

Summer Internship Project Report

On

**Effectiveness of
Digital Marketing**

By

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

Institute of Management

JK Lakshmipat University, Jaipur

(2019-20)

DECLARATION

I do hereby solemnly declare that the work presented in this Internship Report has been carried out me and has not been previously submitted to any other University, College, and Organization for any academic Qualification, Certificate and BBA Degree

I hereby warrant that the work I have presented does not breach any existing copyright acts.

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CERTIFICATE



Date: AUGUST 8, 2020

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Digant Bhatnagar has successfully completed his Summer Internship with Mea Ame Pvt Ltd.

He was working as a Business development Intern from June 1, 2020 to July 30, 2020 and was exposed to a plethora of activities for the same division.

He has also successfully met the expectations of the project undertaken and has been a great addition to the team.

Furthermore, from the time He joined us, we found him getting along well into mea ame culture and values.

We wish him all the very best for a successful career ahead.

Best Regards,

Piyush Chhabra

(Founder & Director)

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ACKNOWLEDGEMENT

This report has reached its completion due to the joint effort made by many individuals. As such, I must express my gratitude to everyone involved.

First, I would like to thank my Professor Dr. Sheetal Mundra for the moral support from the onset and throughout and providing me with the necessary guidance and information needed to complete this report.

I am also very thankful to Mea Ame Pvt. Ltd. for letting me do my internship at their organization. The learning and hands on experience I gained during my time there has allowed me to have newer and more refined perspectives about the knowledge I had received in my courses at JK Lakshmipat University.

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PROJECT SUMMARY

This report covers the overall situation of Social Media Marketing platform and its contribution on business development and customer awareness of one of the Mea Ame's product Organic smokes.

The authors main objective was to understand the roles, implication and impacts of digital marketing on sales and understand the impact of social media on the field of digital marketing that is being constantly established nowadays for the long run success of companies.

In this report, the author has included the organization's overview as well as the responsibilities author has been given to handle. The author also included the thorough research of the company's official website and presented some suggestions and area of improvement.

The report also discusses the present scenario of digital marketing in India and future scope of the same.

The report has been made in a very short time and some of the data provided on the report may not be accurate by the time it is evaluated as we know digital analytics literally change every day. Despite all that, I believe this report has enough reasons to appreciate the effectiveness of digital marketing.

INDUSTRY & COMPANY OVERVIEW

OVERVIEW OF INDIAN TOBACCO INDUSTRY

As one of the most economically significant agricultural crops in the world, tobacco, is a general term given to products prepared from the cured leaves of plants belonging to the Nicotiana genus. India stands behind China and Brazil, as one of the largest producers and exporter of this product. Tobacco consumed in any form poses health risks and complications and affects a large population of passive smokers. The highly addictive alkaloids present in tobacco makes it hard to quit. Despite these health issues, the tobacco industry is flourishing due to its economic importance. Tobacco is mainly produced in the southern states of Karnataka and Andhra Pradesh in India, where the weather is suitable for the crop. Smoking tobacco from India is known for its quality and places the country in the leading revenue-earning brackets worldwide.

(Source: <https://www.statista.com/>)

But, as the majority of smokers are now shifting towards organic non-tobacco rolled cigarettes, which is positively impacting the market. Rising health awareness is driving smokers to change their preference. As the product is less harmful compared to conventional tobacco, the majority of smokers have been shifting their focus towards the consumption of organic cigarettes derived from nature, instead of quitting the smoking habit completely.

With the people becoming more health conscious, investors believe that this industry is going to boom soon, offering various opportunities for business growth. A nation where style and healthy habit is constantly evolving, organic cigarette industry could be seen catering to both style and health segmented consumers.

Franchisors are using a mixture of consumable products which are healthy in nature instead of tobacco. Herbs like rose petals, corn silk, and more constitute the mixture. Organic cigarette franchisors are also using herbs like mint and cinnamon to act as a substitute for the standard tobacco products.

(Source: <https://www.entrepreneur.com/>)

COMPANY OVERVIEW

MEA AME PVT.LTD

ORGANIC SMOKES

Organic Smokes was founded by, Piyush Chhabra along with his brothers Gaurav and Nitin, in 2015. They consulted medical professionals to know if tulsi leaves or green tea could serve as alternatives to tobacco in cigarettes, and from the responses, they inferred that it could potentially be a game-changer for the smoking industry.

Made with a blend of herbs cultivated without the use of any chemicals, Organic Smokes claims to act as the perfect tobacco cessation product. It is made by mixing natural paper with a host of ingredients, including organically grown rose petals and spearmint leaves, and then rolled and tipped with a cotton filter and tar secretor mouthpiece. This harmless mix can offer smokers the kind of relief they would otherwise seek in regular cigarettes but without the accompanying health risks. Company also claims it helps in stress relief, coping better with jet lag, and is the perfect concoction against cold.

The company offers three plans depending on how often a user smoke. If a user is habituated to smoking six times a day, Mea Ame - the company that supplies Organic Smokes - automatically delivers a monthly stock to the user. Users who smoke four times a day get the shipment once every two months and for those who smoke sporadically, the delivery will be made once in three months.

Organic Smokes has tied up with a start-up called 'hurban.in', which assists the brand in the placement of its product across the country. Now shipped worldwide, it is also available on Amazon and eBay for cross-border customers. Company is also getting a lot of support from the Ministry of AYUSH, Government of India in reimbursing exhibition expenses.

(Source: [economictimes](https://economictimes.com))

OBJECTIVES

- To understand the roles, implication and impacts of digital marketing on sales.
- To review the current performance and to propose/suggest a digital strategy. Find the gaps and suggest changes in the digital marketing initiatives.

METHODOLOGY

Theoretically, reports are prepared based on either one or both categories of data. This report is result of the study of data and information collected from the both primary and secondary sources in order to make the report more meaningful and presentable. Considering the present finding, this report is based on descriptive business reach where, information has been collected through different sources to make a constructive output.

In preparation of the report, no structured questionnaire was used. Data pertaining to digital marketing process and most of the information is collected from my project guide of the company and my personal and practical experience.

In this report secondary data is used on large scale. Data was collected from secondary resources such as.

- Annual reports
- Official Website
- Journal
- Published Articles
- Internal links

SCOPE OF DIGITAL MARKETING

Before we understand the scope of digital marketing in India let us first understand this industry. Digital marketing is a marketing method to promote products online. So, in simple terms, we can say that we are promoting our products to customers who are using the internet. Many concepts of traditional marketing are applicable to digital marketing.

In every era, marketing has evolved based on what the customer is using. If you go back in history, you can see that at times when customers used Radio, it gave birth to radio advertising and marketing. Next, we got the boom of televisions, it is one of the widely used device globally, which allowed the companies to reach a mass audience with TV ads. Even today TV advertising is one of the most used advertising strategies for companies. Since the boom of the Internet, more customers started using the Internet, which gave birth to a new era of marketing originally called Internet marketing, which is now called Digital Marketing.

To understand the scope of Digital Marketing in Future we must understand its advantages and how it can sustain over the period until we get a new generation of communication.

Internet Users:

As per the internet usage stats, as of July 2017, 50% of the world population is using the internet. (i.e.) 3.42 Billion Users. The total number of users in 1995 was less than 1% of the world population.

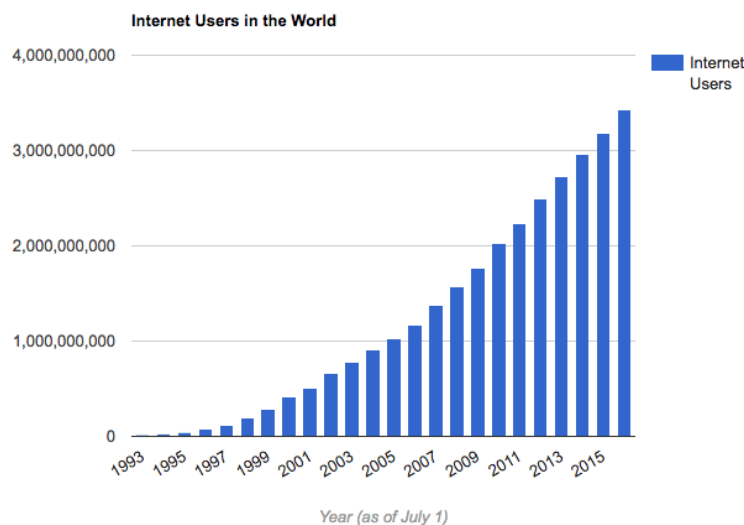


Figure 1 Internet Users

Top 4 Internet Users by Country (Feb 2019)

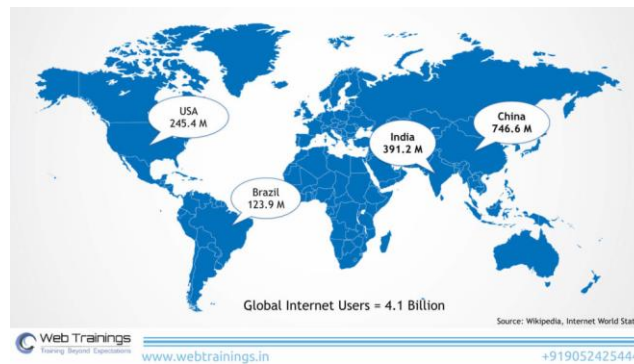


Figure 2 Top 4 internet users

As we can clearly understand from the above stats that in the next few years more users will be connected to the internet, which gives more scope for digital marketers to reach target audience globally. India has surpassed USA as the 2nd largest country in terms of number of internet users.

Digital Marketing is growing at a rate of 25-30% in India annually. And if statistics are to be believed, India has reached 500 million users of the internet by the end of 2018. India also has the World's largest Facebook population. The high-speed digitization, online portals, social media channels, etc. lead to a growth of digital marketing in a trend par imagination.

On average an Indian spends about 4-5 hours a day scrolling through social media, emails, and browsers. The growing market of gadgets like smartphones, laptops, tablets, etc. has only increased the pace of usage and penetrated the market to make it reach to a wider set of audience. The content on the internet influences the lives of people big time. Display of ideas through images, videos, texts, etc. has a sound foundation into the minds of the people which translates into their living. Digital marketing is very much about influencing the audience online with mediums of content to increase a brand's impact over the audience. The amount of time spent by the people on the internet empowers digital marketers to create impactful strategies to influence consumer behavior. The right strategy converts the audience into sales.

INTERNSHIP

JOBS & RESPONSIBILITIES

The roles and responsibilities as a Sales and Business development intern were not limited in the increment in the sales. The analysis of the official website and brand awareness was also performed. Along with the analysis of the website, a content review was performed of all those contents written on Mea Ame's website. The author was also responsible for designing posters for brand awareness with the minimalistic approach. Getting a distributor on-board was another important role of the author as an intern.

1. POSTERS FOR BRAND AWARENESS

As brand awareness was the one the jobs of the author, poster creation was the step taken by the author to achieve it. Mea Ame's product Organic Smokes has a minimalist and aesthetic design and so was the requirement for the posters. The company provided the author with a sample of a poster for the reference.

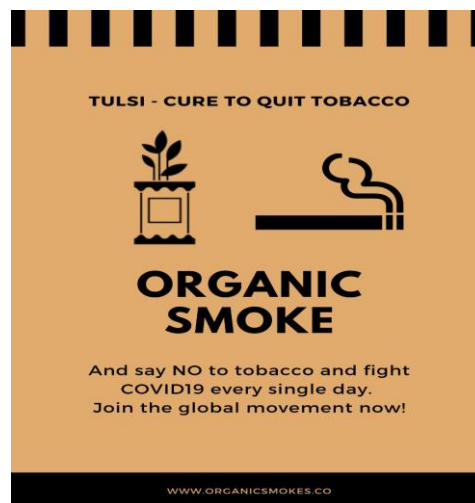


Figure 3 Sample Poster

The author designed various posters each focusing on a different class of message

A) COMPARISON



Figure 4 Organic Smokes v/s Regular Cigarettes

The author compared the above two(1a) just by stating facts which each of the products possesses, with a minimalistic design. Green color was specifically chosen by the author as it can be coupled with the something organic/from nature, which the product **Organic Smokes** is as per the characteristics.

The author also compared the same two products by adding the affects what the respective products causes to human body(1b), the author used **teeth** as an example.

Both posters were approved by team leader and used for creating awareness about the product **Organic Smokes**.



Figure 5 Don't panic smoke organic

B) AESTHETIC

The author designed poster with least words on them and used a concept of speaking images. Both the below posters were appreciated and were approved.



Figure 6 Story of two Lungs.



Figure 7 Organic Friend.

C) MEMES

The author used an in-trend concept to design a poster, which was Drake's meme template. As while scrolling an average user spends more time on a meme content when compared to regular informative content. The author used the famous Drake meme and coupled it with information about **Organic Smokes** and its competitors in the smoking industry.

Figure 8



Figure 9



2. SEARCH ENGINE OPTIMIZATION

WHAT IS SEO?

Search engine optimization (SEO) refers to techniques that help your website rank higher in organic (or “natural”) search results, thus making your website more visible to people who are looking for your product or service via search engines.



Figure 10

The ultimate goal of SEO is to attract visitors to our website when they search for products, services, or information related in a search engine. SEO can almost be viewed as a set of best practices for good digital marketing. We are working to enforce the need for a well-constructed and easy-to-use website including valuable and engaging content.

WHY SEO?

As discussed, earlier SEO can be viewed as a best practice for digital marketing

On Google alone, there are over 694,000 searches conducted every second. Every second that your website is not indexed on Google, you are potentially missing out on hundreds, if not thousands of opportunities for someone to visit your website, read your content, and potentially buy your product or service.

Practising SEO basics, as well as more advanced techniques after those, can drastically improve your websites ability to rank in the search engines and get found by your potential customers. Because the sole purpose of a search engine is to provide you with relevant and useful information, it is in everyone's best interest (for the search engine, the searcher, and you) to ensure that your website is listed in the organic search listings. In fact, it is probably best to stay away from paid search all together until you feel you have a firm grasp on SEO and what it takes to rank organically.

TYPES OF SEO

Below three are the types of SEO author used in this report.

TYPE	SHORT DESCRIPTION
ON-PAGE SEO	All the measures you take to make your web page rank higher on search engine results pages (SERP) falls under On-Page SEO.
OFF-PAGE SEO	This refers to everything you do outside of your site to fare better and feature higher up in Google's SERPs.
TECHNICAL SEO	It is largely to help Google bots successfully crawl, interpret and index all the pages of your site for future use.

FACTORS

ON-PAGE SEO

- Meta Data & Meta Tags
- Title Tags
- Meta Description
- Keywords
- URL Optimization
- Creating Unique Content
- Web Crawler Analysis
- Heading Tags

OFF-PAGE SEO

- Makings Links
- Who is linking to your content?
- Social Media

TECHINAL SEO

- | | |
|--------------------|---------------|
| • Sitemap | • Error codes |
| • Technical Issues | • Redirects |
| • Robot.txt | • 404 |

PROJECT DESIGN

The project can be classified into following parts

1. Analyzing the current performance and propose a digital strategy. Eliminate loopholes if any and suggest changes accordingly.
2. Managing digital marketing communication channels which involved creating, social media content, cold calling, monitoring web traffic and optimizing different web traffic sources through Google Analytics and study user behavior.
3. Developing effecting keyword research strategy and SEO strategy to increase ranking and improve online presence.
4. Identifying and suggesting new channels.

SEO ANALYSIS

Audit is the most important step in your full-blown Search Engine Optimization (SEO) strategy, to demystify how exactly your website is performing in the battlefield of organic search rankings and garnering the click from the right customer.

The SEO Analysis is broken down into three sections:

- | | |
|-------------------------------|-------------------------------|
| I. SEO performance Profiling. | II. On-Page Ranking Factors |
| | III. Off-Page Ranking Factors |

The current SEO Score of the website can be inferred from a crawl test. A crawl test helps us understand the accessibility levels, index ability factors and find out the individual performance of all factors encompassed in the website like the content, images, videos, script codes, internal and external hyperlinks etc. Screaming Frog SEO Spider software has been used to run a crawl test for the Mea Ame's website. The below figures show the list of parameters tested.

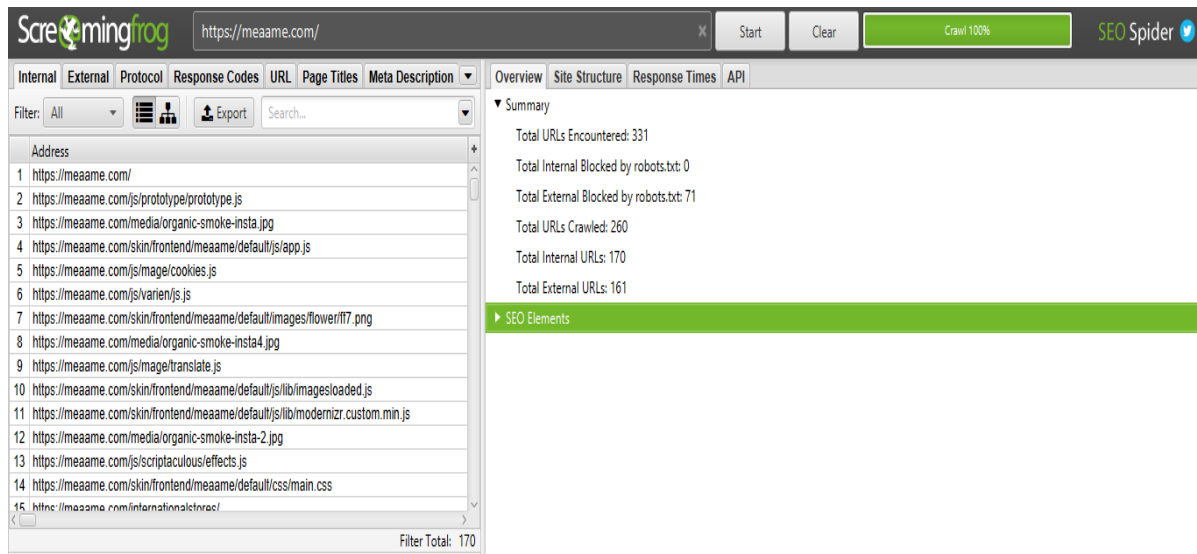
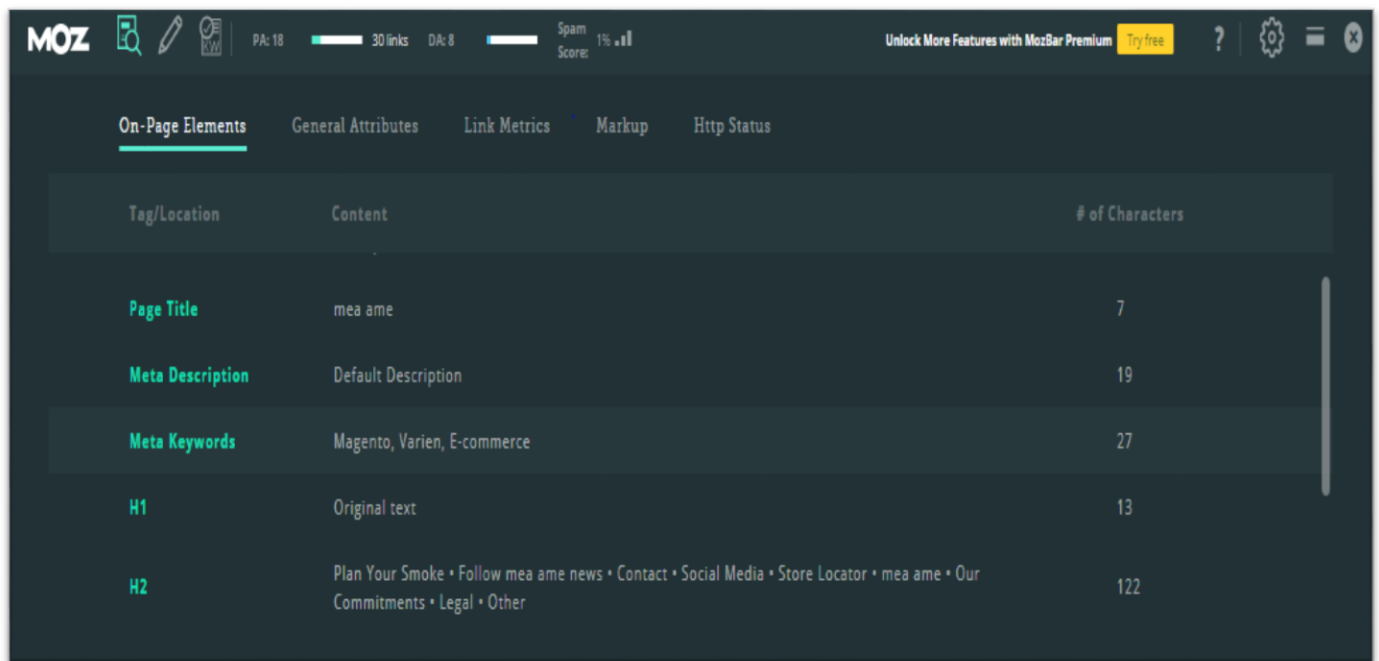


Figure 11 Mea Ame's Crawl Result

The inferences that can be drawn after crawling the website: -

1. The site does not appear on the **first page** via organic search.
2. **Meta description** is not SEO friendly.
3. **Keywords** are not placed in **Title Tags**.
4. **URL** is not properly optimized and lacks keywords.
5. **Headings Tags** are missing throughout the website.
6. **Back Links** missing.
7. Some of the pages are reflecting 404 status code.

Bolded words are some things that needs to be optimized to make website SEO friendly.



Tag/Location	Content	# of Characters
Page Title	mea ame	7
Meta Description	Default Description	19
Meta Keywords	Magento, Varien, E-commerce	27
H1	Original text	13
H2	Plan Your Smoke • Follow mea ame news • Contact • Social Media • Store Locator • mea ame • Our Commitments • Legal • Other	122

Figure 12 Summary of home page

1. TITLE TAGS

- Describes the title, or name, the webmaster gave to this specific page. It a major component of on page website optimization. You want your title tag to accurately and concisely describe your page.
- Many tests have shown that placing keywords closer to the start of your title tag gives a better boost to rankings. *From a user experience standpoint, the information describing your page is the first thing a user will read and can lead to an improved click through from search results.*
- You can also use **individual keywords** rather than a **descriptive phrase**.
- Its recommended to keep the title tag around **55 character**.
- To keep your title tag short and concise, make sure you are only using the **most important** keyword or keywords for your page.

In *figure 10*, page title is the organization name only with no additional keywords, which makes the rank of the website go down and thus not showing it on the first page.

So, the suggest page title is- ***Organic Smokes | Tobacco less cigarettes.***

2. META DESCRIPTION

- The text underneath is the meta description, which is the block of text describing the content you will find on the page.
- A well-crafted meta description has been found to increase click through to your website. It brings the attention for user by showing what he is looking for.
- By writing a meta description and using keywords that you think user is likely to search for, more of the words within that description will be bolded.
- Meta description also has a character limits, so its recommended to keep it under 160 characters.

Should try to use words that:

- a) Really describe the value of the content and entice users to click.
- b) Including keywords,
- c) It's a good idea to include a call to action.

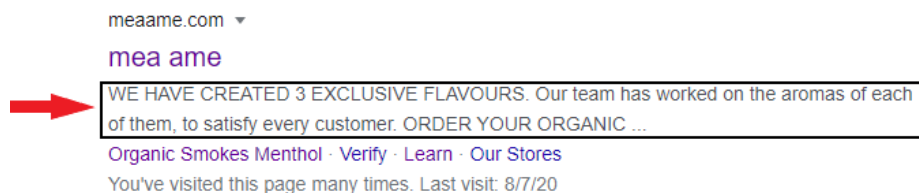


Figure 13 Meta Description

Referring to *figure-10*, it is clearly seen that the webpage does not contain any meta description.

Suggested meta description,

Organic Smokes perfect tobacco cessation product made with a blend of herbs cultivated without the use of any chemicals helps in stress relief, jet lag & cold.

3. HEADING TAGS (H1, H2....)

- **The h1 tag should contain your targeted keywords**, ones that closely relate to the page title and are relevant to your content.
- **The h2 tag is a subheading and should contain similar keywords to your h1 tag.**

- Your h3 is then a subheading for your h2 and so on. Think of them as a hierarchy based on importance, the above being more important than the below.
- **Keep in mind that it's also very important that your header tags are readable and grammatically correct.**
- Stuffing your h1, h2 and h3 with keywords is not going to help your cause.
- ***If anything, Google will recognize this and assume*** you are trying to manipulate them.

Every page needs only one h1 tag. There is no reason to use more than a single h1 tag.

At the most basic level, the **h1** should describe what the content is all about.

1. Often, the h1 tag will be like your title tag.
2. Usually, the h1 tag will be the title of your blog post or article.
3. Normally, the h1 tag gives the reader a strong sense of what he or she is going to read.
4. A medium-ish length — 20-70 characters.

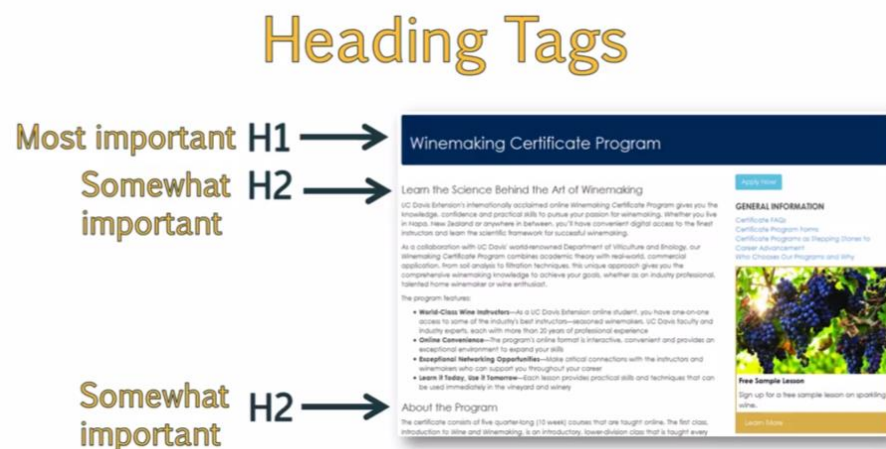


Figure 14 Heading Tags Example

4. LINKING TO YOUR WEBSITE

After going through different sections of the website, it can be inferred that the backlinks are not provided to many sources. For e.g. under the **learn** section no back links were mentioned for the original sources.



Figure 15 No Backlinks

Factor that affect google to judge your site authority

- a. The amount of links your website has,
- b. the quality of those links, meaning, are your links from other sites which are considered authoritative? Or, are most of your links from new or potentially spammy sites with low authority?
- c. The relevance of the link, meaning, how relevant is the site linking to your site? For example, in this case organic smokes, and a site that promotes herbal cigarettes linked to you, would be considered highly relevant. However, if you had a site about coffee, and a site about flower arranging linked to you, this would seem suspect.
- d. The placement of the link. This refers to where the link is located on the site. For example, links in the footer area or sidebar areas, are generally less valuable, and are also known as sitewide links, which can sometimes be spammy.
- e. The anchor text of a link is also important. The anchor text is known as the clickable text of a link. For example, sometimes you will see click here as a link. Ideally, you want to have good keywords in your anchor text. So, a ayurvedic cigarette site might want anchor text like benefits from herbal cigarettes or organic smokes v/s regular cigarettes.

5. SOCIAL MEDIA

Links and tweets and social profiles are all considered no follow links, which means they pass no authority from one site to the next. So, while these may appear in your backlink profile, they are not counted as links that will boost your site authority. However, tweets are crawled and indexed. So, the more people who tweet about you or your brand, the more opportunities a reference to your brand, with the link to your site, has of showing up in search results.

Developing a brand is important to your overall SEO strategy. And this may increase in the coming years. It takes time to build up an audience of engaged users. And because of this, social media is not only useful to SEO, but to your broader marketing and branding efforts.

It's advisable to make social media an early part of your overall promotion strategy. It's also a good idea to optimize your social media profiles and properties effectively, so they can be easily discovered in search. For example, you want people searching for your brand to be able to find your website, your Twitter profile, your Facebook page, and any other social properties that may make sense with your brand, such as Pinterest.

It can be seen in the following screenshots that the Twitter and Facebook handles are not much active thus creating a barrier for business development.

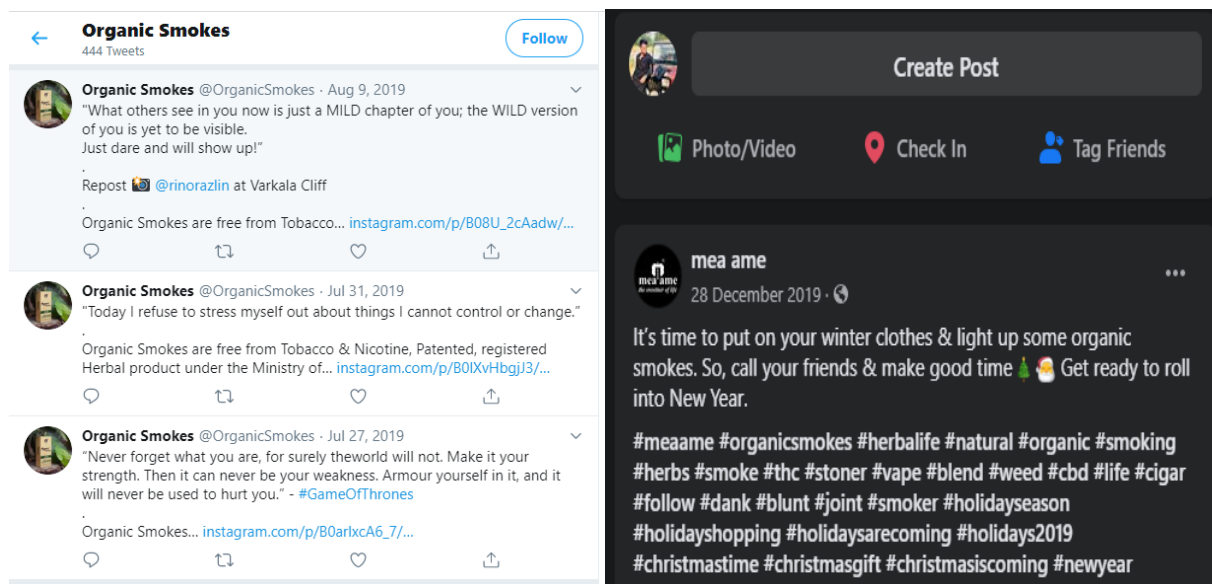


Figure 16 Social Media

CONCLUSION

In applying the techniques of SEO through both study and practice, the author learned many valuable lessons about search engines and digital marketing to use their power to increase the visibility and traffic for a web presence, be it commercial or nonprofit.

However, the author believes that there is a fine balance between engaging certain principles of SEO and the aesthetics of a site. For example, too much tagging and obvious keyword “stuffing” in content can be a negative experience for readers of a site.

There is still much to learn, including the types of code adjustment that can be made to increase SEO efforts, as well. I look forward to feedback on my project.

The greatest things that was learned during the internship was how to accomplish the task effectively, how to make best use of internet, how to use different tools to gain efficiency. The website could be effectively optimized so that its presence can be highly significant on the search engine, with a good content, proper placement of keywords, and appreciable number of visits to inbound links, hits, clicks and impressions.

RECOMMENDATIONS

After working in the digital marketing field, the author has come up with the following recommendations.

1. **SEO optimized website** – In order for the organization to have more growth, Mea Ame needs to put in more efforts in this so that the company have a good online presence which in turn will be helpful making a brand and business development.
2. **Digital presence on all platforms** – In today's world, it is true that an effective Facebook page is very important to create a digital presence. But Facebook is not the only digital platform out there. Website content, YouTube channels, Twitter and Instagram etc. are all needed to make an overall impression on the consumer's mind. Basically, it's a consumer driven industry, the industry moves where the consumers move.
3. **Showcasing More Products** - Since a wider product portfolio shall attract a bigger percentage of customers, Mea Ame should work on increasing and showcasing wider of products.

Consumers are no more restricted to the traditional sales funnel. Today the focus is more on the downstream activities like shaping consumer's perception, changing purchase criteria, building trust and harnessing the network effect to spread the online word of the mouth.

The importance of harnessing the power of online mediums to drive sales and brand building can be further understood by the following statistics.

1. **90%** are not certain of the brand they want to buy from. They are looking for relevant information to narrow down to a particular decision. Your online presence has the power to acquire new customers by altering their Brand Loyalty. It all depends on the micro-moment experiences you provide them in the very first impression.
2. **82%** use their phones to check on prospective in-store purchases. Mobile searches are handy, localized and a fingertip away (ease of accessibility). Mobile is the next big thing. Google is now separately indexing webpages for mobile search ranking. Voice search is new interaction behaviour.
3. **65%** look for the most relevant information to their query, regardless of the company that provides the answer. Referring to multiple sources before actually arriving at a decision is

the trend. So, value proposition and user experience is the key to consumer acquisition and retention.

4. **51%** have discovered a new company or product while searching on their phone. Your online presence can get you a wider reach and potentially larger consumer base to tap, with no geographical constraints.
5. **33%** have purchased from a different brand than the one they had in mind, because of the information provided. Content Converts.
6. **91%** of smartphone users turn to their phones for ideas and solutions when they are stuck in the middle of a work. Google Search is a new 24x7 guide. With search features like rich answer snippets (direct conversational answer boxes) and knowledge graphs, users can now find answers directly in their search results without having to visit webpages.

These data figures are sourced from Google Consumer Barometer Survey 2014/2015 which indicates, you need to be fast, precise, and valuable for your users. If you are not appearing in their **relevancy** (search context), **urgency** (delivering the solution in the least possible wait time) and **immediacy** (adding value with the most relevant and helpful answer), you are nowhere in the business of generating web traffic and conversions.

Users flock to brands online platforms like website, application, blogs etc with intentions like ***I-want-to-know, I-want-to-go, I-want-to-buy, and I-want-to-do moments***, backed by a purpose, a context, and an immediacy. This parameter sets the rules and guidelines of the online battleground of brands.

The strategy to identify, evaluate and effectively use the online communicating channels can be defined in four steps:

Step 1: Discovering the right channel: Identifying the inbound and outbound marketing channels that are relevant and looks promising to drive brand awareness and sales conversions.

Step 2: Evaluate: Test the market, gauge the industry rivalry and bring in best practices, redefine strategy and create an influencing factor to make your presence in that niche.

Step 3: Measure: Analytics shall be a constantly running parallel to each activity you perform, understand the audience and analyse the return on investment to determine the effectiveness of the activity.

Step 4: Repeat the best: Sort out the proven ones and re-run the successful strategies. Explore and exploit the win-win channels.

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SOFTWARES & TOOLS

1. Alexa - <https://www.alexa.com/>
2. Quantcast - <https://www.quantcast.com/>
3. Similar web - <https://www.similarweb.com/>
4. Screaming Frog
5. Twitter
6. Instagram
7. Facebook