

DIGITAL MARKETING STRATEGIES AND BRAND BUILDING ON THE INTERNET FOR GROFERS

Research Project Report

*submitted in partial fulfilment of the
requirement for the award of the degree*

of

**Master of Business Administration
(MBA)**

in

MARKETING AND INFORMATION TECHNOLOGY

BY

YOGESHWARAN SOMASUNDARAM (2K17/MBA/105)



**DELHI SCHOOL OF MANAGEMENT
DELHI TECHNOLOGICAL UNIVERSITY
DELHI - 110042 (INDIA)DECLARATION**

CERTIFICATE

I hereby declare that the work which is being presented in Project Dissertation Report entitled “DIGITAL MARKETING STRATEGIES AND BRAND BUILDING ON THE INTERNET FOR GROFERS”, submitted to the Delhi School of Management, Delhi Technological University is an authentic record of my own work carried out under the supervision of **Mr. Yashdeep Singh, Assistant Professor, Delhi School of Management.**

Signature of the candidates

YOGESHWARAN SOMASUNDARAM

2K17/MBA/105

This is to certify that the above statement made by the candidate is correct to the best of my knowledge.

Signature of Supervisor

Date:

Mr. YASHDEEP SINGH

**Assistant Professor, Delhi School of
Management**

ACKNOWLEDGEMENT

I wish to express my deep sense of gratitude to my project guide **Mr. Yashdeep Singh** for his valuable guidance and help in completing this project work.

I would also like to take an opportunity to thank all the research scholars, especially Mr. Rahul Sikka for his guidance and invaluable inputs in the development of this dissertation and guiding me as and when required.

I want to thank all the people who helped me in collecting necessary information and making of the report. I am grateful to all of them for their time, energy and wisdom.

(Mr. Yogeshwaran Somasundaram)

ABSTRACT

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.

This project focuses on consumer's perception towards online grocery delivery giant, Grofers and study the various ways through which they use digital marketing to build their online brand.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION TO THE TOPIC

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.

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.

1.2 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 GROFERS.
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 GROFERS.
- To know the reaction of customers towards digital marketing initiatives of GROFERS

1.3 COMPANY PROFILE

Grofers is an Indian online grocery delivery service. It was founded in December 2013 and is based out of Gurugram. As of 2018, the company has raised about \$442.5 million from investors including SoftBank, Tiger Global and Sequoia Capital.

The name Grofers is a portmanteau of "grocery gophers". Customers of the company use a mobile application to order groceries online. Grofers employees then secure the items from their warehouse and deliver the items to the consumer. The delivery may be scheduled for any time of the day.

Grofers currently operates in a total of 18 cities across India: Delhi, Gurugram, Mumbai, Bengaluru, Kolkata, Noida, Pune, Ahmedabad, Chennai, Hyderabad, Jaipur, Lucknow, Ghaziabad, Kochi, Faridabad, Madurai, Bhubaneshwar and Kanpur.

Funding rounds

Announced Date	Transaction Name	Number of Investors	Fund Raised
8-Dec-14	Seed Funding	1	\$500K
26-Feb-15	Series A	2	\$10M
14-Apr-15	Series B	2	\$35M
26-Nov-15	Series C	5	\$120M
25-Oct-17	Series D	1	\$14M
16-Mar-18	Series E	3	\$61.5M

Table 1.1. Funding rounds

Investors

- Sequoia Capital
- Tiger Management
- SoftBank Group
- Yuri Milner
- Cyriac Roeding
- Metro AG
- Grofers International

Grofers is a low-price online supermarket that gets products across categories like grocery, fruits & vegetables, beauty & wellness, household care, baby care, pet care and meats & seafood delivered to your doorstep.

- Customers can choose from over 5,000 products at prices lower than supermarkets every day!
- Schedule delivery as per their convenience.
- Flat 20% cashback on first order with coupon code GROFERS20. Max cashback is Rs.250.

It is hereby clarified that Grofers India Private Limited does not have any relation with the mark 'GROFFR', which (we are given to understand) is used by Redstone Consultancy Services Pvt Ltd for its real estate services business, which is not related to Grofers India Private Limited in any manner.

Online Grocery Shopping India

Shop on the go and buy groceries, fresh fruits & vegetables, cakes & other bakery items, meats & seafood, cosmetics, mobiles & accessories, electronics and baby care products. GROFERS gets it all delivered at your doorstep within hours. You not only save time but also money with our best prices and offers.

Single app for all your daily needs

Order thousands of products at just a tap; milk, eggs, bread, cooking oil, ghee, atta, rice, fresh fruits & vegetables, spices, chocolates, chips, biscuits, Maggi, cold drinks, shampoos, soaps, body wash, pet food, diapers, electronics, other organic and gourmet products from your neighbourhood stores.

For best of deals order online in cities

Delhi, Gurgaon, Mumbai, Bangalore, Kolkata, Noida, Pune, Ahmedabad, Chennai, Hyderabad, Jaipur, Lucknow, Surat, Chandigarh, Kanpur, Agra, Indore, Nagpur, Ludhiana and Vadodara.

Personal Information

“Grofers” is a trademark of Grofers India Private Limited, a company incorporated under the Companies Act, 2013 with its registered office at Plot 64H, Sector 18, Gurgaon - 122001 (Company). The domain name www.grofers.com is owned by the Company.

It is hereby clarified that Grofers India Private Limited does not have any relation with the mark ‘GROFFER’, which (we are given to understand) is used by Redstone Consultancy Services Pvt Ltd for its real estate services business, which is not related to Grofers India Private Limited in any manner.

It is strongly recommended that you read and understand these ‘Terms of Use’ carefully, as by accessing this site (hereinafter the “Marketplace”), you agree to be bound by the same and acknowledge that it constitutes an agreement between you and the Company (hereinafter the “User Agreement”). If you do not agree with this User Agreement, you should not use or access the Marketplace for any purpose whatsoever.

This document is published in accordance with the provisions of Rule 3 of the Information Technology (Intermediaries Guidelines) Rules, 2011. The User Agreement may be updated from time to time by the Company without notice. It is therefore strongly recommended that you review the User Agreement, as available on the Marketplace, each time you access and/or use the Marketplace.

The terms ‘visitor(s)’, ‘user(s)’, ‘you’ hereunder refer to the person visiting, accessing, browsing through and/or using the Marketplace at any point in time.

Should you have any clarifications regarding the Terms of Use, please do not hesitate to contact us at info@grofers.com.

Services Overview

The Marketplace is a platform for domestic consumers to transact with third party sellers, who have been granted access to the Marketplace to display and offer products for sale through the Marketplace. For abundant clarity, the Company does not provide any services to users other than providing the Marketplace as a platform to transact at their own cost and risk, and other services as may be specifically be notified in writing.

The Company is not and cannot be a party to any transaction between you and the third party sellers, or have any control, involvement or influence over the products purchased by you from such third party sellers or the prices of such products charged by such third-party sellers. The Company therefore disclaims all warranties and liabilities associated with any products offered on the Marketplace.

Services on the Marketplace are available to only select geographies in India, and are subject to restrictions based on business hours and days of third party sellers.

Transactions through the Marketplace may be subject to a delivery charge where the minimum order size is not met. You will be informed of such delivery charge at the stage of check-out for a transaction through the Marketplace.

Eligibility

Persons who are “incompetent to contract” within the meaning of the Indian Contract Act, 1872 including minors, un-discharged insolvents etc. are not eligible to use/access the Marketplace.

However, if you are a minor, i.e. under the age of 18 years, you may use/access the Marketplace under the supervision of an adult parent or legal guardian who agrees to be bound by these Terms of Use. You are however prohibited (even under provision) from purchasing any product(s) which is for adult consumption, the sale of which to minors is prohibited.

The Marketplace is intended to be a platform for end-consumers desirous of purchasing product(s) for domestic self-consumption. If you are a retailer, institution, wholesaler or any other business user, you are not eligible to use the Marketplace to purchase products from third-party sellers, who have been granted access to the Marketplace to display and offer their products for sale through the Marketplace.

The Company, in its sole discretion and without liability, reserves the right to terminate or refuse your registration, or refuse to permit use/access to the Marketplace, if: (i) it is discovered or brought to notice that you do not conform to the eligibility criteria, or (ii) the Company has reason to believe (including through evaluating usage patterns) that the eligibility criteria is not met/is violated by a user, or (iii) may breach the terms of this User Agreement.

In order to determine compliance with eligibility criteria, the Company inter alia uses an algorithm and/or pre-determined criteria based technology and accordingly, from time to time, your usage may be restricted or blocked on account of overlap with such algorithms/pre-determined criteria. In such cases, if you are a genuine domestic user of the Platform, please contact us for assistance.

License & Access

The Company grants you a limited sub-license to access and make personal use of the Marketplace, but not to download (other than page caching) or modify it, or any portion of it, except with express prior written consent of the Company. Such limited sublicense does not include/permit any resale or commercial use of the Marketplace or its contents; any collection and use of any product listings, descriptions, or prices; any derivative use of the Marketplace or its contents; any downloading or copying of information for the benefit of another third party; or any use of data mining, robots, or similar data gathering and extraction tools. The Marketplace or any portion of the Marketplace may not be reproduced, duplicated, copied, sold, resold, visited, or otherwise exploited for any commercial purpose without express prior written consent of the Company. You may not frame or utilize framing techniques to enclose any trademark, logo, or other proprietary information (including images, text, page layout, or form) of the Marketplace or of the Company and/or its affiliates without the express prior written consent of the Company. You may not use any meta tags or any other “hidden text” utilizing the Company’s name or trademarks without the express prior written consent of the Company. You shall not attempt to gain unauthorized access to any portion or feature of the Marketplace, or any other systems or networks connected to the Marketplace or to any server, computer, network, or to any of the services offered on or through the Marketplace, by hacking, ‘password mining’ or any other illegitimate means.

You hereby agree and undertake not to host, display, upload, modify, publish, transmit, update or share any information

1. belongs to another person and to which you do not have any right;
2. is grossly harmful, harassing, blasphemous, defamatory, obscene, pornographic, paedophilic, libelous, invasive of another’s privacy, hateful, or racially, ethnically

- objectionable, disparaging, relating or encouraging money laundering or gambling, or otherwise unlawful in any manner whatever;
3. harms minors in any way;
 4. infringes any patent, trademark, copyright or another proprietary/intellectual property rights;
 5. violates any law for the time being in force;
 6. deceives or misleads the addressee about the origin of such messages communicates any information which is grossly offensive or menacing in nature;
 7. impersonates another person;
 8. contains software viruses or any other computer code, files or programs designed to interrupt, destroy or limit the functionality of any computer resource;
 9. threatens the unity, integrity, defence, security or sovereignty of India, friendly relations with foreign states, or public order or causes incitement to the commission of any cognizable offense or prevents investigation of any offense or is insulting any other nation;
 10. is misleading or known to be false in any way.

Any unauthorized use shall automatically terminate the permission or sub-license granted by the Company.

Account & Registration Obligations

All users must register and log in for placing orders on the Marketplace. You must keep your account and registration details current and correct for all communications related to your purchases from the Marketplace. By agreeing to the Terms of Use, the user agrees to receive promotional communication and newsletters from the Company and its partners. The user can opt out from such communication and/or newsletters either by or by contacting the customer services team of Marketplace and placing a request for the same.

As part of the registration process on the Marketplace, the Company may collect the following personally identifiable information about you, including but not limited to Name , email address, age, address mobile phone number and other contact details, demographic profile (like your age, gender, occupation, education, address etc.) and information about the pages on the Marketplace you visit/access, the links you click on the Marketplace, the number of times you

access a particular page/feature and any such information. Information collected about you is subject to the Privacy Policy of the Company (<https://grofers.com/privacy>), which is incorporated in these Terms of Use by reference.

Pricing

The Company aims to ensure that prices of all products offered for sale are true and correct. **However, from time to time, the prices of certain products may not be current or may be inaccurate on account of technical issues, typographical errors or incorrect product information provided to the Company by third-party seller. In each such case, notwithstanding anything to the contrary, the Company reserves the right to cancel the order without any further liability.**

Subject to the foregoing, the price mentioned at the time of ordering a product shall be the price charged at the time of delivery, provided that no product offered for sale on the Marketplace will be sold at a price higher than its MRP (Maximum Retail Price).

Order Limit

- A customer is eligible to place 4 live orders.
- A customer cannot place his 5th order if his 4 orders are still live.
- Live order refers to all those orders which are not delivered.
- Single customer can place 4 different orders at once.

Coupons and Promo Codes

From time to time, the Company may at its discretion offer a user promotional codes or coupons entitling you to encash the applicable value of such codes/coupons against purchases made on the Marketplace. Unless specifically stated on the code or coupon, a promotional code or coupon shall:

1. Expire at 12:00 AM (inclusive of the issuance date) from the date of issuance endorsed thereon;
2. Have a maximum discount or cashback value of INR 100.00 only.

At the time of using promotional codes and coupons for a purchase on the Marketplace, the payment mode “cash on delivery” shall not be available for making payments towards the order.

Grofers Cashback

These terms and conditions relating to eligibility for Cashback shall be in addition to and not in substitution of or derogation to the terms and conditions governing the use/access of Marketplace.

1.

1. A user shall be entitled to cashback on a specific purchase/order as indicated at the time of checkout of the final order on the Marketplace.
2. No Cashback shall be available for orders which are canceled. Any Cashback offered may be recovered by the Company, without notice to the user, in such cases. Any Cashback offered for orders for which a refund claim is made, whether in part or in full, shall be adjusted to remove Cashback attributable to the extent of the order refunded. This condition shall apply strictly and notwithstanding the display of cashback on any specific item(s) listed on the Application as an item specific cashback.
3. Cashback shall mean the grant of credit for the amount of eligible cashback, shall be added to the users ‘Promotional/Cashback’ section of his/her ‘Grofers Wallet’ account, and shall in no event imply that the cashback shall be credited to a user’s bank account or card account or refunded in cash at any time. Grofers Wallet is powered by Citruspay and use thereof is subject to additional terms and conditions.
4. Cashback offers cannot be clubbed with any other offers and cannot be assigned/ transferred to any other person.
5. The Company reserves the right to, without liability or prejudice to any of its other rights, at any time, without previous notice and from time to time, withdraw/suspend / amend/cancel the Cashback offers, and the terms applicable thereto.
6. Cashback will reflect in a user’s Grofers Wallet account within 48-72 hours of the conclusion of an eligible successful transaction Cashback credit available is

usable only on the Application and no other platform, website, store or otherwise. Promotional cashback credited can be subjected to expire at the discretion of Grofers. Cashback will expire after a minimum duration of 60 days from last order unless specified or added through a separate campaign, which can be subject to a shorter expiry time.

7. Users shall not hold the Company or its group entities, or affiliates, their respective directors, officers, employees, agents, responsible for or liable for, any actions, claims, demands, losses, damages, costs, charges and expenses which a user claims to have suffered, sustained or incurred, or claims to suffer, sustain or incur, by way of and/or on account of any purchase made through the Application, whether with or without Cashback.
8. The Company does not in any manner endorse or support or promote, in any specific manner, the purchase of products or undertaking of transactions *inter alia* which are subject to Cashbacks.
9. Cashbacks are only available on versions 2.5 and above of the Application.
10. Cashback and discount codes are not applicable on ghee, edible oil, baby food products and any cashback amount used from Grofers Wallet while placing the order.
11. GROFERS20 is valid only for new users. 20% cashback on your first order. Maximum cashback is Rs.250. Minimum Order Value of Rs.500. Cashback will be credited to your Grofers Cash.

CHAPTER 2

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.



Fig. 2.1

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

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.

Tools of Digital Marketing

- **SEO**
Reach out to a wider audience through tailor-made SEO strategies
- **PPC**
Increase sales & inquiries with the help of PPC

- **Social Media**
Connect with your customers through proven social media strategies
- **Web Development**
- **Display Advertising**
Get your business noticed through 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**
Create content for all needs and purposes
- **Mobile**
Optimize your website for Smartphone users
- **Email Marketing**
Promote your products and services directly through email marketing campaigns
- **Conversion Optimisation**
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.

Why Digital Marketing Is Important

Digital media is so pervasive that consumers have access to information any time and any place they want it. Gone are the days when the messages people got about your products or services came from you and consisted of only what you wanted them to know. Digital media is an ever-growing source of entertainment, news, shopping and social interaction, and consumers are now exposed not just to what your company says about your brand, but what the media, friends, relatives, peers, etc., are saying as well. And they are more likely to believe them than you. People want brands they can trust, companies that know them, communications that are personalized and relevant, and offers tailored to their needs and preferences.

Manage Customer Relationships Across All Channels

Digital marketing and its associated channels are important – but not to the exclusion of all else. It's not enough to just know your customers; you must know them better than anybody else so you can communicate with them where, when and how they are most receptive to your message. To do that, you need a consolidated view of customer preferences and expectations across all channels – Web, social media, mobile, direct mail, point of sale, etc. Marketers can use this information to create and anticipate consistent, coordinated customer experiences that will move customers along in the buying cycle. The deeper your insight into customer behavior and preferences, the more likely you are to engage them in lucrative interactions.

Challenges Facing Digital Marketers

- Proliferation of digital channels. Consumers use multiple digital channels and a variety of devices that use different protocols, specifications and interfaces – and they interact with those devices in different ways and for different purposes.
- Intensifying competition. Digital channels are relatively cheap, compared with traditional media, making them within reach of practically every business of every size. As a result, it's becoming a lot harder to capture consumers' attention.

- Exploding data volumes. Consumers leave behind a huge trail of data in digital channels. It's extremely difficult to get a handle on all that data, as well as find the right data within exploding data volumes that can help you make the right decisions.

New non-linear marketing approach

In an ever more complex retail environment, customer engagement is essential but also challenging. Retailers must shift from a linear marketing approach of one-way communication to a value exchange model in which there is a two-way mutual dialogue and benefit-sharing between provider and consumer. Exchanges are more non-linear, free flowing and both one-to-many or one-on-one. The spread of information and awareness can occur across numerous channels such as the blogosphere, YouTube, Facebook, Instagram, Snapchat, Pinterest, and a wide variety of other platforms. Online communities and social networks allow individuals to easily become creators of their own content and publicly publish their opinions, experiences, thoughts and feelings about many topics and products, hyper-accelerating the diffusion of information.

Using an omni-channel strategy is becoming increasingly important for enterprises to adapt to the changing expectations of consumers who are wanting ever-more sophisticated offerings throughout the purchasing journey, in which the internet is becoming an essential component. Retailers are increasingly focusing on their online presence, including online shops that operate alongside existing store-based outlets. This leads to the idea of "endless aisle" within the retail space, as retailers can lead consumers to purchasing products online that fit their needs without having to carry the inventory within the physical location of the store. Solely internet-based retailers are also entering the market, and some are establishing corresponding store-based outlets to provide personal services, professional help, and tangible experiences with their products.

An omni-channel approach not only benefits consumers but also benefits business bottom line as research suggests that customers spend more than double when purchasing through an omni-

channel retailer as opposed to a single-channel retailer, and are often more loyal. This could be due to the ease of purchase and the wider availability of products in an omni-channel approach. Customers are often researching online and then buying in stores and also browsing in stores and then searching for other options online. Online customer research into products is particularly popular for higher-priced items as well as consumable goods like groceries and make up. Consumers are increasingly using the internet to look up product information, compare prices and search for deals and promotions.

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” (Patruti Baltes, Loredana, 2015), this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing (Patruti 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 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.

4. **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.
5. **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 your 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.

Ineffective forms of digital marketing

Digital marketing activity is still growing across the world according to the headline global marketing index. Digital media continues to rapidly grow; while the marketing budgets are expanding, traditional media is declining (World Economics, 2015). Digital media helps brands reach consumers to engage with their product or service in a personalised way. Five areas, which are outlined as current industry practices that are often ineffective are prioritizing clicks, balancing search and display, understanding mobiles, targeting, viewability, brand safety and invalid traffic, and cross-platform measurement (Whiteside, 2016). Why these practices are ineffective and some ways around making these aspects effective are discussed surrounding the following points.

21 LEAD GENERATION STRATEGIES



Fig. 2.3. Lead Generation

Generating qualified leads can be difficult, even for a B2B lead generation agency, but it's a vital part of any business. Fortunately, no one has to create lead generation strategies on their own—there are a number of tried and true methods that have proven themselves over the years. Of course, as technology changes, B2B lead generation services have to change, too. Here are 21 of the top lead generation marketing strategies that utilize today's technologies to help you grow your customer base.

Networking



Fig. 2.4. Networking

Every person you come in contact with has dozens if not hundreds of potential customers in their network. Connecting with these people is one of the oldest forms of lead generation services there is, but that doesn't make it any less effective. Unfortunately, many people are

very bad at networking; however, it is a skill that can be learned, and it's one that's worth the time and energy it takes to do so. Developing leads through existing relationships builds up your brand, creates trust, and lets you quickly built up your contact data.

Websites

Before social media, websites were the main way a business established an online presence, and they still play a major role in online lead generation. Websites can be used to provide information, sell products, direct visitors to a brick and mortar store, and allow customers to interact with you and each other.

Direct Mail



Fig. 2.5. Direct Mail

Direct mailers are one of the oldest lead generators still in use today. They can be used for a number of different tasks in addition to lead generation, including informing your customers of new products, following up on questions, advertising sales, and more. You can provide customers with any information necessary both at their homes and businesses.

Referral Systems

Referral systems, both online and offline, make use of reviews and recommendations your customers leave to generate leads. Getting customers to review and refer others to your products is one of the most important aspects of marketing because it builds trust in your brand. There are many different referral systems out there that can be used to create a long list of leads, build up your reputation, build customer loyalty, and increase your profits.

Agents

When working with lead generation companies, they can connect you with target customers through multiple channels in order to directly engage them. These channels include email, social media, direct mailings, and more. Established agents will have huge databases of potential leads they can analyze and filter with lead scoring to create a list of potential customers that matches your target demographic.

Telemarketing

While many see telemarketing in a negative light, if used effectively it can be a powerful tool to generate more leads and increase revenue. It can be used to reach out to those identified by other lead generation methods such as direct mail to reinforce the message you're trying to get out to potential customers. It can greatly boost your sales when used correctly by putting you in direct contact with customers in a way that no other lead generating method can. You can receive instant customer feedback, learn what needs to change, and make immediate sales, things that can normally only be done face to face.

Host Beneficiary Relationships

For business to business lead generation, you may want to form a partnership with another company that has an established list of potential customers that fit your desired profile but isn't in direct competition with you. By forming these beneficiary relationships, you gain access to these customers and a number of other resources your host offers.

Qualified Lists

Marketing to potential leads on a qualified list is effective, while marketing to customers on an unqualified list is almost a waste of time and money. If you don't correctly identify your prospects first, using marketing analytics, you may be marketing to many people outside of your target demographic. If someone doesn't need your product or service, it doesn't matter how good your marketing materials are—they simply won't be interested. That's why qualified lists are so vital to your business. These lists are your primary targets.

Blogs

Many businesses have blogs these days—they're not just for individuals to share their thoughts or talk about their day. Corporate blogs can be used to announce new products or strategies, review current products, discuss customer needs, and more. Because they're often seen as more

informal, blogs can help you generate leads in a different way than professional marketing materials do, although that's not to say that your blog shouldn't be professional. Blogs give you a chance to be more personal with your readers, something that can play a large part in building trust with potential customers.

Circle of Leverage

The key to marketing boils down to one thing: getting your products and services in front of the right audience. Without the right audience, it doesn't matter how strong your marketing pieces are—they're not going to be effective. You must identify your target audience and get your ads in front of them, which is what a circle of leverage does. The concept of the circle of leverage is to make use of the relationships between the people to generate leads by playing towards their needs, wants, fears, and competitiveness.

Newsletters



Fig. 2.6. Newsletter

Newsletters can help you build your reputation, remain in contact with your customers, and reach potential new customers. Your newsletter may do everything from advertise new sales to provide readers with in-depth information on your industry. Most newsletters are free, although there are some that operate via a paid subscription model. Those are generally longer and more informative, although they also serve as a lead generating tool if done correctly.

Effective Advertising

Advertising has to do more than get your name out there—it has to do so in an effective manner. Advertising should do the same work that one of your top marketing professionals does, and when done right, it's as close to a sure bet as you can get. In order to be effective, however, your advertising has to be perfectly targeted. You need to get your ad in front of a large group

of potential customers who will be interested in what you offer. Advertising to those who are outside of your target demographic is simply ineffective and a waste of money.

Public Relations and Publicity

Leveraging other publications and media channels via public relations can get your name in front of potential customers that you may not otherwise reach via a platform that already has those customers' trust. Making use of newspapers, television, radio, magazines, and websites that are connected to your industry can be a great way of generating new leads and building up your brand name. Submit press releases and articles, book guest spots on radio shows and podcasts, and connect with local television stations to discuss doing interviews.

Internet/E-Commerce

While virtually unheard of 30 years ago, today e-commerce and the internet are absolutely vital to business and lead generation marketing. People turn to the internet daily to find information, communicate, make purchases, and much more. Without a website, social media, and email, a business will simply be seen as being out of touch with today's world. Being online gives you access to an unending stream of potential leads who can be converted into customers.

Making profits on the "Back End"

The "back end" of a business has to do more with repeat sales than it does with generating leads, but just because it has to deal with current customers doesn't mean you should ignore this area. If you depend on your customers purchasing from you repetitively rather than on bringing in first-time sales, you need to know how to motivate these customers to make larger purchases more often. This includes providing them with incentives to purchase more often or offering special deals on other products in addition to their regular purchase.

Become a Recognized Authority

When customers recognize you as an authority in your industry, they are much more likely to recommend you to their friends and family. There are several things you can do to quickly establish your business as an authority, including publishing articles, holding seminars, creating newsletters, and forming partnerships with other recognized authorities and experts in the field. Doing these things will help you stand out from your competitors and make it much easier to generate leads because your name will already be out there.

Advertorials and News Stories

Creating a blog and writing articles for other online publications can give your reputation a quick boost and help to establish you as an authority. This is also a good way of leveraging customers and readers from other publications because those publications will advertise your articles. Writing well-researched, well written pieces for online magazines and other blogs do more than generate leads upon publication—as long as they are available, they have the potential to generate leads.

Brochures and Corporate Literature

Brochures and other corporate literature should be one of your strongest forms of marketing and lead generation, yet most companies fail in this area. A professional brochure, company profile sheet, and any other items you decide to use need to do more than just provide dry information about your company—they need to tell your company’s story to potential customers in order to effectively generate leads. Many brochures are nothing but pages of text relaying information that customers could find anywhere. Colorful brochures that tell your story while still providing useful fact, on the other hand, are much more likely to generate leads.

Use Your Competitors Resources

If your competitors are not leveraging their relationships properly, they are leaving themselves open to losing them. You may be able to take advantage of these resources and use them to generate your own leads and convert their potential customers into your own. Once you have leveraged a number of these leads, you may find that word of mouth and reputation help you draw away even more leads from your competitors, effectively forcing them out of the market and taking on their customer list as your own.

Database Marketing

There are many databases available through third parties that contain the contact information of thousands of leads. These databases can be filtered to create qualified lists with behavioral data, as we discussed earlier, but they can also be used to create personalized communications through mail merge. B2B email data makes personalized communications easy. Direct mailers are also better received by potential customers than form letters or items addressed to something generic such as “the current resident.”

Social Media Visibility

Today, social media can make or break a business. If you're not visible on Facebook, Twitter, Instagram, and any of the other popular social media site, you're missing out on a large number of leads. These sites connect businesses to customers and potential customers in an unprecedented way that no company can afford to miss out on. You must do more than simply create a profile, too—you have to make certain you're visible to your customers by interacting, posting regular updates, and taking full advantage of everything each social platform offers.

Conclusion

By making use of these 21 lead generation strategies, especially if you use them in concert, you can create powerful marketing plans that will reach out to qualified leads lists in order to effectively market your products and services and transform those leads into repeat customers.

5 Ways to Generate B2B Leads Online

In this section, we'll cover the four strategies outlined above, as well as a strategy that hasn't been mentioned in any of the studies, yet it enabled one B2B company to generate a 5,100% ROI from a \$1 million investment.

First though, let's talk about one of the oldest strategies in online marketing: email marketing.

1. Email Marketing

Email marketing is one of the few online marketing channels that has stood the test of time. In fact, email is 23 years old this year, and it still trumps the top spot on many B2B marketer's lists of B2B lead generation strategies.

One of the biggest trends in email marketing at the moment, that has generated great results for many B2B businesses, is *marketing automation*.

Not sure what the fuss about marketing automation is? Read this. In short, marketing automation tools are effectively hybrid email marketing tools that connect with your CRM to enable you to automatically send highly targeted emails to leads that are personalised specifically to them.

When Thomson Reuters upgraded to a marketing automation solution, their revenue increased by 172%. Another company increased their revenue by 832% (going from \$80,000 in debt to \$2 million in revenue) in just three years.

While traditional newsletters and email marketing are still important, the ability to capture more data on users and use behavioural-triggers has enabled B2B marketers to get a lot smarter with how they target users in the inbox.

2. Content Marketing: From Blogging to Microsites

By creating a total of 48 infographics, videos, and Q&A blog posts targeting C-level prospects of large market cap financial institutions, the public accounting firm Crowe Horwath generated \$250,000 in revenue attributed to content marketing.

If 6-figure growth doesn't get you excited, perhaps 10-figures (a *billion*) will.

In 2012, Xerox created a microsite offering relevant tips to business owners. The result? 70% of the companies targeted interacted with the microsite, adding 20,000 new contacts to their pipeline, 1,000+ of which scheduled appointments. The value of those appointments exceeded **\$1.3 billion in pipeline revenue**.

Given the broad scope of content marketing, a good question to ask is what type of content should B2B companies be focusing on to generate leads?

Well, you could go by which tactics are most commonly used by other B2B companies (displayed below). The risk of this approach is that, by definition, you'll be doing what everyone else is doing.

While there is some wisdom in following trends, there's a good argument to do exactly the opposite of what other marketers are focusing on.

“Whenever you find yourself on the side of the majority, it is time to pause and reflect.” – Mark Twain

Whether you're a contrarian marketer or prefer to stick to what's working for others, a good content marketing strategy requires a degree of diversity and experimentation to understand where the biggest growth opportunities are for your business.

So, by all means, experiment with the common and uncommon tactics. Whether you use microsites, blogging, research reports, or infographics, the important thing is to test what does and doesn't work so that you can gradually refine your lead generation over time.

3. Search Marketing

Organic search marketing is arguably one of the most valuable long-term strategies for generating B2B leads.

About 5-6 years ago, I was working on the SEO campaign for a major business stationery brand. It was one of my first 'big campaigns' that I was allowed to manage in my previous job.

While I can't take the credit (their in-house SEO team and previous agencies had laid a great foundation for us), I watched the site's revenue from SEO increase by over £4 million, just from a handful of keywords reaching #1 on Google.

Getting to #1 in Google is a lot harder today than it was five or ten years ago, and it can barely be summarised in a few sentences.

If I were to attempt it, though, I'd probably say that good SEO in 2015 is largely a bi-product of doing things well in other areas e.g. design, conversion rate optimisation, content marketing, and social. While there are exceptions, this is increasingly looking like the rule.

4. Social Media

Calling social media an effective B2B lead generation strategy is a controversial discussion to be starting.

While social media scored very well on both of the aforementioned 'studies', we can just as easily find reports where social media channels are regarded as the least effective lead generation strategies.

The bottom line is, social media isn't inherently a poor channel for B2B lead generation. The reason social media is sometimes rated poorly on these aggregate studies is because most B2B companies have an ill-fitting social media strategy, to put it politely.

While tens of thousands of companies blast out self-promotional drivel, a minority of businesses use it generate and nurture millions of dollars worth of leads. In this instance, it's best to learn from the minority rather than the majority.

One of the most obvious ways to generate B2B leads from social media is using LinkedIn. An commodity risk management company managed to generate over \$2 million in pipeline value through their lead generation strategy.

Another consideration is that social media is an integral part of content marketing, and to some extent, search marketing. How successful will your blogging or infographics be if no one's following your company's updates on social media?

5. Integrating it all together

It's said that *success leaves clues*. Well, when a \$37 billion company generates a **5,100% return on investment** on a million-dollar marketing campaign, it might be a pretty good clue.

From a \$1 million investment in an integrated marketing campaign that included display ads, email marketing, campaign websites and content marketing, the healthcare technology company Optum generated \$52 million in new business.

So, what's the clue?

I believe it's this: exceptional lead generation results come from a relentless willingness to experiment with different tactics, and to combine tactics across multiple channels.

Only by experimenting, can you truly know what does and doesn't work, and when you know this, you can use your time and budget more effectively to generate higher returns on your investment, and better lead generation results overall.

I hope this post has given you some inspiration on what's possible with B2B lead generation, and which areas are best to focus on. As always if you have any questions, or are interested in getting touch, feel free to comment below or drop me an email here.

Avoiding the leaky bucket effect

Many B2B marketers spend a lot of time, metaphorically, pouring water into leaky buckets. Rather than fixing the bucket (the marketing funnel), they pour more water (traffic) into the bucket to keep it full.

This is a recipe for inflated acquisition costs and below-average results.

The biggest culprit here are landing pages and, in particular, your forms. Forms separate your leads from non-leads, and have a huge impact on your conversion rates and overall lead generation results. If you haven't already, I'd recommend optimising your forms – or using a tool like Leadformly to ensure that you're not leaving leads behind from your marketing campaigns.

Let's say you send 1,000 visits to your landing page at a cost of \$3 per visit. If your form converts at 1% you'll get 10 leads at a cost per lead of \$300. If, on the other hand, your form converted at 3%, you'd receive 30 leads at a cost per lead of \$100.

That's 3X more leads for one third of the cost per leads without spending a penny extra – just by improving your lead generation form.

Once your funnel is well-optimised and you're confident that there's no more opportunity to improve your landing pages / funnels, it's time to acquire traffic – but which channels or lead generation strategies should you use?

Which B2B lead generation strategies work?

The answer to this question depends on who you ask.

If we were to go by Hubspot's study of the best B2B lead sources, we'd conclude that SEO is the best (identifiable) lead generation channel.

If, on the other hand, we used Chief Marketer's data on the same question, we'd conclude that email marketing is the most effective channel for B2B lead generation. Needless to say, there are similar surveys reporting that social media and content marketing are also the most effective forms of B2B lead generation.

Why so much variation?

The likely answer is to do with audience biases. A survey conducted by an email marketing provider is almost certainly going to have different results to one conducted by PPC management tool, as their audiences have different skillsets and biases, skewing the results of their sample. As such, we should take the specific ranking of different strategies in these studies with a pinch of salt.

Inconsistencies aside, the online strategies that consistently come out at the top are:

- Email marketing
- Search marketing
- Social marketing
- Content marketing

We'll look at each these in more depth in a moment, but bear in mind that ***how you use a lead generation channel is more important than what lead channel you choose.***

Twitter can be used to close a \$250,000 lead for a B2B business, or it can be used to spam potential leads and tarnish a brand. So, while the channel/strategy you choose will play a large role in how effective your lead generation is, how you execute your campaign will play an even bigger role.

With this caveat out the way, let's look at some of the ways that B2B companies are using the four strategies listed above to generate impressive results.

2.5 Social Media Marketing for Businesses

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.



Fig. 2.7. Social media marketing

Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.

We've created this guide to provide you with an introduction to social media marketing and some starter social media marketing tips and training to improve your business's social presence.

With these tips, you can begin developing your own social media marketing expert plan.

Social Media and Marketing: Start With a Plan

Before you begin creating social media marketing campaigns, consider your business's goals. Starting a social media marketing campaign without a social strategy in mind is like wandering around a forest without a map—you might have fun, but you'll probably get lost.

Here are some questions to ask when defining your social media marketing goals:

- What are you hoping to achieve through social media marketing?
- Who is your target audience?
- Where would your target audience hang out and how would they use social media?
- What message do you want to send to your audience with social media marketing?

Your business type should inform and drive your social media marketing strategy.

For example, an e-commerce or travel business, being highly visual, can get a lot of value from a strong presence on Instagram or Pinterest. A business-to-business or marketing company might find more leverage in Twitter or LinkedIn.

How Social Media Marketing Can Help You Meet Your Marketing Goals

Social media marketing can help with a number of goals, such as:

- Increasing website traffic
- Building conversions
- Raising brand awareness
- Creating a brand identity and positive brand association
- Improving communication and interaction with key audiences

The bigger and more engaged your audience is on social media networks, the easier it will be for you to achieve every other marketing goal on your list!

Best Social Media Marketing Tips

Ready to get started with marketing on social media? Here are a few social media marketing tips to kick off your social media campaigns.

- **Social Media Content Planning** — As discussed previously, building a social media marketing plan is essential. Consider keyword research and competitive research to help brainstorm content ideas that will interest your target audience. What are other businesses in your industry doing to drive engagement on social media?
- **Great Social Content** — Consistent with other areas of online marketing, content reigns supreme when it comes to social media marketing. Make sure you post regularly and offer truly valuable information that your ideal customers will find helpful and interesting. The content that you share on your social networks can include social media images, videos, infographics, how-to guides and more.
- **A Consistent Brand Image** — Using social media for marketing enables your business to project your brand image across a variety of different social media platforms. While each platform has its own unique environment and voice, your business's core identity, whether it's friendly, fun, or trustworthy, should stay consistent.
- **Social Media for Content Promotion** — Social media marketing is a perfect channel for sharing your best site and blog content with readers. Once you build a loyal following on social media, you'll be able to post all your new content and make sure your readers can find new stuff right away. Plus, great blog content will help you build more followers. It's a surprising way that content marketing and social media marketing benefit each other.
- **Sharing Curated Links** — While using social media for marketing is a great way to leverage your own unique, original content to gain followers, fans, and devotees, it's also an opportunity to link to outside articles as well. If other sources provide great, valuable information you think your target audience will enjoy, don't be shy about linking to them. Curating and linking to outside sources improves trust and reliability, and you may even get some links in return.
- **Tracking Competitors** — It's always important to keep an eye on competitors—they can provide valuable data for keyword research and other social media marketing insight. If your competitors are using a certain social media marketing channel or technique that seems to be working for them, considering doing the same thing, but do it better!

- **Measuring Success with Analytics** — You can't determine the success of your social media marketing strategies without tracking data. Google Analytics can be used as a great social media marketing tool that will help you measure your most triumphant social media marketing techniques, as well as determine which strategies are better off abandoned. Attach tracking tags to your social media marketing campaigns so that you can properly monitor them. And be sure to use the analytics within each social platform for even more insight into which of your social content is performing best with your audience.
- **Social Media Crisis Management** — Things don't always go swimmingly for brands on social media. It's best to have a playbook in place so your employees know how to handle a snafu. Check out our guide to social media crisis management to see examples of the worst social media disasters, plus tips on how they *should* have been handled.

How to Choose the Best Social Media Platforms for Marketing

Here's a brief overview about how to use social media for marketing according to each platform's unique user base and environment. Different social media marketing sites require different approaches, so develop a unique strategy tailored for each platform.

Using Facebook for Social Media Marketing



Fig. 2.8. Facebook

Facebook's casual, friendly environment requires an active social media marketing strategy. Start by creating a Facebook Business Fan Page. You will want to pay careful attention to layout, as the visual component is a key aspect of the Facebook experience.

Facebook is a place people go to relax and chat with friends, so keep your tone light and friendly. And remember, organic reach on Facebook can be extremely limited, so consider a cost-effective Facebook ad strategy, which can have a big impact on your organic Facebook presence as well!



Fig. 2.9. Google Plus

Using Google+ for Social Media Marketing

Google+ entered the scene as a Facebook competitor, but it now serves a more niche audience. It won't work for everybody, but some communities are very active on Google+.

On Google+ you can upload and share photos, videos, links, and view all your +1s. Also take advantage of Google+ circles, which allow you to segment your followers into smaller groups, enabling you to share information with some followers while barring others. For example, you might try creating a “super-fan” circle, and share special discounts and exclusive offers only with that group.

You can also try hosting video conferences with Hangouts and experiment using the Hangout feature in some fun, creative ways. Some social media marketing ideas: if you're a salon, host a how-to session on how to braid your hair. If you own a local bookstore, try offering author video chats. If you're feeling adventurous, invite your +1s to your Google+ Community. Google+ Communities will allow you to listen into your fan's feedback and input, truly putting the social back into social media.

Using Pinterest for Social Media Marketing

Pinterest is one of the fastest growing social media marketing trends. Pinterest's image-centered platform is ideal for retail, but anyone can benefit from using Pinterest for social media purposes or sales-driving ads.

Pinterest allows businesses to showcase their product offerings while also developing brand personality with eye-catching, unique pinboards. When developing your Pinterest strategy, remember that the social network's primary audience is female. If that's your demographic, you need a presence on Pinterest!

Using Twitter for Social Media Marketing



Fig. 2.10. Twitter

Twitter is the social media marketing tool that lets you broadcast your updates across the web. Follow tweeters in your industry or related fields, and you should gain a steady stream of followers in return.

Mix up your official tweets about specials, discounts, and news with fun, brand-building tweets. Be sure to retweet when a customer has something nice to say about you, and don't forget to answer people's questions when possible. Using Twitter as a social media marketing tool revolves around dialog and communication, so be sure to interact as much as possible to nurture and build your following.

Using LinkedIn for Social Media Marketing

LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups is a great venue for entering into a professional dialog with people in similar industries and provides a place to share content with like-minded individuals. It's also great for posting jobs and general employee networking.

Encourage customers or clients to give your business a recommendation on your LinkedIn profile. Recommendations makes your business appear more credible and reliable for new customers. Also browse the Questions section of LinkedIn; providing answers helps you get established as a thought leader and earns trust.



Fig. 2.11. Youtube

Using YouTube for Social Media Marketing

YouTube is the number one place for creating and sharing video content, and it can also be an incredibly powerful social media marketing tool. Many businesses try to create video content with the aim of having their video “go viral,” but in reality those chances are pretty slim. Instead, focus on creating useful, instructive “how-to” videos. These how-to videos also have the added benefit of ranking on the video search results of Google, so don't under-estimate the power of video content!

CHAPTER 3

METHODOLOGY

3.1 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.

The data which I collected for my project will be classified as a secondary data, because I made it through the information provide in the newspaper and internet. I DID NOT GO FOR ANY DOOR TO DOOR SURVEY OR ANY QUESTIONNAIRE, all the information was made through the help of Wikipedia, newspaper, magazines and other search engines.

3.2. SAMPLING DESIGN: DATA SOURCES

(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)

CHAPTER 4

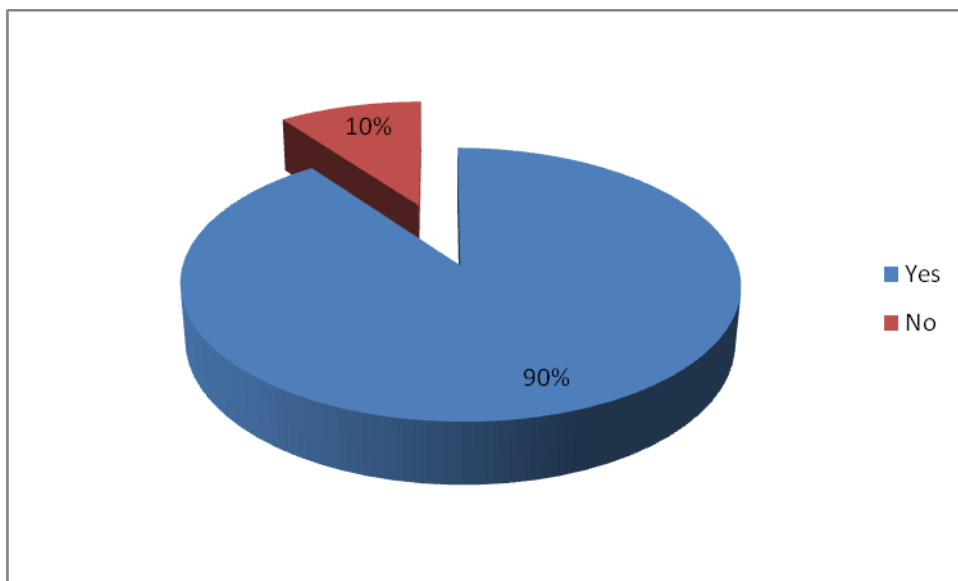
ANALYSIS & INTERPRETATION

1) Do you think Digital Marketing Services at GROFERS is effective?

Table No. 1

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

Graph No. 1



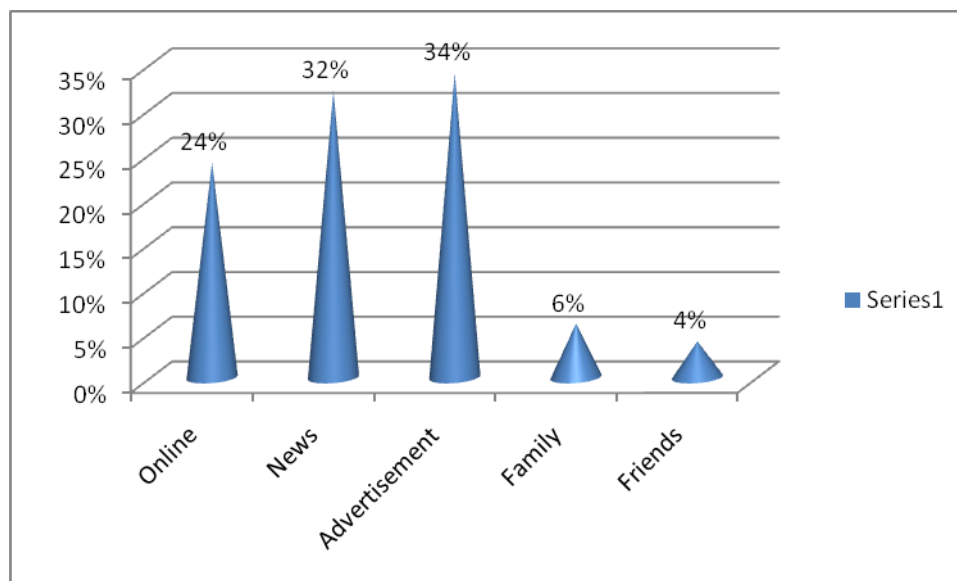
Interpretation: Most of the respondent approx 90% of respondents are satisfied with digital marketing services at GROFERS. Only 10% of respondents are not satisfied.

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



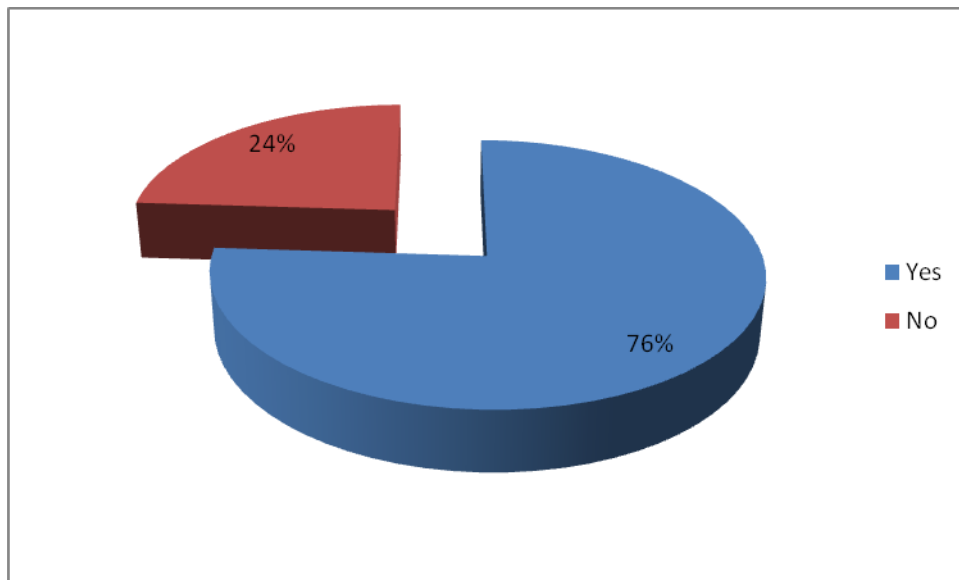
Interpretation: It is observed that 32% of respondent says News and 34% of respondent says Advertisement. Only 24% of respondent says Online to get information about new products.

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:

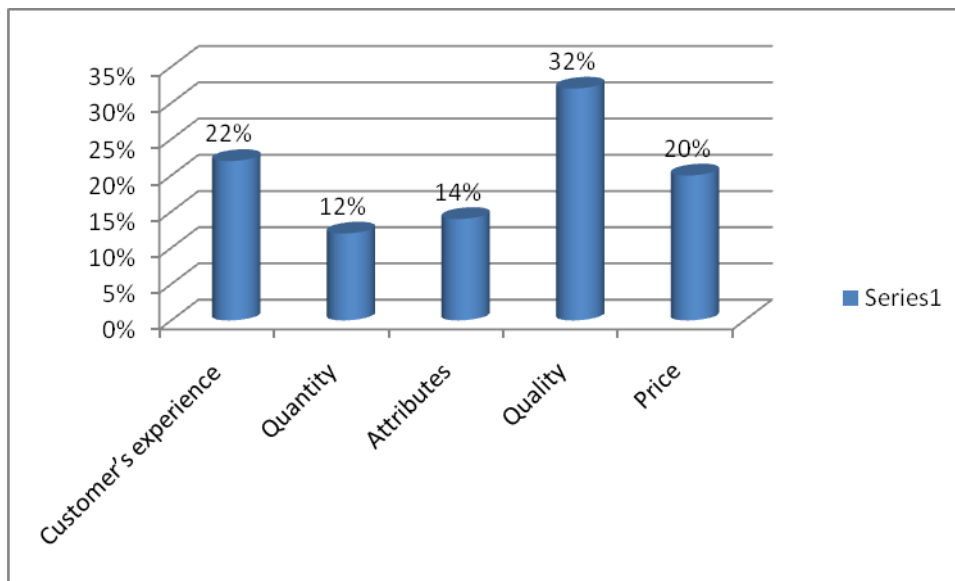
It is observed that 76% of respondent collect information before purchasing the products.

4) What type of information do 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 :

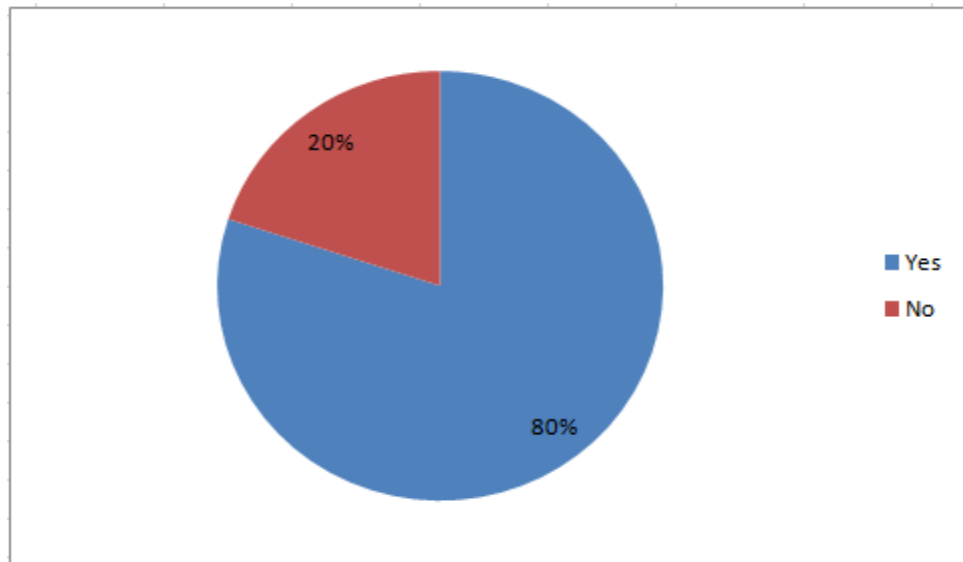
It is observed that 32% of respondents collect information about Products Quality, Customer Experiences (22%) & Price (20%).

5) Have you ever purchased 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 :

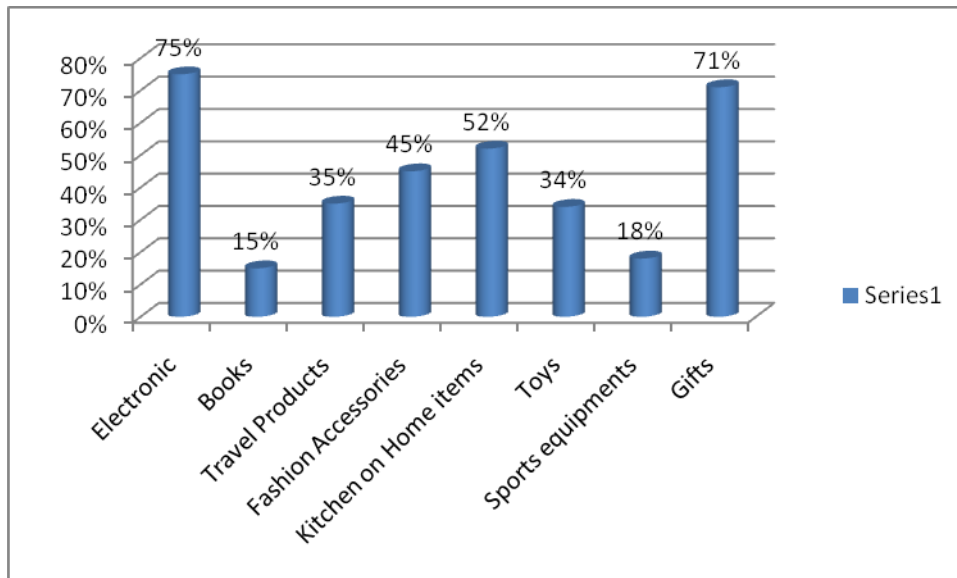
It reveals that 80% of respondents purchase from an online site where as 20% of respondents didn't purchase from an online site.

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 :

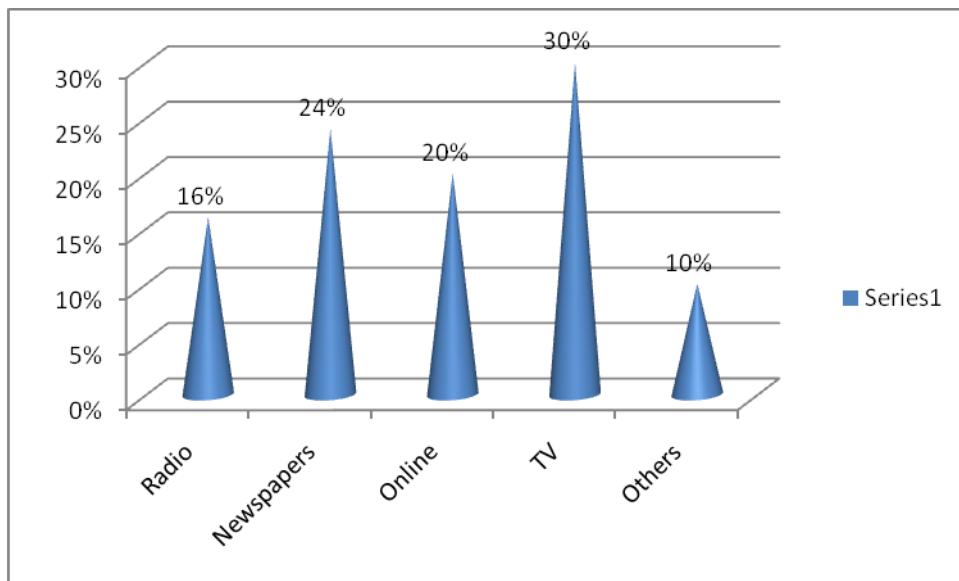
It reveals that Most of the respondents purchase Electronic items & Gifts from Online.

7) Mention one form 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 :

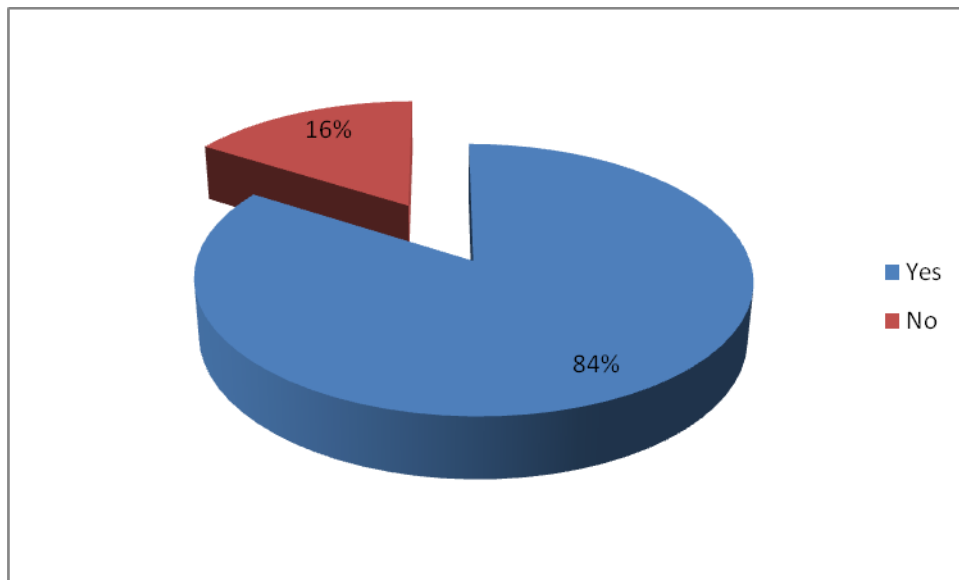
It reveals that 30% of respondent says TV, Newspapers (24%) & only 20% of respondent says Online.

8) Do you read the News through online medium?

Table No. 8

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

Graph No.8



Interpretation:

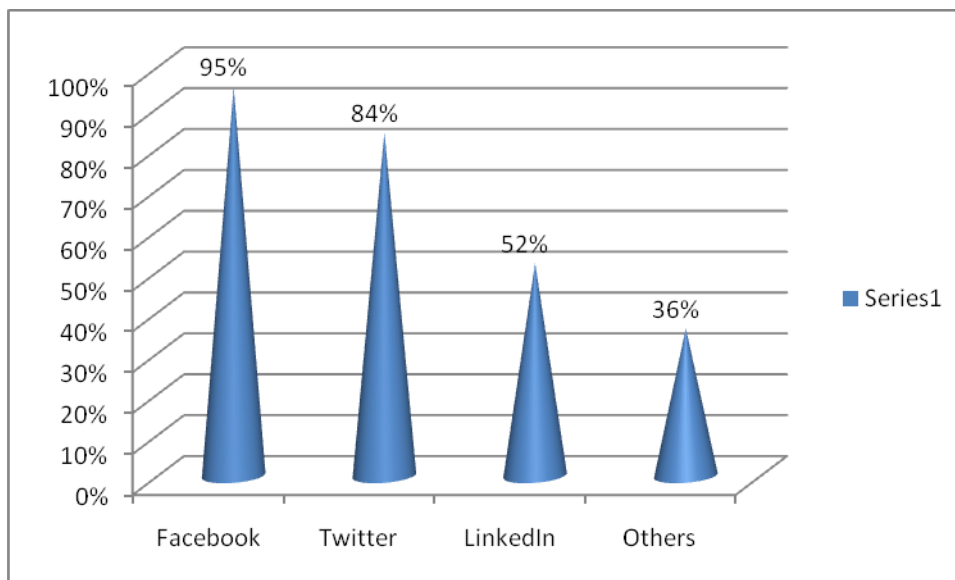
It is observed that 84% of respondents read the news through online and rest 16% of respondents don't read the news through online.

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 :

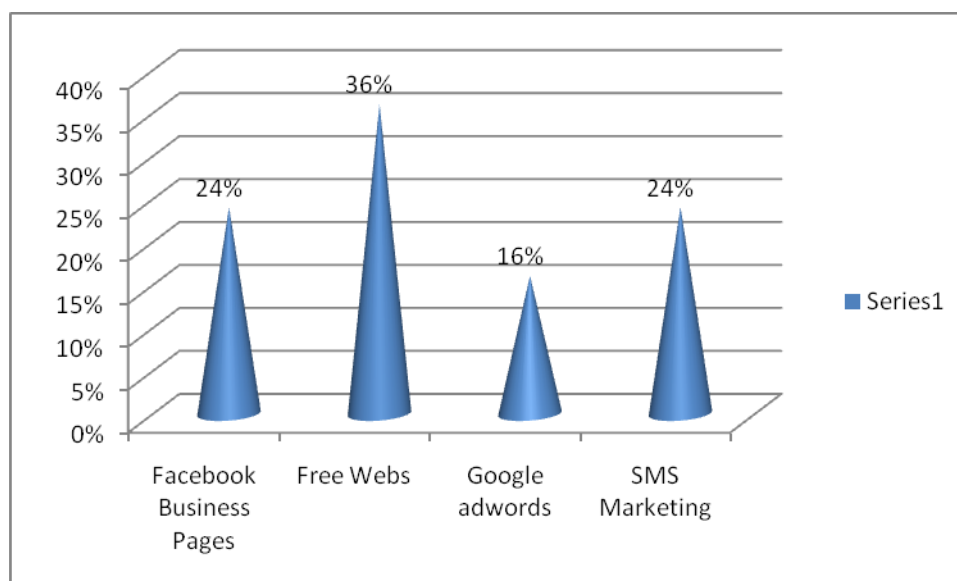
It is observed that Most of the respondent approx 95% of respondent in Facebook hold a personal account.

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 :

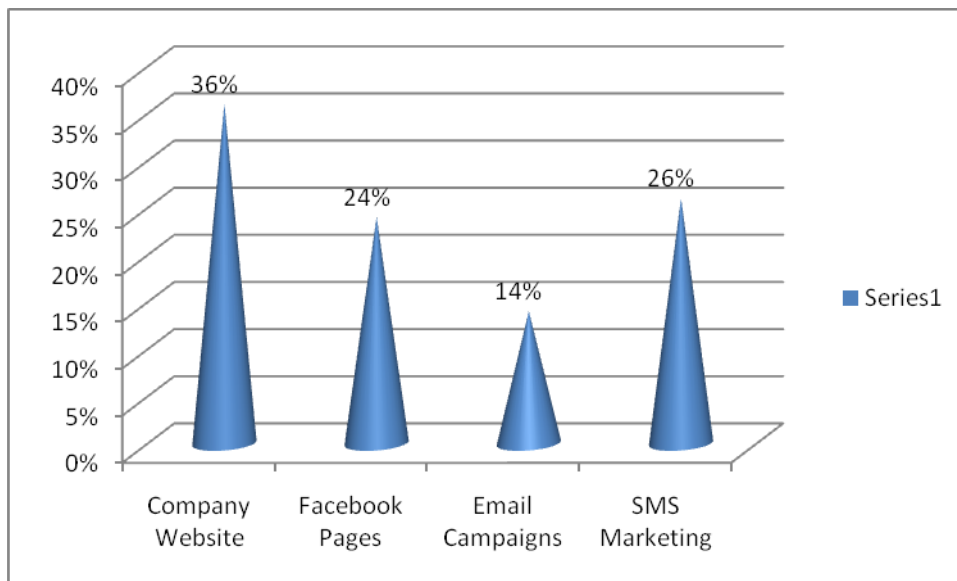
It reveals that Facebook Business Pages (24%), Free Webs (36%), Google adwords (16%) & SMS Marketing use 24% marketing applications in present.

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 :

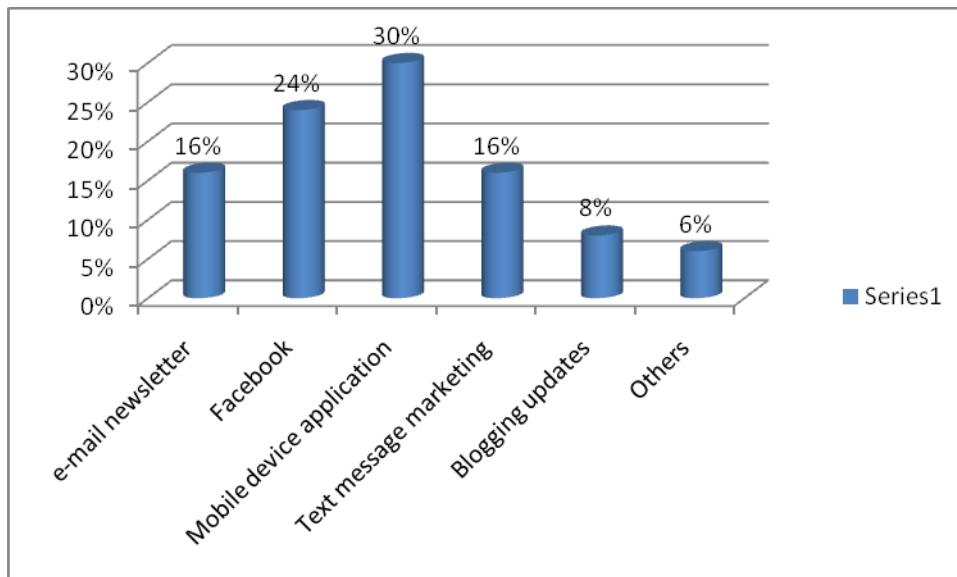
It is observed that approx 36% of respondents use company website & 26% use SMS Marketing to track audience response and behaviour.

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

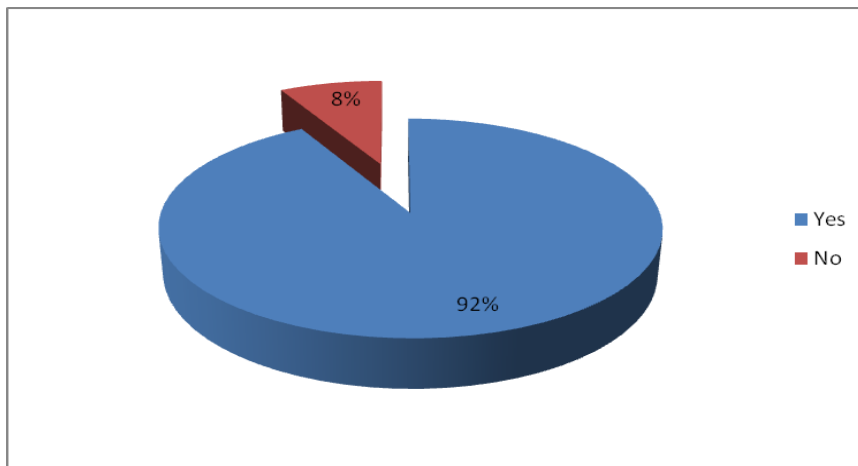


13) Are you a member of any online communities where you communicate directly with other staff members?

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.

4.2 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 electronic products and gifts.
3. Most of the respondent approx 90% of respondents are satisfied with digital marketing services at GROFERS. Only 10% of respondents are not satisfied.
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.

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1 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.

5.2 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.

CHAPTER 6

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 GROFERS.
- 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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Website:

- <https://grofers.com/>
- <https://en.wikipedia.org/wiki/Grofers>
- https://en.wikipedia.org/wiki/Social_media
- <http://whatis.techtarget.com/definition/social-media>

- 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

15. Any Suggestions

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