

SOCIAL MEDIA MARKETING FOR SHOPERKART

7/11/2020

SAHIL CHOUDHARY

Summer Internship Project Report

On

SOCIAL MEDIA MARKETING FOR SHOPERKART



By

SAHIL CHOUDHARY

2018BBA035

Under the Supervision of

Dr. Richa Mishra

**(Submitted in partial fulfillment of the
requirements for BBA degree)**

Institute of Management

JK Lakshmipath University, Jaipur

(2020)

DECLARATION

I, the undersigned solemnly declare that the project report, “**Social Media Marketing**”, is based on my own work carried out during the tenure of my summer internship program in Shoperkart company. Under the supervision of my company mentor, Mr. Varun Lau and faculty mentor, Ms. Richa Mishra.

I assert the statements made and conclusions drawn are an outcome of my research work. I further certify that

1. The work contained in the report is original and has been done by me under the general supervision of my supervisor.
2. The work has not been submitted to any other institution for any other degree/diploma/certificate in this university or any other university of India or abroad.
3. We have followed the guidelines provided by the university in writing the report.
4. Whenever we have used materials from other sources, we have given due credit to them in the text of the report and giving their details in the reference.

Name : Sahil choudhary

(College) Roll NO: 2018BBA035

CERTIFICATE

To Whomsoever it May Concern

This is to certify that Mr. Sahil choudhary student of BBA 2nd year, JK Lakshmipat University, Jaipur has undertaken summer training in our organization from **20th May, 2020** to **5th July, 2020** on the project titled **Social Media Marketing for Shoperkart** Under my guidance. To the best of my knowledge, the study undertaken by him/her is original and is not replicated in any research paper, report or literature.

I wish him/her all success in life

Signature of the Project Guide

Name of the Project Guide : Varun Lau

Date: 11th JULY, 2020

Designation

ACKNOWLEDGEMENT

In the accomplishment of this project successfully, many people have bestowed upon me their blessings and the heart pledged support, this time I am utilizing to thank all the people who have been concerned with this project.

Primarily, I would thank my company mentor; **Mr. Varun Laura** and Faculty mentor, **Ms. Richa Mishra** whose valuable guidance has been the ones that helped me patch this project and make it full proof success. Their suggestions and instructions have served as the major contributor towards the completion of this project.

Then I would like to thank **Mr. Ashwini Sharma**, Director – Institute of Management, for providing me with this opportunity and being able to complete this project with success.

Lastly, I would like to thank my parents, faculty members and friends who have helped me with their valuable suggestions and guidance which has been helpful in various phases of the completion of this project.

TABLE OF CONTENT

TOPIC

PROJECT SUMMARY_____	6
OVERVIEW (SOCIAL MEDIA MARKETING)_____	7
COMPANY OVERVIEW_____	14
RESEARCH METHODOLOGY_____	18
DATA ANALYSIS_____	20
OBSERVATION _____	22
BIBLIOGRAPHY _____	24

Project Summary

- Social media marketing is the use of social media platforms to connect with your audience to build your brand, increase sales, and drive website traffic. This involves publishing great content on your social media profiles, listening to and engaging your followers, analyzing your results, and running social media advertisements.
- The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, YouTube, and Snapchat.
- Primary data is collected in the form of questionnaire from a sample of survey to different people.

OVERVIEW

ORGANIZATION:

Digital Marketing Strategy for SHOPERKART You want to purchase groceries, want to purchase personal care item from a shop nearby but don't want to go there personally. Shoperkart App lets you do that at the comfort of your home. Order groceries from your local kirana store but with a digital platform where all your order will be booked online and you will receive the order at your doorsteps. This app helps you meet your local traders digitally. And from the point of view of small businesses, this app lets them connect to their customers digitally. It helps the small businesses to have an online presence 24X7.

SOCIAL Marketing Strategy

- Know your Audience: know demographics of your target market. Who your potential customer is. The small businesses which needs help in making online presence are the target customer for shoperkart. So a full through study about the kind of business we want to include in the app should be the priority.
- Creating an effective App Store Page: an app store page is the where the customer downloads the app from. So it should be descriptive. It should be a welcoming page. It should contain screenshots of the app which conveys the best selling point. The title and the description should be catchy and appealing.
- Social media: with more than 300 million active users on facebook and about 70 million active users on Instagram. Social media is the best

medium for advertising. The number of followers on each platform leads to more popularity of your app. Coming up with interesting content on these platforms attracts a lot of audience. Visibility and reach can be increased through this medium at very large scale and in very less time. So the use of hashtags, attractive posters and images can generate visibility. Articles and blogs also have an enormous effect on the popularity of the app.

- **Influencers:** the use of social media can also be enhanced with the use of influencers. Influencers are the opinion leaders who bring in customers on the basis of their reputation. Small 30-40 second videos of influential persons or celebrities on the social media pages, youtube, twitter, facebook, etc can help in promoting the app. But this needs to be considered very critically. Because the budget available for promotion needs to be kept in mind when choosing the influencer. Also since the brand image of the company gets dependent upon the brand image of the celebrity so it is very important to choose the influencer by keeping all the important points in mind. The celebrity should be the one who the customer can relate to. Influencers are not just celebrities or popular known people but micro influencers are also helpful for promotion purposes. Bloggers and micro influencers can be contacted for the advertising purposes. Small videos of them or they promoting the app on their personal blog pages can be very helpful. This is also very cost effective comparatively from the celebrity endorsements. This can also be proved very effective when targeting a particular area with its own local micro influencer. One more benefit of using micro influencers can be that their engagement is more genuine.

- **Search engine optimization:** Good SEO on meta description, articles, videos, and use of good hashtags is always proved helpful for the

marketer to become more and more visible. This is very important because when people are trying to find information and they quickly get it makes your app even more popular. Just like the swiggy's marketing model where they make use of important keywords like food, restaurants, food delivery etc in their meta description and also in their advertisements elsewhere even helps them fetch more customers. Because when a customer is trying to search any food item or food delivery restaurants the google page will show them results of swiggy. This same thing can be used here too. The good choice of keywords will help the customers in discovering the app. More benefit of using good and relevant keywords leads to generation of relevant customers.

- Search engine marketing: the paid methods can also bring in a lot of traffic to the website and can lead to app downloads by relevant customers. Since google also puts the paid advertising in the first priority. When a customer do some research for anything related to your product, google displays it in the first page of the search. SEO and SEM together can generate quality traffic. But since this method is a paid version of marketing it can be proved costly. Here again the budget needs to be kept in mind.
- Pop up ads: this type of marketing have its own advantages and disadvantages. Pop up ads generally leads to more visibility of your app. Interested customer can directly go to download page from the link available in those javascript. These types of ads pop ups in the screens of the person who once searched for a similar product that you offer. Every time a person open your page through the pop up ads it is added to the page views. But at the same time pop up ads can be sometimes irritating for a person who is not the relevant customer.

- E-mail marketing: email marketing is very helpful in building relationships with the customers. It can encourage interactions from the customers. But the content of emails should be interesting and should appeal to the customers.
- Instant messaging: instant messaging through whatsapp and text messages can be proved very efficient. Since you are directly interacting with your target audience through this option. Be very careful while doing this because earning the trust and time of the customer can be tricky. This method can be used for updating the customers about new blogs and can also be used for customer support. Since the customer also feel valued if their queries are solved through this kind of personal interaction.
- Monitoring your online presence as well as responding: this is also very important. To monitor what customers, reviewers, bloggers are saying about you online. Since you only want positive feedbacks, monitoring tools like “mention”, “media monitoring” helps you track every article, post, hashtags, @ mentions etc. And this monitoring will help you solve any queries and complaints of your customers. We should be able to respond to every negative comment and solve the complaints. Social media is very important when promoting your product and it can also be used to defame your brand. So respond to the negative comments in a constructive way. Respond with wise answers and use the complaints to your advantage. Do not try to be defensive. Be gentle, patient and professional when responding to negative comments. A solved query of a customer can be proved to be added value since it will ultimately lead to good word of mouth.

- Analysis: using tools like google Analytics help you measure your ROI for the money you spent on advertising. The in-depth details of your customers can be found out through this. The geography, age, location, gender, etc can be found out and will ultimately help in making better decisions in future.

WHY SOCIAL MEDIA IS IMPORTANT FOR BUSINESS MARKETING

1. Build Awareness:

If people don't know about your business, they can't become your customers. Social media boosts your visibility among potential customers, letting you reach a wide audience by using a large amount of time and effort. And it's free to create a business profile on all the major social networks, so you have nothing to lose.

Define what you want to get out of social media to develop a social media strategy. Do you want new customers to discover your services? Do you hope to bring more local shoppers into your stores? By keeping your strategy specific, you can determine which social media channels are the best fit for your business.

2. Communicate Authority:

Customers are increasingly savvier and more discerning about which businesses they support. Before making a decision, they'll do a quick search to browse your website and social media.

Look for ways to demonstrate your expertise as a thought leader in your industry—like writing pieces related to your expertise or expanding on your company’s mission. By showing what your business offers and values, you will establish confidence in potential customers.

3. Show Authenticity:

Customers aren’t interested in businesses that publish dry, corporate-style social media posts. Instead, let your brand’s personality shine through in everything you share on social media. What does your brand voice sound like? How does it represent who you are?

Practice getting your tone just right, whether it’s casual and funny or formal and friendly. Be true to who you are, not who you think you should be. Followers want to see real people behind your social profiles. Show them.

4. Encourage Engagement:

Social channels evolve, constantly releasing new features, and this rapidly changing environment can be intimidating for some business owners.

You can create engaging video content for social media with a simple setup—good lighting, a smartphone, and a tripod. Also, do a test run before you go live to make sure your internet connection or hotspot has enough speed to avoid delays and interruptions.

5. Provide Support:

Social platforms have successfully broken down barriers between companies and their customers. Now, instead of calling a customer service line, many people turn to Facebook or Twitter to solve problems or find information. Develop your reputation as a responsive, caring brand by offering support through social channels. Create a system for tracking customer comments, questions, and complaints on social media. Respond as quickly as possible to questions and concerns.

6. Grow Affordably:

Marketing costs add up, and not every business can afford huge campaigns. But you can get a lot of value for your dollar with social media advertising. Your business, regardless of size or budget, has an opportunity to grow your audience and reach your objectives through ads on social platforms like Facebook and Instagram.

When building an ad campaign, know who you're trying to reach and what goal you want to achieve so you don't waste any of your budget on unhelpful advertising. Avoid overly salesy ads, and opt for content that educates or entertains (or does both at the same time).

Social media is a crucial part of your business marketing, but it doesn't have to be stressful to manage. Take the first step, create a profile, and start engaging with your customer.

Company OVERVIEW:

- ❖ Shoperkart is a mobile application that helps small business owners to e-connect directly with their customers

- ❖ The application is built on O2O model, a concept that attracts consumers in an online environment and encourages them to visit the offline store.
- ❖ With the usage of this app, a small retailer gets an online presence, free of cost. It helps a small retailer to showcase and sell their offline products and services online.
- ❖ A seller is free to offer as many products or services on this app, the customer can order any of it and get delivered on their doorsteps.

Features in shoperkart for Business app:

1. Very easy to register by filling in business details like shop name or number, address and a valid mobile number.
2. Select a business type from a wide range of pre-defined business category.
3. You have an option to select product or service depending upon the nature of business, for example if you are consultant you can select services and if you are a garment retailer or kirana store you may select product.
4. After selecting the business category you can easily add product or services details like product name, product discrimination, MRP, selling price and offer discount if any.
5. Edit the product categories as well as details at any given time.
6. Add or delete products as per convenience.
7. Easy to manage or track orders. The app automatically calculates the entire order amount value along with the discount saving the time of the retailer to make payment slips or reconciliation.
8. Seller will receive a notification for any new order he received.
9. Seller can notify the customers on the launch of new product through the same application.

10. You can directly call the customer from the app just by clicking on inbuilt calls buttons when necessary.
11. Option to promote the product or store to a target customers through the inbuilt shopping app sharing link.

CUSTOMERS FEATURES

1. The application is 100% free and can be downloaded from Google play store.
2. Trusted sellers from the local area.
3. Wide range of products and services to choose from.
4. Clear details about the product and services as well as services with complete description, pricing and discount offered.
5. Easy to download, use and order.
6. Fastest doorstep delivery.
7. Various payment methods available including digits platform as well as cash on delivery.
8. The store can be accessed 24x7.
9. No queues not waiting time for shopping.
10. Access to multiple stores with product and services in a single app.

OBJECTIVE

OBJECTIVE OF SHOPERKART APP FOR BUSINESS:

❖ TO PROVIDE RETAILERS AND ONLINE PLATFORM AND CUSTOMERS WITH GREAT DISCOUNTS:

Since the fundamental objective of the Shoperkart is O2O or the Online-to-Offline model, that is a concept that attracts consumers in an online environment and then compels them to visit a retail location, we request retailers for promoting home delivery that to as fast as possible and exceptional services along with the best of discounts and offers to the customers to retain them for revisits and repurchase.

❖ AVAILABILITY OF DIFFERENT MODES OF PAYMENT:

Accordingly, the current mode of payment designed is cash on delivery, currency on store pick up, Paytm, UPI, direct account transfers, phone pe, etc.

❖ THE RETAILER CAN USE THE APP EASILY AND PROVIDE CUSTOMERS ITS SERVICES:

The app is straightforward to use, and the retailer can upload as many products and services as they want. The app is designed for an offline store to integrate online, and to cater to the customer in the proximity of Ur offline store, the maximum distance of service is 10KM radius. Still, the retailer has the freedom to define their service area. Since apps help to operate in smaller geographical areas which help retailers with the best services to their customer and intern the customer are also satisfied with best discounts and timely delivery from their next to home store.

❖ AN INBUILT FEATURE FOR RETAILER TO SHARE THE APP TO ITS CONTACTS AND PROMOTE HIS BUSINESS:

There is an inbuilt feature in the app where the retailer can share the customers' Shoperkart shopping app to all his existing contacts to whom they can showcase their products & offers. The application is fantastic to retain your current customers besides adding new customers.

❖ LESS COMPETITION FOR THE RETAILER AS CUSTOMER WILL SEE ONLY HIS STORE

All the customers to whom you share the shopping app link will be able to see only your store online in that business category, so there will be no competition for you the way it is there in other e-commerce market place. This helps you to retain all your existing customers, and accordingly, you can customize and promote your products and offers. Your business store will always be displayed on the top of the customer Shoperkart shopping app to whom you will share the shopping app.

RESEARCH METHADODOLOGY

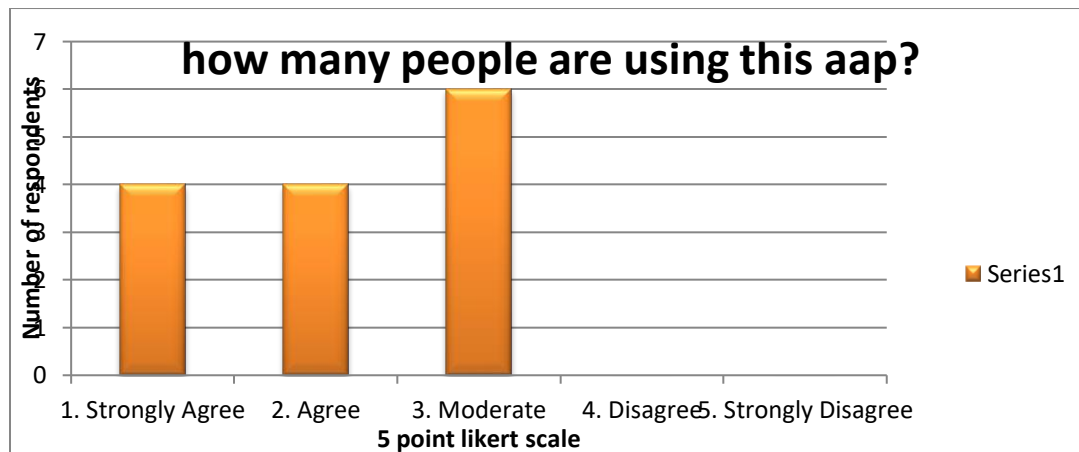
PRIMARY SOURCES:

This study focuses on primary data collected through questionnaire. A primary survey has been conducted to identify the perception of people towards Shoperkart.

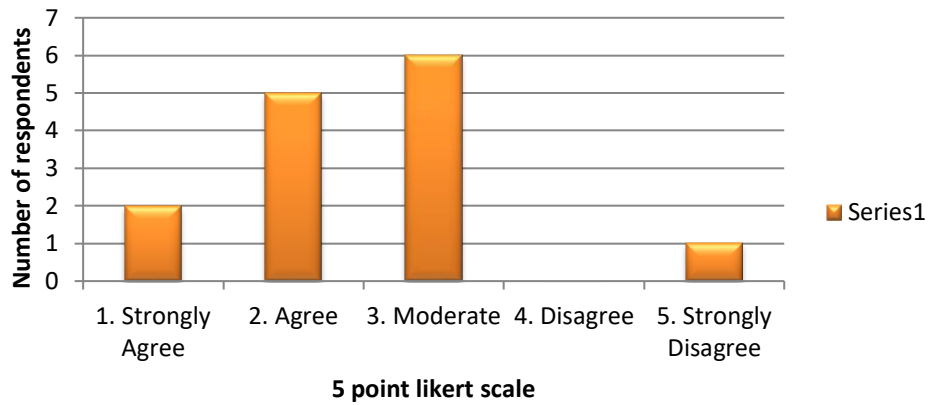
RESEARCH DESIGN:

This study has utilized survey research methodology. The survey was circulated to respondents through E-mails. The population for this study are working are professionals residing in Jaipur, both males and females.

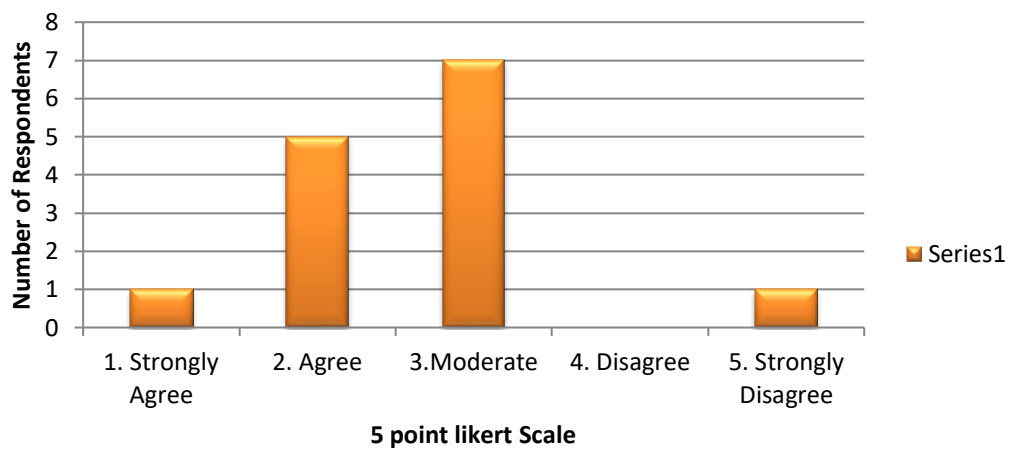
The respondents are in the age group from 24 years to 52 years. A total of 14 respondents from the population have been selected



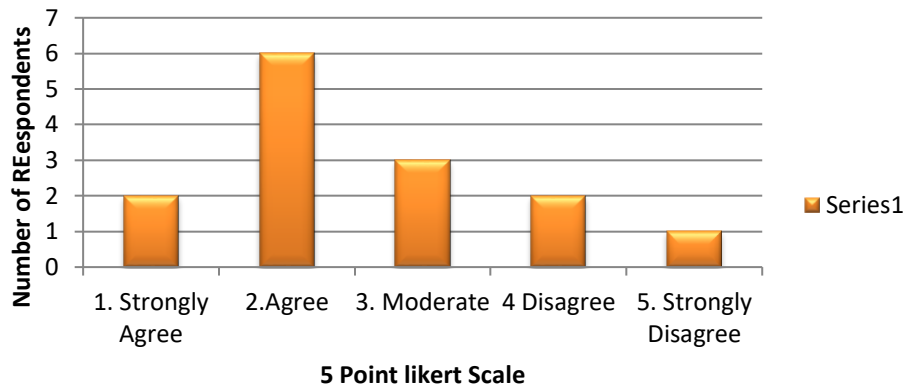
how many people are purchasing from Shoperkart?



Do Shoperkart communicate with you?



Does this app makes you feel good?



OBSERVATION :

- ❖ 50% of the people are using this app and they are well know about this shopping app, they are enjoying and happy by using this app.
- ❖ Majority of people of the respondents moderately thinks that Shoperkart app is doing well for their customer.
- ❖ All the customers are satisfy by the online shopping market.

Bibliography

- www.mudrahome.com
- www.wikipedia.com
- www.googleforms.com
- www.scholar.google.co.in

www.accountlearning.com