

PAPER NAME

**A STUDY ON IMPACT OF DIGITAL MARKETING IN ADVERTISING INDUSTRY**

AUTHOR

**SHIVADEV A**

WORD COUNT

**7179 Words**

CHARACTER COUNT

**39560 Characters**

PAGE COUNT

**53 Pages**

FILE SIZE

**347.6KB**

SUBMISSION DATE

**Apr 20, 2023 3:54 PM GMT+5:30**

REPORT DATE

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**“A STUDY ON IMPACT OF DIGITAL MARKETING IN ADVERTISING  
INDUSTRY”**

Project report

Submitted To

**MAHATMA GANDHI UNIVERSITY , KOTTAYAM**

In partial fulfilment of the requirements for the award of the degree of

**BACHELOR OF BUSINESS ADMINISTRATION**

Submitted by

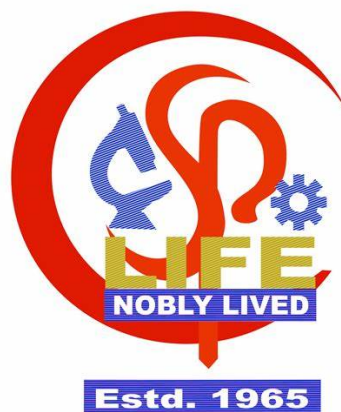
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Under the guidance of

**Mr. BICHU S NAIR**

Assistant Professor

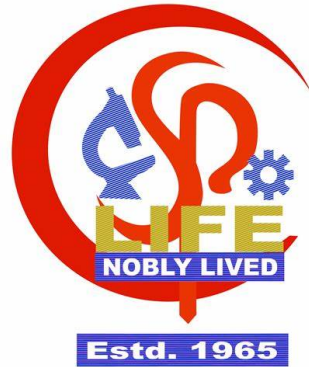


**DEPARTMENT OF BUSINESS ADMINISTRATION**

**ST PAULS COLLEGE KALAMASSERY**

**2020-2023**

**ST PAULS COLLEGE KALAMASSERY**  
**(Affiliated to Mahatma Gandhi University)**  
**Kalamassery- 683503, Kerala, India**



**CERTIFICATE**

*This is to verify that **Mr. SHIVADEV A** (Reg No : 200021083104) has done project work entitled “**A study on the impact of digital marketing in advertising industry** ” under the guidance of **Mr BICHU S NAIR**, Assistance Professor, Department of Management Studies, St Pauls College, Kalamassery towards the partial fulfilment of the requirements for the award of degree of Business Administration in Mahatma Gandhi University and this is the Bonafide record of the project work achieved by him during 2022- 2023.*

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EXTERNAL EXAMINER:

## **DECLARATION**

I hereby declare that the project report entitled “**A STUDY ON THE IMPACT OF DIGITAL MARKETING IN ADVERTISING INDUSTRY**”. Submitted by me under the guidance of **Mr. BICHU S NAIR**, assistant professor, Department of Business Administration St Pauls College Kalamassery in the partial fulfilment of the requirement for the degree of Bachelors of Business Administration of Mahatma Gandhi University, Kottayam , Kerala, during the the year 2020 - 2023 is a record of original project work done by me. Empirical findings in the report are based on the data collected by myself.

**Place :**

**SHIVADEV A**

**Date :**

## **ACKNOWLEDGEMENT**

The research study is made possible with the sincere cooperation assistance and constructive suggestion of many of whom that like to express my gratitude and thanks.

I would like to extend my gratitude to the Principal, Dr. Savitha K S for providing all the facilities to complete the project.

I am grateful to Mr.Jijo Paul Head of the Department of Business Administration for his sincere support and guidance.

I am highly indebted to Mr.Bichu S Nair, assistant professor of Department of Business Administration, for all his valuable suggestions and recommendations.

Sincere thanks to my parents and friends and all people who have helped me in making this report successful.

**SHIVADEVA**

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**CHAPTER 1**  
**INTRODUCTION**

## **1.1 Introduction**

Marketing has rapidly grown in popularity over the past decade, and has become a key aspect of modern advertising. With the increasing use of the internet and mobile devices, businesses are now able to reach wider audiences than ever before through digital marketing strategies. Cochin Techs & Solutions LLP is a digital marketing and IT solutions agency based in Kochi, Kerala, India, that specializes in providing cutting-edge web design and development solutions to clients, with a team of highly qualified and talented web developers, designers, and android developers.

Digital marketing has revolutionized the advertising industry, with many businesses now focusing their efforts on online platforms to promote their products and services. Unlike traditional forms of advertising, such as print or television ads, digital marketing offers businesses a range of cost-effective and highly targeted options to reach their desired audiences. From social media advertising to search engine optimization, businesses can use a variety of digital marketing strategies to effectively promote their products and services to potential customers.

One of the main advantages of digital marketing is the ability to track and analyze the performance of campaigns in real-time. Through the use of web analytics tools, businesses can gain valuable insights into how their target audience is engaging with their marketing efforts. This allows them to adjust and optimize their campaigns to ensure maximum effectiveness and ROI.

## **1.2 Problem of definition**

One potential problem of definition in the context of Cochin Techs & Solutions LLP is the level of specificity around what constitutes "cutting-edge web design and development solutions" and "effective digital marketing strategies." These terms may mean different things to different people, and it is not entirely clear from the statement what specific services or techniques Cochin Techs & Solutions LLP provides in these areas.

### **1.3 Objective of the study**

The objective of the study on "The Rise of Digital Marketing: How it's Changing the Advertising Industry" and Cochin Techs & Solutions LLP could include:

To explore the impact of digital marketing on the advertising industry and how it has changed traditional advertising methods.

To investigate the role of Cochin Techs & Solutions LLP in providing cutting-edge web design and development solutions, and effective digital marketing strategies that enhance their clients' online presence and overall success.

To identify the key challenges and opportunities facing businesses in the digital marketing landscape, and how Cochin Techs & Solutions LLP is addressing these challenges.

To evaluate the effectiveness of digital marketing strategies and web design solutions offered by Cochin Techs & Solutions LLP, and how they have contributed to the success of their clients.

### **1.4 Scope of the study**

The scope of the study on "The Rise of Digital Marketing: How it's Changing the Advertising Industry" and Cochin Techs & Solutions LLP is broad and multi-faceted. The study will explore the evolution of digital marketing and how it has transformed traditional advertising methods, as well as the impact of new technologies and platforms on the advertising industry.

The study will also focus on Cochin Techs & Solutions LLP and its commitment to providing cutting-edge web design and development solutions, and effective digital marketing strategies that enhance their clients' online presence and overall success. It will evaluate the effectiveness of these strategies and solutions in terms of their impact on client success and business growth.

Furthermore, the study will examine the challenges and opportunities facing businesses in the digital marketing landscape, and how Cochin Techs & Solutions LLP is addressing these challenges through innovative solutions and strategies. The study will also consider the ethical implications of digital marketing and the need for responsible and transparent practices in the industry.

Overall, the study aims to provide a comprehensive understanding of the rise of digital marketing and its impact on the advertising industry, as well as the role of Cochin Techs & Solutions LLP in providing cutting-edge solutions and strategies to help businesses grow and succeed in the digital era.

### **1.5 Limitations of the study**

The limitations of the study on "The Rise of Digital Marketing: How it's Changing the Advertising Industry" and Cochin Techs & Solutions LLP could include:

- Limited sample size: The study may be limited by the number of participants or organizations studied, which may not be representative of the larger industry.
- Time constraints: The study may not be able to capture the full scope of changes and trends in the digital marketing landscape due to time constraints.
- Bias: The study may be biased towards the perspectives of those involved in the industry or those who have had experience with Cochin Techs & Solutions LLP.
- Data availability: The study may be limited by the availability of data, particularly when evaluating the effectiveness of Cochin Techs & Solutions LLP's services for their clients.
- External factors: The study may be impacted by external factors such as changes in technology, shifts in consumer behavior, or unforeseen events that could impact the findings of the study.

**CHAPTER 2**  
**LITERATURE REVIEW**

Digital marketing has rapidly emerged as a game-changer in the advertising industry, transforming traditional marketing methods and opening up new channels for businesses to reach customers. This literature review will explore the evolution of digital marketing and its impact on the advertising industry, as well as the role of Cochin Techs & Solutions LLP in providing cutting-edge web design and development solutions and effective digital marketing strategies.

The rise of digital marketing has been driven by advances in technology, particularly the growth of the internet, social media, and mobile devices. These platforms have enabled businesses to reach a global audience in real-time, engage customers through personalized content, and track and analyze data to optimize campaigns. According to a report by eMarketer, digital ad spending in the US is expected to reach \$173.82 billion in 2021, representing 69.7% of total media ad spending (eMarketer, 2020).

The growth of digital marketing has also transformed traditional advertising methods, with businesses shifting their focus from print, TV, and radio ads to online channels. This has created new opportunities for businesses to reach customers through targeted ads, influencer marketing, and social media campaigns. A study by the Pew Research Center found that 72% of US adults use social media, making it a powerful platform for businesses to engage with customers and promote their brand (Perrin, 2021).

However, the rise of digital marketing has also posed challenges for businesses, particularly in terms of the need for innovative and effective strategies that can cut through the noise in a crowded and competitive market. Cochin Techs & Solutions LLP has emerged as a leader in this space, providing cutting-edge web design and development solutions, and effective digital marketing strategies that enhance their clients' online presence and overall success.

Cochin Techs & Solutions LLP's web design and development solutions focus on creating visually stunning, user-friendly, and responsive websites that provide a seamless experience for customers across devices. Their expertise in designing and developing websites that are

optimized for search engines, speed, and functionality has helped their clients to stand out in a crowded digital landscape.<sup>5</sup> According to a study by Stanford University, 75% of users judge the credibility of a business based on the design of their website, highlighting the importance of high-quality web design in building a brand (Fogg et al., 2001).

Cochin Techs & Solutions LLP's digital marketing strategies focus on creating a personalized and engaging experience for customers through targeted ads, social media campaigns, email marketing, and content creation. Their data-driven approach to digital marketing ensures that campaigns are optimized for maximum impact, using metrics such as click-through rates, conversion rates, and engagement to measure success. According to a study by McKinsey, businesses that use data-driven marketing are 6 times more likely to be profitable than those that don't (McKinsey & Company, 2013).

However, while the rise of digital marketing has opened up new opportunities for businesses to reach customers, it has also raised ethical concerns around privacy, transparency, and the use of personal data. Cochin Techs & Solutions LLP is committed to addressing these concerns through responsible and transparent practices that prioritize the privacy and security of their clients' data. According to a survey by the Pew Research Center, 79% of US adults<sup>11</sup> are concerned about the way their personal data is being used by companies (Rainie & Anderson, 2019). As such, businesses that prioritize responsible data practices are likely to build trust and credibility with customers.



**CHAPTER 3**  
**INDUSTRY PROFILE**

### 3.1 Brief history of Industry Profile

The advertising industry has evolved significantly over the past century, particularly with the rise of digital marketing. The earliest forms of advertising can be traced back to ancient civilizations, where merchants would use symbols and signs to advertise their wares.

In the late 19th and early 20th centuries, the advertising industry began to take shape as companies started to use newspapers, magazines, and billboards to promote their products.

Radio advertising became popular in the 1920s, and television advertising took off in the 1950s and 60s.

The digital age of advertising began in the 1990s with the introduction of the World Wide Web. Companies started to create websites to showcase their products and services, and online advertising emerged as a new form of promotion. Search engine optimization (SEO) and pay-per-click (PPC) advertising became popular in the early 2000s, allowing companies to reach customers through search engines like Google.

Social media platforms such as Facebook, Twitter, and Instagram emerged in the mid-2000s and quickly became popular channels for digital marketing. Influencer marketing, where companies collaborate with social media influencers to promote their products, has become a significant trend in recent years.

As technology continues to evolve, the advertising industry will undoubtedly continue to adapt and change. Advancements in artificial intelligence, virtual reality, and voice search are likely to shape the future of digital marketing.

### 3.2 Industry performance – Global, National and Regional

Industry performance in digital marketing can be evaluated on a global, national, and regional level.

#### **Global Performance:**

According to a report by eMarketer, global digital ad spending is expected to reach \$455.3 billion in 2021, with the majority of spending going towards mobile advertising. The United

States is the largest market for digital advertising, accounting for approximately 40% of global ad spending.

#### **National Performance:**

In the United States, digital advertising spending has been steadily increasing over the past few years, with the industry expected to reach \$172.29 billion in 2021. Search advertising and display advertising are the two largest categories of digital advertising, followed by social media advertising.

#### **Regional Performance:**

In India, the digital advertising industry has been growing rapidly in recent years, driven by a rise in internet penetration and smartphone usage. The industry is expected to reach \$7.5 billion by 2024, with mobile advertising being the largest segment. In the Middle East and North Africa region, the digital advertising industry is also growing, with spending expected to reach \$8.4 billion in 2021.

Overall, the digital marketing industry is experiencing significant growth on a global scale, with mobile advertising playing a significant role in driving this growth. In many regions, digital advertising is becoming increasingly important as more businesses shift their focus towards online channels to reach customers.

### **3.3 Prospects and Challenges in the industry**

#### **Prospects:**

- The digital marketing industry has several prospects for growth and success in the coming years. Here are a few prospects for the industry:
- Increased spending: Companies are expected to spend more on digital marketing as they shift their focus towards online channels. This is driven by the growth in internet and smartphone usage, as well as the increasing importance of e-commerce.
- Artificial intelligence: The integration of artificial intelligence (AI) in digital marketing can help businesses personalize their marketing efforts and improve customer engagement.

Social media: Social media platforms continue to be popular channels for digital marketing, with the potential for businesses to reach a large and engaged audience.

Video marketing: Video marketing has become an increasingly popular form of digital marketing, with the potential to create engaging content and drive customer engagement.

### **Challenges:**

Despite the prospects for growth, the digital marketing industry also faces several challenges. Here are a few challenges in the industry:

Ad-blocking: The use of ad-blocking software has become increasingly common, making it more difficult for businesses to reach customers through online advertising.

Data privacy: The use of customer data in digital marketing has raised concerns around data privacy, leading to increased regulation and potential restrictions on the use of customer data.

Competition: With more businesses shifting their focus towards digital marketing, competition is increasing, making it more difficult for businesses to stand out and reach their target audience.

Rapidly evolving technology: Technology is evolving rapidly, making it difficult for businesses to keep up with the latest trends and effectively implement new technologies in their marketing efforts.

Overall, the digital marketing industry has several prospects for growth, but it also faces several challenges that businesses must navigate to be successful in this rapidly changing landscape.

**CHAPTER 4**  
**COMPANY PROFILE**

## **Brief history of the organisation**

Cochin Techs & Solutions LLP is a digital marketing and IT solutions agency based in Kochi, Kerala, India. The organization was founded with the goal of providing cutting-edge web design and development solutions to businesses, helping them enhance their online presence and overall success through effective digital marketing strategies and IT solutions.

The organization has a team of highly qualified and talented web developers, designers, and android developers who work together to provide innovative solutions to clients. With the rapid growth of the digital marketing industry in recent years, Cochin Techs & Solutions LLP has positioned itself as a key player in the industry, serving businesses of all sizes and industries.

Since its inception, the organization has been committed to providing exceptional service to clients, leveraging the latest technologies and strategies to help businesses achieve their marketing and IT goals. With a focus on innovation, quality, and customer satisfaction, Cochin Techs & Solutions LLP has established itself as a leading digital marketing and IT solutions agency in the region, with a reputation for excellence and a track record of success.

## **History of Cochin Techs & Solutions LLP**

Cochin Techs & Solutions LLP is a digital marketing and IT solutions agency based in Kakkanad, Kerala, India. The company was founded in 2015 as a partnership with a vision to become a leading provider of digital marketing and IT solutions in India.

Since its inception, Cochin Techs & Solutions LLP has focused on delivering high-quality web design and development solutions, as well as effective digital marketing strategies, to its clients. The company has a team of highly qualified and talented web developers, designers, and android developers who work closely with clients to understand their unique needs and develop customized solutions to meet their goals.

In addition to its core services of web design and development, Cochin Techs & Solutions LLP has also expanded into e-commerce development and digital marketing, offering clients a range of cutting-edge strategies and techniques to enhance their online presence and drive business growth.

Despite being a relatively young company, Cochin Techs & Solutions LLP has already established itself as a trusted and reliable partner for businesses in need of digital marketing and IT solutions. With a commitment to delivering innovative and effective solutions, and a focus on exceptional customer service, the company is well-positioned for continued success in the years to come.

#### **4.2 Mission, Vision, Statement and Quality policy followed**

Vision:

To become the leading digital marketing and IT solutions agency in India, providing businesses with innovative and effective solutions that help them achieve their goals.

Mission:

To empower businesses through our expertise in digital marketing and IT solutions, providing them with the tools and strategies necessary to succeed in the ever-changing online landscape. We are committed to delivering high-quality solutions and services that meet or exceed our clients' expectations.

Statement and Quality Policy

At Cochin Techs & Solutions LLP, we are dedicated to the success of our clients. We believe that their success is measured by theirs, and therefore, we strive to make a real-life impact on their business through their digital marketing and IT solutions. We take a personal approach to each client, building a one-on-one relationship with a dedicated account manager who understands their business needs.

Their commitment to quality is reflected in our focus on delivering measurable results for them. We continuously improve our services and solutions to meet or exceed their expectations. We ensure that our team members are trained and equipped with the latest industry knowledge and tools to provide the best possible service. We also adhere to strict ethical standards and maintain transparency in our business dealings. Our goal is to establish long-term partnerships with our clients based on trust, reliability, and superior service.

#### **4.3 Business process of the organisation - product profile**

The Cochin Techs & Solutions LLP offers a variety of services in the field of digital marketing and IT solutions. Their services can be categorized into various segments including revenue platform, digital advertising, social media, digital marketing, commerce platforms, Amazon, B2B ecommerce, UX & interactive, content marketing, and development. Under the revenue platform segment, they offer solutions such as <sup>2</sup> Customer Data Platform (CDP), Lead Management & Scheduling Solutions, CRM Retargeting Technology, Data Warehouse & ETL Pipelines, Analytics & Attribution, Web Channel Call Tracking, Channel Partner Sales Pipeline Management, SEO Reporting & Forecasting, Channel Attribution & Forecasting, Digital Marketing Competitor Analysis, Digital Due Diligence, Marketing Automation, Account-Based Marketing Services, Lead Nurture Email Marketing, Email Marketing Management Services, Email Marketing Testing & Design, Salesforce Marketing Automation, and <sup>1</sup> Microsoft Dynamics Marketing Automation. Their digital advertising solutions include <sup>1</sup> PPC Management Services, Enterprise PPC Management Services, Programmatic Advertising Services, Addressable Geofencing Services, and Employment & Recruiting Marketing. Under the social media segment, they provide Social Media Advertising, Enterprise Social Media Advertising, Social Media Management, Social Media Design, and YouTube Social Media Advertising. They also offer Online Review Acceleration services. In the field of digital marketing, they offer services such as <sup>1</sup> Ecommerce SEO Services, Ecommerce PPC Services, Ecommerce Social Media Advertising, D2C Social Media Advertising, Video Commerce, Connected TV & OTT, Ecommerce Marketing Resources, and more. They also provide services related to commerce platforms such as



1 Facebook Marketplace for Business, Shopify Optimization Services, Target Plus™ Marketplace Management, Walmart Marketplace Advertising, and Shopping Feed Automation. Their Amazon-related services include SEO & Product Optimization for Amazon, Advertising Management for Amazon, Stores & Marketplace Launch for Amazon, Marketing Resources for Amazon, and How to Open a Storefront on Amazon. Under B2B ecommerce, they offer B2B Ecommerce Enablement, Digital Transformation Solutions, Ecommerce PIM, B2B AR & VR Solutions, and How & Where To Sell Products Online. Their services related to 2 UX & Interactive include UX Website Design, UX Website Redesign, User Experience Testing, Landing Pages & Funnels, and Conversion Rate Optimization. They also offer content marketing services such as SEO Copywriting, Content Marketing Services, Personalized Web Content, Infographics & Motion Graphics, Web Video Production Services, and Voice Search Content Optimization. Lastly, their development-related services include Digital Experience Development, Shopify Ecommerce Development, Web Infrastructure & Maintenance, Content Management Systems, Voice Assistant Skills Development, and ADA Compliance Services.

## Services.

### 1 SEO Services

Enterprise SEO Services

Local SEO Services

Google Local Services Ads Management

SEO Audits

Page Speed & Core Web Vitals Optimization

fx-icon-star

Digital Advertising

PPC Management Services

Enterprise PPC Management Services

Programmatic Advertising Services

Addressable Geofencing Services

Employment & Recruiting Marketing

fx-icon-social

Social Media

Social Media Advertising

Enterprise Social Media Advertising

Social Media Management

Social Media Design

YouTube Social Media Advertising Customer <sup>1</sup>Data Platform (CDP)

Lead Management & Scheduling Solutions

CRM Retargeting Technology

Data Warehouse & ETL Pipelines

-analytics-attribution

Analytics & Attribution

Web Channel Call Tracking

Channel Partner Sales Pipeline Management

SEO Reporting & Forecasting

Channel Attribution & Forecasting

Digital Marketing Competitor Analysis

Digital Due Diligence marketing

<sup>1</sup> automation marketing Automation

Account-Based Marketing Services

Lead Nurture Email Marketing

Email Marketing Management Services

Email Marketing Testing & Design

Salesforce Marketing Automation

Microsoft Dynamics Marketing Automation <sup>1</sup> Organic Search

SEO Services

Enterprise SEO Services

Local SEO Services

Google Local Services Ads Management

SEO Audits

Page Speed & Core Web Vitals Optimization

fx-icon-star

Digital Advertising

PPC Management Services

Enterprise PPC Management Services

Programmatic Advertising Services

Addressable Geofencing Services Employment

& Recruiting Marketing

fx-icon-social

Social Media

Social Media Advertising

Enterprise Social Media Advertising

Social Media Management

Social Media Design

YouTube Social Media Advertising

Online Review Acceleration Digital Marketing

Ecommerce SEO Services

Ecommerce PPC Services

Ecommerce Social Media Advertising

D2C Social Media Advertising

Video Commerce, Connected TV & OTT

Ecommerce Marketing Resources fx-commerce-  
platform

Commerce Platforms

Facebook Marketplace for Business

Shopify Optimization Services

Target Plus™ Marketplace Management

Walmart Marketplace Advertising

1 Shopping Feed Automation amazon-menu-  
icon

Amazon

SEO & Product Optimization for Amazon

Advertising Management for Amazon

Stores & Marketplace Launch for Amazon

Marketing Resources for Amazon

How to Open a Storefront on Amazon

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B2B Ecommerce

B2B Ecommerce Enablement like this services

Online Review Acceleration

#### **4.4 Business, Pricing and Marketing strategies**

Business Strategies:

Offer customized SEO and social media packages to cater to the specific needs of clients and their budgets.

Establish long-term relationships with clients by providing excellent customer service and timely delivery of services.

Develop partnerships and collaborations with other businesses in the same industry to expand the customer base and reach. Implement a referral program to incentivize current clients to

refer new business to Cochin Techs & Solutions LLP. Continuously monitor and evaluate industry trends to stay competitive and innovative in the market.

### **Pricing Strategies:**

Offer competitive pricing for SEO and social media services while also emphasizing the value and quality of the services provided.

Use tiered pricing based on the level of service and the size of the client's business. Offer discounts for long-term contracts and for clients who refer new business to Cochin Techs & Solutions LLP.

Consider offering seasonal promotions to attract new clients and retain current ones.

Use dynamic pricing to adjust prices based on demand, seasonality, and market trends.

### **Marketing Strategies:**

Create a strong online presence through search engine optimization, social media marketing, and content marketing.

Attend industry events and conferences to network with potential clients and collaborators.

Utilise targeted advertising on social media platforms and search engines to reach a wider audience.

Develop a referral program to incentivize current clients to refer to new business. Leverage email marketing campaigns to stay in touch with current and potential clients and promote new services or promotions.

## **4.5 SWOT Analysis**

### **Strengths:**

Cochin Techs & Solutions LLP offers a wide range of digital marketing services, including SEO, social media management, email marketing, PPC, and website development. The company has a team of experienced professionals who are knowledgeable in the latest digital marketing trends and strategies.

Cochin Techs & Solutions LLP has established a good reputation in the industry and has a strong portfolio of successful projects.

The company has a strong online presence and maintains active social media accounts to engage with its audience.

**Weaknesses:**

The company may face stiff competition from other digital marketing agencies in the market. Cochin Techs & Solutions LLP may face challenges in keeping up with the latest digital marketing trends and technologies.

The company's pricing may be relatively higher compared to other agencies, which could limit its customer base.

**Opportunities:**

The increasing demand for digital marketing services presents a significant growth opportunity for Cochin Techs & Solutions LLP.

The company can expand its service offerings to include emerging digital marketing channels like voice search and artificial intelligence.

Cochin Techs & Solutions LLP can establish partnerships with complementary businesses to offer bundled services to clients.

The company can expand its geographical reach by offering its services to clients in different regions.

**Threats:**

The emergence of new digital marketing agencies in the market may pose a threat to Cochin Techs & Solutions LLP's market share.

The constantly evolving digital marketing landscape may make it challenging for the company to keep up with the latest trends and technologies.

The COVID-19 pandemic and resulting economic slowdown could impact the demand for digital marketing services.

Changes in search engine algorithms and social media algorithms could negatively affect the effectiveness of Cochin Techs & Solutions LLP's services.

**Chapter 5**  
**RESEARCH METHODOLOGY**



### 3.1 STATEMENT OF THE PROBLEM

Statement of the Problem: Investigating the impact of digital marketing on the advertising industry, with a focus on Cochin Techs & Solutions LLP.

### 3.2 RESEARCH DESIGN

Research design is a plan or strategy that outlines the methods, techniques, and procedures that will be used to conduct a research study. It is the blueprint for the research process, providing a framework for collecting and analyzing data to answer a research question or test a research hypothesis. The research design serves as a guide to researchers, helping them to structure their study and ensure that it is valid, reliable, and objective. It includes details such as the research question or hypothesis, the research methodology, data collection techniques, sampling strategies, data analysis methods, ethical considerations, and budget and timeline for the project. A well-designed research study is essential for producing valid and reliable results that can be used to make informed decisions or contribute to the advancement of knowledge in a particular field. The research design should be carefully planned and executed to ensure that the study is scientifically rigorous and capable of answering the research question or hypothesis.

### 5.3 Sample design

Sample design is the process of selecting a subset of individuals or observations from a larger population in order to represent that population in a research study. The sample design is a crucial aspect of any research study, as it affects the generalizability and reliability of the findings. For this study random sampling design Random sampling is a type of sampling design used in research studies to select a representative sample from a larger population. In random sampling, every member of the population has an equal chance of being selected for the sample. This means that each individual or observation in the population has an equal probability of being included in the sample.

## **5.4 PERIOD OF STUDY**

A one month study has been conducted from 1st February 2023 to 2nd March 2023 on the effect of quality of work life on employee engagement at KREEM foods Put Ltd.

## **5.5 POPULATION**

Total population of the study is 20

## **5.6 Data collection design**

Data collection design refers to the plan or strategy used to collect data for a study. A data collection design is a critical aspect of research as it affects the quality and validity of the study's results. A data collection design typically involves Identifying the research question or objective, Selecting the data collection methods,

Developing a data collection instrument, Piloting the data collection instrument,

Implementing the data collection plan

### **5.6a Data Sources**

In research, there are several sources of data that can be used to answer research questions or objectives. Some common sources of data are;

**Primary data:** <sup>3</sup> Primary data is data that is collected directly from the source, often through methods such as surveys, interviews, or experiments. This type of data is specific to the research question and is usually collected for a specific research study. In this report the data collected through questionnaires method distributed to the concerned marketing team and staffs.

**Secondary data:** Secondary data is data that has already been collected by someone else, such as government agencies, research institutions, or other organizations. This data can be used for a variety of research purposes and may include things like demographic data, economic

data, or social media data. In the course of preparing of reports , the required data is collected from secondary sources like magazines, management related books and websites

#### **5.6 b Data collection tools**

- Interviews
- Scheduling method
- Questionnaire
- Google forms

#### **5.6c Data Analysis tools**

Data analysis refers to the process of systematically examining and interpreting data to draw meaningful conclusions and insights. There are a variety of data analysis tools that researchers can use, depending on the type of data being analyzed and the research question or objective. In this report data visualization tools such as Google form and Apple pages have been used.

#### **5.6 d) DATA PRESENTATION TOOLS**

- GRAPHS
- DIAGRAMS
- TABLE

#### **5.7 LIMITATIONS**

- Hypothesis was not used because of the time constraints
- Due to limited sample size sampling errors may occur
- Some respondents were not willing to respond to our questions.

#### **5.8 SUGGESTION FOR FUTURE RESEARCH**

The limitations of the study provide a basis of future research work. Researchers can find opportunities of study in the following area:

- The study was limited to people from kochi. Further researches can be conducted on population of different cities.

**CHAPTER 6**  
**DATA ANALYSIS AND INTERPRETATION**

TABLE 6.1 : Table showing the gender of the respondents

MALE	14
FEMALE	8

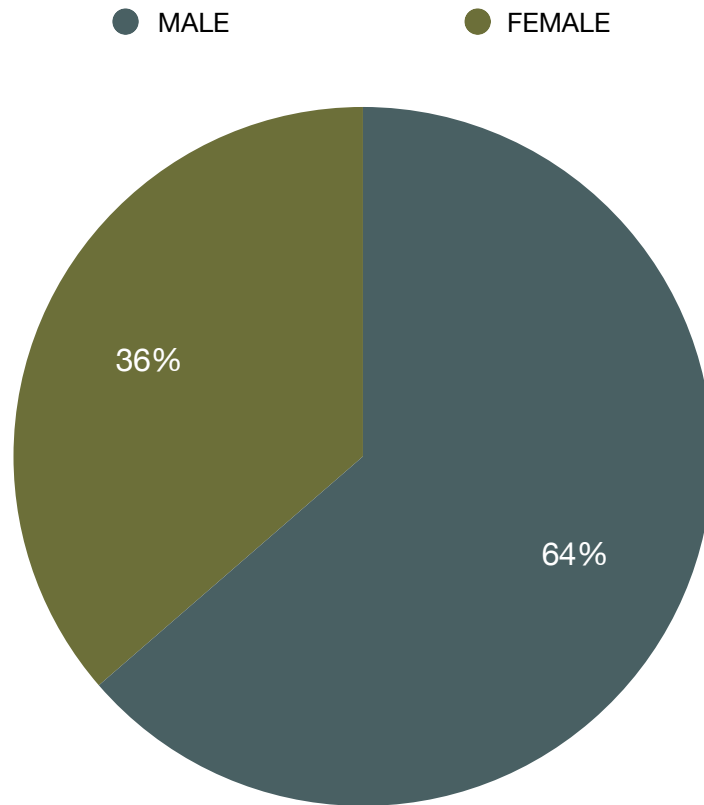


FIG 6.1 :Figure showing the gender of the respondents

Interpretation

The above figure shows that 64% of the respondents are male and 36% are female.

TABLE 6.2 : Table showing if digital marketing has changed the advertising industry

YES	15
NO	7

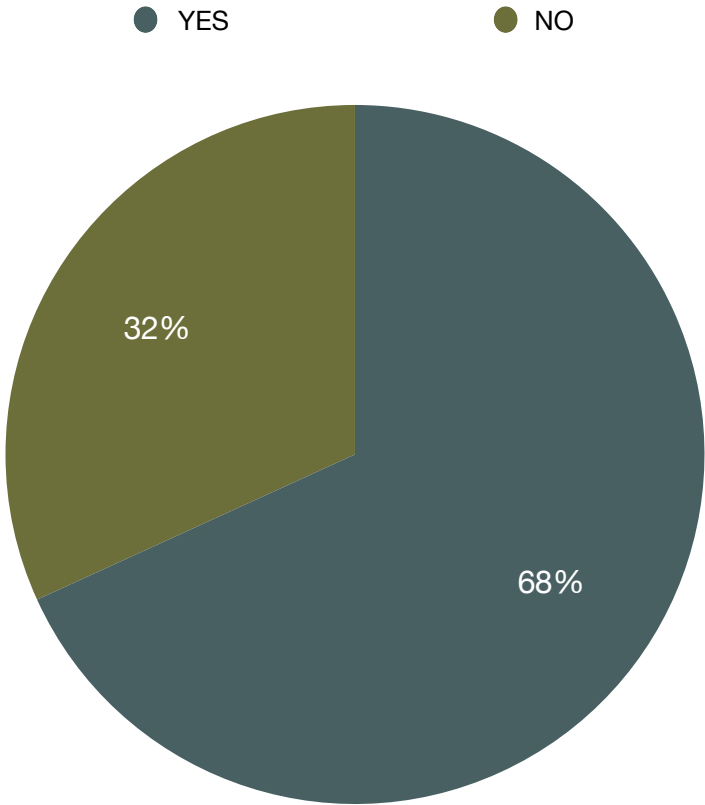


FIG 6.2 :Figure showing if digital marketing has changed the advertising industry

Interpretation

The above figure shows that 68% of the respondents says digital marketing has changed advertising industry whereas 32% says no.

TABLE 6.3 : Table showing if the company have increased the budget for digital marketing

YES	13
NO	9

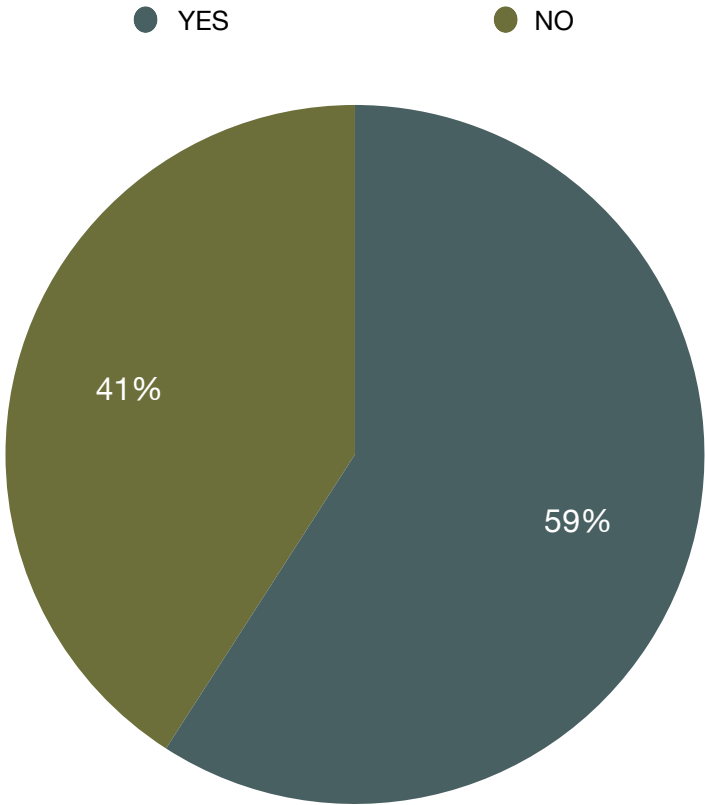


FIG 6.3 :Figure showing if digital marketing has changed the advertising industry

Interpretation

The above figure shows that 59% of the respondents feels like the company have increases the budget for digital marketing whereas 41% says no.

TABLE 6.4 : Table showing if the respondents have felt a shift to digital marketing when it comes to advertising

YES	16
NO	6

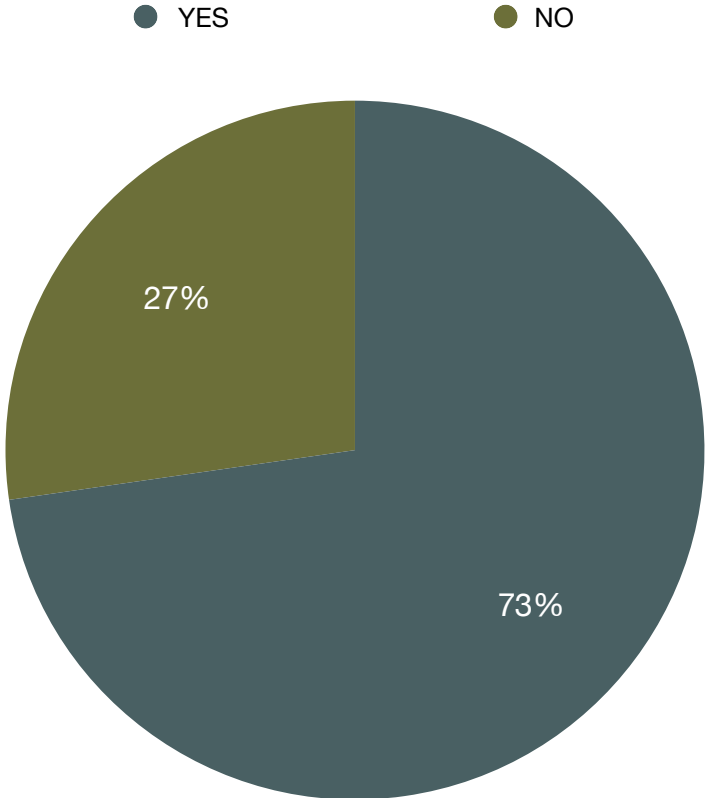


FIG 6.4 :Figure showing if the respondents have felt a shift to digital marketing when it comes to advertising

Interpretation

The above figure shows that 73% of the respondents says they have felt the company have shifted to digital marketing for advertising whereas 27% says no.



TABLE 6.5 : Table showing if digital marketing provided better ROI than traditional methods

YES	12
NO	10

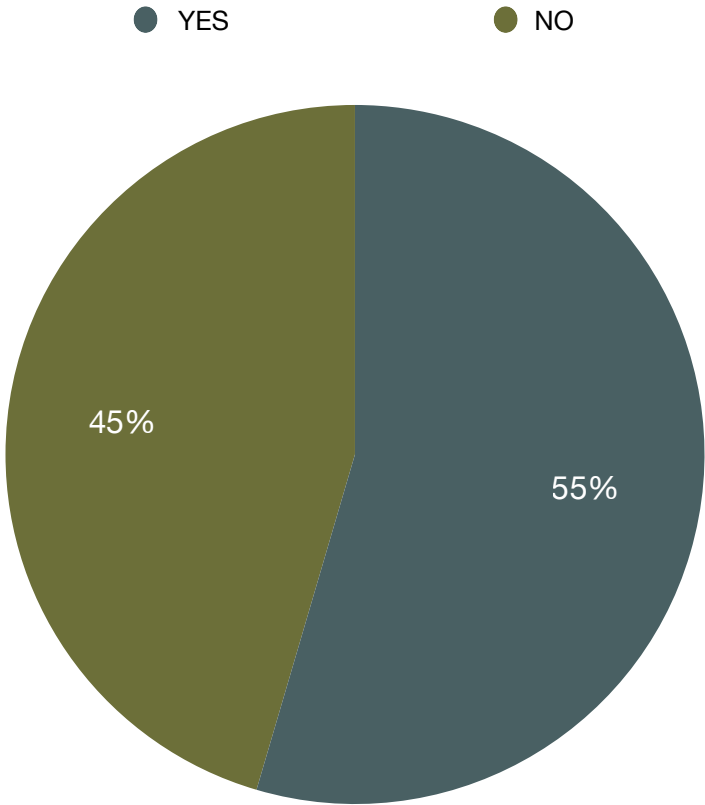


FIG 6.5 :Figure showing if digital marketing provided better ROI than traditional methods

Interpretation

The above figure shows that 55% of the respondents feel digital marketing provides better ROI compared to traditional methods while 45% says no.

TABLE 6.6 : Table showing if the respondents feel if traditional methods are becoming less effective due to the rise of digital marketing

YES	13
NO	9

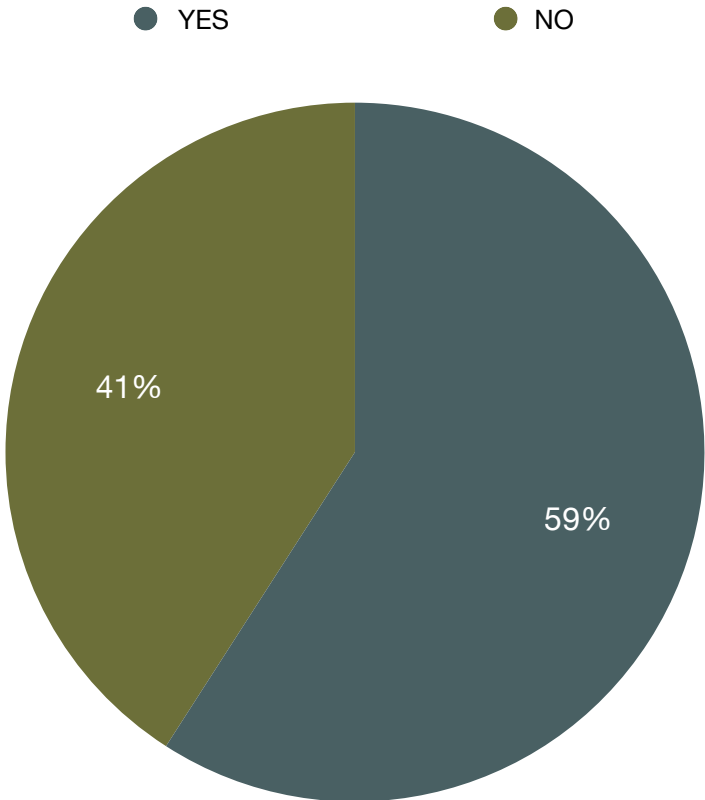


FIG 6.6 :Figure showing if the respondents feel is traditional methods are becoming less effective due to the rise of digital marketing

Interpretation

The above figure shows that 59% of the respondents feel traditional methods are becoming less effective due to the rise of digital marketing while 41% says no.

TABLE 6.7 : Table showing if employees receive training for digital marketing

YES	11
NO	11

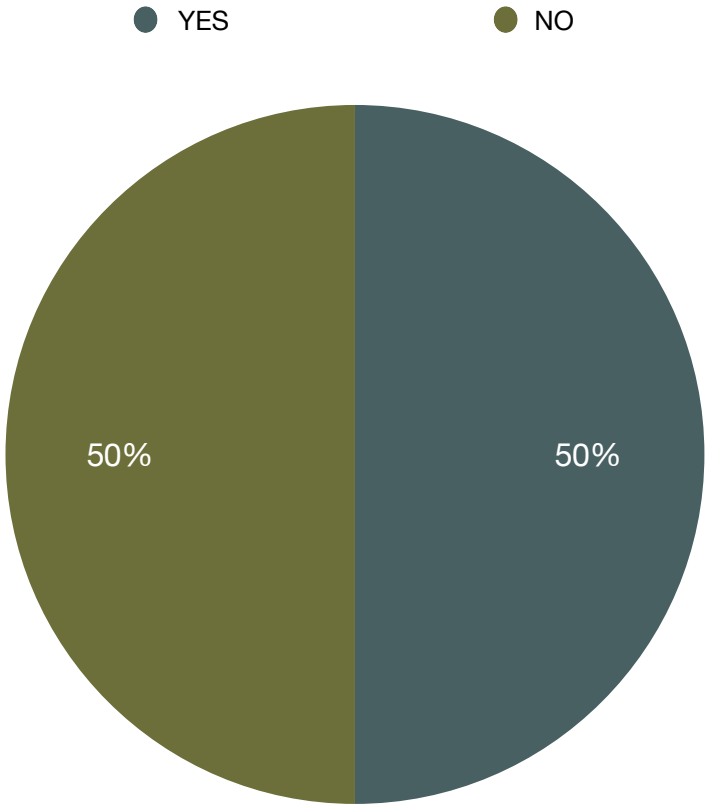


FIG 6.7 :Figure showing if employees receive training for digital marketing

Interpretation

The above figure shows that 50% of the employees received training in digital marketing while other 50% did not.

TABLE 6.8 : Table showing if noticed any challenges or drawbacks to using digital marketing

YES	14
NO	8

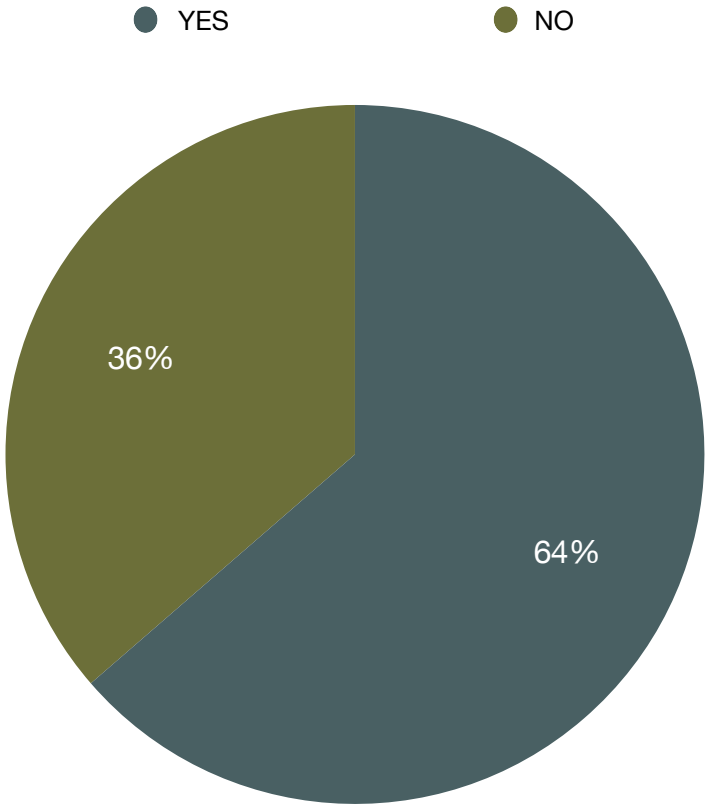


FIG 6.8 :Figure showing if noticed any challenges or drawbacks to using digital marketing

Interpretation

The above figure shows that 64% of the respondents noticed challenges or drawbacks to using digital marketing.

TABLE 6.9 : Table showing if respondent feel digital marketing will grow and dominate advertising industry

YES	12
NO	10

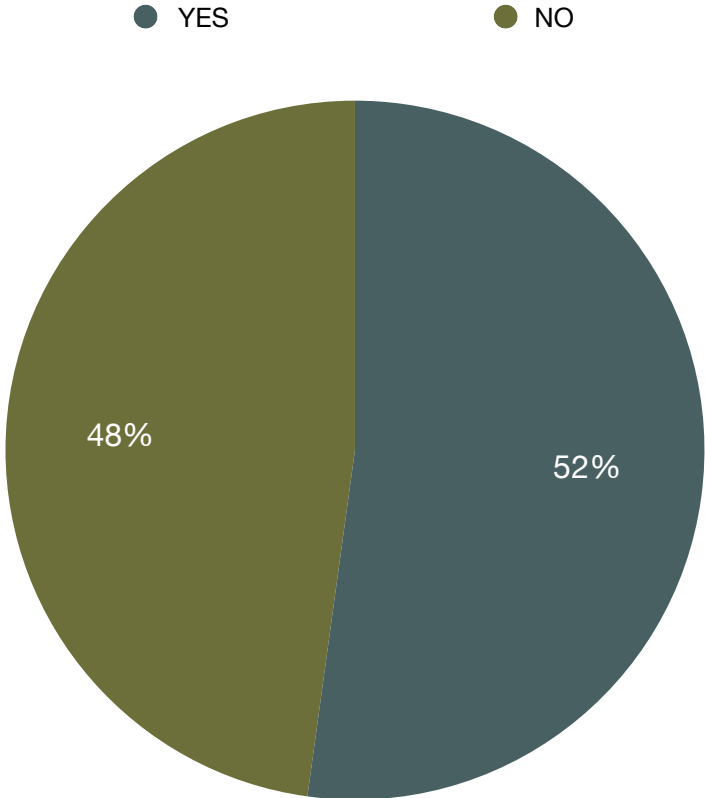


FIG 6.9 :Figure showing if respondent feel digital marketing will grow and dominate advertising industry

Interpretation

The above figure shows that 52% of the respondent says that digital marketing will grow and dominate the advertising industry while 48% says no.

TABLE 6.10 : Table showing if traditional method will be obsolete due to the rise of digital marketing

YES	16
NO	6

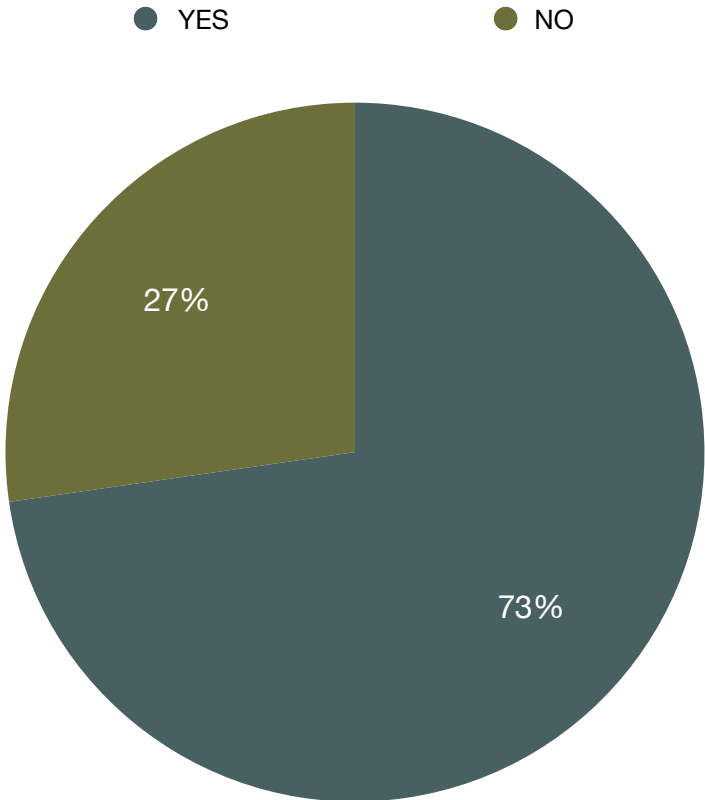


FIG 6.10 :Figure showing if traditional method will be obsolete due to the rise of digital marketing

Interpretation

The above figure shows that 73% of the respondents says traditional method will obsolete due to the rise of digital marketing while 27% says no.

TABLE 6.11 : Table showing if there is any change in consumer behaviour as a result of digital marketing.

YES	14
NO	8

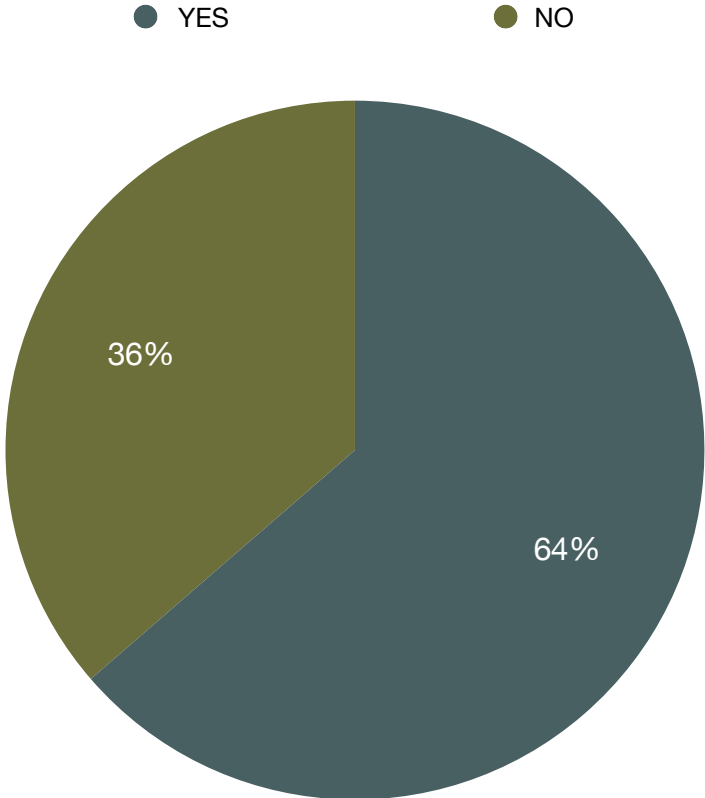


FIG 6.11 :Figure showing if there is any change in consumer behaviour as a result of digital marketing.

Interpretation

The above figure shows that 64% of the respondents feel there is a change in consumer buying behaviour as a result of digital marketing while 36% says no.

TABLE 6.12 : Table showing if rise of digital media has made it easier for small business to compete with large business

YES	12
NO	10

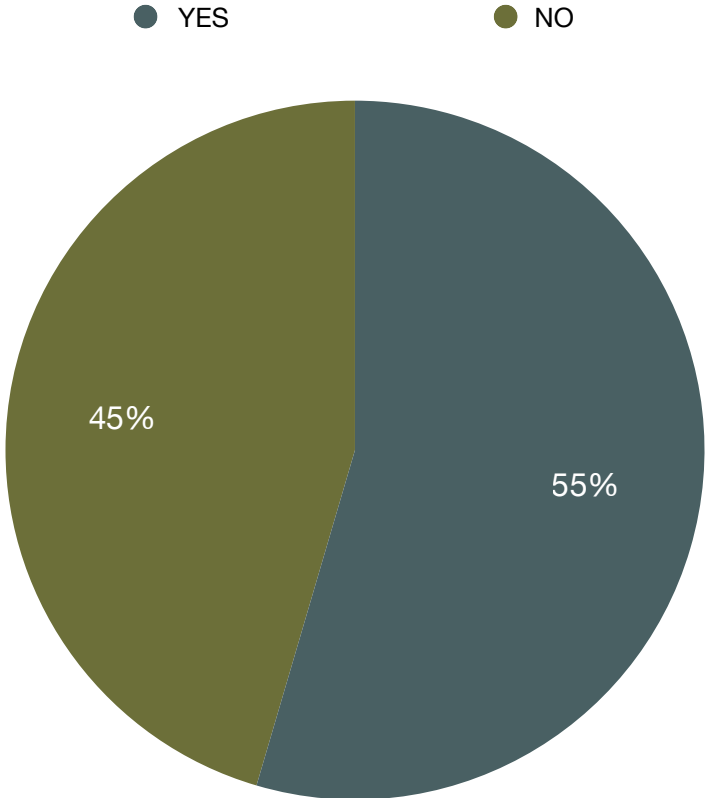


FIG 6.12 :Figure showing if rise of digital media has made it easier for small business to compete with large business

Interpretation

The above figure shows that 55% of the respondents said that digital media has made it easier for small business to compete with large business while 45% says no.



TABLE 6.13 : Table showing if digital marketing is more ethical than traditional advertising methods

YES	13
NO	9

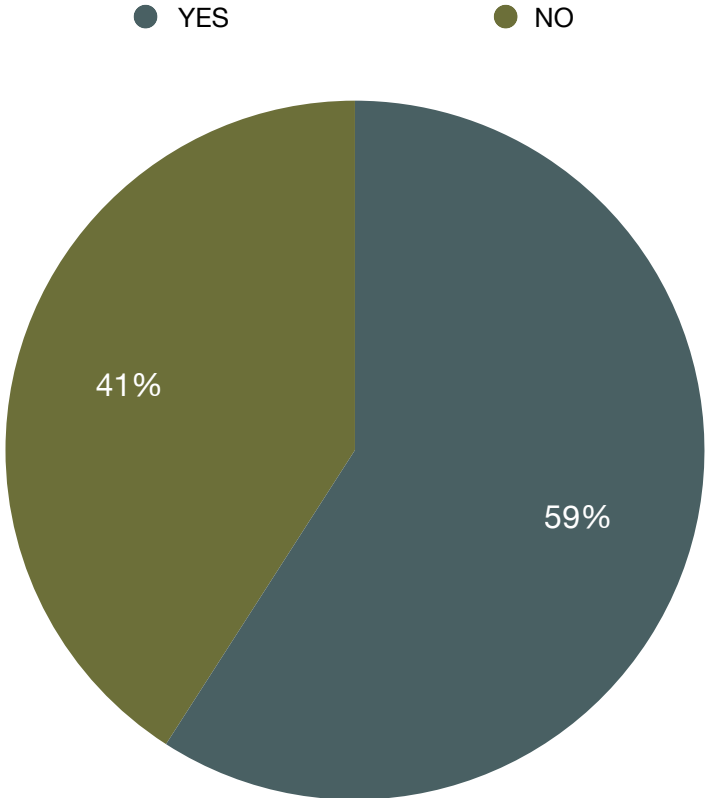


FIG 6.13 :Figure showing if digital marketing is more ethical than traditional advertising methods

Interpretation

The above figure shows that 59% of the respondents says that digital marketing is more ethical than traditional marketing while 41% says no.

TABLE 6.14 : Table showing if the respondent have seen any digital marketing campaign that impressed them.

YES	15
NO	7

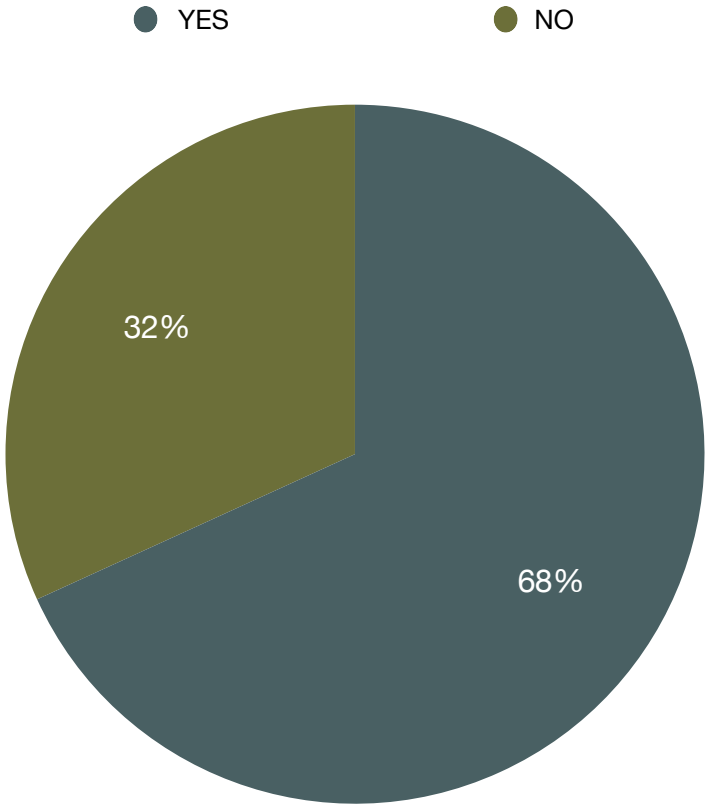


FIG 6.14 :Figure showing if the respondent have seen any digital marketing campaign that impressed them.

Interpretation

The above figure shows that 68% of the respondents have seen digital marketing campaign that impress them while 32 says no.

TABLE 6.15 : Table showing if the respondent have seen any digital marketing Campaign that wasnt successful.

YES	12
NO	10

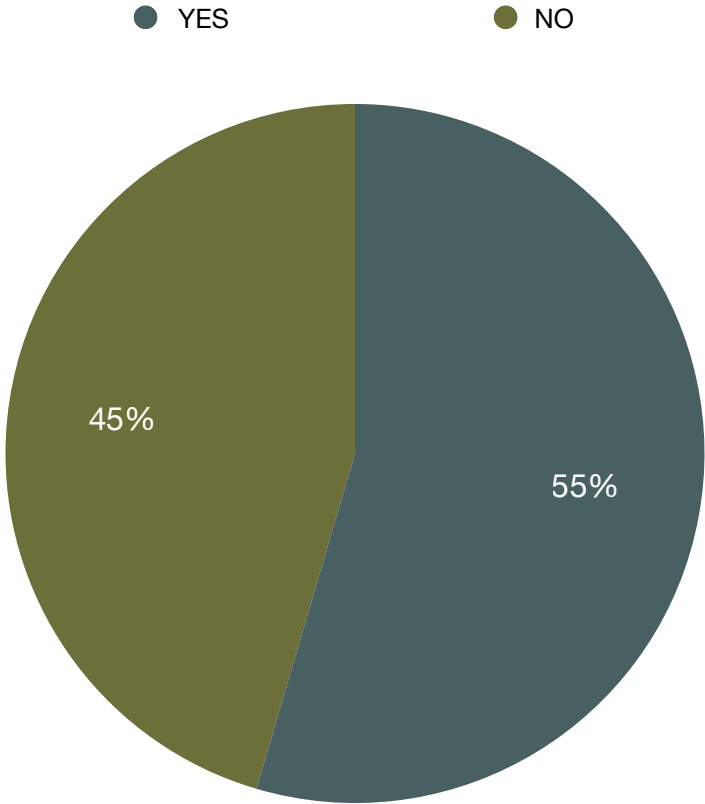


FIG 6.14 :Figure showing if the respondent have seen any digital marketing Campaign that wasnt successful.

Interpretation

The above figure shows that 55% of the respondents have seen digital marketing campaigns that wasnt successful. While 45 % says no .

**ANNEXURE I**

## QUESTIONNAIRE

1. Do you think digital marketing has significantly changed the advertising industry?
2. Have you noticed a shift towards digital marketing in your company's advertising strategies?
3. Do you believe that traditional advertising methods are becoming less effective due to the rise of digital marketing?
4. Has your company increased its budget for digital marketing in the last year?
5. Do you think digital marketing provides better ROI compared to traditional advertising methods?
6. Have you received training or education on digital marketing from your employer?
7. Do you believe that digital marketing will continue to grow and dominate the advertising industry in the future?
8. Have you noticed any challenges or drawbacks to using digital marketing in your company's advertising efforts?
9. Do you think that traditional advertising methods will eventually become obsolete due to the rise of digital marketing?
10. Have you seen any significant changes in consumer behavior as a result of digital marketing?
11. Do you think that the rise of digital marketing has made it easier or more difficult for small businesses to compete with larger companies in terms of advertising?
12. Have you noticed any changes in the types of skills or expertise that are required for a career in advertising due to the rise of digital marketing?
13. Do you believe that digital marketing is more or less ethical than traditional advertising methods?
14. Have you seen any examples of successful digital marketing campaigns that have impressed you recently?
15. Do you think that digital marketing has made it easier or more difficult to accurately measure the success of advertising campaigns?

16. Have you noticed any changes in the way that companies interact with customers or clients as a result of digital marketing?
17. Do you believe that digital marketing has made it easier or more difficult to target specific audiences with advertising?
18. Have you seen any examples of digital marketing campaigns that were not successful or were criticized for being inappropriate or ineffective?
19. Do you think that the rise of digital marketing has created new opportunities for businesses to expand their reach and market their products/services internationally?
20. Have you noticed any changes in the way that companies allocate their advertising budgets as a result of the rise of digital marketing?

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#### **5.2 Research Design5.3 Research**

University of Ulster on 2021-01-09