**Nature of customer**

**The modern marketer**

**Members:-**

**Patil Shraddha Shrikant**

**Pushkar Nagpal**

**Shashank kumar Pawar**

**Rohan Mendiratta**

Our mobile based android application is designed as such to provide a complete guide to setting up social media platforms’ accounts and managing them properly for the best output and media marketing.

Specifically our target audience is any startup or minor project developer to set up and boost their social media profile to increase their product reach and boost sales.

We had a survey conducted wherein we sent google forms across various business organizations and had their responses recorded. Their response seems to be quite positive and many of them were delighted by our idea. But also many of them wanted to be specific about every functionality

Our software is very easily accessible as it does not need any extra specifications.it reduces the time and complexity while doing online marketing. The marketer app is also well equipped with the tools needed to develop the brand and digitize the businesses.

The seeding idea of this project stroked us when we saw our family and friends who have their businesses set up, but lack to market their product.so we thought this very app could be of great deal to such people which lack social media exposure

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| S.NO | USER | DESCRIPTION |
| 1. | Redundant business firms | These are the firms which have a current user market but are seeking to expand by boosting/setting up their social media profile . |
| 2. | Startups/ Amateur Project developer | New start-ups will have much use of this app to set up and manage their social media profile and handle it in a professional way using the instructions provided by this application |