Project Design Phase-I
Proposed Solution Template

Date	03 November 2023
Team ID	NM2023TMID04589
Project Name	Create a Website using Canva

Proposed Solution Template:

The project team shall fill in the following information in the proposed solution template.

S.No.	Parameter	Description
1.	Problem Statement (Problem to be solved)	Traditional marketing techniques, including print advertising, TV commercials, and billboards, are becoming increasingly ineffective in reaching and engaging the modern, digitally-savvy consumer base. These methods are burdened by limitations such as high costs, limited audience reach, and a lack of real-time interaction and data-driven decision-making
2.	Idea / Solution description	Develop a robust online presence through a well-designed and user-friendly website.Create a mobile-responsive site to cater to the growing number of mobile users. Implement a content marketing strategy to provide your audience with valuable, informative, and engaging content.Regularly publish blog articles, videos, and other content that align with your business and customer interests.
3.	Novelty / Uniqueness	The uniqueness and novelty of the above solution lie in its holistic approach to addressing the challenges of traditional marketing while harnessing the power of digital marketing. Integration of Traditional and Digital recognizes that traditional marketing methods still hold value but need to be integrated with digital strategies. It doesn't dismiss traditional marketing but rather combines it with the strengths of online marketing, creating a more comprehensive approach.
4.	Social Impact / Customer Satisfaction	Website marketing has a significant social impact by promoting accessibility, inclusivity, sustainability, and community engagement. Simultaneously, it contributes to higher customer satisfaction through convenience, personalization, transparency, excellent customer support, user-friendly design, and feedback mechanisms. A well-executed website marketing strategy not only benefits businesses but also enriches the lives of customers and supports social and environmental responsibility.

5.	Business Model (Revenue Model)	This model involves selling products or services directly through the website. Revenue is generated through online transactions, and businesses often use payment gateways to facilitate secure payments. In Subscription Model customers pay a regular subscription fee to access premium content, services, or features on the website. This is commonly used in industries like media, software, and online education.In Advertising Revenue, Websites can generate income by displaying ads from third-party advertisers. This includes banner ads, sponsored content, native ads, and pay-per-click (PPC) advertising. Revenue is earned based on ad impressions or clicks.
6.	Scalability of the Solution	The scalability of website marketing refers to the ability to expand and grow marketing efforts to reach a larger audience or generate more revenue without incurring proportionally higher costs or resource constraints. To ensure the scalability of your website marketing, it's essential to plan and strategize for growth, invest in the right tools and technologies, and closely monitor performance metrics to make data-driven decisions as your marketing efforts expand.