V.S.B ENGINEERING COLLEGE, KARUR

(An Autonomous Institution)

NH – 67 Coimbatore Road, Karudayampalayam Post,
Karur – 639111

DEPARTMENT OF INFORMATION TECHNOLOGY

ACADEMIC YEAR: 2023-2024 (EVEN SEM)

Lab Manual

CCW332 - DIGITAL MARKETING

(VI Semester)

Regulation 2021

Prepared By
Mr.S.Nelson Assit. Prof.

V.S.B. ENGINEERING COLLEGE, KARUR
(AN AUTONOMOUS INSTITUTION)
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VISION, MISSION, PEOs, POs and PSOs

Vision of the Institution:

We endeavour to impart futuristic technical education of the highest quality to the student community and to inculcate discipline in them to face the world with self-confidence and thus we prepare them for life as responsible citizens to uphold human values and to be of service at large. We strive to bring of the Institution as an Institution of academic excellence of International standard.

Mission of the Institution:

We transform persons into personalities by the state-of the art infrastructure, time consciousness, quick response and the best academic practices through assessment and advice.

Vision of the Department:

To provide professional computing training to make competent IT engineers and thus prepare them to work in the emerging trends of information technology field.

Mission of the Department:

1. Producing quality IT engineers with good technical knowledge by effective teaching.
2. Making competent engineers to adapt to the dynamic needs of industries.
3. Developing extensive learning skills in studies.
4. Inculcating strong ethical values and professionalism to serve society with responsibility.

Program Educational Objectives (PEOs)

PEO 1: To make graduates to be proficient in utilizing the fundamental knowledge of various streams in engineering and technology.

PEO 2: To enrich graduates with the core competencies necessary for applying knowledge of computers and technologies in the context of business enterprise.

PEO 3: To enable graduates think logically and to pursue lifelong learning to understand technical issues related to computing systems and to provide optimal solutions.

PEO 4: To enable graduates develop hardware and software system by understanding the importance of social, business and environmental needs in the social context.

Program Outcomes (POs)

PO1. Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.

- **PO2. Problem analysis**: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.
- **PO3. Design/development of solutions**: Design solutions for complex engineering problems & design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- **PO4. Conduct investigations of complex problems**: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- **PO5. Modern tool usage**: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations.
- **PO6. The engineer and society**: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
- **PO7. Environment and sustainability**: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
- **PO8. Ethics**: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
- **PO9. Individual and team work**: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- **PO10. Communication**: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- **PO11. Project management and finance**: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one’s own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- **PO12. Life-long learning**: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

Program Specific Outcome (PSOs)

- **PSO1:** Apply the mathematical and the computing knowledge to identify and provide solutions for computing problems.
- **PSO2:** Design and develop computer programs in the areas related to algorithms, networking, web design and data analytics of varying complexity.
- **PSO3:** Apply standard Engineering practices and strategies in software project using open source environment to deliver a quality product for business success.

COURSE OBJECTIVES

1. Students should be made to feel empowered with the knowledge and skills to establish a compelling online presence for their brand using effective digital marketing strategies and content creation.
2. Students should be made to cultivate advanced practical proficiency in digital marketing tools, including SEO, SEM, and social media, to contribute effectively in contemporary digital landscapes.
3. Students should be made to develop skills to measure and enhance the effectiveness of digital marketing campaigns, emphasizing email marketing, mobile strategies, and performance evaluation.
4. Students should be made to master Engagement Marketing and Influencer Marketing strategies within Social Media Marketing for effective brand communication.
5. Students should be made to enable students with the expertise to navigate and apply digital transformation strategies, leveraging analytics and advertising channels to drive business growth.

COURSE OUTCOMES

1. Students are able to demonstrate the ability to establish a strong online presence for their brand through the application of digital marketing and content creation skills.
2. Students are able to showcase the advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs.
3. Students are able to illustrate the ability to measure the effectiveness of digital marketing campaigns through a comprehensive study of metrics, focusing on email marketing and mobile strategies.
4. Students are able to apply Engagement Marketing techniques to build customer relationships and Influencer Marketing strategies for impactful brand promotion.
5. Students are able to proficiency in implementing digital transformation strategies, optimizing campaigns through analytics, and staying abreast of emerging digital marketing trends.

CO-PO-PSO MATRIX

Course Outcomes	**Program Outcomes**												**PSOs**		
	1	**2**	**3**	**4**	**5**	**6**	**7**	**8**	**9**	**10**	**11**	**12**	**1**	**2**	**3**
CO1	3	3	2	1	3	1	-	1	1	2	3	3	-	-	-
CO2	2	2	2	1	3	-	-	1	1	2	3	3	1	2	1
CO3	1	1	1	2	2	2	-	2	1	2	1	1	1	2	1
CO4	3	2	2	3	1	2	-	2	1	3	2	3	1	2	1
CO5	2	3	1	3	3	2	-	1	2	3	1	2	1	2	1
C313 (Average)	**2**	**2**	**2**	**2**	**2**	**2**	**-**	**1**	**1**	**2**	**2**	**2**	**1**	**2**	**1**

1. Newsletter Analyze

Aim:

To Subscribe to a weekly/quarterly newsletter and analyze its content and structure to understand how it supports the company's branding efforts and targets potential customer segments.

Introduction:

This study focuses on the analysis of a company's weekly/quarterly newsletter to understand how its content and structure contribute to branding efforts and cater to specific customer segments. By examining the newsletter's strategies, we can uncover how it effectively engages subscribers and aligns with the company's branding goals.

Materials:

- Access to the company's newsletters
- Notebook or digital document for analysis
- Survey tool for subscriber feedback

Procedures:

Branding Alignment:

- **Review the Newsletter's Tone and Voice:** Analyze whether the tone and voice of the newsletter align with the company's brand identity. Is it professional, casual, formal, or friendly?
- **Consistency with Brand Elements:** Look for consistent use of brand colors, logos, fonts, and other visual elements throughout the newsletter.
- **Brand Messaging:** Evaluate if the messaging in the newsletter reflects the company's core values, mission, and unique selling propositions.

Content Strategy:

- **Relevance of Topics:** Examine if the content of the newsletter is relevant to the company's products, services, and industry. Does it provide valuable insights to subscribers?
- **Customer-Centric Approach:** Identify whether the newsletter addresses customer pain points, offers solutions, and provides useful information.
- **Storytelling:** Assess whether the newsletter uses storytelling techniques to engage readers and connect them emotionally with the brand.

Customer Segments:

- **Target Audience:** Analyze who the primary target audience of the newsletter is. Does it cater to existing customers, potential leads, or a specific demographic?
- **Personalization:** Look for personalized content, such as addressing subscribers by their names or tailoring content to specific customer segments.
- **Call-to-Action (CTA):** Observe if the newsletter includes CTAs that resonate with different customer segments, encouraging them to take specific actions.

Frequency and Consistency:

- **Newsletter Schedule:** Evaluate the frequency of the newsletter (weekly, quarterly, etc.) and whether it aligns with the preferences of the target audience.
- **Consistent Delivery:** Check if the newsletter is consistently delivered on time, helping subscribers anticipate its arrival.

Engagement and Interactivity:

- **Encouraging Engagement:** Analyze if the newsletter encourages engagement, such as asking for feedback, conducting surveys, or promoting social media interaction.
- **Interactive Elements:** Look for interactive elements like polls, quizzes, or clickable content that increase reader engagement.

Value-Added Content:

- **Exclusive Content:** Identify if the newsletter offers exclusive content, such as special offers, discounts, or access to premium resources for subscribers.

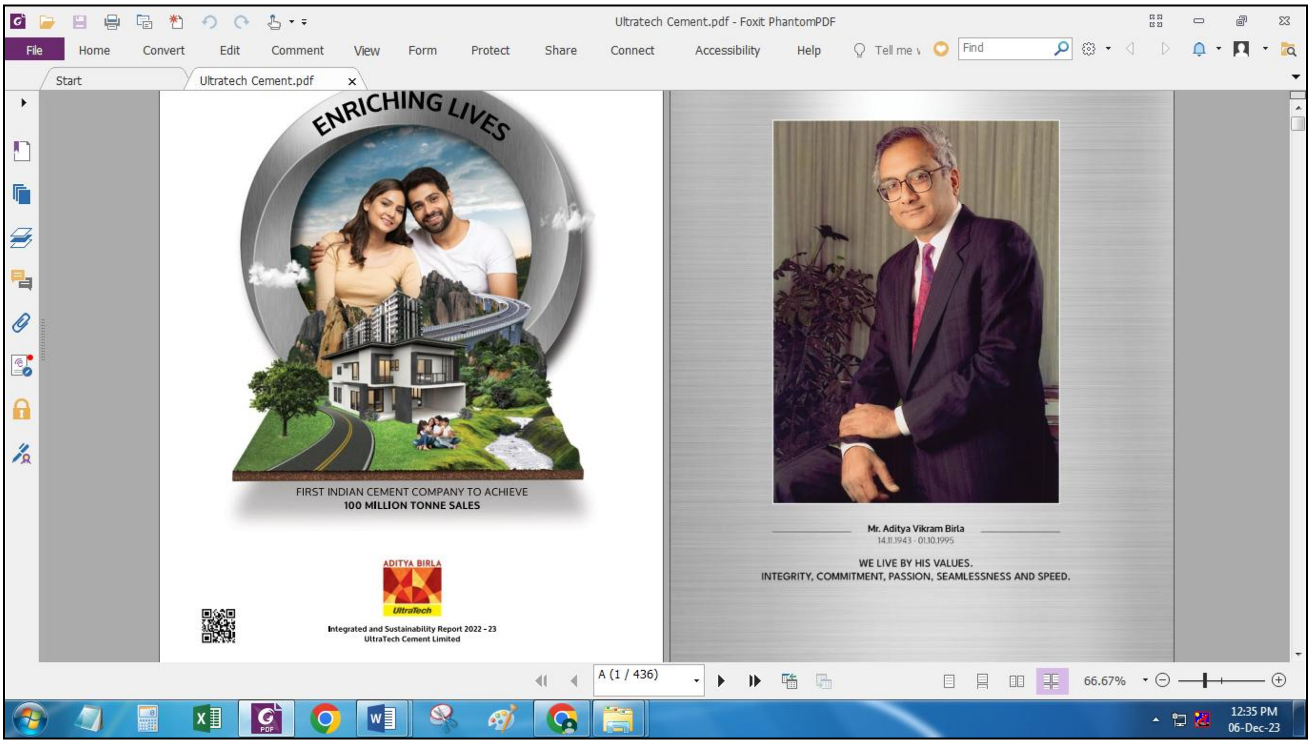
Visual Appeal:

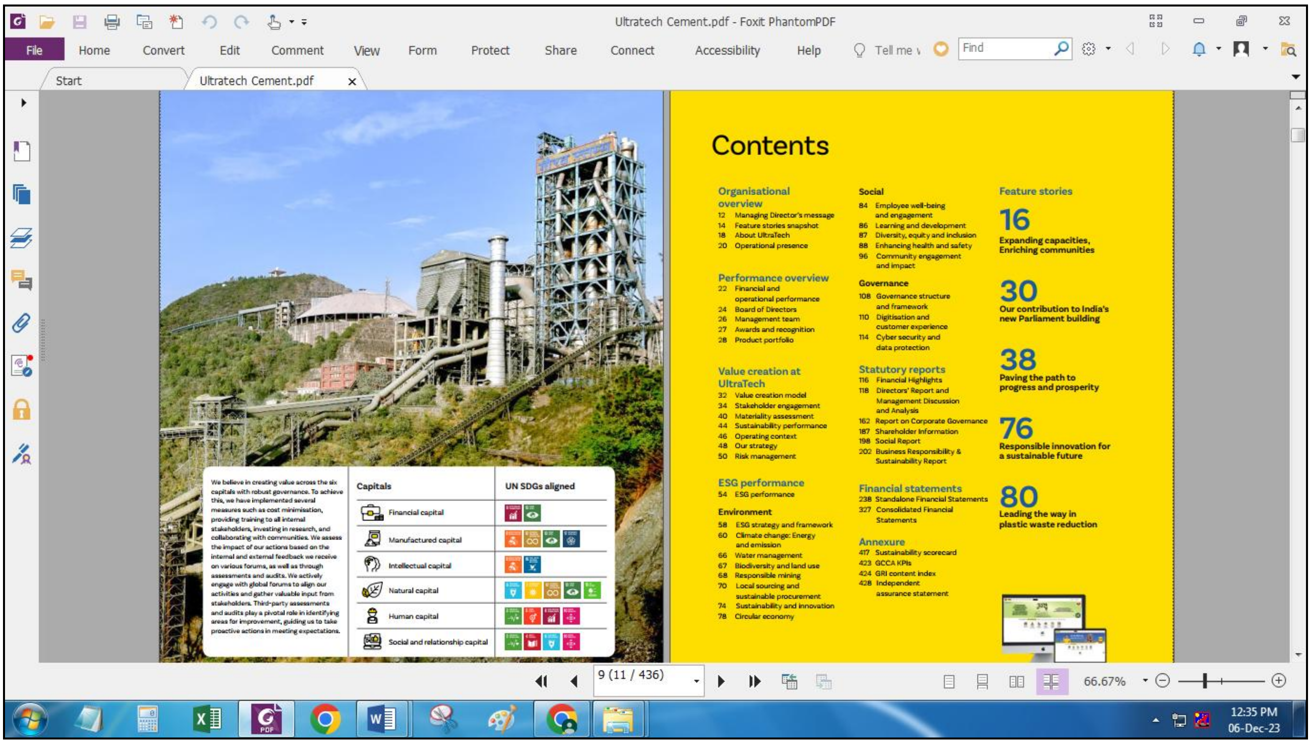
- **Visual Elements:** Examine the use of images, graphics, and layout. Is it visually appealing and easy to read?

Conversion Focus:

- **Guiding Subscribers:** Assess whether the newsletter guides subscribers towards taking desired actions, such as visiting the website, making a purchase, or signing up for webinars.

<u>Output:</u>





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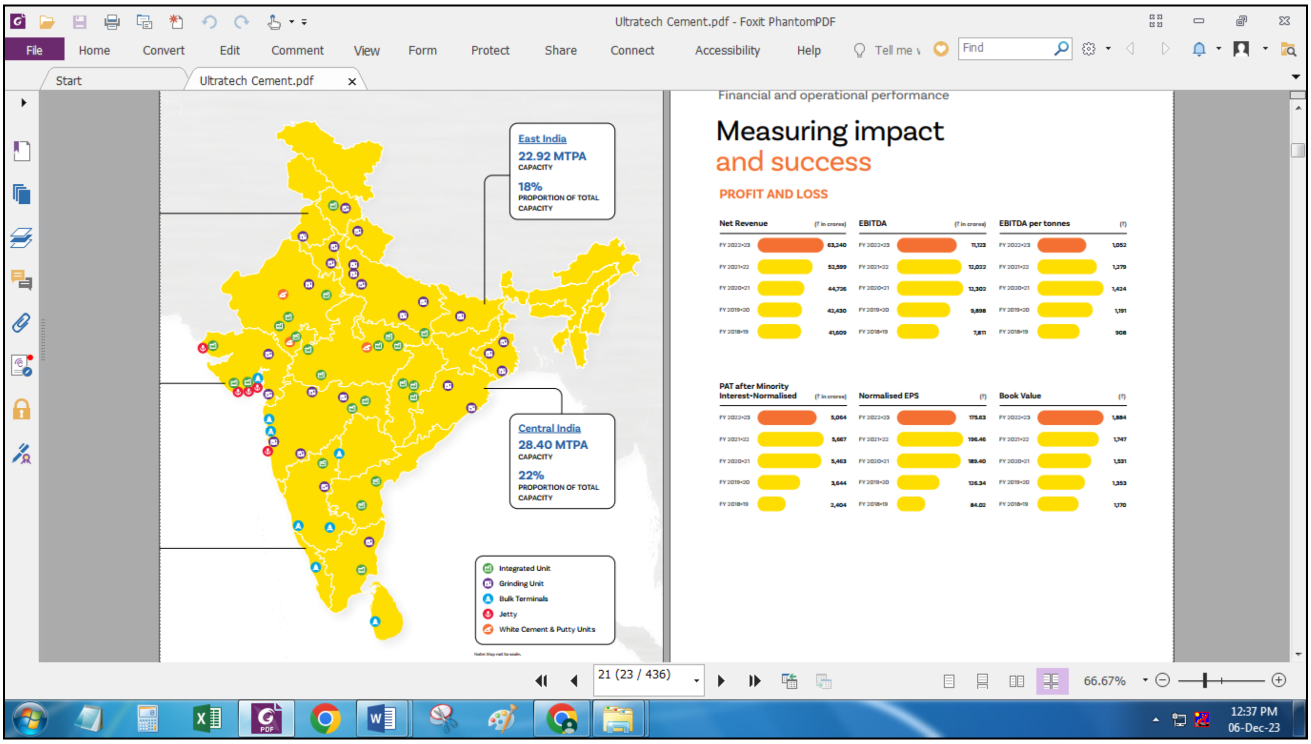
Start
Ultratech Cement.pdf
Capitals
UN SDGs aligned
Financial capital
Manufactured capital
Intellectual capital
Natural capital
Human capital
Social and relationship capital
Contents
Organisational overview
12 Managing Director's message
14 Feature stories snapshot
18 About UltraTech
20 Operational presence
Performance overview
22 Financial and operational performance
24 Board of Directors
26 Management team
27 Awards and recognition
28 Product portfolio
Value creation at UltraTech
32 Value creation model
34 Stakeholder engagement
40 Materiality assessment
44 Sustainability performance
46 Operating context
48 Our strategy
50 Risk management
ESG performance
54 ESG performance
Environment
58 ESG strategy and framework
60 Climate change: Energy and emission
66 Water management
67 Biodiversity and land use
68 Responsible mining
70 Local sourcing and sustainable procurement
74 Sustainability and innovation
78 Circular economy
Social
84 Employee well-being and engagement
86 Learning and development
87 Diversity, equity and inclusion
88 Enhancing health and safety
96 Community engagement and impact
Governance
108 Governance structure and framework
110 Digitisation and customer experience
114 Cyber security and data protection
Statutory reports
116 Financial Highlights
118 Directors' Report and Management Discussion and Analysis
162 Report on Corporate Governance
187 Shareholder Information
198 Social Report
202 Business Responsibility & Sustainability Report
Financial statements
238 Standalone Financial Statements
327 Consolidated Financial Statements
Annexure
417 Sustainability scorecard
423 GCCA KPIs
424 GRI content index
428 Independent assurance statement
Feature stories
16 Expanding capacities, Enriching communities
30 Our contribution to India's new Parliament building
38 Paving the path to progress and prosperity
76 Responsible innovation for a sustainable future
80 Leading the way in plastic waste reduction
9 (11 / 436)
66.67%
12:35 PM
06-Dec-23



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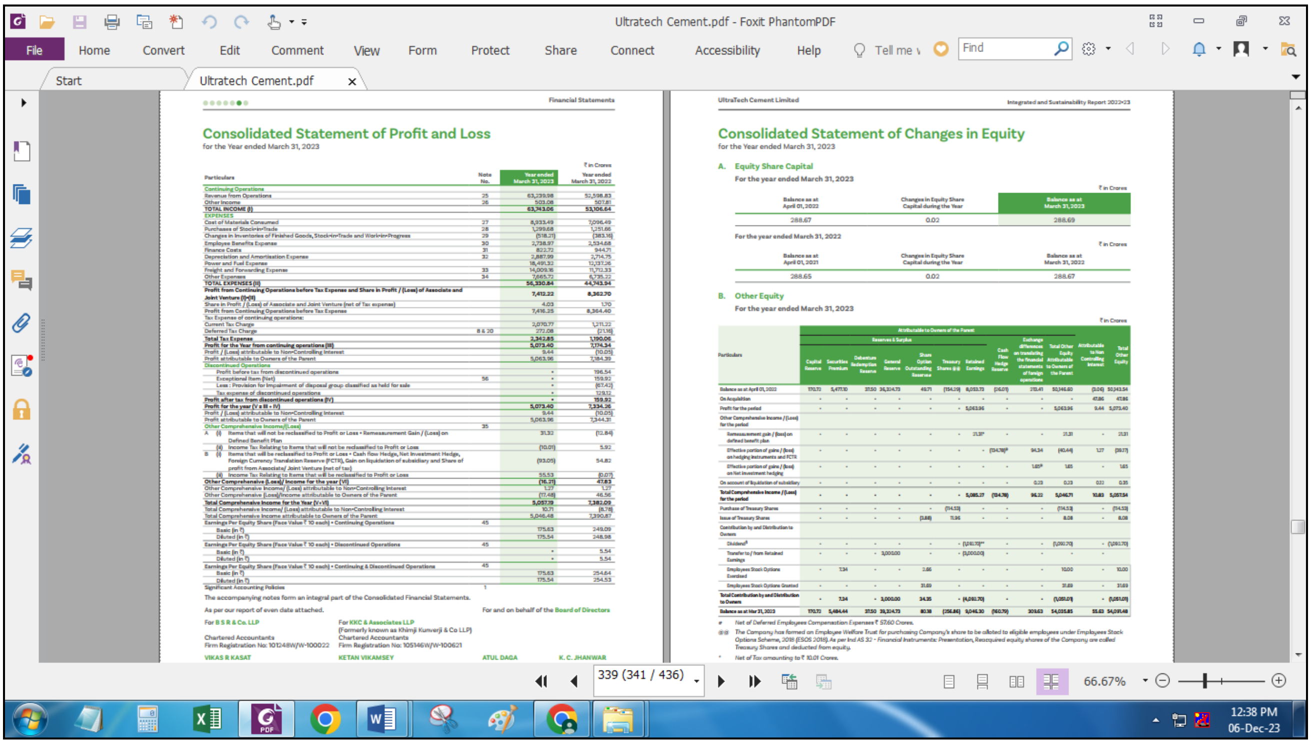
File Home Convert Edit Comment View Form Protect Share Connect Accessibility Help
Start
Ultratech Cement.pdf
East India
22.92 MTPA
CAPACITY
18%
PROPORTION OF TOTAL CAPACITY
Central India
28.40 MTPA
CAPACITY
22%
PROPORTION OF TOTAL CAPACITY
Integrated Unit
Grinding Unit
Bulk Terminals
Jetty
White Cement & Putty Units
Financial and operational performance
Measuring impact and success
PROFIT AND LOSS
Net Revenue (₹ in crores)
FY 2022-23 63,240
FY 2021-22 52,599
FY 2020-21 44,726
FY 2019-20 42,430
FY 2018-19 41,609
EBITDA (₹ in crores)
FY 2022-23 11,123
FY 2021-22 12,022
FY 2020-21 12,302
FY 2019-20 9,898
FY 2018-19 7,811
EBITDA per tonnes (₹)
FY 2022-23 1,052
FY 2021-22 1,279
FY 2020-21 1,424
FY 2019-20 1,191
FY 2018-19 908
PAT after Minority Interest-Normalised (₹ in crores)
FY 2022-23 5,064
FY 2021-22 5,667
FY 2020-21 5,463
FY 2019-20 3,644
FY 2018-19 2,404
Normalised EPS (₹)
FY 2022-23 175.63
FY 2021-22 196.46
FY 2020-21 189.40
FY 2019-20 126.34
FY 2018-19 84.02
Book Value (₹)
FY 2022-23 1,884
FY 2021-22 1,747
FY 2020-21 1,531
FY 2019-20 1,353
FY 2018-19 1,170
21 (23 / 436)
66.67%
12:37 PM
06-Dec-23



Result:

Through this experiment, we discovered how a company's newsletter content, structure, and segmentation strategies play a vital role in achieving branding objectives and engaging specific customer segments. The importance of personalized content, consistent branding, and strategic "Call To Actions" was highlighted in building a strong brand image and connecting effectively with the target audience.

This experiment is mapped with PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9, PO10, PO11 & PO12.

2. Keyword Search

Aim:

To leverage Google Keyword Planner for conducting keyword research specific to a skincare hospital website, focusing on search volume and competition analysis to achieve optimal content optimization and enhance online visibility.

Introduction:

Google Keyword Planner is a powerful tool provided by Google within the Google Ads platform. It's primarily designed to help advertisers plan their Google Ads campaigns by providing insights into keyword search volume, competition, and suggested bid estimates. However, it's also widely used by SEO professionals and website owners for keyword research purposes. Here are some key features and functionalities of Google Keyword Planner:

- **Keyword Ideas:** Google Keyword Planner generates keyword ideas based on seed keywords or phrases provided by the user. These ideas include related keywords, long-tail variations, and synonyms that users commonly search for on Google.

- **Search Volume Data:** It provides historical data on the average monthly search volume for each keyword idea. This data helps users understand the popularity and demand for specific keywords over time.

- **Competition Level:** Google Keyword Planner indicates the level of competition for each keyword, ranging from low to high. This metric helps users assess the competitiveness of keywords and choose ones that align with their advertising or SEO objectives.

- **Suggested Bid Estimates:** For advertisers, Google Keyword Planner offers suggested bid estimates for keywords based on their competitiveness and expected performance in Google Ads auctions. This information helps advertisers plan their advertising budgets more effectively.

- **Filtering Options:** Users can filter keyword ideas based on various criteria such as location, language, date range, and keyword match type (broad, exact, phrase). This allows for more targeted and customized keyword research based on specific parameters.

- **Historical Metrics:** Google Keyword Planner provides historical metrics such as trends in search volume and competition over time. This data can be useful for identifying seasonal trends, changes in user behavior, and planning campaign strategies accordingly.

- **Integration with Google Ads:** Google Keyword Planner seamlessly integrates with Google Ads accounts, allowing users to easily import keyword ideas into their advertising campaigns and access additional insights tailored to their specific advertising goals.

Procedures:

1. Access Google Keyword Planner:

- Visit the Google Ads website (ads.google.com) and sign in with your Google account.
- Once logged in, navigate to the 'Tools & Settings' menu, then select 'Keyword Planner' under the 'Planning' section.

2. Start a New Search:

- In the Keyword Planner dashboard, you'll find two main options: "Discover new keywords" and "Get search volume and forecasts." Choose the option that suits your needs. For this guide, let's select "Discover new keywords."

3. Enter Seed Keywords:

- In the provided text box, enter seed keywords related to your skincare hospital. These could include terms like "skincare hospital," "dermatology clinic," "skin treatments," etc.
- Click on the "Get Started" button to proceed.

4. Filter and Customize:

- After entering your seed keywords, you'll be directed to a page where you can filter and customize your search.
- Specify your target location by entering the city, region, or country where your skincare hospital operates. This ensures you get localized results.
- Adjust the date range if necessary. By default, Google Keyword Planner provides data for the last 12 months, but you can modify this according to your requirements.
- Choose the language relevant to your target audience.

5. View Keyword Ideas:

- Once you've applied your filters, click on the "Get Results" button to view keyword ideas.
- Google Keyword Planner will generate a list of keyword ideas based on your seed keywords and the specified filters. You'll see metrics like average monthly searches, competition level, and more for each keyword.

6. Analyze Metrics:

- Review the generated keyword ideas and analyze the metrics provided.
- Identify keywords with a balanced search volume and competition level. Aim for keywords that have a decent search volume but are not overly competitive.
- Prioritize keywords that directly relate to the services offered by your skincare hospital and have a significant search volume.

7. Competition Level:

- Pay attention to the competition level for each keyword. Aim to select keywords with a medium to low competition level to increase your chances of ranking well in search results.

8. Ad Group Ideas:

- Explore the ad group ideas provided by Google Keyword Planner. This can give you insights into how Google categorizes and groups relevant keywords.

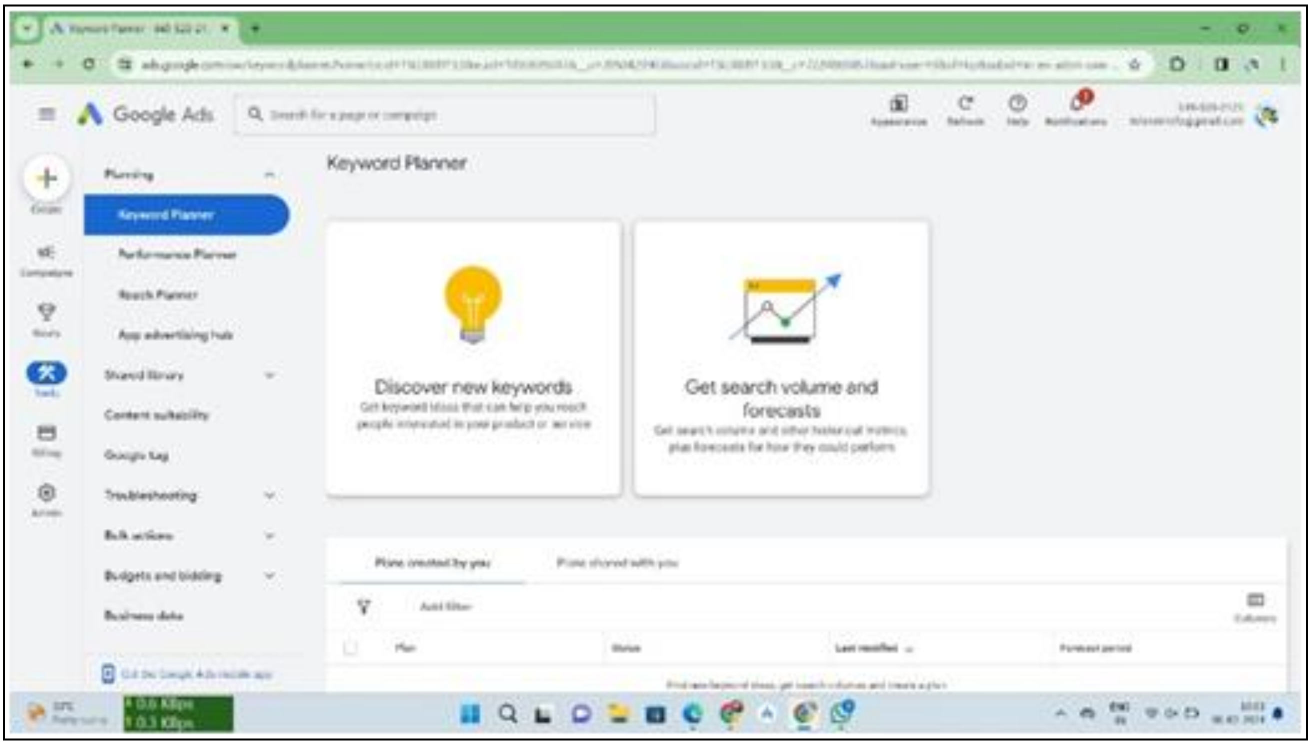
9. Negative Keywords:

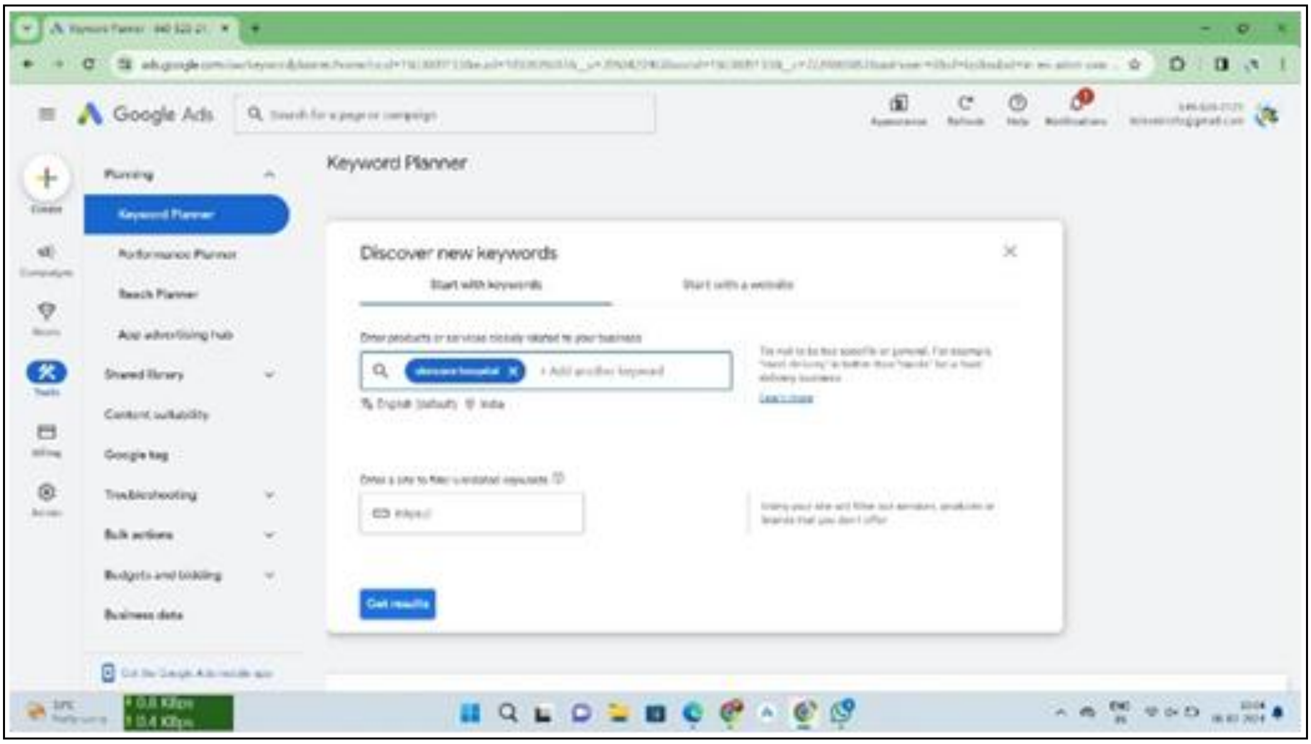
- Consider adding negative keywords to refine your targeting further. Negative keywords help filter out irrelevant terms that may not align with the services offered by your skincare hospital.

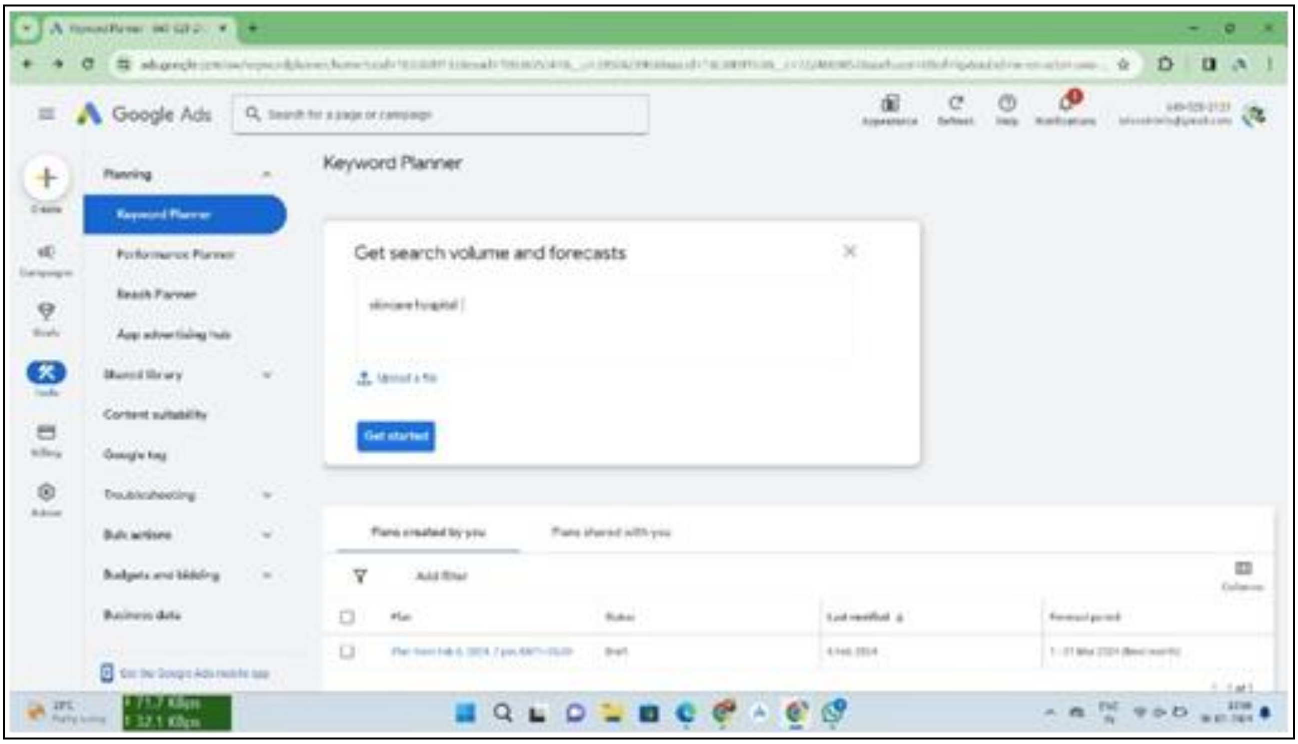
10. Export Data:

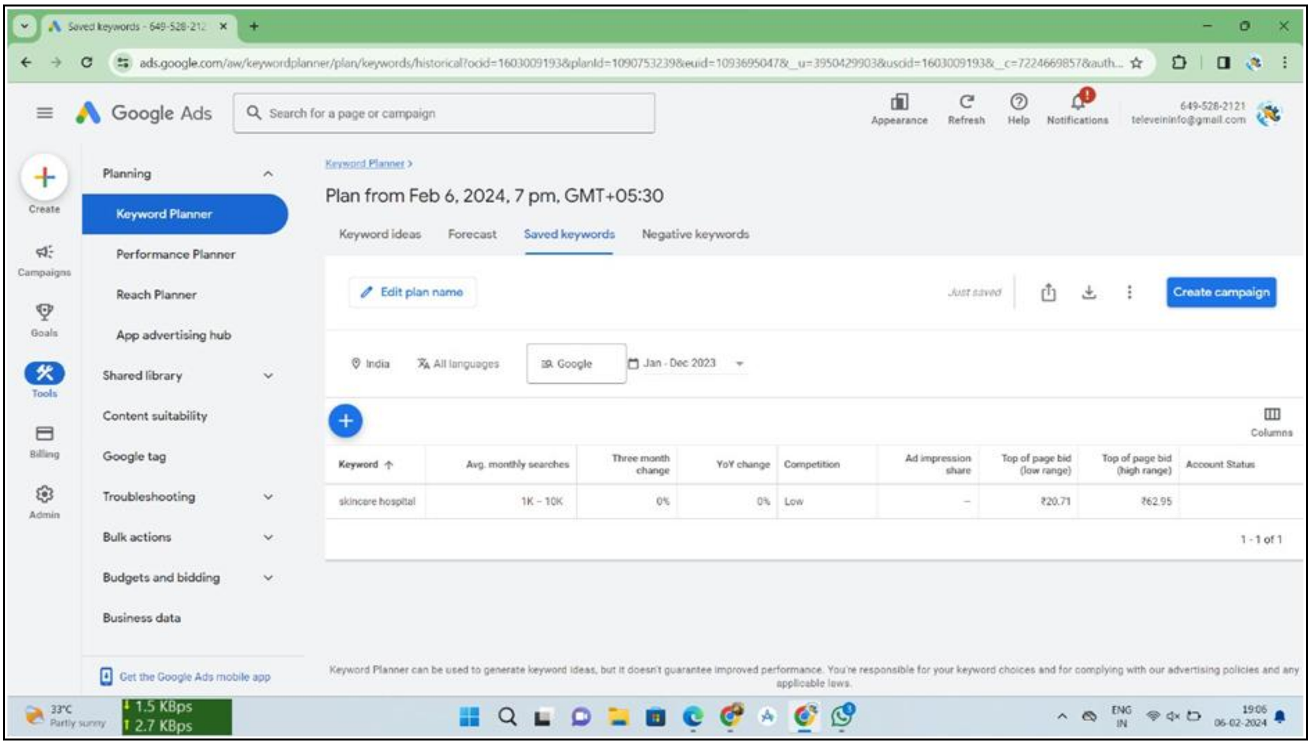
- Once you've selected the keywords you want to target, click on the "Download" button to export the data to a spreadsheet. This allows for further analysis and strategic planning for your skincare hospital's online presence.

<u>Output:</u>




Google Ads
Keyword Planner
Planning
Keyword Planner
Performance Planner
Reach Planner
Shared library
Content suitability
Google tag
Troubleshooting
Bulk actions
Budgets and bidding
Business data
Discover new keywords
Start with keywords
Start with a website
Get results


Google Ads
Keyword Planner
Planning
Keyword Planner
Performance Planner
Reach Planner
Shared library
Content suitability
Google tag
Troubleshooting
Bulk actions
Budgets and bidding
Business data
Get search volume and forecasts
Get started
Plans created by you
Plans shared with you
Add filter



Result:

Through Google Keyword Planner, keyword research was conducted for the skincare hospital website, focusing on analyzing search volume and competition.

This experiment is mapped with PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12 and PSO1, PSO2 & PSO3.

3. Google WebMasters Indexing API

Aim:

To demonstrate the process of creating a blog on Blogger.com and indexing a blog post using the Google Webmasters Indexing API.

Introduction:

The Google Webmasters Indexing API is a tool provided by Google that allows website owners to notify Google when new or updated content is available for crawling and indexing. This API is particularly useful for websites with frequently changing content or for large websites where traditional crawling methods may not efficiently discover new or updated content.

Here's how the Google Webmasters Indexing API works:

1. **Content Submission:** Website owners can use the Indexing API to submit URLs or individual web pages directly to Google for indexing.
2. **Real-time Updates:** The API allows for real-time updates, which means that changes to your website can be communicated to Google almost immediately. This can help ensure that your latest content gets indexed promptly.
3. **Integration with CMS:** For websites built on content management systems (CMS) or other platforms, the API can be integrated directly into the publishing workflow, automatically notifying Google of new content as it's published.
4. **Monitoring and Error Reporting:** The API provides tools for monitoring the indexing status of your website and reporting any errors or issues encountered during the indexing process.
5. **Usage Limits and Authentication:** Access to the Indexing API is subject to usage limits and requires authentication using OAuth 2.0 to ensure the security and integrity of the indexing process.

Procedure:

I. Create your blog on Blogger.com:

1. **Sign In or Create an Account:**
   a. Visit Blogger.com.
   b. Sign in with your Google account or create a new one if needed.
2. **Create a New Blog:**
   a. Click on the "Create New Blog" button.
   b. Enter a title and a unique URL for your blog.
3. **Choose a Template:**
   a. Select a template for your blog. You can customize it later.
4. **Create Your First Post:**
   a. Click on "Create new post" to write your first blog post.
   b. Add a title and write your content.
5. **Add Images and Formatting:**
   a. Insert images and format your text to make your post visually appealing.
6. **Preview and Publish:**
   a. Preview your post and then click "Publish" to make it live on your blog.

7. **Customize Blog Settings:**
    a. Explore the layout and theme settings to customize the appearance of your blog.
    b. Adjust settings like the blog title and description.

II. Index the blog Post using the Google Indexing API:

1. **Create your Google Cloud Console account:**
    a. Visit Google Cloud Console.
    b. Sign in or create a new account.
2. **Create a New Project:**
    a. Click “Select a project” and create a new project.
    b. Enter your project name and click “Create”.
3. **Create Service Account:**
    a. Go to "IAM & Admin" > "Service Accounts".
    b. Click “Create Service account”, enter a name, and select the role as “owner”.
    c. Click “Create”.
4. **Link the Service Account to your Blog:**
    a. Go to your Google Search Console Account.
    b. Click on your property (e.g., your blog URL).
    c. Go to "Settings" > "Users and permissions" > "ADD USER".
    d. Add the service account email as a user with the role “owner”.
5. **Enable Google Indexing API for the Project:**
    a. In the Cloud Console, click the three dots menu next to the service account email and select “Manage Keys”.
    b. Create a key and download the JSON file.
    c. Enable the "Indexing API" in "APIs & Services".
6. **Pinging Google with Google Indexing API:**
    a. Step 1: Connect to Google Drive
        i. Open a new tab in your web browser.
        ii. Navigate to the provided Colab notebook link: https://colab.research.google.com/drive/1VT4Hdpm4mauQoM4q-xHtc1Jrbl-4VGUg?usp=sharing.
        iii. Once the Colab notebook is open, run the cell related to connecting to Google Drive.
        iv. Click on "Connect to Google Drive".
        v. Select your email address (e.g., "blog8907@gmail.com").
        vi. Click "Allow" to grant permission for Colab to access your Google Drive. It will automatically return back to the Google Colab Console tab.
    b. Step 2: Replace Your Google Drive Path
        i. In the Google Colab interface, click on the "Files" icon located on the left side.
        ii. Navigate to "drive" and then to "MyDrive".
        iii. Click on the three dots menu and select "Upload".
        iv. Upload the JSON file that you downloaded when you created the API from the Cloud Console.
        v. Once the file is uploaded, copy the path of the uploaded JSON file.
        vi. Paste the JSON file path into the “API_Path” field in the Colab notebook.

vii. Run the cell. Ensure you receive the message “Credentials Successfully Authorized”.

c. **Step 3: Replace Your Post/Page URL**

i. Replace the "siteURL" field with your blog URL (e.g., https://yourblogname.blogspot.com/).

ii. Replace the "requestedType" field with the URL of the post you want to index.

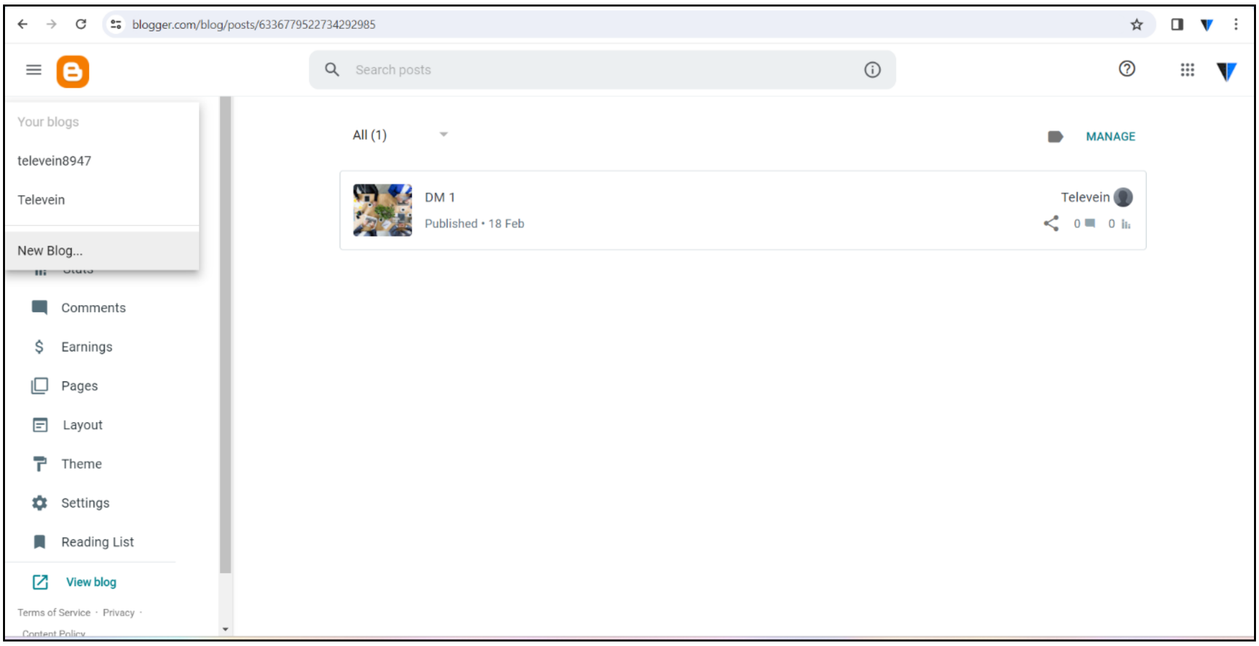
iii. Run the code cell.

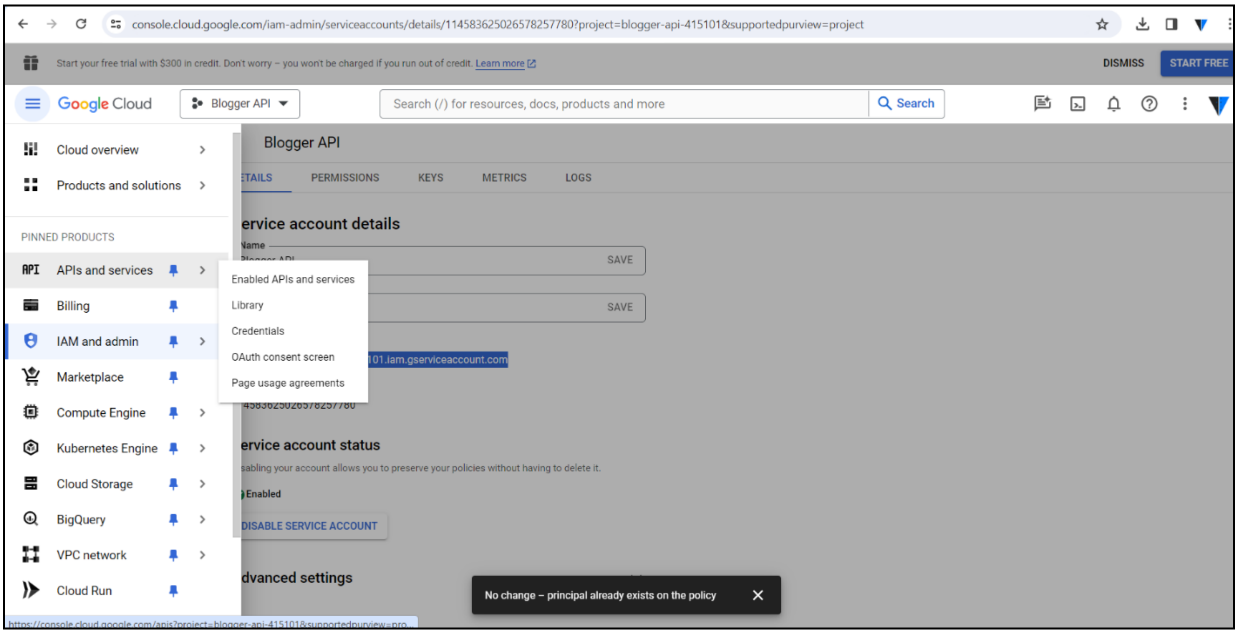
iv. Ensure you receive a success message indicating that the submission was "Successfully Done".

7. **Verification:**

a. Ensure you receive a success message indicating that your blog and post URL have been successfully submitted for indexing in Google Search.

Output:

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Start your free trial with $300 in credit. Don't worry – you won't be charged if you run out of credit. Learn more
DISMISS
START FREE
Google Cloud
Blogger API
Search (/) for resources, docs, products and more
Search
Cloud overview
Products and solutions
PINNED PRODUCTS
APIs and services
Billing
IAM and admin
Marketplace
Compute Engine
Kubernetes Engine
Cloud Storage
BigQuery
VPC network
Cloud Run
Enabled APIs and services
Library
Credentials
OAuth consent screen
Page usage agreements
Blogger API
PERMISSIONS
KEYS
METRICS
LOGS
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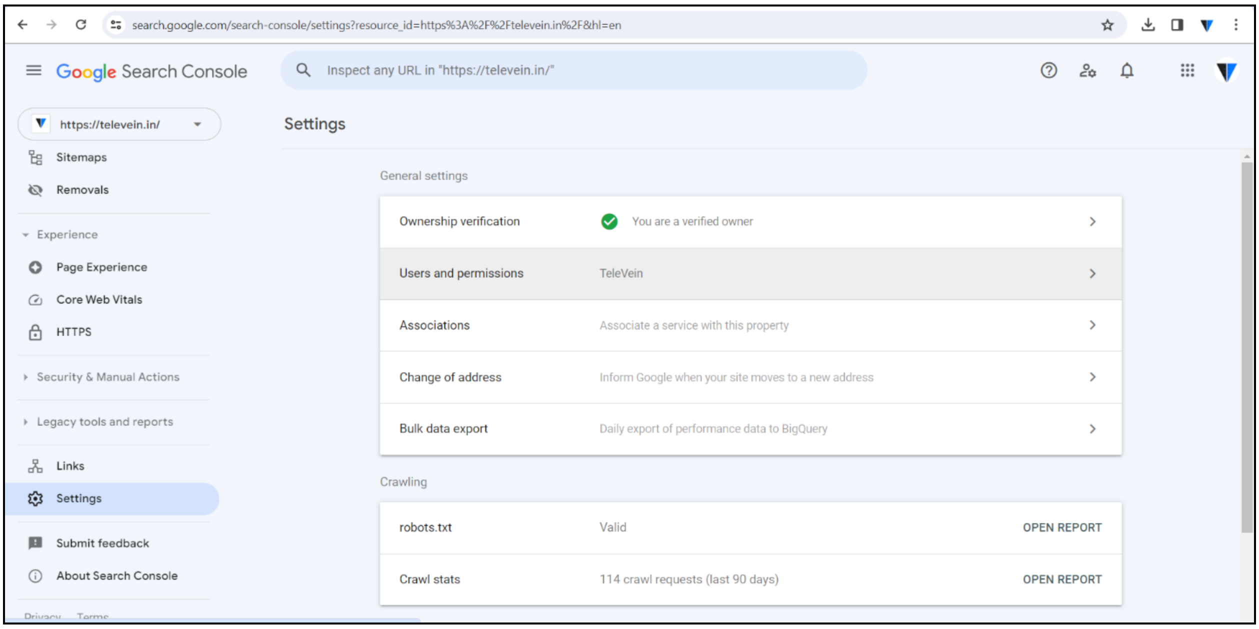
SAVE
SAVE
ervice account status
Enabled
DISABLE SERVICE ACCOUNT
dvanced settings
No change – principal already exists on the policy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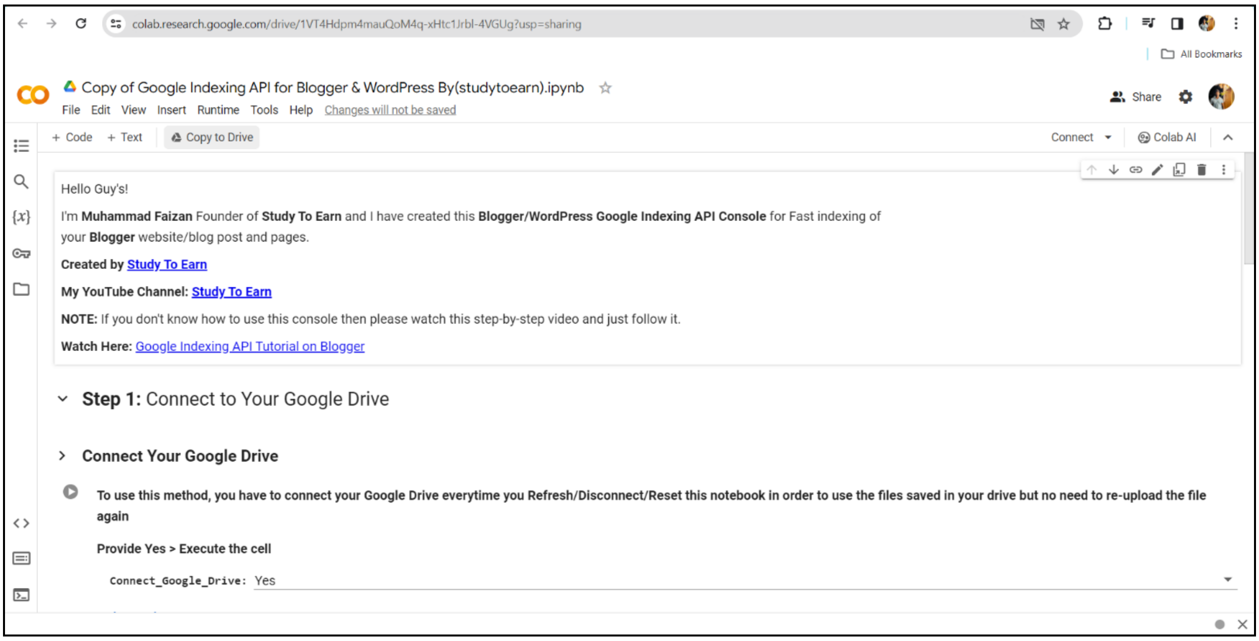
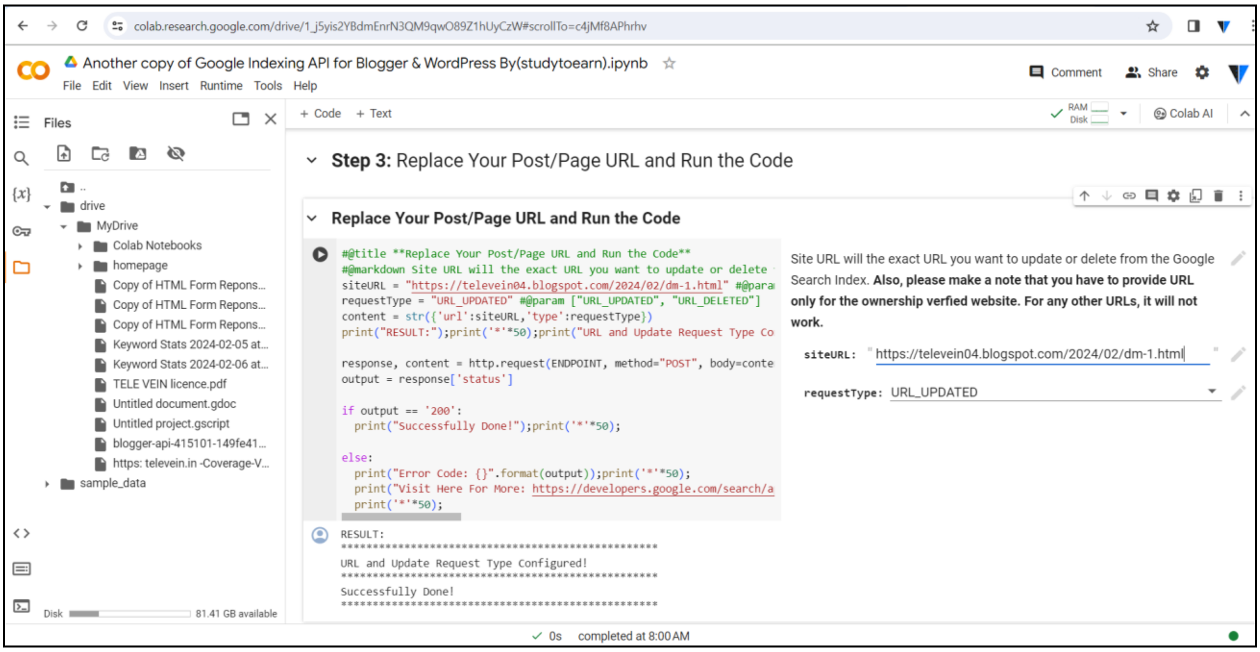
Google Search Console
Inspect any URL in "https://televein.in/"
https://televein.in/
Sitemaps
Removals
Experience
Page Experience
Core Web Vitals
HTTPS
Security & Manual Actions
Legacy tools and reports
Links
Settings
Submit feedback
About Search Console
Settings
General settings
Ownership verification
You are a verified owner
Users and permissions
TeleVein
Associations
Associate a service with this property
Change of address
Inform Google when your site moves to a new address
Bulk data export
Daily export of performance data to BigQuery
Crawling
robots.txt
Valid
OPEN REPORT
Crawl stats
114 crawl requests (last 90 days)
OPEN REPORT





Result:

The process of creating a blog on Blogger.com and indexing a blog post using the Google Webmasters Indexing API was executed effectively, resulting in the successful publication of the blog post and its visibility on search engines.

This experiment is mapped with PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12 and PSO1, PSO2 & PSO3.

4. Case study: Insurance Company Leads Management

Aim:

To assess the impact of implementing LeadSquared's Customer Relationship Management (CRM) software in the insurance sector for effectively managing leads from online sales channels and bancassurance intermediaries.

Introduction:

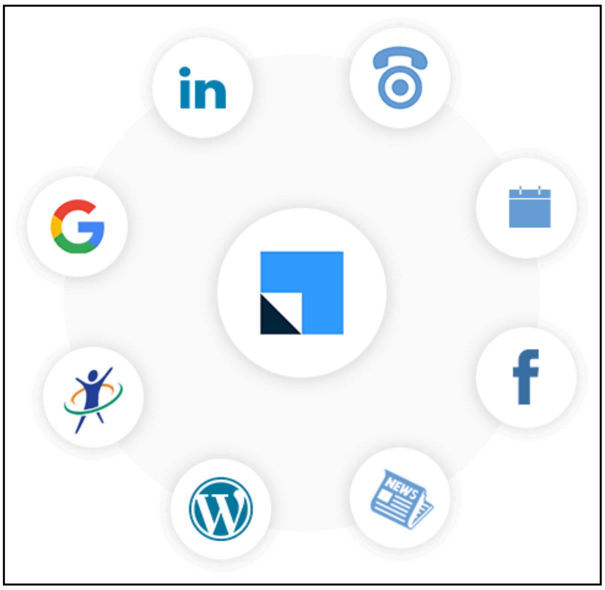
- In the insurance sector, there are two business models. First, where you sell insurance online, and you generate leads from your website, social media, ad-campaign, and different other channel.
- The second is through intermediaries like bancassurance, etc, where you sell insurance products through banking institutions.
- When we enabled both of these insurance sales models with technology, the results were astonishing.

How has LeadSquared Enabled Companies to Manage Leads in Insurance?

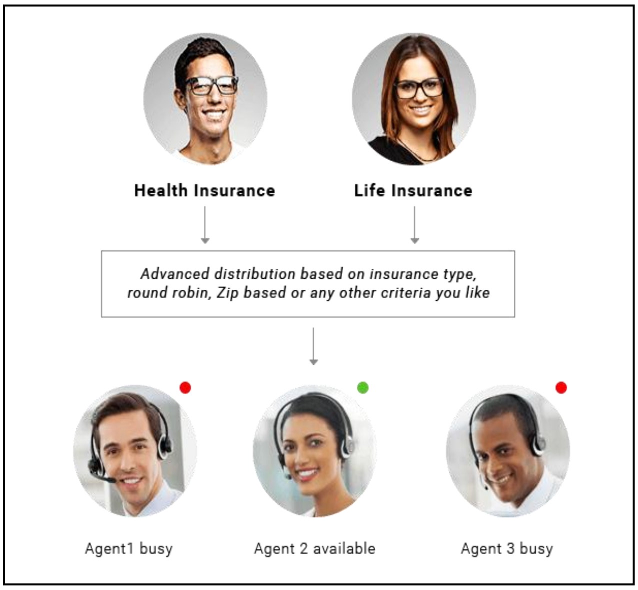
- History sparkles with amazing examples of businesses that thrive on robust customer relations. To that effect, LeadSquared's Customer Relationship Management software provides an efficient way to generate, manage, and nurture insurance leads while providing quality customer experience.
- Businesses function through people, and contrary to what we are taught to believe, people are not creatures of logic, but of impulse, of emotion. Now, while the insurance policy cannot appeal to the emotions of your prospects, but Your sales team can!
- And this where LeadSquared comes into play. So let's discuss how LeadSquared Insurance CRM can help you to manage leads in Insurance Sector.

Capture Insurance Leads from All Channels

- When you are selling insurance online, you generate leads from your website, social media, PPC campaigns, events, etc. LeadSquared automatically captures these and notifies your sales agents to follow up with the same.
- It ensures that there is ZERO lead leakage in your business. Because every lead could be an opportunity, and you would not want to waste it in any way.
- Not just that, you can also capture leads from traditional channels like billboards, etc. through telephony integration.



Distribute Leads To Call Center and Sales Agents



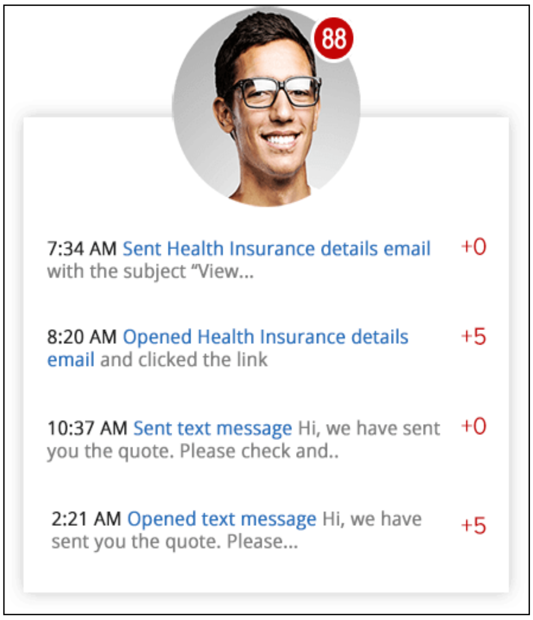
- Once the lead is captured, the tool automatically distributes these to call centers and your sales agents. The distribution process occurs according to interests, location, agent availability, and other criteria.
- For example, your prospect is interested in buying term-insurance or health insurance. The lead will go to the agent who specializes in that domain.
- Distribution of leads ensures that only those agents handle enquires who are experts in that vertical. This improves customer experience and results in powerful word-of-mouth marketing.

Identify the Best Opportunities

LeadSquared helps identify the best opportunities from the loads of enquires captured every day. The software checks the eligibility criteria, age, medical history of the family, etc, based on the factors important to you.

Quality score, allocated from 1 to 10 based on variables defined by you, enables your team to reach out to prospects who have a higher probability of converting into sales. It increases the efficiency of your sales team, and in turn, builds up their confidence level.

Track All Communications At One Place

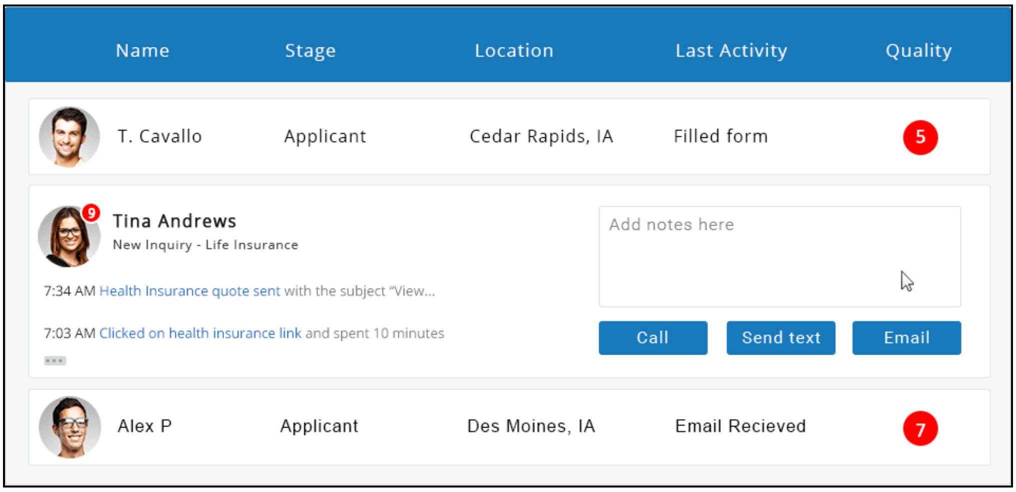


- Let's say you delivered the perfect pitch. You appealed to the right emotions of your prospect and made them your customers. The entire sales conversation sings in your memories for days like the music of morning stars. But, you should understand one thing, what worked with one closure might not work with other prospects.
- You must understand that every prospect is unique. You must keep track of every conversation, sales or otherwise, to weave your sales pitch according to the response you get.
- The software enables you to track all conversations that have happened with the client. It includes monitoring of phone calls (through connectors like telephony), emails, text, or other channels of communication. Your sales agent can add personal notes about the client's response to these.

The complete overview of the conversational history assists your agent to plan the communication to engage your prospects better.

Provides Smart Views to Better Plan Agent's Day

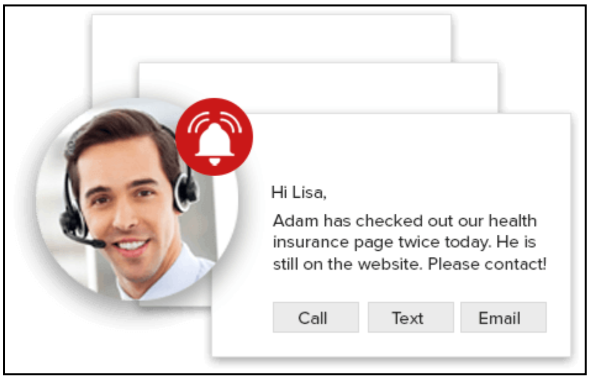
- LeadSquared provides a unified 360 – degree view of all activities and sales process. It accumulates all data related to meeting schedules, conversational history, daily tasks, to provide a holistic view.



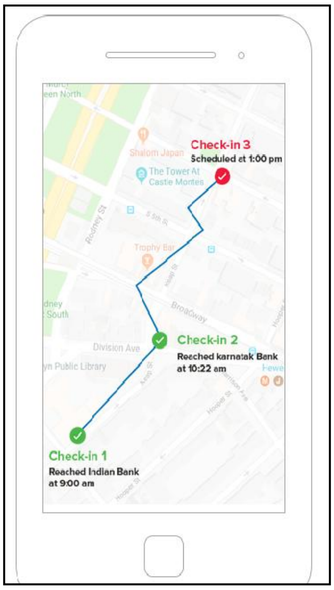
- This enables your sales agents to attend meetings with a higher lead score and get more conversions.

Alert Your Agents with Important task

- Website tracking alerts your sales agent to reach out to the lead when they view a specific page.
- For example, as soon as your prospect submits documents for verification, the agents will be notified of the same. Simultaneously, the software will assign the next task to initiate the verification process.



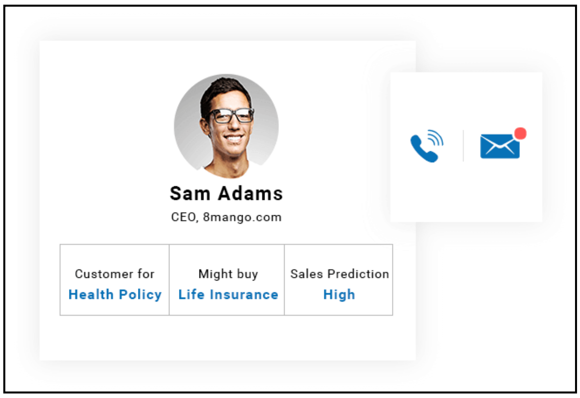
Empower You Field Agents with Mobile CRM



- Insurance providers that operate through banks (bancassurance) have relationship managers who visit banks regularly. Relationship managers ensure that banks are meeting their targets, and help them with proper training about different/new products.
- Here, The mobile CRM auto plans your agents' day, schedules their meetings to optimize their day, without any unjustified wastage of time.
- You can even make the process essentially paperless by allowing your relationships manager to upload documents for verification, digitally.
- Once the documents are submitted, the software will automatically set up the task for the verification team, who can follow up on the same

Identify Cross-sell Opportunities

- CRM keeps track of all data related to the customer. Based on the type of policy purchased by the customer, the software identifies possible cross-sell opportunities at the spot.
- For example, if a person has recently purchased a policy of health insurance, the software will notify the team specializing in life insurance to approach the customer and check whether they are interested.



Result:

Implementation of LeadSquared's Customer Relationship Management (CRM) software in the insurance sector resulted in streamlined lead management processes was studied successfully.

This experiment is mapped with PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12 and PSO1, PSO2 & PSO3.

5. Impact analysis of Political Advertising

Aim:

To understand the effects of social media on political advertising and assess its ethical implications.

Positive Impacts:

1. **Reach and Engagement:**
   a. Social media platforms offer unparalleled reach and engagement potential, allowing political advertisers to connect with a diverse audience quickly and cost-effectively.
   b. Campaign messages can go viral, reaching millions of users and generating widespread awareness and discussion around political issues.

2. **Targeting Capabilities:**
   a. Social media platforms provide sophisticated targeting options, enabling advertisers to tailor their messages to specific demographics, interests, and geographic locations.
   b. Micro-targeting allows campaigns to reach niche audiences with relevant messaging, increasing the effectiveness of their outreach efforts.

3. **Real-Time Feedback:**
   a. Social media advertising provides instant feedback on campaign performance through likes, shares, comments, and other engagement metrics.
   b. Advertisers can monitor public sentiment in real-time and adjust their strategies accordingly, optimizing their messaging for maximum impact.

4. **Increased Civic Engagement:**
   a. Social media platforms facilitate political participation and civic engagement by providing information, fostering discussions, and mobilizing supporters.
   b. Users can easily share political content with their social networks, sparking conversations and encouraging voter turnout and activism.

5. **Cost-Effectiveness:**
   a. Compared to traditional advertising channels like television or print media, social media advertising is often more cost-effective, allowing smaller campaigns or grassroots movements to compete with larger ones on a limited budget.
   b. This affordability democratizes access to political advertising, leveling the playing field for candidates and causes with fewer financial resources.

Negative Impacts:

1. **Spread of Misinformation:**
   a. Social media platforms have been increasingly criticized for their role in disseminating misinformation and fake news during political campaigns. False information can spread rapidly, influencing public opinion and undermining the democratic process.

b. The lack of fact-checking mechanisms and the virality of sensationalized content contribute to the proliferation of misinformation, leading to confusion among voters and potentially distorting electoral outcomes.

2. **Echo Chambers and Polarization:**
   a. Social media algorithms often prioritize content based on users' past behaviors and preferences, creating echo chambers where individuals are exposed only to information that reinforces their existing beliefs.
   b. This phenomenon contributes to political polarization, as users become more entrenched in their ideological bubbles, less open to opposing viewpoints, and more likely to demonize those with differing opinions.

3. **Privacy Concerns:**
   a. Political advertisers on social media platforms often leverage user data and online behaviors to micro-target individuals with tailored political messages.
   b. This practice raises significant privacy concerns, as users may be unaware of how their personal information is being used for political purposes, and they may feel violated or manipulated by intrusive advertising tactics.

4. **Negative Campaigning and Divisiveness:**
   a. Some political advertisers resort to negative campaigning tactics on social media, spreading fear, misinformation, and divisiveness to undermine opponents and sway public opinion.
   b. Negative ads tend to focus on personal attacks rather than substantive policy discussions, contributing to a toxic political environment characterized by hostility and distrust.

5. **Influence of Special Interests:**
   a. Social media advertising can amplify the influence of wealthy individuals, corporations, or special interest groups in politics, potentially distorting the democratic process.
   b. Well-funded advertisers may dominate the online discourse, drowning out the voices of ordinary citizens and marginalized communities, thereby undermining the principles of political equality and representation.

<u>Ethical Implications:</u>

1. **Transparency:**
   a. There is a need for greater transparency in political advertising on social media platforms, including disclosure of funding sources, targeting criteria, and the identities of advertisers.
   b. Transparent advertising practices foster trust and accountability, enabling users to make informed decisions about the political content they consume.

2. **Accountability:**
   a. Political advertisers should be held accountable for the accuracy and truthfulness of their messages, with mechanisms in place to address false or misleading content.

b. Platforms should enforce strict policies against deceptive advertising practices and provide avenues for users to report misleading or harmful content.

3. **Fairness and Equality:**
   a. Ethical political advertising should ensure fair and equal access to social media platforms for all political actors, regardless of their financial resources or ideological affiliations.
   b. Platforms should implement policies to prevent discrimination and bias in ad targeting and distribution, promoting diversity and inclusivity in the online political discourse.

4. **Respect for User Autonomy:**
   a. Ethical political advertising should respect users' autonomy and rights to privacy, avoiding intrusive or manipulative tactics that undermine their agency and autonomy.
   b. Advertisers should obtain explicit consent from users before collecting or using their personal data for political targeting purposes, respecting their privacy preferences and boundaries.

5. **Regulatory Oversight:**
   a. There is a pressing need for robust regulatory frameworks governing political advertising on social media to address issues such as transparency, accountability, and the protection of user data.
   b. Governments should work collaboratively with social media platforms, advertisers, and civil society organizations to develop and enforce ethical standards for online political advertising, safeguarding the integrity of democratic processes.

Result:

Upon scrutinizing social media's impact on political advertising, it was revealed to be akin to a double-edged sword.

This experiment is mapped with PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12 and PSO1, PSO2 & PSO3.

6. Predictive Analytics

Aim:

To investigate the impact of integrating predictive analytics into marketing automation on campaign effectiveness and customer engagement.

Introduction:

In today's dynamic and competitive business landscape, organizations are continuously seeking innovative ways to enhance the effectiveness of their marketing efforts and deepen customer engagement. One such approach gaining increasing prominence is the integration of predictive analytics into marketing automation systems. By harnessing the power of predictive analytics, companies aim to leverage data-driven insights to optimize campaign strategies, personalize customer interactions, and ultimately drive better outcomes.

Procedure:

1. **Literature Review:**
    a. Conduct a thorough review of existing literature, academic papers, industry reports, and case studies on the integration of predictive analytics into marketing automation.
    b. Identify key findings, methodologies, and best practices related to the impact of predictive analytics on campaign effectiveness and customer engagement.

2. **Define Objectives and Hypotheses:**
    a. Clearly define the objectives of the investigation, such as assessing the impact of predictive analytics integration on key metrics like conversion rates, click-through rates, and customer retention.
    b. Formulate hypotheses based on existing literature and theoretical frameworks, specifying the expected relationship between predictive analytics integration and campaign effectiveness/customer engagement.

3. **Data Collection:**
    a. Gather relevant data from internal sources, such as marketing automation platforms, CRM systems, and campaign performance metrics.
    b. Collect data on campaign variables (e.g., content, timing, targeting), customer attributes (e.g., demographics, behavior), and key performance indicators (e.g., conversion rates, engagement metrics).

4. **Data Preparation and Integration:**
    a. Cleanse and preprocess the data to address missing values, outliers, and inconsistencies.
    b. Integrate data from different sources into a unified dataset for analysis, ensuring data quality and consistency across variables.

5. **Predictive Modeling:**
    a. Develop predictive models to assess the impact of predictive analytics integration on campaign effectiveness and customer engagement.

b. Use machine learning algorithms such as regression, classification, or clustering to predict campaign outcomes based on input variables such as predictive analytics usage, campaign attributes, and customer characteristics.

6. **Analysis of Campaign Effectiveness:**
   a. Analyze campaign performance metrics (e.g., conversion rates, click-through rates, ROI) to compare the effectiveness of campaigns with and without predictive analytics integration.
   b. Conduct statistical tests (e.g., t-tests, ANOVA) to determine if there are significant differences in campaign performance between the two groups.

7. **Assessment of Customer Engagement:**
   a. Evaluate customer engagement metrics (e.g., time spent on site, frequency of interactions, customer satisfaction scores) to measure the impact of predictive analytics integration on customer engagement levels.
   b. Use descriptive statistics and visualization techniques to explore patterns and trends in customer engagement across different segments.

8. **Interpretation of Results:**
   a. Interpret the findings from the analysis, examining the relationship between predictive analytics integration and campaign effectiveness/customer engagement.
   b. Assess the significance of any observed differences in performance metrics and evaluate the practical implications for marketing strategy and decision-making.

9. **Discussion and Conclusion:**
   a. Discuss the implications of the findings in the context of existing literature and theoretical frameworks.
   b. Highlight the strengths and limitations of the study and provide recommendations for future research and practical applications.
   c. Draw conclusions regarding the impact of integrating predictive analytics into marketing automation on campaign effectiveness and customer engagement.

10. **Report and Presentation:**
   a. Prepare a comprehensive research report documenting the methodology, findings, and conclusions of the investigation.
   b. Present the research findings to stakeholders, decision-makers, and relevant stakeholders through written reports, presentations, or interactive dashboards.

Result:

Integrating predictive analytics into marketing automation significantly improves campaign effectiveness, evidenced by higher conversion and click-through rates. Moreover, it enhances customer engagement through personalized messages, leading to increased interaction and satisfaction levels.

This experiment is mapped with PO1, PO2, PO3, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12 and PSO1, PSO2 & PSO3.