

STUDY ON DIGITAL MARKETING AND ITS IMPACT ON REVENUE GENERATION

Shudhanshu Kumar Pandey

Ms. Archana Kumari (Guide)

BACHELOR OF BUSINESS ADMINISTRATION
GALGOTIAS UNIVERSITY, GREATER NOIDA



Abstract

To communicate with stakeholders, digital marketing uses electronic (computer) devices such as personal computers, smartphones, cell phones, tablets, and gaming consoles. Websites, email, applications (both traditional and mobile), and social media are just a few of the platforms and technologies that are used in digital marketing. GlobalShala is one of the leading online media companies in the Indian market. The company works with all types of online media platforms and offers a broad range of services. Google, YouTube, LinkedIn, SlideShare, and Facebook marketing and advice are among the services provided. Although just two years old, the company has already outperformed the majority of its rivals thanks to its unwavering pursuit of excellence and prodigious amounts of inventiveness theory stsk.

The project was in GlobalShala's marketing division. "A study on digital marketing and its impact on revenue creation with reference to GlobalShala" was the title of the project. With reference to GlobalShala and other digital marketing organizations, this research will assist in understanding what digital marketing is and how it affects revenue production. With this study, we will learn about the emergence of online media organizations, their revenue-generating strategies, their economic development, and their revenue-generation models, with specific emphasis on GlobalShala.

Below are the project's main conclusions. Customers in India are avid information seekers. Before purchasing a product, they learn more about it. India's high rate of internet adoption is a major factor in this phenomenon. The majority of Indians are stimulated by commercials, but they frequently do not complete the high-involvement

buying stages of the customer journey. Brands have more options to engage with their target audience in this digital age. Further details regarding the outcomes are provided in this paper.

INTRODUCTION

The first step is to undertake research for two months as part of the program. One has the option to select the area of study that piqued his or her interest. I decided to work with a start-up company called Globalshala because I was curious about working in the industry and wanted to learn more about why digital marketing was important. Bec. Usage it is a booming sector, and it is anticipated that digital marketing will continue to expand. As a result of this project, I gained an understanding of the company development process, content authoring, and other aspects of digital marketing. soasoundasocialdia) Due to the emergence of social media and the proliferation of devices, platforms, and applications, marketing strategies have undergone a substantial change. You can now listen and answer more promptly and personally to your potential and present clients when they try to interact with you. For marketers, this dynamic environment presents both fresh opportunities and problems. It is simple to lag behind in digital marketing. To evaluate your company's social media and digital marketing plan and assist you pinpoint areas that require development, digital marketing provides the resources you need. useful for small-to medium-sized business owners who want to grow through new media. As a component of inbound marketing, online content is published via portals, podcasts, e-journals, online campaigns, social media marketing, and search engines. Other outbound marketing techniques include RSS (Really Simple Syndication) feeds and email marketing. Companies are using digital marketing techniques to implement marketing strategies successfully.

- The practice of promoting businesses through digital distribution channels like the Internet, mobile devices, and other interactive platforms is referred to as digital marketing. This advertising strategy's low-cost structure is its key advantage.

Pull and Push marketing are two categories for digital marketing.

Using web searches, users of pull-pull digital marketing technologies must actively seek out and directly obtain the material. Streaming media (audio and video) and websites and blogs are excellent instances of this. Users can access the content in each of these instances using a special link (URL). Push-button digital marketing involves both the marketer (who creates the message) and the recipients (the user). Push digital marketing strategies include email, SMS, and RSS, among others. To ensure that the messages are received and comprehended by the users in each of these scenarios, the marketer must push them to them (subscribers).

- Creating websites

Everything is completed using the most up-to-date web design tools and methods, from the preliminary process of obtaining customer feedback through the final implementation and testing. Our services benefit from a clear design that is complemented by straightforward, naturally flowing information and the most up-to-date technological know-how. We offer reasonably priced site design, e-commerce web development, and search engine optimised designs. Our Service Consists Of

Website Design

Website Redesign

Shopping Cart Web Design

1. Extensive and Comprehensive Page Layout
2. Create a Personalized Logo
3. Display ads
4. Using sophisticated design tools, create custom graphics.

- **Digital marketing trends:**

To engage customers in a more individualized way, businesses are utilizing a wide range of digital media. The digital marketing trends that businesses are quickly adopting include

- **Mobility:**

According to a new Business Insider analysis, one in five people worldwide and one in every 17 people own smartphones or tablets. Throughout the last four years, there have been an additional 1.3 billion smartphones sold, or around. As a result, as more people are utilizing smartphones to access the internet, many businesses have started to optimize their web content for mobile devices.

- **Social media:**

Companies are working harder to engage with clients on social media so that they can meet in person. By providing consumers with access to campaign-related and medical information, social media enables firms to interact with a large audience of potential customers.

- **Social-Local-Mobile marketing:**

Businesses are once again embracing social-local-mobile marketing strategies as a result of the rising popularity of smart mobile devices, the rise of location-based social activities like experience sharing and review reading via social media, and the development of the Global Positioning System (GPS).

Literature Review

1. The most cost-effective way of marketing

Content Promotion

Email Promotion

Use of social media

Objective

Easily pitch the target audience.

Affordable marketing strategies can work for most businesses.

Methodology

1. Define the target audience: To determine the most cost-effective way of marketing, Prior to anything else, the target audience must be identified. This includes identifying their age, gender, location, interests, and behavior.
2. Conduct market research: Conduct market research to determine where the target audience spends most of their time online or offline. This information will help determine the best marketing channels to use.
3. Identify the most cost-effective channels: Determine the most affordable methods to reach the target audience based on the market research. This could involve using social media, email marketing, content marketing, SEO, and other digital marketing strategies. Set a budget: Determine the budget that will be allocated towards marketing. This will help in determining the most cost-effective channels to use.
4. Measure results: Set measurable goals for the marketing campaign and track the results regularly. This will help in determining the most effective marketing channels and making necessary adjustments.
5. Test and optimize: Continuously test and optimize the marketing channels to improve results and reduce costs.
6. Leverage customer referrals: Encourage pleased consumers to recommend the company to their friends and relatives. This method of marketing is economical and can generate leads of excellent quality.

Benefit for future

1. Content marketing: Producing worthwhile and educational content that appeals to your target audience is a terrific method to draw in and keep the attention of prospective customers. This can be done through social media posts, videos, podcasts, infographics, blogs, and infographics.
2. Search engine optimization (SEO) is the process of perfecting the presentation and content of your website in order to improve its ranking on search engines, especially Google. This increases your business's visibility in search results and generates more organic visitors.
3. Email Marketing: Establishing relationships with your audience through email marketing is a very successful strategy. It entails regularly communicating with your email list via newsletters, updates, and promotional communications.

4. Use social media marketing to reach and interact with your target audience. Social media sites like Facebook, Instagram, Twitter, and LinkedIn can be effective marketing tools.
5. Use referral marketing to entice current customers to recommend their friends and family to your establishment by providing incentives or rewards. This can be a very powerful strategy for attracting new clients..

Conclusion

The most economical marketing approach will ultimately depend on your company, your target market, and your objectives. It's important to test different strategies and track your results to determine which approach is working best for you.

2. Lead Generation

In digital marketing, the process of locating and luring prospective clients who have expressed interest in a company's goods or services is known as lead generation. The ultimate objective of lead generation is to turn these prospective clients into paying clients.

Objective

optimization of a website

Content promotion using social media

Paid-per-click promotion

Landing pages

Methodology

1. Define your target audience: Determine the specific characteristics of your ideal customer. This includes their demographics, interests, behavior, and pain points.
2. Identify lead magnets: Develop valuable and relevant content, such as e-books, webinars, and whitepapers, that will entice your target audience to provide their contact information in exchange for access to the content. These are called lead magnets.
3. Develop landing pages: Create dedicated landing pages for each of your lead magnets. The landing page should include a clear and compelling headline, a description of the content, and a form for collecting the prospect's contact information.
4. 4. Generate traffic: Use a variety of marketing methods, including as social media, email, content marketing, and paid advertising, to increase traffic to your landing pages.
5. Nurture leads: Once you have captured a lead, use email marketing and other forms of communication to build a relationship with them and provide them with additional value. This will help move them closer to becoming paying customers.
6. 6. Monitor and evaluate results: Make use of analytics tools to keep tabs on the effectiveness of your lead generation efforts, including the number of leads produced, conversion rates, and cost per lead. Analyze the results to identify areas for improvement and make necessary adjustments.

7. Optimize: Continuously test and optimize your lead generation campaigns to improve results and reduce costs. This could include testing different headlines, images, and forms on your landing pages, or experimenting with different marketing channels.

Benefit for future

1. Website optimization: In order to score highly in search results, a company's website needs to be optimized for search engines. The website should also be user-friendly and provide clear calls to action to encourage visitors to take action.
2. Content marketing: Producing informative and engaging content, like blog posts, infographics, and videos, can be a great approach to creating leads.
3. Social media marketing: Online communities like Facebook, Twitter, and LinkedIn give companies the opportunity to connect with potential customers and generate leads.
4. Email marketing: By offering useful information and keeping in touch with potential clients, email marketing may be a very successful approach to nurturing leads.
5. Pay-per-click advertising: PPC advertising can be used to target specific audiences with ads that encourage them to take action.
6. Landing pages: Landing pages are designed specifically to convert visitors into leads by providing them with a clear call-to-action.

Conclusion

Overall, lead generation requires a comprehensive and strategic approach that utilizes a variety of tactics and channels to attract and engage potential customers.

3. Better ROI

ROI (Return on Investment) is a key metric for measuring the effectiveness of any business investment.

Objective

Define your target audience

Develop a strong brand presence

Create valuable content

Methodology

1. Set clear goals: Define clear, specific, and measurable goals for the investment. This includes identifying the desired ROI, as well as the timeline for achieving it.

2. **Conduct research:** Conduct research to identify the best investment options and strategies for achieving the desired ROI. This could include exploring new marketing channels, improving internal processes, or investing in new technology.
3. **Analyze data:** Analyze historical data and current market trends to identify areas for improvement and to develop strategies for achieving the desired ROI. Use tools such as A/B testing and customer segmentation to better understand customer behavior and preferences.
4. **Allocate resources:** Allocate resources based on the investment options and strategies identified during the research phase. This includes budget, staffing, and technology resources.
5. **Monitor progress:** Monitor progress towards achieving the desired ROI on a regular basis. This includes keeping track of important metrics like conversion and customer retention rates.
6. **Optimize performance:** Continuously test and optimize investment strategies to improve performance and increase ROI. This could include adjusting marketing messaging, improving internal processes, or incorporating customer feedback.
7. **Evaluate results:** Evaluate the results of the investment on a regular basis. Compare actual results to the desired ROI and adjust strategies as necessary to achieve the desired outcome.

Benefit for future

1. **Search engine optimisation (SEO)** can help your website become more visible and attract more organic visitors. Your website's structure, content, and keywords should all be optimized for search engines.
2. **Track and evaluate your outcomes:** Lastly, it's critical to constantly track and evaluate your digital marketing performance. Track website traffic, conversion rates, engagement metrics, and other important performance indicators with analytics tools. Use this information to pinpoint your strategy's weak points and enhance it for increased ROI.

4. Segmentation

For companies of all sizes, digital marketing has a wealth of advantages. Here are some of the key benefits of digital marketing:

Objective

Increased Reach Improved
Targeting Measurable Results

Methodology

1. **Define the market:** Define the market that the business is operating in, including the size, demographics, and behavior of the target audience.

2. Identify relevant variables: Identify the relevant variables that will be used to segment the market. They could include psychographic elements like personality, values, and way of life as well as demographic elements like age, gender, and income.
3. Develop segments: Use the identified variables to develop segments of the market. Each segment should be distinct, measurable, and accessible.
4. 4. Assess segment attractiveness: Based on elements like size, growth potential, profitability, and competitiveness, assess each segment's allure.
5. Select target segments: Based on the evaluation of segment attractiveness, select the most attractive segments to target. These will be the focus of the business's marketing efforts.
6. Develop marketing strategies: Develop marketing strategies that are tailored to each target segment. This includes messaging, promotions, and distribution channels that are most likely to appeal to each segment.
7. Implement and monitor: Implement the marketing strategies and monitor their performance. This includes tracking key metrics such as customer acquisition, retention, and lifetime value. Use this data to refine marketing strategies and adjust segment selection as necessary.

Benefit for future

1. Flexibility: Digital marketing allows businesses to adjust their campaigns quickly based on real-time data and feedback. This adaptability is crucial in businesses that change quickly because of trends and consumer preferences.
2. Increased Engagement: Digital marketing offers numerous ways to engage with potential and existing customers. This includes social media, email marketing, video marketing, and more. Engaging with customers can help build brand loyalty and increase customer lifetime value.
3. Assess segment attractiveness: Take into account each segment's size, development potential, profitability, and level of competition while assessing its attractiveness.

Conclusion

In general, digital marketing gives companies a potent means to engage with their audience, raise brand recognition, and boost profits.

5. Brand Development

Brand development is a crucial aspect of modern business strategy. With the proliferation

of digital platforms, Businesses may reach their target audiences more easily than ever before. establish a solid brand identity for your consumers.

Objective

Establish your brand identity Create valuable content

Build a strong social media presence

Methodology

1. Describe your brand: Describe the company's underlying principles, purpose, and goals. Finding the distinctive value proposition that distinguishes the brand from rivals is a part of this process.
2. Do market research: To learn more about the target market's preferences, behaviors, and pain points, conduct market research. Use this knowledge into your brand development initiatives.
3. Develop brand elements: Develop brand elements such as the logo, tagline, messaging, and visual identity. These should be consistent with the core values and mission of the business, and should be designed to resonate with the target audience.
4. Create brand guidelines: Develop brand guidelines that define the proper use of brand elements, messaging, and visual identity across all marketing channels. This ensures consistency and helps to build brand recognition.
5. Build brand awareness: Use a variety of marketing channels to build brand awareness and increase visibility. This could include advertising, public relations, social media, and content marketing.
6. 6. Build a strong brand reputation: Build a strong brand reputation by supplying high-quality goods or services, offering top-notch customer support, and regularly interacting with customers.
7. Monitor and adapt: Continuously monitor the performance of the brand and adjust strategies as necessary. Tracking important metrics like brand recognition, customer engagement, and customer happiness is part of this.

Benefit for future

1. Use influencer marketing to promote your brand. Influencer marketing is a well-liked digital marketing tactic that entails collaborating with influencers. Find influencers who share your brand's values and have a sizable fan base in your intended market.
2. 2. Employ paid advertising: You can rapidly and successfully reach your target audience by using paid advertising, such as Google AdWords and social network advertising. Develop a paid advertising strategy that aligns with your brand values and use targeting options to reach your ideal customers.

Conclusion

You can create a strong brand identity that connects with your target market and promotes company growth by concentrating on five crucial areas. Remember to measure the effectiveness of your digital marketing efforts regularly and adjust your strategy as needed to achieve your business goals.

6. Remarketing Opportunities

Remarketing is an effective strategy used by companies to connect with consumers who have already expressed interest in their goods or services.

Objective

Re-engage potential customers Increase conversion rates

Maximize the value of the customer base Build stronger customer relationships Improve marketing efficiency

Methodology

1. Determine the target audience: Determining the target audience is the first stage in a remarketing campaign. This includes customers who have visited the business's website, added items to their shopping cart, but did not complete the purchase, or those who have engaged with the business's social media content.
2. Determine the goal: Once the target audience is identified, businesses should determine the goal of the remarketing campaign. This could include encouraging customers to complete a purchase, sign up for a newsletter, or download a free trial.
3. Choose the remarketing platform: There are several platforms that businesses can use for remarketing, including Google Ads, Facebook Ads, and email marketing. Depending on the target audience and the campaign goal, businesses should choose the most appropriate platform.
4. Create a compelling message: To re-engage potential customers, businesses must create a compelling message that resonates with their interests and needs. This could include offering a discount, free shipping, or a personalized recommendation.
5. Develop targeted campaigns: Businesses should create targeted campaigns based on the customer's behavior and interests. For example, a customer who added a specific product to their shopping cart could be targeted with an ad promoting that product.
6. Use relevant and eye-catching visuals: To grab the customer's attention, businesses should use eye-catching visuals that are relevant to the campaign message.
7. Analyze and adjust: Once the campaign is launched, businesses should analyze the results and adjust the campaign as necessary. This could include adjusting the messaging, targeting a different audience, or using different visuals.

Benefit for future

1. Increased personalization: As technology continues to improve, businesses can expect to see increased personalization in remarketing campaigns. This could include personalized recommendations based on the customer's past behavior, interests, and preferences.
2. Multi-channel remarketing: Businesses can expect to see more multi-channel remarketing campaigns, where customers are targeted across multiple platforms, including social media, email, and website ads.

3. Improved targeting: As data analytics continues to advance, businesses can expect to see improved targeting in remarketing campaigns. This could include targeting customers based on their geographic location, demographics, and online behavior.
4. More automation: Businesses can expect to see more automation in remarketing campaigns, including automated email campaigns and triggered ads based on the customer's behavior.
5. Increased ROI: By leveraging these advancements in technology and targeting, businesses can expect to see increased ROI in their remarketing campaigns. This is because they can reach out to customers who are already familiar with the brand and are more likely to convert.

Conclusion

Remarketing opportunities are an essential marketing strategy that can help businesses re-engage potential customers, increase conversion rates, maximize the value of the customer base, build stronger customer relationships, and improve marketing efficiency. By identifying the target audience, determining the campaign goal, choosing the appropriate platform, creating a compelling message, developing targeted campaigns, and analyzing and adjusting the results, businesses can leverage remarketing opportunities to their advantage. In the future, businesses can expect to see increased personalization, multi-channel targeting, improved targeting, more automation, and increased ROI in their remarketing campaigns. By keeping up with these advancements in technology and marketing strategies, businesses can optimize their remarketing campaigns and maximize their potential for long-term success.

7. Interactive Marketing

Interactive marketing is a marketing strategy that involves engaging with customers in a two-way communication through various digital channels. It is a type of digital marketing that emphasizes giving customers a more tailored and interesting experience. The goal of interactive marketing is to build a stronger relationship with the customer by providing relevant and valuable content that encourages them to engage with the brand.

Objective

Building brand awareness
Increasing customer engagement
Providing personalized experiences
Driving conversions
Improving customer loyalty
Collecting customer feedback

Methodology

1. Identify the target audience: Determine the demographics, interests, and behaviors of your target audience to create a more personalized and relevant experience.
2. Define the goals and objectives: Decide what you hope to accomplish with your interactive marketing strategy, whether it is to raise brand recognition, encourage sales, or strengthen client loyalty.
3. Choose the appropriate digital channels: Choose the digital platforms that will engage your target audience the most, such as social media, email, chatbots, or interactive content.
4. Develop engaging content: Create content that is interactive, visually appealing, and provides value to the customer, such as quizzes, polls, games, or personalized recommendations.
5. Encourage customer participation: Encourage customers to participate in the interactive experience by providing incentives, such as discounts or exclusive offers.
6. Analyze and adjust: Analyze the results of your interactive marketing campaign and adjust your strategy based on customer feedback and performance metrics.
7. Continuously optimize: Continuously optimize your interactive marketing strategy to improve customer engagement, increase conversions, and drive business outcomes

Benefit for future

1. Personalized customer experiences Interactive marketing enables companies to give customers experiences that are unique to them, which can strengthen bonds and improve customer loyalty.
2. Greater engagement: Interactive marketing can help businesses engage with customers in a more meaningful way, which can lead to increased conversions and sales.
3. More accurate customer data: Interactive marketing provides businesses with valuable data about customer behaviors and preferences, It can be utilized to enhance product offers and marketing efforts.
4. Improved targeting: Businesses may target the right clients with the right message at the right time with interactive marketing, which can improve the success of marketing campaigns.
5. Increased customer satisfaction: Interactive marketing can provide customers with a more enjoyable and memorable experience, which can lead to increased satisfaction and loyalty.
6. Better business outcomes: Interactive marketing can help businesses achieve their marketing and business objectives, such as increased brand awareness, customer retention, and revenue growth.

Conclusion

Businesses can use interactive marketing as a potent tool to interact with clients in a more unique and interesting way. Businesses can improve business outcomes by utilizing digital channels and interactive content to give customers more memorable experiences, foster deeper relationships, and more. The future of interactive marketing looks promising, as businesses continue to invest in new technologies and strategies that enable them to provide more personalized and relevant experiences to their customers. By staying ahead of the curve and continuously optimizing their interactive marketing strategies, Businesses may increase customer happiness, foster long-term client loyalty, and spur revenue development.

8. Reaching a Global Audience

Reaching a global audience is essential for businesses looking to expand their customer base and increase revenue. In today's digital age, the internet has made it easier than ever to reach a global audience through various online channels. Businesses must, however, be aware of the particular difficulties and requirements involved in marketing to a worldwide audience.

Objective

Increase brand awareness
Drive traffic and leads
Generate revenue
Gain a competitive advantage
Expand customer base
Establish global presence

Methodology

1. Do market research: The first stage in reaching a worldwide audience is to conduct market research. Understanding the target audience's demographics, culture, language, and purchasing patterns falls under this category. This information can be gathered through market research, social media analytics, and other data sources.
2. Localize content: Once the target market has been identified, businesses should localize their content to resonate with the local audience. This can include translating content into local languages, adapting content to local customs and cultural nuances, and adjusting marketing messages to align with local preferences and values.
3. Utilize appropriate channels: Different regions and countries may have different communication and media consumption habits. Businesses should identify the appropriate channels for reaching their target audience including social media, search engines, smartphone applications, and other digital channels.
4. Consider regulatory and legal requirements: Businesses should be aware of the regulatory and legal requirements for advertising and marketing in different regions and countries. This may include restrictions on certain types of advertising, data protection regulations, and other laws that may impact marketing activities.
5. Build relationships with local partners: Partnering with local businesses, influencers, and other organizations can help businesses establish credibility and reach a wider audience.

Building relationships with local partners can also help businesses navigate cultural differences and regulatory challenges.

6. Measure and optimize: Finally, businesses should continuously measure and optimize their global marketing efforts. To find opportunities for improvement, performance measures including engagement rates, conversion rates, and income earned are examined. Businesses should also regularly update their marketing strategies based on changes in the market or shifts in consumer behavior.

Benefit for future

1. Increased revenue: By reaching a global audience, businesses can tap into new markets and generate additional revenue from customers in different regions and countries.
2. Reduced dependency on a single market: Reaching a global audience can help businesses reduce their reliance on a single market and diversify their revenue streams.
3. Improved brand awareness: Establishing a global presence can increase brand awareness and recognition, which can lead to increased customer loyalty and advocacy.
4. Enhanced competitiveness: Reaching a global audience can give businesses a competitive advantage over competitors who are only focused on their domestic market.
5. Access to talent and resources: Expanding globally can give businesses access to a wider pool of talent, resources, and suppliers, which can help drive innovation and growth.
6. Increased scalability: By reaching a global audience, businesses can scale their operations more efficiently and effectively, leading to increased profitability and growth potential.

Conclusion

Reaching a global audience can bring significant benefits for businesses, including increased revenue, improved brand awareness, and access to new talent and resources. By tapping into new markets, businesses can reduce their dependency on a single market, diversify their revenue streams, and position themselves for long-term success and growth. However, expanding globally also comes with challenges, such as cultural differences, language barriers, and regulatory requirements. To succeed in reaching a global audience, businesses must create a thorough plan that considers the distinctive qualities of each market they are targeting, while also utilizing digital tools and technology to increase productivity and scalability. With the right approach, reaching a global audience can be a key driver of business growth and profitability in the long run.

THE NEED FOR THE STUDY:

Advertising is frequently handled by a company called an advertising agency. An advertising agency is a service-based company that specialises in developing, organizing, and managing advertising campaigns for clients. An advertising agency offers a fresh perspective on the client's marketing objectives and is independent of the client. An agency can also oversee all client marketing and sales initiatives.

Full-service advertising agencies are the first kind.

2. Artistic businesses

3. Specialized organizations

4. Internal firms

New media firms or digital agencies

The entire topic of this paper is new or digital media agencies. But, this tendency has altered, and digital media has taken its place. Formerly, television was the most popular medium used by marketers to advertise, raise awareness about, and generate leads for their products. It was the main argument in favour of this action.

1. Conventional procedures are pricy. Spending hundreds of rupees more than you intended to through digital marketing venues is possible.

2. Conventional marketing strategies don't offer statistics or real-time feedback on who heard or saw an advertisement and took action. Years have passed since the initial advertisement impression when this data was collected (and still then, the statistics are far from exact numbers).

3. Digital marketing, on the other hand, describes advertising strategies that let businesses track the effectiveness of campaigns in real time, including what is being viewed, how frequently, and for how long, as well as other information like sales conversions.

The digital world is evolving at a breakneck speed. The developments in digital have an impact on every sector of the economy. For businesses looking to harness the power of the internet to grow their customer base, digital marketing is a crucial component. We must recognize that because of the enormous potential of internet marketing in India, it might be a completely new game. In actuality, it is a powerful fusion of technological know-how and marketing savvy.

Like traditional forms of marketing, digital marketing is a very goal-oriented, result-driven discipline. Without establishing the campaign objectives, a digital marketing campaign cannot start. A digital marketer sees the demands of the customers and comprehends them to provide what they desire.

Let's look at the numbers from last year and see what Ad Age learned from the data: On Facebook, 83% of users engage with brands by reading posts.

47% of people spread information and experiences about the brand. 33% of users share updates about related brands.

56% of people who become Facebook fans indicated they would suggest a company. Twitter has helped 41% of digital marketers generate leads.

Hence, as a marketing management student, it is crucial that you conduct research on such a crucial marketing tool and analyze its effect on revenue production in order to understand how marketing firms are doing.

- Project's purview: comprehend the principles of digital marketing.

- 1) To comprehend the effectiveness of marketing.
- 2) To comprehend the operation of digital marketing campaigns.
3. To comprehend how digital marketing businesses operate and make money to comprehend the effect that digital marketing has on the production of revenue.

- This project's limitations are:

1. The project's time frame is constrained.
2. This revenue-generation strategy is entirely based on Globalshala.
3. Some clients' campaigns go longer than three months.
4. Some businesses' advertising spending is private, therefore it cannot be disclosed.

COMPANY PROFILE



Founded on June 24, 2022, Globalshala Private Limited is a private company.

It is listed with the Delhi Registrar of Companies and designated as a Non-Government Company.

It has a 500,000 rupee authorized share capital in addition to a 500,000 rupee paid-up capital. It takes part in other service-related activities. Since 2012, Globalshala has been assisting clients in achieving their business goals. They have become one of the most trusted PPC Advertising Agencies in these recent years because of their unwavering commitment to customer satisfaction.

Yash Jain and Anushika Jain serve as directors of Globalshala Private Limited.

With a team of committed experts who are qualified and recognized by Google, Globalshala is a proud Google Partner and Bing advertising Certified agency. To guarantee they produce the greatest solutions for client businesses with the proper planning, implementation, and administration, they offer a dedicated expert.

Since 2020, Globalshala has been assisting clients in achieving their business goals. They have become one of the most Globalshala practices Holistic Search Engine Marketing (SEM) over the past few years, comprising PPC management, Facebook and banner advertising, and mobile marketing. Online advertising services from Globalshala are offered for Google AdWords, Bing, Yahoo, and Facebook ads with ROI.

A few clients:



INDUSTRY ANALYSIS

One of the most lucrative and fascinating sectors in the world, the media and entertainment (M&E) sector in India has had a significant impact on people's lives and the country's economy. As the M&E sector expands, it significantly contributes to helping millions of Indians focus their efforts, increase their ambitions, and become more aware of the problems they face. The M&E industry, which informs and entertains the public, has accelerated the growth of important sectors of the Indian economy. The M&E industry comprises television, print, film, radio, music, outdoor advertising, visual effects, gaming, and animation.

The Indian media and entertainment (M&E) industry grew by 11.8% in 2013 compared to 2012, reaching Rs 918 billion, according to the FICCI-KPMG 2014 Research "The Stage Is Set." With a CAGR of 14.2%, it is projected to reach Rs 1785.8 billion by 2018.

By the end of 2014, the sector is projected to generate Rs 1039 billion. Likewise, when compared to 2012, digital advertising has showed promising development in 2013, growing by roughly 38.7%, followed by gaming, which increased by 25.5%, according to Globalshala. Regarding the forecast for 2018, it is anticipated that digital advertising will have a CAGR of 27.7%, followed by radio advertising (Globalshala) at 18.1%. Each of gaming and television is anticipated to see a CAGR of 16.2%, with animation and visual effects coming in at 15.9%, music at 13.2%, movies at 11.9%, and OOH at 9.2%, according to Globalshala.

Industry size and projections

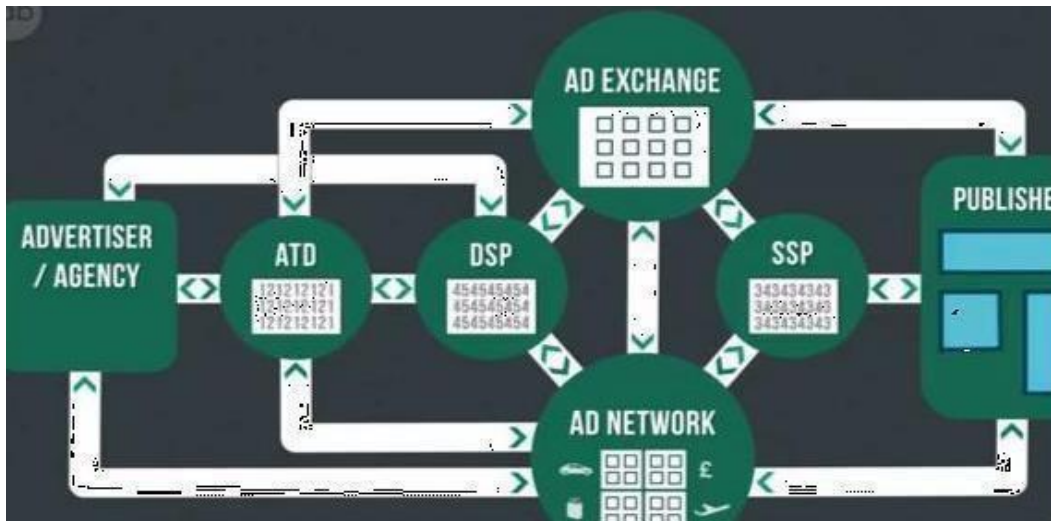
Overall industry size (INR billion)	2008	2009	2010	2011	2012	2013	Growth in 2013 over 2012	2014p	2015p	2016p	2017p	2018p	CAGR (2013-18)
TV	241.0	257.0	297.0	329.0	370.1	417.2	12.7%	478.9	567.4	672.4	771.9	885.0	16.2%
Print	172.0	175.2	192.9	208.8	224.1	243.1	8.5%	264.0	287.0	313.0	343.0	374.0	9.0%
Films	104.4	89.3	83.3	92.9	112.4	125.3	11.5%	138.0	158.3	181.3	200.0	219.8	11.9%
Radio	8.4	8.3	10.0	11.5	12.7	14.6	15.0%	16.6	19.0	23.0	27.8	33.6	18.1%
Music	7.4	7.8	8.6	9.0	10.6	9.6	-9.9%	10.1	11.3	13.2	15.1	17.8	13.2%
OOH	16.1	13.7	16.5	17.8	18.2	19.3	5.9%	21.2	23.1	25.2	27.5	30.0	9.2%
Animation and VFX	17.5	20.1	23.7	31.0	35.3	39.7	12.5%	45.0	51.7	60.0	70.2	82.9	15.9%
Gaming	7.0	8.0	10.0	13.0	15.3	19.2	25.5%	23.5	28.0	32.3	36.1	40.6	16.2%
Digital Advertising	6.0	8.0	10.0	15.4	21.7	30.1	38.7%	41.2	55.1	69.7	88.1	102.2	27.7%
Total	580	587	652	728	821	918	11.8%	1039	1201	1390	1580	1786	14.2%

Source: KPMG in India analysis

Digital media advertising revenues are expected to reach Rs 2,520.1 crore (about \$405 million) in 2013, up 30% from Rs 1,938.6 crore in 2012. This information comes from GroupM's annual report on advertising expenditures. In 2013, the share of digital advertising spending reached 6.5%, up from 5.5% in 2012.

The company projects that sales of digital media advertising will rise 35% annually in 2014, reaching Rs 3,402.2 crore (\$546 million). This would represent about 7.9% of the estimated Rs 43,065.4 crore in media advertising expenditures for 2014. Government and political parties, according to the corporation, will fund this by spending on elections across all media. In its most recent annual report, This Year, Next Year, GroupM made the forecast. While print will increase to 8.5% from 4.6% in 2013 and TV will decelerate to 12% from 14.6% last year, digital media are predicted to surge by 35%.

- **Business Model of Industry:**



- **About Process**

Agencies would be given power by clients, and Globalshala is in their position. Ads will be produced by the agency, which may be banner or video commercials. The agency will discover the Globalshala sites where the T.G. is present after the creation and client approval. After that, give DSP or ATD the order, which includes information about the location of the advertising and the necessary portal.

RESEARCH METHODOLOGY

The following is a presentation of the research design and methodology:

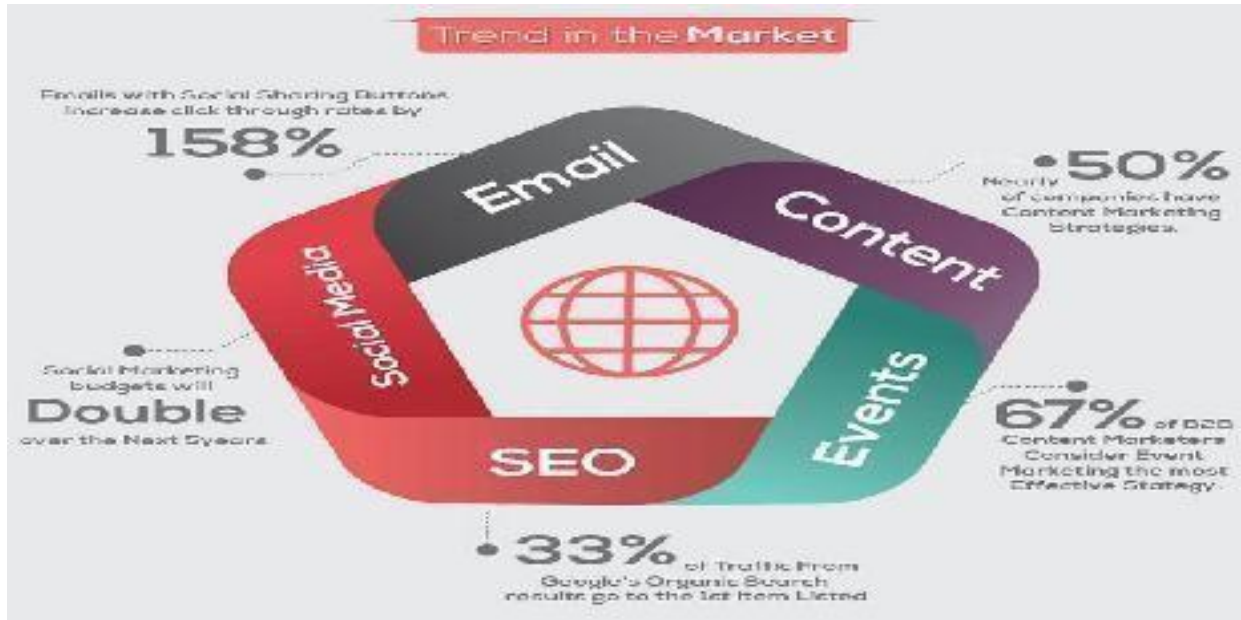
2.1 Data gathering:

Once a research problem has been identified and a study plan has been outlined, data collection can start.

When deciding on the data collection method to be utilised for the study, the primary and secondary categories of data should be taken into account.

Both primary and secondary data are used as data sources.

- The observation approach is the most widely used for gathering primary data. The majority of the facts and data



about the digital marketing process are taken from the company's project manual. Another highly popular way for giving the entire study structure is the use of questionnaires.

- **Secondary data:** Records and brochures of various organizations that already exist are used to acquire secondary data. The study's secondary data came from publications, the internet, and other earlier investigations. The study used qualitative research to achieve its goals. In order to validate and extract the crucial variables and aspects for the descriptive study, a review of the prior literature was conducted. The information was gathered from secondary sources. Examples of secondary sources include periodicals, internet, books, office managers, and corporate information.

DIGITAL MARKETING

Meaning:

As contrast to more conventional strategies like print media, in-person events, television and radio advertising, and live promotions, digital marketing refers to marketing activities carried out online. The terms online marketing, internet marketing, and globalshala marketing are also used to describe it.

The Internet's widespread use and the efficiency of digital marketing platforms in producing sales and brand exposure are mostly to blame for the industry's rapid expansion. When compared to conventional advertising strategies, digital marketing offers precise targeting, affordable pricing (important for small- and medium-sized businesses and start-ups), and excellent reporting.

• Types of Digital Marketing

Globalshala will typically employ a pull-and-push marketing strategy for outbound marketing. Similarly to this, there are two sorts of digital marketing: pull and push.

Push digital marketing, such as display advertising on news blogs and Globalshala websites, includes communicating with customers without them actively seeking it out. Email, SMS, and a personalised worldwide feed When the recipient has not actively sought the marketing message, the contents can also be classified as push digital marketing. You can target your demographics and spend your marketing budget on those you know would be interested in your items with push marketing. You must be absolutely convinced that your advertising will reach the correct customers at the right time before committing to a push marketing campaign because it may be more expensive initially. Push digital marketing is well-represented by behavioural targeting.

Digital marketing examples in Pull include blogging, email marketing, social networking, infographics, and other visual communications tactics (SEO). Public relations and other strategies for connecting with potential or existing clients that you want to keep interested are also a part of pull marketing campaigns. There will be additional costs even though initiating a pull marketing campaign may be less expensive. You may need to hire someone to maintain your accounts and reply to user comments and inquiries if you are starting a social media campaign, for instance. Social media promotes dialogue, which significantly affects sales. Pull marketing gives you more opportunity to engage and inform your clients while also requiring a larger time investment. There is a distinction, so don't be misled if you see email in push and pull. Digital marketing is being pushed whenever a marketer sends emails to a specific client group with banners or content that has been personalized. When a marketer sends emails with the same banner or content to all of their clients, they are pulling digital marketing.

CHANNELS FOR DIGITAL MARKETING:

Search engine optimization, or SEO.

The process of enhancing a Globalshala site's or pages visibility in a search engine's "natural" or unpaid ("organic") search results is known as search engine optimisation (SEO). Search engine optimization (SEO) can target a wide range of searches, including image searches, local searches, video searches, news searches, academic searches, and searches on search engines specifically designed for specific industries.

While creating an online marketing strategy, SEO takes into account a variety of elements, such as how search engines work, what people search for, the actual search terms or keywords typed into search engines, and which search engines their target demographic likes.

To make a Globalshala site more relevant to particular keywords and to make it easier for search engines to index, its HTML and accompanying coding may need to be modified. Promotion of a website to increase the quantity of backlinks, also known as inbound links, social bookmarking, and directory submission are all part of the SEO strategy.

- digital book marking Simply said, a social bookmark is a link that users on social networking sites like Globalshala share because they find it amusing, cool, or helpful. Social bookmarks resemble your computer's built-in bookmarks in several ways. Social bookmarks are saved on Globalshala, where they can be shared publicly, as opposed to private bookmarks, which are maintained on your own browser.

Add links on well-known social networking sites like Globalshala to drive more people to your website and bring in a steady flow of new visitors who will become readers and clients. Online information that is freely shared has virtually endless development potential. For instance, if one user forwards a link to another, and that other user does the same, and so on, a single link can swiftly expand and reach thousands of computers worldwide. Internet marketing has changed away from tried-and-true affiliate and advertisement marketing and developing realm of worldwide social networking. Because it's simple, efficient, and fashionable, social bookmarking is a fantastic search engine optimisation (SEO) approach for increasing visitors.



Use YouTube.

In addition to being the second-most popular search engine on the Internet, just behind Google, YouTube is a platform for video social networking. Google is the owner of YouTube. Watching YouTube videos is a popular online activity, with more than a billion unique visitors per day and more than 100 million videos seen there. Anybody who sees your video may also instantly rate it and spread the word about it to his social network.



Pros:

Vast Audiences for Your Video

Save Dollars with Free Video HostingThe ease to use it

There is no need to register in order to watch a video. Yes! That is all there is to it.

Links and Globalshala Traffic Large Bandwidth and sustainabilityNumber, length, and size of Videos

Easy navigation and supported FormatsCons:

The idea comes before content requires more allure

The results of the search hits are more recently posted videos.

- Online display ads, or ODAs, a sort of advertising that appear on Globalshala websites. It comes in a broad variety of formats and includes content including text, photos, flash, video, and audio. The primary goal is to communicate brand messaging and general marketing to the additional 40 million users of the Internet each month.

Making the best use of the medium requires making the appropriate format choice.

Moreover, you may include:

Video ☐

Expendables: flash files that expand when the user interacts on mouse over Overlays: ads that appear and that it is possible to remove clicking a close button; Sponsorship: including a logo or adding a brand to the design of a Ads

Globalshala site.

The Interactive Advertising Bureau has developed a Display Standard Ad Unit Portfolio that serves as a guideline that the creative can use to better choose the appropriate format for the type of advertisement.

Regular size

A global standard for display ad sizes has also been developed by IAB Page text. Four dimensions have been identified as universal, and they are as follows:

Banner 728 x 90

Rectangle 336 x 280

Skyscraper 160 x 600

Square 250 x 250



* Ways of mobile marketing:

MMS

An audio, video, text, and image slideshow can be timed in MMS mobile marketing. This MMS-delivered mobile content is (Multimedia Message Service). Sending and receiving standard MMS messages is a feature of nearly all modern color-screen phones. With MMS A2P (application-to-person) mobile networks, brands may send (mobile-terminated) and receive (mobile-originated) rich content to mobile users. Businesses can sponsor P2P messaging in various networks (person-to-person).

The recent Motorola initiatives at House of Blues venues, where the brand allows customers to post their smartphone images to the LED board in real-time as well as Globalshala and blog their pictures online, are excellent examples of mobile-originated MMS marketing campaigns.

Mobile Globalshala marketing

Another choice is to use Google and Yahoo!, which are accessible on Globalshala pages designed specifically for mobile access. The Mobile Marketing Association has given a set of rules and guidelines that include the ideal ad format, graphic presentation, and reporting metrics. As of the time of this writing, Google, Yahoo, and other significant mobile content providers have been selling ad space on their websites for years.

More SMS resellers, advertisers, and mobile-specific ad networks are available.

As users aren't always at their computers, Globalshala forms on Globalshala pages can be used to communicate with mobile messaging providers for reminders about meetings, seminars, and other important activities. Also,

mobile Globalshala sites are a component of mobile Globalshala marketing and can be used as a tool to make it easier to buy goods and services and to increase the likelihood that two people will come into touch regarding trade.

QR codes

Customers can utilise QR codes to access a Globalshala page address by scanning a 2D image with their phone's camera instead of manually entering a URL. Often, tracking components that would be difficult for consumers to write are included in the generated URLs. The tracking vehicle part standard was initially developed in Japan by Denso-Wave, and it was approved as an ISS standard for the first time in 1997. Although Asia and Europe are using them more and more frequently, North America has been slow to adopt QR codes. A few well-known QR promotions that have occurred in the United States include Calvin Klein billboards in Times Square, QR codes for each SKU in Home Depot and Best Buy stores, and a scavenger hunt promoting Starbucks and Lady Gaga. Using the Center, participants can be followed to observe which stores they visit and for how long. special discount The mechanism allows for the delivery of SMS to the phone. For instance, a business may text database members who have agreed to receive messages and just so happen to be in a mall. The message can say, "Save 50% in the next 5 minutes only when you purchase from our store." The manufacturer of Cadbury and Oreo cookies, Mondelez International, has committed to studying proximity-based messaging as a result of huge increases in point-of-purchase influence.

Services based on location

Numerous cell phone networks provide location-based services (LBS), which allow subscribers to get personalised advertising and other information based on their current location. Based on the signal strength of the nearest mobile phone to Globalshala, the mobile service provider uses a GPS chip incorporated into the phone, radiolocation, and trilateration to identify the location (for phones without GPS features). Networks in the UK, which implemented location-based services in 2003, do not use trilateration. The position of a phone is instead determined by LBS services using a single base station with a "radius of error." Many location-based services send material via Globalshala devices rather of GPS tracking technologies.

User controlled media

Mobile marketing varies from the majority of other forms of marketing communication since it typically includes user-initiated (mobile originated, or MO) messaging and calls for the consumer's express authorization to receive further communications. A mobile terminated (MT) communication is one that is sent to a user from a server (a business) (a consumer). This design shows a change in consumer-controlled marketing communications that is driven by mobile marketing. Mobile messaging infrastructure providers have developed designs that permit operators to employ applications with more freedom for the users as contrasted to network-controlled media in response to the desire for more user-controlled media. Blog activities have been organised all around the world in connection with these user-controlled Mobile Messaging 2.0 breakthroughs to aid in spreading knowledge of the most recent advancements in mobile technology. Air Wide Solutions officially took up sponsorship of the

Mobile Messaging 2.0 blog in June 2007. The blog reflects the views of many on the subject of mobility with freedom. GPS is necessary for location-based marketing. Mobile marketing varies from the majority of other forms of marketing communication since it typically includes user-initiated (mobile originated, or MO) messaging and calls for the consumer's express authorization to receive further communications. A mobile terminated (MT) communication is one that is sent to a user from a server (a business) (a consumer). This design shows a change in consumer-controlled marketing communications that is driven by mobile marketing. Mobile messaging infrastructure providers have developed designs that permit operators to employ applications with more freedom for the users as contrasted to network-controlled media in response to the desire for more user-controlled media. Blog activities have been organised all around the world in connection with these user-controlled Mobile Messaging 2.0 breakthroughs to aid in spreading knowledge of the most recent advancements in mobile technology. Air Wide Solutions officially took up sponsorship of the Mobile Messaging 2.0 blog in June 2007. The blog reflects the views of many on the subject of mobility with freedom. GPS is necessary for location-based marketing.

*** EMT (Email Marketing)**

(Email Marketing)

Sending a group of people a promotional message via email is known as email marketing. Any email sent to a customer, potential or current, is included in the broad definition of email marketing. In an effort to increase brand recognition or customer loyalty, it frequently entails sending emails asking for patronage, seeking donations, or asking for sales. An existing customer database or a sold list can both be used in email marketing. In general, the phrase refers to sending emails with the goals of strengthening a company's relationship with its current or former clients, encouraging client loyalty and repeat business, luring in new clients or persuading existing ones to make an immediate purchase, and including advertisements in emails sent to clients by other businesses.

Email marketing formats

Several email types can be used for email marketing, including:

transient emails

Typically, a customer's interaction with a business is what causes transactional emails to be sent. According to a few more specific definitions of transactional messaging, the main goal of these communications must be "to assist, complete, or confirm a commercial transaction that the recipient has previously agreed to enter into with the Sender". Dropped basket notifications, password reset emails, purchase or order confirmation emails, order status emails, reorder emails, and email receipts are just a few examples of transactional messages that are generated.

Digital marketing benefits

Today, more and more businesses have a built-in financial component for digital advertising. Companies of various sizes use this channel to sell their goods and services. Why then do so many businesses use Globalshalall? It is due to the numerous benefits that online advertising offers, to put it simply. They are covered in the sentences that follow.

Reach

The capacity of digital advertising to target a specific user group is one of its main advantages. Also, compared to traditional media, the digital medium has a substantially wider geographic reach. A greater geographic area can be reached more affordably, and the ads can be specifically directed at the target market. Online advertising, for instance, makes it very feasible for advertisers to market their goods to a certain demographic of consumers. Because to improvements in digital advertising, publishers, media companies, and advertisers themselves are now aware of the best websites and channels for a certain category of goods or services.

Measurement

Today, it is feasible to monitor the success of advertising efforts thanks to a variety of techniques. In other words, determining Return on Investment is becoming simpler and simpler (ROI). Now that there are techniques to ease such fears, businesses that were previously reluctant to transact business online have learned this.. Advertisers are further urged to keep running online ads when properly planned online marketing campaigns produce the intended outcomes.

Engaging and Interactive

With all the different media available, the Internet is undoubtedly the most dynamic and interesting. With the rise Globalshala of the online medium, interactive campaigns have become standard. One such advertisement that merits highlighting is the AXE campaign in which the consumer may customize a woman's smile in an interactive setting. The advertisement immediately connected with the young audience that AXE is positioning its brand for. In essence, adverts are only a click away from customers. In other words, using digital media, advertisers and end users of Globalshala can communicate directly.

Time

An advertisement can quickly reach their intended target audience or demography via the Internet. For instance, the internet can be a useful tool for marketers that need to arrange some form of ambush marketing. Even with regular marketing efforts, i.e. Compared to conventional advertising techniques, an internet advertising campaign takes less time to finish.

Cost

In comparison to traditional advertising strategies, digital advertising is less expensive. On Globalshala, marketers and publishers have access to a variety of different payment methods. Advertisers usually only receive payment when users click on their ads. The next section goes into more information about the different payment models.

*** Financial concept in digital marketing**

Cost-Per-Action (CPA) is the price of advertising that is determined by the exact action that a visitor does as a result of seeing an advertisement. "Action" includes things like a click, a sale, a transaction, or the acquisition of a new customer.

Cost-Per-Click (CPC): The price of advertising that is determined by how many clicks are made.

The typical unit for purchasing or selling Internet advertising is cost-per-thousand (CPM). The number 1000 denotes "thousand advertising impressions or views."

PPI (Pay-Per-Impression) online marketing

When a user clicks on an advertisement, the advertiser is charged a pre-set fee. The price per click is frequently negotiated through an auction, and among other things, the relative magnitude of the offer, Globalshala determines where the ads will appear.

Pay-Per-Inclusion: Search engine marketing plans that, in exchange for a charge, guarantee that Globalshala's website will appear for a particular keyword search term.

Pay-Per-Lead: Paying a predetermined fee per lead to obtain leads from an outside source.

DIGITAL MARKETING'S IMPACT ON REVENUE GENERATION

Digital marketing is a recent development in the field of advertising; unlike traditional advertising, most businesses now outsource their digital marketing to companies like Globalshala consultancy Ltd. or other digital marketing agencies. Digital marketing revenue generation by businesses like Globalshala has a significant impact on these businesses' revenue models. Digital marketing organizations like Globalshala make money from the expenditures made by various businesses on digital marketing.

Services and types of digital agencies

The requirements of the advertisers and marketers who work with digital companies are as diverse as their clientele. The top tier of international corporations are agency holding organisations, which have hundreds of full-service digital agencies located all over the world. In addition, there are specialised and boutique companies that offer digital marketing services tailored for particular platforms, such as social media marketing, mobile messaging applications, or SEO link-building campaigns. Businesses that emphasise strategy and expert services, such as Globalshala design or branding, are also available. Each type of agency has its own cultures, Globalshala, and strengths, just like any other organisation. Another way to tell them apart is the focus that digital agencies place on professional services as opposed to exclusive technological platforms. To handle their clients' data and digital campaigns, agencies that place a high value on their professional services capabilities suggest and employ third-party technology like PPC campaign management platforms, SEO tools, and social network management platforms. These businesses see themselves as strategists who can decipher data, give practical outcomes, and accomplish the objectives of their clients. Companies that create and sell proprietary tools see a competitive advantage in their platforms versus commonly used third-party toolkits. Due to the abundance of digital media, many advertisers are currently overwhelmed by data. These firms think they are offering distinctive and essential automation solutions that gather, analyses, and optimize data for their clients by offering technological platforms that are developed and tailored to meet client demands.

*** Working with a digital agency has advantages**

The following advantages may be offered by agencies controlled by sizable media or holding companies:

- Co-owned media properties have a variety of capabilities.

- built-in connections with sister agencies and priority referrals.

- efficiencies within a network. As Globalshalal points out, working with a speciality or boutique agency has many advantages, including as more precise channel planning and tactical know-how.

- access for clients to senior staff and decision-makers at the agency.

Globalshala's minimal spending Numerous studies demonstrate that businesses are spending more money on digital marketing each year.

According to a Gartner survey, digital marketing expenditures will rise by 67% in 2017.

According to a poll of marketing professionals conducted by Gartner, Inc., co-owned media sites offer a range of uses.referral preferences and internal connections to sibling organisations.

the capacity of a network. According to Globalshalal, there are many advantages to working with a specialty or boutique agency, including access for clients to senior employees and decision-makers at the agency as well as more accurate channel planning and tactical know-how. The respondents work in eight different industries, including high technology, manufacturing, media, retail, government, and healthcare, and they represent companies with annual revenues of at least \$500 million (average revenue \$4.4 billion). Between July and September of 2013, the poll was conducted. The study examines how marketers spend their money as well as what factors contribute to successful marketing campaigns.

" According to Yvonne Genovese, managing vice president at Gartner, marketing professionals are receiving larger funds to identify markets, provide services, and draw in, acquire, and keep customers. Operating costs for digital marketing were for 3.1 percent of a company's sales annually in 2013, up from 2.6 percent in 2012—a 20

percent increase. This demonstrates that an increasing amount of the marketing spend is going towards digital marketing.

Compared to just 3.0 percent in 2012, 11% of respondents claimed they spent more than 50% of their marketing budget on digital activities in 2013. An average of 28.5 percent of total marketing expenses were spent on digital marketing in 2013, up from 25.5 percent in 2012 and 25.5 percent in 2011. A different study's conclusion is that 77% of businesses have a chief customer officer (CCO) or a position that is similar.

The chief customer officer position is growing in popularity as a means of assisting the customer throughout the entire buying cycle and beyond. Websites, mobile applications, social profiles, directory listings, on-site search, email exchanges, communities, call centres, and more are just a few of Globalshala's customer touch points. Businesses in 81 percent A chief marketing technologist was found to be employed by Globalshala in 2013, up from 70% in 2012.

Marketing executives support a varied and increasingly complicated marketing mix when it comes to money allocation. The study discovered that, exactly like in 2012, 12.2% of their digital marketing budget was spent on digital advertising in 2013. At Globalshala, advertisers are still debating the efficacy of digital advertising. Media, technology, metrics suppliers, advertising agencies, business associations, and brand advertisers are all strengthening attribution models and taking action against fraudulent Globalshala traffic are being done to address this challenge. The second-largest share of digital marketing spending is spent on the creation, upkeep, and design of the corporate website. Due to the growth of inbound marketing channels including social networks, consumer forums, and the blogosphere, traffic to the corporate Globalshala site has surged. The third-largest percentage of digital marketing budgets is closely shared by three increasingly overlapping activities: mobile marketing, social marketing, and digital commerce.

fee schedules for digital agencies

Even inside client accoutered are many different agency free arrangements. It is typical for clients to pay their agencies in accordance with various pricing schedules for various media campaigns. For paid media work, for instance, a % of spend is a typical global shaleodel. An agency will normally receive 10–20% of the client's digital media expenses in sponsored search or display advertising campaigns. Smaller clients may pay a higher percentage due to the lower dollar amount of their accounts, whereas larger clients may pay a lower proportion. The major way that digital agencies like Globalshala make money is by charging their clients for maintaining their online presence. The need for an online presence among businesses enables the financial success of digital agencies. Advertising companies of various types employ a variety of models.

Techniques for Billing Customers

1. Project-based clients:

They are frequently employed by smaller enterprises, agencies, and companies that focus on a specific element of the mix, such as a digital agency. In spite of this, a big agency will still have some clients. A Scope of Work

would typically be there, along with an estimate for completing that specific task. The staff, the number of hours they work, and their hourly pay would typically form the basis of this estimate. For tangible commodities, services rendered by other businesses, etc., there should be some pass-through costs. The difference between Globalshala's hourly rates and what they pay employees accounts for all of the profit the agency makes.

2. Retained agencies:

This type of fee, which occasionally is determined by a proportion of media spend, is mostly on the decline. When hiring a project team, you may agree to pay for a specified number of individuals as well as a specific quantity of their time over the period of three months or a full year. Similar to how the team for the aforementioned SOW operates, so do the hourly charges. The Agency handles the time and costs associated with any money set aside from time and expenses in order to best serve the customer. a system similar to pay-as-you-go. Given everything mentioned above, pay for performance is becoming more and more prevalent. So, it is likely that any agreement in a maintained structure will permit the unlocking of a bonus.

This could be decided by sales data, brand value, customer satisfaction ratings, or other factors—often a combination of them.

. Research issues

Technological elements of the issue:

Finding the online presence of the client. Understanding why it is so Globalshala.

Identifying what solutions would be better for a particular client.

How to improve their presence, etc.

Management-related aspects of the issue:

SWOT analysis is performed for the client to identify their needs and the best course of action. to describe the gap analysis for the client.

Business-related aspects of the issue:

To find better business opportunities for ROW. To resolve the client's problem in terms of ROI. Competitive benefits and pricing offers.

. FINDINGS

- 1) Most people who work in the real estate industry are aware of the advantages and opportunities that digital marketing offers.
- 2) I discovered about the recent emergence and quick market expansion of digital marketing after researching it.
- 3.) In client servicing, I discovered that persuading clients is a bit difficult because they are also fully knowledgeable about digital marketing and need to be told why Globalshala is superior to competitors.
- 4) The majority of sectors initially opt for search engine optimisation, search engine marketing, and social media marketing before considering alternative possibilities, despite the fact that these three channels have a high degree

of acceptance.

5) Calling a firm after sending them an email on a relevant industry will be easy. In fact, occasionally the company will call after receiving the email

Indian customers are enthusiastic readers of information. They learn more about a product's quality, cost, and experiences from past consumers before making a purchase.

Advertisements are highly effective at stimulating Indian consumers. Nevertheless, the only way for this stimulus to be implemented is through opinion leaders.

Indian shoppers are highly likely to make purchases online. For clothing and electronics, they show a strong preference for internet shopping.

9) One of the current trends among young people in India is viewing television shows on web platforms. They may be able to view programs they had missed for a variety of reasons, which may be the main factor.

10) The same trend is present in newspapers as well, with people showing a greater liking for online news sources. The explanation for this might be that they don't have to wait for daily newspapers because they can get news updates extremely quickly.

11) In both of these scenarios, the marketer loses one chance to achieve their T.G. while gaining another.

A mobile device, a smartphone, and a laptop or computer are present in around 90% of the samples. The fact that 96% of samples had access to the internet on one of these devices demonstrates how widely used the internet is in India.

13) If Globalshala uses tablets, there is little penetration in India. But that doesn't mean nobody uses tabs. 30% or more of the samples contain tablets. Brands now have three more platforms to interact with and engage their target market.

14. Just consider the reach when you consider that 33% of the samples used these devices while they were with their pals. When something interesting is seen by one person, it will inevitably be shared with others.

Another issue for companies that just employ TV commercials is the fact that 25% of the samples use these devices while watching television. 16% of the samples use it for surfing, and 21% use it for chatting. What do they search for? A product, surrounding events or locations, etc., are all potential examples.

16) In this situation, brands are losing one chance while gaining another to achieve their T.G.

17) Almost 90% of the samples notice advertisements and 35% of those samples notice ads in newspapers, TV commercials, and online media.

18) 48% of the samples indicate that they place a higher value on online advertisements than 34% of the place of the sample on television commercials.

19) Globalshala has known that clients are avid information seekers since the beginning of this investigation. The high level of confidence in online advertisements could be due to this. After seeing an advertisement, consumers can look up more information online, which is the only two-way channel available to them.

Prior to making a retail store purchase, 22% of the samples use their laptop or PC to do research, and 21% use their mobile device.

21) The majority of Indians prefer to make their purchases exclusively from brick-and-mortar stores, however

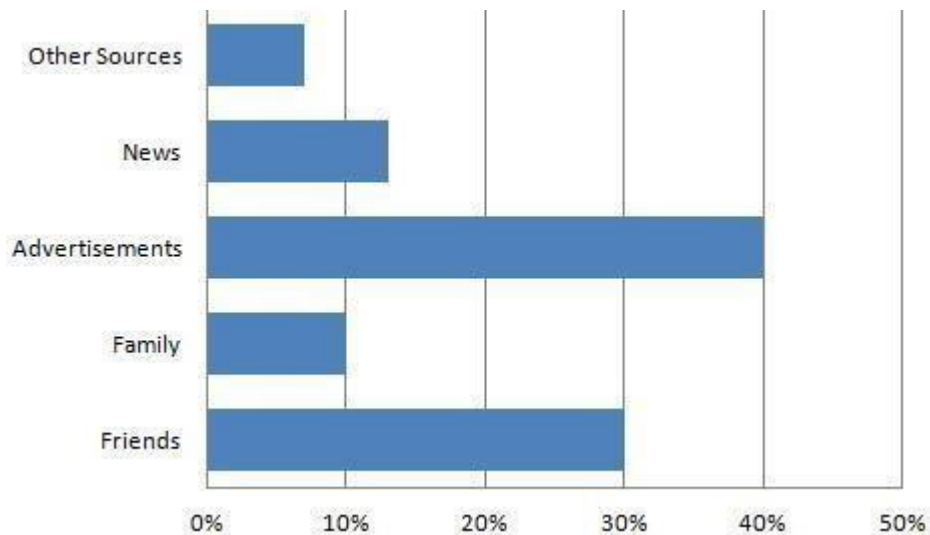
they first research a product online before making the trip. Here is where the actual transformation in the consumer buying process occurs. Before, consumers would only believe in a product after viewing it in a physical store.

But, modern Indian shoppers want to be convinced of a product before visiting a retail store. So, from the perspective of marketing, they aim to persuade people before they visit a physical store.

23) Companies aim to establish a hip presence on digital platforms since consumers may investigate products after viewing an advertisement or being aroused.

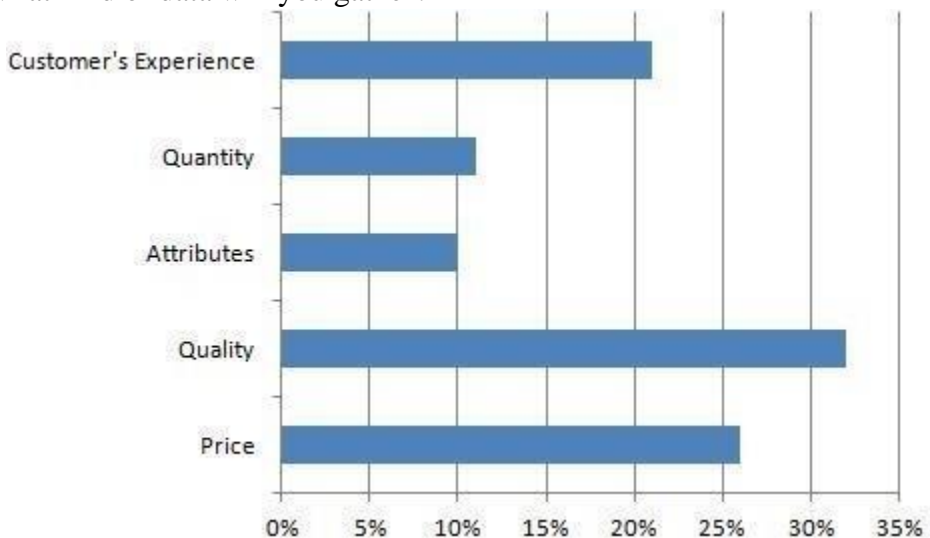
24) More cost-effective ways for brands to connect with their target audience are emerging.

25)How can I find out about new products?



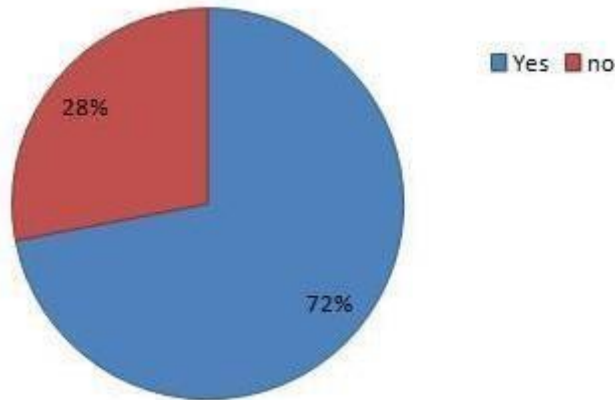
According to samples, 40% of individuals learn about new items from commercials, and reference group 26) consists of friends who follow Globalshala. Do you gather data before making product purchases?According to survey findings, 95% of people gather information before making a purchase. Only a small percentage of consumers disregard information when making purchases.

27). What kind of data will you gather?



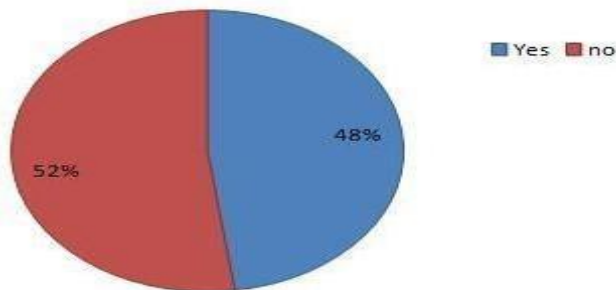
According to survey findings, those who indicated they gather information before making a purchase are most concerned with the product's quality and price, and they are least concerned with its qualities.

28) Do you use the internet to watch television?



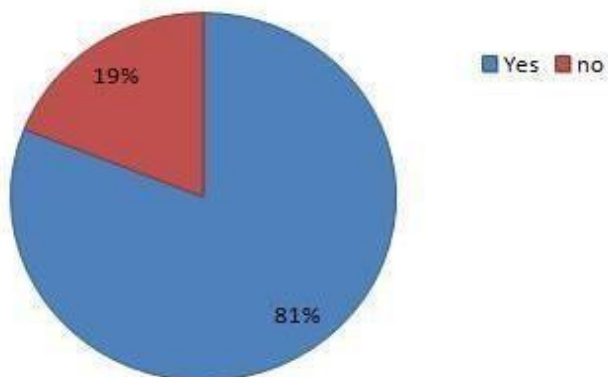
Results of the survey indicate that 72% of people watch TV online in a nearly similar rate.

29). Are you a newspaper reader?



Several age groups were questioned Only a small percentage of people—52 percent—did not read the newspaper.

30). Did you ever purchase from an online



. LEARNINGS

Get to know about challenges and opportunities for digital marketing in India. Gain basic understanding of SEO, SEM, SMM, ORM, etc.

Fulfilling each and every requirement of client is very important regardless of whether that requirement is small or big.

Leadership quality, it's all about the impact you have on other people. You need to have leaders within an organization. Leaders will deal with the customer, project, etc. as a leader. Healthy Competition forced to do better job the trick is to learn from your competitors quicker than they can learn from you. Always look for your competitors' strengths.

Digital marketing work is all about a team work and it always try to give the best out of all. Time management is the big management lesson I have learned as makes individuals more divert to words it works. How to do formal communication and the way how to communicate with each level of management to get work done.

Everyday same task, but the situations are different

It's not only from my experience but also from my observation. All colleagues are doing the same type of work, but the situation is different. Sometimes they have a problem with a client, but the next day they have problems with vendors or with the creative team. While coming to me, my first month was more concentrated on pitch presentation. Industry or clients are different or the requirements of the client are different, but the contents or the flow of pitch presentations are the same.

Observation is the best teacher

Work-life balancing

CONCLUSION

The fact that this project was successfully completed demonstrates the direction that the industry is taking in terms of digital marketing. Digital marketing includes integrated services and channels as well as the placement of advertisements on portals. To effectively reach their target audiences and establish a brand, marketers aim to use these elements. In the current digital era, those who are connected across digital channels serve as brand stewards rather than marketers.

Brands want to increase their online presence because consumers prefer digital media over other types of media. Also, consumers seek out information voraciously, and the only conduit for two-way contact between GlobalShala brands and consumers is digital media.

The finest platform for turning a product into a brand is digital media because it is more affordable and gives marketers a range of touch points. Through digital media, brands may successfully engage their target audience. Brands can use digital media to both acquire and retain customers. It is not simply for engagement. Brand recall among target audiences is impacted more by digital media.

Digital agencies are more important as a result of the importance of having a presence online, and they can profit from online advertising. Digital agencies are expanding and earning more money with smaller investments

because to the growing awareness of digital marketing.

that marketers will find this project report most helpful in understanding digital marketing and developing future strategies.

QUESTINARIES

Q1. How significant are your social media profiles on sites like Facebook, Linked-In, Twitter, etc.?

Not important (don't use at all)

Important (use frequently for personal use)

Very important (use frequently to manage my personal and professional network) Critical (use for my business on a daily basis, as it is an important marketing tool)

Q2. How significant are for you your social media profiles on sites like Twitter, Linked-In, and Facebook?

Not important (don't use at all)

Important (use regularly and have some financial value associated with these Very important (use regularly to manage my finances, shopping, investments, etc) Critical (they are integral part of my online activities and/or business)

Q3. How significant are sites like Picasa, Flickr, Instagram, and others for you in terms of photo sharing?

Not important (don't use at all)

Important (use regularly, as these platforms are a way to share important moments) Very important (use regularly for sharing as well as backing up on the cloud) Critical (integral part of my identity, I use them to showcase my work)

Q4. Which of your domain names, websites, blogs, iTunes, Kindle, or Google Play accounts are the most significant?

Not important (don't own any of them) Important (own some of them)

Very important (own most of them and these accounts have high emotional and financial value for me)

Critical (own most of them, they are part of my identity and/or business)

Q5. How crucial is it for you to keep vital documents like legal paperwork, property records, etc.?

Not important (don't own any of them)

Important (I take photocopies and store them neatly in the cabinet)

Very important (store them in digitized format on external hard disks to protect) Critical (physical and digital copies stored in safe locations such as bank locker)

Q6. How significant are online wallets like PayPal or virtual currencies like BitCoin, Linden, or LiteCoin to you?

Not important (don't have any of those)

Important (have some of those virtual currencies or e-wallets)

Very important (use virtual currencies or e-wallets as part of my online activities) Critical (they are critical part of my business or identity with substantial financial values)

Q7. For you, how significant are digital currencies (like Bitcoin, Linden, and LiteCoin) or online wallets like PayPal?

Yes No ☐

☐

Q8 How likely are you to utilize a one-stop solution that lets you manage all of your digital assets, access and update them from any location at any time, share critical information with family and friends when needed, and allows you to make good future plans?

☐ Very likely ☐ Likely
☐ Neither likely nor unlikely ☐ Unlikely
☐ Very unlikely

Q 9. How likely are you to use this service if it were offered by a bank, insurance provider, or other reputable organization like a law firm?

☐ Very likely ☐ change ☐ Likely
☐ Neither likely nor unlikely ☐ Unlikely

References

1. Philip Kotler & Kevin Lane Keller, Marketing Management, New Delhi, Pearson Education, 2006, pg. no. 537
2. Warren J. Keegan, Global Marketing Management, USA, Prentice-Hall of India Pvt. Ltd., 2002, pg. no. 3
- Philip Kotler & Kevin Lane Keller, Marketing Management, New Delhi, Pearson Education, 2006, pg. no. 52
3. Belch, G. E. and Belch, M. A., 2004. Advertising and Promotion – An Integrated Marketing Communications Perspective. 6th ed. New York: Tata McGraw-Hill.
4. Beard, Fred K., Conflict in the Integrated Marketing Communications Task Group, in Proceedings of the 1993 Conference of the American Academy of Advertising, E. Thorson, Ed., Omnipress, Madison, WI. 1993, pg.no. 21-31.
5. Abed Abedniya, Sahar Sabbaghi Mahmoudi, The Impact of Social Networking Websites to Facilitate the Effectiveness of Viral Marketing, December 2010, International Journal of Advanced Computer Science and Applications, Vol. 1, No.6
6. Andrea C. Wojnicki, Word-of-Mouth and Word-of-Web: Talking About Products, Talking About Me, 2006, Advances in Consumer Research, Volume 33.
7. Chaffey, D., Ellis-Chadwick, Johnston, K.F. and Mayer, R., 2003. Internet Marketing: Strategy, Implementation and Practice. 2nd ed. Edinburgh: Pearson Education.
8. Chen, C.-W., Shen, C.-C. and Chiu, W.-Y., 2007. Marketing communication strategies in support of product launch: an empirical study of Taiwanese high-tech firm. Industrial Marketing Management, pg.no. 1046-56.
9. Chittenden, L & Rettie, R., 2003. An evaluation of e-mail marketing and factors affecting response. Journal of Targeting, Measurement and Analysis for Marketing, Volume