives him enormous joy.

Woovly interfaces every such individual in view of regular interests. It is at the last phase of building the online stage that empowers the person to person communication in light of regular interests. The stage is composed in a vigorous way so it causes each person to raise any questions he needs to ask others on woovly.

The main strategy or on which Woovly works is , Everyone is bored of doinf the same things again and again or following the same routine , so what woovly brings you is a platform where you can discover, identify and connect with all interesting bucketlist activities people do.

What is bucketlist?

Various encounters or accomplishments that a man would like to have or achieve amid their lifetime

Illustration:

- Hot air swelling in Yelagiri.
- Travel to Goa with educational time companions

- Reduce weight by 12 kg before wedding.
- Going for a bicycle ride all finished India.

1.3.1 Promoters:

1. Venkat J: CEO and proprietor of the organization

- Businessman by calling however picture taker by heart
- Foodie who stands straight and hold his breath to shroud his stomach
- Car darling with speed who loves to drive individuals

2. Neha Suyal: Co-accomplice of the organization.

- Person with numerous religions beginning with IT architect to Operations to Sales
- Water sweetheart who overlooks the organization when in shoreline side
- Fitness crack who just stands before reflect.

3. Hitendra:

One of the overseeing accomplice of Woovly.

- Go to individual for everyone
- Fitness crack who has run every one of the marathons in Mumbai.

1.3.2 Vision and Mission

- **Vision:** To be a well organised and trusted platform for travel and adventure enthusiasts
- **Mission:** To help people discover, plan and accomplish their bucketlist by making planning and execution easy

1.3.3 Categories and sub category of woovly:

Woovly has segregated itself into 7 major categories.

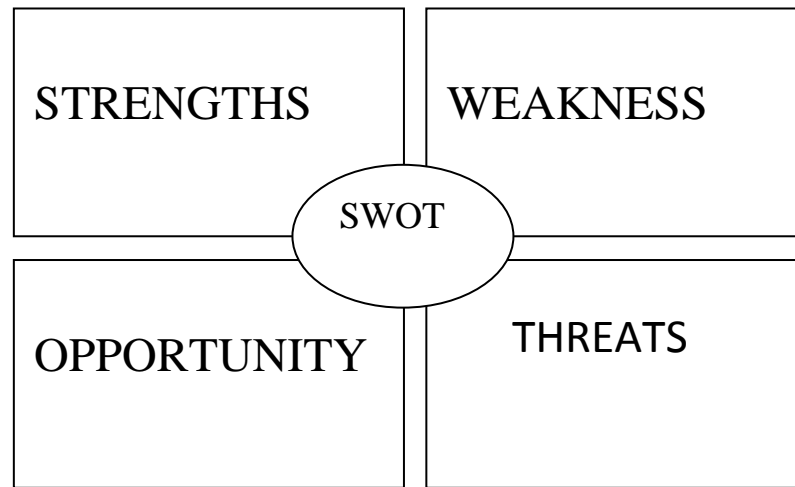
They are:

1. **Travel:** All the people who are enthusiastic travelers falls under this category. It includes subcategory such as camping, nature travelers, exploration, solo travelers, city trips, backpacking, Group travel etc..
2. **Photography:** All the people who are photographers and who has the passion for photography falls under this category. It includes subcategory such as black and white photography, landscape photography, travel photography, street photography etc..
3. **Sports:** This category includes people associated with sports whether they are professional or not. It includes subcategory such as water sports, indoor sports, motor sports, athletic, fun sports etc...
4. **Extreme sports:** This category includes people associated with extreme sports. This kind of sports includes high degree of risks. It includes subcategory such as parasailing, skydiving, camping, bungee jumping etc...
5. **DIY and hobby:** A hobby is regular activity which is typically done for enjoyment, during one's leisure time. It include sub category such as indoor hobbies, outdoor hobbies, collection etc...
6. **Food and drinks:** This category includes people associated with food and drinks. It incorporates a man who has enthusiastic or refined enthusiasm for sustenance and mixed refreshments. A man who looks for new nourishment encounters as an interest instead of ea category such as organic, wine, drinks, vegetarian, etc...
7. **Fitness:** This category includes people who are fitness enthusiastic. It includes sub category such as gym enthusiasts, boxing, training etc...

1.4 Competitors:

- The bucktlist company: It is the biggest core bucketlist based company which has a huge amount of followers and provides quality bucketlist ideas to explore.
- Go bucketlist company: It is Virginia based company and the owner of the company is Nancy Cassano and is accredited by Viking etc... and has a huge number instagram followers.
- Bucketlist adventure: Bucket List Travel Adventures makes it possible to check off what is on your adventure travel list.
- Tumblr: Tumblr also has a huge number of pages related to bucketlist and it even has the same feature of blogging.
- Facebook communities: It is one of the major competitors and will always be as its message shows connect with each other and even woovly also connects with people. And moreover in facebook we have so many pages such as bucket list company, wildlife action photography, leh ladakh riders etc.. all these have many followers and woovly needs to do something which can really attract people from these groups on facebook.
- Instagram pages: It is one of the major competitors to woovly when it comes to photography, all the photography enthusiastic people come here and showcase their skills, It has some very popular pages where woovly can try attracting them such as Himalayan girls, Indian riders, adventure wanderer, wanderer etc... all these pages has huge number of followers woovly must find a way to attract these people.
- All the social media networking websites such as reddit, bloggers are competitors to woovly.

1.5 SWOT ANALYSIS:



SWOT analysis is a 2*2 matrix through which the organization can get to know its strength, weakness, opportunities and threats. The SWOT analysis gives a clear cut picture to an organization as to where it needs to be improved, what are their opportunities etc.

STRENGTHS:

- **Interface:** The features of woovly attract creative bloggers like photographers, travelers etc due to attractive concept. It has very user-friendly interface and makes it very attractive platform or users to use.
- **Connect:** Woovly has a platform which connects all the adventure and enthusiastic bucketlisters to connect with each other.
- **Creative content writers:** Woovly has very creative content writers and very experienced in the domain, they have a strong way of writing a content and making it more interesting.
- **Dedicated employees:** Employees at woovly are very hard working and very much creative.

- **Customer engagement:** Woovly has a very good customer engagement on all the social media platforms.

Weakness:

- **Limited market share:** Since it's a startup, so woovly has limited market presence comparing to its competitors.
- **Employee workforce:** Woovly has only 20 employees working in the company and around 20 + people who are outsourced for content writing.
- **Unstable website:** Woovly has a very unstable website since its still under construction and there alpha version is still under launch.
- **Unstructured strategy:** Woovly never had a structured or planned strategy, everyday used to be a new strategy and new learning.

Opportunities:

- Expand capabilities to allow users to create their own blogs and write their own content about there bucketlist that would attract users to come to woovly.
- Acquiring more partnerships with other websites for increasing their presence in the market and to gain/acquire more users from other websites
- Attracting more users by making payments such as affiliate marketing done by paytm, ola etc...

Threats:

- Attacks from malicious threats and other security issues, this is one of the biggest threats to all the online websites, the best example we can take is of facebook Cambridge analytica scandal.
- Improved functionalities by competition and since it's a startup and don't have that much access to technology they would lag behind in all the features.

1.6 Future growth and prospects:

Since woovly is a internet startup company it has huge opportunity to grow in the market.

- Currently woovly has a approximately of 20000 followers on facebook, by doing aggressive marketing and by doing various blog sharing and facebook ad and others and showing more customer engagement etc.. it can increase its user base.
- It will even target other social media networks such as reditt, tumblr etc.. to acquire more users.
- It will be connecting to all the vendors, who are adventure bucket listing companies and by doing this it can provide an advertise platform and then it can generate revenues.

CHAPTER 2

**CONCEPTUAL BACKGROUND AND LITERATURE
REVIEW**

The principle objective of writing survey is to comprehend the key elements by fruitful Users procurement technique. This writing survey will give the peruser the meaning of the Users procurement and its place inside the business activities of the organization. Notwithstanding that, it will inspect Users obtaining from the item, value, place and advancement points, so the discoveries can be utilized to break down Stat-beat's business case.

2.1 Conceptual Background

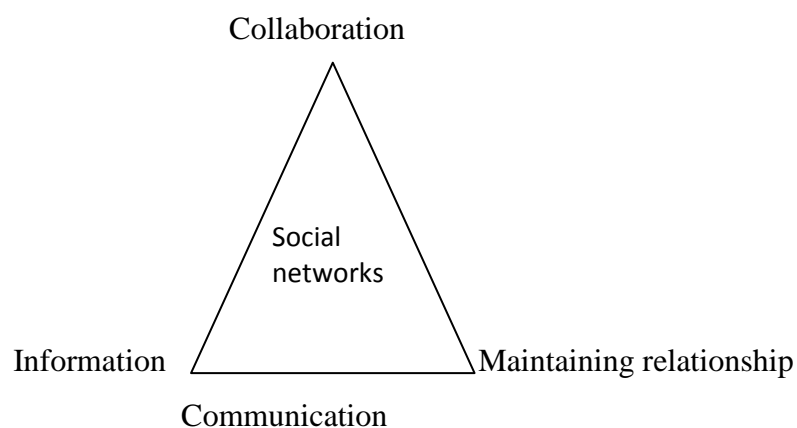
Evolution of Internet and Social media:

Internet:

The internet changes the earth of the business, makes openings and new difficulties. At introduce day, web acts an essential wellspring of data, correspondence and diversion. Be that as it may, it additionally acts a bearer for business exchanges. In this way, the web blast happens as medium of business and showcasing is the primary use among all. Hence, the web goes about as a basic dispersion channel for the greater part of the fruitful organizations and among all promoting and spreading the brand correspondence happens through the destinations of long range interpersonal communication Internet gives the organizations a more extensive measure of chance to achieve an immense measure of group of onlookers and to build up a convincing incentives that were incomprehensible in earlier years. The web additionally gives different new instruments to collaboration, advancement and building relationship. The web enables the clients with different choices and data keeping in mind the end goal to make a key move in the association between the merchants and the purchasers. The web gets new ease of use and along these lines the associations refresh persistently with a specific end goal to take after the current pattern and to improve misuse openings because of accessibility of new advances and versatility. The office of sound and visual sight and sound encourages the web to pull in the clients for its office of correspondence in the realm of business and furthermore in regular daily existence.

Social Media:

The interpersonal organizations have changed the correspondences in the course of the most recent decade that moves the method for utilization, generation and cooperation with the data based on touchy relocation. The online networking sites have created immense impulse on the stage of correspondence with the end clients of different administrations and items that were inadequate in conventional medium. The person to person communication locales are for the most part utilized as the showcasing instrument by the advertisers that make the brand relationship. The informal communication destinations are more intuitive and cooperative in contrast with the conventional media that are trailed by the advertisers. Publicizing is a client driven approach. Along these lines, buyers assume an imperative part in a correspondence. There are different points of interest of interpersonal organization promoting, and these incorporate – advancement of the brand, educating target clients about the brand, empowering social favorable circumstances for the brand and making the objective clients to associate and to keep them in place with the specific brand. Publicizing on web gives an immense commitment to the brand rivalry in the present market.. Because of review, it has been discovered that now-a day both of all shapes and sizes organizations lay their base on the promoting through informal organization with a specific end goal to get perceived in the present aggressive market. The online networking destinations like Facebook, Twitter have turned into a corporate marking center point over the world. It has been discovered that each organization that exists in the long range informal communication locales has same attributes and advantages like making of a page, include sight and sound, share assets and some more. In this way, the littler organizations can likewise settle on publicizing in the online networking locales and can assemble the brand.



User's acquisition:

As specified before, advertising is regularly alluded to as a "procedure by which organizations make an incentive for Users and fabricate solid Users connections to catch an incentive from Users accordingly. Regardless of whether the organization has very much created Users maintenance designs, it needs to procure and supplant its current clients. After some time, Users may supplant the organization's items with different items or they may discover the organization's item out of date. In this way, Users procurement is one of the key advertising forms. For a new business, user acquisition is very focal, since it might not be having any pre-existing users.



User's procurement and digital marketing strategy:

Computerized or electronic marketing is a promoting procedure that utilizes media. For example web, e- mail with advanced information about users conduct and attributes.

The hidden procedure and standards of computerized promoting, be that as it may, are the same as in conventional advertising. The promoting blend presented by Kotler is a decent structure to begin arranging both showcasing and Users securing endeavors. The showcasing blend is regularly characterized. It incorporates 4 imperative factors that the organization needs to take a gander at when arranging Users obtaining endeavors. These include value, item, advancement and dispersion systems. The effective promoting and Users procurement designs need to incorporate techniques from each of the 4 showcasing zones.

Digital marketing empowers organizations to discover and connect with users at faster rate and very much lesser expense, primary standards of advertising, be that as it may, remain the same: a productive showcasing methodology utilizes an incorporated approach.

Chaffey composes that a fruitful advanced promoting procedure should show these qualities:

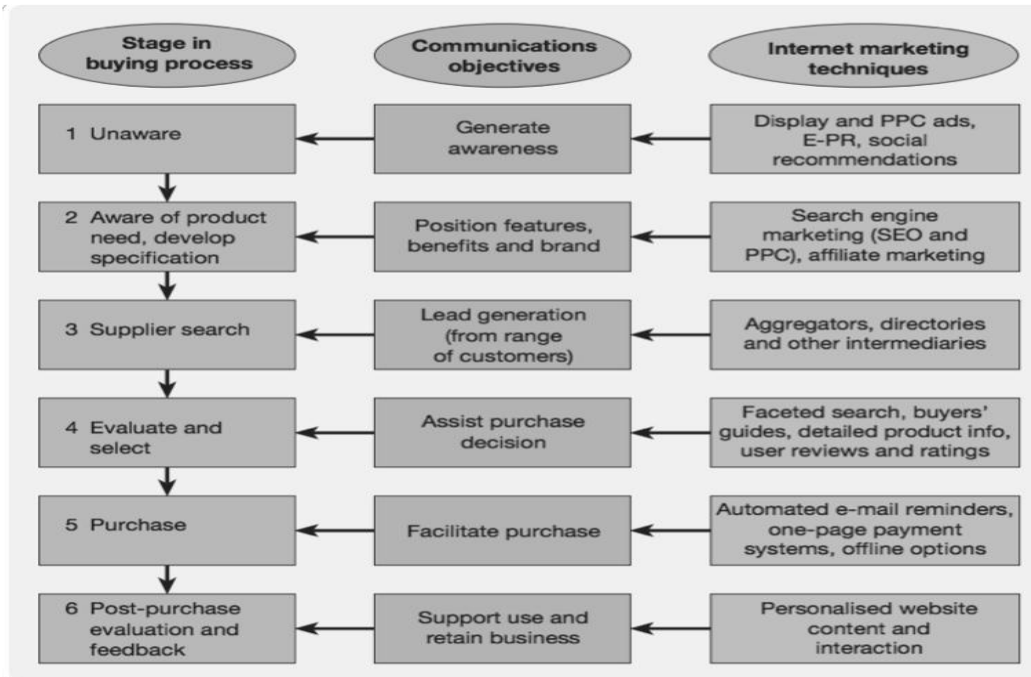
User procurement and digital marketing showcasing make decent establishment for organization's development. Presently, as characterized , users securing with regards to computerized showcasing technique it is valuable to take a gander at the essential Users obtaining models.

Users acquisition: The sales funnel approach

The model is a helpful method to begin to design users procurement in a news business



Chaffey links this model with different technique and different ways of communication



In this manner, the test of Users obtaining is to comprehend what influences buyers to change over on each stage and proceed onward to the following one in the Users procurement to channel. Notwithstanding that, understanding the shopper basic leadership process and promoting procedures utilized as a part of every single step is absolutely critical.

The accompanying model begins from the "mindfulness organize" where the shopper is either unconscious of the arrangement or even the issue that he/she has.

Understanding whether a startup deals with an answer for another issue or rivals a built up advertise is basic as this has the greatest effect on the startup securing methodology.

The accompanying stage "interest" is the place the startup generally speaking needs a minute touch point with the Users to help them to recollect the thing. This is either done by arranging the association well in the market, joining the client to its release or fundamentally concentrating on the buyer with media advancements. The goal is to collect the trust with the purchaser and be-come the favored option before the Users makes their purchase.

The last phases of the deals or Users procurement channel more often than exclude nearby item enhancement and Users support to help Users securing. These are similarly essential; yet not in the extent of this theory.

The business pipe way to deal with Users securing is a decent system when a startup knows its Users and segment. A ton new companies, be that as it may, think that its difficult to defeat these difficulties. Seeing how Users securing functions from item adoption and lean startup point can help take care of these issues.

User's acquisition and promotion

Would it be able to be said that customer driven or earned media will probably occur in business-to-purchaser fragments? Andrew Chen concurs, expressing that making a viral item is very hard.

Media Mix

Companies right now must consider 3 types of media channels in order to make users engaged. That is

1. Paid
2. Earned
3. Owned

Media type	Definition	Examples	The role	Benefits	Challenges
Owned media	Channel a brand controls	<ul style="list-style-type: none"> • Web site • Mobile site • Blog 	Build for longer-term relationships with existing potential customers and earn media	<ul style="list-style-type: none"> • Control • Cost efficiency • Longevity • Versatility • Niche audiences 	<ul style="list-style-type: none"> • No guarantees • Company communication not trusted • Takes time to scale
Paid media	Brand pays to leverage a channel	<ul style="list-style-type: none"> • Display ads • Paid search • Sponsorships 	Shift from foundation to a catalyst that feeds owned and creates earned media	<ul style="list-style-type: none"> • In demand • Immediacy • Scale • Control 	<ul style="list-style-type: none"> • Clutter • Declining response rates • Poor credibility
Earned media	When customers become the channel	<ul style="list-style-type: none"> • WOM • Buzz • "Viral" 	Listen and respond – earned media is often the result of well-executed and well-coordinated owned and paid media	<ul style="list-style-type: none"> • Most credible • Key role in most sales • Transparent and lives on 	<ul style="list-style-type: none"> • No control • Can be negative • Scale • Hard to measure
Social media	Brand interacts on third-party channels through its own profiles	<ul style="list-style-type: none"> • Twitter account • Facebook page • YouTube channel • Flickr account 	Two-way information flow between company, consumers and between the various media types	<ul style="list-style-type: none"> • Cost efficiency • Versatility • Organizational learnings • Personalizes organizations 	<ul style="list-style-type: none"> • No control • No guarantees • Takes time to scale • Shows companies for what they are

Adapted from framework developed by Forrester Research, Inc.
<http://blogs.forrester.com/marketing/2009/12/defining-earned-owned-and-paid-media.html>

Source: davefleet.com

In fruitful organizations, Users acquisition once in a while relies upon one media write. Various creators concur that fruitful Users acquisition methodologies include each of the 3 sorts of media and a harmonize approach according to Jackson.

The accompanying segment will plot correspondence demonstrate technique while making a fruitful Users acquisition. Expanded rivalry and continually changing Users conduct expect organizations to approach Users in an unexpected way. That is the reason seeing how to speak with the Users is critical..

Clients securing/ Users acquisition and promoting correspondence models

The web has changed the approach Users participate with associations and settle on seeking after decisions. As the web offers remarkable bits of learning into Users' lead, new correspondence models solidify most of the benefits of low down data that new online gadgets have given. By and by, it is fundamental to research Users securing through different sorts and models of correspondence technique.

2.2 Literature Review

1. Ekaterin Walter is Marketing Innovator and top of the line marketer. Walter in his book titled as “The Power Of Visual Telling” (2014). Fierce rivalry of Digital Marketing has over-inconvenience clients with content in different online mediums. Basically focus on that each support tries to accomplish is to be seen by potential clients. Level of imagination is perseveringly expanding and Ekaterina Walter, in his book, Power of Visual Storytelling, tells about the acknowledged techniques and examples of visual substance. The Digital Marketing book generally clarifies systems of Visual Storytelling with the assistance of accounts, visuals, and substance that can be serious and lucrative in getting the possibility of clients and market, in the most ideal way.

2. Ben Hunt is consultant of Scratch Media Ltd. In his book titled as “Convert! Designing Websites for Traffic and Conversions” (2011). Having a site fitting for activity and changes is a champion among the most fundamental needs to make due in the present modernized world, and it tells about the systems of getting advancement through exceedingly change coordinated goals. It is stacked with the procedures for goals that can bring clients from Google and particular stages. It is given traps through which affiliations can offer things and associations enough to guests of their goals. It tells nuts and bolts of static and dynamic website compositions that can without a considerable amount of a stretch out pass on development to your site page and can also help in change.

3. Lon Safko in his book entitled as “. The Social Media Bible: Tactics, Tools and Strategies for Business Success” (2010). This book is to a great degree proposed for front line advancing masters, firms, affiliations, little or goliath business meanders as it is strengthened with all the new frameworks, data and strategies foreseen that would get business accomplishment through electronic frameworks organization showing. Every single one of the updates and moves required for showing through Twitter, Google web records, Yammer, flexible propelling, gadgets, modules, applications, and whatnot are joined into this Social Media Bible.

4. Pam Didner in his book entitled as “Global Content Marketing” (2014). If you require your substance publicizing endeavors be colossal and around the world, by then this book is must for you. It allows you to fathom the exact system of making creative and effective philosophies that can attract overall group. It indicates you procedures of cross-regional substance advancing and in the best in class years, Global Content Marketing will be a particular preferred standpoint for the people who are searching for a section to go worldwide and be persuading everywhere.

5. Seth Godin is the American Author, business person, open speaker and advertiser. In his book titled as “All Marketers Are Liars” (2009). The title of this book may leave perusers curious and same happens when one comprehends it. Godin clears up the centrality of relating a story that resonates the group and seems, by all accounts, to be legitimate. Describing stories about your things and organizations that guide you in picking up bargains is astoundingly capable, yet it is to an incredible degree essential to join validity in checking endeavors. Right when stories turn false then all developments turn down that can be enormously harming for the brands, and that is the reason Godin discusses the criticalness of joining legitimacy and truth in displaying.

6. Ryan Holiday in his book titled as “Growth Hacker Marketing: A Primer on the Future of PR, Marketing, and Advertising” (2013). Another age of megabrands like Airbnb they never concentrated on traditional approach, rather, they depend on another procedure called as growth hacking to contact numerous more individuals in spite of humble promoting spending plans. This helps them in reaching out to more people and that leads more engagement and acquisition/ acquisition of users.

7. Russell Glass head of LinkedIn Marketing Solutions, For powerful propelled checking, enormous data will be the most overpowering wellspring of bits of learning about your potential customers, and in his book titled as “The Big Data Driven Business” (2014) will be help us understand Big Data. Book consolidates ace direction and bona fide cases that work as a helping medium to beat contenders and win customers capacity. How you are going to use the data in an effective way and strategies. Data driven campaigns will be phenomenal contrasted with other genuine examples of 2017.

8. Gary Vaynerchuk in his book titled as “Jab, Jab, Jab, Right Hook: How To Tell Your Story in a Noisy World” (2013). The book includes the art of winning the hearts of customers by acing the capacity of web based systems administration advancing. It gives the triumphant mix of right punches and catches for setting off an energetic response. Gary points out how prominent brands make low quality substance without understanding the web based systems administration stages. He urges publicists to respect the stage and assembling of individuals since people go with a substitute point of view toward changed stages. With less right catches and more hits, he gives the arrangement to changing disciples into a brand adherent.

9. Avinash Kaushik, the recipient of Statistical Advocate of the Year 2009, is the Analytics Evangelist for Google and an unmistakable speaker. In his book, titled as “Web analytics 2.0” (2009). Associations contribute a lot of vitality, effort and trade out data collection. In any case, they don't know how to change over that data into a profitable business. With the help of vital techniques and execution models, Avinash presents the illustrative framework in a direct design and illustration to analytics toolset.

10. Seth Godin, the originator of Yoyodyne and Squidoo, is the author of 18 books appropriated more than 35 tongues. In 2013, he was yielded into the Digital Marketing Hall of Fame. In his book titled as “Permission Marketing” (2012). Assent Marketing, the advancing model, empowers publicists to shape their message according to customers' status. He rejects the possibility of 'Interruption Marketing' where associations offer the thing by pushing the adopted the thought process of a soft deals delegate. He shares sensible techniques and logical examinations for pulling the potential customers. This book underlines the necessity for seeing approval as an advantage. With assent, comes the colossal obligation to confer apropos substance to the social event of individuals. Four trial of Permission Marketing creates the firm foundation for trust and brand care.

11. Eric Enge in his book titled as “ Art of Seo” (2009) says that consulting is known for breaking new grounds and getting rid of general legends in the web look instrument 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

principle individual to communicate the PPC click coercion in 2001. Stephan, the creator of SEO association Netconcepts, composed the motorized pay-for-execution trademark interest development organizes 'Characteristic Search Optimizer.' His splendid charge over SEO, proficiency, and other online focuses landed him in excess of 100 talking gigs around the globe.

The third form outfits the automated publicists with an invigorated once-over of SEO gadgets and site change systems. These three perceived pros have explored the internal workings of web crawlers in this 990+page guide. The perusers get the take a gander at request and SEO industry future by understanding the effects of various algorithmic updates, instruments for following results, and new estimations in versatile, neighborhood and vertical SEO.

12. Karen Leland in her book titled as “The brand mapping strategy” (2016). This is the manual for taking control of your master picture. Stamping and displaying strategist ,shares mechanical assemblies, urging, and bits of learning from her seasons of working with business visionaries to Fortune 1000 associations in 50 countries around the world. In Brand Mapping Process, Leland has developed a stamping methodology involving seven focus parts you need to research before you make your picture strategy. Leland moreover shares stories and advancing methodologies as she causes you make a powerful brand for yourself or your business.

13. Jay bear in his book titled as “Hug Your Haters“(2016) .In this book to be the breakthrough in the chronicled setting of customer advantage. Jay Bear's merits the second indicate in my recommendation list since he has changed our perspective towards customer protestations. He gives the solid structure of customer advantage by encouraging how to address private and open grievances, measure customer advantage, comprehend the ideal time for responding customer challenge, and join particular applications and new advances to change association's worry into a huge asset. It moreover covers awakening and astute relevant examinations to empower perusers to perceive how to grasp their haters with speed, sensitivity, and humanity. If your customers are content with your electronic advantage, they suggest your work. More referrals result in more openings.

14. Barnes, Bradley Morris in his book titled as "Nature of awareness" (2001), explores through inner advertising: An exploratory investigation between French organizations and medium sized English organizations. The reports gathers the aftereffect of exploratory examination is a piece of research program intended to explore the significance and significance of inside advertising as a system to enhance quality inside the medium-sized organization. Current writing has a tendency to accentuate firm size as an inward advertising variable and aggregate quality administration factors.

15. Adam L PenenBerg in his book "Viral Loop" (2009), which states, to take a gander at this as a history lesson on the vitality of virality in the web age. The essayist, an improved writer from the New York Times and WIRED, finishes a tolerable movement of weaving together the account of how unique online things were expected to create. You'll make sense of how associations like Facebook, Twitter, Flickr and Ebay fused viral engines with their thing experience.

16. Andy Crestodina in her book titled as "Content chemistry" (2012). The book is created by, who is the proprietor, originator, and head of a respect winning site design association in Chicago. He is also known for talking at widespread gatherings. What pulled in me to the book was the way that it clears up decisively what phenomenal conveying content is. What you show to the world can speak to the snapshot of truth you.

17. Robert. W. Palmatier is Professor in Washington University, USA and also chief editor of Journal of Academy of Marketing Science. In his book entitled as "Customer Engagement Marketing" (2016). This book gives an association of research perspectives on client commitment through a collection of areas from thought pioneers. It recognizes bleeding edge estimations for getting and evaluating client commitment and highlights best practices in executing client commitment advancing techniques. Responding to the rapidly changing business scene where customers are more related, accessible, and taught than whenever in late memory, various associations are placing assets into customer duty advancing. The book will address scholastics, specialists, counselors, and managers wanting to upgrade client commitment.

18. Ann Handley is digital marketing content writer, speaker and entrepreneur. In her book titled as "Everybody writes" (2017). This book says that if you want your social media content to gain attention, then your content needs to be clear, concise and well-written. You want your audience to notice your message, not your grammatical or adjective overuse.

19. Adam Metz in his book titled as "The Social Customer: How Brands Can Use Social CRM to Acquire, Monetize, and Retain Fans, Friends, and Followers" (2011). In this book Adam has discussed about the clear path of how to acquire the customer and moreover how and what it costs to retain a customer and how well do you connect with them so that you are going to retain them. He says, don't just invest on retaining, and invest on content.

20. Perry Marshall and Thomas Meloché in his book titled as "Ultimate Guide To Facebook Advertising" (2011). In this book it covers about how are you going to target the users so that you gain more user engagement and reach more people to acquire more users. It covers targeting by birthday, family status etc.. Managing impressions per ad, Time to target the ad, Using sponsored story ads, create the Facebook identity.

The literature review has taken a gander at various parts of Users procurement hypothesis and most recent improvements. The accompanying area will portray the strategies that were utilized while making this examination paper

CHAPTER 3
RESEARCH DESIGN

3.1 TITLE OF THE STUDY:

“A Study on Customer Acquisition through social media with special reference to Woovly India Pvt. LTD”

3.2 STATEMENT OF THE PROBLEM:

Web-based social networking is about correspondence—and for some odd reason correspondence is at the core of client procurement. Individuals tend to construct their buys in light of how they feel an organization has treated them, so you can't make a positive affair without some social connection. You will probably get their consideration and start the sort of systems administration that reels them in and keeps them intrigued.

3.3 OBJECTIVES OF THE STUDY:

The study was intended for following objectives:

- To study how to acquire users through social media.
- To create brand awareness of Woovly India Pvt.LTD
- To create a long lasting relationship by social media engagement.

3.4 Scope of study:

- Content promoting method varies from customary showcasing apparatuses in its protection from clear invitations to take action or absolutely item or administration based advertisements and brilliant buyers have built up an eye for sassing out quality substance from gussied-up publicizing. Like a decent story, great substance is unique, dynamic, and shareable.
- A solid advanced showcasing procedure consolidates every single social medium discussions fitting to your association, including Facebook, Twitter, LinkedIn, Google+, Pinterest, and Instagram.

- One of the most intriguing new promoting systems, retargeting (or remarketing) tracks clients through their position and keeps on indicating them advertisements for items they've seen in the past over a system of sites.

3.5 RESEARCH METHODOLOGY

Methodology clarifies techniques used for gathering data to the steps touch are as follows.

3.5.1 RESEARCH DESIGN

1) Descriptive Research.

Descriptive research design has been used. It is evidence based research design where quantifiable information is gathered and used for statistical inference(SI) on target population through data analysis.

2) Exploratory Research.

Exploratory Research is concerned with finding general way of the issue and the factors that are identified with research study

3.5.2 TYPES AND SOURCES OF DATA

For this research study two types of research source are collected and those are:

- 1) Primary Data
- 2) Secondary Data

These are the indigenous sources which are straightforwardly gathered by the specialist himself and these information are not accessible in any or the other shape from any of the

scientist. The information is gathered through the structure poll in this examination.

Primary data:

This are the indigenous sources which are directly collected by researcher himself and these data are not found in any other researches. The data is collected through the structure questionnaire in this study.

Secondary Data:

Secondary data is the data which is readily get on public source like articles, reports, and websites and company magazines. In this study company website, report and articles are used as secondary sources.

SAMPLING.

Sampling Design: Simple Random Sampling

Sampling Frame: General Public

Sample Size: 100

MEASUREMENT TECHNIQUES

QUESTIONNAIRE

It demonstrates the most broadly perceived kind of estimation of information. To such a degree, as much its capacity is estimation.

The Poll configuration included Open-finished inquiries, Various Decision inquiries, and Dichotomus questions.

Open-Ended Questions

The inquiries leave the respondents don't hesitate to give the appropriate responses that appear to be fitting in the light of the inquiries.

A poll was incorporated that directed an open finished inquiry to learn the desires of respondents in life coverage.

Multiple Choice Questions

Various choices are immediately trailed by a summary of possible from which the

respondents must pick one option.

Dichotomous Question

Dichotomous questions addresses an absurd sort of the various choice address, allow only two responses, for instance "Yes or No".

Utilize these kinds of inquiries to see whether the respondents know about Getmyuni Instructive Administrations Pvt. Ltd. furthermore, the administrations gave by them.

Rating Scales

The utilization of assessment requires a measure to put the attributes of network of the question being assessed in a specific point along the chain of the required classifications numerically. Spotlight on the size of assessment, qualities, by and large, towards the question. Review protest containing the property.

3.6 Hypothesis Framework:

Null hypothesis (H0): There is no significant relation between awareness of service and overall satisfaction level.

Alternative hypothesis (H1): There is significant relation between awareness of service and overall satisfaction level.

Dependent variable is overall satisfaction level and independent variable is awareness of services.

Statistical Tests:

The statistical tests used in this study are MS-Excel, percentage Analysis, AN, SPSS. Let's see the meaning of the statistical tests and what are the uses of these tests?

Correlation:

Correlation is statistical technique and that is factual method that can demonstrate whether and how unequivocally combines of factors are connected.

SPSS:

The SPSS stands for Statistical Package for the Social Services. It is the software package which is used for the logical batched (LB) and non batched statistical analysis.

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.

CHAPTER 4

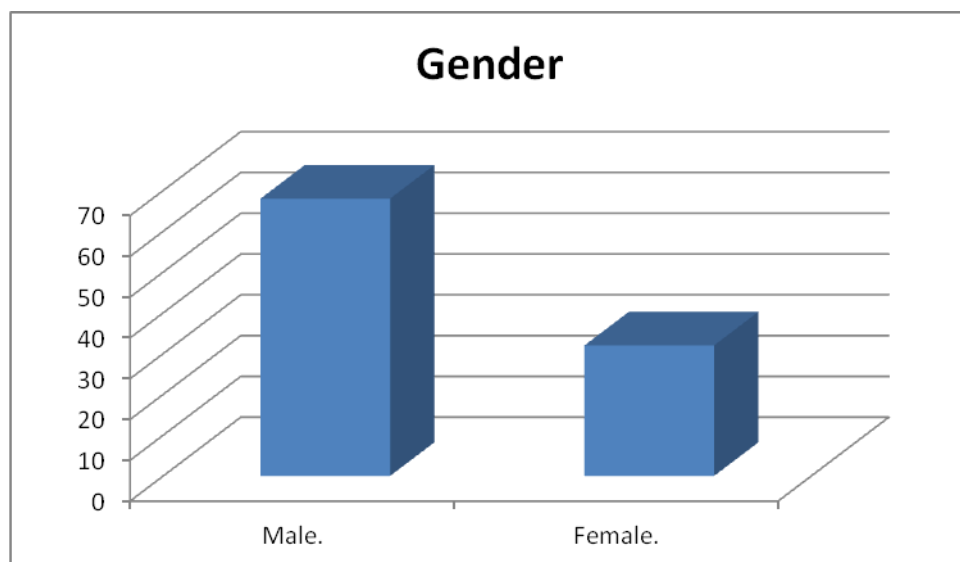
DATA ANALYSIS AND INTERPRETATION

Table 4.1: Table showing Gender of respondents

Gender.	Number of respondents	Percentage of respondents
Male.	68	68%
Female.	32	32%
Total.	100	100%

Analysis: From the above table it can be inferred that 68% respondents belongs to male and 32% respondents are female.

Graph 4.1: Graph showing gender of respondents:



Interpretation:

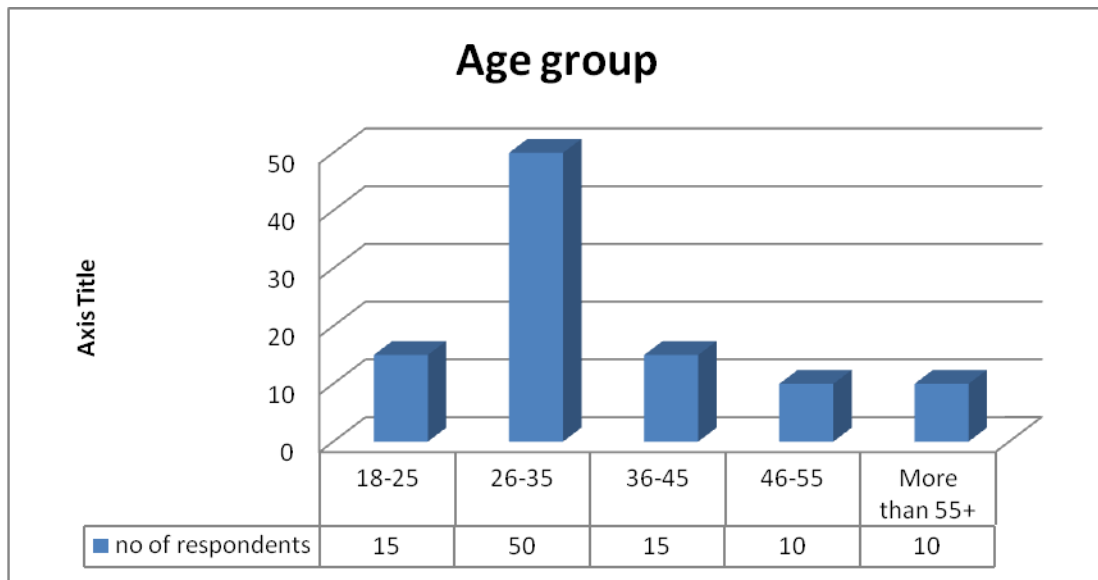
According to graph it can be inferred that most of respondents are male.

Table 4.2: The table shows age group of respondents

Age	No of respondents	Percentage of respondents
18-25	15	15%
26-35	50	50%
36-45	15	15%
46-55	10	10%
More than 55+	10	10%
Total	100	100%

Analysis: According to the table it can be inferred that according to the age group 15% people belongs to 18 to 25 age, 50% of people belongs to 26 to 35 of age , 15% respondents belongs between 36 to 45 experience group, 10% respondents belongs between 46 to 55 age group and 10% respondents belongs to 55+.

Graph 4.2: Graph showing age group of respondents



Interpretation:

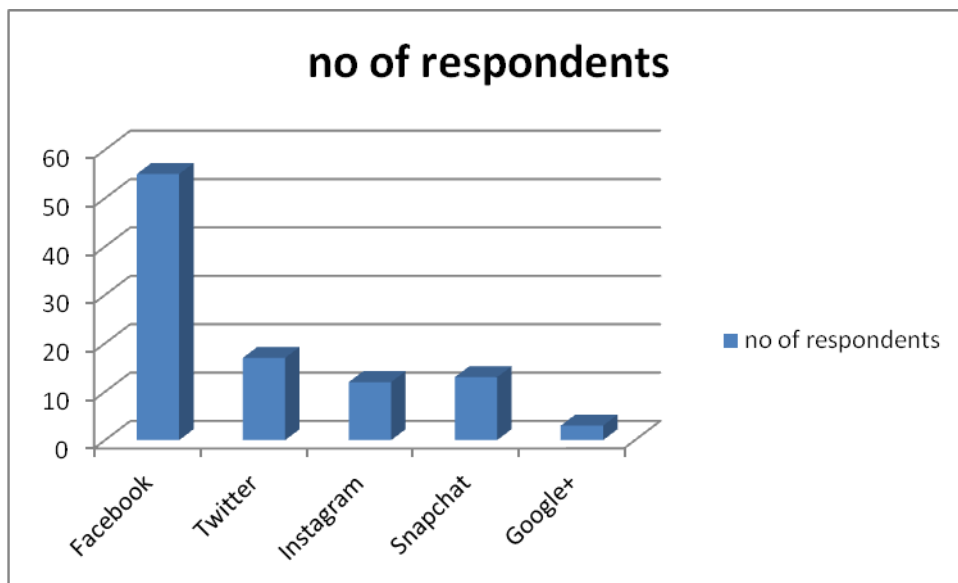
From the above graph, it can be inferred that majority of people between age 26-35 years.

Table 4.3: Table showing type of social platform you use the most

Social media channel	No of respondents	Percentage %
Facebook	55	55%
Twitter	17	17%
Instagram	12	12%
Snapchat	13	13%
Google+	3	3%
Total	100	100%

Analysis: According to the table it can be inferred that 55% respondents using facebook, 17% respondents using twitter, 12% respondents using instagram, 13% respondents using snapchat, 3% respondents using Google +.

Graph 4.3: Graph showing type of social platform you use the most



Interpretation:

From the above graph it can be inferred that Facebook platform has the most number of people using it.

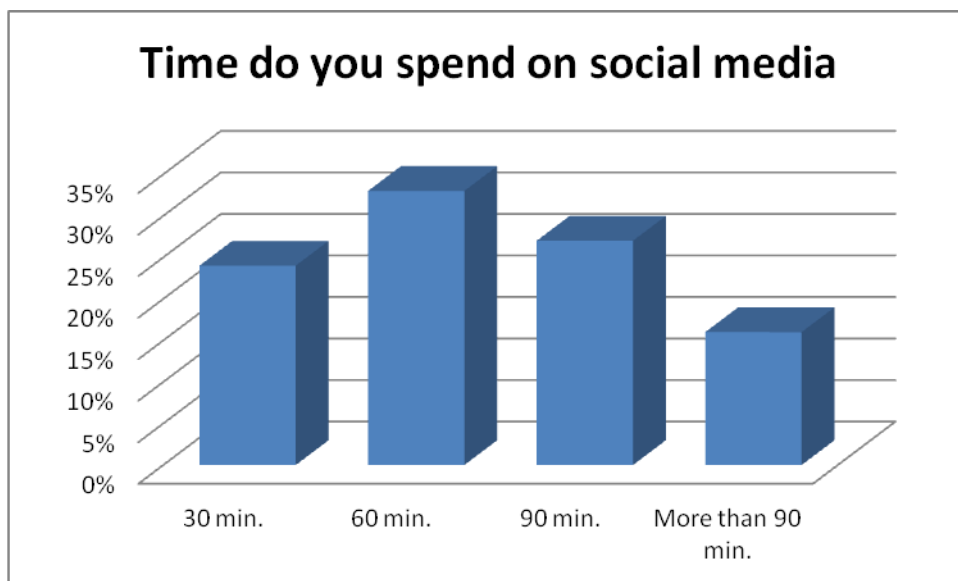
Table 4.4: Table showing time spent on social media everyday

Time do you spend on social media	No of respondents	Percentage %
30 min.	24	24%
60 min.	33	33%
90 min.	27	27%
More than 90 min.	16	16%

Analysis:

According to the graph it can be inferred that 24% of respondents are using social media daily for 30 minutes, 33 of respondents using for 60 minutes, 27% of respondents using for 90 minutes and 16% of respondents using daily for more than 90 minutes

Graph 4.4: Graph showing time spent on social media everyday



Interpretation:

From the above graph it can be inferred that majorly, people spend at least an hour on social media every day.

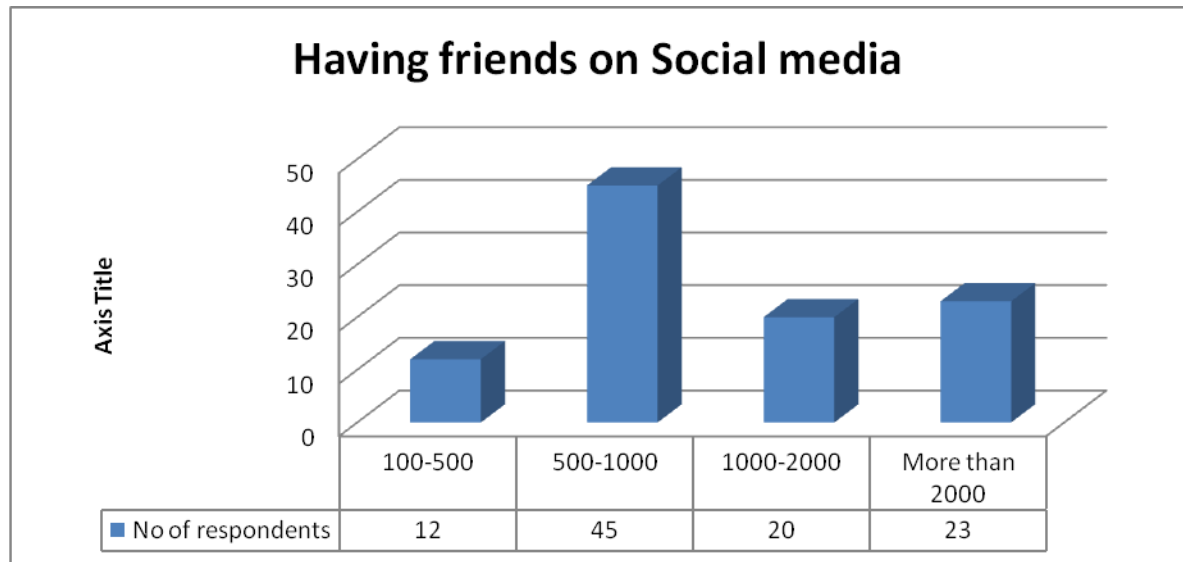
Table 4.5: Table showing Friends on Social media

Having Friends on social media	No of respondents	Percentage%
100-500	12	12%
500-1000	45	45%
1000-2000	20	20%
More than 2000	23	23%

Analysis:

According to the table it can be inferred that 12% of respondents having friends from 100-500 on social media , 45% of respondents having friends between 500-1000, 20% of respondents having friends between 1000-2000 and 23% of respondents having friends more than 2000

Graph 4.5: Graph showing Friends on Social media



Interpretation:

From the above graph it can be inferred that 45 percentage of people have 500-1000 friends on social media.

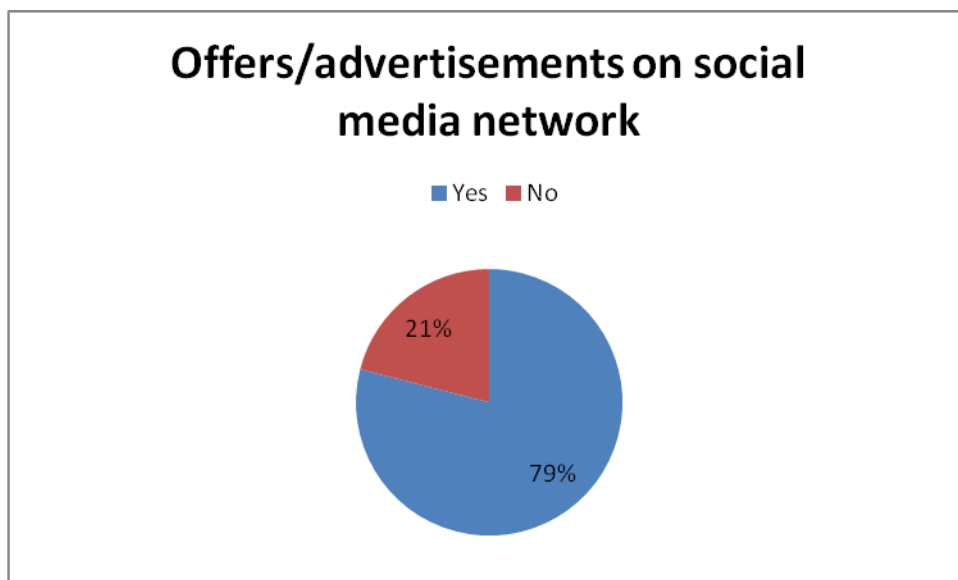
Table 4.6: Table showing notice of offers/advertisements on a social media network

Offers/advertisements on social media network	No of respondents	Percentage %
Yes	79	79 %
No	21	21%
Total	100	100%

Analysis:

According to table it can be inferred that 79% of respondents says yes for offers/advertisements social media network 21% of respondents says no.

Graph 4.6: Graph showing notice of offers/advertisements on a social media network



Interpretation:

It can be inferred that 79 percentage of people have said that they notice offers/advertisements on social media network.

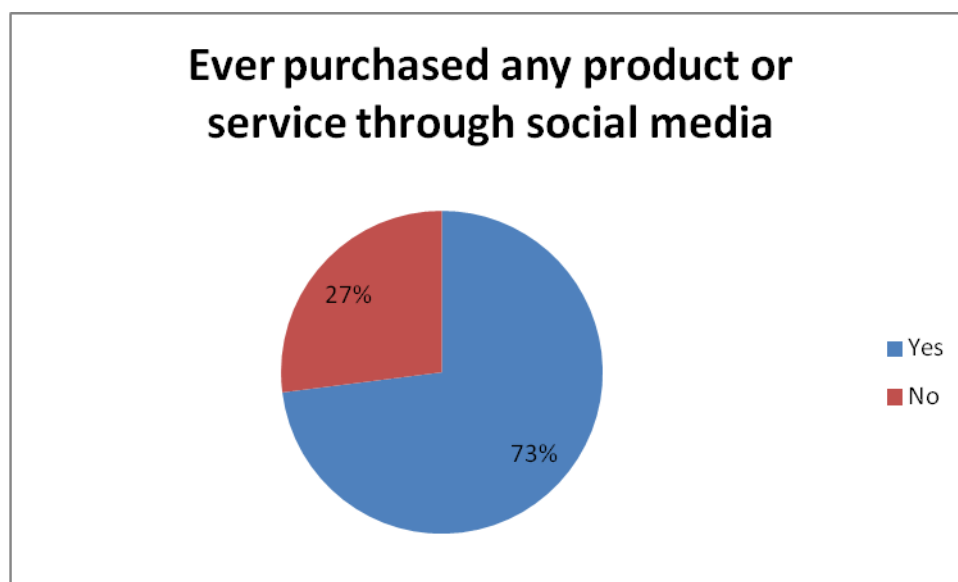
Table 4.7: Table showing have you ever purchased any product or service through social media

Ever purchased any product or service through social media	No of respondents	Percentage %
Yes	73	73%
No	27	27%
Total	100	100%

Analysis:

According to the table it can be inferred that 73% of respondents says yes for purchasing product or service through social media, and 27% of respondents says no.

Graph 4.7: Graph showing have you ever purchased any product or service through social media



Interpretation:

73% of people have said that they have purchased the product or service through social media.

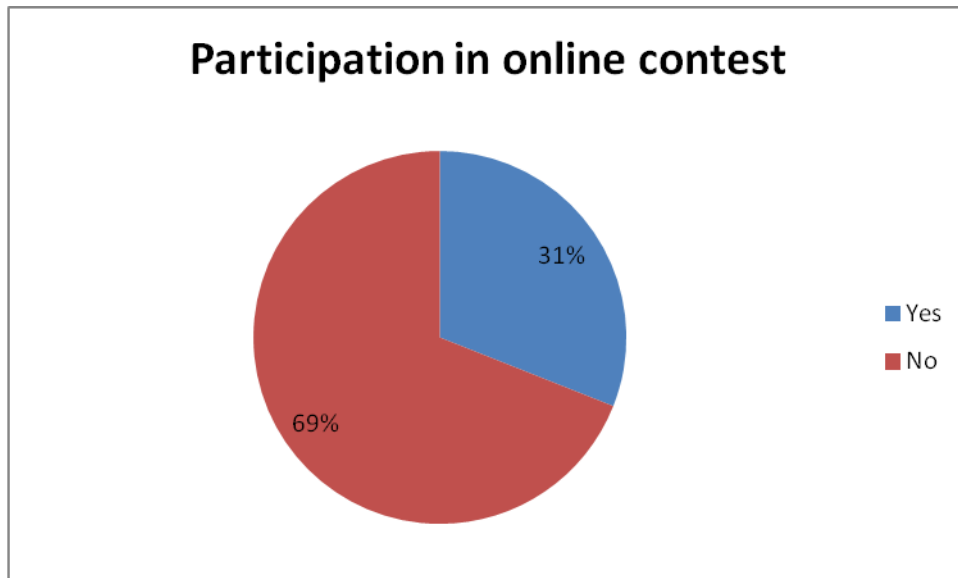
Table 4.8: Table showing participation in online contest

Participation in online contest	No of respondents	Percentage %
Yes	31	31 %
No	69	69 %
Total	100	100 %

Analysis:

According to the table it can be inferred that 31% of respondents says yes for participating in online contest and remaining 69% of respondents says no.

Graph 4.8: Graph showing participation in online contest



Interpretation:

It can be observed that only 31% people/customer participate in online contest.

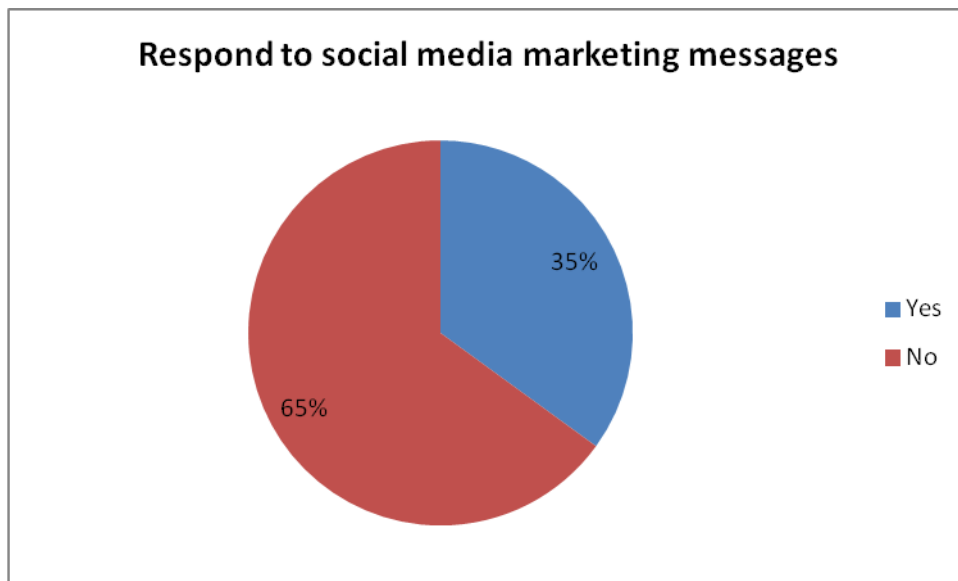
Table 4.9: Table showing response to social network message

Respond to social network. marketing messages	No of respondents	Percentage
Yes	35	35 %
No	65	65 %
Total	100	100 %

Analysis:

According to the graph it can be inferred that 35 % of respondents says yes for responding to social media marketing messages and 65% of respondents says no.

Graph 4.9: Graph showing response to social network message



Interpretation:

From the above table it can be inferred that many people respond to social media networking message.

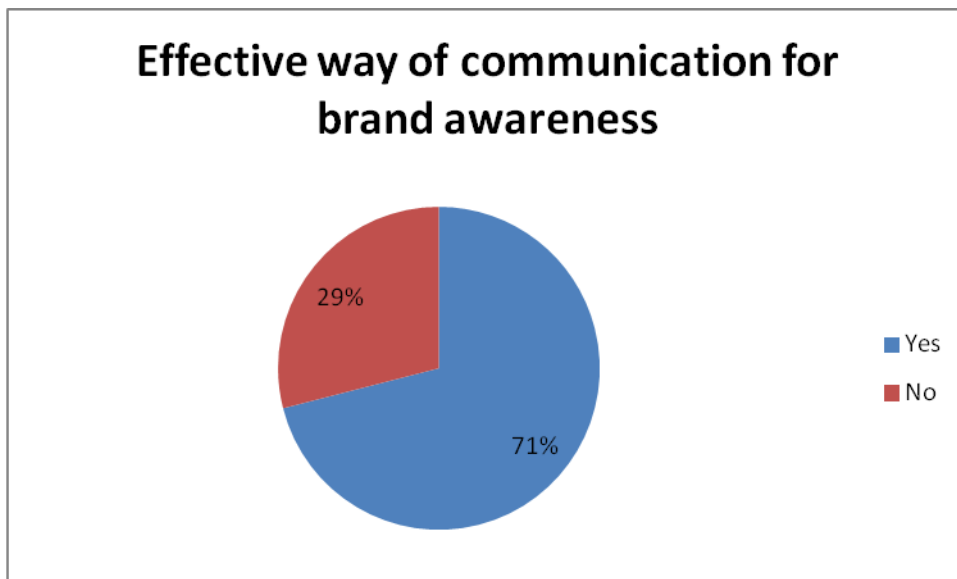
Table 4.10: Table showing is Social network Effective way of commutation for brand awareness

Effective way of commutation for brand awareness	No of respondents	Percentage %
Yes	71	71 %
No	29	29 %
Total	100	100 %

Analysis:

According to the table it can be inferred that 29% of respondents says yes that effective way of commutation for brand awareness and 71% of respondents says no.

Graph 4.10: Graph showing is Social network Effective way of communication for brand awareness



Interpretation:

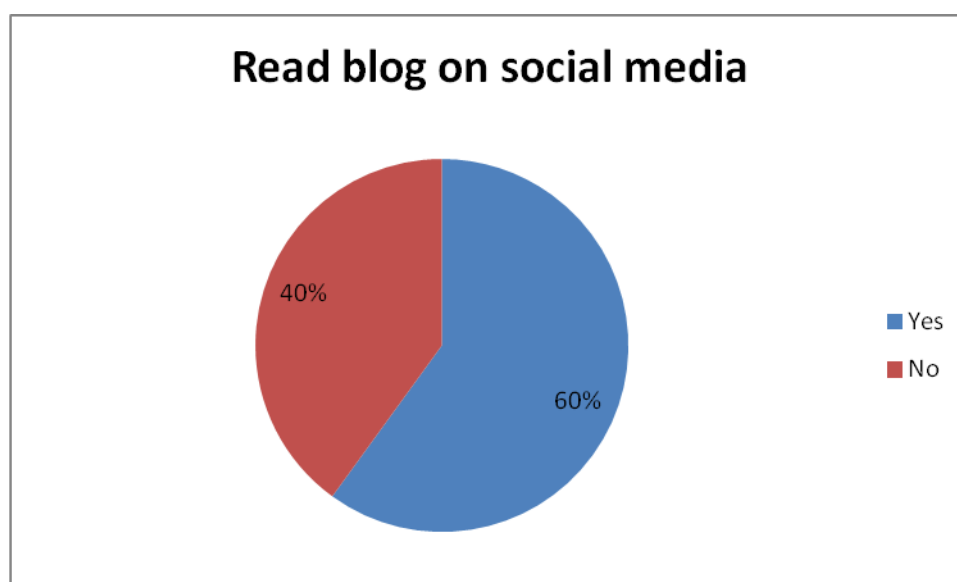
From the above pie chart, we can say that 71% of people say that have an opinion that **is** social network Effective way of communication for brand awareness.

Table 4.11: Table showing do you read blog/content on social media.

Read blog on social media	Number of Respondents.	Percentage %
Yes	60	60 %
No	40	40 %
Total	100	100 %

Analysis: According to graph 60 % of people said that they read the blogs whereas 40 % of people said that they do not read the blog.

Graph 4.11: Graph showing do you read blog/content on social media.



Interpretation:

From the above pie chart, we can say that 60 percent of people do read blogs on social media.

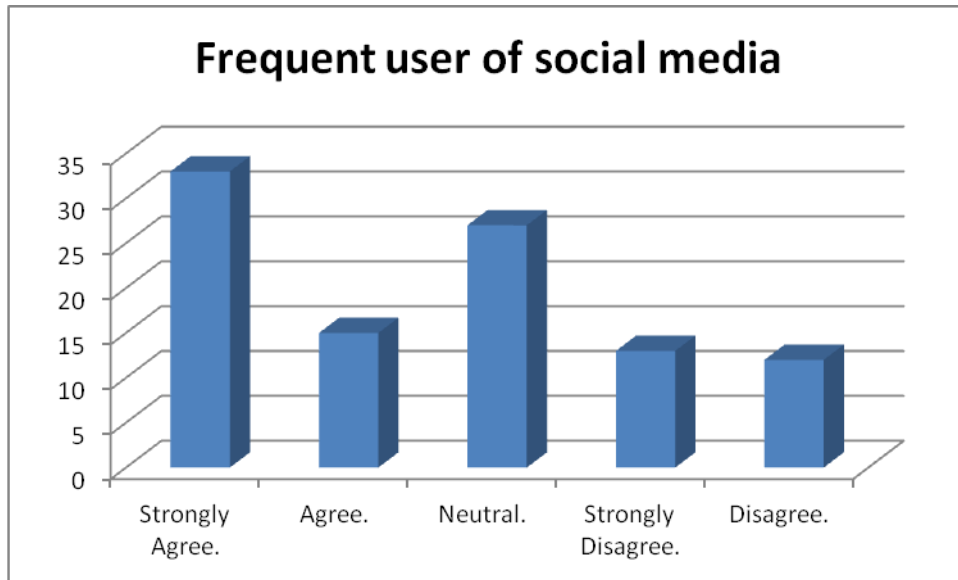
Table 4.12: Table showing frequent client/user of social media

Frequent use.	Number of respondents/user	Percentage %
Strongly Agree.	33	33 %
Agree.	15.	15. %
Neutral.	27	27 %
Strongly Disagree.	13	13 %
Disagree.	12	12 %
Total	100	100 %

Analysis:

According to the table it can be inferred that 33% respondents strongly agree for frequently using of social media, 15% of clients agreed, 27 % people are in neutral, 13 % of client strongly disagree .12 % of people disagree for frequently use of social media.

Graph 4.12: Graph showing frequent client/user of social media



Interpretation:

From the above graph, we can say that 33% of people are frequent users on social media.

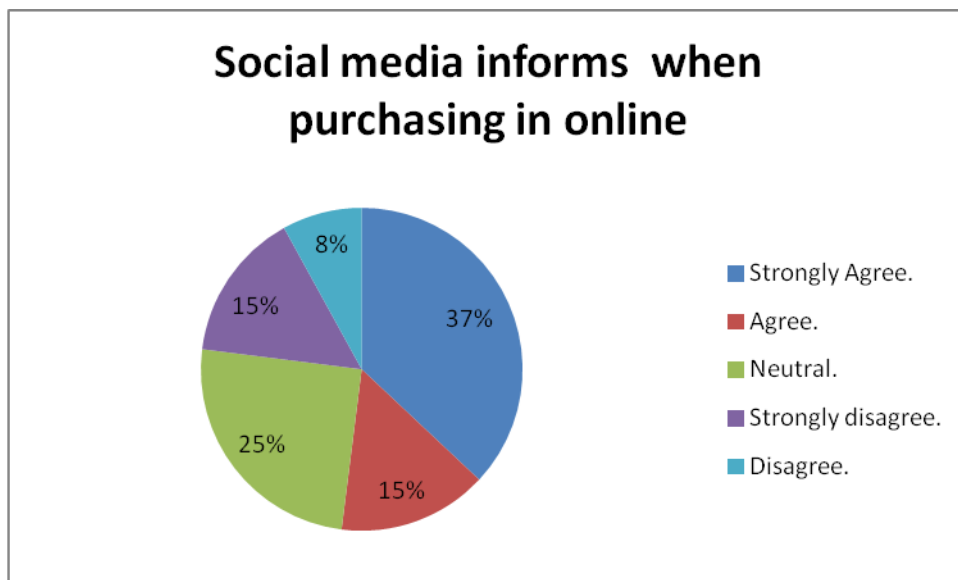
Table 4.13: Table showing the avail of social network has made well-informed about various brands

Social media informs when purchasing in online	No of respondents	Percentage %
Strongly Agree.	37	37 %
Agree.	15	15 %
Neutral.	25	25 %
Strongly disagree.	15	15 %
Disagree.	8	8 %
Total	100	100 %

Analysis:

According to the graph it can be inferred that 37% of respondents strongly agreed to social media informs about brand when purchasing in online, 15% of people Agree, 25% respondents in neutral, 15% strongly disagree and 8 of respondents Disagree.

Graph 4.13: Graph showing the avail of social network has made well-informed about various brands



Interpretation:

From the above pie chart it can be inferred that most of the people feel that social network has made well-informed about various brands.

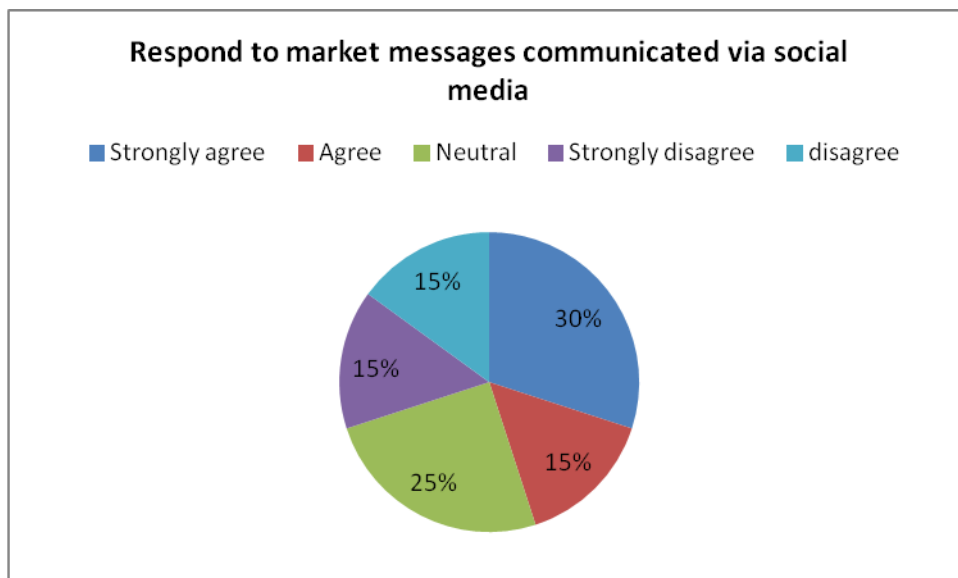
Table 4.14: Table showing are you much tended to advertisement through social media as compare to traditional way for example TV and radio.

Respond to market messages communicated via social media	No of respondents
Strongly agree	30
Agree.	15
Neutral.	25
disagree	15
Strongly Disagree	15
Total	100

Analysis:

According to the graph it can be inferred that 30% of respondents strongly agreed 15% of respondents agree, 25% respondents are in neutral, 15% people strongly disagree and 15% of people Disagree.

Graph 4.14: Graph showing are you much tended to advertisement through social media as compare to traditional way for example TV and radio



Interpretation:

From the above pie chart, it can be inferred that most of the people respond to social media messages

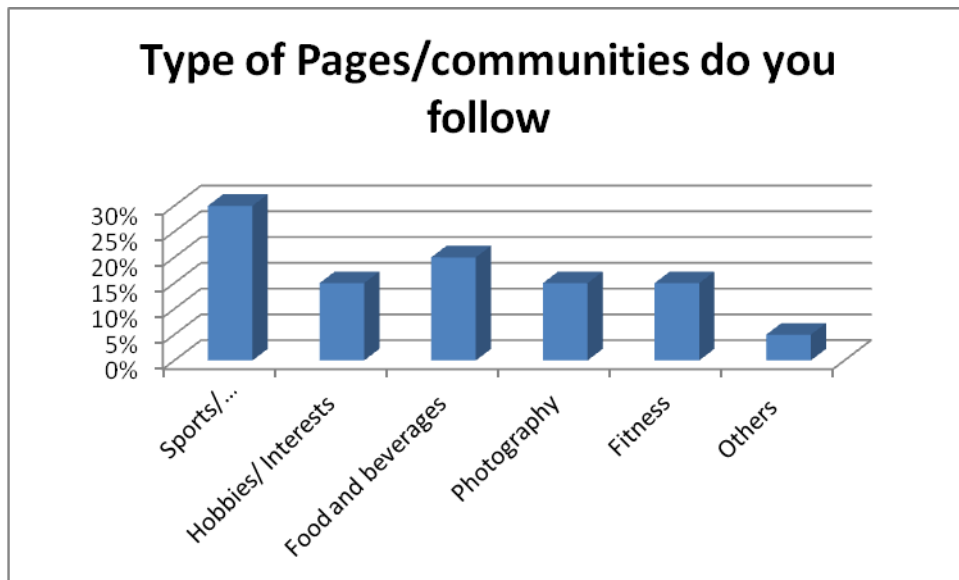
Table 4.15: Table showing type of pages do you follow on social media

Type of Pages/communities do you follow	Number of respondents	Percentage %
Sports/ Adventurous sports	30	30%
Hobbies/ Interests	15	15%
Food and beverages	20	20%
Photography	15	15%
Fitness	15	15%
Others	5	5%

Analysis:

According to the table it can be inferred that 30% of respondents follow sports pages, 15% of respondents follow hobbies or interest pages and 20% of respondents follow food and beverages, 15% of respondents follow photography and 15% of respondents follow fitness pages and 5% of people follow other pages.

Graph 4.15: Graph showing type of pages do you follow on social media



Interpretation:

From the above graph it can be inferred that 30% of people follow sports category and the rest of people follow other categories

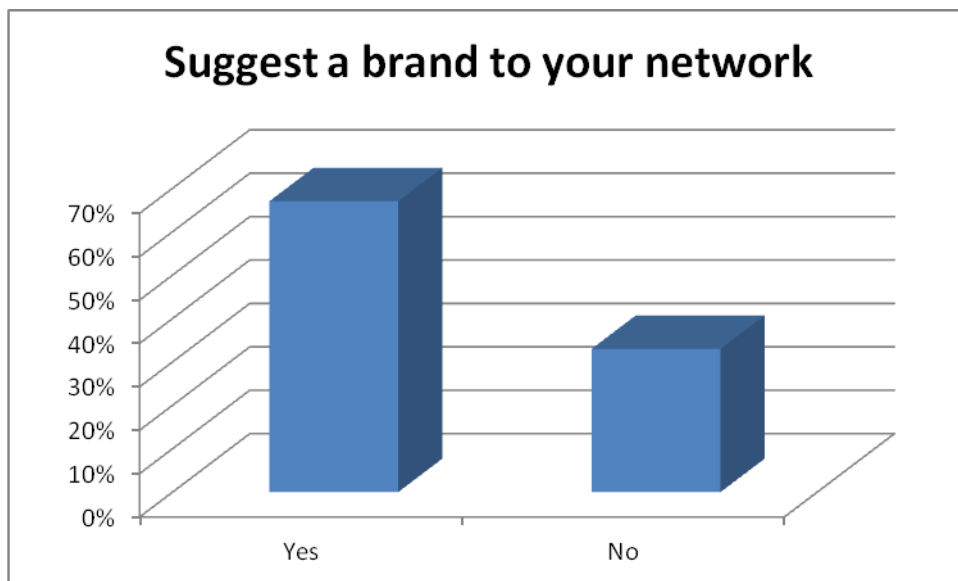
Table 4.16: Table showing suggest a brand to your network

Suggest a brand to your network	No of respondents	Percentage %
Yes	67	67 %
No	33	33 %
Total	100	100 %

Analysis:

According to the graph it can be inferred that 70% people has said that they are likely to going to suggest a brand to their networks whereas 30% people has said that they will not suggest any brand to their networks.

Graph 4.16: Graph showing suggest a brand to your network



Interpretation:

From the above graph, it can be inferred 70% of people have said that they are going to suggest brand to their network.

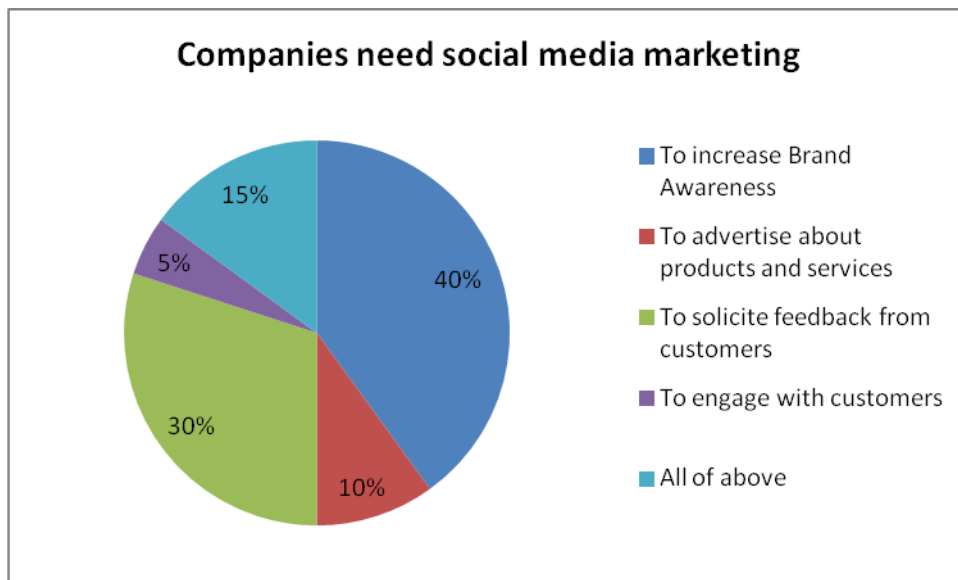
Table 4.17: Table showing need of social media marketing to companies

Companies need social media marketing	No of respondents
Increase brand name/awareness.	40
Advertise about product and services	10
Solicite feedback from customers	30
Involve or participate with customers/client	5
All of above	15

Analysis:

According to the graph it can be inferred that 40% of respondents responded to companies need social media marketing to increase brand awareness, 10% of respondents to advertise about products and services, 30% of respondents responded to solicite feedback from customers, 5% of respondents to engage with customers, 15% of respondents responded to all of the above.

Graph 4.17:



Interpretation:

From the above pie chart, it can be inferred that majority of people use social media for brand awareness.

Hypothesis:

H0: The type of social media chosen does not vary with age

Ha: The type of social media chosen varies with age

Descriptives

Age	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
18-25	15	1.0000	.00000	.00000	1.0000	1.0000	1.00	1.00
26-35	50	1.2000	.40406	.05714	1.0852	1.3148	1.00	2.00
36-45	14	2.5000	.51887	.13868	2.2004	2.7996	2.00	3.00
46-55	10	3.5000	.52705	.16667	3.1230	3.8770	3.00	4.00
More than 55 +	11	4.2727	.46710	.14084	3.9589	4.5865	4.00	5.00
Total	100	1.9200	1.21173	.12117	1.6796	2.1604	1.00	5.00

The above table shows that, the type of social media used by customer depends upon the age. The mean value increases with increase in age.

ANOVA

Which type of social media do you use the most ?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	129.178	4	32.295	189.594	.000
Within Groups	16.182	95	.170		
Total	145.360	99			

The above ANOVA table shows that, the type of social media customer prefer to use varies significantly with age factor with significant value 0.000 which is less than 0.001. It means age influences the selection or preference to use social media.

CHAPTER 5

FINDINGS, CONCLUSIONS AND SUGGESTIONS

FINDINGS:

In light of the study led in the association examination and translation of the data picked up amid the appraisal following discoveries are recorded.

- Majority of respondents are between age 26-35 years that shows that they use social media a lot than other age group.
- Majority of individuals utilize or favor utilizing facebook than some other online networking stages.
- Most of the people use social media or actively be present on social media for an hour.
- Majority of individuals have around 500-1000 companions/ friends.
- 79 percent of individuals said that notice offer/advertisement on Social media.
- Many individuals concur that they will react to the messages imparted in online networking than conventional path, for example, TV and radios.
- 73% of people have said that they have purchased product from social media.
- Most of the people have said that they do not participate in online contest on social media.
- 60% of individuals have said that they read blog or content on social media.
- Majority of the individuals strongly agree that they are frequent users of social media.
- Majority of individuals agree that they are much tended towards advertisement on social media than in TV or radio.

- Majority of individuals said that they follow sports/adventurous sports pages on social media.
- 67% of individual said that they that they will recommend the brand to their companions/connections.
- 40% of individual said that companies use social media to increase brand awareness.

CONCLUSIONS:

In this study it has been discovered that with billions of users on social media, acquiring new users affordably is easier. Facebook is the best platform to acquire new users, and all that Woovly needs to do is, target an individual having more connections through blogs or advertisements and by being active and showing more engagement on all the social media platforms. From, Hypothesis we can conclude that age factor influences the type of social platform we use, so Woovly must target according to the age group and the right platform at the right time so that it can acquire more users.

SUGGESTIONS:

- The company needs to target users between 26-35 who are adventure seekers and who will be interested in reading blogs or stories shared by company.
- The company should even consider acquiring new users from other social media platforms such as reddit, tumblr, pinterest.
- They should analyze and concentrate more on E-mail marketing and even affiliate marketing to acquire more user base.
- They should be doing more customer engagement to retain the users who have been acquired.
- They should concentrate more on influencer marketing and then should analyze the

data in analytics by and then forming the right strategy.

- The company must connect as quickly as possible with all the adventurous bucket list companies and with connecting to all the vendors across India it can increase its brand awareness as quickly as possible.
- They should start analyzing about the website on daily basis on Google analytics so that they can form a proper strategy and target the right channel.

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Annexure:

A Study on Customer Acquisition through social media with special reference to Woovly India Pvt. LTD

Hi, I am Yuvraj Singh R. a student in Acharya Institute of technology pursuing my MBA in Marketing. I am conducting a survey on a Study on Customer Acquisition through social media with special reference to Woovly India Pvt. LTD. In this regard, please furnish the required details given below to help me complete my work successfully

Name _____

1. Are you male or female?

- Male
- Female

2. How old are you?

- 18-25
- 26-35
- 36-45
- 46-55
- More than 55+

3. Which type of social media platform do you use most? *

- Facebook
- Twitter
- Instagram
- Snapchat
- Whatsapp

4. How much time do you spend on social media everyday ? *

 - 30 minutes
 - 60 minutes
 - 90 minutes
 - More than 90 minutes

5. How many friends do you have on social media ? *

 - 100-500
 - 500-1000
 - 1000-2000
 - More than 2000

6. Do you notice offers/advertisements on a social media network ? *

 - Yes
 - No

7. If Yes, have you ever purchased any product or service through social media ? *

 - Yes
 - No

8. Do you participate in online contest ?

 - Yes
 - No

9. Are you likely to respond to social media marketing messages ?

 - Yes
 - No

10. Is social media effective way of commutation for brand awareness? *

 - Yes
 - No

11. Do you Read blog/content on social media?

- Yes
- No

Do you agree or disagree with the following statements below?

12. Frequent client/user of social media?

- Strongly Agree.
- Agree.
- Neutral.
- Strongly Disagree
- Disagree

13. The availability of social media has made me informed about brands when making purchasing decisions

- Strongly agree
- Agree
- Neutral
- Strongly disagree
- Disagree

14. The avail of social network has made well-informed about various brands for

- Strongly agree.
- Agree.
- Neutral.
- Strongly disagree.
- Disagree.

15. Which type of pages/communities do you follow on social media?

- Sports/adventurous sports
- Interests/hobbies
- Food and beverages
- Photography
- Fitness
- Others

16. Would you likely suggest a brand (any brand) to your network of contacts?

- Yes
- No

17. Why do you think companies need social media marketing ? *

- Increase brand name/awareness.
- Advertise about product and services
- Solicit experience from customers
- Involve or participate with customers/client
- All of above

DEPARTMENT OF MBA

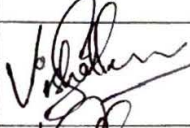
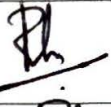

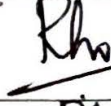

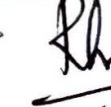
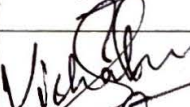
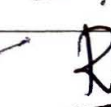


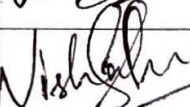
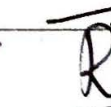
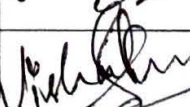

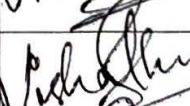

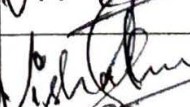

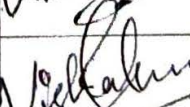
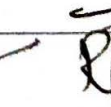
Name of the student : Yuvraj Singh R


Internal guide : Mr. Rakesh Nagaraj


USN No : 1AY16MBA92

Specialization : Marketing/HR

Title of the project : A Study on customer acquisition through social media with special preference to Woovly India Pvt. Ltd.

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		


Internal Guide:


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