

SUMMER INTERNSHIP PROJECT REPORT

On

**DIGITAL MARKETING STRATEGIES FOR ENDURING SUCCESS BEYOND
THE PANDEMIC**

By

Hiren Choithramani

2019BBA013



Under the Supervision of

Dr. Richa Mishra

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

Institute of Management

JK Lakshmipat University, Jaipur

(2020-21)

DECLARATION

I do hereby solemnly declare that the work presented in this Summer Internship Report has been carried out by 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.



Hiren Choithramani

2019BBA013

Business Administration

Institute of Management

JK Lakshmipat University

CERTIFICATE



ANNEXURE-II

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Hiren Choithramani student of BBA 2nd Year, JK Lakshmipat University, Jaipur has undertaken summer training in our organization from 24th June 2021 to 07th Aug 2021 on the Project titled Digital Marketing Strategies For Enduring Success Beyond The Pandemic 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 all success in life.

Signature of the Project Guide

Name of the Project Guide:
BRIJESH KUMAR

Designation
Manager – Digital Marketing

Address of the Company

AAVAS FINANCIERS LIMITED
201-202, 2nd Floor, Southend
Square, Mansarovar Industrial
Area, Jaipur-302020

Date: **07th AUG 2021**

AAVAS FINANCIERS LIMITED
201-202, 2nd Floor, Southend Square, Mansarovar Industrial Area, Jaipur-302020
www.aavas.in
CIN No. : L65922RJ2011PLC034297

AAVAS/SIP/2021-22/42

16th Aug'21

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. Hiren Choithramani**, intern at Aavas Financiers Limited in **Marketing & Distribution Department** and has completed his assigned work during the period from **24th June 2021 to 07th August 2021**.

During his project tenure, we found him a responsible and dedicated trainee who met all his project commitments satisfactorily and sincerely fulfilled the work he has been assigned.

We wish him all the best for all his future endeavors.

For Aavas Financiers Limited,



Vijay Sethi
Senior Vice President
Human Resource Department



AAVAS FINANCIERS LIMITED
(Formerly known as "Au HOUSING FINANCE LIMITED")
An ISO 9001: 2015 Certified Company | CIN NO.: L65922RJ2011PLC034297
Regd. & Corp. Office: 201-202, 2nd Floor, Southend Square,
Mansarovar Industrial Area, Jaipur-302020
Tel: +91 141 661 8888 | E-Mail: info@aavas.in, Website: www.aavas.in

Aavas

ACKNOWLEDGEMENT

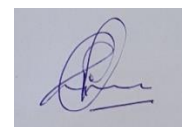
Working on this project in the area of Digital Marketing was a source of immense knowledge to me.

I would like to express my sincere gratitude to Dr Richa Mishra, Associate Professor, JKLU for her guidance and valuable support throughout this project.

I am also very thankful to Aavas Financiers Limited for providing me this wonderful opportunity which gave me an experience of corporate world along with so many learnings in Digital Marketing.

CERTIFICATE – FACULTY GUIDE

It is certified that the Summer Internship Report titled **Digital Marketing Strategies for Enduring Success Beyond the Pandemic** submitted by **Hiren Choithramani** is an original piece of research work carried out by the candidate under my supervision.



Dr. RICHA MISHRA
Faculty Guide

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PROJECT SUMMARY

This report covers the overall idea of Digital Marketing, its importance and contribution in the business development along with using different tools & techniques to increase sales.

The main objective was to understand the roles, implication and impacts of digital marketing on sales for the long run success of company.

In this report, I had included the organization's overview as well as the responsibilities given to me with the tasks performed and results achieved. Moreover, few suggestions and new techniques explored are mentioned.

The report has been made majorly with the help of primary data collected during the internship tenure.

I believe that this report has enough details to appreciate the importance of digital marketing and every business should implement the same for growth.

INDUSTRY OVERVIEW

India has a diversified financial sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds, and other smaller financial entities.

Banking, financial services and insurance (BFSI) is an industry term for companies that provide a range of such financial products or services. This includes universal banks that provide a range of financial services or companies that operate in one or more of these financial sectors. Contribution of the banking sector to GDP is **about 7.7% of GDP**.

The Non-Banking Financial Companies (NBFCs) are a part of BFSI sector which comprise of institutions that offer nearly all banking services except for issuing self-drawn checks and demand drafts. Acting as financial intermediaries they can raise funds from the public, be it directly or indirectly, and process loans to parties with pay-back capacity. NBFCs are governed under the regulations set by the Reserve Bank of India.

The **Housing Finance Company** is yet another form of non-banking financial company which is engaged in the principal **business** of **financing** of acquisition or construction of houses that includes the development of plots of lands for the construction of new houses.



COMPANY OVERVIEW

AAVAS FINANCIERS LIMITED (Formerly known as Au HOUSING FINANCE LIMITED) was incorporated as a private limited company at Jaipur, Rajasthan, under the name of “Au Housing Finance Private Limited” under the Companies Act, 1956 on February 23, 2011.



It formally started its operations in March 2012.

Subsequently, the name of the Company was changed to “Au Housing Finance Limited” due to conversion from a private company to a public company on January 10, 2013.

In March 2017, the name of the company was changed from "Au HOUSING FINANCE LIMITED" to “AAVAS FINANCIERS LIMITED" (AAVAS) vide fresh Certificate of Incorporation (COI) dated 29th March 2017.

AAVAS is functioning its operations in 13 states with 290+ branches across India.

AAVAS is primarily engaged in the business of providing housing loan to customers belonging to low- and middle-income segment in semi-urban and rural areas. These are credit worthy customers who may or may not have the income proof documents like IT return, salary slip and hence are financially excluded by other large housing finance companies and banks. AAVAS uses a unique appraisal methodology to assess these customers individually.

We provide loans to people who are either self-employed, running small businesses like providing transportation facilities in auto rickshaw or other vehicles, running grocery shops, tiffin centres, beauty parlours and other businesses or these customers are carrying out business of Agri or animal husbandry products in rural areas or salaried class people who are carrying out small jobs in the private or public sector.

Our Home Loan Products



Figure 1- Company Products

During the time of COVID-19, companies, and businesses whether small or large scale have suffered a lot. But we need to cope up with the external challenges and find new ways to seem through the difficult situations.

The company's CEO Sushil Kumar Agarwal has worked very hard during the year 2020 to keep the company growing at a good pace for which many steps were taken. The main transformation was from offline to online according to the need and hence, the company focused on digitising every operation to achieve internal efficiencies for serving the customers and fulfilling their demands.

The key role was played in the area of digital marketing as company had run various campaigns on different platforms to pro-actively work on generating leads and business for the company.

As a result, the company was able to achieve 60% growth rate in the FY 2020. Moreover, Sushil Kumar Agarwal, Founder, MD & CEO of Aavas Financiers Ltd. was conferred with the prestigious EY (Ernst and Young) Entrepreneur of the Year award in the Financial Services category on 25th March 2021 as he has enabled quick growth to 270+ branches in 11 states of India.

PROJECT OBJECTIVES

- To learn how digital marketing can help the company in scaling their business by generating leads and converting into sales.
- To understand the various aspects of digital marketing such as Website Testing, SEO-Off Page & Online Reputation Management along with its implications.
- To explore new trend-based AI empowered Marketing tactics which could be adopted in the BFSI/ NBFC/ HFC sector.

METHODOLOGY

Theoretically, reports are prepared with the use of both categories of data. This report is result of the study of different digital marketing techniques and related information collected from both primary and secondary sources to make the report more meaningful and presentable. Considering the present findings, 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 techniques and most of the information is collected from my project guide of the company and my personal and practical experience.

In this report primary data is used on large scale and secondary data was less which is collected from following sources such as: -

- Annual reports
- Official Website
- Google
- Internal links

OVERVIEW OF DIGITAL MARKETING

Digital marketing, also called online marketing, is **the promotion of brands to connect with potential customers using the internet and other forms of digital communication.**

Digital marketing is the component 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.

Digital marketing revolves around these 5Ds: **digital devices, digital platforms, digital media, digital data, and digital technology.**

Digital marketing is **so complex that marketers struggle with where to begin.** Most begin their discussion of “strategy” with a hodgepodge of tactics. In reality, a digital marketing strategy begins with customers — knowing who they are, where they are, and how to reach them.

We focus on B2C Digital Marketing (Business to Consumer) which refers to the tactics and best practices marketers use to promote products and services to consumers. There are different ways to advertise online such as content marketing, banner marketing, and blogging. Businesses use B2C digital marketing to reach their consumer audiences.

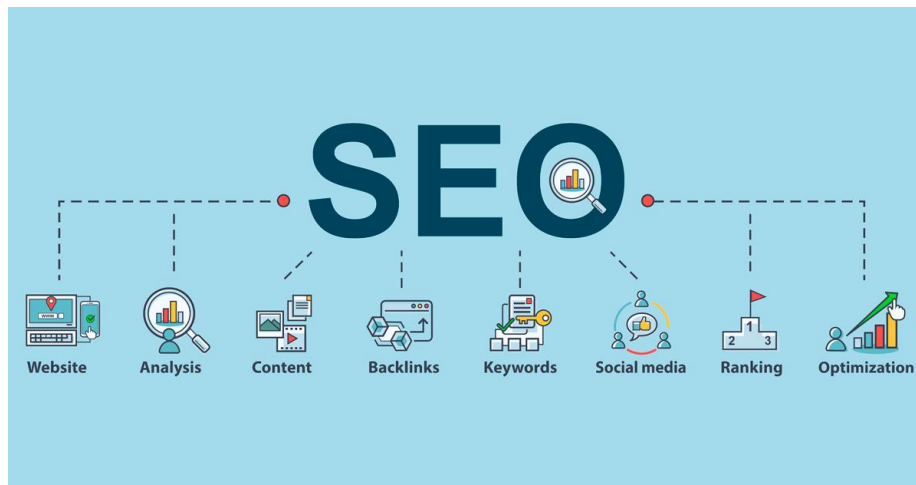
Digital media plays a big role in our life. In this modern era, digital media helps us to connect with our friends and families in many ways. Communication and gathering information are more effective and easier nowadays than before.



Figure 2- Types of Digital Marketing

Types of Digital Marketing

1. **Search Engine Optimization (SEO)**- The goal of SEO is to get a business to rank higher in Google search results, ultimately increasing search engine traffic to the business's website. To accomplish this, SEO marketers research words and phrases consumers are using to search for information online and use those terms in their own content.



Why SEO?

- A strong SEO strategy will **allow brands to position their website** and their content highly on the SERPs for relevant keywords so that they can attract the attention of prospective customers and bring them into their sales funnel.
- **Organic visibility, leading to increased website traffic**, is a monumental benefit of SEO.
- Search engine optimization is hyper-targeted and customer centric.
- An effective SEO strategy will help deliver your web pages to a relevant audience via pertinent search queries.
- 93% of online interactions start with search engines. This shows how important it is to set up a proper SEO because to increase your ranking on Google search. Ranking yourself high on search engines is one of the best ways of advertising.
- Google gets more than 77,000 searched every second. This means there are 2 trillion searches per year. This also suggests that Google is one of the best and profitable search engines.

SEO is done at three levels: On Page, Off page and Local.

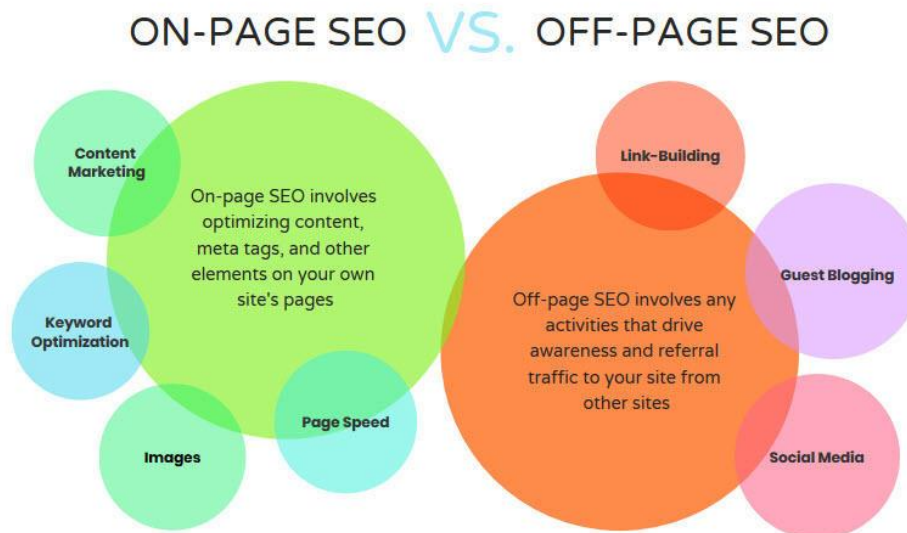


Figure 3- On-Page vs Off-Page SEO

- **Local SEO** is a search engine optimization (SEO) strategy that helps your business be more visible in local search results on Google. Any business that has a physical location or serves a geographic area can benefit from local SEO. If you search Google for any important keywords related to your business and a map with 3 listings appears underneath it (also known as a map pack), then local SEO can help you grow your business.
2. **Pay Per Click (PPC):** Pay-per-click refers to paid advertisements and promoted search engine results. This is a short-term form of digital marketing, meaning that once you are no longer paying, the ad no longer exists. Like SEO, PPC is a way to increase search traffic to a business online.
- Pay-per-click can refer to the advertisements you see at the top and sides of a page of search results, the ads you see while browsing the web, ads before YouTube videos and in ads in mobile apps.
 - One of the other things that differentiates pay-per-click from SEO is that you only pay for the results. In a typical PPC model like a Google AdWords campaign, you will pay only when someone clicks on your ad and lands on your website.

3. **Social Media Marketing:** 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, analysing your results, and running social media advertisements.
 - The major social media platforms (at the moment) are Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat.
4. **Content Marketing:** Content marketing uses storytelling and information sharing to increase brand awareness.
 - Ultimately, the goal is to have the reader take an action towards becoming a customer, such as requesting more information, signing up for an email list, or making a purchase.
 - “Content” can mean blog posts, resources like white papers and e-books, digital video, podcasts, and much more.
 - Titles with 6-13 words attract the highest and most consistent amount of traffic.
 - 72% of online marketers state that high-quality content is the most efficient part of SEO tactics.
 - The average consumer attention span is 8 seconds, so you need to make your content count.
 - Content with relevant imagery gets around 94% more views.
5. **Email Marketing:** Even with the emergence of social media, mobile applications and other channels, email is still one of the most effective marketing techniques.
 - Email marketing refers to the use of email to convert prospects and customers to sales. Email marketing allows marketers to target their prospects and customers with personalized information on their brand, goods, and services to market.
 - On average, the open rate for welcome emails is 82%. This can tell you a lot about the success of your campaign. Your email is tightly related to your click-through rate. Therefore, the more opportunities to subscribe and read your emails, the more you engage with the public which increases your sale rate.
6. **Mobile Marketing:** This digital marketing type is focused on reaching your target audience on their smartphone or tablet.
 - Mobile marketing reaches people through text messages, social media, websites, email, and mobile applications.
 - Marketers can tailor offers or special content to a geographic location or time, such as when a customer walks into a store or enters an event.

BASIC TERMINOLOGIES

The below stated terminologies were learnt during the internship tenure which is necessary for better understanding of digital marketing.

- i. **KEYWORD** refers to a word, or phrase marketers use in page and marketing content. Google and other search engines recognize keywords in search browsers and SEO content.
 - For instance, a user types in a keyword to complete a search. Google recognizes the keyword and scans content related to the keyword. Marketers that focus on SEO are recognized in the search engines through their keywords.
 - **Long tail keywords** refer to a keyword phrase that is longer in length and is more specific in matching a user search query.
- ii. **LEADS** refers to a potential customer in the sales funnel. The consumer is considered a lead because he or she has shown interest in the business or brand.
- iii. **Impressions** refer to a term used in Pay Per Click advertising to represent the number of times a PPC ad was displayed to consumers.
- iv. **Lookalike audience** refers to an option for marketers to target audiences with the Social Media advertising service.
- v. **HITS vs VISITS** (A hit is **a request for one file from a web server**. Visit refers to a metric used to calculate the total site navigations of a visitor to a website).
- vi. **CTR (Click through rate)** Click through rate refers to the number of consumers that click on an ad after viewing it.
 - Marketers use the formula of dividing the number of ads clicks by the number of ad impressions (views.)
 - The CTR concept is for marketers to gauge the effectiveness of their ads better.
 - An ad high in views, and low in clicks is a sign that the ad lacks consumer appeal.
- vii. **Cost Per Click (CPC)** is the value a marketer spends for a pay per click campaign. Google AdWords is Google's ad service.
- viii. **CPA** -Customer acquisition cost refers to the costs spent leading up to a sale.
- ix. **A/B testing** refers to an uncomplicated way to test web page changes against text from an existing web page, also referred to as split testing or bucket testing
- x. A **backlink** refers to a link that is hyperlinked to another website. An HTML Href Code connects the two links.
 - Sites with strong backlinks are ranked higher by Google.
 - The concept is that websites backlinked to established and trusted websites offer higher ranking potential.
 - Google authority is gained via the backlinks.
- xi. **Domain Authority** is a search engine ranking score developed by Moz. This relevance has a direct impact on its ranking by search engines, trying to assess domain authority through automated analytic algorithms.

Website Authority - Check all URLs on single click - Sign up																		
URL	DA	PA	TB	QB	PQ	MT	SS	QS	Age	Alexa	TC	TF	CF	IX	DF	BL	DH	MD
https://www.a..	31	37	2K	380	18%	4	1%	45%	-									

- xii. **Meta tags** refers to HTML snippets added to a web page's code for web crawlers and search engines to better recognize the page content.
- Metadata is used for search engines to help decide relevant information from a webpage to display in search results.
 - **Meta tags** include various page information such as when that page was published, the page author and title, and image descriptions.
- xiii. **Heatmap** refers to a graphic representation of how visitors to a site interact while on the site.
- Heat mapping is a software that allows webmasters to track visitor clicks on a page, where they clicked on the page, how the visitors stroll a page, and what they hover over while on a page.
 - Heatmaps help marketers to determine how visitors behave while on their site.

INTERNSHIP RESPONSIBILITIES (ANALYSIS & RESULTS)

The main Key Responsibility Areas during the 45 days as a Digital Marketing intern were Website Testing, SEO-Off Page and Online Reputation Management described below.

All the KRA's are well explained with stated facts and screenshots for references along with their introduction.

WEBSITE TESTING

Website is place on internet where company or organization can portray its brand by presenting useful information on the web for potential customers, stakeholders, employees, and other beneficiaries apart from general public. The website shows your presence on internet which is essential nowadays in this modern era of digitising.

- A website gives credibility that your company is bigger and shows positive impression to the viewers.
- Having a website also allows you to market your business online.
- One of the major advantages of having a website is that **it is accessible to anyone, anywhere, anytime**.
- Even during non-business hours, customers can access your website and avail your services or get the information they need, which is one of the key elements in the importance of a website in business.

When I joined the company, website revamp process was undergoing which means redesigning the website by updating content, refreshing layouts, and improving navigation for better conversions and site performance. Our old website is not having any errors or technical issues but still the company wants to upgrade the website. The reason behind revamping is that the website is the face of your business and forms the foundation of your digital identity.

My part was related to the website testing which includes cross checking the content of new website with the old one, founding errors and correcting them. Moreover, I also got my hands on admin panel functional testing that deals with dynamic content of website and requires some sense of coding.

Website testing is checking your web application or website for potential bugs before it made live and is accessible to general public. Web Testing checks for functionality, usability, security, compatibility, performance of the web application or website.

Old Website URL- <https://www.aavas.in/>

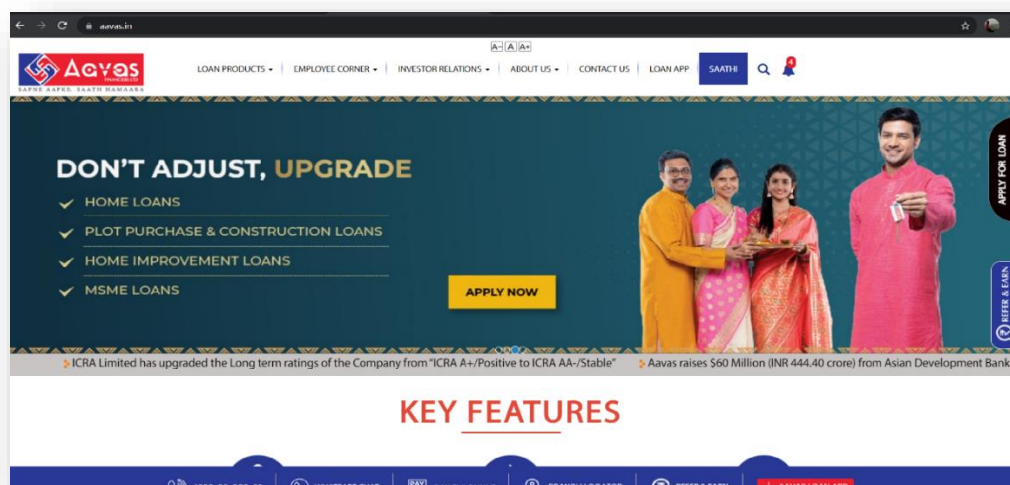


Figure 4- Old Website

New Website URL- <https://www.devaavas.in/>

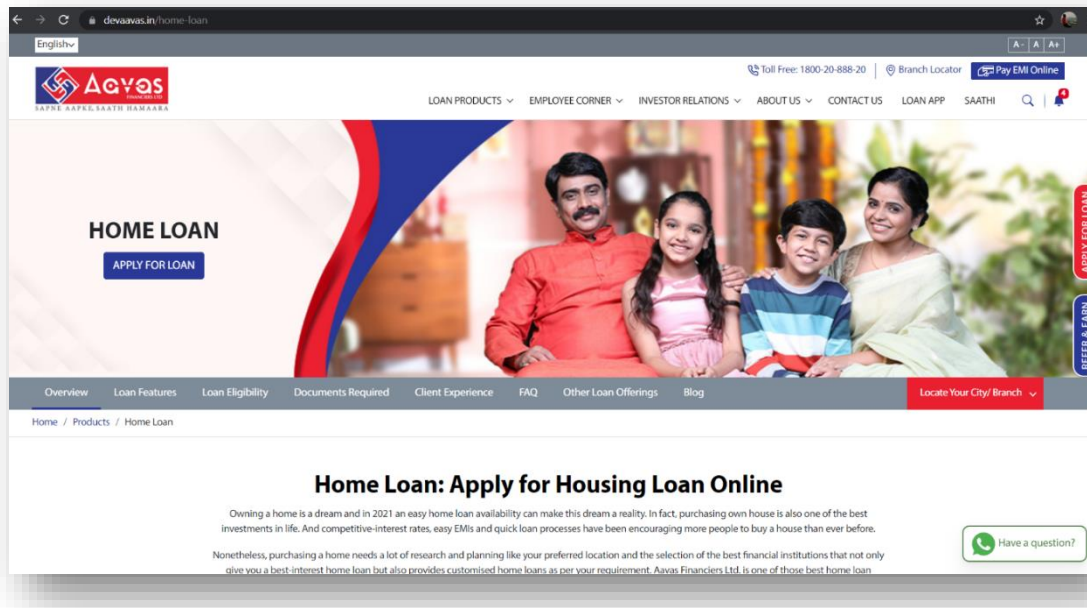


Figure 5- New Website

Admin Panel of New Website

Admin Panel is an admin-specific platform in an application that allows website owner for access and manipulation of data within the user interface of the site. It is a back-end practice of the website which needs to be functionally checked.

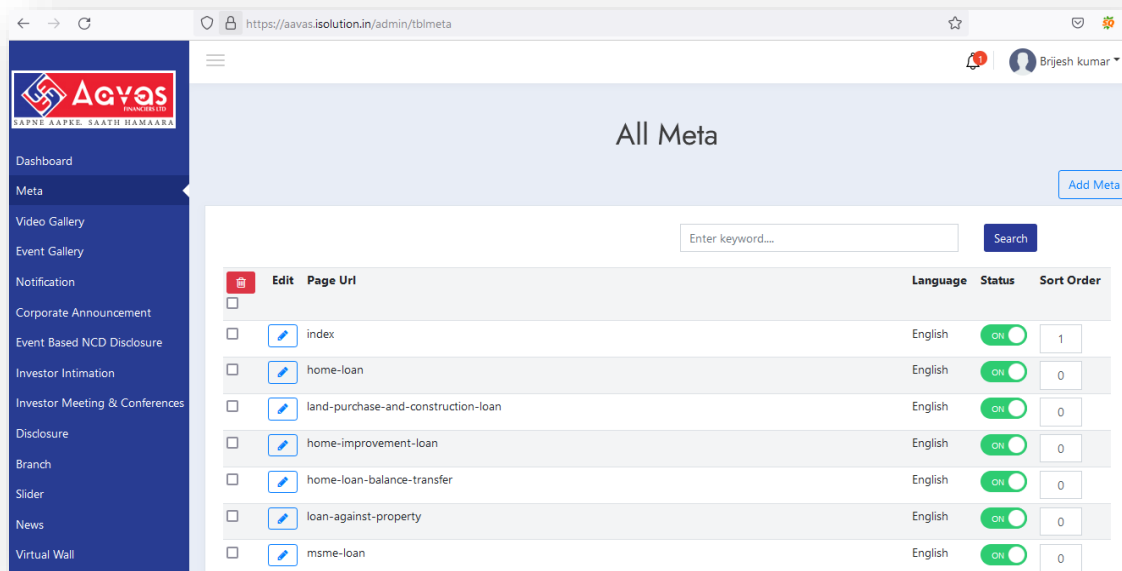


Figure 6- Website Admin Panel

I had done website testing for first initial week and parallelly discussed the corrections with website vendor as we had our meetings on daily basis. So, I had refreshed my school time IP subject knowledge while doing this task and learnt how to handle the corporate website of such a renowned established company.

GOOGLE MY BUSINESS (GMB)

Google My Business refers to a Google platform that allows marketers to create a Google business page.

- Marketers can input information to appear in the search pages results, location searches, map packs, and more.
- The company name and information, website link, hours of operation, and reviews are also managed through the Google platform.
- Google My Business is ideal for local SEO campaigns as the company information appears in the Google Search Results when the company name is typed into the browser.
- It is basically used for optimizing google maps listing.
- Within a day, 76% of people who search for something nearby on their smartphone will visit a related business and 28% of searches for something nearby result in a purchase.

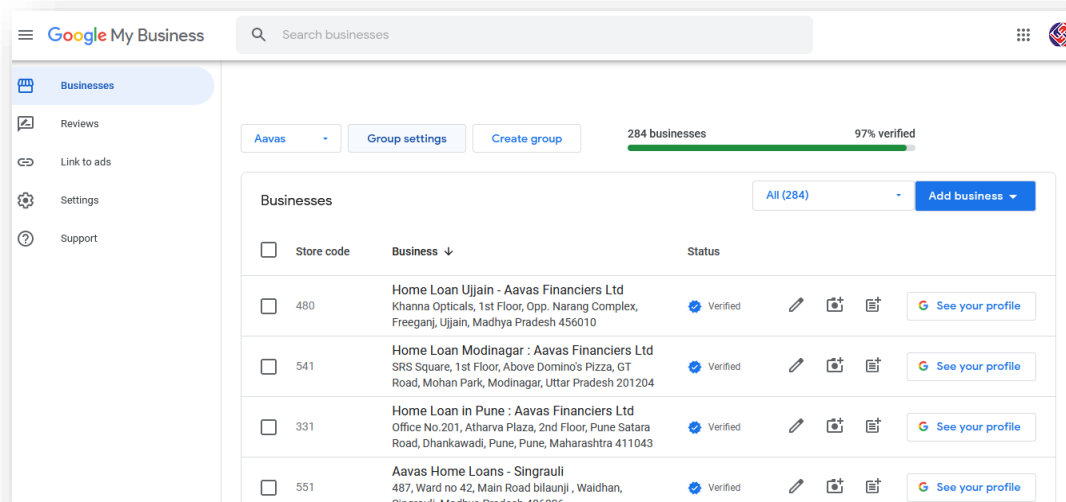


Figure 7- Company's GMB Account

The above screenshot shows the company account that how does it looks like and how many business pages are managed at different locations in addition with editing features. The company is having 290+ branches across India and all of them are managed through this one single account.

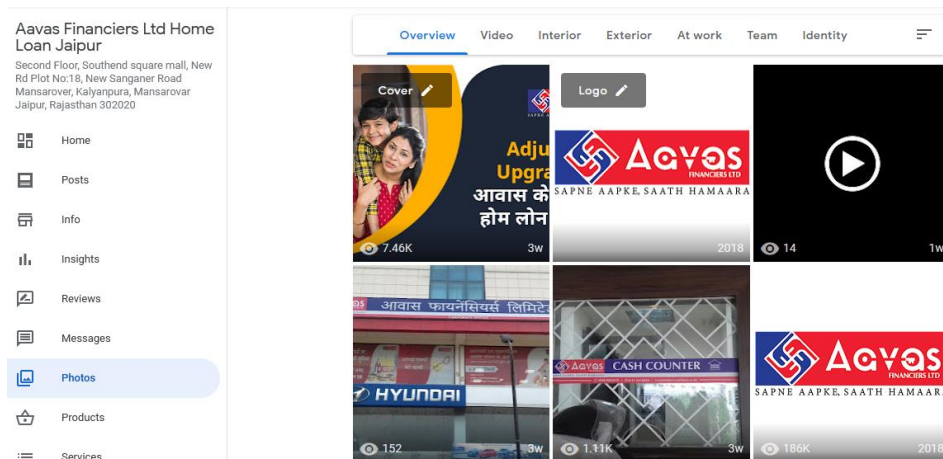


Figure 8- GMB Overview

This image shows the business page of Jaipur Head office located at Mansarovar and here you can see that different information could be added such as address, timing hours, photos (exterior & interior), products and post some offers or new updates.

We need to optimize our google maps optimization to get our company in top rankings when someone search for home loan or similar products.

Rankings refers to a general term associated with the position of a website in the search engine results.

A site is never “guaranteed” to be in a top position, or the last pages of the search engine results. SEO and site quality influence the position of a site greatly.

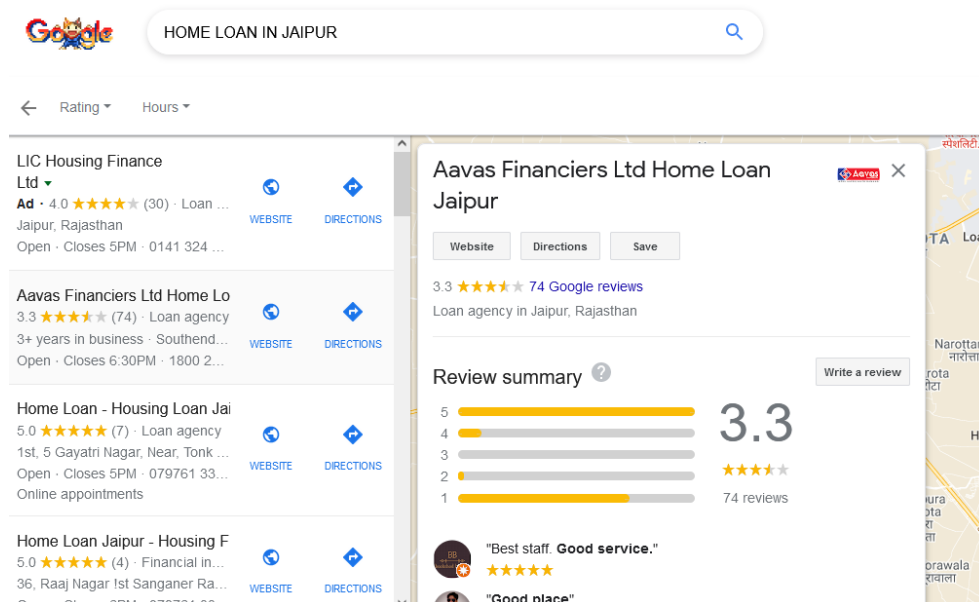


Figure 9- GMB Ranking

The above image depicts the google maps search results. You can see that Aavas Financiers Jaipur is ranked at first position when we search “Home Loan in Jaipur”.

I had also done A/B testing at 2 levels to check which factor helps in pushing the rankings of different branches at various locations.

So, in the first step I had uploaded business description of 60 branches inclusive of keywords that would help in upgradation of rankings.

DESCRIPTION			
Total 60 Branches	No of Branches	%age	Remark
Branches with +ve Impact	20	33.33	
Branches with No Impact	38	63.33	Branches are already on top 3 position
Down Impact	2	3.33	
Massive Impact	2	3.33	Shahdol, Ujjain achieved top 3 position after the update.

Figure 10- A/B Testing 1 Results

Here is the result of that first level of testing which shows the positive and no impact branches with percentage.

Then, I moved further with uploading photos (logo, cover, interior & exterior) of around 100 branches for testing.

PHOTOS & VIDEOS			
Total 107 Branches	No of Branches	%age	Remark
Branches with +ve Impact	6	5.61	
Branches with No Impact	91	85.05	
Down Impact	8	7.48	
Massive Impact	2	1.87	Akola & Surendranagar
		100.00	

Figure 11- A/B Testing 2 Results

Therefore, the final result came out to be that we had to ask the branch heads for posting reviews by customers and employees on their respective locations. Moreover, one single element cannot push the ranking solely because of tough competition in the market, so, we had to explore each feature available in GMB and exploit to get good top 5 or 3 rankings.

I learnt these Google Maps tricks in office and apply the same to my family business which got me good results.

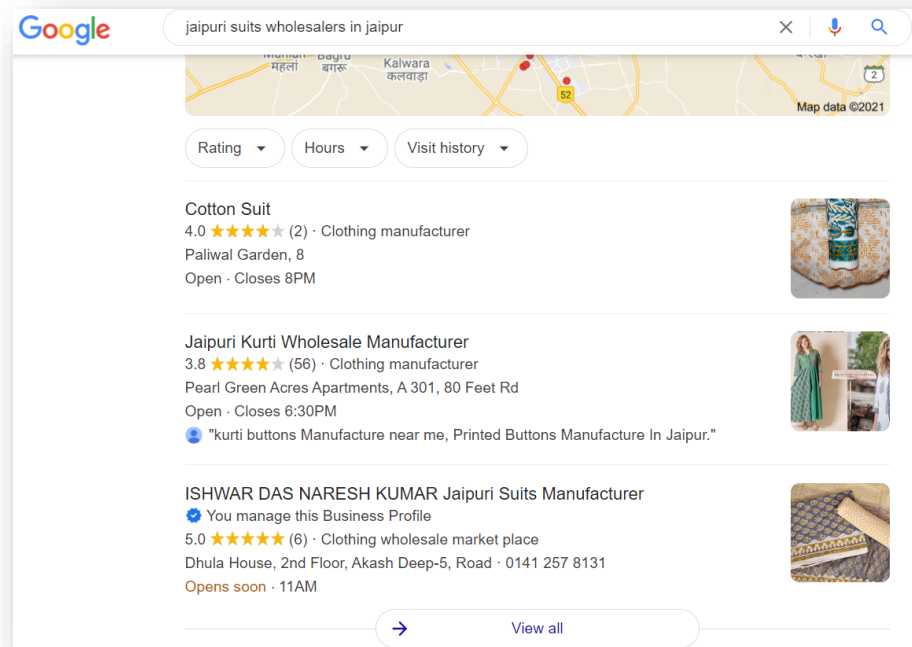


Figure 12- My Business's GMB Ranking

Earlier when I was not known to this tool- Google My Business, our office was not seen anywhere so, after updating and managing all the elements it is ranking in top 3 when we search “Jaipuri Suits Wholesaler”.

SEO- OFF PAGE

Off-page SEO refers to **anything done outside of your website with the potential to affect search engine rankings**. Optimizing your site for off-page SEO means you'll have to improve the way that both users and search engines see your site in terms of credibility, authority, popularity, and relevance.

Creating backlinks is at the core of off-site SEO and is a technique that is crucial for any site with the aspiration of ranking on page one.

Common off-page SEO actions include building backlinks, encouraging branded searches, and increasing engagement by posting classified ads.

1. **Classified Ads-** Classified advertising is a form of advertising, particularly common in newspapers, online and other periodicals, which may be sold or distributed free of charge.

- Classified advertisements are much cheaper than larger display advertisements used by businesses, although display advertising is more widespread.
- I had researched around 30 platforms or sites for posting classified ads and generating qualified leads.
- But before working aggressively on all of these, I had gone through checking the domain authority and traffic details of all these 30 sites.
- Then, I had targeted only few sites with above 30 DA and posted free ads on 7 platforms.
- Further, I had proceeded with Locanto only and generated few leads by posting around 100 ads in different product category at different locations.
- Also, negotiated

Locanto account (Fig 13) of the company is visible in the above image.

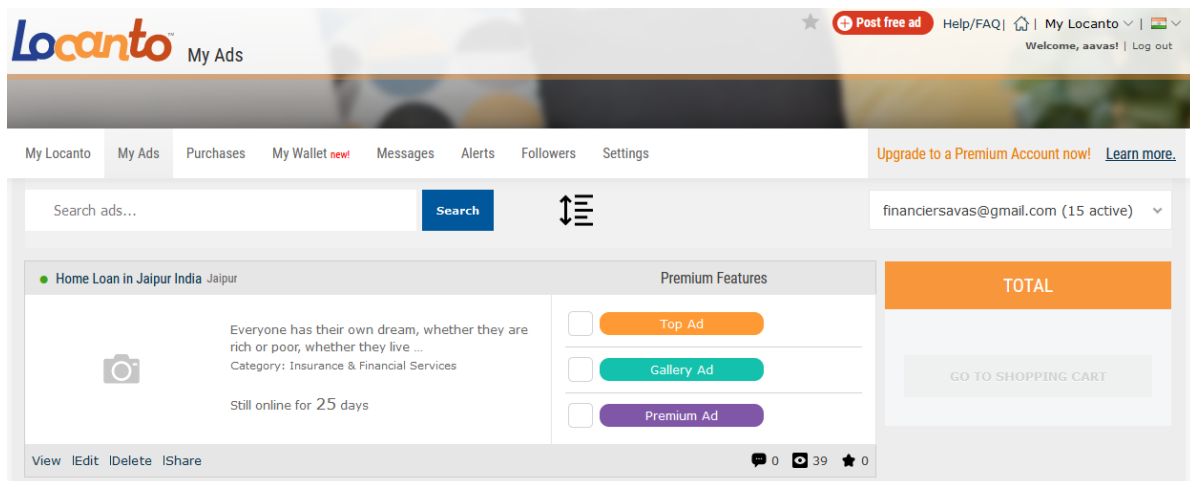


Figure 13- Locanto Account

This is how an ad look like with Title, image, category, location, description, contact number and website URL.

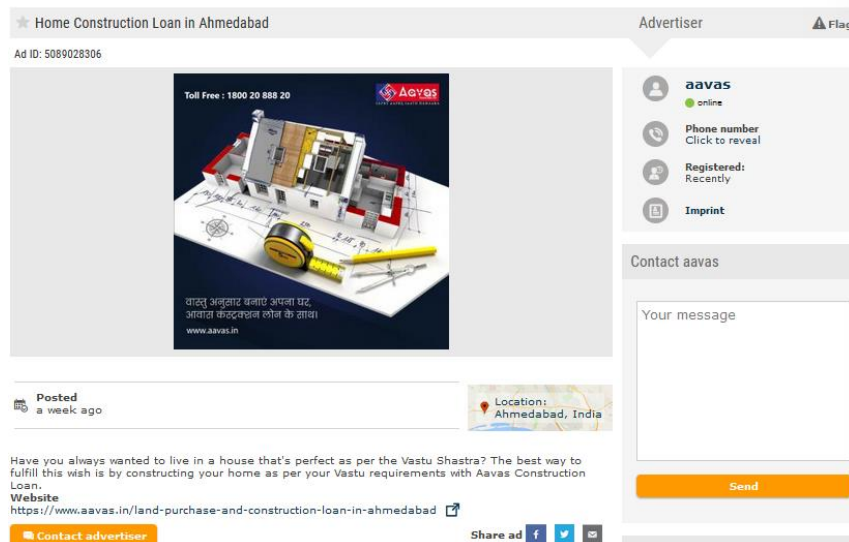


Figure 14- Locanto Ad

2. Social Bookmarking and Backlinking: Social bookmarking is an online service which allows users to add, annotate, edit, and share bookmarks of web documents.

Social bookmarking is **bookmarking a web page on your browser to read later**. ... They let web users keep track of your content. The social bookmarks tell search engine algorithms that your content is valuable. They increase your authority and credibility. That improves your ranking on keywords related to your business. It is kind of backlinking only.

A backlink is **a link created when one website links to another**. Backlinks are also called "inbound links" or "incoming links." Backlinks are important to SEO.

Search engines like Google use backlink as a ranking signal because when one website links to another, it means they believe the content is noteworthy.

Link building is the most difficult SEO tactic, according to 65% of marketers.

I have done backlinking and social bookmarking on following platforms such as DIIGO, MIX and Reddit.

Diigo is a social bookmarking website that allows signed-up users to bookmark and tag Web pages. Additionally, it allows users to highlight any part of a webpage and attach sticky notes to specific highlights or to a whole page.

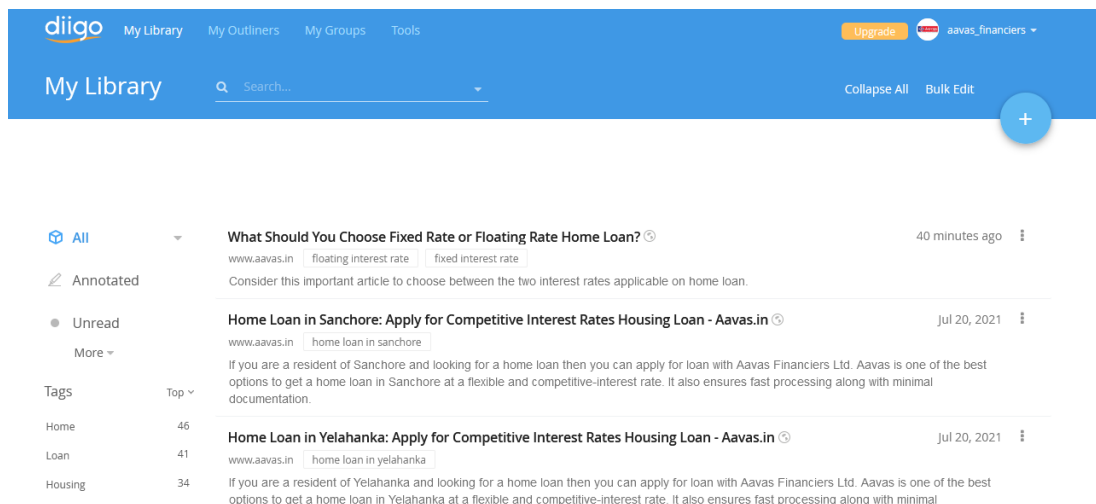


Figure 15- DIIGO Account

Stumble Upon was a popular website for social bookmarking of your website or brand related content which is now named to MIX. Here, you can just put the link of any webpage, blog or article which will be bookmarked for increased visibility and results into people jumping on to your website generating queries or leads.

This is how Aavas Mix Account looks like: -

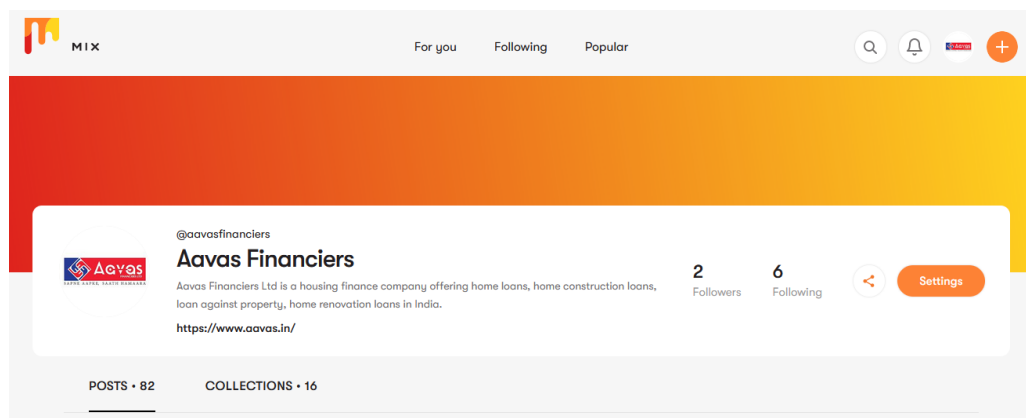


Figure 16- MIX Account

The below picture depicts how backlinking and bookmark is created.

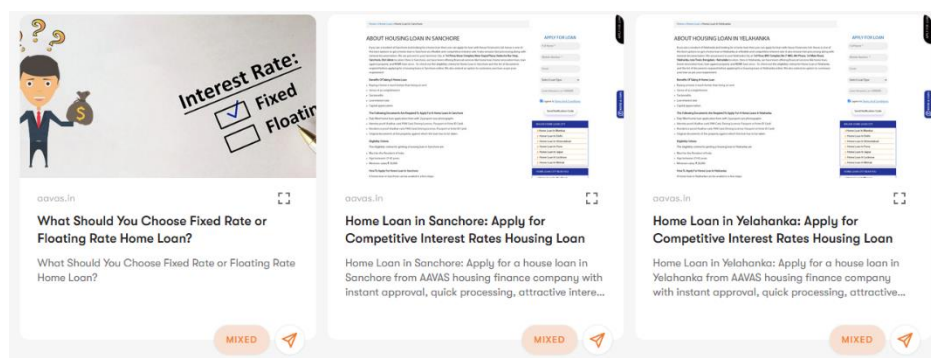


Figure 17- Backlinking on MIX

Reddit marketing refers to an online US based platform that allows marketers to network with the submission of links, content, and to carry on conversations with Reddit users. Reddit is a community of entrepreneurs, businesses, and individuals that seek information about a variety of interests.

Its interface is similar to that of Facebook where you can engage & participate by posting news or information, following pages, liking big personalities and promote your business along with creating a presence on the platform.

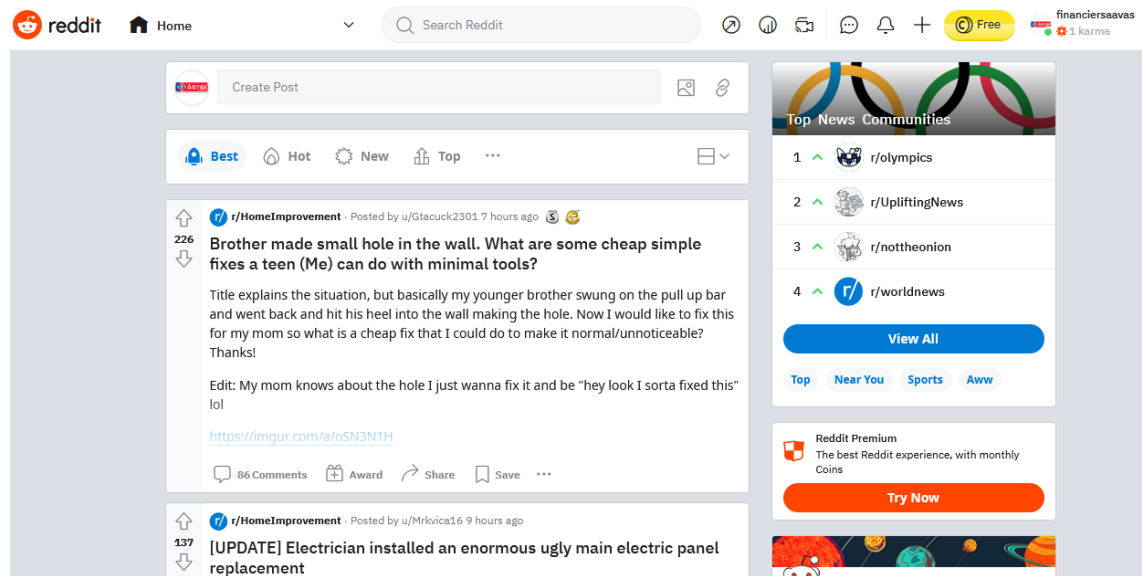


Figure 18- Reddit Account

Google also has a free tool for the same named as Google search console refers to a tool available to webmasters. The Google search console was formerly known as Webmaster Tools. The Google search console includes various areas for marketers to analyse data and determine how their site is performing.

This tool helps in indexing our company website's webpages which then allows google to crawl through your content and indirectly results into ranking by increasing credibility.

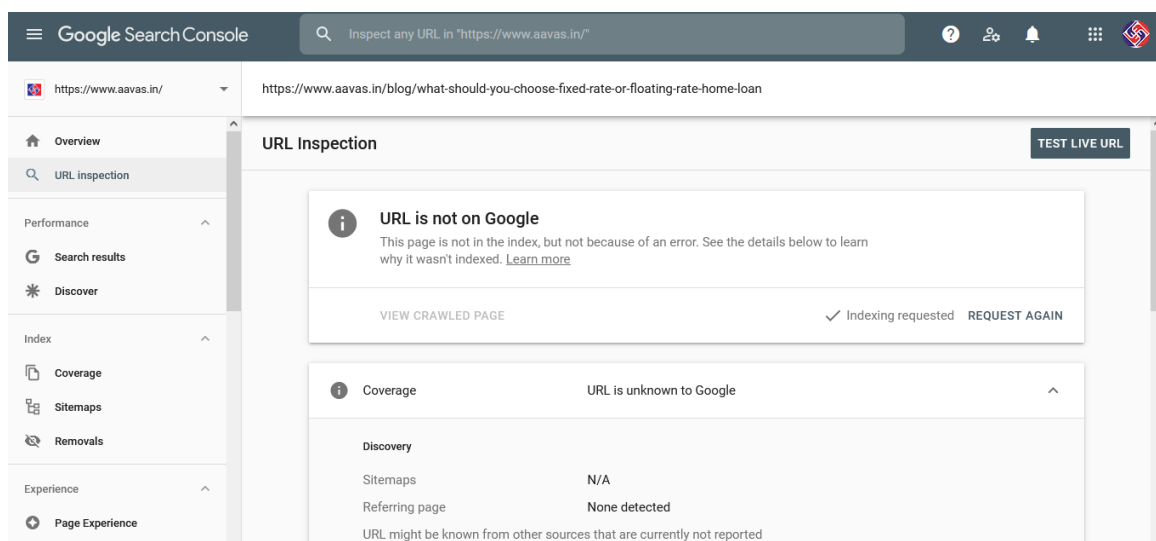


Figure 19- Google Search Console

WEB ORM (ONLINE REPUTATION MANAGEMENT)

Online reputation management (ORM) is when, in order to address any negative or false comments, you actively monitor mentions of your brand on websites and social media.

ORM is divided into two parts- Web ORM and Social ORM. My Task was to keep a check on comments & reviews on web platforms such as Google Maps, Google Play Console, Different mobile application of companies.

Online reputation management is critical for businesses to maintain a positive brand identity in the eyes of consumers. As more digital marketers understand the value of ORM in growing their business, they choose to devote more time and energy toward monitoring their brand online.

Following screenshots display different platforms where I used to monitor and reply comments.

Glassdoor is an American website where current and former employees anonymously review companies.

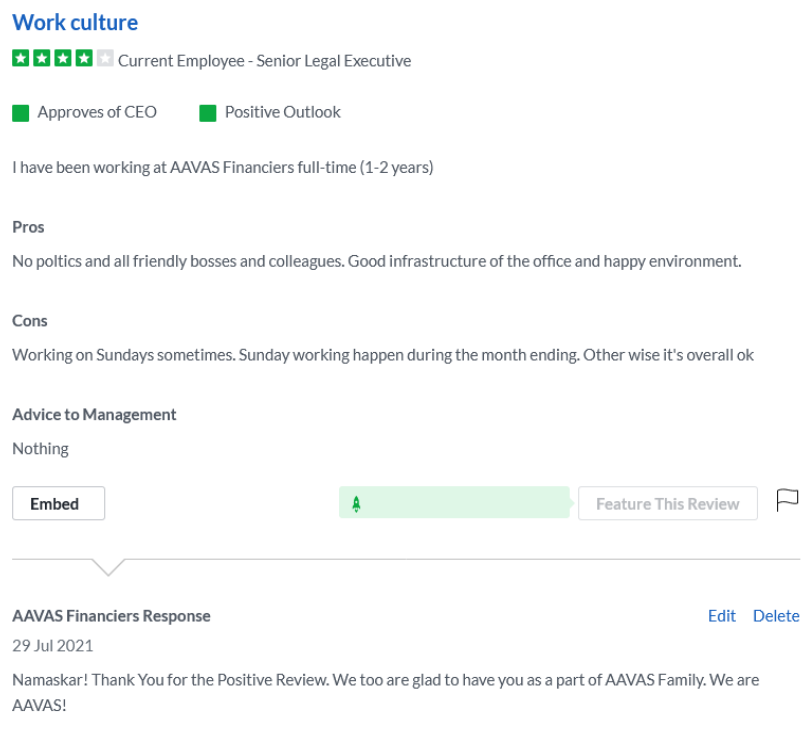


Figure 20- Glassdoor

Ambition Box is a career advisory platform founded in 2015.



Figure 21- Ambition Box

Google Maps

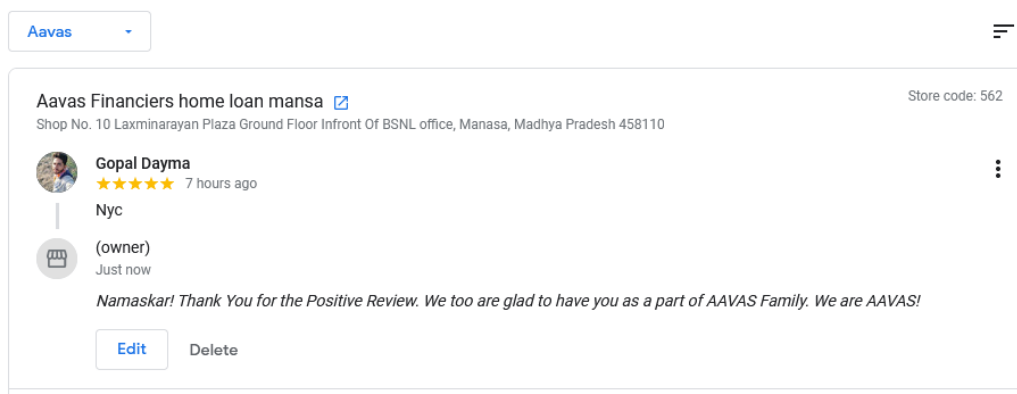


Figure 22- Google My Business

Google Play Console

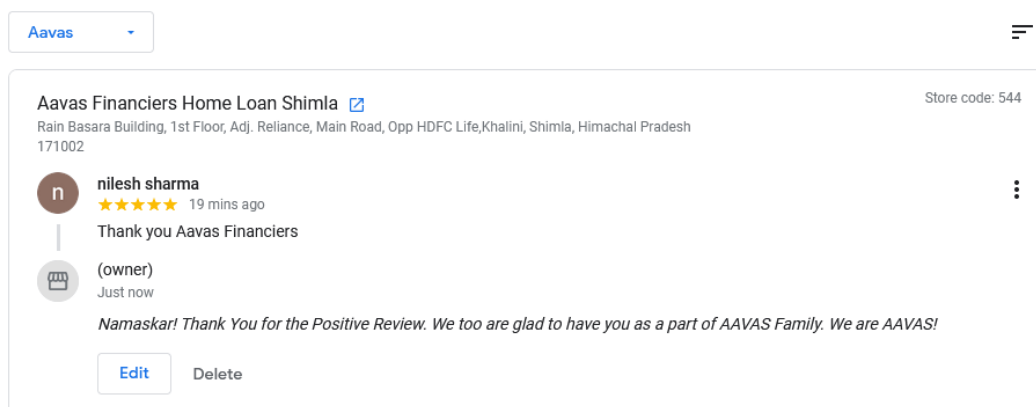


Figure 23- Google Play Console

Aavas Mitra App

Reviews

 Manish Goel · Jul 11, 2021, 08:40 ·  0  0

Device: [Samsung Galaxy M31](#) Device language: English App version code: 48 App version name: 2.0.9 Android version: Android 11 (SDK 30)  

★★★★★

My Digital Dairy 🙌🙌

 Aavas Financiers Ltd. · Jul 12, 2021, 11:31 Edit reply

Namaskar! Thank You for the Positive Review. We too are glad to have you as a part of AAVAS Family. We are AAVAS!

Figure 24- Aavas Mitra

Aavas Loan App

Reviews

New review notifications are on. [Manage preferences](#)

[Go to Download reports](#) [Sort by: Most recent](#) ▼

 Manoj Bhati · Jul 15, 2021, 15:23 ·  0  0

Device: [Oppo A53](#) Device language: English App version code: 49 App version name: 2.0.10 Android version: Android 11 (SDK 30)  

★★★★★

Good

 Aavas Financiers Ltd. · Jul 15, 2021, 18:07 Edit reply

Namaskar! Thank You for the Positive Review. We too are glad to have you as a part of AAVAS Family. We are AAVAS!

Figure 25- Aavas Loan App

Aavas Nirman App

 Ansh Pathak · Jul 28, 2021, 16:53 ·  0  0

Device: - Device language: English App version code: 25 App version name: 1.9.0 Android version: Android 11 (SDK 30)  

★★★★★

Great

 Aavas Financiers Ltd. · Jul 28, 2021, 17:26 Edit reply

Namaskar! Thank You for the Positive Review. We too are glad to have you as a part of AAVAS Family. We are AAVAS!

Figure 26- Aavas Nirman App

LEARNINGS

This Digital Marketing was completely new for me like I don't even know the "D" of it. Therefore, I have learnt many things about it from basic terminologies, different types of it, platforms & free software to market your business online, tricks and strategies to be implemented for better results. In short, I can say that whatever is mentioned in this report are all my learnings.

Thanks to my industry mentor who was so helpful as well as a great guide which let my hands on most of the parts of digital marketing along with various corporate insights like how companies are doing the same.

Apart from my KRAs, I also had an overview of **Google Ads, Google Analytics and Quora**.

What is Google AdWords?

Google Ads or Google AdWords is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos.

How does it work?

Google Ads works on an auction system, which takes place every time a user performs a keyword search. To "win" the Google Ads auctions and see your Google advertisement appear for relevant keywords, you'll need to optimize your Quality Score and bid amount.

The average **cost-per-click (CPC)** on Google Ads is Rs 100 for the Google Search Network and less than Rs 100 for the Google Display Network.

For example, if you spend Rs 5000 on one Google Ad campaign then according to Rs 100 as average CPC, 50 leads would be generated at a time.

Google Ads are worth it because they provide a cost-effective way for businesses of all sizes to reach a virtually unlimited, targeted audience. They're extremely flexible and you can start, stop, pause, or even adjust your bids at any time.

The below picture depicts how Google Ad appears on Google Search Network.

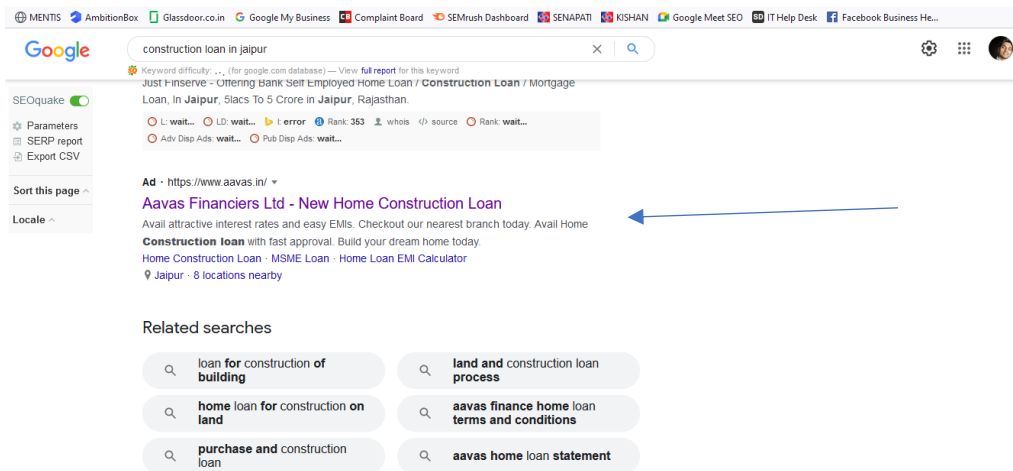


Figure 27- Google Ad

Google Ad Overview and Interface

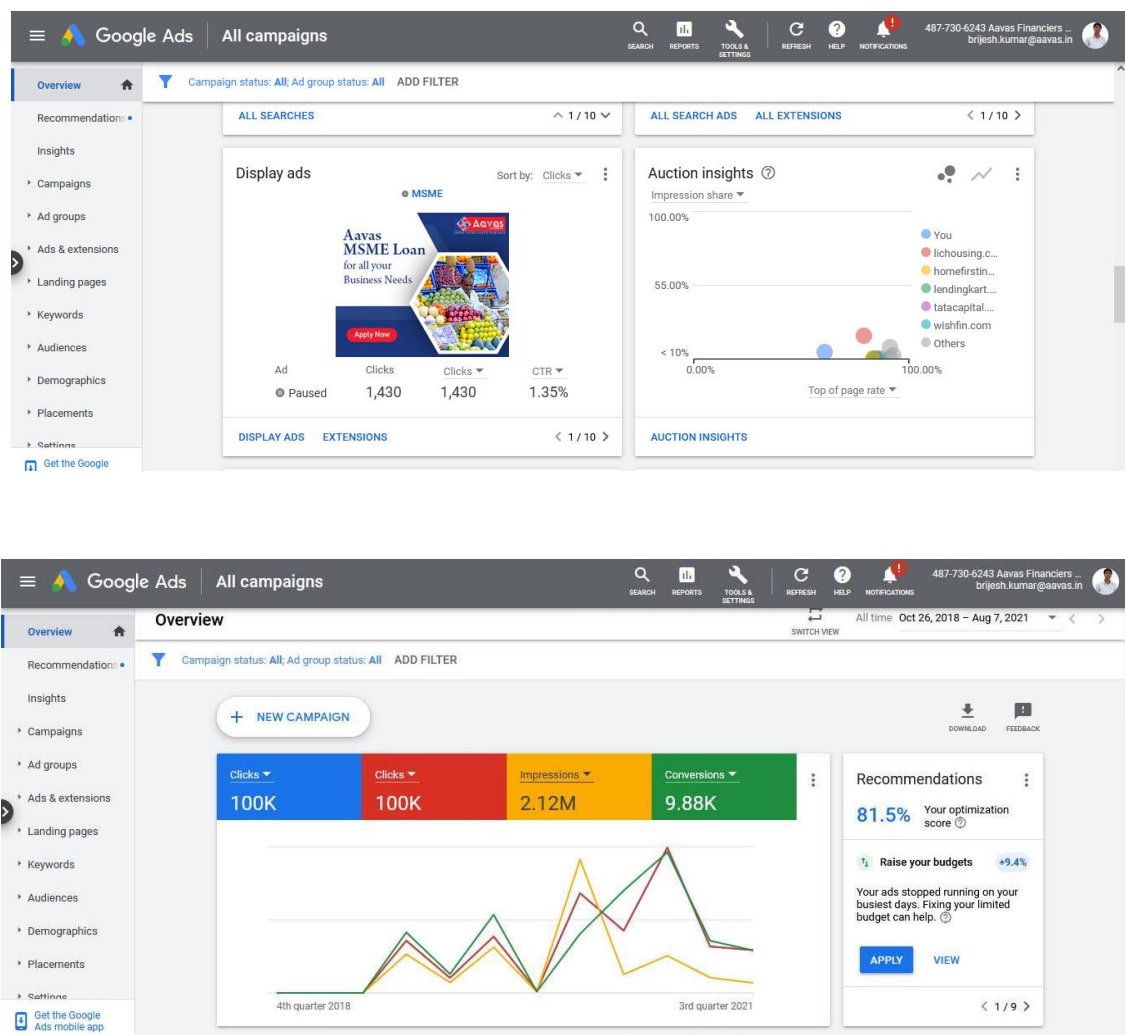


Figure 28- Google Ad Overview

Google Ad Campaign is a set of ad groups (ads, keywords, and bids) that share a budget, location targeting, and other settings. Campaigns are also used to organize categories of product a company offers.

Like here you can see that campaigns are designed according to the products such as Construction Loan, Home Loan etc with respective set of keywords and other campaigns are location wise.

Campaign	Budget	Status	Optimization score	Campaign type	Imp.	Interactions	Interaction rate	Avg. cost
Draft: Leads-Search-30	₹1,500.00/day	In progress	—	Search	—	—	—	—
GDN Construction Loan	₹1,000.00/day	Bid strategy learning	—	Display	673,984	5,706 clicks	0.85%	₹1.27
Thank you English (All Web Site Data)	—	—	—	—	—	—	—	—
Thank you Hindi (All Web Site Data)	—	—	—	—	—	—	—	—
Campaign: Leads Search: Rajasthan- 9.07.2020	₹500.00/day	Limited by budget	82.8%	Search	217,123	22,791 clicks	10.50%	₹9.57
Calls from ads	—	—	—	—	—	—	—	—

Figure 29- Google Ad Campaigns

Keyword	Match type	Status	Conversion	Cost / conv.	Policy details	Final URL	Clicks	Impr.	CTR	Avg. CPC	Cost
Total: All but removed keywords	—	—	903.09	₹97.23	—	—	9,977	92,842	10.75%	₹8.97	₹89,512
housing loan	Broad match	Eligible	55.02	₹119.59	Eligible	—	646	9,331	6.92%	₹10.70	₹6,911
online home loan application	Broad match	Eligible	70.13	₹102.20	Eligible	—	528	5,649	9.35%	₹13.79	₹7,275
apply for a home loan online	Broad match	Eligible	67.51	₹78.50	Eligible	—	375	4,225	8.88%	₹14.34	₹5,376
होम लोन	Broad match	Eligible	26.78	₹106.79	Eligible	—	257	4,161	6.18%	₹11.13	₹2,866
housing loan providers	Broad match	Eligible	24.37	₹100.11	Eligible	—	214	2,618	8.17%	₹11.60	₹2,481
hoom loan	Broad match	Not eligible Low search volume	23.93	₹83.37	Eligible	—	197	1,639	12.02%	₹10.23	₹1,639

Figure 30- Google Ad Keywords

Ad group	Target CPA	Conversion	Cost / conv.	Ad group type	Clicks	Impr.	CTR	Avg. CPC	Cost	Conv. rate	All conv.	Cost
Ad Group: Home Loan	₹125.00	1,120.02	₹96.26	Standard	11,468	115,680	9.91%	₹9.63	₹110,485.32	9.96%	3,493.02	₹110,485.32
Google search	—	1,042.02	₹94.01	—	10,501	61,831	16.98%	₹9.58	₹100,627.59	10.14%	3,390.02	₹100,627.59
Search partners	—	78.00	₹126.38	—	967	53,849	1.80%	₹10.19	₹9,857.73	8.07%	103.00	₹9,857.73
Ad Group: MSME	₹125.00	889.03	₹100.54	Standard	6,312	77,477	8.15%	₹14.26	₹89,993.35	14.24%	1,547.03	₹89,993.35
Google search	—	830.03	₹99.70	—	5,687	42,549	13.37%	₹14.66	₹83,361.17	14.77%	1,488.03	₹83,361.17
Search partners	—	59.00	₹112.41	—	625	34,928	1.79%	₹10.61	₹6,632.17	9.44%	59.00	₹6,632.17
Ad group 6	₹112.50	52.90	₹295.43	Dynamic	4,833	20,614	23.45%	₹23.23	₹15,628.34	1.09%	1,385.90	₹15,628.34
Google search	—	47.90	₹308.00	—	4,743	18,475	25.67%	₹31.11	₹14,753.38	1.01%	1,366.90	₹14,753.38

Figure 31- Google Ad Groups and Performance

This shows (Fig 31) the number of clicks, impressions, CTR (Click Through Rate), Average CPC and conversion rate of specific Google Ad Groups.

Google analytics refers to a Google software platform. The Google-created software is designed for marketers to analyse nearly all aspects of website users through the Google Marketing Platform. This includes website traffic, user metrics, conversions, historical data comparisons, and the effectiveness of each marketing channel can be managed with the Google Analytics tools.

It gives you each and every information about your website user which will help in identifying faults and modifying the website for better experience.

The best part is it is a free software, and you can easily use this tool by linking your website with the help of some coding and UTM codes.

UTM (Urchin Tracking Module) tracking code refers to a simple code that you can attach to a custom URL. The code is used to track a source, medium and campaign name. With UTM tracking codes, marketers know the arrival source and campaign of their site visitors with Google Analytics.

Aavas Website User Data

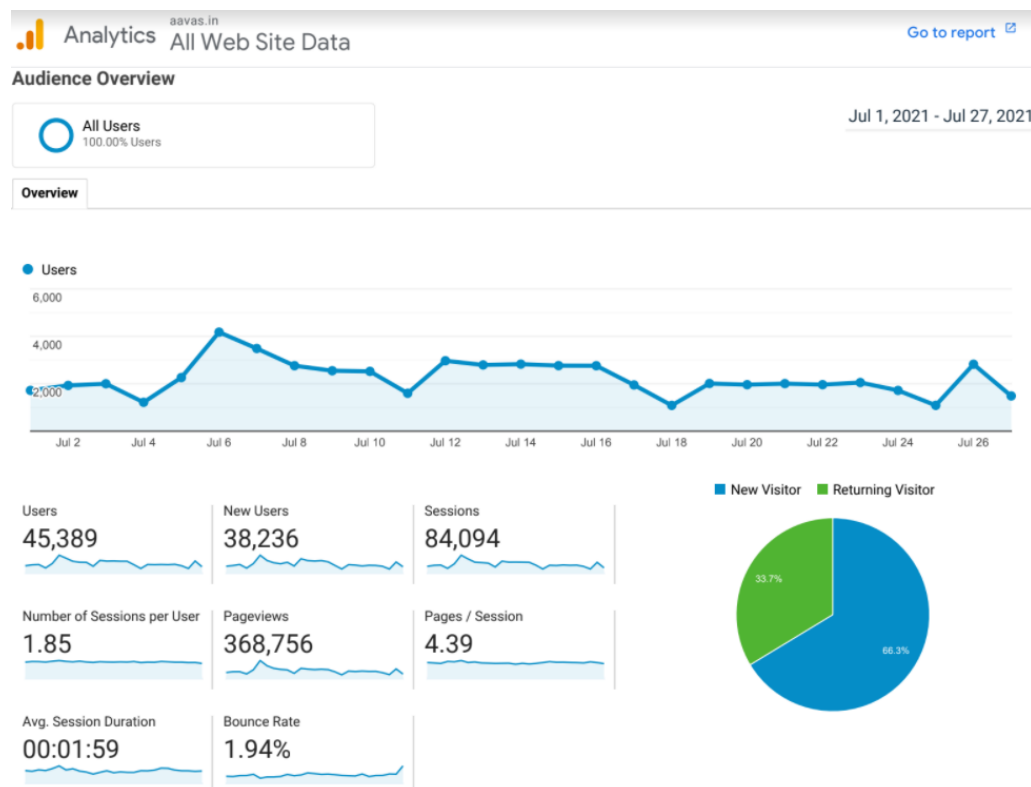


Figure 32- Google Analytics

Quora refers to a question-and-answer website. The site allows users to participate in the asking and answering as well as the editing questions from other Quora users. It's a platform to ask questions and connect with people who contribute unique insights and quality answers.

I tell you one interesting fact about this platform that it can be monetized like YouTube after a certain stage. This happens when you are constantly posting questions or quality answers while actively participating and people are liking your answers. It's a great tool which one can exploit in his free time to earn some money. I got to know this by my mentor who's personal Quora account is monetized, and he gets paid for posting answers.

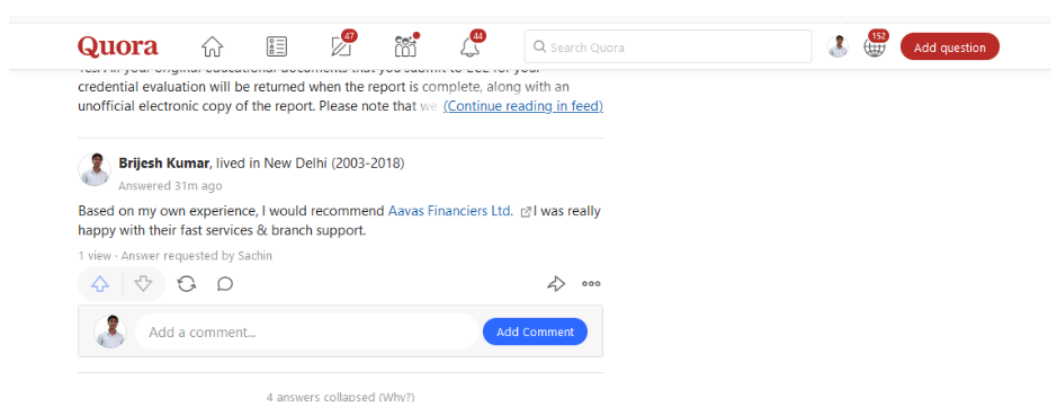
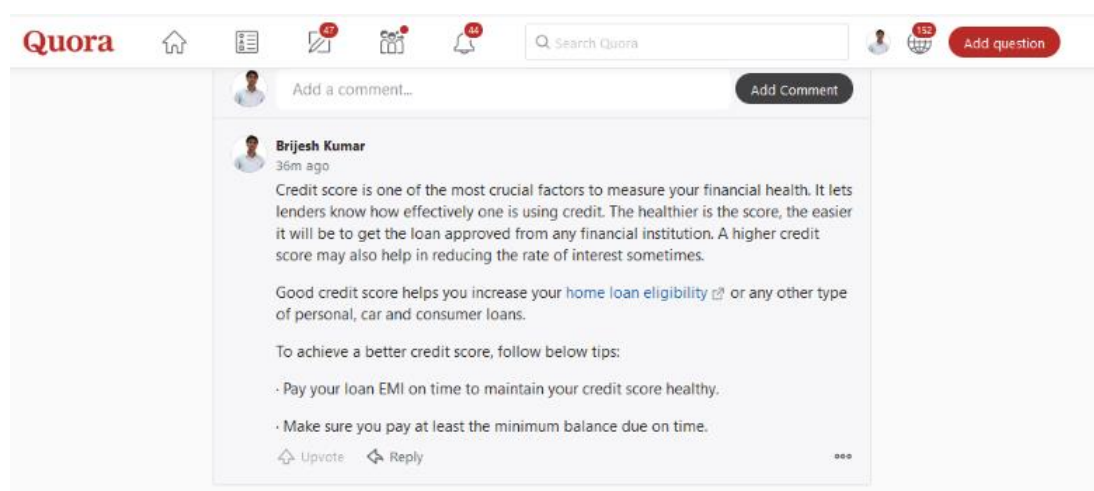


Figure 33- Quora



RECOMMENDATIONS

The company is aggressively working on boosting sales and meeting its targets by generating leads & converting into sales through digital marketing tactics. The company is growing at a good pace with 60% growth rate per annum.

But I have few recommendations such as: -

- **Chatbot-** A **chatbot** is software that simulates human-like conversations with users via text messages on chat. Its key task is to help users by providing answers to their queries. I feel that this add-on feature on company's website will result into great user experience and help in the growth. Like HDFC bank has its "Ask Eva" chatbot Aavas should also have one.
- **Block Chain Technology-** Blockchain is a **system of recording information in a way** that makes it difficult or impossible to change, hack, or cheat the system. A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain. The company can also use this latest technology for storing their confidential data or customer information files.
- **Voice Enabled AI Marketing-** AI can **help you deliver personalized messages to customers at appropriate points** in the consumer lifecycle. AI can also help marketers identify at risk customers and target them with information that will get them to re-engage with the brand. Few brands are using this technology of delivering marketing messages on their personalized devices after detecting their voice inclusive of a keyword through their device apps only.

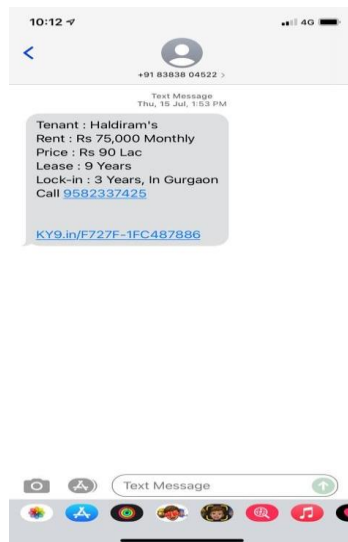


Figure 34- Voice Marketing Example

Let me tell you one incident that once me and my colleague were talking about to get Haldiram's Franchise in Jaipur and suddenly we got this message after 10 minutes of our conversation. This happened after our phone detected voice through microphone accessibility of one of our apps and sends the command through AI about the keyword "Haldiram Franchise".

The above three topics were my area of research under Ideation and Innovation.

I have explored around these three topics that how they can be implemented in BFSI sector and can become advantage for our company.

The company has already taken a step on implementing Chatbot and finalised the vendor after requesting quotations from many.

The voice enabled marketing has give us one clue that it is directly operatable at the end of google. You just need to send them one email regarding your requirements, and they will help in implementing this technology for your company. But it is way too expensive.

Whereas I couldn't find out the proper application of Block Chain technology yet.

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