The business objective I target is online marketing business, Online marketing is the high speading business with great future. It is the practice of leveraging web-based channels to spread a message about a company's brand, product or services to its potential customers. "The action or business(being busy is a business) of promoting and selling products or services, including market research and advertisment". Here we are going to discuss elaborately about online marketing business. A business done with the help of internet and technology is online business. content marketing, Search Engine Optimization, Search Engine Marketing, Social Media Marketing, Pay-Per-Click advertising, Affiliated marketing, Email marketing, instant messaging marketing, Radio Advertisment, Television advertising are the types of online and digital form of marketing. Advertising and promoting a product or service online is less expensive than other form of advertisement. Digitalisation had has a profound impact on the traditional way of marketing. The firm which is planning to do a business online should grasp on the utilisation of the digital gadgets and technologies.

*What can a business earn from online marketing?*

Brand awareness, visibility and profit, an effective targeting, depending on the profile of your potential client, the increase of the company's protfolio, better results and full control of the budget. Online marketing has many name forms like internet marketing, web marketing, social media marketing and so on. So these are the best way to earn from online marketing.

*Pro's of online marketing:*

* Wide reach to the customers
* Immediate quantifiable results
* Less business overheads
* Ability to track customer's preference
* Customer relationship
* Customer's Convenience

*Con's of Online marketing:*

* Internet fraud
* Ads placement
* Requires special expertise
* Inaccessible
* Negative feedbacks about products or services.

*Future of online marketing business:*

The future of online marketing will be a combination of the most successful techniques of the past growing in future. On the other hand, 20.26% ofnthe rural Indian population had access to the internet as of December 2017. About 25%-40% in annual growth of digital marketing in India indicates that lot of businesses rely on digital marketing. Demand for digital marketing professionals has increased in the year of 2018 and in future most probably everything would be digitalized.

Following six are most important online marketing trends:

* Video content will continue to dominate
* Influencer marketing
* Chatbots
* Big data
* Interactive visual content
* Content marketing

Let list out the few companies below are acing digital marketing because they are creating experience and content that captivate their audience:

1) Zappos

2) Single grain and eric siu

3) American express

4) Mint

9) Airbnb

10) Jetblue

11) Yelp

12) Mastercard

13) Uniqlo

14) Domino's

15) Heineken

16) Tesla

17) Mr.Clean

18) Twitter (#Brandbowl)

19) KFC's 11herbs and spices

20) Ultra Music Festival

Some fast moving online business examples are:

•Swiggy

•Zomato

•Uber

•Ola

•Red taxi

•Urban Clap....

What do internet marketing specialist do in online marketing?

An internet marketing specialist helps businesses build online marketing plans and in some cases, to implement and manage those plans. Internet specialist help businesses promote their product and services using online marketing strategies.

Online marketing strategies:

•Invest in web design

•Use SEM and SEO

•Affiliate and associate programs

•Hire a coach or consultant

•Use Email marketing (91% of people checks their mail daily)

•Build an opt-in email list

•Get into articles or news stories

•Write online press releases.

Online advertising:

Onlinec advertising also called online marketing or internet advertising or web advertising, is a form of marketing and advertising which uses the internet to deliver promotional marketing messages to consumers. Many consumers find online advertising disruptive and have increasingly turned to ad blocking for variety of reasons.

Many common online advertising practices are controversial and, as a result, have been increasingly subject to regulation.Online ad revenue has led some publisher's to place their content behind paywalls.

As a conclusion,

Online marketing has become a fixture in the marketing mix of most companies. And online spend for companies is increasing. The importance of marketing on the Internet is increasingly important for the companies. In fact, Online marketing has become an important focus for most companies as they look to reach customers online and grow sales. The conclusion of digital marketing has now become a hot topic for discussion. Modern technology has changed a lot. Beside the growth of modern technology, the techniques f businesses has also changed. In this regard, digital marketing comes to take the leading position. Modern generation does not prefer to go to shop to buy anything, they want to buy everything online. So, the various companies always try to stay connected with thier consumers or customers via the internet. To get the best of it, consumers and marketers must know the advantage and disadvantage of digital marketing which i had listed. Online and digital marketing is a place where anybody can make his or her career intended with digitalisation and it gives benifits if its used in a proper way. The future of online marketing is vast. So, marketing objectives can be achieved with online and digitalisation.

**Question 2**

**Critically analyse the effectiveness of an employed data collection tool that was used to collect the data required to answer the business question asked. Ensure that you cover the potential strengths and weaknesses of the data collection tool using appropriately referenced scholarly material and the collected data. Please make sure you attach the survey or interview questions as an appendix to your assignment**

APPENDIX-- to prepare the guideline of strengths and weakness of data collection

APPENDIX-- to prepare the guideline of strengths and weakness of data collection

Data collection tools                                                                                                   1.1

Business required data----------------------------------------------------------------------------------->1.2

strengths and weakness of data----------------------------------------------------------------------->1.3

referenced materials to collect data------------------------------------------------------------------->1.3

Data survey-------------------------------------------------------------------------------------------------->1.4

Interview questions ---------------------------------------------------------------------------------------->1.5

Assignments-------------------------------------------------------------------------------------------------->1.6

*DATA COLLECTION:*

Data collection is the process of gathering the information and understanding in depth of what is much needed. the data collection can be of several types.

For the above given question to critically analyse the effectiveness of an employed data i would choose to go with the **survey data collection tools.** Every month we should have the certain set of question to be asked to meet the business target.

*To take the survey we should start with the question such as*

1. how comfortable are you feeling with the organization?
2. how much time you spent for the organization each day?
3. how is the work load?
4. Can you able to handle multitasking?
5. how frequently are you doing multitasking?
6. Are you okay with the organization shift timings?

These are the basic questions for taking the survey and to review the data collected from the employees to take it ahead for the better development.

QUESTION 3

The research question dictates the type of data required, and the researcher must best match the data to the question or decide whether primary data collection is warranted. This chapter discusses considerations for data source selection for comparative effectiveness research (CER). Important considerations for choosing data include whether or not the key variables are available to appropriately define an analytic cohort and identify exposures, outcomes, covariates, and confounders.

**Key Takeaways: Secondary Data Analysis**

* Primary data refers to data that researchers have collected themselves, while secondary data refers to data that was collected by someone else.
* Secondary data is available from a variety of sources, such as governments and research institutions.
* While using secondary data can be more economical, existing data sets may not answer all of a researcher’s questions.

Comparison of Primary and Secondary Data

In social science research, the terms primary data and secondary data are common parlance. Primary data is collected by a researcher or team of researchers for the specific purpose or analysis under consideration. Here, a research team conceives of and develops a research project, decides on a [sampling technique](https://www.thoughtco.com/sampling-designs-used-in-sociology-3026562), collects data designed to address specific questions, and performs their own analyses of the data they collected. In this case, the people involved in the data analysis are familiar with the research design and data collection process.

[Secondary data analysis](https://www.thoughtco.com/secondary-analysis-3026573), on the other hand, is the use of data that *was collected by someone else for some other purpose*. In this case, the researcher poses questions that are addressed through the analysis of a data set that they were not involved in collecting. The data was not collected to answer the researcher’s specific research questions and was instead collected for another purpose. This means that the same data set can actually be a primary data set to one researcher and a secondary data set to a different one.

Using Secondary Data

There are some important things that must be done before using secondary data in an analysis. Since the researcher did not collect the data, it's important for them to become familiar with the data set: how the data was collected, what the response categories are for each question, whether or not weights need to be applied during the analysis, whether or not clusters or stratification need to be accounted for, who the population of study was, and more.

A great deal of secondary data resources and data sets are [available for sociological research](https://www.thoughtco.com/research-data-sources-3026548), many of which are public and easily accessible. The [United States Census](https://www.census.gov/en.html), the [General Social Survey](https://gss.norc.org/), and the [American Community Survey](https://www.census.gov/programs-surveys/acs) are some of the most commonly used secondary data sets available.

Advantages of Secondary Data Analysis

The biggest advantage of using secondary data is that it can be more economical. Someone else has already collected the data, so the researcher does not have to devote money, time, energy and resources to this phase of research. Sometimes the secondary data set must be purchased, but the cost is almost always lower than the expense of collecting a similar data set from scratch, which usually entails salaries, travel and transportation, office space, equipment, and other overhead costs. In addition, since the data is already collected and usually cleaned and stored in electronic format, the researcher can spend most of their time [analyzing the data](https://www.thoughtco.com/introduction-to-statistics-3026701) instead of getting the data ready for analysis.

A second major advantage of using secondary data is the breadth of data available. The federal government conducts numerous studies on a large, national scale that individual researchers would have a difficult time collecting. Many of these data sets are also [longitudinal](https://www.thoughtco.com/panel-data-definition-in-economic-research-1147034), meaning that the same data has been collected from the same population over several different time periods. This allows researchers to look at trends and changes of phenomena over time.

A third important advantage of using secondary data is that the data collection process often maintains a level of expertise and professionalism that may not be present with individual researchers or small research projects. For example, data collection for many federal data sets is often performed by staff members who specialize in certain tasks and have many years of experience in that particular area and with that particular survey. Many smaller research projects do not have that level of expertise, as a lot of data is collected by students working part-time.

Disadvantages of Secondary Data Analysis

A major disadvantage of using secondary data is that it may not answer the researcher’s specific research questions or contain specific information that the researcher would like to have. It also may not have been collected in the geographic region or during the years desired, or with the specific population that the researcher is interested in studying. For example, a researcher who is interested in studying adolescents may find that the secondary data set only includes young adults.

Additionally, since the researcher did not collect the data, they have no control over what is contained in the data set. Often times this can limit the analysis or alter the original questions the researcher sought to answer. For example, a researcher who is studying happiness and optimism might find that a secondary data set only includes one of these [variables](https://www.thoughtco.com/understanding-variables-in-science-609060), but not both.

A related problem is that the variables may have been [defined or categorized differently](https://www.thoughtco.com/levels-of-measurement-3026703) than the researcher would have chosen. For example, age may have been collected in categories rather than as a continuous variable, or race may be defined as “white” and “other” instead of containing categories for every major race.

Another significant disadvantage of using secondary data is that the researcher doesn't know exactly how the data collection process was done or how well it was carried out. The researcher is not usually privy to information about how seriously the data is affected by problems such as low response rate or respondent misunderstanding of specific survey questions. Sometimes this information is readily available, as is the case with many federal data sets. However, many other secondary data sets are not accompanied by this type of information and the analyst must learn to read between the lines in order to uncover any potential limitations of the data.