Project Dissertation Report
On
Study Of Digital Marketing At
Paytm Digital India

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(2K17/MBA/064)

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DECLARATION

I Priyanka Bhatia, student of MBA 2017-19 of Delhi School of Management, Delhi Technological University, hereby declare that Project Dissertation Report on **"A STUDY ON DIGITAL MARKETING AT PAYTM DIGITAL INDIA"** submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge.

This report is not being submitted to any other University for award of any Degree, Diploma and Fellowship.

(Priyanka Bhatia)

Place:

Date:

CERTIFICATE FROM INSTITUTE

This is to certify that Project Dissertation Report on "**A STUDY ON DIGITAL MARKETING AT PAYTM DIGITAL INDIA**" is a bona fide work carried out by Priyanka Bhatia who is a student of MBA 2017-19 Batch. The project is submitted to Delhi School of Management, Delhi Technological University in partial fulfilment of the requirement for the award of degree of Masters of Business Administration.

Signature of Guide   Signature of Head (DSM)

Place: Seal of Head

Date:

ACKNOWLEDGEMENT

EXECUTIVE SUMMARY

Paytm already claims to be India's largest mobile payments platform, with most of its revenue coming from payments for utility bills, app downloads, and online purchases. The Alibaba-backed company, however, is eager to find new growth areas for its business and, like many other Asian e-commerce companies, is honing in on O2O commerce.

The acronym, which stands for both online-to-offline and offline-to-online business, refers to strategies to get more online shoppers into brick-and-mortar businesses or, on the flipside, to convince people who prefer physical transactions to try out online commerce and payments for the first time.

Earlier this month, Paytm acquired local services marketplace Near.in, the first of several O2O acquisitions it plans to make. Before that, it also invested in deliveries startup Jugnoo and Little, an app that helps people find deals at stores in their neighborhoods, and signed partnerships with BookMyShow and Zomato to offer services like ticket booking, restaurant reservations, and food deliveries.

Near.in is Paytm's first acquisition in the services sector. Its mobile wallet was already used by many small businesses, and Near.in's site will make it easy to manage their clients and payments, says Paytm founder and chief executive officer Vijay Shekhar Sharma. Most service providers, especially those who make home visits like plumbers, still prefer to take cash, but Sharma believes the Indian market will follow China, where Alipay Wallet (the mobile payments service owned by Alibaba) is used for utility bills, taxi fares, payments in offline shops, and even "red envelopes," or gift money, and is seen as a convenient alternative to credit cards.

In India, Paytm also wants to position itself as a better option than credit cards, which are slowly gaining in popularity but still used by relatively few Indian consumers.

Sharma believes Indians will prefer to use Paytm for small purchases because it doesn't charge processing fees (instead, it makes money by taking commissions from telecoms on its platform) and the app is faster to use than credit card readers. Furthermore, mobile payments make it easier to pay very small payment amounts, like 67 rupees, instead of rounding them off, giving it an edge over cash since providers don't have to carry tons of change.

"In India's economy, every rupee matters. You don't want to pay tips, anything extra. A significant number of Indians don't have very high per capita income, so every rupee matters and they barter for everything," says Sharma.

Combined with its e-commerce marketplace, Paytm's O2O aspiration may make it seem like Paytm is becoming a direct competitor to Indian's three biggest e-commerce leaders, Flipkart, Amazon India, and Snapdeal. In fact, none of those sites have integrated Paytm as a payment option (even though there are workarounds), and all three offer their own online wallet services.

Sharma, however, says that the Paytm's goal is to create more use cases for its mobile wallet, so customers get accustomed to using it for almost everything they need to pay for. He adds that about 60 to 70 percent of e-commerce shipments are still cash on delivery, so if Paytm becomes ubiquitous enough, companies may eventually have to accept it if they want to encourage more shoppers to make online payments.

"Our market share is now 70 percent and now we want to get into the offline space by working with businesses that are offline and haven't been able to build traction online. We can bring payments to them," says Sharma.

INTRODUCTION

INTRODUCTION TO THE TOPIC

Paytm is an Indian electronic payment and e-commerce brand based in Delhi NCR, India. Launched in August 2010. It is the consumer brand of parent One97 Communications. The name is an acronym for "Pay Through Mobile." The company employs over 13,000 employees as of January 2017. It has over 5 million offline merchants across India. It also operates the Paytm payment gateway and the Paytm Wallet.

Among other sources of funding, in 2015, Paytm became the first Indian company to receive funding from Chinese eCommerce company Alibaba, after it raised over $625 million at a valuation of $1.5 billion. The Alibaba Group was the biggest stakeholder in Paytm parent company One97 Communications.

OBJECTIVE OF THE STUDY

1. To study the growth of Digital Marketing.
2. To know the right way of writing a proper content for the E-mailers.
3. To Study the role of digital marketing at Paytm.
4. To study the different criteria of digital marketing services.
5. To analyze the approach which help them to get more business.
6. To understand the element in digital media.
7. To understand the effectiveness of branding through digital media.
8. To understand the effort behind fulfillment of brands objective through campaigns
9. To choose appropriate media for communication
10. To maintain relationship with clients

SCOPE OF THE STUDY

The study will help the organization

- ➢ To know the present condition of digital marketing at Paytm.
- ➢ To know the expectation of employees towards digital marketing programmes.
- ➢ To know the willingness of employees towards digital marketing programmes.

COMPANY PROFILE

Paytm is India's largest mobile commerce platform. Paytm started by offering mobile recharge and utility bill payments and today it offers a full marketplace to consumers on its mobile apps. We have over 100mn registered users. In a short span of time Paytm has scaled to more than 60 Million orders per month.Paytm is the consumer brand of India's leading mobile internet company One97 Communications. One97 investors include Ant Financial (AliPay), SAIF Partners, Sapphire Venture and Silicon Valley Bank.We strive to maintain an open culture where everyone is a hands-on contributor and feels comfortable sharing ideas and opinions. Our team spends hours designing each new feature and obsesses about the smallest of details.

Our Vision

"A company is worth the company it keeps." – Vijay Shekhar Sharma

We are on the road to making an enormous impact to the economic foundation of the country. We want millions to accompany us and benefit from this journey. We want to make a positive difference by empowering the lives that we touch.

Our Approach

We intend to reach every inch of the country and en-route, empower small enterprises. We commit to operate in an economically, socially and environmentally responsible manner. We hope to use our influence to garner financial & other support for disaster victims & the underprivileged.

We do our best to compensate negative effect on the environment. We wish to share our technical knowledge with the deserving to empower them.

We believe in providing equal opportunity for all our people, as well as those whom we come across in our course of work.

Awards

- 2016

Vijay Shekhar Sharma wins **ET Panache Trendsetting Entrepreneur** Award

Vijay Shekhar Sharma chosen as **Entrepreneur of the Year** at ET Awards for Corporate Excellence.

Vijay Shekhar Sharma named **Businessman of the Year** at GQ Men of the Year Awards.

Paytm wins the **Mobile Wallet Provider of the Year Award** in the B2C category at the Frost & Sullivan Awards Ceremony.

Paytm receives **ET Telecom Game Changer of the Year Award** for 2015.

NDTV Indian of the Year Award for Paytm CEO Vijay Shekhar Sharma.

- **2015**

Paytm won **NDTV Cisco Digitizing India Awards** for **Disruptive Digital Innovator**.

Vijay Shekhar Sharma featured in Economic Times **"India's Hottest Business Leader under 40"**

Paytm won the **Frost & Sullivan India ICT Award** for **Mobile Commerce Company** of the Year in B2C segment.

One97/Paytm recognized among **Smart Innovators** of 2014 at the Inc India Awards.

Vijay Shekhar Sharma recognized among the **most Innovative CEOs** of 2014 by Inc India.

Paytm Wallet gets the **Best Digital Wallet Award** at IAMAI' India Digital Awards in Delhi on 15th Jan 2015

- **2014**

Paytm App gets featured in Apple App Store's Best of 2014 in the Mobile/DTH Recharge & Shopping Category

Paytm is the **winner** of **Indian Express IT Award** in Mobility Solutions 2014

Paytm App is a **finalist** at the international **Meffys** in Consumer Trust category

Gold Winner at the **MMA Smarties** in the Mobile App category

Silver Winner at the **MMA Smarties** in the mCommerce category

Among **Delhi/NCR's Top 50 Brands** at a celebration by Paulwriter

Best Mobile Money product at the 4th India Digital Awards

- **2013**

  Knowledge Faber Best Mobile Wallet Program Award

  Special mention in **m Billionth Awards** in mCommerce/mBusiness category

  Gold Winner at the **MMA Smarties** for mCommerce

- **2012**

  Most Innovative Startup of the Year at the Entrepreneur India event by Franchise India

Our Partners

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-
-
-

- **BSNL**
- **!dea**

Movie Tickets

The following Terms of Use ("Terms") are a binding agreement between you and One97 Communications Ltd. By registering for or using the site or the platform/network, you agree to be bound by these terms. If you do not accept these terms, please do not use the site or the platform/network. As Paytm is a site/platform/network owned by One97 Communications Ltd. hence all the rights, benefits, liabilities & obligations under the following terms & conditions shall accrue to the benefit of One97 Communications Ltd ("One97"). One97 is an intermediary within the meaning of the Information Technology Act, 2000 and the rules thereunder and merely facilitates the Transaction between the Merchant i.e. Cinema Owner and the Customer. One97/Paytm does not at any point of time during any transaction between Customer and Cinema Owner, take the ownership of any of the products/services provided by Cinema Owner nor does it at any point asserts any rights or claims over the products/services offered by Cinema Owner to Customer. In using the online ticketing platform, you explicitly agree and acknowledge that:

- Bookings for the Tickets once made by you cannot be cancelled, exchanged or refunded.
- Your booking confirmation will be sent via an email and SMS. For E-tickets email confirmation you need to print and present the same at the ticket counter in order to avail a physical ticket from the Cinema Box Office.
- To collect the tickets from the Cinema Box Office, it is mandatory to present the debit/credit card has been used to book tickets along with the booking confirmation (SMS/Computer printout). The holder of a physical ticket is deemed to be the owner of the ticket.
- A convenience fee per booking in respect of the Ticket is levied on all tickets booked by you online. Kindly check once before you make the booking.
- As per the Cinema Owner's terms and conditions, you need to make the bookings for the tickets in respect of the children above the age of 3 years.

- As per the Cinema Owner's terms and conditions, in case a physical ticket is lost or misplaced, a duplicate ticket cannot be issued.

- If the Cinema owner cancels the show, One97/Paytm will not be held responsible for the same. In such cases, One97/Paytm will automatically issue a refund within 48 hours for the movie tickets booked on Paytm to the Customer's Paytm wallet.

- The customer should report booking issues like non-receipt of confirmation number (in the form of a confirmation SMS or email) after submitting payment information, or if they experience an error message or service interruption after submitting payment information to Paytm Customer Care. Paytm will not be responsible for any losses occurred in the process.

- Please add movies@paytm.com to your address book to ensure email delivery in your inbox

- By making a Booking, You agree, undertake to adhere to and comply with the terms and conditions of respective Cinema Owners in respect of all the bookings made by you for the tickets through the Paytm Platform.

- As per the Cinema Owner's terms and conditions, Outside food and beverages are not allowed inside the cinemas premises.

- We may share your telephone numbers with our service providers (such as Cinema Box office, cinema owners) who we have contracted with to assist us in pursuing our rights or performing our obligations under the User Agreement, our policies, or any other agreement we may have with you. These service providers may also contact you using autodialed or prerecorded messages calls and/or SMS or other text messages, only as authorized by us to carry out the purposes we have identified above, and not for their own purposes.

- By accepting the terms and conditions, you accept that One97/Paytm may send the alerts to the mobile phone number/ email provided by you while registering for the Service or to any such number replaced and informed by you.

- Notwithstanding anything to the contrary contained herein, neither One97 nor its affiliated companies, subsidiaries, officers, directors, employees or Merchants or any related party shall have any liability to you or to any third party for any indirect, incidental, special or consequential damages or any

loss of revenue or profits arising under or relating to these terms, the site or the offerings, even if any of said parties had been advised of, knew of, or should have known of the possibility of such damages. To the maximum extent permitted by law, our maximum aggregate liability to you for any causes whatsoever, and regardless of the form of action (whether liability arises due to negligence or other tort, breach of contract, violation of statute, misrepresentation or for any other reason), will at all times be limited to INR one hundred (INR 100). To the maximum extent permitted by law, you waive, release, discharge and hold harmless One97, its affiliated and subsidiary companies, and each of their directors, officers, employees, and agents, from any and all claims, losses, damages, liabilities, expenses and causes of action arising out of your use of the online platform.

- Jurisdiction and dispute resolution: These terms shall be governed by, and construed in accordance with, the laws of India, without reference to principles of conflicts of law. The parties agree that the courts of New Delhi shall have exclusive jurisdiction over any dispute arising from or relating to these Terms, the Platform/Network or the Site. You expressly consent to the personal jurisdiction of said courts and waive any objection to such personal jurisdiction based on forums non convenience or any other basis.

Theme / Water / Amusement Parks

The following Terms of Use ("Terms") are a binding agreement between you and One97 Communications Ltd. BY REGISTERING FOR OR USING THE SITE OR THE PLATFORM/NETWORK, YOU AGREE TO BE BOUND BY THESE TERMS. IF YOU DO NOT ACCEPT THESE TERMS, PLEASE DO NOT USE THE SITE OR THE PLATFORM/NETWORK. As Paytm is a site/platform/network owned by One97 Communications Ltd. hence all the rights, benefits, liabilities & obligations under the following terms & conditions shall accrue to the benefit of One97 Communications Ltd ("One97"). One97 is an intermediary within the meaning of the Information Technology Act, 2000 and the rules thereunder and merely facilitates the Transaction between the Merchant i.e. Theme Park / Water Park / Amusement Park and the Customer. One97/Paytm does not at any point of time during any transaction between Customer and Merchant i.e.,Theme Park / Water Park / Amusement Park, take the ownership of any of the products/services

provided by the Merchant nor does it at any point asserts any rights or claims over the products/services offered by the Merchant to Customer. In using the online ticketing platform, you explicitly agree and acknowledge that: Bookings for the Tickets once made by you cannot be cancelled, exchanged or refunded.

- Your booking confirmation will be sent via an email and SMS. For E-tickets email confirmation you need to print and present the same at the ticket counter in order to avail a physical ticket / bands from the ticket counter.
- One97 / Paytm will not responsible for any loss, damage or injury sustained by the customer at the Theme Park / Water Park / Amusement Park premises
- One97 / Paytm will not be responsible if certain activity(ies), rides / slides and attractions are not functional on any particular day.
- The Customer by virtue of purchase of this booking agrees that he/she is in good health and acknowledges for the risk that are applicable while taking suchactivity/ies, rides / slides and attractions and Paytm shall will not be responsible for the same.
- To collect the tickets from the ticket counter, it is mandatory to present the debit/credit card has been used to book tickets along with the booking confirmation (SMS/Computer printout). The holder of a physical ticket is deemed to be the owner of the ticket.
- A convenience fee per booking in respect of the Ticket may be levied on the tickets booked by you online. Kindly check once before you make the booking.
- You need to make bookings for the tickets in respect of the children (of certain age or height) as per the Theme Park / Water Park / Amusement Park terms and conditions.
- As per the Theme Park / Water Park / Amusement Park terms and conditions In case a physical ticket / band is lost or misplaced, a duplicate ticket cannot be issued.
- If the Theme Park / Water Park / Amusement Park cancels the show, One97/Paytm will not be held responsible for the same. In such cases, One97/Paytm will automatically issue a refund within 96 hours from the event date for the tickets booked on Paytm to the Customer's Paytm wallet.

- The customer should report booking issues like non-receipt of confirmation number (in the form of a confirmation SMS or email _____) after submitting payment information, or if they experience an error message or service interruption after submitting payment information to Paytm Customer Care. Paytm will not be responsible for any losses occurred in the process.

- By making a Booking, You agree, undertake to adhere to and comply with the terms and conditions of respective Theme Park / Water Park / Amusement Park in respect of all the bookings made by you for the tickets through the Paytm Platform.

- As per the Theme Park / Water Park / Amusement Park terms and conditions Outside food and beverages are not allowed inside the premises.

- We may share your telephone numbers with our service providers (such as Theme Park / Water Park / Amusement Park owners / ticket counter) who we have contracted with to assist us in pursuing our rights or performing our obligations under the User Agreement, our policies, or any other agreement we may have with you. These service providers may also contact you using autodialed or prerecorded messages calls and/or SMS or other text messages, only as authorized by us to carry out the purposes we have identified above, and not for their own purposes.

- By accepting the terms and conditions the you accept that One97/Paytm may send the alerts to the mobile phone number/ email provided by you while registering for the Service or to any such number replaced and informed by you.

- Notwithstanding anything to the contrary contained herein, neither One97 nor its affiliated companies, subsidiaries, officers, directors, employees or Merchants or any related party shall have any liability to you or to any third party for any indirect, incidental, special or consequential damages or any loss of revenue or profits arising under or relating to these terms, the site or the offerings, even if any of said parties had been advised of, knew of, or should have known of the possibility of such damages. To the maximum extent permitted by law, our maximum aggregate liability to you for any causes whatsoever, and regardless of the form of action (whether liability arises due to negligence or other tort, breach of contract, violation of statute, misrepresentation or for any other reason), will at all times be limited to INR

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one hundred (INR 100). To the maximum extent permitted by law, you waive, release, discharge and hold harmless One97, its affiliated and subsidiary companies, and each of their directors, officers, employees, and agents, from any and all claims, losses, damages, liabilities, expenses and causes of action arising out of your use of the online platform.

- Jurisdiction and dispute resolution: These terms shall be governed by, and construed in accordance with, the laws of India, without reference to principles of conflicts of law. The parties agree that the courts of New Delhi shall have exclusive jurisdiction over any dispute arising from or relating to these Terms, the Platform/Network or the Site. You expressly consent to the personal jurisdiction of said courts and waive any objection to such personal jurisdiction based on forums non convenience or any other basis.

Paytm	
Parent Company	One97 Communications
Category	Ecommerce – Online payments
Sector	IT & Technology
Tagline/ Slogan	Paytm karo
USP	Online payment systems with high customer base and acceptance
STP	
Segment	People with smartphones looking for cashless payment transactions
Target Group	Urban tier1 tier2 cities- young and middle aged people
Positioning	Paytm can be used as an alternate for cash to make payments for daily basic needs
SWOT Analysis	
Strengths	1. Paytm has got extremely high brand awareness across

	India
	2. Paytm was able to scale up its business quickly after demonetization
	3. Offers multiple cashback options to customers
	4. Paytm is largely accepted by merchants across India, which has helped the brand grow
	5. Strong marketing campaigns have helped spread brand awareness
	6. Word of mouth of cashless transactions and ease of use has been accepted well by the people
	7. Strong investments from Ratan Tata, Alibaba group etc have strengthened Paytm's position
Weaknesses	1. Audience in India is less the savvy as majority consider cash as primary currency 2. Paytm has diversified too much
Opportunities	1. Paytm can cater to a larger audience with some offline presence as well 2. Paytm can educated customers on accepting cashless transactions and online payments which would in turn boost their customer base 3. Offer more banking services along with online payment options
Threats	1. Banks offering ewallets on their saving accounts 2. Security and privacy of user is a concern for Paytm

Competition	
	1. Freecharge
	2. Mobikwik
	3. Airtel Money
Competitors	4. JioMoney

Marketing Mix Of Paytm – Paytm Marketing Mix

Pay Through Mobile is simply referred as Paytm and it is associated with e-commerce industry. It is of Indian origins and was founded in the year 2010 by its founder Vijay Shekhar Sharma. Paytm is a subsidiary of its owner company One97 Communications but a major part of its share is also owned by Alibaba Group from neighbouring country China. Paytm has targeted each and every person irrespective of age, income, gender or status as its target customer because it wants to penetrate in every nook and corner of India. Some of its major competitors are as follows-

JioMoney
Airtel Money
Mobikwik
Freecharge

Product in the Marketing Mix Of Paytm :
Paytm is actually a payment system via the electronic-commerce medium. It started its operations as a B2B organisation but realised the importance of customer participation and opened B2C option also. Paytm offered mobile recharging and later added bill payment like payment of DTH, electricity and broadband along with e-commerce to its portfolio.

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In the year 2015, it ventured towards new horizons and added travel booking for busses and in the year 2016 for movies in partnership with Cinepolis. It acts as a portal to shop for multiple products from apparel to electronic items. Paytm has increased its operations to include services like booking air tickets, taxis and payment at petrol pumps.

The government is propagating cashless economy system and this endeavour will be a step in right direction. Payments bank will be opened and it will attain a separate entity with the founder of Paytm Vijay Shekhar Sharma, One96 Communication and its subsidiaries holding 51%, 30% and 10% respectively. Paytm has gained approval from Bharat Bill Payment System and users can easily pay bills through this medium from now onwards.

Marketing Mix Of Paytm
Place in the Marketing Mix Of Paytm :

Paytm has a Pan-India presence and has set up its headquarters base at Noida in Uttar Pradesh. It is actually a platform that can be used easily by anybody and everybody at his/her convenience. Paytm launched a toll-free number which is first of its kind and was at that point of time unheard of. 1800-1800-1234 was a simple number that was used for recharges. Paytm was launched as a recharge website via a mobile application. It can be accessed via browser and its app is also on iOS, Windows and Android operating systems. Paytm Wallet was launched in the year 2014 and it became largest service portal for mobile payment in India. By the end of November 2016, 150 million and 75 million wallets and Android-based apps were downloaded respectively. It has signed a deal with InMobi, one of the largest portals in online industry to increase its user base.
Price in the Marketing Mix Of Paytm :

Paytm is a medium which helps to pay bills in an easy manner without going to that related office and standing in the queue for payments. It has become one of the most successful ventures related to online payment. In the year 2015 Reserve Bank of India granted it a license to start first payment bank in India. The intention of the bank is to use existing user-base of Paytm to offer diversified new services like

online transfer, savings account, online banking and debit cards. Paytm has become easy-to-use and innovative interface and this has been possible because of its features as well as its pricing policy. The company was the first to start a trend of cashback and instead of discounts they offered a money back in wallets.

Promotions in the Marketing Mix Of Paytm :

Paytm has adopted an aggressive and unique marketing policy to create better brand visibility. They initiated net banking and launched several schemes and offers as part of their promotions. Ad campaigns were shown via multiple channels on radio, television, newspapers, magazines and billboards. It also relied heavily on mouth publicity. Demonetization of currency notes worked heavily in its favour and garnered huge publicity and an increase in active users. Paytm is the title sponsor for every cricket series in India hosted by BCCI for four years since the year 2015. It is the recipient of several accolades and awards like Disruptive Digital Innovator Award in the year 2015 and The Most Innovative Company of the year 2014.

Marketing Mix of Paytm analyses the brand/company which covers 4Ps (Product, Price, Place, Promotion) and explains the Paytm marketing strategy. The article elaborates the pricing, advertising & distribution strategies used by the company.

Product:

Paytm is a leading online payment company and an ecommerce portal based out of India. Paytm offers various products & services in its marketing mix like ewallet, online shopping etc. The name Paytm is a short form for pay through mobile. Customers can access the portal on computers and apps on their smartphones for making online payments like mobile recharge, bills, shopping etc. Paytm wallet enables customers to pay bills like electricity, recharge their mobile numbers, pay for DTH services, pay at restaurants, book air tickets, movie tickets etc. Paytm basically empowers the customers to make payments instead of using cash or debit / credit cards. Payments bank from Paytm enable customers to have bank accounts like any other bank and have access to services like debit card, savings account etc.

Price:

Paytm is a free to use service as it is a medium through which customers can make payments for the other services which they avail. The foundation of payment was because of series of investments they received. Indian business tycoon had invested in Paytm as a personal investment in the brand. After this, a funding of $575 million was received by Paytm from China's leading business group Alibaba. Paytm also received funding from Taiwan based Mountain Capital. These huge fundings enables the company to get new customers on board and give them free service. Paytm is also parallely giving discounts and offers to promote its online shopping ecommerce portal. This gives an insight in the pricing strategy in its marketing mix. There are many other apps and tech companies similar to Paytm but none of its competitors have a market share as strong as it has. Paytm earns its revenue from commission which happen on the transactions. Also, money deposited and stored in the ewallets are also used to generate income through interest.

Place:

Paytm, like any other app or website, is accessible everywhere through a smartphone or laptop having internet connectivity. The Paytm office is headquartered in Noida, India. The service is currently serving the Indian consumers and is available throughout the country for making payments and shopping. Paytm is widely accepted as a mode of payment across various industries, sectors and geographies. Several restaurants, groceries, supermarkets, hotels etc all accept Paytm as a part of payment. Ticketing houses and tour operators use Paytm's service for rail, plane, bus ticketing. All these show the extensive reach of the service, which is widely accepted by vendors and customers alike. Paytm has also launched services in Canada.

Promotion:

Paytm has been aggressively advertising itself as a part of its marketing mix. Ad campaigns of Paytm are been showcased through TV commercials, online ad banners, billboards, print media like newspapers, magazines etc. These have enabled Paytm to become a household name, with a catchy phrase of "Paytm karo". Apart from this, the company has also been actively involved in sponsorship of several events, competitions etc which have given the brand tremendous visibility. Paytm has also been roped in as the official sponsor and partner of the Indian cricket team,

which would give huge publicity and visibility to the brand across the world. Retailers, grocery stores and supermarkets accepting Paytm as a mode of payment also display wall hangings and posters, which give the brand a strong visibility.

Since this is a service marketing brand, here are the other three Ps to make it the 7Ps marketing mix of Paytm.

People:

Paytm, being a service brand, gives importance to its people ie its customers as well as its employees. More than 13000 people are employed with Paytm as a part of its strong people strategy in its marketing mix. Apart from employees, more than 3 million merchants accept Paytm as a mode of payment. The company has grown in leaps and bounces as it has in excess of 75 million app downloads. Also, more than 150 million people actively use Paytm wallets for making online transactions.

Process:

Paytm has several business interface and customer friendly processes for the ease of doing transactions. The basic process of using Paytm is as follows. Once a user has registered with Paytm, they have to transfer some money using netbanking, credit/ debit cards, IMPS or other ways mentioned from their bank. Once the money is the Paytm wallet, codes and numbers of vendors are used to transfer e-money from customer to vendor. As the brand is new and is growing rapidly, it had also focused on customer service processes.

Physical Evidence:

Paytm's physical evidence is the presence of the brand with customers and merchants. The app installed in smartphones is the biggest physical evidence for Paytm as the app interface is the most critical moment of truth for the customer for making payments and vendor for receiving the payments.

LITERATURE REVIEW

As the digital marketing landscape continues to grow at a rapid pace, marketers are faced with new challenges and opportunities within this digital age.

The Digital Marketing Course is an initiative designed to educate students in the area of Digital Marketing.

Students that plan to undertake the Google Online Marketing Challenge are encouraged to complete the Digital Marketing Course, as the skills learned in this course will help shape your advertising goals and strategy for the Google Online Marketing Challenge.

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent, as digital platforms are increasingly incorporated into marketing plans, and as people use digital devices instead of going to physical shops.

Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation,

campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, optical disks and games, and any other form of digital media. It also extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones.

The whole idea of digital marketing can be a very important aspect in the overall communication between the consumer and the organisation. This is due to digital marketing being able to reach vast numbers of potential consumers at one time.

Another advantage of digital marketing is that consumers are exposed to the brand and the product that is being advertised directly. To clarify the advertisement is easy to access as well it can be accessed any time any place.

However, with digital marketing there are some setbacks to this type of strategy. One major setback that is identified, is that Digital marketing is highly dependent on the internet. This can be considered as a setback because the internet may not be accessible in certain areas or consumers may have poor internet connection.

As well as digital marketing being highly dependent on the Internet is that it is subject to a lot of clutter, so it marketers may find it hard to make their advertisements stand out, as well as get consumers to start conversations about an organisations brand image or products.

As digital marketing continues to grow and develop, brands take great advantage of using technology and the Internet as a successful way to communicate with its clients and allows them to increase the reach of who they can interact with and how they go about doing so,. There are however disadvantages that are not commonly looked into due to how much a business relies on it. It is important for marketers to take into consideration both advantages and disadvantages of digital marketing when considering their marketing strategy and business goals.

An advantage of digital marketing is that the reach is so large that there are no limitations on the geographical reach it can have. This allows companies to become international and expand their customer reach to other countries other than the country it is based or originates from.

As mentioned earlier, technology and the internet allows for 24 hours a day, 7 days a week service for customers as well as enabling them to shop online at any hour of that day or night, not just when the shops are over and across the whole world. This is a huge advantage for retailers to utilise it and direct customers from the store to its online store. It has also opened up an opportunity for companies to only be online based rather than having an outlet or store due to the popularity and capabilities of digital marketing.

Another advantage is that digital marketing is easy to be measured allowing businesses to know the reach that their marketing is making, whether the digital marketing is working or not and the amount of activity and conversation that is involved.

With brands using the Internet space to reach their target customers; digital marketing has become a beneficial career option as well. At present, companies are more into hiring individuals familiar in implementing digital marketing strategies

and this has led the stream to become a preferred choice amongst individuals inspiring institutes to come up and offer professional courses in Digital Marketing.

A disadvantage of digital advertising is the large amount of competing goods and services that are also using the same digital marketing strategies. For example, when someone searches for a specific product from a specific company online, if a similar company uses targeted advertising online then they can appear on the customer's home page, allowing the customer to look at alternative options for a cheaper price or better quality of the same product or a quicker way of finding what they want online.

Some companies can be portrayed by customers negatively as some consumers lack trust online due to the amount of advertising that appears on websites and social media that can be considered frauds. This can affect their image and reputation and make them out to look like a dishonest brand.

Another disadvantage is that even an individual or small group of people can harm image of an established brand. For instance *Dopplegnager* is a term that is used to disapprove an image about a certain brand that is spread by anti-brand activists, bloggers, and opinion leaders. The word *Doppelganger* is a combination of two German words *Doppel* (double) and *Ganger* (walker), thus it means double walker or as in English it is said alter ego. Generally brand creates images for itself to emotionally appeal to their customers. However some would disagree with this image and make alterations to this image and present in funny or cynical way, hence distorting the brand image, hence creating a Doppelganger image, blog or content (Rindfleisch, 2016).

Two other practical limitations can be seen in the case of digital marketing. One, digital marketing is useful for specific categories of products, meaning only consumer goods can be propagated through digital channels..Industrial goods and pharmaceutical products can not be marketed through digital channels. Secondly, digital marketing disseminates only the information to the prospects most of whom do not have the purchasing authority/power. And hence the reflection of digital marketing into real sales volume is skeptical.

SEO

Reach out to a wider audience through our tailor-made SEO strategies

PPC

Increase sales & inquiries with the help of our PPC experts

Social Media

Connect with your customers through our proven social media strategies

Web Development

We offer bespoke web development for businesses of all sizes and budgets

Training

Our experts can help train you and your team to manage and execute successful digital marketing campaigns

Display Advertising

We can help your business get noticed through our display advertising campaigns

Web Analytics

Get an insight into how the people that visit your website behave and how to make your website more profitable

Shopping Feeds

Show your products to a wider audience through Google, Yahoo and Amazon shopping services

Copywriting

Our highly experienced copywriters can create content for all needs and purposes

Mobile

Our mobile services can help you optimise your website for Smartphone users

Email Marketing

Promote your products and services directly through our email marketing campaigns

Conversion Optimisation

We make sure your website is turning traffic into business as often as possible

Search Engine Optimization, or SEO, is an integral part of any digital marketing strategy; a focused element of an overall holistic approach to driving customers to your business via online platforms. In other words, marketing the modern way!

SEO is not an appropriate strategy for every website, and other Internet marketing strategies can be more effective like paid advertising through pay per click (PPC) campaigns, depending on the site operator's goals. A successful Internet marketing campaign may also depend upon building high quality web pages to engage and persuade, setting up analytics programs to enable site owners to measure results, and improving a site's conversion rate. In November 2015, Google released a full 160 page version of its Search Quality Rating Guidelines to the public, which now shows a shift in their focus towards "usefulness" and mobile search.

SEO may generate an adequate return on investment. However, search engines are not paid for organic search traffic, their algorithms change, and there are no guarantees of continued referrals. Due to this lack of guarantees and certainty, a business that relies heavily on search engine traffic can suffer major losses if the search engines stop sending visitors. Search engines can change their algorithms, impacting a website's placement, possibly resulting in a serious loss of traffic. According to Google's CEO, Eric Schmidt, in 2010, Google made over 500 algorithm changes – almost 1.5 per day. It is considered wise business practice for website operators to liberate themselves from dependence on search engine traffic.

In addition to accessibility in terms of web crawlers (addressed above), user web accessibility has become increasingly important for SEO.SEO is primarily concerned with ensuring that your website ranks higher in search engine results, thereby driving

more traffic to your site and potentially more business. However, while SEO used to involve adding a few keywords to your site for search engines to find, SEO in 2015 is far more multi-faceted and needs to be part of a wider digital marketing plan. Because of this, many companies turn to website design and marketing experts such as Pronto for support.

Create an SEO strategy?

Forget what you think you know about SEO and recognize too that it is not a static solution. The rules are changing all the time as online behavior and capabilities develop over time. Naively thinking you can just 'wing-it' or that you don't need to think about SEO could stop you from reaching your full business potential. As well as adapting you need a solid monitoring and tracking system in place for your SEO. Here are a few points you need to consider when working out an SEO strategy:

- **Who is your target market?** – SEO today is not about just grabbing as much traffic as possible but attracting potential customers who are interested in what you have to offer. Think about demographics, what your market is searching for and how, as well as where customers are located. The more finely-tuned you can be on these basics, the more you can target your SEO effectively. Google Analytics is a good place to start with your investigations!
- **Mobile markets are bigger than desktops** – You don't need statistics to show you that the online mobile market has exploded in the past few years, overtaking desktops last year. Optimization is about creating a website that fits this new style of online browsing. If potential customers are looking for you using mobile devices then make sure that you provide a quality user experience. If you are not sure how your website measures up then you could simply try out Google's Mobile-Friendly Test by entering your website URL.
- **Search engines are expanding** – When you think about search engines, do you automatically think of Google? The tech giant has such a big share of the market that 'Googling' has become a verb we use when we are searching online. However, this is changing, with browsers looking at other search engines, such as Firefox opting for Yahoo as its default. Search engine

DuckDuckGo has gained in popularity too for those who favor searches without personalized tracking.

- **Keywords need to correspond with ROI** – Rather than focusing on one keyword and using it to chase your website up the ranks, keywords are much more about considering what your target market is actually tapping into the search engine. Intent or long tail keywords require you to zoom in on what users are doing, how, and when. Keywords are still relevant in SEO but they need to be precise and throwing a smattering of keywords into the mix is not enough.

  Also, certain keywords may get many hits but are these the best hits? It is not always about numbers but how these translate into conversions, revenue and profitability. Don't measure keyword success in simple numbers but find out what the ROI (Return on Investment) is for your SEO efforts.

- **Clear website and quality content is king** – A user-friendly website, with clear navigation, SEO keywords and optimized with relevant, quality content is what is really going to build up traffic. Each page needs to be built around keyword themes, with unique content, so that search engines can crawl through your site easily and rank you higher. You want your site to really respond to what your potential customers are looking for, so keep the content natural and focused; don't strangle the style and meaning of your site with keyword stuffing which is a turn-off to search engines and users alike.

- **Quality links count** – In the old-days, not so long ago, the name of the SEO game was link-building; getting as many links as possible out there on other sites. Inbound or back links are still incredibly important and can act as a stamp of legitimacy for your site. However, today it is all about quality not quantity, with links on relevant sites potentially bringing in more referral traffic and more users from your target group. The result? Better brand exposure and SEO with greater opportunities for conversions.

- **Social media has a pivotal role** – Last, but my no means least, social media is an evolving platform that has changed from a medium to share content only to a viable marketing device. Users will often come to your website via social media so to optimize your online presence, in line with SEO, you need to

create an up-to-date, engaging, and personalized approach that often steps outside the realms of classic marketing campaigns.

- **Monitor and track** – A vital element of any SEO strategy is to follow how it is working. Google Analytics or another analytics tool can provide valuable data for understanding how changes affect your traffic volume and ultimately your conversions. To be successful with your digital marketing strategy you need to know what works and be able to quickly and effectively adapt if a method is not working how you perhaps envisaged.

Online marketing such as PPC (Pay Per Click), email marketing, and relevant online PR all need to work well and complement your SEO strategy. This means creating the right balance between paid ads and organic SEO searches in the result pages, cross-selling of content via relevant emails with keywords, and interesting press releases to really boost brand awareness and increase visibility for your site too.

International markets

Optimization techniques are highly tuned to the dominant search engines in the target market. The search engines' market shares vary from market to market, as does competition. In 2003, Danny Sullivan stated that Google represented about 75% of all searches. In markets outside the United States, Google's share is often larger, and Google remains the dominant search engine worldwide as of 2007. As of 2006, Google had an 85–90% market share in Germany. While there were hundreds of SEO firms in the US at that time, there were only about five in Germany. As of June 2008, the market share of Google in the UK was close to 90% according to Hit wise. That market share is achieved in a number of countries.

As of 2009, there are only a few large markets where Google is not the leading search engine. In most cases, when Google is not leading in a given market, it is lagging behind a local player. The most notable example markets are China, Japan, South Korea, Russia and the Czech Republic where respectively Baidu, Yahoo! Japan, Naver, Yandex and Seznam are market leaders.

Successful search optimization for international markets may require professional translation of web pages, registration of a domain name with a top level domain in

the target market, and web hosting that provides a local IP address. Otherwise, the fundamental elements of search optimization are essentially the same, regardless of language.

Legal precedents

On October 17, 2002, SearchKing filed suit in the United States District Court, Western District of Oklahoma, against the search engine Google. SearchKing's claim was that Google's tactics to prevent spamdexing constituted a tortious interference with contractual relations. On May 27, 2003, the court granted Google's motion to dismiss the complaint because SearchKing "failed to state a claim upon which relief may be granted."

In March 2006, KinderStart filed a lawsuit against Google over search engine rankings. KinderStart's website was removed from Google's index prior to the lawsuit and the amount of traffic to the site dropped by 70%. On March 16, 2007 the United States District Court for the Northern District of California (San Jose Division) dismissed KinderStart's complaint without leave to amend, and partially granted Google's motion for Rule 11 sanctions against KinderStart's attorney, requiring him to pay part of Google's legal expenses.

Digital Marketing

In simplistic terms, digital marketing is the promotion of products or brands via one or more forms of electronic media. Digital marketing differs from traditional marketing in that it involves the use of channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time.

Digital marketers monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium.

The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops.

Digital marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e–books, optical disks and games, are becoming more and more common in our advancing technology. In fact, this extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback and on-hold mobile ring tones.

The term *digital marketing* was first used in the 1990s, but digital marketing has roots in the mid-1980s when the SoftAd Group, now ChannelNet, developed advertising campaigns for automobile companies, wherein people would send in reader reply cards found in magazines and receive in return floppy disks that contained multimedia content promoting various cars and offering free test drives. Digital marketing became more sophisticated in the 2000s and the 2010's,; the proliferation of devices' capability access digital media at almost any given time has led to great growth of digital advertising; statistics produced in 2012 and 2013 showed that digital marketing was still a growing field.

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term *digital marketing* has grown in popularity over time, particularly in certain countries. In the USA *online marketing* is still prevalent, in Italy is referred as *web marketing* but in the UK and worldwide, *digital marketing* has become the most common term, especially after the year 2013.

Digital media growth is estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioural Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection.

Use in the digital era

There are a number of ways brands can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era not only allows for brands to market their products and services but also allows for online customer support through 24/7 services to make customer feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them and has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites feedback on their experience with a product or brand. It has become increasingly popular for businesses to utilise and encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately.

Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers' experiences. It is increasingly advantageous for companies to utilise social media platforms to connect with their customers and create these dialogues and discussions. The potential reach of social media is indicated by the fact that in 2015, each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users.

Brand awareness

Ease of access

A key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. Users with access to the Internet can use many digital mediums, such as Facebook, YouTube, Forums, and Email etc. Through Digital communications it creates a Multi-communication channel where information can be quickly exchanged around the world by anyone without any regard to whom they are. Social segregation plays no part through social mediums due to lack of face to face communication and information being wide spread instead to a selective audience. This interactive nature allows consumers create conversation in which the targeted audience is able to ask

questions about the brand and get familiar with it which traditional forms of Marketing may not offer.

Competitive advantage

By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of digital marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioral patterns of clients and feedback on their needs. This means of content has shown to have a larger impingement on those who have a long-standing relationship with the firm and with consumers who are relatively active social media users. Relative to this, creating a social media page will further increase relation quality between new consumers and existing consumers as well as consistent brand reinforcement therefore improving brand awareness resulting in a possible rise for consumers up the Brand Awareness Pyramid. Although there may be inconstancy with product images; maintaining a successful social media presence requires a business to be consistent in interactions through creating a two way feed of information; firms consider their content based on the feedback received through this channel, this is a result of the environment being dynamic due to the global nature of the internet. Effective use of digital marketing can result in relatively lowered costs in relation to traditional means of marketing; Lowered external service costs, advertising costs, promotion costs, processing costs, interface design costs and control costs.

Effectiveness

Brand awareness has been proven to work with more effectiveness in countries that are high in uncertainty avoidance, also these countries that have uncertainty avoidance; social media marketing works effectively. Yet brands must be careful not to be excessive on the use of this type of marketing, as well as solely relying on it as it may have implications that could negatively harness their image. Brands that represent themselves in an anthropomorphizing manner are more likely to succeed in situations where a brand is marketing to this demographic. "Since social media use can enhance the knowledge of the brand and thus decrease the uncertainty, it is possible that people with high uncertainty avoidance, such as the French, will particularly appreciate the high social media interaction with an anthropomorphized

brand." Moreover digital platform provides an ease to the brand and its customers to interact directly and exchange their motives virtually.

Latest developments and strategies

One of the major changes that occurred in traditional marketing was the "emergence of digital marketing" (Patrutiu Baltes, Loredana, 2015), this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing (Patrutiu Baltes, Loredana, 2015) .

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.

1. **Segmentation**: more focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.

2. **Influencer marketing**: Important nodes are identified within related communities, known as influencers. This is becoming an important concept in digital targeting. It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Adwords campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Salesforce CRM. Many universities now focus, at Masters level, on engagement strategies for influencers.

To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

1. **Online behavioural advertising** is the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences.

2. **Collaborative Environment**: A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications. Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called

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User Generated Content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organizations relationship with their customer as well as spawn ideas that would otherwise be overlooked. UGC is low-cost advertising as it is directly from the consumers and can save advertising costs for the organisation.

3. **Data-driven advertising:** Users generate a lot of data in every step they take on the path of customer journey and Brands can now use that data to activate their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' Data can be collected from digital channels (e.g.: when customer visits a website, reads an e-mail, or launches and interact with brand's mobile app), brands can also collect data from real world customer interactions, such as brick and mortar stores visits and from CRM and Sales engines datasets. Also known as People-based marketing or addressable media, Data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customers' moment and actions. An important consideration today while deciding on a strategy is that the digital tools have democratized the promotional landscape.

5. **Remarketing:** Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose.

6. **Game advertising**: Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender and interests of whom they would like their targeted post to be seen by. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so

they see advertisements from similar brands, products and services, This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

Ways to further increase the effectiveness of digital marketing

A strategy that is linked into the effectiveness of digital marketing is **content marketing**. Content marketing can be briefly described as "delivering the content that your audience is seeking in the places that they are searching for it". It is found that content marketing is highly present in digital marketing and becomes highly successful when content marketing is involved. This is due to content marketing making your brand more relevant to the target consumers, as well as more visible to the target consumer.

Marketers also find email an effective strategy when it comes to digital marketing as it is another way to build a long term relationship with the consumer. Listed below are some aspects that need to be considered to have an effective digital media campaign and aspects that help create an effective email system.

Interesting mail titles differentiate one advertisement from the other. This separates advertisements from the clutter. Differentiation is one factor that can make an advertisement successful in digital marketing because consumers are drawn to it and are more likely to view the advertisement

Establishment of customer exclusivity: A list of customers and customer's details should be kept on a database for follow up and selected customers can be sent selected offers and promotions of deals related to the customer's previous buyer behaviour. This is effective in digital marketing as it allows organisations to build up loyalty over email.

Low Technical Requirements: In order to get the full use out of digital marketing it is useful to make you advertising campaigns have low technical requirements. This prevents some consumers not being able to understand or view the advertising campaign.

Rewards: The lucrative offers would always help in making your digital campaign a success. Give some reward in the end of the campaign. This would definitely invite more engagement and word of mouth publicity

DATA COLLECTION

Methodology is the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge. Typically, it encompasses concepts such as paradigm, theoretical model, phases and quantitative or qualitative techniques.

A methodology does not set out to provide solutions - it is, therefore, not the same thing as a method. Instead, it offers the theoretical underpinning for understanding which method, set of methods or so called "best practices" can be applied to specific case, for example, to calculate a specific result.

It has been defined also as follows:

1. "the analysis of the principles of methods, rules, and postulates employed by a discipline"
2. "the systematic study of methods that are, can be, or have been applied within a discipline"
3. "the study or description of methods"

RESEARCH DESIGN

The research design is purely and simply the framework of plan for a study that guides the collection and analysis of data. Types of Research Design:

- **Exploratory Research** – The main purpose of such studies is that of formulating a problem for more precise investigation or of developing the working hypotheses from an operational point of view.

- **Descriptive Research** – Those studies which are concerned with describing the characteristics of a particular individual, or of a group.

- **Hypothesis Testing Research** – They are those where the researchers tests the hypotheses of casual relationships between variables.

Descriptive research design was used for this research.

A **research design** is a systematic plan to study a scientific problem. The design of a study defines the study type (descriptive, correlation, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case

study), research question, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan.

Design types and sub-types

There are many ways to classify research designs, but sometimes the distinction is artificial and other times different designs are combined. Nonetheless, the list below offers a number of useful distinctions between possible research designs.[1]

- Descriptive (e.g., case-study, naturalistic observation, Survey)
- Co relational (e.g., case-control study, observational study)
- Semi-experimental (e.g., field experiment, quasi-experiment)
- Experimental (Experiment with random assignment)
- Review (Literature review, Systematic review)
- Meta-analytic (Meta-analysis)

Sometimes a distinction is made between "fixed" and "flexible" or, synonymously, "quantitative" and "qualitative" research designs.[2] However, fixed designs need not be quantitative, and flexible design need not be qualitative. In fixed designs, the design of the study is fixed before the main stage of data collection takes place. Fixed designs are normally theory driven; otherwise it is impossible to know in advance which variables need to be controlled and measured. Often, these variables are measured quantitatively. Flexible designs allow for more freedom during the data collection process. One reason for using a flexible research design can be that the variable of interest is not quantitatively measurable, such as culture. In other cases, theory might not be available before one starts the research. However, these distinctions are not recognized by many researchers, such as Stephen Gorard who presents a simpler and cleaner definition of research design.

DATA COLLECTION

Primary Data: the data which is collected first hand or by the investigator himself. It means that this is the information which the investigator collects himself/herself through interviews, door to door survey, questionnaire and others.

Secondary Data: the data which is collected second hand or through a already existing piece of information. It means the information which we take from the internet, newspaper, newsprint or a journal. This includes all the thing which are already printed and we are taking out information from them.

Sampling Design

SOURCES FOR DATA COLLECTION:

(a)   Primary Data Collection Sources:

It has been collected by forming a proper questionnaire. Questionnaire is a systematic and structured manner of collecting data for conducting experiment. The nature of the questionnaire is very inductive and fundamental. It has been kept in a proper framework to make it clear to the retailers.

Primary data can be collected in five main ways:

i) Observation

ii) Focus groups

iii) Surveys

iv) Behavioral data

v) Experiments

Among these, 'survey method' was selected to collect the primary data. 100 user were visited & collected the required data relevant to this project.

(b) Secondary Data Collection Sources:

Secondary sources

Information was collected from secondary sources such as customer survey, newspapers advertisements, newsletters, etc.

Beside these the use of Internet was also made in collecting relevant information. The data collected from the above mentioned sources has been adequately structured and used at appropriate places in the report. The information gathered included:

•   Their annual reports.

•   Pamphlets.

•   Newsletters.

•   Pictures.

•   Exchange schemes.

UNIVERSE/POPULATION:

☐   Univariate analysis is the simplest form of quantitative (statistical) analysis. The analysis is carried out with the description of a single variable in terms of the applicable unit of analysis. For example, if the variable "age" was the subject of the analysis, the researcher would look at how many subjects fall into given age attribute categories.

☐   Univariate analysis contrasts with bivariate analysis – the analysis of two variables simultaneously – or multivariate analysis – the analysis of multiple variables simultaneous. Univariate analysis is commonly used in the first, descriptive stages of research, before being supplemented by more advanced, inferential bivariate or multivariate analysis.

SAMPLING UNIT

Sampling techniques can be broadly classified in to two types:

➢ Probability Sampling

➢ Non Probability Sampling

This project will be based on the non-probability, purposive, quota sampling. As in the given project the sample will be considered specific to predetermined New Delhi.

Types of Research :

Research are mostly categorized in to four major categories:

- ➢ First is descriptive & Analytical
- ➢ Second Applied & Fundamental
- ➢ Third Quantitative & Qualitative
- ➢ Fourth Conceptual & Empirical

The project will be based on Descriptive Research type.

SAMPLE SIZE

It is the process of selecting representative subset of a total population for obtaining data for the study of the whole population the subset is known as sample. The sample size is selected for the study 100 user. The techniques of sampling unit in this study are convenience sampling.

Sampling Technique

Sampling techniques can be broadly classified in to two types:

☐   Probability Sampling (here the every item in the universe have the equal chance of inclusion in the sample)

☐   Non Probability Sampling (Here the item in the sample are deliberately selected by the researcher)

This project will be based on the non-probability, purposive, quota sampling. As in the given project the sample will be considered specific to predetermined New Delhi.

Tools Used for Data Analysis

☐   Bar chart (Bar charts will be used for comparing two or more values that will be taken over time or on different conditions, usually on small data set)

☐   Pie-chart (Circular chart divided in to sectors, illustrating relative magnitudes or frequencies)
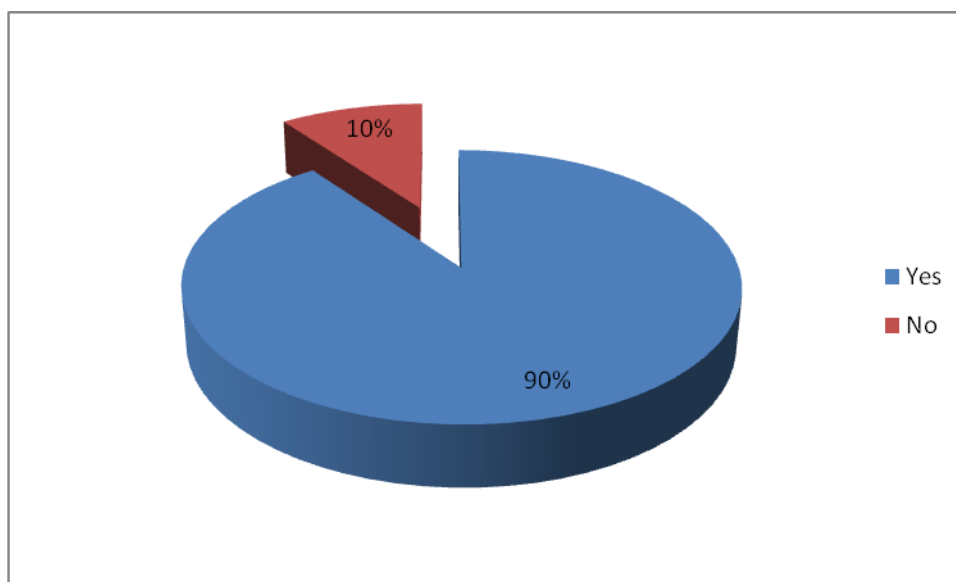
1) Digital Marketing Services at Paytm is effective?

Table No. 1

| Particulars	No. of Respondents	Percentage
Yes	45	90%
No	05	10%
Total	50	100%

Graph No. 1

Interpretation : Most of the respondent approx 90% of respondents are satisfied with digital marketing services at Paytm. Only 10% of respondents are not satisifed.

2) How do you get information about new Products?

Table No. 2

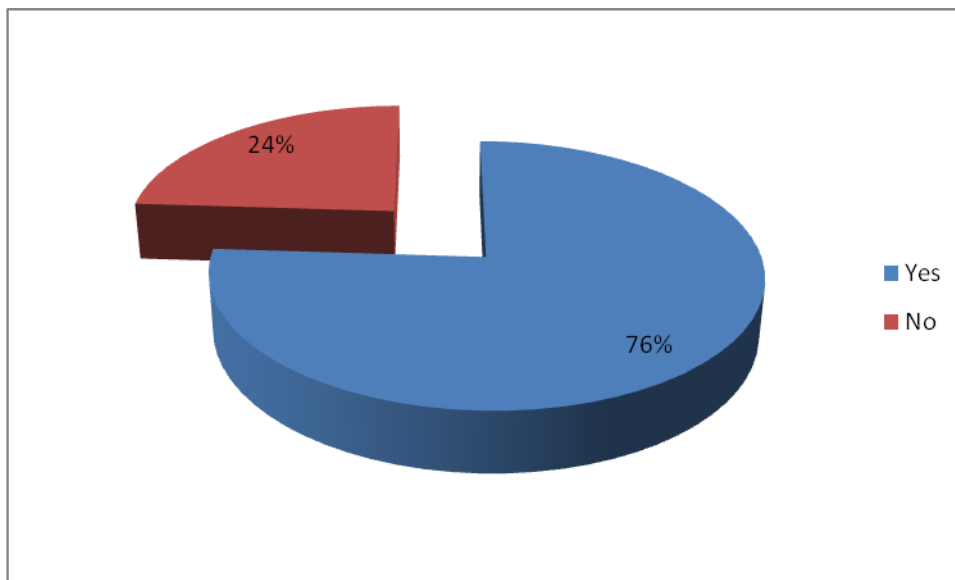| Particulars	No. of Respondents	Percentage
Online	12	24%
News	16	32%
Advertisement	17	34%
Family	3	6%
Friends	2	4%
Total	**50**	**100%**

Graph No. 2
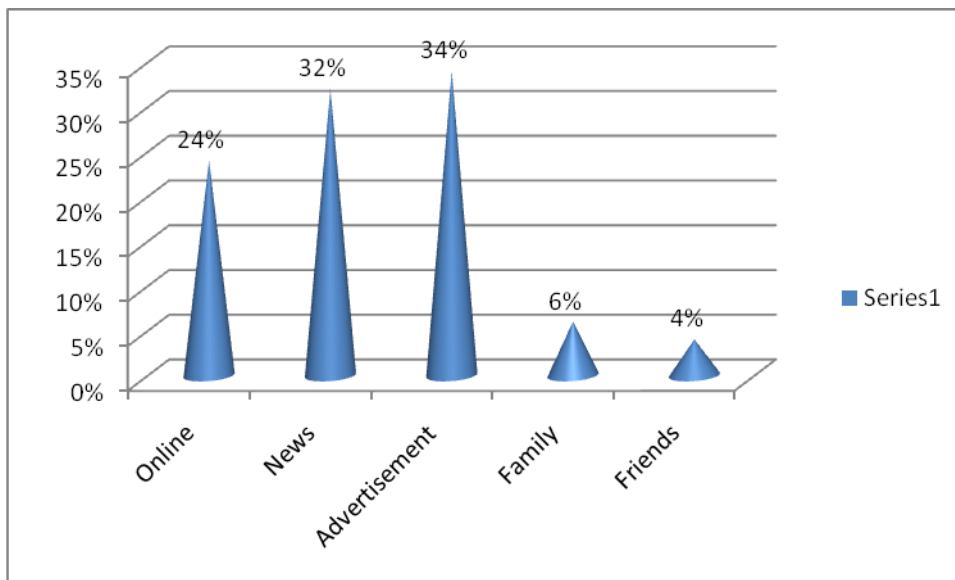
Interpretation: It is observed that 32% of respondent says News and 34% of respondent says Advertisement. Only 24% of respondent says Online to get information about new products.

3) Do you Collect information before purchasing the products?

Table No. 3

Particulars	No. of Respondents	Percentage
Yes	38	76%
No	12	24%
Total	**50**	**100%**

Graph No. 3
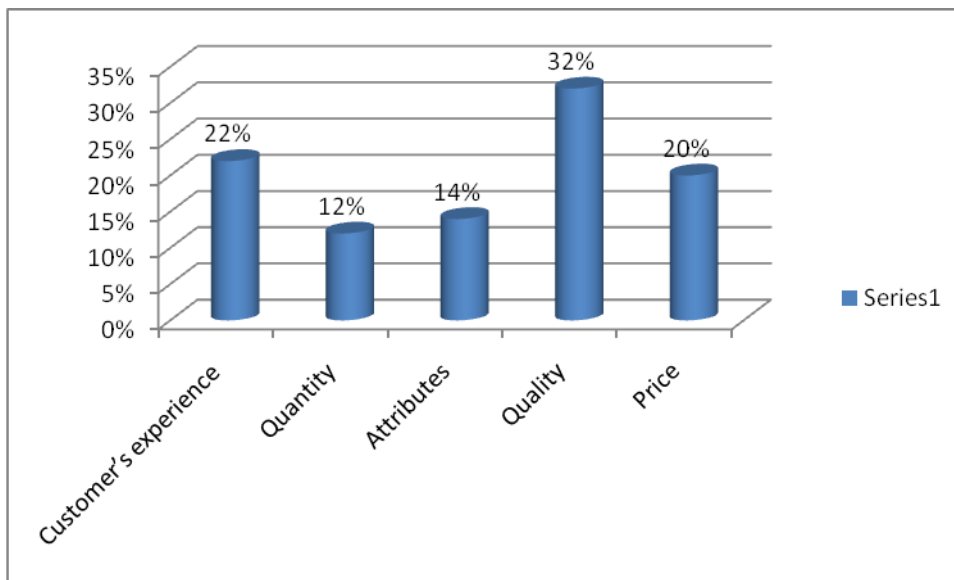

Interpretation:

It is observed that 76% of respondent collect information before purchasing the products.

4) What type of information will you collect?

Table No. 4

Year	No. of Respondents	Percentage
Customer's experience	11	22%
Quantity	6	12%
Attributes	7	14%
Quality	16	32%
Price	10	20%
Total	**50**	**100%**

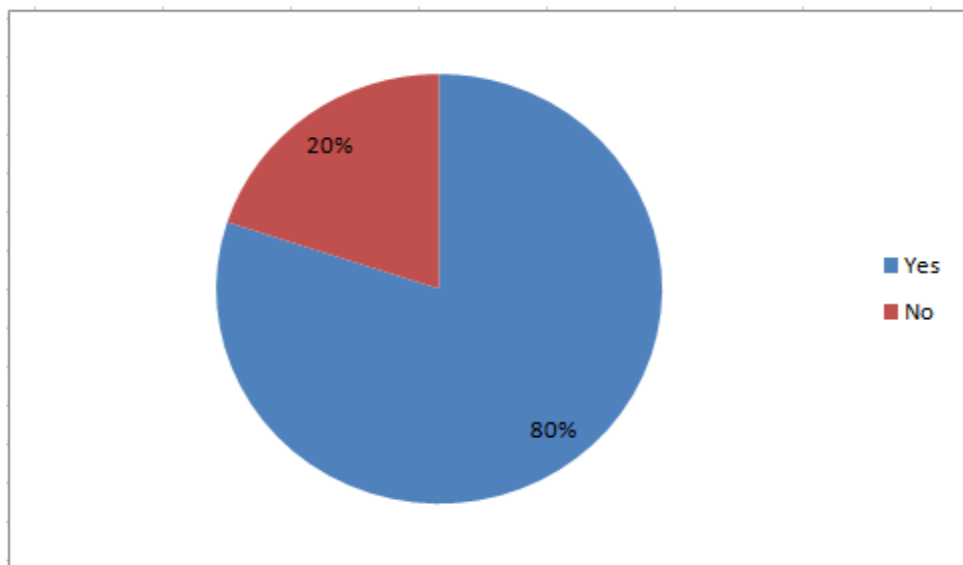**Graph No. 4**

Interpretation :

It is observed that 32% of respondents collect information about Products Quality, Customer Experiences (22%) & Price (20%).

5) Did you ever purchase from an online site?

Table No. 5

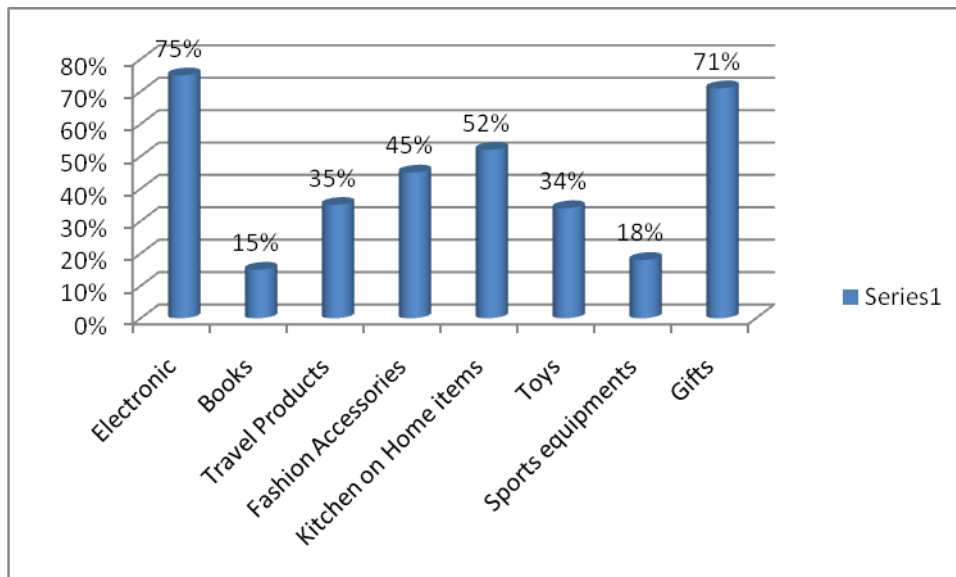| Particulars	No. of Respondents	Percentage
Yes	40	80%
No	10	20%
Total	**50**	**100%**

Graph No. 5

Interpretation :

It reveals that 80% of respondents purchase from an online site where as 20% of respondents didn't purchase from an online site.

6) If yes, then what type of product / services did you purchase online?

Table No. 6

Particulars	Percentage
Electronic	75%
Books	15%
Travel Products	35%
Fashion Accessories	45%
Kitchen on Home items	52%
Toys	34%
Sports equipments	18%
Gifts	71%

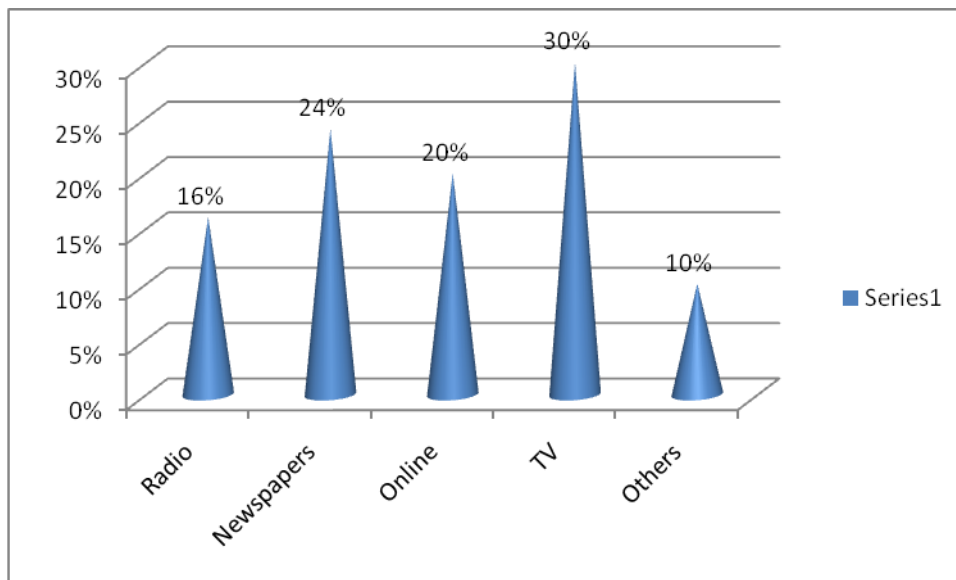**Graph No. 6**

Interpretation :

It reveals that Most of the respondents purchase Electronic items & Gifts from Online.

7) Mention one from of media, which you give more importance?

Table No. 7

Particulars	No. of Respondents	Percentage
Radio	8	16%
Newspapers	12	24%
Online	10	20%
TV	15	30%
Others	5	10%
Total	**50**	**100%**

Graph No. 7

Interpretation :

It reveals that 30% of respondent says TV, Newspapers (24%) & only 20% of respondent says Online.

8) Do you read the News through online?

Table No. 8

Particulars	No. of Respondents	Percentage
Yes	42	84%
No	8	16%
Total	50	100%

Graph No.8
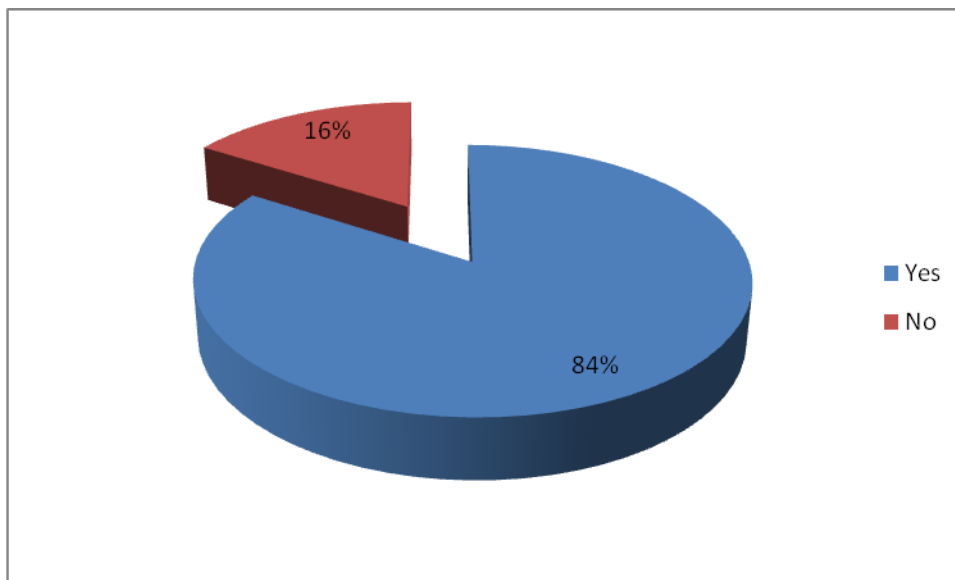
Interpretation:

It is observed that 84% of respondents read the news through online and rest 16% of respondents don't read the news through online.

9) On which of these online communities do you hold a personal account?

Table No. 9

Particulars	Percentage
Facebook	95%
Twitter	84%
LinkedIn	52%
Others	36%

Graph No.9
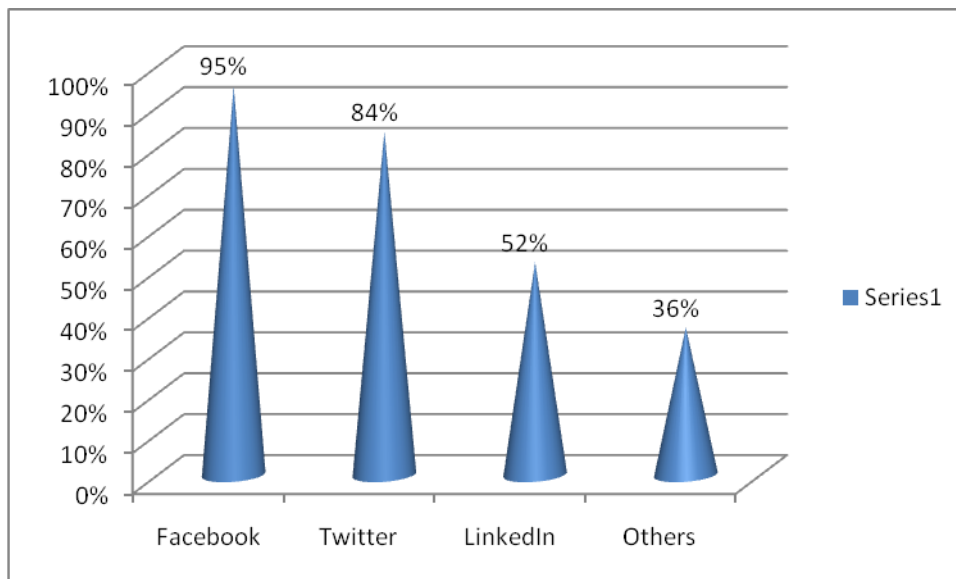
Interpretation :

It is observed that Most of the respondent approx 95% of respondent in Facebook hold a personal account.

10) Which of these marketing applications have you used in the present?

Table No. 10

Particulars	No. of Respondents	Percentage
Facebook Business Pages	12	24%
Free Webs	18	36%
Google adwords	8	16%
SMS Marketing	12	24%
Total	50	100%

Graph No.10
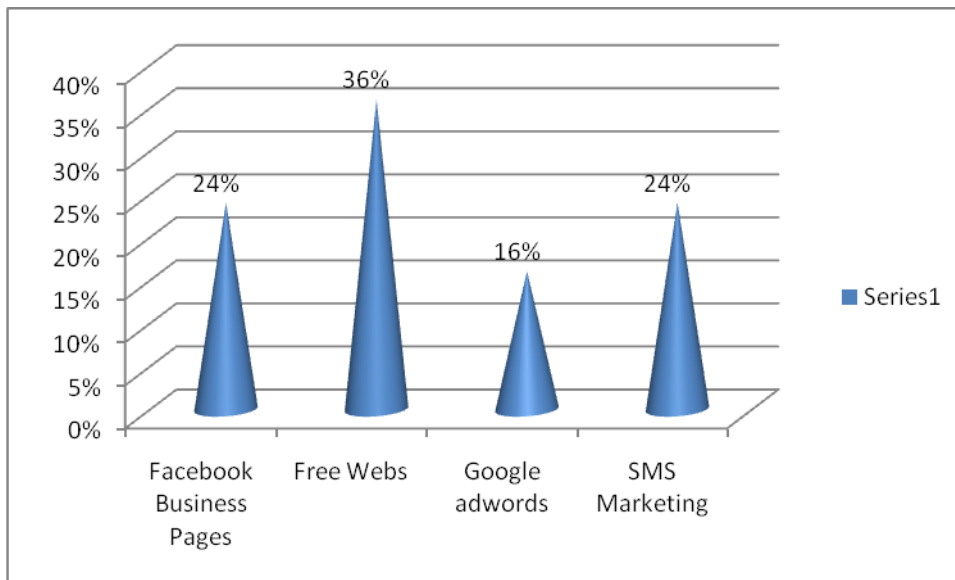
Interpretation :

It reveals that Facebook Business Pages (24%), Free Webs (36%), Google adwords (16%) & SMS Marketing use 24% marketing applications in present.

11) For which of your digital communications do you use analytics to track audience response and behavior?

Table No. 11

Particulars	No. of Respondents	Percentage
Company Website	18	36%
Facebook Pages	12	24%
Email Campaigns	7	14%
SMS Marketing	13	26%
Total	50	100%

Graph No.11
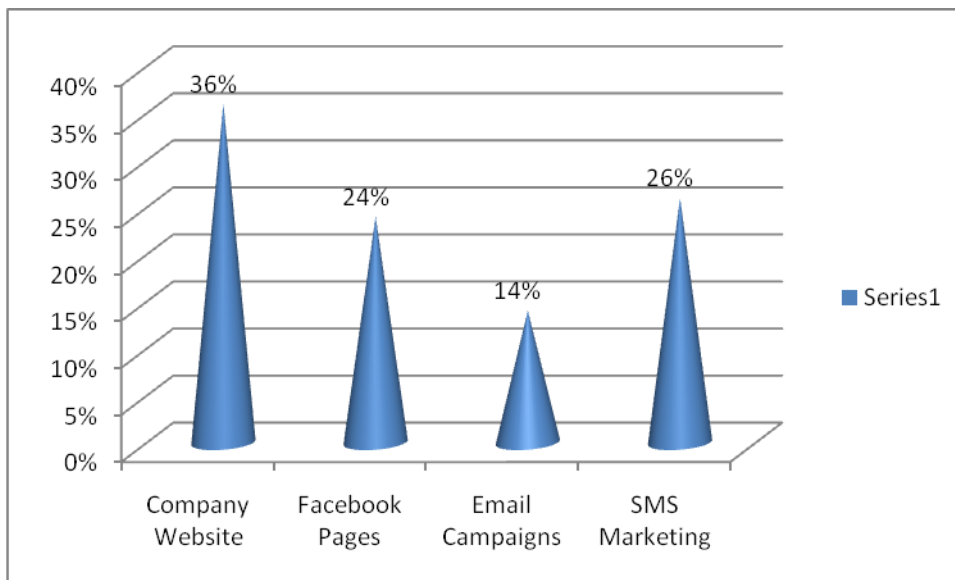
Interpretation :

It is observed that approx 36% of respondents use company website & 26% use SMS Marketing to track audience response and behaviour.

12) In what ways do you currently communicate with your Staff members?

Table No. 12

Particulars	No. of Respondents	Percentage
e-mail newsletter	8	16%
Facebook	12	24%
Mobile device application	15	30%
Text message marketing	8	16%
Blogging updates	4	8%
Others	3	6%
Total	50	100%

Graph No. 12
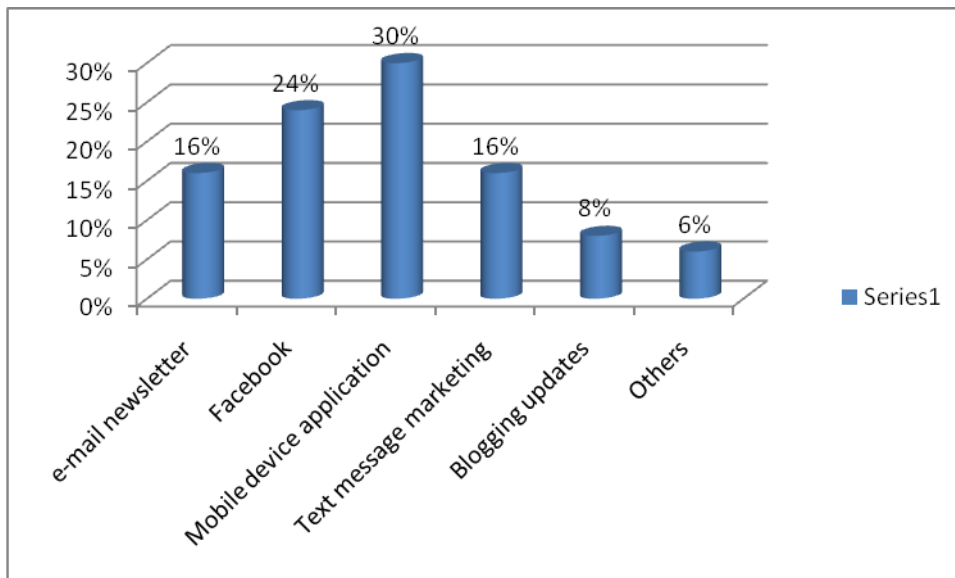
13) Are you a member of any online communities where you communicate directly with other staff members?

Table No. 13

Particulars	No. of Respondents	Percentage
Yes	46	92%
No	4	8%
Total	50	100%

Graph No. 13
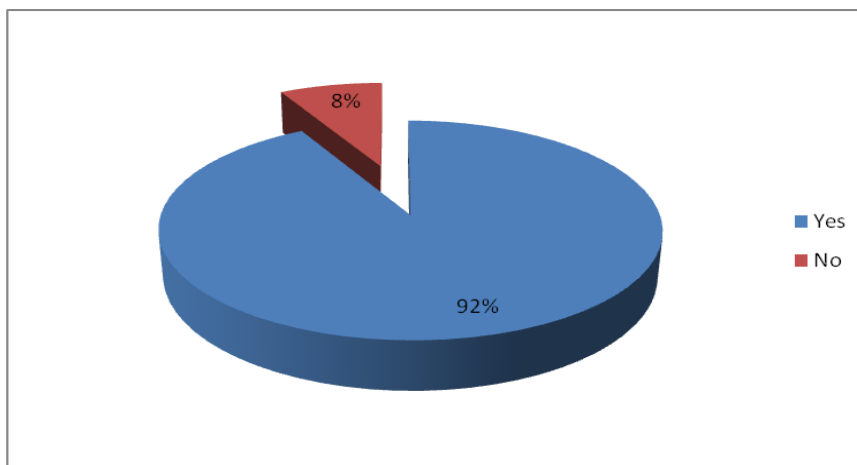
Interpretation :

Most of the respondent approx 92% of respondent says yes he/she is a member of online communities where he/she communicate directly with other staff members.

14) Do you currently have any online advertising initiatives running or planned?

Table No. 14

Particulars	No. of Respondents	Percentage
Yes	36	72%
No	14	28%
Total	50	100%

Graph No. 14
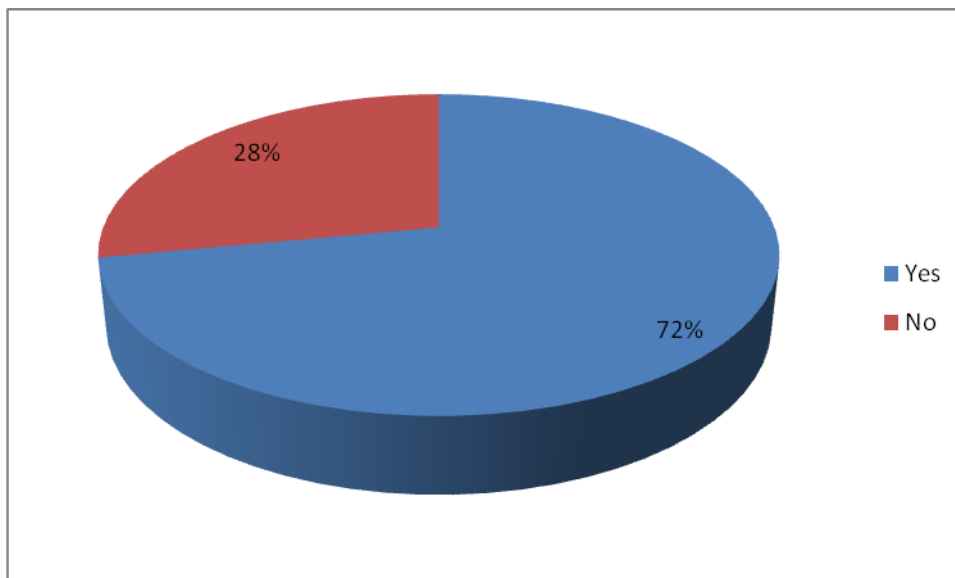
Interpretation :

Most of the respondent approx 72% of respondent agree with this statement.

FINDINGS

1. Indian customers are highly information seekers. They collect more information about quality, price and refer customer's experiences before purchasing a product.

2. Indian consumers have high tendency to go for online purchase. They have high affinity to go online for lectronic products and gifts.

3. Most of the respondent approx 90% of respondents are satisfied with digital marketing services at Paytm. Only 10% of respondents are not satisifed.

4. It is observed that 32% of respondent says News and 34% of respondent says Advertisement. Only 24% of respondent says Online to get information about new products.

5. It is observed that 76% of respondent collect information before purchasing the products.

6. It is observed that 32% of respondents collect information about Products Quality, Customer Experiences (22%) & Price (20%).

7. It reveals that 80% of respondents purchase from an online site where as 20% of respondents didn't purchase from an online site.

8. It reveals that Most of the respondents purchase Electronic items & Gifts from Online.

9. It reveals that 30% of respondent says TV, Newspapers (24%) & only 20% of respondent says Online.

10. It is observed that 84% of respondents read the news through online and rest 16% of respondents don't read the news through online.

11. It reveals that Facebook Business Pages (24%), Free Webs (36%), Google adwords (16%) & SMS Marketing use 24% marketing applications in present.

CONCLUSION AND SUGGESTION

CONCLUSION

- Digital Marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

- The ability to interact with the customers of the company should be viewed as a very positive aspect by any business. It offers very real insight into how the company's are viewed.

- The feedback shared on the review social networking sites such as Facebook, LinkedIn, Twitter, Google+, holidayiq.com & TripAdvisor is an opportunity to improve the service offering.

- Measuring the affects that reviews, Wall-posting, Blog, Photo Video, Pop-up, tweets and posts can directly have on bookings could be quite difficult.

- Digital Media creates a real Connection between companies and customers; that connection creates a trend for purchase intensity.

- Digital Networking provide ample of opportunities for interacting with any industries partners.

- Digital Marketing provides a platform to innovative advertising to be effectively used for business growth of any industries.

- Industry with use of Social Networking Sites can gain competitive advantage by reducing advertising cost , create awareness, capture large market, able to transact globally , can improve customer service quality and acquire new customers.

SUGGESTIONS

- It is suggested that digital marketing strategies be brought into alignment to prevent mixed messages and to promote the availability of the online forums for interaction. Offline advertising should be used to complement the online media. Adding "visit us on Facebook" and other such texts to promotional material will help to raise awareness.

- The digital networking strategy should sufficiently flexible to allow it to adapt to new developments and to determine what works and what does not work.

- A dedicated social media co-ordinator is recommended to monitor the impact of any changes implemented. A dedicated co-ordinator would also allow for consistency in communication. At the very least a profession agency experienced in digital media marketing should be consulted at from the earliest planning stages.

- The reviews and complaints raised by the customers on the SNS should be effectively managed and proper actions should be taken by the management and the action taken should also be communicated to the customer.

- The promotional offers during season on should be displayed on the Social Network Site on regular basis, so that large number of customers is captured.

LIMITATIONS OF THE STUDY

➢ Shortage of time factors one of the major constraints.

➢ It is very difficult to check the accuracy of the information provided.

➢ The method will be unsuitable if the number of employee to be surveyed is less as it will be difficult to draw logical conclusions regarding the digital marketing concepts at Paytm.

➢ All the observation and recommendation has been made on the feedback obtained from survey.

➢ All the secondary data was not readily available.

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ANNEXURE

QUESTIONNAIRE

Name :   …………………………………………………..

Age :   ………………………………………………….

Qualification :   …………………………………………………

Contact No. :   …………………………………………………

Address: …………………………………………………..

………………………………………………………………

………………………………………………………………

………………………………………………………………

1) Digital Marketing Services at Paytm is effective?

a) Yes   b) No

2) How do you get information about new Products?

a) Online   b) News

c) Advertisements   d) Family

e) Friends

3) Do you Collect information before purchasing the products?

a) Yes   b) No

4) What type of information will you collect?

a) Customer's experience   b) Quantity

c) Attributes   d) Quality

e) Price

5) Did you ever purchase from an online site?

a) Yes   b) No

6) If yes, then what type of product / services did you purchase online?

a) Electronic   b) Books

c) Travel Products   d) Fashion accessories

e) Kitchen an home items   f) Toys

g) Sport equipments   h) Gifts

7) Mention one from of media, which you give more importance?

a) Radio   b) Newspapers

c) Online   d) TV

e) Others

8) Do you read the News through online?

a) Yes   b) No

9) On which of these online communities do you hold a personal account?

a) Facebook   b) Twitter

c) LinkedIn   d) Others

10) Which of these marketing applications have you used in the present?

a) Facebook Business Pages   b) Free Webs

c) Google Adwords   d) Others

11) For which of your digital communications do you use analytics to track audience response and behavior?

a) Company Website   b) Facebook Pages

c) Email campaigns   d) SMS Marketing

12) In what ways do you currently communicate with your Staff members?

a) e-mail newsletter   b) Facebook

c) mobile device application   d) Text message marketing

e) blogging updates   f) Others

13) Are you a member of any online communities where you communicate directly with other staff members?

a) Yes   b) No

14) Do you currently have any online advertising initiatives running or planned?

a) Yes   b) No

15. Any Suggestions

……………………………………………………………………………………………

…………………………………………………………………………