

**Major Project Report**  
**on**  
**Study on Various Ways of Marketing Campaign for Pearl**  
**Candy**

**Submitted to Delhi Technological University**

In Partial Fulfillment of the requirement for  
Award of Degree Masters in Business  
Administration (Executive)



**Submitted By: Swadhin Khanna**

2K17-19/EMBA/544

**Under the Guidance of:**

**Dr. Rakesh Kumar Jha**

Professor, Delhi School of Management  
Delhi Technological University, Bawana Road  
Delhi-110642

## **CERTIFICATE**

This is to certify that the dissertation report titled “**Study on Various ways of Marketing Campaign for Peart Candy**” is a bonafide work carried out by **Mr. Swadhin Khanna** of **EMBA 2017-19** and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfillment of the requirement for the award of the Degree of Masters of Business Administration.

**Signature of Guide**

(Mr. Rakesh Kumar Jha)

**Signature of Head (DSM)**

(Mr. Rajan Yadav)

**Seal of Head**

**Place:**

**Date:**



## **DECLARATION**

I, **Swadhin Khanna**, Student of EMBA 2017-19 Batch of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 declare that the Project titled “**Study on Various ways of Marketing Campaign for Pearl Candy**” submitted by me in partial fulfilment of the requirement for the award of the Degree of Master of Business Administration is an original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. The report is not being submitted to any other University for the award of any other Degree, Diploma and/or Fellowship.

**Swadhin Khanna**

**Place:**

**Date:**

## **ACKNOWLEDGEMENT**

I, Swadhin Khanna, wish to extend my gratitude to Dr Rakesh Kumar Jha, Assistant Professor, Delhi School of Management (DSM), Delhi Technological University; for giving me all the guidance and valuable insights to take up this Semester Project.

I also take this opportunity to convey sincere thanks to all the faculty members for directing and advising during the course.

Sincerely,

Swadhin Khanna

Place: New Delhi

## **EXECUTIVE SUMMARY**

I, Swadhin Khanna (2K17/EMBA/544) of Delhi school of Management, a EMBA student. This report explains the importance of digital marketing in present era and this report will help the reader to get an idea about the Industry, Indian population and digital media, concepts of digital marketing, Duties and responsibility of client servicing executives in an agency, Steps involved in client servicing. After reading the whole report the reader can able to understand the reason behind growing digital media marketing.

Title “Study on Various ways of Marketing Campaign for Pearl Candy” to understand the requirement of clients, formulating strategies for clients, executing those strategies to achieve the objectives.

## TABLE OF CONTENTS

<b>Content</b>	<b>Pg. No</b>
<b>Certificate from the Institute</b>	ii
<b>Declaration</b>	iii
<b>Acknowledgement</b>	iv
<b>Executive Summary</b>	v
<b>1. Introduction</b>	
1.1 Various Ways of Marketing campaign	2
1.2 Industry Profile	3
1.2.1 Industry Analysis	6
1.3 Company Profile	10
1.4 objective of this study	11
<b>2. Theoretical Framework</b>	
2.1 India's Internet Population	12
2.1.1 Gender Wise Distribution	13
2.1.2 Forecast	13
2.1.3 Some Key Figures	13

2.2 Digital Marketing Strategy	
2.2.1 Search Engine	15
2.2.2 Displays	16
2.2.3 Mobile Marketing	16
2.2.4 Social Media Marketing	16
2.2.5 e-Mail Marketing	16
2.2.6 Video	16
2.2.7 Advanced Targeting	17
2.2.8 Research and planning	17
2.2.9 Digital Strategy	18
2.3 Types of Digital Marketing	19
2.4 AIDMA in Digital Era	21
2.5 Advantages of marketing Campaign	23
2.6 Digital Advertising: Ad Avenues	25
2.7 Monetary term in Digital Marketing	26
2.8 Branding in Digital Era	27

### **3. Conclusions**



## **CHAPTER 1 - INTRODUCTION**

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering. Advertising is defined by Richard F. Taflinger as “Advertising is the non-personal communication of information usually paid for and usually persuasive in nature about products, services or ideas by identified sponsors through the various media.”

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients.

Different types of ad agencies are:

- Full service agencies
- Creative agencies
- Specialized agencies
- In-house agencies
- Digital agencies or new media agencies

Through this report I will focus on digital or new media agencies. With the rising popularity & affordability of internet digital media has caused cultural shifts and has revolutionized the advertising industry. Major Reason behind the rise of digital marketing are

- Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more.
- Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action.

## 1.1 Various Ways of Marketing campaign Strategy

“Real business isn’t done in board meetings; it’s done over a half-eaten plate of buffalo wings at the sports bar, or during the intermission of a Broadway show. It’s done through an enthusiastic greeting, with an unexpected recommendation, or by offering up your cab when it’s raining. It happens in the small, personal interactions that allow us to prove to each other who we are and what we believe in, honest moments that promote good feelings and build trust and loyalty.”

Turn on the television and chances are you’ll soon see a commercial for a soft drink. On your internet homepage, you’ll see a banner ad for that same soft drink. You’ll see the same imagery and messaging in your social newsfeeds, an ad on a bus stop and in the store on a large banner. Everywhere you go, you are seeing that brand. Savvy marketers develop marketing campaigns to reach consumers no matter where they are.

Providing an experience is about synergies of messaging. Through print, in-store, digital and social media – “the customer will experience communication no matter where they are, so you have to think about leading them through the journey,” says Marina Karassellos, Digital Creative Director at ULTA Beauty.

A campaign covers the entire buying cycle, from discovery to purchase to repeat customer. Every medium is utilized – television, mobile, digital and social – in an integrated, consistent marketing and branding strategy. The brand is presented at all points of consumer contact.

An example of a campaign is Coca-Cola’s Enjoy Everything campaign that debuted during the 2013 March Madness season. The campaign encompassed mobile, digital, television and social. Using the camaraderie and bonding over sports, gaming, entertainment and humor, the company ran a series of television ads, held a strong presence in the March Madness Live mobile app and encouraged conversation on social media with a hashtag.

Successful campaigns consider the main messages people are interested in and how they want to receive those messages. “All communications and strategy will go into effectively communicating to these audiences,” according to Marina. “When targeting your personas, you need to be scrappy, resourceful and smart.”

A campaign is a sign of the times. Right now, running a campaign includes digital, mobile, television and social. As new technologies arrive, marketers will need to add them to their integrated campaigns. Moreover, as companies get more and more data, they have to be smart about analyzing it to make sure they are sending the right message to the right people on the right device.

**Social media** has made it possible for brands to scale up these interactions to a level which was unimaginable in the past. This is a very important aspect of social media, now it is possible for a brand to get in a conversation with its customer when they are not so happy with the quality of service offered to them and brands can surprise and delight them they can also interact with happy customers and give them a reason to come back again to them.

Digital marketing is much more than just banner ads, SEO or pushing content on your target consumers until they buy the product because in today’s world consumers have a very strong power of ‘word of mouth’ which can build brands or break them. The reason behind such a strong focus on digital marketing lies in human psychology as when given the choice, people will always spend their time around people they like. Similarly, when it’s expedient and practical, they’d also rather do business with and buy stuff from people they like. And now, they can. Social media has made it possible for consumers to interact with businesses in a way that is often similar to how they interact with their friends and family members.

## 1.2 INDUSTRY PROFILE

*“There is very little advertising in India – 37 cents per head per annum, compared with \$224 in the United States and \$77 in Japan. Indian agency people have an impressive theoretical knowledge of advertising, but it seldom shows in their output.”*

[Excerpt From: David Ogilvy. “Ogilvy on Advertising.”]

Concrete advertising history began with classified advertising. Ads started appearing for the first time in print in Hickey’s Bengal Gazette which was India’s first newspaper. Studios, at the beginning of advertising created in India as opposed to being imported from England. Studios were set up for bold type, ornate fonts, fancier, larger ads. Newspaper studios trained the first generation of visualizers and illustrators.

The Indian advertising industry has proved Mr. David Ogilvy, one of the greatest ad-men wrong as now it has evolved from being a small-scaled business to a full-fledged industry. The advertising industry is projected to be the second fastest growing advertising market in Asia after China. Some of the key facts of Indian advertisement industry are:

- It is estimated that by 2018, the share of ad spends in India’s Gross Domestic Product (GDP) will be around 0.45 per cent.
- India’s digital advertisement market is expected to grow at a compound annual growth rate (CAGR) of 33.5 per cent to cross the Rs 25,500 crore (US\$ 3.8 billion) mark by 2020

**overview of Indian Markets****Value**

<b>Compounded Annual growth rate of advertising spend in India</b>	10.7%
<b>Projected advertising revenue in India</b>	₹474bn
<b>Print advertising revenue in India</b>	₹162.6bn
<b>Print advertising revenue in India</b>	\$5.1

<b>Traditional Media</b>	<b>Value</b>
<b>Projected TV advertising spend in India</b>	\$2.37bn
<b>Projected Radio advertising revenue in India</b>	₹16.6bn
<b>Projected Newspaper advertising spend in India</b>	\$2.93bn

<b>Digital Media</b>	<b>Value</b>
<b>Automotive share in digital advertising spend in India</b>	10%
<b>Change in digital advertising spending in India</b>	30%
<b>Digital advertising spending on search in India</b>	₹8.5bn

*Table 1.1 Facts on the advertising industry in India*

- India's digital advertising market has grown at a fast pace of 33 per cent annually between 2010 and 2015, while spending as a percentage of total advertising increased to 13 per cent or nearly US\$ 1 billion in 2015.
- of the current Rs 2,750 crore (US\$ 407.66 million) digital advertisement market, search and display contribute the most - search advertisements constitute 38 per cent of total advertisement spends followed by display advertisement at 29 per cent, as per the study.

## **1.2.1 Industry Analysis**

### **Strengths**

- Strong distribution all over the world
- High number of mergers and acquisitions for expansion
- Creativity
- High reputation for quality work to corporate
- Brand Name

### **Weakness**

- Market share is limited due to many competitors
- Geographic penetration is also limited
- Not much is done by these agencies for the social welfare and advertising of social values
- Premium charged is high

### **opportunity**

- online advertising
- New product
- New Technology
- Decentralized decision making is helpful as local marketing needs vary from one region to another
- Entering in global markets
- Successful and memorable advertisements increase the brand image

### **Threats**

- Recession may hit the industry as cut is primarily on marketing budget of corporate
- Cut-throat competition offered by other players in the industry
- Changes in the tastes & preferences of clients
- Lack of creative minds and also too expensive in overall management

Top advertising firms of India as of today with major brands they have worked on

1. **ogilvy & Mather** -Cadbury, Asian Paints and Fevicol.
2. **J Walter Thompson** -Nestle, Cadbury, Bayer, Ford, Nokia and Unilever.
3. **Mudra Communication** -Neutrogena, HBO, Philips, Reliance Net Connect, Big Bazaar.
4. **FCB Ulka Advertising Ltd** -Tata Indicom, Whirlpool, Zee Cinema, Santoor, Sunfeast and Amul.
5. **McCann Erickson India Ltd.** - “Thanda Matlab Coca Cola”
6. **Grey Worldwide (I) Pvt. Ltd.** -Hero Honda, Maruti Suzuki, Indian oil, Ambuja Cement, UTV, P&G and Godrej.
7. **Leo Burnett India Pvt. Ltd** -McDonald’s, Complian, Bajaj and HDFC.
8. **Contract Advertising India Ltd.** -Asian Paints, Domino’s Pizza, Spice Jet and American Tourister.



### 1.3 Company Profile

BMJ group started in 1995 with a one product perfumery blending and manufacturing of unique essential oil extracts (flavours and fragrances) that are used by most of the leading brands of pan masala, chewing tobacco, mouth fresheners & similar products. Now the group diversified into Real Estate, Pan Masala & Candy.

The Company launched Candy in 2017 with Brand Name – Goa Pearl in 8 flavors i.e. Pan, Gauva, orange, Coconut, Cola etc. This is Hard Candy which has salt present inside the candy. Recently company has introduced soft candy in 3 flavors, Meeta Pan, Coconut & Coffee.

This company is marketing their products by various sales channels i.e. C&F, Distributor, Retails, Hawkers, Modern Trade etc.

The major competitor of this candy is Pulse which has highest market share in hard candy with salt inside.



Meetha Paan



Orange Candy



Rose Patels



Green Mango



Cola Candy



Guava Candy



Imli Candy



Coconut Candy

### 1.4 objective of this Study

1.4.1 Analyze & Understanding the Benefits for promoting candy through digital Marketing.

1.4.2 Analyze & Understanding the Benefits for promoting candy through TV Ad.

1.4.3 Analyze & Understanding the Benefits for candy through display – Standees.

1.4.4 Understand the experience of different age group of people for soft candy.

#### **1.4.4 (a). Sample Study**

To have a clear picture of the above point 1.4.4, I performed a small survey to find out how people react to the candy and to do an analysis of their preferences, perception and consumption over other brands as we have an existing market in place for such candies available in the market.

Through this analysis I have understood that the consumption for candies is seen to be more impulsive for age group falling between 3-15 years. When we asked the kids why they prefer candies over chocolates, they responded by saying “Candies are cheaper and they like them because they are available in lot of flavors. They also have to distribute them in their school on special occasions like birthdays”.

Then there is a dip in consumption for age groups fallings between 16-35 years. People who are working class usually purchase candies only when they smoke or if the shopkeeper is not having change and the option they have to buy is candies. Further, they generally prefer the mint flavor over any other one. Though the organization have one of the candy – Rose flavor with mint flavor but it was observed that the content of mint is less. Any age group falling pursuant to that are found to be consuming least amount of candies in their day-to-day life.

Hence, the survey was performed for various age groups keeping in consideration the following parameters:

- Flavor (Coconut, Meeta Pan etc.)
- Taste
- Quality (Softness)
- Sweetness
- Aesthetics (Shape / Size)

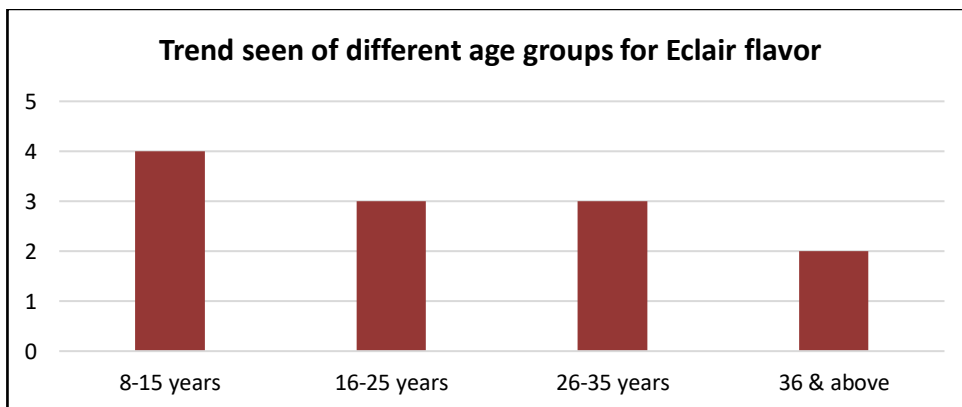
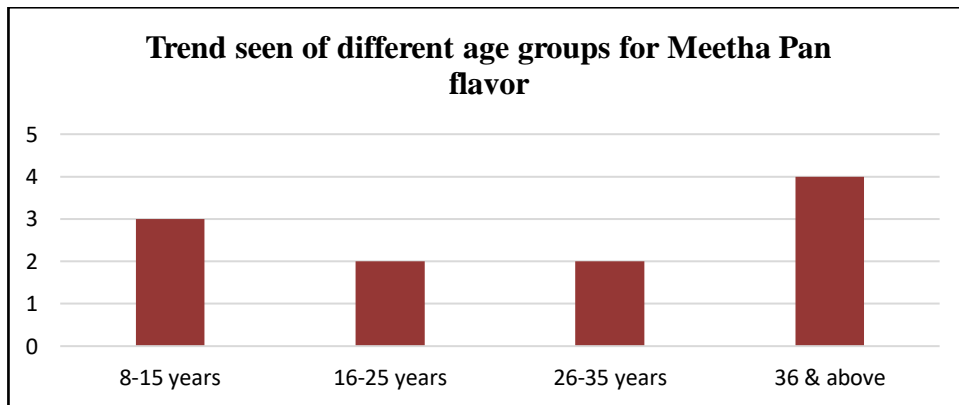
This survey was conducted at various locations such as my home society, my office and office locations of my friends and relatives and we asked them to provide rating to each parameter ranging from 1-5 wherein 1 Rating being ‘least likeable’ and 5 Rating being ‘most likeable’. The demographic that I covered was for around 200-250 people wherein each age bracket involved atleast 40-50 individuals.

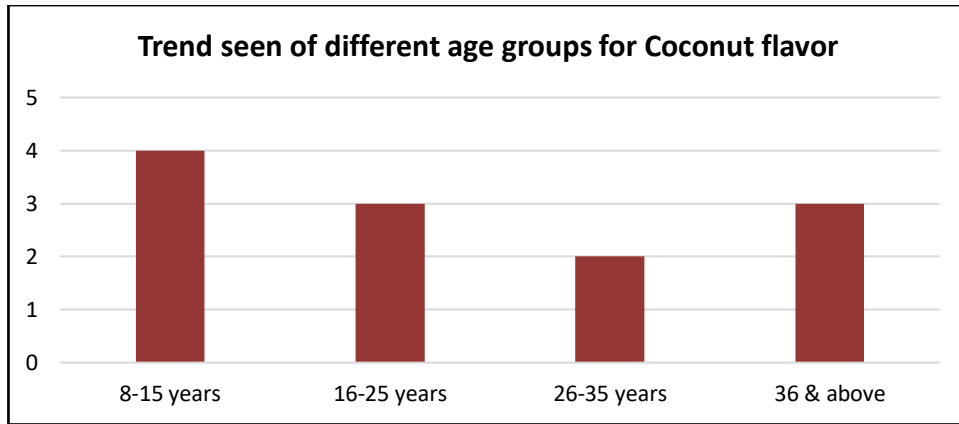
Please note that the ratings that are considered for all age groups are basis the average of rating being provided by each person.

- i. Flavor** – It is hard to choose a flavor when it comes to candies. So, the company manufactures candies in various flavors i.e. Meetha pan, orange, Green Mango, Cola, Guava, Imli and Coconut. During the survey, it was noticed that kids enjoyed all the flavors as they prefer to experiment with their taste buds, but adult enjoys the familiar taste of the classic more i.e. Meetha pan, Imli and orange.

Below is the graph reflecting how different age groups responded to the soft candies (i.e. Meetha pan, Coconut and Eclair). The reason we only did the survey for soft candies was because they were launched recently by the organization.

### PARAMETER - FLAVoR





From the above graph, we can observe that most of the age groups liked the meetha pan and coconut flavor as these two being unique flavor. Kids that were falling under the age bracket 8-15 years liked coconut more than meetha pan as most of them tasted such a flavor for the first time.

However, eclairs flavor is not generally not an easily accepted flavor as we already have an existing big competitor for this flavor Dairy Milk’s Éclair. So, most of the individual felt that the éclair has got less chocolate flavor in the candy and the chocolate doesn’t seem to be melting in their mouth. The texture is hard.

- ii. **Taste** – The second parameter for which the survey was taken place was for taste. Though both flavor and taste are co-related but we have bifurcated these two to understand how different age groups reacted to the taste of these flavors.

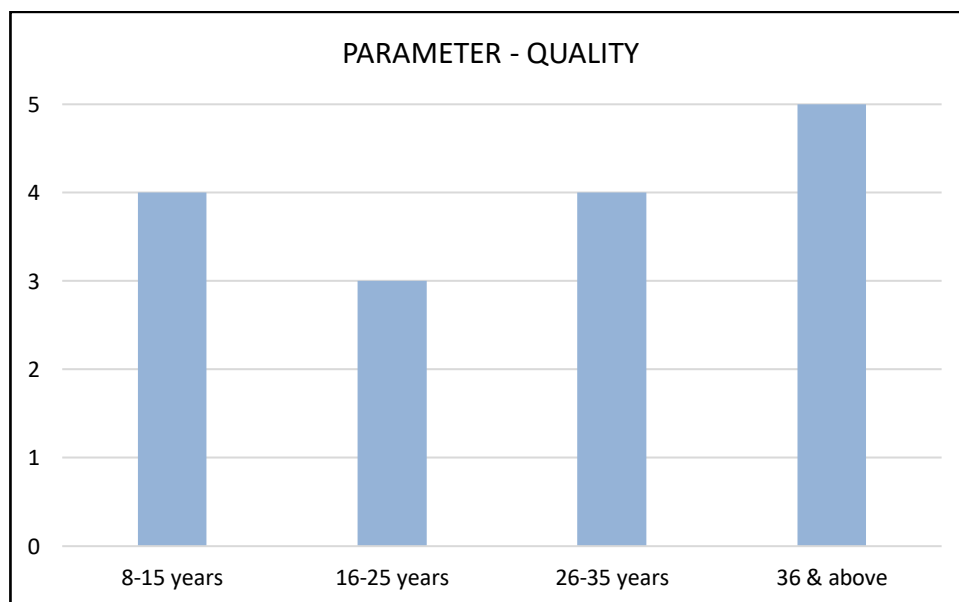


From the above graph, it can be seen that kids falling under the age-group of 15 years enjoyed most of the flavors as there were lot of options for them however, they really didn't enjoy the taste as compared to the age groups between 15 to 35 years.

This candy is usually compared with 'Pulse' candy for certain flavors as both contain tangy flavor in them and also with eclairs or Marygold when it comes to its chocolate eclairs flavor. However, we were told during the survey that the tangy surprise in pulse is felt more.

**iii. Quality** – Quality holds the most important place amongst all the parameters as the quality will only determine if the product can sustain in the market for long or not. By quality we mean by softness and hardness of the candies. obviously, nobody would like to eat a candy that is hard to chew for them.

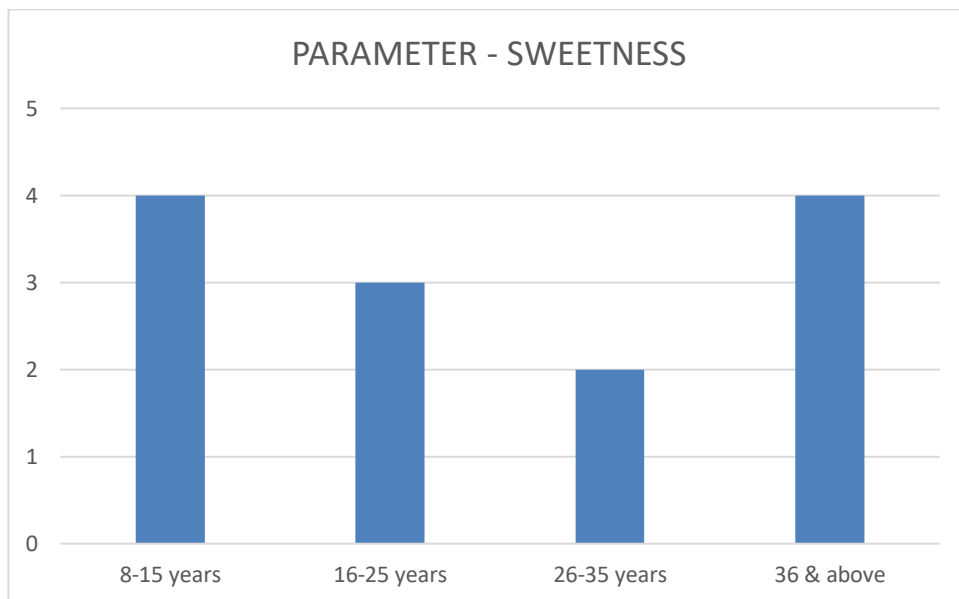
In Quality, ingredients that are mixed in the candy also place an important role. If the salt or sweetness is more or the tanginess is found less in the candy, people do not tend to enjoy eating them.



From the above graph, it can be seen that people ranging between 8-25 years really liked the quality of the candy. Most of them said they liked the tanginess and even the candy was soft.

However, people who were beyond that age group said that they found the candy little hard and they think that the quality of the candy can be worked upon to make it little softer so that it could be easily eaten by any age group.

**iv. Sweetness** – Everybody has a sweet tooth! And we agree to that but it will ruin any dish if it is put in excess. Keeping that in mind, the next parameter for which survey was conducted was sweetness. We asked everyone to rate the candy on the basis of how sweet they thought the candy was. Sweetness vary person to person more than the age group. However, a general perception is seen that kids and the elders love more sweetness and adults prefer to have less sweetness in their candies.

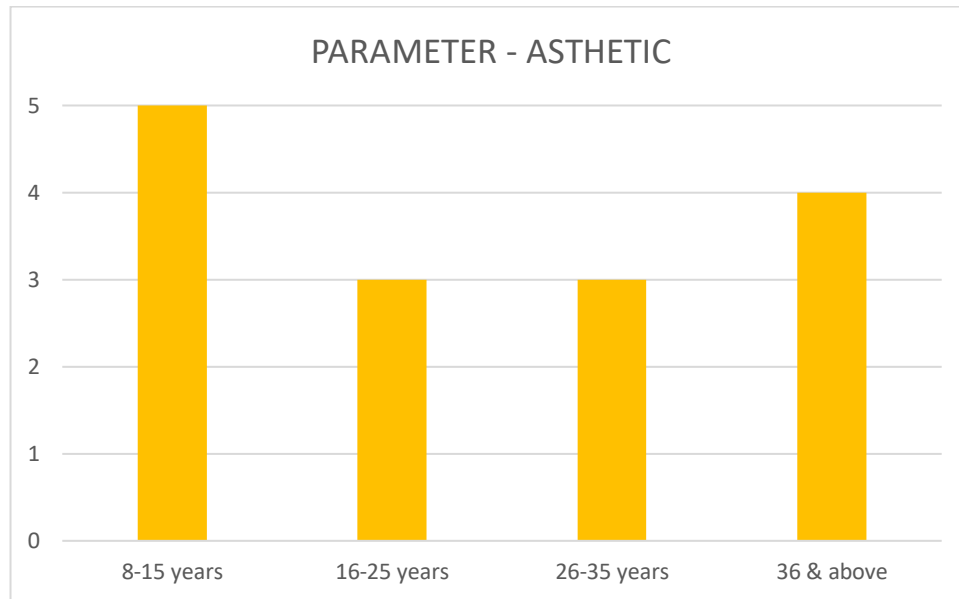


From the above graph, it can be observed that kids and usually those who are above 40 years enjoyed the sweetness in the candies specially the chocolate and the coconut flavor but the mid-age groups felt that the sweetness was too much and if reduced, they might like it more. Some also mentioned that they feel the candies to be bitter because of the excess of the sweetness content.

**v. Aesthetics (Shape / Size)** – Beauty comes in all shapes and sizes! Some people like it round and some like it rectangle and most of them say they do not have any preference for a shape or size of a candy as long as it tastes good.

The last parameter for which the survey was conducted was for Aesthetics i.e. shape and size of the candy. People may not have any preference over the shape or size however, they always want it to be of an equal size and shape whenever they are paying for it.

So, from the lot we offered everyone atleast 3-4 candies of each flavor so that they can test if they all are equal shape and size.



From the above graph, it can be seen that kids gave a lower rating on aesthetics of a candy because some of them were of smaller sizes. 16-25 age group liked all the shapes and sizes of the candies.

### **Conclusion of the survey:**

Post completion of the survey, we can conclude the following:

- **Age Group 8-15 years:** This age bracket found the candies more suitable in terms of flavor and sweetness.
- **Age Group 16-25 years:** This age bracket liked the taste and aesthetics of the candy but for most of the parameters they had a neutral opinion. one because this age bracket already has a developed taste for most of the brands. Also, according to them candy was hard, and the tanginess was missing.

- **Age Group 26-35 years:** It was observed that this age bracket has lost their love for candies. They usually do not buy candies for themselves. Either they buy them for their own kids use or when a shopkeeper is not having change. Also, most of them told who smoke that they prefer to buy a mint flavor rather than any other after they smoke or after having their meals. Though this organization's rose flavor has a content of mint in it but it is not so strong to replace the existing mint candies or bars. So, a mixed opinion was seen from this age bracket in terms of flavor or taste, etc.
- **Age Group 36 & above:** This age bracket liked the classic flavor of meetha pan and coconut, they also enjoyed the sweetness. However, as the texture of some of the candies were hard to chew, hence they didn't like the quality of the candies.



## CHAPTER-2 THEoRoTICAL FRAMEWoRK

### 2.1 India's Internet population

India is the second most populous country in the world, with 1,336,286,256 (1.3 billion) people (May 2017), nearly a fifth of the world's population. Already containing 18% of the world's population, India is projected to be the world's most populous country by 2022, surpassing China. Its population growth rate is 1.2%, ranking 94th in the world in 2013.

India is currently having an online population of 350 Million which is up by

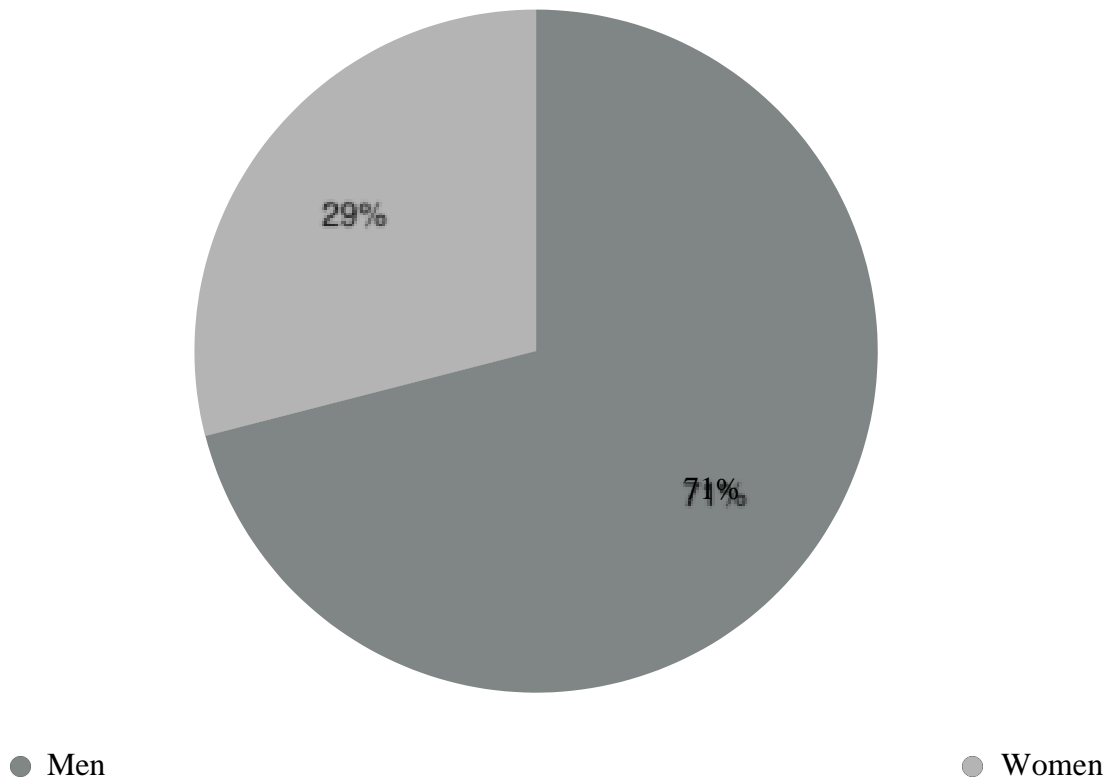
44% since 2014. out of these 134 Million are social media users. Unique Mobile users in India is 590 Million (Penetration rate of 46%), thus it is no surprise that Mobile is becoming a first choice of marketers. People using Mobile phones for social media is 97 Million.



*Figure 2.1 Key stats for India's Internet population*

### 2.1.1 Gender Wise distribution

out of 350 Million Active internet users in India, 71% are male while only 29% are female.



*Figure 2.2 Gender Wise distribution of Internet users in India.*

**2.1.2 Forecast:** India is expected to have 730 million internet users by 2020, with more than seven out of 10 new users emerging from rural areas, According to NASSCoM and Akamai Technologies, Inc.

### 2.1.3 Some Key Figures

#### Internet Use Rural v. Urban

---

Active internet users living in urban areas	289 M
Internet penetration among urban population	76%
Active internet users living in rural areas	61 M
Internet penetration among rural population	7%

*Table 2.1 Internet use Rural Vs Urban.*

This Suggest that there is a strong need to integrate Rural India, with respect to Internet Usage

## Digital Growth Trends

---

Growth in number of active internet users	+44% (+107 M)
Growth in number of active social media users	+26% (+28 M)
Growth in number of mobile subscription	+13% (+110 M)
Growth In number of active mobile social users	+5% (+5 M)

*Table 2.2 Digital Growth trends.*

The numbers are pointing towards bright future of Internet and thus Digital Marketing, with the launching of various schemes by govern such as Digital India, Start Up India, Stand-up India etc. the digitisation of our society will get a further push.

Also, entry of Reliance Jio, which crossed 16 M subscribers in one month has helped to bring internet to masses in India. Also, network providers have changed their data plans to make it more data centric rather than voice centric.

## Social Media Use

---

Total number of active social media users	134 M
Active social media users as percentage of total population	10%
Total number of active social media users accessing via mobile	97 M
Active mobile social media users as percentage of total Population	8%

*Table 2.3 Social Media use.*

The Shift towards use of Mobile instead of PC, Tablet, Laptop etc to access social media is a clear indicator of moment towards preferability of mobile to access internet. The reason can be attributed to:

1. Ease of operation
2. Mobiles are cheaper as compared to a laptop or tablet
3. Mobiles are evolving everyday

## 2.2 Digital Marketing Strategy

Digital marketing is the promotion of our business or brand using channels such as print, PR, Broadcast, Internet, mobile devices, television and radio in addition to using creative online advertising, video and other such methods to communicate your message on both online and offline mediums.



*Figure 2.3 Degree Branding*

### 2.2.1 Search Engine

**Search engine optimization (SEo)** is way of getting a website to work better with search engines (like Google) and to look for achievable, profitable, ranking opportunities through keyword research. It increases visibility in search engines via relevant copy, quality links, social popularity.

**Search engine marketing (SEM)** is used to encompass different options available to use a search engine's technology, including paid ads. SEM is often used to describe acts associated with researching, submitting and positioning a website within search engines.

### **2.2.2 Displays**

Display advertising is a type of advertising that typically contains text (i.e., copy), logos, photographs or other images, location maps, and similar items. Normal banners, Rich media banner, Interstitials, pops & Standees are example of displays.

### **2.2.3 Mobile Marketing**

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

### **2.2.4 Social Media Marketing**

Social Media refers to any software that enables and encourages engagement in sharing. Popular forms of social media include Facebook, Twitter, LinkedIn, YouTube, Pinterest, Google + and blogs. Now a day's social media has become platform for marketer to make conversation with customers. Brands are now engaging customers through social media.

### **2.2.5 Email Marketing**

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

### **2.2.6 Video**

Marketers use video to make customers aware of brands and to sharing the experience of other customers. YouTube ads are too popular in video ads. In social media platforms also, brands are sharing video generated content to drive engagement



### **2.2.7 Advanced Targeting**

Advanced targeting are techniques target messages to a specific audience. It is used to increase the effectiveness of a marketing campaign. Behavioural targeting is also a part of advanced targeting, here marketer can target the customer based on their past behaviour in online

### **2.2.8 Research and Planning**

Marketer will do some research & Planning to understand the behavior, taste and preference to customers in digital platform. This research may be doing by using paid-tools like ComScore...Etc. Through this research marketer can understanding where Target group is present or what the target group would to do in online. After research marketer will plan new campaigns based on those research reports.

### **2.2.9 Digital Strategy**

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

## **2.3 Types of Digital Marketing**

In normal outbound marketing, we will use pull and push marketing strategy. Like that in digital marketing also pull and push are types.

In **push digital marketing** the marketer sends a message without the recipient actively seeking the content, such as display advertising. Email, text messaging and web feeds with customized contents can be classed as push digital marketing when the

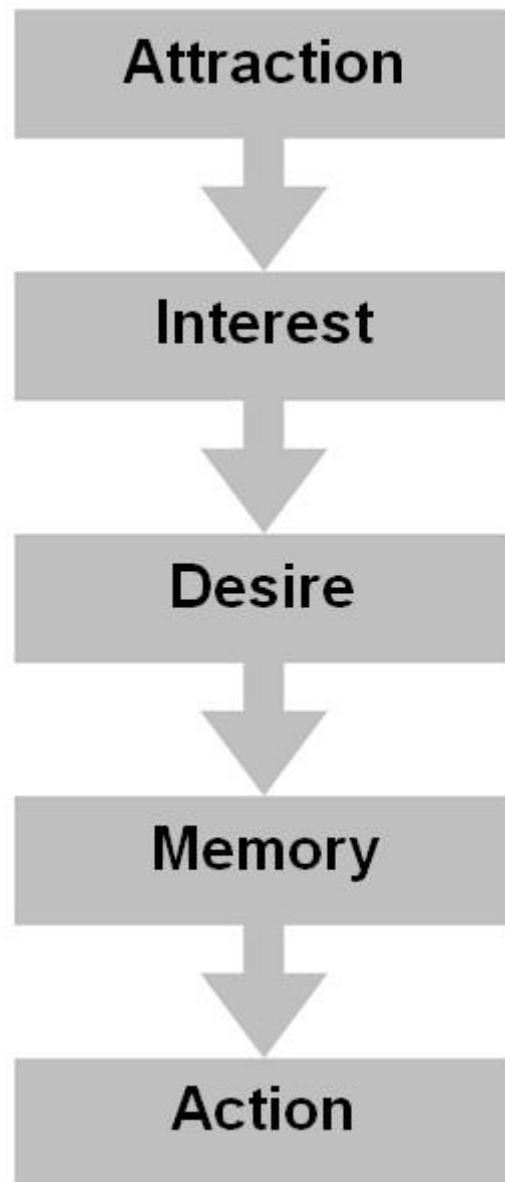
recipient has not actively sought the marketing message. Push marketing allows you to target your demographics and use your marketing dollars to promote your product to the people you know are interested in what you have to sell. A push marketing campaign can be more expensive when it comes to upfront costs, so you really need to be sure that your marketing is going to reach the right people at the right time.

**Behaviour targeting is good example for push digital marketing.**

In **Pull digital marketing** includes blogging, email marketing, social media, infographics and other forms of visual messaging and search engine optimisation (SEo). A pull marketing campaign also includes public relations or other ways of reaching out to potential or already realised customers who you want to keep engaged. While a pull marketing campaign can be less expensive to get started, you will incur costs in other ways. For example, if you are running a social media campaign, you will need to hire someone to manage your social media and respond to people who leave comments or ask questions. Social media gets people talking and that has a major impact on sales. Pull marketing also requires a greater investment in time, but it gives you more ability to entertain your customers and educate them about your company.

## 2.4 AIDMA in Digital Era

AIDMA is widely accepted model describing the process leading up to the consumer's decision to purchase a product. According to AIDMA, there are five key processes: Attraction, in which the consumer first notices the product or advertisement, followed by Interest, Desire, Memory, and Action. This model has been used extensively in the advertising and marketing industries.



*Figure 2.3 AIDMA Model of advertising*

In this model, the key processes are: Attraction, in which the consumer first notices the product or advertisement, followed by Interest. After this, the consumer Searches for information, and then makes a purchase (Action), after which information is shared with others. In comparison to “AIDMA,” the psychological process has become more compact, and the action process has expanded.

These changes are shown how presences in digital are important for brands. Brands can able to create awareness and internet without digital. But it will not lead to action in current scenario. Customers need more information in present era; they are information seeker and always search for best deal.

## **2.5 Advantages of marketing Campaign**

Marketing Campaign is an inherent budgetary component of many organizations today. organizations of all sizes use the medium to promote their products and services. why do so many organizations use the medium? Simply put, it is due to the numerous advantages that online advertising offers. These are discussed ahead.

- **Reach**

The ability of the online medium is to target a many demographic of users is one of the greatest advantages of digital advertising. The geographical reach of the online medium is far greater than that of traditional media. It's not only cost effective to achieve a wider geographic area but the ads can also be targeted to the desired audience. For example, if an advertiser is keen on selling his or her products targeted to a certain demographic of people, it is quite possible through online advertising. Digital advertising has matured to the extent that web publishers, media agencies and advertisers themselves know the optimal ways and websites for a certain category of products or services.

- **Measurement**

Today tools are becoming available, tracking effectiveness of ad campaigns is becoming possible today. In other words, measuring Return of Investment (RoI) is increasingly possible today. organisations that were previously reluctant to spend online, now realise that the online medium does offer means to alleviate any such fears. Moreover, when properly designed online marketing campaigns generate the desired results, advertisers are further encouraged to continue advertising online.

- **Interactive and Engagement**

The Internet is the most interactive and engaging medium among various others. Interactive campaigns have become a norm with the power of the online medium. one such advertisement worth mentioning is the

campaign by AXE where the end user could alter the smile of a woman as he/she liked to i.e. in an interactive framework. The advertisement struck an instant chord with the youth to which AXE the brand is positioned for Customers are basically just a click away from the advertisers. In other words, direct response between end users and advertisers is possible through the online medium.

- **Time**

Through use of Internet, an advertiser can reach a desired target group or demographic in a much shorter time frame. Example, if an advertiser needs to plan some sort of ambush marketing, the online medium can be an effective means of achieving it.

- **Cost**

When compared to traditional forms of advertising, digital advertising is cheaper. Various payment models are available between the advertisers and publishers. Many a time, advertisers are charged only when visitors click on their ads. The various payment models are discussed in detail in the next section.

## 2.6 Digital Advertising: Ad Avenues

- **Search Advertisements**

Advertisements made up of text come under this category. These are backed by hyperlinks that when clicked on, take the potential customer to the advertiser's website.

- **Display Advertisements**

Advertisements that is available at various points on a web page that typically contain logos, photographs, other images or even text. Technologically these comprise of Image, Simple flash and Rich media with& without video ads.

- **Mobile Advertisements**

Advertisements that are important or consumed on mobile phones or tablets come under this category. These comprise of Mobile Web ads, SMS, MMS, Mobile Video & TV ads and In-App ads.

- **Social Media Advertisements**

Advertisements of any type: text, display, stamp pads etc displayed on various social media websites like: Facebook, Twitter, LinkedIn, Pinterest, orkut etc fall into this category.

- **E-mail Advertisements**

Advertisements that involve sending across a commercial message to a group of people using email comprise of this ad type. Emails are used to engage with existing customers to get repeat business as well as to acquire new customers.

- **Video Advertisements**

Advertisements that fall broadly under the display type but have video within them and are served before, during and/or after a video stream on the internet. This type comprises In-Video ads, Standard In-Stream ads (pre- rolls, mid rolls or post rolls) and True View ads.

## 2.7 Monetary term in Digital Marketing

- **Cost –Per- Action (CPA)**

Cost of advertising based on a visitor taking some specifically defined action in response to an ad. “Action” include such thing as a sale, transaction, a customer acquisition or a click.

- **Cost- Per -Click (CPC)**

Cost of advertising based on the number of clicks received.

- **Cost- Per-Thousand (CPM)**

The standard unit for buying or selling Internet advertising. The thousand stands for ‘thousand advertising impression or views’.

- **Pay- Per- Impression**

online advertising where an advertiser pays a pre-agreed price each time a user clicks on their advertisement. The cost for the click is often negotiated through auction, with ad placement determined by the relative size of the bid, as well as other factors.

- **Pay-Per-Inclusion**

Search engine marketing programs that guarantee web site listing for specific keyword search term for a fee.

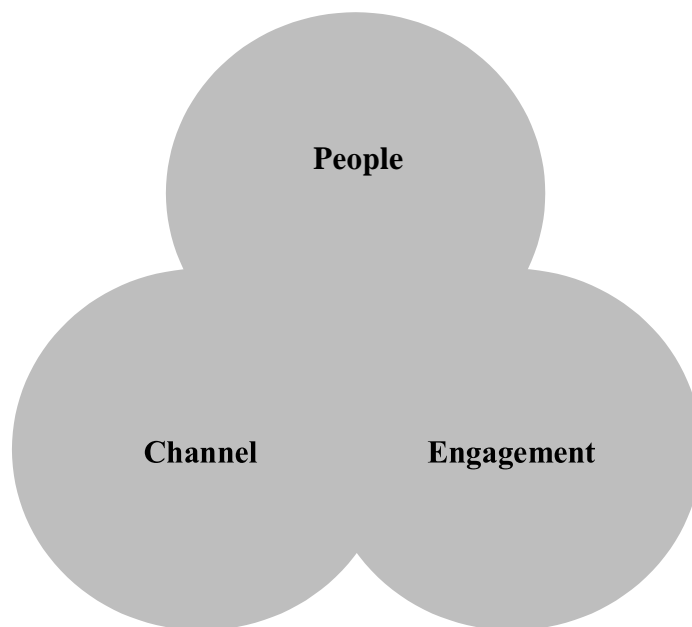
- **Pay-Per-Lead**

Paying to acquire leads from an outside party at a set rate or amount per lead



## 2.8 Branding in Digital Era

I believe marketer is responsible for building a brand or marketer is a custodian for a brand. But while doing internship, I understood marketer is not a custodian, he is a person who guides a product to become a brand.



*Figure 2.5 Branding in digital era*

## **People**

The digital age has democratized individuals. They are no longer passive consumers, but active and creative participants. They expect and believe in the co-creation of an experience, thereby evolving from consumers to users. They are becoming the most credible and reliable source of the true picture of a brand.

Consumers are beginning to seek a relationship of fair exchange between themselves and the businesses where each contributes and everyone gains. Individuals are seeking a multidimensional relationship that provides them with more than just the brand product/service.

The fair exchange relationship is also offering new opportunities to the business to build more human connections. Businesses will have to become receptive to this new age definition of relationship that consumers seek. They may do well to go a step ahead and create an environment that is receptive to this fair relationship.

## **Channels**

With consumers evolving into users and participating in co-creation, it is important for brands to offer those channels and platforms that allow them to participate in this process. Users are seeking channels that offer them more than just digital promotional activities; they want channels that allow them the freedom to be publishers of content, information and data, that give them control over what content they produce and consume, that allow them to co- create brand experience.

The channels also need to be device agnostic. Users are adapting to the usage of different devices throughout the day to execute tasks at hand. They might use a smartphone or tablet to complete functional tasks etc. while on the move, but they use a PC for heavy content creation and research. According to a google research, 90 percent of people move between devices to accomplish a task, with virtually all of them completing their task in one

day. The most popular starting point is the smartphone. In most cases, the tasks are continued on a PC though tablets are also becoming a popular option for continuing social networking and watching videos.

Businesses and brands need to accept that it is the consumer who has become a more credible publisher by virtue of their access to a device which is always on and active. Creating an environment of device agnostic platforms and channels that allow co-creation of content between brands and consumers will address this shift.

### **Engagement**

It is about creating a window with enhanced attention to influence behaviour and motivations. With every business eyeing the opportunity to engage users, it is critical to focus on engagement by increasing brand salience and influencing buyer behaviour and choice. Brands should be able to map a customer's journey to understand where they can add value and create an opportunity to engage them. Brands need to understand that engagement is not about pushing product messages; it is about capturing the imagination and the attention of the user. It is about designing a naturally engaging experience.

Businesses need to understand that digital environment is not about technology but about attention, where the consumer is at the core, armed with powers like never before. Businesses and brands should, therefore, focus on connecting the dots and realize that now, in the digital age, it is all about co-owning a brand.

### **CHAPTER-3 CONCLUSION**

The successful completion of this project indicates that the future of marketing is in the hands of digital. 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.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two-way communication between brands and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers, or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

Similar newer technologies should be tried and tested to keep the innovation budding around as it helps the brand to stay upbeat with its customers.

## REFERENCES

1. RICHARD, F.T., 1996. *A Definition of Advertising*. [online] Available from: <http://public.wsu.edu/~taflinge/addefine.html>
2. MSG, 2003. *Advertising Agencies Meaning, its Role and Types of Agencies*. [online] Available from: <http://managementstudyguide.com/advertising-agencies.htm>
3. WIKIPEIDA, 2017. *Digital Marketing*. [online] Available from: [http://en.wikipedia.org/wiki/Digital\\_marketing](http://en.wikipedia.org/wiki/Digital_marketing)
4. FICCI-KPMG industry report, 2014. *The stage is set*. [online] Available from: <http://www.ficci.com/spdocument/20372/FICCI-Frames-2014-KPMG-Report-Summary.pdf>
5. MEDIANAMA NEWS & ANALYSIS OF DIGITAL MEDIA IN INDIA, 2014. *Group Says Digital Advertising in India Up 30% In 2013; Rs 3402 Cr Expected In 2014*. [online] Available From: <http://www.medianama.com/2014/02/223-groupm-says-digital-advertising-in-india-30-in-2013-rs-3402-cr-expected-in-2014/>
6. FICCI-KPMG industry report, 2014. *The stage is set*. [online] Available from: [http://www.afaqs.com/news/story/40235\\_FICCI-KPMG-Report-2014:-Indian-ME-industry-to-touch-Rs-1785.8-billion-by-2018](http://www.afaqs.com/news/story/40235_FICCI-KPMG-Report-2014:-Indian-ME-industry-to-touch-Rs-1785.8-billion-by-2018)
7. IAMA report, 2013. *DIGITAL ADVERTISING IN INDIA*. [online] available from: <http://www.slideshare.net/TheHWD/digital-advertising-in-india-statistics-trends-2013>
8. MADS, 2013. *Demand Side Platform: What is a DSP and Why You Need one for RTB*. [online] Available from: <http://blackboard.emediate.com/2013/02/demand-side-platform-for-rtb/>

9. RAN JU,2013. *online Advertising Explained: DMPs, SSPs, DSPs and RTB*. [online] Available from: [http://www.kbridge.org/en/online-advertising-explained-dmps-ssps- dsps-and-rtb/](http://www.kbridge.org/en/online-advertising-explained-dmps-ssps-dsps-and-rtb/)
10. World Population Statistics, 2013. *Indian Population*. [online] Available from: [http:// www.worldpopulationstatistics.com/india-population-2013/](http://www.worldpopulationstatistics.com/india-population-2013/)
11. India online, 2014. *Indian population*. [online] Available from : <http://www.indiaonlinepages.com/population/india-current-population.html>

- Study on Various Ways of Marketing Campaign for Pearl Candy

*by*  
Swadhin  
Khanna

---

**Submission date:** 31- May- 2019 04:43PM (UTC+0530)

**Submission ID:** 1137820686

**File name:** Sem 4-Project-Study on Various ways of Marketing .doc (591.5K)

