

Project Report (17MBAPR407)

**“A STUDY ON DIGITAL MARKETING STRATEGY ON SALES
PERFORMANCE AT IMR SOFTECH”**

BY
RAVIN
USN: 1AZ17MBA36
Submitted to

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

INTERNAL GUIDE

Ms. ARUNDATHI K L
Asst. Professor
Department of MBA, AIT

EXTERNAL GUIDE

Ms.SUSHMA S V
Marketing Manager
IMR Softech



Department of MBA
Acharya Institute of technology, Soldevanahalli,
Hesaragatta Main Road, Bengaluru

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43/8, 1st Floors, Kammavari complex, Subbarama Chetty Road N R Colony,
Basavanagudi, Bangalore- 560004, Karnataka, India.

info@imrsoftech.com

080-26672247

Ref: IMR/HRM/1113/0128

Date :4/4/2019

CERTIFICATE

This is to certify that **RAVI N** bearing registration number (USN: **1AZI7MBA36**), As a student of MBA course from Visvesvaraya Technology University, Belgaum at Acharya Institute of Technology, Bangalore. He hereby permitted to undertake Internship Project in **IMR SOFTECH** entitled as “**A STUDY ON DIGITAL MARKETING STRATEGIES ON SALES PERFORMANCE**” for a period of six weeks, from 03/01/2019 to 22/02/2019. During the association with us, He executed the work assigned to him very diligently.

During the tenure we found him to be very keen in learning. His conduct during this period was satisfactory. We wish him all the very best in all his future endeavours.

For IMRSOFTECH

(Manager)

Authorised Signatory



ACHARYA INSTITUTE OF TECHNOLOGY

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

Date: 05/04/2019

CERTIFICATE

This is to certify that **Mr. Ravi N** bearing **USN 1AZ17MBA36** 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 Digital Marketing Strategy on Sales Performance at IMR Softech, Bengaluru**” is prepared by him under the guidance of **Prof. Arundathi K L**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

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, **RAVI N**, hereby declare that the Project report entitled “A STUDY ON DIGITAL MARKETING STRATEGY ON SALES PERFORMANCE AT IMR SOFTECH” with reference to “IMR SOFTECH” prepared by me under the guidance of **ARUNDHATI K L**, Asst. professor, M.B.A Department, Acharya Institute of Technology and external assistance by **SUSHMA S V**, MARKETING MANAGER, IMR SOFTECH. I also declare that this Project work is towards the partial fulfillment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

Place: BANGALORE

Date 8/4/19


Signature

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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: Bangalore

Date:

RAVI N

1AZ17MBA36

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EXECUTIVE SUMMARY

Internet is rapid rising as a effective medium of advertising with the new millennium, the Internet is growing as an effective medium of advertising. As the Internet Consumer Scale increases the pedestrian, brand new media is considered due to the advertiser's dream. In the 2000s, the net is the fastest growing medium with ten million customers and an average expected 124% annually.

Virtual marketing is becoming a part of the advertising and marketing process of some companies - but it is new strategies and wonder. The advantages of digital advertising are the ability of Coleman from a one-of-a-kind geographical area with a variety of tastes and options.

This study is a descriptive study and the sample technique used here is a favorable model. The size of the model is one hundredth from the city of Bangalore. Information ass collected The following step contains analyzes of statistics collected by defendants within analytical research techniques. This evaluation and definition is implemented with graphs and tabularization, with the help of the MS Excel software program.

Including whether or not the customer knows about online advertising with the help of evaluation and interpretation, affects their purchasing behavior online.

A way to improve online business with critical assessment and definition of interpretation, so you can tons of tons of visits and increase purchasing efficiency and increase line-up strategies.

CHAPTER 1

INTRODUCTION

1.1 Introduction

The project was carried for six week at IMR softech. The company provides digital marketing services to different companies which use digital media as tool for advertising and marketing their products and services and also their business. virtual advertising is the advertising of products or services the usage of virtual technologies, specifically on the internet, however additionally which includes mobile phones, display marketing, and some other virtual medium.

Virtual advertising and selling growth has changed in the way the manufacturers and companies used the era for selling since the 1990s and 2000s. Since digital structures are a number of affiliate marketing plans and general life, humans are using virtual gadgets to visit physical stores, virtual advertising and marketing promotions are more traditional and effective.

SEO (SEO), Content Advertising and Marketing, Influential Advertising, Content automation, Marketing Promotion Advertising, Log-in Advertising, Ecommerce Advertising, Social Media Advertising, Social Media Optimization, Advertising Advertising, eBooks, and Optical Disks and Games More common in advanced technology. In reality, virtual advertising now extends to non-Internet channels that provide virtual media, w

Virtual advertising is an sunshade term for the use of virtual technology, the focus on products, services or services focused, measurable, and interactive advertising and marketing. The main objective is to brands the media into various media outlets. It is embedded by the use of mile suppliers, product and logo advertising techniques, especially the cell and the net with traditional television and radio as the core campaign media.

1.2 INDUSTRY PROFILE

The improvement of virtual advertising is inseparable from generation development. One of the key points within the start of was in 1971, wherein Ray Tomlinson despatched the very first electronic mail and his era set the platform to permit humans to send and acquire documents through exceptional machines .however, the more recognizable period as being the begin of digital advertising is 1990 as this changed into wherein the Archie seek engine changed into created as an index for FTP websites. Within the Eighties, the storage ability of laptop turned into already huge sufficient to shop massive volumes of customer records. Corporations began choosing online strategies, including database advertising, rather than confined listing broking. This sort of databases allowed companies to music clients' records extra successfully, thus remodeling the connection between consumer and seller. However, the guide manner changed into no longer so green.

Inside the Nineteen Nineties, the term digital advertising changed into first coined With the debut of server/purchaser architecture and the popularity of personal computer systems, the consumer relationship control (CRM) applications became a full-size a part of advertising technology Fierce competition forced providers to include greater service into their tender ware's, for instance, marketing, income and service packages. Marketers have been additionally able to very own huge online patron records via Ecrm software program's after the net changed into born. Companies could replace the data of patron needs and obtain the priorities of their revel in. This caused the first clickable banner advert being going live in 1994, which changed into the "you will" campaign by way of AT&T and over the first 4 months of it going stay, forty four% of every person who saw it clicked at the advert .

inside the 2000s, with more and more internet customers and the beginning of Iphone, customers began looking products and making choices about their needs on line first, in preference to consulting a salesclerk, which created a brand new problem for the advertising department of a enterprise. Further, a survey in 2000 in the united kingdom located that maximum shops had no longer registered their own domain deal with. These problems made marketers find the virtual methods for market improvement.

In 2007, the idea of advertising and marketing automation becomes raised to remedy the trouble above. Advertising automation helped agencies' section customers, launch multichannel marketing campaigns and offer personalized facts for customers. But, the speed of its adaptability to customer devices turned into no longer speedy sufficient.

Virtual advertising and marketing became extra state-of-the-art inside the 2000s and the 2010s, while the proliferation of gadgets' able to getting access to virtual media brought about surprising increase.[15]information produced in 2012 and 2013 confirmed that virtual advertising and marketing become nevertheless growing. With the improvement of social media inside the 2000s, consisting of LinkedIn, Face book, YouTube and Twitter, consumers became fairly dependent on digital electronicsin daily lives. Therefore, they anticipated a unbroken consumer experience throughout different channels for searching product's statistics. The alternate of consumer conduct improved the diversification of marketing generation.

Digital advertising is likewise referred to as 'on-line advertising and marketing', 'internet advertising and marketing' or 'web marketing'. The term virtual advertising and marketing has grown in recognition through the years. In the united states of 4rganiz online advertising and marketing remains a popular term. In Italy, virtual advertising is referred to as internet marketing. Worldwide digital advertising has come to be the most not unusual time period, particularly following the yr 2013.

Trivial Trillion is expected to be online advertisements that serve annually with the fourth-eight percent increase in Digital Media Boom 2010. The growing part of advertising is behavioral advertising and marketing (OBA) users, according to net marketing, but raises the challenge of OBA customer privacy and information protection.

Advertising and Marketing has served the printing industry for 2 hundred years, and has been implemented to the net with every prospect of success. In April 1994, Net Marketing was started in a medium and sieglung well-known novice card lottery message in the Usenet Website Online, and was launched in October with the help of advertising and marketing assignments in October. with the aid of advertising and marketing placements for AT&T, MCI, Dash, and Volvo were on the warm strings and eventually the idea drew. Trade grew in the development of excellence, and these days traffic, rotation, scrolling, animated, flash and venture banner ads can all be designed to create traffic, increase awareness of the logo and produce Leeds and sales.

Internet agencies are based on marketing sales, and for a few years groups have been upgraded.

Fee depended on: -

- Commercial form.
- It is considered on web pages.

- How is it included with content objects.
- How correctly the advertiser is intended for audiences

On line marketing have to provide:

Scalability - Like TV advertising, it do not cost much to develop online advertising marketing campaigns. No need to print extra copies of a mag, or create and mail direct-mail pieces.

searing demographics– The online network is additional prosperous, higher education, and more youthful and more excited than the larger population. More and more humans are going to browsing and diversity is increasing.

Focused Messages - Contrary to the broadcast and print media, net advertisers see their ads, and allow advertisers to appear in what circumstances. Internet publications provide every viable target market, which is difficult to understand the area of interest companies from a large-market location. In the past, generations of computers can use their computing platform (computers or Macintoshes), web browsers (Netscape Navigator or Microsoft

large and flexible gain– while the net can't however healthy market penetration, the size of the net target audience is growing in no time. greater importantly, because of the fact you buy on line commercials by means of manner of the have an impact on, you could purchase as an awful lot or as little of that target target market as you preference. And this is authentic no matter how famous or specialised the internet site on line on which your advertisements run- quite often, advertising costs rely upon how many impressions you purchase, now not on the size of a website's audience.

Pricing-Effective- Partially because you are more efficient for the accuracy you receive, online marketing can be exceptionally competitive with other types of advertising and marketing. If you buy 1,000 ad impressions, for example, you consider your ad exactly the same as 1,000 humans.

Special supervision and size - compared to online marketing, is similar to shooting within traditional media advertising and marketing dark. Advertisers allow the Internet to collect specific information about the advertiser's view of advertising, at the same time, how often, and how often. However more; You will get these statistics right away, and will no longer be weeks after you modify your operation. Of course, every webpage

Ability to expand business - Historically, marketing has become one-way mechanism. Without techniques like coupons in infomercials in print guides and techniques such as mail-to-toll free numbers, there is no way for clients to handle statistics within the ad. On the Web, consumers involved can click, analyze, and actually buy more. Obviously nothing is more effective.

The creative design of the domestic web page is very important to take the website to the exact creativity-search online. Within seconds, customers should get an idea almost exactly where to move the site and the inside. If you ignore the opportunity, many will not go back.

The resulting content is the subject of the king and the essential element of a website. Content rich internet pages attract users. The cost on the internet is information. Net beauty and venture gives users the ability to customize consistent documents and choose exactly what she sees.

In contrast to ads or print advertising, the start of web advertising banner strategy is more effective. Your banner can also make your branding message effective, with the possibility that your internet webpage will not be delayed and you can always click on it. Once there, you can access as much material for your Organization and products as you pay attention.

Pictures & the factors that play a key role in the decision to live or leave customers. Use of creative principles, colors, motions.**Significance**

- Virtual advertising may be very reasonably-priced in comparison to different manner or traditional advertising and marketing.
- The world is moving from conventional to virtual advertising.
- e-mail marketing
- Website advertising and marketing is gaining
- Cellular marketing
- seek Engine advertising
- Seo
- Digital marketing has a vast scope.

- The world is changing from analogue to digital.
- Digital marketing industry is growing at a tremendous pace.
- 40-50% of company's revenue is spent on marketing.
- Digital marketing is gaining popularity.

1.3 COMPANY PROFILE

IMR SOFTECH CONSULTING

IMR Softech is a web site style and development company with seven years of Golden expertise in implementing solutions like internet style, internet Development, CMS web site style, Content Management System integration, implementing blogs like Blogger and Word Press, programme improvement and such connected services.

IMR Softech have artistic & amp; gifted internet designers/developer and might assist you implement your ideas on-line. We tend to square measure a lot of style centered company with specializes in implementing open supply technologies. We tend to create use of open supply software package like Word Press, Blogger and E-Commerce to form nice trying and practical websites.

IMR Softech understands the key IT needs inside any organization-the business software package applications deployed, the network surroundings, and also in progress support and management of IT infrastructure.

Strategic thinking, high designers, personal attention, competitive costs, universe results – discover the IMR Softech Consulting distinction.

content control systems assist you to manipulate your own content and pics.

search engines Optimized net sites to significantly improve your web page rating.

included looking carts assist you to promote and sell your product on line.

photograph galleries control and proportion unique occasions.

blog posts to write down concerning your modern day thoughts and traits.

Why opt for IMR Softech:-

Experience:

With over seven years web site style and Development expertise, our team is aware of what it takes to induce your project done quick and done right.

Quality:

You can rely upon our specialized team of skilled internet developers, graphic designers, programmers and marketers to supply you with the top quality service you expect and merit from IMR Softech consulting firm

Value:

When it involves finding the proper internet style team on the web, we all know you won't be foiled with our product & our worth.

IMR Softech Consulting brings alongside powerful internet web page management tools, modern fashion, sense usability, and internet selling techniques that gain outcomes for our shoppers.

We purpose to be in your price range, less expensive, and a laugh.

SERVICES OFFERED

The various services, courses and coaching offered by the corporate are:-

Ad campaigns for IT corporations

Web planning

Web Development

Content Management System integration

Creative Content selling Services

Integrated selling and Communication Solutions

Educational Services to students additionally as employees/workers.

PPC Services

SEO Services

SEM Services

SMO Services

Digital selling coaching

Testing Tools coaching

Blog selling

Mobile selling

E-mail selling

Java

PROJECTS UNDERTAKEN BY IMR SOFTECHCONSULTING

- Varttha guru Best online news website
- Petplan the pet insurance people
- Cloud 9 travel management software
- MyTrips 365
- Pulp99
- Bangalore startup

COMPETITORS

- Interactive Avenues (<http://interactiveavenues.com/>)
- Web design Royale
- Creative website solution
- Arthainfosolutions
- Ignitee (www.ignitee.com)

This digital agency provides services like integrated promoting and communication solutions to strengthen relationships between brands and social and mobile shoppers.

- Geek (www.geekcreativeagency.com)

The services of this digital agency are

- On-line contests and promotion
- Social media management
- Event capture
- Social media promoting
- Social Media Marketing
- Email promoting and mobile promoting
- Web site development
- SEO
- Internet and mobile application.

1.3 SWOT ANALYSIS:-



Strengths

- Strong network in India
- Satisfying the need of the clients
- assembly up the customer requirement in time
- Innovation & innovative in advertisement segment
- satisfactory in advertisement
- international exposure with better rewards & appreciation
- efficient crew work environment
- understanding and experienced group of workers

Weaknesses-

- market proportion is restrained due to many competition
- Geographic penetration is also confined

Opportunities-

- on-line advertising is a new supply of sales
- Adapting new strategies for marketplace research brings in extra sales
- Decentralized decision making is helpful as neighborhood advertising wishes vary from one reg
- entering in global marketplace to attract global customers

Threats

- increasing complaints due to sheer negligence in practise of advertisements
- Recession may additionally hit the enterprise as reduce is in the main on advertising price range of corporates

- Reduce-throat opposition offered by using different players inside the enterprise
- Tough stiff competition from its competitors from both home and global degrees
- Adjustments in the flavor and alternatives of customers

1.4 FUTURE GROWTH:

- Increasing digital marketing companies in all geographical areas
- Involves the involvement of new technologies and the production of innovative digital services.
- Digital marketing increasing brand awareness among digitalizing companies
- Expansion of digital marketing opportunities in every sectors of industry

1.5 FINANCIAL STATEMENT ANALYSIS:

BALANCE SHEET:

Liabilities	Amount (Rs)	Asset	Amount(Rs)
Capital Account:	38299800	Fixed Asset:	95548592
Capital Share 19991400	19991400	Building 56461099	56461099
Reserve & Surplus 18308400	18308400	Computer & Peripherals 25166	25166
Loans (Liability)	68562082	Computer & Software 24000	2400
Secured Loans 55349817	55349817	Furniture & Fixture 130744	130744
Unsecured Loans 13212265	13212265	Land 10940970	10940970
Current Liabilities:	9132686	Office Equipment 92016	92016
Provisions 105938	105938	Plant & Machinery 27774597	27774597
Sundry Creditors 224737	224737	Current Assets:	10232529
Audit Fees Payable 25000	25000	Closing Stock	
Hero Advance 4000000	4000000	Deposits(Asset) 5000	5000
Deferred Tax Liability 1632122	1632122	Loans & Advances (Asset) 585294	585294
Expenses Payable 169795	169795	Sundry Debtors 95669	95669
Hero interest Payable A/C 572353	572353	Cash-in-hand 8632	8632
Maintenance Charges-Hero Payable	734	Bank Accounts 649433	649433

A/C (-)735			
Salary Payable 2178000	2178000	LPG Deposit 22500	22500
TDS Payable 222836	222836	Rent Deposit 19000	19000
Water Charges Payable A/C 2640	2640	Security Deposit-Electricity 2500	2500
Suspense A/C:		Telephone Deposit 7500	750
Profit & Loss A/C		Water Deposit 27000	27000
Opening Balance 9714995	9658963	Misc. Expenses	554482
Current Period 56031	56031	Preoperative Expenses 554482	554482
Total	106335605	Total	106335605

INTERPRETATION

Working capital= current assets-current liability

Working capital =10232529-9132686

Working capital =1099843

The financial statement shows working capital =current assets –current liability

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 Theoretical background of the study

Advertising development is evolutionary rather than modernity. Is there a single solution to the question of what marketing is? To understand; It can be briefly described, advertising and marketing as a marketer. But this means that it is unlikely to read how the situation is understood. It is one of the oldest occupations within the world. As another concern, it has its own foundation, growth and development. advertising is a human pastime directed at pleasing needs and wants thru trade manner.

Meaning of the term – ‘MARKET’

E.J. Mc Cart/W.D. Petrel has described marketplace as a set of sellers and shoppers who are willing to exchange goods and services of some fee. Of route, a few negotiation can be needed. this will be made face to face at bodily place, or it may be finished indirectly through a complicated community of middlemen who hyperlink consumers and sellers who're a ways aside.

Definition of ‘MARKETING’

H.L. Hansen has described advertising because the method of discovering and translating client wishes into product and service, specification and then in turn assisting to make it possible for more of those products and services.

Institute of advertising (U.okay) has defined marketing because the control features which organizes and directs all the ones enterprise sports involved in assessing and converting patron’s purchasing energy into effective demand for a specific products or services and in shifting the products or services to the final client or user for you to gain the profit target and goals set by way of a employer.

marketing is the daddy of innovation and product improvement, promoter of the entrepreneurial expertise, improvement of economy, stimuli of intake and higher requirements of dwelling and father or mother of price machine.

Marketing is a technique of exchange.

- Movements of goods from production point to consumption point.
- Product planning and product development.
- Advertising and Marketing research.
- Creating time utility, place utility, form utility and possession utility.
- Emphasis in people and wants rather than products.
- It is the connecting link between the manufacturers and consumers.

objectives of advertising:

Advertising and marketing objectives are as follows:

- Sensible and capable packages of cutting-edge advertising rules.
- To expand the advertising and marketing discipline.
- To increase guiding policies and their implementation for an awesome marketing.
- to suggest solution by means of studying the hassle referring to advertising.
- To find assets for further statistics regarding the marketplace problems.

Importance of Marketing:

In this existing age of change, marketing is the beating heart of many operations. It must be considered a principle reason for a corporate existence. The modern concept of marketing recognizes its role as a direct contribution to profits, as well as sales volumes.

Marketing has even greater importance and importance for the society as an entire than for any of the man or woman beneficiaries of the advertising process and can be explicit follows.

The state's income is without a doubt composed, now not of cash, however considered one of the products and offerings which cash should purchase. Any boom within the performance of the advertising technique which results in decrease costs of distribution and lowers the costs to clients honestly brings approximately an increase inside the countrywide earnings.

Marketing technique brings new varieties nice and beneficial desirable to the customers. A wealth of merchandise may be bought

at retail stores which are not to be had previously. If accordingly, providers hyperlink between the productions and consumption. medical marketing has a stabilizing effect on the charge level. producers produce whilst purchasers want. advertising provides the price of products by converting their time and vicinity of intake. It upload value to service. instance: business, clinical offerings.

History of DIGITAL MARKETING

Similarly to all this the creators of web websites & online advertising ought to think about the elements similar to

- How fast the site loads,
- How easy the web page moves,
- What area call,
- What are the other promotions

If such parameters are considered at the same time as selecting net websites for online advertising, the effect of such advertising and marketing will be genuine. Line ads are a medium, which allows you to promote attention, which may help in developing the image; It also helps target audience in education and interactivity If we are still experimental, most consumers have already started funding in online advertising and marketing direction.

Advantages of Online digital Marketing

- **Goal selling:** - One of the main advantages of the Web is the goal of the exact group of people with minimal waste insurance. Within the buyer's market. By focusing on personalization and tactics, websites are designed to be more intuitive and satisfying once.
- **communication Tiling:** - As accurate focusing, messages can be designed to request specific needs and audience needs. The interoperability of the Internet makes it possible to transport one to one market, with increased merchandise in every enterprise industry and consumer markets.
- **Interactive talent:** - Net interactive nature causes some parent participation. Website Online Site Visits are already involved in enterprise and / or products to go.

- **Access to Records:** - The best advantage of the internet is its availability information. More information on any topic can be found by the Internet user by searching one of the search engines like Google. When they visit a specific website online, they may collect product specifications, prices, purchase records, and other statistics. It directs hyperlinks to more records if more preferred
- **originality:** - Creative Web sites are important to repeat the company's imagery, and can effectively implement industry or employers in the buyer's intelligence.

Disadvantages

- **Internet grumble:** - In cases, downloading information from the Internet can take a long time. When there are some clients, time will increase and some sites will not be accessible by many site visitors. For most consumers who are at speed, this is a major downside.
- **Fees:** - The value of trading in MAT is increasing. If a site can be spent, organizing a magnificent part and increasing the milestone is more expensive. As noted earlier, Lewis "World Class" is prohibited for the price of a domain and is due to drop its e-trade efforts.
- **Underprivileged achieve:** - While internet numbers are leaps and bounds on the border, its six television is far from behind. As a final result, hobby corporations have reached traditional media and sought to reach and seek the reach. In addition, only a small percentage of Internet sites are captured on the Internet and estimated at 95 percent of the top 50 web site visit.
- **talking:** - I have been promoting goods through the media that consumers want to obtain data or services data with their own language but there is no option that advertisers can promote in one talking is a major drawback.

2.2 LITERATURE REVIEW

Author/ researcher	Title of the study	Objectives & outcome	Gaps identified
Katherine Taken Smith (Sept 21 st 2010):	digital advertising techniques that Millennials find attractive, motivating, or simply disturbing	With the growing utilization of digital media by using purchasers, greater agencies are the use of digital marketing to reach their goal markets	Not researched on Impact on sales performance
Nina Koiso-Kanttila (9/Aug/2010)	virtual content advertising: A Literature Synthesis	basically digital products are more and more part of the economic landscape. generation-facilitated environments in popular have obtained great attention in the literature on marketing	Not researched on Impact on sales performance
JÄRVINEN, JOEL (2012)	Digital and social media selling use in the B2B business segment.	This have a look at contributes to the emerging B2B virtual advertising literature through offering a realistic evaluate of the usage, measurement practices, and barriers surrounding digital advertising inside the generation of social media.	Not researched on Impact on sales Performance
Nadia Pomirleanu (2013)	A overview of internet advertising studies over the last twenty years and destiny research course	This newsletter intends to provide a comprehensive overview of internet marketing literature. It offers a huge photo look of the empire today, and offers readers the experience of readership of Internet	The 20 year review of marketing and Selected business journals examine the evolution of the literature in the internet, marketing

		Marketing articles published by Internet advertising literature,	literature, volume, content and publication stores.
Ralf Caers, Tim De Feyter , First Published September 11, 2013	Digital and social media advertising	While there are several articles on the various components of the Social Network Web site, the overview shows that there are many gaps still to fill. Frequently adjustments to the design and capabilities of FB due to the restricted limits of many articles (in sizes and in the number of countries protected within the study),	This article reviews a review of scientific, peer reviews and articles between 2006 and 2012
G. Reza Kiani(2006)	advertising and marketing possibilities inside the digital global	With the delivery of the arena huge net, the modern-day decade has witnessed tremendous evolution in the media surroundings,	Gaps in sales Performance
Jennifer Rowley (Feb 1 st 2010)	knowledge virtual content material selling	This article is critical to the fact that the importance of virtual content to industry and society is critical and is gaining a comprehensive perspective on the definition and nature of virtual matter material (DCM). This will change clearly with the adventure.	In this research Digital marketing Content is highlighted Sales performance has no impact
Melody Y Kiang (Jan 2000)	advertising and marketing on the internet	Studies on literature in digital commercials and studies beyond the study build an ad with the intention of	This article has Not researched On impact on Digital marketing

		understanding the elements that affect product compatibility online.	
Michael D. Smith (Oct 2001)	know-how virtual Markets: assessment and Assesment	Because of the net growth for a strong channel for commerce, it is important to identify the characteristics of digital markets	The article has Not researched on strategeries of digital marketing
Geraint Holliman (2014)	business to commercial enterprise digital content advertising: entrepreneurs' perceptions of excellent practice	This paper's ambitions provide many insights and reflections about proper practice to attract attention to the growing content of advertising and marketing of digital content (B2B) and contribute to the theoretical expertise of digital content functionality in advertising.	The phenomenon of business to consumer is no impact then B2B Not researched on Sales impact
ShuliangLi (August 2011)	Web Digital: an internet-primarily based hybrid sensible knowledge automation machine for developing virtual marketing strategies	This paper gives an internet-primarily based hybrid understanding automation system, referred to as net virtual (created by way of the first and 2d named authors), for formulating virtual advertising and marketing techniques. within this machine, various digital advertising and marketing method models are computerised, adapted and	The article gives a Critical view of digital marketing strategies which is hybrid understandings

		extended.	
Holly Paquette (2013)	Social Media As Advertiser: A Literature Review	Today, technology-driven global and social networking websites have emerged as Aveo, where stores can broaden their advertising and marketing campaigns toward different types of consumers.	Chi (2011, 46) defines social media marketing as a “connection between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction.”
Ruth Rettie(2000)	email advertising: achievement factors	email marketing is increasingly more known as an powerful net advertising and marketing tool. Our paper reviews the email advertising and marketing literature which highlights the significance of acquiring recipients' permission.	Not researched on Impact on sales Performance And digital marketing
Mauro Bampo (July 14, 2006)	Viral Advertising and Marketing The effects of the social structure of Digital Networks on overall performance	Viral Advertising Peer-to-peer is a form of oral exchange, where people are encouraged to bypass promotional messages on their social network. traditional knowledge holds that the viral advertising process is both random and unmanageable	Not researched On impact on Sales performance

<p>HimaVamanan Nair</p>	<p>digital advertising and marketing: a phenomenon that policies the cutting-edge global</p>	<p>In nowadays's distinctly informational and technological world the word virtual has turn out to be very a good deal familiar and an absolute vital part of life.</p>	<p>In this research, researchers have try to explain the perception of digital marketing, why digital marketing is important, how digital marketing works, and its benefits to explore.</p>
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CHAPTER 3

RESEARCH DESIGN

3.1 STATEMENT OF THE PROBLEM

In this age of digitalization, it is required for all the companies to go digital and adopt a comprehensive digital marketing strategy. Today if companies don't adopt the newer methods of advertising strategies they will be unable to compete in the market. Hence every company should develop a digital marketing strategy and use these newer methods of advertising and brand promotion.

3.2 Need of the study

- To increase the online presence of www.imrsoftech.in
- To increase the sales of various financial services offered by the website such as Insurance, derivatives, equity shares.
- To enhance the online reputation of by increasing traffic and coming in 1st page of Google.
- To check which kind of online advertising and marketing is desired via consumers.

3.3 Objectives :

- To recognize the effect of virtual advertising on sales overall performance.
- To apprehend the impact of search engine optimization of IMR Softech Consulting.
 - To understand the impact of social media marketing of IMR Softech consulting.
 - To understand how Digital marketing helps to reach vast audience.

3.4 Scope of the study :

- It helps to know that which publicity media gives maximum information to the customers.
- The study also helps the company to manage their competition in the near future.
- It also helps in putting possible improvements, additions for the customers.
- It also puts a detailed insight into the different aspects of the company, such as service, position and finance etc.

3.5 HYPOTHESIS

H0: There is no significant link between the digital marketing and sales

H1: There is significant link between digital marketing and sales

3.6 Research methodology:

TYPE OF STUDIES-

- Descriptive research

Descriptive research is used to explain numerous components of the incidence. In its well-known format, descriptive research is used to explain functions and/or behavior of pattern populace.

Descriptive studies are closely related to observational research, but they may be no longer restricted with observation facts collection approach, and case research, as well as, surveys also can be unique as popular statistics collection strategies used with descriptive studies.

3 foremost functions of descriptive research may be defined as describing, explaining, and validating study's findings.

- Observation data collection
- Surveys-Questionnaire

For the purpose of study, data was collected by survey method with the aid of questioning and keeping in mind the objective of the study. Thus, primary data was the basis for obtaining the objectives and the secondary data were relied for the written literature, hence different data collection methods were used for the purpose of the research.

The following steps are the principle steps done inside the facts series technique.

- choosing form of records required for the research.
- organizing the facts which might be to be had at present and the extra statistics required for the observe.
- recognition of the sources from wherein the information can be gathered.
- choice of appropriate information series method.

information Sources:

Primary sources:

The primary information means the statistics amassing for the first time for the survey immediately from the sample or populace as in step with the requirement. Primary data is collected during training, observation. To obtain primary data through description research which is also called survey method, to carry out sample survey of existing and prospective customers.

- Questionnaire
- Observation
- Interviews
- Secondary sources:

The secondary records includes statistics that has been already exists and has been collected for some particular reason formerly. data is collection from official website of the company.

- Websites
- Articles
- Social media
- Annual reports
- Books
- Journals

Sampling Design

- Sample frame: business in Bangalore
- Sampling unit: They are clients and corporate, existing, and prospective customers.
- Sample Size: 100 unit
- Sampling technique: convenience sampling

- Research type: Descriptive research
- Survey tool: structured questionnaire

3.7 Limitations:

- The marketer will now not be able to use private interaction to influence the target market because the advertising is absolutely based totally at the commercial and the statistics that the advertisement may lead.
- one of the challenges that net marketers face (as does the majority) is that many internet products are outright scams or promoted with deception making it hard to realize which one is worth buying. this is in particular the case with products that are imagined to train or aid net entrepreneurs in earning profits.
- The pattern length is constrained to 100 net customers and clients ultimately the end result of the examiner can't be taken as customary.
- Findings of the survey are primarily based mostly on the notion that the respondents have given accurate statistics.
- since the respondents had to fill the questionnaire even as busy with their aggravating
- time desk, many people had been reluctant to reply.

The examine turned into accomplished best in Bangalore city and consequently, several other potential samples outside the town had been not noted

CHAPTER- 4

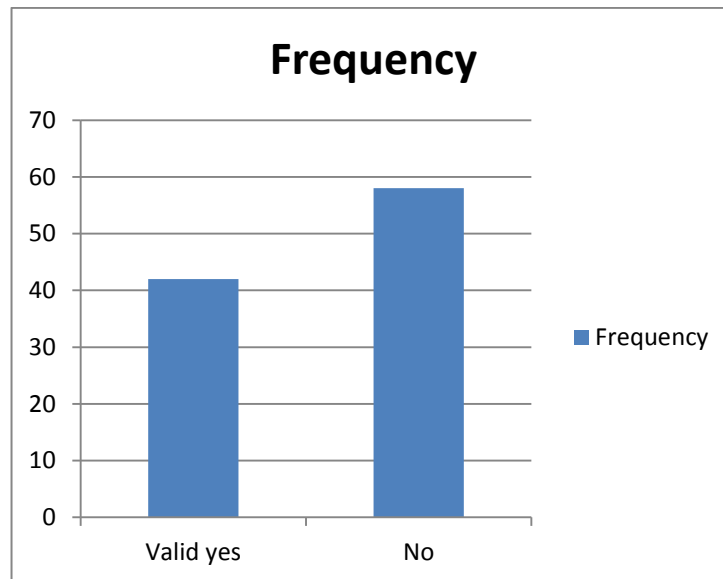
ANALYSIS AND INTERPRETATION OF THE DATA

Table 4.1: Table showing that respondents having website.

	Frequency	Percent
Valid yes	42	42.7
No	58	57.3
Total	100	100.0

Analysis: From the above desk it could be analyzed that, out of 100 respondents 42.7% is valid yes ,57.3% is no.

Graph 4.1: Graph showing, that respondents having website.



Interpretation:

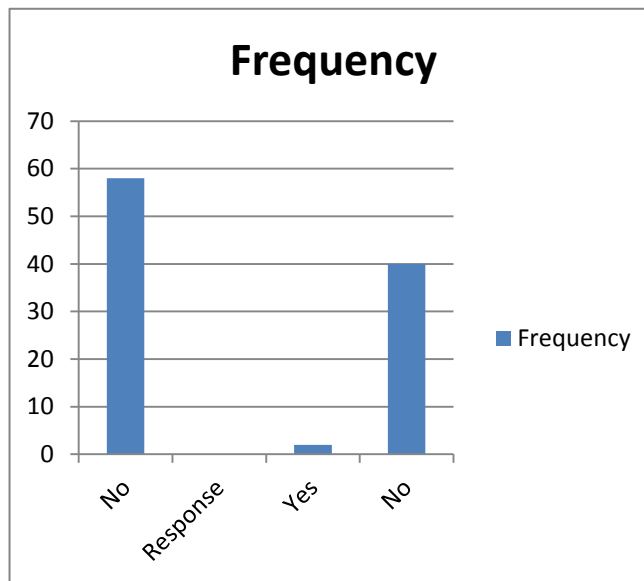
According to the survey. 42.7% respondents have website for their business and 57.3% respondents don't have website for their business.

Table 4.2: Table showing, respondents having website, would like to Redesign the same.

	Frequency	Percent
No Response	58	57.3
Yes	2	2.7
No	40	40
Sum	100	100

Analysis: From the above table it is able to be analyzed that, out of a hundred respondents ,fifty seven. three percent of respondent is not any response,2.7% is yes,40% isn't any.

Graph 4.2: Graph for, respondents having website would like to Redesign the same.



Interpretation:

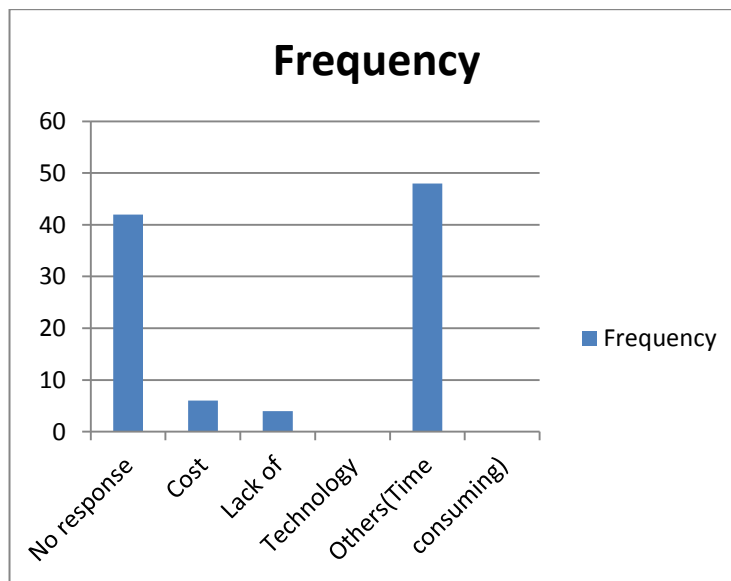
According to the survey, 2.7% respondents who have a website want to redesign it and 40% respondents don't want to redesign their website

Table 4.3: Table showing that reason for not having website.

	Frequency	Percent
No response	42	42.7
Cost	6	6.4
Lack of Technology	4	4.5
Others(Time consuming)	48	46.4
Total	100	100.0

Analysis: From the exceeding chart it can be analyzed that, out of 100 respondents, 42.2% is no response, 6.4% is cost, 4.5% is lack of tach and 46.4% is other reasons.

Graph 4.3: Graph showing that, reason for not having website.



Interpretation:

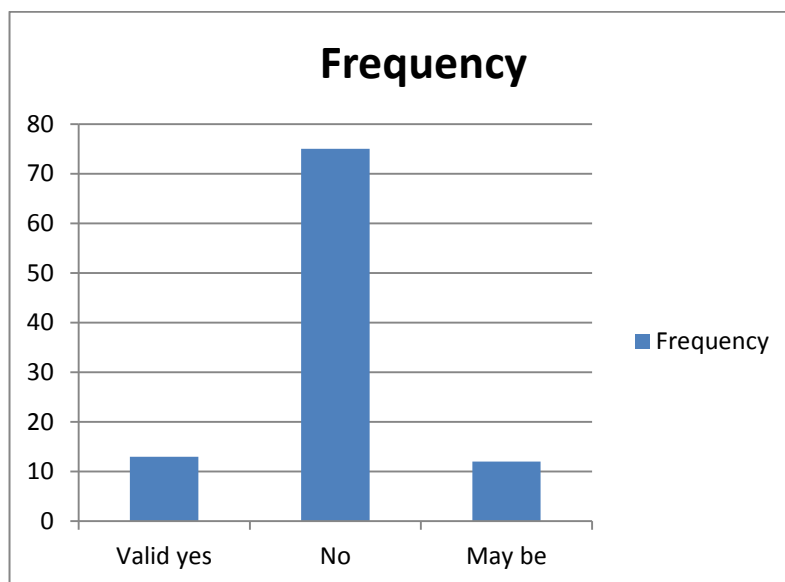
According to the survey, 46.4% respondents find it time consuming to have website, 6.4% respondents find costly to have one website and 4.5% have lack of technology to have one website for their business.

Table4.4: Table showing that, awareness about web designing company in Bangalore.

	Frequency	Percent
Valid yes	13	12.7
No	75	74.5
May be	12	12.7
sum	100	100.0

Analysis: From the above chart it can be analyze that, out of 100 respondents, 12.7% of respondents is valid yes, 74.5% is no and 12.7% is may be.

Graph 4.4: Graph showing that, awareness about web designing companies in Bangalore



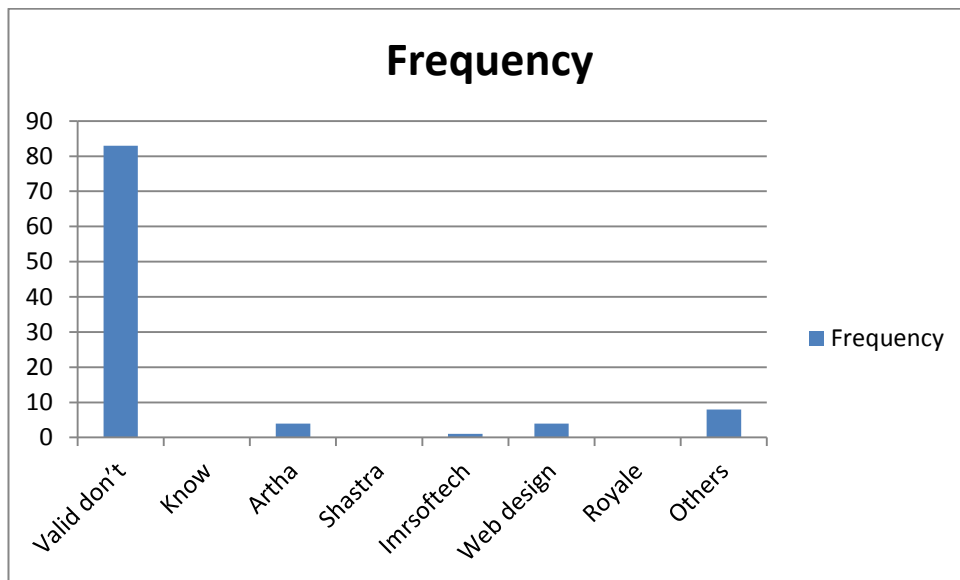
Interpretation:

According to the survey 12.7% are aware of web design company in Bangalore, 74.5% are not aware, 12.7% are doubled of web design company in Bangalore

Table 4.5: Table showing web designing companies in Bangalore.

	Frequency	Percent
Valid don't Know	83	83.6
ArthaShastra	4	4.5
Imrsoftech	1	1.8
Web design Royale	4	3.6
Others	8	6.4
Total	100	100.0

Graph 4.5: Graph showing web designing company in Bangalore.



Interpretation:

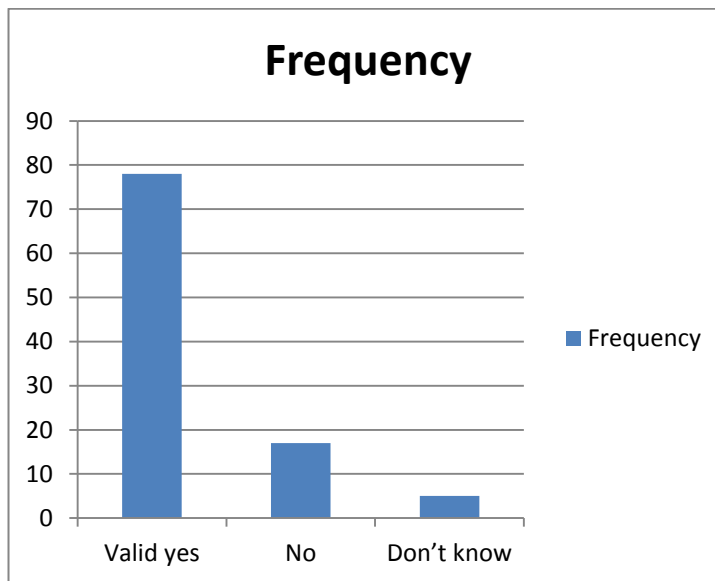
according to the survey, 4.5% are aware about arthashastra, 3.6% are aware about web design royale, 1.8% are aware about imrsoftech technology and 6.4% are aware about some other web design company in banglore

Table 4.6: Table showing that, respondents having awareness of digital marketing

	Frequency	Percent
Valid yes	78	78.2
No	17	17.3
Don't know	5	4.5
Total	100	100.0

Analysis: From the above chart it can be analyze that, out of 100 respondents, 78.2% of respondents is valid yes, 17.3% is no, 4.5% is don't know.

Graph 4.6: Graph showing that, respondents having awareness of digital marketing.



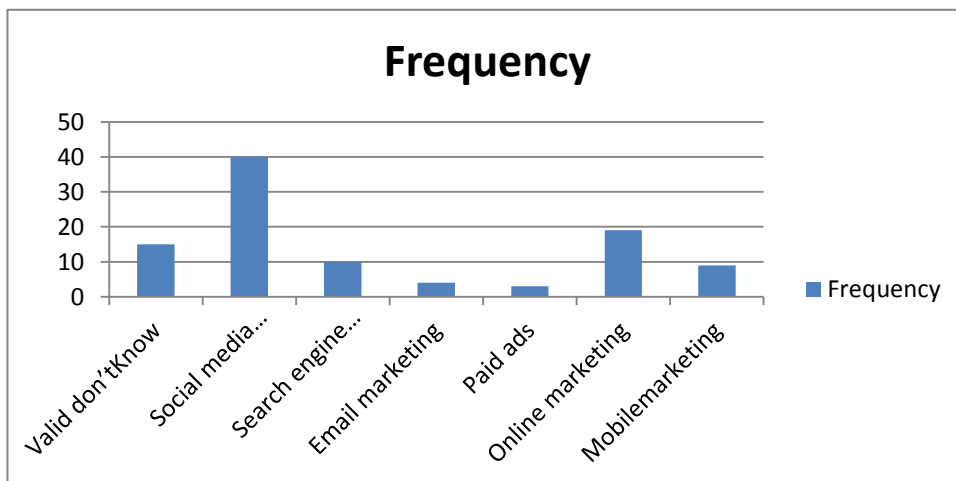
Interpretation:

according to the survey, 78.2% respondents are aware of digital marketing, 17.3% are not aware of digital marketing and 4.5% have no idea about digital marketing.

Table 4.7: Table showing that, on which digital marketing tool, respondents would like to proceed with

	Frequency	Percent
Valid don't Know	15	10.2
Social media marketing	40	40.9
Search engine marketing	10	9.1
Email marketing	4	3.6
Paid ads	3	2.7
Online marketing	19	17.3
Mobile marketing	9	8.2
Total	100	100.0

Graph 4.7: Graph showing that, on which digital marketing tool, respondents would like to proceed with.



Interpretation:

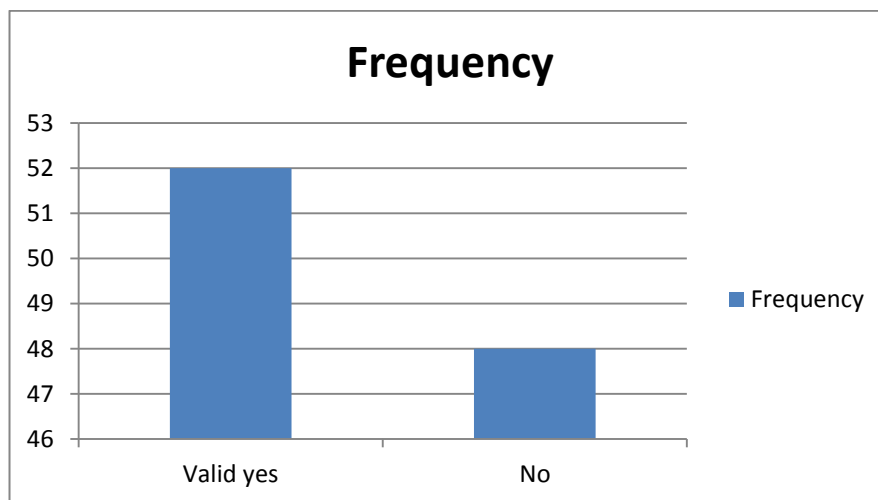
According to the survey, 40.9% are into social media, 17.3% into online marketing, 9.1% into search engine marketing, 8.2% into mobile marketing. 3.6% into email marketing and 2.7% into paid ads.

Table 4.8: Table showing that, awareness of digital marketing ads in social media for your business

	Frequency	Percent
Valid yes	52	51.8
No	48	48.2
Total	100	100.0

Analysis: From the above table it can be analyzed that, out of 100 respondents, 51.8% of respondents is valid yes, 48.2% is no.

Graph 4.8: Graph showing, Are you aware of digital marketing ads in social media for your business.



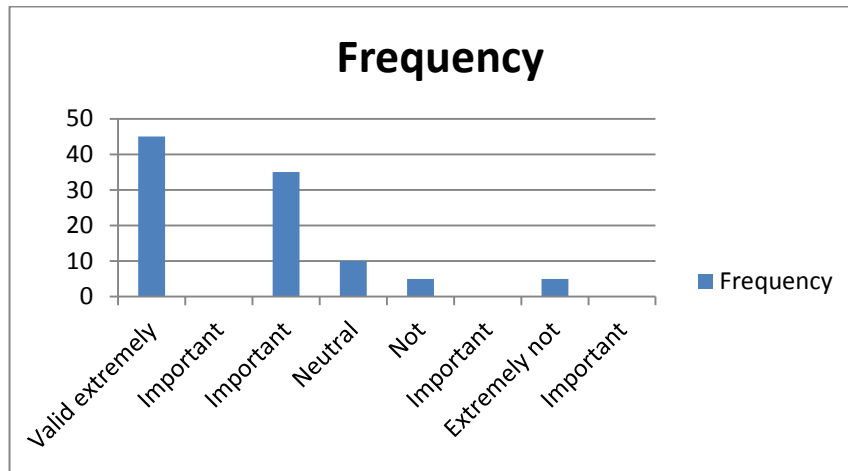
Interpretation:

According to the survey, 51.8% of respondents are aware of digital marketing ads in social media and 48.2% are unaware of digital marketing in socialmedia.

Table 4.9: Table showing that, Role of digital marketing in respondents business(SALES).

	Frequency	Percent
Valid extremely Important	45	45
Important	35	35
Neutral	10	10
Not Important	5	5
Extremely not Important	5	5
Total	100	100.0

Graph 4.9: Graph showing role of digital marketing in respondents business(SALES)



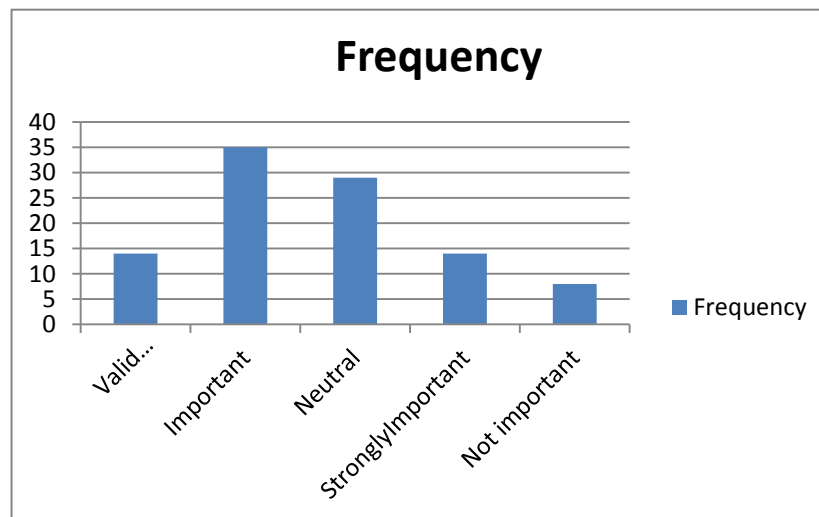
Interpretation:

According to the survey, 6.4% respondents find digital marketing for sale extremely important for their business, 21.8% find it important 33.6% find neutral 21.8% find it slightly important and 16.4% find it not at all important for their business

Table 4.10: Table showing that, Role of digital marketing in your business (INFORMATIONSEARCH)

	Frequency	Percent
Valid Extremely Important	14	14.5
Important	35	34.5
Neutral	29	28.2
Strongly Important	14	14.5
Not important	8	8.2
Total	100	100.0

Graph 4.10: Graph showing that, Role of digital marketing in your business (information search)



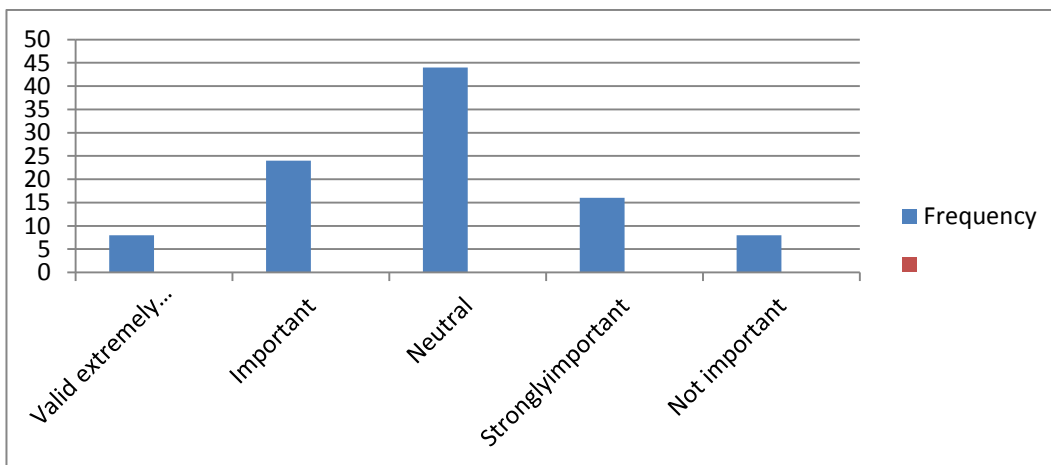
Interpretation:

According to the survey, 14.5% respondents find digital marketing for information search as extremely important for their business, 34.5% find it important, 28.2% find neutral, 14.5% find it slightly important and 8.2% find it not at all important for their business.

Table 4.11: Table showing that, role of digital marketing to increase customer lead generate rate in your business.

	Frequency	Percent
Valid extremely important	8	7.3
Important	24	24.5
Neutral	44	44.5
Stronglyimportant	16	16.4
Not important	8	7.3
Total	100	100.0

Graph 4.11: Graph showing that, Role of digital marketing to increase customer lead generate rate in your business.



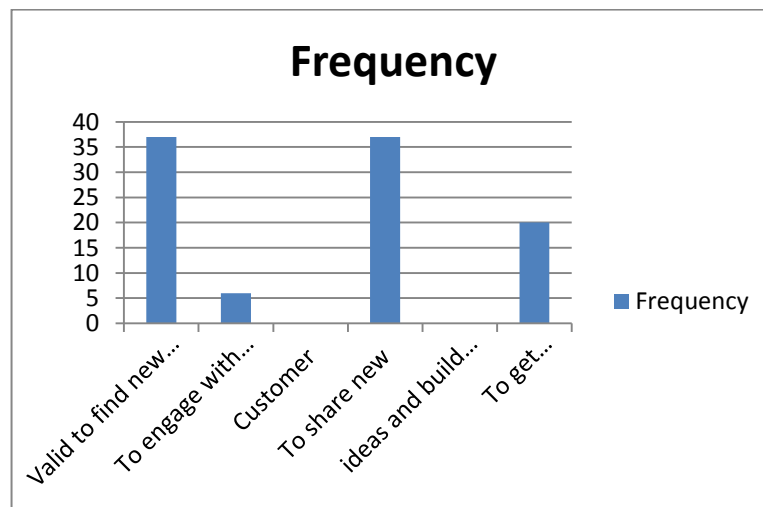
Interpretation:

According to the survey, 7.3% respondents find online marketing for customer conversion rate as extremely important for their business, 24.5% find it important, 44.5% find neutral, 16.4% find it slightly important and 7.3% find it not at all important for their business.

Table 4.12: Table showing that, Respondents finds most important when promoting on digital marketing

	Frequency	Percent
to find new customer	37	36.4
To engage with existing Customer	6	7.3
To share new ideas and build your brand	37	36.4
To get instant Feedback	20	20.0
Total	100	100.0

Graph 4.12: Graph showing that, Respondents finds most important when promoting on digital marketing



Interpretation:

according to survey, 36.4% respondents feel finding new customers is important when promoting on digital marketing, 7.3% find promotion to share with existing customers, 36.4% find it to share new ideas and build their brand and 20% do it to get instant feedback

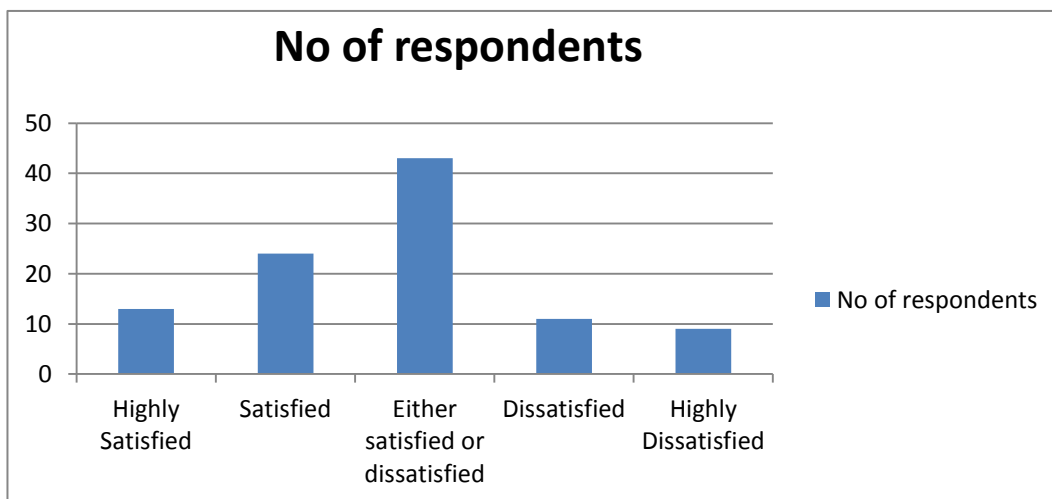
Table 4.13: Table showing respondent’s rate towards the speed of the services offered by IMRSoftech Company

Rating	No of respondents	%
Highly Satisfied	13	13%
Satisfied	24	24%
Either satisfied or dissatisfied	43	43%
Dissatisfied	11	11%
Highly Dissatisfied	9	9%
Total	100	100%

Analysis:

From the above table it is able to be analyzed that, out of a hundred respondents, 43% of respondents are glad or dissatisfied, 24% of respondents are glad, 13% of respondents are quite happy, eleven% of respondents are dissatisfied, 9% of respondents are extraordinarily disillusioned.

Graph 4.13: Graph showing respondent’s rate towards the speed of the services offered by IMR Softech Company



Interpretation:

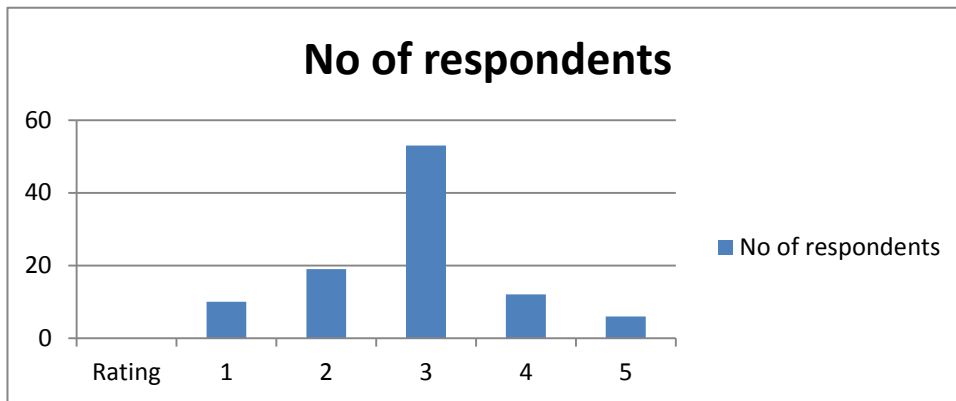
From the above graph it is able to be inferred that, majority (43%) of respondents are both satisfied or disenchanted

Table 4.14: Table showing respondent’s rating towards company’s willingness to serve various services

Rating	No of respondents	%
1	10	10%
2	19	19%
3	53	53%
4	12	12%
5	6	6%
Total	100	100%

Analysis: From the above table it can be analyzed that, out of one hundred respondents, 53% of respondents rated 3 towards company’s willingness to serve various services, 19% of respondents rated 2 towards company’s willingness to serve various services, 12% of respondents rated 4 towards company’s willingness to serve various services, 10% of respondents rated 1 towards company’s willingness to serve various services, 6% of respondents rated 5 towards company’s willingness to serve various services

Graph 4.14: Graph showing respondent’s rating towards company’s willingness to serve various offers



Interpretation:

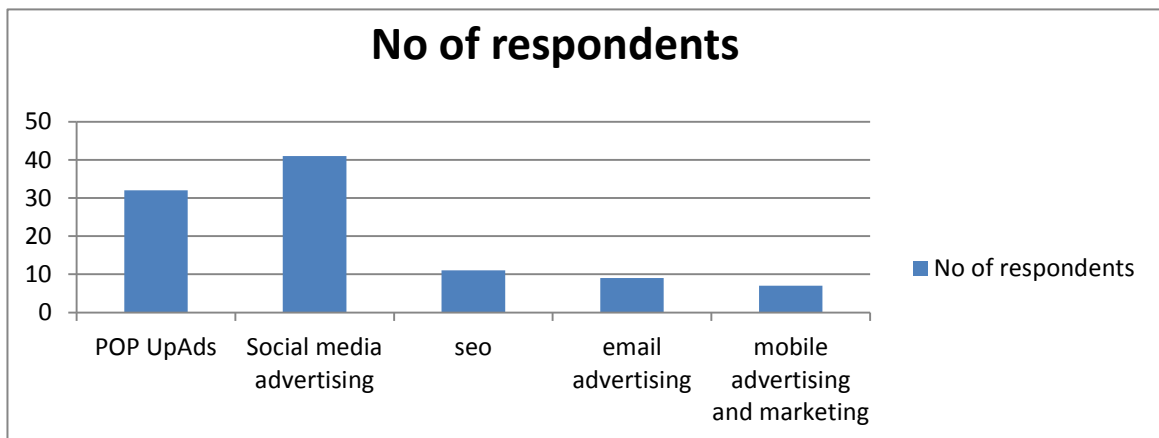
From the above graph it can be inferred that, majority (53%) of respondents rated 3 towards company’s willingness to serve various services.

Table 4.15: Table showing respondent’s suggestions to the company website in order to increase its traffic and enhance its online reputation

Suggestions	No of respondents	%
POP UpAds	32	32%
Social media advertising	41	41%
Seo	11	11%
email advertising	9	9%
mobile advertising and marketing	7	7%
Overall	100	100%

Analysis: From the above desk it may be analyzed that, out of one hundred respondents, forty one% of respondents recommend Social media advertising and marketing to increase visitors in corporation’s website, 32% of respondents advocate POP Up advertisements to enhance on line reputation, 11% of respondents propose search engine optimization to increase site visitors in organization’s website,9% of respondents suggest Email marketing to enhance online reputation, 7% of respondents suggest Mobile Marketing to increase traffic in company’s website and to enhance onlinereputation.

Graph 4.15: Graph showing respondent’s suggestions to the company website in order to increase its traffic and enhance its online reputation



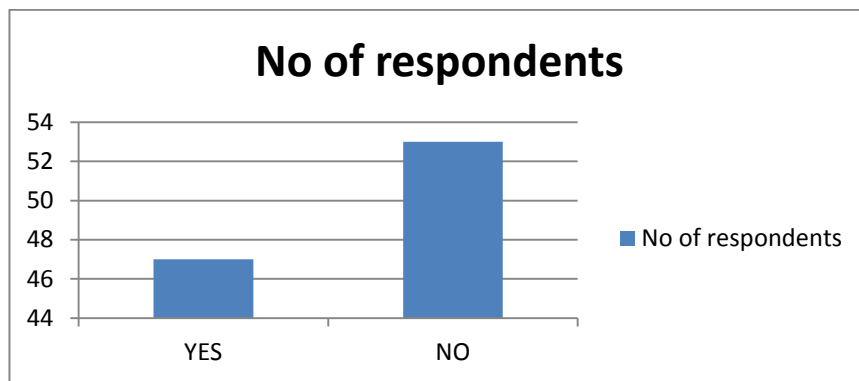
Interpretation: From the above graph it could be inferred that, majority (forty one%) of respondents advise Social media advertising to boom visitors in enterprise’s internet site and to decorate on-line reputation.

Table 4.16: Table showing awareness of various services provided by IMR Softech Company

Response	No of respondents	%
YES	47	47%
NO	53	53%
Sum	100	100%

Analysis: From the above table it may be analyze that, out of one hundred respondents, 53% of respondents are not aware of various offerings supplied by using IMR Softech company and forty seven% of respondents are privy to various services provided by using IMR Softech enterprise.

Graph 4.16: Graph showing awareness of various services provided by IMR Softech Company



Interpretation:

From the above graph it is able to be inferred that, majority (fifty three%) of respondents are not aware of diverse services supplied through IMR Softech enterprise

Hypothesis testing

Mean

	Belongings					
	incorporated		expelled		Sum	
	N	Percent	N	percaentage	N	Percentag e
VAR000 01	100	100.0%	0	0.0%	10 0	100.0%

Analysis: Here the case processing summary mean included 100% and excluded 0.0%

Report

VAR00001

Mean	N	Std. Deviation
4.0800	100	1.13422

Analysis: Here the mean value is 4.0800 results in valid extremely important of digital marketing towards sales there is a significant relationship between the digital marketing and contribution on sales

One-Sample examination

	Test Value = 0					
	T	Df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
VAR000 01	35.972	99	.000	4.08000	3.8549	4.3051

Analysis: Here the one sample test where results in sig, is 0.00 is less then 0.05

Hence proved that the H1 hypothesis where there is valid extremely important for significant relationship between the digital marketing and contribution on sales.

CHAPTER-5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY OF FINDINGS

- 57.3% of the respondents fall under not having websites
- We found that majority (57.3%) of the respondents do not redesign website
- 42.7% of the respondents have no response for not having website.
- 46.4% of the respondents has other reasons for not having website.
- 80% of the respondents planning to have one website after one year.
- We found 95% of the respondents prefer to surf on net
- Majority 74.5% of respondents don't know web design company in Bangalore.
- 83.6% of respondents are valid don't know web design companies.
- According to this survey 78% of the respondents are aware of digital marketing ads.
- Majority 40.9% of respondents use various social networking sites as tool.
- We found 51.8% of respondents are aware of ads in social media.
- According to this survey 33.6% of respondents are neutral for sales in digital marketing.
- According to survey 34.5% of respondents are important in information search from digital marketing
- From this research we found 44.5% of respondents shows customer lead generate rate.
- 36.4% of respondents are Either valid to find new customer nor build your brand.
- According to this survey 24% of respondents are satisfied with speed of services offered by IMR softech
- According to this survey 53% of respondents rated 3 towards company's
- According to survey 53% of respondents don't have awareness of various service provided by IMR softech , 47% have awareness .

- From this research we found 41% of respondents endorse Social media advertising to growth traffic in business enterprise's website and to decorate on-line recognition.

5.2 SUGGESTIONS

- **Pass international with a couple of languages:**

offer your internet and internet site in more than one languages. Like many web sites are available, a. Translation carrier on websites is also appropriate in case you need to assist preserve clients.

- **Use of multi-media**

We can see the banners and Internet advertising, informative and progressive technology for advertising new design and modern interests needs advanced you want. Obviously, the most important bridge to move down the load time. Shaped like a small radio audio messages when the mouse or click of a mouse, click on the banners on mini T.V commercial: on your website, it will be much more powerful and interesting ...• Use Banner commercials that provide visitors hazard to act together with banner

Interactive banner designs can be used in which the client can print out a product sheet from the banner itself, order a product via a secured order form at the banner itself, click which button he select and be directed to a specialised product advertising web page.

- **Loose offer**

The word free is just as powerful in advertising and marketing and advertising on line as it's miles offline. thru sponsoring a freebie, a smooth name submission drawing also can get visitors to go through advertisements inside the approach they come to be aware about the advertisement

- **Sponsor contest**

. Something like humans win! Provide your service or product as a prize. The winner is selected at the same time, the Internet address with their phone and you can post a link to a Web page. Thank you for including a mutual hyperlink referred to in a professional way, and this is the price of the advertiser

- **internet web site testimonials**

construct agree with or self warranty in your on-line business employer thru the usage of testimonials. a proper away quote with the permission of the patron is a nice touch. listing a name and email cope with it acts as a reference that is easy and brief. hold the testimonials to at least one or sentences and maintain it easy.

- **goal of digital marketplace**

Maintain audience in mind. commercial organisation humans are not going to have the time or inclination to participate in recreation-kind advertisements. alternatively, teenagers love them. If goal institution is more youthful humans, video games might be the thing for you. layout your advert to fulfill the choices of your target client. • consist of records

While you make a income declare, again it up with statistics, consisting of facts. you might say, "Our saucepans have a non-stick coating it really is guaranteed for lifestyles. In actual, in-domestic testing, food did no longer persist with our saucepans 98.3% of the time."

5.3 CONCLUSION

virtual marketing offers extended attention of organizations, an easy approach to carry the information, advanced strategies of targeting customers, a direct and direct line to the clients, and decreased expenses in performing those duties. The handiest negative detail is that clients have to conquer their fears of the internet - the concern that ordering through an online commercial receives vanished within the void of cyberspace. Fears typically include new generation, however it does not take long for human beings to modify. As humans get greater aware of finding their product statistics at the net, more and more readers will actively searching for out virtual advertising and marketing web sites.

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ANNEXURE
QUESTIONNAIRE

Dear Sir/Madam,

I am RAVI from Acharya institute of Technology, Department of Management studies doing a research on,

“A STUDY ON DIGITAL MARKETING STRATEGY ON SALES PERFORMANCE AT IMR SOFTECH”

Please spare some time to fill the questionnaire-

1) Do you have website?

- a) yes b) no

2) If yes, do you want to redesign it?

- a) No response b)yes c) no

3) If No website, why?

- a) No response b) cost
c) Lack of technology d) others

4) when are you planning to have one website for your business?

- a) No response b) immediately
c) Within a year d) after one year

5) Do you know any web design in Bangalore?

- a) yes b) no

6) If yes whichwebdesign company it is?

- a) Valid don,t know b) Arthashastra info
c) Imrsoftech d) web design royale
e) others

- 7) Are you aware of digital marketing?
- a) valid yes
 - b) no
 - c) don,t know
- 8) If yes, which digital marketing tool would you like to proceed with?
- a) valid don't know
 - b) social media marketing
 - c) search engine marketing
 - d) email marketing
 - e) paid ads
 - f) online marketing
 - g) mobile marketing
- 9) Are you aware of social media for your business?
- a) valid yes
 - b) no
- 10) What is the role of Digital Marketing in your business (sales)?
- a) extremely important
 - b) important
 - c) neutral
 - d) not important
 - e) extremely not important
- 11) What is the role of digital marketing in your business (information search)?
- a) valid extremely important
 - b) important
 - c) neutral
 - d) strongly important
 - e) not important
- 12) What is the role of digital marketing to increase custome lead generate rate (attention)
- a) valid extremely important
 - b) important
 - c) neutral
 - d) strongly important
 - e) not important
- 13) Among these which do you find most important when promoting on digital marketing?
- a) To find new customer
 - b) To engage with existing customer
 - c) To share new ideas and build your brand
 - d) To get instant feedback

14) Rate the speed of services offered by imrsofttech?

- a) highly satisfied
- b) satisfied
- c) neutral
- d) dissatisfied
- e) highly dissatisfied

15) Rate the respondent rating towards company's willingness to serve (on the scale of 1-5, 1 will be the lowest, 5 will be the highest)

- a) 1
- b) 2
- c) 3
- d) 4
- e) 5

16) what are your suggestions to the company website in order to increase its traffic and enhance its online reputation? (e.g. pop up ads, social media marketing, search engine optimization, e-mail and mobile marketing etc .)

- a) popup ads
- b) social media marketing
- c) search engine optimization
- d) e mail marketing
- e) mobile marketing

17) are you aware of various services provided by imrsofttech company?

- a) yes
- b) no



ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT(17MBAPR407) -WEEKLY REPORT

NAME OF THE STUDENT: RAVI . N

INTERNAL GUIDE: ARUNDATHI K . L

USN: 1A217MBA36

COMPANY NAME: IMR SOFTECH

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

For
Company Seal
Authorised Signatory



HOD Signature
Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanshalli, Bangalore-560 107