VIT®
Vellore Institute of Technology
(Deemed to be University under section 3 of UGC Act, 1956)

**School of Computer Science and Engineering**

**J Component report**

**Programme : Integrated M.tech Specialization in Business Analytics**

**Course Title : Digital and social media marketing**

**Course Code : MGT3004**

**Slot : D1+TD1**

# Title

## GO MAD

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- N PRANEETH KUMAR REDDY – 20MIA1074
- KONDA VIHAR – 20MIA1034
- ANDHAVARAPU VASU – 20MIA1151
- MONESH N – 20MIA1047

**Faculty:** DR. SAJU B

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## 1) Company logo:

## 2) About The Business:

This is an entrepreneurial idea of our team where we bring back our heritage and healthy drink in a name of (GoMad) to the present market.Our product comes under Fast-moving consumer goods(FMCG) are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods.In a name of GoMad we not only serve classic lime soda we also serve different flavors to attract a different segment of people that is ranging age group of(15-45years)

## 3) Vision:

Our Main Vision is to serve our heritage drink to the present generation.

**Contact person:**

V Kasinath -( +91 9121801255)

**Email**:

Customer.gomad@gmail.com

**Address:**

D.NO 3-135, Near One town police station, KURNOOL(Dist.), A.P state

## 4)Digital space of the business:

Technology is growing rapidly in India. Nowadays we can find all types of UPI (UPI business accounts to be created) payment facilities in each shop or business in the marketThe ownerer of the shop is trying to adopt to the digital platforms which we will be creating in the future that will make a business to supply fresh soda in a big scale. Increase in sales of their products will make them to improve their current situation by getting some needed equipment to the store.

## Proposed:

→Instagram Business Account

→Facebook Business Account

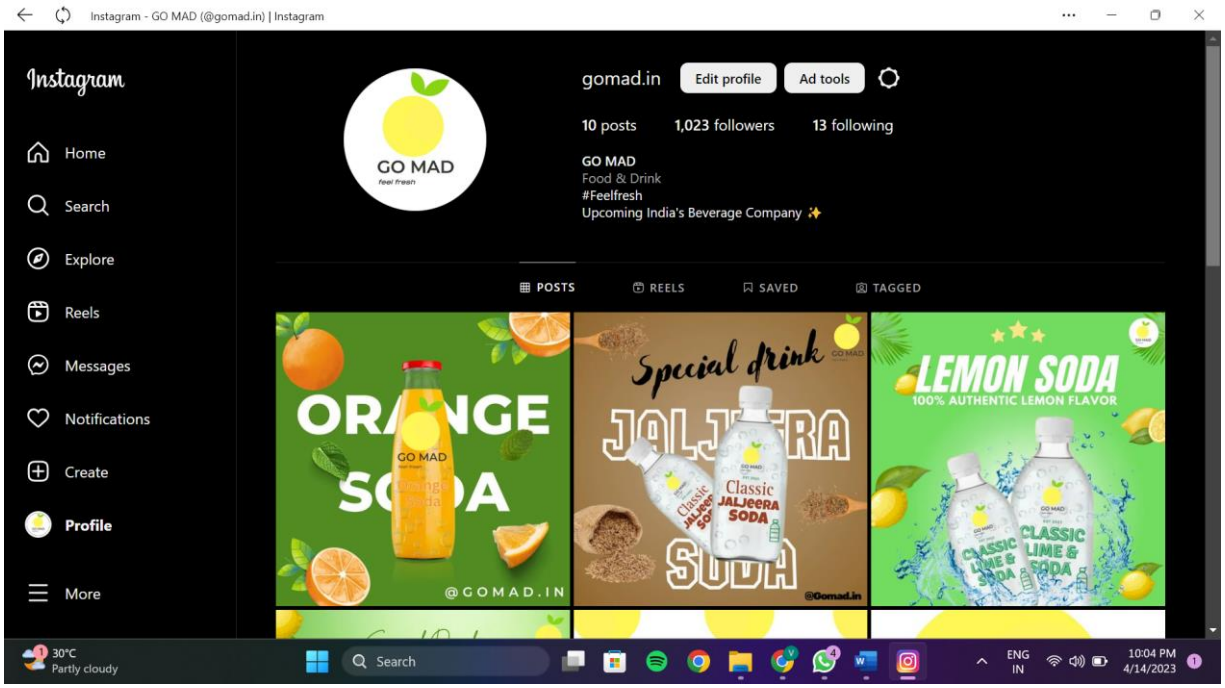
→Youtube Channel

→WebPage

## 5)Instagram Account:

In recent times the most used app in India and in worldwide is Instagram so we targeted this platform as the best to start with, So we started creating our official page on Instagram which is handled by one of our teammates. Here we post regular updates of different drinks available (i.e sodas of different flavors) and offers available to it. Here we are a strong target audience in sense the age group of (15-23years) mostly uses this app as per the latest statistics released by Instagram. So here we play ads of different flavors of soda(strawberry, jeera, blueberry, raspberry and many more) that attract the present youth. The

Insta page we have created for the shop has got 1023 followers as of now and we have posted some of the products that are selling or to be sold products with cost and uses in the Insta page itself. And, those who want to talk to the shop owner we directly provided to make a phone call.




This is the dashboard for our Instagram page where people can come and check the posts we have uploaded and get to know about the products we supply.

For marketing, we have used Instagram as our main channel and we had made an 2D Animation video where users can easily get to know about the product.

**Link for the 2D Animation Video:**

https://www.instagram.com/reel/Cq3Zbp_Jghw/?utm_source=ig_web_copy_link

We have boosted our 2D Animation Video on Instagram using some powerful Tags and People's interests and considered many things while we boost the post

**These are some of the collections we have done marketing:**

We have divided our products into two segment's that are

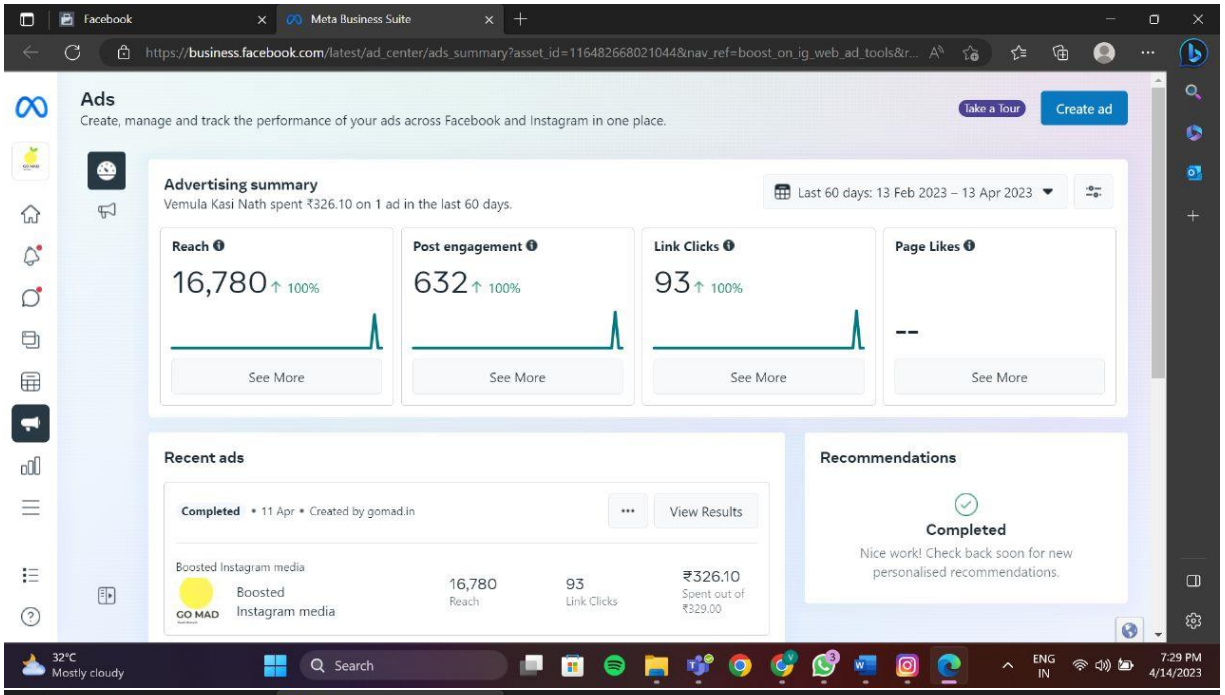
- Premium segment
- Ordinary segment

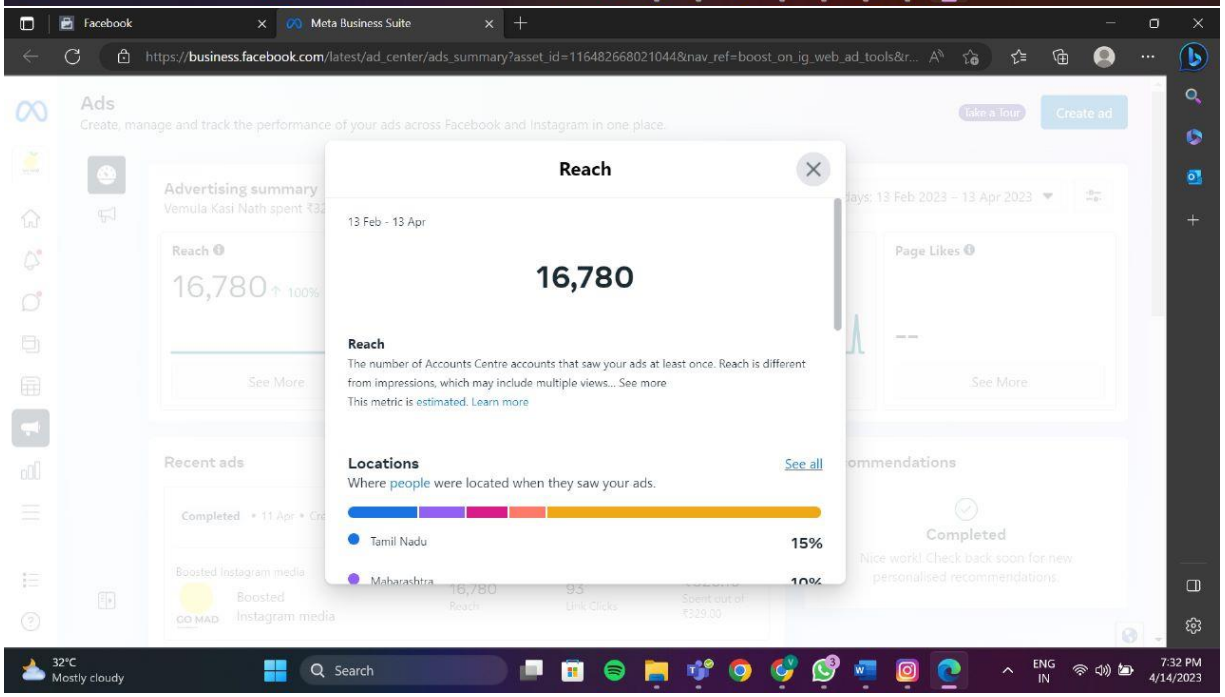
**Premium Product**:

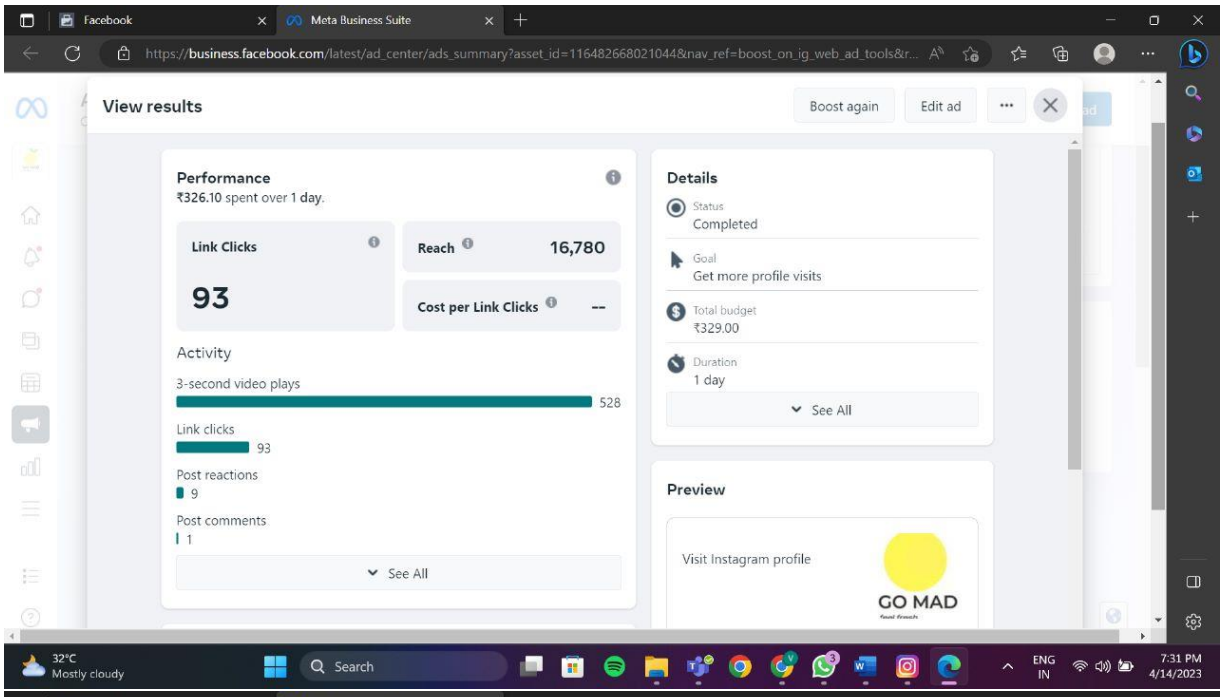
## Ordinary Products:

# Results of our Marketing:

On the day we have started the campaign we have launched our premium product to get engaged by the both segments customers.




Facebook
Meta Business Suite
https://business.facebook.com/latest/ad_center/ads_summary?asset_id=116482668021044&nav_ref=boost_on_ig_web_ad_tools&r...
View results
Boost again
Edit ad
Performance
₹326.10 spent over 1 day.
Link Clicks
93
Reach
16,780
Cost per Link Clicks
--
Activity
3-second video plays
528
Link clicks
93
Post reactions
9
Post comments
1
See All
Details
Status
Completed
Goal
Get more profile visits
Total budget
₹329.00
Duration
1 day
See All
Preview
Visit Instagram profile
GO MAD
32°C
Mostly cloudy
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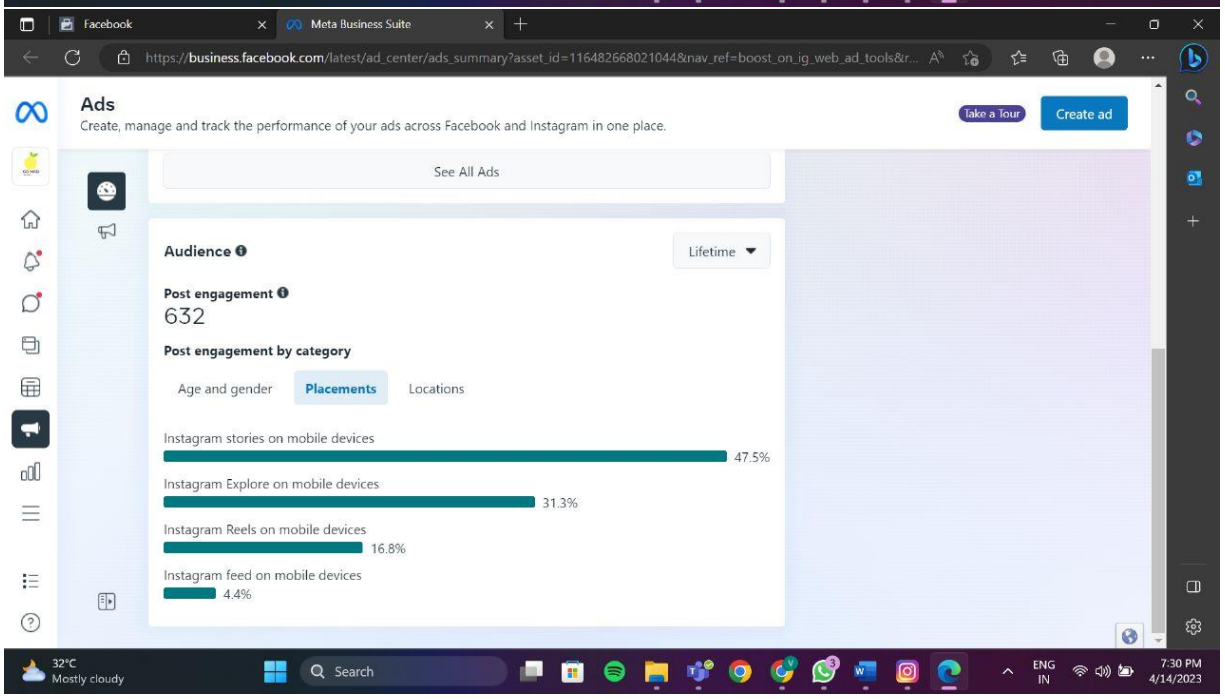
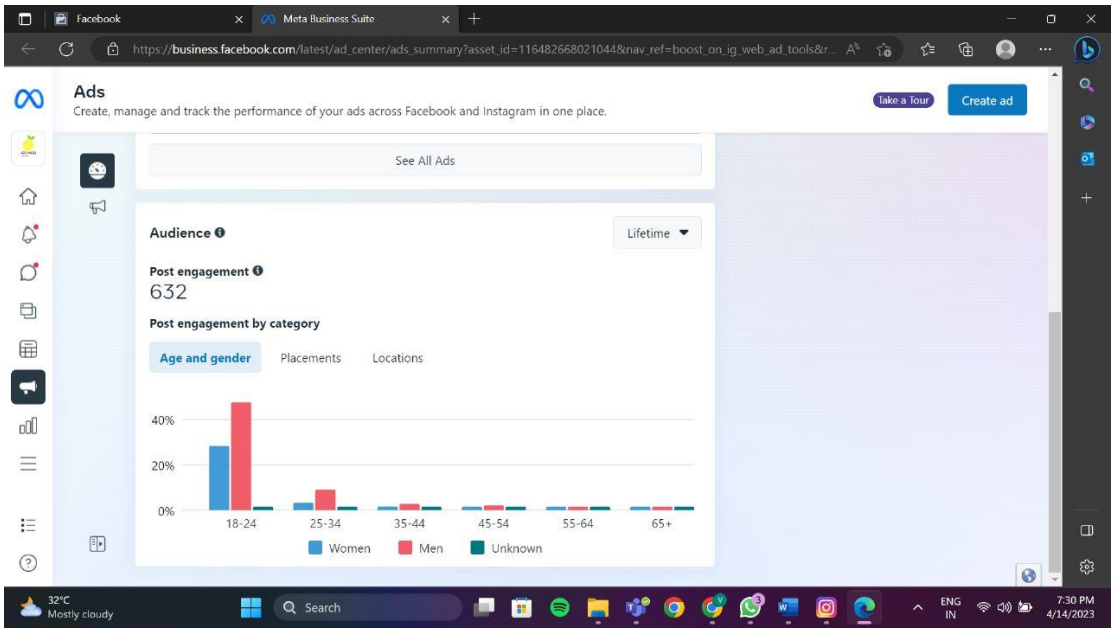
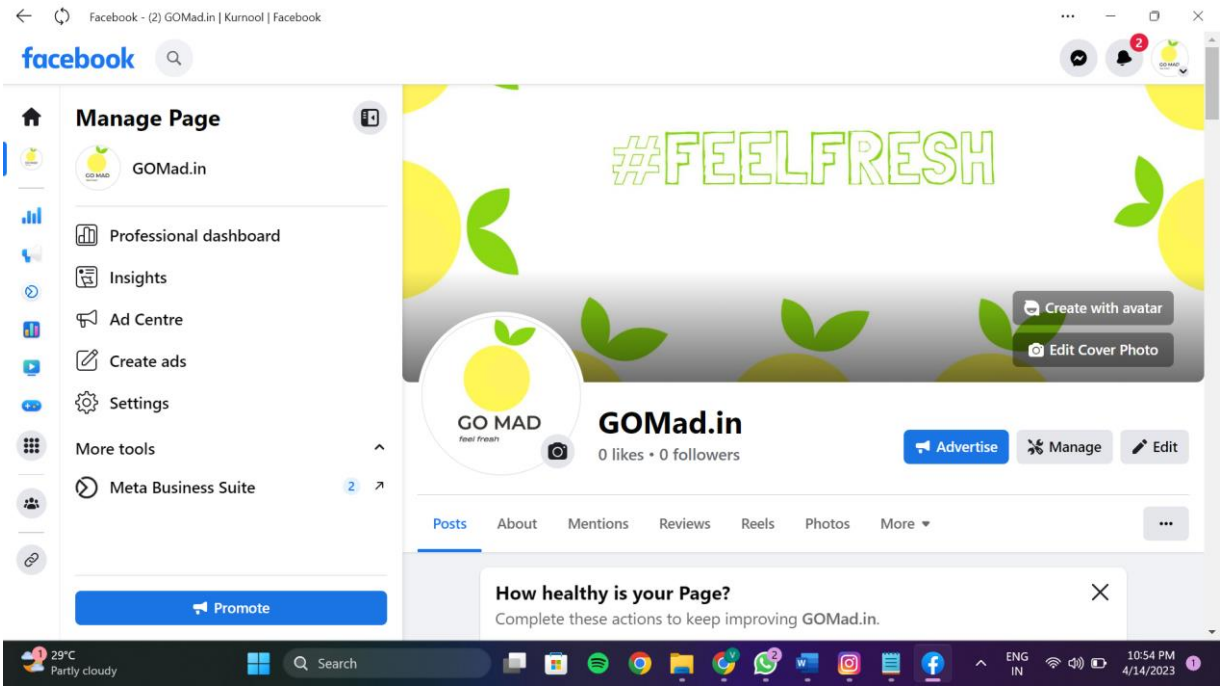
4/14/2023


Facebook
Meta Business Suite
https://business.facebook.com/latest/ad_center/ads_summary?asset_id=116482668021044&nav_ref=boost_on_ig_web_ad_tools&r...
Ads
Create, manage and track the performance of your ads across Facebook and Instagram in one place.
Take a Tour
Create ad
See All Ads
Audience
Lifetime
Post engagement
632
Post engagement by category
Age and gender
Placements
Locations
Instagram stories on mobile devices
47.5%
Instagram Explore on mobile devices
31.3%
Instagram Reels on mobile devices
16.8%
Instagram feed on mobile devices
4.4%
32°C
Mostly cloudy
Search
ENG
IN
7:30 PM
4/14/2023

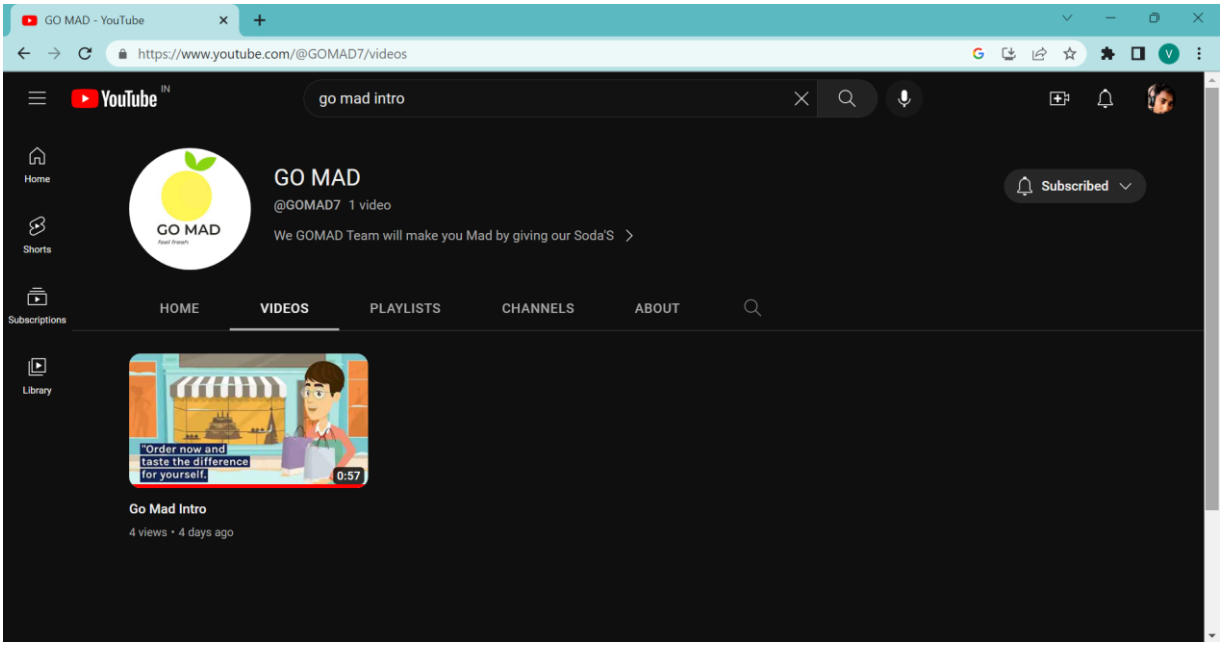



The numbers on every post represents the reach of every post. So we can know that in which product the people are more interested, so that we can give more preference to that products.

## 6)<u>Facebook Page</u>:



# YouTube Channel:




# 7) LINKS:

## INSTAGRAM PAGE LINK

https://instagram.com/gomad.in?igshid=ZDdkNTZiNTM=

## FACEBOOK PAGE LINK

https://www.facebook.com/profile.php?id=100089981147961&mibextid=ZbWKwL

## WEBSITE LINK

https://www.gomad.in/

## YOUTUBE LINK

**https://www.youtube.com/@GOMAD7/videos**