

Section: K19PT

Project Group No: 11

FINAL REPORT

TITLE :

DIGITAL MARKETING

INTERNET PROGRAMMING

LABORATORY (CSE 326)

SUMBITTED To : MR. MOIN HASAN

SUMBITTED By :

- | | | |
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FORMAT OF REPORT

Our page starts with home page of introduction of our website with background images and some introduction in write ups. On front page we have 5 main options i.e.

- i) Home
- ii) About
- iii) Services
- iv) Works
- v) Contacts

- i) Home :- It address to our front page or home page from any page you are on present time
- ii) About :- It address to division which tells you about us and how we work and how you can join us
- iii) Services :- The main part of our project which involves services like - Brand identity, Illustration, webdesign and many more
- iv) Works :- Some of our clients that are successfull like - Google, amazon, Dell which help them in their Services
- v) Contact :- You can go to this division to contact us for our business

ABSTRACT

With the ever increasing development in technology, The use of Digital Marketing, Search Engine Marketing, Social Media Marketing is also increasing. Digital Marketing is used by the marketers to promote the goods and services to the marketplace. Digital marketing place an important role in increasing sales of goods and services. The purpose of this project is to show Digital marketing is an important tool for marketing and consumers.

INTRODUCTION

Digital marketing is generally a wide term which consists of Internet marketing, Social media marketing, Search engine marketing. People are becoming highly social and also use of internet, social media, applications are increasing and becoming necessary part of daily activities of every person.

Digital marketers helps the marketer to reach their products for customers via various channels like E-mail marketing, social media, websites, E-commerce, etc.

A marketer, before launching any product or services, can conduct a survey online and take responses from potential customers so that a marketer can launch according to the needs of customers, after analyzing the response given by them.

In this highly competitive market and technological advancement marketing services have been changed from traditional practices to digital marketing. Digital marketing is a tool which can be used for expanding the business globally. With the help of digital marketing a buyer can also compare a product and it also allows 24 hours of services to purchase, even it allows customers to return delivered product if they are not satisfied with it.

LITERATURE REVIEW

Kaini (1998) Innovation of new technology i.e. wide internet helps in opening the gate for marketers and do online marketing to achieve their business goal.

Song (2001) More choice are available for customers so it is difficult to enterprise to build brand image. Online advertising is powerful marketing tool used for creating brand image and helps the corporate world to increase the sale up by many extent.

Mort, et al (2002) Due to advancement in technology and market dynamics, digital market is rapidly growing.

Teo (2005) The survey was conducted by firms in Singapore and findings revealed that digital marketing tool for gaining result.

Kucuk and Krishnamurthy (2007) The study revealed that internet and virtual communities helps the consumers, societies and marketers to access and share information with others. It too helps in enhancing the communication skills also.

Basheer et al (March, 2016) The study is on the impact of mobile advertising on consumer purchase decision. Finding revealed that there is a positive relationship between perceived usefulness of advertisement and consumer purchase decision.

Kee (2008); Codes & Silua (2012) The study revealed that 90% of consumer read online reviews of other consumer before make purchase decision. Consumer read at least four reviews before make their final decision of purchase. Reviews play important role in purchase decision.

Fisch (2010) In world, there are approximately 1 billion monthly active users of Facebook. After 2 years of facebook introduction, there are 50 million users. Everyday 31 billion queries of Google. 1000 internet devices used in 1984 and 100,00,00,000 internet devices used in 2008

METHODOLOGY

The three main component and organ of our website on which it works are HTML, CSS and Java Script. Since HTML was our basic for our program which we insert used to insert different content and also for connecting different pages with each page with its own content. We also used it to make user end interface and designed table for different company with its article. After that we used CSS for our project as useful by using it for adding colors and making it more attractive through animation and background videos and even used hover by using CSS. Some of addition involves header background videos, navigation bar and changes of color at time of choice. Java Script are mainly used for login page appearance and some of minute animation.

RESULTS AND DISCUSSION

Discussing about the result of project is providing the goods and servicing of our clients to larger scale and at global level through digital marketing. Our project can also select ~~our~~ customers to chose whether they need pursue to take their goods and services. Our clients can expand their business from a region level to multinational because of plans and bonds with different companies. One of our biggest services involves companies like Google, Amazon and different companies of different parts of world. Our website also help to connect and add customers from different part of world and allow you to work at large Scale and bigger numbers.

CONCLUSION

With the project, it has been found that there is a relationship between marketers and customers. Our website is connection which join them. Our website allows to create link or advertise your brands, goods services and even your company by digital marketing. It helps you in giving you Brand Identity, make your brand float on internet by web designing. Consult you in product strategy. There are lot more if you visit our site.

REFERENCES

Reference 1:- Moin Hasan, Our professor helps us in explaining content on basic for every function used in our page

Reference 2:- Wikipedia, It helps us in knowledge about digital marketing in telling about very deep to understand its actual work.

CONTRIBUTION

Name - Shashwat Singh

Reg. no. - 11912314

Roll no. - 32

My contribution starts at very first you visit the page with front page. Working on front page I made it attractive collarfull so that people use our site for our services and adding lots of facility provided to our clients to add to customers. I also had a huge contribution in linking one page to another. I used different functions like HTML, CSS and JavaScript to design this page and useful for our clients. We worked well to design the content or thinking of content and later I made that content with some add ups in our work.

CONTRIBUTION

Name — Satyam Singh

Reg no.— 11912348

Roll no.— 33

As a group activity, we started our work by planning and discussing of our work and content and distribution works in ourselves. So, talking about my contribution in projects involves in two parts

(i) Practical

(i) Theoretical part involves work like writing Final Report after completion of project with discussion of with my group mate.

(ii) Practical parts includes my contribution in website designing by completing or working on some of our pages like company page or brand definition