



SOCIAL MEDIA OPTIMIZATION FOR SHOPERKART

HIMANSHU RATHORE

2018BBA013

JK LAKSHMIPAT UNIVERSITY

INSTITUTE OF MANAGEMENT

INDUSTRY MENTOR – MR. VARUN LAU

FACULTY MENTOR – DR. RICHA MISHRA

DECLARATION

I, the undersigned solemnly declare that the project report, “**SOCIAL MEDIA OPTIMIZATION FOR SHOPERKART**”, is based on my own work carried out during the tenure of my summer internship program in MUDRA HOME SOLUTIONS LLP, JAIPUR. Under the supervision of my company mentor, Mr. Varun Lau and faculty mentor, Dr. 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 I 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 - HIMANSHU RATHORE
Roll No.- 2018bba013

CERTIFICATE

To Whomsoever it May Concern

This is to certify that Mr. **Himanshu Rathore** student of BBA 2nd Year, JK Lakshmipat University, Jaipur has undertaken summer training in our organization from **20th May, 2020** to **7th July, 2020** on the project titled **SOCIAL MEDIA OPTIMIZATION FOR SHOPERKART** Under my guidance. To the best of my knowledge, the study undertaken by him 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 : **VARUN LAU**

Date: 12th 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 Lau** and Faculty mentor, **Dr. 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 Dr. Ashwini Sharma, Director – Institute of Management, JK Lakshmipat University, for providing me with this opportunity and being able to complete this project with success.

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TABLE OF CONTENT

TOPIC	PAGE NO.
PROJECT SUMMARY	6
COMPANY OVERVIEW	7-8-9
SMO	10-11-12-13-14-15
RESEARCH METHODOLOGY	16
DATA ANALYSIS	17-18
CONCLUSION	19
REFERNCES	20

PROJECT SUMMARY

This project is undertaken as my summer internship at JK Lakshmipat University during the period of 45 days.

The research activity was carried out to analysis the impact of social media optimization for shoperkart on the consumers. Through which social media platform the consumers is reaching to shoperkart.

Some of the social media platforms are facebook, instagram, twitter, linkedIn.

The data gathered for the research activity are the primary sources legitimately gathered from the general population, the quantity of respondents for the study is 15. The research design carried out for the investigation is descriptive research.

COMPANY OVERVIEW

Shoperkart is a free android app developed to help small businesses to have an online presence. This is a simple tool for retailers to e-connect directly with their customers. Build on the concept of O2O model or the Online-to-Offline model, is a concept that attracts consumers in an online environment and then create an interest to visit a retail location.

This app helps the small business owners to showcase their products and services along with best offerings and discounts at ZERO cost to all of their customers. This app helps the small business store to be open online 24×7, 365 days. Shoperkart app can be used by any type of business which is looking for online presence at no cost.

Shoperkart comes with an online platform to connect you with your trusted local shops. You can now order online and have the quality products delivered at your doorstep in few hours replacing the long delivery waiting time.

FEATURES OF SHOPERKART APP

The seller can choose a category from the existing list of categories available on the app.

The app provides the feature to add more categories of products and services being offered by the seller, trader or service provider.

Further unlimited categories can be created and added to your store.

Product description, pricing, and other details need to be mentioned.

An order section to track the list of orders received and processed.

Option to promote and share the store with various customers or target audiences.

Seller, traders and service provider can notify the launch of new products to their target audience.

Advantages of Shoperkart for Business App

- The application is 100% free for Businesses and well as customers
- No commission to be given to any person or marketplace
- Since there is no commission sharing, the retailer has an opportunity to give best of discounts to customers in order to retain them forever and stopping them to go to their other competitors.
- App is designed so that only your category of store will be visible at customer shopping app with whom the retailer has shared and the customer has installed the shopping app by using the inbuilt retailer invite link.
- The app is very simple to use and very easy to upload the products, services, discounts and offerings. The retailer can create their own business or product category.
- The concept of the app is Online-to-Offline(O2O), so that it attracts the consumers from an online environment and then compels them to visit a retail location.
- The app has an inbuilt map that helps retailer to define their own service area as per their convenience and available resources. The retailer has the freedom to set the radius on the map to define their business or delivery area.
- The retailer will be free to design his business strategy in order to retain their customers without interference from any market place or an e-commerce company.
- Freedom to the retailer is given to design their own business policy like product exchange, discounts and offers
- Since the app is defined on O2O model that too for small retailers in small geographical areas, a service delivery range of 10km radius has been defined, though the businesses are independent to define their service delivery area within this 10km radius.
- Inbuilt notification options to promote the product and services among the customers at one go.
- Though cash on delivery or store pick up is preferred, the product delivery model, the retailer has freedom for mode of payment and there would not be any delay in collecting the payment of the product or service delivered.
- Your store will be visible on customer shopping app if the customer has downloaded the Shoperkart shopping app either directly from Google Play store or through the

share link promoted by some other business category which is different from your business category.

- With Shoperkart app small business can compete with big e-commerce players and market places without giving them commission or spending a single penny for online presence.
- Web dashboard for retailers is provided where they can keep a customer wise track of orders received and order serviced along with inventory and account management this also help the retailers to have a better understanding of the customer and their demands.

SOCIAL MEDIA OPTIMIZATION

SO what is Social Media Optimization?

Social media optimization is the process of creating and enhancing your social media plan so that you are able to get measurable results.

Social media optimization can benefit your business in more than one way. It can increase your visibility and make your brand more known. Not just that, it can also help you generate more qualified leads and improve your sales numbers.

Optimizing your social media makes it easy for others to trust you and get in front of your target audience. Because your goal as a business is not just to get mentioned on social media, but also get recommended or referred by others.

Why Social Media Optimization Is Important?

Social media optimization is important for anyone that wants to tap into the power of social media marketing. Having a solid social media plan is extremely important if you want to build a relationship with your target audience.

Given below are a few ways it helps your business:

1. Build a Strong Web Presence

Creating a strong online identity or authority is crucial for any brand that wants to be known and trusted. With social media optimization, your business can build a viable web presence while helping you establish yourself as an authority in the eyes of your target audience. It gives your brand the needed visibility while educating people about the nature of your business.

2. Increases Your Reach

In order to increase your customer base and get more business, it is crucial for your business to find and connect to your niche audience. Social media is a great tool to establish a relationship with your niche audience without compromising on their preferences or likes/dislikes.

People have access to social media on the go. This makes it easy for them to connect with you through their mobile device regardless of their location.

3. Great Content Leads to Big Audience

It is not uncommon for a business using content marketing along with social media marketing to solely focus on creating top notch content and nothing more. What it fails to understand is creating great content for your social media channels is only one half of the equation.

The other half or the next step is to promote this content on a consistent basis so that it reaches the right audience. You have to at least create the needed momentum or the initial push so that your social media followers can take it forward.

4. Generate Better Leads

Generating high quality leads can help your business in more than one way. While most businesses are using social media successfully to build a stronger brand and get the word out about their product, some of them are quietly leveraging it to gather targeted leads. Regardless of your lead generation goals, by tapping into the right social media channel, you can take your lead generation campaign to the next level.

How Do You Optimize Social Media Marketing?

1. Be More Social on Social Media

Being social is the first step to finding success with social media marketing and optimization. While there is nothing wrong in focusing on the marketing side of things, it should not come at the expense of being active on social media.

In order to do effectively optimize your social media, you need to understand the social media landscape by being a part of it. In other words, you need to participate in every possible way to make sure that you are on the right track.

Once you create a social media profile on a particular social network, don't stop there. Spend some time following others, visiting their profiles, commenting on their content, etc. Networking is all about connecting with others by reaching out to them and starting new relationships.

2. Add Social Media Share Buttons

Social media has changed how people share information online. Today, anyone can share anything with a click of a button. This is why you are missing out if you don't have social media share buttons on your website.

When one of your visitors finds some useful information on your website or blog, they should have an option to share it with their social media followers and friends. By making it simple to pass on content to others, the chance of getting relevant traffic and exposure goes up.

3. Optimize Your Social Media Profiles

One of the easiest things you can do as a social media marketer to increase your reach is to optimize your social media profiles.

Use Branded Cover Photos

While having a regular cover photo on your page is completely acceptable, as a business you would want your background photo to at least have your logo on it. It not only helps in branding but also makes sure your company looks more

professional. Your aim should be to make a great first impression on anyone who likes or follows your page.

Link to Other Social Media Profiles

If you already have brand loyalists or people who love your brand following you on one social media platform, then why not get them follow you on other platforms as well?

For instance, if you've just signed up for Instagram, you can inform your Facebook followers to check out your profile. However, the problem with this approach is your post may not reach everybody.

This is why it makes sense to add links to your other social media platforms within your profile so that people can easily find them. Social networks such as Pinterest and Facebook let you link out other social media profiles prominently.

Link to Your Main Website

Your social media profiles can have a direct impact the traffic you generate to your main website. So make sure you link to it from every social media platform that you are on. This not only lets you position your brand better but also makes it easy for your followers to understand which if your profile pages are official.

Start by listing your site URL in the “about” section of your social media profile. Also, try to verify your profile to make it look more authentic and real.

4. Optimize Your Social Media Content

As a business, one of your top priorities is to seek new audiences and find prospects that would be interested in your products or services. Besides helping you solidify your relationship with your existing customers, your content should also help you connect with people who aren't familiar with your brand.

Your social media content is no different than the content on your website. Which means it can not only get shared on the web through websites and blogs, but can also rank high for relevant keywords in the search engines. So optimizing your social content Google and other search engines makes complete sense.

Publish Social Posts Worthy of Backlinks

Gone are the days when social media content was limited to one platform. Now you can embed social media posts everywhere. You'll find them being used in articles, blogs, ebooks, etc.

While you are already putting in the effort to create great social media content, try to make it worthy of backlinks. Make the content valuable so that professionals from within your niche link to it. By naturally gaining backlinks to your social profiles, you increase the chances of getting ranked for valuable keywords.

Leverage the Power of Hash tags

Your social media strategy is incomplete without the right use of hashtags. They go beyond just helping you label your content. They make it easy to discover and help your message reach out to your target audience.

Hashtags are a great place to start when you're looking for more exposure via social media. They help your social media content generate relevant audience engagement and give you the needed edge over competition.

By incorporating the right hashtags, your social media optimization efforts give better results. Your content reaches out to more people and is found by social media users who aren't connected to you.

5. Optimize Social Media Ads

Growing your social media presence and reach "organically" works without a doubt. The only downside being, it takes time. So if you are short on time, but have the budget, then social media ads can potentially give you the best return on your investment.

When done right, paid social media ads can prove to be cheap and effective way to reach out to your target audience. Here are two simple yet proven tips to help you optimize your social media ads and fetch you a better ROI.

Test Multiple Ad Versions

Finding out what works best for your ads is a matter of testing multiple versions. A successful social media ad is rarely the first version. Right from creating different ad copies to testing unique images, every single step you take to test various elements improves the chances of your ad being profitable.

Testing multiple versions of your ad starts with creating many variations to see what's giving results. As you move forward, the poor performing ads can be replaced with new, better optimized versions.

Create a Custom Landing Page

Ask yourself, why are you running social media ads? What's your purpose? If you're like most, your aim is to drive home some leads or sales. In other words, you're looking for more conversions.

But in order to convert more people and make your ad campaign a true success, you need to look beyond the ad. And focus on where the user lands after clicking on your ad.

With a custom landing page that complements the ad, the likelihood of someone taking action is much higher. The transition from the ad to the page should be seamless. The copy on your landing page should be an extension of your ad copy.

It's not enough to create a well-tailored, targeted ad. You also need an equally targeted landing page with a strong call to action.

RESEARCH METHODOLOGY

Research Design:

This study has utilized survey research methodology. A structured questionnaire was developed. The survey was circulated to people Google forms. The populations for this study are people of Jaipur (RAJASTHAN). (Both males and females). The people are in the age group from 18 to 55 years. A total of 15 respondents from the population have been selected.

Primary sources:

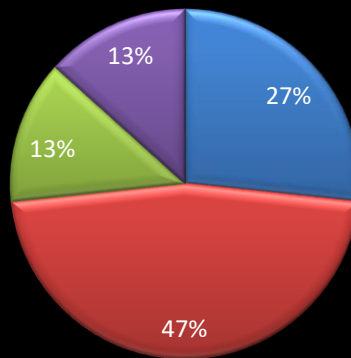
This study focuses on primary data collected through questionnaire. A primary survey has been conducted to identify the impact of social media optimization. The survey was conducted in Jaipur (Rajasthan) between June 2020 to July 2020.

Research Questions:

Research questions have been determined after reviewing contexts of consumer demographics. In the process of setting the research questions the prospective future contribution of this research work also has been considered. The research questions aims to understand the attitude of selected respondents in terms of awareness, brand recall and brand preference.

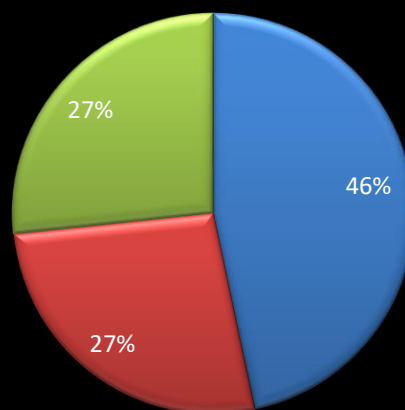
From which social media platform consumers directed towards shoperkart

FACEBOOK INSTAGRAM TWITTER PINTEREST



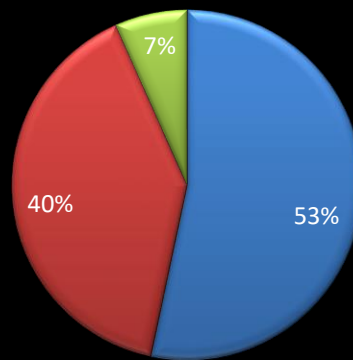
Number of people using shoperkart app

Installed and Purchasing Installed but didn't purchased yet Not Installed



Can People easily share the information regarding shoperkart on social media

■ yes ■ probably ■ no ■



OBESRVATION

- Shoperkart had used effective social media optimization as more than 90% of people can easily share information on shoperkart to social media platforms.
- Most of the consumer directed to shoperkart is through Instagram as at present instagram is the most popular social media platform and the rest is facebook, twitter and pinterest.
- Most of the people installed shoperkart app on their phone. from that some are purchasing and some are not purchased yet.

REFERENCES

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