

Project Dissertation Report on Digital Marketing

“Digital Marketing & its effects on the Business with reference to BLINK22

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Certificate

This is to certify That The Project Entitled “**Digital Marketing & its effects on the Business with reference to BLINK22**” is the work carried out by **Aya Magdy Elsayed** student of MBA, Delhi School Of Management Delhi Technological Universty during year 2022 , in partial fulfilment of the requierments of the award of the Degree of master Of business administration

Signature of guide

Mr. Dhiraj Kumar Pal

Place: Delhi

Date: May 2022

Declaration

I Hereby declare that This project work entitled “Digital Marketing & its effects on the Business concerning BLINK22” has been Prepared by me during The year 2022 under The Guidance Of Mr. Dhiraj Kumar Pal, Assistant Professor, Delhi School of Management, Delhi Technological University in the partial fulfillment Of MBA Degree

I Also declare That this project Is the outcome of my effort, that it has not been submitted to any other university for the award Of any Degree

Aya Magdy Elsayed

MBA(2020-2022)

Delhi school of management

Delhi technological university

Acknowledgment

For those who believe in me when everyone abandons me to those closest in heart, blood, and soul to my mother, father, sister Radwa , Reem and my friends specially Maha , I dedicate this search to them, and I thank them for always trusting me.

Mr..Dhiraj Kumar Pal

I would like to take this opportunity to thank you for your generous support in completing this research. I am very grateful to you for your help and a thousand thanks for your kind heart and kind person.

Abstract

Digital marketing is advertising that makes use of digital devices (computers) such as personal computers, smartphones, cellular telephones, and game consoles to engage with stakeholders. Digital advertising applies technology or platforms which include websites, email, apps (classic and mobile), and social networks.

BLINK22 consultancy solutions Pvt Ltd has emerged as one of the first-class online media organizations within the Egyptian marketplace. The organization gives a plethora of offerings in all online media systems. The offerings include advertising and consulting on FB, Twitter, LinkedIn, SlideShare, YouTube, and Google. Even though the organization was started simple years in the past, it is way in advance of a maximum of competitors via its relentless pursuit of perfection and widespread quantity of creativity in which they installed their work. The firm worked with multiple manufacturers on social media and presently has 4 out of pinnacle 30 brands in EGYPT.

The venture was in the advertising and marketing branch of BLINK22. The project turned into "An examine of virtual advertising and its effect on sales technology almost about BLINK22". This file will assist to get a concept about digital advertising and how digital marketing has an impact on the sales era for virtual advertising companies and with regards to BLINK22. Through this report we can see how online media companies rising how they're generating revenue and how they may be growing economically revenue technology models of online media businesses are mainly connected with BLINK22.

The primary findings of this internship are given right here. Egyptian customers are exceptionally statistics seekers. They collect extra statistics about a product earlier than shopping for it. Net penetration in EGYPT is a prime participant of this phenomenon. Maximum of Egyptians are stimulated thru classified ads, however, they're now not reaching to stop section customers' journey, in particular in excessive involvement purchases. Brands are getting greater contact points to reach their target organization in this digital generation. More information about findings is given in this search

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1. 'INTRODUCTION'

In the beginning, with regard to my hobby and my job, before starting my master's thesis and my summer internship course in blink22 it was e-marketing, and I was working in an international company called Duravit, and for my previous job, I decided to do a graduation project on digital marketing and its importance in the business In the Egyptian and Middle Eastern labor market quickly, and with working on this project with Blink 22, we discovered the importance of technology and its impact on society and the process of buying and selling via the Internet, and it is expected that this field will grow quickly 10 times as other fields

There are now many small, modern startups who use social media as a means to grow and thrive through blogs, podcasts, Facebook ads, and online campaigns to promote their products or crafts .

1.1 Digital Marketing:

E-marketing is the marketing of a product, company, industry, or whatever purpose you want to present, but through social media. E-marketing is a low-fee model of marketing.

Pull system

Internet marketing is based on the customer's search for a product through websites examples have a unique link (URL) to view the content'.

Push system

'Digital marketing depends on marketers and customers by sending short messages or e-mails, and so on

1.1.2 Website design for digital marketing to collect data from customers and develop a plan and Website design is one of the most important ways to make the customer easily accessible and also one of the most important ways to collect customer data

1.2 e-marketing trend:

Companies offer many diverse trends to attract customer interaction in a larger way, and trends include advertising on what the customer needs more and faster

1.2.1 Mobility:

Globally, 1 in 5 people owns personal a telephone, and 1 in 17 people owns personal a tablet, in line with a current Business Insider report. This is a growth of almost 1. three billion smartphones within the closing 4 years. With this development, customers have become through smart phones access to sites and products

1.2.2 Social media:

There are specialists in social media to attract the customer and deliver the product to them through a review or experience that they publish

1.2.3 E-marketing during mobile and social media

‘The developing the growing popularity of smart mobile devices’ growing vicinity primarily ‘Based on social sports like enjoyment sharing, evaluation studying via social media, and the evolution of the Global Positioning System (GPS), corporations are leveraging Social-Local-Mobile advertising sports’

1.3 NEED OF THE STUDY:

Trailer ads are done through a company specialized in this and not through the producing company that focuses entirely on the creation of advertisements for clients, as well as planning and processing .Advertising firms no longer rely on the customer and provide outside perspectives on attempts to promote products or customer service.. Dealers can handle common marketing and advertising sales for customer EP. The type of advertising agency is

- All office agencies.
- Creative institutions
- Specialist institution
- Real estate agency
- digital marketing companies
- 77% of humans have interacted with manufacturers on Facebook via way of means of searching at posts
- 17% percentage information and reviews with others approximately the emblem
- 13% put up updates approximately manufacturers they've related with
- 56% stated they might advise an emblem after turning into a fan on Facebook
- 34% of virtual entrepreneurs have generated leads from Twitte

1.3.1 Scope of the project:

The problem with e-marketing:

- How to have a customer online
- Understand why this product is so weak
- How to solve the problem for a better result
- How to Use Having Customers to Improve Marketing

- **The administrative problem in marketing**
- . Determine the customer's strengths and weaknesses
- Determine customer needs

The business problem in e-marketing

- Solve the problem of customers through the advertised product price and return
- The presence of strong offers and advantages for the advertised product

1.4 hypothesis

E-marketing is through digital devices such as laptops, smartphones, tablets and sports consoles

E-marketing is through digital devices such as laptops, smartphones, tablets and sports consoles, and it is via the Internet, unlike advertising before or in the past, it was through radio, magazines, newspapers and advertisements on the street

2-LITERATURE REVIEW

Tarik Nour published a research paper titled "Trends in Online Advertising and Marketing" in marketing and advertising and marketing express in December 2013.

Global online marketing sales are expected to reach \$10 billion by 2015. In EGYPT, current earnings are expected to be Ep 80,00,000, with a six-fold increase expected over the next five years. The Internet is used in several areas such as banking, cars, insurance and communications

2-Hazzem hassan An article has been published regarding the study of e-marketing and that girls and boys are fully aware of technology and digital marketing as a new advertising medium that keeps pace with the digital age and that it has become representing many sectors

3- Moafy, Emy An article has been published regarding the technology of e-marketing in the future and the e-marketing industry through multimedia and its importance for the brands of producers and consumers

4- fromi Nielsen Modern technology and social media have not changed how to communicate through social media. It has also changed how to use them positively to benefit from them through applications and social media platforms.

5- Vikas Bondar An article has been published regarding working online and how to provide the community with a huge amount of data through it, and that we can create a site through it without much cost.

6-According to Garder's (2019) survey, One of the most important things in e-marketing is the profit and how to use it to expand the business, and it is possible to increase the company's revenues through online marketing, as it is less expensive and more prevalent.

7-J willy adams He published an article in an Egyptian magazine specialized in e-marketing and its social impact that there are many jobs that have been greatly affected by e-marketing and that it has made the relationship between the seller and the buyer more close than before.

3-RESEARCH METHODOLOGY

The study is planned and managed as follows

2.1 Data collection:

- The records series venture begins after a study issue has been defined and a study layout has been sketched out.
- When deciding on the method of data collection to be used for the examination, the researchers must keep two types of statistics in mind: primary and secondary statistics.

2.2 Sources of data

a)Primary Data.

b)Secondary Data.

4-RESEARSH OBJECTIVES

PRIMARY OBJECTIVE

- The main objective of the study is to understand the consumer buying journey in Digital era.

SECONDARY OBJECTIVES

- To know affinity in customers for collecting information before purchase.
- To determine out the media, which is most important in creating stimulus in middle east ?
- To understand the media consumption of egyption.
- To figure out how Indian will purchase a product.
- To understand post purchase behaviour of egyption

5-COMPANY PROFILE

Blink22 is an online advertising and advertising company that serves more than 27 cities in Egypt and more than one country in the Middle East such as Saudi Arabia, the Emirates, Jordan and many other countries. During this year, it will open a branch in Thailand. Blink22 has quickly proven itself among the competing companies and has become The base of the work is great

MISSION:

BLINK22, a digital marketing and advertising firm with a standard overall performance-primarily based completely pricing method, is gearing up to serve customers in over 27 cities in EGYPT, in addition to putting in keep in the centre East by the end of next monetary.

customer delight is our primary goal, and we strive for excellence in it. Our strength is in providing immediate customer service and problem resolution.

Vision

The company's vision is to make e-marketing have a place around the world and trusted by many companies and industries by working hard, creativity, innovation and renewal in order to achieve the goal

WHAT THEY Do

Blink22 company, a number of services, which are as follows: Building a brand through Facebook, increasing the number of content views, managing social media pages, advertising and e-marketing, and among the company's clients, careem, Talabat, souq, and inDriver.

Gaining customers through e-marketing

Search



Internet engine optimization is one of the most important search engines to get higher results

Social Media



Planning advertising campaigns on social media to reach the user

Video Creation & marketing



Our specialty is developing interactive videos to demonstrate your brand's presence and expertise emblem message..

E-mail Marketing



Developing custom mailer designs and putting them into action to strengthen your inbound advertising and marketing

E-marketing strategy and solutions

Website Development



Creating visually appealing useful websites for your target audience on a variety of platforms. We make certain that whatever we provide provides a very high level of satisfaction.

Brand Campaigns



Advertising campaigns for brands to reach the buyer

Social CRM



Intensify campaigns to advertise the brand to stick in the mind of the user

Electronic application development

Apps for Mobile Commerce



E-marketing companies can locate the customer for the ability to purchase the product easily

App concepts to monetise digital content



The developers have many ideas for the possibility of maximum benefit and increased sales

Sector specific apps



Any application is designed specifically for the company to achieve its commercial goals

3.1 One of our first and most important clients:

figure 1: blink22 clints



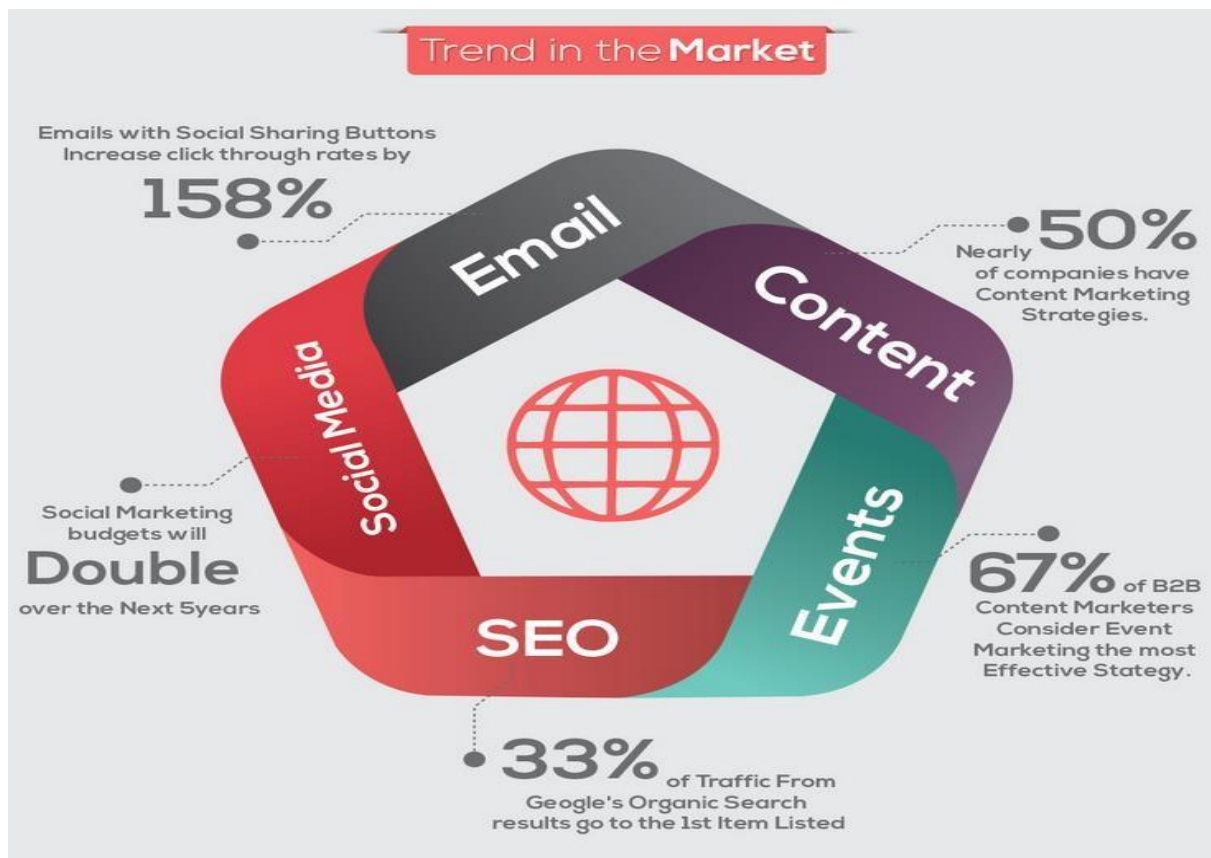
source:blink22.com

6. DIGITAL MARKETING

Meaning:

E-marketing is through social media and technology instead of traditional marketing methods such as printing, reading and audio media, and access to marketing via the Internet as a result of technological and digital expansion, and it also generates higher revenues than traditional marketing methods.

figure 5:marketing chanel



source:marktinginsidergroub.com

6.1 E-marketing methods

Pull and push advertising and marketing techniques are commonly used in outbound marketing. Pull and push are types of virtual advertising as well.

Push virtual advertising and marketing is when a marketer It is about sending random messages by marketers of the product instead of showing the product on social media platform

7-DIGITAL MARKETING CHANNELS:

7.1 'SEO Search Engine Optimizatio:

Online search engines are to increase the visibility of the product on social media and through the Internet, such as searching for an image, a video product, an article, and so on. One of the most important search engines is Google, and this helps in promoting the product and expanding its spread.

7.1.1 directories

Searches outside the Internet, for example, sending a URL link, for example, to an eating site. After that, it will show you everything related to food, and this is called artificial intelligence.

Figure7:submission process



source:marketinginsidergroub.com

1-Process of Directories Submissions

1. . Navigate to aoDirectoryoSite.
2. . open the post link
3. Enter the URL of your website here.
4. Fill in the proprietor's phone number.
5. . Enter the proprietor's id 1ec5f5ec77c51a968271b2ca9862907d.
6. Fill if you selector eciprocal hyperlink
7. . Complete the website description
8. . Select a class related to your website.
9. . Next, click the put up link.

Then ConfirmationpMessage willoDisplay for yourpSubmission and you may receive a confirmationjmail you should verify sites ship confirmationmail while others do not.

7.1.2 tages on social media:

When you tag to a person or send a message to him with some content, this increases the number of views, visitors, readers and customers, and also the sites are saved on your browser. This is a rapid expansion and diffusion in social networks and is very effective

Figure8:digital marking channels



source:google.com

7.1.2 Marketing through searches

Engine search is a form of e-marketing because by searching for a product, this method increases its visibility in search engines

7.1.3 marketing on social media:

Marketing through social media has many aspects such as applications and advertising through Blogger to create content that attracts interest, attracts customers and spreads the content between one person to another.

7.3.1 sharing

Through social media, it hears the expression and participation of an idea, opinion or product, and from here this is considered as a reason for the customer when buying a product to read opinions and form an idea. Participation is very important in digital marketing

7.3.2 FacebookE- Marketing

Facebook is one of the most popular social media, and it is one of the most successful ways of marketing through social media

figure 11:facebook marking



Source: growthink.com

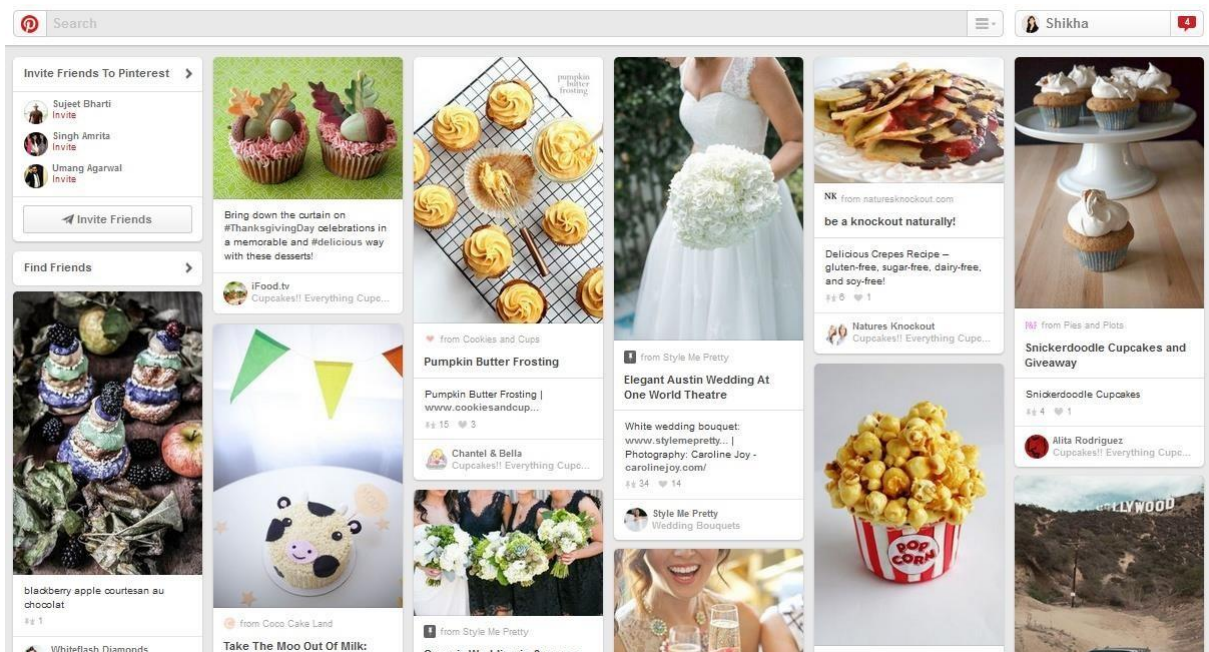
Twitter E- marketing

Twitter gives its users an opportunity of 140 words to use as they wish. In the case of advertising on Twitter, the terms of Twitter must be well understood and can be used to increase awareness of the announced product or launch a new product.

3.5 Pinterest:

Pinterest truly revolves around the concept of being revolutionary and visible. 70% of clients are females aged 25 to 40. So, if you want to target females, Pinterest is the place to be.

figure 12:pintrest marktingg stratgy



source:pinterest.com

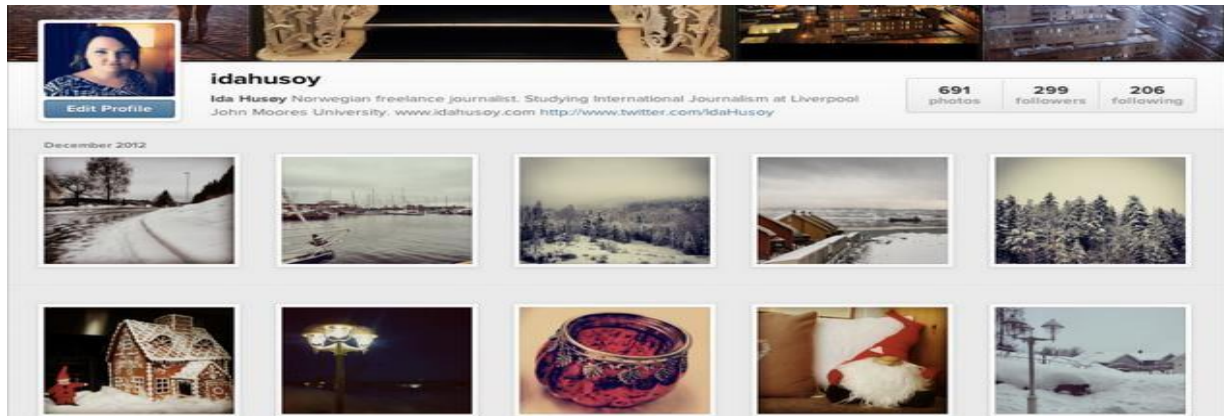
pinterst uses

should confirm subculture and style u want You will be able to create forums on developments, behind the scenes, and initial product sketches.

7.3.6 Instagram:

Instagram is almost entirely about manufacturers and organisations, and its goal is to assist agencies in reaching right now, making it a fantastic platform for businesses to connect with their current customers.

figure 13:Instagram marketing stratgy

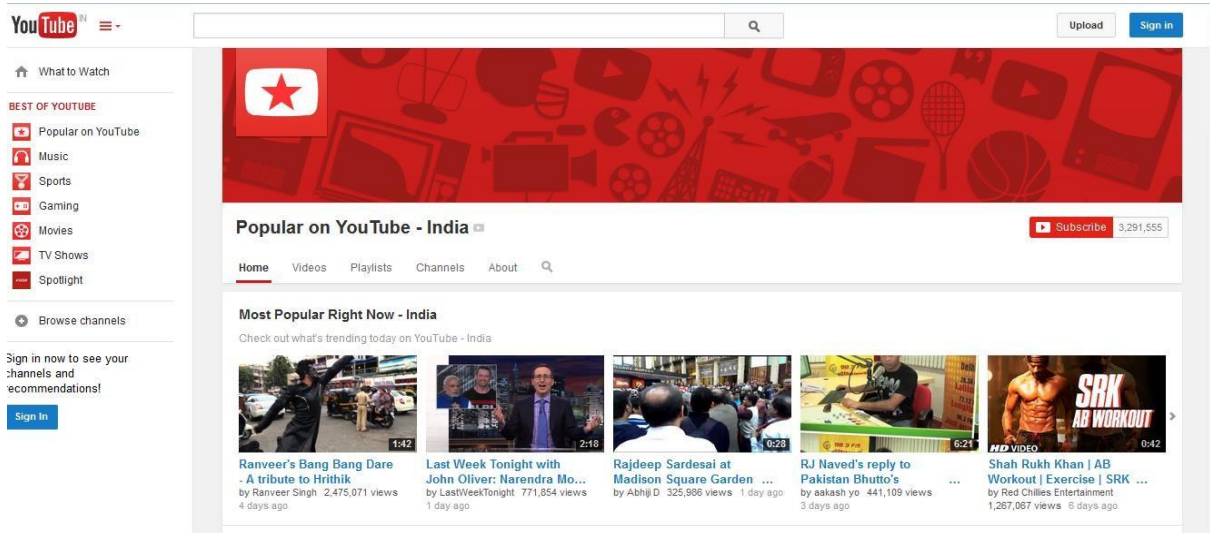


source:Instagram.

3.7 You tube E-Markting

YouTube is a type of social networking through video and it is the second most popular
embarrassment

figure14:youtube marking strategy



Source:youtube

8-INDUSTRY ANALYSIS

The advertising and advertising industry in Egypt is one of the most successful industries and has a great impact on life and livelihood, as well as the Egyptian economy. It plays an important role in guiding the people to important issues and through television, radio, internet and animation. In 2012, the media in Egypt was appointed as A developing industry and grew at a rate of 1185. The growth rate is expected to reach 15.7 by the end of 2019. It is expected that the means of advertising and advertising will be a yearly rate of 28.9

Figure 2: industry size and projection

Industry size and projections

Overall industry size (INR billion)	2008	2009	2010	2011	2012	2013	Growth in 2013 over 2012	2014p	2015p	2016p	2017p	2018p	CAGR (2013-18)
TV	241.0	257.0	297.0	329.0	370.1	417.2	12.7%	478.9	567.4	672.4	771.9	885.0	16.2%
Print	172.0	175.2	192.9	208.8	224.1	243.1	8.5%	264.0	287.0	313.0	343.0	374.0	9.0%
Films	104.4	89.3	83.3	92.9	112.4	125.3	11.5%	138.0	158.3	181.3	200.0	219.8	11.9%
Radio	8.4	8.3	10.0	11.5	12.7	14.6	15.0%	16.6	19.0	23.0	27.8	33.6	18.1%
Music	7.4	7.8	8.6	9.0	10.6	9.6	-9.9%	10.1	11.3	13.2	15.1	17.8	13.2%
OOH	16.1	13.7	16.5	17.8	18.2	19.3	5.9%	21.2	23.1	25.2	27.5	30.0	9.2%
Animation and VFX	17.5	20.1	23.7	31.0	35.3	39.7	12.5%	45.0	51.7	60.0	70.2	82.9	15.9%
Gaming	7.0	8.0	10.0	13.0	15.3	19.2	25.5%	23.5	28.0	32.3	36.1	40.6	16.2%
Digital Advertising	6.0	8.0	10.0	15.4	21.7	30.1	38.7%	41.2	55.1	69.7	88.1	102.2	27.7%
Total	580	587	652	728	821	918	11.8%	1039	1201	1390	1580	1786	14.2%

Source: KPMG in India analysis

According to the marketing and marketing expenditure file from GroupM, The virtual media marketing and marketing sales for the yr 2013 is anticipated at Ep 25,20,10,00,000 (around

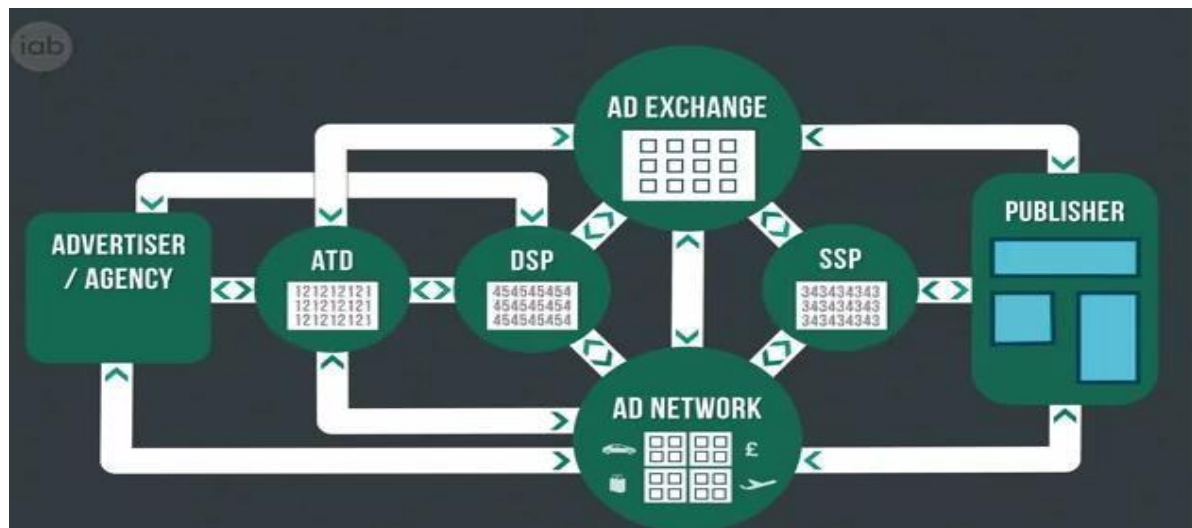
\$405 million), an increase of 30% from Ep 19,37,60,00,000 in 2012. In 2013, virtual contributed percent It is anticipated net consumer compared to.

As a result, consumer pmay account for percent

IAMA and IMRB data from March 2013 show trends in the breakdown of the virtual ad marketplace among various ad types such as seek commercials, show classified ads, cell commercials, social media advertisements, e-mail commercials, and video classified ads. We can see from this breakdown that marketers in virtual marketing, internet virtual, thoughts percentage

‘Business Model of Industry’:

Figure 4:industry model



source:KMPG marketing analisys

4.1.1 methodes

The customer can give all the powers to market his company to the advertising company he works with. It is possible to post classified ads via the Internet or by exchanging ads between companies or people. This method facilitates obtaining advertising inventory through the Internet and social media. sneezing traditional ways

4.1 Digital Advertising Industry analysis fivePorter

Porter to analyze electronic marketing and the advertising and advertising industry in Egypt in general will help determine the strength and weakness within the business

1- Threats posed by recent access

- Full-service businesses have a good reputation in the market.
- Lack of getting green artwork pressure is a risk in virtual marketing and marketing.
- The cost of setting up a digital enterprise business is low. However, businesses want to invest heavily in backend functions such as generation.
- Getting customers within the preliminary degree is a little difficult

2- Providers' bargaining power

- There are numerous providers, but a few providers with high attain
- The bargaining provide statistics and information is extremely strong.
- Seasonal campaigns put a strain on the supply side.
- Clients are business customers, whereas shoppers are high idea seekers.
- Clients will select companies with relevant industry experience.
- Customers prefer long-term relationships with organisations, so they make an effort to adapt to groups.
- Clients can request that organisations extrade campaign patterns at any time.
- Clients such as MNCs wield enormous businesses
- Consumers cannot be used for backward integration.

‘Threats of substitutes’

- The number of substitutes is excessive; substitutes include print media, television, outdoor advertising, and radio.
- Substitutes are too well-known among consumers. that they had a bad reputation for in previous years
- TVC is an important for the time being. FICCI-KPMG data from 2014 show that digital growth can be very rapid, even when compared to other media.
- However, radio consumption is increasing.

Rivalry by existing competitors

- Currently, competition is low, but it may increase in the future. because of the influx of new players into the industry
- The current competition has high-profile clients and loyal customers.

- Most traditional agencies are currently focusing on the virtual.
- Current industry businesses are developing various and targeted campaigns for customers.
- The majority of businesses have effective technological assistance.
- Existing businesses have certified employees, and businesses pay their employees.
- correct pay. As a result, the employees are trustworthy to their employers.
- Some businesses are well-known for their progressive

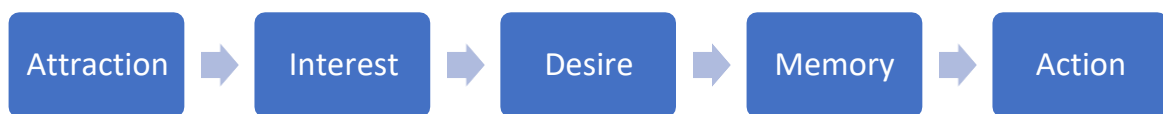
‘Conclusion of 5Porter’s Analysis’

-
- Threats from substitutes are high, but this will change in the coming years.
- The current competition is fierce, but it is possible to break through by launching a unique marketing the consumer.
- Because of the widespread use of the internet and mobile devices in Egypt, the market is ripe for virtual marketing.

9.AIDMA AS AISAS IN DIGITAL ERA

AIDIMA The customer is the mentality of buying, which includes five methods, which are the hobby. Here the customer notices the name of the product, AIDMA the commercial activity, accompanied by the most accurate follow-up of the product, and this helps in the use of advertising and marketing with all the intensity, attracting the customer's attention

figure 15:ADIMA



source:businessware.com

AISAS It is a kind of promotion of sports games via the Internet, and this is through information that the Internet is important and acceptable, and that the attention that the customer makes when he sees a product or an advertisement and makes a purchase,AISAS this method is wiser

figure 16:AISMS



source:businessware.com

AISMS In these changes explained, the importance of digital marketing to customers without advertising the brand is very important and customers AISMS need more information that the user is always looking for the best offer in terms of price and quality

Advantages of e-marketing

Now, e-marketing has become an important part in product marketing, and it is an important part in companies of all sizes, big or small, to sell and market their products well, and all this is due to the great advantages of internet marketing as we explained previously.

Reach

O One of the most important advantages of digital marketing is reaching the customer, rather easily and without effort than traditional advertising means and achieving the goal of spreading quickly, for example, such as advertising a product for skin care. It is considered a great maturity in the marketing process

Measurement

Monitoring the effectiveness of advertising campaigns is becoming more feasible as more equipment becomes available. In other words, measuring cross-return on investment (ROI) is becoming more feasible these days. Corporations that were previously hesitant to spend online are now realising that the internet medium can help to alleviate these concerns. Furthermore,

Interactive

Among the many means of advertising and advertising, online advertising has become the most important one because of activation, and the advertiser can reach his target and the desired group in a very short time. In the context of interaction, the interaction has become one of the most important advertising campaigns, and it hits the advertiser's goal easily.

Cost

Even less expensive CPA (cost-per-action): a marketing fee based entirely on a visitor taking some specifically described action.

10.DIGITALMARKETING IMPACTON REVENUEGENERATION

Online marketing is completely different from traditional marketing. There are now no companies that advertise their products themselves. Instead, they use other companies like Blink22 to advertise it to generate revenue online and through marketing, which has had a huge impact on sales in the companies, agreed. It is from many companies and digital marketing has now become a source of income for many people and companies

9.1 digital marketing companies and the kind of service

The organisation conserving corporations with a lot of complete-service virtual corporations all over the world are on the high surrender for international businesses. and distinctive businesses apps, corporation, like any other commercial enterprise employer, has its own set of personal strengths, weaknesses, and way of life. Digital businesses can also be distinguished by their emphasis on professional services rather than proprietary era systems. Companies that emphasise their expertise in offering advocate and To control their clients' facts and virtual campaigns, they use technology such as p.c marketing campaign control structures, seo gear, and social media control systems. These organisations see themselves as strategists who can examine and interpret statistics in order

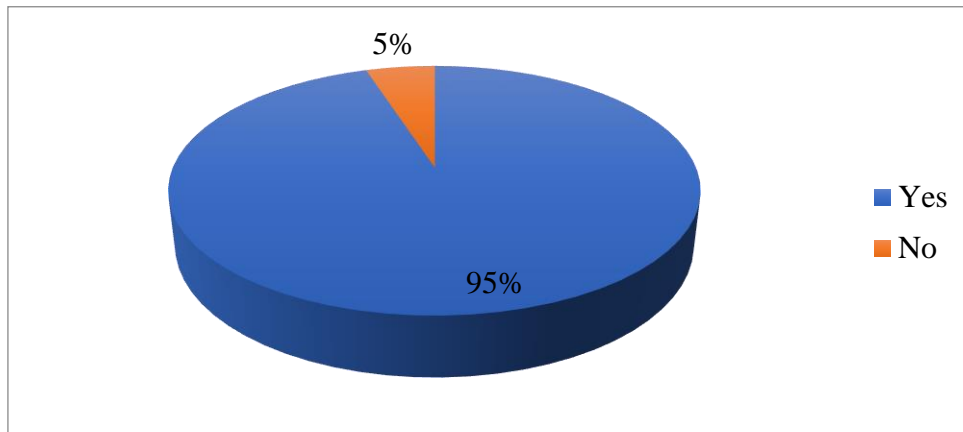
10.2 Benefits of working in digital company

There are many advantages in working in an online marketing company, which are full knowledge of the electronic market and its demands and the possibility of integrating into it and improving the efficiency of buying and selling via the Internet.

10.FINDINGS

1. Almost one-quarter of all people are completely aware of the cost and opportunities of digital advertising and marketing.
2. Through my research on digital advertising and marketing,
3. In customer service, I discovered that convincing clients is a bit difficult because they, too, have a lot about virtual marketing.
4. 6.Egyption customers have a strong preference for online purchases. They have a strong desire to shop for digital products and clothing.
5. One of the modern trends among Egyptian children and younger Egyptians is to access television applications via online portals. Perhaps the most important reason is convenience of time; they may be able to watch programmes that they had missed for a variety of reasons.
6. The same thing is happening with the newspaper. Furthermore, people have a stronger affinity for online information portals. The goal could be that they receive news updates very quickly; they don't want to wait for daily newspapers.
7. One possibility is misplaced in each of those cases.33% of the samples

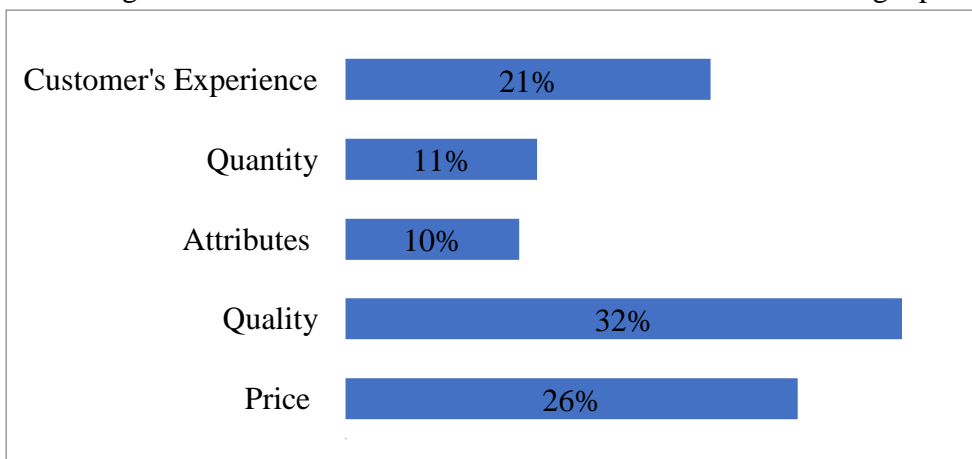
Figuer17 Do you collect statistics before shopping for goods?



source:questioner

According to survey results, 90% of people collect records prior to purchasing goods. Only a few people are concerned about data prior to purchasing a product.

figuer18: What information do I need to know before making a purchase?

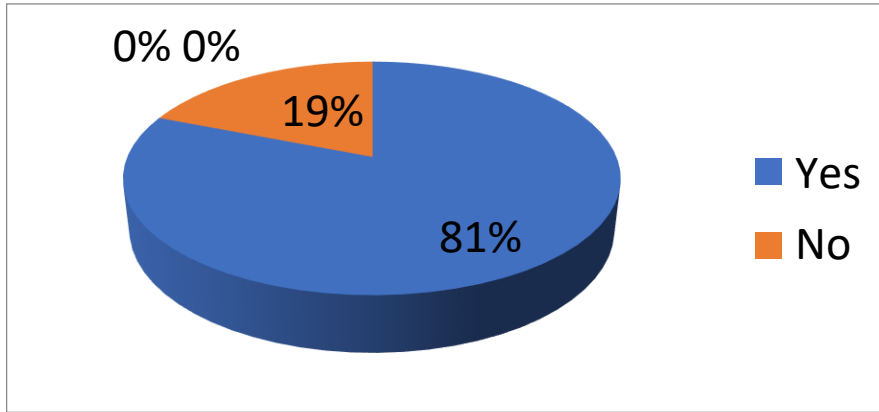


Source:questioner

the survey results the people more likely to be extremely concerned about the product's attributes.

.

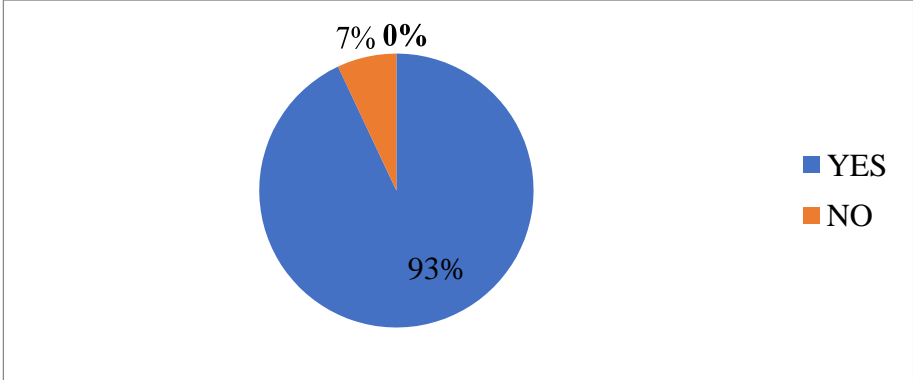
Figuer19:..Did you ever purchase from anline site?



source:questioner

When most young people were polled, 80% said they bought from an online store, while only a few said they never bought from an online store due to reliability issues.

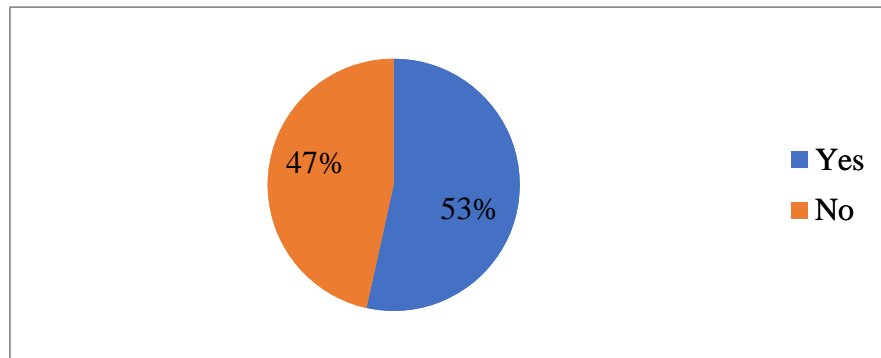
Figuer20 : Do you have a TV?



source:questioner

A question was posed to people of ages, and the majority of them said yes.

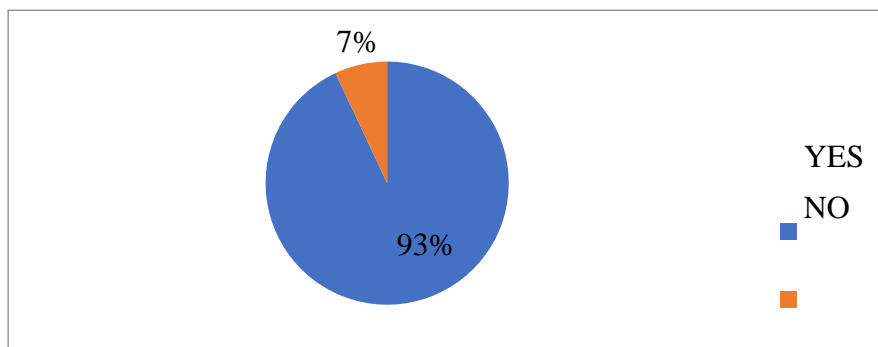
Figuer21 : Do you watch TV shows online?



source:question

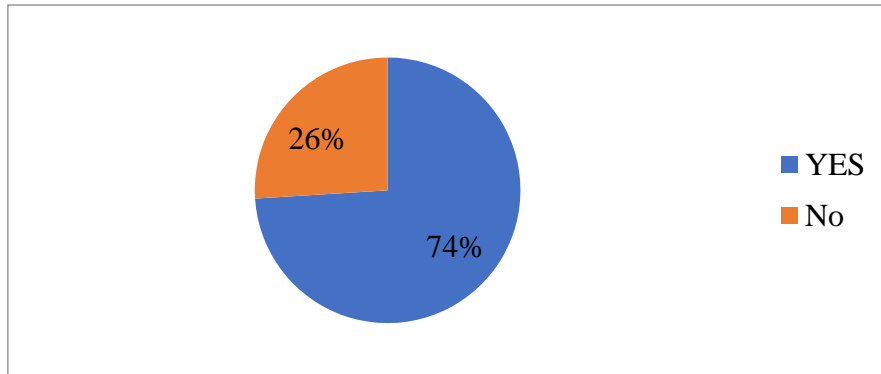
Survey results show near from the same percent

figuer22 :Do you read Newspapers?



source:questioner

❖ **almost of people prefer read the newes during internet**

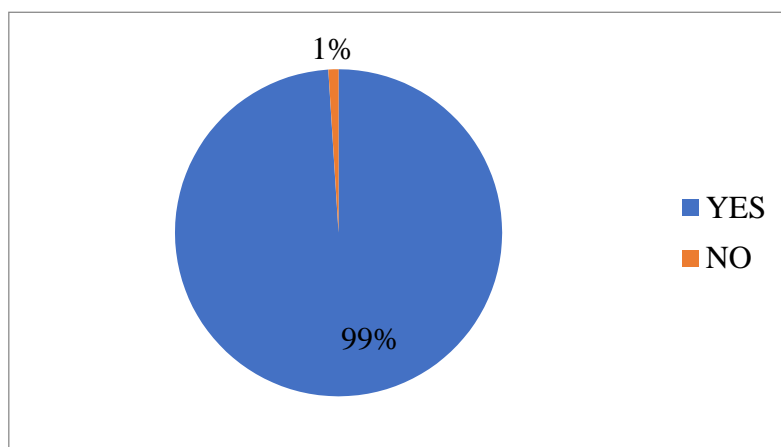


figuer23:Do you read the News through online?

source:questioner

, 74% are reading news during online and handiest 26% didn't

figuer23 :Do you have mobile phone?

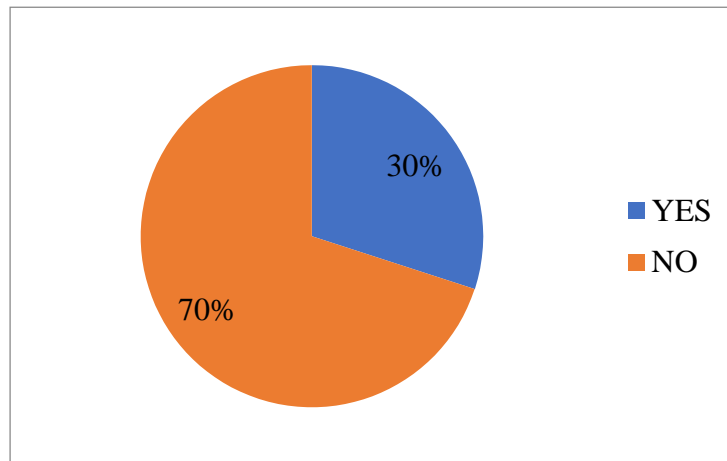


source:questioner

❖ **99% replied sure that they have smart phone.**

27. This survey pattern gathered from college students and running expert and ninety four% people stated they have got laptop or laptop. Best 6% don't have laptop or computer.

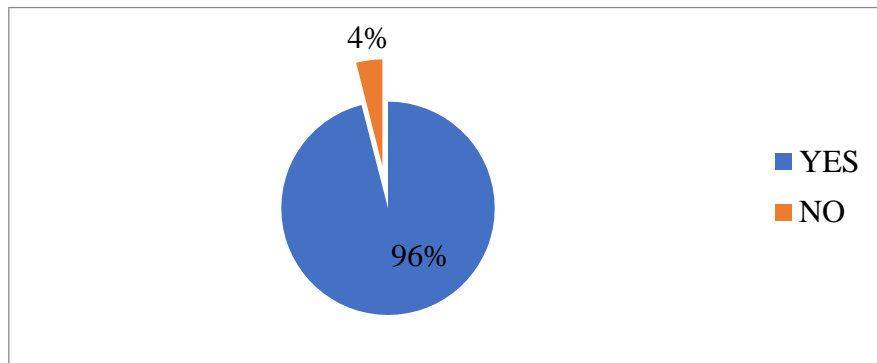
Figuer24 :Do you have got a smart phone ?



source:questione

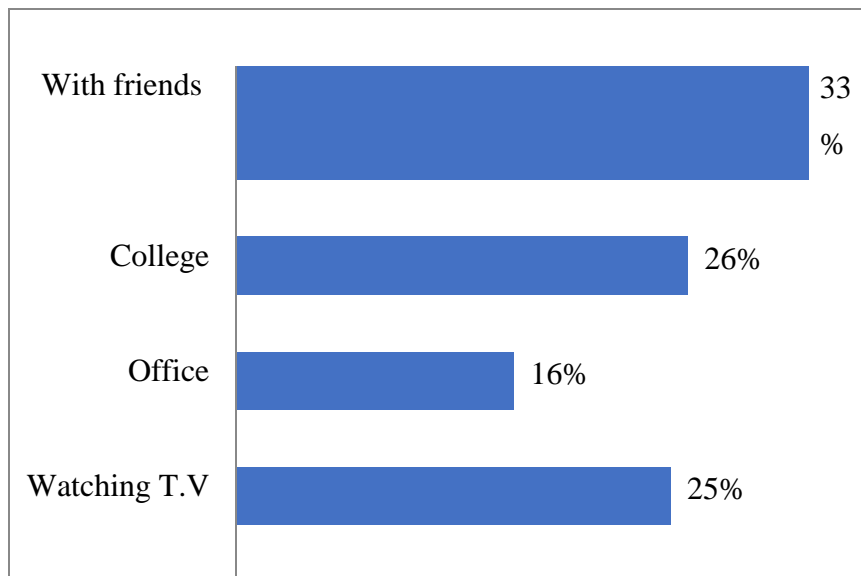
survey shows that 70% people have smart phone best 30% people don't

28. Figuer25 : Do you have an internet connection in any of the above mentioned gadgets?



source:questioner

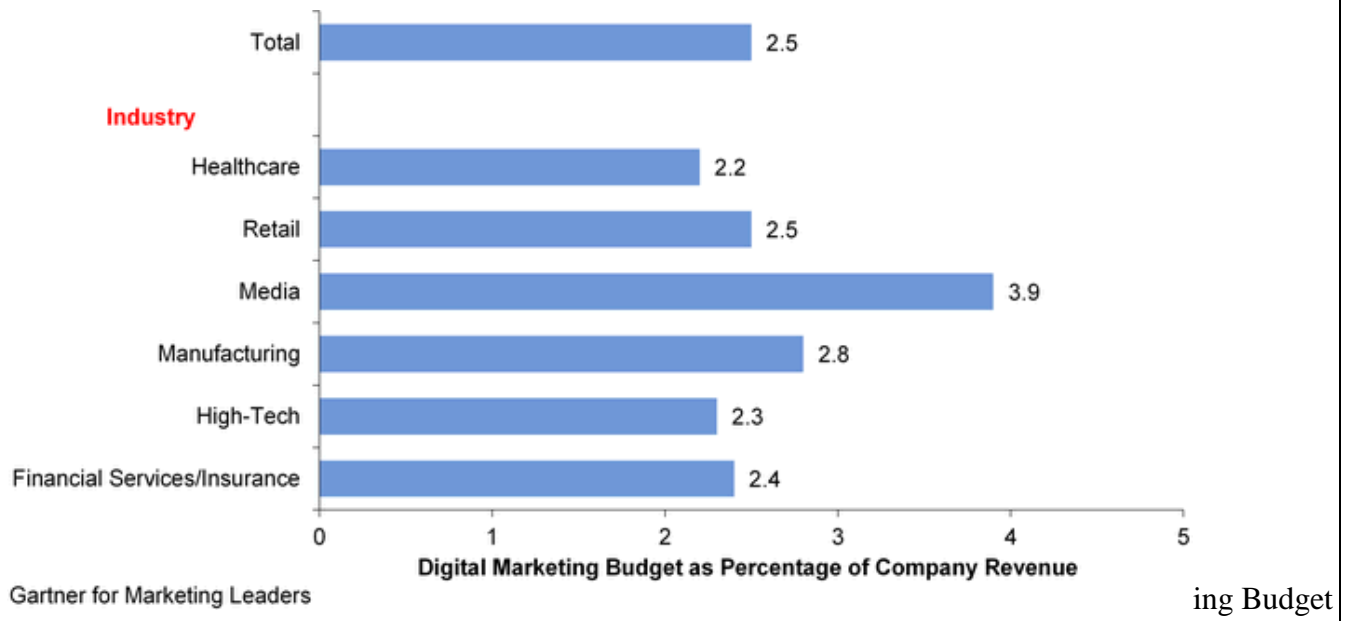
Figuer26: When do you use these gadgets?



source:questioner

❖ **33% of people using internet**

Figure26: Digital Market as a Percentage of Company Revenue



The company's typical advertising and marketing rate budget is allotted to virtual marketing in 2014?

12.5 percent of digital advertising and marketing debt is owed to digital marketing. Budgets Advertising executives can draw on a wide range of complex advertising and advertising and marketing. Regardless, entrepreneurs compete with virtual advertising. element, via the desire to feed the innumerable appetites of inbound advertising channels Inbound inquiries or actions are energised by social networks, consumer forums, and the blogosphere. However, regardless of how the communication begins, you must. This means that content is also required to meet the needs of outbound marketing. As customers use more digital channels for collaboration, discovery, and acquisition of services and products, the e4028a5c6dae3ad5086501ec6f3534d0 strain to create, manage, and distribute content for multiple advertising and marketing sports through the right channels will improve.

Alternative reports, social media, and cellular are the top priorities for increased budgets in 2014.

Figure27: How Marketers Allocate Their Digital Marketing Budgets

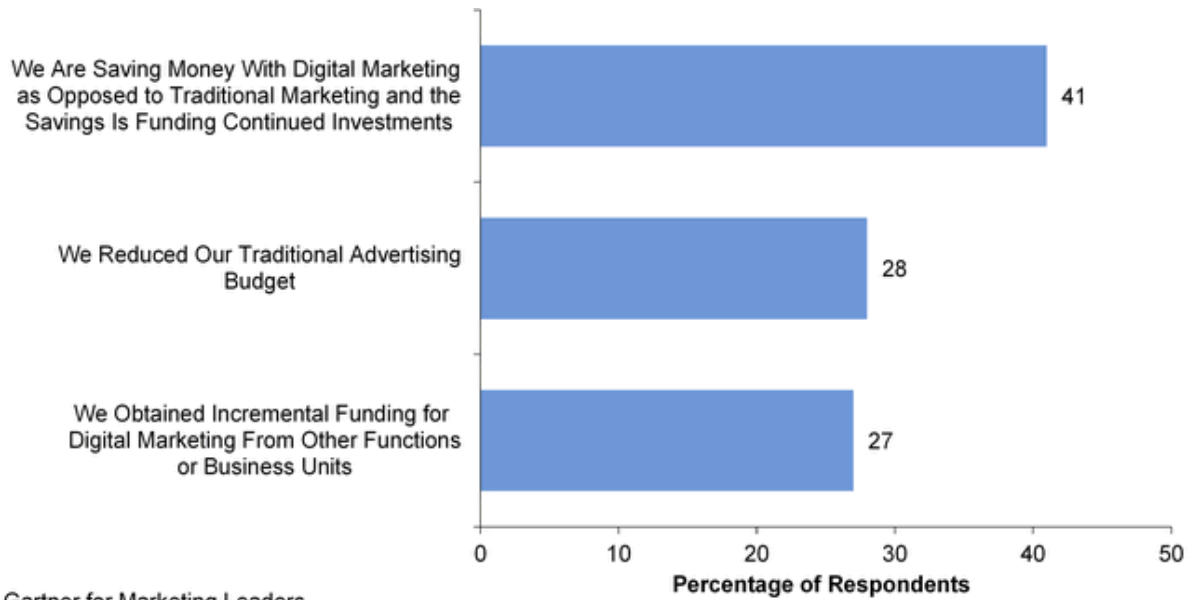


Gartner for Marketing Leaders

carrier forty eight. 41 percent of marketers say they reinvest their virtual marketing savings. of virtual advertising allows us to stretch virtual advertising budgets. According to the data below, two out of every five entrepreneurs are saving money on technology by using digital advertising rather than traditional methods. And they plan to reinvest that money in additional digital

Savings can be re-invested in virtual advertising and marketing sports. And it is a relatively new hobby in a corporate manner of lifestyles where technology has more often than not been used to reduce expenses in recent years. We don't recommend blindly pursuing extremely good new gadgets. Instead, we recommend promoting an agile way of life that is open to new experiences.

Figure29: Marketers flow Savings Back into Digital Marketing



48- in their search advertising the very best proportion of any advertising interest. Media businesses, economic offerings firms and shops preserve a majority in their search marketing work in-residence.

Virtual marketers are more likely to hold social advertising and marketing in-residence, with one exception: entrepreneurs at producers outsource 53% of their social advertising and marketing sports. We discover that social analytics, and content material creation and control

are areas of consciousness for outsourcing. Monitoring and analysing social activities require time and new technology. And keeping customers interested through social channels requires consistent feeding and nurturing with new content. Almost always, outsourcing your digital advertising sports is a smart tactic while you don't have in-house assets to live on pinnacle of speedy converting technologies and techniques, or want specialized expertise. But you want to monitor effects, make sure those companies have a stake in your achievement, and assume a few dangers.

Figure30 : Marketers Outsource This Portion of Digital Marketing Activities



Parent: organizations keep a main advertising and marketing Technologist to manual techniques

❖ **data turned into collected from responses to the subsequent questions:** Does your organisation have the equal of a main advertising technologist nowadays? In that case, in which does she or he document?

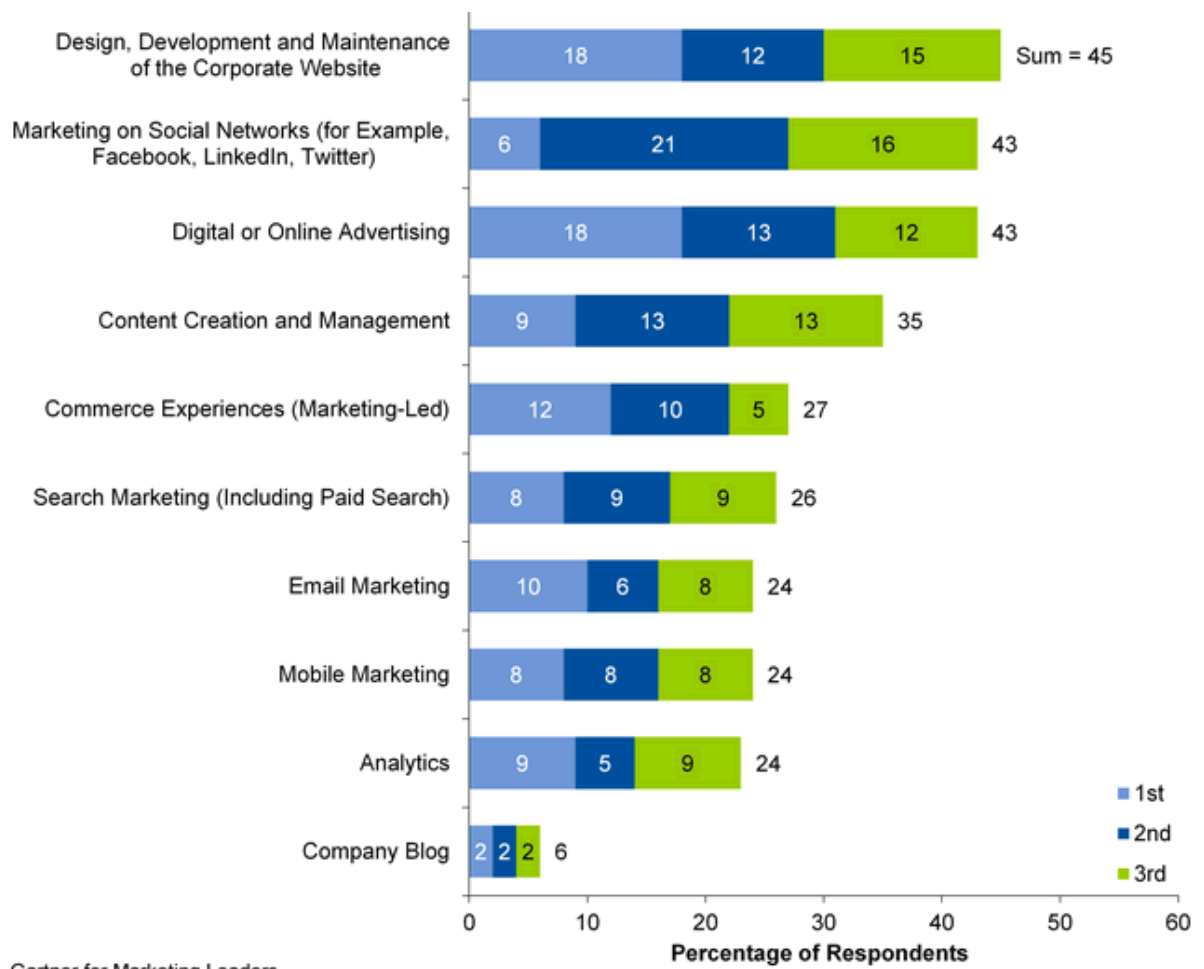
48. The pinnacle 3 virtual advertising activities Key to advertising and marketing's achievement company website, Social advertising and virtual advertising and marketing.

Entrepreneurs are centered at the advertising and marketing mix in order to force fulfillment. We requested digital entrepreneurs to pick out the three digital advertising and marketing activities which might be maximum critical to their fulfillment.

Beneath discern suggests that the company internet site and virtual marketing proportion the difference of being the No.1 virtual advertising sports which might be essential to marketing's success. Social advertising emerged as the next maximum important interest.

Our survey results endorse that the company internet site will not be displaced through a logo's social media presence whenever quickly. aid non-stop development, apprehend your clients' requirements and pressure outcomes.

Figure31:What sports make a contribution to marking achivemnt



❖ **This data collected from answers:** most vital on your advertising and marketing corporation's fulfillment by using selecting 3 and ranking them maximum essential, , second most important and. Due to the fact my colleagues have plenty of labor, sometime they'll depart by overdue night time only. However they may be simply playing all of the moments of their lifestyles. They don't have any distinction among professional

Limitations of this project:

- Determine a time period for the project
- How to increase revenue in blink 22
- Advertising campaigns have a maximum period of 3 months through some clients
- The price plan for advertising and advertising must be known to the companies

11-CONCLUSION

In the end, this study showed that Internet marketing is one of the most important ways to advertise to companies, and in this way, all that is needed is to present the product in an effective way to reach customers easily and quickly and to reach the company's goal of rapid growth and growth in profits, and that social media of all kinds are The most important types of e-marketing because of its rapid reach to customers and the speed of its spread with credibility ML has a plethora of features and built-in channels. Advertisers must effectively engage these parts in order to reach target audiences and build a brand. In this computerised age, the advertiser is no longer in charge of the brand, and the moderators are the people who are connected through the advanced stages.

Brands must fabricate their presence at an early stage because they prefer computerised media over other media. Customers are increasingly data-driven, and computerised media is a critical stage of two-way communication between brands and customers.

Computerized media is the best platform for transforming a product into a brand. Because it is more cost effective and directs some of the attention to the advertiser. Brands can exist.

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