

**Project Report-17MBAPR407**

**ON**

**A Study on Impact of Digital Marketing at Atman Technologies, Bengaluru**

**BY**

**RASHMI M S**

**1AY17MBA40**

*Submitted to*

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**



*In partial fulfillment of the requirements for the award of the degree of*

**MASTER OF BUSINESS ADMINISTRATION**

*Under the guidance of*

**INTERNAL GUIDE**

Dr. Janardhan G Shetty

Associate professor

Dept. of MBA, AIT

**EXTERNAL GUIDE**

Chethan D

Company Director

Atman technologies



**ACHARYA**  
Department of MBA

**Acharya Institute of technology, Soldevanahalli,**

**Hesaragatta Main Road, Bengaluru**

**MARCH 2019**

**CERTIFICATE**

This is to certify that **Ms. RASHMI M S** student of final year MBA bearing **USN No 1AY17MBA40** student of **Acharya Institute of Technology, Bangalore**, affiliated to **Visvesvaraya Technological University, Belagavi**, she has successfully completed her internship project titled **“A Study on Impact of Digital Marketing at Atman Technologies, Bangalore”** starting from **03-01-2019 to 16-02-2019** at **Atman Technologies, Bangalore**. During the period of her Project program with us she was found punctual, hardworking and her character was satisfactory.

This project on evaluation fulfills all the stated criteria and the student’s findings are her original work. We wish her all the best for her future endeavors.

Thanking you

Yours faithfully

Atman Technologies, Bangalore

For ATMAN TECHNOLOGIES

  
Mr. Chethan D. Ananthanath

Company Director



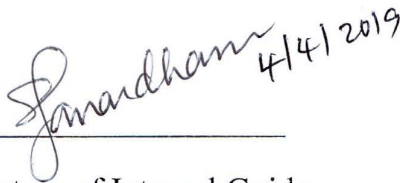
# ACHARYA INSTITUTE OF TECHNOLOGY

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

**Date: 04/04/2019**

## CERTIFICATE

This is to certify that **Ms. Rashmi M S** bearing **USN 1AY17MBA40** is a bonafide student of Master of Business Administration course of the Institute 2017-19 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Impact of Digital Marketing at Atman Technologies, Bengaluru**” is prepared by her under the guidance of **Dr. Janardhan G Shetty**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

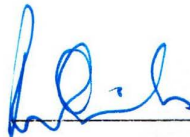
  
4/4/2019

Signature of Internal Guide



Signature of HOD  
Head of the Department  
Department of MBA

Acharya Institute of Technology  
Soldevanahalli, Bangalore-560 107



Signature of Principal/Dean Academics

**Dr. Devarajaiah R.M.**  
**Dean-Academics**  
**ACHARYA INSTITUTE OF TECHNOLOGY**  
**Bengaluru-107.**

## DECLARATION

I, **RASHMI MS**, hereby declare that the Project report entitled “**A Study on Impact Digital Marketing at Atman Technologies**” with reference to “Atman Technologies, Bangalore” prepared by me under the guidance of **Dr. Janardhan G Shetty**, Associate Professor of M.B.A Department, Acharya Institute of Technology and external assistance by **Mr. Chethan D, Director, Atman Technologies, Bengaluru.**

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of twelve 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: *11/4/2019.*

*Rashmi M.S*

Signature of the student

## ACKNOWLEDGEMENT

I wish to express my sincere thanks to our respected Principal, **Dr. Prakash M R**, beloved Dean-Academics, **Dr. Devarajaiah R M**, and deep sense of gratitude to **Dr. M M Bagali**, HOD, Dept. of MBA, Acharya Institute of Technology, Bengaluru for their kind support and encouragement in completion of the Internship Report.

I would like to thank **Dr. Janardhan G Shetty**, Associate Professor, Department of MBA, Acharya Institute of Technology, Bengaluru and external guide **Mr. Chethan D**, Director, Atman Technologies, Bengaluru, who gave me golden opportunity to do this wonderful Project in the esteemed organization, which helped me to learn various concepts.

Finally, I express my sincere thanks to my parents, friends and all the staff of MBA department of AIT for their valuable suggestions in completing this Project Report.

Place: Bengaluru

Date: 11/04/2019

RASHMI M S

1AY17MBA40

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## **EXECUTIVE SUMMARY**

This project was conducted at Atman Technologies in Rajajinagar, Bengaluru. The topic chosen is to carry out a project report work on "Study on the impact of digital marketing at Atman Technologies, Bengaluru". Atman technology is an 8 year old enterprise with international IT enabled net development, mobile app improvement, digital marketing and related businesses. As the IT and service sector is becoming more competitive in the market, Atman needs to restructure and diversify the business level to meet the competitive needs of consumers in the field of IT and service sector. Atman needs to look at Indian customer`s perceptions, their usefulness and needs in the context of so called global competition. Atman is one of the companies in the field of digital marketing that wants to study consumer needs, their impact levels, and their impact levels. This is the main reason to switch to another company.

The major purpose of the project is to evaluate the impact of marketing activities, awareness, benefits and practicality, and to analyze the relationship between satisfaction and recommendations on ITI digital marketing in its survey. Descriptive studies were performed with a sample size of 100 selected using the random sampling method. Self-designed questionnaires were used to collect data from consumers. Consumers are satisfied with digital marketing activities and they strongly encourage others to receive digital marketing.

**CHAPTER 1**  
**INTRODUCTION**

## **INTRODUCTION:**

A section level position is an open gateway offered by a business to potential representative, a called partner, a part of the network, and a part of the network Most short lived positions keep going for at whatever time assignment between 10 weeks.

It is a fantastic opportunity to work with Atman Technologies. In this affiliation it allowed me to take a chance to take in the working of an affiliation recalling the changing game plan of the advanced business condition.

Being a MBA under study represented represent able authority in showcasing go shock chance to understand various things for all goals and reason.

## **1.1INDUSTRY PROFILE:**

The Indian IT sector has an awesome popularity and brand value in the worldwide markets. The IT sector includes the software area and statistics technology allows offerings (ITES). The Indian IT enterprise also includes business process Outsourcing (BPO) industry. India is an affordable market destination for software development and IT & ITES offerings.

### **Origin and History:**

The adventure of Indian IT enterprise started out in 1974, when Burroughs, the principle body manufacturer, presented Tata Consultancy services to export programmers for the set up of gadget software for its US customer. However the scenario became very bad. The Indian IT industry changed into commenced by way of a Bombay based employer which entered the business with the supply of programmers to IT organizations distant places.

In 1984, a few strategic reforms were made and taken into consideration as it as an enterprise. Within the same year, Indian government introduced a policy, new pc coverage which consists of a package of slashed import tariffs on hardware and software program. And the policy consequently recognizes the software program exports as 'delicensed enterprise'. Delicensed industry is eligible for financial institution finance, free from the license allow and to installation offshore units of overseas corporations in India.

### **1.1.1MPANY PROFILE:**

**Company Name:** Atman Technologies

**Establishment:** 2008

**Head Quarters:** Bengaluru

**Company Director:** Chethan D

**Category:** Private

**Industry:** Information Technology and Services

**Size:** 51-200

**Registered Address:** Bhashyam circle, RajajiNagar, Bengaluru - 560010, Karnataka

**Company Website:** <http://www.atmantechologies.com/>

### **1.1.2 NATURE OF BUSINESS:**

Atman technology is eight year vintage organization and has global IT enabled web development, mobile app development, digital marketing offerings and its affiliated undertakings. Atman operating in three predominant facilities worldwide America, United Kingdom and INDIA. We are able to provide effective, coordinated and decisive IT offerings throughout 3 continents.

Atman Bangalore India is provides

1. Web Development
2. Mobile App Development
3. Digital marketing Services

### **1.2 PROMOTERS**

Company Name: AksaTech Solutions Private Ltd.

Company Category: Unlimited Company

### **1.3 VISION, MISSION AND QUALITY POLICY**

#### **Vision:**

Our purpose is to apprehend your business goals and to be taken into consideration a extensive arm of your enterprise your victory is a measure of our achievement.

#### **Mission:**

We focus on developing smooth, efficient, and effortless answers for our clients with nice coverage.

#### **Quality Policy:**

We additionally guarantee fast turnaround time, without any compromise on gr

### **1.3.1 SERVICE PROFILE:**

#### **1. Web Development:**

Atman provides solutions based on internet offerings, website improvement and E-trade. Atman is familiar with the marketplace already has finished more than one projects involving net offerings. We've an extensive variety of e-commerce answers and services these days. We've got a broad range of E-trade solutions and services. The tremendous feedback which we obtain from this is a critical component for our success. Alternatively the high-quality comments that our clients get hold of motivations to set up stronger relationships with us.

Our services are:

- a) Defining which business methods may be enabled thru internet services. This improves interactions throughout divisions, with customers.
- b) Defining the structure and gear for growing net services.
- c) Implementing web offerings.

#### **2. Mobile App Development:**

We've got usually supplied excellent in elegance provider in cellular app improvement services till the date. When you select Atman, you are partnering with maximum fee Atman hires the maximum wise, expert and tech savvy cell apps developers. Our builders have extensive information of principal platforms or frameworks. Android apps stay in an exceptionally fragmented multi-tool global. The API regulations are less strict, over one hundred dedicated builders, designers, and innovative engineers. Satisfactory assurance trying out is greater extensive. We cope with it

#### **3. Digital marketing Services:**

Internet marketing offerings is also known as digital marketing services that are an individual of a character. Its miles a price effective way to reach international audience. Every enterprise is precise. a hit net advertising and marketing campaign calls for strategic planning, which involves know-how the enterprise and advertising and marketing goals of the purchaser, on-line market and information. Our group of internet advertising experts is adept with the modern-day and finest net advertising and marketing strategies: search engine optimization, pay according to click on, affiliate advertising, Social Media Optimization, Press launch / Article Writing, social media advertising and email advertising.

##### **a) Seo offerings:**

We offer high high-quality and skilled SEO in Bangalore at green expenses in order to well in shape your fee range. Businesses and people in and around Bangalore will accumulate at green rate variety fees. SEO in Bangalore are frequently customized in step with your specs,

we do on website and offline page promoting approaches and build your net website online compete the local marketplace.

Our seo services in Bangalore includes,

- a. key-word and key word studies associated with your agency.
- b. We offer you a very particular Pre seo evaluation compare before beginning the number one search engine optimization services like at the web and rancid-line Optimizations.
- c. On the internet optimization: we are going to endorse modifications to your net internet site on line primarily based at the out of keyword assessment and therefore our guidelines create your net internet website online search greater useful.
- e. According to month twice search engine optimization critiques that will help you display our search engine optimization services overall performance.

**b) Search Engine Optimization:**

SEO in Bangalore includes optimizing your website online, filing your web page to directories, getting your website listed with the aid of engines like google, managing pay-consistent with-click on campaigns, writing and dispensing optimized press releases and articles, the usage of blogs and RSS, advertising thru an associate program, and much greater. We at SEM business enterprise in Bangalore provide an modern and upgraded SEM services to meet the ever changing net world. Our search Engine advertising corporation Bangalore professional will provide you the provider and make your internet site cross on pace with the web world. The SEM organization Bangalore crew operates under the guidance of experienced and successful search Engine Optimizers.

**c) Social Media Marketing:**

Social Media marketing is an imperative a part of aggressive search engine optimization techniques and key to driving visitors. As SERPS (along with Google and Bing) comprise social data on results pages, the feedback and social shares your content ignites will be vital to catching clicks.

Domesticated robust social enterprise groups with social media advertising and marketing solutions to create manufacturers, nurture advocates and pressure sales. Whether or not your commercial enterprise is B2B or B2C, social media advertising will help spread the word concerning your nice services and products. We're going to now not handiest get the word out, but we are able to manage your social media bills, update content and track the consequences, leaving you free to run your business. Social media is the more recent way to unfold the phrase concerning your products or services.

**d) E-mail marketing:**

It is turning into the handiest way to attain out to customers & potentialities. Even as it expenses very much less, it presents numerous different flexibility. Our e mail advertising services provide entire e mail marketing campaign control from making plans, targeting, implementation and reporting of excessive-impact electronic mail advertising campaigns. Our crew is especially skilled to layout mailers for higher reaction price. With our know-how you may maximize the reaction from your target market without diluting your emblem fee. We carry out e-mail blasting service excellent tuning at each degree to maximize the effect.

Our team of search engine optimization professionals ensures you an assured top ten seek engine ranking on Google, Yahoo and Bing for the related keyword phrases. When customers merchandise to get products or use a carrier they want to comprehend it may be worth of the money and time they pay on it.

## **1.4 SERVICES PROFILE AREAS OF OPERATION**

It works in three main centers universal USA, UK and INDIA. RajajiNagar, Bangalore - 560010, India.

## **1.5 INFRASTRUCTURE FACILITIES:**

- a) Land and buildings: Company leases land and buildings for production purposes
- b) Electricity: Countries has enough of electricity to prevent power problems causing companies to use generators to provide power facilities
- c) Labor Facilities: The Company provides food facilities, tourist facilities and other labor facilities.
- d) Production Facilities: Production Department Companies provides facilities such as air conditioning
- e) Rest Rooms for employees
- f) Parking facility
- g) Security
- h) Clean house keeping



## **1.5 COMPETITORS:**

- a) Spreadon Technologies Private Ltd, Bangalore
- b) Chromosome Network Private Ltd, Bangalore

## **1.6 SWOT ANALYSIS:**

### **STRENGTH**

1. The company has adopted latest technology for operation.
2. The greatest strength of Atman is its highly skilled and committed employees.
3. Large infrastructure & manufacturing facilities.
4. Strong research and development.

### **WEAKNESS**

1. Sometimes Lack of resources which is on time at the project delivery in company.
2. Lack of demand from the corporate companies.
3. Lack of aggressive marketing and dependence on market.

### **OPPORTUNITY**

1. The company has links and small branches which are situated in different parts of USA  
Thus, the company can expand its business in USA, which is a potential market for Corporate.
2. Low cost skilled labor for Graduate fresher`s provides an opportunity for the company for producing quality goods economically and efficiently.

### **THREAT**

1. Rising cost of Human recourses.
2. Threat from spurious component manufactures.
3. Technological inequality among foundries.
4. Industries heavily rely on non-renewable resource.
5. Increasing competition

## **1.4 FUTURE GROWTH AND PROSPECTS:**

Aksatech schooling control system having self organizing records systematizes combination useful resource records (ERP) gadget with included useful resource definition (ERP) device with integrated procedure with advanced status quo and domain professionals within the training zone.

Atman schooling management automation gadget is decided on enfranchisement and Auditing. They may be marketplace driven and have a world consciousness. They have a set of standards for their established order and their packages. Analytical and Logical abstracts of the technique might be monitored in AksaTech EMS.

**CHAPTER 2**  
**CONCEPTUAL BACKGROUND AND LITERATURE**  
**REVIEW**

## 2.1 CONCEPTUAL BACKGROUND

### **Marketing:**

Marketing includes advertising or sales, or products or marketing to consumers. Marketing involves the promotion, sale and provision of products to consumers or other companies.

### **Digital Marketing:**

#### **Meaning:**

Digital marketing is a collective name for advertising activity performed on line, as antagonistic to conventional advertising through print media, stay promotion, television and Radio.

The world's largest business group is a component of the company's business, whose core business is advertising, digital marketing industry is a direct importance of the global marketing industry is a direct importance of the global experience accurate targeting and excellent reporting.

#### **Definition:**

According to Kotler and Armstrong (2009): Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera.

### 2.1.2 TYPES

- 1. Affiliate marketing:** It's miles vision as a sheltered, strong and simple approach for showcasing through on-line level. This is due to a lack of dependability concerning pals which can create new clients. Lawful methods may additionally provide some insurance in opposition to this; however there are constraints in recovering any misfortunes or venture. However this, subsidiary showcasing permits the brand to put it on the market towards littler distributers, and web sites with littler visitors.
- 2. Search Engine Optimization (SEO):** As a web advertising method, the search, search engine natural seek results. search engine optimization can intention exceptional sorts of search, which include photographs, local, video, instructional, news, and enterprise actual vertical search engines like google. Engine optimizing a internet site may additionally

contain modifying its contents, HTML and associated coding to both growth and decreasing the relevance. Promoting a site to increase the wide variety of again hyperlinks or inbound links, social bookmarking, and listing submission is the search engine optimization method.

**3. Search Engine Marketing (SEM):** SEM is a form of internet advertising that includes the promoting of websites by way of growing their visibility in seeks engine effects pages. In seek engine outcomes pages or use pay consistent with click listings.

**3.1 Pay per click (PPC):** It is also called cost per click, is an internet advertising model used to advertise to advertisers when the ad is clicked. It is defined simply as advertisement with search engines, advertisers typically. Content sites commonly load a fixed price per click rather than use a bidding system. PPC display advertisements, also known as banner ads, are shown on websites or search engine results with related content that have agreed to show ads.

**a) Flat rate PPC:** The advertiser and publisher/seek engine agree upon a fixed amount with a view to be paid for each click. The publisher has made the most of the value in step with click on or CPC primarily based on the value of that click on an excessive amount of.

**b) Bid-Based PPC:** It is commonly utilized in Google Adwords, bid in a pay-in keeping with-click auction to help protect your investment at the top of the search results.

**4. Social Media Marketing (SMM):** while we use social media channels (facebook, Twitter, Pinterest, Instagram, Google+, and so on.) to marketplace. The term 'digital advertising and marketing' has a number of advertising and marketing aspects as it helps one-of-a-kind channels. it's far a process techniques are made and completed to attract in visitors for a website or to gain a distinct website the usage of distinct social media structures.

**5. Online Display Ads (ODA):** It can be visible in a wide range of various codecs and carries such texts, photos, flash, video and audio. The forty million people related to the internet each month. it's miles a show of advertising and marketing is a kind of advertising and marketing that is located on web sites. it is also feasible to feature the proper format because it will help to make the most of the medium.

a) Video

b) Expendables: flash documents that expand while the user interacts on mouse over

c) Overlays: ads that appear and it's miles feasible to dispose of a near button;

d) Sponsorship: consisting of a emblem or adding a brand to the design of an internet web page. so one can pick out the right form of advert, the Interactive marketing Bureau has made a trendy ad Unit show Portfolio that works as a guiding principle that may be accompanied via the creative.

**6. Mobile Marketing (MMT):** Mobile advertising through SMS has grown. Andreas Kaplan defines cellular advertising and marketing as any advertising interest completed as a cell device. cell advertising thru SMS has grown but, the cellular operators, the SMS has grow to be the most popular branch of the mobile advertising enterprise, with numerous hundred million advertising SMS in Europe and Asia as a brand new channel to attain the purchaser sent out every month.

**7. Email Marketing:** In its broadest feel, each email dispatched to purchaser, capability customer might be taken into consideration electronic mail advertising and marketing. It's far normally performed with the assist of e-mail; request enterprise e mail marketing can be performed or sold at a current consumer database. Extensively, the time period is usually used to consult the message to the patron and the purchaser, to encourage customer loyalty and repeat enterprise adding commercials to email messages dispatched by different businesses to their clients.

## **BENEFITS**

**1. Worldwide attain:** Internet site permits you to discover new markets and exchange for just a small funding global.

**2. Lower fees:** A well planned and efficiently focused digital advertising marketing campaign.

**3. Traceable, measurable consequences:** By way of measuring on-line advertising with net analytics and an online metrics tool, it is less difficult to look how effective your marketing campaign becomes. You will receive distinctive data approximately the usage of your internet site in response for your advertising. Web analytics can be set up to peer exactly how a good deal you earn with digital approaches.

**4. Personalization:** in case your customer database is connected in your website, go to the internet site. You have to make an activity with offers. It's far greater crucial than just an excellent process or a job for you.

**5. Openness:** you are conscious that the social media isn't well suited with the content material of your website and that you may use it as a social community and have get admission to a social community.

**6. Social Forex:** at the net, those campaigns can win social currency.

**7. Stepped forward Conversion quotes:** if you have an internet site, your clients are just a few clicks faraway from creating a purchase. In contrast to other media wherein humans name, make smartphone calls or go to a shop.

## **2.2 LITERATURE REVIEWS:**

- 1. Rajiv Kaushik (2016):** Digital advertising and marketing has grown in recent years in India. People have different points of view in this. The digital advertising has a massive capacity to boom in commercial enterprise. Blessings including extra emblem reputation and higher brand loyalty may be achieved through effective virtual media plan. The digital advertising and marketing campaign enables reduce charges, increase incoming traffic and enhance ranking in search engines.
- 2. Darshana Bhagowati & Dev Malya Dutta (2018):** In trendy digital advertising has good sized use in various sectors. The effect of digital media has end up increasingly more crucial some of the younger aspirants in better education and mainly. Forty nine percent of the company's active via the cellphone gadgets.
- 3. M. Suginraj (2017):** Digital marketplace growing in India, daily it's far obvious that digitization is achieved at high speed. All reviews and surveys are ongoing round the world. Indian youngsters have a completely friendly era. Cell gadgets are anticipated to attain approximately three billion gadgets worldwide. So you have greater people the use of smartphones, capsules and different mobile devices, and the capacity of the mobile cellphone marketplace keeps to develop.
- 4. Mayank Yadava, Yatish Joshib & Zillur Rahmanc (2015):** Gaining knowledge of articles on social media and cellular cellphone packages will help develop an know-how of mobile social utilization through using mobile social media for diverse corporation advertising and marketing. This article focuses on the significance of cellular social media packages and develops treasured ones Insights into cell social media that is of outstanding fee for the cell advertising of the future.

5. **Kannan P K (2017):** the usage of this framework we have the unresolved questions in every area identified above the benefit from the research we have purposely synthesized the research troubles at a high stage to stimulate more special and precise research. There are several essential contributions inside the location of statistics systems, operations control and economics
6. **Lambrecht A & Misra K (2016):** Tested the query of ways a great deal content material need to be unfastened and while companies should charge a price. They found that corporations can growth sales with the aid of flexibly adjusting the quantity of content material they offer against a price rather than setting a static pay wall as many content material providers do. The power depends on the heterogeneity in consumer demand and consequently may be dynamic.
7. **Jena A (2017):** Purchaser choice inside the virtual retail environment on empirical observe about on-line purchasing in India. He observed that maximum of the respondents have been largely determined to be glad with their on line buy revel in. It was mentioned by each the pupil's respondents and the personal area employees that the existence of the wide sort of merchandise and brands is the most essential characteristic of internet retail save for creating a buy.
8. **Lamberton, C & Stephen, A. T. (2016):** In exercise, we're at a factor in practice in which we are hastily getting into a "post digital" world in advertising, where the questioning that became parted into a "digital" and "traditional". Digital marketing is simply marketing, truly due to the fact almost all advertising and marketing sports a company would possibly take into account now will have a few sort of virtual factor. this article offers insights about the manner this area has evolved, as our attitude on DSMM has increasingly more highlighted its transformational electricity in enterprise and customer existence
9. **Charles Gibson (2018):** The reason of this study is to look at the first-class digital advertising and marketing techniques, via a radical, in-intensity overview of literature professional areas. The literature pointed digitally within the route of combining technology with many factors of traditional advertising
10. **Jyotiram Gaikwad, Manojkumar; Kate, Parikshitkumar Hiralal (2016):** E-advertising and marketing is an aggregate of digital technology which differentiate your products & services from competition. E-advertising and marketing consists of direct



response advertising & oblique advertising and marketing factors. On this, paper writer mentioned instructing discussed methods and their use in current enterprise state of affairs. The writer finds out that by the use of distinct E-marketing technique, conventional method of advertising and marketing. They changed due to the door step provider for patron.

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12. **Priyanka Pradhan, Dr. Devesh Nigam & Dr. C.K. Tiwari (2018):** E-trade, electronic structures, cellular marketing, E-advertising and marketing and many different studies areas. There are clean studies gaps inside the area of virtual advertising and marketing, to fill the space, there's there. The use of different methods inside the area of the methods causes the capability to conduct research single author's questions and filling the studies gap in this field.
13. **Eisenbeiss, M., Wilken, R., Skiera, B., & Cornelissen, M. (2015).** The additional effectiveness, the found differences in the attention that purchasers have paid for the cut price stage relative to the day deal-of-the-day time constraint.
14. **P. Sathya (2017):** At the present time, still for tiny business owner at the present time, still having a totally small enterprise proprietor at the present time. Digital advertising can attain something extra if it can be this kind of gadgets pills, clever phones, TVs, laptops, media, social media, email and different merchandise services.
15. **Dr. Amit Singh Rathore, Mr. Mohit Pant & Mr. Chetan Sharma (2017):** Digital advertising and marketing which includes search engine optimization, SEM, content marketing, social media advertising, social media optimization, email direct advertising and marketing, display advertising and marketing, e-books, optical disks and games. Those are getting more and more not unusual on this year. FB and the increasing use of social media are growing new opportunities for virtual marketers to attract the clients through virtual platform.

16. **Narayanan, S, & Kalyanam, K. (2015).** They used a regression discontinuity method to investigate the effect of the location at the effectiveness of the search for advertisements. They showed a function of greater critical for smaller commercials.
17. **Guoying Zhang, Alan J. Dubinsky, Yong Tan, (2013):** Blogs will generate or sell digital form credos to search for presentations of receipts, particularly for customers and different supporters who're searching out revel in. as an example, as an on line revision, particles will become part of the advertising economy.
18. **Hanna, Rohm, Crittenden, (2011):** As advertising and marketing dynamics wishes to know about online advertising and marketing and programs the way to work efficaciously with performance measurement signs. As marketplace dynamics round the world trade in get right of entry to mass media and social media audiences advertising and marketing communications plan.
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20. **Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015):** Nowadays, even for small commercial enterprise proprietors there's a totally reasonably-priced and green way to marketplace his / her products or services. Digital advertising and marketing has no barriers. enterprise can use some other devices consisting of smartphones, pills, laptops, tv, recreation consoles, digital billboards, and media along with social media, SEO, motion pictures, content, electronic mail, and greater. Media to identify the high-quality course for using up digital advertising and marketing overall performance.

**CHAPTER 3**  
**RESEARCH DESIGN**

### **3.1 STATEMENT OF THE PROBLEM**

The main goal of the project is to know the impact of Digital Marketing and also study the expectation of the different consumers from these digital marketing channels, method and also it tell about the utility to of digital marketing methods in business development.

Atman Technologies is the eight year older organization which has international IT enabled in web development, mobile app development, digital marketing services and its affiliated undertakings.

As the digital marketing sector is becoming more competitive in market hence Atman Technologies must need to restructure and diversify its level of operations for meeting the competitive needs of consumers in the areas of IT and digital marketing. The Atman Technologies must check the awareness, its utility and the wants of Indian consumers in the so called context of global competition.

This study mainly gives effectiveness of the preferences of convenient methods and channels in Digital marketing.

### **3.2 NEED FOR THE STUDY**

Impact plays a major role in the market activities of a firm. Hence the industry in India has a special strategically positioned to provide the best upgraded services to fulfill the needs of consumers.

The impact of digital marketing is undertaken by Atman Technologies can be measured and it will find out if there is any deficiency in the process as well as the connection towards the current situation.

### **3.3 OBJECTIVES:**

1. Be aware of digital marketing methods.
2. Examine the impact on digital marketing and its channels.
3. Evaluate customer engagement in digital marketing.

### **3.4 SCOPE OF THE STUDY:**

- a) This is limited to Atman Technologies, Bengaluru. Project information was collected from department of marketing.

- b) The study also helped to understand about various techniques used for the digital marketing in Atman Technologies.
- c) The scope of the study is increased by conducting the research.
- d) This study is helps the employees who are already working in an organization and its scope of the study helps for the future research and the future development in a company.
- e) This study helps to understand the digital marketing channels in digital marketing.

### **3.5 RESEARCH METHODOLOGY:**

**Data Sources:** Primary data and Secondary data

**Area of research:** Bangalore.

**Research instruments:** Questionnaire

**Sample unit:** The customer who use digital marketing services.

**Sample method:** Simple Random Sampling.

**Sample size:** 100 customers

### **3.6 LIMITATIONS**

1. The study was limited to professionals and master graduates.
2. The sample size of the questionnaire was 100.
3. Some respondents did not respond properly to the questionnaire
4. Some of the data was kept confidential.

### **3.8 CHAPTER SCHEME:**

1. Chapter 1 includes advent, industry profile and business enterprise profile: Promoters, vision, mission, nice policy, products / offerings profile regions of operation, infrastructure facilities, competitors' data, SWOT evaluation, future growth and possibilities
2. chapter 2 includes Theoretical heritage of the study, Literature assessment with studies gap

3. Chapter three includes announcement of the problem, need for the examine, objectives, Scope of the observe, studies methodology, Hypotheses, obstacles, bankruptcy scheme.
4. Chapter four includes analysis and interpretation of the information- gathered with relevant tables and graphs. Consequences obtained by using the the use of statistical tools should be covered.
5. Chapter five includes findings, end and hints / guidelines

**CHAPTER 4:**  
**ANALYSIS AND INTERPRETATION**

## 4.1 ANALYSIS AND INTERPRETATION:

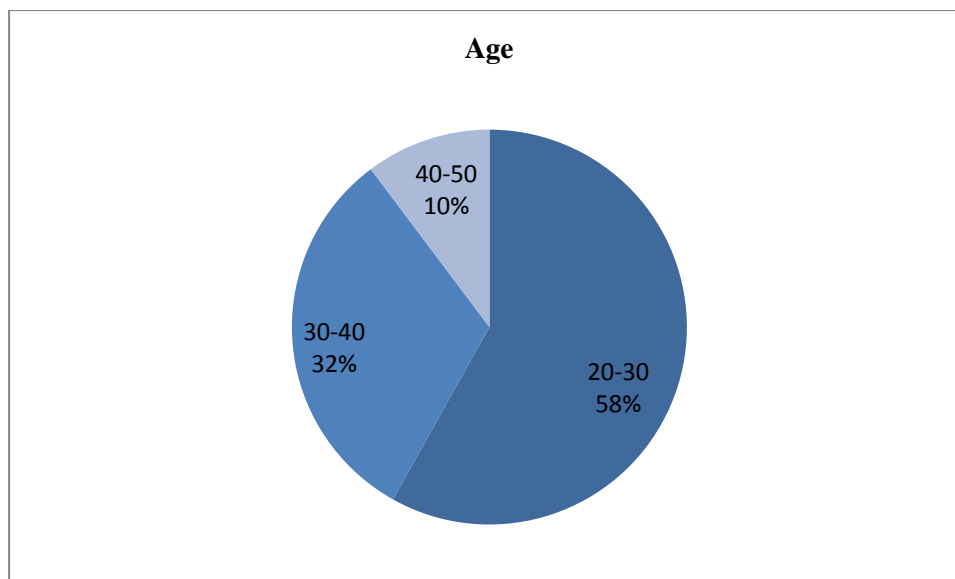
### 1. Age group of the respondents

**Table: 1**

Particulars	Frequency	Percentage
20-30	68	68%
30-40	37	37%
40-50	12	12%
Total	100	100%

**Data interpretation:** The above pie chart it's far clear that 58% of respondents are the age institution of 20-30, 32% of respondents are the age institution of 30-forty and 10% of respondents are the age group of forty-50.

**Graph:1**



**Inference:** The younger generation is highly involved in digital marketing activities more than the other age group of people.



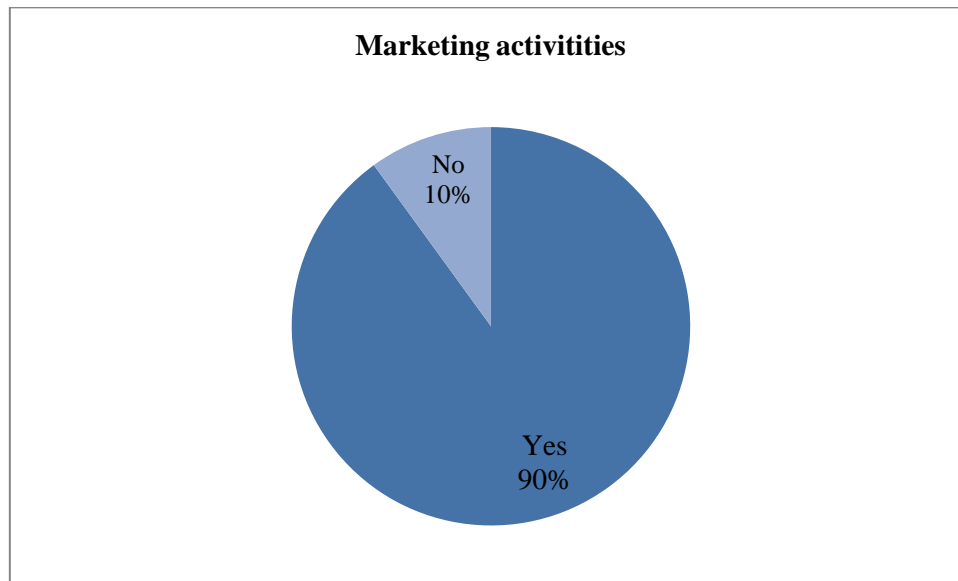
## 2. People involved digital marketing activities

**Table:2**

Particulars	Frequency
Yes	90
No	10
Total	100

**Data interpretation:** From the above pie chart it is clear that 90% of the respondents are involved in digital marketing activities and 10% of respondents are not involved.

**Graph:2**



**Inference:** From the pie we will come to understand that big quantity of respondents worried in advertising activities.

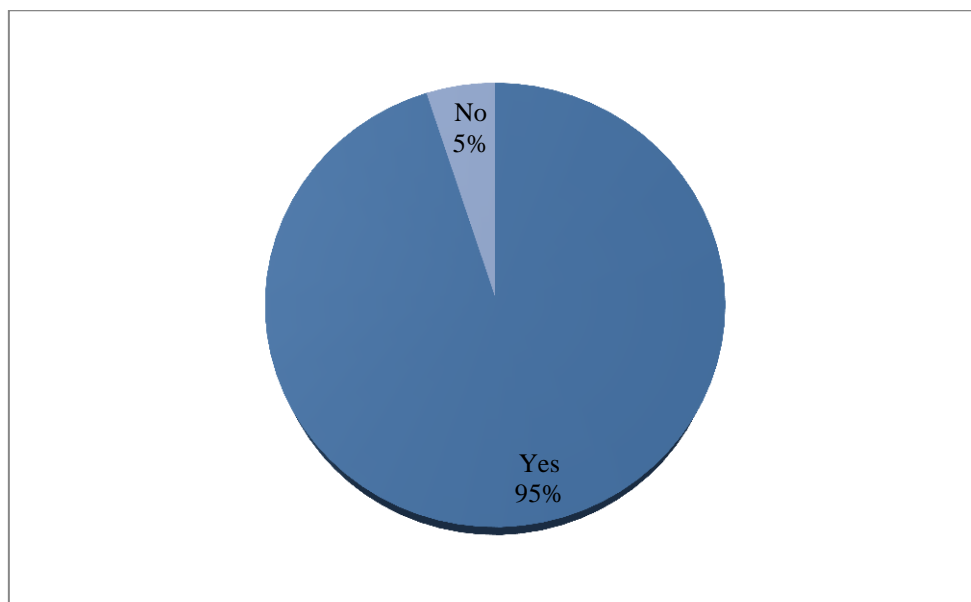
### 3. Statistics collected earlier than shopping the products

**Table:3**

Particulars	Frequency	Percentage
Yes	95	95%
No	5	5%
Total	100	100%

**Data interpretation:** From the above pie chart it is clear that 95% respondents accumulate statistics before buying the goods and 5% of the respondents do not gather facts before purchasing the products.

**Graph:3**



**Inference:** From the result it is clear that most of the people collect statistics before shopping a product

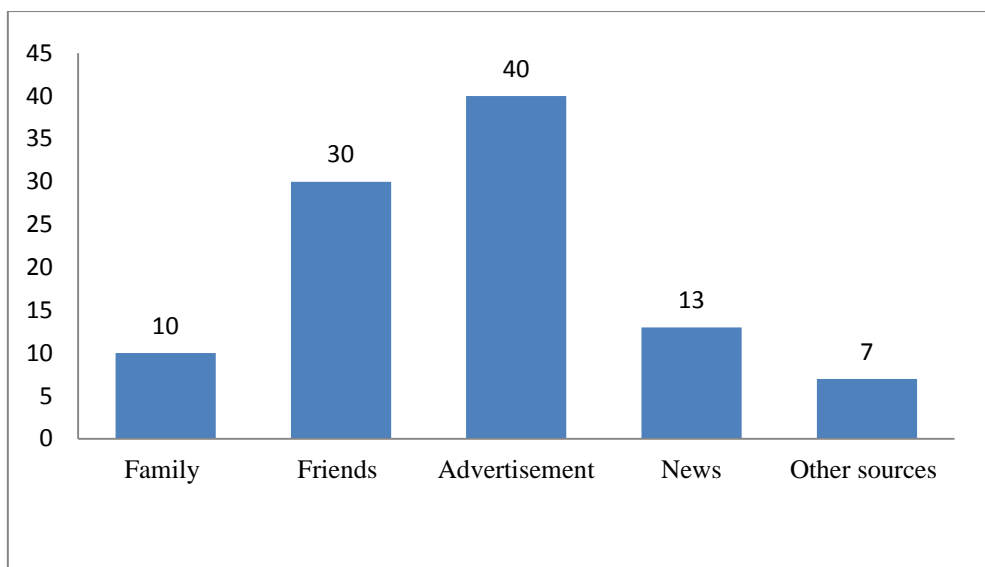
#### 4. Sources of Information about new products/services

**Table:4**

Particulars	Frequency
Family	10
Friends	30
Advertisement	40
News	13
Other sources	7
Total	100

**Data interpretation:** The above graph it tells that the 10% of respondents collect information from family, 30% from friends, 40% from advertisements, 13% form news and 7% from other sources before purchasing the products.

**Graph:4**



**Inference:** The pie chart gives the data that advertisement is the source that provides information about of Information about new products or services in purchasing.

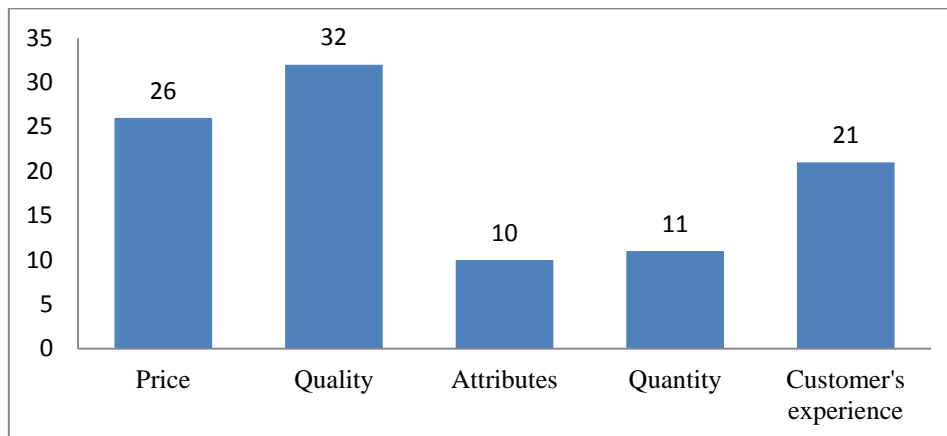
## 5. The type of information will you collected

**Table:5**

Particulars	Frequency
Price	26
Quality	32
Attributes	10
Quantity	11
Customer's experience	21
Total	100

Data interpretation: From the table we can come to know that 26% of price, 32% of quality, 10% of attributes, 11% of quantity and 21% of customer experience the information is collected from the respondents.

**Table:5**



**Inference:** From the outcome we can come to know that respondents are concerned about quality of the product and service.

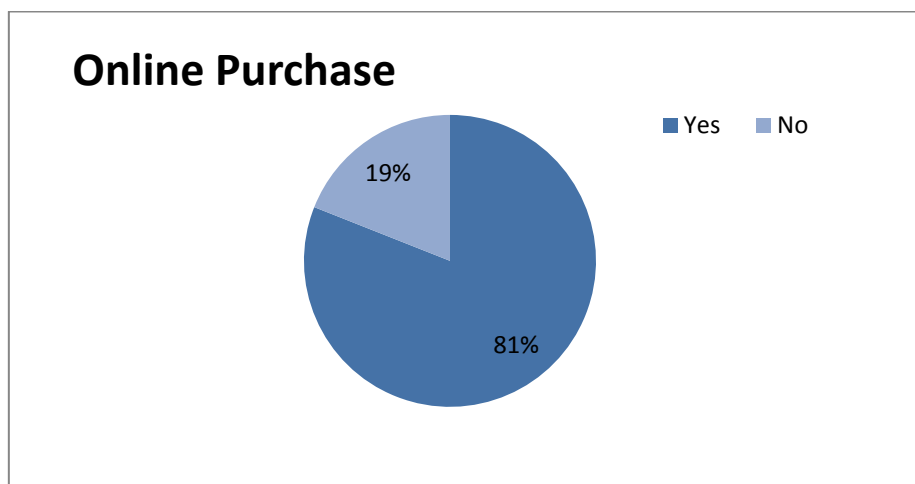
## 6. Purchased from an online site

Table:6

Particulars	Frequency
Yes	81
No	19
Total	100

**Data Interpretation:** From the above Pie chart it is clear that 81% of the respondents purchase and 19% of the respondents do not purchase online.

Graph: 6



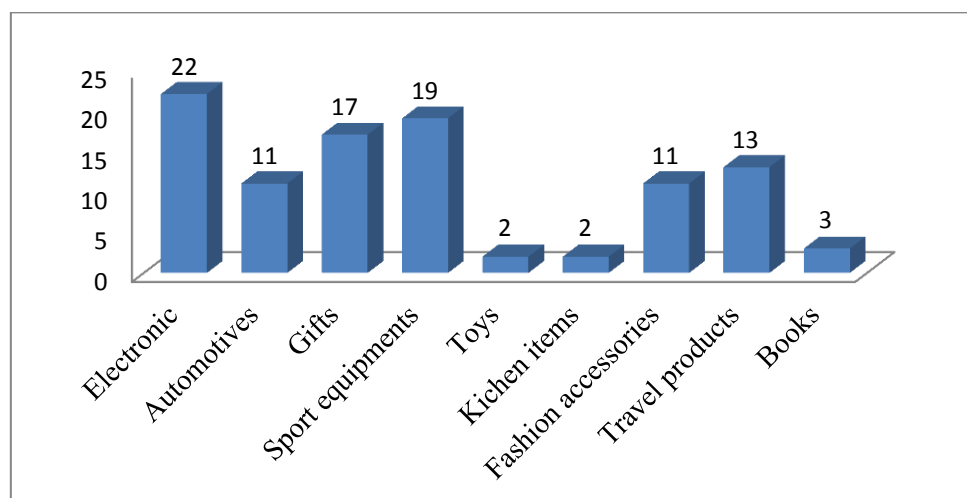
**Inference:** From the above consequences it's far clean that maximum of the respondents buy from on line websites.

## 7. The type of product purchased from online

**Table: 7**

Particulars	Frequency
Electronics	22
Automotive	11
Gifts	17
Sport equipments	19
Toys	2
Kitchen items	2
Fashion accessories	11
Travel products	13
Books	3
Total	100

**Data interpretation:** From the given information 22% of the respondents purchase electronics, 11% purchase automotives, 17% purchase gifts, 19% purchase sport equipments, 2% purchase toys, another 2% purchase kitchen items, 11% purchase fashion accessories, 13% purchase travel products and 3% purchase books in online sites.



**Inference:** From the results we can come to know that most of the respondents purchase electronic items from online sites.

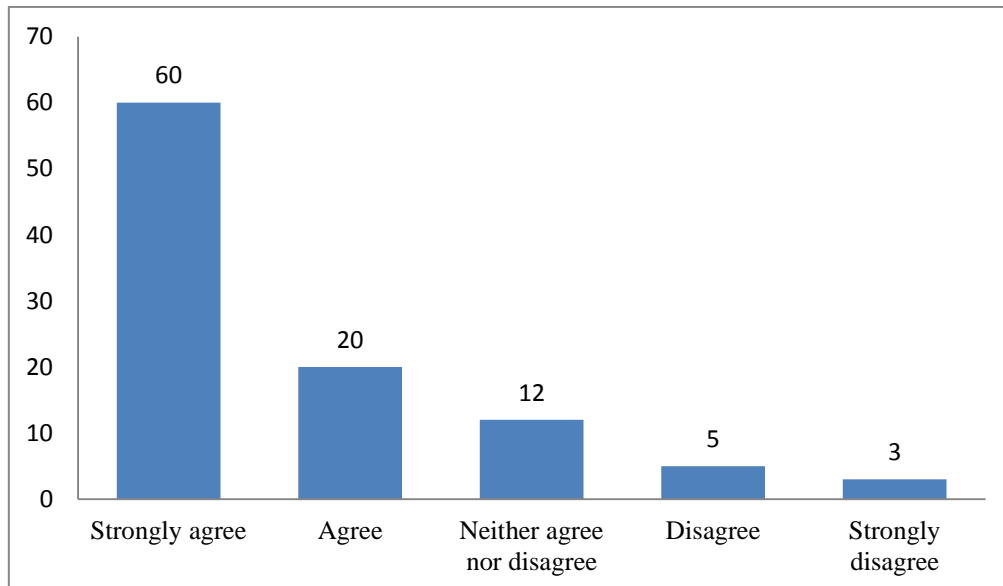
**8. The statement "Social media helps in business growth" agree with**

**Table: 4.08**

<b>Particulars</b>	<b>Frequency</b>
Strongly agree	60%
Agree	20%
Neither agree nor disagree	12%
Disagree	5%
Strongly disagree	3%
Total	100%

**Data interpretation:** From the above outcome it is clear that 60% of the respondents strongly agree, 20% agree, 12% neither agree nor disagree, 5% disagree and 3% strongly disagree.

**Graph: 4.08**



**Inference:** Maximum of the respondents powerfully agrees that social media helps in increase of the business.

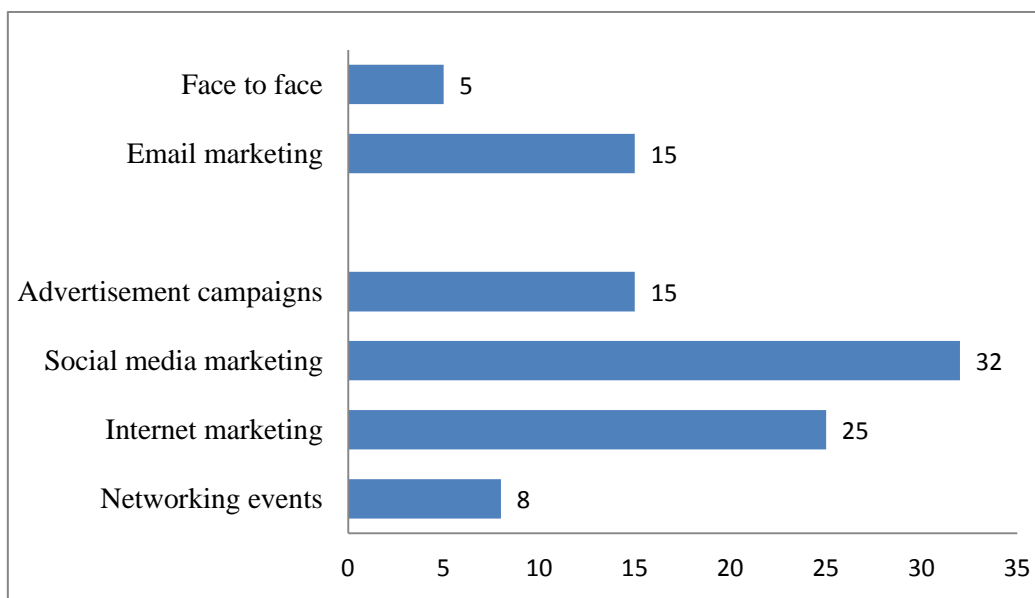
## 9. The most effective marketing strategies for businesses

**Table: 4.09**

Particulars	Frequency
Networking events	8
Internet marketing	25
Social media marketing	32
Advertisement campaigns	15
Email marketing	15
Face to face	5
Total	100

**Data interpretation:** The above graph determines that 32% of respondents assume that social media advertising, 25% of internet marketing, 15% of classified ads campaigns, 15% of email advertising and marketing, eight% of networking occasions and 5% of face to face are the only advertising techniques for businesses.

**Graph: 4.09**



**Inference:** Most of the respondents sense that social media marketing is handiest marketing method for business.



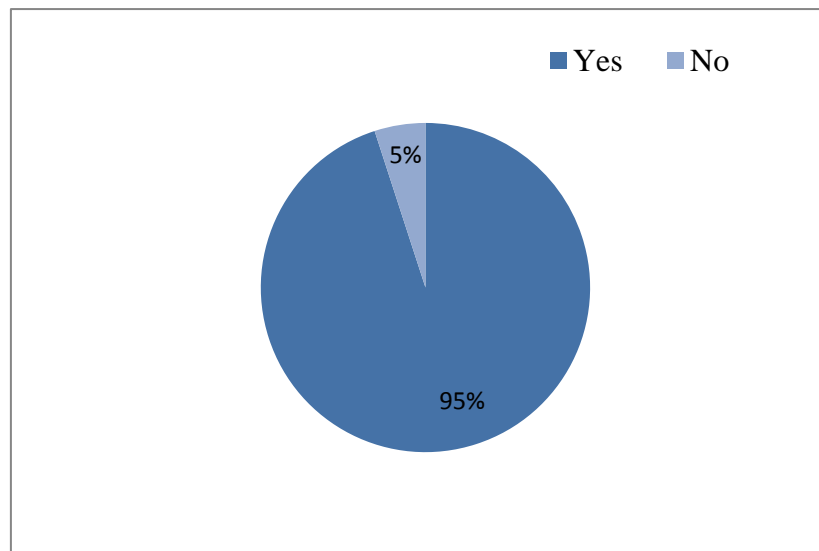
## 10. The Digital marketing methods which are good for businesses development

**Table: 4.10**

Particulars	Percent
Yes	95
No	5
Total	100%

**Data interpretation:** The above Pie Chart it is clear 95% of the respondents think that digital marketing channels are good for businesses development and 5% of respondents do not.

**Graph: 4.10**



**Inference:** Greater wide variety of respondents feels that digital advertising is the coolest channel for growing the enterprise

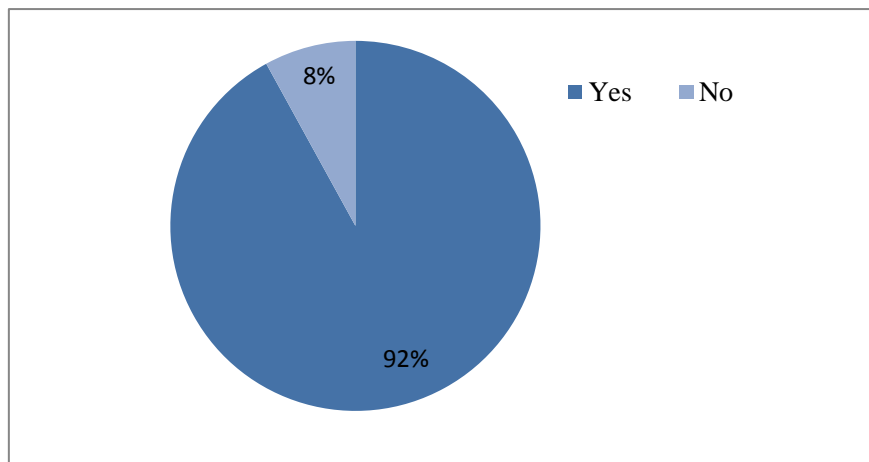
## 11. Online advertisements noticed

**Table: 4.11**

Particulars	Percentage
Yes	92%
No	8%
Total	100%

**Data interpretation:** The above pie chart it is clear that 92% of the respondents notice advertisements and 8% of the respondents do not notice advertisements.

**Graph: 4.11**



**Inference:** Large number of people watched advertisements and it is a good sign for digital marketing

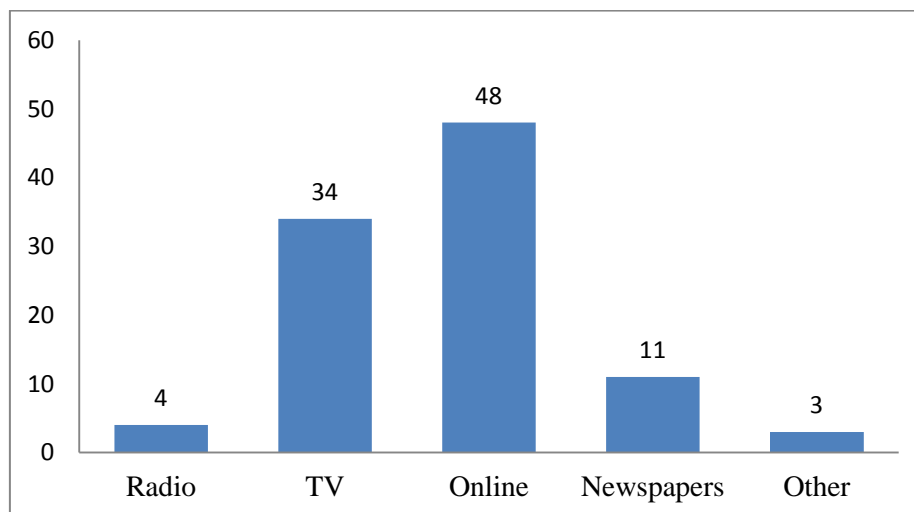
## 12. One of the desirable media.

**Table:4.12**

Particulars	Frequency
Radio	4
TV	34
Online	48
Newspaper	11
Others	3
Total	100

**Data interpretation:** From the above graph it is clear that 48% of the respondents give more importance, 34% for TV, 11% for newspapers, 4% for radio and 3% for others media.

**Graph: 4.12**



**Inference:** The result gives readability that most of the importance that's given to the media is online.

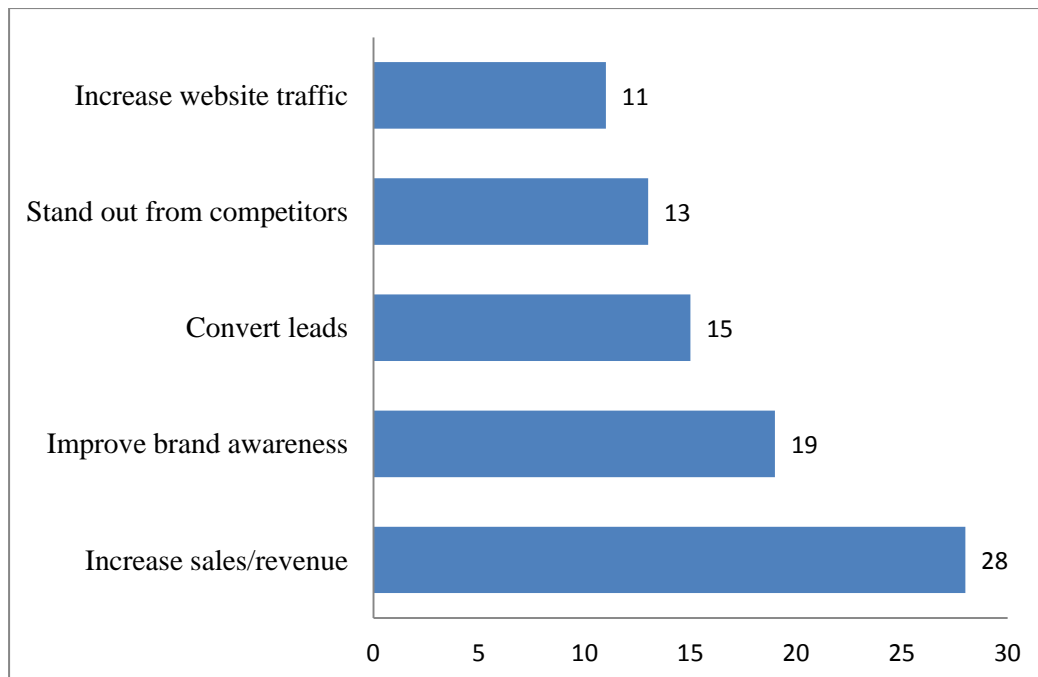
### 13. The goal of digital marketing

**Table: 4.13**

Particulars	Frequency
Increase sales/revenue	28
Improve brand awareness	19
Convert leads	15
Stand out from competitors	13
Increase website traffic	11
Total	100

**Data interpretation:** From the above graph it is clear that 28% of respondent's goal of digital marketing is to increase sales/revenue, 19% for improving brand awareness, 15% for converting leads, 13% or standing out from competitors and 11% for increasing website traffic.

**Graph: 4.13**



**Inference:** The main purpose of the digital marketing is increasing sales and revenue.

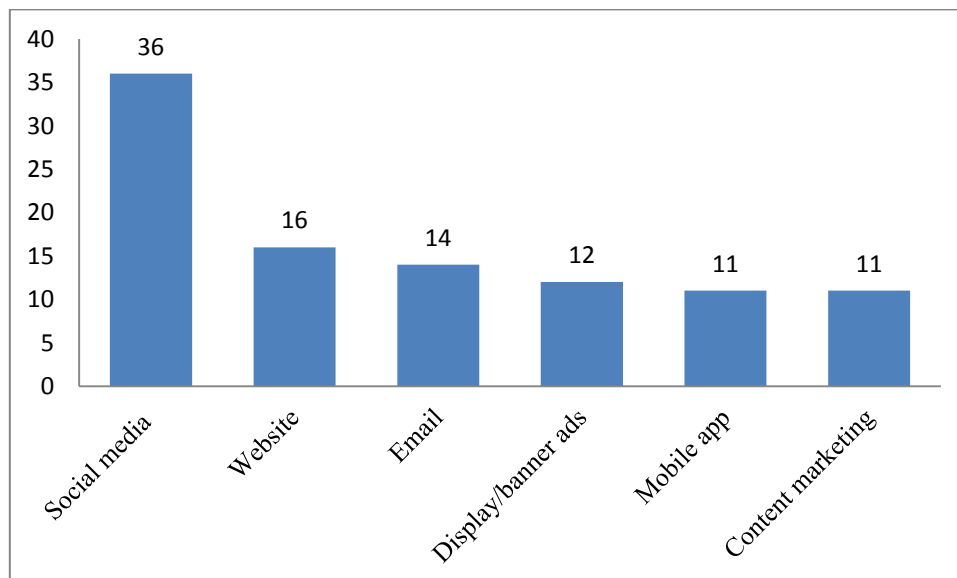
#### 14. The best digital marketing channel for business

**Table:4.14**

Particulars	Frequency
Social media	36
Website	16
Email	14
Display/banner ads	12
Mobile app	11
Content marketing	11
Total	100

**Data interpretation:** From the outcome it is clear that 36% of the respondents think social media as good channel of digital marketing, 16% of website, 14% of email, 12% of display/banner ads, 11% of mobile app and 11% of content marketing.

**Graph: 4.14**



**Inference:** The graph clearly tells that social media is best channel for digital marketing in current days.

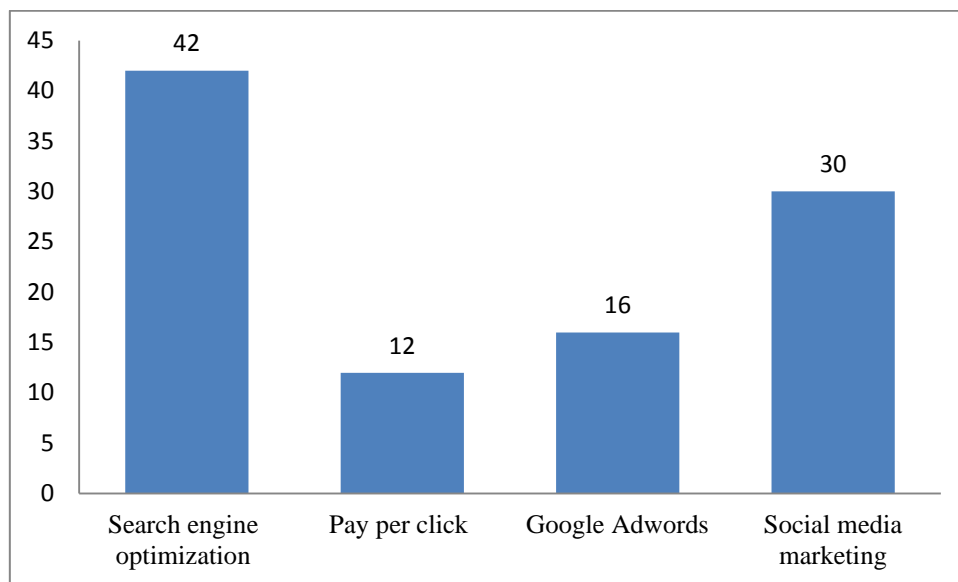
## 15. The best method of digital marketing to increase the Google ranking

**Table: 4.15**

Particulars	Frequency
Search engine optimization	42
Pay per click	12
Google Adwords	16
Social media marketing	30
Total	100

**Data interpretation:** From the data we can come to know that 42% of SEO, 12% of PPC, 16% of Google of Adwords, 30% of Social media marketing can increase Google ranking to the website.

**Graph: 4.15**



**Inference:** The above final result tells that search engine optimization the fine approach to boom the Google site visitors of the website.

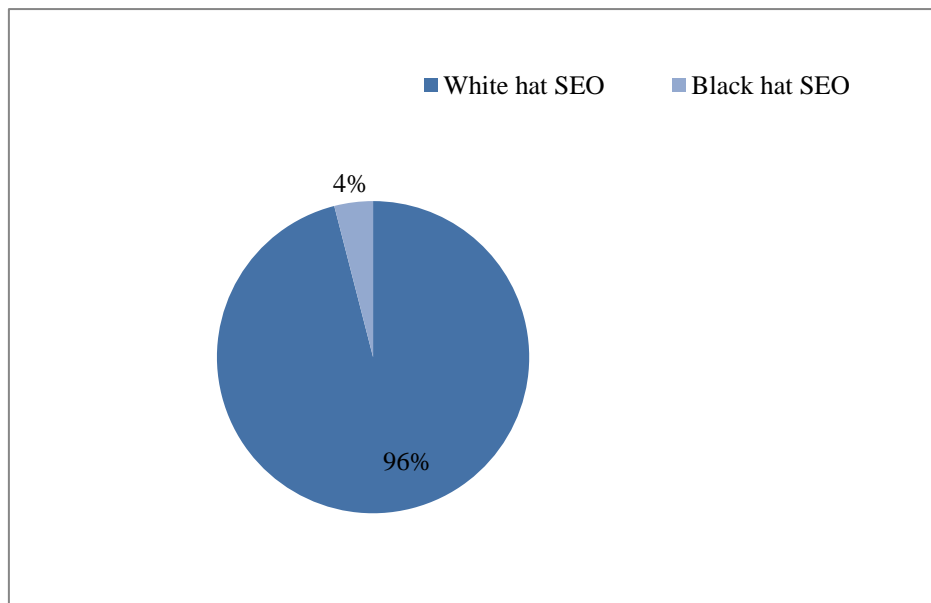
**16. The type of search engine optimization is good for website traffic**

**Table: 4.16**

Particulars	Frequency
White hat SEO	96
Black hat SEO	4
Total	100

**Data interpretation:** From above table the results tell that 96% of white hat SEO is good and 4% of black hat SEO is good for website traffic.

**Graph: 4.16**



**Inference:** From the above table it clear white hat search engine optimization is better than black hat search engine optimization.

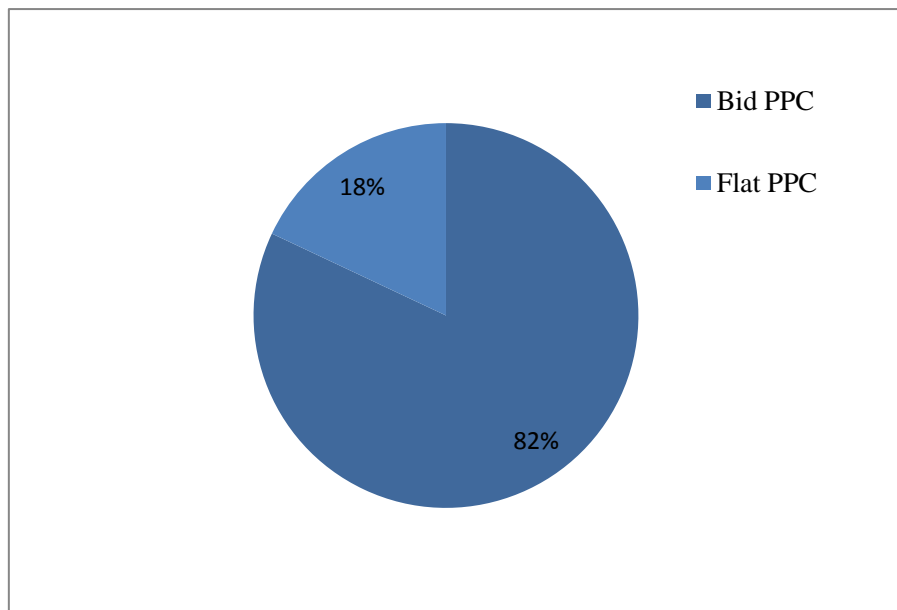
**17. The type of Pay Per Click best for business development.**

**Table: 4.17**

Particulars	Frequency
Bid PPC	82
Flat rate PPC	18
Total	100

**Data interpretation:** The above table certainly explains that 82% of them consider bid pay per click and 18% trust flat pay in keeping with click on.

**Graph: 4.17**



**Inference:** Large number of respondents agrees that Bid pay per click is the best method to develop the business than flat rate pay per click.



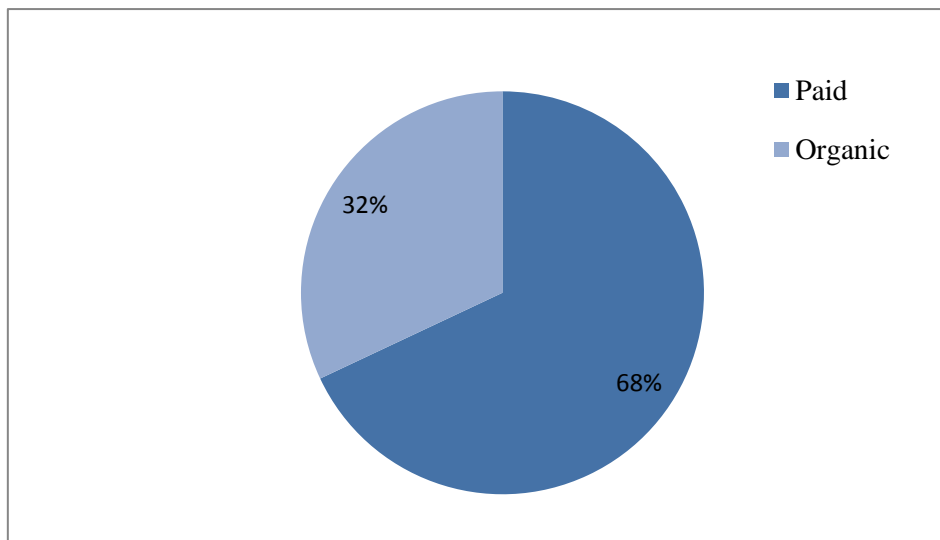
## 18. The best source of website traffic

**Table: 4.18**

Particulars	Frequency
Paid	68
Organic	32
Total	100

**Data interpretation:** The result tells that 68% of respondents believe in paid traffic and 32% of the respondents believe in organic traffic.

**Graph: 4.18**



**Inference:** The facts from above Pie chart the records convey that paid site visitors are the high-quality supply of traffic in digital marketing.

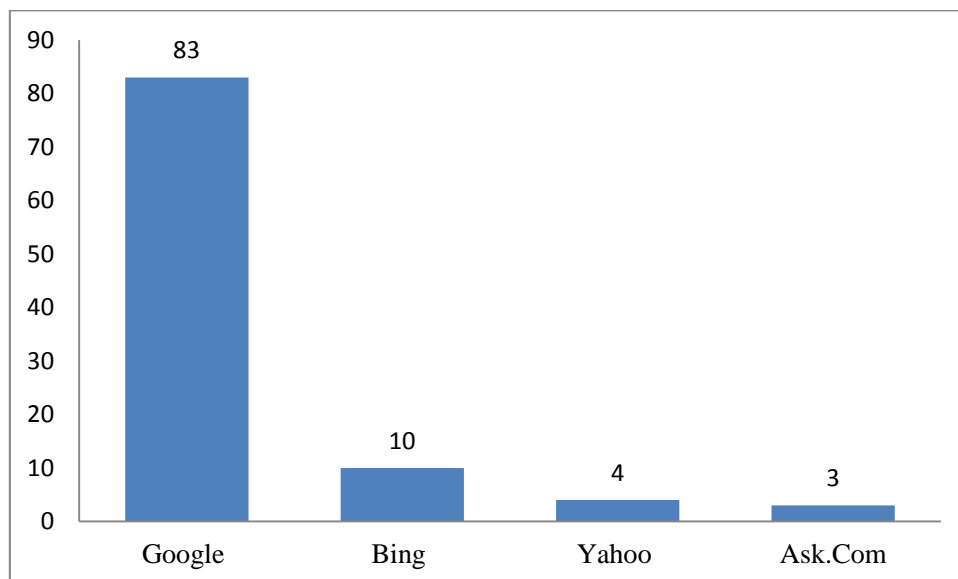
**19. The following search engines that prefer the most for digital marketing activities**

**Table: 4.19**

Particulars	Frequency
Google	83
Bing	10
Yahoo	4
Ask.Com	3
Total	100

**Data interpretation:** From the above data respondents rated 83% of Google, 10% of Bing, 4% of Yahoo and 3% of Ask.com as search engines that they preferred for digital marketing activities.

**Graph: 4.19**



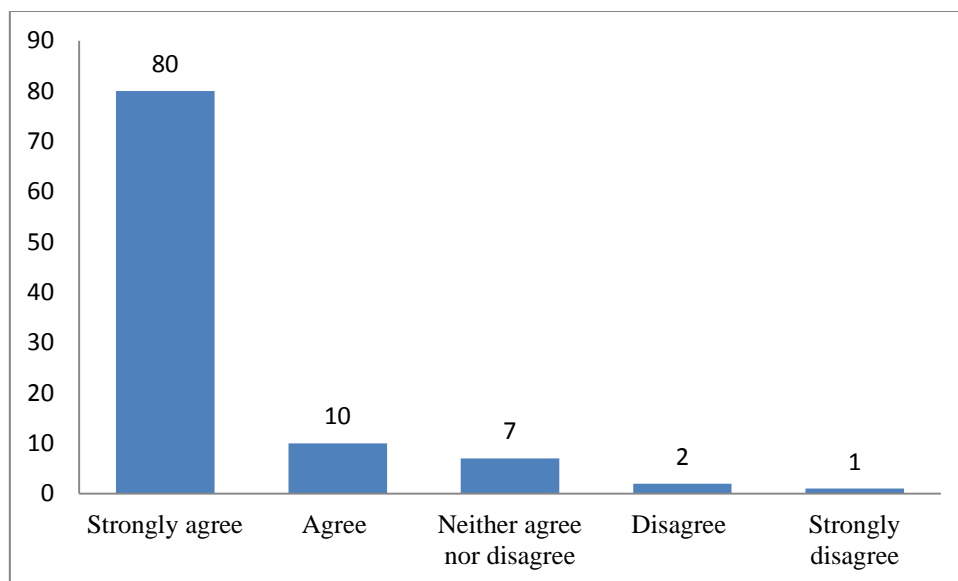
**Inference:** From the records we will come to understand that Google is the dominating search engine for virtual advertising activities.

## 20. The Google is the best Search Engine for online advertising

Particulars	Frequency
Strongly agree	80
Agree	10
Neither agree nor disagree	7
Disagree	2
Strongly disagree	1
Total	100

**Data interpretation:** The 80% of the respondents strongly agree, 10% of agree, 7% of neither agree nor disagree 2% of disagree and 1% of strongly disagree that Google is the best search engine for online advertisement.

### Graph:20



**Inference:** The respondents strongly agree that Google is the great seek engine for on-line advertising other than any search engines like google.

**CHAPTER 5:**  
**FINDINGS, CONCLUSION AND SUGGESTIONS**

## 5.1 SUMMARY OF FINDING

1. The younger era is extraordinarily involved in virtual advertising and marketing sports greater than the alternative age group of human beings.
2. The chart will help to understand that huge quantity of respondents involved in marketing activities.
3. The end result its miles clean that most people gather facts in advance than shopping for a product
4. The pie chart gives the statistics that commercial is the supply that offers statistics about of records about new products or services in shopping.
5. The outcome we can come to recognize that respondents are worried approximately first-rate of the product and issuer.
6. The consequences it is clean that most of the respondents buy from online websites.
7. The maximum of the respondents purchase electronic devices from on line websites.
8. The respondents strongly agree that social media helps in increase of the company.
9. The social media advertising is best advertising method for commercial enterprise.
10. The virtual advertising is the excellent channel for developing the industrial organization
11. Wide variety of people watched commercials and it is a great sign for virtual advertising and marketing and advertising
12. The end result offers readability that maximum of the importance it's given to the media is online.
13. The precept cause of the virtual advertising is increasing income and revenue.
14. The social media is great channel for digital advertising and marketing in contemporary days.
15. The search engine optimization the first-class method to growth the Google site visitors of the internet site.
16. The white hat search engine optimization is better than black hat SEO.

17. The Bid pay in step with click on is the awesome technique to make bigger the industrial organization than flat rate pay according to click.

18. The paid visitors are the terrific supply of visitors in virtual advertising.

19. The dominating seek engine for virtual advertising activities is Google.

20. Google is the first-class search engine for on-line marketing apart from any serps.

## **5.2 CONCLUSION:**

In this study, the effectiveness of digital marketing analysis was conducted at Atman Technologies, Bengaluru. The analysis was on the impact of digital marketing based on data collected from the questionnaire used with respect to digital marketing activities in the company.

The globe is being added digital, and all organizations are at present enjoying digital occurrence. Marketing, SEO, web site design, net banner commercials, paid searches, search engine marketing, affiliate marketing, mobile advertising, e-mail marketing, social media control, social media advertising and so forth. The critical aspect to hold in thoughts is that they may be all approximately the equipment and structures, and each entrepreneurs are both cozy with their options.

The analysis of this project report explains major fluctuations in digital marketing activities. The outcome shows that the implication of digital marketing is increased and improved in every industry.

## **5.3 Suggestions / Recommendations:**

- a) Do some local search marketing.
- b) Optimize the website for humans and search engines.
- c) Engage in link building.
- d) Take advantage of keywords.
- e) Send emails that let them know about new promotions, specials and products.
- f) Monitor your online reputation.
- g) Use online networking sites to build a bigger network.

- h) Get more attendees with Facebook, Instagram, Youtube Events
- i) Speaking of social media, it's time to build a better social strategy.
- j) Try social media ads.

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2. [www.Atmantechnologies](http://www.Atmantechnologies)





- a) Price
- b) Quality
- c) Attributes
- d) Quantity
- e) Customer's Experience

9. Did you ever purchase from an online site?

- a) Yes
- b) No

10. If yes, then what type of product/ service did you purchase online?

- a) Electronic
- b) Books
- c) Travel Products
- d) Fashion accessories
- e) Kitchen and Home items
- f) Toys
- g) Sports equipments
- h) Health and Beauty Products
- i) Gift
- j) Automotive

11. How much do you agree with this statement? "Social media helps in business growth"

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree

e) Strongly disagree

12. What are the most effective marketing strategies for businesses?

a) Networking events

b) Internet marketing

c) Social media marketing

d) Advertisement campaigns

e) Email marketing

f) Face to face

13. Do you think digital marketing methods are good for businesses development?

a) Yes

b) No

14. Do you ever notice advertisement online?

a) Yes

b) No

15. Mention one from of media, which you give more importance?

a) Radio

b) TV

c) Online

d) Newspaper

e) Others

16. What is the goal of digital marketing?

a) Increase sales/revenue

b) Improve brand awareness

c) Convert leads

- d) Stand out from competitors
- e) Increase website traffic

17. Which is the good digital marketing channel for business?

- a) Social media
- b) Website
- c) Email
- d) Display/banner ads
- e) Mobile app
- f) Content marketing

18. Which is the best method of digital marketing to increase the Google ranking?

- a) Search engine optimization
- b) Pay per click
- c) Google Adwords
- d) Social media marketing

19. Which type of search engine optimization is good for website traffic?

- a) White hat SEO
- b) Black hat SEO

20. Which type of Pay Per Click is best for business development?

- a) Bid PPC
- b) Flat PPC

21. Which is best source of website traffic?

- a) Paid
- b) Organic

22. Which of the following search engine you prefer the most for digital marketing activities?

- a) Google
- b) Bing
- c) Yahoo
- d) Ask.com

23. Google is the best search engine for online advertising

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree

24. Search engine optimization plays a major role in Digital Marketing?

- a) Strongly agree
- b) Agree
- c) Neither agree nor disagree
- d) Disagree
- e) Strongly disagree



**ACHARYA INSTITUTE OF TECHNOLOGY**

**DEPARTMENT OF MBA**

**PROJECT(17MBAPR407) -WEEKLY REPORT**

**NAME OF THE STUDENT: Rashmi M S**

**INTERNAL GUIDE: Dr. Janardhan G Shetty**

**USN: 1AY17MBA40**

**COMPANY NAME: Atman Technologies, Bangalore**

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

For ATMAN TECHNOLOGIES

Authorized Signatory

Company Seal



College Seal

HOD Signature

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