**Digital Marketing Project**

**1) What is your business venture about along with your Target Market?**

Teatimegossips.com is started in Hyderabad, Telangana in 2017 as a web news portal .Entertainment is the slogan of tetimegossips.Com. We are here to entertain the people that come here to chill out. I strongly believe Cricket, Cinema, Politics, Fashion is the major source of entertainment to the world. We provide you with the latest breaking news and videos straight from the Entertainment Industry.

Teatimegossips.com is independent editorial team and contributors share their views on current affairs happening in India and abroad related to entertainment.

Teatimegossips.com is quick in bringing the breaking news close to public. The hourly updates in the website are isolated and special.

Time is the most important factor in these days, and the internet also significantly changing the mind-sets of people, everyone are using smart phones, when and where ever they have time people are reading the news and watching videos. Even users don’t have time to watching TV and reading newspapers in their respective busy schedules.

Teatime gossips is mainly focused on teenagers and job holders, because these segment people are more focused on current affairs and they need more knowledge on what is happening around the world. Teatime gossips are providing the news more about Entertainment, Gossips, and Current Affairs. Every teenager is having their smartphones they spent more time on Internet and Social media Platforms, and they shows their interests towards reading gossips and news, so for teatime gossips key target age group is 15 to 35.

The teatime gossips is working more on to provide genuine, relevant and fastest content to the users, in the current scenario we are focusing on Indian news and Indian users, in coming days we will be expand our services to the globe.

The Motivational Factor to the teatime gossips is the Readers, because there is a rapid development for the online news portals, the conversion ratio of readers from traditional newspapers and televisions to online media is expanded highly. Keeping it in mind teatime gossips will capture the business and entertain the viewers of teatime gossips.

The agenda of teatime gossips is to entertain and educate the web users in the proper way.

**2) Define Your Business Objective in Under 50 words**

The Main Objective of Teatime Gossips is to entertain and create awareness on current affairs to the Viewers in an Entertaining way with the interesting content. Teatime Gossips mainly focus on Politics, Cricket and Movies. We are working on delivering genuine, relevant and fast content to the viewers and we try to satisfy and educate the users with our fastest and interesting Content.

**3) Create the buyers’ persona as per the template shared (Hub spot).**

To understand the customer groups, it has become a standard for many companies to create buyer personas. They usually include not only demographic information like age, location and income, but also psychographic information like interests, reasons for buying and concerns.

For Teatime Gossips I will create 3 buyer persona groups.

|  |  |  |  |
| --- | --- | --- | --- |
| Sr.no | Cricket | Movies | Politics |
| 1 | Age group – Male 10-45 years, women 15-25 years | Age group – 10-60 years | Age group – Male: 18-75 years, women:18-35 years |
| 2 | Objective: getting latest news and scores of international and national cricket matches | Objective: getting news updates about upcoming movies, reviews, gossips and trailers | Objective: being up to date about political news in the country and election updates and party politics |
| 3 | Active on social media and other websites | Almost all would be active on social media and other websites | Most of them would be active on social media and other websites but people above 60 may be less active. |

**4) What will be the Go to market strategy? (Describe the idea to execution with different promotional channels etc.**

**Go to Market Strategy:**

A go-to-market strategy is an activity plan that indicates how an organization will achieve the competitive advantage. The purpose of a Go to Market strategy is to provide a Plan of action for delivering a product or service to the end customer, and how does your business connect with its customers? How do you deliver your unique value to your target customers? How do you go from the initial connection with a potential customer to the fulfilment of your brand promise?

There are various types of Promotional channels is there to promote our organizations or business. Teatime Gossips is an entertainment and information providing website to the viewers.

Examples for Promotional channels:

1. **Make your Content Strong in website:** The first and foremost is we need to create the website with good, relevant and high-quality content, then traffic will increase to our websites and we can expect visitors to end customers. There are many possibilities is there to post the content in websites like freelancers, gust blogging, by using this we can improve our website traffic.

1. **Use Social Media for Promotion for Teatime Gossips:** Social Media is the biggest platform in these days, the users of these plat forms also increasing rapidly, it’s free to join and create profiles about your brand, products or services on the various social networking sites available. Through social media you can build a separate profile page for your website, brand or product where you can engage directly with your existing and potential customers.
2. **Use Video to Promote Teatime Gossips:** You tube and other video sharing sites have become very important channel to generate valuable traffic to the websites, so we will create some ads and post in you tube so that we can increase the traffic to teatime gossips.

And we can use Paid channels, Earned channels, owned channels and get quality back links by being a guest blogger and also we can use Affiliate market to increase the traffic to teatime gossips. These are the Main promotional channels I use for my website promotion.

**5) How will you use Digital Marketing for your business?**

Digital Marketing is the process of building and maintaining customer relationships through online activities by using digital technologies.

**Benefits of Digital Marketing:**

* We can see accurate results in real time.
* We can measure exactly how many people viewed the page.
* We can provide convenience to the customer
* It saves Advertising costs to the company
* We can easily target our customers.

**Major Components of Digital Marketing:**

Search engine optimization, pay per click, Social media marketing, Email marketing, Display advertising, Affiliate marketing, Content marketing.

**Teatime Gossips:**

**Through Great Content:** For Teatime Gossips I will start with posting relevant and proper content in to my website, and at the same time I will focus on website development like themes, widgets, and website outlook.

**Through Search engine Optimization**: I will do on page seo and off page seo to gain traffic to teatime gossips. On page seo includes title tag, meta description, header tag, keyword placements and so on, off page seo includes social networks like Facebook, Twitter, You tube and LinkedIn.

**Through Email Marketing:** Email is the easiest approach to the customer and it’s a straight forward and easy to measure and track marketing return of investment and its cheaper one.

**Through Social Media:** It’s a major marketing tool in current era, Social media allows people to communicate with our brand on regular basis and also it helps to create relationship with customers. By using Facebook, Twitter, LinkedIn we can share our content from our websites to reach customers.