

# The Study of Social Media Marketing on Entrepreneur and Consumer Behaviour at Aalekh Media - Branding and Ux Design Studio

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## Abstract

The main motive of this paper is to study the social media effectiveness on the number of customers who follow social media pages of the company and get influenced by various advertising techniques used digitally. To learn how a consumer buying behavior gets influenced for buying a service, by branding, advertisement and various promotion techniques using various social media platforms.

The study of social media marketing on entrepreneur and consumer behavior and to find out various opportunities available in Digital Marketing. The study will help to get an insight into the field of Social Media Marketing (SMM).

**Keywords-** Social Media Marketing, Search Engine Optimization, Search Engine Marketing, Content Management.

## Introduction

The marketing strategy involves around marketing mix. Marketing mix is a proper combination of marketing variables. The concept of digital marketing through various social media platforms, primarily known as social media marketing, which is an effective way to promote and advertise your products and services.

## Tools of Digital Marketing –

- **Search Engine Optimisation:**

Search engine optimization (SEO) is the art of getting a website to work better with search engines (like Google, Bing & Yahoo), and to look for achievable, profitable, ranking opportunities through keyword research. It is a quest for increased visibility in search engines via relevant copy, quality links, domain trust, social popularity and search engine connectivity.

- **Search Engine Marketing:**

Search engine marketing (SEM) is a broader term than SEO, and is used to encompass different options available to use a search engine's technology, including paid ads. SEM is often used to describe acts associated with researching, submitting and positioning a website within search engines. It includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase exposure and traffic to your Web site.

- **Displays:**

Display advertising is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. In periodicals, display advertising can appear on the same page as, or on the page adjacent to, general editorial content.

- **Mobile Marketing:**

Mobile marketing is used in reference to any marketing efforts on or with a mobile device. It involves planning, creating, and implementing a mix of initiatives to bring together sellers and buyers via mobile devices. Mobile ads, Mobile websites, Apps and Games are some of examples for mobile marketing.

- **Email Marketing:**

Email Marketing is a type of direct marketing that involves sending personalized, targeted messages to a specific audience. Email Marketing is easy to use, low cost, and effective. Most of the B2B business in present era is following email marketing, but in B2C also email marketing is productive.

- **Content Management:**

After analysis the integrate channels marketer can able to understand the problems with current contents. Later he can manage the content to increase the engagement rate, content may be text in banners, images or websites.

- **Creative:**

Creative is the artistic component of an ad or website. It usually includes an image and copy present in ads or website. Marketer can make those contents attractive to customers. Marketer will sometimes change the entire design of websites, apps etc.

- **Digital Strategy:**

Digital strategy is the process of specifying an organization's vision, goals, opportunities and initiatives in order to maximize the business benefits through digital media. Strategy will be different for each brand; it will base on the brand objective and target groups interest. It is actual a plan formulated by the marketer to explore the opportunities.

### Objectives Of Study

- To increase the reach of the company digitally.
- To learn the uses of various social media platforms for a marketing campaign.
- To analyze effectiveness of social media on consumer buying decisions.
- To analyze effectiveness of social media on Entrepreneur decisions.
- To use tools like Telemarketing and Email marketing for approaching prospective customer.

### Scope Of Study

- The study facilitates learning of the various concepts in digital marketing.
- The study is useful for various businesses as well as entrepreneurs who use fresh marketing strategies.
- It also helps to keep in check about the efficiency of organization on different platforms and also can analyze the performances of previous branding and advertisement projects.

- The study helps in improving brand awareness and customer traffic to business websites and social media platforms.
- To promote the creative content creation for advertisement and branding through digital media.

### Need Of Study

For companies of all sizes, social media marketing is an effective way to engage with prospects and clients. If you're not using social media sites like Facebook, Instagram, and LinkedIn, you're missing out on the opportunity to learn about, follow, and do business with brands. Effective social media marketing can help your company achieve extraordinary success by generating loyal brand supporters, leads, and even purchases.

Social media is one of the most effective and efficient ways to market your business today because of its wide use and adaptability. The following are some specific advantages of social media marketing:

- **Personalize your company:** You can make your business an active participant in your market by using social media. Your audience can get to know you, connect with you, and trust you through your posts, interactions with other users, and profile as a person.
- **Boost traffic:** Social media is a great way to get more people to your website and turn them into customers using to the links in your profile, posts, and ads to your blog posts. In addition, social signals contribute indirectly to SEO.
- **Generating customers and leads:** Through features like Instagram/Facebook shops, direct messaging, call to action buttons on profiles, and appointment booking capabilities, you can also directly generate leads and conversions on these platforms.
- **Enhance brand recognition:** You can build your visual identity and increase brand awareness thanks to social media platforms' visual nature. Additionally, increased brand awareness results in improved campaign performance.
- **Build connections:** Through these platforms, you can network, get feedback, have conversations, and connect directly with people by opening up both direct and indirect lines of communication with your followers.

### Review Of Literature

Smyth, (2007) Digital marketing concept originated from the Internet and search engines ranking of websites. The first search engine was started in (1991) with a network protocol called Gopher for query and search. After the launch of Yahoo in (1994) companies started to maximize their ranking on the website.

When the Internet bubble burst in (2001), market was dominated by Google and Yahoo for search optimization. Internet search traffic grew in 2006; the rise of search engine optimization grew for major companies like Google (Smyth 2007). In 2007, the usage of mobile devices increased the Internet usage on the move drastically and people all over the world started connecting with each other more conveniently through social media.

Parsons, Zeisser, Waitman (1996) In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely.

Lazer and Kelly's (1973) define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities."

Brendan James Keegan and Jennifer Rowley (2017) contributes to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making.

Mangold and Faulds (2009) are of the view that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers; while in a nontraditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control. This stands in contrast to the traditional integrated marketing communications mix whereby a high authority of control is present.

Ates Bayazit Hayta (2013) in their research paper "A study on the of effects of social media on young consumers' buying behaviors" determines the effects of social media networks on purchasing behaviors of young consumers. The study results indicate that social media tools directly effect the purchasing behaviors of consumer, depending upon their age group and educational status.

Wixom & Todd (2005) has explained in his article there are some elements that affect the organic listings such as content, keyword, inbound links, tags and the page rank of a website, and so on. The work of a business is trying to get as high ranking as feasible on the result page and improving those elements concerned.

According to International Journal of Science and Business – Online marketing is the most crucial issue in the modern marketing era but there was no previous research that could identify the tools of internet marketing before this study and it was the first study on the field of online marketing tools. This research was descriptive in nature and it has attempted to identify the major tools of internet marketing from the concepts of traditional marketing tools. Worldwide network is known as Internet that can exchange information between users and World Wide Web is the subset of internet that caters specifically to Web sites. Marketing is the process of creating and maintaining the need and want of customer and maintaining long term profitable customer relationship. online marketing, internet marketing and e-marketing is the interchangeable term. when marketing activities are conducted by internet is called online or internet marketing or e-marketing.

Business & Economics Department, University of the Azores – Changes in consumer behavior require firms to rethink their marketing strategies in the digital domain. Currently, a significant portion of the associated research is focused more on the customer than on the firm. To redress this shortcoming, this study adopts the perspective of the firm to facilitate an understanding of digital marketing and social media

usage as well as its benefits and inhibitors. The second generation of Internet-based applications enhances marketing efforts by allowing firms to implement innovative forms of communication and co-create content with their customers. Based on a survey of marketing managers, this article shows that firms face internal and external pressures to adopt a digital presence in social media platforms.

### **Research Methodology**

Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. The descriptive research design is used for analyzing and studying the process of Business Development. It is very simple & more specific than explanatory study.

### **Data Sources**

#### **Primary Data: -**

We have also used an online questionnaire to understand the consumer buying behavior of Indians in digital era.

#### **Secondary Data-**

To meet the objectives, the descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, books, office executives, and company data.

### **Respondents -**

For completing the following report is based on a survey we carried on how consumers and professionals view social media as a tool for marketing. We collected responses both from regular consumers and serious businesspeople. For entrepreneurs reviews of marketing strategies we took 25 sample responses from respective business persons. For consumers perspective about social media marketing we took about 104 responses to collect the following data and analyze it for the study of SMM.

### **Data Analysis and Interpretation**

#### **A Survey to understand most influencing factor for Entrepreneur's and Consumer's satisfaction towards Aalekh Media:**

The customers' behavior or influencing factors to them is more important than the quality or price of a product or service. By recognizing this fact, businesses can act and react better to customer movements. Businesses have direct influence on their customers through the products and services they provide. At Aalekh media as organization is dealing with the global customers they need to understand what they are expecting from the consumers or the organization with whom they are dealing with. For that, we created a questionnaire and performed survey within customers of Aalekh media to understand the factors which influences them while taking decision of selecting an exporter.

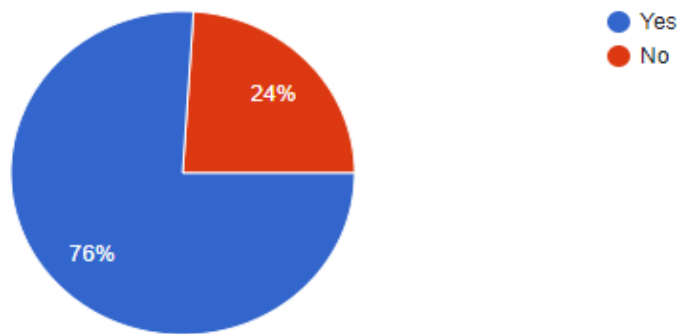
In the following survey at Aalekh media, we classified the respondents into two categories i.e. 1. Businessmen reviews these marketing strategies .And 2. Consumers who are using these social media platforms on regular basis.

**Entrepreneur’s Perspective About Social Media Marketing-**

**Q1. Do you keep up to date with sales and promotions by using social media?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	YES	19	76%
2	NO	6	24%



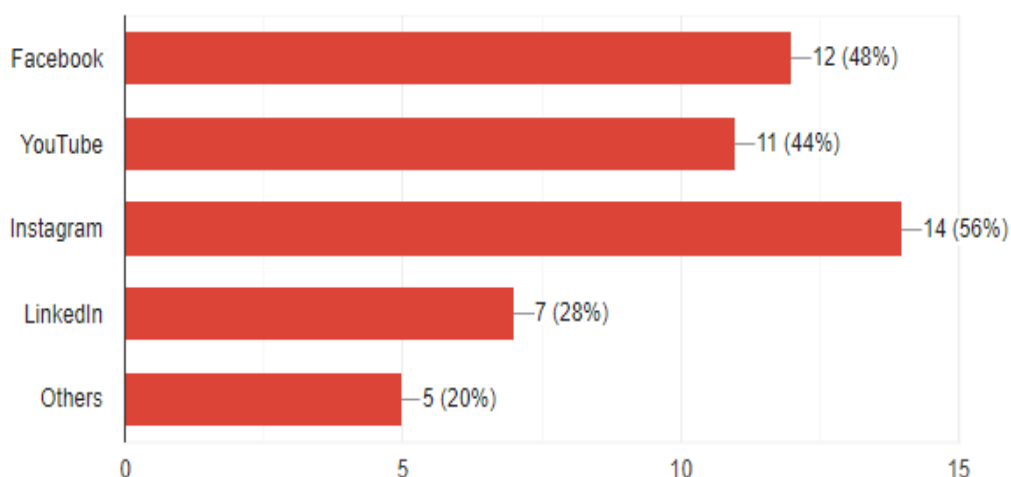
**Interpretation –**

The following study found that 76% of businesspeople use various social media platforms to keep up with sales and promotions of their brands and services.

**Q2. Which social media platforms do you prefer for SMM (Social Media Marketing) ?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	FACEBOOK	12	48%
2	YOUTUBE	11	44%
3	INSTAGRAM	14	56%
4	LINKEDIN	7	28%
5	OTHERS	5	20%

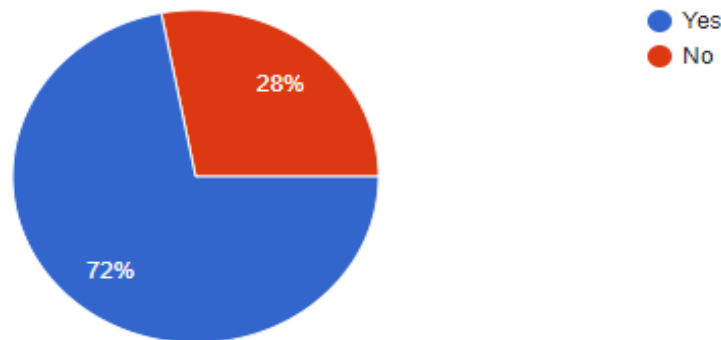


**Interpretation** – The following study shows the platforms which are mainly used social media marketing platforms for targeted customers. As shown above we can clearly see that Instagram is the most preferred i.e. 56% platform of social media for marketing by entrepreneurs. And is followed by Facebook as a second preference i.e. 48% .The following percentage shows the preferences given to platforms by various businessman.

**Q3 - Have you ever posted about products or services a business offer?**

**Analysis -**

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	YES	18	72%
2	NO	7	28%



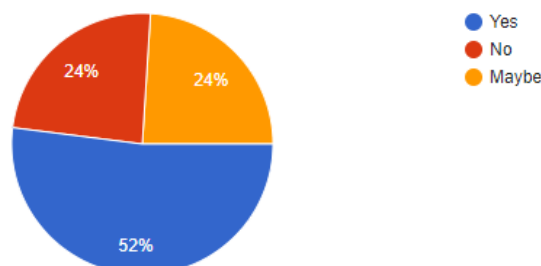
**Interpretation –**

We can conclude from the above table that 72% of people routinely post on social media about their products and services as a business offer, whereas 28% of businessmen continue to advertise their products and services using traditional marketing techniques.

**Q4. Do you believe that business will achieve better results when it comes to customer loyalty and profits if social media is integrated into marketing?**

**Analysis –**

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	YES	6	24%
2	NO	6	24%
3	MAYBE	13	52%



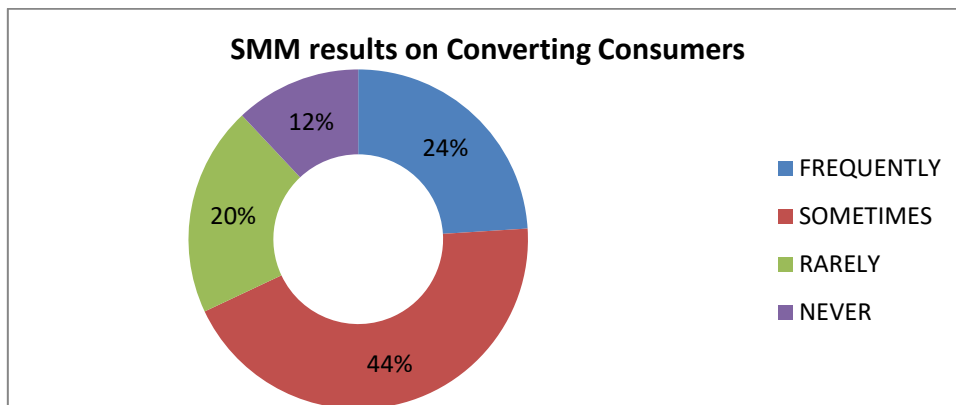
**Interpretation –**

The opinions of business owners and brand promoters regarding social media marketing and how to generate revenue while developing a loyal customer base for their products and services are mentioned here. 52% of consumers believe that integrating SMM into marketing could increase profitability and consumer loyalty.

**Q5. How frequently does social media marketing result in sales from potential customers?**

**Analysis -**

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	FREQUENTLY	6	24%
2	SOMETIMES	11	44%
3	RARELY	5	20%
4	NEVER	3	12%



**Interpretation –**

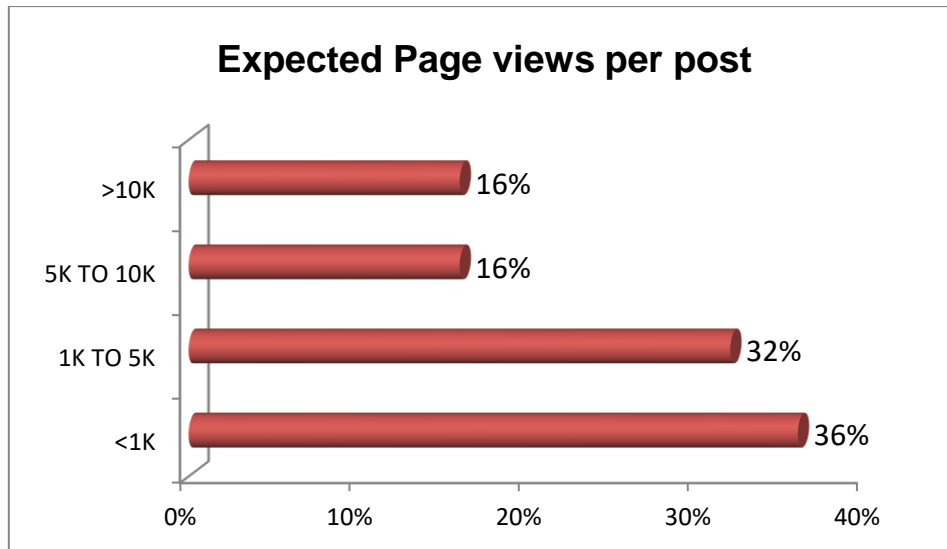
The analysis that follows demonstrates how frequently social media marketing results in actual sales from potential customers. 24% of promoters observe the conversion very frequently. While 44% of promoters believe that sometimes the posts result in potential customers being converted. 20% of promoters rarely see conversions through social media, and 12% of promoters have never seen any conversions through social media.

**Q6. What is the typical number of page views you receive following an advertisement on social media?**

**Analysis -**

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	<1K	9	36%
2	1K TO 5K	8	32%
3	5K TO 10K	4	16%
4	>10K	4	16%





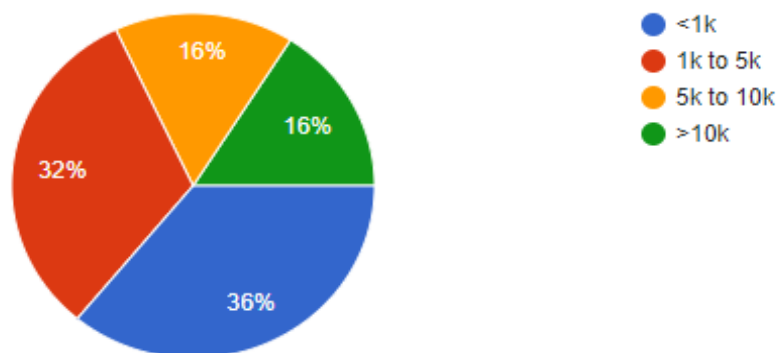
**Interpretation –**

The following bar graph is showing the results promoters receive after posting a promotional advertisements on the mostly used social media platforms. As using this way of marketing 36% can reach to almost 1000 viewers, 32% can reach 1k to 5k viewers per post while other 16% and 16% of users can reach to 5k and above viewers for their promotional advertisement on social media.

**Q7. What is the conversation rate of generating leads through post/link clicks?**

**Analysis -**

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	<500leads / post	8	32%
2	500 – 1000 leads / post	10	40%
3	1000 – 1500 leads / post	5	20%
4	>1500 leads / post	2	8%



**Interpretation –**

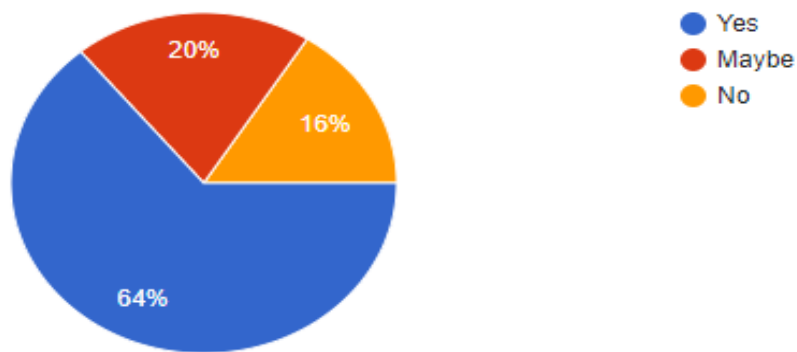
The following chart demonstrates the estimated number of leads generated by the relevant material that is published on various social media platforms. According to the results, 32% of promoters generate more than 500 leads per post, followed by 40% of promoters who can generate 500 to 1000 leads every post.

While 20% of promoters provide 1000 to 1500 leads each post and 8% produce more than 1500 leads per post, respectively.

**Q8. Do you think social media marketing is consumer friendly and most affordable way of marketing?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	YES	16	64%
2	NO	5	20%
3	MAYBE	4	16%



**Interpretation –**

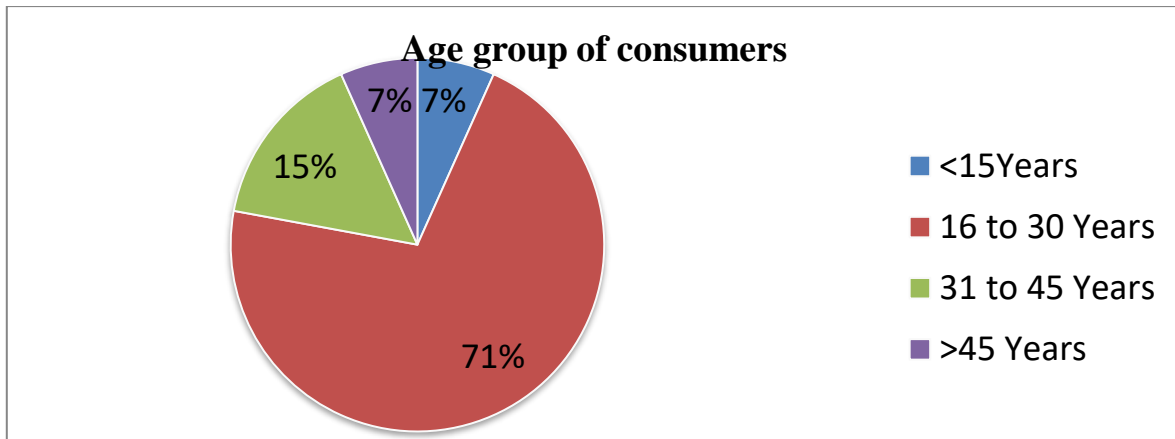
From above data, 64% of promoters and businesspersons thinks that the social media marketing is a consumer friendly and most affordable way of marketing. Whereas 20% of businessman still don't prefer social media for promotion. Remaining 16% are still in dilemma about adopting the social media marketing strategies in their respective businesses.

**CONSUMER PERSPECTIVE ABOUT SOCIAL MEDIA MARKETING –**

**Q1. Which age group do you belong?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	<15Years	7	6.70%
2	16 to 30 Years	74	71.20%
3	31 to 45 Years	16	15.40%
4	>45 Years	7	6.70%



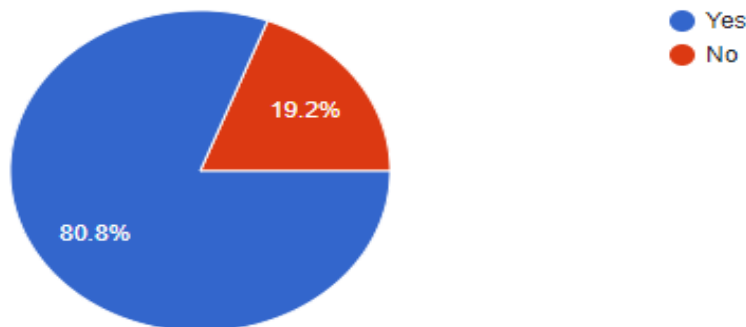
**Interpretation -**

The following data represents the age group from where the consumers belong. These age groups can be targeted according as per their choices for purchasing the product. The major consumers belong to 16 to 30 Years of age group i.e. 71.2%.and the rest consumers belongs to <15Years , 31 to 45 Years and >45 Years with 6.7%,15.4% and 6.7% respectively.

**Q2. Do you prefer to shop online?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	YES	84	80.80%
2	NO	20	19.20%



**Interpretation –**

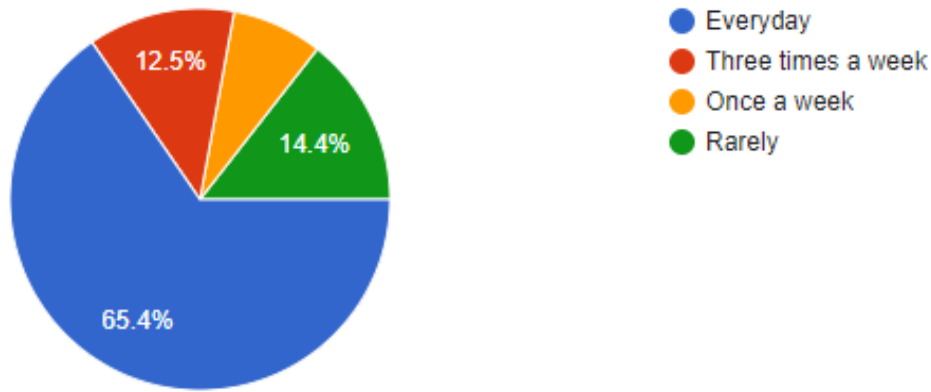
From the above graph we can conclude that 80.8% of consumer nowadays prefer to shop online on various social media platforms or various shopping website. While 19.20% of consumers still does not buy any product or services online. Social media marketing will help to target almost 80% of the consumers who prefer to buy a service or a product online.

**Q3. How often do you engage in social media?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	EVERDAY	68	65.40%

2	THREE TIMES A WEEK	13	12.50%
3	ONCE A WEEK	8	7.70%
4	RARELY	15	14.40%



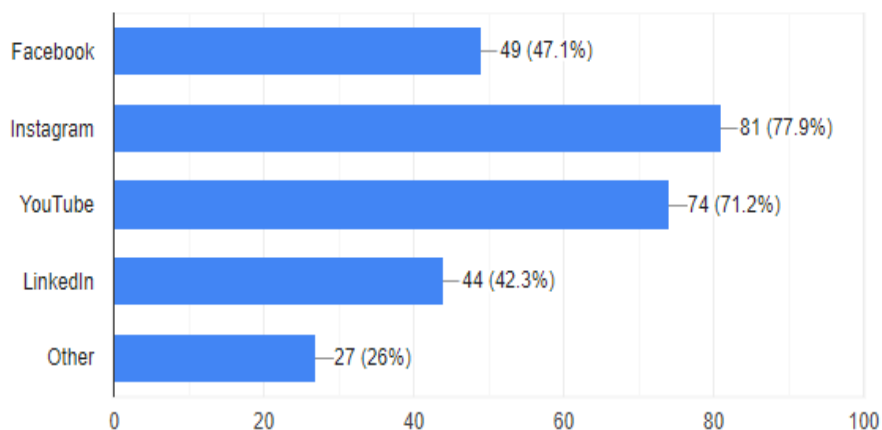
**Interpretation –**

Nearly 80% of consumers now use social media. The frequency with which customers engage with social media is depicted in this graph. 65.4% of people who use social media do so on a daily basis, while 12.5% do so three times per week. While only 14.4% of consumers use social media on a regular basis, the remaining 7.7% do so at least once per week.

**Q4. What social sites and/or services do you use regularly?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	FACEBOOK	49	47.10%
2	YOUTUBE	81	77.90%
3	INSTAGRAM	74	71.20%
4	LINKEDIN	44	42.30%
5	OTHERS	27	26%



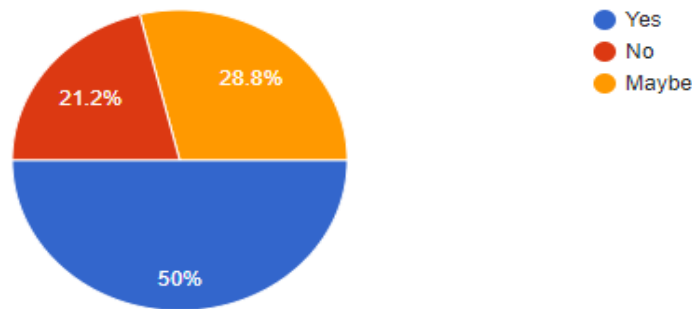
**Interpretation –**

Following data represents the various social media platforms and the preference of the platforms used by consumers on regular basis. We can easily conclude that YouTube and Instagram are widely used social media platform by consumers with 77.9% and 71.2%. In the given data we can also see the consumers also use Facebook and linkedin i.e. 47.1% and 42.3%. As YouTube and Instagram is widely use, promoters can easily target YouTube and Instagram advertisements for potential customers by using social media marketing.

**Q5. Does the online visibility of a business affect your purchase?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	YES	52	50%
2	NO	22	21.20%
3	MAYBE	30	28.80%



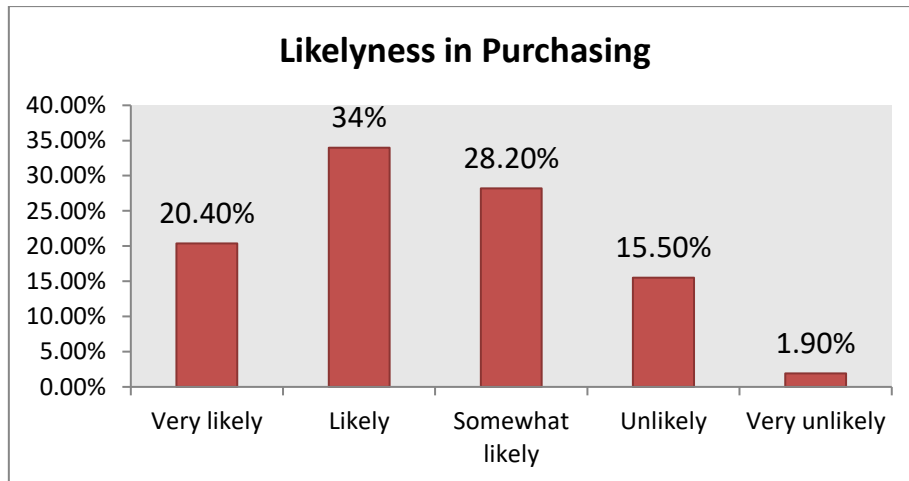
**Interpretation –**

This data shows us the importance of online visibility of your company’s products and services. As almost 80% of consumers use social media the online visibility for a product or service affect on purchasing decision. Above data shows 50% of consumer gets affected by the online visibility for the product or service and 28.8% face the dilemma of purchasing behavior. On 21.2% people any online visibility does not affect while purchasing.

**Q6. How likely are you to purchase a product or service recommended online?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	Very likely	21	20.40%
2	Likely	35	34%
3	Somewhat likely	29	28.20%
4	Unlikely	16	15.50%
5	Very unlikely	2	1.90%



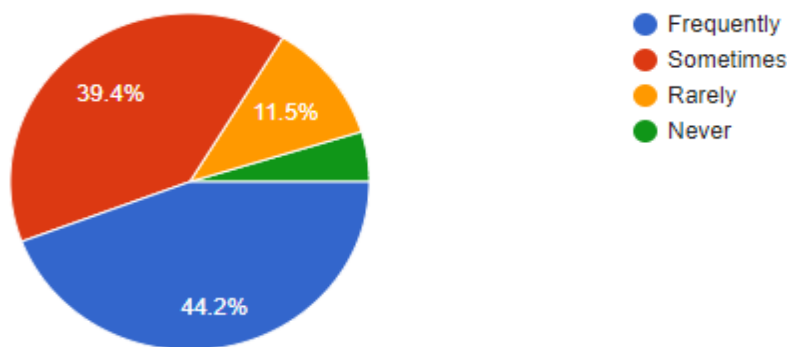
**Interpretation –**

The likelihood of purchasing a product that is recommended online by various social media platforms is depicted in the above bar chart. 20.4% of customers are very likely to buy the product or service, and 34% are likely to buy the service or product. While 28.1 percent of consumers are somewhat likely to purchase the product or service, 15.5 percent and 1.9% are unlikely or very unlikely to do so.

**Q7. How frequently you come across social media advertisements?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	FREQUENTLY	46	44.20%
2	SOMETIMES	41	39.40%
3	RARELY	12	11.50%
4	NEVER	5	4.80%



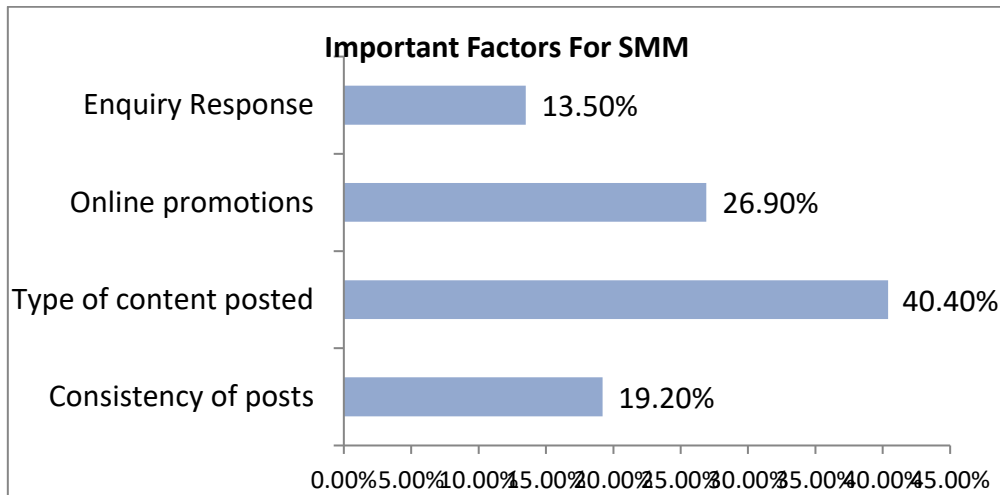
**Interpretation –**

The above pie diagram shows the frequency of consumers facing social media advertisements on regular basis. 44.2% of them frequently faces or come across with social media advertisements while 39.4% of consumers sometimes receive this kind of advertisements. 11.5% of consumers rarely get these advertisements and only 4.8% of consumers never face the same kind of advertisements.

**Q8. In your own opinion, what are important factors for a business using social media marketing?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	Consistency of posts	20	19.20%
2	Type of content posted	42	40.40%
3	Online promotions	28	26.90%
4	Enquiry Response	14	13.50%



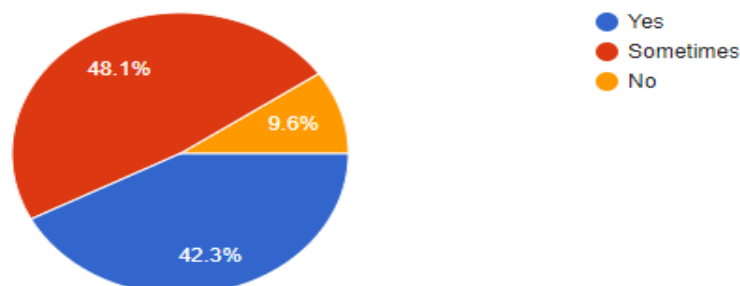
**Interpretation –**

The important aspects of social media marketing for a business when posting promotional content on these platforms are highlighted in the following data. This data demonstrates which aspect of social media promotion is more crucial. 40.4% of consumers place the greatest value on the type of content posted on a platform. Regular online promotions for a product or service rank second in terms of attracting customers to make a purchase, at 26.9%. In social media marketing, consistency in promotion posts and response to inquiries is also important, with 19% and 13.5 %, respectively.

**Q9. Do social media conversations influence your product choices?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	YES	44	42.30%
2	SOMETIMES	50	48.10%
3	NO	10	9.60%



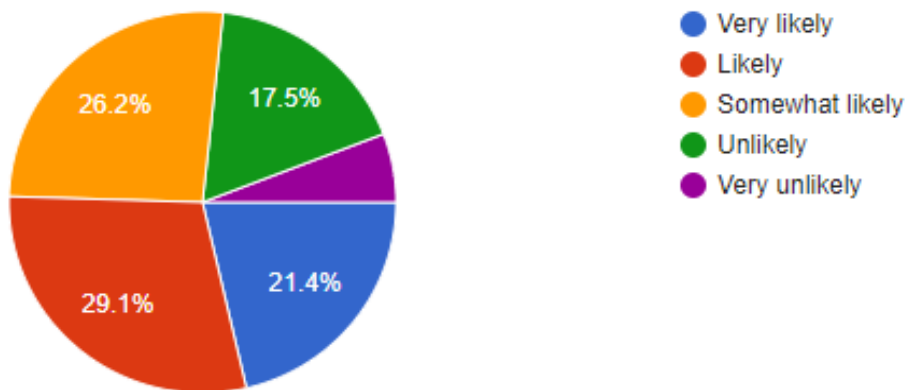
**Interpretation-**

The graph above represents the outcome of conversations that took place on social media and the influence they had when making a purchase of a given product or service that is being advertised. 42.3 % of consumers believe that conversations on social media have a direct impact on their purchasing decisions, while 48.1 % believe that these conversations have an indirect impact. 9.6% of consumers deny that conversations on social media influence purchase decisions.

**Q10. How likely would you refer a sale or promotion codes to your friends?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	Very likely	22	21.40%
2	Likely	30	29.10%
3	Somewhat likely	27	26.20%
4	Unlikely	18	17.50%
5	Very unlikely	6	5.80%



**Interpretation –**

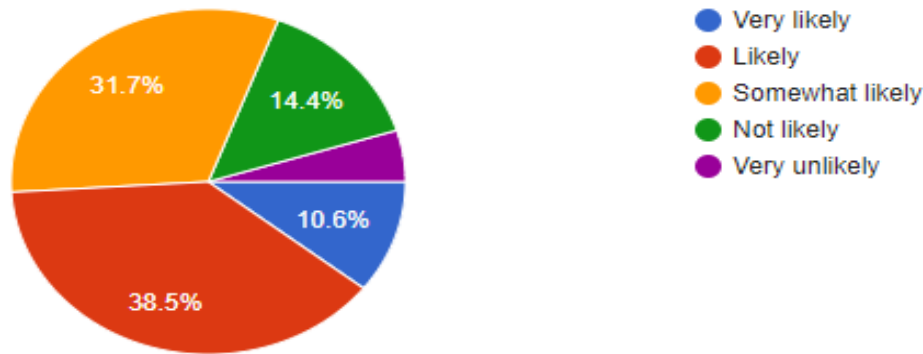
This data provides us with an idea of how frequently consumers refer a sales or promotion code. 21.4 % of consumers are very likely to share promotional codes, while 29.1 % are very likely to recommend them to friends. 26.2% of consumers are somewhat likely to recommend a promotional code to their friends, while 17.5% are unlikely to recommend a sale. While only 5.8% of customers would likely recommend a promotional or sales code to a friend.

**Q11. How likely are you to post about an experience you had with a business on social media?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	Very likely	11	10.60%
2	Likely	40	38.50%
3	Somewhat likely	33	31.70%
4	Unlikely	15	14.40%
5	Very unlikely	5	4.80%





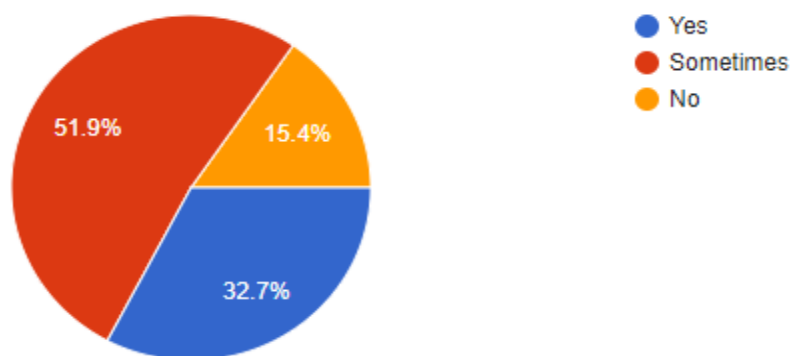
**Interpretation –**

How likely a consumer posts on social media platforms about an experience he / she had with a business through this social media platforms is given in the above chart. 38.5% and 10.6% likely and very likely to post about an experience which they had with any kind of businesses on multiple social media platforms whether it's negative or positive. 31.7% of consumer somewhat likely share their opinion about and business on social media while 14.4% and 4.8% are unlikely and very unlikely to share their thoughts on any of the social media platform.

**Q12. Does Telemarketing Gives you a proper assistance about particular services?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	YES	34	32.70%
2	SOMETIMES	54	51.90%
3	NO	16	15.40%



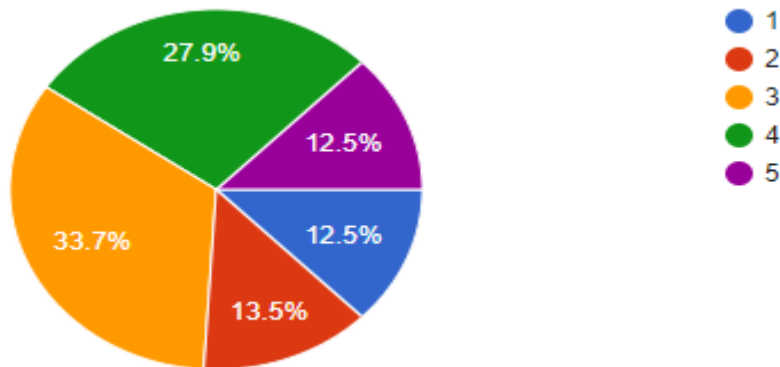
**Interpretation –**

The significance of telemarketing assistance for a specific service is represented in this pie diagram. 51.9 % of customers report receiving prompt assistance when interacting with a telemarketing platform, and 32.7 % of customers report receiving prompt assistance or feedback on a consistent basis. On the other hand, 15.4% of customers claim that they are not assisted in any way by this method of communication.

**Q13. In your own opinion, Rate influence of telemarketing for services you purchase.**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	1	13	12.50%
2	2	14	13.50%
3	3	35	33.70%
4	4	29	27.90%
5	5	13	12.50%



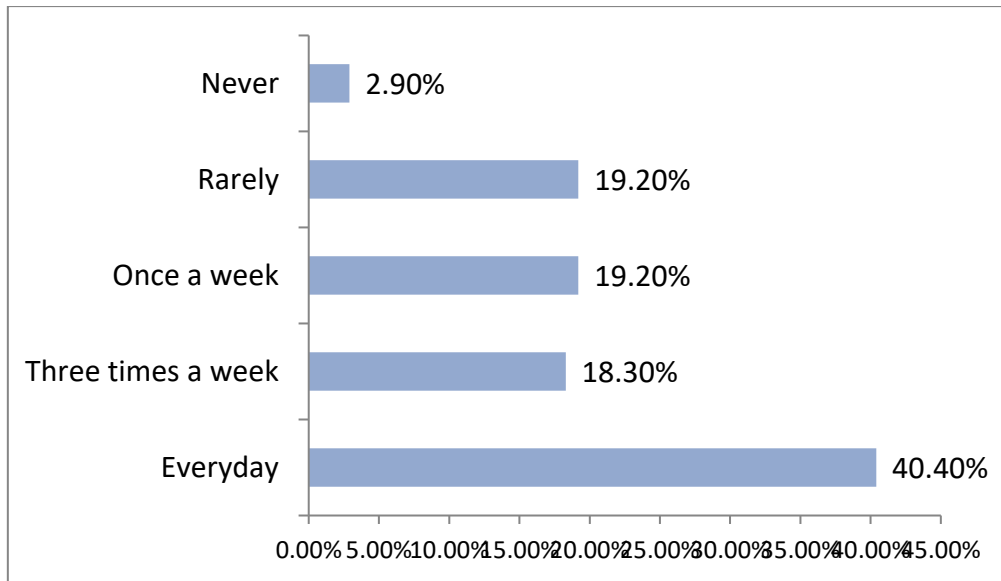
**Interpretation –**

The rating that consumers of various age groups give to the impact of telemarketing on their purchase is displayed in this chart. Telemarketing receives a three rating from 33.7 % of consumers, a four rating from 27.9%, and a five rating from 12.5 %. While 12.5 and 13.5 % of customers gave the influence of telemarketing on purchasing a service a rating of one or two, respectively.

**Q14. How often do you receive promotional Emails for various services?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	Everyday	42	40.40%
2	Three times a week	19	18.30%
3	Once a week	20	19.20%
4	Rarely	20	19.20%
5	Never	3	2.90%



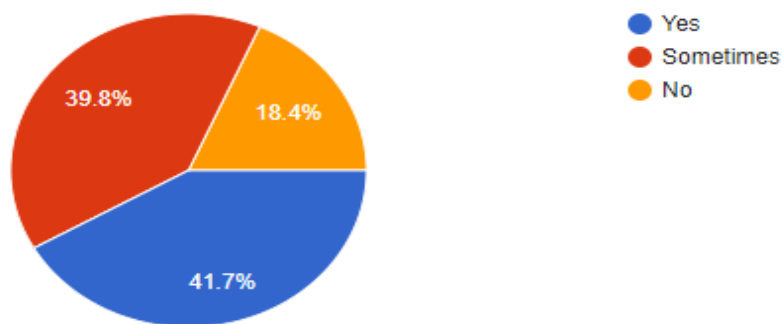
**Interpretation –**

The frequency of receiving promotional mails for various services is represented in above bar chart. 40.4% of consumers receive promotional mails on everyday basis while 18.3% receive on three times a week. 19.2% of people receive once weak and rarely for promotional mails. 2.9% of consumers does not receive any kind of promotional mails.

**Q15. Does promotional mails attracts as well as describes you about the services you are looking for?**

Analysis -

SR NO	RESPONSE	NO OF RESPONDENTS	%
1	YES	43	41.70%
2	SOMETIMES	41	39.80%
3	NO	19	18.40%



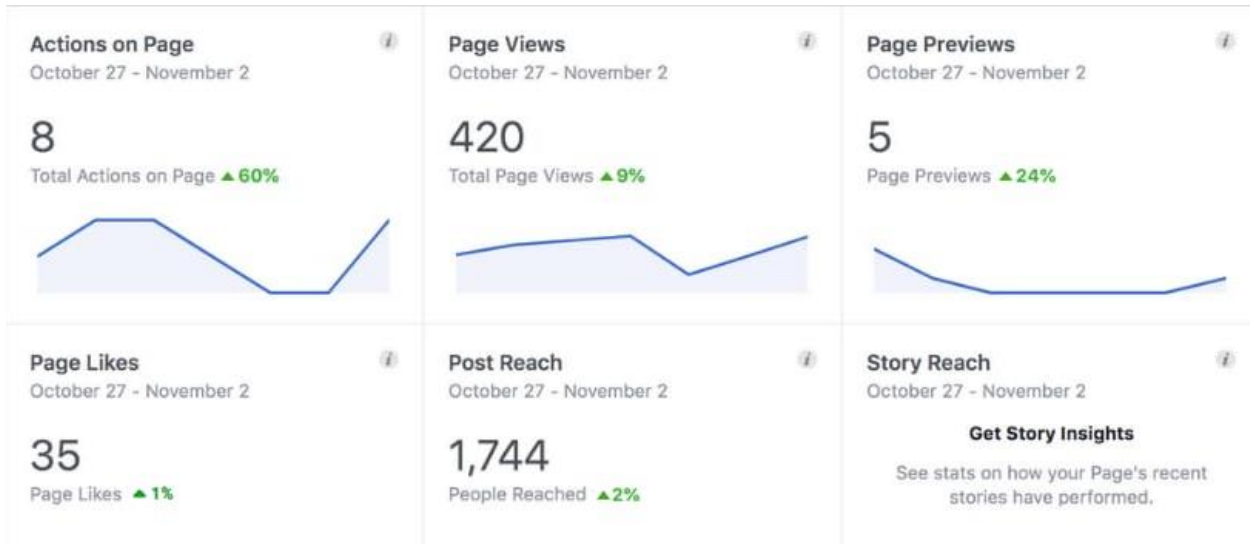
**Interpretation –**

The following information illustrates the attractiveness of promotional emails that also provide information about the services. 41.7% of customers always receive these emails with service descriptions. whereas 39.8% occasionally receive the service description. 18.4 % of customers do not find mail appealing and do not receive a service description.

**16) An analysis of posts that are made on social media platforms like Facebook and Instagram in order to promote Aalekh Media.**

➤ The following is an analysis of some of the promotional content that was posted on the Aalekh media Facebook page –

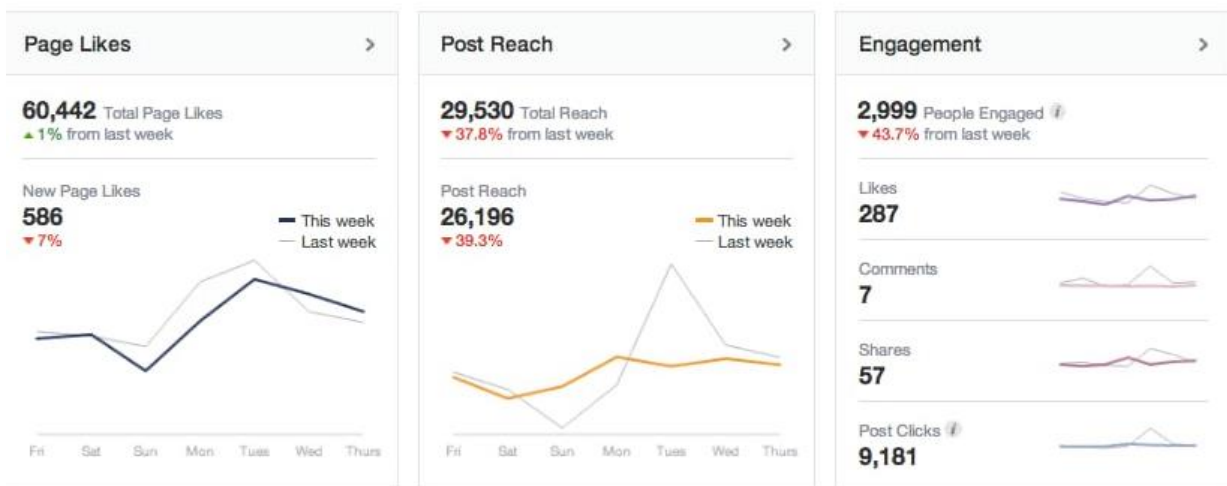
**Post 1 –**



**Interpretation –**

Above are the analysis for ‘Post 1’ representing Actions taken on page, Views, Likes And total post reach.

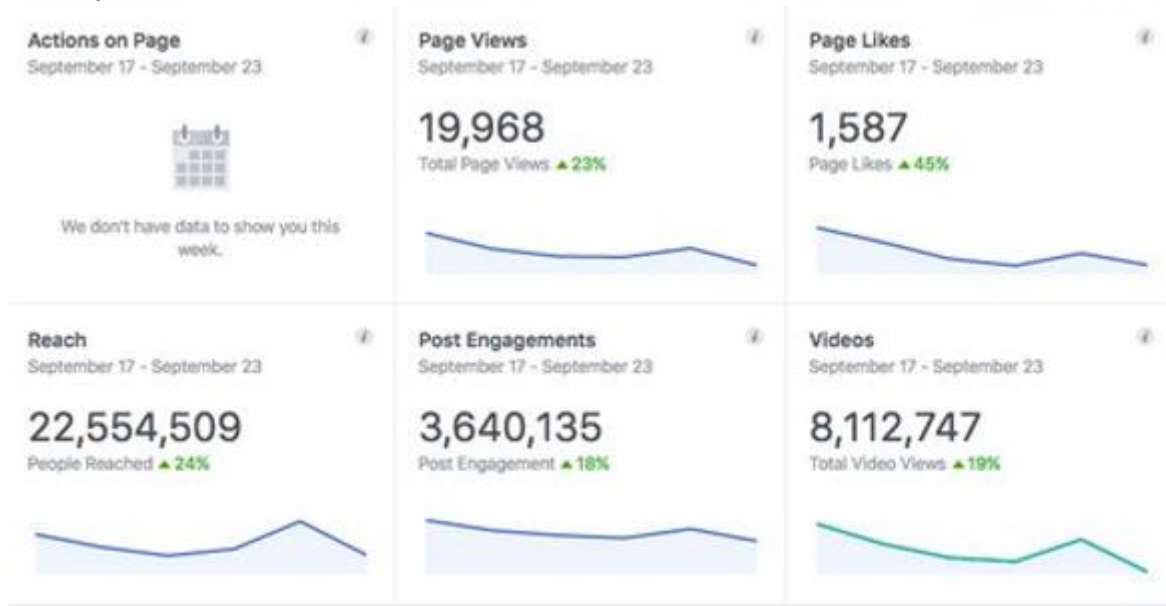
**Post 2 –**



**Interpretation –**

Above Insights are showing Post reach, Consumer Engagements and total reach for the post.

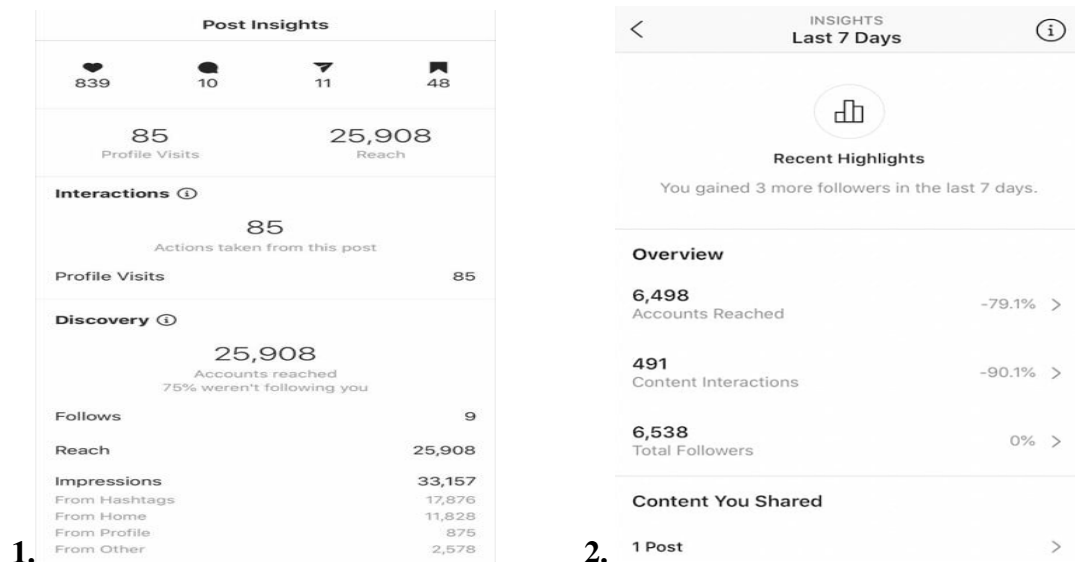
## Overall Analysis –



## Interpretation –

This are the overall analysis of an Organization’s Facebook page representing total customer reach, total post engagements and total activities happened in particular time period.

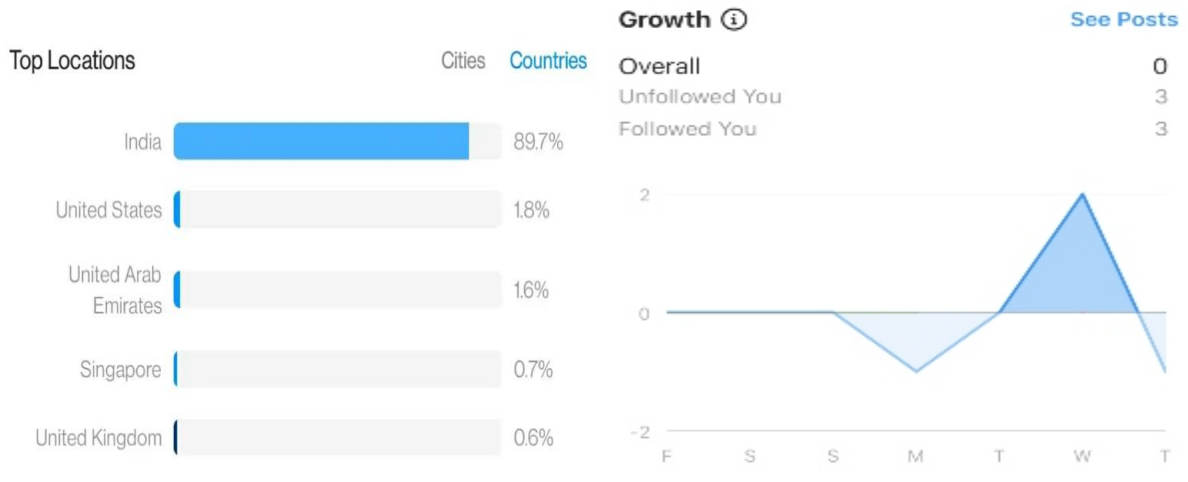
➤ The following is an analysis of some of the promotional content that was posted on the Aalekh media Instagram page –



## Interpretation-

Above Instagram stats shows the reach and interactions created through it of respective content posted.

Targeted Locations and relative growth of particular posts –



**Interpretation-**

Following are the Top locations , Growth and Representing Insights for the post on Instagram.

**OBSEVATION**

- In the study of digital marketing or social media marketing and its tools it has been observed that the younger generation preferably using the various social media platforms in there day to day life. It makes a beneficial advantage to the promoters of various brands for target in such customers easily by using the social media marketing tools.
- Most of the entrepreneurs prefers social media for promotion and specially platforms like Facebook YouTube and Instagram for higher reach.
- Out of them almost 75% of business persons post about their product and service on the social media page they also believe that business will achieve a better results and customer loyalty because of this Integrated Marketing System.
- The business persons get higher reach easily by this marketing technique and high chances to convert potential customers to loyal customers.
- Most of them also consider this technique as most consumer friendly technique and affordable way of marketing which generates almost 500 to 1500 leads per post.
- Where as 75% of consumers are also using these platforms for searching the products and services. 40% of them get attracted towards the service because of the content which the company have posted on their social media page.
- There is 80% of chances that visibility of particular service affect on the purchase while most of the people are very likely and likely to purchase the service.

**Findings**

- In this report is found that steps taken for building brand on social media is effective tool for the design and advertising organization. As organization is mostly in B2C, YouTube, Instagram and Facebook are best platforms to create a strong presence in digital market.

- While working on e-mail marketing we gone through various aspects which are important for e-mail marketing. Also the rate at which the customers or receivers opening the mail is very low. So if you have very effective use of e-mail marketing then only one should prefer the e-mail marketing over other tools
- In that survey we found that Aalekh Media is doing great with existing customers. But there are some areas where Aalekh Media is lacking behind or improve themselves and that are query attending and timely delivery of the services.
- The company invests a lot of time and resources in telemarketing, which has a low lead generation efficiency.

### Suggestions

- Digital marketing allows advertising firms to measure the impact of its marketing effects, which is not possible through traditional marketing. In this regard, digital marketing helps to analyze consumer reviews and suggestions, measure consumer behavioral patterns, uplift the scope for continuous improvement, and enhance consumer satisfaction.
- While working on e-mail marketing we gone through various aspects which are important for e-mail marketing. Also the rate at which the customers or receivers opening the mail is very low. So if you have very effective use of e-mail marketing then only one should prefer the e-mail marketing over other tools.
- Telemarketing is not performing up to expectations since customers do not frequently respond favorably to telephone call promotions. The business should concentrate on servicing these consumers conveniently for them rather than on telemarketing.
- Organizations should aim to avoid flooding their respective social media accounts with content because doing so bothers customers greatly.

### Conclusion

- The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Besides the growth of modern technology, the technique of businesses has also changed. In this regard, digital marketing comes to take the leading position.
- Modern organizations do not want to go and meet physically for the deals. They want to buy everything online. So, the various companies always try to stay connected with their consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing. If you do not know the benefits and harmful sides, then you won't get the full advantage of digital marketing.
- In addition, customers are avid information seekers, and digital media is the only medium that allows brands and customers to communicate with each other. The best way to turn a product into a brand is through digital media. Because it provides numerous touch points for marketers and is more cost-effective. Through digital platforms, brands can effectively engage their target audience.
- Indian consumers are highly information-seeking and will conduct research about a product prior to visiting a retail store, according to the research on consumer buying behavior. Therefore, brands wish to provide consumers with platforms through which they can comprehend their product or truly experience the brand. I conclude my research by quoting, "Brands can't sustain without digital presence"

### Key Learning –

- Every business that works in different fields requires digital marketing for promotion and advertising.
- Branding and design is fastest growing industry in India.
- Additionally, social media marketing is a cost-effective and simple marketing strategy.
- The best branding and design service on the market is provided by the organization itself.
- Every business needs to keep up with the latest market trends and stay up to date.

### Contribution –

- My contributions towards Organization were to handle all the social media platforms of the company on daily basis.
- To use these platforms to participate in various social media conversations with customers.
- Additionally, to look for the most recent trends and content that could be used to promote a brand.
- Utilize the most recent market updates and a variety of local events to generate content for social media.
- Monitoring competitors and conducting research on them was one of the responsibilities.

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### Annexure

Questions used in survey –

For Consumer review.

1. Which age group Do you belong?
2. Do you prefer to shop online?
3. How often do you engage in social media?
4. What social sites and/or services do you use regularly?
5. Does the online visibility of a business affect your purchase?
6. How likely are you to purchase a product or service recommended online?
7. How frequently you come across social media advertisements?
8. In your own opinion, what are important factors for a business using social media marketing?



9. Do social media conversations influence your product choices?
10. How likely would you refer a sale or promotion codes to your friends?
11. How likely are you to post about an experience you had with a business on social media?
12. Does Telemarketing Gives you a proper assistance about particular services?
13. In your own opinion, Rate influence of telemarketing for services you purchase.
14. How often do you receive promotional Emails for various services?
15. Does promotional mails attract as well as describes you about the services you are looking for?

For Entrepreneur's review –

1. Do you keep up to date with sales and promotions by using social media?
2. Which social media platforms do you prefer for SMM (Social Media Marketing)?
3. Have you ever posted about products or services a business offer?
4. Do you believe that business will achieve better results when it comes to customer loyalty and profits if social media is integrated into marketing?
5. How frequently does social media marketing result in sales from potential customers?
6. What is the typical number of page views you receive following an advertisement on social media?
7. What is the conversation rate of generating leads through post/link clicks?
8. Do you think social media marketing is consumer friendly and most affordable way of marketing?