

DIGITAL MARKETING PROJECT

DRIFTMARK TOYS STORE

PROJECT REPORT

Team members:

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Introduction:

We as a team have chosen a toy business as nowadays kids fantasize having their favourite cartoons and toys. The toy store business has become one of the fastest growing businesses and we wanted to take part in the growth of the business by benefitting both our customers and ourselves. This business will have a small initial investment but then the returns will be more than anticipated.

Various social media handles have various analytics to keep track of the impressions our content made. Google Analytics gives us insight about our website's activity and traffic. Every social media platform has its own way of analysing the traffic and activity. With these insights we will be able to get an idea about how our content has reached among the people and increased over time.

Procedure:

1. Create a calendar and add tasks for the future and mark it as completed once done.
2. Create an official mail ID for the business, and with that create various social media accounts for promotions.
3. Create a website for your business and connect it to google analytics for better results and insights.
4. After creating a website, add keywords to it to make your website reach more people.

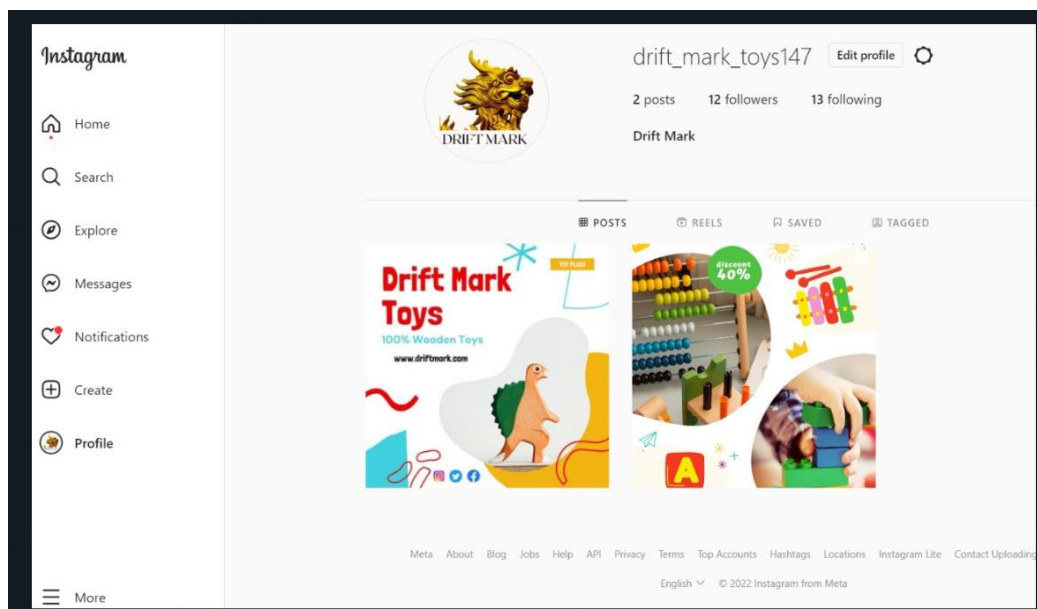
5. Create posters, reels and videos about your business and post it in your respective social media platforms.
6. Share the content with your family and friends and then promote your content in social media.
7. After few days, check with the results and analyse the reach of your content.

Digital marketing channels:

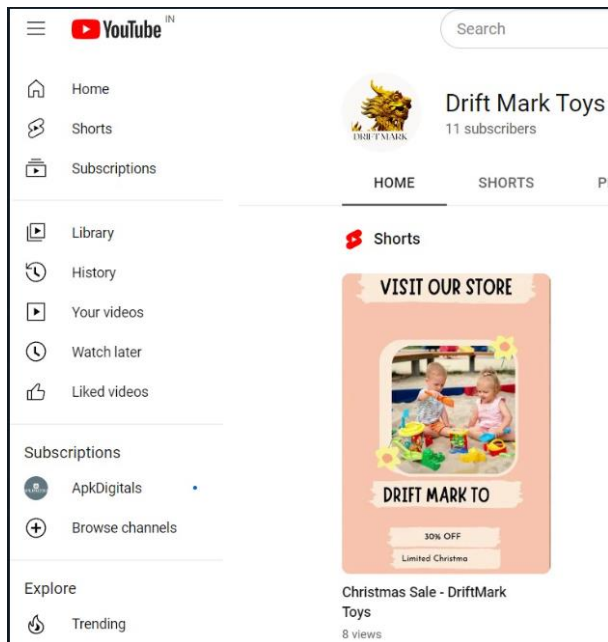
● TWITTER



● YOUTUBE



● INSTAGRAM



Posters and videos used:

1. First, we created a poster which specifies the offers that we have to attract more customers. As we sell toys for the children, we have made our posters with images of toys that children like the most, which attracts them and they can then buy the product from our website.



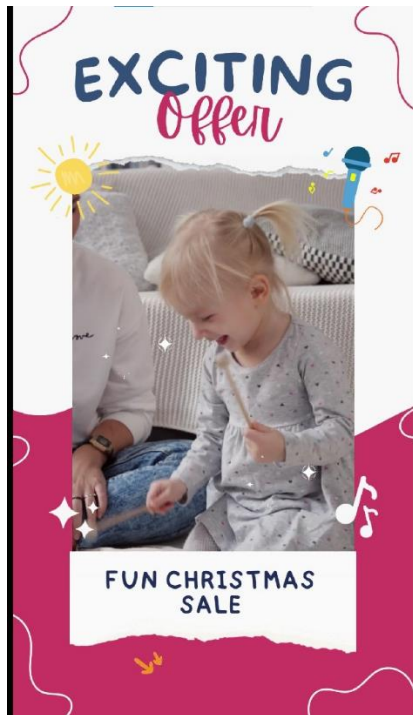
2. The next poster, attached below, mentions our most important and popular product – “WOODEN TOYS”. Kids who like wooden toys are attracted by this poster and our sales goes up to the sky.



3. The images below is of a reel that is being posted on Instagram. As reels are very famous in Instagram, we created one to attracts children, as even a 3 year old uses a phone nowadays.



4. We created a video for “YOUTUBE SHORTS” and the images attached below are the final outcome of the message intended to be delivered.



Promotion Strategy:

For promotion, we used “tags” which are in trend. These make our posts appear in the list of posts when searched for the particular tag. For instance, we have given a tag - **#kidstoys** and people search for it, our post appears and they visit our website and make purchase from there. This is one of the main kinds of promotional strategy used by our business.

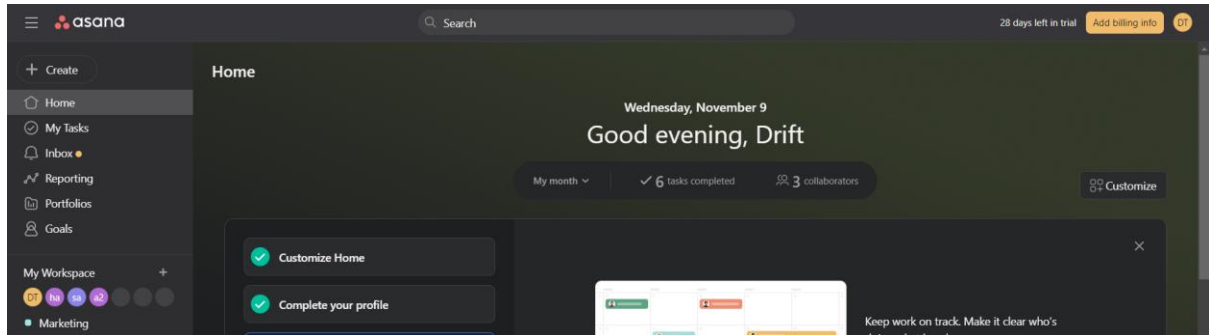
Other strategies include, promoting our business page to family and friends and their family and friends and therefore we get quite some reach in this method too.

Promoting a brand is very difficult especially in this era. Digital marketing makes it simple as it helps everyone to promote their brand and products as the customers want through internet and social media. Through our methods, we were able to get reach in twitter only, and we did not get the expected reach in YouTube and Instagram.

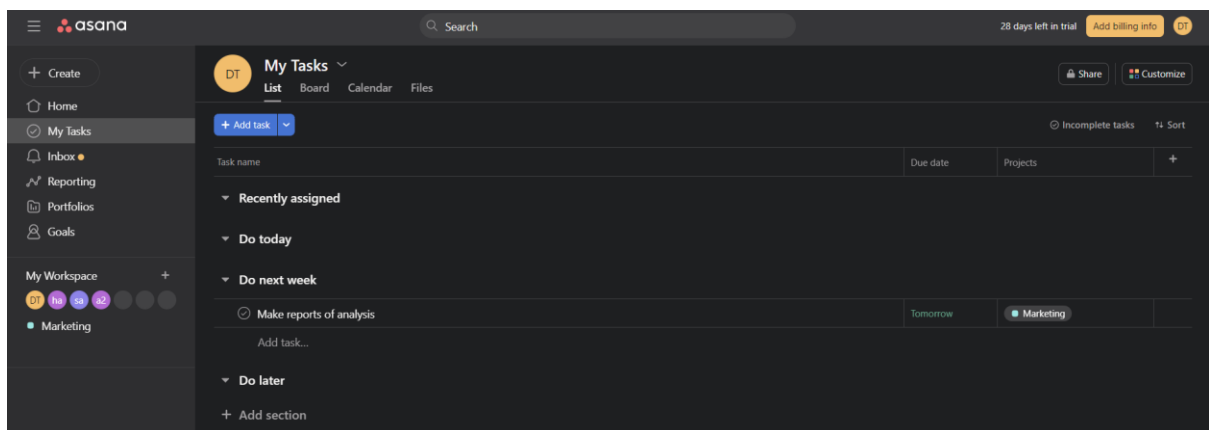
DM Calendar:

1. We used the ASANA app to create a Digital Marketing calendar to plan the tasks and meetings we are supposed to complete. As we a team, all 3 of us have access to this calendar, as you see on the bottom left of the image, there are 3 personal emails attached along with the company's official mail.

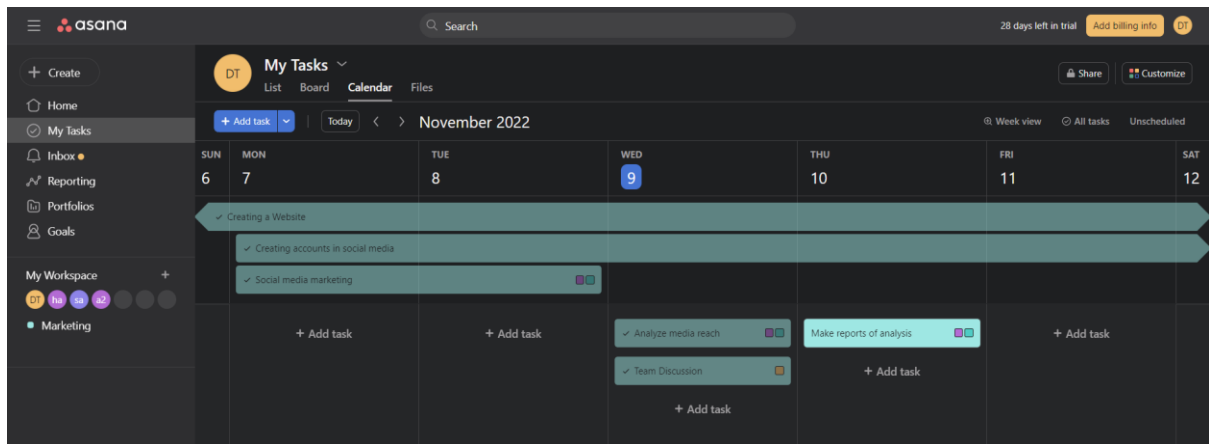
The home page of that calendar is given below:



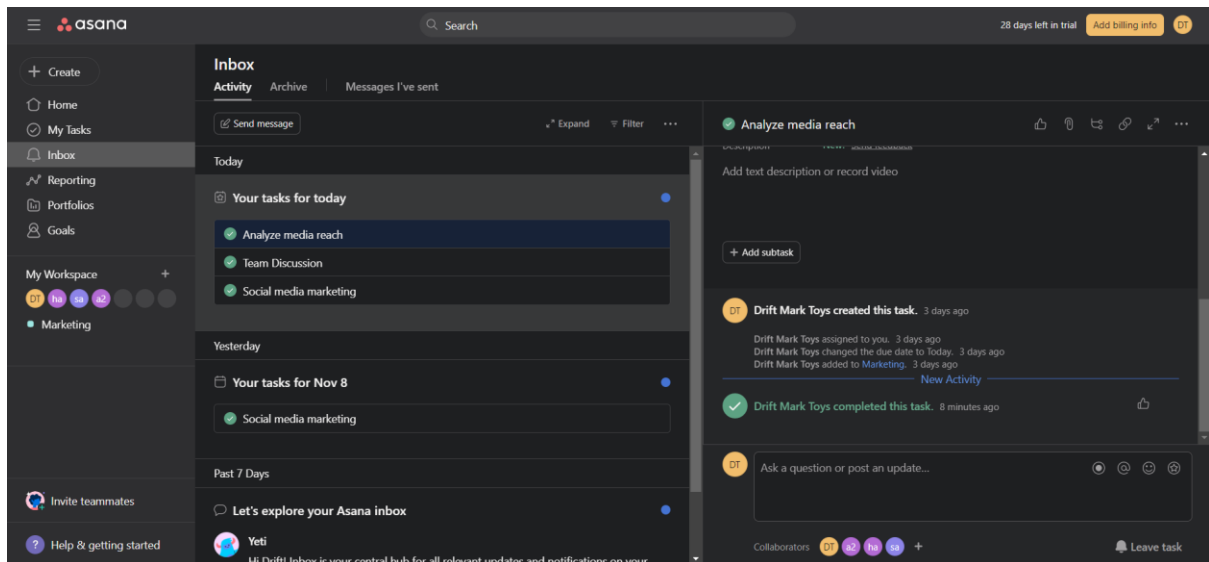
2. We have added tasks for few days and have given a duration of 2-3 days for every task to be completed.



3. The below image shows the calendar of our team. We have created certain tasks for certain days and after completing the task, we mark the task as “Completed”.



4. The Inbox is where you can see the status of your tasks. Here in the picture as we can see, all our tasks are completed as per schedule.





RESULTS:

TWITTER:

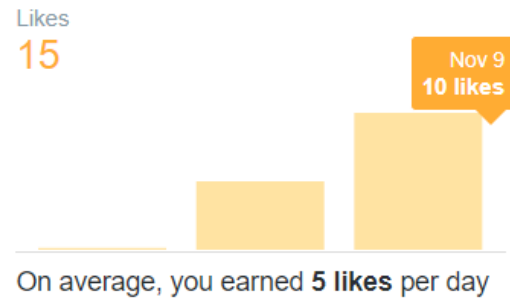
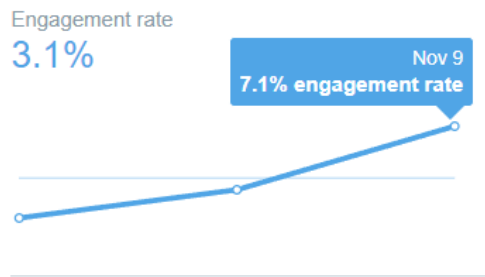
1. The below image shows the reach we have got for a tweet in the last 28 days. The impressions is the number of people have viewed our content and the profile visits depicts the number of visits to our profile from this tweet.



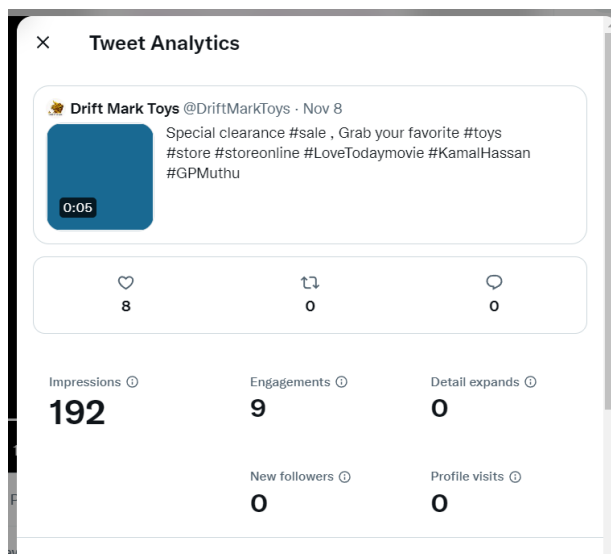
2. Analysis report of various tweets.

	Drift Mark Toys @DriftMarkToys · Nov 8 Special clearance #sale , Grab your favorite #toys #store #storeonline #LoveTodaymovie #KamalHassan #GPMuthu pic.twitter.com/gdUToqob8R View Tweet activity	192	9	4.7%
	Drift Mark Toys @DriftMarkToys · Nov 8 Skip down to Drift Mark Toys, To grab our #Christmas collection. #LoveToday #KamalHaasan #toys #store #chennai #Ranjithamesong pic.twitter.com/4eWQbCiiDJ View Tweet activity	333	13	3.9%

3. The below few images shows the engagements that has happened in the past 28 days. Engagement rate is the rate of people who has clicked our tweet and has seen the poster/video.



4. The below image shows the impressions and engagements of the other tweet.

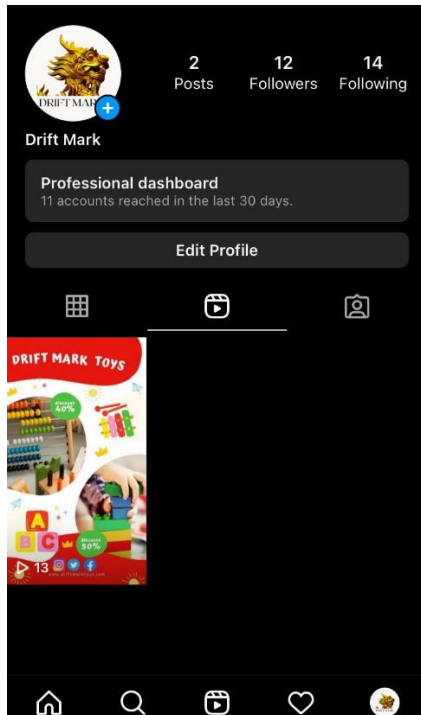


5. This tweet has been the greatest reach that our business has got so far. As seen in the image, 333 impressions is quite a lot.

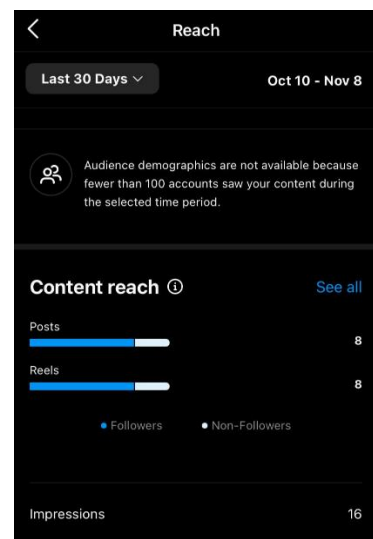
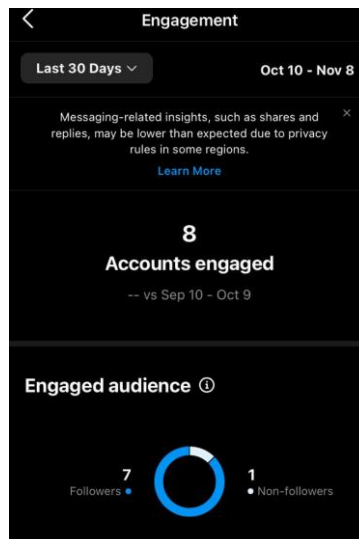
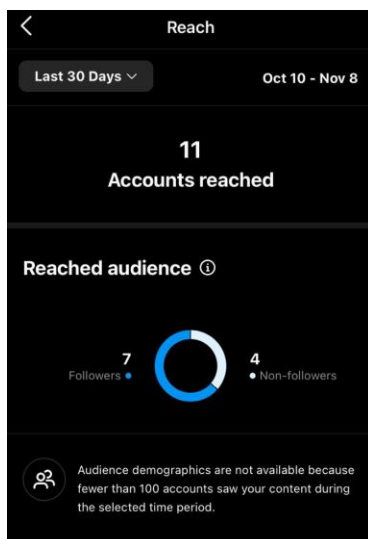


INSTAGRAM:

1. The first image shows the content we have posted in Instagram. We have posted one reel and one poster in this specific social media platform.

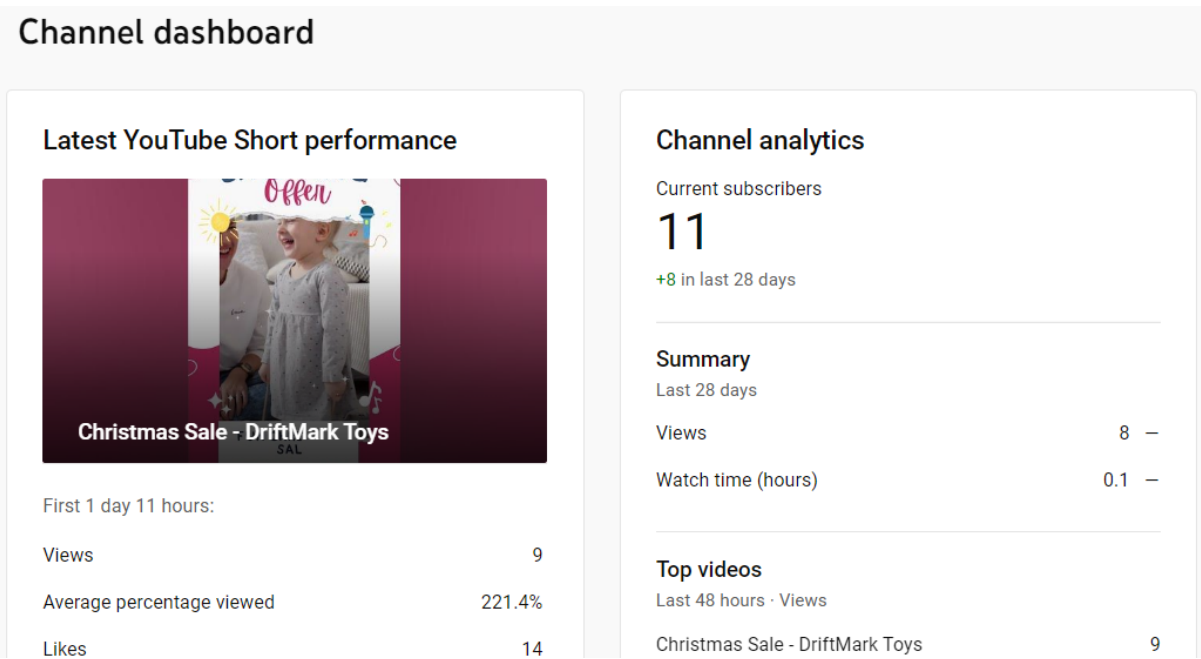


2. In the below images, we can notice the accounts that have engaged in viewing our content and the accounts reached specifies the number of accounts that has visited our profile.



YOUTUBE:

1. In YouTube, we have created a channel for our business and have posted our content in the same.

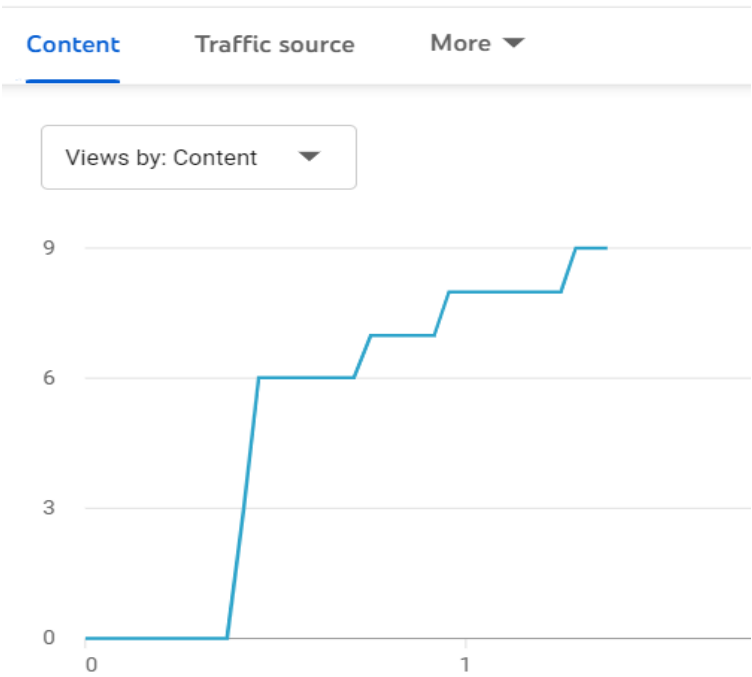
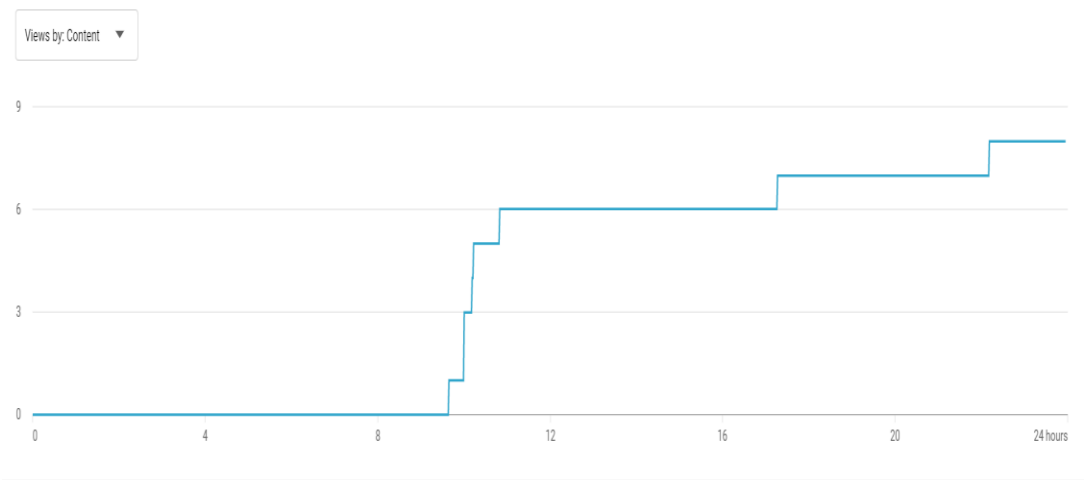




2. The number of impressions and the percentage of viewers are shown below. We posted only one reel in YouTube as we did not see any reach in the first shorts that we posted.

Average view duration	Impressions	Impressions click-through rate	
0:26	13	53.8%	

FIRST 24 HOURS:

3. The below graphs depicts the number of viewers at which particular day of the month.



Average view duration	Impressions 	Impressions click-through rate 
0:24	16	43.8%
0:24	11	63.6%

DISCUSSION:

Our campaign of toys store has been a blast in certain social media and a failure in certain. But when we see the overall clicks of the website, we can see that it has reached so much people. Marketing through social media is very vital for promotion of a business and we have chosen 3 social media in particular to do so, namely, Twitter, Instagram and YouTube. Via all these social media promotions, what we want is to increase the number of visits to our website and purchases of more products.

In Twitter, we have had a great impact as we got the most engagements and impressions compared to other social media platforms. This has resulted in more traffic in our website and increased our purchases. The strategy for this kind of reach is simple, right usage of tags. When one uses tags relating to their business and also tags that are trending at that particular time, their posts can reach great heights.

In Instagram, our reel and posts have had quite a few reach as compared to twitter. As we posted our content in different days, we have a clear idea of when the posts have been viewed. Here also, tags play a vital role, and using tags related to your business is very important as people search using keywords only.

In YouTube, we have no reach. In this platform we have failed to promote our website and products. We have used tags in this as well but the timing may not have been suitable for our content. We may have used different tags as compared to the ones that may have been trending at that time.

CONCLUSION:

In an overall view, this project has been a success as we have increased the number of clicks of our website. Twitter has shown the most reach as compared to other social media platforms and has therefore led to our website more. The website is connected to Google Analytics which shows the insights about the website. Our main goal is to promote our website, for which social media platforms are a tool and we thus have posted our content for promotion.

Digital marketing is vital for every business scenario as promoting through papers, televisions and radio does not have that much reach as compared to this new method. This project has helped us to learn how to sell our product to target customers easily and efficiently.