

Project Report Template

1 INTRODUCTION

1.1 Overview

Marketing is all about successfully managing the product, place, price, and promotion of a business to generate revenue.

Marketing is one way to give information to consumers. This way, consumers will have a basic idea of what is your product all about. **Marketing is very helpful in transfer, exchange and movement of goods.**

Customer marketing is a brand's strategy focused on existing clients. It aims to improve their satisfaction and loyalty and raise retention and buyers' lifetime value.

1.2 Purpose

Marketing is supposed to do three things: Capture attention. Educate prospects. Convert.

Marketing **helps businesses to gather important information from the marketing environment.**

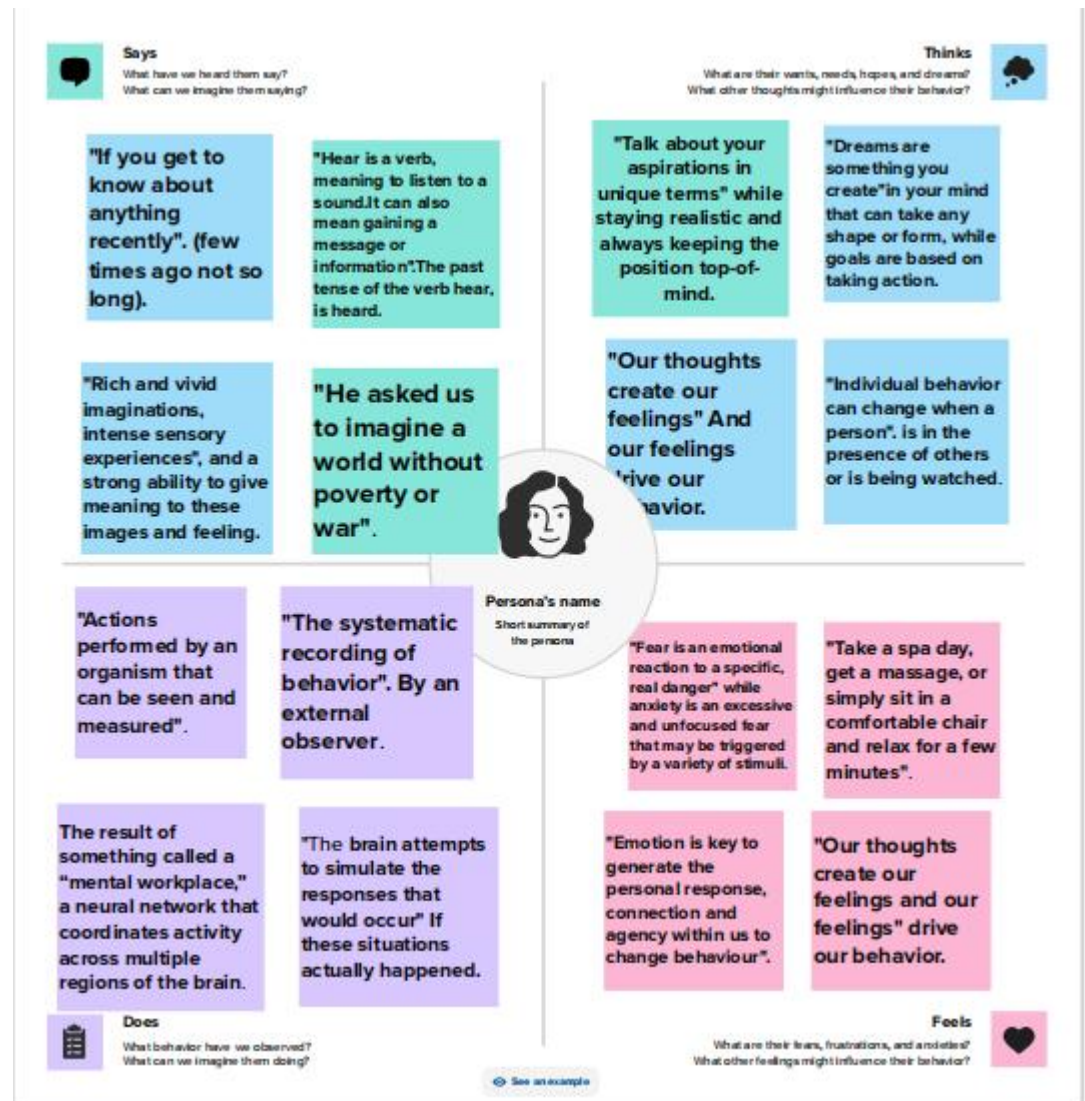
Advertising, promotions, and marketing managers typically work in an office setting. They may travel to meet with clients or media representatives. Most of these managers work full time, and some work more than 40 hours per week.

2 Problem Definition & Design Thinking

2.1 Empathy Map

- **"If you get to know about anything recently". (few times ago not so long)**
- **"Hear is a verb, meaning to listen to a sound. It can also mean gaining a message or information ". The past tense of the verb hear, is heard.**
- **"Talk about your aspirations in unique terms" while staying realistic and always keeping the position top-of mind.**
- **Actions performed by an organism that can be seen and measured".**

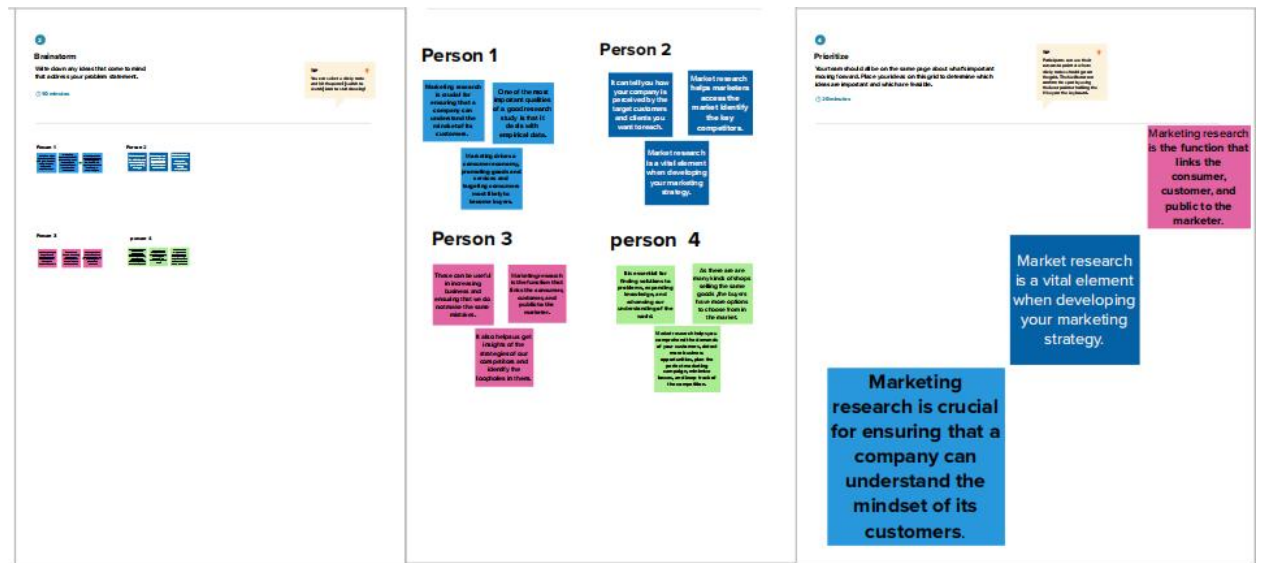
- "Our thoughts create our feelings" And our feelings drive our behavior.
- "The systematic recording of behavior". By an external observer.



2.2 Ideation & Brainstorming Map

- Marketing research is crucial for ensuring that a company can understand the mindset of its customers.
- Marketing research is the function that links the consumer, customer, and public to the marketer.
- One of the most important qualities of a good research study is that it deals with empirical data.

- It is essential for finding solutions to problems, expanding knowledge, and advancing our understanding of the world.



3 RESULT

Results marketing, also known as objective marketing or performance marketing, is a type of advertising in which you pay only based on the actual performance of the ads published.

Measured Results Marketing provides marketing automation consulting services, designed to drive better business results for clients through agile framework, and technology agnostic approach.

4 ADVANTAGES & DISADVANTAGES

- Marketing that is properly researched and targeted will bring new and returning customers.
- Opinions of current and former customers can identify areas for improvement.
- Raising brand awareness.

5 APPLICATIONS

App marketing refers to the marketing of an application, or short app, that can be used on various mobile devices. App marketing aims to attract the largest possible number of users for an app or widget and thereby generate revenue.

6 CONCLUSION

In conclusion, the concept of market structure is central to both economics and marketing.

A good conclusion summarizes the main argument of your paper and points to the strengths and limitations of your research.

7 FUTURE SCOPE

Market scope refers to the size and potential of a particular market or industry.

MBA Marketing opportunities lie in Retail, Tourism, Banking, Hospitality, Advertising, Media, Consultancy, Market Research, etc.

8 APPENDIX

My Project Links:

Data Set Link:

<https://drive.google.com/file/d/1L6szKP0UxHPNvJTqKmPBQih33AM-GzUp/view?usp=sharing-data>

Tableau

https://github.com/bdu1621me1305/Unveiling-Marketing-Insights_NM2023TMID25657/upload/main

THANKYOU TO ALL