

A STUDY ON EFFECTIVE DIGITAL MARKETING SERVICES AND TECHNIQUES OF FUELDIGI MARKETING PRIVATE LIMITED

Submitted in partial fulfilment of the requirement for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC 1128 Status by UGC | Approved by

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April 2023

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this project report is the benefited work of PREETHA.S 41410235 who carried out the project “**A study on Effective Digital Marketing Services and Techniques of FuelDigi Marketing Private Limited**” under my supervision from January 2023 to April 2023

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PROJECT COMPLETION LETTER
TO WHOMSOEVER IT MAY CONCERN

This is to certify that **S. PREETHA**, MBA final year student of Sathyabama institute of science and technology, Reg No: 41410235 Has been working with us on the project titled "**A Study on Effective Digital Marketing Services of FuelDigi Marketing Pvt. Ltd., Chennai** during the period 3rd January 2023 to 31st March 2023.

For FuelDigi Marketing Private Limited

A handwritten signature in black ink, appearing to read 'Prabhu Asirvatham.R', is written over a light blue, textured rectangular background.

Prabhu Asirvatham.R

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DECLARATION

I **PREETHA. S (41410235)** hereby declares that the project report entitled to project “**A study on Effective Digital Marketing Services and Techniques of FuelDigi Marketing Private Limited**” done by me under the guidelines of **Dr. M SUDHA PAULIN MBA. PhD**, is submitted in partial fulfilment of the requirements for the award of master of business administration degree.

Date: 05/05/2023

Place: CHENNAI


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ABSTRACT

This project was conducted at FuelDigi marketing private limited. The topic chosen is to carry out a project report work on "Study on effective digital marketing services of FuelDigi marketing private limited. FuelDigi marketing is an 8-year-old enterprise with international IT enabled net development, mobile app improvement, digital marketing, and related businesses. As the IT and service sector is becoming more competitive in the market, FuelDigi needs to restructure and diversify the business level to meet the competitive needs of consumers in the field of IT and service sector. FuelDigi needs to look at Indian customer`s perceptions, their usefulness and needs in the context of so-called global competition. FuelDigi is one of the companies in the field of digital marketing that wants to study consumer needs, their impact levels, and their impact levels. This is the main reason to switch to another company.

The major purpose of the project is to evaluate the impact of marketing activities, awareness, benefits, and practicality, and to analyse the relationship between satisfaction and recommendations on digital marketing in its survey. Descriptive studies were performed with a sample size of 120 selected using the random sampling method. Self-designed questionnaires were used to collect data from employees. Consumers are satisfied with digital marketing activities and they strongly encourage others to receive digital marketing.

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CHAPTER 1

INTRODUCTION

1. INTRODUCTION

HISTORY OF DIGITAL MARKETING:

The term Digital Marketing was first used in the 1990s. The digital age took off with the coming of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment. In 1993, the first clickable banner went live, after which Hotwired purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace. The very same year, yahoo was launched. Also known as "Jerry's Guide to the World Wide Web" after its founder Jerry Yang, Yahoo received close to 1 million hits within the first year. This prompted wholesale changes in the digital marketing space, with companies optimizing their websites to pull in higher search engine rankings. 1996 saw the launch of a couple of more search engines and tools like HotBot, LookSmart, and Alexa. Soon, social networking sites began to emerge. Myspace was the first social networking site to arrive, soon followed by Facebook. Many companies realized all these fresh new sites that were popping up were beginning to open new doors of opportunities to market their products and brands. It opened fresh avenues for business and signalled the beginning of a new chapter to business. With new resources, they needed new approaches to promote their brands & capitalize on the social networking platform. The cookie was another important milestone in the Advertisers had begun to look for other ways to capitalize on the fledgling technology. One such technique was to track common browsing habits and usage patterns of frequent users of the internet to tailor promotions and marketing collateral to their tastes. The first cookie was designed to record user-habits. The use of the cookie has changed over the years, and cookies today are coded to offer marketers a variety of ways to collect literal user data.

EVOLUTION OF DIGITAL MARKETING – THE TIMELINE

THE 90S: Archie, the first search engine, debuted in the early 1990s, heralding the birth of search. SEO, or Search Engine Optimization, quickly followed. The first clickable web-ad banners were introduced in 1994. The first identifiable social media site was launched in 1997, with 3.5 million users. In the 1990s, a slew of websites still in use was found, including Google and Yahoo's web search, both of which debuted in 1998.

The Millennial Generation: A massive economic bubble grew in the new millennium. However, the bubble's peak and burst between 2000 and 2002 harmed many businesses. Many new sites were launched in the 2000s as the economy recovered from the boom, including the beginnings of LinkedIn in 2002, Myspace and WordPress in 2003, and Facebook in 2004. In the early 2000s, mobile text messaging marketing became increasingly popular.

The Mobile Era: The latter half of the decade saw increased marketing and sales, with Amazon's e-commerce sales surpassing \$10 billion. Over the next few years, mobile app culture expanded with the introduction of Whatsapp, Instagram, and Snapchat to the digital world.

The Present: Today, 65% of an individual's digital media time is spent on a mobile device. The digital advertising industry is now valued at around \$200 billion, with Google Ad Words accounting for 96% of the company's revenue. With an estimated 3.1 billion online users, social networking has led the digital marketing revolution. The rise of bloggers and Instagram has resulted in a \$1 billion industry for influencers, which are anticipated to grow. Digital marketing is expected to grow in the coming years, with many new developments and changes in this exciting industry.

What Is Digital Marketing?

Any digital channels by a business or company to market or promote products and services to consumers are referred to as digital marketing. Different websites, mobile

devices, social media, search engines, and similar channels are used in digital marketing.

What Are the 5 Ds of Digital Marketing?

The five D's of digital marketing are as follows:

Digital Devices: Digital devices are those that people use almost every day. For example, these can get used to marketing to a specific audience—computers and mobile phones.

Digital Content Platforms: These are the platforms with which users interact regularly. You can use them for advertising. As an example, consider social media.

Digital Media: Paid or owned digital media channels can be used to reach your target audience. They include things like online advertising and social media marketing.

Digital Data: Data about your target audience used to achieve a marketing goal is called digital data. You can generally collect data about your target audience through surveys, apps, and other means.

Digital Technology: Digital technology is all about using technology to achieve a marketing goal. Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR) are a few examples.

Advantages of digital marketing

The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

- Global reach - a website allows you to find new markets and trade globally for only a small investment.

- Lower cost - a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- Trackable, measurable results - measuring your online marketing with web analytics and other online metric tools makes it easier to establish how effective your campaign has been. You can obtain detailed information about how customers use your website or respond to your advertising.
- Personalisation - if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. The more they buy from you, the more you can refine your customer profile and market effectively to them.
- Openness - by getting involved with social media and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with.
- Social currency - digital marketing lets you create engaging campaigns using content marketing tactics. This content (images, videos, articles) can gain social currency - being passed from user to user and becoming viral.
- Improved conversion rates - if you have a website, then your customers are only ever a few clicks away from making a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, digital marketing can be seamless and immediate.

Disadvantages of digital marketing

- Skills and training - You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms, and trends change rapidly and it's vital that you keep up-to-date.
- Time consuming - tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.
- High competition - while you can reach a global audience with digital marketing, you are also up against global competition. It can be a challenge to

stand out against competitors and to grab attention among the many messages aimed at consumers online.

- Complaints and feedback - any negative feedback or criticism of your brand is can be visible to your audience through social media and review websites. Carrying out effective customer service online can be challenging. Negative comments or failure to respond effectively can damage your brand reputation.
- Security and privacy issues - there are several legal considerations around collecting and using customer data for digital marketing purposes. Take care to comply with the rules regarding privacy and data protection.

Types of Digital Marketing

There are many types of digital marketing that you can leverage to increase your audience reach. Using multiple digital marketing channels can help you create a well-rounded strategy that will yield the best results. To help you determine which digital marketing strategies may work best for your business, here are six of the most effective types of digital marketing:

1. Content Marketing

Content marketing refers to informational, valuable content like blog posts, how-to videos, and other instructional materials. This type of marketing helps you connect with your audience and answer their questions. It can also help to generate leads and close sales. Content should be published regularly with the target audience in mind. Ideally, your brand would become a trusted voice within the industry by publishing quality, reliable content. You want your audience to come to you first for information on the latest industry trends.

2. Search Engine Optimization

Search engine optimization, (SEO), is the strategy of creating content in such a way that search engines like Google will rank your page high on the search engine results page (SERP). Google uses algorithms to decide how relevant your page is to the keywords that the user is searching for. These algorithms update frequently, and

SEO strategies must be adjusted just as regularly to remain effective. When done properly, SEO efforts will put your page at the top of the SERP and bring in more organic traffic.

3. Search Engine Marketing/Pay-per-Click

Search engine marketing, or SEM, refers to paid advertisements that appear at the top of the SERP. The cost of these ads typically depends on the number of clicks the link receives, hence “pay-per-click.” When you pay for these top SERP slots, the “Ad” label will appear next to your URL. Despite consumer knowledge that these are ads, many still click on these links, and it can be a very effective digital marketing strategy.

4. Social Media Marketing

With social media marketing, social media platforms are used as a digital marketing channel. Ads can be bought to reach out to a new audience, or you can create a profile for your business on any social media platform and create posts to advertise new products, sales, or freshly published content. Which social media platform you will use will depend on the type of audience you want to reach. For example, according to Pew Research, Instagram is best for reaching audiences between the ages of 25 and 29, while those 65+ can be best achieved through Facebook.

5. Affiliate and Influencer Marketing

Working with an affiliate or influencer can help increase your audience reach by engaging with their existing audience. For an effective affiliate/influencer relationship, try to work with an individual who is well-known and respected within your industry. They can create content promoting your business or product and share a link to your website. Every time a sale is completed, or a link is clicked, the influencer/affiliate will receive a kickback.

6. Email Marketing

When someone visits your website or business, invite them to join an email subscriber list. With their permission, you can send emails about sales, special events, or product releases. Email marketing is often underestimated, and according to Life Marketing, approximately \$40 of revenue is brought in for every dollar spent on email marketing. The most important part of this digital marketing channel is that it should provide value to your audience. Offer them exclusives that they would not receive anywhere else, and you can build a mutually beneficial relationship that will increase brand loyalty. Now that we have understood the types of digital marketing, let us next look into the details such as when and how to use the different types of digital marketing.

7. Mobile Marketing

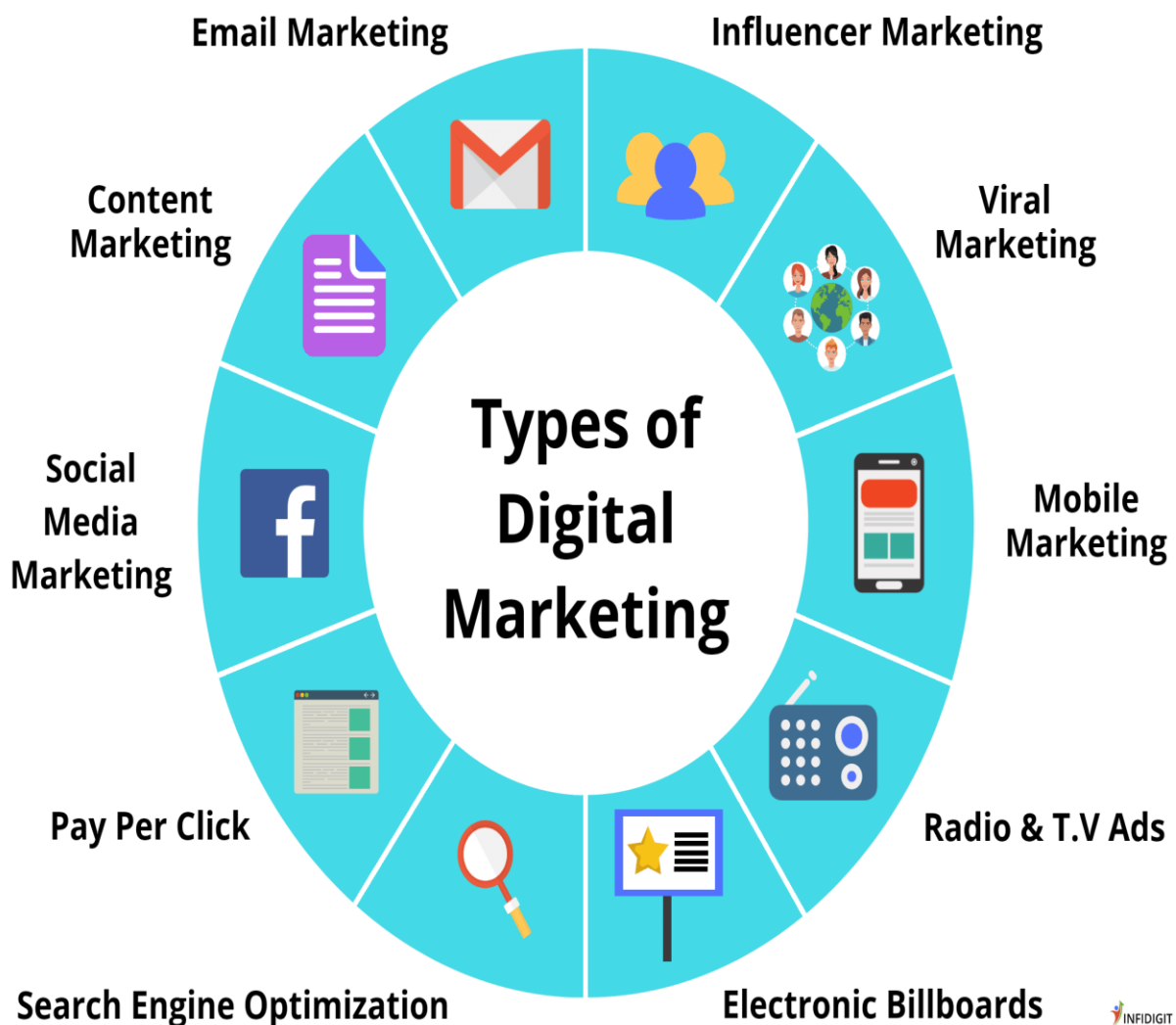
As per Google research, 27% of people worldwide use mobile voice search. The mobile consumer journey is on an exponential rise. Digital marketing requires immediacy as much as loyalty, and smartphones are one of the most immediate problem-solving partners anywhere, anytime. Mobile marketing is mandatory for brands who desire to be with their customers, side by side. It requires the marketer to adapt everything he is doing on the desktop to mobile. You must also be efficient in mobile-specific tasks such as in-app advertising, texting, and social messaging apps. It is significantly important for brands that target a younger audience.

8. Video Marketing

In today's fast-paced scenario, short and quick videos are quicker than texts in attracting customers. Be it educational or entertaining, live, or pre-recorded video content is a reliable digital marketing option. Today, over 2 billion people look for something or the other per month on YouTube. It is a promising opportunity to reach new customers, and video marketing strategies drive results throughout the marketing funnel. 80% of customers opt for search engines and videos to learn about products and check reviews. 55% of consumers do it before buying.

9. Audio Marketing

Radio has been customers' favourite since the Golden Age of commercial broadcasting. From the 1920s till today, a section of people still listens to the radio regularly switching from traditional radios to internet radio. Channels like Spotify help advance audio marketing. Audio marketing is much broader as it includes podcasts and smart home assistants such as Google Home or Amazon Alexa. Podcasts are increasingly consumed, and they take the audience off the radio. People prefer them when working out or doing other mechanics. To ace audio marketing, you must understand the habits of your target audience.



How to Create a Digital Marketing Strategy?

Here are some key components or steps you can undertake while creating a digital marketing strategy.

- **SWOT analysis**

Most of the digital marketing strategy formulation starts with SWOT (strength, weakness, opportunities, threats) analysis. It is a process that helps businesses test the viability of a strategy.

- **SMART business goals**

SMART is a popular business acronym widely used while formulating a business strategy. SMART stands for business goals that are specific, measurable, attainable, relevant, and timely.

- **Market segmentation**

Market segmentation refers to segregating buyers into groups or segments for convenient targeting. The segmentation is based on the similarities they possess.

This process helps devise a plan that matches the needs of the groups. As a result, it increases a digital marketing strategy's effectiveness and helps gain more traction.

- **Buyer's persona**

Understanding the buyer's persona is another step in creating a marketing strategy. This process helps understand the audience's likes, dislikes, motivations, requirements, and more.

- **Budget constraints**

Managers must ascertain an appropriate budget to develop an effective digital marketing strategy. A successful marketing strategy depends on adequate and regular cash flow, and understanding the budget constraints helps formulate a plan unaffected by fluctuations.

- **Competitive advantage over peers**

Digital marketing strategy helps businesses take over their business peers. It suggests ways to evoke creativity and innovation in product design, development, and promotion, eliminating competition.

- **Staying relevant**

In the current business milieu, staying relevant is the number one priority of

business organisations as it helps them (the company) to keep on top of new competition.



INDUSTRY PROFILE

DIGITAL MARKETING INDUSTRY

Digital Marketing is developing at a fast pace in India. As the web clients are expanding step by step, web-based business industry is additionally on a hike. Organizations are moving their promotion spending plan from customary advertising to advanced digital marketing. A brand can no longer afford to ignore or under weigh the game of social media marketing or SEO analytics. The brands have realized that the consumption of information has changed; it has shifted from print and TV to the Internet. Even the medium of consumption has seen a shift- people are now consuming maximum information on their mobile phones and to reach them on their handsets, digital marketing is the definite way. The global digital marketing landscape is growing relentlessly. One of the major factors influencing the growth of digital marketing is its ability to track and monitor the outcome of spending on digital marketing efforts. Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical

disks and games have become commonplace. Digital marketing extends to non-Internet channels that provide digital media, such as television, mobile phones (SMS and MMS), call back, and on-hold mobile ring tones. The extension to *non*-Internet channels differentiates digital marketing from online marketing. One of the key objectives of modern digital marketing is to raise brand awareness, the extent to which customers and the general public are familiar with and recognize a particular brand. Enhancing brand awareness is important in digital marketing, and marketing in general, because of its impact on brand perception and consumer decision-making. According to the 2015 essay, "Impact of Brand on Consumer Behaviour": "Brand awareness, as one of the fundamental dimensions of brand equity, is often considered to be a prerequisite of consumers' buying decision, as it represents the main factor for including a brand in the consideration set. Brand awareness can also influence consumers' perceived risk assessment and their confidence in the purchase decision, due to familiarity with the brand and its characteristics. Recent trends show that businesses and digital marketers are prioritizing brand awareness, focusing more on their digital marketing efforts on cultivating brand recognition and recall than in previous years. This is evidenced by a 2019 Content Marketing Institute study, which found that 81% of digital marketers have worked on enhancing brand recognition over the past year. Another Content Marketing Institute survey revealed 89% of B2B marketers now believe improving brand awareness to be more important than efforts directed at increasing sales.

DIGITAL MARKETING INDUSTRY IN INDIA

The growth in digital marketing trends in India is making a very substantial impact on marketing and advertisement. The big picture of the Digital Marketing industry in India cannot be complete if a short preview of the past digital marketing statistics is not made. Going back to history, the International Journal of Advanced Research Foundation reveals the following stats on digital marketing in India- Between 1971 and 1972, The ARPANET is used to arrange a sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, the earliest example of electronics or digital commerce.

- 1979: Michael Aldrich demonstrates the first online shopping system.
- 1981: Thomson Holidays UK is the first business-to-business online shopping system to be installed.

- 1996: India MART B2B marketplace was established in India.
- 2007: Flip kart was established in India. Every E-marketing or commercial enterprise uses majorly digital means for their marketing purposes.
- 2011, the digital marketing industry in India report statistics revealed that advertising via mobile phones and tablets was 200% lower than in the following years. During this year, the net worth was \$2 billion.

The growth was geometric, as it rose to \$6 billion in 2014. In 2022 Indian advertising market reached \$11 billion and is expected to raise more and reach \$14 billion by 2024.

The competitive growth demands more improvement in career work, and professionals are being added to the field. The total investment increase from 2012 to 2022 was 1.5 billion dollars over the preceding years. There has been impressive growth up till this present moment. The digital marketing in India PPT report by the International Journal of Advanced Research Foundation revealed that India had seen a golden period in the Internet sector between 2012 to 2022. With incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating to digital marketing. Digital Marketing in India is spread to almost all business sectors. Some E-Marketing applications are shopping and order tracking, online banking, payment systems, and content management. The power of digital marketing allows geophysical barriers to disappear, making all consumers and businesses on earth potential customers and suppliers. It is known for its ability to allow businesses to communicate and form a transaction anywhere and anytime. The Digital Marketing industry in India is a booming career today.

A country with a rapid growth economy is expected to have very high significant growth in Digital marketing careers. Digital marketing refers to the creation and dissemination of content through digital media channels—websites, landing pages, social media, email, and mobile applications—and the promotion of that content using a variety of strategies across paid, earned, and owned digital channels, including SEO, SEM, pay-per-click (PPC) advertising, content syndication, social, email, text, and more. Digital marketing strategies help marketers define goals, target an audience, and develop a digital marketing plan that best reaches that audience. These strategies provide direction for a given campaign or program and a framework for evaluating outcomes. Today, everything is digital, and digital

marketing has been integrated into almost every aspect of business, fundamentally changing how companies communicate with and deliver value to customers. So if your business cannot implement and execute a digital marketing strategy in an increasingly growing, global online marketplace, you simply will not be able to compete. Cross-channel marketing, multichannel marketing, omnichannel marketing, or whatever term you prefer, is all about engaging with your customer or prospect across every digital channel and any device. From the inbox to social networks—and across laptops, tablets, and smart phones—today's consumers move seamlessly and fully expect you to be there with them, providing a seamless, integrated experience. Today, the digital marketing industry in India is growing at its peak and is still continuous. Many factors are responsible for this growth. The use of communication tools has dramatically changed in the year past—no one ever thought to have a credible deal online. The below digital marketing in India report indicates the digital marketing statistics.

The belief was that online information is virtual information full of lies. No one could listen to any online advertisement, not talk about purchasing groceries, furniture, or clothes. The story has changed. Everything from marketing to sales can be done online. This is due to the trust restored to online communication in India. This has helped the marketing initiatives. The revolution is from the communication industries. The low cost of the handset is now available, making it possible for India to have about 692 million internet users at present, and expected to rise to 900 million by 2025. This ultimately creates a fascinating business opportunity to sell to a growing population. Moreover, the development of digital marketing in India is evident in the marketing shift from anonymity to identity. Interaction on the Internet now looks more physical as opposed to the anonymity of identity in the past.

Also, marketing information is moving along the same line as entertainment. The people of India needed an exciting spirit always. This targets their interest in marketing information. Several factors have contributed to the growth of digital marketing in India. Before now, internet usage was only meant for the wealthy. There is now a significant change in the lifestyle of the middle class. The Very majority now have access to the internet in India & are looking forward to online advertising in India. Internet and 3G penetration revolutionized the marketing scenario for both consumers and marketers. It was discovered that lifestyle and standard of living changes had increased consumption, quality, and pattern of consumption. The

quality of use in the urban centres of India is on the high side. This is because the majority don't have time for shopping. Apart from struggles to earn money, people want other things to be done at their convenience. Many people in this category still don't trust the online payment method, and they lack training in English and other foreign languages to market online in global markets. By 2023, the number of dynamic Indian web clients will be around 666 million. As a result of lockdowns in India's online business industry, Global Data predicts that the market will reach 7 trillion rupees by 2023.

COMPANY PROFILE

FUELDIGI MARKETING PRIVATE LIMITED



FuelDigi Marketing is one the leading Digital Marketing companies in Chennai, Tamil Nadu are a registered organization in 2017. We are a top digital marketing company having with a great team. Our dedicated team will provide excellent output results in website design and development, search engine optimization, social media marketing, graphic design, mobile app development, and more. We produce 100% results for our clients like a pure ocean. We framed our work for them in the manner of top to bottom. We deliver our services in a user-friendly manner, and our primary priority is on giving support to the clients. At FuelDigi Marketing private limited, they determined that we were hungry – not for more sandwiches, but to do something differently. They wanted to break free from the restraints of traditional agencies and be 100% independent. To be free to do the most excellent work possible. Today, they are fiercely independent and driven! Their team consists of the best App programmers, web developers, SEO experts, creative thinkers, and many others.

We've personally scouted all of these individuals not only because they are the best the digital marketing industry has to offer, but because we share the vision. These misfits and doers come together to work to the best of their skill and challenge the status quo. They get together every day not to work, but to do their life's work. Associate with the Experts of Digital Marketing in Chennai It all started with a challenge. A challenge is to create the best digital marketing agency in Chennai and the industry. A challenge to produce digital strategies like not ever before we using uncharted channels and reaching untapped markets. A challenge to not be better than the rest but simply be the best out there. From then to now, we're on an eternal journey to overcome this challenge and we know we're growing closer with every new client, every new campaign, and every new idea.

VISION & MISION OF FUELDIGI MAEKETING

FuelDigi Marketing private limited is constructing the idea of collaboration amongst its various members. Collaboration is in our DNA. Since our origin, we have been a platform for creative collaboration between folks of diverse backgrounds and interests. Our vision is to continue generating and integrating the brand language in the digital sphere, managing and superintending online marketing strategies and solutions.

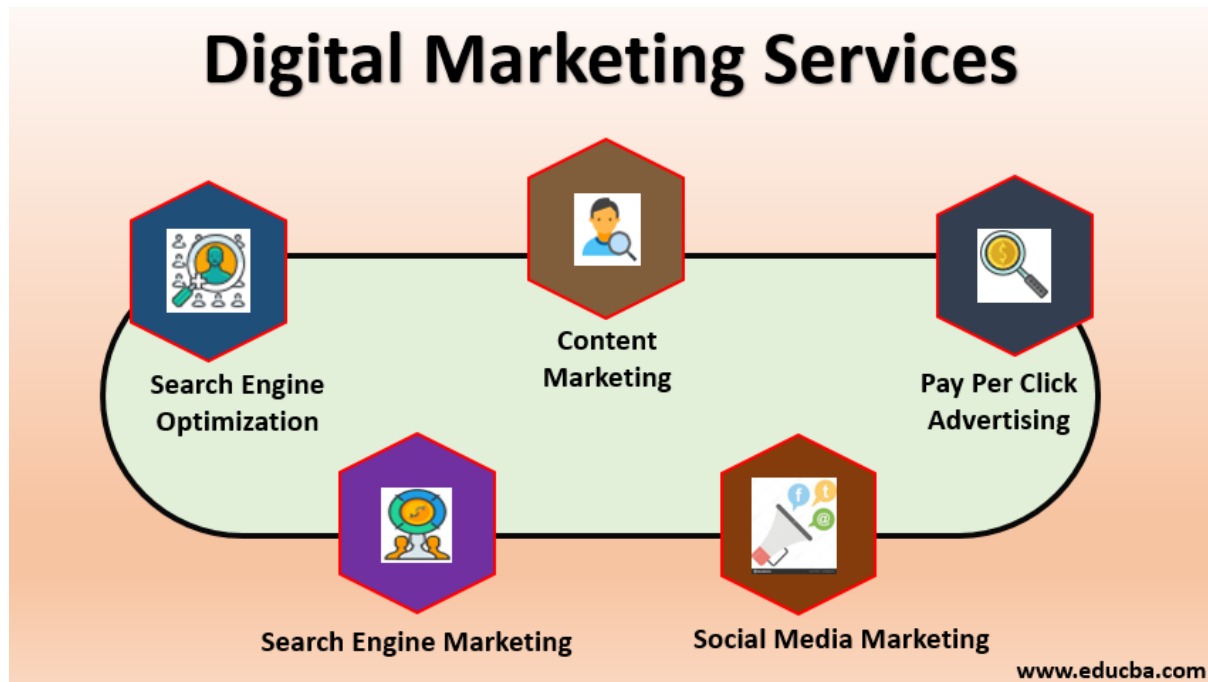


We truly believe in creating online advertising that looks less like advertising and more like a story well told. Our journey is based on the same. We'll go to the deepest points of the oceans or the highest points in the atmosphere to present stories to our clients and make their ads seem like a tale of success. Because we believe our success lies in the victory of those who hire us. In a world of advancing complexity and difference, we include an inconvenient truth: human beings are unreasonable. We've absorbed, with this irrational group as our audience, that the best way to get people to do something is to Move Beyond Reason and make them feel something. We create Emotion at Scale utilizing the potential of creativity to help brands be easily remembered and Emotion in Context to help brands be chosen easily at the time of purchase. We help brands build recall and chart growths they never more expected to reach. With the innovation and intervention of technology in business development, a strong online presence and marketing have become as basic as raising capital for a business. We at FDM help you to plan and develop that online presence and promote your business to the next level. We boost your online business and e-commerce sites to get more customers and manage your locality and have a powerful brand reputation that is why we attain as the best digital marketing company in Chennai. As our name suggests,



They are specialized in affording expert services in several domains of digital marketing like Search Engine Optimization (SEO) , Google Ad Words, Content marketing, E-Mail Marketing, website designing and development, Social Media Marketing (SMM), and Social Media Optimisation (SMO), etc. they will give importance to the purpose and strive to bring your vision alive. Our outside of box thinking and client-oriented service provides us with the top digital marketing agency in Coimbatore Be it a sale-oriented type or customer-centric model, you name it, and we give it to you. With the increase in satisfied our client base, we together as a team endeavour to be the best digital marketing agency in Coimbatore. Every concept in digital marketing spells opportunity. Our never-ending attention to generating opportunities makes us the best digital marketing agency in Coimbatore. They also cater to social media marketing services which present you interact among the users and create personalized service. Increase your online presence by creating a long-lasting impact on your customers with the help of our expert digital marketing services. FDM is the ultimate destination for businesses starting from small to medium size concerning digital marketing. We equalize performance with quality also help in building the digital platform of our clients. Enhancing your online branding with the leading digital marketing agency will help you reach out to your target customers effortlessly. Fueldigi marketing private limited (FDM) creates opportunities and values for its clients in Chennai, Coimbatore, Trichy, Salem and Madurai. We have served a huge number of customers from small start-ups, unique ownerships to large corporations. Our clients choose us because we provide unique and most trustworthy digital marketing services in Chennai. We offer deep research about your business and create endless possibilities for your business to grow. Get in touch with us to travel the digital marketing world and set a new perspective for your business.

SERVICES OF FUELDIGI MARKETING



SEARCH ENGINE OPTIMIZATION (SEO)

FuelDigi marketing ensure that your website gets good rankings in search engines such as Google, Bing, Yahoo, and others as one of the unique SEO services companies. Their SEO strategy is devoid of any black hat SEO practices or other spamming strategies. They also provide white label SEO services to digital marketing agencies, SEO firms, and web design firms that wish to add SEO to their service offerings without hiring more employees. You will obtain a trustworthy SEO partner if you opt to deal with them.

SEARCH ENGINE MARKETING (SME)

We offer Google Ad words services to both local and global clients. We work mutually to ramp up a business's online port in trade with their business goals. Just provide us a call, and we will be more than happy to show our pay-per-click individual works. We also work out a plan to draw up your websites and support you to earn better investments.

SOCIAL MEDIA MARKETING (SMM)

We at FuelDigi an expert social media marketing company give you the terminal solution to any of your social media marketing problems. Our social media marketer's pleasure help to enlarge your reach, maximize your web appearance, improve traffic, mould your brand image and help you make relationships with an influencer.

SOCIAL MEDIA OPTIMIZATION (SMO)

Social media Optimization in the digital world arose on a different level. It helps to promote your brand on social media with a new form to reach the exact audience. SMO boots your social media sharing by including features and providing more alternatives for finding connections along with the ability to allow the use of graphics. It adds a new dimension to the realm of marketing. Begin with a new approach to communication and interaction.

EMAIL MAEKETING

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It involves using email to send advertisements, request business, or solicit sales or donations.

CONEN MARKETING

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

E-COMMERCE DEVOLOPMENT

Ecommerce website development is the process of developing the technical aspects of your ecommerce website — how it functions, accepts payments, behaves in response to user action and appears aesthetically.

LOGO DESIGN

Logo design is all about creating the perfect visual brand mark for a company. Depending on the type, a logo usually consists of a symbol or brand mark. A good logo is the cornerstone of your brand. It helps customers understand what you do, who you are and what you value. That's a lot of responsibility for a tiny image! Learn more about what a logo is and how to make the most of it by reading our article or watching the video below.



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Start Growing Your Business Now
We help your business to fly high

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Social Media Marketing

Website Design and Development

Search Engine Marketing

Digital Marketing Services

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CHAPTER 2

REVIEW OF LITERATURE

Rajiv Kaushik (2016): Digital advertising and marketing has grown in recent years in India. People have different points of view in this. The digital advertising has a massive capacity to boom in commercial enterprise. Blessings including extra emblem reputation and higher brand loyalty may be achieved through effective virtual media plan. The digital advertising and marketing campaign enables reduce charges, increase incoming traffic and enhance ranking in search engines.

Darshana Bhagowati & Dev Malya Dutta (2018): In trendy digital advertising has good sized use in various sectors. The effect of digital media has end up increasingly more crucial some of the younger aspirants in better education and mainly. Forty nine percent of the company's active via the cellphone gadgets.

M. Suginraj (2017): Digital marketplace growing in India, daily it's far obvious that digitization is achieved at high speed. All reviews and surveys are ongoing round the world. Indian youngsters have a completely friendly era. Cell gadgets are anticipated to attain approximately three billion gadgets worldwide. So you have greater people the use of smartphones, capsules and different mobile devices, and the capacity of the mobile cellphone marketplace keeps to develop.

Mayank Yadava, Yatish Joshib & Zillur Rahmanc (2015): Gaining knowledge of articles on social media and cellular cellphone packages will help develop an know-how of mobile social utilization through using mobile social media for diverse corporation advertising and marketing. This article focuses on the significance of cellular social media packages and develops treasured ones Insights into cell social media that is of outstanding fee for the cell advertising of the future.

Kannan P K (2017): the usage of this framework we have the unresolved questions in every area identified above the benefit from the research we have purposely synthesized the research troubles at a high stage to stimulate more special and precise research. There are several essential contributions inside the location of statistics systems, operations control and economics

Lambrecht A & Misra K (2016): Tested the query of ways a great deal content material need to be unfastened and while companies should charge a price. They found that corporations can growth sales with the aid of flexibly adjusting the quantity of content material they offer against a price rather than setting a static pay wall as many content material providers do. The power depends on the heterogeneity in consumer demand and consequently may be dynamic.

Jena A (2017): Purchaser choice inside the virtual retail environment on empirical observe about on-line purchasing in India. He observed that maximum of the respondents have been largely determined to be glad with their on line buy revel in. It was mentioned by each the pupil's respondents and the personal area employees that the existence of the wide sort of merchandise and brands is the most essential characteristic of internet retail save for creating a buy.

Lamberton, C & Stephen, A. T. (2016): In exercise, we're at a factor in practice in which we are hastily getting into a "post digital" world in advertising, where the questioning that became parted into a "digital" and "traditional". Digital marketing is simply marketing, truly due to the fact almost all advertising and marketing sports a company would possibly take into account now will have a few sort of virtual factor. this article offers insights about the manner this area has evolved, as our attitude on DSMM has increasingly more highlighted its transformational electricity in enterprise and customer existence

Charles Gibson (2018): The reason of this study is to look at the first-class digital advertising and marketing techniques, via a radical, in-intensity overview of literature professional areas. The literature pointed digitally within the route of combining technology with many factors of traditional advertising

Jyotiram Gaikwad, Manojkumar; Kate, Parikshitkumar Hiralal (2016): E advertising and marketing is an aggregate of digital technology which differentiate your products & services from competition. E-advertising and marketing consists of direct response advertising & oblique advertising and marketing factors. On this, paper writer mentioned instructing discussed methods and their use in current enterprise state of affairs. The writer finds out that by the use of distinct E-marketing

technique, conventional method of advertising and marketing. They changed due to the door step provider for patron.

Priti Jeevan (2015): The case study evaluation of Flipkart.com has taken an array of digital and on-line advertising and marketing strategies to prevail and make it huge in the digital marketing quarter. The virtual marketing subject. digital advertising goes to be top of the entrepreneurs, and they're looking for modern approaches to marketplace on-line, lessen cost consistent with lead, growth click on thru charges and conversion fees, and discover what's hot in digital marketing.

Priyanka Pradhan, Dr. Devesh Nigam & Dr. C.K. Tiwari (2018): E-trade, electronic structures, cellular marketing, E-advertising and marketing and many different studies areas. There are clean studies gaps inside the area of virtual advertising and marketing, to fill the space, there's there. The use of different methods inside the area of the methods causes the capability to conduct research single author's questions and filling the studies gap in this field.

Eisenbeiss, M., Wilken, R., Skiera, B., & Cornelissen, M. (2015). The additional effectiveness, the found differences in the attention that purchasers have paid for the cut price stage relative to the day deal-of-the-day time constraint.

P. Sathya (2017): At the present time, still for tiny business owner at the present time, still having a totally small enterprise proprietor at the present time. Digital advertising can attain something extra if it can be this kind of gadgets pills, clever phones, TVs, laptops, media, social media, email and different merchandise services.

Dr. Amit Singh Rathore, Mr. Mohit Pant & Mr. Chetan Sharma (2017): Digital advertising and marketing which includes search engine optimization, SEM, content marketing, social media advertising, social media optimization, email direct advertising and marketing, display advertising and marketing, e-books, optical disks and games. Those are getting more and more not unusual on this year. FB and the increasing use of social media are growing new opportunities for virtual marketers to attract the clients through virtual platform.

Narayanan, S, & Kalyanam, K. (2015). They used a regression discontinuity method to investigate the effect of the location at the effectiveness of the search for

advertisements. They showed a function of greater critical for smaller commercials.

Guoying Zhang, Alan J. Dubinsky, Yong Tan, (2013): Blogs will generate or sell digital form credos to search for presentations of receipts, particularly for customers and different supporters who're searching out revel in. as an example, as an on line revision, particles will become part of the advertising economy.

Hanna, Rohm, Crittenden, (2011): As advertising and marketing dynamics wishes to know about online advertising and marketing and programs the way to work efficaciously with performance measurement signs. As marketplace dynamics round the world trade in get right of entry to mass media and social media audiences advertising and marketing communications plan.

Hanssens, D. M., & Pauwels, K. H. (2016). As new digital gadgets and technologies evolve, destiny studies desires to focus on how can strengths to broaden. Sustainable competitive gain, benefit marketplace share, and growth customer fairness and emblem equity.

Afrina Yasmin, Sadia Tasneem, Kaniz Fatema (2015): Nowadays, even for small commercial enterprise proprietors there's a totally reasonably-priced and green way to marketplace his / her products or services. Digital advertising and marketing has no barriers. enterprise can use some other devices consisting of smartphones, pills, laptops, tv, recreation consoles, digital billboards, and media along with social media, SEO, motion pictures, content, electronic mail, and greater. Media to identify the high-quality course for using up digital advertising and marketing overall performance.

Neelika Arora has published research article entitled "Trends in Online Advertising" in advertising Express,Dec2013. : The global online advertising revenues are expected to touch US \$10bn by 2015. In USA, the revenues at present are estimated to be Rs.80 cr. and are expected to increase six times more within the next five years.In USA, Internet as a medium is accepted by a wider industrial segment that includes automobiles, telecom,education, banking, insurance, credit cards, FMCG (Fast Moving Consumer Goods), apparel/clothing,durables, media, business services and tourism. Out of these, it is

estimated that the banking, FMCG and insurance sectors together account for 45% of the total advertising spend. In comparison to this, automotive, travel and retail spend 37% of the total advertising revenue and financial service companies spend 12% only. Some of the top spenders in USA are automobiles, followed by brands like Pepsodent, Kelloggs, Cadbury, HDFC (Housing Development Finance Corporation Ltd.) loans and Sunilk. In addition to these the early adopters in the field of finance and IT are also increasing their spending. Globally, the trend is that almost 60% of the revenue goes to five firms- Google, Yahoo, Microsoft, AOL (America Online Launchers), and Overture. Approximately, 90% of the Google revenues come from advertising. In USA, portals like USAtimes.com,

Jaffrey Graham has published his article entitled “Web advertising’s future e-Marketing strategy” Morgan Stanley Dean Witter published an equity research report analysing the Internet marketing and advertising industry. The report studies research from dozens of companies and calculates the cost and effectiveness of advertising across various media. Branding on the Internet works. For existing brands, the Internet is more effective in driving recall than television, magazines, and newspapers and at least as good in generating product interest.⁴ Advertising in social media: How consumers act after seeing social ads.

Vikas Bondar has published his article on “sales and marketing strategies” Internet is a really good thing. The Internet gives people a greater amount of information as we need. It is the best way to get a comparison of the products that we need. If we are interested in buying, it is best for us to check the Web sites. Also if we would like to make our own Web page we can do this, without paying a lot of money. From where do we set all this information? The answer is from advertising, which we see, everywhere: on TV, on the Internet, in the newspapers and more. Year after year we get more and more new, interesting information and in the future the Internet use will increase more than now. This article explains how internet is useful tool for advertisement.

Adapted from Nielsen (2012: 10). Social media has not only changed how people communicate online, but it has also changed the consumption of other media too. Online social connections are used to filter, discuss, disseminate, and validate news, entertainment, and products for consumption. (Ryan 2011: 15) The next

chapters will explain more about each of the world's current most widely used social medias. There are, of course, many other social networks and applications (apps) available but considering the study, the focus is on the main Medias.

According to Cammayo (2021), The MSMEs studies adopt digital marketing techniques, but to a "low" degree, with a grand mean of 1.1879. They continue to use traditional customer acquisition and retention techniques. They lack the abilities necessary to effectively utilize current technologies, such as email marketing, a Google "my business" account, and other forms of information exchange (ICT). Marketing tactics involving ICT have a major and direct impact on the financial success.

According to Dewi (2020), Social media can be considered as a virtual medium that helps people enhance their social interactions. Through public relations, Wonderful Bali's digital marketing approach has succeeded in establishing a positive reputation among consumers due to the company's ability to connect effectively with them. Almost every business owner has used digital media to sell their products.

Darshana Bhagawati, Dev Malya Dutta (2018) this research is related to the study on literature review for identifying the factors impacting digital marketing. The main objective of this research is to identify the factors influencing digital marketing. This study, it finds that digital marketing is the backbone of a nation, and digital marketing has played a major role in the sectors in banking, tourism, health, and education. There is a lack of research on digital marketing in the education sector in West Bengal, which leaves it available for future research in this area.

Dr. Anand patil (2018) this paper is related to the trend of digitalization in marketing and its impact on the customers. The main objective of this study is to identify the impact of digitalization on marketing. Through this study, it finds that there is a higher positive impact of digitalization on the customers. Even small business owners can now sell their services and products in very efficient and cost-effective methods. By influencing Customers and increasing awareness, the negative effects of 55 digitization can be turned into profitable business

opportunities. In marketing, digital and electronic channels have become an important aspect of many organisations' strategies.

Dr. Madhu Bala, Mr Deepak Verma (2018) this research is related to the critical review of digital marketing (the current and future trends in marketing). The main aim of this study is to find out the trends in children, adolescents, teenagers using digital marketing media. This study finds that digital marketing is cost-effective and have a commercial impact on business. In comparison to traditional or conventional techniques, Customers are seeking and searching more on the internet to discover the best deal from distributors throughout India.

Reena Malik (2017) this study is related to the empirical study of digital marketing and its elements. The main objective of this study is to find out the various elements in digital marketing and their relation to sales. This study is based on primary and secondary data through interviewers with a well-structured questionnaire. This study finds that in the elements of digital marketing and sales there is a positive correlation. Even for small businesses, it has become a very cost-effective and efficient technique of marketing their products or services these days.

Girshwyn Reddy (2016) This study examines digital marketing's influence on Customer decision-making in Nike's retail operations. This research aims to determine digital marketing's influence on worldwide companies. This research shows that internet marketing has changed customer behaviour. Future research may examine different components of digital marketing and Customer decision-making to determine if there are any changes.

Yakup Durmaz, Ibrahim Halil Efendioglu (2016) The research compares conventional and digital marketing. This research aims to compare conventional and digital marketing mediums. This research reveals that internet users who utilise social media and e-mails purchase online. As technology advances, tablets, smartphones, and other gadgets are more prevalent. Digital media shoppers utilise social media and e-mails. Web browsing is faster than search engines.

Ms Swati Prakash, Dr. Subhash Banerjee (2016) this study is based on B2B development and digital marketing with reference to Lorent services. The main objective of this research is to identify the best channels for most leads and revenues. From this study, it finds that for the vendors the digital marketing opens a door for them. Through the digital marketing business can generate brand awareness among the people. Business happiness is mostly determined by the amount of business or customers or leads received. As a result, in order to maintain a good and long-term relationship, the Services should prepare to successfully pass on Customers to associate business.

Andrew T Stephen (2016) study mainly focused on the role of digital and social media marketing in Customer behaviour. This study mainly aims on Customer's digital culture, response to digital advertising, mobile environment, and word of mouth. This study finds that the Customer's behaviour depends on word of mouth or reviews of the information found in an online environment. In the Customer behaviour or psychology literature, there has been a lot of recent effort connected to digitalisation. The literature on digital/social media Customer behaviour is rapidly expanding, and it mostly focuses on phenomena that are both practical and theoretically interesting.

CHAPTER 3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

To define any research problem and give a suitable solution for the problem a sound Research is inevitable. Research as “The manipulation of things, concepts of symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art”. Research methodology underlines the various steps involved in the particular research and systematically solving the problem with the objective of determining the facts. The research methodology is to describe the research procedure. This includes the overall research design and the data collection methods. This selection is important because, it is hard to discuss methodology with using technical terms. Data collection terms Trainees sample are always including the research. Research taken methods was research to benefits of employees to find out the effectiveness of learning in the organization. The Research Methodology followed for further work can be primarily classified into two stages namely Exploratory and Descriptive. The stepwise details of the research are as follows:

RESEARCH DESIGN:

The research adopted is Descriptive Research design for the study on effective digital marketing services and effective techniques of FuelDigi marketing private limited. As the term suggest, Descriptive Research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (what are the characteristics of the population or situation being studied). The characteristics used to describe the situation or population is usually some kind of categorical scheme also known as descriptive categories.

NEED FOR THE STUDY

The study is done to find out the effectiveness of digital marketing services of FuelDigi marketing Pvt Ltd. To suggest them the various advanced technologies and methods to provide effective dial marketing services to their clients because Digital marketing strategy helps companies achieve that will the help of modern

tools and techniques. Reaching a global audience. Digital marketing channels connect brands to a global audience by giving them the medium and exposure required to expand their business.

OBJECTIVES

PRIMARY OBJECTIVE:

- ☐ To Analyze the effective digital marketing services and techniques of FuelDigi marketing Pvt. Ltd

SECONDARY OBJECTIVE:

- ☐ To know how it works and generating revenues from their services.
- ☐ To find out their unique ideas to provide effective services to their customers.
- ☐ To know the techniques of their social media marketing service.
- ☐ To know the techniques of their SEO service.

SCOPE OF STUDY

To understand the company's effective techniques to provide effective digital marketing services to their clients among various competitors. With digital marketing, businesses can use data to target audiences based on factors like gender, age, location, interests, and education. Companies can also retarget potential customers who are already familiar with their brand using different methods and messages for each audience. Research design is a detailed plan to do the research. The aim of research design is to give answer to research problem and control variance. It is the blue print of the study. It comprises of defining and redefining of problems, formulating, collecting, organizing and evaluating data for making alteration and reaching conclusion.

POPULATION OF THE STUDY

A study of a group of individuals taken from the general population who share a common characteristic, such as age, sex, or health condition. In this research study, the population is the employees of FuelDigi marketing private limited.

SAMPLING TECHNIQUES:

CONVENIENCE SAMPLING:

Non-Probability Sampling method is used for data collection and relevant information was gathered with the help of Survey. The respondents were Employees in FuelDigi marketing private limited.

SAMPLE SIZE:

The Sample Size undertaken for this Research study is 120.

SAMPLING UNIT:

Every single individual undertaken in the research study is called a sampling unit. In this

research study, sampling units every Employees in FuelDigi marketing private limited.

SAMPLING PROCEDURE:

The primary consideration in Random sampling is judgment of researcher as to identify who can provide the best information to achieve the objectives of the study. The researcher only goes to those people who in his/her opinion is likely to have the required information be willing to share it. Here the researcher acquires the information through questionnaire.

DATA COLLECTION:

PRIMARY DATA:

The primary data was collected with the help of a structured questionnaire. The data collection was done through filling of questionnaires given to Employees in the organization. This research uses Area Sample survey to gather information.

SECONDARY DATA:

The research also relied upon many secondary sources for getting a clear picture of environment. Secondary sources include previous Study Reports, Journals, Magazines, Newspapers and Books with a view to supplement the primary data. The wide scope of the World Wide Web was also used to collect the detailed information about the topic. The study of secondary sources made the structuring of questionnaire easy.

TOOLS OF ANALYSIS:

Following statistical tools are used to analyse the data and interpret the information as findings of the Research:

† Percentage Analysis:

It is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular question is percentage arrived from the total population selected for the study.

† One Way ANOVA:

The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups.

† Correlation:

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related.

LIMITATIONS OF THE STUDY

- Lack of interest to fill the questionnaire is the major drawback
- There were difficulties in obtaining information and other necessary data from higher authorities due to their busy work schedule.
- The reliability of secondary data is purely based on the information obtained from the staff. Lack of interest to fill the questionnaire is the major drawback
- Difficulties in collecting information from Work from home employees.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

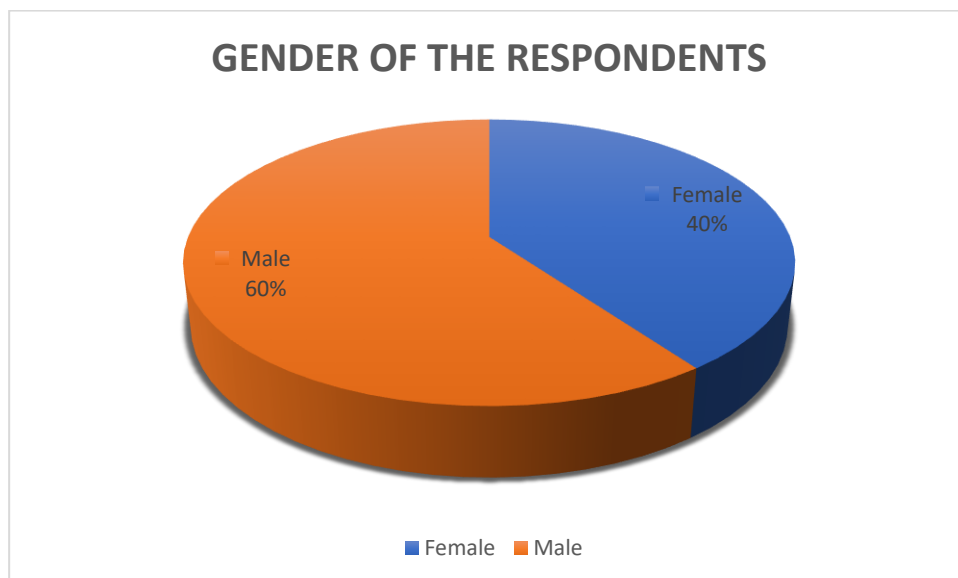
TABLE 4.1

TABLE SHOWING THE GENDER OF RESPONDENTS

S. No	Gender	No. of respondents	Percentage
1	Female	48	40
2	Male	72	60
	Total	120	100

CHART 4.1

CHART SHOWING THE DESIGNATION OF RESPONDENTS



INFERENCE

From the above chart, it is inferred that out of 120 respondents, 60% of the respondents are Male and 40% are Female. Majority of the respondents (i.e., 60% are Male

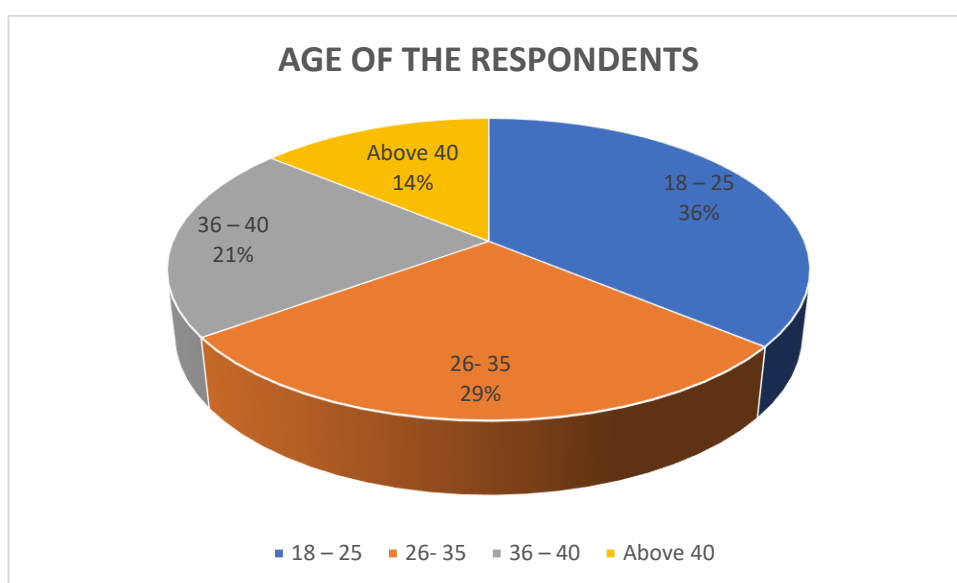
TABLE 4.2

TABLE SHOWING THE AGE OF RESPONDENTS

S No	Age	Noof respondents	Percentage (%)
1	18 – 25	43	36
2	26- 35	35	29
3	36 – 40	25	21
4	Above 40	17	14
	Total	120	100

CHART 4.2

CHART SHOWING THE AGE OF RESPONDENTS



INFERENCE

From the above chart, it is inferred that out of 120 respondents, 36% of the respondents are between the age of 18 – 25, 29% are between the age of 26 – 35, 21% are between the age of 36 – 40% and the 14% are above 40. Majority of the respondents (i.e.,) 36% of the respondents are between the age of 18 – 25.

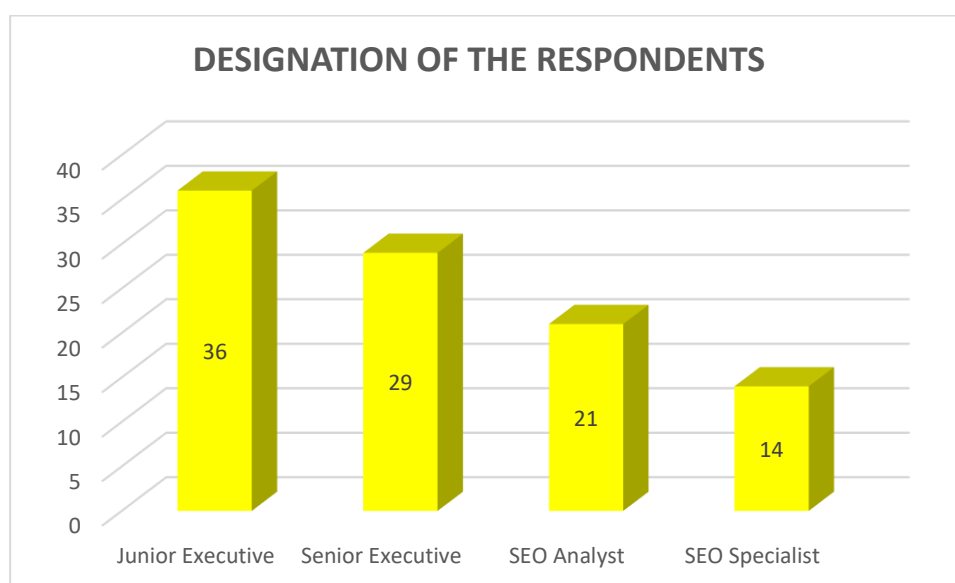
TABLE 4.3

TABLE SHOWING THE DESIGNATION OF RESPONDENTS

S No	Designations	No of respondents	Percentage (%)
1	Junior Executive	43	36
2	Senior Executive	35	29
3	SEO Analyst	25	21
4	SEO Specialist	17	14
	Total	120	100

CHART 4.3

CHART SHOWING THE DESIGNATION OF RESPONDENTS



INFERENCE

From the above chart, it is inferred that out of 120 respondents, 36% of the respondents are Junior Executive, 29% are Senior Executive, 21% are SEO Analyst and 14% are SEO Specialist designations. Majority of the respondents (i.e.,) 36% of them are Junior Executive.

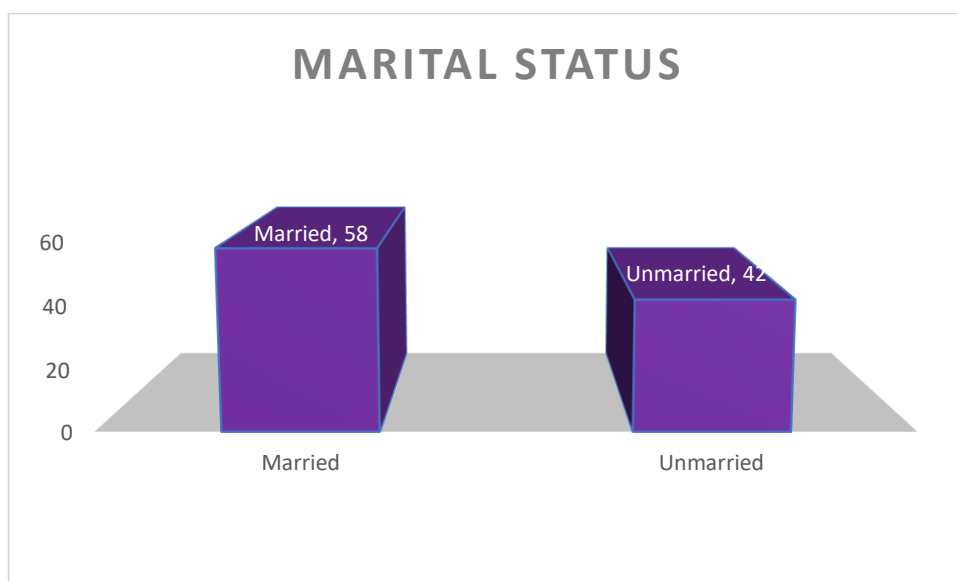
TABLE 4.4

TABLE SHOWING THE MARITAL STATUS OF RESPONDENTS.

S No	Marital Status	No of respondents	Percentage (%)
1	Married	70	58
2	Unmarried	50	42
	Total	120	100

CHART 4.4

CHART SHOWING THE MARITAL STATUS OF RESPONDENTS.



INFERENCE

From the above chart, it is inferred that out of 120 respondents, 58% of the respondents are married and 42% are unmarried. Majority of the respondents (58%) of the respondents are married.

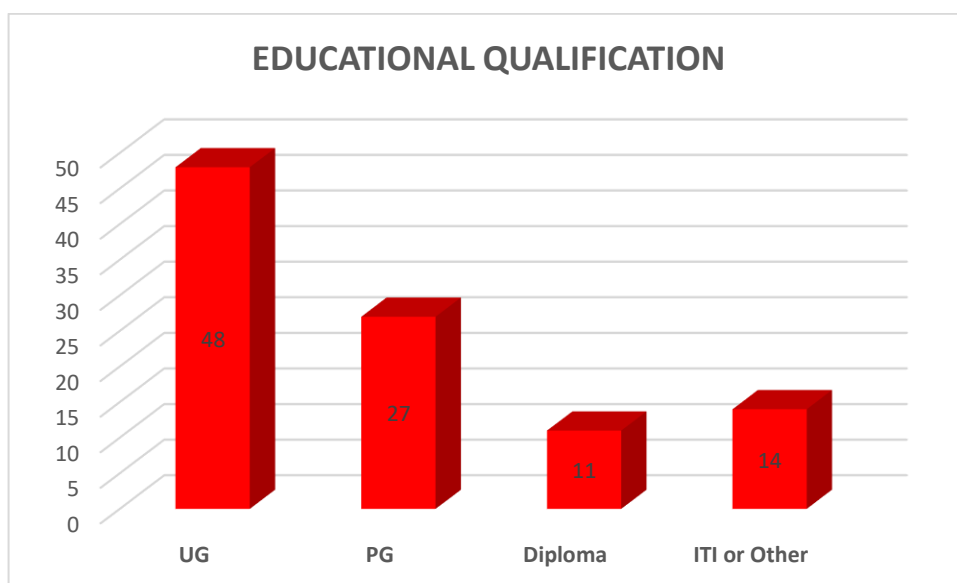
TABLE 4.5

TABLE SHOWING THE EDUCATIONAL QUALIFICATION

S No	Educational Qualification	No of respondents	Percentage (%)
1	UG	58	48
2	PG	32	27
3	Diploma	13	11
4	ITI or Other	17	14
	Total	120	100

CHART 4.5

CHART SHOWING THE EDUCATIONAL QUALIFICATION



INFERENCE

From the above chart, it is inferred that out of 120 respondents, 48% of the respondents have UG qualification, 27% have PG qualification, 11% have Diploma and 14% have ITI or other qualifications. Majority of the respondents (48%) of the respondents are of UG qualification.

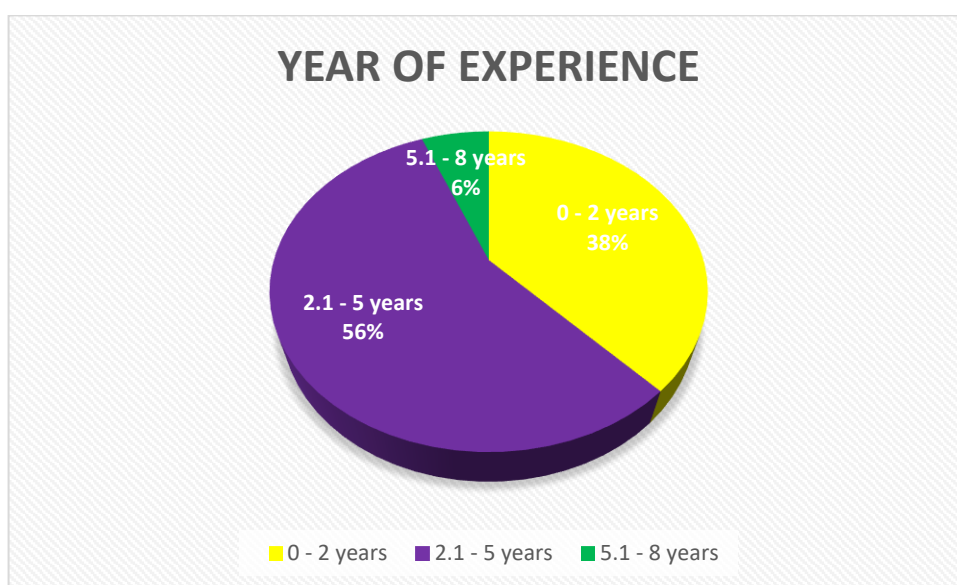
TABLE 4.6

TABLE SHOWING THE YEARS OF EXPERIENCE

S No	Experience	No of respondents	Percentage (%)
1	0 - 2 years	46	38
2	2.1 - 5 years	67	56
3	5.1 - 8 years	7	6
	Total	120	100

CHART 4.6

CHART SHOWING THE YEARS OF EXPERIENCE



Years of Experience

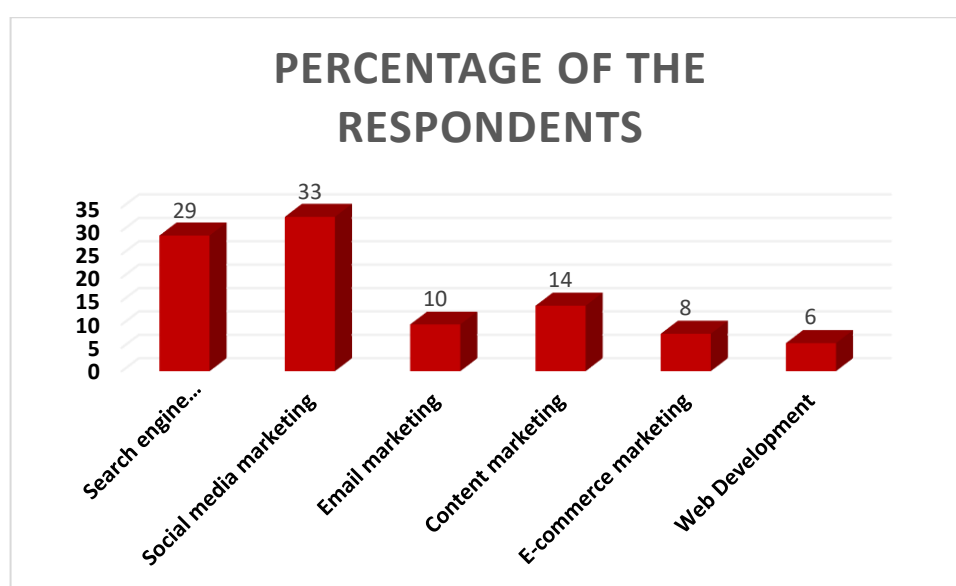
INFERENCE

From the above chart, it is inferred that out of 120 respondents, 56% of the respondents are having 2.1 – 3 years of experience, 38% are having 0 – 2 years of experience and 6% are having 5.1 – 8 years of experience. Majority of the respondents (i.e.,) 56% of the respondents having 2.1 – 3 years of experience

**TABLE 4.7: TABLE SHOWING WHICH DIGITAL MARKETING SERVICE
GENERATING MORE REVENUE**

S No	Particulars	No of respondents	Percentage (%)
1	Search engine optimization	35	29
2	Social media marketing	40	33
3	Email marketing	11	10
4	Content marketing	17	14
5	E-commerce marketing	10	8
6	Web Development	7	6
	Total	120	100

**CHART 4.7: CHART SHOWINGWHICH DIGITAL MARKETING SERVICE
GENERATING MORE REVENUE**



INFERENCE: From the above chart, it is inferred that out of 120 respondents, 33% of the respondents are saying social media marketing, 29% are saying Search engine optimization, 14% are saying content marketing, 10% are saying email marketing, 8% are saying e-commerce marketing and 6% are saying that web development generating more revenue.

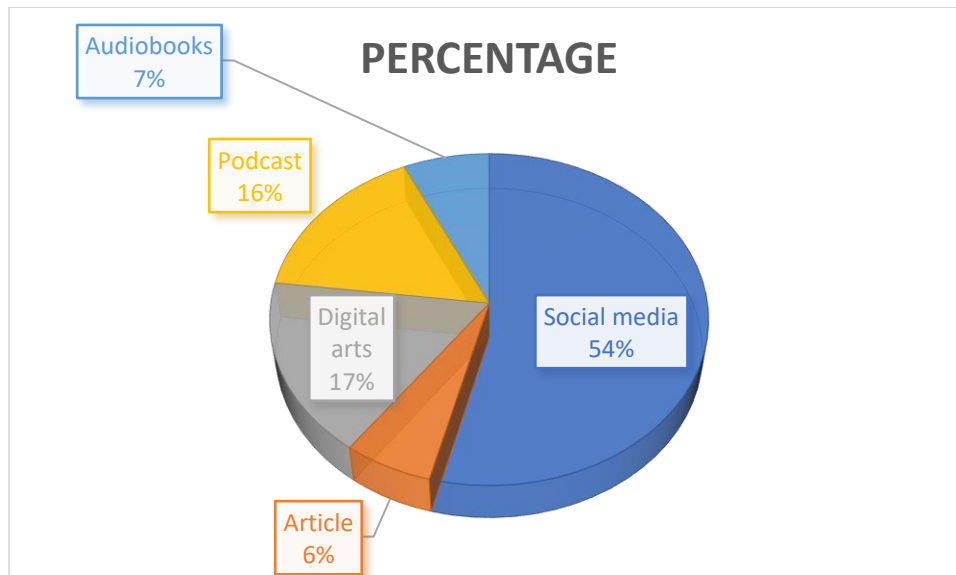
TABLE 4.8

TABLE SHOWING WHICH MEDIA HELPS TO PROMOTE THEIR CLIENTS

S No	Particulars	No of respondents	Percentage (%)
1	Social media	65	54
2	Article	7	6
3	Digital arts	20	17
4	Podcast	19	16
5	Audiobooks	9	7
	Total	120	100

CHART 4.8

CHART SHOWING WHICH MEDIA HELPS TO PROMOTE THEIR CLIENTS



INFERENCE:

From the above chart, it is inferred that out of 120 respondents, 54% of the respondents are saying social media, 17% are saying digital arts, 16% are saying audio books and 6% are saying articles are helping to promote their clients.

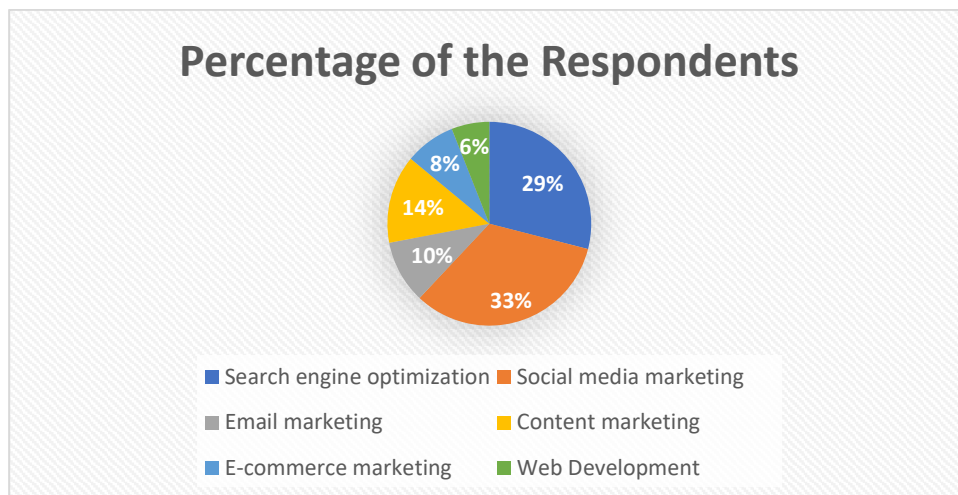
TABLE 4.9

TABLE SHOWINGWHICH DIGITAL MARKETING IS THEIR PRIMARY ACTIVITY

S No	Activity	No of respondents	Percentage (%)
1	Search engine optimization	35	29
2	Social media marketing	40	33
3	Email marketing	11	10
4	Content marketing	17	14
5	E-commerce marketing	10	8
6	Web Development	7	6
	Total	120	100

CHART 4.9

CHART SHOWINGWHICHDIGITAL MARKETING IS THEIR PRIMARY ACTIVITY



INFERENCE: From the above chart, it is inferred that out of 120 respondents, 33% of the respondents are saying social media marketing, 29% are saying Search engine optimization, 14% are saying content marketing, 10% are saying email marketing, 8% are saying e-commerce marketing and 6% are saying that web development is their primary activity.

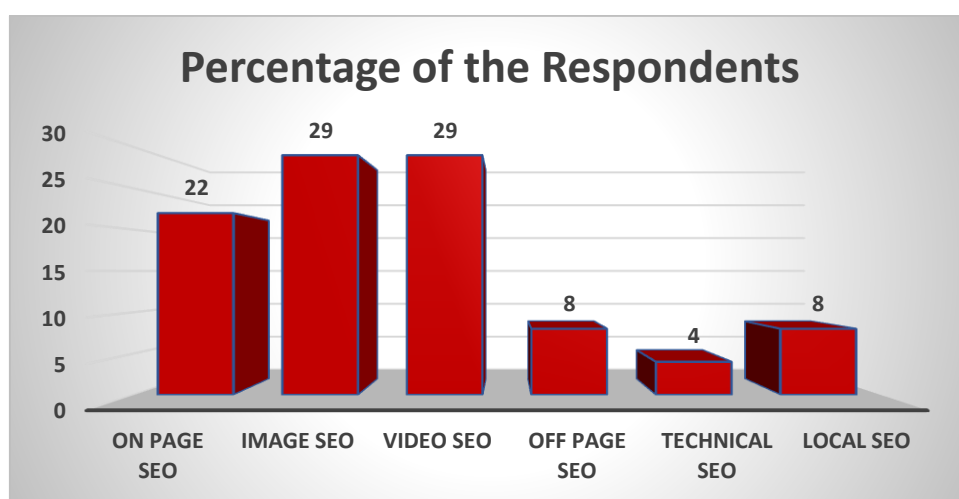
TABLE 4.10

**TABLE SHOWING WHICH SEARCH ENGINE OPTIMIZATION TYPE THEY
ARE USING TO PROMOTE THEIR CLIENTS**

S No	Particulars	No of respondents	Percentage (%)
1	On page SEO	25	22
2	Image SEO	35	29
3	Video SEO	35	29
4	Off page SEO	10	8
5	Technical SEO	5	4
6	Local SEO	10	8
	Total	120	100

CHART 4.10

**CHART SHOWING WHICH SEARCH ENGINE OPTIMIZATION TYPE THEY
ARE USING TO PROMOTE THEIR CLIENTS**



INFERENCE: From the above chart, it is inferred that out of 120 respondents, 29% of the respondents are saying that image SEO and Video SEO, 22% are saying on page SEO, 8% are saying off page SEO and local SEO and 4% are saying technical SEO are help them to promote their clients.

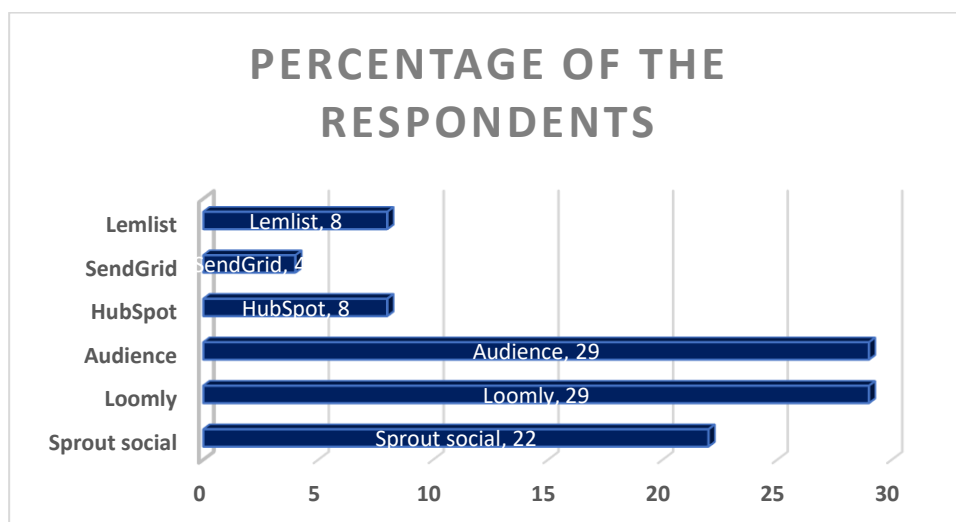
TABLE 4.11

TABLE SHOWING WHICH SOCIAL MEDIA MARKETING TOOL THEY ARE USING FOR SMM

S No	Particulars	No of respondents	Percentage (%)
1	Sprout social	25	22
2	Loomly	35	29
3	Audience	35	29
4	HubSpot	10	8
5	SendGrid	5	4
6	Lemlist	10	8
	Total	120	100

CHART 4.11

CHART SHOWINGWHICHSOCIAL MEDIA MARKETING TOOL THEY ARE USING FOR SMM



INFERENCE:From the above chart, it is inferred that out of 120 respondents, 29% of the respondents are saying that audience and Loomly, 22% are saying sprout social, 8% are saying lemlist and HubSpot and 4% are saying SendGridare they are using as a social media marketing tool.

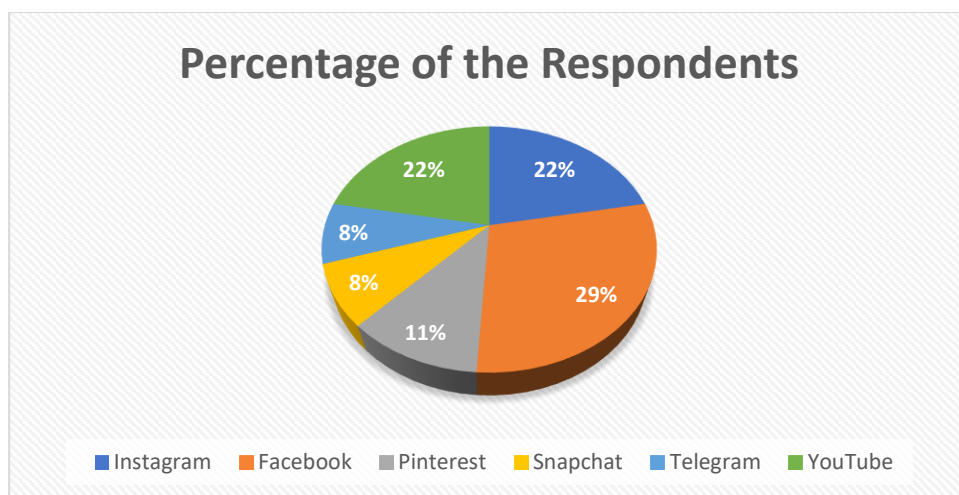
TABLE 4.12

TABLE SHOWING WHICH SOCIAL MEDIA HELP THEM TO PROMOTE THEIR CLIENT THROUGH SOCIAL MEDIA PLATFORM

S No	Particulars	No of respondents	Percentage (%)
1	Instagram	25	22
2	Facebook	35	29
3	Pinterest	15	11
4	Snapchat	10	8
5	Telegram	10	8
6	YouTube	25	22
	Total	120	100

CHART 4.12

CHART SHOWING WHICH SOCIAL MEDIA HELP THEM TO PROMOTE THEIR CLIENT THROUGH SOCIAL MEDIA PLATFORM



INFERENCE:

From the above chart, it is inferred that out of 120 respondents, 29% of the respondents are saying Facebook, 22% are saying YouTube and Instagram, 11% are saying Pinterest and 8% are saying telegram and snapchat are they are using as a social media platform.

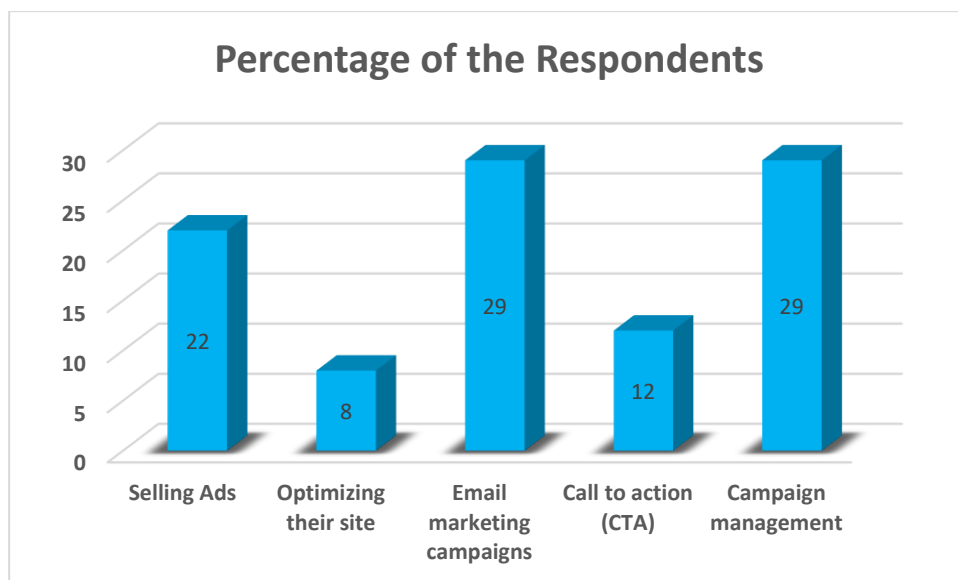
TABLE 4.13

**TABLE SHOWING WHICH DIGITAL MARKETING ACTIVITIES THAT THEY
WILLGET MORE PROFIT**

S No	Particulars	No of respondents	Percentage (%)
1	Selling Ads	25	22
2	Optimizing their site	10	8
3	Email marketing campaigns	35	29
4	Call to action (CTA)	15	12
5	Campaign management	35	29
	Total	120	100

CHART 4.13

**CHART SHOWINGWHICH DIGITAL MARKETING ACTIVITIES THAT THEY
WILL GET MORE PROFIT**



INFERENCE:

From the above chart, it is inferred that out of 120 respondents, 29% of the respondents are saying email marketing and campaign management, 22% are saying selling ads, 12% are saying call to action and 8% are saying optimizing their sites they are using as a digital marketing activity they will get more profit.

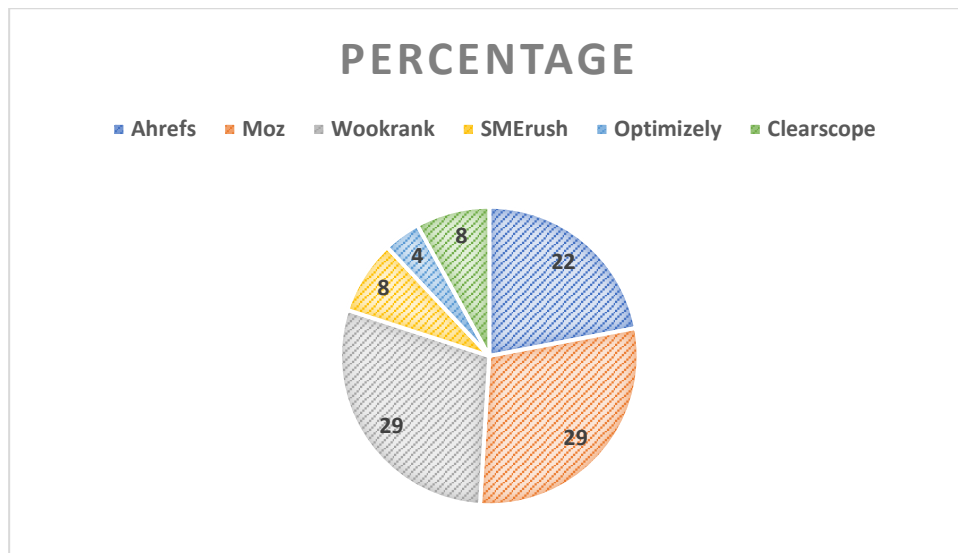
TABLE 4.14

TABLE SHOWING WHICH SEO TOOL THAT HELPS THEM TO IMPROVE THEIR ACTIVITIES

S No	Particulars	No of respondents	Percentage (%)
1	Ahrefs	25	22
2	Moz	35	29
3	Wookrank	35	29
4	SMErush	10	8
5	Optimizely	5	4
6	Clearscope	10	8
	Total	120	100

CHART 4.14

CHART SHOWING WHICH SEO TOOL THAT HELPS THEM TO IMPROVE THEIR ACTIVITIES



INFERENCE:

From the above chart, it is inferred that out of 120 respondents, 29% of the respondents are saying that Moz and Wookrank, 22% are saying Ahrefs, 8% are saying SMErush and Clearscope and 4% are saying Optimizely they are using as a SEO tool to improve their activities.

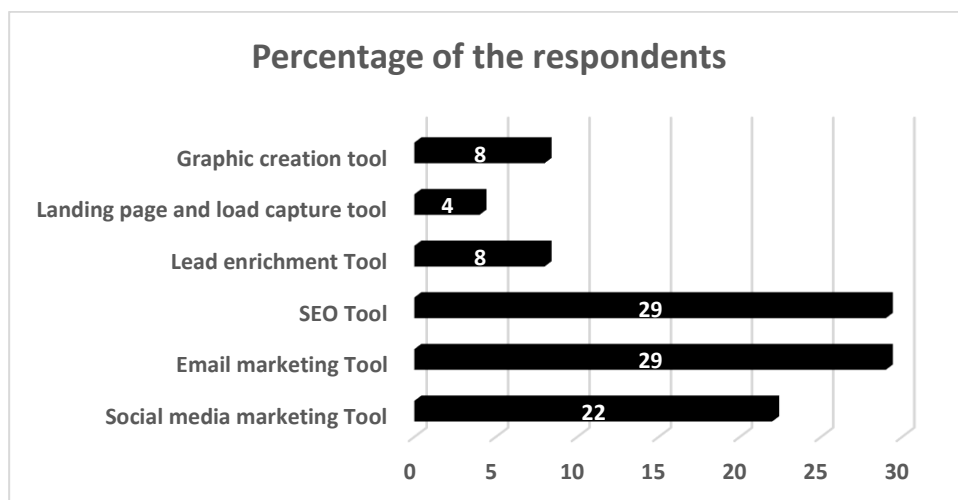
TABLE 4.15

TABLE SHOWING WHICH DIGITAL MARKETING TOOLS BY STRATEGIES THEY ARE USING

S No	Particulars	No of respondents	Percentage (%)
1	Social media marketing Tool	25	22
2	Email marketing Tool	35	29
3	SEO Tool	35	29
4	Lead enrichment Tool	10	8
5	Landing page and lead capture tool	5	4
6	Graphic creation tool	10	8
	Total	120	100

CHART 4.15

CHART SHOWINGWHICH DIGITAL MARKETING TOOLS BY STRATEGIES THEY ARE USING



INFERENCE:From the above chart, it is inferred that out of 120 respondents, 29% of the respondents are saying that email marketing tool and SEO tool, 22% are saying SSM tool 8% are saying graphic creation tool and lead enrichment tool and 4% are saying LP&LC toolthat they are using as a SEO tool to improve their activities.

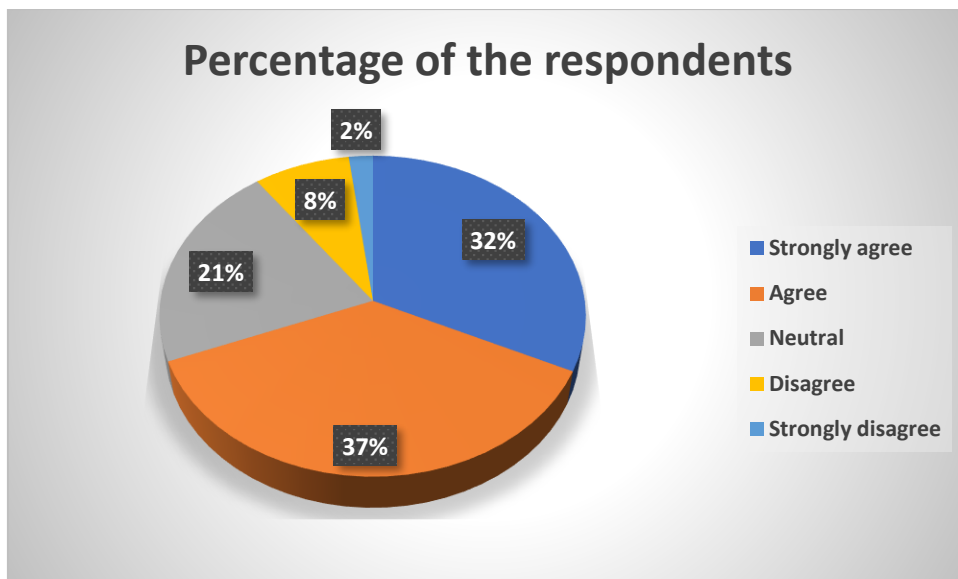
TABLE 4.16

**TABLE SHOWING OPINION ABOUT DIGITAL MARKETING TOOLS ARE
HELP THEM TO IMPROVE THEIR WORK**

S No	Particulars	No of respondents	Percentage (%)
1	Strongly agree	40	32
2	Agree	45	37
3	Neutral	25	21
4	Disagree	7	8
5	Strongly disagree	3	2
	Total	120	100

CHART 4.16

**CHART SHOWING OPINION ABOUT DIGITAL MARKETING TOOLS ARE
HELP THEM TO IMPROVE THEIR WORK**



INFERENCE:

From the above chart, it is inferred that out of 120 respondents, 37% are agree, 32% are strongly agree, 21% are neutrally agree, 8% are disagree and 2% are strongly disagree that digital marketing tools are help them to improve their work.

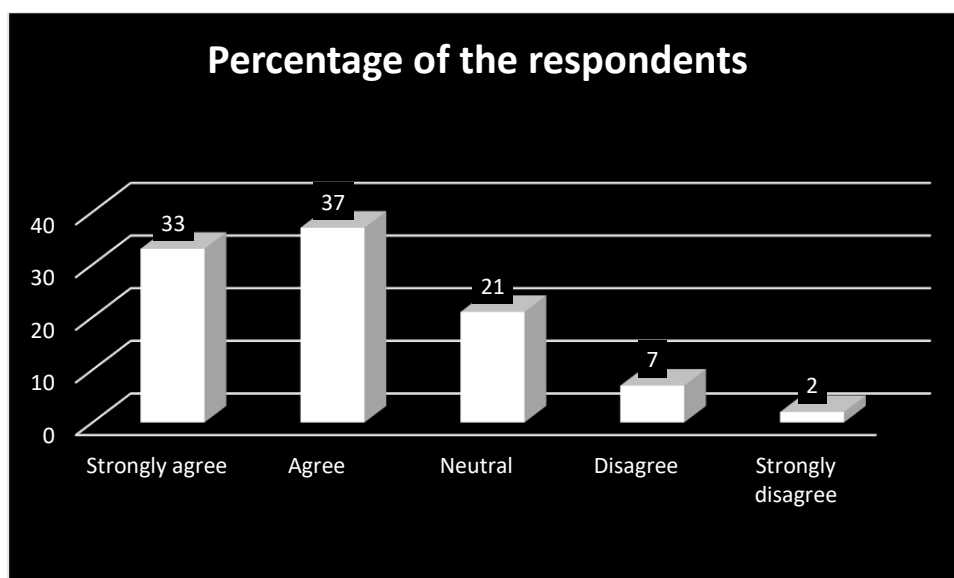
TABLE 4.17

TABLE SHOWING OPINION ABOUT CONTENT MARKETING HELP THEM TO RETAIN THEIR CUSTOMERS

S No	Particulars	No of respondents	Percentage (%)
1	Strongly agree	40	33
2	Agree	45	37
3	Neutral	25	21
4	Disagree	8	7
5	Strongly disagree	2	2
	Total	120	100

CHART 4.17

CHART SHOWING OPINION ABOUT CONTENT MARKETING HELP THEM TO RETAIN THEIR CUSTOMERS



INFERENCE:

From the above chart, it is inferred that out of 120 respondents, 37% are agree, 33% are strongly agree, 21% are neutrally agree, 7% are disagree and 2% are strongly disagree that content marketing is help them to retain their customers.

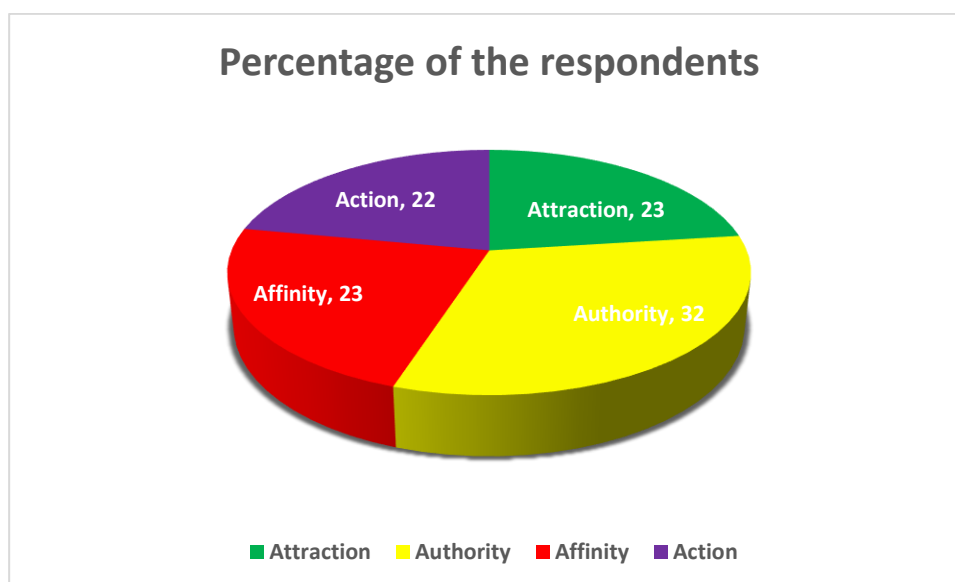
TABLE 4.18

TABLE SHOWING WHICH STRATEGIES OF CONTENT MARKETING IS BEST

S No	Strategies	No of respondents	Percentage (%)
1	Attraction	28	23
2	Authority	38	32
3	Affinity	28	23
4	Action	26	22
	Total	120	100

CHART 4.18

CHART SHOWINGWHICH STRATEGIES OF CONTENT MARKETING IS BEST



INFERENCE:

From the above chart, it is inferred that out of 120 respondents, 32% of the respondents are saying authority, 23% are saying attraction and affinity and 22% are saying action as a best content marketing strategy.

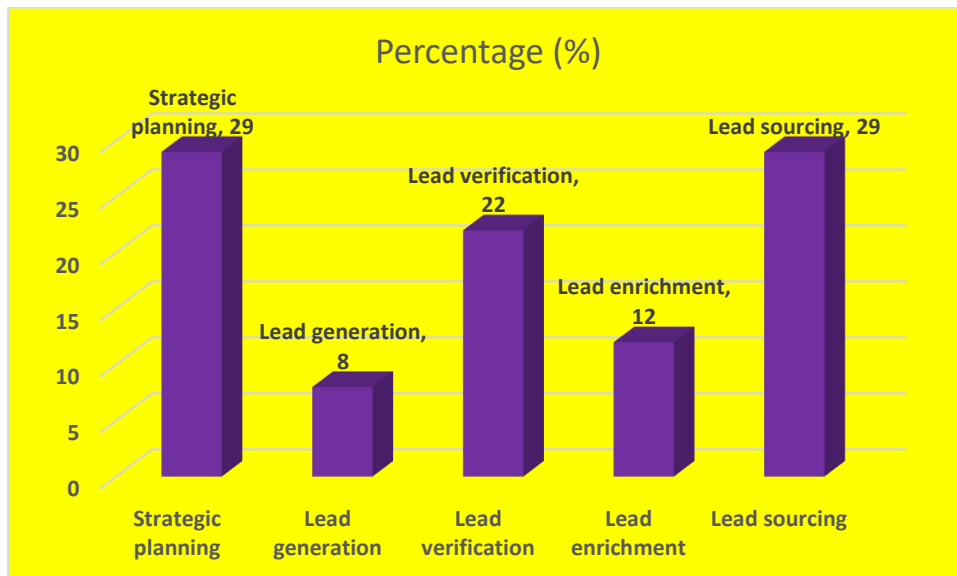
TABLE 4.19

TABLE SHOWING OPINION ABOUT STRATEGIES THAT THEY ARE FOLLOWING TO GET CLIENTS FOR FUTURE PROJECTS

S No	Particulars	No of respondents	Percentage (%)
1	Strategic planning	35	29
2	Lead generation	10	8
3	Lead verification	25	22
4	Lead enrichment	15	12
5	Lead sourcing	35	29
	Total	120	100

CHART 4.19

CHART SHOWING OPINION ABOUT STRATEGIES THAT THEY ARE FOLLOWING TO GET CLIENTS FOR FUTURE PROJECTS



.INFERENCE:

From the above chart, it is inferred that out of 120 respondents, 29% of the respondents are saying lead sourcing and strategic planning, 22% are saying lead verification, 12% are saying lead enrichment and 8% are saying lead generation as a strategy that they are following to get clients for future

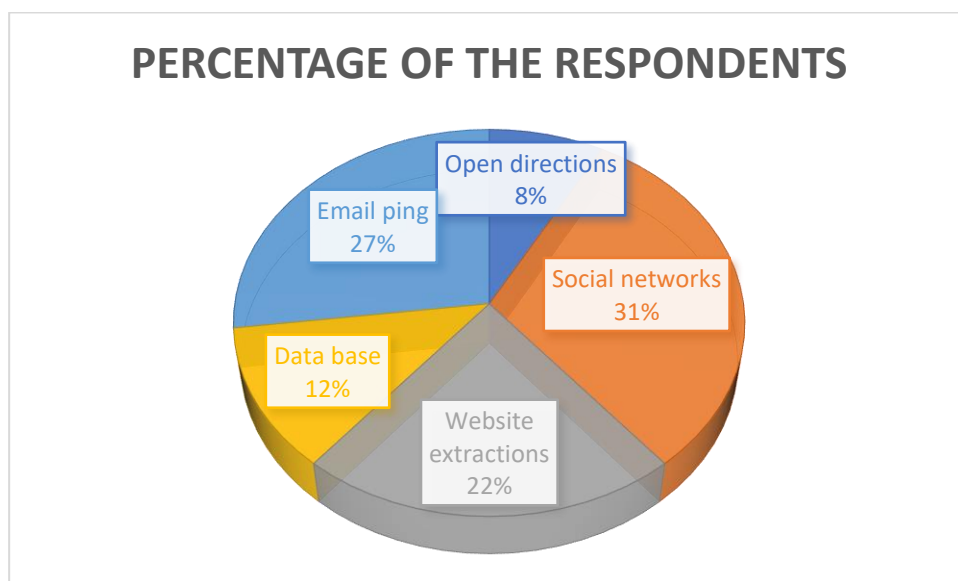
TABLE 4.20

TABLE SHOWING OPINION LEAD GENERATION STRATEGY IS HELP THEM TO GO WITH LEAD GENERATION

S No	Particulars	No of respondents	Percentage (%)
1	Open directions	10	8
2	Social networks	37	31
3	Website extractions	25	22
4	Data base	15	12
5	Email ping	33	27
	Total	120	100

CHART 4.20

CHART SHOWING OPINION LEAD GENERATION STRATEGY IS HELP THEM TO GO WITH LEAD GENERATION



INFERENCE:

From the above chart, it is inferred that out of 120 respondents, 31% of the respondents are using social network, 27% are using email ping, 22% are using website extraction, 12% are using data base and 8% are using open directions as a strategy that they will go with lead generation.

SPSS TOOLS ANALYSIS:

ONE WAY ANOVA

SETTING OF HYPOTHESES:

- H0: There is no significant difference between Revenue generating digital marketing activities and primary digital marketing activities.
- H1: There is significant difference between Revenue generating digital marketing activities and primary digital marketing activities.

TABLE 4.21

TABLE SHOWING THE ONE WAY ANOVA BETWEEN REVENUE GENERATING DIGITAL MARKETING ACTIVITIES AND PRIMARY DIGITAL MARKETING ACTIVITIES.

Source of Variation	Sum Of Squares	Df	Mean Square	Sig.	F
Between Groups	166.8713	1	166.8713	0.001	3.856901
Within Groups	544.8449	604	0.902061		
Total	711.7162	605			

INTERPRETATION:

Since the calculated value (i.e.,0.01) is greater than 0.05, the Null Hypothesis (H0) is rejected and the Alternate Hypothesis (H1) is accepted, which says that there is significant difference between Revenue generating digital marketing activities and primary digital marketing activities.

CORRELATION

SETTING OF HYPOTHESES:

- H0: There is no relation between year of experience and primary digital marketing activity of the company.
- H1: There is a relation between year of experience and primary digital marketing activity of the company.

TABLE 4.22

TABLE SHOWING THE CORRELATION BETWEEN YEAR OF EXPERIENCE AND PRIMARY DIGITAL MARKETING ACTIVITY OF THE COMPANY

Correlation		Workforce Analytics	Gender
Primary activity	Correlation	1	0.06
	Coefficient		
	Sig (2 tailed test)		0.301
	N	120	120
Year of experience	Correlation	0.60	1
	Coefficient		
	Sig (2 tailed test)	0.301	
	N	120	120

INTERPRETATION:

Since the calculated value (i.e., 0.06) is greater than 0.05, the Null Hypothesis (H0) is accepted and the Alternate Hypothesis (H1) is rejected, which says that there is no relationship between year of experience and primary digital marketing activity of the company.

REGRESSION ANALYSIS:

SETTING OF HYPOTHESES:

- H0: There is no significant impact of technology on Digital Marketing.
- H1: There is a significant impact of technology on Digital Marketing.

TABLE 4.23

**TABLE SHOWING THE REGRESSION ANALYSIS FOR THE IMPACT OF
TECHNOLOGY ON DIGITAL MARKETING**

MODEL	R	R Square	Adjusted R Square	Std. Error of the Estimated
1	.679	.465	.383	.603

INTERPRETATION:

Since the calculated value (i.e., 0.465) is greater than 0.05, the Null Hypothesis (H0) is rejected and the Alternate Hypothesis (H1) is accepted, which says that there is a significant impact of technology on Digital Marketing.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- ❖ Majority of the respondents (i.e.,) 60% are Male
- ❖ Majority of the respondents (i.e.,) 36% are between the age of 18 – 25.
- ❖ Majority of the respondents (i.e.,) 36% of them are Junior Executive.
- ❖ Majority of the respondents (58%) of the respondents are married.
- ❖ Majority of the respondents (48%) of the respondents are of UG qualification.
- ❖ Majority of the respondents (i.e.,) 56% of the respondents having 2.1 – 3 years of experience
- ❖ Majority of the respondents (i.e.,) 33% of the respondents are saying social media marketing generating more revenue.
- ❖ Majority of the respondents (i.e.,) 54% of the respondents are saying that among various media platform social media is helping to promote their clients.
- ❖ Majority of the respondents (i.e.,) 33% of the respondents are saying that social media marketing is their primary activity.
- ❖ Majority of the respondents (i.e.,) 29% of the respondents are saying that image SEO and Video SEO are help them to promote their clients among various SEO methods.
- ❖ Majority of the respondents (i.e.,), 29% of the respondents are saying that audience and Loomly are they are using as a social media marketing tool.
- ❖ Majority of the respondents (i.e.,) 29% of the respondents are saying among various social media platform, they are using Face book as a social media platform.
- ❖ Majority of the respondents (i.e.,) 29% of the respondents are saying email marketing and campaign management is their major digital marketing activity which will get more profit.
- ❖ Majority of the respondents (i.e.,) 29% of the respondents are saying that they are using Moz and Wookrankas a SEO tool to improve their activities.

- ❖ Majority of the respondents (i.e.,) 29% of the respondents are saying that email marketing tool and SEO tool they are using as a SEO tool to improve their activities
- ❖ Majority of the respondents (i.e.,) 37% are agree that digital marketing tools are help them to improve their work.
- ❖ Majority of the respondents (i.e.,)37% are agree that content marketing is help them to retain their customers.
- ❖ Majority of the respondents (i.e.,)32% of the respondents are saying authority as a best content marketing strategy.
- ❖ Majority of the respondents (i.e.,)29% of the respondents are saying lead sourcing and strategic planning as a strategy that they are following to get clients for future
- ❖ Majority of the respondents (i.e.,)31% of the respondents are using social network as a strategy that they will go with lead generation.
- ❖ There is significant difference between Revenue generating digital marketing activities and primary digital marketing activities.
- ❖ There is no relationship between year of experience and primary digital marketing activity of the company.
- ❖ There is a significant impact of technology on digital marketing.

SUGGETIONS:

- Digital marketing is a rapidly growing industry so proper techniques should be followed by the company to compete with their competitors.
- Being concentrated on social media marketing and search engine optimization they are not concentration web development which is one of their business activities so web development should be handled effectively.
- Content marketing should be handled little effective because content marketing is helping them to reach more customer. They should be more concentrated with future projects and future estimation because digital marketing is fast growing industry.
- Right social media platform should be effectively used because social media is not spreading your messages it's a right place to reach more targeted people.
- Proper feedback from clients should be get because with the feedback of clients it should be more effective and they can concentrate on the flow side and keep every aspect clear and more succeed.
- It should be concentrated on local market search. Should conduct events in social media.

CONCLUSION:

In this study, the effectiveness of digital marketing analysis was conducted at Fuel Digi marketing private limited. The analysis was on the impact of digital marketing based on data collected from the questionnaire used with respect to digital marketing activities in the company. The globe is being added digital, and all organizations are at present enjoying digital occurrence. Marketing, SEO, web site design, net banner commercials, paid searches, search engine marketing, affiliate marketing, mobile advertising, e-mail marketing, social media control, social media advertising and so forth. The critical aspect to hold in thoughts is that they may be all approximately the equipment and structures, and each entrepreneur are both cosy with their options. The analysis of this project report explains major fluctuations in digital marketing activities and its revenue generation. The outcome shows that the implication of digital marketing is increased and improved in every industry.

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ANNEXTURE
QUESTIONNAIRE

1. Name:
2. Designation:
3. Age:
 - 18 – 25
 - 26 – 35
 - 35 – 40
 - Above 40
4. Marital status:
 - Married
 - Unmarried
5. Educational Qualification:
 - Under graduate
 - Post graduate
 - Diploma
 - ITI
6. Year of Experience:
 - 0 – 2 years
 - 3 – 5 years
 - 6 – 8 years
 - Above 8 years

7. Which digital marketing service helps you to generate more revenue among these?

- Search engine optimization
- Social media marketing
- Email marketing
- Content marketing
- E-commerce marketing
- Web Development

8. Rank the digital marketing activities that you get more profit from your clients?

Activities	Rank
Selling Ads	
Optimizing theirsite	
Email marketing campaigns	
Call to action (CTA)	
Campaignmanagement	

9. Which media help you to promote your clients?

- Social media
- Article
- Digital arts
- Podcast
- Audiobooks

10. Which digital marketing is your primary activity?

- Search engine optimization
- Social media marketing
- Email marketing
- Content marketing
- E-commerce marketing

11. Which search engine optimization type you are using to promote your clients?

- On page SEO
- Image SEO
- Video SEO
- Off page SEO
- Technical SEO
- Local SEO

12. Among these which social media marketing tool, you are using for SMM?

- Sprout social
- Loomly
- Audience
- Hubspot
- Sendgrid
- Lemlist

13. Which social media help you to promote your client through social media platform?

- Instagram
- Facebook

- Pinterest
- Snapchat
- Telegram
- YouTube

14. Rank the SEO tools that helps you to improve your activities.

Tools	Rank
Ahrefs	
Moz	
Wookrank	
SMErush	
Optimizely	
Clearscope	

15. Rank the digital marketing tools by strategies:

Tools	Rank
Social media marketing Tool	
Email marketing Tool	
SEO Tool	
Lead enrichment Tool	
Landing page and lead capture tool	
Graphic creation tool	

16. Is digital marketing tools are help you to improve your work?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

17. Is content marketing help you to retain your customers?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

18. Rank the strategies of content marketing:

Strategies	Rank
Attraction	
Authority	
Affinity	
Action	

19. What all are the strategies do you follow to get clients for your future projects?

- Strategic planning
- Lead generation
- Lead verification
- Lead enrichment

- Lead sourcing

20. Which lead generation strategy is help you to go with lead generation?

- Open directions
- Social networks
- Website extractions
- Data base
- Email ping