



**GURU VISHWAVIDYALAYA GHASIDAS**

**SUMMER INTERNSHIP REPORT**

**ON**

**DIGITAL MARKETING**

**AT**

**INET WEBSOURCE PRIVATE LIMITED**

**Submitted By-**

**SHIVAM**

(18105021)

**Submitted To:**

**Kailash Borkar**

(Asst. Professor)

I.P.E SOSEt (GGV)

# **DECLARATION**

I,SHIVAM hereby declare that the presented report of internship titled “DIGITAL MARKETING” of “ INET WEBSOURCE PRIVATED” is uniquely prepared by me after the complection one months ‘ work at INET under the guidance of Mr. SAURABH KUMAR and is free from plagiarism.

I also confirm that is only prepared for my academic requirement ,not for any other purpose.It might not be used with the interest of the party of corporation.

# CERTIFICATION

## **INET Webservice Private Limited**

An ISO 9001 : 2015 Certified Company CIN - U74900BR2015PTC025390  
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Date of issue: 5 August 2020

### **To whomsoever it may concern**

This is to verify that **Mr. Shivam**, a student of **Guru Ghasidas Central University** has carried out his summer internship with **INET Webservice Private Limited** from July 5, 2020 to August 5, 2020.

During his internship, he has worked as a **Digital Marketing Intern** under the **Marketing Department**.

Shivam's performance during the project was outstanding. His efforts during the project were sincere and systematic. He has maintained high standard of discipline and has followed company's norms.

We wish him success in his academic endeavours.

For,

INET Webservice Private Limited

*Saurabh Kumar*

Saurabh Kumar

Director,

INET Webservice

For INET WEBSOURCE PRIVATE LIMITED  
*Saurabh Kumar*  
Director

# ABSTRACT

This piece of research work aims at understanding the preferred emerging media options used for marketing. In the Internet age many new methods used for product promotion and marketing. "Desk research" has been turned into "online research", now in the online, market research has become possible. Many Indian companies are using digital marketing for competitive advantage. Social Media has quickly gained prominence as it provides people with the opportunity to communicate and share posts and topics. The development of information technology, followed by the advancement of digital communication tools, has encouraged businesses to change the way of communicating the product. Digital Marketing communications strategy is a strategy of using digital communication media. The purpose of the undertaken study is to examine the effectiveness of online digital media advertising and also about emerging media options used for marketing. This paper mainly studies the development history of digital marketing and existing significance including the difference and contact between digital marketing and traditional advertising and also the relationship between digital marketing and the Internet industry. This paper helps small businesses such as start-ups to successfully adopt and implement digital marketing as a strategy in their business plan.

# ACKNOWLEDGEMENT

We would like to thank MR. Sourabh Kumar for guiding us and providing us with the support for helping us in Marketing Department and give us the necessary guidelines and information.

Again, I would like to express my special thanks of gratitude to my company CEO, Mr Sourabh Kumar who gave me the opportunity to do this project; Digital Marketing Intern under the Marketing Department.

Along with her I would also express my thanks to my company mentor, Mrs Jyoti Yadav, Digital Marketing Manager , who helped me in doing a lot of research as well as exposé in the field of digital marketing and i came to understand about many new things.

I would also like to thank to my college mentor Mr Kailash Borkar ,Assistant Professor ,who helped me a lot in finalizing this project within the limited time frame

Shivam

(Roll no.18105021)S

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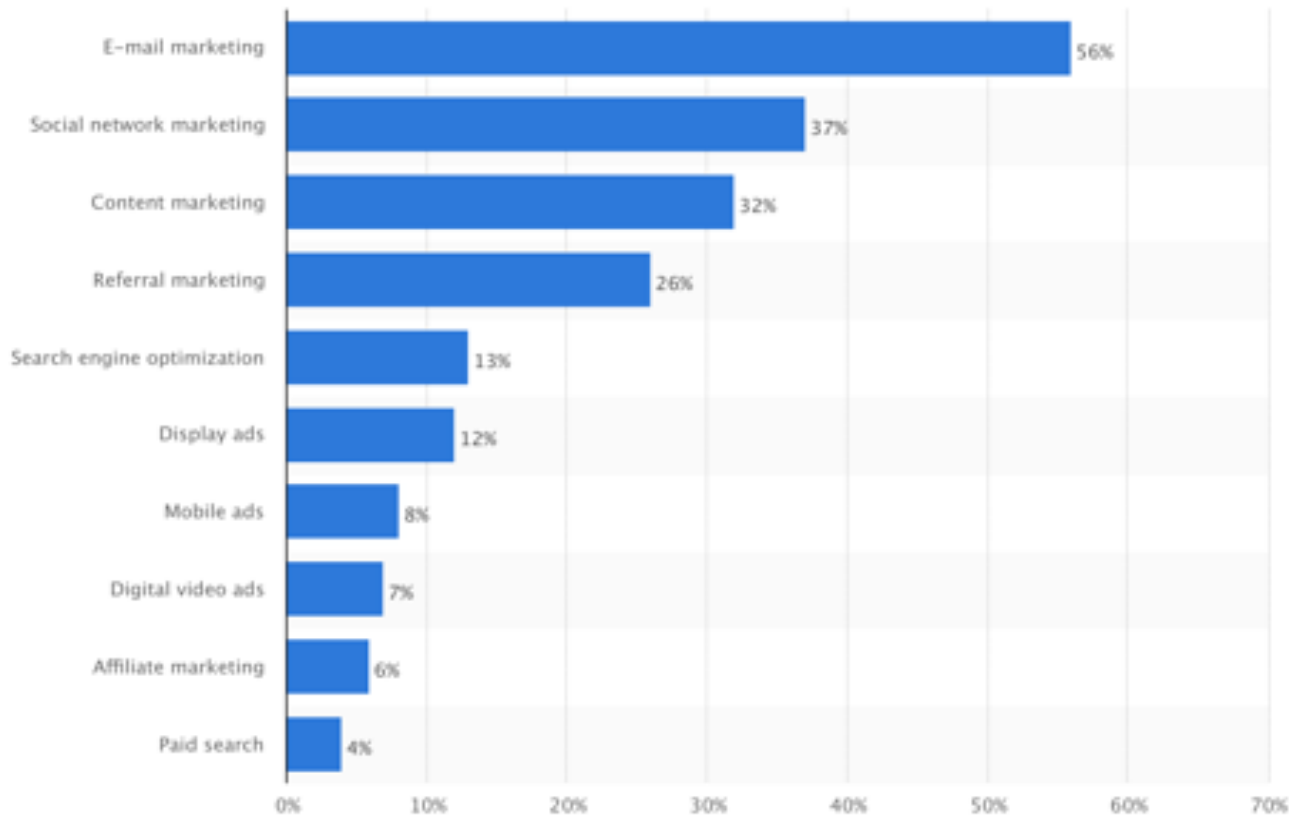
# INTRODUCTION

1. Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Philip Kotler is considered as the “Father of Modern Marketing” who is the author of over 60 marketing books, and provides us with important lessons that can be applied to our digital strategy. The advent of digital marketing can be traced back to the days of the 1980s. This was the time when new innovations were taking place that made the computer system advanced enough to store information of the customers. It was in the year 1981 when IBM came out with the first personal computer and the storing capacity of the computers increased to 100 MB in the year 1989. Before Digital marketing we had Traditional Marketing, which is a conventional mode of marketing that helps to reach out to a semi-targeted audience with various offline advertising and promotional methods which may have evolved over the past few decades, but the fundamental aspects remain the same. This Traditional Marketing gave birth to the Digital marketing. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective

customers. Digital Marketing is defined by the use of numerous digital tactics and channels to connect.

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Marketing, Email Marketing, Online Advertising, Landing Page Marketing, Smartphone marketing, Affiliate Marketing, Viral marketing.

## WHAT IS DIGITAL MARKETING

**DIGITAL MARKETING** is an umbrella term for the marketing product or services using digital technologies ,mainly on the internet , but also including mobile phone display advertising and any other digital medium.



## WHY DIGITAL MARKETING

If a business is thriving, it's growing. Its revenue is increasing by leaps and bounds. Company employees are happy, and the owner is excited. It feels good to be in charge of a growing business. The role of digital marketing is absolutely essential for business growth in today's day and age. Are you taking advantage of the Internet and advertising your business through online strategies. The world of digital marketing might seem confusing, so let us break it down for you. A marketing effort that involves the Internet or an electronic device. If marketing exists online, it's classified as digital marketing. Digital Marketing has been rising in popularity over the last several years. And there's a simple reason why: the world is online. Technology Review gives us the stats—in 2000, the average American spent about 9.4 hours online. Today, most people spend 24 hours a week on the Internet, most of the time using their smartphones. Internet usage is growing, and as a business owner, you've got to take advantage of this. Know where the role of digital marketing stands in your business — or you'll be left behind. If you have a small

business or a start-up, you probably don't have much money, time, or manpower to invest into traditional marketing techniques. But that's okay! You don't need a fancy building with hundreds of people on staff. You just need a simple but ehind. If you have a small business or a start-up

!



## OFFLINE MARKETING

Offline marketing is the process to create brand awareness and reach till target customer to satisfy their needs and want. In many occurrences, individual adopt marketing mix strategy for their business promotion. The entire plan behind offline promotion is to obtain leads, when there is no website for your business. There are many forms of offline marketing strategies such as through print media as well as non print media. Offline marketing media includes Television, Radio, Brochure, Flyers, Banners, Newspaper, Pamphlets, Posters. Offline marketing tools offer varies benefit, Of course the first benefit is that with offline marketing, a business doesn't have to be dependent on an internet connection. If a web server goes down and a website is no longer accessible, that's valuable custom and discoverability potentially lost. A smaller business may take a while to get back online during which vital customer attention may have been spent elsewhere. With offline media there are no such worries, it exists in the real world and cannot be taken off the grid. Another benefit may be somewhat less tangible but no less important and that's that digital marketing is seen by many customers and clients to be throw away. People are so used to seeing advertisements, pop ups, and marketing emails that they don't even notice them.



# ONLINE MARKETING

Online marketing is the process to catch the attention of potential customers for business through particular banner, articles, video, images, flash animation etc. Marketing activities or information are planned as an elegant tempt to the visitors in which particular website of business wants to attract. This information is particularly placed on main page or front page of website to reach till key audiences. It has many ways to be done possible to get traffic for business through online marketing principles. Online Marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The purpose of online marketing is to get people to visit your website and then convert those visitors into paying customers. That's what online marketing is all about. It has the same set of objectives like Establish and build brand recognition, Determine Pricing and make offers, Run advertising campaigns, promotions, discounts and specials etc. Online marketing media includes Website/Blog, Social Media Marketing, Email Marketing, Search Engine Marketing, Content Marketing, Video Blogging, Online Classifieds.

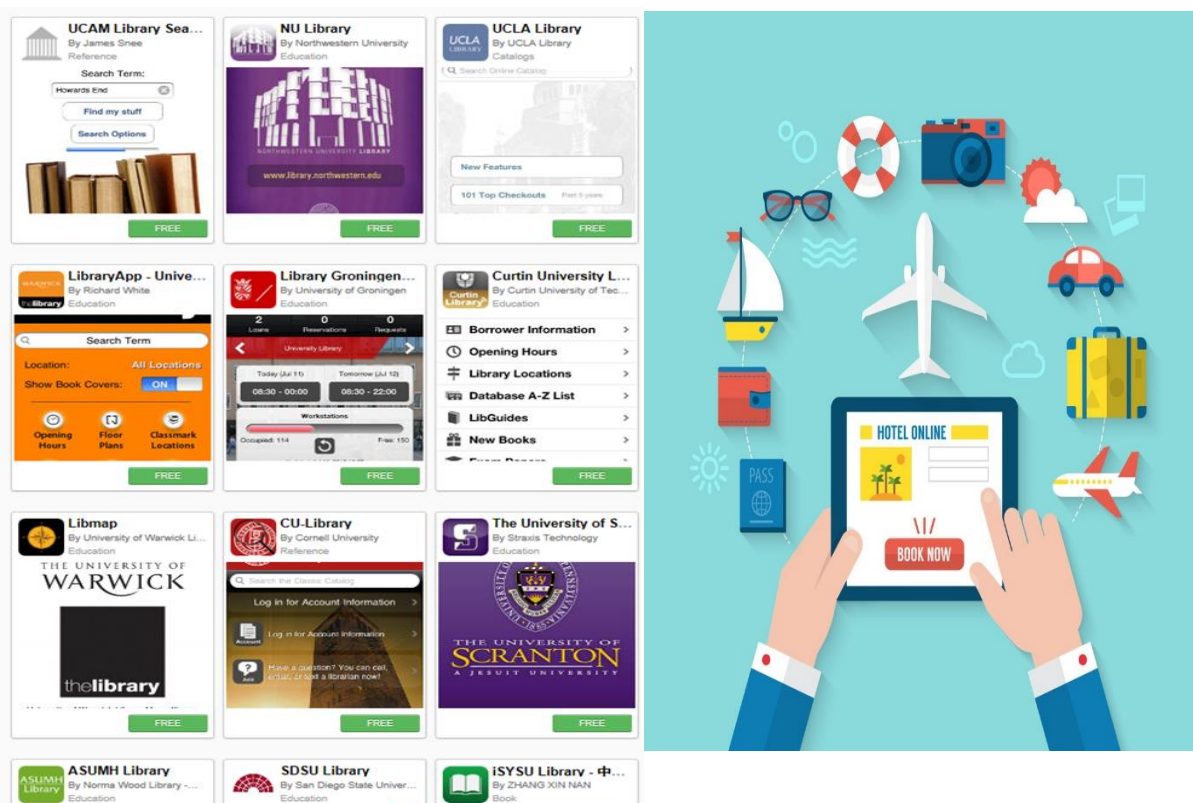


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## WEBSITE

Your website is the key to a successful digital marketing strategy because all other digital marketing elements direct guests to your website, which should effectively convert guests. Elements of website design that generate conversions are using best SEO practices and tools, having a great user experience, and capitalising on the wealth of analytics websites offer. A website without effective SEO will not organically appear in the top spots on a Search Engine Results Page (SERP), and therefore won't generate many clicks from Google, Bing, and other search engines. These clicks are critical to your digital marketing efforts because you need to drive as much traffic as possible to your site to generate direct sales. Even the most beautiful website will be mostly ineffective without the proper use of SEO. Using keywords that guests are likely to search for and optimising your site for search engines will improve your SEO and

push your website to the top of the organic listings. While Facebook and Twitter offer limited analytics to track marketing campaigns and tweets, your website has the ability to collect comprehensive information on who your guests are, how they find your site, and what they view while on your site. This information is invaluable when trying to understand and pinpoint your guests and can be used to market your resort to a targeted, engaged population. Websites are able to capture much more



information about how guests engage with your website and brand than social media analytics. Aside from data on your guests, website analytics have the power to track marketing campaigns so you'll quickly be able to determine how successful a campaign is by using this Analytics. A sitemap is a structured representation of all pages of a website. Both the site structure and the individual links between the pages can be listed. Two different sitemap types can be distinguished.

# SEARCH ENGINE OPTIMISATION

SEO stands for Search Engine Optimization. Search Engine Optimization. It means creating good place of a website in search engine result page on the basis of keywords and phrases. It comes under Digital marketing category. SEO is the process of online visibility in no-paid search engine results. It basically depends on Keywords. Search engine like Google, Yahoo, Bing. TRS Tech is offering best digital marketing services in Toronto, Canada and it is one of the best companies in Canada. It is the process of creation a web page easy to find, easy to crawl, and easy to categorize. It is about helping your customers find out your business from among thousand other companies. SEO is an integral part of any digital marketing strategy. In Digital marketing services SEO is the most important part of digital marketing.

There are two types of SEO (i.e) Off page and On page SEO:

## 1:OFF PAGE

Off page is basically we can promote our website through internet. In Off page we have include

- Social Media
- Bookmarking
- Forum Submission



- Blog Directory Submission
- Article Submission
- Question/ Answer
- Video Submission
- Image Submission
- Info graphics
- Document Sharing

## 2:ONN PAGE

On page is basically that we do within our website. Such as:

- Meta Title
- Meta Description
- H1-H6
- Content Optimize
- Internal linking
- Keywords Research
- Google Analytics
- Web master tool

## Google Search Console / Google web master:

Google search console is a software tool, offered by Google as a free of cost service for each and every one. By using this tool to monitor your website and optimize organic results, crawl issues, sitemaps, mobile usability and backlinks. It's the leading edge tool wide utilized by associate exponentially diversifying cluster of Marketing

professionals, Website Designers, App Developers, SEO specialists, and business entrepreneurs. Google webmaster tool is also called a Google search console. Google has changed the Google webmaster tool to Google search console. It is a free software tool by using these tools you can to manage your website of the technical part. For managing the technical part first, you need to add your website and verify ownership on Google search console.

### Crawling and Indexing:

Crawling is tracking and gathering URLs to prepare for indexing. By giving them a webpage as a starting point, they will trace all the valid links on those pages. As they go from link to what is crawling in digital marketing link, they bring back data about those web pages back to Google's servers. Indexing is the organization of information that occurs after crawling which allows pages to be seen on search engines. However, your page must be able to be crawled before indexing, indexing can occur. Therefore, it is important to have all your website pages available for crawling. When searching at the most basic level, Google's algorithms will analyze your search terms in the index to find appropriate pages for you. If you are looking for 'computers', it is likely that you are also searching for pictures, videos, a list of different brands, etc. Google's indexing systems will note many different aspects of pages such as videos, pictures, and when they were published to provide potential visitors to your site valuable content.

### Social Media Marketing:

Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social

network to help a company increase brand exposure and broaden customer reach. One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: adding social media links to content, such as RSS feeds and sharing buttons -- or promoting activity through social media by updating statuses or tweets, or blog posts. SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called social customer relationship management (social CRM). Social Media represents low-cost tools that are used to combine technology and social interaction with the use of words. Social media gives marketers a voice and a way to communicate with peers, customers, and potential consumers. It personalizes the "brand" and helps you to spread your message in a relaxed and conversational way. The six Best Social Networks for Ecommerce Advertising includes Facebook, Instagram, Twitter, Pinterest, LinkedIn, Snapchat. Social media marketing involves the use of social networks, consumer's online brand-related activities (COBRA) and electronic word of mouth (eWOM) to successfully advertise online. Social networks such as Facebook and Twitter provide advertisers with information about the likes and dislikes of their consumers. This technique is crucial, as it provides the businesses with a "target audience". With social networks, information relevant to the user's likes is available to businesses; who then advertise accordingly. Activities such as uploading a picture of your "new Converse sneakers to Facebook" is an example of a COBRA. Electronic recommendations and appraisals are a convenient manner to have a product promoted via "consumer-to-consumer interactions. An example of eWOM would be an online hotel review; the hotel company can have two possible outcomes based on their service. A good

service would result in a positive review which gets the hotel free advertising via social media. However, a poor service will result in a negative consumer review which can potentially harm the company's reputation.

**Social Media Marketers' Platform Usage Trends:**







case, called the Google Analytics Tracking Code, which is a snippet of JavaScript code that the website owner adds to every page of the website. The tracking code runs in the client browser when the client browses the page (if JavaScript is enabled in the browser) and collects visitor data and sends it to a Google data collection server as part of a request for a web beacon.

### AdWords:

Google AdWords is a marketplace where companies pay to have their website ranked right with the top organic search results, based on keywords. The basic gist is, you select to promote your brand based on keywords. A keyword is a word or phrase the user searches for, who then sees your ad. Your ads will only show up for the keywords you pick. Google counts the clicks on your ads and charges you for each click. They also count impressions, which is simply the number that tells you how often your ad has already been shown when the users searched for that keyword. If you divide clicks by impressions, you get the click-through-rate or CTR. This is the percentage of users who land on your advertised page, because they clicked on your ad. Consider Google AdWords to be an auction house. You set a budget and a bid, which is how much you are willing to pay per click. If your maximum bid is \$2, Google will only show your ad to people, if other aren't bidding more on average. Google doesn't just want to show people the ads by the highest bidder – they could still be horrible ads. They care about their users so much that they'd rather show them a more relevant and better ad by someone who pays less. Ad Rank is a metric that Google uses to determine the order in which paid search ads are displayed on the SERP.

Therefore - Quality ads + good bid = win!

## DIGITAL MARKETING IS FUTURE :

Digital marketing is huge, and it's not going away anytime soon. We'll prove it to you: \$120 billion is the amount the U.S. will spend on digital marketing in 2020, Boost Ability says. That number equals almost half of the total amount spent on media. The role of digital marketing is rising dramatically. Boost Ability lists more stats: from 2016 to 2021, the amount spent on social ads is expected to double (\$15,016 to \$32,977). The amount spent on display ads and online videos will increase, too. Before long, digital marketing is expected to outperform conventional marketing strategies. People simply prefer online content. Kevin O'Kane, managing director for Google Marketing Solutions of Google Asia Pacific, described the Internet as rocket fuel when it comes to business growth. And he's right. "Every business needs to be online and digital," O'Kane said, according to Business

"Every business needs to be online and digital," O'Kane said, according to Business World. "To keep growing, SMBs [small and medium businesses] need to meet consumers where they spend an increasing amount of their time.

## PPC(PAY PER CLICK)

PPC stands for pay-per-click, a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked. Essentially, it's a way of buying visits to your site, rather than attempting to "earn" those visits organically. Search engine advertising is one of the most popular forms of PPC. It allows advertisers to bid for ad placement .



## SEO vs. PPC (Fast Insight)

### SEO Disadvantages

Takes longer  
No guarantees

### PPC Disadvantages

Expensive  
Generally lower returns

### SEO Benefits

Generally less expensive  
Generally higher returns

### PPC Benefits

Immediate returns  
More secure investment  
Easier to measure costs

***Recommendation: Do Both!***

## DIGITAL MARKETING AREAS

- SEO (Search Engine Optimization)
- SMO (Social Media Optimization)
- SEM (Search Engine Marketing)
- SMM (Social Media Marketing)



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## The always-connected traveller:

### How mobile will transform the future of air travel

The global study identifies traveller attitudes to airline mobile services whilst also highlighting emerging mobile technologies set to transform each stage of the travel experience.



### Importance of each step

"When flying, how important are the following 6 steps for your overall airline travel experience?"



**73.4%**

of the Earth's population subscribe to wireless services

### Global mobile subscribers

The number of worldwide subscriptions for wireless services reached **5 billion** in September 2010. The worldwide smart-phone market grew **79.7% year on year** in the first quarter of 2011 (1Q11), according to the International Data Corporation (IDC) Worldwide Quarterly Mobile Phone Tracker.



- 1 Pre-trip**  
The most important stage of the process. Passengers are looking for easy ways to plan, book and board the plane
- 2 At the airport**  
Mobile is used if things go wrong with the travel experience i.e. lost bags, seating and disruption
- 3 On-board**  
A unique opportunity for airlines to provide enhanced services with the increase in connectivity on planes
- 4 At the destination**  
Passengers are increasingly using mobile to explore, connect, and share experiences
- 5 Post-trip**  
Social media provides an immediate outlet for feedback from customers



**16%**

of travellers surveyed currently use smartphones to book trips

Trends for Brighter, Bolder, Better travel

For more information visit:  
[www.amadeus.com/alwaysconnectedtraveller](http://www.amadeus.com/alwaysconnectedtraveller)

**amADEUS**  
Your technology partner

## CONCLUSION:

The study started with the aim to analyse the different kinds related to marketing. Based on the discussion it has been found that in case of the digital marketing the most important aspect is to connect with the users. The ladder of engagement has shown the approaches to attach with the customers. The study has also revealed that in order to utilise the digital marketing in an effective way, the companies are required to design an effective platform. It has shown that in the current context, it has become important to integrate all the systems with that of the digital platform. The transition of newspaper from the printed version to the online version has been exemplified the current trends of the digitalisation.