

Research Project Report
**“Digital Marketing Strategies to increase
Profitability”**

**FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT
FOR THE AWARD OF
BACHELORS OF BUSINESS ADMINISTRATION**

**UNDER THE GUIDANCE OF
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**SCHOOL OF BUSINESS
GALGOTIAS UNIVERSITY**





SCHOOL OF BUSINESS

BONAFIDE CERTIFICATE

Certified that this project report **“Digital Marketing Strategies to increase Profitability”** is the bonafide work of **“Lakshita Singh (19GSOB1010125) and Lucky Bhardwaj (19GSOB1010397)”** who carried out the project work under my supervision.

Signature of Dean

Signature of Supervisor

Certificate of Approval

This is to certify that the project report “**Digital Marketing Strategies to increase Profitability**” has been prepared by **Lakshita Singh (19GSOB1010125) and Lucky Bhardwaj (19GSOB1010397)** under my supervision and guidance. The project report has submitted towards the partial fulfilment of 3-year, Full time BACHELOR OF BUSINESS ADMINISTRATION.

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Date

Declaration

I, LUCKY BHARDWAJ AND LAKSHITA SINGH Students of School of Business, Galgotias University, Greater Noida, hereby declare that the project report on **“Digital Marketing Strategies to increase Profitability”** is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institute for the award of any degree or diploma.

Name & Signature of the student
Lucky Bhardwaj and Lakshita Singh
Date

Acknowledgement

It is my pleasure to thank the many people who helped me complete my project, knowingly and unknowingly. The research methodology course they taught was one of the essential skills needed to carry out this project.

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EXECUTIVE SUMMARY

Social Media provides major value benefits to approaching billions of users around the globe. The company's service has also played an important role in catalyzing political change throughout the Arab world, and elsewhere, with long run economic benefits that are incalculable. We project that social media's worldwide user base will have grown to 1.4 billion by the end of 2016. No other company can boast a customer base that compares with this: when measured in terms of active users, worldwide reach or user engagement time, social media is quite simply of the scale. Social Media has also become deeply embedded in a bewildering range of websites and online services. Newspaper sites, music subscription services, internet television services, blogs and many other online service categories use social media APIs to embed social media into their own service. With `Like` buttons, sharing features and social apps users can enjoy social media wherever they are on the web, and they can also enjoy the best of the web while on social media. Social Media has also become an important part of the communications and marketing strategies of millions of businesses, large and small. Companies use social media to inform users, investigate their reaction to new products, and measure the impact of common media events. Social Media is so embedded in everyday online life that it's hard to imagine how this website will disappear.

INTRODUCTION



Social Media is a platform to connect to the Globe. This social media site is important part of students' lives and are often accessed multiple times daily. Over the past years, social media have been transforming how individuals, communities, and association create, share and seek information from each other. Most of the students also have become so familiar to social media that the types of communications, self-expression, community building, and other forms of online engagement are now parts of the only reality they know. Therefore, it is important to take a step back to reflect on how we have arrived at the present and what our most recent social media “advances” might mean for us in the future. This is because the modern social media differ from the traditional media (e.g., newspaper and television) in the terms of their accessibility, interactivity, usability and ubiquity. In 2017, internet users spent more than 2 hours on average for every day on social networks and messaging which measured to around one third of their whole day of daily computer time. With the existence of the social media, individuals can communicate and interact with each other around the world which is known as one of the best inventions today, and they lead a life in a global village.

Although social media access does not necessarily require mobile devices, its effectiveness is enhanced with the mobile technologies because it increases the frequency of utilization. Over 95% of students have access to some sort of mobile device that connects to the internet, meaning that using mobile technology for educational purpose will possibly exclude less than 5% of students. However, computer labs are available on campus at most institutions. Some of it also offer students the alternative to briefly borrow a laptop or tablet device, which can encourage the information seeking and to study the accessibility issue. Providing students with the opportunities need is one of the main goals for them to learn how to socialize with others, and build social networks that will give them support throughout their school career and beyond.

BACKGROUND: SOCIAL MEDIA

In a sense, social media began on May 24, 1844, with a series of electronic dots and dashes tapped out by hand on a telegraph machine. In 1987, the direct precursor to today's internet came into being when the National Science Foundation launched a more robust, nationwide digital network known as the NSFNET. A decade later, in 1997, the first true social media platform was launched.

to join different groups and share or tag states, photos, videos and pages, etc. Moreover, users can also give a "like" and comment to each other, but not a "dislike". Social Media mainly earns revenue from sponsor and advertising.

This service was followed in 2001 by Friendster. These rudimentary platforms attracted millions of users and enabled email address registration and basic online networking.

Weblogs, or blogs, another early form of digital social communication, began to gain popularity with the 1999 launch of the LiveJournal publishing site. This coincided with the launch of the Blogger publishing platform by the tech company Pyra Labs, which was purchased by Google in 2003.

In 2002, LinkedIn was founded as a networking site for career-minded professionals. By 2020, it had grown to more than 675 million users worldwide. It remains the social media site of choice for job seekers as well as human resources managers searching for qualified candidates.

BACKGROUND: SOCIAL NETWORKING SERVICE INDUSTRY

There are different kinds of social networking service from the online platforms or sites. "Google+" and "Twitter" are the example. Roughly speaking, they aim to build social networks and relations among people and promote the idea of self-expression and interaction and share between people though the online platform. Basing on the

huge amount of users, such platforms or sites have been a very common and popular place for advertising as they can also understand users' habits and give the right message to the right people, too. These make the advertising more efficient. Nowadays, a trend is that smartphones and portable tablets become a commonplace for users to enjoy the social networking services. This definitely fosters the development of the industry and advertising.





RESEARCH OBJECTIVES

In a more precise view, our research has the following subsidiary objectives:

1. Scope of Digital Marketing
2. How Organization can Digital Market their Products or Services at Lower Prices
3. How to Market Effectively in Market
4. Mass Reaction towards Marketing Digitally

SAMPLING

We have selected 20 respondents from Delhi-Noida who are actively on Social Media
As mentioned, we have suggested different methods for data collection for individual users

To strive for a certain level of representativeness of our research, the target number of respondents for the group of individual users is 20

Research Design - Descriptive Research Method

In this research so on gather primary data to verify the findings of secondary data and reach the target of this study. Since our research is of descriptive character our primary intention was to gather primary data and secondary data to research it. We then collected primary data through a questionnaire/survey. The foremost purpose of the survey was to assemble data about Online Social Media Users.

Research Methodology

Interviews and surveys were finished corporate workers additionally as partner companies like distributors, dealers, and agents as a part of primary research. additionally, there was an ongoing interaction with a pair of important people within the case company, usually through emails, if any clarifications or proper information on various subjects were required.

Because the research is targeted on providing company-tailored solutions, a digital marketing action plan, and highlighting the most important and most important topics to listen to, it's going to be described as objection based.

LITERATURE REVIEW

The commissioning company – Mad Professor Amplification Oy utilizes about the foremost effective digital marketing tools and, finally, to implement marketing tools, to analyses Mad Professor Amplification effectiveness in this field, determine the foremost suitable methods for the corporate to represent itself online and to supply objective recommendations and suggestions on digital marketing strategy supported the particular situation, theoretical and practical research results. The steering pointer of this work is that the Research Question, which is formulated as follows: “How can Mad Professor Amplification Oy implement proper digital marketing strategies to enhance stable sales growth?” have an explicit digital marketing strategy serving its long-term goals; consequently, the end result of the research should provide the applicable one. detain mind that Mad Professor has to be stable and consistent Digital marketing strategies should be good to attain that goal.

THE NEGATIVITY EFFECT AND USER BEHAVIORS ON SOCIAL MEDIA AND SOCIAL NETWORKING

The rapid development of social networking can be deemed as another kind of society development, enabling people to present themselves, to learn, to construct a wide circle of relationships and to manage privacy and intimacy. (Livingstone and Brake, 2010). For sure, a business world would then follow to enter the social networking and the present situation proves this. The wide use of online advertisement which fills up social networking websites, letting alone social media. Some advocate that it is an inevitable trend of the development some special types of social psychology such as the Negativity Effect (will be defined in the part of ‘Definition’) appearing on the Internet (Nation, 2011). These psychological effects, especially the Negativity Effect, are highly concerned by advertisers who would like to place advertisement on social networking platform as these effects may bring adverse effect from their advertisement to their products, and even their company. Applying on Social Media, some users may always place negative views and comments on most of the things they can see on the platform, such as friend’s status, commercial videos, and advertisements.

These users, with the serious bias under the negativity effects, are called 'Haters' nowadays among the social networking platforms.

THE OPPORTUNITIES BROUGHT FROM ‘LIKE’, ‘COMMENTS’ AND THE PROPOSED ‘DISLIKE’ BUTTON

The development of biased consumer psychology on the social networking is unlikely a favorable factors attracting more advertisers to spend on social networking platform and Social Media. But, it may be an opportunity for Social Media and the advertisers if they handle it in a positive manner and turn it into a powerful tool for strategic brand management and advertisement, even facing the negativity effect (Nation, 2011). For example, although the implementation of the ‘Dislike’ button is a way to express



negative view, it is still an additional way for users to express themselves and a way to attract users to contribute more involvement in the community, that is the Social Media platform in this case. The purpose of this suggested new function is to firstly provide one more way for message (e.g. advertisements) receivers to express their feelings and attitudes, and secondly to increase Social Media’s users’ response to campaigns, especially advertisements.

At present, there are only ‘Like’ buttons and ‘Comment’ function provided for users. Negative attitudes from users can only be given through typing on the ‘Comment’ function. The attractiveness of ‘Dislike’ to increase users’ involvement in Social Media’s campaigns is that the provision of an relatively simple way of expression by only ‘one click’. As a whole, this research is to find out whether or not the suggestion of the ‘Dislike’ button is popular among the existing users so as to increase the general involvement of users

DEFINITIONS

1. INDIVIDUAL USERS / USERS

People who have one or more Social Media account(s) and use Social Media as their platform of social networking.

2. ADVERTISERS

Companies and institutions that would pay for advertising campaigns, no matter they have previously made use of Social Media as their medium before.

3. 'LIKE' BUTTON/ 'LIKE' (EXISTING FUNCTION ON SOCIAL MEDIA)

The feature of Social Media that enables users to express he/she likes, enjoys or supports certain content.

4. 'COMMENT' FUNCTION/ 'COMMENT' (EXISTING FUNCTION ON SOCIAL MEDIA)

The feature of Social Media that enables users to express whatever views or comments by direct typing of words, signs or numbers.

5. EXISTING PAYMENT METHODS FOR ADVERTISEMENTS ON SOCIAL MEDIA

There are two types of payments methods: 'Pay-for-Clicks' (CPC) and 'Pay-for Impressions' (CPM)

6. 'PAY-FOR-CLICKS' (CPC)

A pre-set budget of payment would be paid per each single clicking on the advertisement/campaign by users.

7. 'PAY-FOR-IMPRESSIONS' (CPM)

A pre-set budget of payment would be paid per thousand of impressions of the advertisement/campaign appearing in front of users.

8. 'DISLIKE' BUTTON/ 'DISLIKE' (THE NEW PROPOSED FUNCTION)

A converse function of 'Like' button. The feature of Social Media that enables users to express he/she likes, enjoys or supports certain content.

9. 'PAY-FOR-LIKES' (THE NEW PROPOSED PAYMENT METHOD BY THIS RESEARCH)

A pre-set payment would be paid per 'Likes' users click on the advertisers' advertising campaigns.

10. THE NEGATIVITY EFFECT

From Rohini Ahluwalia (2002), "The negativity effect is defined as the greater weighting of negative as compared with equally extreme positive information in the information of evaluative judgments, which is assessed via the relative weight given to negative versus positive information in the formation of evaluations".

11. THEORY OF INVOLVEMENT

From Muehling, D. D., Laczniak, R. N., & Andrews, J. C (1993), "A view's Involvement with an advertising message was evidenced by the conscious bridging associations one makes between a message and his personal life. In this sense, involvement is seen as a relevant connection between a message and an individual thus placing it within the 'receiver' domain of the 'Components of the Advertising Process Model Circle'."

12. TYPES OF ADVERTISEMENTS SOCIAL MEDIA PROVIDED

There are two main types of ads can be seen on Social Media: 'The Social Media Ad' and 'Sponsored Stories'.

13. 'THE SOCIAL MEDIA AD'

A small advertisement appearing on the users' screen with title, description and an image, usually at the right hand side of users' screen.

14. 'SPONSORED STORIES'

Similar to 'The Social Media Ad', but appears only when users' friends like/comment/go there.

How does sharing on Social Media work?

Social Media lets in you to live in contact with buddies and own circle of relatives via way of means of sending messages and posting fame updates. You also can percentage one of a kind varieties of content. B. Photos and links. However, sharing on Social Media is a piece one of a kind from different on line verbal exchange methods. Unlike especially personal electronic mail and on the spotaneous messaging, what you percentage on Social Media is greater public and commonly visible via way of means of many others.

Social Media affords a privateness device that lets in you to restrict who can see what you percentage, however it`s vital to recognize that Social Media is greater open and social than conventional verbal exchange tools. Learn greater approximately Privacy Sharing and Control in Lesson Social Media Privacy Customization and Privacy Settings. Often, the Social Media account is in which you assume the to be on line, simply as in case you had your very own electronic mail address. Also, Social Media is so famous that different web sites are running on Social Media integration. This approach that you could use a unmarried Social Media account to log in to diverse offerings during the web.

Social Media, US on line social community, a part of MetaPlatforms company. Social Media became based in 2004 via way of means of Harvard college students Mark Zuckerberg, Eduardo Saverin, Dustin Moskovitz, and Chris Hughes. Social Media have become the world's biggest social community in , with approximately three billion customers in 2021, approximately 1/2 of of whom use Social Media each day. Headquartered in Menlo Park, California.

Social Media for business

Learning Social Media Marketing is important for manufacturers who need to succeed on social media. 44 In April, more than 2.8 billion people used the platform. Your company has many performance highlights. Social Media Description: This may look like an area where Aunt leaves a mysterious comment on 's travel photos, but it's also an area where visitor connects with businesses of all sizes. In fact, two-thirds of Social Media customers say they visit their neighbor's Social Media page at least once a week. Without courage, this virtual marketplace is alive. Yes: They are looking for you! But if you need to reach that audience, you can't just rely on luck. A central Social Media advertising approach is essential. Be interested in the price (and stay away from your aunt's feedback). Social Media Marketing Ready to Master Art? That's all I want to achieve around the following year. If you have a limited budget, you will find the correct information from to : Setting up a Social Media website for your business is absolutely free. Once you've created a web page, you can use it to create free content materials, generate touch rate statistics, create hyperlinks to your website, create product catalogs, and talk to your customers. .. If you have enough money (show a warning!), You will also have the opportunity to use a paid advertising method that consists of Social Media ads and posts with grants from the Social Media business page. But step 1 is to install this Social Media website (did you say it's free?). The method is as follows. Go to [Social Media.com/pages/create](https://www.facebook.com/pages/create) (Note: We recommend logging in to your personal account first, but don't worry, you may not see your new business website's private

stats.) Page Type Selection: Company / Brand or Community / Public Photo Enter company details. Upload profile and hood image. Use the comfortable image length of

Social Media to make it look good. Click Edit Location Information. Here you can enter a description, touch statistics, , and other related statistics that consist of usage time.

Click @user Create Web Page to create an arrogant URL. It's up to 50 characters long and can be easily found on Social Media. Click the Add button below the hood image to install the company, contacts and other subpoenas. Tap on your back: Launched Social Media Business Website. And she is beautiful! If you need a little more support for setting up the , we will do it for you. See full post about creating Social Media pages for companies

What are the different types of Social Media posts?

Now that page is displayed on your Social Media business page, create your content. Social Media allows you to create different types of posts. Each has its advantages and can generate engagement in different ways. Your brand's social media strategies and goals can influence the type of posts you create. Here we categorize all different options that you can use to post to your Social Media page, including some exciting examples.

Social Media Text Post (aka Status Post) This is an O.G. Social Media

Post: Plain Text Only. Only words can be spoken here. There are no photos. No video No connection. The point is clear, but if your goal is to increase traffic to your website or convert leads directly into sales, it's a good idea to post a copy. no. Social networking algorithms also don't particularly like these minimal posts, so they usually don't appear often in the news feed. However, text posts can help stimulate the conversation. Use text posts to ask questions and ask for feedback. text posts are also useful if you want to share important information that your visitors may be searching for on your site. B.

Ticket availability or opening hours. Social Media Photo Post In general, photo posts produce much higher engagement than text posts. Eye-catching photos (or illustrations, infographics, not loud !) Are a great way to get the attention of prospects scrolling through your news feed. Especially in stores that focus on products, photographs showing the behavior of the products are very effective. For example, carb lovers can check out these images of a soap dispenser bread basket containing delicious

sourdough bread. Breathtaking! Don't worry if you're not a professional photographer and you're selling something that's hard to come by.

Stock photos are here to save the day. (In fact, there are 25 free stock photo websites accessible here. Before you start posting, make sure you fully understand the basics of image copyright.) Short and sweet video announcements Well-taken stories And videos are incredible at the longest. .. attractive. Vox posts descriptive videos directly to the feed, so users can get all the information on Social Media and easily comment, react, or repost to the feed. For example, there are 1,400 strains in the introductory book for this vaccine. On Social Media, the video will autoplay in the news feed, so it's almost certain to get the attention. It's a perfect trap! For specific Social Media video marketing tips,

check out the 6 key elements of Perfect Social Video. Social Media Live Video Post If you don't like the recorded video, try Live. Social Media Live Video is a live stream that will be broadcast.

Social Media Group

Group is every other exquisite "extra credit" tool for multiplied engagement. In a sense, a set is just like the internet, like your preferred coffee save or community center. You are a digital area for human beings with percent statistics and ideas ... and a shiny ardour in your brand. Audiences aren't that important, as 1.4 billion human beings use Social Media Business every month. You can also use Social Media groups to reveal off your data and add charge in your lovers with bonus content material cloth and specific offers that are best available to "members." This is a exquisite way to assemble accept as true with and lasting loyalty. When you're prepared to function this tool in your Social Media Business Page Toolkit, follow the ones steps to set up your non-public Social Media organisation. But if people love your brand, you may now not even need to create a completely unique vicinity for them to get together. Fans can also create their nonpublic Social Media organisation focused to your brand. If you find out this sort of organisation somewhere withinside the world, it's miles a superb idea to participate withinside the communication and display it to make certain there aren't anyt any misunderstandings or horrific opinions. But in general, fancreated Social Media groups are a lovely sign which you are performing some component right. lucky you!

Social Media Chatbot (aka Social Media Messenger Bot) Social Media clients exchange 20 billion messages with groups every month. 20 billion! If you can't speak in your customers via this platform, you may have neglected the opportunity to connect. But it's miles now not quite tons installing area Social Media Messenger easily. It's about responding to client messages as fast as possible. According to a Social Media survey, clients expect groups to answer almost immediately. One Social Media customer surveyed said they best had to wait 10 minutes for a response in advance than switching to another brand.

Can hashtags be the future of Social Media's social activity?

All ers today are familiar with the use of hashtags, as hashtags appear to be used on a daily basis on various social media platforms. Hashtags are currently present on all social media platforms. Twitter, YouTube, Social Media, LinkedIn, Instagram are just a few of the many other examples that come to mind. The first hashtag was used by Twitter Social Media Pro Chris Messina. He posted the hashtag #barcamp to share categorized answers and information about Barcamp among international users.

Basically, hashtags were introduced to make it easier to find interesting topics and enable faster and more effective communication. Clicking on a particular hashtag will automatically display a myriad of posts, tweets, or images on related topics, depending on the platform you're using. As the content of social media platforms is relatively large and growing day by day, hashtags can help you categorize this content and make it useful to your search needs. That was the first motif of hashtags. But are hashtags just a tool for classifying related content, or is there something more relevant? Hashtags are used today as an indispensable tool for digital activities.

According to Wikipedia, social media activism or hashtag activism supports causes by sharing specific issues with friends and followers using hashtags, causing widespread

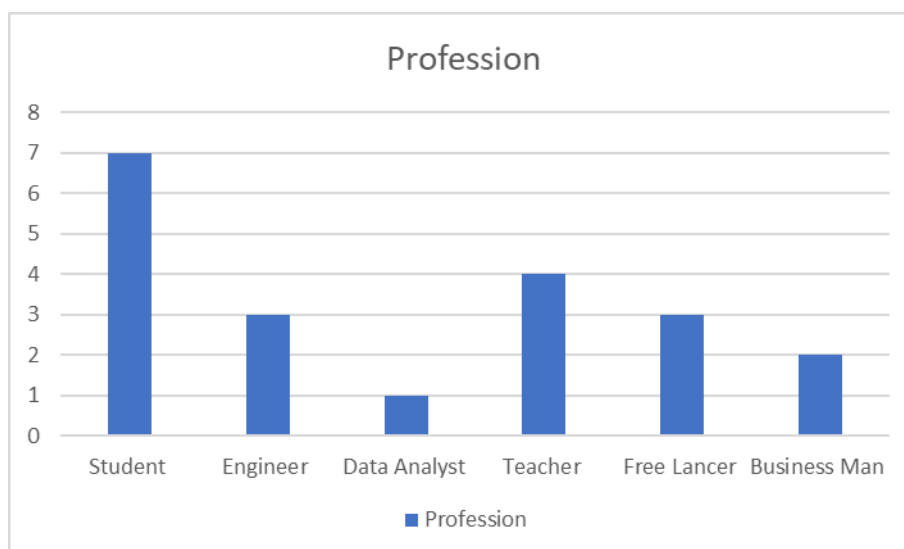
debate about change. I'm looking forward to it. It is an act of pretending. In this way, hashtag activism promotes the work of social or political activists to gain the support of the people of the world and raise awareness of social issues faster.

Hashtags for trends can also help bring the attention of mainstream media and relevant authorities to these issues. It is possible to track some of the movements initiated by such hashtags that have had a positive impact on raising awareness to improve social causes. For example, #blacklivesmatter and #metoo are two of the many successful hashtag campaigns. These campaigns brought to the fore the issue of police atrocities and racial violence against African Americans, and the movement against sexual harassment and abuse. These movements have gained widespread support around the world. In the era of digitization, people simply rated, shared, and commented on posts, making it easier to take action from the comfort of mobile phones and support the cause. The main question here is whether reveals the truly desired changes in in our society. It doesn't take much effort and time for users to become activists with the help of the Internet. There are many people on Twitter who support various activities every day. As Twitter trend hashtags change daily, people see people passively jumping between Cause without real passion or motivation.

Thank you very much for participation in this study! Your time and opinions are greatly and deeply appreciated.

Analysis and Interpretation

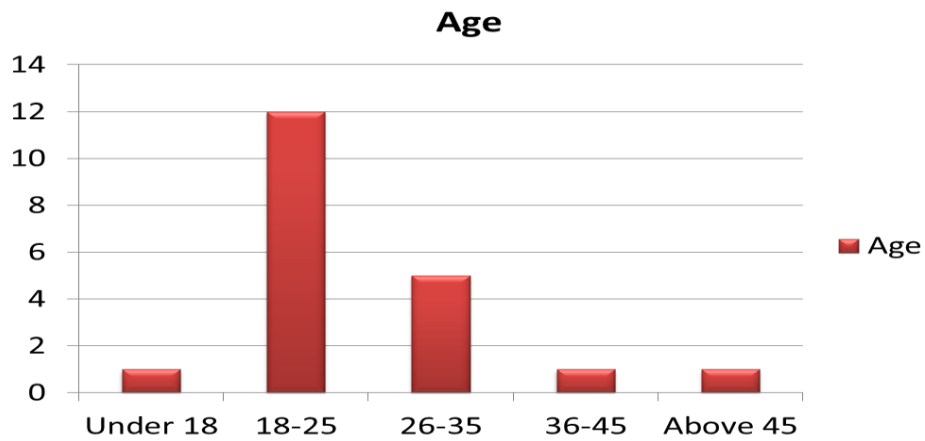
Your Profession



INTERPRETATION

The above Bar Diagram shows us the percentage of the professions of the respondents. As it shows that there are 7 students, 3 Engineer, 1 Data Analyst, 4 Teachers, 3 Free lancers and 2 Business Man out of total 20 respondents From Delhi-Noida

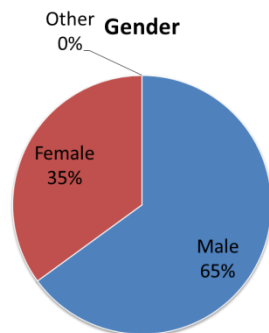
Present Age



INTERPRETATION

From the above Bar Graph, we can interpret that from our respondents mostly are from the age group:18-25, They are the ones having active Social Media Accounts

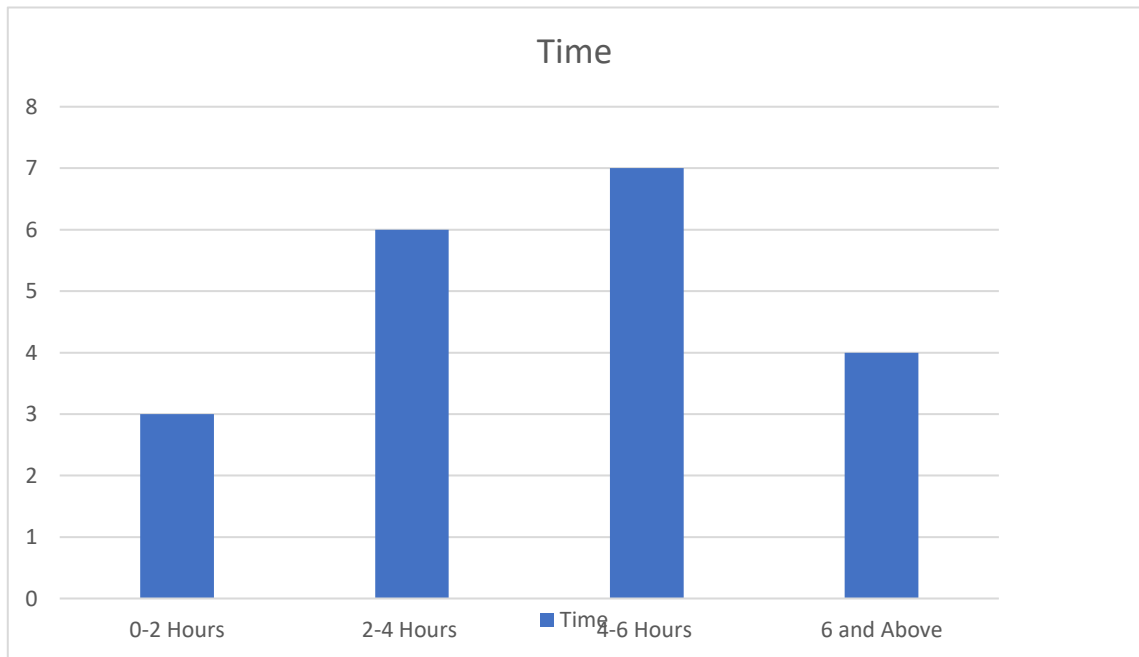
Gender



INTERPRETATION

From the above pie chart, we can interpret that out of total 20 respondents, there are 65% Male and 35% Female. As Majority Males were ready to share their views.

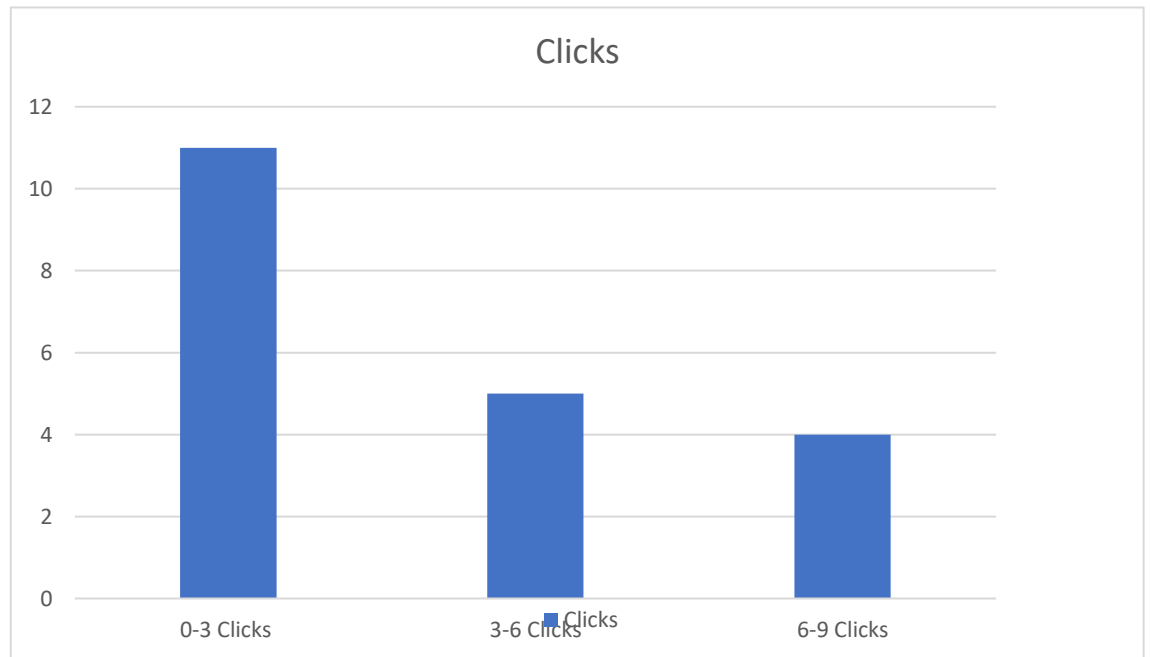
Time You Spend on social media



INTERPRETATION

From the above bar graph, we can say that 3 respondents spend 0 to 2 hours a day on social media, 6 spends 2 to 4 hours, 7 spends between 4 to 6 hours while 4 people spends 6 and above hours on social media.

No. of times Clicks an Add in a Day



INTERPRETATION

From the above Bar Graph, we can clearly see that 11 people clicks in the frequency of 0-3, while 5 in the frequency of 3-6 and 4 in the frequency of 6-9

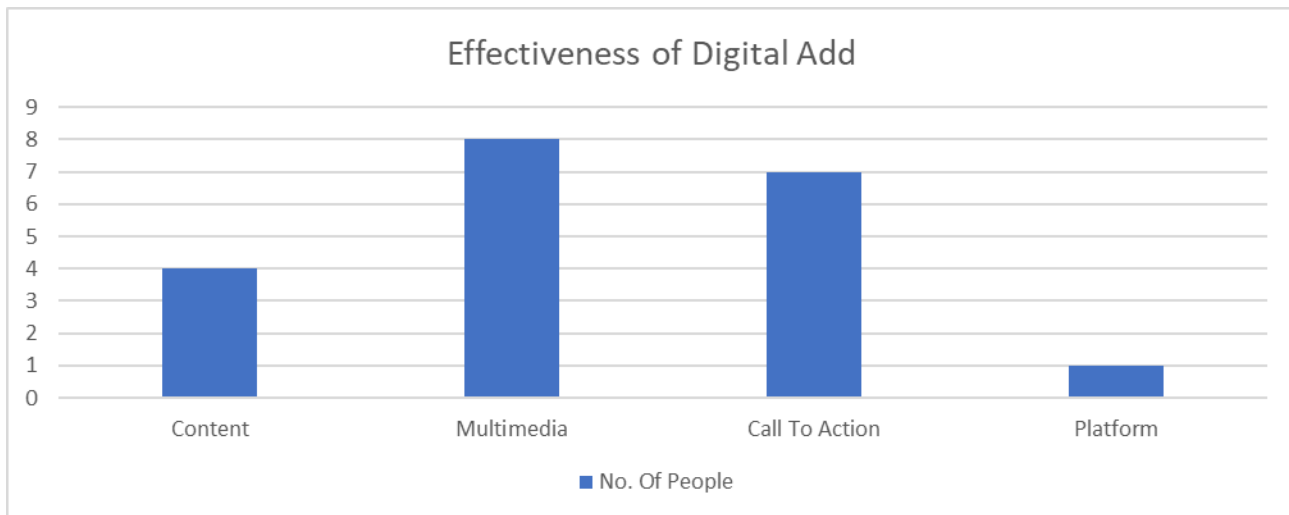
Will you prefer to use Digital Marketing, If you come across to use it



INTERPRETATION

From the above Pie Chart we can see that out of 20 , 17 said yes to Digital Marketing that is around 85% of the total.

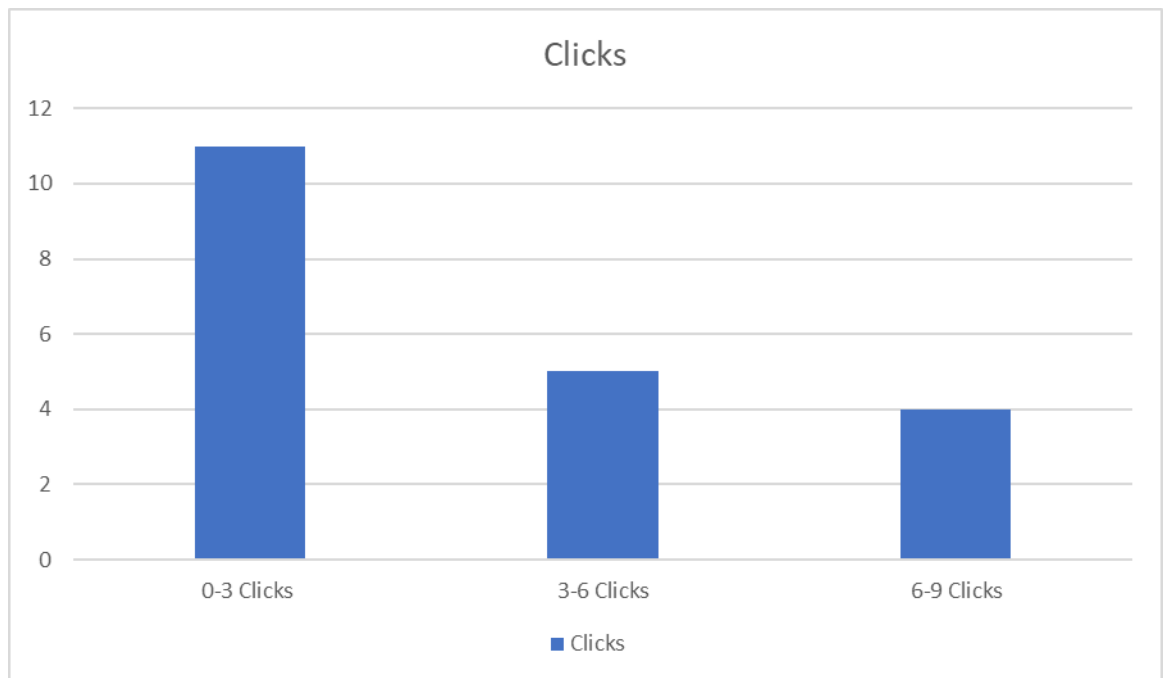
What makes Digital Marketing More Effective



INTERPRETATION

From the above Bar Graph, we can see that when it comes to effectiveness of a Add on social media 4 thinks that content is important, 8 thinks that the multimedia that we use is important, 7

No. of times Clicks an Add in a Day



INTERPRETATION

From the above Bar Graph, we can clearly see that 11 people clicks in the frequency of 0-3, while 5 in the frequency of 3-6 and 4 in the frequency of 6-9

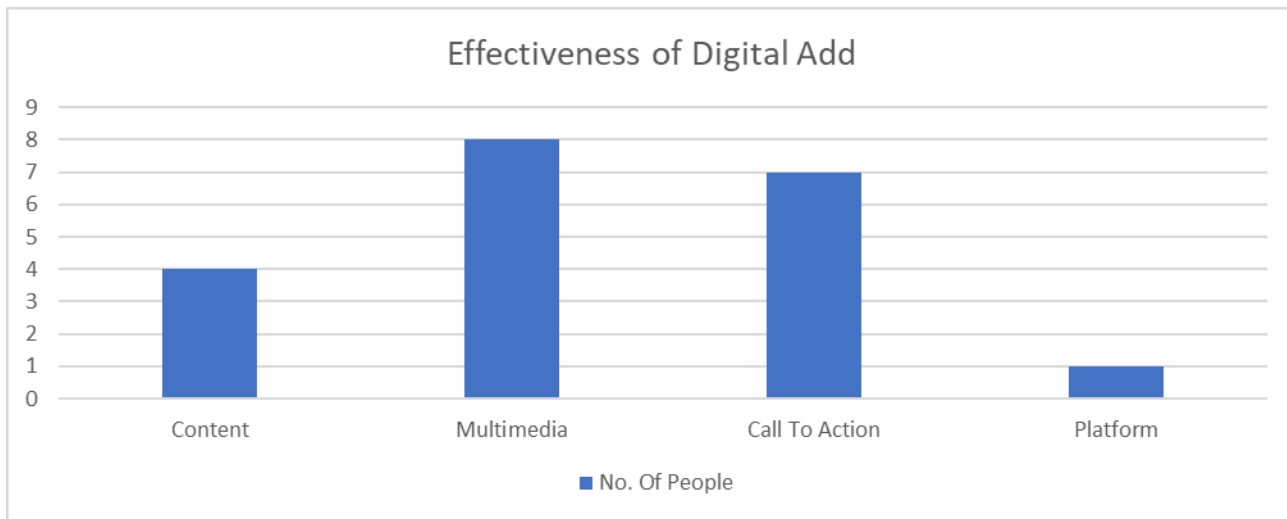
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What makes Digital Marketing More Effective



INTERPRETATION

From the above Bar Graph, we can see that when it comes to effectiveness of a Add on social media 4 thinks that content is important, 8 thinks that the multimedia that we use is important, 7

Findings

- Respondents mostly are from the age group:18-25, They are the Young Social Media Users who want to chat with their friends share their photos, comment on their post and message them .
- 90% respondents would like to suggest more to their friends, family and relatives whereas 10 % respondents didn't like to suggest more to their friend, family and relatives.
- 95% Customers are happy with overall experience with social media-Meta.
- 6 respondents normally click on advertisements on social media whereas 6 respondents never click on Social Media advertisements.
- we can say that 8 respondents spend 1 to 3 hours a day on social media .5 spend 3 to 5 hours And 2 spend more than 5 hours while there are 5 respondents who Spend under 1 hour.

Suggestions and Recommendation

In the 21st century, the application and development of technology is much wider and faster than before, and this trend will be going on and affecting the exploitation of social networking services. Also, some says are regarding the current age as “The Age of Explosion of Information”, which gives the idea that the existing competitive advantages of Social Media can be communicated on Internet easily, letting alone other existing competitors. It can be imagined that there are indeed tons of potential social networking platforms with the possibility to replace Social Media. In order to maintain the competitiveness and attractiveness of Social Media, It is suggested that the research proposed should be done as soon as possible and better, within a quarter. After having a deep investigation on the current strengths and weaknesses of Social Media, potential opportunities and threats can then be discovered and rooted out. To sum up, a completed marketing research is necessary for Social Media, even though it is now the kingdom of social networking services. Or else, the legend would never last.

CONCLUSION

Social media has fasten the pace at which people communicate, socialize, learn, and conduct business. People have started to shares on social media and in the virtual environments with technology everywhere in daily life as of all the social networks. The most part in this review hoping to reveal some insight into whether online life is upgrading or obstructing our relational relationship, however generally how it is affecting our young age today. As web-based social networking advances and keeps on developing, there is a region encompassing so much inspiration, where society endures and we are neglecting to address that. By the existence of social media in the 21st century, student life become more convenient However, to be reasonable and legit we have to say that online life has its positive results and has it disadvantages too. The long term effects of the social media revolution are not known yet neither on the society as a whole nor on the individuals. In this manner, an intensive reflection is vital. Since the effect of social media is subtle and develops over time, Wilcox (2012) suggests "Eventually, the way you check this is by raising your mindfulness. It's not about don't invest energy in Social Media, but rather just know about what it may do to you". As it has been remembered in this article toward the end it is your decision to either utilize online networking decidedly and advantage from it in your social and scholarly life, or fall as casualty of internet.



Digital Marketing Strategies to Increase Profitability

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Abstract : The changing environment and technological developments have changed the direction of consumption, business practices and advertising media. The invention of the Internet has taken marketing to a whole new dimension, leading to the emergence of digital marketing. The importance of digitalization and online presence involves businesses in fierce competition to attract customer attention.

This research paper focuses on solving the problems posed by Professor Amplification Or, a manufacturer of high-quality amplifiers, guitar pedals and cables in Finland. To provide answers to the survey questions, "How can Mad Professor Amplification Oy implement appropriate digital marketing strategies to enhance stable revenue growth?" Digital marketing for companies during the survey process. Approaches, theoretical material, and information are discussed in the next chapter. The scope of the investigation is limited to the analysis of data collected in-house. Interviews and surveys are the main survey methods chosen to collect supporting information. External views of authors, literature, and other valid sources complement such articles with the research method of choice. The strengths and weaknesses of the company's digital marketing strategy were revealed by analyzing the current situation, but found to be inadequate. The author proposed an action plan to improve the situation. Contains recommendations for optimizing social media channels and using content marketing.

IndexTerms – Digital Marketing, Social Sites, Email Marketing, Profitable

I. INTRODUCTION

The world is continually changing and therefore the perception of your time is influenced by it. There are not any more adjacent regions of the planet. You don't must travel for months on to satisfy your family, meet someone, or anticipate letters. With

Internet Access, all this will be through with just some clicks. Of course, the web may be a very familiar "material" embedded in modern human life sort of a mushroom. Mushrooms board harmony with the roots of the tree and produce many benefits to all or any players during this game.

It's hard to mention exactly what's happening within the world of dates, but it helps to alter the globe and move time faster than during this rapidly Changing environment, many of us haven't got time to give some thought to buying or visiting a store.

As a result, online shopping is a quick trend. They may be run from anywhere with internet access, saving shoppers time and energy, reducing the stressors of the and helping to copy other activities and purchases. the net and online shopping itself have detached an entire new field with a marketing perspective, developed strategies, and offered them in many variations. With this , digital marketing has become as a part of the web as television and radio. Within the field of the net, it's filled with clever and practical advertising tools that are actively used today. This has created a highly competitive environment for the companies striving to require the lead on the net. Not only has the days changed since the arrival of the Internet, but there also are customers. As results of globalization, their habits, interests, lifestyles, needs and desires have evolved in many directions. Faced with the new trends of companies couldn't ignore the evolving consumer buying behavior. Therefore, Internet usage is validated and tracked by making Digital Marketing more efficient and targeted. the most important challenge comes from retailers. this is often because, unlike tech and innovation companies, they sell products without developing new products (especially if the corporate sells only online). True isn't easy for manufacturers either. to make sure the distinctiveness of the, you would like to search out a thanks to improve both the merchandise and therefore the quality of the. It explains in why every company must handle digital marketing in how. Observing the instrument market, it became clear that competitors have to have excellent photos on the web. Most potential customers search, rate, and compare the information available on social media, websites, blogs, and forums. to several other companies available on the net.

Therefore, an honest image can only be built using the correct "tools" like digital marketing, which is incredibly important to the music industry. Apparently, a bit involvement in social media marketing.

2.Review of Literature

The commissioning company – Mad Professor Amplification Oy utilizes about the foremost effective digital marketing tools and, finally, to implement marketing tools, to analyse Mad Professor Amplification effectiveness in this field, determine the foremost suitable methods for the corporate to represent itself online and to supply objective recommendations and suggestions on digital marketing strategy supported the particular situation, theoretical and practical research results. The steering pointer of this work is that the Research Question, which is formulated as follows: “How can Mad Professor Amplification Oy implement proper digital marketing strategies to enhance stable sales growth?” have an explicit digital marketing strategy serving its longterm goals; consequently, the end result of the research should provide the applicable one. detain mind that Mad Professor has to be stable and consistent Digital marketing strategies should be good to attain that goal.

3. Research Objectives

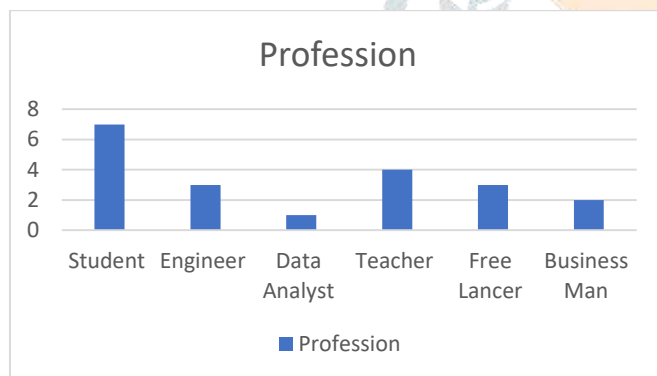
1. Scope of Digital Marketing
2. How Organisation can Digital Market their Products or Services at Lower Prices
3. How to Market Effectively in Market
4. Mass Reaction towards Marketing Digitally

4. Research Methodology

Interviews and surveys were finished corporate workers additionally as partner companies like distributors, dealers, and agents as a part of primary research. additionally, there was an ongoing interaction with a pair of important people within the case company, usually through emails, if any clarifications or proper information on various subjects were required. Because the research is targeted on providing company-tailored solutions, a digital marketing action plan, and highlighting the most important and most important topics to listen to, it's going to be described as objection based.

5. Data Analysis And Interpretation

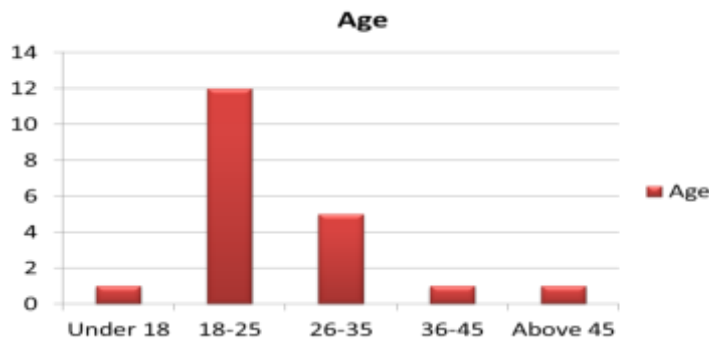
Your Profession



INTERPRETATION

The above Bar Diagram shows us the percentage of the professions of the respondents. As it shows that there are 7 students, 3 Engineer, 1 Data Analyst, 4 Teachers, 3 Free lancers and 2 Business Man out of total 20 respondents From Delhi-Noida

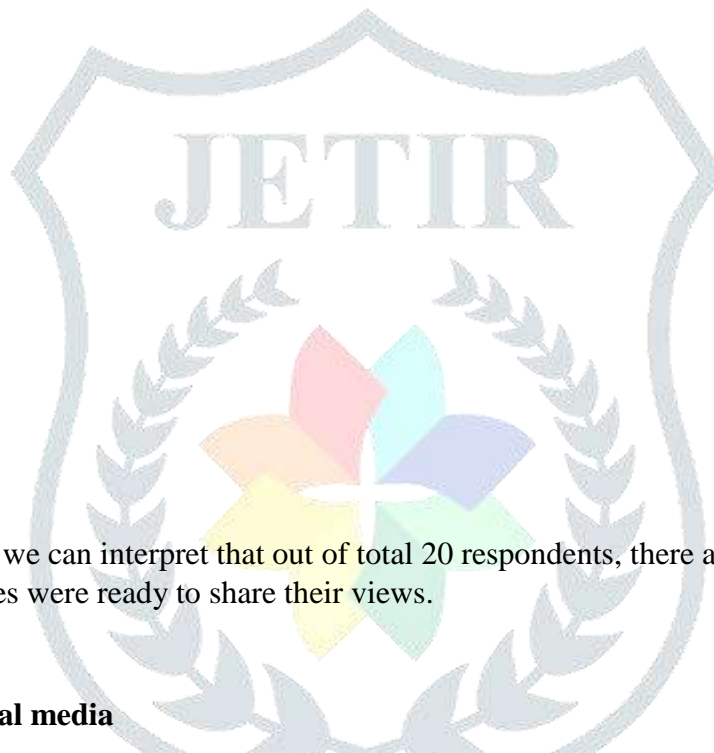
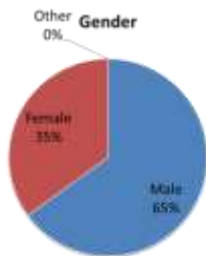
Present Age



INTERPRETATION

From the above Bar Graph, we can interpret that from our respondents mostly are from the age group:18-25, They are the ones having active Social Media Accounts

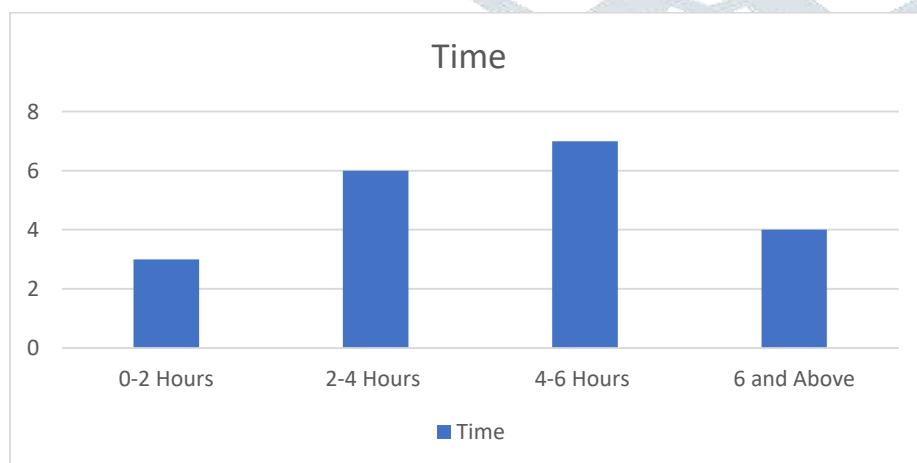
Gender



INTERPRETATION

From the above pie chart, we can interpret that out of total 20 respondents, there are 65% Male and 35% Female. As Majority Males were ready to share their views.

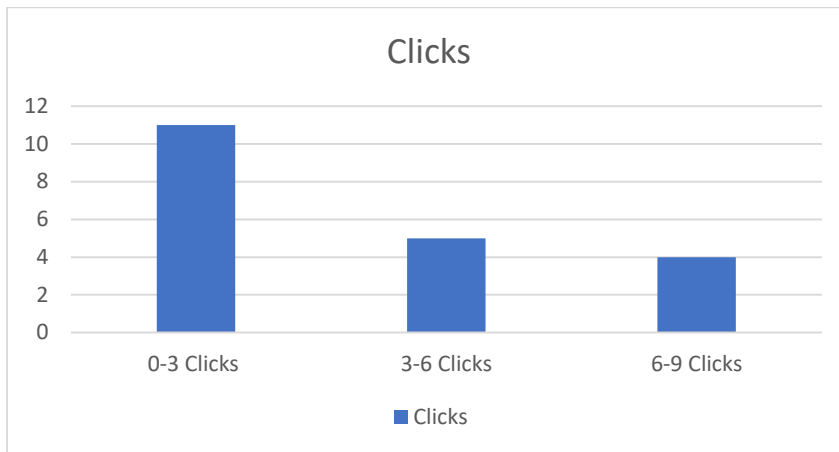
Time You Spend on social media



INTERPRETATION

From the above bar graph, we can say that 3 respondents spend 0 to 2 hours a day on social media, 6 spends 2 to 4 hours, 7 spends between 4 to 6 hours while 4 people spends 6 and above hours on social media.

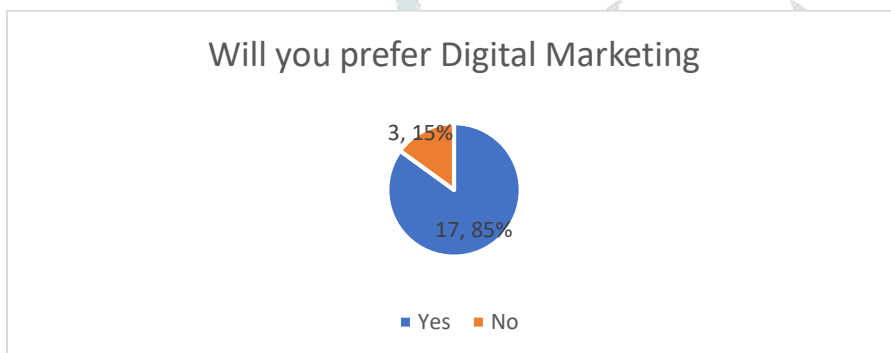
No. of times Clicks an Add in a Day



INTERPRETATION

From the above Bar Graph, we can clearly see that 11 people clicks in the frequency of 0-3, while 5 in the frequency of 3-6 and 4 in the frequency of 6-9

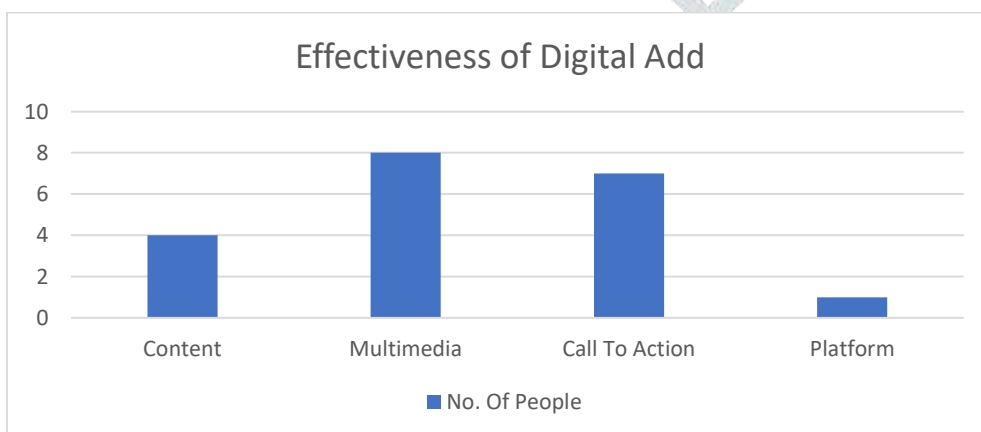
Will you prefer to use Digital Marketing, If you come across to use it



INTERPRETATION

From the above Pie Chart we can see that out of 20 , 17 said yes to Digital Marketing that is around 85% of the total.

What makes Digital Marketing More Effective



INTERPRETATION

From the above Bar Graph, we can see that when it comes to effectiveness of a Add on social media 4 thinks that content is important, 8 thinks that the multimedia that we use is important, 7 thinks Call to actions plays an important role while only 1 think that the platform used for advertising is important.

6. Findings and Conclusion

- During this entire Research we come across that most of the social media users were of the ages 18 to 25 who were students.
- They all were active users on the various social medias platforms and for few this was source of income too.
- 85% of the people were happy with the emerging change in the field of Marketing as we are shifting from old school type to latest emerging way of marketing to increase the profitability and can target the potential consumers.
- People were happy to click on the various adds that pops up over the social media platforms only when they find it interesting or useful to them.
- The amount of time spent on the various social media platforms is good as the internet usage in India is changing miraculously.

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It is my pleasure to thank the many people who helped me complete my project, knowingly and unknowingly. The research methodology course they taught was one of the essential skills needed to carry out this project.

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Confirmation Letter

To,
Lakshita singh
Published in : Volume 9 | Issue 5 | 2022-05-07



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