

## **Executive Summary**

This is that declared report which was undertaken in Nikulsan Technologies Pvt Ltd, Bangalore on the topic Study on Social Media Digital Marketing of Nikulsan Technologies Pvt Ltd, the various concepts regarding industry profile, company profile, competitors of the company, data analysis and findings have been covered under the study.

The main objective of this study is to analyze the Digital Marketing performance of Nikulsan Technologies Pvt Ltd and the other objective is to know the marketing strategies that are maintained in the organization.

The company also has an in-house product called ADOHM which helps in doing paid marketing campaign and has a sales CRM to manage all its data.

Through this project, I worked on brands like Apollo Hospitals and Johnson Lifts and escalators and it helped me understand the different social media strategies, content marketing and content creation. This helped me understand the entire social media lifecycle of a brand.