

## **A STUDY ON TYPES OF MARKETING ENCOURAGEMENTS IN INDIA**

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### **ABSTRACT**

*Advertisers are expected to shift and spend millions in internet advertising in the coming years than TV, print ads and other traditional advertising media. With the rapid growth in technology, the internet is becoming an important one stop point for consumers in finding most of their needs. Be it communication, entertainment, shopping, information search, internet serves as a panacea for all their requirements. Many consumers are online every day for their personal work, but do they notice the ads, banners displayed on that webpage and most important their recall value. Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, and TV and radio advertisement. The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), accurate targeting and excellent reporting.*

**Keywords:** Digital marketing, SEO, SMM, Mobile Marketing

### **INTRODUCTION:-**

Advertising is the communication relayed from companies to persuade an audience to purchase their products. This communication is usually through various forms of paid media - TV and radio commercials, print ads, billboards and more recently, product placements, social media and online ads. Ads are placed where advertisers believe they will reach the largest, most relevant audience. Commercial businesses within Pune use advertising to drive the consumption of their product, while non-profit organizations may place ads to raise awareness or encourage a change in behaviour or perception.

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Internet advertising is a form of promotion that uses the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers. Examples of online advertising include contextual ads on search engine results pages, banner ads, Rich Media Ads, Social network advertising, online classified advertising, advertising networks and e-mail marketing, including e-mail spam. Online video directories for brands are a good example of interactive advertising. These directories complement television advertising and allow the viewer to view the commercials of a number of brands. If the advertiser has opted for a response feature, the viewer may then choose to visit the brand's website, or interact with the advertiser through other touch points such as email, chat or phone. Response to brand communication is instantaneous, and conversion to business is very high. This is because in contrast to conventional forms of interruptive advertising, the viewer has actually chosen to see the commercial.

### **OBJECTIVES:**

1. To understand the business model and its advertising aids.
2. To understand methods of mobile advertising
3. To understand Cold calling methods of various businesses for CRM
4. Place calls and pitch to the suspects about confluence and services offered
5. Cold calling the list of suspects and report them to the mentor on daily basis
6. To convince the prospects to visit the office for free preliminary counselling
7. To meet them face to face and understand the customer profile
8. Regular follow up of the customers and convert them
9. Pre-sales activity.
10. Event Organization:
11. Preparation and organization of an event.
12. Calling the high end clients.
13. Looking after the whole setup.
14. Writing scripts. Calling, sending mails, shooting messages regarding the event.

### **RESEARCH METHODOLOGY:**

The descriptive research design is used for analysing and studying the process of Business Development. It is very simple & more specific than explanatory study. The descriptive study is a fact finding investigation with adequate interpretation. The descriptive study aims at identifying the various characteristics of a problem under study. It reveals potential relationships between variables and also setting the stage for further investigation later. The results of such research are not usually useful for decision making by them, but they can provide significant insight into a given situation. Although the results of qualitative research can give some indication as to the 'why', 'how' and 'when' something occurs, it cannot tell

us 'how often' or 'how many'. As the research conducted was observatory there was no questionnaire and hence no sample size or data interpretation was to be done.

## Data Sources:

### Secondary Data:-

Secondary data is collected from already existing sources in various organization brochures & records. Secondary data for the study were collected from the magazines, websites & other previous studies. To meet the objectives, the study used qualitative research. The descriptive study was done through review of existing literature that helped in validation and extraction of the important variables and factors. Data was collected from secondary sources. Secondary sources were magazines, websites, books, office executives, and company data.

## Types of digital marketing channels:

1. **SEO (Search Engine Optimization)** Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results. SEO may target different kinds of search, including image search, local search, video search, academic search, news search and industry-specific vertical search engines. As an Internet marketing strategy, SEO considers how search engines work, what people search for, the actual search terms or keywords typed into search engines and which search engines are preferred by their targeted audience. Optimizing a website may involve editing its content, HTML and associated coding to both increase its relevance to specific keywords and to remove barriers to the indexing activities of search engines. Promoting a site to increase the number of back links, or inbound links, social bookmarking, directory submission is the SEO tactic. SEO OR ORGANIC.
2. **SEM (Search Engine Marketing)** Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) through optimization and advertising. "Lot of the peoples in world each and every time utilizes search engines for searching data this click is connected by the model so it is called as search Engine marketing Aid". SEM may use search engine optimization (SEO), which adjusts or rewrites website content to achieve a higher ranking in search engine results pages, or use pay per click listings. SEM/PAID ADS SEM/PAID ADS.
3. **SMM (Social Media Marketing)** Social media marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre on efforts to create content that attracts attention and

encourages readers to share it across their social networks. The resulting electronic word of mouth refers to any statement consumers share via the Internet (e.g., web sites, social networks, instant messages, news feeds) about an event, product, service, brand or company. When the underlying message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself, this form of marketing results in earned media rather than paid media. Engagement In the context of the social web, engagement means that customers and stakeholders are participants rather than viewers. Social media in business allows anyone and everyone to express and share an opinion or an idea somewhere along the business's path to market. Each participating customer becomes part of the marketing department, as other customers read their comments or reviews. The engagement process is then fundamental to successful social media marketing.

4. **Facebook Marketing:** Facebook is the world's most popular social network for both businesses and individuals. With over one billion users, your friends and fans are likely already using the platform -- and you should be too! In fact, people are 51% more likely to make a purchase after "liking" a brand on Facebook. Facebook marketing requires a good intellect and unique thinking to make the campaign effective. So what we have today!!!! In Facebook marketing in fact in visual /web marketing your content speaks a loud that is why make sure your content should be relevant to your audience and business.
5. **ODA (Online Display Ads)** Display advertising appears on web pages in many forms, including web banners. Banner ad standards continue to evolve.
6. **ORM (Online Reputation Management)** coined by the public relation. Basically ORM is a process include-
  - Undertake the comprehensive research and analysis the online content.
  - Track your users' actions and opinions about brand.
  - Reduce your risk of featuring amongst the negative user sentiments.
  - Enhance your web presence and create positive perceptions.
7. **MMT (Mobile Marketing)** Mobile marketing is marketing on or with a mobile device, such as a smart phone Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services and ideas.
8. **EMT (Email Marketing)** It usually involves using email to send ads, request business, or solicits sales or donations, and is meant to build loyalty, trust, or brand

awareness. Email marketing can be done to either sold lists or current customer database.

- 9. BUSINESS DEVELOPMENT PROCESS FLOWCHART:** It is a standard Business Development process followed by the company and ask me to follow, it is basic process followed by every start-up company in order to approach a clients.

## CONCLUSION:

The review helps to understand how the corporate business works. The various departments and its functions and how all are interrelated to each other. It is a basic process for which intensive research is to be conducted to find out the target audience, clients, sponsors, vendors etc. The business development process starts from research and ends at project closure. This is used to understand the various key- points which are considered to crack a deal, how to deal with different people.

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