

A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING SERVICES AT TRIBE MADE

Submitted in partial fulfillment of the requirements for the award of Degree in

MASTER OF BUSINESS ADMINISTRATION

by

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DEPARTMENT OF BUSINESS ADMINISTRATION

SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **ROHITH S 41410256** who carried out the project entitled "**A Study on Effectiveness of digital Marketing Services At Tribe Made**" under my supervision from January 2023 to March 2023.

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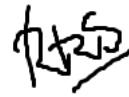
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DECLARATION

I **ROHITH S (41410256)** hereby declare that the Project Report entitled “**A Study on Effectiveness of digital Marketing Services At Tribe Made**” done by me under the guidance of **Dr.SEETHAL K** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:
06.05.2023



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ABSTRACT

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, TV and radio advertisement. Digital Marketing is promotion of products or brands via one or more forms of electronic media.

This project has been undertaken to assess the effectiveness of Digital marketing services at Tribe Made. The outcome of the study would help the management of Tribe Made to understand, meet or exceed the expectations of the customers who have taken up the website traffic building services.

The primary objective is to study the effectiveness of Digital marketing services at Tribe Made. The secondary objectives are to study the impact of digital marketing in bringing top ranks in Google SERP for a website in an organic way by using Search Engine Optimization(SEO) at Tribe Made, assess the satisfaction level with Tribe Made on the digital marketing, understand the most preferred digital marketing strategy to promote the website and identify the effectiveness of on the major aim of digital marketing.

Convenience sampling method has used in the research work. Multiple choice questions have been chosen to collect the responses from 120 customers. The data collected has been analyzed through various statistical tools like Karl Pearson's Correlation, Chi- square test, T-Test, Weighted Average and One-way Anova test. Numerous new findings has been derived from this research has helped to provide few suggestions to improve the Digital marketing services for its customers.

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CHAPTER 1 INTRODUCTION

1.1INTRODUCTION:

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, TV and radio advertisement.

Digital Marketing is promotion of products or brands via one or more forms of electronic media. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels.

The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), for accurate targeting and excellent reporting.

The three important categories involved in Digital Marketing are:

- I. Search Engine Optimization (SEO)
- II. Social Media Optimization (SMO)
- III. Social Media Marketing (SMM)

Search Engine Optimization (SEO)

Whenever we enter a query in a search engine and hit 'enter' we get a list of web results that contain that query term. Users normally tend to visit websites that are at the top of the list as they perceive those to be more relevant to the query. If we have ever wondered why some of these websites rank better than the others then we must know that it is because of a powerful web marketing technique called Search

Engine Optimization (SEO).+++++

Search Engine Optimization is the process of improving the visibility of a website on organic ("natural" or un-paid) search engine result pages (SERPs), by incorporating search engine friendly elements into a website. A successful search engine optimization campaign will have, as part of the improvements, carefully select, relevant, keywords which the on-page optimization will be designed to make prominent for search engine algorithms.

Search engine optimization is broken down into two basic areas: on-page, and off-page optimization. On-page optimization refers to website elements which comprise a web page, such as HTML code, textual content, and images. Off-page optimization refers, to predominantly, to back links (links pointing to the site which is being optimized, from other relevant websites).

The main aim of SEO is:

- I. Quality of traffic. We can attract all the visitors in the world, but if they're coming to our site because Google tells them we're a resource for Apple computers when really we're a farmer selling apples, that is not quality traffic. Instead we want to attract visitors who are genuinely interested in products that we offer.
- II. Quantity of traffic. Once we have the right people clicking through from those search engine results pages (SERPs), more traffic is better.
- III. Organic results. Ads make up a significant portion of many SERPs. Organic traffic is any traffic that we don't have to pay for.

Social Media Optimization (SMO)

Social media optimization (SMO) is the use of a number of social media outlets and communities to generate publicity to increase the awareness of a product, brand or event.

Social Media Optimization (SMO) is the method of social activity that attracts visitors to a website through an elevated search rank. It proves there is a science to social media just like Search Engine Optimization (SEO), the process of maximizing visitors to a website by achieving a top rank on search engines around specific keywords.

But there is a fundamental difference. SEO is based on keywords; SMO on contents (words, videos, images). When integrated, they are a brand's most powerful combination for raising visibility and generating business on the web.

Five important rules that help us to bring traffic to our website are mentioned as follows.

- I. Increase our link ability
- II. Make tagging and bookmarking easy
- III. Reward inbound links
- IV. Help our content travel
- V. Encourage the mash up

Social Media Marketing:

Social Media Marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it across their social networks.

Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes, as well as paid social media advertising. Using social media for marketing can enable small business looking to further their reach to more customers. Your customers are interacting with brands through social media, therefore, having a strong social media marketing plan and

presence on the web is the key to tap into their interest. If implemented correctly, marketing with social media can bring remarkable success to your business.

Social media marketing can help with a number of goals, such as:

- I. Increasing website traffic
- II. Building conversions
- III. Raising brand awareness
- IV. Creating a brand identity and positive brand association
- v. Improving communication and interaction with key audiences

The main aim of my project is to bring top ranks for my Website in an organic way using Search Engine Optimization.

Search Engines:

Search Engines are the market makers of the Internet. They connect consumers with providers at the very moment of consumer interest and enable all of us to find exactly what we want, when we want it. They bring great efficiency to the Internet and our lives and shall exist as long as the network of servers and computers we call the web is around.

The Positioning is very important for search engines. The Four P's of Marketing is an absolutely critical component of the marketing mix. The first purpose of search engine optimization is to be positioned well in the place what the customer actually expects or by satisfying them. The second purpose is to be positioned well than our competitors website. The probability should be more on Individuals Clicking our Site link and bring a top position to our site.

First and foremost Search Engines are not Humans. Search Engines are text driven. Search Engines crawl the Web, they look at the particular site items (mainly the text) to get an idea what the site is all about? Search Engines performs several activities in order to deliver efficient search results like Crawling, Indexing, Processing, Checking relevancy and Retrieving.

First, search engines crawl the Web to see what is there. This task is performed by a piece of software, called a crawler or a spider (or Google bot, as is the case with

Google). Spiders follow links from one page to another and index everything they find on their way. Having in mind the number of pages on the Web (over 20 billion), it is impossible for a spider to visit a site daily just to see if a new page has appeared or if an existing page has been modified.

Sometimes crawlers will not visit our site for a month or two, so during this time our SEO efforts will not be rewarded. What we can do is to check what a crawler sees from our site. Crawlers are not humans and they do not see images, Flash movies, JavaScript, frames, password-protected pages and directories, so if we have tons of these on our site, it would be a better run for the Spider Simulator to see if these goodies are viewable by the spider. If they are not viewable, they will not be spidered, not indexed, not processed, etc. They won't exist for search engines.

Google:

Most Outstanding Search Engine by Search Engine Watch readers, Google has a well-deserved reputation as the top choice for those searching the web. The crawler-based service provides both comprehensive coverage of the web along with great relevancy. It's highly recommended as a first stop in your hunt for whatever we are looking for.

Google provides the option to find more web pages. On the top of the search box on the Google home page, we can easily seek out images from across the web, discussions that are taking place on Usenet newsgroups, locate news information or perform product searching.

Using the More link provides access to human-compiled information from the Open Directory, catalog searching and other services. Google is also known for the wide range of features it offers, such as cached links that let us "restrict" dead pages or see older versions of recently changed ones. It offers excellent spell checking, easy access to dictionary definitions, integration of stock quotes, street maps, telephone numbers and more.

Google's help page is an entire rundown on some of these features. The Google Toolbar has also won a popular following for the easy access that it provides to Google and its features directly from the Internet Explorer browser. In addition to Google's unpaid editorial results, the company also operates its own advertising programs.

The cost-per-click Ad Words program places ads on Google as well as some of Google's partners. Similarly, Google is also a provider of unpaid editorial results to some other search engines. For a list of major partnerships, see the Search Providers

Chart. Google was originally a Stanford University project by students Larry Page and Sergey Brin called Back Rub. By 1998, the name had been changed to Google, and the project jumped off campus and became the private company Google. It remains privately held today. Getting Listed: Read the Submitting To Google section of Search Engine Watch's Essentials Of Search Engine Submission guide for more about being included in Google's editorial results and the Google Ad Words section for more about its paid listings programs.

Search Engine Watch members have access to the How Google Works section of the web site, which provides in-depth coverage of the editorial and paid listings processes at Google.

Meta Tags Optimization:

A site's Meta description should contain a brief description of our website focusing on the areas and services that our business is specialized in. This small piece of text can be considered as a selling snippet, if a searcher finds it appealing he/she is likely to click and go inside our page to find out more information. But if our Meta Description is too generic and isn't written too well then there is a chance that our site will simply be ignored.

- I. The beginning of the description meta tag for our homepage, which gives a brief overview of the site's offerings
- II. Any user who performs the query our homepage appears as a result, with part of its description meta tag used as the snippet.
- III. Any user who performs the query, one of our deeper pages with its unique description meta tag used as the snippet, appears as a result.

SEO tips and techniques for Powerful Search Engine Optimization:

1. Write unique content

Unique content is important. we need to provide content that has different information than what is on other sites and other Web pages.

2. Add new content all the time

Sites that have new content added on a regular basis are seen as more reliable than sites that rarely do. This also helps you to increase the amount of relevant content on our site, which also improves our rankings.

3. Create a great keyword phrase

The first thing we should do when working on search engine optimization is find a specific keyword phrase for that page. We shouldn't try to optimize our entire site to one keyword phrase, instead we can focus on writing pages for specific keywords and phrases.

4. Choose a phrase that is popular, but not too popular (HIGH PRIORITY)

When trying to decide on a keyword phrase, we must find one that is popular but not extremely popular. This may seem counter-intuitive, but the reality is that extremely popular keywords are very desirable and so very competitive. It's better to try to optimize for keywords that we can rank higher. We will get more page views from a less popular keyword when we are on the first or second page of the search engines, than from a popular keyword that we only make it to page 50 of search engines.

5. Write an accessible site (HIGH PRIORITY)

Accessible HTML is accessible to both search engine spiders and screen readers. The more accessible we make our pages, the easier it will be for search engines to read and rank our pages.

6. Use the keyword phrase in our title tag (HIGH PRIORITY)

The title tag is one of the most important tags on our Web page. And placing our keyword phrase in the title tag, preferably at the beginning, is very important to get that phrase into the search engines and that puts our keyword phrase as the link in the search engine index.

7. Getting a domain with a keyword phrase

Putting our keyword phrase in our domain name is a way to optimize for that phrase.

8. Use the keyword phrase in our URL (HIGH PRIORITY)

Even if we can't get our keywords into our domain name, we can put them into our URLs. Search engines read the URLs and assign value to the text they find there. Keyword density should be between 3 and 7% for your primary keyword phrase and 1-2% for any secondary keywords or keyword phrase.

9. Use our keyword phrase in anchor text of links

Link text is another great place to put our keyword phrase. Links stand out on most Web pages, and are given higher priority than surrounding text.

10. Ask for links to our page

A great way to get inbound links is to simply ask for them. But remember that excessive cross-linking can be viewed as spammy, so be careful about trading links or otherwise buying links on external sites.

Search Engine Optimization (SEO) is the process of developing, customizing or retooling a website so that it achieves a sustained high ranking on Search Engine Results Pages (SERP) for important keywords or key phrases. Search Engine Optimization uses a combination of techniques, tools, and technical know-how to get results.

Thus, Search Engine Submission, Link Popularity Building, Keyword Research Analysis, Search Engine Crawler Friendliness Analysis, Title & Meta Tags Optimization, Anchor Text Optimization and Search Engine Copywriting are just some of the methods utilized to improve a website's search engine placement. These Search Engine Optimization (SEO) methods leverage knowledge gained from a scientific understanding of the inner workings of search engines and a thorough analysis of trends in the constantly evolving field of Search Engine Optimization (SEO).

Search Engine Optimization (SEO) offers an affordable entry point for marketing our website and an effective way to promote your business online. Search Engine Optimization (SEO) makes for a long-term solution to our access to sustained free traffic and a source of building brand name and company reputation.

Search engines generate nearly 90% of Internet traffic and are responsible for 55% of e-commerce transactions. Search Engine Promotion has shown to deliver the highest ROI, compared to any other type of marketing, both online and offline. Search engines bring motivated buyers to us and hence contribute to increased sales conversions.

1.2 COMPANY PROFILE:

Tribe Made is a software development company based in Chennai established in 2020. We take pride in introducing ourselves as one of the top Software and website development company in Chennai and most creative and ingenious among our peers, in this industry. We provide the latest technology and most innovative solutions, allowing us to give our customers the best service possible. We believe in working with the client, rather than for the client. This gives us an opportunity to understand the exact needs of the client. We provide the most effective and performance oriented company to our customers. In a very short span of time we have been able to make a name for ourselves in our field. We primarily develop a full life cycle software development and engineering services to independent software vendors, systems companies and companies offering enterprise, cloud, web, social networking, media and mobile applications. And also develop web-sites and web based applications, our area of expertise includes Web Design & Maintenance, Flash based Websites, Web application development, 2D-3D animation, Mobile Phone application development, Domain Name Registration, Search Engine Optimization (SEO).

The company develops markets, sell and support software products, web-sites and offers turnkey solutions to customers. Signware provides offshore programming services, Application Development and Integration Services, Web Design and Development Services. Our development centre focuses on timely delivery of quality and meaningful secured Solutions, at an affordable price, that foster measurable results and satisfaction to our clients.

SERVICES

- I. Software Designing & Development**
- II. Web Development**
- III. Social Media Marketing**
- IV. Internet Marketing**
- V. ERP/CRM Implementation**
- VI. Recruitment.**

1.3 INDUSTRY PROFILE:

Advertising:

Advertising is a form of communication used to influence individuals to purchase products or services or support political candidates or ideas. Frequently it communicates a message that includes the name of the product or service and how that product or service could potentially benefit the consumer. Advertising often attempts to persuade potential customers to purchase or to consume a particular brand of product or service. Modern advertising developed with the rise of mass production in the late 19th and early 20th centuries. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate related qualities with the brand in the minds of consumers.

History of Advertising:

Egyptians used papyrus to make sales messages and wall posters. Commercial messages and political campaign displays have been found in the ruins of Pompeii and ancient Arabia. Lost and found advertising on papyrus was common in Ancient Greece and Ancient Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America. The tradition of wall painting can be traced back to Indian rock art paintings that date back to 4000 BCE. History tells us that Out-of-Home advertising and Billboards are the oldest forms of advertising.

As the towns and cities of the Middle Ages began to grow, and the general public was unable to read, signs that today would say cobbler, miller, tailor or blacksmith would use an image associated with their trade such as a boot, a suit, a hat, a clock, a diamond, a horseshoe, a candle or even a bag of flour. Fruits and vegetables were sold in the city square from the backs of carts and wagons and their proprietors used street callers (town criers) to announce their whereabouts for the convenience of the customers.

As education became an apparent need and reading, as well as printing, developed advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England. These early print advertisements were used mainly to promote books and newspapers, which became increasingly affordable with advances in the printing press; and medicines, which were increasingly sought after as disease ravaged Europe. However, false advertising and so-called "quack" advertisements became a problem, which ushered in the regulation of advertising content.

As the economy expanded during the 19th century, advertising grew alongside. In the United States, the success of this advertising format eventually led to the growth of mail-order advertising.

In June 1836, French newspaper *La Presse* was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability and the formula was soon copied by all titles. Around 1840, Volney Palmer established a predecessor to advertising agencies in Boston. Around the same time, in France, Charles-Louis Havas extended the services of his news agency, Havas to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia.

At the turn of the century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process. In fact, the first American advertising to use a sexual sell was created by a woman – for a soap product. Although tame by today's standards, the advertisement featured a couple with the message "The skin you love to touch".

In the early 1920s, the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularised, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business'

name at the beginning and end of the sponsored shows. However, radio station owners soon realised they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show.

A print advertisement for the 1913 issue of the Encyclopædia Britannica. This practice was carried over to television in the late 1940s and early 1950s. A fierce battle was fought between those seeking to commercialise the radio and people who argued that the radio spectrum should be considered a part of the commons – to be used only non-commercially and for the public good. The United Kingdom pursued a public funding model for the BBC, originally a private company, the British Broadcasting Company, but incorporated as a public body by Royal Charter in 1927. In Canada, advocates like Graham Spry were likewise able to persuade the federal government to adopt a public funding model, creating the Canadian Broadcasting Corporation. However, in the United States, the capitalist model prevailed with the passage of the Communications Act of 1934 which created the Federal Communications Commission. To placate the socialists, the U.S. Congress did require commercial broadcasters to operate in the "public interest, convenience, and necessity". Public broadcasting now exists in the United States due to the 1967 Public Broadcasting Act which led to the Public Broadcasting Service and National Public Radio.

In the early 1950s, the DuMont Television Network began the modern trend of selling advertisement time to multiple sponsors. Previously, DuMont had trouble finding sponsors for many of their programs and compensated by selling smaller blocks of advertising time to several businesses. This eventually became the standard for the commercial television industry in the United States. However, it was still a common practice to have single sponsor shows, such as The United States Steel Hour. In some instances the sponsors exercised great control over the content of the show - up to and including having one's advertising agency actually writing the show. The single sponsor model is much less prevalent now, a notable exception being the Hallmark Hall of Fame.

The 1960s saw advertising transform into a modern approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumers' eyes. The Volkswagen ad campaign—featuring such headlines as "Think Small" and "Lemon" (which were used to describe the appearance of the car) —ushered in the era of modern advertising by promoting a "position" or "unique selling proposition" designed to associate each brand with a specific idea in the reader or viewer's mind. This period of American advertising is called the Creative Revolution and its archetype was William Bernbach who helped create the revolutionary Volkswagen ads among others. Some of the most creative and long-standing American advertising dates to this period.

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertising message, rather than it being a by-product or afterthought. As cable and satellite television became increasingly prevalent, specialty channels emerged, including channels entirely devoted to advertising, such as QVC, Home Shopping Network, and Shop TV Canada.

Marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, a number of websites including the search engine Google, started a change in online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

The share of advertising spending relative to GDP has changed little across large changes in media. For example, in the U.S. in 1925, the main advertising media were newspapers, magazines, signs on streetcars, and outdoor posters. Advertising spending as a share of GDP was about 2.9 percent. By 1998, television and radio had become major advertising media. Nonetheless, advertising spending as a share of GDP was slightly lower—about 2.4 percent.

A recent advertising innovation is "guerrilla marketing", which involves unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. Guerrilla advertising is becoming increasingly more popular with a lot of companies. This type of advertising is unpredictable and innovative, which causes consumers to buy the product or idea. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social network services such as MySpace.

Public Service Advertising:

The same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public about non-commercial issues, such as HIV/AIDS, political ideology, energy conservation and deforestation.

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. "Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes."

Attributed to Howard Gossage by David Ogilvy. Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

In the United States, the granting of television and radio licenses by the FCC is contingent upon the station broadcasting a certain amount of public service advertising. To meet these requirements, many broadcast stations in America air the bulk of their required public service announcements during the late night or early morning when the smallest percentage of viewers are watching, leaving more day and prime time commercial slots available for high-paying advertisers.

Public service advertising reached its height during World Wars I and II under the direction of several governments.

The most important element of advertising is not information but suggestion more or less making use of associations, emotions (appeal to emotion) and drives dormant in the sub-consciousness of people, such as sex drive, herd instinct, of desires, such as happiness, health, fitness, appearance, self-esteem, reputation, belonging, social status, identity, adventure, distraction, reward, of fears (appeal to fear), such as illness, weaknesses, loneliness, need, uncertainty, security or of prejudices, learned opinions and comforts. "All human needs, relationships, and fears – the deepest recesses of the human psyche – become mere means for the expansion of the commodity universe under the force of modern marketing. With the rise to prominence of modern marketing, commercialism – the translation of Advertising exploits the model role of celebrities or popular figures and makes deliberate use of humour as well as of associations with colour, tunes, certain names and terms.

Altogether, these are factors of how one perceives himself and one's self-worth. Advertising exploits the model role of celebrities or popular figures and makes deliberate use of humour as well as of associations with colour, tunes, certain names and terms. Altogether, these are factors of how one perceives himself and one's self-worth.

Advertising in India:

The first newspaper in India was brought out by an Englishman James Augustus Hickey in 1780 who was stationed at Calcutta. The paper was brought out on Saturdays and was first called the *Calcutta General Advertiser* or *Hickey's Bengal Gazette*.

Publishing a newspaper is an expensive business as Hickey realised to his cost. He was losing money faster than the newspapers came out of the printing press. To make ends meet, Hickey decided to take on advertisements or ads.

The earliest ads consisted of simple messages 'classified' into different categories for easy reference with a mailing address from where they could be ordered. These became the forerunner of today's classified advertisements in newspapers. For instance, today's newspaper carry sale of autos, electronic items, domestic services, pets, etc under these headings.

Hickey's paper was the first to carry such advertisements but these were mostly from 'patent' medicine manufacturers. The concept of chemists or druggist shops as we know today, came much later. Most medicines then were grandma's recipes, or were concoctions made by so-called 'doctors' and were thus sold (patented) under their own names.

A few large retail stores like Spenser's (in Chennai), Whiteways & Laidlaw or the Army and Navy Stores also advertised and these were basically targeted at the British and European settlers who were already familiar with mail-order purchases.

It took nearly 120 years for someone to discover that companies and individuals needed help in framing catchy copy (text of the advertisements) to attract customers and a right magazine or journal to address the right audience.

It stepped B. Dattaram's, India's first advertising agency, from Girgaum, Mumbai, to fill up this vacuum. It didn't take long for others to notice that Dattaram's cash registers were ringing. By the 1920s, other agencies like Gujarat Advertising and Allied Advertising had come up.

The first expatriate (foreigners settled in a country) ad agency was Alliance Advertising, set up during World War I (1914-18). Subsequently, L.A. Stronach (then, the agency for General Motors in United States) and D.J. Keymer opened up in India.

The first truly multinational agency was J Walter Thomson (JWT) set up in 1926. The agency was hired to look after General Motors' Indian interests in the country. With the arrival of ad agencies with global branches, smaller agencies began to disappear or got merged with larger ones. L.A. Stronach became Norvickson Advertising while Keymer was taken over by Benson into one of their companies called BOMAS. It finally changed name to Ogilvy & Mather. However, the Calcutta branch of Keymer was taken over by its employees in 1955 and they named it Clarion. One of India's foremost film directors, Satyajit Ray, was at one time employed here as a designer and illustrator. Lever, a multinational consumer product company had also opened its Indian office that had its own in-house advertising department. This later turned into an independent agency called LINTAS (Lever's International Advertising Service).

The first Indian advertising agency to offer both creative work as well as space selling was Sista's Advertising and Publicity Services set up by Venkatarao Sista in 1934.

Among the first foreign brands to Indianise themselves was Lux and Pears toilet soaps. Lux was sold as a beauty soap of the film stars and in 1941 roped in film actress Leela Chitnis to model for the ad. Today, most of the top film heroines have appeared in testimonial ads for Lux.

However, it was the marketing campaign in 1939 for a vanaspati (cooking fat) brand called Dalda, by LINTAS that truly turned brand naming on its head. Conceived by Harvey Duncan, of LINTAS, the tin was designed as were different pack sizes. As an advertising gimmick, a van with a huge round tin did the rounds in the metro cities of Mumbai, Calcutta, Delhi and Chennai.

Dalda, with its yellow label and green palm tree, soon became a generic name for vanaspati (just as Xerox, a brand name has become generic with photocopying services).

In the 1950s, commercial advertising on radio began with Radio Ceylon (now Sri Lanka) and Radio Goa. All India Radio accepted commercial ads in the middle 1970s when their 'Vividh Bharati' channel took on sponsored programmes like *Binaca Geet Mala*, *Saridon ke*

Saathi and *Bournvita Quiz Contest*.

Very few of the innumerable advertising agencies can boast of a long agency-client relationship. However, the association with health food brand 'Horlicks', and Hindustan Thompson Associates Limited (HTA, previously J Walter Thompson), has remained unbroken for 68 years. The agency has also been handling Air India's (international air carrier) Maharaja campaign from 1953! Today, India is definitely a country to be reckoned with in terms of advertising with agencies winning awards at the International Festival at Cannes, France and an Indian, Arun Nanda (chairperson of Rediffusion DY&R), even being on the panel of judges.

International Advertising:

International advertising can be defined as a subfield in advertising and international marketing that studies the differences and similarities in advertising across different nations and how one country's advertising overseas affects the other country. There are different conceptions of international advertising based on the scope of the study. For example, from an ethnocentric point of view, international advertising can simply be any advertising outside the home country of the researcher. Using this perspective, international advertising is synonymous with foreign advertising. Because the United States is the core country in publishing advertising research, for a US researcher or US-based journals, all advertising studies conducted outside the United States can be considered "international advertising" research. To a researcher in China, however, advertising in the United States is "international advertising." Such a configuration of international advertising is certainly relative to the home country of the researcher and does not strictly follow the definition of "international advertising" that involves more than one nation.

Despite its flaw, this is a quite common use of international advertising in research categorization. Such a conception underscores the importance of knowing the advertising practices and consumer behaviors in other countries to understand advertising across nations. Hence, this bibliography includes some single-country advertising research conducted in non-US countries on pertinent advertising topics published in English-language journals and books, but the focus is on advertising

practices and effects in multiple countries, as well as cross-country and cross-cultural comparison of advertising. Some variations of “international advertising” are “global advertising” and “multinational advertising.”

The former has no specific country in focus, while the latter usually focuses on specific nations of interest in the research. In the most refined term, international advertising is about advertising in different nations and between nations. The “nation” can be a national culture, a country, or an ethnic group. In addition, what constitute “advertising” determines the scope of topics covered. For example, some researchers may consider product placement a paid communication with identified sponsors; and equate advertiser-manipulated electronic word-of-mouth recommendation (eWOM) to advertising. Hence international advertising can include studies on how product placement and e-WOM is being done by international brands across nations.

1.4 STATEMENT OF THE PROBLEM:

For any site on the web, incoming links are very important especially for Search Engine Optimization. The one good way to ensure that our site gets linked is having a good content. But many people give very less importance to incoming links. So Writing a unique content will boost our site. It is important that to make our site accessible, as this will help search engine robots to access our site. It is important to remember that Google is blind. What this means is that we should use proper headings, paragraphs and lists, and avoid using anything which may interfere with the search engines spiders.

Few customers have backed out Digital marketing services based on various unknown reasons. So this study has been undertaken to know the various expectations of the customers, meet their needs and retain them for a long term business with TribeMade

1.5 NEED FOR THE STUDY

Digital marketing is also important for the smooth running of a big web site. Websites get benefited from Digital marketing in a direct and indirect way. Their direct benefit is to increase the search engine traffic and their indirect benefit is having a common framework (checklists) to use before publishing content on the site. Digital marketing is also good for the social promotion of your web site. People who find your web site by searching through Google are more likely to promote it on Facebook, Twitter, Google+ or other social media channels.

This project has been undertaken to assess the Digital marketing services at TribeMade. The outcome of the study would help the management of Tribe Made to understand, meet or exceed the expectations of the customers who have taken up the website traffic building services.

1.6 SCOPE OF THE STUDY

Digital marketing is the force behind a company's online success. All the companies in India and the world are now keeping huge budgets for internet marketing. People know that it can bring them new prospects for their products and services.

- Digital marketing gives effective results in a short time if done efficiently. It is used for generating traffic to site but there are also other applications like branding, marketing and ideological influence of the website.
- Digital marketing has proven to be an effective tool in achieving a number of important marketing objectives, making it a universally-beneficial marketing tactic for a wide variety of organizations, regardless of their objectives.
- Digital marketing can have a dramatic effect on the traffic that draw to website; the perceived quality, relevance, and trustworthiness of our brand; and the amount of revenue that can generate through your website

1.7 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

To study the effectiveness of digital marketing services at Tribe Made, Chennai

SECONDARY OBJECTIVES

- To study the impact of digital marketing in bringing top ranks in Google for a website in an organic way by using Search Engine Optimization(SEO)
- To identify the perception of customers on the major aim of digital marketing
- To understand the most preferred digital marketing strategy to promote the website
- To assess the satisfaction level with Tribe Made on the digital marketing
- To provide suitable suggestions for improving the effectiveness of digital marketing services and improve the overall customer satisfaction.

1.8 LIMITATIONS OF THE STUDY:

For anything there should be some limitations like that my project also have certain limitations. The following are some limitations what I faced:

1. The information provided by majority of the respondents could also be biased or inaccurate. No independent verification of the data was possible.
2. Time is one major constraint, which limits the effective data collection.
3. Non-availability of data collection from all the customer of TRIBE MADE
4. The sample size is only 120 customers so the sample may not be truly representative of the total population
5. Reliability and accuracy of the analysis depends on the respondents' openness and truthfulness towards each question in the questionnaire.

CHAPTER 2

REVIEW OF LITERATURE

While Singh et al; [2022]

Investigate the impact of Search Engine Optimization on Advertisement. The paper evaluates the impact of SEO on firms' advertisement in IT companies of north India. The study use quantitative and qualitative research methodology. The results of the study show that search engine optimization affects advertisement and sales. Most of the people use the search engines like Google, MSN, Altavista etc for searching for product or services and more than 90% people select the product from first page only and out of that 90% more than 80% select the product or services from first three or four. The companies who are using the SEO for the purpose of advertisement are getting more new customer than the companies using the other methods. After applying the statistical tools, its shows that the objectives of the research is very much true and there is a visible effect of the SEO on the advertisement of companies and the companies using the SEO for the advertising are generating revenue than the other companies.

Kaurin; Berman[2021]

Research aimed to determine the influence of Meta Tags usage on web ranking within Search Engine Results Pages (SERP) by examining travel agencies in Serbia, as a relatively new but the large market, and their knowledge and right usage of available technologies of Meta Tags usage. Research covered a total of 66 travel agencies operating in Serbia. Companies are mostly from cities in the regional centers. The study used quantitative and qualitative research methodology. Research result shows that 41 of 66 companies (62%) are maintaining their own website, and that the rest (25 companies, 38%) don't have their internet presentation or are using other websites for their promotion. Because the research should provide the website positioning within SERP, we would be considering only those companies that have their own website presentation study the impact of search engine optimization (SEO) on the competition between advertisers for organic and sponsored search result

Lourdes; Paloma; [2021]

Conducted an interesting research on the relationship between SEO on-page factors and web accessibility. Access to web content is the central link between SEO and accessibility. The research described arose from an investigation into the observed phenomenon that pages from accessible websites regularly appear near the top of search engine (such as Google) results, without any deliberate effort having been made through the application of search engine optimization (SEO) techniques to achieve this. The research provides firm evidence that the overlapping factors not only serve to ensure the accessibility of a website for all users, but are also useful for the optimization of the website's search engine ranking. The paper demonstrates that any SEO project undertaken should include, as a prerequisite, the proper design of accessible web content, inasmuch as search engines will interpret the web accessibility achieved as an indicator of quality and will be able to better access and index the resulting web content.

Yao; Mela; [2020]

Develop a dynamic structural model of keyword advertising that takes optimal consumer behavior into account. Focus on quality uncertainty in sponsored search markets and find some evidence of adverse selection, but only for unregulated sponsored search markets. Focus on ad placement and its effects on profitability and find a negative relationship between position and click-through rate as well as conversion rates. Find a negative relationship between position and click-through rates but find a positive relationship with conversion rates, which means that the top position is not necessarily the most profitable. Our paper is also related to three recent papers that focus on the relationship between sponsored and organic search results. Their results suggest that less popular keywords are "more targetable" for sponsored search advertising than more popular keywords. Further elaborating this trend search engines has become a vital need and daily tool for internet users and online advertising media. Today, internet market top Search engines are turning profit from advertising, entertainment, social media networks, daily use applications (e.g. maps) and online product sales and services. Internet advertising/ online advertising revenue in the United States totaled \$26 billion dollars in year 2010 with increase of 15% over last year 2009.

Gautam; [2018]

A search engine is program or software which fetches/retrieves data, files and information from a collective database or from the computer network. A Web search engine has three main parts. These are Web crawler, Indexer and searching. Web crawlers are programs that use the graph structure of the Web to move from page to page. In their infancy such programs were also called wanderers, robots, spiders, fish and worms, words that are quite evocative of Web imagery. Indexing is the process in which search engine store the crawled data with three processes i-e parsing, indexing document (storage) and sorting. The goal of searching is to provide quality search results efficiently. The goal uses a query evaluation process for searching. Every one of us using internet opens Google or other search engine while finding information on internet. People who use the internet either looking for communication, information, entertainment or a product service like buying and selling. Search has become integrated into the fabric of our society and age. Likewise according to comSource, more than 12 billion searches being performed each month as of January 2009, approximately 400 million web searches performed every day.

James; Enge; [2018]

Search engine optimization is a vast term which covers a huge area on internet. Organic search are listings on the search engine which are results of search queries when a user writes keywords in search engine while searching. And those are not includes adverts sponsored links (pay-per-click ads) . A website can only be optimized and visible when it is well ranked and placed on first page in search engine results. Search engine optimization is a process and set of theories, tools and techniques apply to get website ranked and placed on first page on organic search. It means if any user is looking for a website relevant to your keyword/search term so that your website should come on first page (most likely in first three positions) of search listings which enable the maximum chance to have a click on your website.

It is better to make a brief SEO strategy, work accordingly and in sequence, timely and goal driven. It is also important to keep update yourself about the latest ranking strategy and updates of search engines. Effecting SEO strategy requires iterative testing in order to refine it. Like advertising, SEO needs long term dedication in order to see best desired results. In first step you make a specific SEO strategy which is the

part of SEO planning process.

In second step you execute the essential steps which are predefined in strategy. Then you analyze the SEO process and finally you get in optimization process and see the results. SEO strategy is not unique to all types of websites, for different kind of websites the SEO

strategy will be different and also the time frame of the SEO campaign to show the desired results. SEO strategy is further divided into its phases with respect to SEO components. All of these strategies can be rolled up to single artifact which is SEO plan. These can be content strategy, link building Strategy, search engine marketing strategy, social media strategy, search engine targeting strategy, technical strategy etc.

Tonkin; Gifford; [2017]

After making a brief SEO strategy it is time to define goal and your target audience. The main goal of SEO campaign is to get website high up in the search results on its target

keywords. In this process you define your target audience, what clients want to sell or promote, which sort of visitors will be target, which area or country and time frame to complete it. It is very important to measure your goal and efforts and what outcomes are in resulting of your SEO efforts. While web traffic measurement relates to the optimization effectiveness measures, goal means more to the business effects of SEO. Goal measurement is essential because it is completely possible to increase traffic while hurting your business. It depends upon the product or services you are offering. For example, a restaurant in Rome, Italy business has first goal to get ranked locally search engine and to get customers from Rome, Italy area. The basic ingredients of search engine optimization are:

- Quality content
- Relevant keywords
- Strong metalanguage properties,
- Internal links throughout the site,
- External links (backlinks) to the site.

Tonkin; Gifford; [2017]

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- Quality content
- Relevant keywords
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- Internal links throughout the site,
- External links (backlinks) to the site.

Walter; [2017]

The age of the domain can play a vital role in assigning of Google PageRank. Young domains are normally ranked low; consequently older domains are always ranked higher.

However, if you buy a recently expired domain name that has a high PageRank because of its age and accumulated reputation, the PageRank does not transfer to the new owner.

Search engines can generally see when domain names change ownership, and will reset their rankings in such situations.

Morley; [2017]

Keyword search refers to a type of search in which keywords are typed in a search box to locate information on the internet.. To perform a keyword search a user enters keywords or phrases in search engines. For example a person looking for listings of web host might type 'web host' in search box. Before selecting a domain name for your business it is recommended to perform a keyword research process. Before starting the keyword research it is necessary to know the main subject (keyword), area and competitors of your website. Collect the words that best describe your website and its contents. These words will be your primary keywords, from these you can make combination of keywords and phrases to use in SEO campaign. For example if the topic of the website is web hosting. Then the keywords like 'cheap web hosting', 'best web hosting' and so on can be your targeted keywords. In keyword research process you need to go through following steps

- Understand your target market and make a note of that market which you are targeting.
- Create a general list of keywords and keyword phrases.
- Extract keywords from competitor's websites and target market which is important in your point of view.

Gandour; Regolini; [2016]

Its role is to achieve the highest position or ranking on search engines, such as Google, Yahoo! and MSN Search and so on, after a specific combination of keywords or key phrase that is typed in. The final goal is for the site to be better ranked by one or several targeted search engines and therefore appearing higher in their results lists for specified requests. Search engine optimization (SEO) is a systematic approach to

improving the membership website on the Internet unpaid wage (Organic result), and focus on the number of visitors to the site and don't on the quality of the search engine.

SEOMoz; Evans;[(2016]

As a result the calculated relevance of webpages has been observed to have varied over time, due to changes in the relative weights assigned to individual SEO factors, as well as the incorporation of new factors and the elimination or modification of others. In the case of Google, for instance, the identification of more than 200 factors which have varied over the lifespan of the search engine has, thus far, prevented the definition of a precise method by which the high ranking of a website on the search engine could be guaranteed. Despite these difficulties, the peer group assembled by SEOMoz identified the most critical SEO components to include keywords, titles, web site name, and the right top level headings. With the proper usage of a keyword phrase, a web site is more likely to appear in the first page of search results and be seen by the people that an organization wants to get to their web page. Google recommends that a web site page should have a short but unique and accurate page title.

CHAPTER 3

RESEARCH METHODOLOGY

Fundamental to the success of any formal marketing research project is a sound research design. A good research design has the characteristics of problem definition, specific methods of data collection and analysis, time required for research project and estimate of expenses to be incurred. The function of a research design is to ensure that the required data are collected accurately and economically. A research design is purely and simply the framework or plan for an analysis of data. It is a blue print that is followed in completing a study. It resembles the architect's blue-print (map) for constructing a house. It may be worthwhile to mention here that a research design is nothing more than the framework for the study ensures that the study will be relevant to the problem and the study will employ economical procedures.

Claire seltiz et al defines Research Design as "Research design is a catalogue of the phases and facts relating to the formulation of a research effort. It is the arrangement of collection and analysis of data in a manner that aims to combine relevant to the research purpose with economy in procedure".

Three important about research design are

1. The design of investigation should stem from the problem
2. Whether the designs are productive in a given problem setting depends on how imaginatively they are applied. An understanding of the basic design is needed so that they can be modified to suit specific purpose
3. The three basic design are as follows
 - i. Exploratory Research design
 - ii. Descriptive Research design
 - iii. Casual Research design

The Research design used in the study is descriptive research design

3.1 RESEARCH DESIGN

Descriptive research design is also called explanatory design. This is the one that simply describes something such as demographic characteristics. The descriptive study is typically concerned with determining frequency with which something occurs or how two variables vary together.

3.2 SAMPLE SIZE

The sample size chosen for the survey is 120 customers of TRIBE MADE.

3.3 DATA SOURCES

After identifying and defining the research problem and determining specific information required to solve the problem, the researcher's task is to look the type and sources of data which may yield the desired results. Data sources are of two types through which data is collected.

Data sources may be classified as

1. Primary data
2. Secondary data

PRIMARY DATA

Primary data is the original data collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaire, observation, interview etc. The primary source used for the study is questionnaire.

SECONDARY DATA

Secondary data is the information which is already available in published or unpublished form. When the needed information is collected from the census of population available in a library means then it is a secondary data. It is also used for collecting historical data. The various sources of secondary data are books, periodicals, journals, directories, magazines, statistical data sources etc. The secondary source used for this study is company profile, scope, need, review of literature.

3.4 RESEARCH INSTRUMENTS

Research instrument are the instruments which is used for gathering or collecting information. The instruments used in the study are

1. Direct questions
2. Close end questions
3. Dichotomous questions
4. Multiple choice questions

DIRECT QUESTIONS

Direct questions are just what their names indicate. They explicitly ask for the desired data. However the directness of the question also relates to the way a response is interpreted.

CLOSE END QUESTIONS

Such questions are also called fixed alternative questions they refer to those questions in which the respondent is given a limited number of alternative response frame which he/she is to select one that most closely matches his/her opinion or attitude.

DICHOTOMOUS QUESTIONS

A dichotomous question refers to one which offers the respondent a choice between only two alternatives and reduces the issue to its simple terms. The fixed alternatives are of the type, yes/no, agree/disagree, true/false etc.

MULTIPLE CHOICE QUESTIONS

A multiple choice question refers to one which provides several set alternatives for its answers. Thus, it is a middle ground between free answers and dichotomous question.

3.5 SAMPLING

Collecting data about each and every unit of the population is called census method. The approach, where only a few units of population under study are considered for analysis is called sampling method. There are two main categories under which various sampling method can be put.

The two categories are

1. Probability sampling
2. Non-probability sampling

The sampling method adopted for the study is convenience sampling under non-probability sampling.

NON-PROBABILITY SAMPLING

In non-probability sampling, the chance of any particular unit in the population being selected is unknown, since randomness is not involved in the selection process. But this does not mean that the findings obtained from non-probability sampling are of questionable value. If properly conducted their findings can be accurate as those obtained from probability sampling. The three frequencies used non-probability designs are

1. Judgment sampling
2. Convenience sampling
3. Quota sampling

3.6 CONVENIENCE SAMPLING:

In this method, the sample units are chosen primarily on the basis of the convenience to the investigator. The units selected may be each person who comes across the investigator.

3.7 SAMPLE FRAME:

A Sample frame may be defined as the listing of the general components of the individual units that comprise the defined population.

3.8 SAMPLE DESIGN

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen called sampling method. There are two main categories under which various sampling method can be put.

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3.11 SAMPLE DESIGN

Sample design is the theoretical basis and the practice means by generalizing from characteristics of relatively few of the comprising population. It is the method by which the sample is chosen.

3.12 ANALYTICAL TOOLS

ANALYSIS USING KARL PEARSON'S CORRELATION:

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables. The Pearson product-moment correlation coefficient is a measure of the strength and direction of association that exists between two variables measured on at least an interval scale. It is denoted by the symbol r .

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

CHI- SQUARE TEST I – (χ^2)

A chi-squared test, also referred to as chi-square test or χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.

The χ^2 test was first used by Karl Pearson in the year 1900. The quantity χ^2 describes the magnitude of the discrepancy between theory and observation.

It is calculated using:

$$\chi^2 = \sum [(O_i - E_i)^2 / E_i] \text{ with } (n - 1) \text{ degrees of freedom.}$$
 Where, O_i refers to the observed frequency & E_i to the expected frequencies. χ^2 was used as a test of independence and goodness of fit.

WEIGHTED AVERAGE

Weighting is another term for sample balancing. During a survey, it is not possible to interview everyone, so only a sample of the population is interviewed. If this sample group does not accurately reflect the proportions of various groups in the total population, you can weight the survey results.

T- TEST

T Test is often called Student's T test in the name of its founder "Student". T test is used to compare two different set of values. It is generally performed on a small set of data. T test is generally applied to normal distribution which has a small set of values. This test compares the mean of two samples. T test uses means and standard deviations of two samples to make a comparison. The formula for T test is given below:

$$t = \frac{\bar{x}_1 - \bar{x}_2}{\sqrt{\frac{S_1^2}{n_1} + \frac{S_2^2}{n_2}}}$$

Where,

$\bar{x}_1$ = Mean of first set of values

$\bar{x}_2$ = Mean of second set of values

S_1 = Standard deviation of first set of values
 S_2 = Standard deviation of second set of values
 n_1 = Total number of values in first set

n_2 = Total number of values in second set.

The formula for standard deviation is given by:

$$S = \sqrt{\frac{\sum (x - \bar{x})^2}{n - 1}}$$

Where,

x = Values

given $\bar{x} \bar{x} =$

Mean

n = Total number of values.

ONE WAY ANOVA

The ANOVA tests the null hypothesis that samples in two or more groups are drawn from populations with the same mean values. To do this, two estimates are made of the population variance. The ANOVA produces an F-statistic, the ratio of the variance calculated among the means to the variance within the samples. If the group means are drawn from populations with the same mean values, the variance between the group means should be lower than the variance of the samples, following the central limit theorem. A higher ratio therefore implies that the samples were drawn from populations with different mean values.

PERCENTAGES

Percentages refer to a special kind of ratio. Percentages are used in making comparison between two or more series of data. Percentages are used to describe relationships, it is expressed as.

Percentage = (no of employees/total no of employees) 100

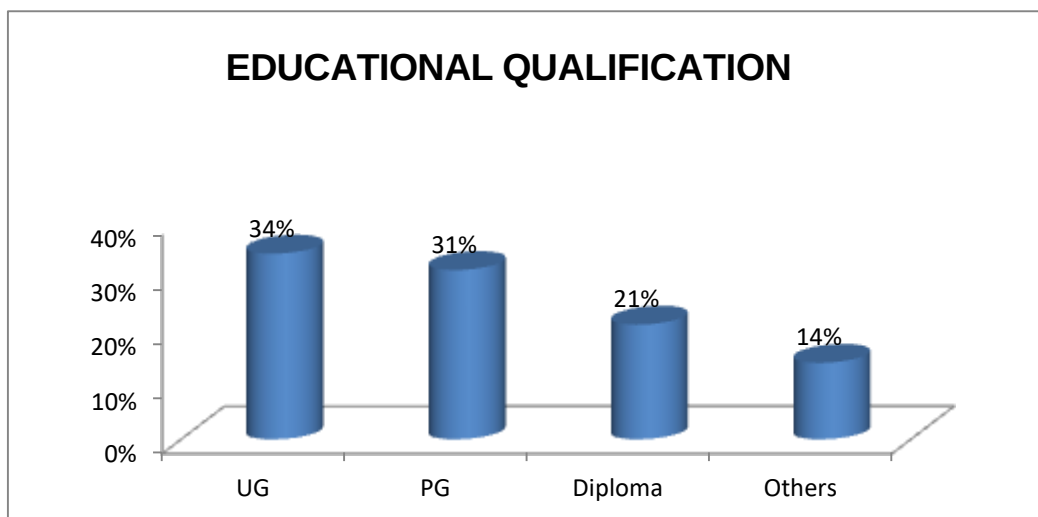
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

TABLE 1: EDUCATIONAL QUALIFICATION

Educational Qualification	No. Of Respondents	% Of Respondents
UG	41	34%
PG	37	31%
Diploma	24	21%
Others	18	14%
TOTAL	120	100%

Source: Primary data



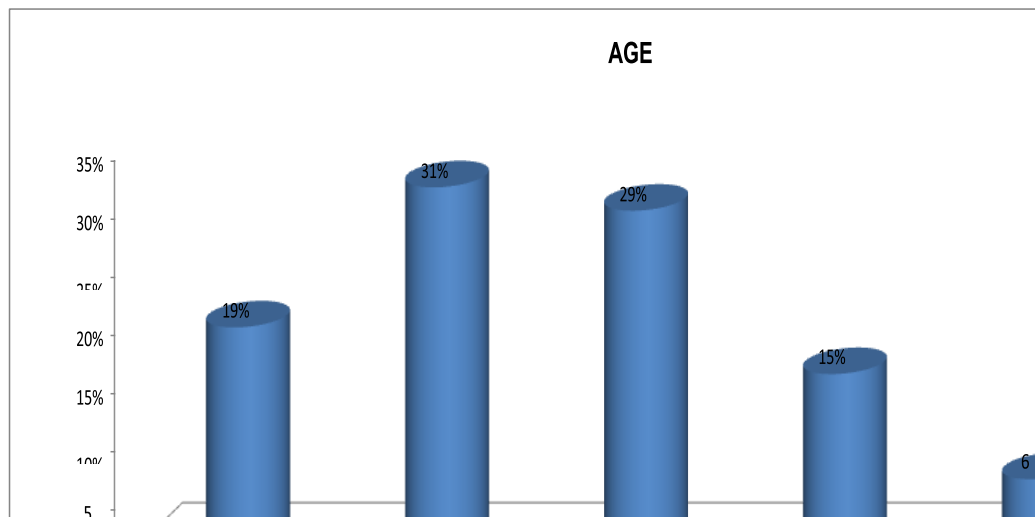
INFERENCE

34% of the respondents are at UG level, 31% of the respondents are at PG level. Therefore most of the respondents are at UG level.

TABLE 2: AGE

Age (in yrs)	No. of Respondents	% of Respondents
Below 20	22	19%
21-30	38	31%
31-40	34	29%
41-50	18	15%
Above 50	8	6%
TOTAL	120	100%

Source: Primary data



INFERENCE

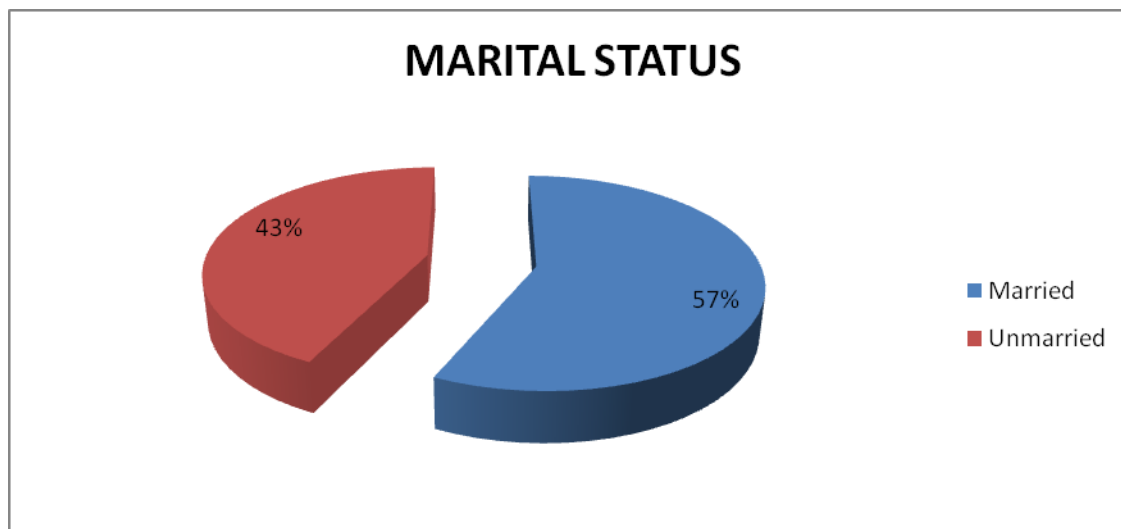
31% of the respondents are at the age group between 21-30, 29% of the respondents are at the age group between 31-40

Therefore most of the respondents are at the age group between 21-30.

TABLE 3: MARITAL STATUS

Marital Status	No. of Respondents	% of Respondents
Married	68	57%
Unmarried	52	43%
TOTAL	120	100%

Source: Primary data



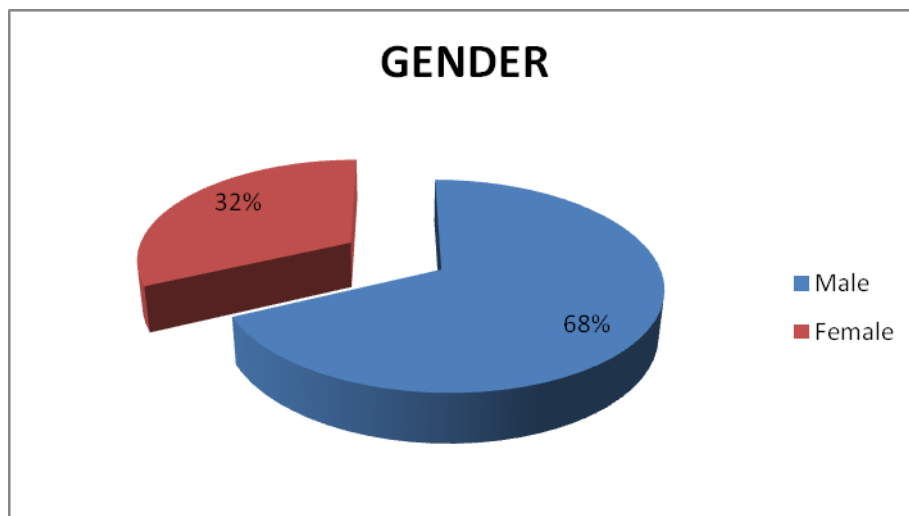
INFERENCE

57% of the respondents are married and 43% of the respondents are unmarried. Therefore most of the respondents are married.

TABLE 4: GENDER

Gender	No. of Respondents	% of Respondents
Male	82	68%
Female	38	32%
TOTAL	120	100%

Source:Primary data



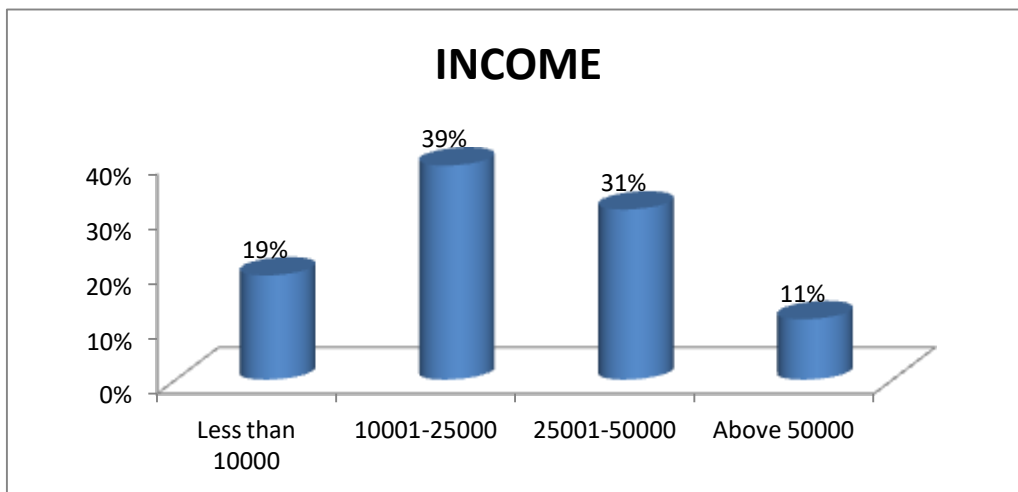
INFERENCE

68% of the respondents are male and 32% of the respondents are female. Therefore most of the respondents are male.

TABLE 5: INCOME

Income	No. of Respondents	% of Respondents
Less than 10000	22	19%
10001-25000	47	39%
25001-50000	38	31%
Above 50000	13	11%
TOTAL	120	100%

Source: Primary data



INFERENCE

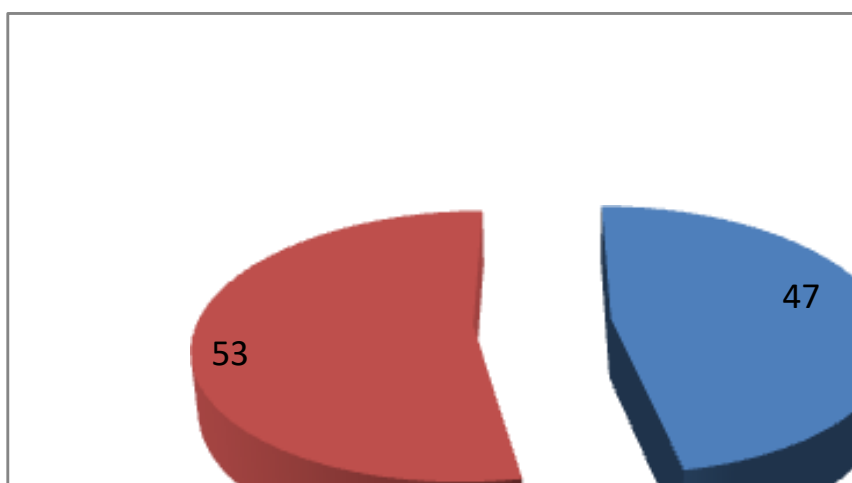
39% of the respondents income range between 10001-25000, 31% of the respondents incomerange between 25001-50000

Therefore most of the respondents income range between 10001-25000.

TABLE 6: PROMOTED YOUR WEBSITE BEFORE APPROACHING TRIBE MADE

Particulars	No. of Respondents	% of Respondents
Yes	57	47%
No	63	53%
TOTAL	120	100%

Source:Primary data



INFERENCE

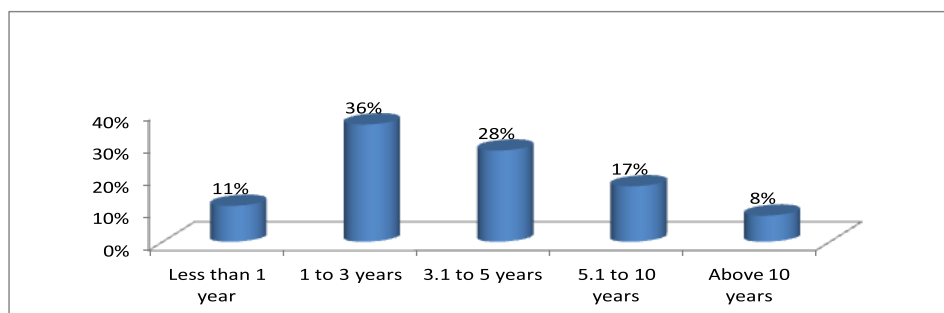
53% of the respondents say no for promoting their website before approaching Tribe Made and 47% of the respondents say yes for promoting their website before approaching Tribe Made.

Therefore most of the respondents say no for promoting their website before approaching Tribe Made..

TABLE 7: USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT TRIBE MADE

Particulars	No. of Respondents	% of Respondents
Less than 1 year	14	11%
1.3 to 3 years	44	36%
3.1 to 5 years	34	28%
5.1 to 10 years	19	17%
Above 10 years	9	8%
TOTAL	120	100%

Source:Primary data



INFERENCE

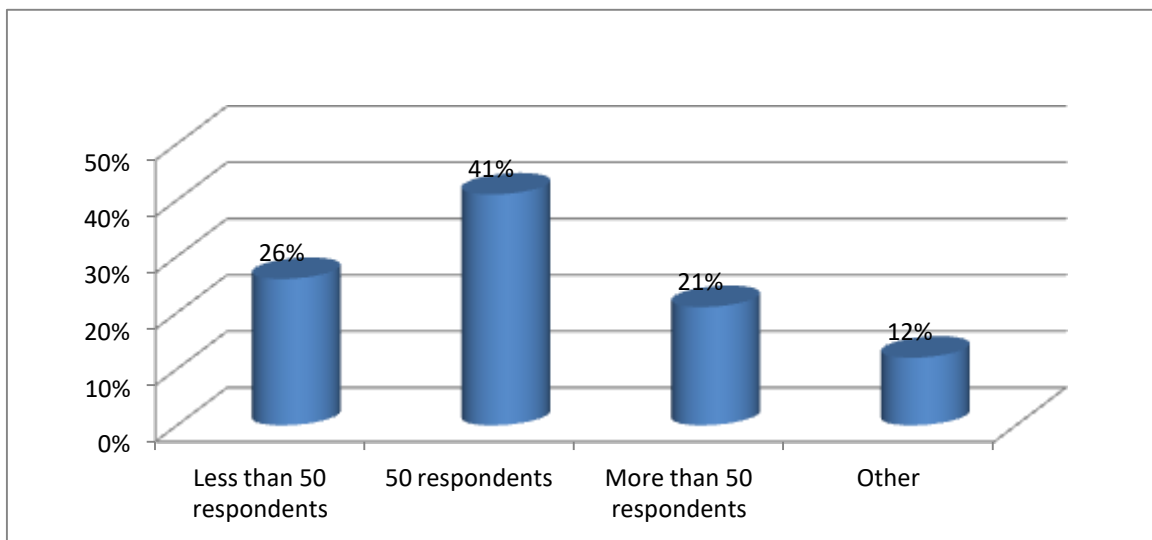
36% of the respondents used digital marketing for the website optimization at Tribe Made for 1-3 years, 28% of the respondents used digital marketing for the website optimization at Tribe Made for 1-5 years.

Therefore most of the respondents used digital marketing for the website optimization at Tribe Made for 1-3 years.

TABLE 8: GETTING LEADS OR CUSTOMERS THROUGH TRIBE MADE

Particulars	No. of Respondents	% of Respondents
Less than 50 respondents	32	26%
50 respondents	49	41%
More than 50 respondents	26	21%
Other	13	12%
TOTAL	120	100%

Source: Primary data



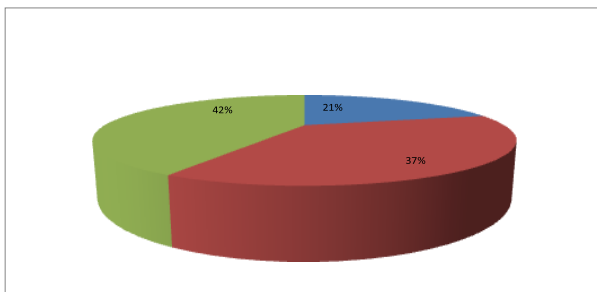
INFERENCE

41% of the respondents mention that 50 respondents getting their leads or customers through Tribe Made, 26% of the respondents mention that less than 50 respondents getting their leads or customers through Tribe Made. Therefore, most of the respondents mention that 50 respondents getting their leads or customers through Tribe Made.

TABLE 9: DIGITAL MARKETING SERVICE OFFERED BY TRIBE MADE GIVES MORE TRAFFIC/CUSTOMER TO YOUR WEBSITE

Particulars	No. of Respondents	% of Respondents
Social Media Optimization	24	21%
Search Engine Optimization	39	37%
Search Engine Marketing	57	42%
TOTAL	120	100%

Source: Primary data



INFERENCE

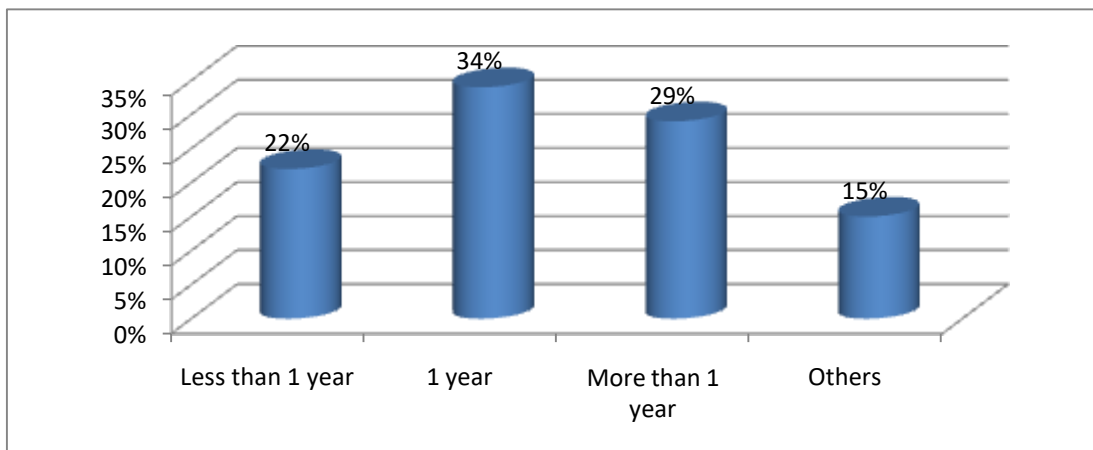
42% of the respondents mention that digital marketing service offered by Tribe Made provides more traffic/customer through search engine marketing, 37% of the respondents mentions that digital marketing service offered by Tribe Made provides more traffic/customer through search engine optimization

Therefore most of the of the respondents mention that digital marketing service offered byTribe Made provides more traffic/customer through search engine marketing.

TABLE 10: BEING SERVICING BY TRIBE MADE

Particulars	No. of Respondents	% of Respondents
Less than 1 year	27	22%
1 year	41	34%
More than 1 year	34	29%
Others	18	15%
TOTAL	120	100%

Source: Primary data



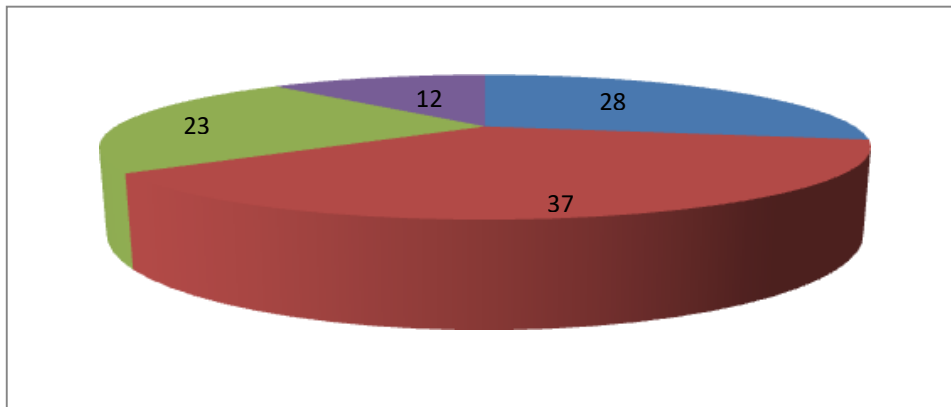
INFERENCE

34% of the respondents being served by Tribe Made for 1 year, 29% of the respondents being served by more than 1 year. Therefore most of the respondents being served by Tribe Made for 1 year.

TABLE 11: REVENUE GENERATED FROM ORGANIC SEARCH (DIGITAL MARKETING) EVERY MONTH

Particulars	No. of Respondents	% of Respondents
Less than 10000	34	28%
10001-25000	44	37%
25001-50000	28	23%
Above 50000	14	12%
TOTAL	120	100%

Source: primary data



INFERENCE

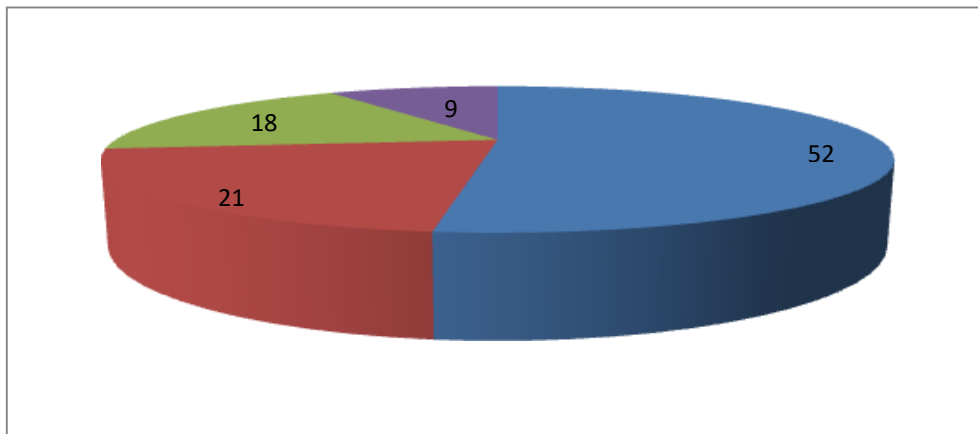
37% of the respondents mention that the revenue they generate from organic search is from Rs 10001-25000, 28% of the respondents mention that the revenue they generate from organic search is from Rs less than 10000

Therefore most of the respondents mention that the revenue they generate from organic search is from Rs 10001-25000.

TABLE 12: FREQUENCY OF WEBSITE UPDATION

Particulars	No. of Respondents	% of Respondents
Three months	63	52%
Six months	24	21%
One year	22	18%
Others	11	9%
TOTAL	120	100%

Source: primary data



INFERENCE

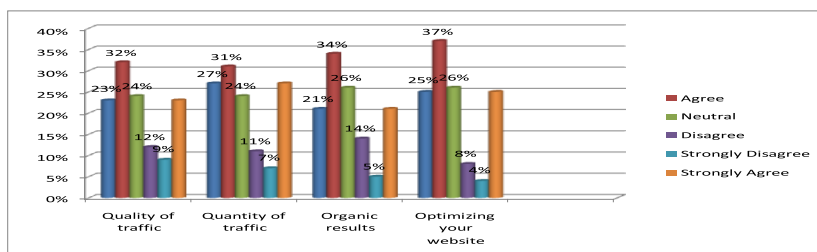
52% of the respondents update the website in three months, 21% of the respondents update the website in six months

Therefore most of the respondents update the website in three months.

TABLE 13: MAJOR AIM OF DIGITAL MARKETING

Particulars	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%		%	TOTAL
Quality of traffic	28	23%	39	32%	28	24%	14	12%	1	1%	120
Quantity of traffic	33	27%	37	31%	29	24%	13	11%	8	7%	120
Organic results	24	21%	41	34%	31	26%	18	14%	6	5%	120
Optimizing your website	29	25%	44	37%	32	26%	9	8%	6	4%	120

Source: Primary data



INFERENCE

37% of the respondents agree that optimizing the website is the major aim of digital marketing

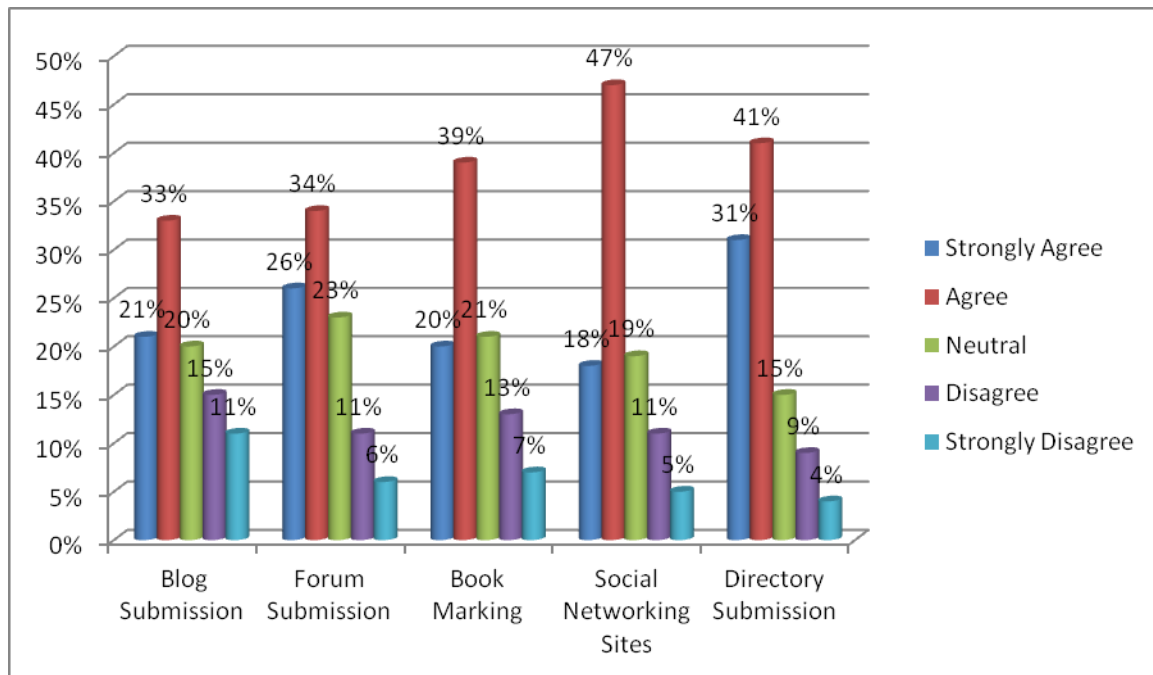
34% of the respondents agree that organic results is the major aim of digital marketing
 32% of the respondents agree that quality of traffic is the major aim of digital marketing
 31% of the respondents agree that quantity of traffic is the major aim of digital marketing

Therefore most of the respondents mention that optimizing the website is the major aim of digital marketing.

**TABLE 14: TYPE OF ONLINE MEDIA BRINGS MORE TRAFFIC/CUSTOMERS
TO OUR WEBSITE**

Particulars	Strongl y Agree	%	Agree	%	Neutral	%	Disagre e	%	Strongl y Disagre e	%	TOTAL
Blog Submissio n	26	21%	39	33%	24	20%	19	15 %	12	11%	120
Forum Submissio n	31	26%	41	34%	28	23%	13	11 %	7	6%	120
Book Markin g	20	20%	39	39%	21	21%	13	13 %	7	7%	120
Social Networkin g Sites	22	18%	57	47%	22	19%	13	11 %	6	5%	120
Directory Submissio n	37	31%	49	41%	18	15%	12	9%	4	4%	120

Source: Primary data



INFERENCE

47% of the respondents agree that the online media brings more traffic/customers to their website through social networking sites

41% of the respondents agree that the online media brings more traffic/customers to their website through directory submission

39% of the respondents agree that the online media brings more traffic/customers to their website through book marking

34% of the respondents agree that the online media brings more traffic/customers to their website through forum submission

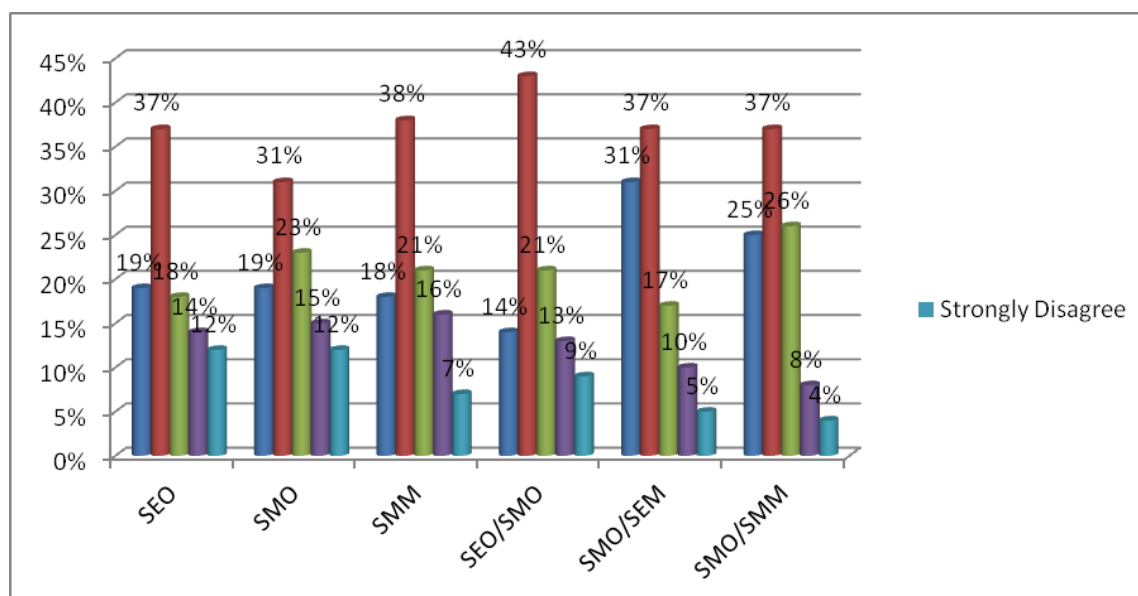
33% of the respondents agree that the online media brings more traffic/customers to their website through blog submission

Therefore most of the respondents agree that the online media brings more traffic/customersto their website through social networking sites.

TABLE 15: PREFERRED DIGITAL MARKETING STRATEGY TO PROMOTE WEBSITE

Particulars	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly Disagree	%	TOTAL
SEO	23	19%	44	37%	22	18%	17	14%	14	12%	120
SMO	23	19%	37	31%	28	23%	18	15%	14	12%	120
SMM	22	18%	46	38%	24	21%	19	16%	9	7%	120
SEO/SMO	17	14%	52	43%	24	21%	16	13%	11	9%	120
SMO/SEM	38	31%	44	37%	19	17%	13	10%	6	5%	120
SMO/SMM	29	25%	44	37%	32	26%	11	8%	4	4%	120

Source: Primary data



INFERENCE

43% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SEO/SMO

38% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMM

37% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SEO

37% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO/SEM

37% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO/SMM

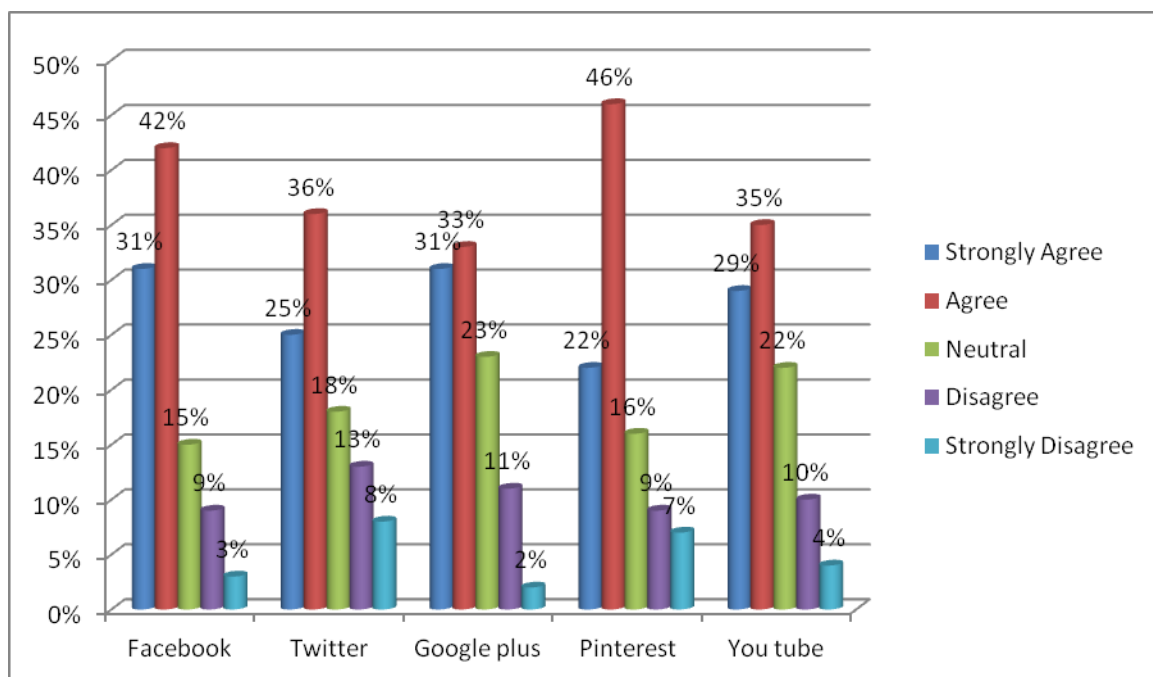
31% of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO

Therefore most of the respondents agree that the digital marketing strategy can be preferred to promote their website through SEO/SMO.

TABLE 16: PREFERRED SOCIAL NETWORKING SITE TO BOOST THE RANK IN YOUR WEBSITE

Particulars	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly Disagree	%	TOTAL
Facebook	36	31%	51	42%	18	15%	11	9%	4	3%	120
Twitter	29	25%	44	36%	22	18%	16	13%	9	8%	120
Google plus	37	31%	39	33%	28	23%	14	11%	2	2%	120
Pinterest	27	22%	54	46%	19	16%	11	9%	9	7%	120
You tube	34	29%	43	35%	27	22%	12	10%	4	4%	120

Source: Primary data



INFERENCE

46% of the respondents agree that the social networking site will boost the rank in your website through Pinterest

42% of the respondents agree that the social networking site will boost the rank in your website through Facebook

36% of the respondents agree that the social networking site will boost the rank in your website through twitter

35% of the respondents agree that the social networking site will boost the rank in your website through YouTube

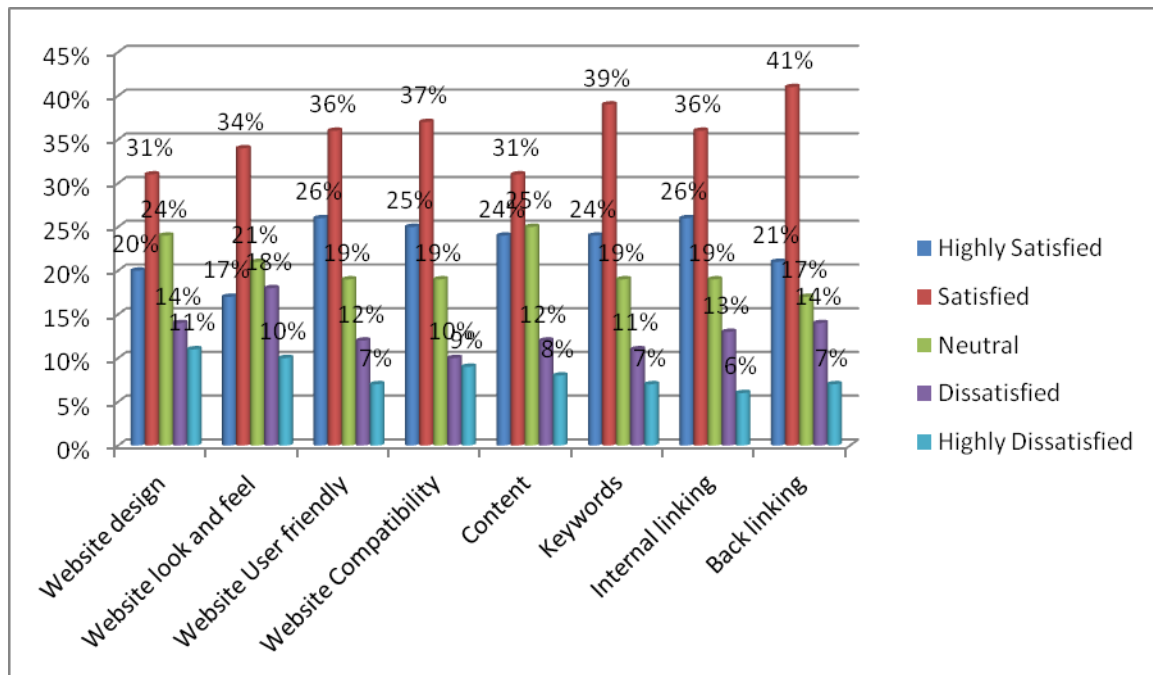
33% of the respondents agree that the social networking site will boost the rank in your website through Google plus

Therefore most of the respondents agree that the social networking site will boost the rank in your website through Pinterest.

TABLE 17: SATISFACTION LEVEL WITH TRIBE MADE

Particulars	Highly Satisfied	%	Satisfied	%	Neutral	%	Dissatisfied	%	Highly Dissatisfied	%	TOTAL
Website design	24	20%	37	31%	29	24%	17	14%	13	11%	120
Website look and feel	21	17%	41	34%	24	21%	22	18%	12	10%	120
Website User friendly	32	26%	43	36%	23	19%	14	12%	8	7%	120
Website Compatibility	31	25%	44	37%	23	19%	11	10%	11	9%	120
Content	29	24%	39	31%	27	25%	16	12%	9	8%	120
Keywords	29	24%	47	39%	23	19%	13	11%	8	7%	120
Internal linking	32	26%	43	36%	22	19%	16	13%	7	6%	120
Back linking	25	21%	49	41%	21	17%	17	14%	8	7%	120

Source: Primary data



INFERENCE

41% of the respondents agree that the satisfaction level with Tribe Made is made by back linking. 39% of the respondents agree that the satisfaction level with Tribe Made is made by keywords

37% of the respondents agree that the satisfaction level with Tribe Made is made by website compatibility. 36% of the respondents agree that the satisfaction level with Tribe Made is made by internal linking

36% of the respondents agree that the satisfaction level with Tribe Made is made by website user friendly. 34% of the respondents agree that the satisfaction level with Tribe Made is made by website look and feel

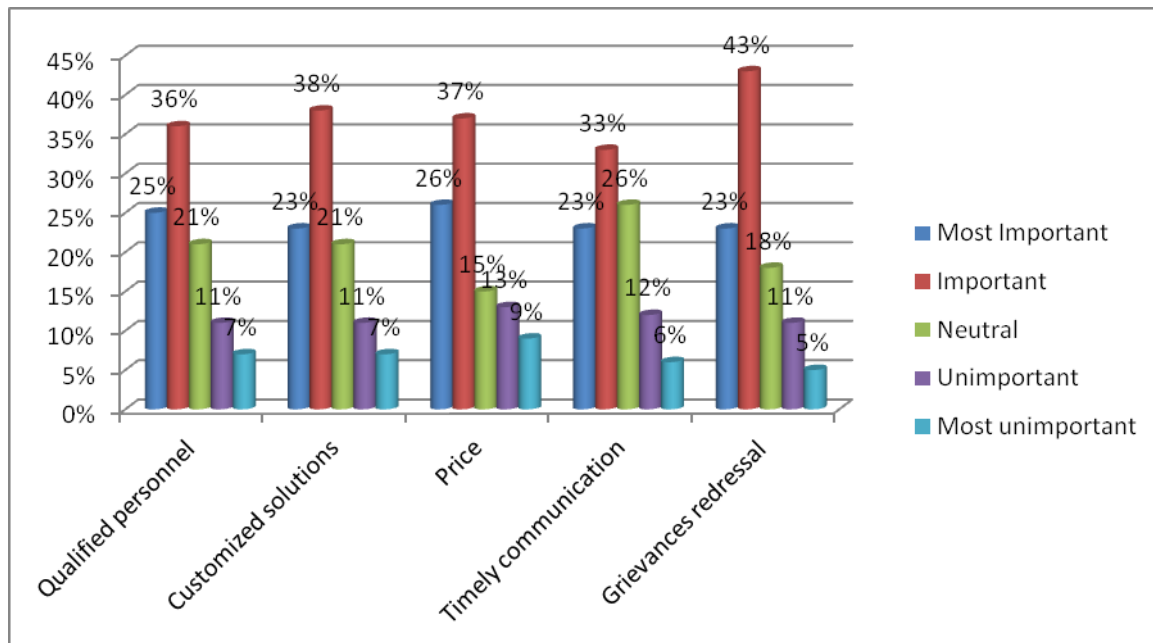
31% of the respondents agree that the satisfaction level with Tribe Made is made by website design. 31% of the respondents agree that the satisfaction level with Tribe Made is made by content

Therefore most of the respondents agree that the satisfaction level with Tribe Made is made by back linking

TABLE 18: IMPORTANCE OF ATTRIBUTES IN SERVICE DELIVERY

Particulars	Most Important	%	Important	%	Neutral	%	Unimportant	%	Most Unimportant	%	TOTAL
Qualified personnel	31	25%	43	36%	24	21%	13	11%	9	7%	120
Customized solutions	28	23%	46	38%	24	21%	14	11%	8	7%	120
Price	31	26%	44	37%	18	15%	16	13%	11	9%	120
Timely communication	28	23%	39	33%	32	26%	14	12%	7	6%	120
Grievances redressal	28	23%	52	43%	22	18%	12	11%	6	5%	120

Source: Primary data



INFERENCE

43% of the respondents agree that the grievances redressal is important in service delivery
38% of the respondents agree that the customized solutions is important in service delivery
37% of the respondents agree that the price is important in service delivery

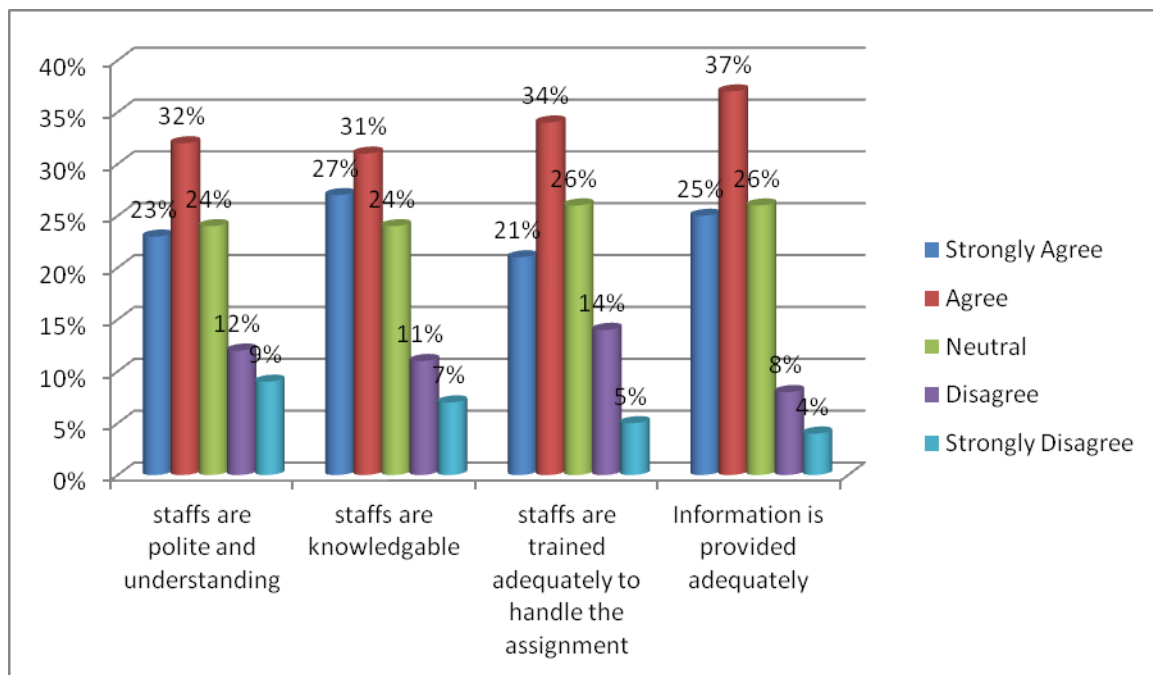
36% of the respondents agree that the qualified personnel is important in service delivery
33% of the respondents agree that the timely communication is important in service delivery

Therefore most of the respondents agree that the grievances redressal is important in servicedelivery.

TABLE 19: TRIBE MADE IN DIGITAL MARKETING SERVICES

Particulars	Strongly Agree	%	Agree	%	Neutral	%	Disagree	%	Strongly Disagree	%	TOTAL
Staffs are polite and understanding	28	23%	38	32%	29	24%	14	12%	11	9%	120
Staffs are knowledgeable	33	27%	37	31%	29	24%	13	11%	8	7%	120
Staffs are trained adequately to handle the assignment	26	21%	41	34%	31	26%	16	14%	6	5%	120
Information is provided adequately	30	25%	46	37%	31	26%	9	8%	4	4%	120

Source: Primary data



INFERENCE

37% of the respondents agree that the Information is provided adequately related to TribeMade in digital marketing services

34% of the respondents agree that the staffs are trained adequately to handle the assignment related to Tribe Made in digital marketing services

32% of the respondents agree that the staffs are polite and understanding related to TribeMade in digital marketing services

31% of the respondents agree that the Staffs are knowledgeable related to Tribe Made indigital marketing services

Therefore most of the respondents agree that the Information is provided adequately related to Tribe Made in digital marketing services.

STATISTICAL TOOLS AND ANALYSIS

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is no relationship between the Income and using digital marketing for website optimization at Tribe Made.

Alternate hypothesis (H1):

There is a relationship between the Income and using digital marketing for website optimization at Tribe Made.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
INCOME * HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT Tribe Made	120	100.0%	0	.0%	120	100.0%

INCOME * HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT TRIBE MADE Crosstabulation

			HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT TRIBE MADE					Total
			Less than 1 year	1 to 3 years	1 to 5 years	1 to 10 years	Above 10 years	
INCOME	Less than 10000	Count	11	8	0	0	0	19
		% within INCOME	57.9%	42.1%	.0%	.0%	.0%	100.0%
		% within HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT TRIBE MADE	100.0%	22.2%	.0%	.0%	.0%	19.0%
		% of Total	11.0%	8.0%	.0%	.0%	.0%	19.0%
10001-25000		Count	0	28	11	0	0	39
		% within INCOME	.0%	71.8%	28.2%	.0%	.0%	100.0%

		% within HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT TRIBE MADE	.0%	77.8%	39.3%	.0%	.0%	39.0%
		% of Total	.0%	28.0%	11.0%	.0%	.0%	39.0%
	25001-50000	Count	0	0	17	14	0	31
		% within INCOME	.0%	.0%	54.8%	45.2%	.0%	100.0%
		% within HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT TRIBE MADE	.0%	.0%	60.7%	82.4%	.0%	31.0%
		% of Total	.0%	.0%	17.0%	14.0%	.0%	31.0%
Above 50000		Count	0	0	0	3	8	11
		% within INCOME	.0%	.0%	.0%	27.3%	72.7%	100.0%

	% within HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT TRIBE MADE	.0%	.0%	.0%	17.6%	100.0%	11.0%
	% of Total	.0%	.0%	.0%	3.0%	8.0%	11.0%
Total	Count	11	36	28	17	8	120
	% within INCOME	11.0%	36.0%	28.0%	17.0%	8.0%	100.0%
	% within HOW LONG HAVE YOU BEEN USING THE DIGITAL MARKETING FOR YOUR WEBSITE OPTIMIZATION AT TRIBE MADE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	11.0%	36.0%	28.0%	17.0%	8.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	182.199 ^a	12	.000
Likelihood Ratio	166.223	12	.000
Linear-by-Linear Association	80.126	1	.000
N of Valid Cases	120		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .88.

Degree of Freedom= $(r-1) * (c-1)$

$$= 3 * 4 = 9$$

Calculated value = 182.199

Tabulated value = 21.026

$Z = Z_{cal} > Z_{tab}$

$$Z = 182.199 > 21.026$$

Hence, the Alternate hypothesis [H1] is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the Income and using digital marketing for website optimization at Tribe Made.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is no significance difference between the Promoting the website before approaching Tribe Made and the revenue generating from organic search.

Alternate hypothesis (H1):

There is a significance difference between the Promoting the website before approaching Tribe Made and the revenue generating from organic search.

Descriptives

HAVE YOU EVER PROMOTED YOUR WEBSITE BEFORE APPROACHING TRIBE MADE

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Less than 10000	22	1.00	.000	.000	1.00	1.00	1	1
10001-25000	47	1.49	.507	.083	1.32	1.66	1	2
25001-50000	38	2.00	.000	.000	2.00	2.00	2	2
Above 50000	13	2.00	.000	.000	2.00	2.00	2	2
Total	120	1.53	.502	.050	1.43	1.63	1	2

Test of Homogeneity of Variances

HAVE YOU EVER PROMOTED YOUR WEBSITE BEFORE APPROACHING TRIBE MADE

Levene Statistic	df1	df2	Sig.
27578.880	3	96	.000

ANOVA

HAVE YOU EVER PROMOTED YOUR WEBSITE BEFORE
APPROACHING TRIBE MADE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.667	3	5.222	54.238	.000
Within Groups	9.243	96	.096		
Total	24.910	99			

Calculated value = 54.238

Tabulated value = 2.70

$F = F_{cal} > F_{tab}$ $F = 54.238 > 2.70$

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between the Promoting the website before approaching Tribe Made and the revenue generating from organic search.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the digital marketing service by Tribe Made provides more traffic/customer and being served by Tribe Made.

Alternate hypothesis (H1):

There is negative relationship the digital marketing service by Tribe Made provides more traffic/customer and being served by Tribe Made.

Correlations

		ACCORDING TO YOU WHICH DIGITAL MARKETING SERVICE OFFERED BY TRIBE MADE GIVES YOU MORE TRAFFIC/CUSTO MER TO YOUR WEBSITE	HOW LONG IS TRIBE MADE BEING SERVICING YOU
ACCORDING TO YOU	Pearson Correlation	1	.930**
WHICH DIGITAL	Sig. (2-tailed)		.000

MARKETING SERVICE OFFERED BY TRIBE MADE GIVES YOU MORE TRAFFIC/CUSTOMER TO YOUR WEBSITE	N	120	120
HOW LONG IS TRIBE MADE BEING SERVICING YOU	Pearson Correlation	.930**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r= .930

INFERENCE:

Since r is positive, there is positive relationship between the digital marketing service by Tribe Made provides more traffic/customer and being served by Tribe Made.

T-Test

Null hypothesis (Ho):

There is no significance difference between being servicing by Tribe Made and satisfaction level with Tribe Made in internal linking

Alternate hypothesis (H1):

There is a significance difference between being servicing by Tribe Made and satisfaction level with Tribe Made in internal linking

Group Statistics

	SATISFACTION LEVEL WITH TRIBE MADE IN INTERNAL LINKING	N	Mean	Std. Deviation	Std. Error Mean
BEING SERVICING	Highly Satisfied	26	1.15	.368	.072
BY TRIBE MADE	Satisfied	36	2.17	.378	.063

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Differe nce	Std. Error Differe nce	95% Confidence Interval of the Difference	
									Lower	Upper
BEING SERVICING	Equal Variances Assumed	.072	.790	- 10.5 27	60	.000	-1.013	.096	-1.205	-.820
BY TRIBE MADE	Equal variances not Assumed			- 10.5 74	54.8 64	.000	-1.013	.096	-1.205	-.821

Inference:

In Levene's Test for Equality of Variances significance value is 0.790 which is greater than or equal to 0.05. it means that the variability in the two conditions is about the same

Sig(2-tailed) value

Table value=0.000

0.000<0.05

H0 is accepted, so there is no statistically significant difference between two conditions.

WEIGHTED AVERAGE

Weighting is another term for sample balancing. During a survey, it is not possible to interview everyone, so only a sample of the population is interviewed. If this sample group does not accurately reflect the proportions of various groups in the total population, you can weight the survey results.

Statistics

		MAJOR AIM OF DIGITAL MARKETIN G IN QUALITY OF TRAFFIC	MAJOR AIM OF DIGITAL MARKETIN G IN QUANTITY OF TRAFFIC	MAJOR AIM OF DIGITAL MARKETIN G IN ORGANIC RESULT	MAJOR AIM OF DIGITAL MARKETIN G IN OPTIMIZIN G YOUR WEBSITE
N	Valid	120	120	120	120
	Missing	0	0	0	0
Mean		2.52	2.40	2.48	2.29

INTERPRETATION:

Weighted Average (WA)

$WA \geq 4.5$ is “Strongly Agree”

$4.5 > WA \geq 3.5$ is “Agree”

$3.5 > WA \geq 2.5$ is “**Undecided**”

$2.5 > WA \geq 1.5$ is “Disagree”

$WA < 1.5$ IS “Strongly Disagree”

In the above table, feel of the website’s weighted average is higher as 3.63. And it falls in the category of $3.5 > 2.52 \geq 2.5$ is “**Undecided**”. So we agree the variable (MAJOR AIM OF DIGITAL MARKETING IN QUALITY OF TRAFFIC) is weighted higher.

CHAPTER 5

5.1 FINDINGS

- Most of the respondents are at UG level.
- Most of the respondents are at the age group between 21-30.
- Most of the respondents are married.
- Most of the respondents are male.
- Most of the respondents income range between 10001-25000.
- Most of the respondents say no for promoting their website before approaching Tribe Made.
- most of the respondents used digital marketing for the website optimization at Tribe Made for 1-3 years.
- Most of the respondents mention that 50 respondents getting their leads or customers through Tribe Made
- Most of the respondents mention that digital marketing service offered by Tribe Made provides more traffic/customer through search engine marketing.
- Most of the respondents being served by Tribe Made for 1 year.
- Most of the respondents mention that the revenue they generate from organic search is from Rs 10001-25000.
- Most of the respondents update the website in three months.
- Most of the respondents mention that optimizing the website is the major aim of digital marketing.
- Most of the respondents agree that the online media brings more traffic/customers to their website through social networking sites.
- Most of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO/SEM
- Most of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO/SMM

- Most of the respondents agree that the digital marketing strategy can be preferred to promote their website through SMO
- Most of the respondents agree that the social networking site will boost the rank in your website through Pinterest
- Most of the respondents agree that the social networking site will boost the rank in your website through Facebook
- Most of the respondents agree that the social networking site will boost the rank in your website through twitter
- Most of the respondents agree that the social networking site will boost the rank in your website through YouTube
- Most of the respondents agree that the social networking site will boost the rank in your website through Google plus
- Most of the respondents agree that the satisfaction level with Tribe Made is made by back linking
- Most of the respondents agree that the satisfaction level with Tribe Made is made by keywords
- Most of the respondents agree that the customized solutions is important in service delivery
- Most of the respondents agree that the Information is provided adequately related to Tribe Made in digital marketing services
- Most of the respondents agree that the staffs are trained adequately to handle the assignment related to Tribe Made in digital marketing services
- Most of the respondents agree that the staffs are polite and understanding related to Tribe Made in digital marketing services
- Most of the respondents agree that the Staffs are knowledgeable related to Tribe Made in digital marketing services.

5.2 SUGGESTIONS

Special offers can be given to make the customers to use all the digital marketing services of Tribe Made. This will help Tribe Made to increase the overall business

- a. Additional point of contact members can be allocated to each customer. This will help them to update the status of the website optimization to the customers on a periodical basis
- b. Special training can be provided to the customers to understand the various new innovations that have happened in the website optimization field. This will motivate the customers to choose other digital marketing services of Tribe Made.
- c. Tribe Made can innovate the SEO services to continue the good services in the website traffic building and also to get more reference business contact from the existing customers
- d. Keep a close eye on the analytics data, and use this information to inform the customers on the promotional and content strategies. Pay attention to what posts and pages are proving the most popular and update the customer. This will give a better satisfaction for the customers.

5.3 CONCLUSION

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media.

This study has been undertaken to understand the overall effectiveness of the Digital marketing services at Tribe Made. For this purpose, responses from the customers have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to the management of Tribe Made to improve the overall effectiveness of Digital marketing services for its customers.

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QUESTIONNAIRE

A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING SERVICES ATTRIBE MADE

1. NAME:

2. EDUCATIONAL QUALIFICATION:

1) UG 2) PG 3) Diploma 4) Others

3. AGE:

1) Below 20 2) 21 to 30 years 3) 31 to 40 years 4) 41 to 50 years

5) Above 50 years

4. MARITAL STATUS:

1) Married 2) Unmarried

5. GENDER:

1) Male 2) Female

6. INCOME:

1) Less than 10,000 2) 10,001 - 25,000 3) 25,001 - 50,000

4) Above 50,000

7. Have you ever promoted your website before approaching Tribe Made?

a. Yes

b. No

8. How long have you been using the Digital marketing services for your website optimization at Tribe Made?

a. Less than 1 year 2. 1 to 3 years 3. 1 to 5 years

4. 1 to 10 years 5. Above 10 years

9. Through Tribe Made digital marketing, how many leads or customers you are getting per year?

a. Less than 50 respondents 2. 50 respondents

3. More than 50 respondents 4. Other

10. According to you which digital marketing service offered by Tribe Made gives you more traffic/customer to your website?

a. Social Media Optimization

b. Search Engine Optimization

c. Search Engine Marketing

11. How long is Tribe Made being servicing you?

1. Less than 1 year 2. One year 3. More than 1 year 4. Others

12. How much revenue are you currently generating from Organic search (Digitalmarketing) on a monthly basis?

1. Less than 10,000 2.10, 001-25,000 3.25, 001-50,000 4.Above 50,000

13. How often is your website being updated?

1. Three months 2.Six months 2.One year 4.Others

14. What you think as the major aim of digital marketing?

Particulars	Strongl yagree	Agree	Neutral	Strongl yAgree	Strongl y Disagre e
Quality of traffic					
Quantity oftraffic					
Organic results					
Optimizing yourwebsite					

15. Please rate which type of online media brings more traffic/customers to our website?

Particulars	Strongly agree	Agree	Neutral	Strongly Agree	Strongly Disagree
Blog submission					
Forum submission					
Book marking					
Social networking sites					
Directory submission					

16. Choose which Digital Marketing strategy can be preferred to promote your website?

Particulars	Strongly agree	Agree	Neutral	Strongly Agree	Strongly Disagree
SEO					
SMO					
SMM					
SEO/SMO					
SMO/SEM					
SMO/SMM					

17. Which Social networking site will boost the rank in your website?

Particulars	Strongly agree	Agree	Neutral	Strongl yAgree	Strongl y Disagre e
Facebook					
Twitter					
Google plus					
Pinterest					
You tube					

18. What is your satisfaction level with Tribe Made on the following factors?

Particulars	Highly satisfie d	Satisfied	Neutral	Dissatisfied	Highly Dissatisfie d
Website design					
Website lookand feel					
Website Userfriendly					

Website Compatibilit y					
Content					
Keywords					
Internal linking					
Back linking					

19. How important are the following attributes for you in service delivery?

Particulars	Most Important	Important	Neutral	Unimportant	Most Unimportant
Qualifie d personn el					
Customize dsolutions					
Price					
Timely communication					
Grievances redressal					

20. Please specify your agreement to the following statements related to Tribe Made in digitalmarketing services?

Particulars	Strongly agree	Agree	Neutral	Strongly Agree	Strongly Disagree
Staffs are polite and understanding					
Staffs are knowledgeable					
Staffs are trained adequately to handle the assignment					
Information is provided adequately					

ANNEXURE 2-ARTICLE

A STUDY ON EFFECTIVENESS OF DIGITAL MARKETING SERVICES AT TRIBE MADE

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ABSTRACT

Digital Marketing (also Online Marketing, Internet Marketing or Web Marketing) is a collective name for marketing activity carried out online, as opposed to traditional marketing through print media, live promotions, TV and radio advertisement. Digital Marketing is promotion of products or brands via one or more forms of electronic media. This project has been undertaken to assess the effectiveness of Digital marketing services at Tribe Made. The outcome of the study would help the management of Tribe Made to understand, meet or exceed the expectations of the customers who have taken up the website traffic building services. The primary objective is to study the effectiveness of Digital marketing services at Tribe Made. The secondary objectives are to study the impact of digital marketing in bringing top ranks in Google SERP for a website in an organic way by using Search Engine Optimization(SEO) at Tribe Made, assess the satisfaction level with Tribe Made on the digital marketing, understand the most preferred digital marketing strategy to promote the website and identify the effectiveness of on the major aim of digital marketing.

INTRODUCTION

Digital Marketing is promotion of products or brands via one or more forms of electronic media. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels. The rapid growth of Digital Marketing Industry is a direct consequence of the global phenomenon that is the Internet, and effectiveness of Digital Marketing channels in generating revenue and awareness. Compared to traditional methods of advertising, Digital Marketing offers rather realistic costs (particularly important for small- and medium-size businesses and start-ups), for accurate targeting and excellent reporting.

The three important categories involved in Digital Marketing are:

- Search Engine Optimization (SEO)
- Social Media Optimization (SMO)
- Social Media Marketing (SMM)

Social Media Marketing:

Social Media Marketing is the process of gaining website traffic or attention through social media sites. Social media marketing programs usually centre on efforts to create content that attracts attention and encourages readers to share it across their social networks.

Social media marketing, or SMM, is a form of internet marketing that implements various social media networks in order to achieve marketing communication and branding goals. Social media marketing primarily covers activities involving social sharing of content, videos, and images for marketing purposes, as well as paid social media advertising. Using social media for marketing can enable small business looking to further their reach to more customers. Your customers are interacting with brands through social media, therefore, having a strong social media marketing plan and presence on the web is the key to tap into their interest. If implemented correctly, marketing with social media can bring remarkable success to your business.

REVIEW OF LITERATURE

Walter (2017) The age of the domain can play a vital role in assigning of Google PageRank. Young domains are normally ranked low; consequently older domains are always ranked higher. However, if you buy a recently expired domain name that has a high PageRank because of its age and accumulated reputation, the PageRank does not transfer to the new owner.

Morley (2017) Keyword search refers to a type of search in which keywords are typed in a search box to locate information on the internet.. To perform a keyword search a user enters keywords or phrases in search engines. For example a person looking for listings of web host might type ‘web host’ in search box. Before selecting a domain name for your business it is recommended to perform a keyword research process. Before starting the keyword research it is necessary to know the main subject (keyword), area and competitors of your website. Collect the words that best describe your website and its contents. These words will be your primary keywords, from these you can make combination of keywords and phrases to use in SEO campaign. For example if the topic of the website is web hosting. Then the keywords like ‘cheap web hosting’, ‘best web hosting’ and so on can be your targeted keywords.

Gautam (2018) A search engine is program or software which fetches/retrieves data, files and information from a collective database or from the computer network. A Web search engine has three main parts. These are Web crawler, Indexer and searching. Web crawlers are programs that use the graph structure of the Web to move from page to page. In their infancy such programs were also called wanderers, robots, spiders, fish and worms, words that are quite evocative of Web imagery. Indexing is the process in which search engine store the crawled data with three processes i-e parsing, indexing document (storage) and sorting. The goal of searching is to provide quality search results efficiently. The goal uses a query evaluation process for searching. Every one of us using internet opens Google or other search engine while finding information on internet. People who use the internet either looking for communication, information, entertainment or a product service like buying and selling.

James, Enge (2018) Search engine optimization is a vast term which covers a huge area on internet. Organic search are listings on the search engine which are results of search queries when a user writes keywords in search engine while searching. And those are not includes adverts sponsored links (pay-per-click ads) . A website can only be optimized and visible when it is well ranked and placed on first page in search engine results.

OBJECTIVE OF THE STUDY

PRIMARY OBJECTIVE

To study the effectiveness of digital marketing services at Tribe Made, Chennai

SECONDARY OBJECTIVES

- To study the impact of digital marketing in bringing top ranks in Google for a website in an organic way by using Search Engine Optimization(SEO)
- To identify the perception of customers on the major aim of digital marketing
- To understand the most preferred digital marketing strategy to promote the website
- To assess the satisfaction level with Tribe Made on the digital marketing
- To provide suitable suggestions for improving the effectiveness of digital marketing services and improve the overall customer satisfaction

NEED OF THE STUDY

Digital marketing is also important for the smooth running of a big web site. Websites gets benefited from Digital marketing in a direct and indirect way. Their direct benefit is to increase the search engine traffic and their indirect benefit is having a common framework (checklists) to use before publishing content on the site. Digital marketing is also good for the social promotion of your web site. People who find your web site by searching through Google are more likely to promote it on Facebook, Twitter, Google+ or other social media channels.

This project has been undertaken to assess the Digital marketing services at Tribe Made. The outcome of the study would help the management of Tribe Made to understand, meet or exceed the expectations of the customers who have taken up the website traffic building services.

SCOPE OF THE STUDY

- Digital marketing gives effective results in a short time if done efficiently. It is used for generating traffic to site but there are also other applications like branding, marketing and ideological influence of the website.
- Digital marketing has proven to be an effective tool in achieving a number of important marketing objectives, making it a universally-beneficial marketing tactic for a wide variety of organizations, regardless of their objectives.

- Digital marketing can have a dramatic effect on the traffic that draw to website; the perceived quality, relevance, and trustworthiness of our brand; and the amount of revenue that can generate through your website.

DATA ANALYSIS

Chi–Square Test

Null hypothesis (Ho)

There is no relationship between the Income and using digital marketing for website optimization at Tribe Made.

Alternate hypothesis (H1):

There is a relationship between the Income and using digital marketing for website optimization at Tribe Made.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	182.199 ^a	12	.000
Likelihood Ratio	166.223	12	.000
Linear-by-Linear Association	80.126	1	.000
N of Valid Cases	120		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .88.

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the Income and using digital marketing for website optimization at Tribe Made.

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is no significance difference between the Promoting the website before approaching Tribe Made and the revenue generating from organic search.

Alternate hypothesis (H1):

There is a significance difference between the Promoting the website before approaching Tribe Made and the revenue generating from organic search.

ANOVA

HAVE YOU EVER PROMOTED YOUR WEBSITE BEFORE
APPROACHING TRIBE MADE

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.667	3	5.222	54.238	.000
Within Groups	9.243	96	.096		
Total	24.910	99			

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between the Promoting the website before approaching Tribe Made and the revenue generating from organic search.

ANALYSIS USING KARL PEARSON’S CORRELATION

Null hypothesis (H0):

There is positive relationship between the digital marketing service by Tribe Made provides more traffic/customer and being served by Tribe Made.

Alternate hypothesis (H1):

There is negative relationship the digital marketing service by Tribe Made provides more traffic/customer and being served by Tribe Made.

Correlations

		ACCORDING TO YOU WHICH DIGITAL MARKETING SERVICE OFFERED BY TRIBE MADE GIVES YOU MORE TRAFFIC/CUSTOMER TO YOUR WEBSITE	HOW LONG IS TRIBE MADE BEING SERVICING YOU
ACCORDING TO YOU WHICH DIGITAL MARKETING SERVICE OFFERED BY TRIBE MADE GIVES YOU MORE TRAFFIC/CUSTOMER TO YOUR WEBSITE	Pearson Correlation Sig. (2-tailed) N	1 120	.930** .000 120
HOW LONG IS TRIBE MADE BEING SERVICING YOU	Pearson Correlation Sig. (2-tailed) N	.930** .000 100	1 100

** . Correlation is significant at the 0.01 level (2-tailed).

INFERENCE :

Since r is positive, there is positive relationship between the digital marketing service by Tribe Made

provides more traffic/customer and being served by Tribe Made.

T-Test

Null hypothesis (Ho):

There is no significance difference between being servicing by Tribe Made and satisfaction level with Tribe Made in internal linking

Alternate hypothesis (H1):

There is a significance difference between being servicing by Tribe Made and satisfaction level with Tribe Made in internal linking

Group Statistics

	SATISFACTION LEVEL WITH TRIBE MADE IN INTERNAL LINKING	N	Mean	Std. Deviation	Std. Error Mean
BEING SERVICING BY TRIBE MADE	Highly Satisfied	26	1.15	.368	.072
	Satisfied	36	2.17	.378	.063

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2- tailed)	Mean Differe nce	Std. Error Differe nce	95% Confidence Interval of the Difference	
									Lower	Upper
BEING SERVICING BY TRIBE MADE	Equal variances assumed	.072	.790	- 10.5 27	60	.000	-1.013	.096	-1.205	-.820
	Equal variances not assumed			- 10.5 74	54.8 64	.000	-1.013	.096	-1.205	-.821

Inference:

In Levene's Test for Equality of Variances significance value is 0.790 which is greater than or equal to 0.05. it means that the variability in the two conditions is about the same.

SUGGESTIONS:

- e. Additional point of contact members can be allocated to each customer. This will help them to update the status of the website optimization to the customers on a periodical basis
- f. Special training can be provided to the customers to understand the various new innovations that have happened in the website optimization field. This will motivate the customers to choose other digital marketing services of Tribe Made.

- g. Tribe Made can innovate the SEO services to continue the good services in the website traffic building and also to get more reference business contact from the existing customers
- h. Keep a close eye on the analytics data, and use this information to inform the customers on the promotional and content strategies. Pay attention to what posts and pages are proving the most popular and update the customer. This will give a better satisfaction for the customers.

CONCLUSION:

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media. This study has been undertaken to understand the overall effectiveness of the Digital marketing services at Tribe Made. For this purpose, responses from the customers have been collected and analyzed. Based upon the findings out of the research, few valuable suggestions have been given to the management of Tribe Made to improve the overall effectiveness of Digital marketing services for its customers.

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