TO UNDERSTAND SOCIAL MEDIA MARKETING AND HOW TO PROMOTE DIFFERENT PAGES THROUGH INSTAGRAM AND FACEBOOK

Master of Business Administration

By

Mohd Shahnawaz

(Roll No.2k17-MBA-046)

Under the Supervision of

Asst. Prof. Rajan Yadav

DELHI SCHOOL OF MANAGEMENT

DELHI TECHNOLOGICAL UNIVERSITY

April 2019

DECLARATION

I, **Mohd Shahnawaz**, hereby declare that the thesis entitled "**To understand Social Media Marketing and how to promote different pages through Instagram and Facebook"** in fulfilment of the requirements for the award of the degree of Master of Business Administration which is submitted by me to the Delhi School of Management, Delhi Technological University, New Delhi has been done by me and that, to the best of my knowledge and belief, it contains no material previously published or written by another person nor material which has been accepted for the award of any other degree or diploma, Associateship, Fellowship or other similar title or recognition. This is the original work and is the result of my own efforts.

Dated: 24-04-2019

Place: New Delhi   **Mohd Shahnawaz**

CERTIFICATE

On the basis of the declaration submitted by Mohd Shahnawaz, a student of MBA-Executive, I hereby certify that that the project report titled "**To understand Social Media Marketing and how to promote different pages through Instagram and Facebook"**

which is submitted to the Delhi School of Management, Delhi Technological University, New Delhi in partial fulfilment of the requirements for the award of the degree of Master of Business Administration, is an original contribution with existing knowledge and faithful record of research carried out by him under my guidance and supervision. Certified further, that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

Dated: 24th, April 2019   **Asst.   Prof. Rajan Yadav**

Place: New Delhi   **DELHI SCHOOL OF MANAGEMENT**

                                                                      DELHI TECHNOLOGICAL UNIVERSITY

ACKNOWLEDGEMENT

Words are indeed inadequate to convey my deep sense of gratitude to all those who have helped me in completing this summer project to the best of my ability. Being a part of this project has certainly been a unique and a very productive experience on my part.

I am grateful to **Asst**. **Prof.Rajan Yadav,** Delhi Technological University for making all kinds of arrangements to carry the project successfully and for guiding and helping me to solve all kinds of queries regarding the project work. His incomparable guidance has inspired the pace of the project largely. I am also grateful to my mentor and other seniors/colleagues whose time to time guidance helps me to complete the report effectively.

In the end, I would like to express my utmost gratitude towards my Parents, whose tremendous help and support is my biggest inspiration.

Dated: 24th, April 2019

Place: New Delhi   **Mohd Shahnawaz**

TABLE OF CONTENT

EXECUTIVE SUMMARY

The project is pursued as a part of MBA at **"Delhi school of Management".** The project is done under expert supervision and guidance of **Asst Prof. Rajan Yadav.** The Project is about the Social Media marketing, especially **Instagram and Facebook- Marketing and Analysis**.

The main aim was to understand Social media marketing and how to promote different pages of **India Web Portal** through Instagram and Facebook platforms. It provides the details and insight of the different web portals the company works on. Main objective was to know the need of the audience and how to increase the traffic on social media platform with proper analysis and marketing in an organic way.

Thus, it gave me the opportunity to learn about the various ways of promoting and handling the web portals in an organic way on different social media platforms which made the task a bit easier as we could drive the traffic and reach in a better way. This is divided in 4 phases:

1. Services knowledge: This included the theoretical knowledge about the digital marketing field and services which needed to be promoted and marketed.

2. Increasing the reach of audience on Social media Platforms: This included the implementation of the knowledge imparted to me and the test of my digital marketing skills, marketing skills. This also enhanced our interpersonal skills and confidence level.

3. Research part: Research is done for finding different methods to stand ahead in the web portal field.

Chapter-**1**

Introduction

INTRODUCTION

India.Com brings together partners in ZEE, PMC, and United Internet that own and operate successful content brands and distribution businesses across television, print, and the internet, and have technology.

Since its launch in Q1-Q2 of 2011, India.com has gained significant market positions in several key content categories, including entertainment, news and sports. In addition, in Q4 of 2011, India.com launched transactional brands in the automotive and educational spaces that have the potential to drive significant revenue streams for the business.

With a stable technology infrastructure in place, experienced content teams, and new transactional businesses, the company will continue to leverage new ways to promote its assets through Zee's powerful media assets. With 28 million unique users in less than two years of existence, India.com is one of the fastest growing internet companies in India.

India.com – We offer a plethora of content to suit the sensibility of the new-age Indian.

The India.com network of websites includes:

- Zeenews.com
- dnaindia.com
- Bollywoodlife.com
- Cricketcountry.com
- OnCars.in
- BGR.in
- Prepsure.com
- Careerfundas.com
- TheHealthsite.com
- Travel.india.com
- Wionews.com
- Zeebiz.com

LITERATURE REVIEW

Digital marketing:

According to Garder's survey (2013), the top priority in digital marketing investment will be to improve commerce experiences through social marketing, content creation and management and mobile marketing. Key findings also revealed that a companies' marketing success relies mostly on their website, social marketing, and digital advertising, which are all parts of digital marketing. In addition, savings made by using digital marketing can be reinvested elsewhere.

Content Market:

Going by that idea Pulizzi defines (2008) content marketing as "the art of understanding exactly what your customers need to know, and delivering it to them in a relevant and compelling way to grow your business".

Content marketing is creating rich contents targeting potential audience and sharing via content marketing platforms to inform, educate them without selling. Thus, content marketing is expanding by answering customary issues with the right kind of content in front of the right kind of audience.

Content marketing communication strategies

Pulizzi (2008) highlights a good content marketing strategy is ways in which to understand problems and concerns of customers and offering best solutions and to transferring trusted knowledge.

Marketing communication strategies are very important nowadays than before. An optimized informative content can connect with customers and enabling them to interact with. Therefore,

effective and efficient content marketing strategies will influence customer's positive interaction with a product and service even it will increase investment of returns.

SCOPE OF THE STUDY

This study aims at knowing the different ways of doing digital marketing. How one can make their web portals looks more affective and prominent with the growing world of digital media.

This study helps me to get the reality check of a market where actual comparison between the classroom knowledge and the real situation can be done. By just learning theory and facing actual situations' concepts and practices might vary. The study helps to understand the different concepts of digital marketing, but while implementing it might differ from situation to situation.

This study helps to understand and know how to deal with different kinds of audience and to keep them engaged on the portals through proper content and postings.

It also helped in knowing how organically one can increase the traffic on the pages of different social media platforms and how to make them more representative.

OBJECTIVE OF THE STUDY

- To study the role of digital marketing in India Web Portal Private Limited.

- To study the different criteria of digital marketing services.

- To analyze the approach which help them to get more business?

- To know how to do Instagram, Facebook, LinkedIn marketing and posting on these platforms to increase the traffic over there.

- To know the right way of writing a proper content for the audience.

- To be able to recognize the target audience for the different pages so as to promote accordingly.

RESEARCH METHODOLOGY

The descriptive research design is used for analyzing and studying the process of Digital Marketing and analysis. It is very simple & more specific than explanatory study.

The descriptive study is a fact-finding investigation with adequate interpretation. The descriptive study aims at identifying the various characteristics of a problem under study. It reveals potential relationships between variables and also setting the stage for further investigation later. The results of such research are not usually useful for decision making by them, but they can provide significant insight into a given situation. Although the results of qualitative research can give some indication as to the 'why', 'how' and 'when' something occurs, it cannot tell us 'how often' or 'how many'.

For this Project the descriptive study helped in knowing where the Web Portals are lacking and why other pages have more traffic and engagement then their pages.

As the research conducted was observatory there was no questionnaire and hence no sample size or data interpretation was to be done.

Data Sources:

Primary Data: -

It is a firsthand data which is collected by you only. The different way of collecting primary data is personal interview, questionnaire, survey etc. As my project is descriptive study there is no primary data collected as such.

Secondary Data:-

Secondary data is collected from already existing sources in various organization broachers & records. Secondary data for the study were collected from the magazines, websites & other previous studies.

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

Chapter-**2**

Details of the Organisation

INTRODUCTION OF THE COMPANY

India Web Portal Private Ltd (IWPL) is a leading digital media company founded in 2010. It is a JV of Zee Entertainment Enterprises Ltd, which is one of the leading Media Companies in India and Penske Media Corporation, which is a US based digital & publishing giant. IWPL engages audiences through various genres of content, publishing more than 13 digital brands, reaching more than 8 million consumers monthly. IWPL is the fastest growing and the 2nd largest content publisher in India. Our Mission is to become a premier mobile and digital platform in India.

IWPL brands include: -

- **india.com**
- **Bollywoodlife.com,**
- **CricLife.com,**
- **TheHealthSite.com,**
- **BGR,**
- **Prepsure.com,**
- **Oncars.in**

- **Itripto.com**

The company is headquartered in Mumbai and 3 regional offices in NCR, Bangalore & Kolkata. IWPL is passionate about building an organization that is valued by its Customers, employees, business partners, investors and the community at large. Our management team comprises accomplished professionals from leading organizations. Each member brings deep business acumen and domain expertise, which enables us to drive out-performance in our businesses. India.com is not only a fun place to work at, but also a high performance driven organization that has strong emphasis on innovation, we believe in trying and failing rather than not trying at all. Strong work ethics, diversity and inclusion are imbibed in our work culture. We are home to the most finely digital media professionals and we are constantly in search of experienced professionals to infuse fresh ideas into the system. Fresh talent with the right spirit and creativity are warmly welcomed in the organization.

- **Website   :   http://www.india.com**
- **Industry: Internet**
- **Type   :   Privately Held**
- **Headquarters   : 8th floor, Vishwaroop IT Park Near Vashi Railway station NaviMumbai, Maharashtra 400703 India**
- **NCR office: Film City, Sector 16A, Noida, Uttar Pradesh 201301**
- **Company Size   : 201-500 employees**
- **Founded   :   2010**

PRODUCTS

Be it entertainment, politics, sports or viral, India.com have all the latest news updates!

From Celebrity News, Gossips and Style statement, it's BFF for the audience.

CricLife is a chilled-out lounge for cricket fans — a one of a kind cricket website. Not only Cricket but it captures all the various sports related news too.

- TheHealthSite.com is India's largest health site focusing on fitness, beauty, health, pregnancy and more. One can get credible information from experts on Diet & Fitness, Beauty, Sexual Health, Diseases, Pregnancy, Children's health, Parenting and more!

BGR.in is India's number one technology news, reviews and opinions destination.

Prepsure.com offers Entrance Exam Preparation Guidance & Tips.

OnCars.in is a pit stop for all your car needs. It doesn't matter if you're an enthusiast or a simple car lover, a serious car buyer or just the guy doing his research - there's everything for everybody here.

The world is full of places waiting to be explored. This site will help you discover the destinations that appeal to you the most.

PROCESSE OF WORK:

Understanding of the various communication mediums

Holistic Approach towards project execution

Sound Project Management

Proactive Issue Tracking and Resolution

Continuous focus on objectives

Ability to deliver an end-to-end solution

FACILITIES AT INDIA.COM

Facility management or facilities management or FM is a management discipline concerned with the integration of processes within an organization to maintain and develop agreed services which support and improve the effectiveness of its primary activities.

The Facilities at INDA.COM are as follows:

Cafeteria Facility: - The cafeteria of India.com is managed by the admin department. The cafeteria ensures the hygiene and taste both while serving the food. It also has variety which is loved by all the employees.

House-Keeping Facility: - The House-keeping facility is there to keep a check on the hygiene of the employees working there by cleaning and dusting the office as and when required. Failure to do so may lead to unhealthy condition leading to employee fall sick, injury, loss of business, prosecution and insurance claims. The confidence of customers and investors in the business may also be affected by adverse publicity from safety lapses.
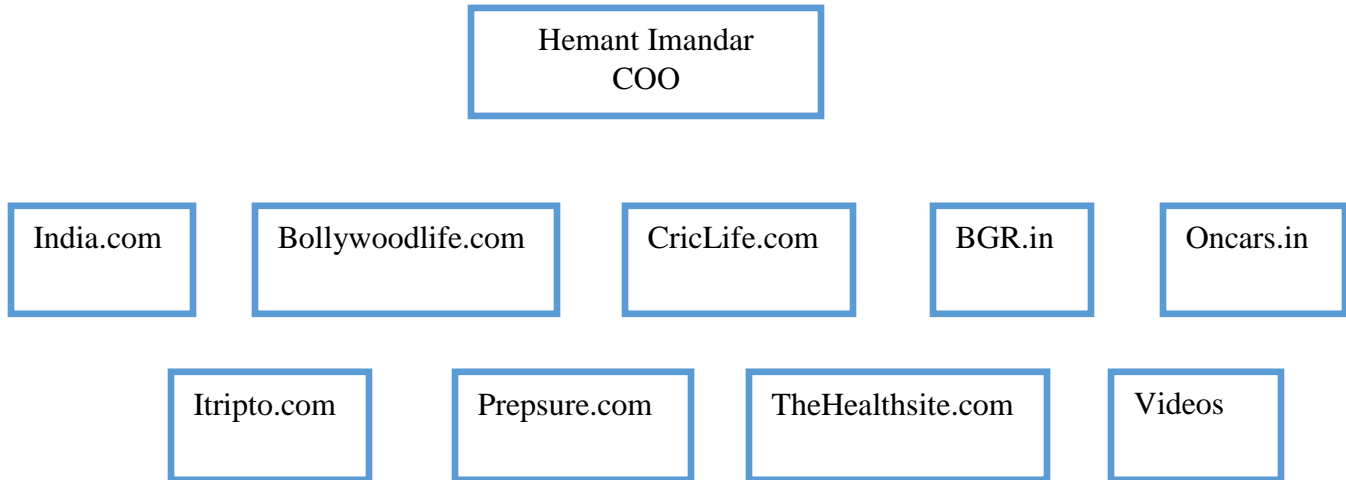
Security Facility: Protection of employees and the business often comes under the control of the facilities, in particular the maintenance of security hardware. Manned guarding may be under the control of a separate department.

Fire safety Facility: -The threat from fire carries one of the highest risks to loss of life, and the potential to damage or shut down a business. The facilities management department will have in place maintenance, inspection and testing for all of the fire safety equipment and systems, keeping records and certificates of compliance.
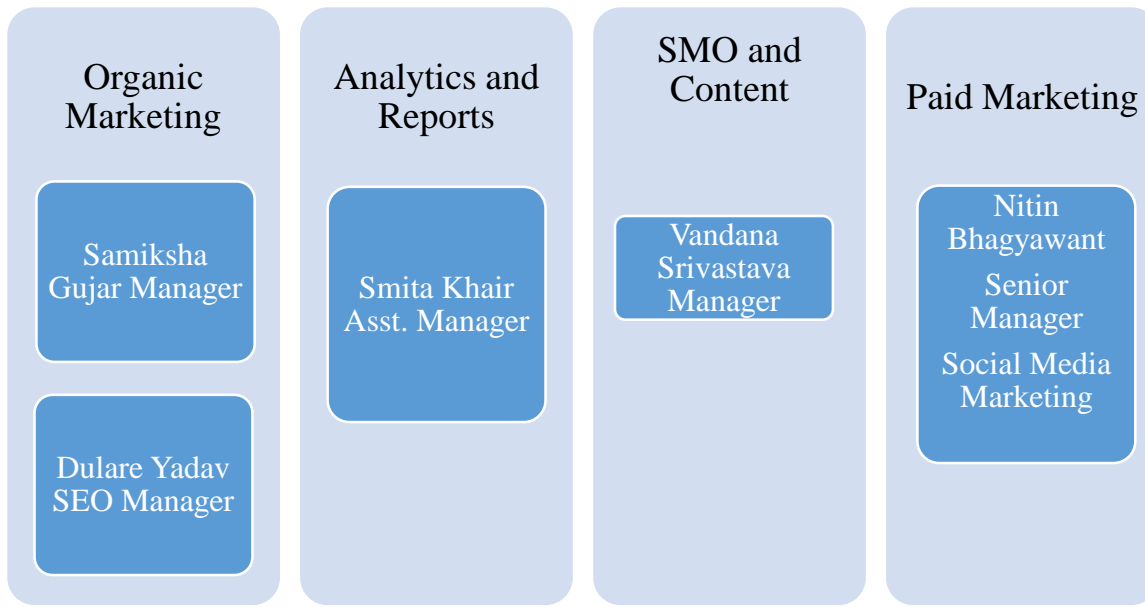
Vendor Management: - The vendor management facility deals with the preparation of and providing work stations to every employee in the office to perform his/her job, it also arranges the official tour for the employees be it domestic or international and also arrangement of events.

ORGANISATIONAL STRUCTURE

Different levels under COO:

Hemant Imandar
COO

| India.com | Bollywoodlife.com | CricLife.com | BGR.in | Oncars.in |

| Itripto.com | Prepsure.com | TheHealthsite.com | Videos |

Different levels of Digital Marketing

Organic Marketing	Analytics and Reports	SMO and Content	Paid Marketing
Samiksha Gujar Manager	Smita Khair Asst. Manager	Vandana Srivastava Manager	Nitin Bhagyawant Senior Manager Social Media Marketing
Dulare Yadav SEO Manager			

ORGANISATION CULTURE

The Company believes in an open system where one has ample opportunities to grow along with organization. We believe in working as a group rather than an individual towards the attainment of the goals.

ORGANISATIONAL GROWTH

Since its launch in Q1-Q2 of 2011, India.com has gained significant market positions in several key content categories, including entertainment, news and sports. In addition, in Q4 of 2011, India.com launched transactional brands in the automotive and educational spaces that have the potential to drive significant revenue streams for the business.

With a stable technology infrastructure in place, experienced content teams, and new transactional businesses, the company will continue to leverage new ways to promote its assets through Zee's powerful media assets. With 28 million unique users in less than two years of existence, India.com is one of the fastest growing internet companies in India. India.com – We offer a plethora of content to suit the sensibility of the new-age Indian.

SWOT ANALYIS

Strength:

- Social leads on Twitter and Facebook.

- Web portal company promoting their own site in different sectors rather than working for other agencies.

- Promoting all sectors under one roof (Bollywoodlife.com, cricketcountry.com, oncars.in, bgr.in, itripto.in, india.com etc.)

Weakness:

- Branded traffic is lesser than non-branded traffic.

- Paid promotion is required for creating traffic but on the other hand the revenue through it is less as compared to organic promotion.

- Some people have the perception that india.com publishing more celebrity/entertainment news

- Pay scale is towards the lesser side affecting the growth of the company.

Opportunities:

- Growth of digital and social marketing gives a lot of scope for growth of business.

- Huge opportunity in Regional Languages space.

- Better usage and interaction with online and mobile mediums.

Threat:

- No proper caption or hash tags can reduce the followers on Instagram and similarly on other social media platforms.

- Very few competitors yet big sharks already in the market providing those kinds of services.

Chapter-**3**

Analysis of Data & Tasks Performed

DIGITAL MARKETING OVERVIEW

Meaning:

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, and television and radio advertisement.

The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), accurate targeting and excellent reporting.
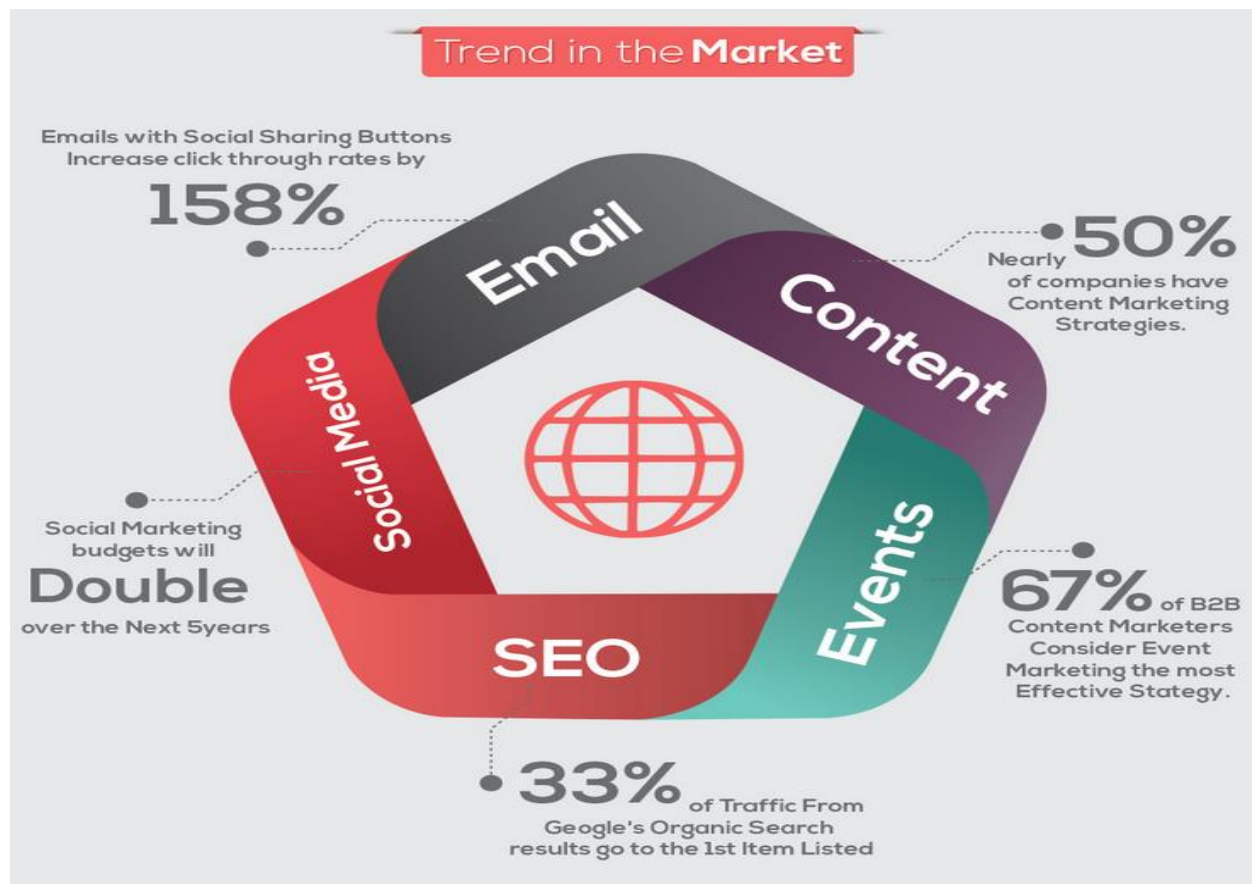
Fig 1: Trends in the Social Media

DIGITAL MARKETING CHANNELS

SEO (Search Engine Optimization)

Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines.

As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Promoting a site to increase the number of back links, or inbound links, social book marking, directory submission is the SEO tactic.
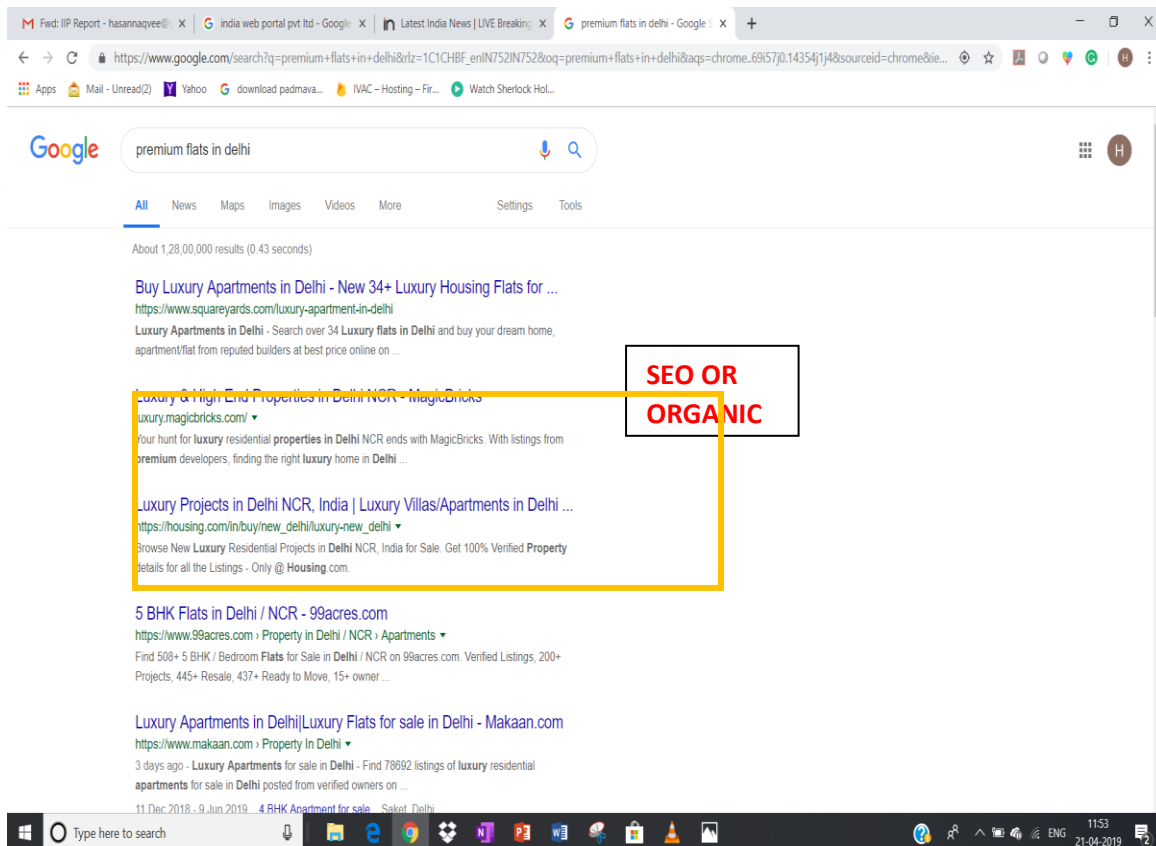
Fig 2: SEO or Organic Explanation

SEM (Search Engine Marketing)

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising.[1] SEM may use search engine optimization (SEO), which adjusts or rewrites website content to achieve a higher ranking in search engine results pages, or use pay per click listings.
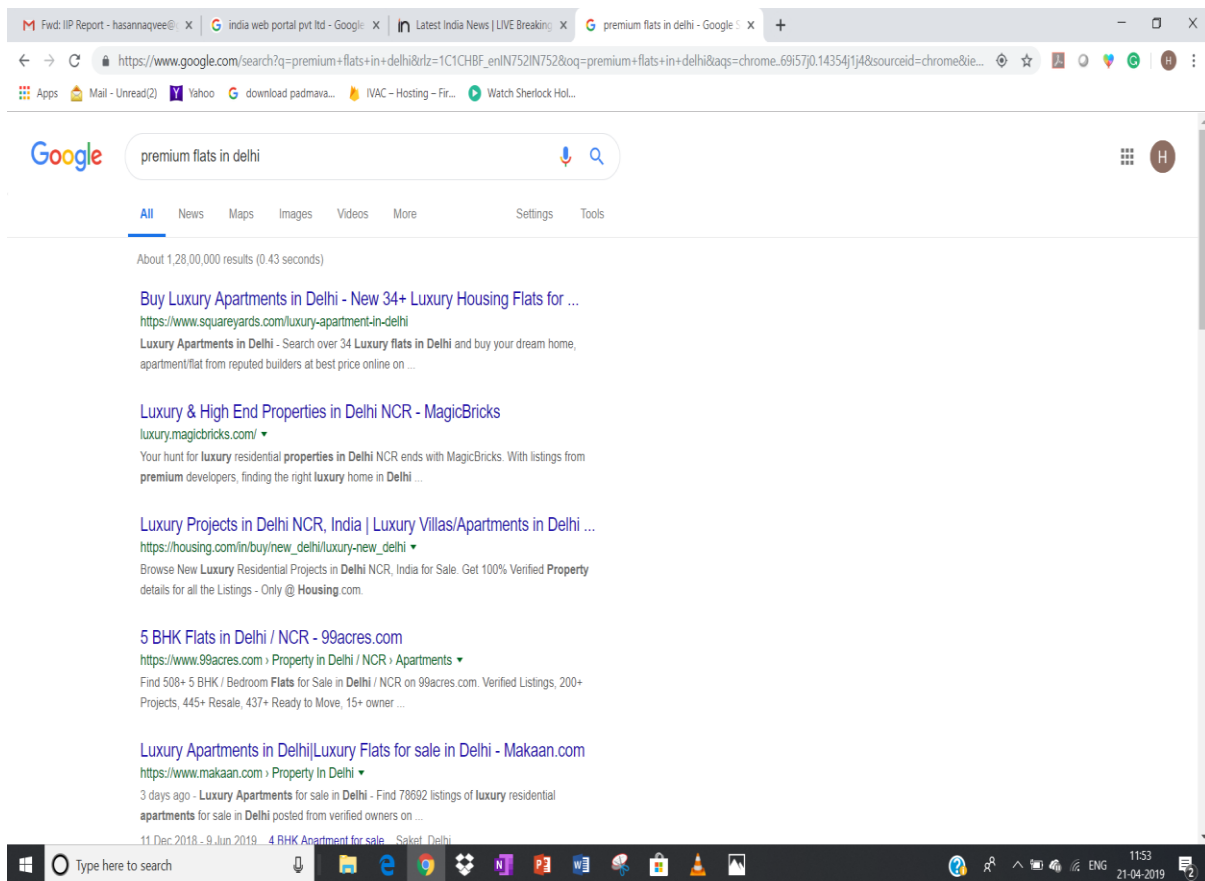
Fig 3: SEM Explanation

SMM (Social Media Marketing)

Fig 4: Different Social Media Platforms

Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it across their social networks. The resulting electronic word of mouth (eWoM) refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media.

ENGAGEMENT

In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or an idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

Online Marketing – Portal

Portal

- A web portal is a web site that brings information together from diverse sources in a uniform way. Usually, each information source gets its dedicated area on the page for displaying information (a portlet); often, the user can configure which ones to display.

- Apart from the standard search engines feature, web portals offer other services such as e-mail, news, stock prices, information, databases and entertainment. Portals provide a way for enterprises to provide a consistent look and feel with access control and procedures for multiple applications and databases, which otherwise would have been different entities altogether.

Fig 5: Multiple Web Portal Solutions

PRIMARY PLATFORMS USED BY INDIA WEB PORTAL PRIVATE LIMITED

INSTAGRAM
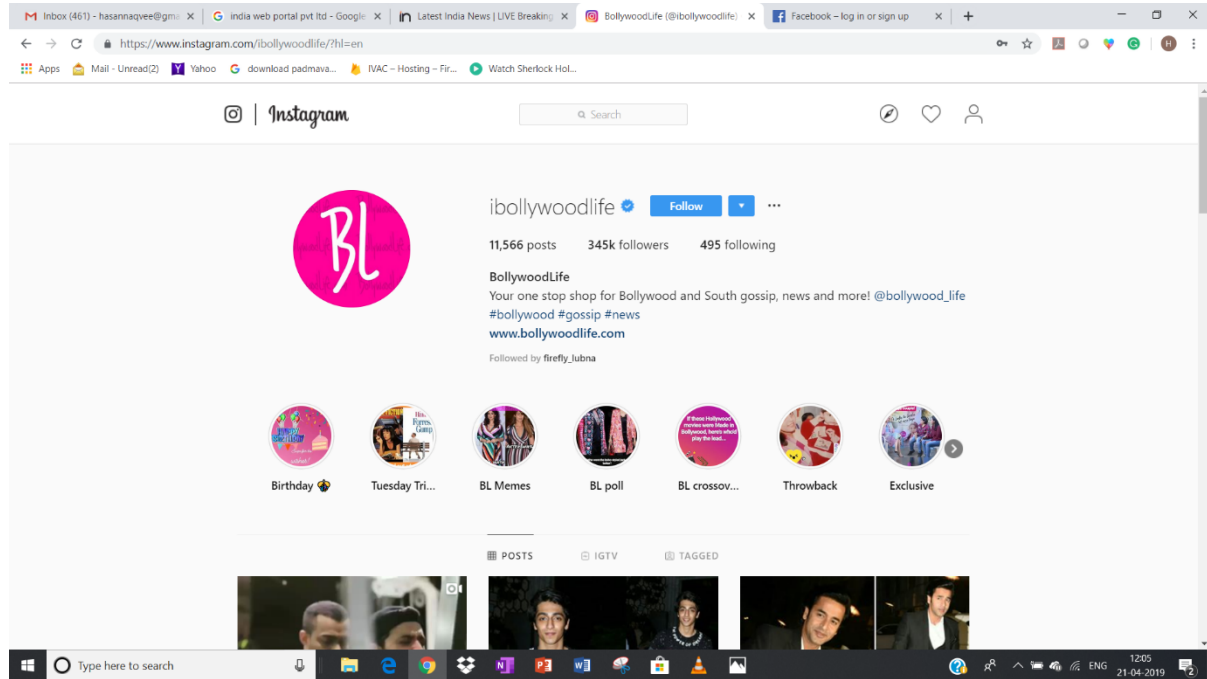
Fig 6: Instagram Page of Bollywoodlife

Instagram, the new revolutionary photo-sharing program, making it easier than ever to share your best pictures with the world. The social media program allow you to upload, add digital filters, and then post your pictures on your Instagram-feed, as well as other social networking sites. You can connect your Instagram account with Facebook, Twitter, Tumblr, Flickr, Foursquare and your email account. This makes it easy to share your pictures on multiple platforms all at once.

FACEBOOK MARKETING
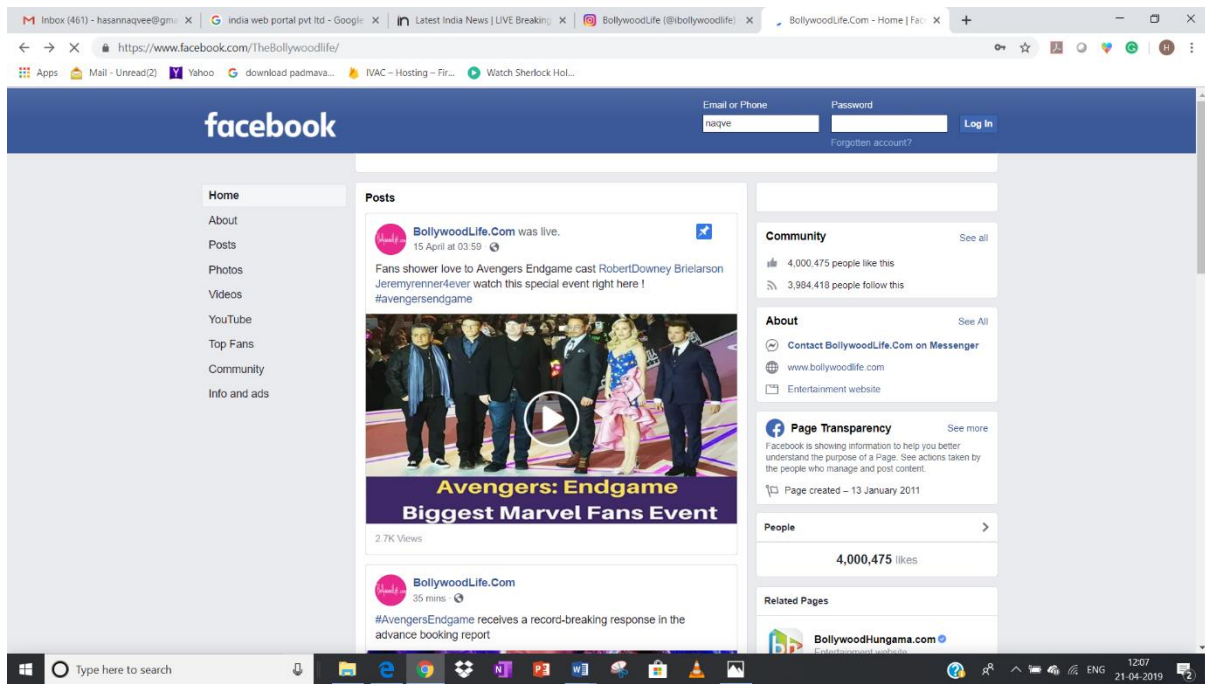
Fig 7: Facebook Page of India.com

Facebook is the world's *most* popular social network for both businesses and individuals. With over one billion users, your friends and fans are likely already using the platform -- and you should be too!

In fact, people are **51% more likely to make a purchase after "liking" a brand on Facebook.** Face book marketing requires a good intellects and unique thinking to make the post effective.

In face book marketing in fact in visual /web marketing your content speaks a loud that is why make sure your content should be relevant to your audience and business.

SECONDARY PLATFORMS USED BY INDIA WEB PORTAL PRIVATE LIMITED

TWITTER MARKETING (A game of 140 characters)

Twitter's flexible, real-time platform allows you to get creative and drive results at the same time. Whether you're looking to drive sales, increase brand awareness or launch a product. Twitter marketing is not much popular than face book but still it has an impact on audience
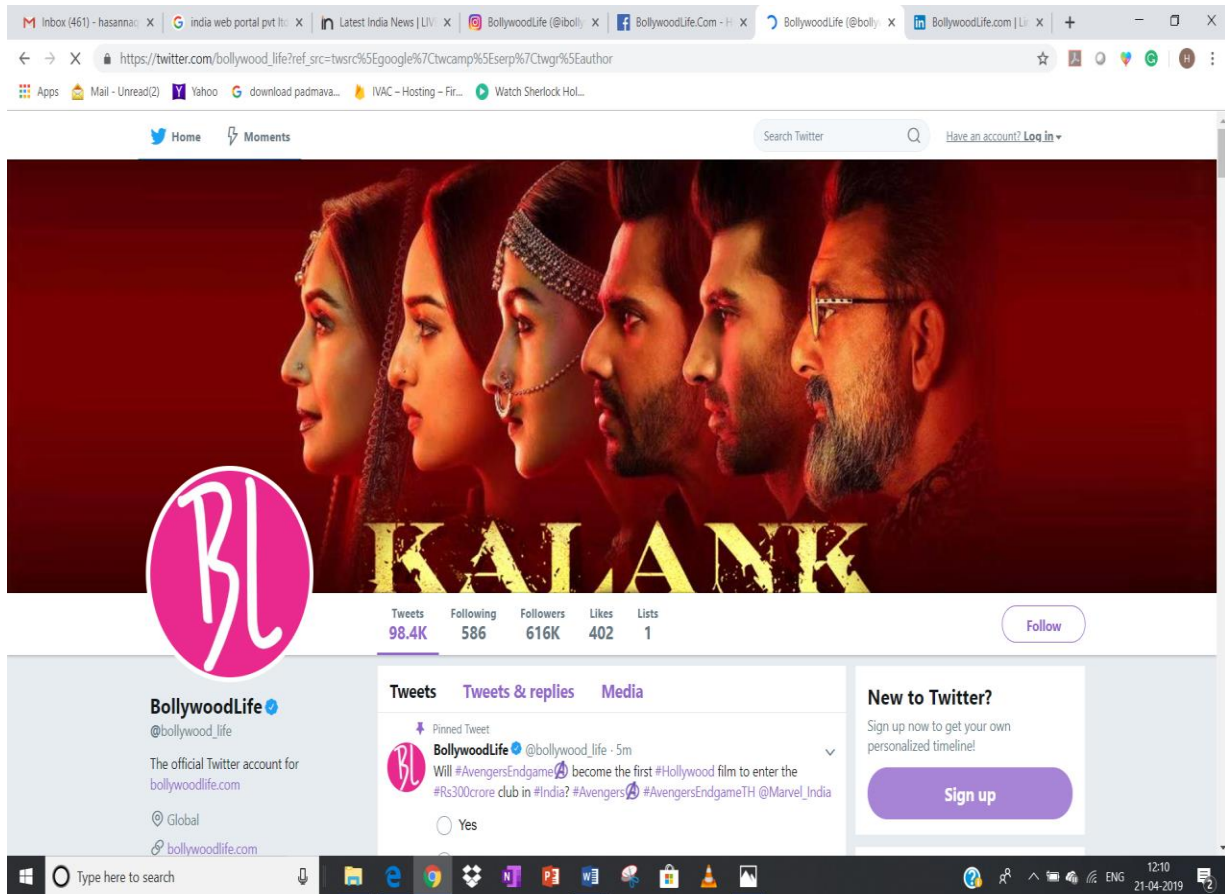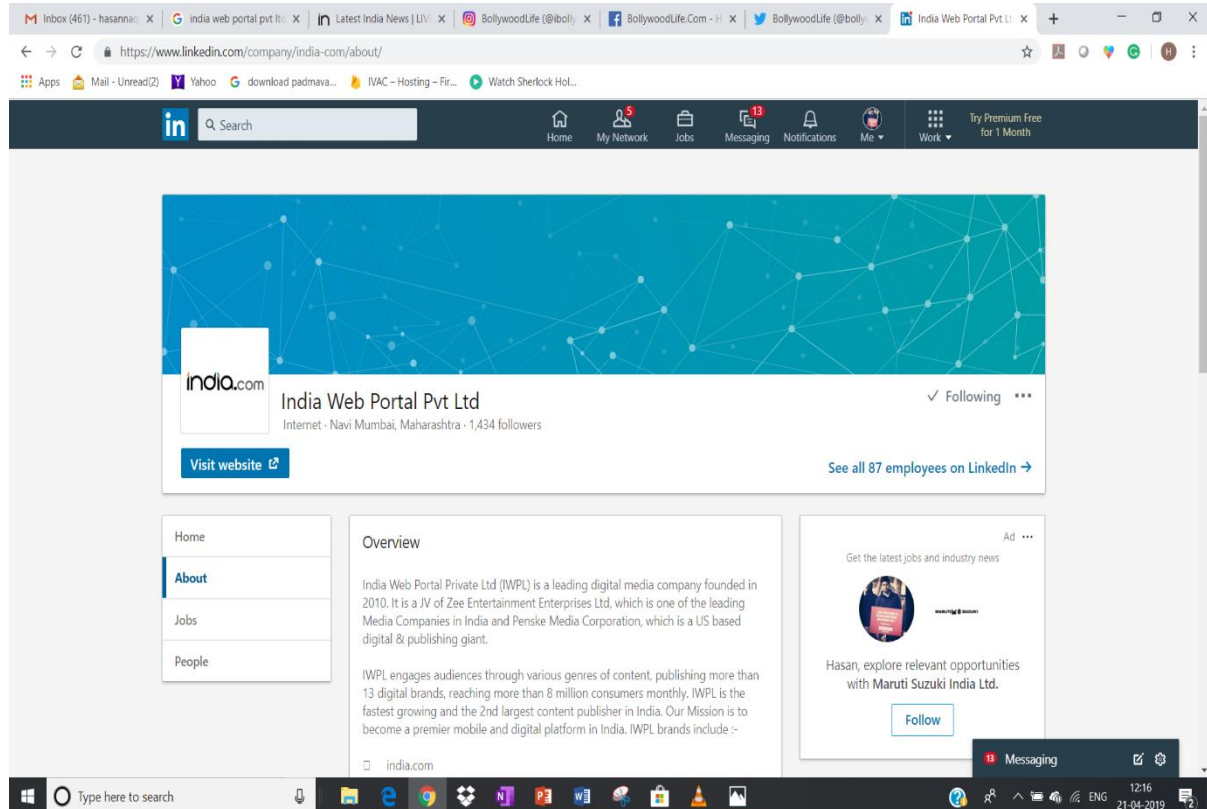
Fig 8: Twitter Page of Bollywoodlife

LINKEDIN MARKETING

LinkedIn is the world's largest social network for professionals. With over 161 million registered users in more than 200 countries, more than two million companies have created LinkedIn Company Pages to vie for their attention. If you are in B2B business this platform is very useful for you to connect with companies' directors and marketing person.

Fig 9: LinkedIn Page of India.com

YouTube

YouTube is a video Social Networking site, and the 2nd most popular search site on the Internet after Google, who owns YouTube. YouTube video watching is a significant activity on the Internet, with over 1 billion visits to YourTube daily and over 100 million videos watched daily. And it's easy for anyone who sees our video to rate it and share it with his Social Network.
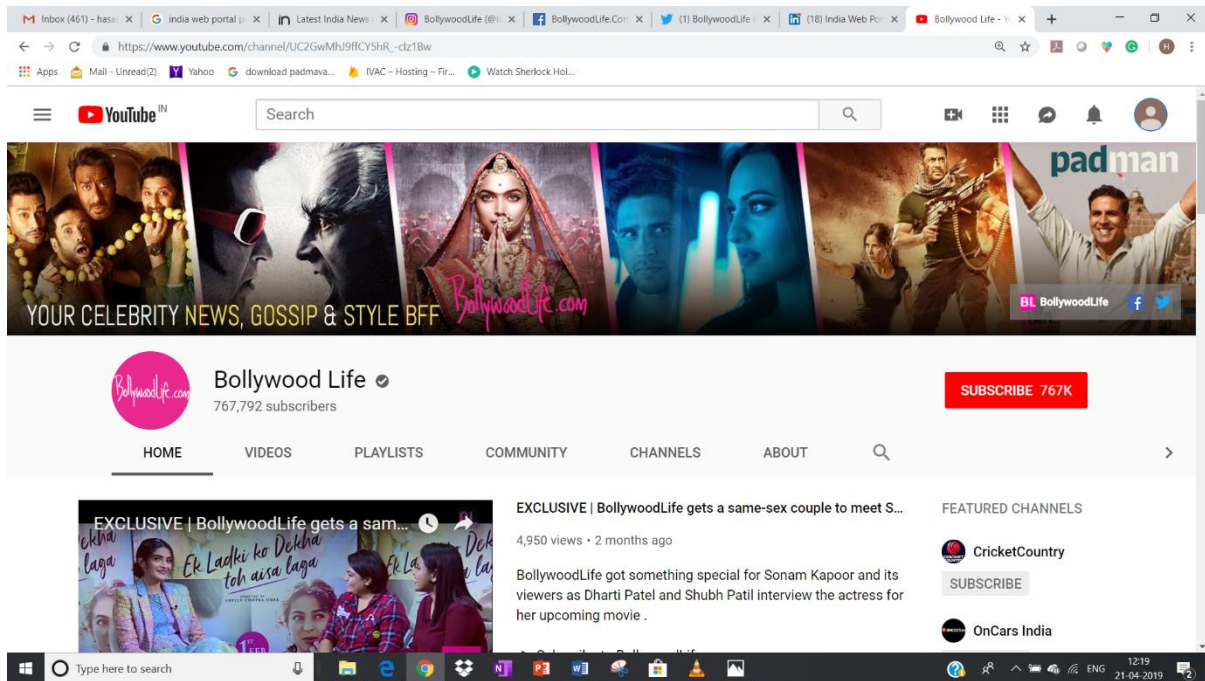

Fig 10: Bolywoodlife YouTube page

TASKS:

- Most important task is increasing the Instagram followers of different pages of India Web Portal Private Limited.

- How to increase the traffic organically.

- Plan ideas and do brainstorming to make the page and content work.

- To give statistics of how many people have checked the profiles and visited their content.

- To research about different competitors to keep a check on what and how their portals are working.

- To post Instagram videos on Facebook taken from official accounts.

- To find the relevant hash tags to be use while posting

- To learn the audience behaviour

TASKS EXECUTION

Competition Analysis

Analysis of various social media competitors like missmalini, bollywoodhunguma, ntvgadegts, verge, cardekho, autocar timesofindia, skyscannerindia, cnttraveler, of our pages to check their per day posting and the trend they following to get the traffic.

1. Instagram Marketing

Through various Instagram techniques like which hash-tags are popular and can be used to get the maximum followers, which audience has to be target and what to post to drive the traffic on the page.

Thumb Rules Followed:

- It should be the delight for the eyes.

- Pictorial based post as it drives more engagement than videos.

- Pages like Travel should have micro stories or description about the picture providing readers with insights.

- Encourage audience involvement by posting call for action posts.

- Show off your publisher brand and value.

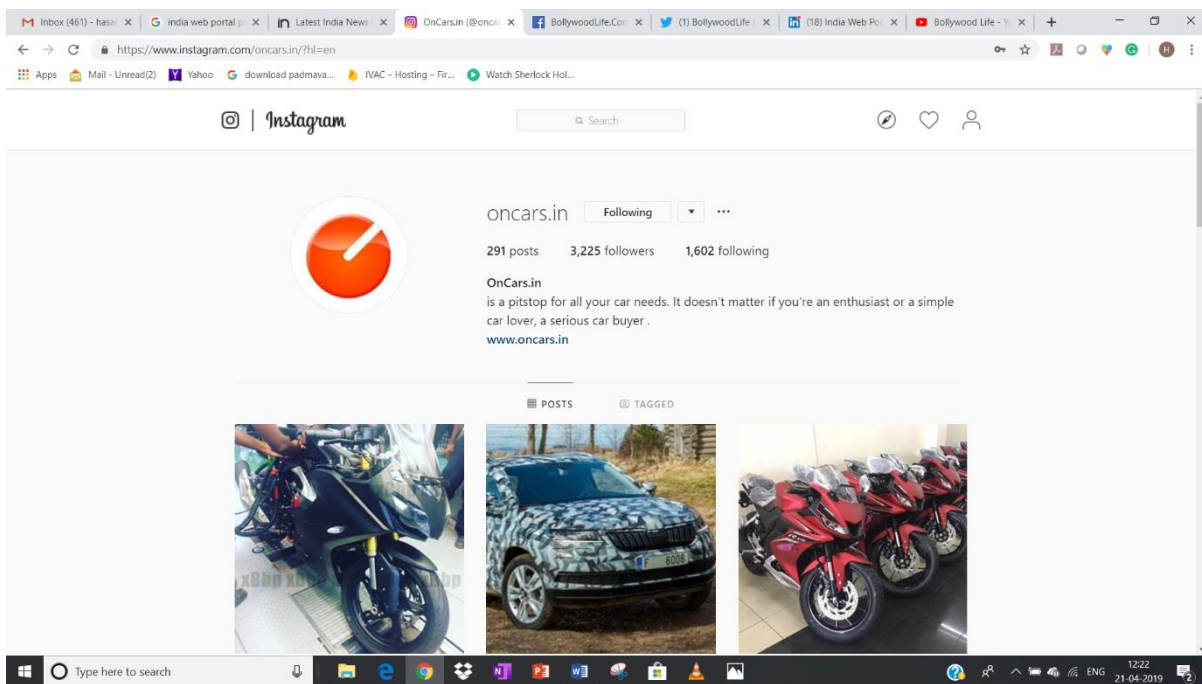- Videos of Instagram should be in vertical view rather than horizontal and not more than 50 sec.

Fig 12: Instagram official page of Oncars.in

2. FACEBOOK MARKETING:

In face book marketing in fact in visual /web marketing your content speaks a loud that is why make sure your content should be relevant to your audience and business.

So what we have today!!!!

Fig 14: Facebook work

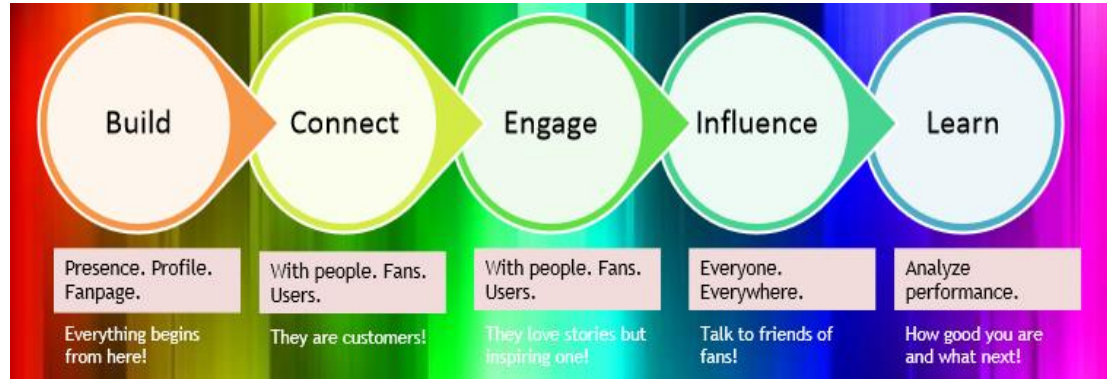**Thumb rules:**

- Emphasize on visualization. Rich visuals make the best content and the best timelines.

- 'Highlight' posts to give them the full width on Facebook. To make it more attractive

- 'PIN' posts, these posts stay at the top of the feed promoting posts.

- Ensure FB apps have relevant info; your audience is looking for.

- Analyze what works, and what doesn't work: Face book Insights.

OTHER PLATFORM TAUGHT:

TWITTER MARKETING:

Twitter allows companies to promote their products in short messages known as tweets limited to 140 characters which appear on followers' Home timelines.
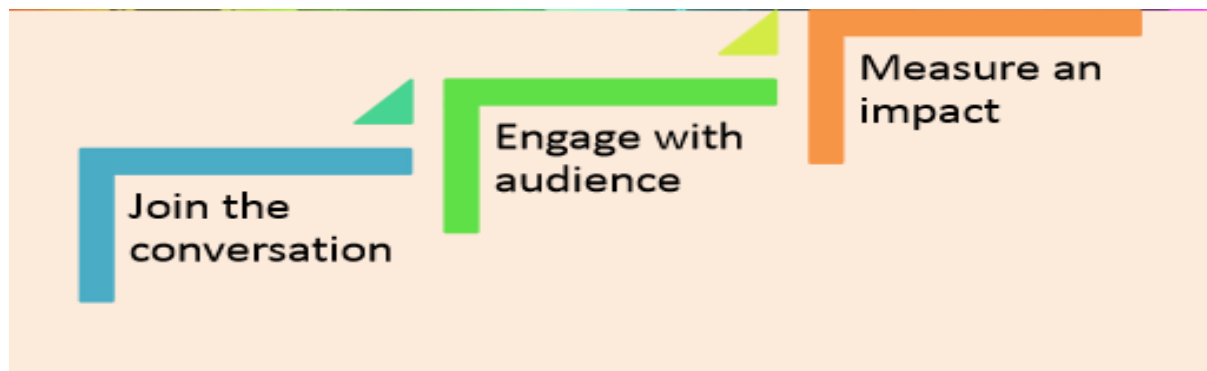
So what we have today!!!

Fig 18: Twitter work

Thumb rules:
- Remember, you just have 140 characters to play around. Compose your message within 120 characters or less and leave atleast20 characters so that others can re-tweet (RT).
- Utilization of # hash tags Tweets with hash tags get twice the engagement of those
  Create a list of #Hash tags relevant to your brand Build a campaign around those #Hash tags and invite followers to re-tweet.
- Posts with images have double the engagement of those without even though users can't see them until they click on them. It creates an interest among the audience.

Chapter-**4**

Conclusion

<u>SUMMARY</u>

This project helped me to understand how the digital media business works. The various departments and its functions and how all are interrelated to each other. India Web Portal Private Limited is a Mumbai based Digital Media firm which shows me the complete process of how they work at each functional level, especially about the digital marketing as it was my intern profile. It is a basic process for which intensive research is to be conducted to find out the target audience.

 The digital marketing process starts from research and ends at project closure. This project has made me understand the various key- points which is considered to do Digital Marketing of a web portal and how to make your page more effective.

The company helped me to understand the business. Social networking sites users of Face book, Instagram or Twitter have become a personal, product and corporate branding hub in India nowadays in digital era. Every brand that exists on social networking sites has the same core features and benefits, such as the ability to create a page, share resources, add multimedia and much more.

Social networking sites are filled with potential users who are mainly young adults. They spend more time in these networking sites due to heavy commercial contents, entertainment and social gathering. So, product or service communicators throng their portals in these areas with more and more interactive and with fascinating factors so that their brand identity is developed among the right choice of focused audience. Advertisers and brands use social networking sites as the major resource for their promotion and developing brand identity among the focused market.

FINDINGS

1. Most of the digital media sector people actually understanding the value and opportunities of digital marketing.

2. With the study of digital marketing I came to its emergence and extreme growth in today's scenario.

3. What I found through various Instagram techniques is which hash-tags are popular and can be used to get the maximum followers, which audience has to be target and what to post to drive the traffic on the page.

4. I came to learn from study how to insert compelling images with relevant link and to have an interactive session with the followers by commenting on the relevant comments and call to action button by which the viewers of online will increase.

5. I came to learn from study that while promoting a web portal on social media is no longer just the front door to your office. It's your website, blog or even your profile on Facebook and other platforms associated. So it has to be crisp, clear, trendy and relevant.

<u>LIMITATIONS OF THE STUDY</u>

- The one flaw with the web portal is it is not everywhere yet. If your internet goes down or you happen to be in an area that has not been connected yet you will not be able to access your web page.

- Finding the online presence of the client and understanding why it is so weak.

- Identifying what solutions would be better for particular client.

- Unfortunately, we do not all use one version of a browser because we are given a choice. This means you will have to make sure your web app is supported across various browsers and for various screen sizes.

- The responses from the respondents could be biased which ultimately affects the results shown by marketing analysis.

Chapter-**5**

Recommendations

SUGESSTIONS FOR INDIA WEB PORTAL PRIVATE LIMITED:

- The most important recommendation that I have to suggest is that since India Web Portal Private Limited is a media company so it's necessary for them to explore as many as social media platforms as possible. Like now they are not so active on Pinterest and LinkedIn.

- The business of the company is content driven so the content has to be error free and strong enough to engage the people.

- The online app of Bollywoodlife should do slight changes in its orientation as every time the news link changes from portrait to landscape view which becomes uncomfortable for the user.

- They have major competitors like ABP news. The Times Of India for India.com who's organic and paid search reach is very high so we have to improve our keywords usage and instantly follow up with the current affairs before the competitors.

- For BGR.in I would strongly like to recommend that they should make an intersection of technology with the art and culture to drive more users and increase the engagement. Just about phones will not work.

- Also BGR.in should start having user review section to make their post more interactive.

- And my last suggestion is that we should organise contests in partnership with some brands to reach maximum people.

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