

EXECUTIVE SUMMARY

'3c Technologies' have the most reliable name in the industry that follows ethical and professional approach. The company checklist the services as per the requirements of the clients. Well experienced team to understand exact niche needs of clients, we think about, both rendering quality services and companies welfare, which enables us to win the hearts of our valued partners.

In this corporate era digital marketing engage a major role in the marketing. The way of observing the business strategies has changed by the digital revolution. From the period of distinguishing the day's events on the Morning paper, to subsequent occurrences with updates from social media, individuals perception or inspection has been formed by an innovation based sparkle, whose entrance is restricted to a digital platform.

In this study exploratory research method is used because it will draw ultimate conclusions. Given its essential nature, exploratory research regularly relies on techniques. In this research data's are collected through two main source first one is primary data which is information composed through original or first-hand research and second one is secondary data which is in order which has been composed in the past by somebody else. The data will be collected through researching the internet, newspaper articles and Organization reports.

As a study influence of social media marketing in 3C Technologies with the help of questionnaire, the most of the clients were know about the Organization through face book, and based on the study and internship the findings is made on primary data where the most of respondents are male and all most maximum respondents are employers or clients of the Organization and most of the respondents were actively use social media, so they can promote their business in social media.