

A
PROJECT REPORT
ON

VISIBILITY ANALYSIS OF TECH MAHINDRA

SUBMITTED TO
THE UNIVERSITY OF PUNE
IN THE PARTIAL PULFILMENT OF
BACHELOR OF BUSINESS ADMINISTRATION

SUBMITTED BY
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S.Y. B.B.A.

UNDER THE GUIDENCE OF
PROF. Mr : **Shriniket . R. Langote**



ACADEMIC YEAR 2022-2023.

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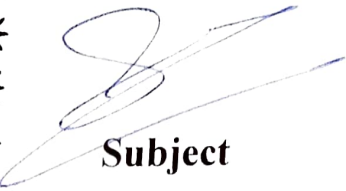
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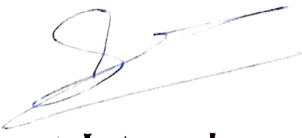
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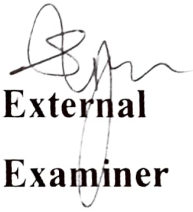
This Is Certified That Mr . Pradip Kusharam Solunke
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Successfully Completed Their Project.



**Subject
Teacher**



**Internal
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**External
Examiner**



HOD

DECLARATION

I hereby declare that this project entitled "VISIBILITY ANALYSIS OF TECH MAHINDRA" is an original work done in partial fulfillment for the degree of Bachelor of Business Administration (B.B.A.), Savatribaiphule Pune University.

I further declare that this work is not partly or wholly submitted for any other purpose and that the data included in the report collected from various sources are true to the best of my knowledge.



MR. PRADIP KUSHARAM SOLUNKE

Date: / /2023

Place: Sonai

ACKNOWLEDGEMENT

It was very graceful opportunity for me to work with this organization and to study the management of marketing statement. During the project I got valuable knowledge about the storekeeping and marketing Sonai this project help me to apractical used of management practices.

With great pleasure I wish to express to my deep sense of gratitude to my guide Prof. **Shriniket . R. Langote** who helped me to complete this project and guided properly. I thank full to Branch officer for giving me this opportunity to work under his kind control.



MR. PRADIP KUSHARAM SOLUNKE

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INTRODUCTION OF DIGITAL MARKETING

Digital marketing is the use of digital technologies and platforms to promote products and services, as well as to connect with potential customers. It is an incredibly versatile and powerful tool that can be used in various ways to reach people worldwide. Digital marketing utilizes multiple digital technologies to deliver promotional messages, such as mobile phones, computers, and other digital media and platforms. It can be used for B2B (Business to Business) and B2C (Business to Consumer) marketing, depending on the goal and objectives of the campaign. Digital marketing offers unique advantages such as greater reach, improved targeting, personalized messaging, and better ROI (Return on Investment). It also allows businesses to stay up-to-date with marketing trends and technologies. With the right strategies and tactics, companies can leverage digital marketing to increase their visibility and reach a larger audience.



DEFINITION OF DIGITAL MARKETING

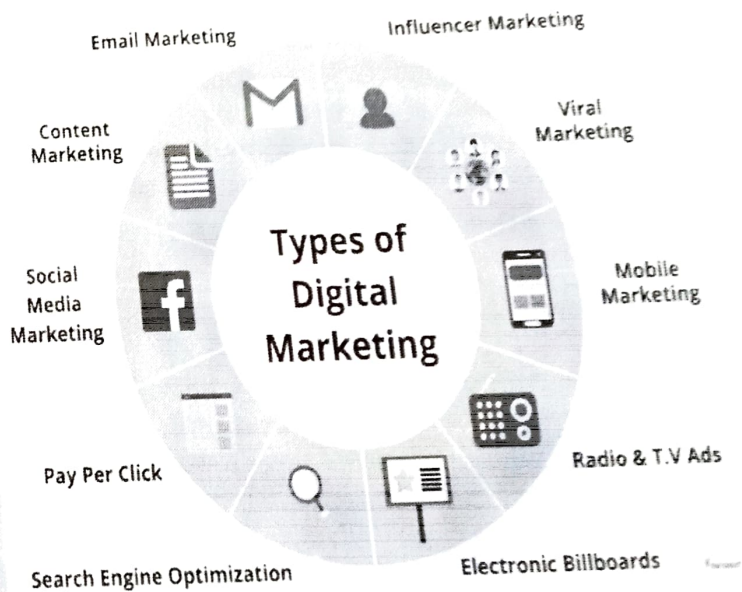
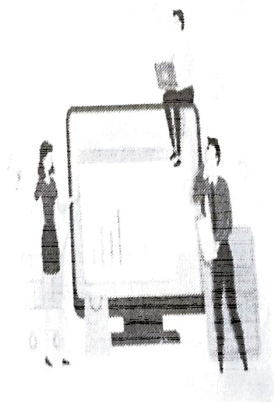
Digital marketing comprises all marketing efforts that use the internet. These include digital channels such as search engines, email, websites, social media, etc., that can be used to connect with current and prospective customers.

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Essentially, if a marketing campaign involves digital communication, it's digital marketing.

In short we can understand Digital Marketing and its types in below pictures.

What Is Digital Marketing?

- Content
- SEO
- Email
- Social Media
- Mobile



ADVANTAGES OF DIGITAL MARKETING

1. Global Reach

Traditional marketing is restricted by geography and creating an international marketing campaign can be hard, expensive, as well as labour-intensive. However, digital marketing happens on the Internet, which means that the reach you can achieve with it is immense. Even a very small local business owner has the ability to reach an international audience with an online store. This would never be possible with traditional marketing or would cost a whole lot of money to do so. This online accessibility has opened many growth opportunities for businesses to explore. The combination of global reach and visibility is a great opportunity for any business.

2. Local Reach

While global reach is a significant advantage of digital marketing, it also improves local visibility, which is especially important if your business relies on nearby customers. Local SEO and locally targeted ads can be beneficial for companies trying to bring more customers to their doors. Think of the reach you can get to a whole neighbourhood with digital marketing versus the reach it would take you to print out flyers and distribute them around.

3. Lower Cost

Whether you want to promote your business locally or internationally, digital marketing provides you with cost-effective solutions. It allows even the smallest companies to compete with larger companies using highly targeted strategies. Most of these strategies won't even cost anything at all to start with (such as SEO, social media, and content marketing). However, not every form of digital marketing is suitable for every business and some may even have more costs than others. A business can find appropriate solutions based on its marketing goals.

4. Easy to Learn

While there are many aspects of digital marketing that you need to learn, it is fairly easy to get started with. It gets more complex from the nature of the goals and the scale of the campaigns. However, it is all a matter of finding the right strategy that works for your business.

5. Effective Targeting

Even if you don't have a clear idea of your target audience, digital marketing enables you to extract data to see which audiences will work best for you and optimize your campaign around them. There are many different options of targeting such as through keywords for search engine optimization (SEO), pay-per-click (PPC), or through demographic information on social media. This enormous amount of targeting elements at your disposal makes sure that every campaign reaches the right audience. It also helps you to analyze the changing behaviours of customers and modify campaigns for those changes. This ability to understand customers' changing needs quickly is a sure way of success for any company.

6. Multiple Strategies

There are different strategies of digital marketing that can be used by different types of businesses. A B2B business that is interested in gaining international leads may have a totally different strategy than a B2C local business selling clothes. While some companies can benefit more easily with content marketing and SEO, others can benefit from conversion-based ad campaigns. The key is to always analyze the results and develop better tactics and methods with time. A well-executed digital marketing strategy is one that changes and adapts quickly as the needs of the business transform.

Here are some of the most common types of digital marketing you can choose from:

- SEO-based content creation
- Search engine marketing
- Social paid ads
- Video marketing
- Forum engagement
- Social media marketing
- Email marketing
- Local search
- Remarketing
- Influencer marketing

7. Multiple Content Types

Another crucial advantage of digital marketing is the different content types available to showcase your brand online. For a lot of platforms, there is a wide range of content types you can choose from to keep your brand fresh and build effective online campaigns. Unlike traditional marketing, you can more easily reproduce one content to fit as many platforms as you want.

Here are some of the most common types of content that you can choose from:

- Blogs
- Podcasts
- Emailers
- Ebooks
- Visual content
- Infographics
- Whitepapers
- Quizzes
- Social media posts
- Webinars

8. Increased Engagement One of the most important advantages of digital marketing is increased engagement. Digital marketing is designed to be highly engaging by default. Users can share a blog post, like a photo, save a video, or engage with your website via a paid ad click. The best part is that all of these actions can be measured. This enables you to create even more engaging posts to increase brand awareness or boost sales. The more you engage online, the more loyal customers you can get. Businesses that use engaging formats effectively in their online strategies have an easier time converting cold traffic to loyal customers.

9. Analytics and Optimization This helps to optimize future campaigns and fix any possible mistakes quickly. Analyzing your digital marketing campaigns also enables you to see your funnels.

DISADVANTAGES OF DIGITAL MARKETING

1. High competition

Since the competition has increased significantly recently, the digital marketing strategy needs to be well-planned, distinctive, catch people's attention, and influence the target demographic. Any repetitive approach or method will rapidly force the brand out of the race. Digital marketing campaigns are becoming increasingly competitive. As a result, firms must be responsive to their client's demands and relevant to them.

2. Time-Consuming

One of the major disadvantages of digital marketing is the investment of time. Organizational techniques and approaches can save time, making it hard to devote enough time to the campaign. In the long term, this will be detrimental. As a result, it has been suggested that the company focus on a strategy and generate and pick content accordingly. Digital marketing technologies such as Hub Spot, social media posting, and scheduling programs like Hoot suite and Tweet deck should be leveraged to overcome difficulties.

3. Security and Privacy Issues

Security is the most important necessity for every brand. As a result, you must take website protection seriously as a digital marketer. It is usually recommended to secure and protect network connections by employing firewalls and encryption solutions such as VPN. The fundamental strategy of having a decent antivirus is the most preferable. Legal considerations in getting client data for digital marketing campaigns must be completed with all appropriate procedures. Customer data must be protected first and foremost because it may be compromised during data breaches.

4. Dependability on technology

Digital marketing is purely technological, and the Internet is prone to mistakes. There are times when links need to be fixed, landing pages do not load, and page buttons do not perform their job. This causes prospective customers to switch brands. As a result, a website test is required to avoid this. Reviewing the text and ensuring that the campaigns will operate in their intended niche is also necessary.

5. Complaints and feedback

Maintaining a brand's reputation by responding appropriately to negative feedback is tough. Anyone may comment or critique your product or service on digital platforms distributed to your target audience via social media networks and review channels. Unless you have a solid foundation built on brand loyalty and excellent customer service, each bad review may negatively impact some of your customers.

6. Inaccessibility

Although online marketing provides companies with a worldwide reach, it only reaches some areas or individuals. For example, in rural locations where internet service providers are scarce or the internet connection is inadequate. Furthermore, illiterates and the elderly who do not utilize the Internet are not reached through digital marketing.

METHODS OF DIGITAL MARKETING

1. Content Marketing

Content marketing refers to informational, valuable content like blog posts, how-to videos, and other instructional materials. This type of marketing helps you connect with your audience and answer their questions. It can also help to generate leads and close sales.

Content should be published regularly with the target audience in mind. Ideally, your brand would become a trusted voice within the industry by publishing quality, reliable content. You want your audience to come to you first for information on the latest industry trends.

2. Search Engine Optimization

Search engine optimization, (SEO), is the strategy of creating content in such a way that search engines like Google will rank your page high on the search engine results page (SERP).

Google uses algorithms to decide how relevant your page is to the keywords that the user is searching for. These algorithms update frequently, and SEO strategies must be adjusted just as regularly to remain effective.

When done properly, SEO efforts will put your page at the top of the SERP and bring in more organic traffic.

3. Search Engine Marketing/Pay-per-Click

Search engine marketing, or SEM, refers to paid advertisements that appear at the top of the SERP. The cost of these ads typically depends on the number of clicks the link receives, hence "pay-per-click."

When you pay for these top SERP slots, the "Ad" label will appear next to your URL. Despite consumer knowledge that these are ads, many still click on these links, and it can be a very effective digital marketing strategy.

4. Social Media Marketing

With social media marketing, social media platforms are used as a digital marketing channel. Ads can be bought to reach out to a new audience, or you can create a profile for your business on any social media platform and create posts to advertise new products, sales, or freshly published content.

Which social media platform you will use will depend on the type of audience you want to reach. For example, according to Pew Research, Instagram is best for reaching audiences between the ages of 25 and 29, while those 65+ can be best achieved through Face book.

5. Email Marketing

When someone visits your website or business, invite them to join an email subscriber list. With their permission, you can send emails about sales, special events, or product releases. Email marketing is often underestimated, and according to Lyfe Marketing, approximately \$40 of revenue is brought in for every dollar spent on email marketing.

The most important part of this digital marketing channel is that it should provide value to your audience. Offer them exclusives that they would not receive anywhere else, and you can build a mutually beneficial relationship that will increase brand loyalty.

6. Mobile Marketing

Mobile marketing is mandatory for brands who desire to be with their customers, side by side. It requires the marketer to adapt everything he is doing on the desktop to mobile. You must also be efficient in mobile-specific tasks such as in-app advertising, texting, and social messaging apps. It is significantly important for brands that target a younger audience.

7. Video Marketing

In today's fast-paced scenario, short and quick videos are quicker than texts in attracting customers. Be it educational or entertaining, live or pre-recorded video content is a reliable digital marketing option. Today, over 2 billion people look for something or the other per month on YouTube. It is a promising opportunity to reach new customers, and video marketing strategies drive results throughout the marketing funnel.

80% of customers opt for search engines and videos to learn about products and check reviews. 55% of consumers do it before buying.

8. Audio Marketing

Radio has been customers' favourite since the Golden Age of commercial broadcasting. From the 1920s till today, a section of people still listens to the radio regularly switching from traditional radios to internet radio. Channels like Spotify help advance audio marketing. Audio marketing is much broader as it includes podcasts and smart home assistants such as Google Home or Amazon Alexa.

PROCESS OF DIGITAL MARKETING

Step 1: Research



At this stage, you will collect all the information that will be required for decision making in the next stages. Information collected during the research will become your raw material to strategize & create your digital marketing campaign. This stage can also be called as ***Digital Marketing Research***. At this stage, you will research 4 sets of information:

1. About Business
2. About Your Target Customers
3. About The Product That You Want To Market
4. About Online Competition

Each set is unique & equally important. You will require multiple sources to collect the information.

Step 2: Create

Once you collect information at the research stage, you can now start creating:



1 – Digital Marketing Objectives / Goals: These are the ultimate goals that you want to achieve through your Digital Marketing Campaign. Every business is unique; therefore their goals will also be unique. Campaigns without clear goals will end up spending money without the assurance of achieving goals. What goals you should set, can be answered after looking at

information collected at the Digital Marketing Research stage. *Learn more about Digital Marketing Objectives / Goals.*

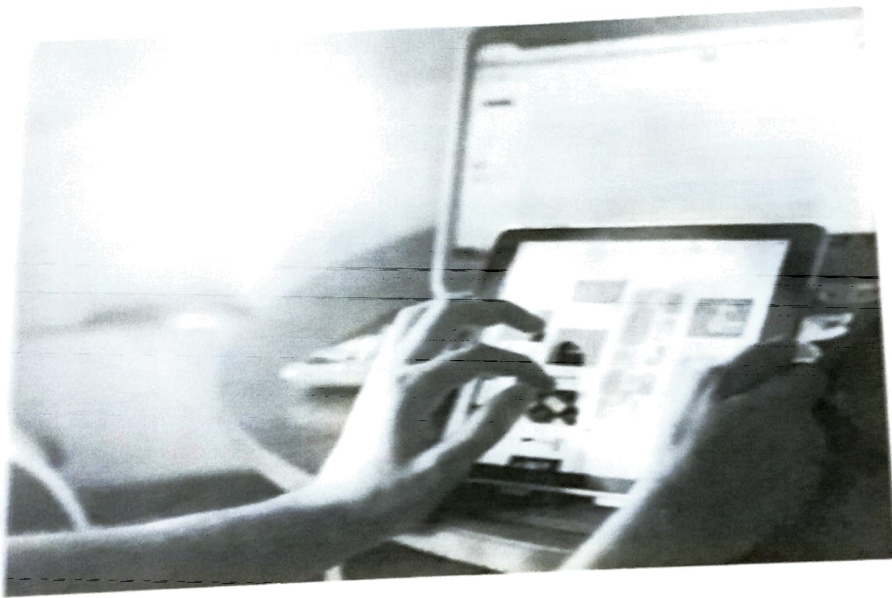
2 – Digital Marketing Strategy: After you set the goals, it's time to create a strategy to achieve those goals. Your Digital Marketing Strategy will include Positioning Strategy, Branding Strategy, Content Strategy, Digital Marketing Channels Strategy. What strategy should be adapted/created, will be answered from the information collected at the Digital Marketing Research stage.

3 – Digital Marketing Plan: At this stage, you will lay down a documented plan that will include all your detailed Digital Marketing activities with timelines.

4 – Creating Primary Digital Identities: The 3 primary Digital Identities of business are Website, Blog & App. These are like your online office, shops, or showrooms. These are the places where you want your target customer to reach & ultimately buy your products &

services. Before you move on to the next stage, i.e promote, your primary digital identities must be fully ready. For businesses that want to sell their products through major E-Commerce portals, creating digital identities can be optional. But, it's better to at least have a website for establishing some credibility of your business.

Step 3: Promote



After your primary digital identities are fully ready, you will start promoting them. That means you want relevant people to start coming to your primary digital identities. This is

also called as generating relevant traffic. Relevant traffic is an important word here.

The more you get relevant traffic to your website, the more the conversion you can expect. Your options to promote your website/blog / app will be:

1. Search Engines
2. Display Network
3. Ecommerce Portals
4. Social Media
5. Email
6. Messaging
7. Affiliate

The above are also known as Digital Marketing Channels, which you need to promote your Primary Digital Identities (Website / Blog / App). There are sub-channels & networks within some of the channels mentioned above.

Which channels, sub channels, networks to go for & whether to do organic or inorganic promotions, these questions will already be answered at the Digital Marketing Strategy creation stage.

Step 4: Analyze



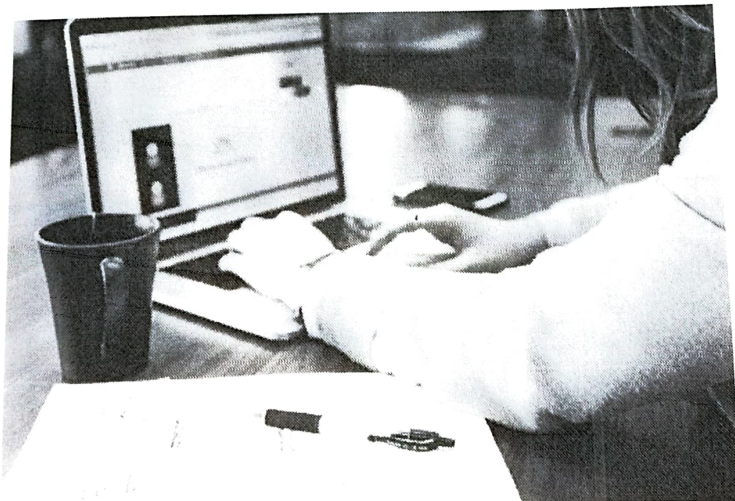
Once you create your primary digital identities & start promoting them through various digital marketing channels, it's time to start monitoring your performance. Analyzing is like looking at the outcome of your digital marketing work. You will receive analytics for your primary digital identities, as well as the channels through which you have done the promotions.

The most important & ultimate analytics for any business is the analytics of your website/blog / app. Google Analytics is widely

popular to generate analytics of your primary digital identities. The 4 major sections of Google Analytics are:

1. Audiences
 2. Acquisition
 3. Behaviour
 4. Conversion
-

Step 5: Optimize



Summary

To summarize, the following are the 5 steps of the Digital Marketing Process:

- 1- **Research:** At this stage, you Research about business, target customers, product/service, competition.
- 2- **Create:** At this stage, you create your digital marketing goals, digital marketing strategy, digital marketing plan & primary digital identities (website/blog/app).
- 3 - **Promote:** At this stage, you start promoting your primary digital identities through various digital marketing channels like search engines, display networks, e-commerce portals, social media, emails, messaging & affiliate programs.
- 4 - **Analyze:** At this stage, you look the various analytics including the most important analytics i.e. Website / Blog / App analytics & compare them with your goals. You also understand where changes must be made in order to bridge the gap between goals & actual.
- 5- **Optimize:** At this stage, based on analysis & observations, you start making changes (fine-tuning). The changes could be in your primary digital identities or digital marketing channels. Changes are also referred to as content & design of your identities & promotional communication.

USES OF DIGITAL MARKETING

A digital marketing strategy allows you to leverage different digital channels—such as social media, pay-per-click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in your products or services.



COMPANY NAME

*Tech Mahindra

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TECH
mahindra