

# CHAPTER 1

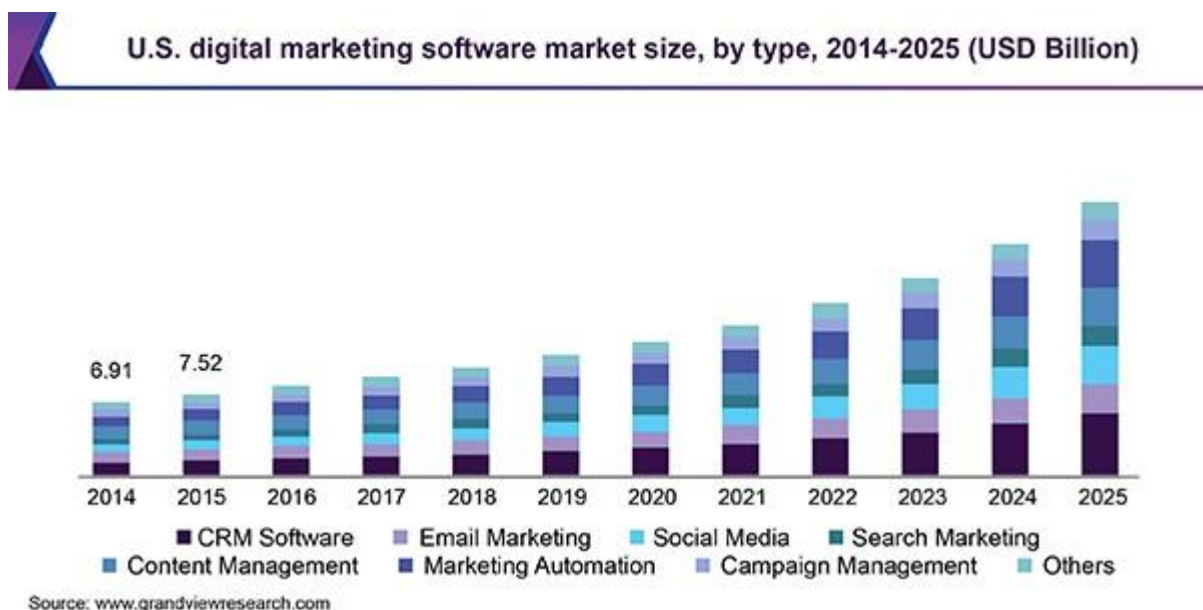
# INTRODUCTION

## 1.1 Introduction to Digital Marketing:

Digital era has revolutionized the way organizations are executing their business strategies and operations. The digital market has provided companies an effective tool to connect with its various stakeholders in the market. Digital marketing software enables companies to strengthen customer engagement using multiple channels, such as instant messaging, social networking, and mobile apps.

It also helps companies in integrating various digital mediums and channels and analysing their marketing campaigns in real time. Proliferation of the internet, growing usage of social media, and subsequent increase in spending on digital marketing by companies are fuelling the adoption of digital marketing software.

Continued digitalization is allowing marketers and companies to connect with consumers directly, provide customized solutions, and enhance user experience. At the same time, as a result of intensifying competition, marketing strategies are evolving from selling to customer satisfaction and retention. Data aggregated through online marketing campaigns can be utilized to analyse consumer behaviour and preferences. Derived insights can be utilized to recognize buying patterns and can be further customized to optimize marketing campaigns.



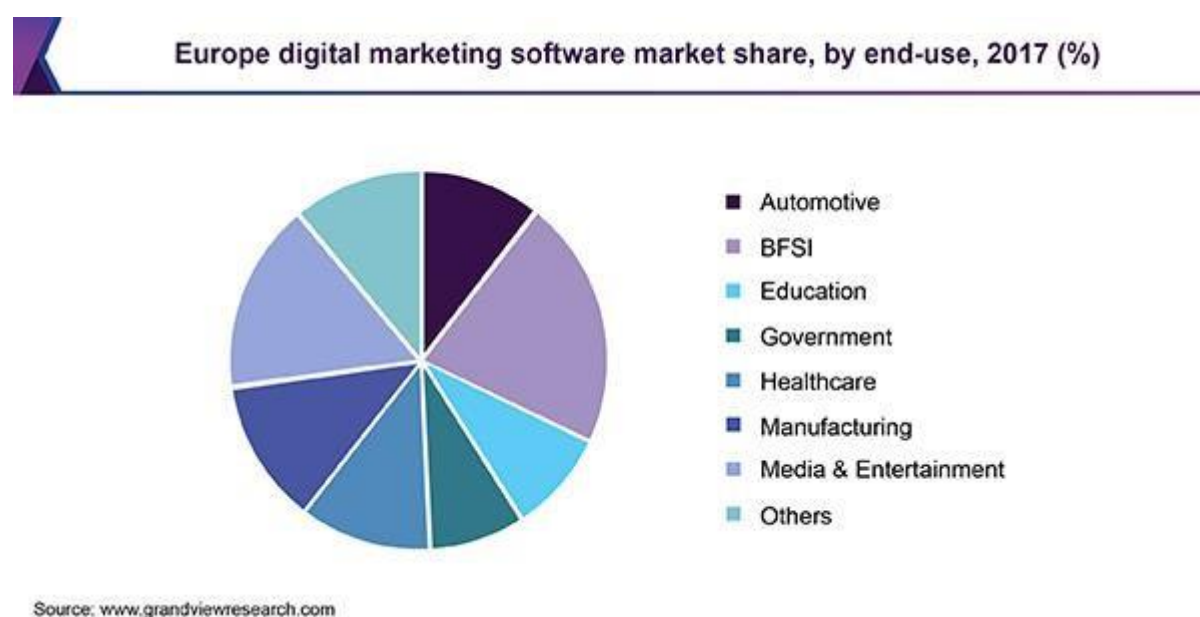
**Fig 1.1:** Digital marketing software market size

The cloud segment dominated the digital marketing software market in 2017 and was valued at USD 19.35 billion. Deployment of digital marketing software through cloud adds to flexibility and allows customization of products and services on a large scale, which in turn is benefiting the growth of the segment.

Cloud-based deployment helps in improving cost structures and setting up a control centre to coordinate, monitor, and arrange various components of digital promotional campaign. It also enables companies to have an effective control over various campaigns being operated through multiple locations. It improves process visibility, thereby facilitating better decision making, improving process efficiency, and ensuring a prompt digital marketing campaign analysis.

Cloud deployment further allows organizations to use combination of dedicated hosting infrastructure and virtual cloud servers. As a result, organizations can significantly reduce costs associated with installation of digital marketing software and hardware infrastructure.

The BFSI sector was the most prominent end user of digital marketing software in 2017. The segment is expected to reach a value of USD 21.74 billion by 2025. The industry extensively uses the software, e-commerce, and other similar functionalities, including statement generation and automatic notifications.



**Fig 1.2:** Digital Marketing software market share

Incumbents of the retail and media & entertainment industries are also focusing on developing online promotional strategies as part of their efforts to capitalize on proliferation of the internet and smartphones. Similarly, government agencies are also using social media advertising to acquaint people with various government schemes.

Small & medium enterprises often lack financial resources required to launch expensive and mass media driven advertising campaigns. Hence, such enterprises are aggressively adopting cost-effective online marketing strategies in order to remain competitive in rapidly-evolving business environment as well as to challenge larger players in the market.

The North America market accounted for a significant share and was valued at USD 16.04 billion in 2017. Major companies and brands in the region are finding a larger target audience to promote their content and market their products and services online, which in turn is supplementing the growth of the market. Growing preference of consumers for online shopping is also estimated to open opportunities for advertisers to market their products online, thereby augmenting the regional market.

Asia Pacific is anticipated to experience considerable growth over the coming years. The region is characterized by high population density, proliferation of internet, and burgeoning popularity of smartphones. Moreover, a large proportion of smartphone users in the region are accessing social media through their mobile devices. Hence, the region offers immense opportunities for online advertising. APAC has the highest number of smartphone users as compared to other regions.

## **1.2 Digital Marketing Industry in India:**

Digital Marketing industry in India is spread to almost all the business sectors. Some of the applications of E-Marketing are shopping and order tracking, online banking, payment systems and content management.

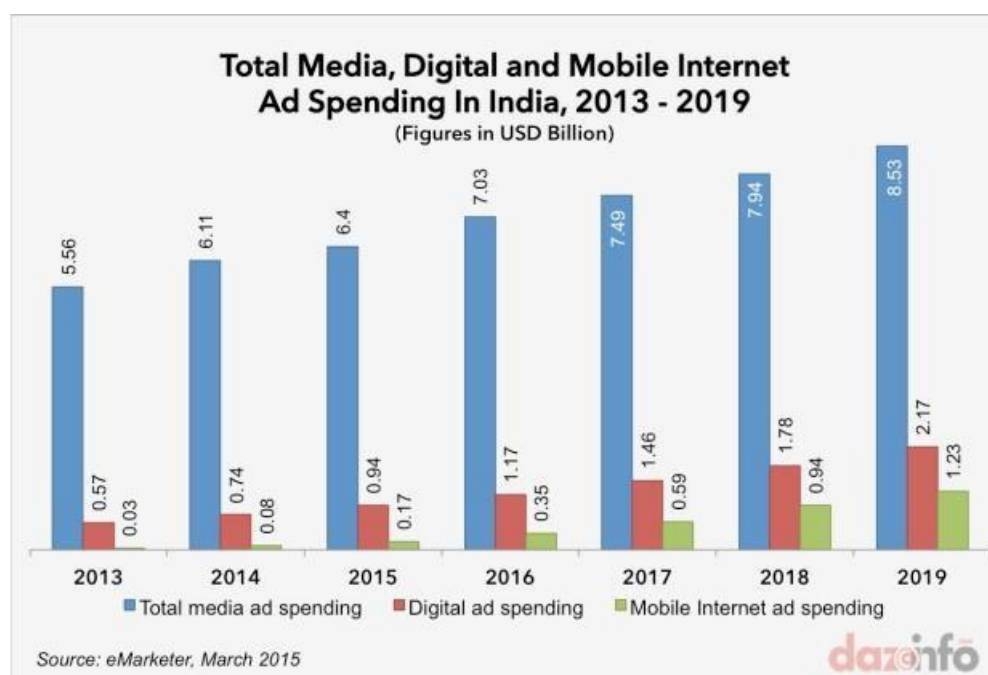
The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow business to communicate and form a transaction anywhere and anytime.

Digital Marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a very high significant growth in Digital marketing career. The growth in the digital marketing trends is making a very substantial impact on marketing and advertisement. The big picture of Digital Marketing industry in India cannot be complete if short preview of the past digital marketing statistics is not made.

International Journal of Advanced Research Foundation reveals the following stats in the digital marketing in India report in 2016.

- Between 1971 and 1972, The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce.
- 1979: Michael Aldrich demonstrates the first online shopping system.
- 1981: Thomson Holidays UK is first business-to-business online shopping system to be installed.
- 1996: India MART B2B marketplace established in India.
- 2007: Flipkart was established in India. Every E-marketing or commercial enterprises uses majorly digital means for their marketing purposes.
- In 2011, the digital marketing in India report statistics revealed that advertising via the mobile phone and tablets was 200% lower than that of the following years. During this year, the net worth was \$2 billion. The growth was in a geometric progression as it rose to \$6 billion in 2012. The competitive growth demands for more improvement in the career works and professionals are being added to the field.
- From 2013 to March 2015, the investment total increase was 1.5 billion dollars over the preceding years. There has been an impressive growth up till this present moment.

The digital marketing in India report by the International Journal of Advanced Research Foundation revealed that summarized that India is getting to see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating digital marketing.



**Fig 1.3:** Total media, Digital and Mobile internet Ad Spending

Today, digital marketing industry in India is growing at its peak, and is still continuous. Many factors are responsible for this growth. The use of communication tools has greatly changed in the year past. No one ever thought to have a credible deal online. The below digital marketing in India report indicates the digital marketing statistics.

The belief was that online information is virtual information full of lies. No one could listen to any online advertisement not to talk of purchasing groceries, furniture or clothes. The story has really changed. Everything from marketing to sales can be done online. This is due to the trust that has been restored back to online communication in India. This has really helped the marketing initiatives. The revolution is from the communication industries. Low cost of handset is now available making it possible for India to have about 600 million internet users which ultimately creates a fascinating business opportunity to sell to a growing population.

The development in the digital marketing industry in India is evident in the marketing shift from anonymity to identity. Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past. Also, marketing information's is moving along in the same line with entertainment. People of India needed an exciting spirit always. This targets their interest into the marketing information.

Several factors have been found to contribute to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a great change in the lifestyle of the middle class. The Very majority now have access to the internet in India & are looking forward to online advertising India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and the marketers. It was discovered that changes in lifestyle and standard of living had increased the level of consumption, quality and also the pattern of consumption. The quality of use in the urban centres of India is on a high side. This is because majority doesn't have time for shopping. Apart from struggles to earn money, people want some other things to be done at their own convenience.

The following survey from people indicates the size of Digital Marketing industry in India:

- 34% of the companies already had an integrated digital marketing strategy in 2016
- 72% marketers believe that traditional model of marketing is no longer sufficient and this will make the company revenue to be increased by 30% by the end of 2017
- In 2017, 80% businesses will increase their digital marketing budget which may surpass the IT budget. Only the illiterates could not access the potentials of the digital marketing because of the accessibility to computing devices and computer education. Many of the people in this category still don't trust the method of an online payment and they lack training in English Language and other foreign languages to market online in global markets.

Channels that are playing an active role in the development of digital marketing industry in India:

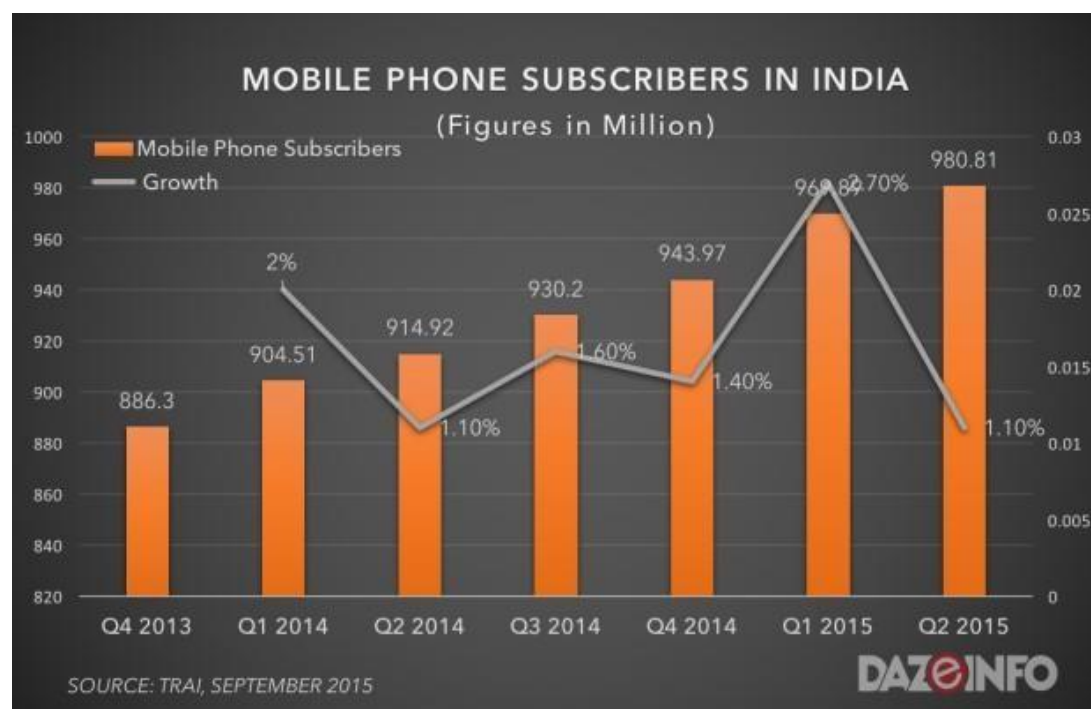
### SEO:

As much as changes is existing in the search engines, marketers are also trying shift their ways of targeting audience so as to meet up with the current evolution in Digital Marketing industry in India.

Apart from the above channels through which digital marketing takes place & online advertising India takes place, activities under Digital Marketing industry in India are not limited to social media, email, content, search engine, etc. Digital marketing is either done in-house where companies might hire people for their own or clients' digital marketing needs. A company may outsource to specialist digital marketing agencies or given to consultants.

### Mobile Marketing:

Digital marketing overview reveals that Social media has been playing a supporting role to marketing. Over the years, it has been noticed that 92% of social media users are from the mobile devices. This enables the size of digital marketing industries and expands the horizon of online advertising India.



**Fig 1.4:** Mobile phone Subscribers in India



According to the research made by the Internet and Mobile Association of India (IAMAI, 2008), communication has become a real mass communication tools having about 286 million accounts in 2008. The Indian telecommunications market has tremendous growth opportunities and according to IMAI is projected to exceed 500 million by 2010. According to TRAI, the numbers of mobile subscriber based in India grew to 980.81 million users in the second quarter of 2015.

Adoption for the mobile device is getting higher day by day. SMS marketing is one of the true mass market media channels across many demographics before the convergence of mobile internet and mobile devices.

### 1.3 COMPANY PROFILE:

#### About Champions Group:

Champions Group, a 200Crore organization, is a leading business conglomerate with a diverse portfolio that covers real estate, lifestyle & leisure, media; cloud computing, marketing & data services. With success in all realms of business, our focus in the future ahead is to be recognized as a global chain that enriches lives and businesses with superior technology, best business practices and value-added customer offerings.

Marketing, Outsourcing, Big Data, Real-estate, Information, LED Ad Vehicles, Infratech, Exports, Resorts, Entertainment, Technology, Education, Communication and Venture capital, are the sectors where we are looked up today for our world-class products and services.

Our group of companies with achievements on every front global team size growing past 3000 people, expansion of market share in the face of international competition, innovation driving our corporate momentum, launch in select fast growth countries.



**Fig 1.5:** Champions Group Services

**MetricFox** a division of Champions Group is a 360 Degree Marketing Agency & Marketing Services Outsourcing expert. Established in 1999 with offices in Bangalore, Mumbai, Singapore, London & Nevada, MetricFox employs more than 2,300 people with over 180 focused on providing the marketing solutions.

The company endeavours to create effective marketing campaigns that reach the right audience who require and seek services. This credo underscores the fact that the company has worked with over 3000 clients worldwide, assisted in their success and created their own. The clients value their relentless focus on Results and Return on Marketing Investment.

MetricFox approach is first and foremost anchored around the clients pain points and objectives, secondly tools and channels, but always with a clear objective and ROMI focus in mind. India is very much a multi-channel marketing environment, which needs to put equal emphasis on push-and-pull - that's why our skills are aligned accordingly. To that end MetricFox consulting unit and Client Performance Units are instrumental in meeting and exceeding their clients' expectations.

#### **The Core:**

2000 individuals working together toward making clients business a success, visualizing the end result, even before it begins, is what differentiates MetricFox as a company. As do the 4Ps of company's core value system, Personal Integrity, Prompt Fulfilment, Positive Energy & Professional Development.

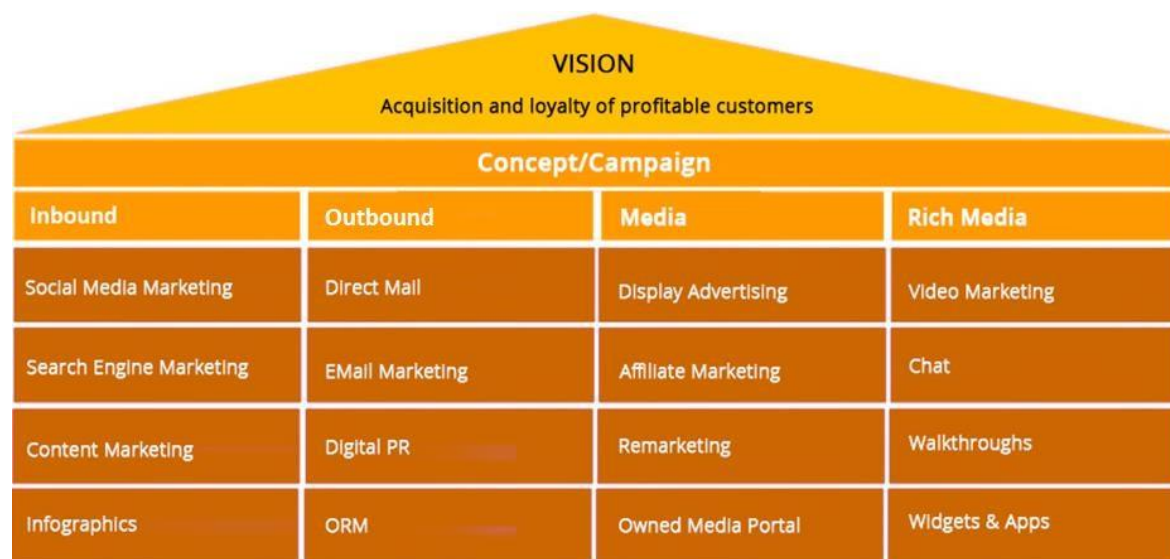
#### **The Strength:**

The sheer talent company have on board, and the tonnes of experience they have garnered over the years they understand the importance of employee satisfaction, as much as client satisfaction. MetricFox takes care of its employees, as appreciated employees always results in awesome work.

## The Strategy:

With the RTRO (Right Time Revenue Optimization) services for B2B and B2C enterprises, delivered through our Performance-Based Marketing Investment Model, MetricFox drives tens of millions of customer interactions resulting in hundreds of thousands of buying opportunities across industries each year.

## Digital Framework:



**Fig 1.6:** Digital Framework

## Brand Mantra:

## MetricFox Capabilities:



**Fig 1.7:**MetricFox Capabilities

MetricFox believes that making a real connect with people requires the right messaging going out to the right people at the right time...on the right platform! Their teams devise solutions for client's brand that are etched into the memory of client's prospects. MetricFox works towards creating bold and clean strategizing, efficient usage of resources and critical thinking, and have helped businesses worldwide to achieve their targets.

## **MetricFox Team:**

- Experienced industry experts focused on project specific activities assigned as per your requirement, ensuring you deliver only results.
- Established facilities equipped with specialized infrastructure and advanced tools for required areas.
- With over a decade of experience in 360 degree marketing consulting that helped 1500+ SMBs, large-scale businesses and Fortune 500 companies worldwide MetricFox team is capable of creating customized marketing strategies and campaigns relevant to your industry.
- Offering wide gamut of marketing solutions. Ensuring you don't need to look for different vendors for different marketing requirements.

## **Solutions provided by MetricFox:**

### **Creative Solutions:**



**CREATIVE  
SOLUTIONS**

MetricFox work to create a connection with client's prospects and customers as they understand the human value to this interaction. The suites of creative solutions are offered and designed to create and deploy material that connects and convinces prospects when they need and are looking for services. The finer aspects of creative marketing are also provided to allow for free reach and acceptability.

## Demand Generation:



### DEMAND GENERATION SOLUTIONS

Demand generation team ignites interest in client's product or service by way of dialogue or other required tools. The company have amassed a wealth of knowledge of how this process can be handled well and what needs to be done to see it successful. All this experience has also given them a fairly good idea of what does not work too. That is a benefit clients get only by diving head first into projects. They have been able to eliminate the unnecessary elements from this process, streamline it and

lay it out for you when clients need it. Their demand generation team is one of the largest teams they have and they work round the clock to ensure their clients procure juice maximum mileage.

## Account Based Marketing:



### ACCOUNT-BASED MARKETING SOLUTIONS

MetricFox is the channel to nurture relationship with clients, to understand what they need and to deliver customized solutions. ABM seeks to enhance Client Value and bring Client and Sales onto the same page. Numerous sales opportunities are lost with present clients, and Sales goes hunting fresh leads. MetricFox has invested in ABM for some years now and has seen its own bottom lines improve significantly. They replicate this for clients and help improve returns from each client, focus on their satisfaction and ensure they stay

satisfied.

### **Data Driven marketing:**



#### **DATA-DRIVEN MARKETING SOLUTIONS**

MetricFox has been at data and marketing for over a decade now. The team analyses and accesses data and applies the information to client's marketing campaigns. While Data can be applied everywhere in marketing - email, social, calls, outdoor advertising et al - MetricFox gives the crucial benefit of tying them all together.

### **Marketing Automation:**



#### **MARKETING AUTOMATION SOLUTIONS**

MetricFox has created some amazing marketing automation tools, Ampliz and Clastic to name a couple! Thousands of their clients are using them successfully. Be it for social media posting, monitoring and response management or simple email newsletter campaigns, their marketing automation software will rack up clients marketing campaigns a few notches.



## **CHAPTER 2**

## WORK DONE IN THE COMPANY

Experience at Metric Fox offered a host of potential benefits looking to expand skills while working with an exciting mix of different clients. There was continuous learning opportunities as part of the job.

By upskilling abilities on a continuous basis, the company favoured us with fresh practical knowledge on a weekly basis. Not only did this keep us motivated, but it increased the likelihood of boosting our career prospects.

The complete 2 months was concentrated on learning aspects of Search Engine Optimization (SEO), Search Engine Marketing (SEM), Google Analytics, Blogging, Video making, Website development etc and training sessions regarding various methods and tools used for digital marketing.

### 1. Preparing of title and description tag for some of the websites:

- **Title tag** is an HTML attribute that specifies the title of a web page. Title tags are displayed on Search Engine Result Page (SERP) as the clickable headline for a given result and are important for usability, SEO and social sharing.
- **Description tag** is an HTML attribute that provides a brief summary of a web page. Meta descriptions can be of any length but Google generally truncates snippets to 155-160 characters.

### Websites for which meta title and meta description were prepared:

- a) [www.championsgreencounty.com](http://www.championsgreencounty.com) – Real estate Development Company under Champion Infratech offering sites in Bangalore.
- b) [www.championinfratech.com](http://www.championinfratech.com) - fully-integrated Infrastructure Development and Real Estate Development Company providing sites and office spaces across India.
- c) [www.championsyachtclub.com](http://www.championsyachtclub.com) – Yacht rental company which offers a wide range of luxury yachts for parties, meetings, functions etc at Goa and Vijayawada.
- d) [www.championyachts.ae](http://www.championyachts.ae) – Luxury yacht rental company in Dubai with water sports and a variety of exotic yachts to choose.
- e) [www.championprefabs.com](http://www.championprefabs.com) - offers green-house solutions with the best of prefabricated structures.

**Some of the examples are given below:**

For [www.championyachts.ae](http://www.championyachts.ae),

- **Title:** Dubai yachting | Dream yacht rental | Dubai yachts | Rent a yacht  
**Meta Description:** “Dream yachting awaits you in Dubai. Ultimate yachting experience abroad our luxury yachting Dubai marina. Rent your dreams and experience them come alive.”
- **Title:** Romantic yacht rentals in Dubai | Rent a yacht | champion yacht  
**Meta Description:** “Enjoy the heavenly yachting experience at Dubai marina by renting our luxurious yachts. Experience your dream at Champion yachts.”

For [www.championprefabs.com](http://www.championprefabs.com),

- **Title:** Readymade prefab homes | Ecofriendly homes | Readymade bungalows  
**Meta Description:** “Offering India’s best ecofriendly prefabricated bungalows with quality interiors. Experience the feel of nature in the best wooden, eco homes.”
- **Title:** Green houses | Innovative prebuilt bungalows | Wooden houses  
**Meta Description:** “Experience the feel of living amidst nature in India’s best ecofriendly prefabricated houses at Bangalore.”

## **2. Designing of 404 error page for websites:**

404 error means the webpage that was wanted was not found on the server. It is a client-side error which means that either the page has been removed or or moved and the URL (Uniform Resource Locator) was not changed accordingly.

### **Some of the 404 error pages designed:**

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**Fig 2.1:** Designed 404 Error pages

## 3. Video maker: Creating videos for the websites for social media posts

Creating a video requires time, energy and also creativity which can help in creating awareness of a brand. Humans have a tendency to grasp videos and images faster than text and is an effective way to promote any product on social media.

Videos with music in-line with the visuals can have a better effect and can lead to positive mindset of potential customers towards the brand.

A promotional video was made for Champion Yachts, Dubai and Champions Yacht Club, Goa using Animoto-Video Maker.

#### 4. Developing Infographics:

Infographic is a “visual representation of information or data” **OR**

“is a collection of imagery, charts and minimal texts that give an easy-to-understand overview of the topic (striking, engaging visuals to communicate information quickly and clearly.”

Infographics use striking, engaging visuals to communicate information quickly and clearly.

Infographics are great for making complex information easy to digest.

#### Why are Infographics used?

- Provide a quick overview of a topic
- Explain a complex process
- Display research findings or survey data.
- Summarize a long blog post or report
- Compare and contrast multiple options
- Raise awareness about an issue or cause

Infographics were designed using the tool ‘Canva’ for various social handles of websites.

5. **Blogging:** Blogging first started as a way to have an online personal web log, in which a person would journal about their day. From "web log" came the term "blog."

#### Features of a blog:


- **Blogs are updated frequently.** Whether it's a mommy blog in which a woman shares adventures in parenting, a food blog sharing new recipes, or a business providing updates to its services, blogs have new content added several times a week. Websites might occasionally have new information, but for the most part, they offer static, rarely changing information.
- **Blogs allow for reader engagement.** Blogs are often included in social media because of the ability for readers to comment and have a discussion with the blogger and others who read the blog. In the past, websites had guest logs where people could say they'd visited, but a blog allows for conversation and greater interaction than a traditional website does.

Personal blogs as well as blogs for various websites were written during the 2-month SIP.

## 6. Google Analytics:

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic, currently as a platform. Google analytics is used to track the website activity of the users such as session duration, pages per session, bounce rate etc. along with the information on the source of the traffic.

A google analytics report was prepared for one of their websites called 'Employastar', a B2B company for the month of June, 2019 where the data is collected from Google Analytics. Below is a glimpse (screenshots) of the report with insights.



Monthly Performance Report - May 2019

Web Site Engagement						Website Conversion	
Month	Visits	Users	Avg. Session Duration	Bounce Rate	%New Visits	Goals Completion	Visit To Lead Conversion Rate
Jan-19	5,569	4,759	00:01	67.25%	83.50%	84	1.51
Feb-19	4,444	3,748	00:01	65.55%	82.18%	124	2.79
Mar-19	5,648	4,746	00:01	70.13%	82.56%	86	1.52
Apr-19	5,193	4,484	00:01:20	68.40%	84.23%	85	1.64
May-19	5608	4831	00:01	67.58%	84.33%	80	1.43
% Change with Last Month	7.99	7.74		-1.20	0.12	-5.88	

Insights:-

8% Improvement in Traffic compared to the last month.

7.74% Improvement in Users compared to the last month.

Channels Driving Traffic						
Acquisition			Engagement		Goal Conversions	
Channels	Visits	% New Visits	Bounce Rate	Avg. Visit Duration	Goal Completion	Visit To Goal Completion rate
Organic Search	4479	86.51%	66.80%	90.23	2	0.04
Direct	704	88.35%	72.73%	63.73	0	0.00
Social	175	83.43%	67.43%	56.91	0	0.00
Referral	164	36.59%	59.15%	110.04	78	47.56
Paid	86	33.72%	82.56%	61.27	0	0.00

Insights:-

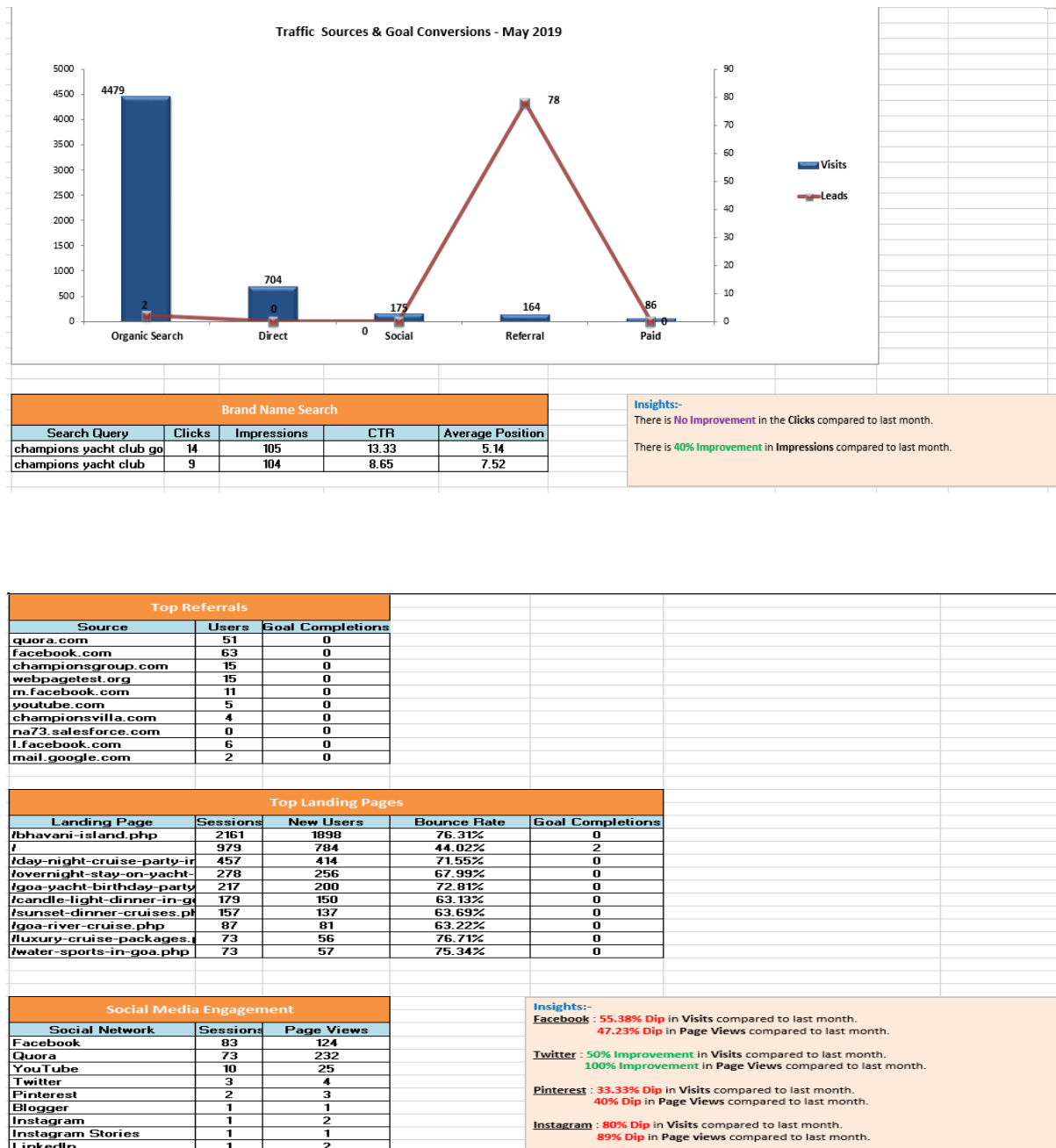
Organic Search : 19.47% Improvement in Visits compared to last month.

Direct : 3.30% Dip in Visits compared to last month.

Referral :15.49% Improvement in Visits compared to last month.

Social : 40.07% Dip in Visits compared to last month.

Paid : 69.50% Dip in Visits compared to last month.



**Fig 2.2: Google analytics report-May 2019**



## **7. Video maker: Creating videos for the websites for social media posts**

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Videos with music in-line with the visuals can have a better effect and can lead to positive mindset of potential customers towards the brand.

A promotional video was made for Champion Yachts, Dubai and Champions Yacht Club, Goa using Animoto-Video Maker.

**8. Url shorteners:** URL shortening is a technique in which a URL may be made substantially shorter and still direct to the required page. This is achieved by using a redirect which links to the web page that has a long URL.

Eg: bitly, tiny, google url shortener, rebrandly etc.

## **9. Promotion of websites on various social handles:**

For promotion/awareness of the website, various social handles like twitter, Instagram, facebook, pinterest, linkedIn etc were given to each team to handle by posting relevant content, updating blog section of the website and finally not only increasing followers but to gain potential leads.

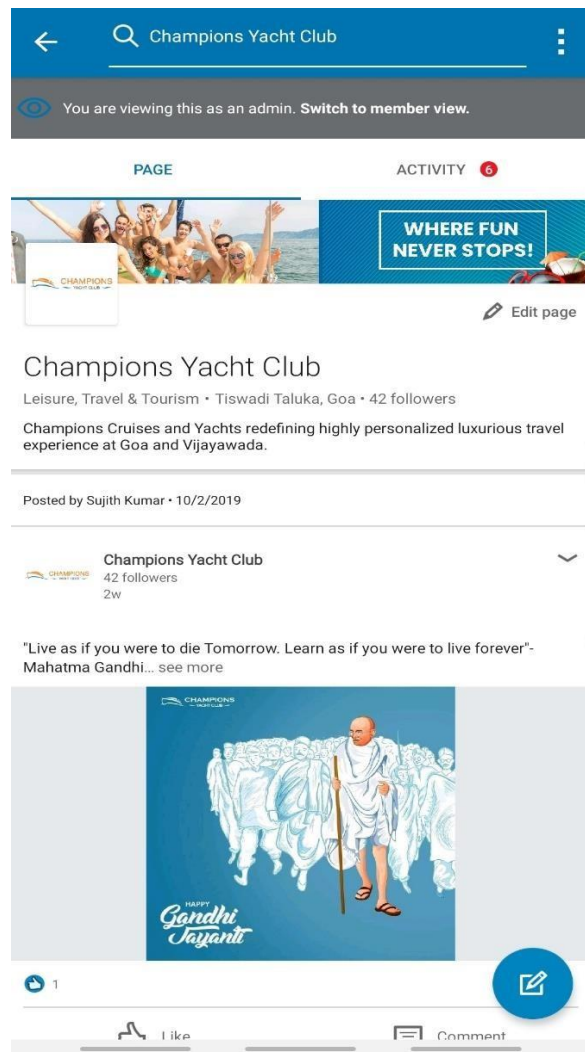
The following were the business whose websites and their social handles had to be maintained:

- Champion Yachts, Dubai
- Champions Yacht Club, Goa
- Champion Prefabs
- IP Momentum
- Champions Green County
- Champion Infratech
- Team Champions

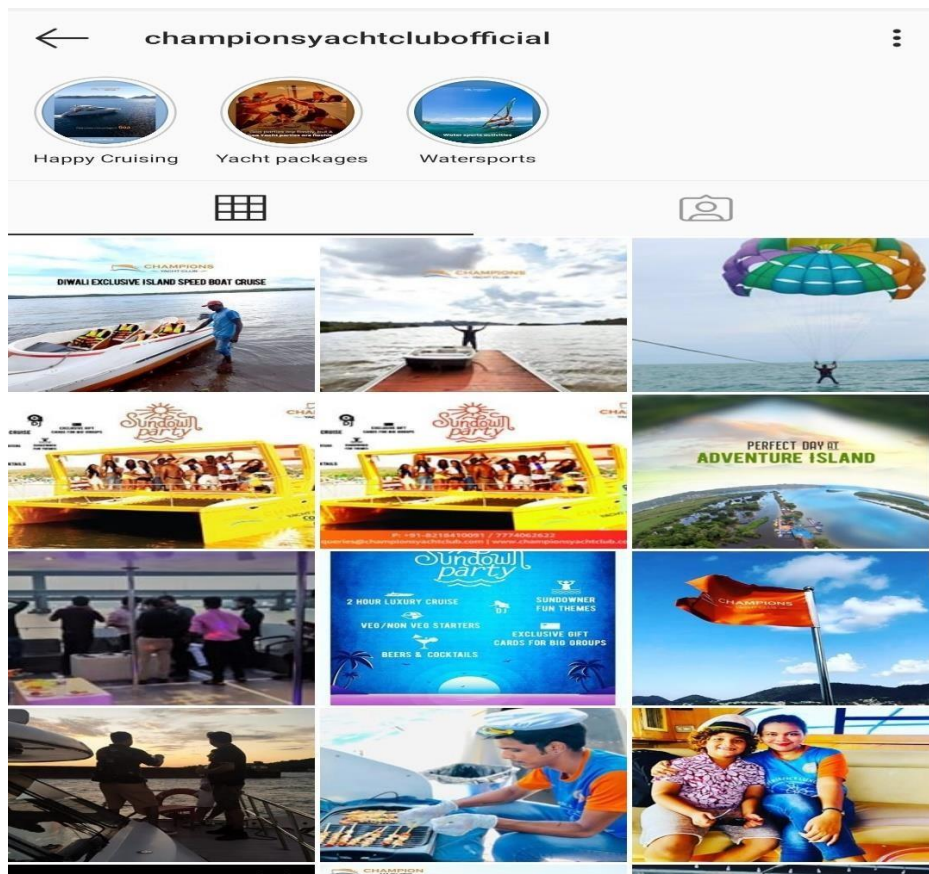
Here are some of the posts designed and posted on various social handles



**Fig 2.3:** Twitter account of Champions Yacht Club



**Fig 2.4:** LinkedIn account of Champions Yacht Club



**Fig 2.5:** Instagram account of Champions Yacht Club

## 10. Website alteration and writing blogs for the website through Wordpress:

It stores content and enables a user to create and publish webpages which only requires a domain and a hosting service.

Website alteration included banner design, standard poster size, appropriate content to be delivered, image texts, title and description tags etc.

### 10 Exciting water sports activities in Goa during monsoons



Regardless of the season, it's always the weary soul that asks for a break after a grueling stressful week, whether at home or at office. This monsoon, ditch the sunshine and throngs of tourists around. What you get to explore are the calm & peaceful empty sea beaches, drenched lush greenery, swelling sea & waterfalls and great economic deals to bet on! Isn't it great?!!

So hop around, take a relaxing walk by the beach or simply discover the magical romance of the rain with the earth. But if you are an adventure junkie, water sports in Goa are a must-try activity to explore even during the monsoons.



#### Nisarga

Travelling and exploring have long been a passion for Nisarga. As her name only suggests she is a nature lover, fearless adventurer and a travel junkie. Her first cruise journey in Goa inspired her to try new adventures and now she tells stories of her new experiences through her blogs and also guides her readers with plenty of practical information and tips so they can do it all by themselves. She says "Blessed are the curious, for they shall have adventures".

[View all posts by Nisarga](#)

**Fig 2.6:** Blogpost of Champions Yacht Club

## **CHAPTER 3**

## **RESEARCH PROJECT**

“Study on how customers are influenced by inbound marketing of Online Businesses”

Every prospect and customer is on a quest to accomplish a set of goals. They might not know where their journey with company will lead them, but as a marketer, it's our job to act as a constant guide, when visitors need companies as a resource, and an expert ready for their questions when they need answers most.

Content acts as company's voice. It enables the businesses to speak one-on-one with the tens, hundreds, and potentially thousands of these heroes who are looking for answers and insights on a regular basis.

While in the past this could only be done through blog posts and site pages, advancement in technology has led to the rise of conversational tools like chatbots, live chat, and social media, so it's easier than ever to engage in conversation. It's as if company is actually by their side, speaking directly to them as a person. This is how online content will enable to begin developing meaningful one-to-one relationships, and do it at scale.

When the goal of your inbound marketing efforts is to create one-to-one relationships, the power of context is on businesses side. When businesses know their audience, they have insight into their motivations, goals, roadblocks, and behaviour. This helps businesses create content that's timely, aligned, and personalized to fit their needs. You have the goal of providing the right information to the right person at the right time via the right channel, every single time.

Rather than forcing people to engage with businesses, businesses can focus their time and effort on sustainably attracting the right visitors and encouraging interactions with the most potential impact.

### 3.1 Objectives:

- To understand the impact of inbound marketing on online consumers.
- To analyse the nature of interaction of online business with its customers.
- To understand content, media and channel preferences of customers in the internet
- To know the consumer's expectations from online businesses.
- To understand the existing relationship of consumers with online businesses.

### 3.2 Introduction to Variables:

- **Relevant Content:**

Content Relevance is used to indicate how relevant a website is in relation to a particular search term or topic. The term refers to how well the information on a website corresponds to a search query. Relevance criteria include content elements like the visible text, as well as images or videos. In addition, relevance can be generated through meta elements like title, meta description and alt tags. Content Relevance differs from topical relevance as it focuses on the meaning of the text on the website and is not primarily related to the links between websites.

- **Timeliness:**

Prospecting a lead from an inbound program or from a website, it needs to be proactive and follow up in a timely manner. When companies reached out to prospects within an hour, they were seven times more like to qualify the lead. The timeliness of accounting information refers to the provision of information to users quickly enough for them to take action.

- **Lead Generation:**

Lead generation describes the marketing process of stimulating and capturing interest in a product or service for the purpose of developing sales pipeline. It is the process of attracting and converting strangers and prospects into someone who has indicated interest in your company's product or service. Some examples of lead generators are job applications, blog posts, coupons, live events, and online content.



- **Nurturing Relationships:**

Lead nurturing is the process of developing relationships with buyers at every stage of the sales funnel, and through every step of the buyer's journey. It focuses marketing and communication efforts on listening to the needs of prospects, and providing the information and answers they need.

With a strong focus on analytics in addition to a focus on the customer, inbound is the perfect way to gather data through the nurturing process and use this data to drive future customer nurturing campaigns.

- **Conversions:**

A conversion occurs when a visitor to your website completes a desired goal, such as filling out a form or making a purchase. The percentage of total visitors that convert is called your conversion rate. The key to maximizing conversions and increasing profitability is to understand the audience, analyse the entire sales funnel from each individual channel and tailor marketing efforts accordingly.

- **Social Media Engagement:**

Social media engagement is a measurement of how effectively a company is creating interactions with its customers in the social stream. It can be measured in many ways – likes, mentions, shares, views, comments, subscriptions, etc. – and correlates with the number of people who are forming a relationship with the brand. Social media marketing strategies reflect the reality that customers must market to customers where they are. Social media engagement is essential to make sure the brand is capturing enough attention.

- **Retention:**

The activities a business participates in to create repeat customers and boost the profitability of future purchases. The focus of retention is to create engaged customers that return to your store to shop again. It is a shift in focusing only on the acquisition of countless new customers, to also focusing on the profitability of those you already have. Customer retention is something that few businesses put enough time, energy, and resources into pursuing. Developing a retention marketing strategy is becoming more and more important to the customer.

### 3.3 REVIEW OF LITERATURE

- 1) Patrutiu, P L Bulletin of the Transilvania University of Braşov  
Series V: Economic Sciences • Vol. 9 (58) No. 2 – 2016

Digital marketing has a major importance in the marketing strategy of any company regardless of sector, size or country of origin. Thus, more than ever, in order to remain competitive, companies are forced to exploit this form of marketing, which essentially can bring huge benefits at low costs. The main form of digital marketing is the inbound marketing, which represents an organic marketing form, based on the close relationship between the company and its prospects or customers, who have expressed their interest in the company's products voluntarily (based on subscription to newsletters, blog, social networks, etc.) and who have been attracted and involved by a high quality of the content marketing.

- 2) Yurova, Yuliya V.; Casas, L.; O'Leary, Kathleen; Weisfeld-Spolter, Suri; and Girona, John, "Inbound Marketing: The Impact of a Firm's Visibility Management, Active Listening, and Community Building on Consumer Purchase Intention and Word-Of-Mouth Intention" (2016). HCBE Faculty Presentations. 798.

Inbound marketing and social media are at the intersection of two distinct academic disciplines—marketing and information systems—which, added to the recentness of these developments, might help to explain the scarceness of published research. For example, scholars that study search engine performance tend to focus on the effectiveness of search results and are typically not interested in customer service or eWOM, and vice versa. This study proposes to address this gap in the current literature.

Furthermore, from a managerial point of view, marketing executives are faced with the decision of how to effectively jump on the search marketing and social media marketing bandwagons. Understanding the impact of visibility management, active listening, and community building on consumer behaviour can guide companies in their inbound marketing efforts and help make more informed staffing and budget allocation decisions.

- 3) Popova (2019). Raising brand awareness through inbound marketing in b2b sales on the market.

Constantly developing online technologies affect the way consumers behave when buying products or services. At the early stages when Internet marketing was just introduced, marketers tended to think that a message had to be pushed in order for the customer to make a buying decision. This push approach is called “outbound” marketing. However, due to the abundance of offers and change in the way how people search for the products they need, the consumer became more scrupulous and choosier. Therefore, the outbound approach has become no longer relevant instead, the new approach called “inbound” marketing took over a place and transformed the holistic thinking of how to build marketing strategies for a business. The aim of the present study was to demonstrate the effectiveness of implementing an inbound marketing approach for the purpose of raising brand awareness of a company on the Russian market. The current thesis was based on the theory analysis which resulted in building the development plan for a business. In the present thesis, the inbound marketing methodology was used in order to provide an idea behind the inbound marketing approach and demonstrate ways of implementation. The study results showed there is a need to build and apply a holistic marketing approach in order to target the B2B audience on the Russian market. The inbound marketing strategy could be the one which can be easily integrated and bring sufficient benefits to the company’s business including raising overall brand awareness on the market.

- 4) Bezovski, Zlatko. (2015). Inbound Marketing - A New Concept in Digital Business.

The Inbound Marketing, as an Internet marketing concept or a strategy, found its roots in permission marketing and content marketing. As a holistic approach it also incorporates other acknowledged online marketing techniques like search engine optimization (SEO), social media marketing, e-mail marketing, CRM, web automation etc. The main idea behind Inbound Marketing is to attract visitors to a website by creating and distributing useful content, convert those visitors into leads, earn their trust and then turn them into loyal customers.

This approach is focused on pull marketing techniques rather than push techniques that interrupt the internet users with an advertising message.

Therefore, essential for this strategy is to develop high quality and targeted content, make it available on a search engine friendly web site and share the information on the social media and by other effective means. In order to convert the incoming visitors to leads, the website should exchange free useful content (eBooks, videos, data, software, subscription, etc.) for the visitors' contact information including their email.

The marketing effort is then reinforced using e-mail marketing in order to earn their trust, increase the brand awareness, make initial sales and convert the buyers to loyal lifelong customers addressing to them in every critical stage in the buying cycle. Since the outbound or push marketing techniques are less and less effective many internet marketers are focusing on pull marketing methods including Inbound Marketing as a holistic strategy. The innovativeness of Inbound marketing lies in the idea of bringing together all non-interruptive, pull and client centric marketing techniques under one term defining a new industry and also the effort to practice these techniques simultaneously in order to achieve the best synergetic effects.

- 5) Adrian MICU & Marius GERU & Angela-Eliza MICU, 2017. "Developing Customer Trust in E-Commerce Using Inbound Marketing Strategies," Risk in Contemporary Economy, "Dunarea de Jos" University of Galati, Faculty of Economics and Business Administration, pages 522-531.

We mostly encounter trust in relationship marketing, and of course, it refers to the arrangement between the buyer and the seller. It provides confidence in the exchange of reliability and integrity. Trust plays a major role in the services marketing notes that the efficient services marketing depends on the management of trust considering the client is buying a service even before he is experiencing it.

Developing an inbound marketing campaign using search engine optimization technique is a good strategy.

However, developing an inbound marketing campaign using search engine optimization technique is a good strategy.

- 6) Nosrati M(March 2013). Internet Marketing or Modern Advertising! How? Why?  
International Journal of Online Marketing, v.4 n.1, p.29-38, January 2014

Inbound marketing is advertising a company through blogs, podcasts, video, eBooks, e-newsletters, whitepapers, SEO, social media marketing, and other forms of content marketing. Inbound marketing earns the attention of customers makes the company easy to be found and draws customers to the website by producing interesting content. Inbound marketing is especially effective for small businesses that deal with high dollar values, long research cycles and knowledge-based products. In these areas prospects are more likely to get informed and hire someone who demonstrates expertise.

In one case inbound marketing was defined by three phases: Get found, Convert and analyse. A newer model illustrates the concept in five stages:

1. Attract traffic
2. Convert visitors to leads
3. Convert leads to sales
4. Turn customers into repeat higher margin customers
5. Analyze for continuous improvement

Complex inbound marketing practices target potential customers at various different levels of product/brand awareness. The most scaled tactics attempt to funnel customers from semantically related market segments, who have no product awareness or intention to purchase. This is usually achieved by taking the customer through a structured informational path, that builds awareness and increases interest over time.

- 7) Lusch R F(December 2009,) Marketing Review St. Gallen, 2009, Volume 26, Number 6, Page 6

With the rise of a network economy, customers are part of an extended enterprise and co-producers of the firm's marketing. Enterprises need to learn not to fear it but embrace it as a healthy part of a highly networked market economy. Inbound marketing is made more effective, efficient and whole when your customers are viewed as a partner to be "marketing with" or "co-creators of value", which is the essence of service-dominant logic.

- 8) Krajnovic, Aleksandra & Sikirić, Dominik & Bosna, Jurica. (2016). DIGITAL MARKETING AND BEHAVIORAL ECONOMICS

Classic but also contemporary marketing continued "tradition" of "pushing" a certain aggressiveness to the customer, which is reflected through their own names of strategies and tactics that have dominated in the marketing by the end of the 20th century: „push“ marketing, „offensive marketing tactics“ etc. For that reason, effectiveness of promotional activities systematically began to decline. This is supported also by contribution of the new technology which provided through modern software tools blocking displays of advertising messages on cell phones and computers. Therefore, marketing needed to find out new solutions due to the fact that the old approach to the customer does not work anymore. New marketing stopped to push product/service to the customer and created new tactics which aim is to deserve customer attention.

That kind of new marketing has been often called inbound marketing and tradition marketing as outbound marketing. The main tool of the new marketing is content. "Content Marketing" or marketing where "Content is king" shows explosive growth in the last five years.

- 9) Łukowski, W. (2017). The role of knowledge management in mobile marketing. *Marketing of Scientific and Research Organizations*, 25(3), 135-155.

The essential premise is to define the benefits brought to modern enterprises by introduction of multi-channel marketing strategy, or inbound marketing, to their business. This article defines the factors and processes that influence the effective course of actions undertaken in the framework of inbound marketing. In addition, it is demonstrated how the importance of an organization changes, how its value and importance realistically increases as a result of applying the instruments provided by inbound marketing. The purpose of this is to present how the concept of inbound marketing is changing the perspective of looking at the modern marketing instruments and how their field of impact changes as a result of their application. It also illustrates how the choice of appropriate mechanisms influences consumer decisions and demonstrates that the key to understanding the processes embedded in the strategy is to reflect on the relationship between the enterprise and potential customers and communication with the customers.

- 10) Shiva Anbari, Babak Majidi, Ali Movaghar, "Inbound e-marketing using neural network based visual and phonetic user experience analytics", *Fuzzy and Intelligent Systems (CFIS) 2019 7th Iranian Joint Congress on*, pp. 1-4, 2019.

Inbound marketing is the process of attracting the probable customers to a business before they have any intention to become customers. An effective method for inbound marketing is creation of a positive psychological business environment to attract the customers. A significant portion of traditional business environment is moving online and the new business environment is the company website. One of the major elements in online inbound marketing is the website address and the website logo, which are the first factors of brand personality that the visitor to the company website encounters when looking up the website in a search engine. In this paper, a framework for inbound e-marketing using visual and phonetic user experience analytics is proposed.

### **3.4 RESEARCH METHODOLOGY**

#### **Research Design:**

Descriptive research is study of existing facts to a conclusion. In this research I will make an attempt to analyze the marketing industry and also how much risk associated with them.

#### **Target Demographics:**

It is important to select a target population that is relatively well known to the subject of the study. Users of digital media with knowledge of online businesses who are frequent online users are chosen as target population for the study.

#### **Research Methodology:**

##### **Exploratory research:**

Exploratory research is research conducted for a problem that has not been clearly defined. It often occurs before we know enough to make conceptual distinctions or posit an explanatory relationship. Exploratory research helps determine the best research design, collection method and selection of subjects. It should draw definitive conclusions only with extreme caution. Given its fundamental nature, exploratory research often concludes that a perceived problem does not actually exist.

Exploratory research often relies on secondary research such as reviewing available literature and/or data, or qualitative approaches such as informal discussions with consumers, employees, management or competitors, and more formal approaches through in-depth interviews, focus groups, projective methods, case studies or pilot studies. The Internet allows for research methods that are more interactive in nature.

Therefore exploratory research was used using secondary data from company database.



## **Tools used**

### Tabulation:

A table is a systematic arrangement of statistical data in rows and columns. Rows are horizontal arrangements whereas columns are vertical. Tabulation is a systematic presentation of data in a form suitable for analysis and interpretation. The tables used are as follows:

- 1 One way table: It presents only one characteristic and hence in answering one or more independent questions with regard to those characteristics.
- 2 Two-way tables: it contains sub divisions of a total and is able to answer two mutually dependent questions.
- 3 Three-way table: it sub-divides the total in to three distinct categories it is capable of answering three mutually dependent questions.

### Graphical Representation:

A picture is worth a thousand words. The impression created by a picture has much greater impact than any amount of detailed explanation. Statistical data can be effectively presented in the form of diagrams and graphs. Graphs and diagrams make complex data simple and easily understandable. They help to compare related data and bring out suitable data with amazing clarity. The diagrams used are as follows:

- Flowcharts
- Cycle
- Pyramid

### **3.5 Importance of the Study:**

Need of this study would be to understand the impact of Inbound marketing on online customers which affect their purchase decision process. To understand which channel the customers prefer, the format of content they usually look for in their purchase journey to analyse what are the expectations of customers from the online businesses and to understand how to effectively build relationship with customers and nurture them throughout their journey.

### **3.6 Limitations of the Study:**

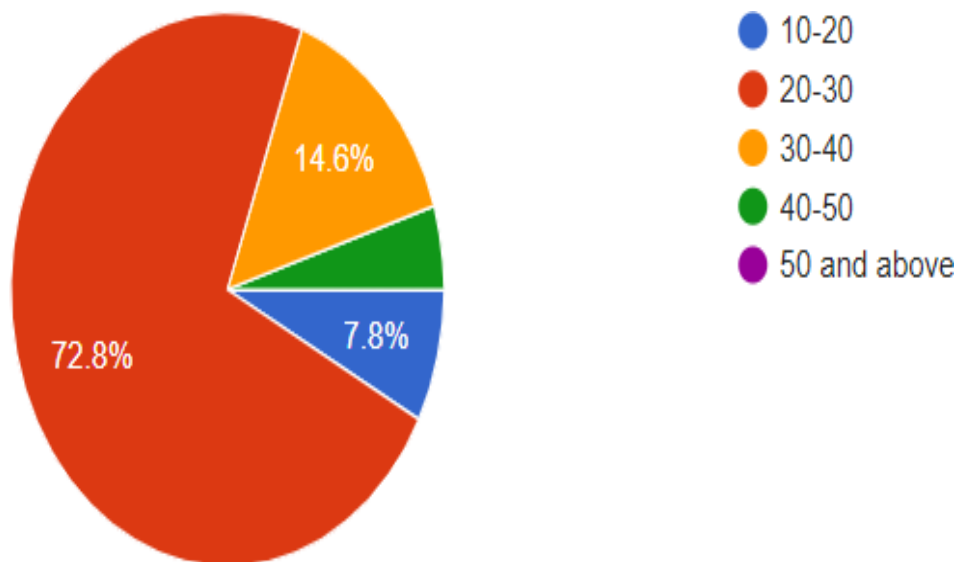
- Additionally time limitations have restricted the amount of data collected through primary research methodologies. In such cases secondary data sources from the company have been used to arrive at insights.
- Data on competitors and customers is restricted to publicly available data.

## **CHAPTER 4**

## ANALYSIS AND INTERPRETATION:

### Age Group:

- 72.8% of users belong to the age group of 20-30
- 14.6% of users belong to age group of 30-40
- 7.8% of users belong to age group of 40-50
- 5% of users belong to age group of 50 and above



**Fig 4.1:** Age Group

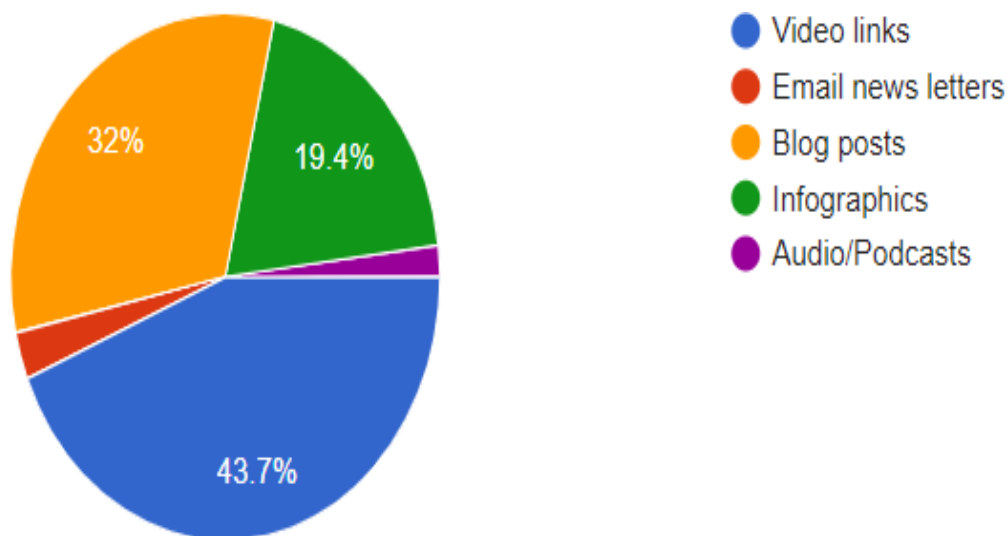
### Inference:

The major target audience of the online businesses belong to the age group of 20-30. Online businesses should mainly target the users from 20-30 age group as they engage much with the online businesses compared to other age groups.

### Format of Content:

Delivering the right information to buyers requires a deep understanding of content format options and preferences at every stage of the buying cycle. By knowing which content type to employ for a given buyer persona, topic and buyer stage, firms execute engaging content that resonates.

- 43.7% of users prefer Video links as the format of content they are looking for.
- 32% of users prefer blog posts as the format of content they are looking for.
- 19.4% of users prefer Info graphics as the format of content they are looking for.
- A very less portion of users i.e. 1-2% prefer email-newsletters and audio podcasts as format of content.



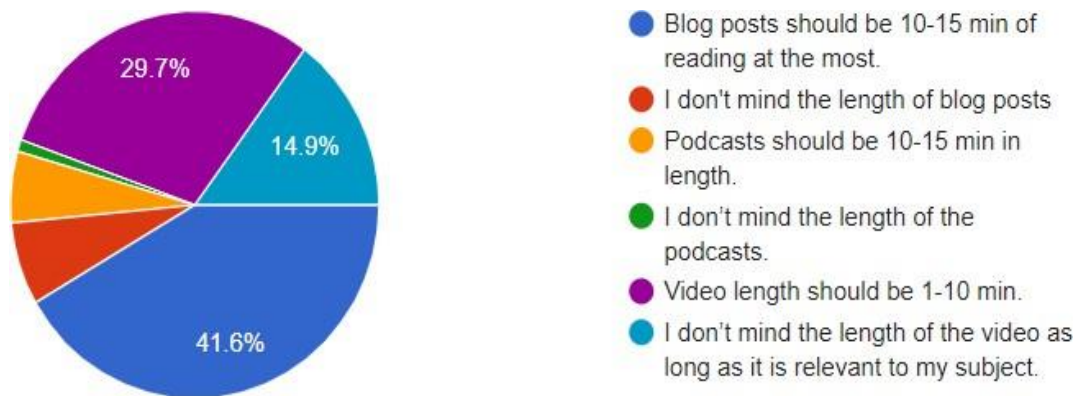
**Fig 4.2:** Format of Content

### Inference:

It is recommended for the businesses to prefer video links as the format of content to deliver to the customers, as the customers are more willing and are interested to use video links as the format of content compared to any other formats like infographics ,podcasts etc.

### Length of Content:

- 41.6% of users feel blog posts should be 10-15 min of reading at the most.
- 7 % of users do not mind the length of blog posts as long as the content is relevant.
- 29.7% of users feel video link should be 10-15 min of reading at the most.
- 14.9% of users feel the length of video doesn't impact their viewing as long as the content is relevant.
- 6% of users feel podcasts should be 10-15 min in length.



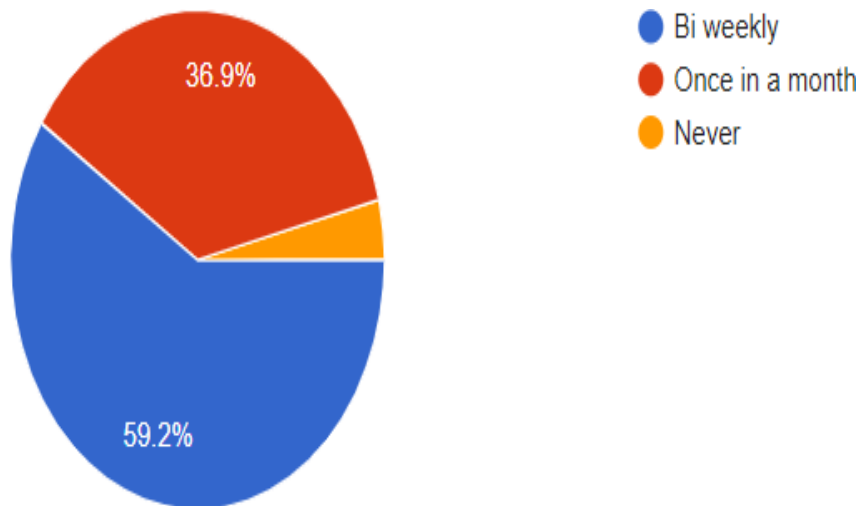
**Fig 4.3:** Length of Content

### Inference:

It is recommended for the businesses to provide the blogposts content to the customers with 10-15 min of reading. Customers do not find it interesting to spend much time in reading blogposts. Hence, blog posts should be crisp and clear in what they are delivering to the customers.

**Information Updation:**

- 59.2% of users would like to get updated biweekly about the information from the businesses.
- 36.9% of users would like to get updated once in a month about the information from the businesses.
- 4% of users would never like to get updated about the information.



**Fig 4.4:** Information Updation

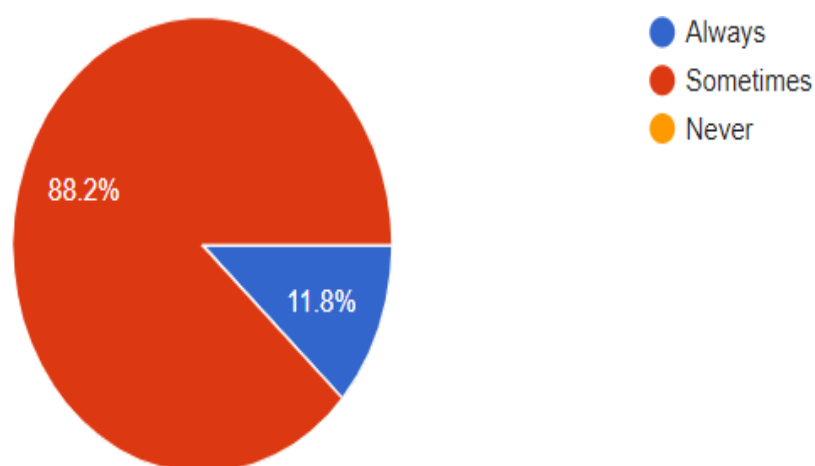
**Inference:**

Customers generally would like to get updated biweekly about the information from the businesses than getting updated daily. It is recommendable for the businesses to not flood the customers with information very frequently but to provide them information on a biweekly basis to engage them more.

### Required Content:

Content is the key factor when it comes to SEO, Social Media or any other digital marketing campaigns. Without a well-written and engaging content, chances of you catching the eye of your target audience are quite slim. As such, if you are running an online business then having a strong content marketing strategy is of utmost importance.

- 88.2% of the customers believe that, they sometimes get the required content from the businesses when looking for some subject.
- 11.8 % of the customers believe that, they always get the required content from the businesses when looking for some subject.



**Fig 4.5:** Required Content

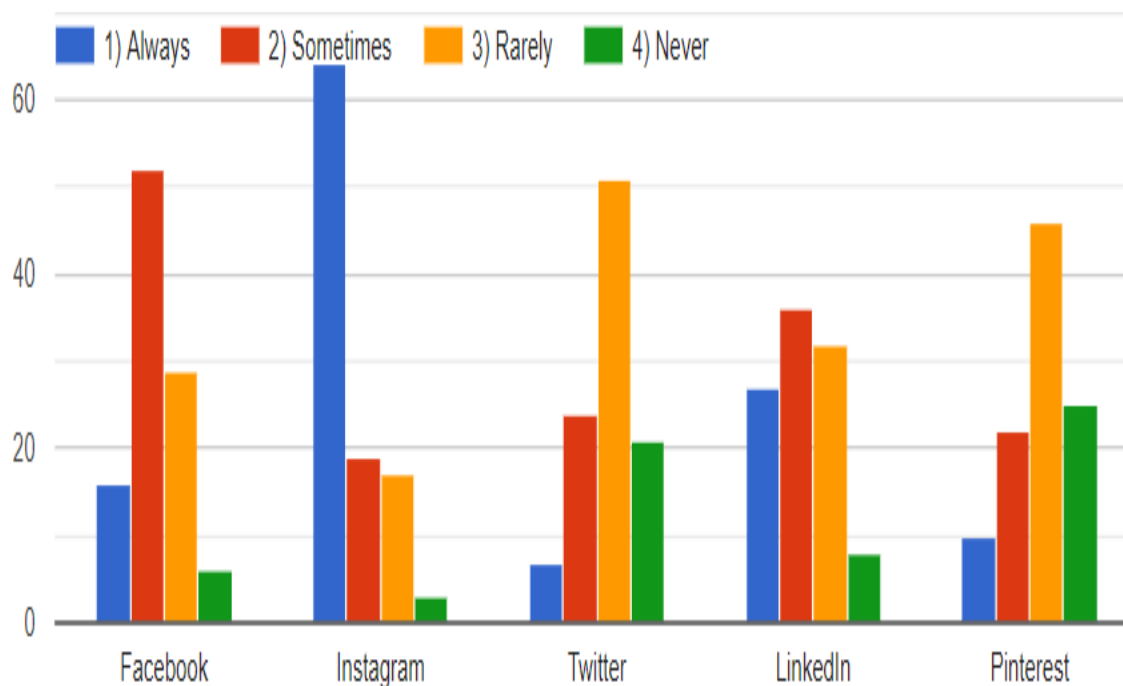
### Inference:

It is recommended for the companies to always provide the customers with required content when they are looking for some subject. It helps in nurturing the customers well and maintaining good relationships with the customer.



### Social Media Channel:

- 64 customers are always highly active on Instagram.
- 52 customers sometimes use facebook.
- 27 customers are always highly active on Twitter.



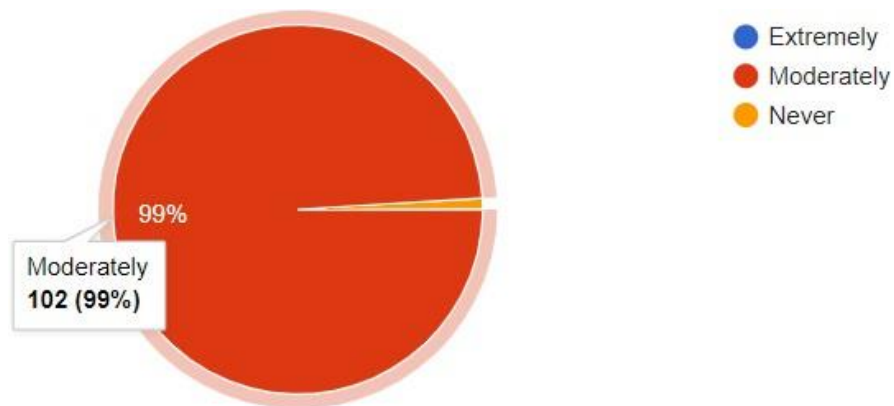
**Fig 4.6:** Social Media Channel

### Inference:

As the major users of online is from the age group of 20-30, users spend most of their time on Instagram, facebook and linkedin and very little time on Pinterest. Instagram,Facebook and LinkedIn is a good platform for the businesses to focus to engage the customers and nurture them.

### Trustworthiness:

99% of the customers believe that online businesses are moderately trustworthy and dependable.



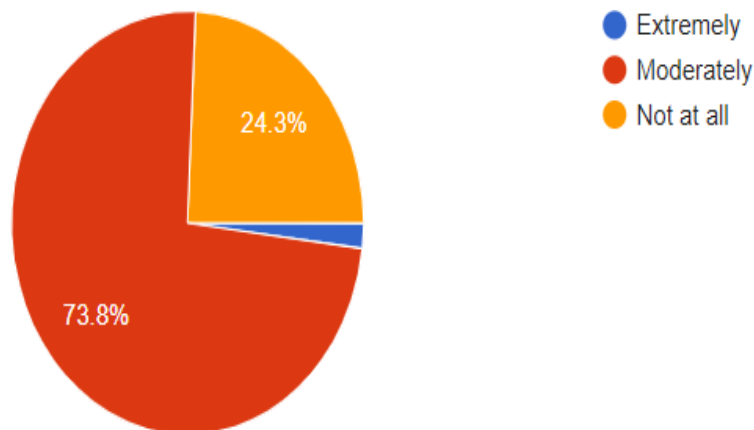
**Fig 4.7:** Trustworthiness

### Inference:

Customers do not completely trust the online businesses. The online businesses should focus on making the customers more dependable and trust worthy and engaging them regularly to build confidence about the online businesses.

### Sharing Personal information to Businesses:

- 73.8% of customers are moderately willing to share their personal information to the businesses.
- 24.3% of customers are not at all willing to share their personal information to the businesses.
- 2% of customers are always willing to share their personal information to the businesses.



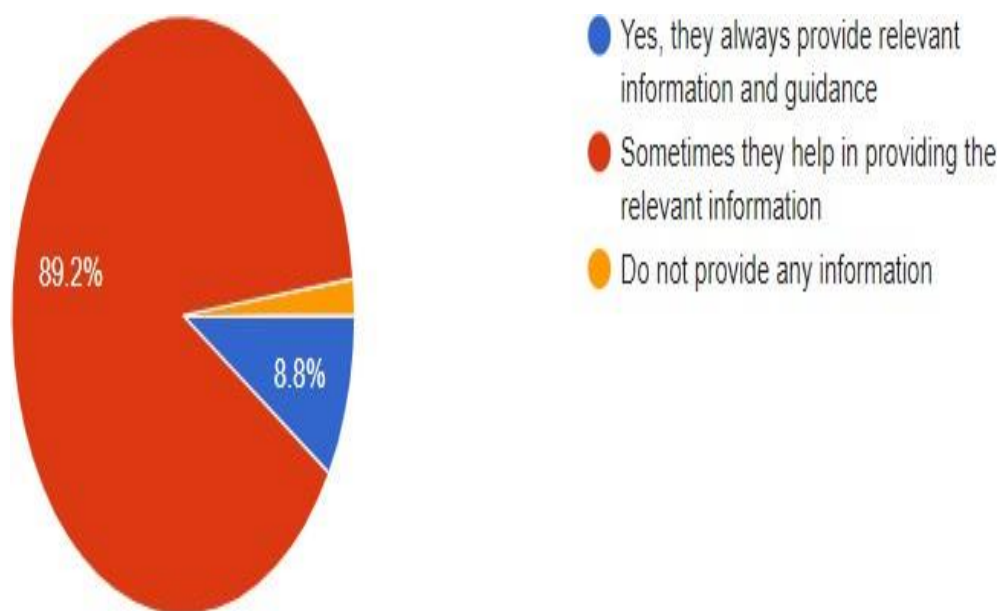
**Fig 4.8:** Sharing Personal information to Businesses

### Inference:

As the online businesses are not mostly trusted by the customers, they are not usually willing to share their personal information with online businesses. The businesses should engage the customers, understand their needs and then ask for their personal information than asking the customers with their personal information in the first stage of decision process i.e the awareness stage.

### Effectiveness of Business in Decision Making Process:

- 89.2% of the customers believe that businesses sometimes help in providing the relevant information to the customers.
- 8.8% of the customers believe that businesses always help in providing the relevant information to the customers.



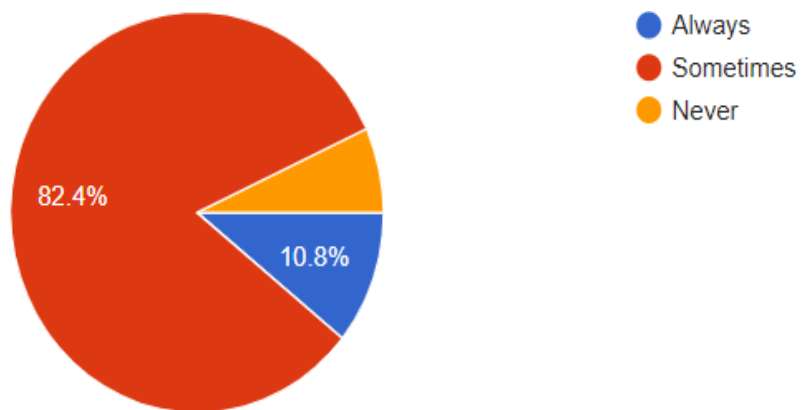
**Fig 4.9:** Effectiveness of business in decision making process

### Inference:

Businesses should always provide the customers with relevant information. Based on the decision making process and based on the customers stage of purchase behaviour, the businesses should provide them with information which is an effective way of nurturing and converting the prospects as lead.

#### **Invitations from Businesses According to Decision Making Process:**

- 82.4% of the customers believe that businesses sometimes send invitations to the customers based on their decision making process.
- 10.8% of the customers believe that businesses always send invitations to the customers based on their decision making process.
- 7% of the customers believe that businesses never send invitations to the customers based on their decision making process.



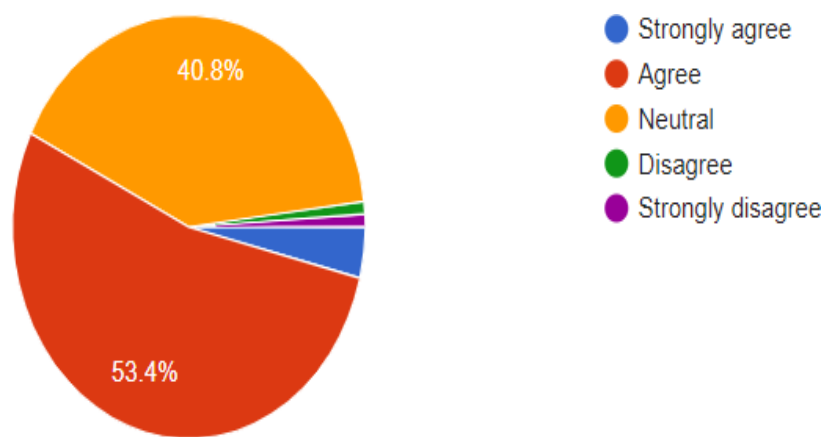
**Fig 4.10:** Invitations from businesses according to decision making process

#### **Inference:**

Businesses should actively nurture the customers throughout their purchase decision process and send the customers with information relevant to them according to the stages of the customer buying decision process.

### Customer Engagement:

- 53.4% of customers believe that the company does everything to engage the customers and involve them in providing relevant information.
- 40.8% of customers believe that company sometimes tries to engage the customers and involve them in providing relevant information.
- 4% of customers strongly agree that company does everything to engage the customers and involve them in providing relevant information.



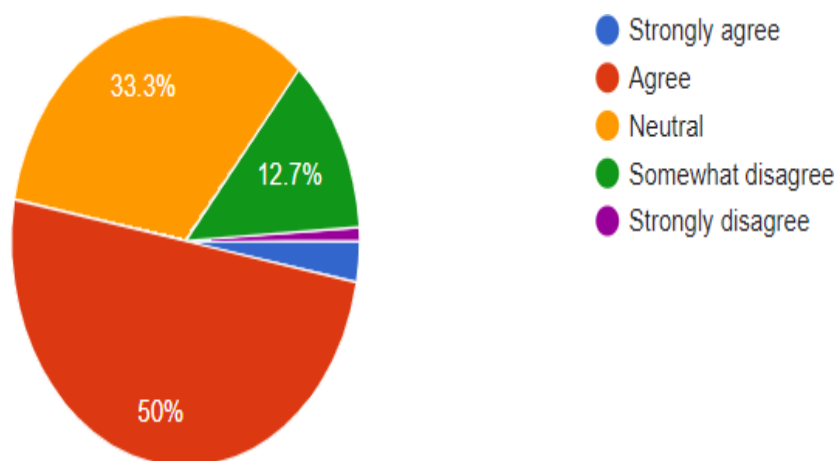
**Fig 4.11:** Customer engagement

### Inference:

The company should always actively engage the customers and provide them with relevant content and involve and nurture the customers throughout the customer's journey. The businesses should actively involve with customers through social media, blogs and providing them with relevant information according to their purchase behaviour.

### Feedback Utilization:

- 50% of the customers agree that businesses effectively use the feedbacks and complaints on the social media to enhance the customer engagement.
- 33.3% of customers believe that businesses sometimes effectively use the feedbacks and complaints on the social media to enhance the customer engagement.
- 12.7% of customers believe that businesses doesn't use the feedbacks and complaints on the social media to enhance the customer engagement.



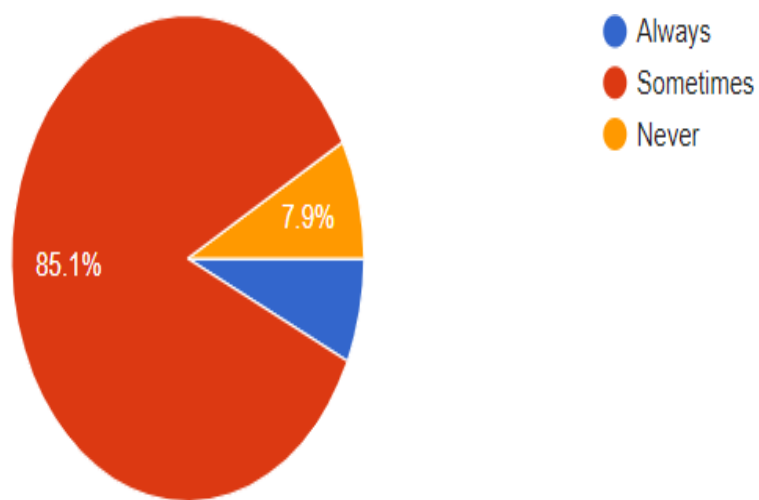
**Fig 4.12:** Feedback utilization

### Inference:

The businesses should always consider the feedbacks and complaints given by the customers on the social media channel and effectively consider those feedbacks and make necessary changes. By considering the feedbacks, customers feel that their voice is been notices and relevant actions are taken which help in maintaining relationships with the customer.

**Call to Action:**

- 85.1% of customers feel that the catchy call to action sometimes prompts them in taking desired actions.
- 7.9% of customers feel that the catchy call to action never prompts them in taking desired actions.



**Fig 4.13:** Call to action

**Inference:**

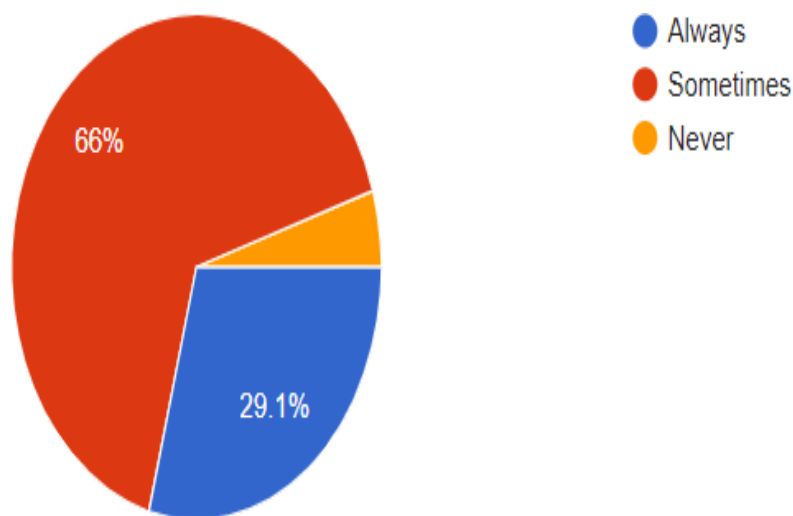
The businesses should have the catchy call to action which prompts the customers in taking the desired action. The call to action page should be simple and the navigation should be easy and not confusing to the users. The call to action are the best way to convert an anonymous visitor into a lead.



### **Blog Posts:**

A blog (shortening of “weblog”) is an online journal or informational website displaying information in the reverse chronological order, with latest posts appearing first. It is a platform where a writer or even a group of writers share their views on an individual subject.

- 66% of customers believe that they are sometimes motivated to read the blogs related to the topic of interest.
- 29.1% of customers believe that they are always motivated to read the blogs related to the topic of interest.
- 5% of customers believe that they are never motivated to read the blogs related to the topic of interest.



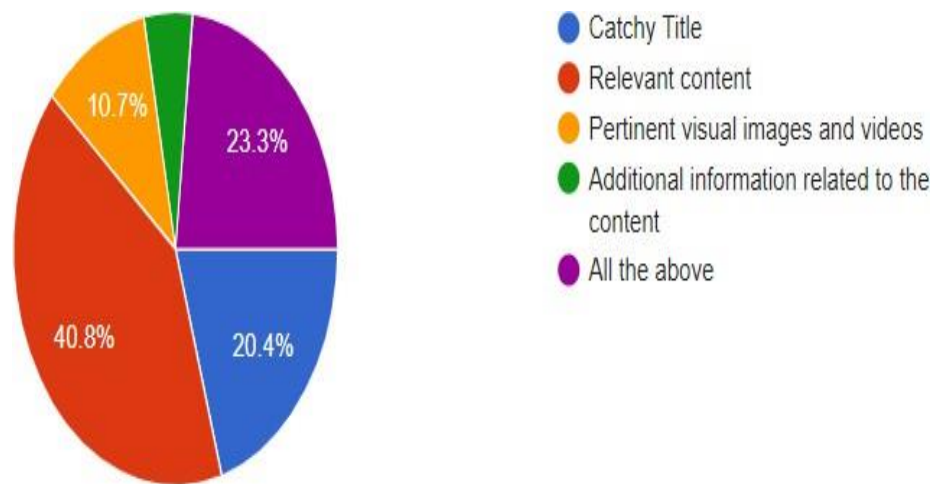
**Fig 4.14:** Blogposts

### **Inference:**

Businesses should provide the customers with relevant information such as blogs and video links which helps the customers. Businesses should provide the customers with information related to their topic of interest so that customers are willing to read the content.

### Motivation for Reading Blog Posts:

- 40.8% of customers find relevant content as the motivation factor to read the blog posts.
- 23.3% of customers find catchy title, relevant content, visual images and videos and additional information related to content as the motivation factor to read the blog posts.
- 20.4% of customers find catchy title as the motivation factor to read the blog posts.
- 10.7% of customers find visual images and videos as the motivation factor to read the blog posts.



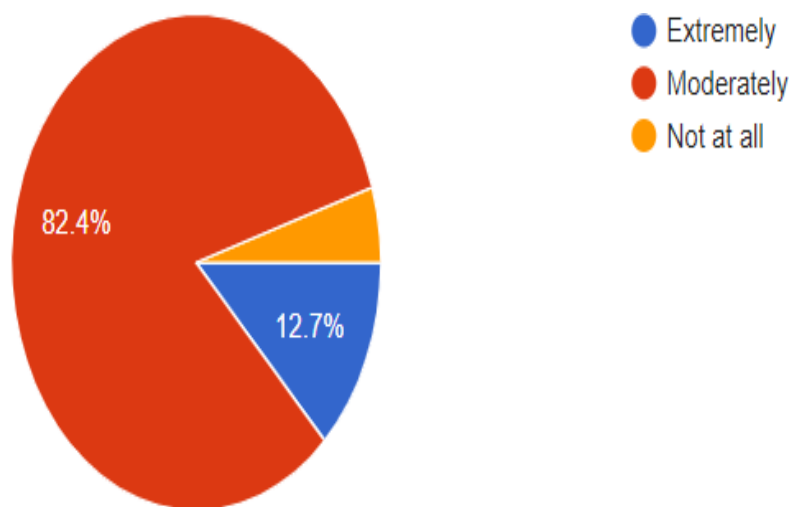
**Fig 4.15:** Motivation for reading blog posts

### Inference:

The businesses should have provide the content to the customers with catchy title, relevant content, pertinent visual images and videos and additional information related to the content to motivate them to read the content and to engage the customers.

### **Influence of Blog Posts in Purchase Decision:**

- 82.4% of customers feel that information available on the blogs moderately influence their purchase decisions.
- 12.7% of customers feel that information available on the blogs extremely influence their purchase decisions.
- 5% of customers feel that information available on the blogs do not influence their purchase decisions.



**Fig 4.16:** Influence of Blog posts in Purchase Decision

### **Inference:**

The blog posts and the other formats of content are not extremely influencing the customers in their purchase decisions. Businesses should effectively use the catchy title, visual images and video to attract the customers and motivate them in reading the blogs which helps in purchase decision. Hence, the businesses should primarily provide the customers with relevant information.

## **CHAPTER 5**

## **FINDINGS AND RECOMMENDATIONS**

- It is recommended for the companies to always provide the customers with required content when they are looking for some subject. It helps in nurturing the customers well and maintaining good relationships with them.
- Customers generally like to get updated biweekly about the information from the businesses than getting updated daily. It is recommendable for the businesses to not flood the customers with information very frequently but to provide them information on a biweekly basis to engage them more.
- The businesses should understand the purchase stages of the customer and should provide the relevant content to the customers according to their buying process.
- Video content is the most likely preferred format for the businesses to deliver to the customers, , as the customers are more willing and are interested to use video links as the format of content compared to any other formats like info-graphics, podcasts etc.
- The blogposts should be of 10-15 min of reading to the customers. Customers do not find it interesting to spend much time in reading blogposts. Hence, blog posts should be crisp and clear in what they are delivering to the customers.
- Businesses should effectively use the catchy title, visual images and video to attract the customers and motivate them in reading the blogs which helps in purchase decision. Hence, the businesses should primarily provide the customers with relevant information.

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