

Internship Project Report
‘How Digital Marketing have changed the face of Marketing’

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Declaration

I, the undersigned hereby declares that the project report, “**How Digital marketing have changed the face of Marketing**”, is based on my own work carried out during the tenure of my summer internship program in **Raletta Technologies**, Indore, under the supervision of my industry guide, **Ms. Pritika Kalani** and faculty mentor, **Dr. Sheetal Mundra**. I ensure that the statements made, and conclusions drawn are an outcome of my own research work.

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Certificate



Certificate of Achievement

We hereby give this to

BHUPENDRA SINGH

for successfully completing his project on *How digital marketing changed the face of marketing* and Digital Marketing and Content Writing internship for a period of 45 days on 30th June 2020.

Navrajvir

NAVRAJVIR SINGH
Chief Executive Officer

Shristi Patni

SHRISTI PATNI
Chief Content Officer

Acknowledgement

In the successful completion of this project, many people have putted their efforts and valuable time and also offered me their blessings and the heart pledged support, and now I am thankful to all the people who have been concerned with this project, and helped me throughout this journey.

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Project Summary

It has been rightly said that change is the law of life and those who only stick to the past are certain to miss the chance to make their future lives better. Look around, and you will experience that everything you have had ten years back has changed in some or the other way. There is no one denying the fact that our lives have truly transformed with the advancements introduced in the field of technology, and one of those is the new way of marketing, the **‘Digital Marketing’**.

With technology speeding up in the modern world, the marketing plans are now created keeping the digital means of communication in mind, such as internet, smartphones, tablets, email blasts, social media, Google ads, etc. ... ' It is on its full swing and is **‘changing the face of marketing’** in India at lightning speed.

Unless you have been living in a remote area, you would probably know that this world is digital now and the continued impact of digital technology on marketing strategies is a gift to marketers. Every one of us is aware of the fact that the reach of traditional marketing is limited to print media, television, and radio, whereas on the other hand digital marketing not only covers these mediums but also brings in many more modes of marketing without demanding extra efforts and resources.

We all understand what digital marketing techniques offers the marketers and why these techniques are day by day increasing their involvement in marketing, there are too many advantages of Digital Marketing like: -

- Cost-effectiveness, as requires less human engagement.
- Faster Connectivity with the customers, through live chat options and AI.
- Maximum Engagement through easily accessible social media platforms.
- Building Brand Reputation by assisting customers 24/7.

Further in this report we will be analyzing that how the introduction of the Digital Marketing has changed the **‘concept of Marketing’** thoroughly and will be analyzing the facts and figures to support our arguments and statements in report.

Industry and Company Overview

The **Raletta Technologies** is the company where I worked as an intern for 45 days and completed my SIP in the field of Digital Marketing and content writing.

The company's headquarters are situated in the city of Indore in Madhya Pradesh. It was first started by the **CEO Mr. Navrajvir Singh** in the year 2015 and in a very short span of time it has outperformed nearly every tech company by growing at a tremendous pace and multi-folding its turnover every financial year; basically it is a start up in the field of digital marketing but by the time it has expanded its feet into several new sectors like: -

- E-commerce
- Deep core coding
- VFX and Graphic Designing
- ERP Software

The products or the services which the Raletta Technologies offers are as follows: -

▪ **PR Bulls: -**

PR Bulls is a content publishing platform started by a team of two individuals with an aim to inspire the world by **creating world-class content and blogs**. Its platform combined with the power of social media is set to showcase your stories.

Navrajvir Singh Chhabra is the Co-founder and CEO of PR Bulls. **Shristi Patni** is the Chief Content Officer at Raletta. She enjoys writing about food, fitness, finance and everything in between.



- **Raletta Studios: -**

It is a product of Raletta Tech. which produces world class VFX, graphic designs and 3D animations for their clients and outsource their services to different firms around the globe.

- **Digital Marketing: -**

The firm's one of the most important tasks is to do digital marketing of their clients. They do this through different modes of online marketing like Email marketing, Backlinking, Ad Services, **SEO (Search Engine Optimization)**.

- **Merrchant Software: -**

Merrchant is a cloud-based **Enterprise Resource Planning System** started by Mr. Navrajvir Singh and Mr. Ishan Mishra, that is fit for all types of businesses - from manufacturing to mega corporations.

With easy sign-up and login, multiple enterprise accounts can be managed with ease. It is packed with powerful features such as easy migration, multiple languages email integration, open API, Data encryption and backups, bank statement reconciliation, professional quotations, accounting, user roles management, multiple currencies, file attachments, HRM, CRM, intelligent inventory, vault, project management, purchase order generation, reports, time tracking, subsidiaries etc.



Objectives

The objectives of this research project are: -

1. To know about digital marketing and its different tools and techniques.
2. To compare the modern and the traditional techniques of marketing.
3. To analyze the growth of digital marketing activities in the business world.
4. To know about the tools of Digital Marketing, used in **Raletta**.
5. To conclude upon future scopes of digital and internet marketing, in **Raletta**.

Methodology

In this report, the **Descriptive Study methods** have been used, this is designed to allow a researcher to basically look around for different aspects of a research topic, with aim to reflect proper facts and figures.

The secondary data and information have been analyzed for the preparation of this report. The secondary data and information have been collected from different sources like, websites, different journals and researches, e-books, and company sources of **Raletta**.

Digital Marketing- The Overview

What is Digital Marketing?

Basically, Digital marketing is a modern technique of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.

Why Digital Marketing?

There are many reasons to opt for digital means of marketing, but the most important reason is that digital platforms became increasingly incorporated into everyday life, and people increasingly use digital devices instead of visiting physical shops.

Nowadays, people prefer ordering online and uses digital platforms for entertainment, movies, sports, cabs, bookings, food orderings too and there the need of digital marketing arises, where the businesses can market their products or can reach out to their customers through digital modes.

There are various other excuses to use digital marketing, for example: -

- Digital Marketing Is More Cost-Effective than Traditional Marketing.
- Digital Marketing converts leads into sales.
- Digital Marketing Helps Generate Better Revenues.
- Digital Marketing Facilitates Interaction with Targeted Audiences.
- Digital Marketing Provides better ROI for Your Marketing Investments
- Digital Marketing Earns People's Trust as people can connect to the seller instantly.

The Tools and Techniques of Digital Marketing

There are many modes and techniques of Digital Marketing through which a firm promotes its products online (digitally), for example: -

1. Search Engine Optimization (SEO)

Search Engine Optimization or SEO is essentially pulling up your website so that it comes up naturally or organically for search results in Google, Yahoo Bing or any other search engine. Google updates its algorithms regularly so that only the relevant results come up. Google tries to prevent sites that do not deserve to be on the top of **Search Engine Result Pages (SERPs)** and promotes those websites which are well optimized and matches the searches the most. So, there is no doubt you should invest in SEO work. Your website should address the technicalities related to content and query matching, spidering, indexing, and interpreting non-text content. Remember, it is the most cost-effective marketing strategy that will bring organic traffic to your business.

2. Content Creation

Content can be presented in different formats, including **blogs, white papers, e-books, case studies, how-to guides, question and answer articles, forums, news and updates, images, banners, info graphics, podcasts, webinars, videos, or content for micro blogging and social media sites**. All recent changes to Google's algorithm - be it Panda, Penguin or Hummingbird - point to the fact that content is the most important metric while filtering search results. You can be creative and create content on any topic and then skillfully link it indirectly to your business. Also, you need to customize your content for different platforms. For example, the content for mobile phones should be crisp and short. Remember, an effective strategy will engage your readers and leave them interested in more information from you. Good content is shared and is the best way for branding your business.

3. Social Media Marketing (SMM)

Social Media Marketing or SMM is an offshoot of your SEO efforts. It involves driving traffic to your sites or business through social sites like **Facebook, Instagram, Twitter, Pinterest, Google+, LinkedIn**, etc. As we mentioned above, good content is shared and liked. So, create and customize content for different social media platforms. The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan. In order to create a successful marketing campaign via social media, a consumer must be open to the technology.

4. Digital Display Advertising

You may use a variety of display advertising formats to target potential audience - be it text, image, banner, rich-media, interactive or video ads. You can customize your message based on interests, content topics, or the position of the customer in the buying cycle. However, note that Digital Display Advertising is relatively costly. You need experts to drive good ROI for your business.

5. Mobile Marketing

Mobile marketing is a relatively new branch of marketing, referring to the two-way marketing communication between company and customers that takes place **via mobile devices**. The website, apps and content are being customized for mobile devices. The mobile users are growing day by day and it is the most effective way of marketing.

6. Viral Marketing

Viral is today's electronic equivalent of old-fashioned **word of mouth**. Viral Marketing is a strategy where a unique content spreads exponentially online because the content is appreciated, shared and liked immensely. This is a great way to brand and drive traffic to your website. The content can take any format; all you need is to be creative. Marketers have caught the bug and are increasingly weaving viral components into their marketing plans. Not only is the approach relatively inexpensive, but also it can sometimes be more believable than standard ads."

7. Email Marketing

When you send a commercial message through email to a list of potential customers, the strategy is called Email Marketing. With effective email marketing software, you can maintain email lists that are segregated based on several factors, including customers' likes and dislikes, and spending habits. Remember to send personalized emails; this helps to develop trust.

8. Affiliate Marketing

Affiliate Marketing is a performance-based marketing program, where you pay publishers who bring you customers. The performance may be based on conversions - promotions, leads or simply sales. You may like to be part of the affiliate programs of different publishers. Essentially, the publishers will give you space in their pages to advertise your business and help you drive conversions; and you will pay them based on the compensation model. You may avail the help from an Affiliate Network, which will give you a large base of publishers, and other benefits like tracking and reporting technology. Affiliate Marketing is especially useful for startups, as it will bring in more traffic to their business through high-traffic sites. Affiliate Marketing is a win-win situation for both the merchants and publishers. Sites like **Amazon, eBay, LinkShare and Flipkart** run Affiliate Programs. In fact, most online businesses with appreciable traffic have their own affiliate programs.

9. Online Public Relations (Online PR)

Public Relation is significant part of modern marketing tools. Companies that do not consider PR can lose customers. The question is how many customers they can lose? The answer of this question is very difficult, because PR is much more difficult to measure than for example internet advertising, however correctly realized PR always brings some benefits to the company. Online PR has advantage over the traditional PR in the possibility of great and fast two-way communication on the internet. Companies running an online business can develop online public relations through publishing PR articles in online PR catalogues, press releases in online media, by sharing videos or music containing commercial message or advertisement, or by participating in various discussion forums concerning the related topic or pro-ducts.

10. Web Analytics

Perhaps, the most important aspect of your Digital Marketing is Web Analytics. Essentially, Web Analytics helps you to collect, measure, understand, analyze, plan, report and predict the web activities for your business. Web Analytics should not be confused with Web Statistics. As opposed to simple reporting, Web Analytics gives you analyses and different angles to ponder vis-à-vis your business. Some of the important Web Analytics tools are **Google Analytics, Spring Metrics, Woopra, Mint and Chartbeat etc.** It goes without saying that every online advertiser should use Web Analytics to understand his customer habits, his business and improve the ROI and conversions.

The Digital v/s Traditional Marketing

<u>Comparison Metrics</u>	<u>Traditional Marketing</u>	<u>Digital Marketing</u>
<i>People Reach</i>	Low	High
<i>User Target</i>	No	Yes
<i>Cost</i>	High	Low
<i>Return on Investment (ROI)</i>	Low	High
<i>Tracking</i>	No	Yes
<i>People Reach (Internet)</i>	Without internet	With internet
<i>Communication</i>	One way	Two way
<i>Target market</i>	Message may not hit target market	Due to analytical data message hit target market
<i>Ad</i>	Static and unchangeable	Dynamic and can be revised
<i>Focus</i>	Business Profit	User satisfaction + business profit
<i>Value vs Advertising</i>	Try to increase sales with their ad posts	Provide value to audience

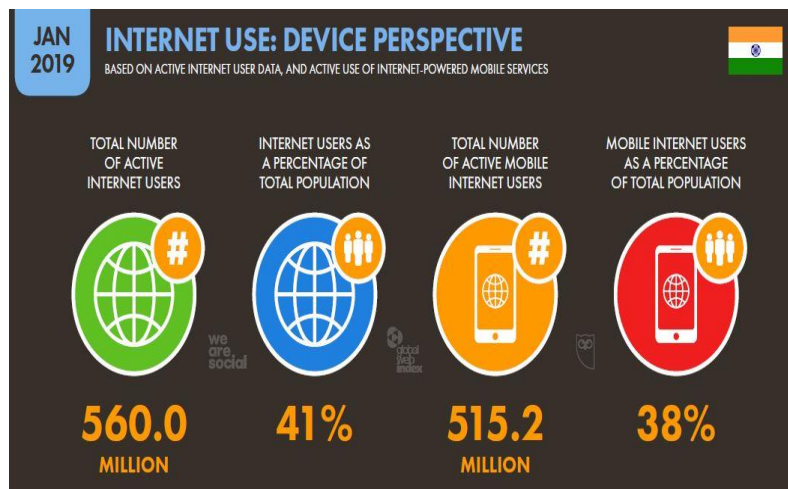
The Growth of Digital Marketing in India

The Internet Users in country and the Opportunity for Digital Market

Door to door advertisement, word-by-mouth publicity, radio announcements, TV commercials – India always relied on **traditional methods of marketing**. Until the internet happened! The tools of marketing changed from humans to gadgets. It became easier to penetrate through a large segment of the audience in minimal efforts. And as the number of laptop and mobile phone users keeps expanding, **digital marketing** to spreads its wings wide and far.

It was ultimately in 2007 that the launch of **Flipkart**, an e-commerce marketing website changed the structure of marketing in India. And over the years the Digital Marketing Industry has prospered into bringing a large percent of business online with its promising ability to create a **global network and flourish** even the small businesses internationally.

The return on investment for businesses through digital platforms has exceeded than that from real life platforms. Companies are today shifting towards a more digitally empowered set-up to make the most of the golden period of digital marketing that India is witnessing.



About **70-80% of the population** is dedicated to making purchases online, and all of it in a country that still has about 2/3rd of the population with no access to the internet or smartphones. As the access to the internet over a larger population rises, India is to witness a revolution in terms of **digitalization** that will soon make India as one of the **top markets in the world** with the highest numbers of internet users.

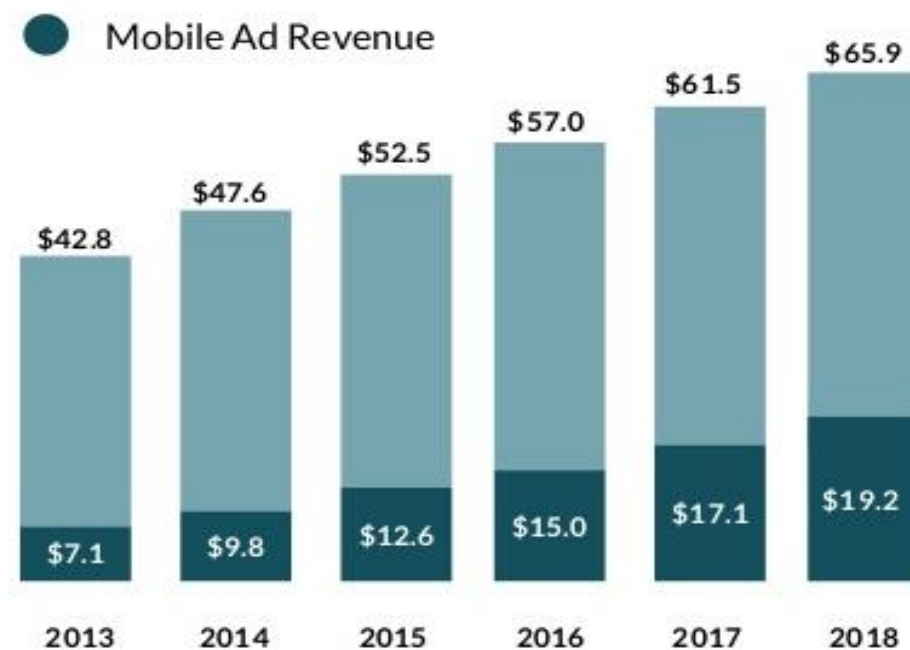
Online podcasts, web stories, entertainment, sports, business, social awareness and career in India gets more **dependent on digital platforms** for generating revenue, sharing information and country's progress, Digital Marketing is becoming a promising industry with rapid career growth, increasing influences, and widespread activities.

The Growth in terms of Numbers

According to the researches, it was found that the digital modes of marketing and advertisement has increased its existence by 15% till 2015 and the traditional modes are decreased in terms of their market share by 5-10% between 2011- 15, and this change is being continued more quickly in recent years.

According to the below mentioned figure, almost **\$65.9 billions** were generated through the ‘**Digital Ad campaigns**’ in the year 2018, in which 29% of share i.e. **\$19.2 billion** was acquired by the Mobile Ads.

This data also shows a **55% growth in the revenues** generated through ‘Digital Ad Campaigns’ in 5 years, and we can estimate from this, that how growing and a promising future can ‘**Digital Marketing**’ have in India.



The top Digital Marketing Agencies in the country

1. Web chutney

- **Located at:** Mumbai, New Delhi and Bangalore
- **Clientele:** Microsoft, P & G, Airtel, Unilever, Wipro, HDFC, Titan and many more

2. Pin storm

- **Located at:** Mumbai, Delhi, Bengaluru, Singapore, Kuala Lumpur, Zurich and Santa Clara.
- **Clientele:** Walt Disney, Yahoo, Canon, HSBC, Café Coffee Day, ICICI, ET Now, GQ among many others

3. WA Consult

- **Located at:** Mumbai, Delhi, Bangalore
- **Clientele:** Nikon, Warner Bros, Phoenix Market city, PVR Pictures, Sony Six, Godrej, ONLY, Vero Mode among the other.

4. Intellemo

- **Located at:** HQ at Gurgaon. Services provided in India, US and UK.
- **Clientele:** UrbanClap, Yatra, Lens kart, Compliance Point, Fans Rave, Square listings, Enterprise DNA, etc.

5. Gozoop

- **Located at:** Mumbai, Singapore, Dubai
- **Clientele:** Mumbai Indians, Dell, India Bulls, Citi Bank, BMW, Ferrari, Asian Paints, Amazon, MOD, among others.

6. Every Media

- **Located at:** Mumbai
- **Clientele:** Hyundai, Whistling Woods International, Yash Raj Films, Eros, SIEMENS among the others

7. Social Wavelength

- **Located at:** Mumbai, Delhi, Bengaluru, Hyderabad
- **Clientele:** Idea, HDFC, HUL, Nokia, Franklin Templeton Investments, Star Plus, Just Dial among many others

8. Phonetics

- **Located at:** Mumbai
- **Clientele:** Cadbury, HT Media, Sony Entertainment, Ford, Nissan, Monginis, ICICI among many others.

9. Blog works

- **Located at:** New Delhi
- **Clientele:** Harley Davidson, Marks and Spencer, Mahindra, Allen Solly, Fastrack, Samsung among the others

10. Ad syndicate

- **Located at:** Mumbai, Delhi, Bangalore, Pune, Manipal, Chennai, Kolkata, Goa
- **Clientele:** Tata Motors, ISUZU, Union Bank of India, State Bank of India, Mahindra, Manipal University, Western Digital, ABB and many others.

The Career Opportunities in Digital Marketing Industry

There are a plenty of **new career options and job opportunities** which were created in the field of digital marketing in past 10 years. These jobs are increasing their share in jobs market of India at a tremendous rate.

Some of the best ones are as follows: -

- Digital **Marketing Manager**.
- Content Strategist.
- Virtual Reality Developer.
- **SEO and SEM** Specialist.
- User Experience Designer.
- Data Analysts.
- Email **Marketing Specialist**.
- Internet of Things **Marketing Specialist**.
- Social Media Influencer.
- Blogger.
- **Vlogger**.
- Web Analyst.
- **Copywriter**.
- Ecommerce Manager.
- PPC (**Pay Per Click**) Manager.



Use of Digital Marketing Tools in Raletta

Raletta Technologies was purely started as a tech company which will be performing different digital marketing and online support activities for their clientele. I also worked with them on many different areas and got to know about the tools and techniques they are using to perform their client's tasks, and these are as follows: -

- They do **Email Marketing** where they told our team to mail some 50-70 mails everyday to different people containing information about different products of different brands (sometimes of their own).
- They also perform **Backlinking** activities, which they gave us to do during our tenure, and there they gave us 100 links daily of different websites and told to visit there and do some comments or likes etc. to make those websites more strong in search results through bringing more traffic.
- They also made us do **Social Media Marketing**, where they gave us an article on daily basis and we were supposed to share that on our social media handles like LinkedIn, Pinterest, Twitter etc.
- We were also given some blogs to write (**aka Content Writing**) on the Blogger, in which we were given a topic to write on, related to a product of their client and at the bottom attached a link to their client's website, so that the influenced reader can directly get in touch with the seller. This was basically another mode of marketing and ads.

Basically, these were the things which I did during my tenure at Raletta, but the portfolio of activities done by Raletta is too vast and covers all the points of digital marketing mentioned on Page no. 12 & 13.

The Limitations of Digital Marketing

Digital Marketing is not very old industry, then also it's expanding at a **rigorous rate**, and we all now that this method of marketing has a very bright scope in India, as it has a lots of **advantages** which attracts marketers towards itself.

Along with these many pros, this technique has many **loopholes** too, which are needed to be filled, otherwise they can **damage** to a firm in a very devastating way.

Some of those loopholes or cons can be stated as follows: -

Limitations of Internet accessibility:

The Digital marketing mostly is based upon the world wide web. In this contemporary world, there are still a few places in which the world wide web is not accessible, or the online connection is quite poor. In those distant locations, digital advertising does not have any function. It is quite tricky to target those clients who reside in these areas. Because with no net, Digital marketing is only a puppet. This is a significant issue of Digital advertising. There is absolutely no means of escaping out of it.

High Contest of Brands:

Speaking about benefits and disadvantages of Digital advertising, this is a fantastic mistake of Digital advertising. A consumer and customer must know more about the high rivalry of brands. When a client searches for a goods or merchandise, then the professional services using the exact same advertising approaches, look on the customer's home page. Thus, this provides the customer a similar product of another business. For this reason, some clients lack their confidence to publish their ads on internet.

One of the chief drawbacks of Digital advertising is piracy:

It is frequently seen that any firm reproduces your merchandise and market them as their merchandise. Copying of a picture is not hard. Additionally, they can make an adverse impact on your products which will damage your online reputation. Thus, to continue to keep your promotion plan is must. But very often it will not secure in the piracy manufacturers. Piracy manufacturers are constantly there to replicate your enterprise plan.

Can market only consumer goods:

There is a practical downside of Digital advertising. It is just profitable for consumer products. We cannot market the industrial products or pharmaceutical products via Digital channels.

Conclusions

According to the law of change, the technique & way of working & doing things keeps changing, & who adopts the change that person gets succeeded in his life & if he does not then will be kept aside. So according to this law each & every technique of life / Business function it must be changed.

Today, the nature of business function is changed, from Sending Messages through Post to E-mails. Like the same, each function of business is also changed from traditional ways to Modern ways i.e. Purchasing/Selling/advertising Online instead of direct selling through door to door advertising using traditional methods. There is no barrier/restriction free from geographical areas of selling the product/ advertising of product. So, using new ways of advertising/ Marketing through internet will be profitable & affordable for each & every business.

This is a growing business field. Digital marketing is nothing more than taking advantage of new technologies to achieve marketing objectives. The digital marketing team and the marketing department are no different.

Everything have its own disadvantages, and we should not run away from the fact that Digital Marketing also have many of those, but it is well said that “every game changer needs some changes in his game initially”, and so is the Digital Marketing.

Talking about Raletta, it is the organization started with the vision to utilize the technology to make profits, and it quite fulfilled its vision. But it should not stop here, the board members would have to be ready for the future challenges which are going to come in forms of drastic technological changes, and they have to implement those to be in the market.

If Raletta keeps its current speed of growing as it is, and goes with the present conditions of that time, then no one can beat it in any terms.

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