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A Project Report On

Campaign Management System

(By SEMESTER-IX of V Year M.Sc. (2019-20))

Bhavesh Koshti: 5110

Name of Company: Gateway TechnoLabs, Bodakdev, Ahmedabad.
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1. Introduction

1.1 Existing System
- The traditional approach to creating campaigns and managing different kinds of campaign activities is no longer effective. Internal data, existing systems, outdated workflow, combined with outdated perceptions and behaviors has created costly and inefficient campaigns.

1.2 Proposed system
- Campaign management provides digital marketers the opportunity to deliver personalized content. The proposed Campaign management system helps to make targeted campaigns for specific customer base. It is also able to track customer responses and helps the organization

1.3 Project Definition
- Design a Campaign Management System that will track customer response and costs for each campaign thereby promoting business and improving sales with targeted marketing campaigns.

2. Objectives

- This system helps in retaining existing customers.
- Acquire new Customers for organization.
- Sales revenue can be increased by brand promotions
- All the campaigns can be managed easily and efficiently.

3. Tools and Technology

3.1   Tools/Platform
- IIS Server (Microsoft)
- Visual Studio 2017 Community
- Visual Studio Code
- Browser (Chrome/Explorer/Firefox)

3.2   Technology
- C#
- ASP .Net MVC
- Web API
- SQL Server 2017
- HTML5
- CSS3
- Bootstrap
- JavaScript
- jQuery3.4.1

4. Minimum Hardware and Software Requirement Specification

4.1   Client Side

A. Software Requirements
- OS: Windows 7 or above
- Web-browser: Chrome/Explorer/Mozilla Firefox

B. Hardware Requirements
- Processor: 2GHz
- RAM: 512GB
- Hard Disk: 2GB free space

4.2   Server Side

A. Software Requirements
- OS: Windows 7 above
- IDE: Visual Studio Community 2017
- MS Server 2017
- Web-browser: Chrome/Explorer/Mozilla Firefox

B. Hardware Requirements
- Processor: 3GHz
- RAM: 4GB
- Hard Disk: 15GB free space

5. Future Scope

- This system can be expanded as per the customer feedback and it can predict better targeted customer base.

- It can be used with various types of marketing strategies and also with the current market trends.

6. Limitations

- We can't predict customer feedback for the Campaign.