

Project Title: Field Visiting Business for Interviewing about Digital Marketing.

Project Report Submitted by

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1.INTRODUCTION

1.1 Overview

A Field Visiting Business for Interviewing about a Digital Marketing project involves conducting in-person interviews with individuals or businesses to gather data and insights related to digital marketing strategies, campaigns, and practices. This type of business is often used by market research firms, consulting agencies, or organizations looking to understand and improve their digital marketing efforts.

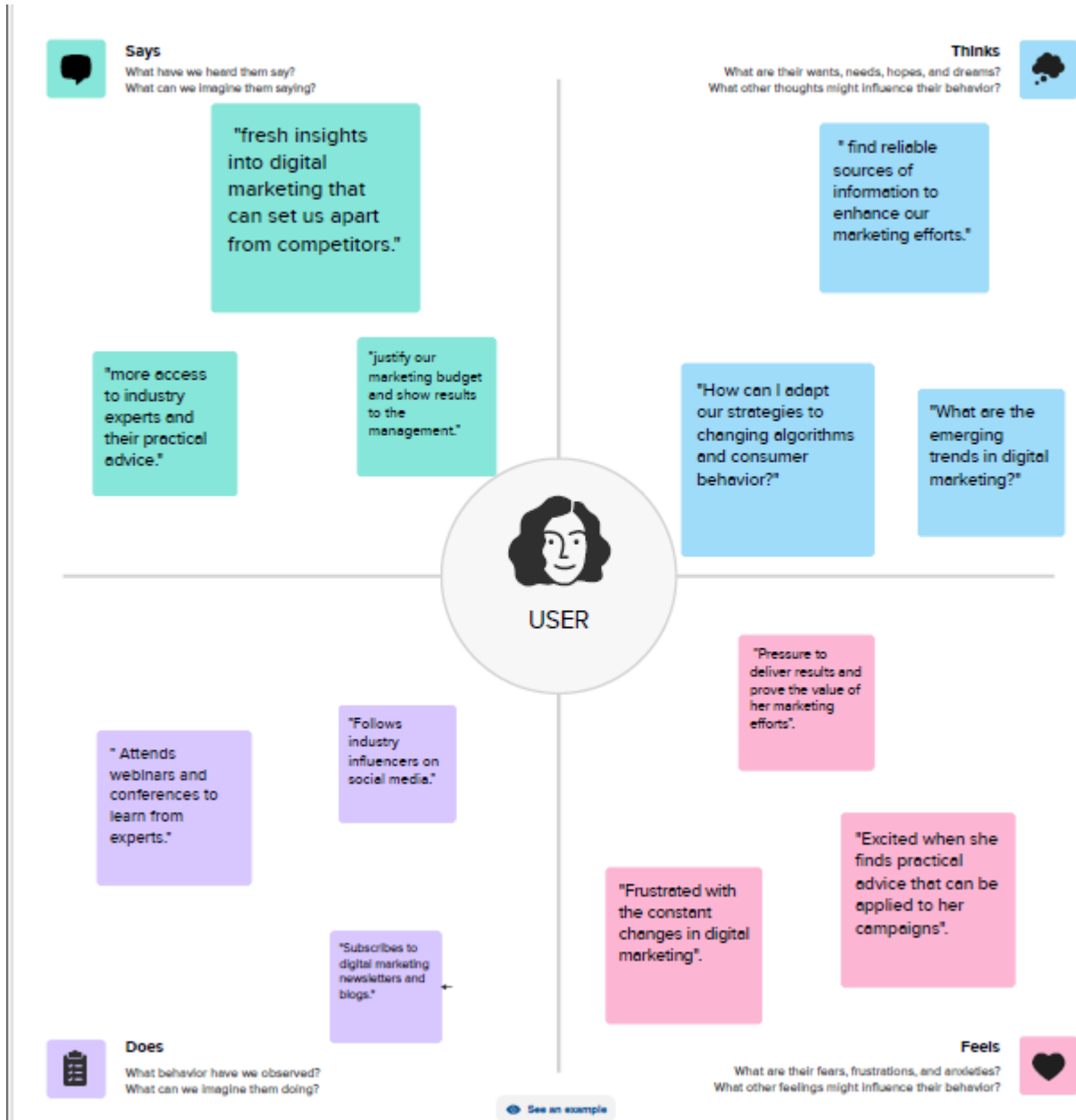
1.2 Purpose

The primary purpose of this business is to collect first-hand information and insights from real-world practitioners of digital marketing. The data obtained through interviews can be used for market research, strategy development, performance evaluation, and the enhancement of digital marketing initiatives.

field visits and interviews are valuable for understanding the real-world digital marketing landscape and tailoring services to meet the unique needs of each business.

2.PROBLEM SOLVING & DESIGN THINKING

2.1 Empathy Map

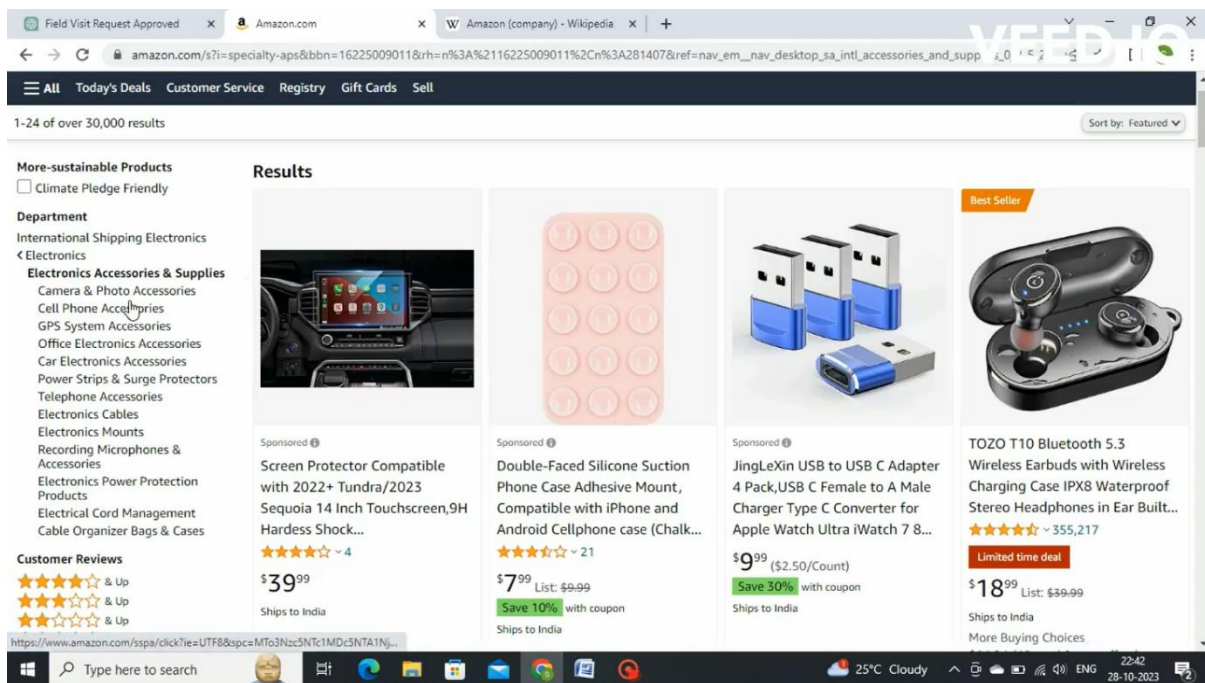


The collage features 12 distinct creative thinking and problem-solving tools, organized into three rows of four.

- Row 1:**
 - Brainstorm & idea prioritization:** A template for brainstorming and prioritizing ideas, including sections for 'What's the problem?', 'What's the goal?', and 'What's the solution?'.
 - Before you collaborate:** A checklist for preparing for a collaborative session, including 'Define the problem', 'Set the ground rules', and 'Assign roles'.
 - Define your problem statement:** A template for defining a problem statement, including sections for 'Problem', 'Context', and 'Goal'.
 - Brainstorm:** A template for brainstorming ideas, including sections for 'Problem', 'Context', and 'Goal'.
- Row 2:**
 - Group ideas:** A template for grouping ideas, including sections for 'Problem', 'Context', and 'Goal'.
 - Plotting ideas:** A template for plotting ideas, including sections for 'Problem', 'Context', and 'Goal'.
 - Priorities:** A template for prioritizing ideas, including sections for 'Problem', 'Context', and 'Goal'.
 - After you collaborate:** A checklist for preparing for a collaborative session, including 'Define the problem', 'Set the ground rules', and 'Assign roles'.
- Row 3:**
 - SWOT Analysis:** A diagram showing the relationship between Strengths, Weaknesses, Opportunities, and Threats.
 - PEST Analysis:** A diagram showing the relationship between Political, Economic, Social, and Technological factors.
 - Porter's Five Forces:** A diagram showing the relationship between a firm and its five main sources of competitive advantage.
 - Porter's Generic Strategies:** A diagram showing the relationship between a firm and its four main generic strategies.

3.RESULT

Thus, Amazon's relentless focus on innovation, logistical excellence, and customer-centric approach has propelled it to become one of the most valuable and influential companies in the world transforming the way people shop, access content, and use technology.



4.ADVANTAGES & DISADVANTAGES

ADVANTAGES:

1. **In-Depth Insights:** Field interviews allow for more in-depth and qualitative data collection compared to online surveys or secondary research.
2. **Personalized Approach:** It offers a personalized and interactive approach to data collection, enabling interviewers to probe for specific details and context.
3. **Real-World Context:** Interviews conducted on-site provide a better understanding of how digital marketing strategies are applied in real-world scenarios.
4. **Networking:** Building connections and relationships with industry professionals during interviews can open doors to future collaborations and partnerships.

DISADVANTAGES

1. **Resource-Intensive:** Conducting field interviews can be time-consuming and costly, involving travel, scheduling, and personnel expenses.
2. **Limited Sample Size:** The number of interviews that can be conducted in the field is often limited, potentially affecting the representativeness of the data.
3. **Biased Responses:** Participants might provide socially desirable or biased responses, affecting the accuracy of the data.

5.APPLICATION

- **Market Research and Analysis:** Field visits enable businesses to gather primary data on the digital marketing landscape in their industry. They can study competitors' strategies, customer preferences, and emerging trends to make informed decisions.
- **Competitive Intelligence:** By interviewing competitors and industry peers, businesses can gain a deeper understanding of what works and what doesn't in digital marketing.
- **Product Development and Innovation:** Insights gained during field visits can inform product development and innovation. Understanding customer pain points and preferences can lead to the creation of products and services that better meet market needs.
- **Data Validation:** Field visits can be used to validate or cross-reference existing data and market research findings. It adds a layer of authenticity to the information used in decision-making processes.

6.CONCLUSION

Field Visiting for Digital Marketing Interviews is a valuable approach to gather authentic and insightful data. While it has its advantages, including in-depth insights and networking opportunities, it also presents challenges like resource constraints and potential response bias. Its application spans across industries, making it a versatile business concept.

In conclusion, the field visits and interviews highlight that digital marketing is not just a trend but a fundamental component of contemporary business strategies. To succeed in this digital landscape, businesses need to adapt, prioritize personalization, and make data-driven decisions while also recognizing the importance of quality content and mobile optimization.

7.FUTURE SCOPE

- The future scope for this business lies in the continued growth of digital marketing and the need for businesses to adapt to evolving strategies and technologies.
- As digital marketing continues to evolve, the demand for up-to-date insights and firsthand experiences will persist.
- Leveraging advanced data collection techniques, such as AI and analytics, can also enhance the value of this business in the future.

VIDEO DEMONSTRATION:

https://drive.google.com/file/d/1vNDRDHITZmQdjNVSao4azqO7KkGs-MS_/view?usp=drivesdk