

**Maharashtra Education Society's
Institute of Management & Career Courses MBA,
Pune, Maharashtra**

Name of the student:_____

MBA-2, Roll No :_____

Name of the Company:_____

Name & contact no of the Company Guide:_____

Project Title:_____

Sign. Of Student:_____

Sign. of Internal Guide: _____

**SUMMER INTERNSHIP PROJECT
HANDBOOK**

A Project Report

On

COMPARATIVE STUDY AND ANALYSIS OF SOCIAL MEDIA PLATFORMS.

For

It's My Design

Submitted By

Yuvraj A. Jadhav

Under the Guidance of,

Prof. Dr.Girish Bodhankar

Submitted To

Savitribai Phule Pune University

In the partial fulfillment of the requirements for the award of

Master's in Business Administration (MBA)

Through

Maharashtra Education Society'

Institute of Management & Career Courses, MBA

Batch 2020-22





501-5th Floor, Satav Wada, Kelkar Road, Narayan Peth, Pune -411030,
Maharashtra

COMPLETION LETTER

Date: 23rd December, 2021

This is to certified **Mr. Yuvraj Jadhav** who was under the employer of It's My Design as
The Digital Marketing Intern, from the time period of **25th October, 2021 to 23rd December,
2021**

During his work period he was obedient, sincere and dedicated to his assignments with a
professional attitude and a very good job knowledge. His interpersonal skills are highly
profound and has been very useful to the company. He has been highly appraised by his
Senior Authorities and colleagues.

We wish Him success in his future endeavours.

It's my Design



Its My Design
Director Mahesh Y. Reddy

Director and Founder

It's My Design

Mahesh

Declaration

I, _____ of MBA-2 : Seat No _____ hereby declare that the Project work titled COMPARATIVE STUDY AND ANALYSIS OF SOCIAL MEDIA PLATFORMS. which has been submitted to University of Pune, is an original work of the undersigned and has not been reproduced from any other source. I further declare that the material obtained from other sources has been duly acknowledged in the report.

Date: _____

Signature:

Place: _____

Name:

EXECUTIVE SUMMARY

First of all, digital marketing is more affordable than traditional offline marketing methods. An email or social media campaign, for example, can transmit a marketing message to consumers for a fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience.

But one of the main benefits of conducting marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real-time, enabling you to plan more effectively for the next one and make changes.

Perhaps the strongest case for incorporating a digital element into your marketing is that digital media forms are quickly overtaking traditional forms of information consumption.

The bottom line is, the digital age is here, and those businesses that fail to adapt to the new marketing climate are at great risk of going extinct sooner rather than later.

This project is based on understanding the preference of social media platforms through digital marketing.

INTRODUCTION

This project is based on comparison of social media platforms Specifically, for Facebook & Instagram.

Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose-built data analytics tools that allow marketers to track the success of their efforts.

Study helps in the comparison between the services which people prefer the most.

So, why digital marketing?

Advertising in business is a form of marketing communication used to encourage, persuade, or manipulate an audience to take or continue to take some action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering. First of all, digital marketing is infinitely more affordable than traditional offline marketing methods. An email or social media campaign, for example, can transmit a marketing message to consumers for the merest fraction of the cost of a TV ad or print campaign, and potentially reach a wider audience .But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored. Rather than conducting expensive customer research, you can quickly view customer response rates and measure the success of your marketing campaign in real- time, enabling you to plan more effectively for the next one. Perhaps the strongest case for incorporating a digital element into your marketing is that digital media forms are quickly overtaking traditional forms of information consumption. The bottom line is, the digital age is here, and those businesses that fail to adapt to the new marketing climate are at great risk of going extinct sooner rather than later.

RESEARCH OBJECTIVES

Objectives of study:

The objective of this research can be stated as follows:

- To study social media marketing.
- To analyze which social media platform is preferable.
- To understand the consumer's approach towards social media.

SCOPE

- **This study will give an insight into which social media platform is the best source to make customers aware.**
- **It provides suggestions for the company to improve their product services.**
- **New expectation of customer about the digital marketing services would be revealed.**
- **The scope of project is limited only to the digital marketing services.**
- **It would continue with the consumer's behavior regarding these services.**
- **This study will also help to the company to know about their new concepts position in the market.**
- **The project work done will definitely prove to be a helping hand to the firm as well.**



ABOUT THE COMPANY

It's my design is one of the leading design companies in India, providing design solutions for logo, animation, advertisement, election campaign, website, and app development. Here designers have worked on national level projects, with such experience they will deliver you a spectacular product.

It's My Design is a design, development, and digital company that is absolutely killing it with the creative work from our team.

COMPANY PROFILE

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It's My Design is a professionally managed Advertisement & Media Company based in Pune, working in a highly diversified area of creativity. Our clients are from very diverse sectors & areas across India.

Our expertise is in advertisement campaigns, social media campaigns, product & image branding, 3D animation, logo designing, website, and app development, election campaign, digital marketing, Google Ads, TV ads, documentary, film making, Music & jingles. We are very proud to be one of the leading design companies in India with at par excellence.

We believe in a highly competitive & result-oriented atmosphere. Our clients are our sole priority. We not only believe in professional, time-bound, innovative & highly creative service but we also set a benchmark for ourselves. Spectacular visuals, Thoughtful creative content & innovative ideas are our specialties.

In this fast-changing digital world, every sector of business & every area of life is not only rapidly changing but completely transforming. With this, the needs & behavior of consumers are also changing & transforming. To match that & reach them very effectively business houses, companies need very innovative, creative & yet ethical product delivery. We understand these needs very precisely.

To deliver our effective services, we have a team of very professional, creative designers, developers, writers & researchers with very visionary & competent management.

Mission:

We want to be a creative partner for our client's business transformation.

We are dedicated to providing innovative solutions to our clients that result in their business growth. With this, we have the aim to become the biggest platform for advertising & marketing in the country. We are dedicated to achieving this and getting closer & closer every day.

Vision:

Being a creative company, we believe in providing opportunities for Artistic & creative minds. As this field of advertisement & marketing encompasses the various areas of creativity & art, we are strongly committed to building & growing a platform that is home to artists from various backgrounds.

SERVICES:

❖ Logo Design

We, It's My Design, the best logo design company in Pune, take the whole responsibility to create your unique identity in your field by creating your logo.

❖ 3D Animation

We are having a professional team of 3D animation experts with the latest technology and skilled artists in Pune. We work out of a first-class 3D liveliness.

❖ Web & App Design

We profess that will catch attention over cyberspace. Our services include Static, Dynamic, E-commerce websites & App design, development.

❖ Music & Jingles

We have professional art designers who can create amazing sketches, web sketches, and many more.

❖ Digital Marketing

We, at It's My Design, provide all types of banner ad design and printing for any type of work.

❖ Election Campaign

We have experienced Online Marketing experts who can run all your election campaigns with great results.

CLIENTS:

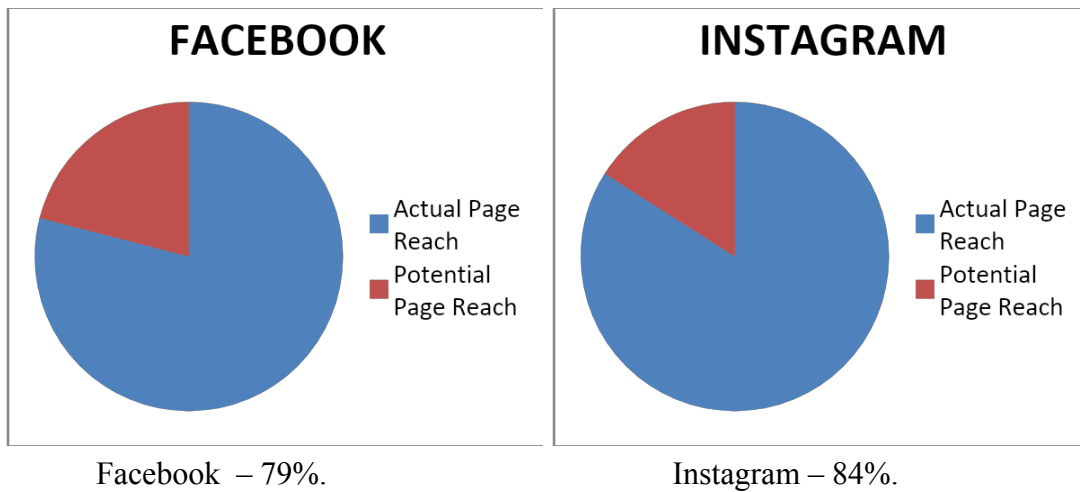
- 1. KIRTIGOLD OIL**
- 2. CHATE CLASSES PUNE**
- 3. WADEKAR MATERNITY & ENT HOSPITAL**
- 4. SHIVRAJ MOTEGAONKAR**
- 5. RENUKAI CHEMISTRY CLASSES [RCC]**
- 6. R. N. MOTEGAONKAR VIDYALAYA**
- 7. ARISE ACADEMY**
- 8. DR. DHOTE SHIRSAT 'S ACADEMY**
- 9. GSM FUSION MASALE**
- 10. KOTA BANSAL CLASSES**
- 11. PRORIGIN DESIPOPS MAKHANA**
- 12. VIDYA ARADHANA ACADEMY**

DATA ANALYSIS:

1. Kirtigold Oil :

	Actual Page Reach	Potential Page Reach
Facebook	2,89,637	3,65,492
Instagram	93,662	111,364

Chart :



Interpretation :

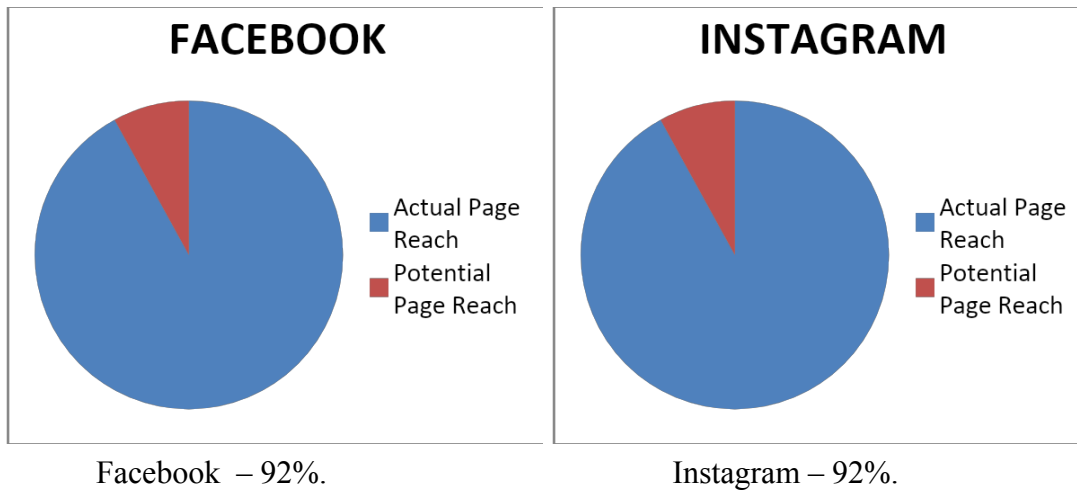
Facebook has a Potential page reach of 3,65,492 in the duration of 60 days, In which Actual page reach count is 2,89,637. The percentile is 79%.

Instagram has a Potential page reach of 111,364 in the duration of 60 days, In which Actual page reach count is 93,662. The percentile is 84%.

2. Chate Classes Pune :

	Actual Page Reach	Potential Page Reach
Facebook	40,392	43,744
Instagram	18,703	20,255

Chart :



Interpretation :

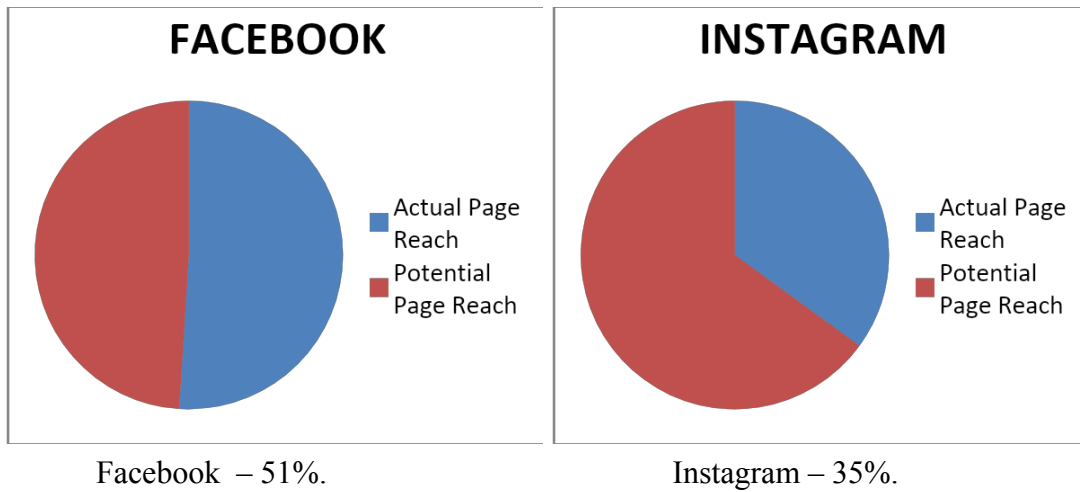
Facebook has a Potential page reach of 43,744 in the duration of 60 days, In which Actual page reach count is 40,392. The percentile is 92%.

Instagram has a Potential page reach of 20,255 in the duration of 60 days, In which Actual page reach count is 18,703. The percentile is 92%.

3. Kota Bansal Classes :

	Actual Page Reach	Potential Page Reach
Facebook	58,678	113,483
Instagram	28,970	82,767

Chart :



Interpretation :

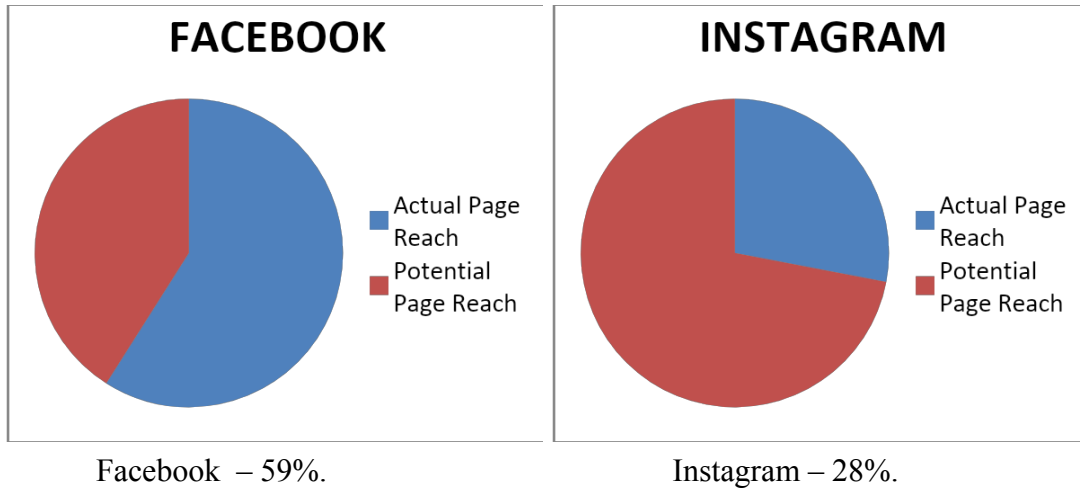
Facebook has a Potential page reach of 113,483 in the duration of 60 days, In which Actual page reach count is 58,678. The percentile is 51%.

Instagram has a Potential page reach of 82,767 in the duration of 60 days, In which Actual page reach count is 28,970. The percentile is 35%.

4. GSM Fusion Masale :

	Actual Page Reach	Potential Page Reach
Facebook	45,620	76,960
Instagram	30,576	1,05,884

Chart :



Interpretation :

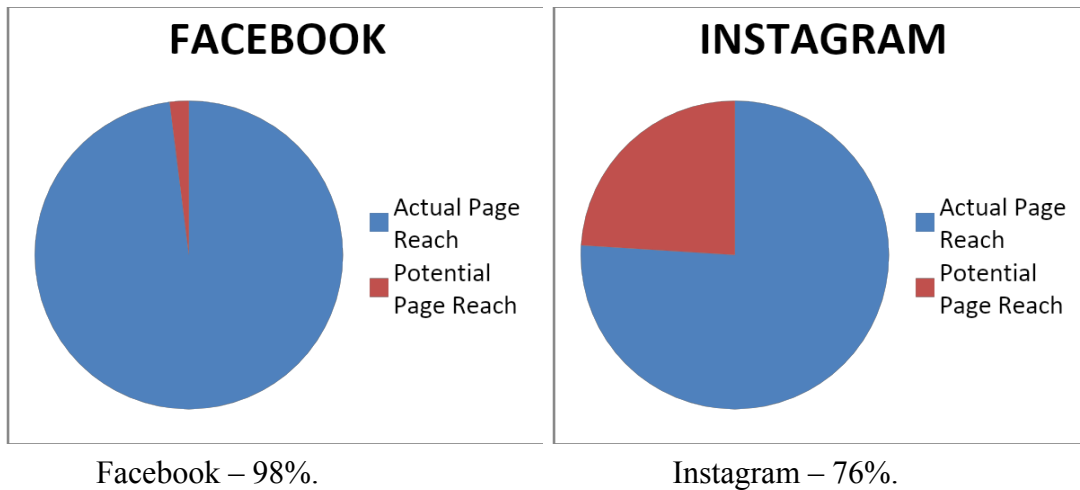
Facebook has a Potential page reach of 76,960 in the duration of 60 days, In which Actual page reach count is 45,620. The percentile is 59%.

Instagram has a Potential page reach of 1,05,884 in the duration of 60 days, In which Actual page reach count is 30,576. The percentile is 28%.

5. Prorigin Desipops Makhana :

	Actual Page Reach	Potential Page Reach
Facebook	35,232	35,866
Instagram	13,642	17,857

Chart :



Interpretation :

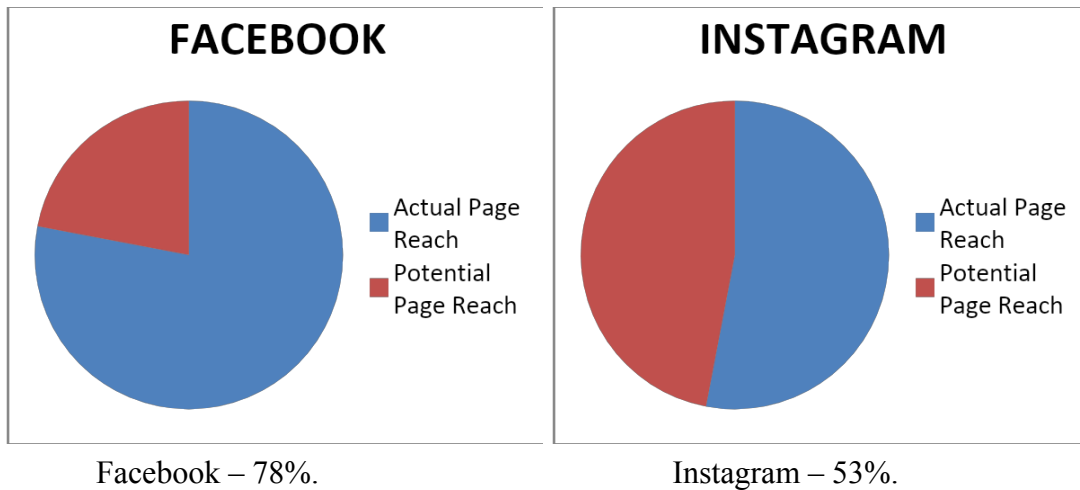
Facebook has a Potential page reach of 35,866 in the duration of 60 days, In which Actual page reach count is 35,232. The percentile is 98%.

Instagram has a Potential page reach of 17,857 in the duration of 60 days, In which Actual page reach count is 13,642. The percentile is 76%.

6. Wadekar Maternity & ENT Hospital :

	Actual Page Reach	Potential Page Reach
Facebook	45,170	57,230
Instagram	9,828	18,525

Chart :



Interpretation :

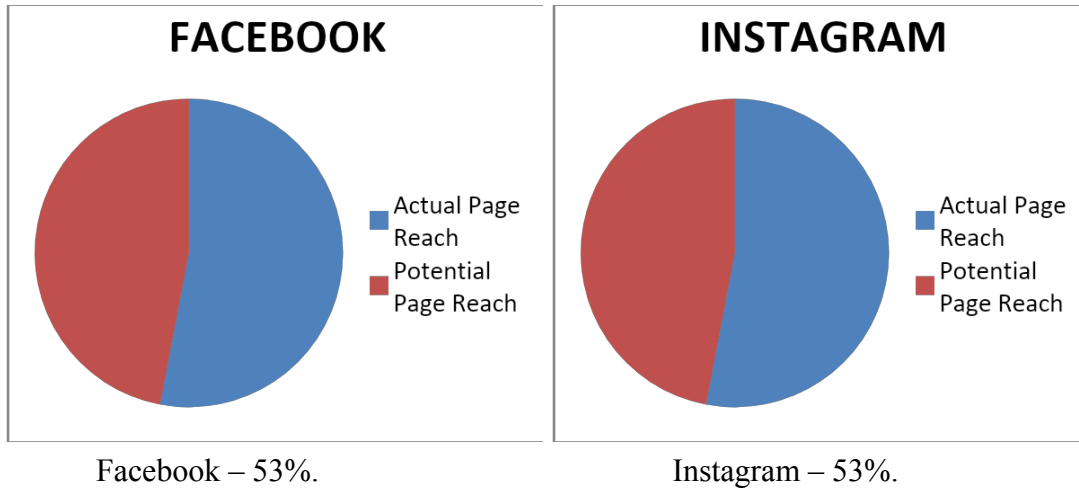
Facebook has a Potential page reach of 45,170 in the duration of 60 days, In which Actual page reach count is 57,230. The percentile is 78%.

Instagram has a Potential page reach of 9,828 in the duration of 60 days, In which Actual page reach count is 18,525. The percentile is 53%.

7. R. N. Motegaonkar Vidyalaya :

	Actual Page Reach	Potential Page Reach
Facebook	4,754	8,847
Instagram	1,632	3,076

Chart :



Interpretation :

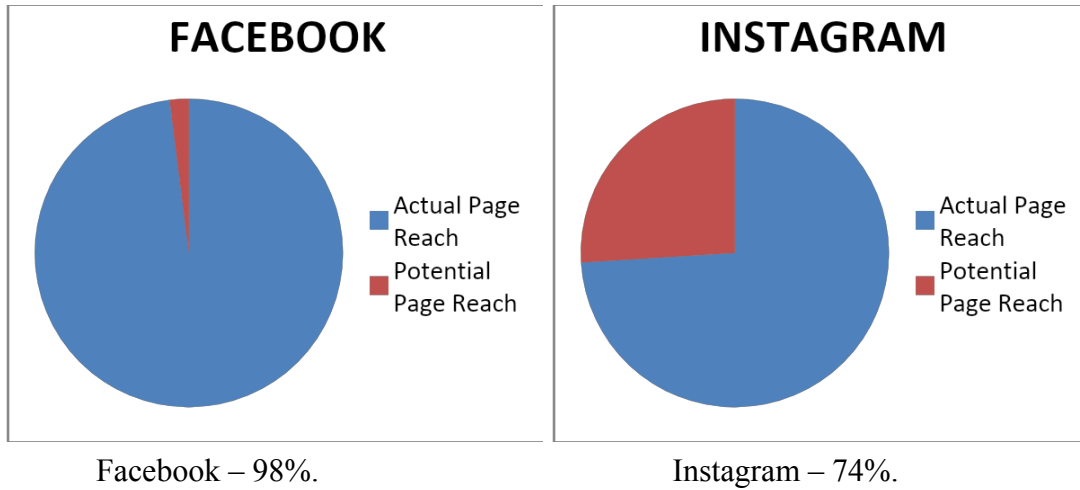
Facebook has a Potential page reach of 8,847 in the duration of 60 days, In which Actual page reach count is 4,754. The percentile is 53%.

Instagram has a Potential page reach of 1,632 in the duration of 60 days, In which Actual page reach count is 3,076. The percentile is 53%.

8. Shivraj Motegaonkar :

	Actual Page Reach	Potential Page Reach
Facebook	8,59,446	8,69,033
Instagram	1,10,840	1,49,523

Chart :



Interpretation :

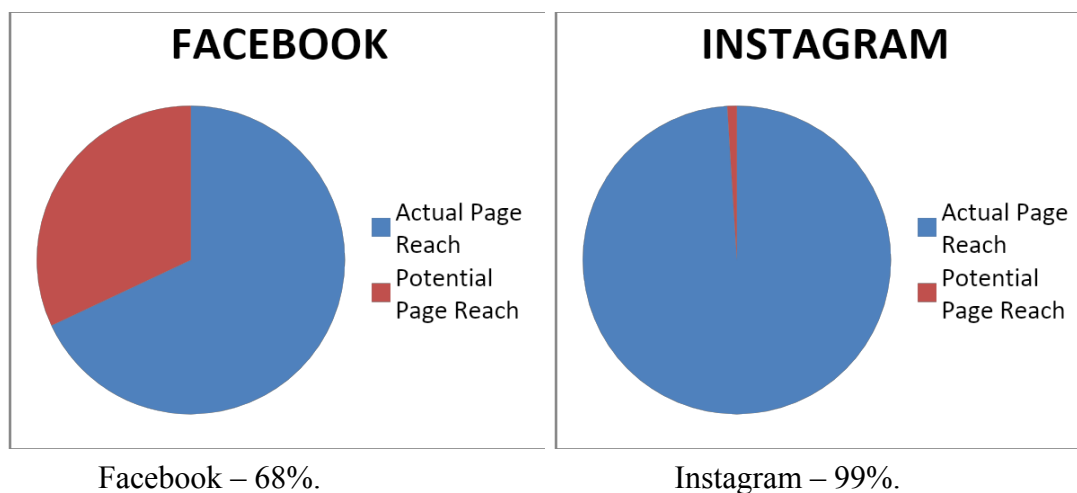
Facebook has a Potential page reach of 8,69,033 in the duration of 60 days, In which Actual page reach count is 8,59,446. The percentile is 98%.

Instagram has a Potential page reach of 1,49,523 in the duration of 60 days, In which Actual page reach count is 1,10,840. The percentile is 74%.

9. Renukai Chemistry Classes [RCC] :

	Actual Page Reach	Potential Page Reach
Facebook	3,521	5,112
Instagram	24,751	24,759

Chart :



Interpretation :

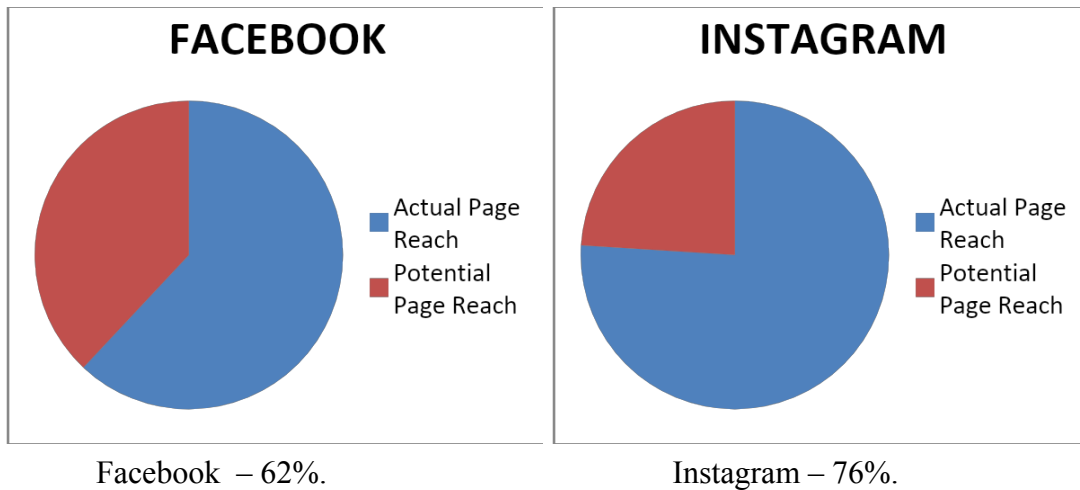
Facebook has a Potential page reach of 5,112 in the duration of 60 days, In which Actual page reach count is 3,521. The percentile is 68%.

Instagram has a Potential page reach of 24,759 in the duration of 60 days, In which Actual page reach count is 24,751. The percentile is 99%.

10. Vidya Aradhana Academy :

	Actual Page Reach	Potential Page Reach
Facebook	61,768	99,384
Instagram	22,710	29,591

Chart :



Interpretation :

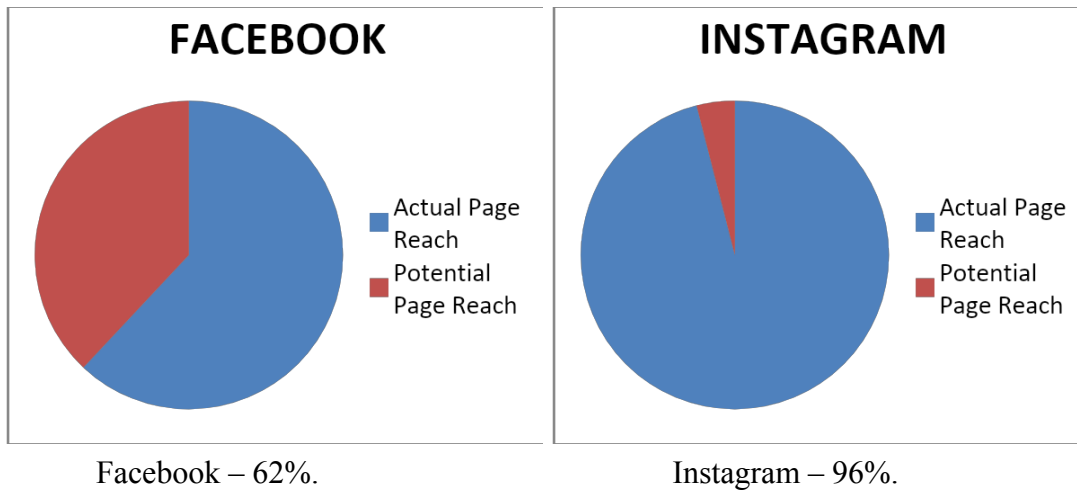
Facebook has a Potential page reach of 99,384 in the duration of 60 days, In which Actual page reach count is 61,768. The percentile is 62%.

Instagram has a Potential page reach of 29,591 in the duration of 60 days, In which Actual page reach count is 22,710. The percentile is 76%.

11. Dr. Dhote Shirsat's Academy :

	Actual Page Reach	Potential Page Reach
Facebook	2,21,936	3,57,538
Instagram	70,816	73,223

Chart :



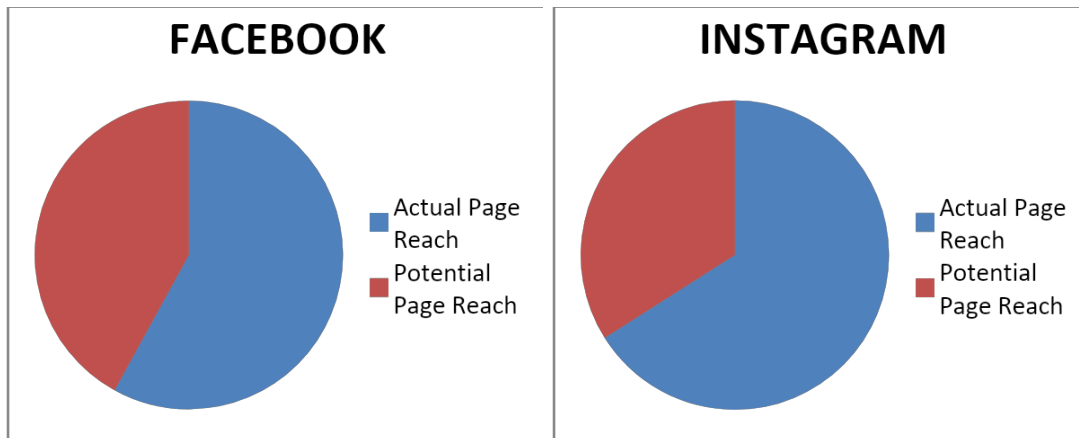
Facebook has a Potential page reach of 3,57,538 in the duration of 60 days, In which Actual page reach count is 2,21,936. The percentile is 62%.

Instagram has a Potential page reach of 73,223 in the duration of 60 days, In which Actual page reach count is 70,816. The percentile is 96%.

12. Arise Academy :

	Actual Page Reach	Potential Page Reach
Facebook	44,403	75,751
Instagram	21,178	32,084

Chart :



Facebook – 58%.

Instagram – 66%.

Interpretation :

Facebook has a Potential page reach of 75,751 in the duration of 60 days, In which Actual page reach count is 44,403. The percentile is 79%.

Instagram has a Potential page reach of 32,084 in the duration of 60 days, In which Actual page reach count is 21,178. The percentile is 66%.

Final Report :

Sr. No	CLIENT	Facebook Page Reach	Instagram Reach
1	KIRTI GOLD	79 %	84 %
2	CHATE CLASSES PUNE	92 %	92 %
3	KOTA BANSAL CLASSES	51 %	35 %
4	GSM FUSION MASALE	59 %	28 %
5	PRORIGIN DESIPOPS MAKHANA	98 %	79 %
6	WADEKAR MATERNITY & ENT HOSPITAL	78 %	53 %
7	R. N. MOTEGAONKAR VIDYALAYA	53 %	53 %
8	SHIVRAJ MOTEGAONKAR	98 %	74 %
9	RENUKAI CHEMISTRY CLASSES [RCC]	68 %	99 %
10	VIDYA ARADHANA ACADEMY	62 %	76 %
11	DR. DHOTE SHIRSAT 'S ACADEMY	62 %	96 %
12	ARISE ACADEMY	58 %	66 %

Average : 71.5% FB - 69.58% INSTA

LIMITATIONS

□ People are unaware about the trends in the market.

The data taken was very small, therefore it can be said that the chosen sample is not representative of the whole population.

The time duration of the project was very short.

Respondents may not have been true in answering various questions and may be biased to certain other questions.

People are budget oriented rather than technical oriented.

SUGGESTIONS

Make the high promotion of your service to create awareness into the people.

Need to give maximum focus on the newly developed and potential area as well as in Remote Cities.

Use the Banners, Posters and Hoardings to create awareness in the people.

Use the customer executives for making promotions in businesses and services.

Advertise about the company and its products - it motivates individuals to purchase products and services.

Create a positive perception about the product and service.

CONCLUSION

The analysis was done based on the information collected in the form of questionnaire from the customers of the firm.

After a brief analysis few findings were derived. Based on findings the suggestions and the conclusion were made that, Facebook has 71.5% of page reach from it's potential reach, where Instagram has 69.5% of the page reach.

Thus, the study has revealed that Facebook has more impact than instagram in the manner of potential reach of it's audience.