



“EFFECTIVENESS OF DIGITAL MARKETING AT SHOOTORDER DIGITAL MARKETING COMPANY, HYDERABAD”

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ABSTRACT

Our Prime Minister, Sir.Narendra Modi focuses more & added on digitalization Process in our nation so that through the usage of the latest Technology of India improve their living standards & connect in the global era. Digital India has also started with the purpose of make in India totally digital so the various Comparison Focus on digital marketing for the market of your Products & services. Digital marketing Channel Digital selling is facilitated by numerous channels, the main objective of the Advertiser is to find channels that Result in the maximum mutual communication & improved Global Return of Ethic (ROI) for the product.



KEYWORDS: Digital India , Global Return of Ethic (ROI) , digitalization Process.

INTRODUCTION:

Digital advertising this is an umbrella term for target, Interactive & marketing measurable digital access to product & services and converting Potential clients. The key is the goal of promoting Brand/Product company's image, create more Potential customers & increased sale goods and services through various digital market technologies. Digital channel is commercializing use of the digital networks to encourage Market or, products &, services to clients & Companies.

According to the American Marketing Association', Performance of the commercial activity that straight circulation of goods & facilities from the creator to consumers. Creators are using digital marketing as a device to attract more & more untapped customers into urban area & rural area both. The term ' digital Marketing ' was used for the opening time in the decade of 1990. Digital marketing converted Classier as an active way to generate a connection with consumers depth and relevance. There several forms of digital commerce/marketing. It's very significant for us to understand, what drives & does not Work in digital for marketing efforts. Digital advertising is repeatedly abbreviation toward as ' online Marketing ', ' Internet marketing ' or ' Web marketing '. In simple combinations, e- commerce or marketing is the promoter of Goods & services, brands over one or more methods of Electronic media.

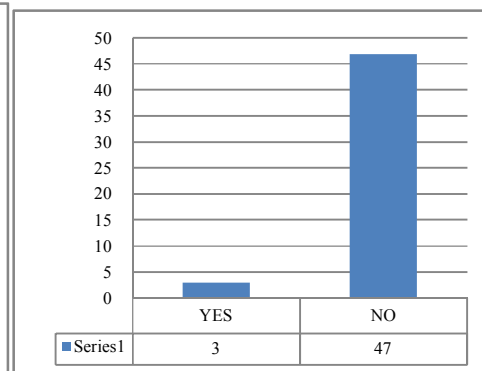
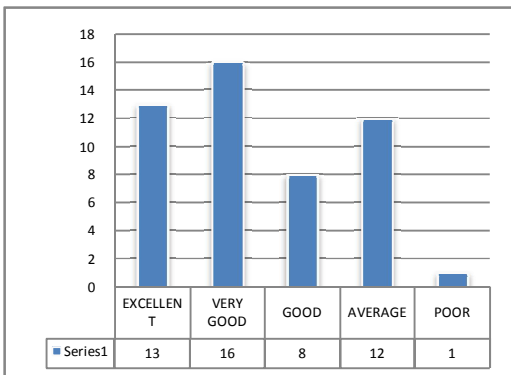
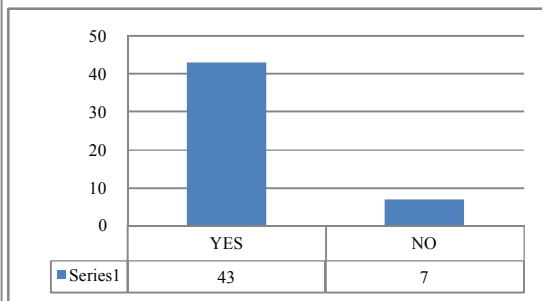
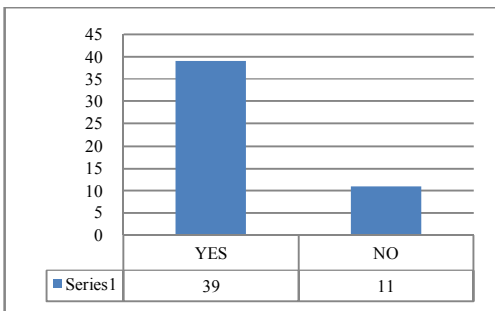
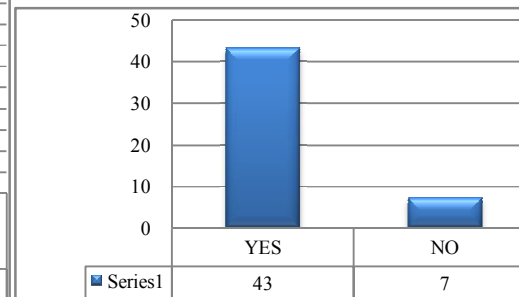
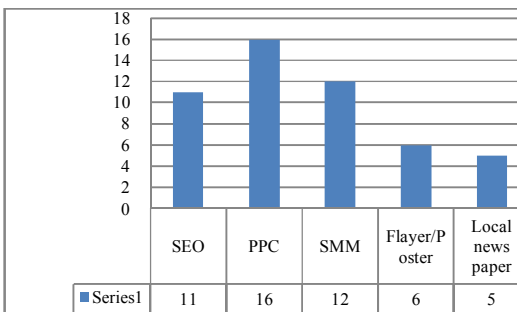
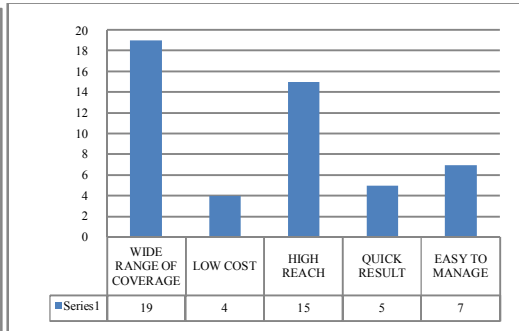
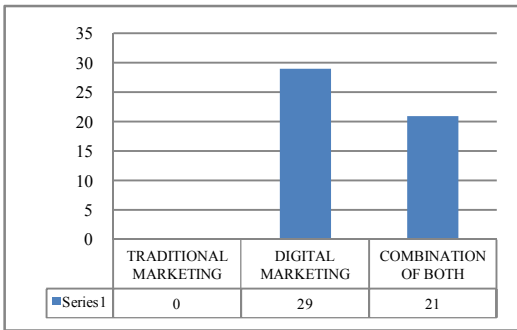
❖ OBJECTIVES OF THE STUDY

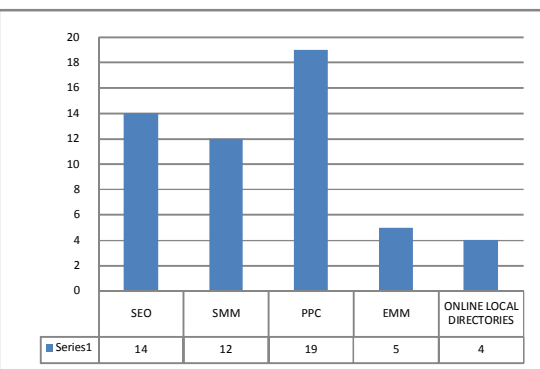
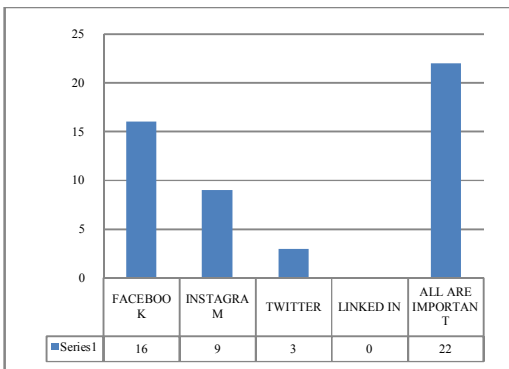
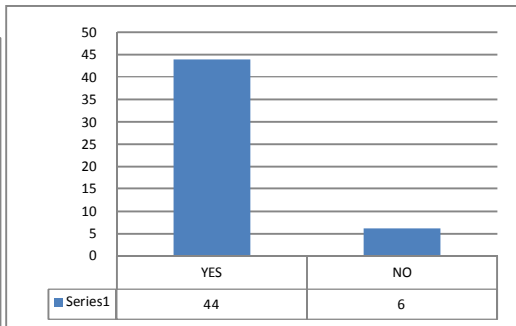
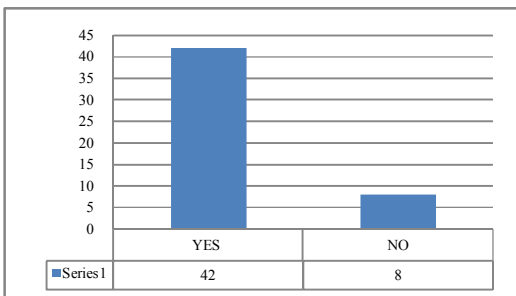
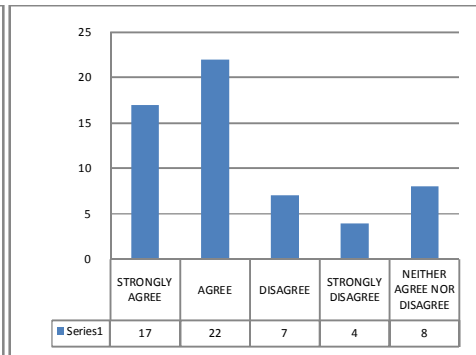
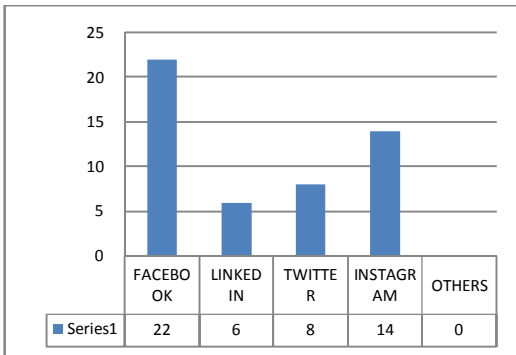
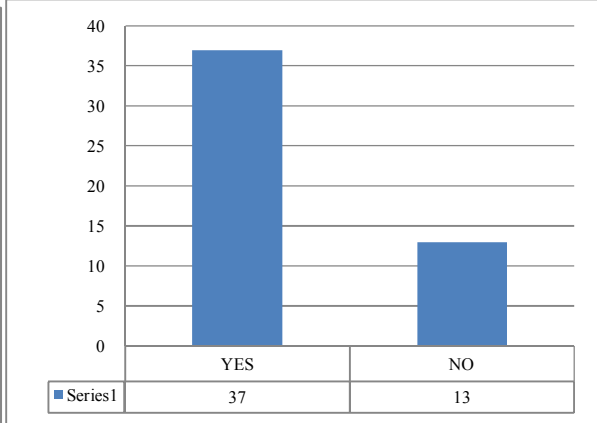
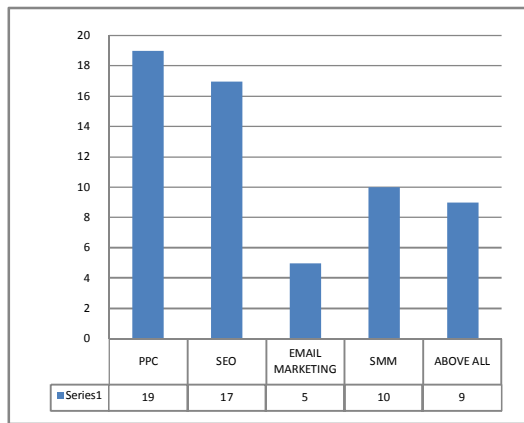
The purpose of the study to know the roles of digital commerce communications over the predictable commerce from the customer point of view to find out how digital commerce message is serving conventional commerce process.

1. To study the difference of traditional marketing & digital marketing.
2. To understand companies promotional activity in social media.

3. To study the different criteria of digital marketing services.
4. To study the growth of digital marketing.
5. To know the recent performance of digital marketing.

DATA ANALYSIS & INTERPRETATION





FINDINGS:

Findings are the base for the research which represents positive & negative responses that are identified. Positive portion are improved continuously & the negative feedbacks are analyzed & sorted out

- Most of the respondents agreed for they use digital marketing for their business
- Most of the respondent is satisfied with the benefits of the digital marketing
- The respondents says that for bringing new customers for their business digital marketing is very effective
- The Majority of the respondents are agreed digital marketing is better than traditional marketing
- Most of the respondents agreed that the company use social media
- More number of respondents are agreed they have seen companies advertisement in social media
- The positive responds from the respondents regarding the advertisement of company
- The majority of respondents disagree with company use traditional marketing for its promotion
- The most of the respondents says PPC is the most effective channel in digital marketing
- The majority of the respondents agreed with they are getting more number of customers with the help of digital marketing
- Respondents are agreed facebook is the friendly social media
- Majority of the Respondents agreed with the statement that social media influences on customers choice
- Respondents are agreed that social media is helping for the growth of digital marketing
- The some respondents says that there business is success because of digital marketing
- Respondents says for gaining large number of customer social media is very important
- Respondents says that PPC is the best factor to promote their business
- The Positive responds from the respondents regarding 2017 digital marketing performance
- The respondents responds service and relationship is the influence to continue with the shoot order
- The majority of the respondents agreed digital marketing is very important in business
- Majority of the respondents says company shares post in social media twice in a week and weekly

SUGGESTIONS TO THE ORGANIZATION

- 1) They should give importance to both social medias & offline promotional activities for their business.
- 2) The company should share the information about their services in social medias on regular basis
- 3) They should increase their advertisements on social medias like facebook, linkedin twitter etc.
- 4) The standard of ShootOrder company's website should include/ focus on more contents& blogs.
- 5) They should diversify their services according to the demand raised by the clients.
- 6) Since mobiles are used more than computers for accessing internet, ShootOrder should focuses on developing mobile friendly websites.
- 7) ShootOrder should focus more on film industry

CONCLUSION:

From the analysis, I understood that digital marketing helps companies for building a good image and helps in creating brand awareness among the customers. It is also found that digital advertising the most cost-effective advertisements for the start-up and as well as existing companies due to the increase in the user of smart phones and laptops. shootorder will provide better services to the customers and helps in having a better relationship among the customers of the company.

Technological advancement in the digital commerce helps in having a competitive advantage in the market. The company has to work on their content structure of their websites to attract the consumers which affect their purchasing decision in digital advertising. I conclude that, ShootOrder have to concentrate on digital marketing strategy to sustain in the market and growth of the firm.

Internship programs help me understand how the company's operations work. Departments and their functions and their interrelated ways. Shootorder, a digital marketing company headquartered in Hyderabad, showed me the complete process of how they work at various functional levels, specifically search engine optimization and click-to-pay, because it is my role in the organization. This project made me understand the key points of digital marketing. The company helped me to understand and recognize many business people, which helped me understand the business.