

**A
Project Report**

On

Digital Media Platform Efficiency

For

It's My Design

**Submitted By
Savani Sitakant Mendjogi**

**Under the Guidance of,
Prof. Dr.Girish Bodhankar**

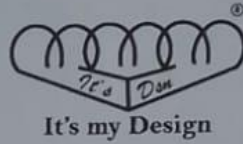
**Submitted To
Savitribai Phule Pune University**

**In the partial fulfillment of the requirements for the award of
Masters in Business Administration (MBA)**

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

Batch 2020-22

CERTIFICATE



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

COMPLETION LETTER

Date: 16th December, 2021

This is to certify **Ms. Savani Mendjogi** who was under the employer of It's My Design as
The Digital Marketing Intern, from the time period of **18th October, 2021** to **16th December,**
2021

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

We wish her success in her future endeavours.



Its My Design
Director Mahesh Y. Reddy



Director and Founder
It's My Design

Annexure "C"

Declaration

I Savani Mendjogi, of MBA-2 : SeatNo _____ hereby declare that the Project work titled Digital Marketing Intern 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 thereport.

Date:

Signature

Place:

Name:

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INTRODUCTION

Digital Marketing is Defined as “marketing that makes use of electronic devices (computers) such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, E-mail ,apps (classic and mobile) and social networks”.

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

In today’s technology driven world, a new fast paced digital economy is emerging. In the near future, it wouldn’t be surprising to see that there are companies that exist only inside computer networks. Most business transactions will be made electronically, directly from the producer to the consumer, bypassing the supply chain. In the digital marketing environment, the consumer becomes an integral player in the development of the product. It is e-commerce that is changing the way products and services are conceived, manufactured, promoted, priced, distributed and sold. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was

- * Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more.

- * Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers).

- * Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

Today’s consumers are highly reliant on social media platforms such as Instagram,

Facebook, LinkedIn, and Snapchat. This is why it is essential that brands are active across accounts.

Social media platforms allow marketers to reach their prospects in a myriad of ways. First, marketing teams can use these channels to distribute paid ads and sponsored content. Each platform has a way for marketing teams to create paid ad campaigns and segment users so these ads appear on the feeds of target audience members. While each platform is different, most have capabilities that allow marketing teams to place ads based on location, job title, interests, age, etc.

Social media is also a great way to promote products or resources organically to your followers, and engage with consumers. Chances are, people that follow your brand on social media have likely purchased from you in the past. Interacting with them on social media or answering customer service-oriented questions is a great way to ensure continued engagement with the brand and cultivate positive experiences and customer loyalty.

OBJECTIVES

- To study how to increase reach.
- To study best source to make Customers aware.
- To study the Analytics for targeted Marketing.
- To understand how to target audience.
- To understand which platform is good for Digital Marketing.
- To study online reputation building.

SCOPE OF THE PROJECT

- This study will give an insight into which social media platform is more preferable
- This study helps B2B : To generate leads,B2B marketers are active on social media platforms .
- This study helps B2C : B2C marketers focus on improving brand awareness and attracting customers to their website and product using social media platforms.
- It provides suggestions for company to improve their marketing.

LIMITATIONS

- The time duration of the project was very short.
- Security and Privacy Issues.
- Dependability on Technology.
- Time Consuming.
- Maintenance cost due to constantly evolving environment.
- High competition .

RESEARCH METHODOLOGY

Research Methodology is a way to systematically solve the research problem. It may be understood scientifically by studying how research is done scientifically. In this study various steps are generally adopted by the researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research methods/techniques but also the methodology

The scope of research methodology is wider than that of research methods. Thus the research methodology talks about the research methods and also considers the logic behind the methods used in the context of the research study and explains why to use a particular method or technique and not using others so that research results are capable of being evaluated either by the researcher himself or by others.

EXPLORATORY RESEARCH :

It was an exploratory research and the aim of exploratory research is to gain familiarity with the phenomenon or to achieve new insights into it. So, the study has tried to find how the company should frame it's strategy in order to attract customers. Sources of Data For accomplishing this data gathered through secondary sources of data And 2months of Internship.

Secondary data

Secondary data was collected through available articles.

Secondary data was sourced by

- Websites

COMPANY PROFILE

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.

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. ARISE ACADEMY
2. BORA UNIFORMS
3. CHATE CLASSES NANDED
4. CHATE CLASSES PUNE
5. DR. DHOTE 'S ACADEMY
6. DR. DHOTE SHIRSAT 'S ACADEMY
7. FUSION
8. KIRTIGOLD OIL
9. KOTA BANSAL CLASSES
10. PRORIGIN DESIPOPS MAKHANA
11. R. N. MOTEGAONKAR VIDYALAYA
12. RENUKAI CHEMISTRY CLASSES [RCC]
13. RELIANCE LATUR PATTERN
14. SHIVRAJ MOTEGAONKAR
15. VIDYA ARADHANA ACADEMY
16. WADEKAR MATERNITY & ENT HOSPITAL

What is Digital Marketing?

Digital marketing is any marketing initiative that leverages online media and the internet through connected devices such as mobile phones, home computers, or the Internet of Things. Common digital marketing initiatives center around distributing a brand message through search engines, social media, applications, email, and websites.

Today, digital marketing often focuses on reaching a customer with increasingly conversion-oriented messages across multiple channels as they move down the sales funnel. Ideally, marketing teams will be able to track the role each of these messages and/or channels plays in reaching their ultimate goal.

What is a Digital Marketing Platform?

Modern marketing relies on technology to analyze the comprehensive performance of a marketing campaign, and help guide future strategies and decision making. The best way to define a digital marketing platform is to break it down into its two parts: digital marketing and digital business platforms.

Gartner notes that in the context of modern business, platforms are tools that provide multiple business or technology capabilities. While there are tools to address specific functions within one business need, such as a single tool to schedule social media updates alone, platforms support multiple functions across these needs. Platforms typically enable a more extensive set of functions with APIs, integrations, and partnerships with other applications or data sources.

Now, let's revisit the initial question. What is a digital marketing platform? A digital marketing platform is a solution that supports a variety of functions within the realm of marketing over the internet. According to Gartner, it is important to note that to classify as a platform, the solution cannot claim to support every component of digital marketing – but will rather cover functionality like media buying, performance measurement and optimization, and brand tracking. However, it may not cover other marketing efforts like SEO, social media.

Why is Digital Marketing Important?

Digital marketing is on the rise – surpassing spend on traditional marketing for the first time ever in 2019. This is because consumers are increasingly present on online channels. With this increased use of technology, digital marketing platforms have become essential to the digital marketing world. Tech advancements such as AI and machine learning, make marketers better equipped with the marketing technology they need to reach consumers on digital devices at just the right moment. This is opposed to traditional marketing methods – which have to be planned and placed well in advance. Platforms such as Facebook, Instagram, Tik Tok, and blogs have now taken over the digital marketing space. Consider the following:

- The world has 7.7 billion people and 4.4 billion people use the internet
- Nearly 30 percent of consumers would rather interact with brands via social channels versus going to a store.

To be competitive, organizations need to be present across digital channels and devices. However, this doesn't mean offline channels should be ignored altogether. The best way to meet consumer demands is with an omnichannel presence – which combines offline and digital elements.

Here are a few more reasons why digital platforms can be an asset your business:

- You can build an online community to represent your organization across all platforms.
- Personalized exchanges between consumers and producers.
- Increases appeal for consumers and establishes trust between buyers and sellers.
- The use of API's allows a 3rd party to facilitate the exchange for users.

By employing digital marketing initiatives, your organization can create a more cohesive, customer oriented program that maximizes benefits for your clients. Digital marketing platforms can also be beneficial for easy measurement and adjustment of company goals and bring you a better return on investment. These platforms and initiatives open up the door to ongoing engagement even after a purchase, which can help marketing teams more effectively foster brand loyalty and improve customer retention.

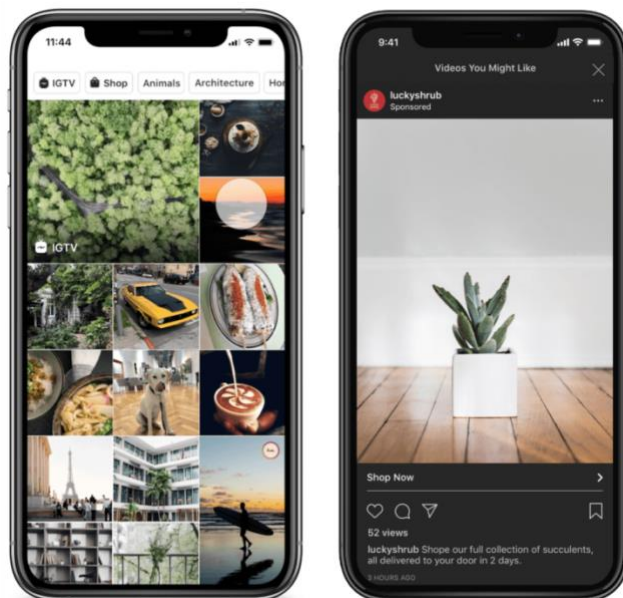
Platforms for Digital Marketing

- **Social Media Marketing Platforms**

Today's consumers are highly reliant on social media platforms such as Instagram, Facebook, LinkedIn, and Snapchat. This is why it is essential that brands are active across accounts. Consider these stats:

- On average users have about 8 social media accounts.
- An average of 2 hours and 22 minutes are spent on social media per person per day.
- Out of the 5.11 billion people who have a phone, 3.26 billion access social media using it.
- People spend about 1/7th of their waking time on social platforms.

Social media platforms allow marketers to reach their prospects in a myriad of ways. First, marketing teams can use these channels to distribute paid ads and sponsored content. Each platform has a way for marketing teams to create paid ad campaigns and segment users so these ads appear on the feeds of target audience members. While each platform is different, most have capabilities that allow marketing teams to place ads based on location, job title, interests, age, etc.



Social media is also a great way to promote products or resources organically to your followers, and engage with consumers. Chances are, people that follow your brand on social media have likely purchased from you in the past. Interacting with them on social media or answering customer service-oriented questions is a great way to ensure continued engagement with the brand and cultivate positive experiences and customer loyalty. Marketing teams can use social media to build their brand and establish a voice that can make them popular to follow and share. For example, Wendy's flippant and funny tone has made them exceptionally popular on Twitter, commonly earning likes, retweets, and responses.



- **Influencer Marketing**

Another effective way to harness digital channels to reach target audiences is with influencer marketing. Brands can partner with celebrities, sites, or others that are considered experts in their field, that share similar values. Brands can then reach these influencers' followers with branded content and offers. Many marketers have found success with influencer marketing, with 9 out of 10 noting that it was the same or better than other channels they use. Additionally, 1 out of 2 women based a purchase decision on a recommendation from an influencer.

Here is an example of influencer marketing: GoPro partnered up with this Colorado-based influencer, Loki, whose followers include many outdoor enthusiasts. This put their product in front of their target audience, with a recommendation from a like-minded, trustworthy source.



- **Email Marketing**

Email marketing campaigns allow organizations to stay connected with prospects and customers, sending them customized newsletters or offers based on past shopping history or brand engagements. If an individual has interacted with a few of your branded touchpoints – like an email offer for 10 percent off the items they have been considering, or free shipping - that may be what ultimately brings about a conversion. Nearly 60% of consumers say that email plays a role in their purchase decisions. Furthermore, transactional emails are more likely to be opened by subscribers.

- **Content Marketing**

Content marketing allows marketing teams to be proactive in answering their users' questions. Marketing teams create content, videos, and other assets to answer questions or provide context to consumers throughout the three stages of the buyer's journey:

- **The awareness stage:** Buyer realizes they have a need
- **The consideration stage:** Buyer determines a course of action to meet this need
- **The decision stage:** Buyer decides on a product / service to purchase to meet the need

For example, a consumer might realize they need new shoes to wear to the gym. The marketing team for an activewear company may produce a piece about what features you need from a running shoe, as opposed to what you need if you focus on strength training. Looking at this content, the buyer determines they need a pair of running shoes that meets that criteria. Another piece of content might show the most popular running shoes and their price points. Once they are educated on these factors, they decide. The guidance offered by your brand throughout will likely result in them purchasing from you. Content marketing is often less expensive than other forms of marketing, while producing nearly 3 times as many leads.

- **Mobile Marketing**

Mobile marketing initiatives can include many of the digital marketing strategies mentioned above, and typically will leverage a combination of text messages, social media, email, push notifications, and mobile applications. The importance of mobile marketing is rising, as it is expected that by 2024, the number of mobile shoppers will rise to approximately 187.5 million users. With the clear move to mobile, marketers need to think about how they can optimize their current marketing efforts for mobile to be able to deliver a seamless and user-friendly experience.

Social Media Marketing more effective than other platforms.

One of the reasons social media marketing is so effective is the fact that digital consumers spend 2.5+ hours on social platforms daily. That means for nearly three hours a day, you have a chance to reach your target customers with your products and services.

Social Media Marketing is much more affordable. You can test various ad campaigns with almost any sized budget. The key with your budget is going to be how you build your targeting to make sure you're talking to the right people and making the most out of every dollar .

Social media enables you to add value to your stakeholders in a targeted way, allowing you to communicate faster, more often and with greater relevance. Satisfied customers are more likely to share their experiences with others online which will in turn help to promote your brand and bring in new customers.

It's hard to change traditional advertising once it gets running. From a tactical perspective, you may still be in a contract to execute multiple insertions within the medium you choose and you can't make moves without a penalty. From a creative standpoint, it takes longer and more money/time to change your messaging and ad creative.

Social media, and digital marketing in general, is much more flexible. We can change tactics, creative, and objectives, even budget on a whim. Edit, pause, generate new messages, even test variables to determine what your winning formula may be.

Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Your customers are already interacting with brands through social media, and if you're not speaking directly to your audience through social platforms like Facebook, Twitter, Instagram, and Pinterest, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales. Using social media in marketing does more than improve site traffic and help businesses reach more customers; it provides a valuable venue for better understanding and learning from your target audiences.

- **Using Facebook for Social Media Marketing**



Facebook’s casual, friendly environment requires an active social media marketing strategy. Start by creating a Facebook Business Fan Page. You will want to pay careful attention to layout, as the visual component is a key aspect of the Facebook experience.

Facebook is a place people go to relax and chat with friends, so keep your tone light and friendly. And remember, organic reach on Facebook can be extremely limited, so consider a cost-effective Facebook ad strategy, which can have a big impact on your organic Facebook presence as well!

- **Using YouTube for Social Media Marketing**



YouTube is the number one place for creating and sharing video content, and it can also be an incredibly powerful social media marketing tool. Many businesses try to create video content with the aim of having their video “go viral,” but in reality those chances are pretty slim. Instead, focus on creating useful, instructive “how-to” videos. These how-to videos also have the added benefit of ranking on the video search results of Google, so don’t underestimate the power of video content!

- **Using Instagram for Social Media Marketing**



Instagram marketing is a type of social media marketing, which involves promoting a brand on Instagram. This social media platform helps brands connect with an enormous audience, increase brand awareness, and boost sales.

Instagram is the perfect channel to reach an enormous audience – over 1 billion active users monthly. On average, users spend 53 minutes per day on Instagram, which makes this platform the second most visited social network after Facebook.

Instagram facilitates maintaining your relationships with customers and prospects. People enjoy being connected with brands through this network – 90% of users follow at least one company on Instagram.

Another point to consider is Instagram’s selling acceleration opportunities. According to Facebook research in 2019, 65% of people polled visited a brand's website or app after seeing it on Instagram. 46% of interviewees purchased from a brand online or offline.

- **Using Twitter for Social Media Marketing**



Twitter is the social media marketing tool that lets you broadcast your updates across the web. Follow tweeters in your industry or related fields, and you should gain a steady stream of followers in return. Mix up your official tweets about specials, discounts, and news with fun, brand-building tweets. Be sure to retweet when a customer has something nice to say about you, and don't forget to answer people's questions when possible. Using Twitter as a social media marketing tool revolves around dialog and communication, so be sure to interact as much as possible to nurture and build your following.

- **Using Pinterest for Social Media Marketing**



Pinterest is one of the fastest growing social media marketing trends. Pinterest's image-centered platform is ideal for retail, but anyone can benefit from using Pinterest for social media purposes or sales-driving ads.

Pinterest allows businesses to showcase their product offerings while also developing brand personality with eye-catching, unique pinboards. When developing your Pinterest strategy, remember that the social network's primary audience is female. If that's your demographic, you need a presence on Pinterest!

- **BUSINESS SUITE**

Meta Business Suite lets you manage all of your connected accounts across Facebook and Instagram in one place. It offers a variety of tools that makes it easier to manage your business presence for free. Meta Business Suite can help you reach more people and stay up to date, while you manage your business presence in one place. View your business at a glance: From your home screen, you can see an overview of your Facebook Page and Instagram account. You'll see updates, recent posts and ads, and insights. You can also create a post or promote your business from here.

View activity: You'll see new notifications for your Facebook Page and Instagram account.

Use Inbox: You can read new messages and comments from your Facebook Page, Messenger and Instagram accounts. You can also create automated responses to help save time when responding to questions people commonly ask.

Create posts and stories: You can publish or schedule new posts and stories for your Facebook Page and Instagram account.

Access Commerce Manager: If your business account has a commerce account, you'll be able to access it from Meta Business Suite desktop. You can also create a new commerce account for your business if you don't have one.

Create ads: You can create new ads and place them on Facebook and Instagram, boost your posts and promote your Page.

View Insights: You can see details about your business's performance, such as trends, activity on the content you share and more information about your audience.

Access more tools: On Meta Business Suite desktop, you'll find other Facebook tools and settings that you might use to manage your business presence in the More tools section. This includes other tools, such as Ads Manager, business settings and Page settings. You can also go to your Facebook Page from here.

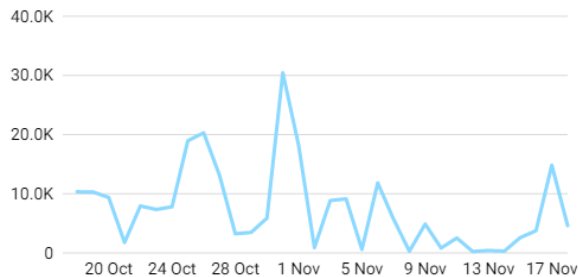
I have used these platforms for Marketing . Some insights of our clients business accounts.

1. Kirti Gold Oil Facebook Reach And Instagram Reach

Reach

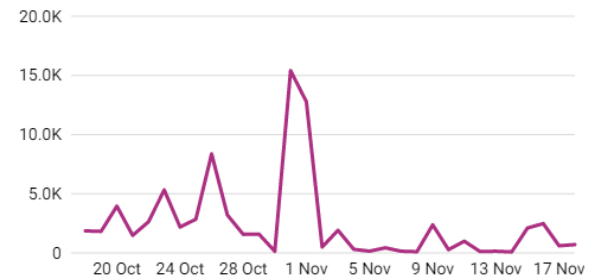
Facebook Page reach ⓘ

192,426 ↑ 1.6%

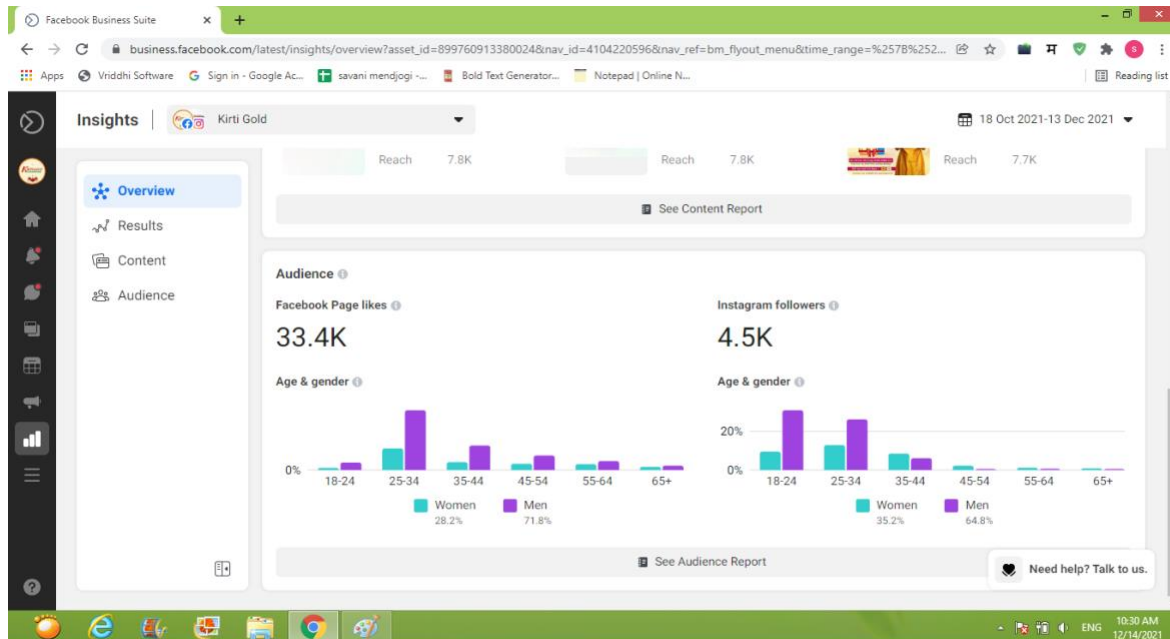


Instagram reach ⓘ

54,757 ↑ 8.3%

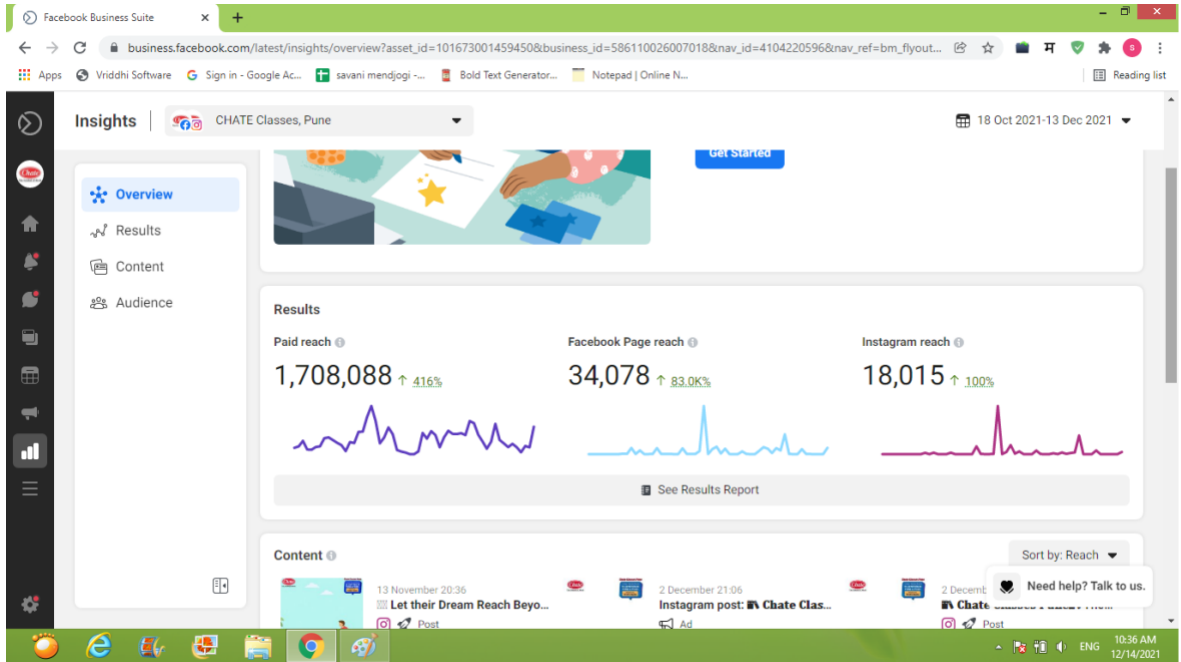


Facebook likes And Instagram Followers



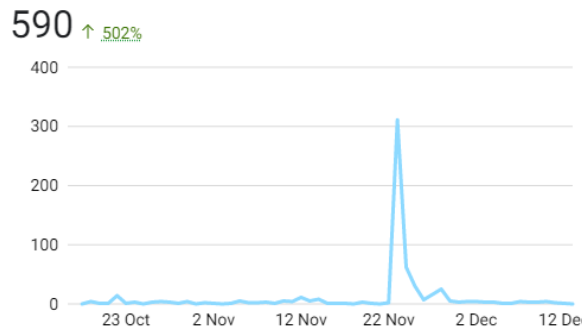
2. Chate Classes Pune

Facebook reach And Instagram reach

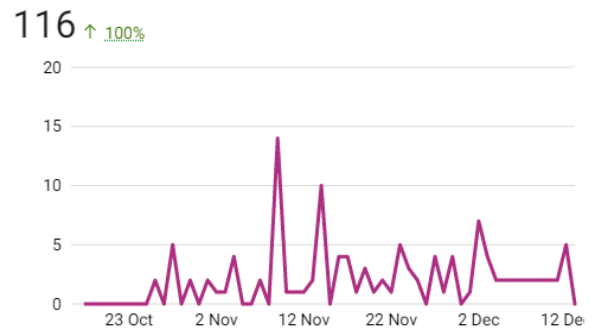


Page and profile visits

Facebook Page visits



Instagram profile visits



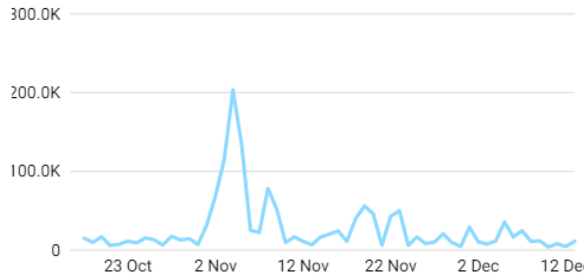
3. Shivraj Motegaonkar

Facebook reach And Instagram reach

Reach

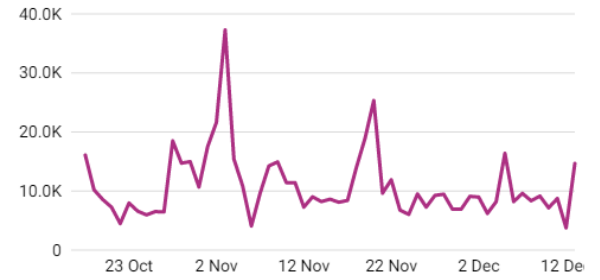
Facebook Page reach ⓘ

838,634 ↑ 73.1%



Instagram reach ⓘ

112,749 ↑ 45%

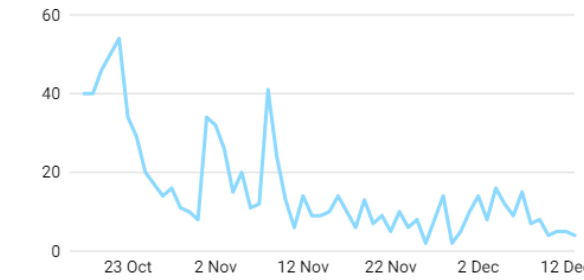


Facebook Likes And Instagram Followers

New likes and followers

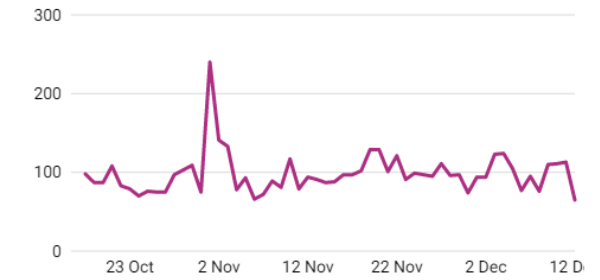
New Facebook Page likes ⓘ

904 ↓ 49.8%



New Instagram followers ⓘ

5,494 ↑ 4.2%



YOUTUBE MARKETING

1. Kirtigold oil

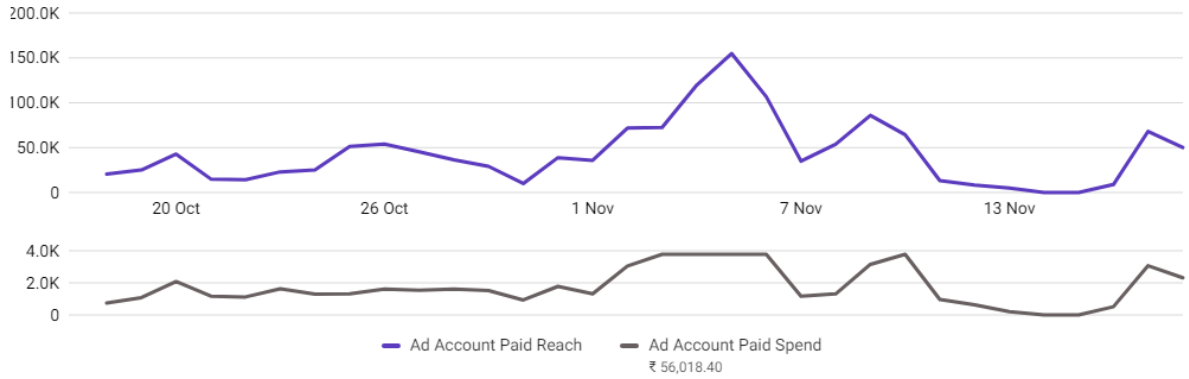
Ad trends

Paid reach ⓘ

994.2K ↑ 232%

Paid impressions ⓘ

1.5M ↑ 208.6%



2. Shivraj Motegaonkar

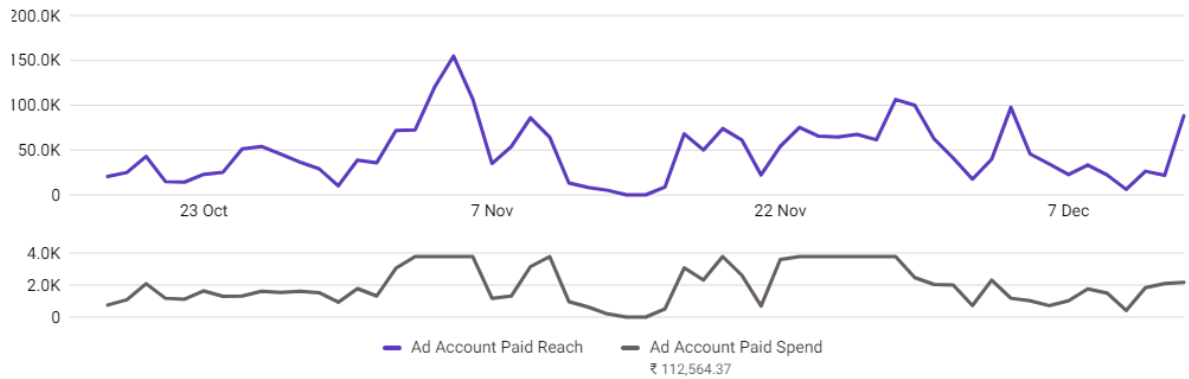
Ad trends

Paid reach ⓘ

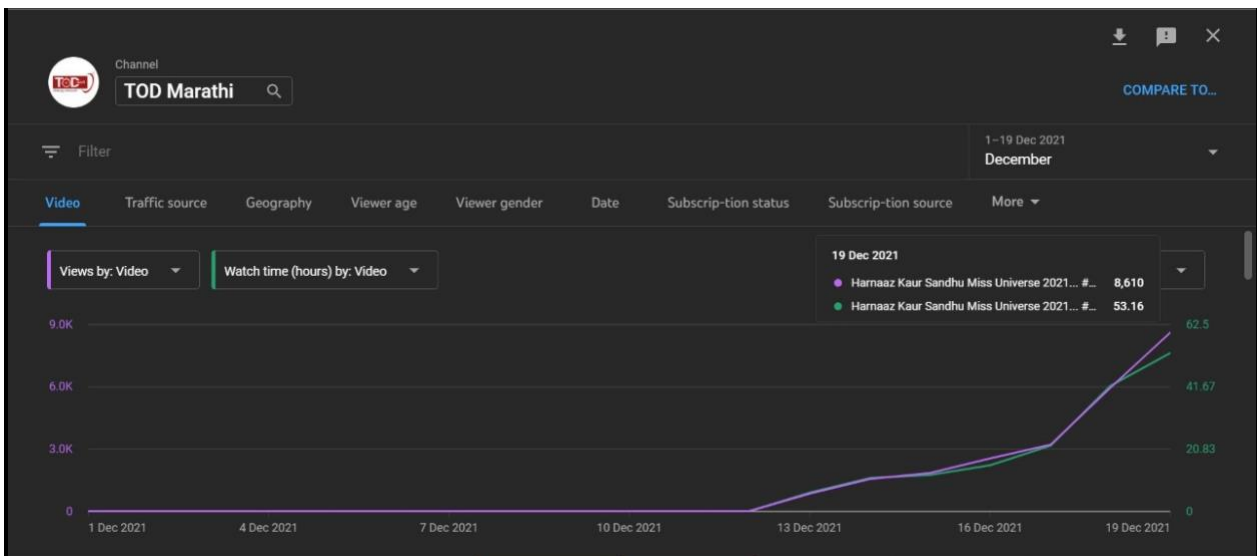
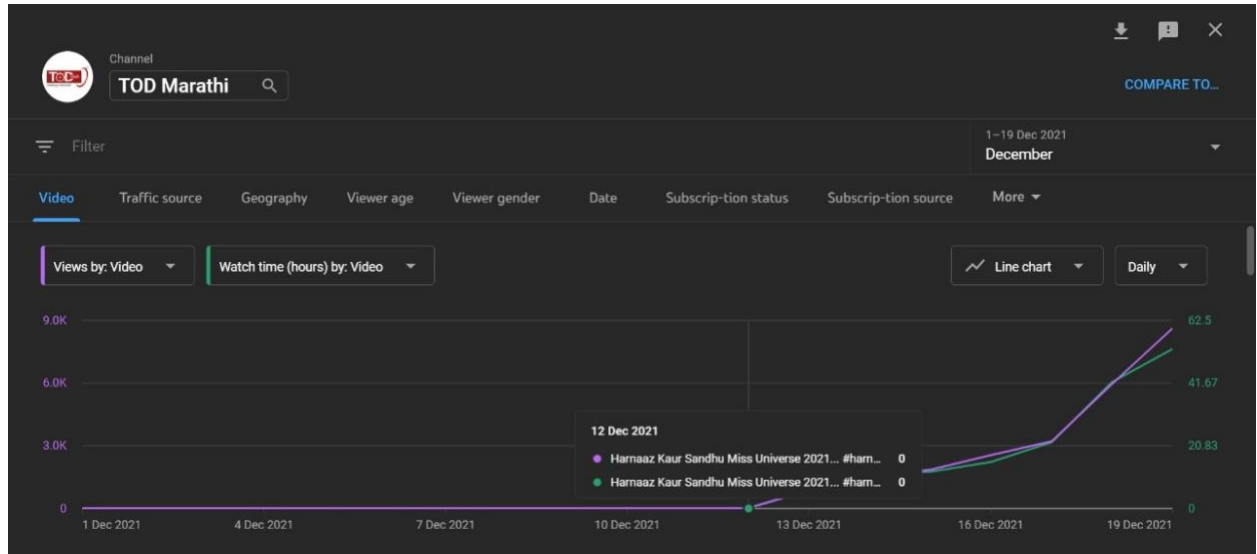
1.7M ↑ 416%

Paid impressions ⓘ

3M ↑ 450.6%



YouTube Video impressions for TOD Marathi Channel



Google Analytics

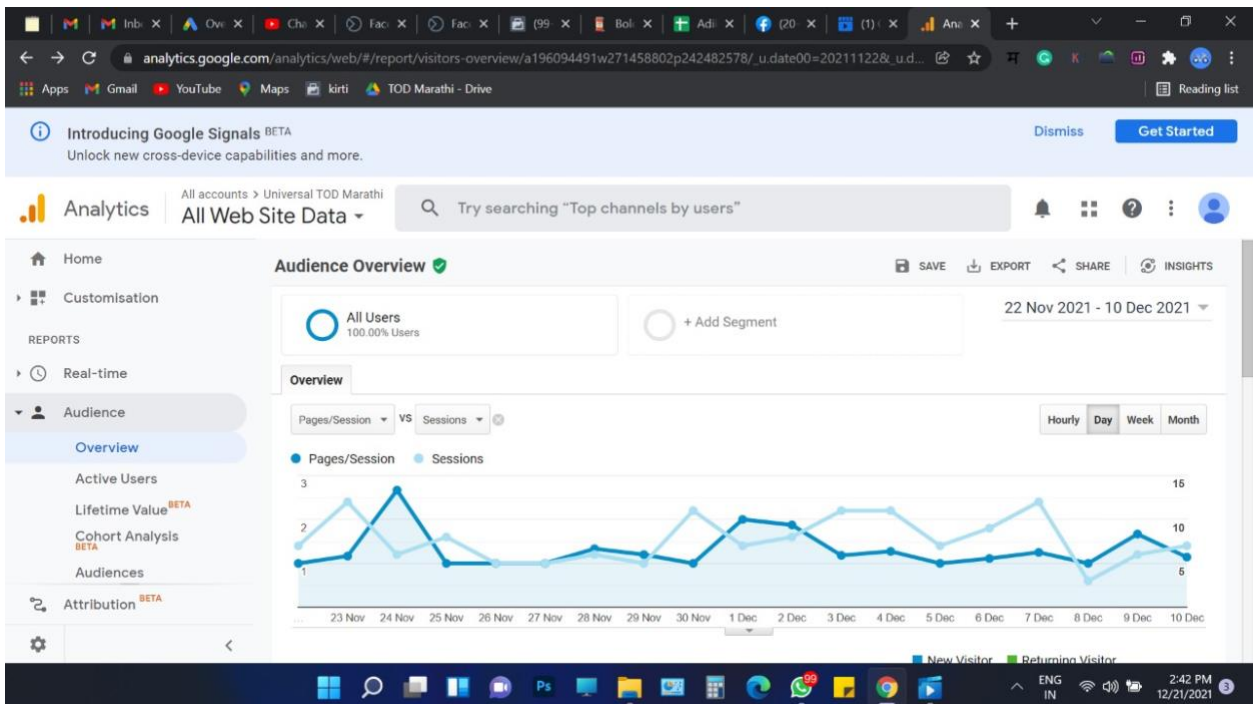
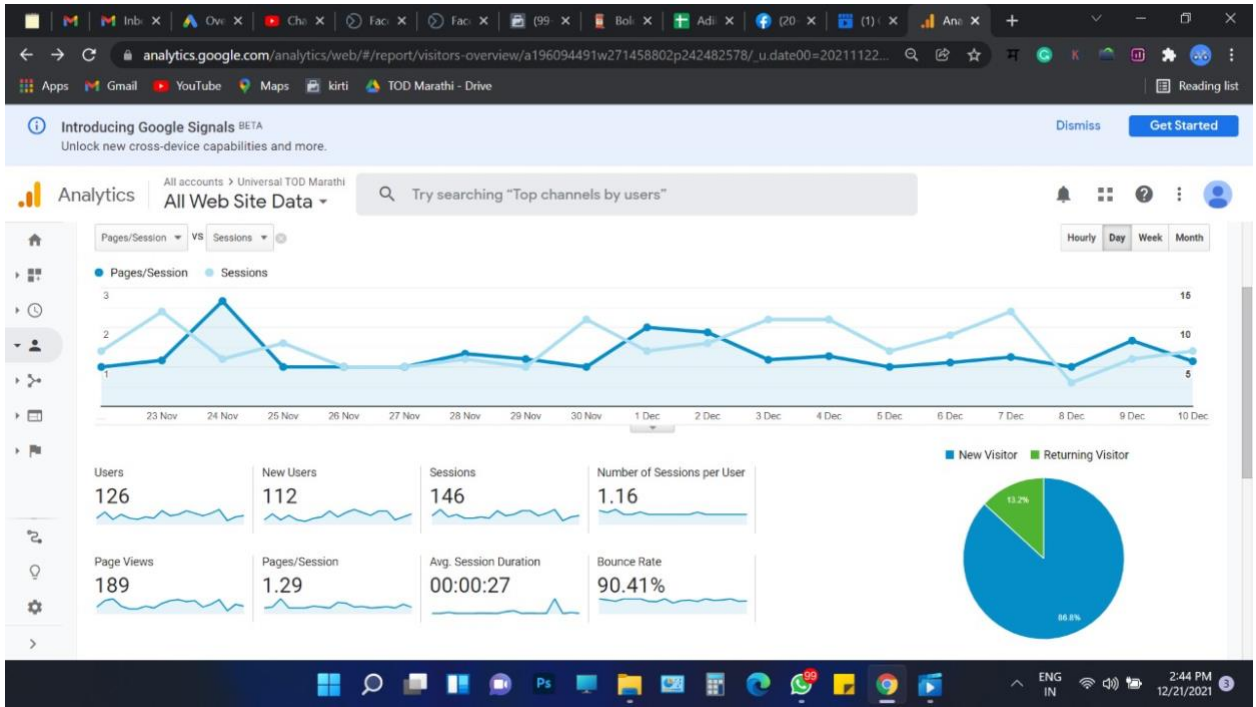
Google Analytics is a web analytics platform you can use to track and analyze the performance of your website or app. Through Google Analytics, you can access a wide range of data and reports on website traffic and website visitor behavior. The platform is available to anyone with a Google account, and there are both paid and free versions.

Google Analytics is a website traffic analysis application that provides real-time statistics and analysis of user interaction with the website. Google analytics enables website owners to analyze their visitors, with the objective of interpreting and optimizing website's performance. Google analytics can track all forms of digital media and referring upstream web destinations, banner and contextual advertisements, e-mail and integrates with other Google products

Google Analytics Benefits

- Track Online Traffic
- Understand User Behavior
- Offline to Online Tracking
- Data Reports And Customization
- Improve Online Advertising With Marketing Analytics
- Improve Search Engine Optimization And Content Marketing
- Google Analytics Conversion Tracking
- Find Your Target Audience
- Google Analytics Cost
- Google Analytics Improves Websites
- Getting Started Is Easy
- New Ideas For Business
- E-Commerce Performance

Google Analytics of TOD Marathi



analytics.google.com/analytics/web/#/report/visitors-overview/a196094491w271458802p242482578/_u.date00=20211122&_u.d...

Introducing Google Signals BETA
Unlock new cross-device capabilities and more. Dismiss Get Started

Analytics | All accounts > Universal TOD Marathi |

Home
Customisation
REPORTS
Real-time
Audience
Overview
Active Users
Lifetime Value BETA
Cohort Analysis BETA
Audiences
Attribution BETA

Metric	Value
Users	126
New Users	112
Sessions	146
Number of Sessions per User	1.16
Page Views	189
Pages/Session	1.29
Avg. Session Duration	00:00:27
Bounce Rate	90.41%

New Visitor (86.8%)
Returning Visitor (13.2%)

Windows taskbar: ENG IN, 2:42 PM, 12/21/2021

CONCLUSION

The research and practice of digital marketing is improving with the advancement of technology. The advancement in technology fosters multifaceted opportunities and at the same time poses unprecedented challenges for the marketers.

Social media can be a powerful tool for any organization. It can increase your visibility, enhance relationships, establish two-way communication with customers, provide a forum for feedback, and improve the awareness and reputation of the organization.

The best way to evaluate the importance of applying social media in marketing is to realize the importance of social media in everyday life of people who are likely to become your customers. Social media marketing has become a necessity, one that is imposed to the business by the overall presence and impact social networks have on the users. Social Media Marketing is much more affordable. Easy to use. Social Media platform helps to increase the Business. In spite of the fact that social media presence has become a necessity, there are numerous ways to leverage social media presence into improving your business.

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