



**IDEAL DEGREE COLLEGE FOR WOMEN**  
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**CERTIFICATE**

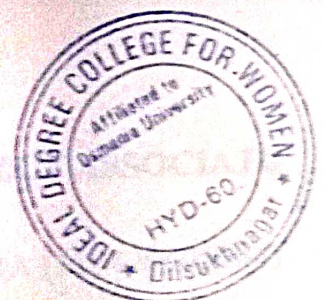
This is to certify that the project work entitled "A STUDY ON DIGITAL MARKETING" that is being submitted by **ERRAM HARIPRIYA GUPTHA** and her bearing roll no is **110420405064** in partial fulfillment for the award of the Degree of Bachelor of Commerce in to the Osmania University is a record of bonafide work carried out by them under my guidance and supervision. The results embodied in this project report have not been submitted to any other University or Institute for the award of any degree.

Date:

Project Co-Ordinator  
Ms. S. BHAGYA LAXMI

PRINCIPAL  
Mr. B. MADHUSUDHAN

External Examiner



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## CHAPTER – 1

### INTRODUCTION

Digital marketing is the promotion of your business, organization or brand using channels such as the Internet, mobile devices, television and radio in addition to using creative online advertising, video, podcasts and other such methods to communicate your message. Internet marketing in particular plays a huge part in any digital marketing strategy and is becoming the core of many organizations overall marketing strategies, particularly with regard to social media and viral marketing.

Digital marketing ecosystem is not only concerned with internet marketing and social media marketing, in introduction we discussed that peoples have a belief that internet or social media marketing are same but not same, be clear from beginning itself. Digital marketing ecosystem consists of internet marketing and social media marketing. They are just a channel for communication, digital ecosystem consists of integrating channels and integrating services.

### **Digital Ecosystem**

### **Search Engine**

Search engine optimization (SEO) is the art of getting a website to work better with search engines (like Google, Bing & Yahoo), and to look for achievable, profitable, ranking opportunities through keyword research. It is a quest for increased visibility in search engines via relevant copy, quality links, domain trust, social popularity and search engine connectivity.

### **Search engine marketing**

Search engine marketing (SEM) is a broader term than SEO, and is used to encompass different options available to use a search engine's technology, including paid ads. SEM is often used to describe acts associated with researching, submitting and positioning a website within search engines. It includes things such as search

## CONCLUSION

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era marketer is not the custodian for a brand, people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

The research focused on the consumer buying behaviors shows that, Indian consumers are highly information seeker and they will do research about a product before going to a retail shop. So brands want to give platforms to consumers to understand their product or to get a really feel of that brand.

I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.

I conclude my research by quoting again that "Brands can't sustain without digital presence".