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Summer Internship report for May 2016 – July 2016 at:



CHASING THE SUN WITH sunSTRATEGIC

Summer Internship report for May 2016 – July 2016

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MMS Marketing (2015-2017)

Roll no - 153

Preface

This report includes my learnings as a summer intern at sunStrategic. In this report, an attempt has been made to explain; how the concepts of Marketing are being applied digitally? With ever increasing online users, how the marketers are changing their turfs from offline to online? This report will take you through an online marketer's journey from identifying the target audience, making an online strategy, aligning it with the production, planning an online campaign, Deciding on the look and feel of the campaign and eventually selling the product. This report explains various facets of digital marketing including, branding, ads, content marketing, Search Engine marketing, Influencer marketing etc. This report can be used as a beginners guide for digital marketing. Since it's a result of two months of research and learnings as an intern, the scope of the report is limited to being a beginner's guide.

Acknowledgments

I would like to thank Sunstrategic for giving me an opportunity in their reputed organization for the summer internship program. Most of the credit for this report goes to my mentor, an Entrepreneur by heart, an artist, and the unstoppable: founder of sunStrategic, Sherina Kapany (Sherina Ma'am). It wouldn't have been possible without her support. Her passion for work, enthusiasm towards the clients, Zeal to excel and be the market leader is what motivated me to be like her; by learning various aspects of digital marketing from her. I would also like to thank my B-School MET institute of management for all the intensive training and sessions of marketing. It created a base for me to go ahead and apply those concepts in the digital world. Last but not the least my colleagues and other mentors at sunStrategic who made the job simpler for me with their expertise.

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sunStrategic Company Background

sunStrategic is a creative digital agency. Started from home with two people, three years ago, the company has had its ups and downs like any other start-up. But now it has more than 20 employees but trust me, you don't need too many people if you are running a digital agency. I mean its all about reducing the cost when it comes to digital marketing.

Founded in 2012, sunSTRATEGIC is a turnkey solution provider to companies looking to grow their digital business globally.

It combines technology, design, digital marketing and customer experience to bring the best digital and social media and web solutions to businesses worldwide. Sun excels in 360 degree DIGITAL ADVERTISING model including a website, mobile app, social media management, online promotion, orders, inventory, logistics, social listening, online reputation management, social seeding, community management, influencer program, and blogging and customer services management. While it service the hospitality, pharma, entertainment and financial industry, we are now also entering other industries such as education, food and hospitality and providing them with our cost effective digital and cutting edge engagement solutions.

Vision Statement - To be the leader in SOCIAL MEDIA MANAGEMENT and digital advertising industry.

Mission Statements –

- To provide our clients with the digital experience that's worth their time and help them achieve success by providing a gateway for continuous excellence
- To deliver with commitment to excellence and a disciplined management process

Need and Justification of the project

Sun strategic as a company was doing well. They had certain amounts of client however they needed more clients on board. Business development was necessary.

So they needed someone who has good insight of internal marketing (not for clients) and who can perform research. The main objectives of the project were –

- To generate more client
- To do research before going for client meetings
- To prepare a pitch before going to the client for business development
- To identify who can be our client
- To do research on industry specific digital marketing techniques
- To set standardized marketing processes

Hence the requirement of the internship was posted on LinkedIn.

1-From offline to online- Introduction

What is the key to being a good marketer? Well there are many theoretical things that we may include in the answer, however, to narrow it down, I would put the answer for you in one statement: Following your customers and by showing your presence wherever they are in most of their hours. That's why it isn't a surprise that brands advertise their products through hoardings, bill boards, at the railway stations or say metro stations. There is a lot of research work behind it. The advertisement space is selected by estimating the impressions it may yield. Research questions will include questions like: how long is the average metro journey or rail journey per traveler? How long does a commuter wait at the station before boarding the train? what are the type of audience that travel from route A and route B?

Basically the advertisers try and showcase their products at the places where they can get huge number of impressions. Which eventually creates a brand recall and leads to increased sales. So we can say that the marketers go where their prospect buyers go. This phenomena or the seller behavior can be used to explain the digital transformation that we are witnessing.

Journey of internet has been very interesting. It started from being a necessary source of information for research work, production and inventions. Later after some years with the increased internet speed we started using it for entertainment. And in the current age internet is looked upon as a utility. Utility to pay bills, online registrations, shopping, social networking and many more things which has endless possibilities. With this kind of increasing users, which is still ticking upwards every second, the online space becomes a very potential space for the marketers to market their products, for the brands to communicate their message and show the world

who they are. That is why it is not a surprise that the world is going through a digital transformation; a journey from offline to online. Marketers are finding ways to engage their customers online by making quality contents and communicating with the customers online. You might say that the internet advertisements are annoying experience or it does not give the apt user experience but here's a thing that you need to understand; Advertisements which are relevant to users are never boring but always useful. So don't be surprised if you are browsing through some virtual reality models on google and within no time the ads of virtual reality starts popping up even when you are on Facebook.

Using internet as a tool for marketing

Now since we understand that the online traffic is real and people are spending real money by shopping online and gathering necessary information, the question is; can we use internet as an effective marketing tool? The answer to this question depends on many factors because online marketing involves technical (most important), strategical & creative aspects. People think digital marketing is only about posting ads online or getting people to subscribe to your page or to get more clicks or views for your videos. But that's a very narrow approach. Yes unwanted ads are annoying, people hate giving out information just to receive spamming emails from you. So how do companies like HUL, TATA or even Kotak Mahindra do it right digitally? What is the secret about their digital strategy? Well it's quite simple. Instead of posting irrelevant ads or annoying users with pop ups, an online marketer should try and connect with the users. Understand what they need and give it to them so that they remember you and there is a brand recall. For example: Tata motors can add value to their offerings by writing contents about vehicle maintenance, tips for maintaining vehicles during monsoon and many things on the similar lines. Or maybe write about things which are out of scope for an automobile industry. Will this assure sales? Well there is no direct correlation but we can assure a brand recall because of all the free information that TATA Motors provided to the user. We will definitely learn how to do this in the following chapters when we dive deeper in to different

facets of digital marketing. You will definitely require some training and expertise in order to use internet as an appropriate and effective tool as it is technology driven and one needs to know all the jargons like hashtags or tweets. This involves a perfect blend of traditional marketing mixes with the new technologies used in digital marketing.

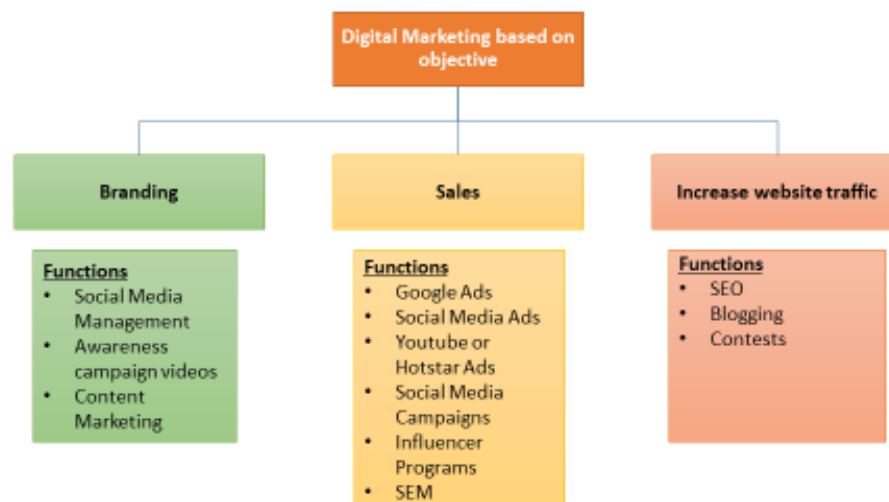
2 – CLASSIFICATION OF DIGITAL MARKETING

Same as traditional marketing, digital marketing can be classified in to different types on a **functional basis** and based on the **objective** of the marketer.

Classification based on the objective

Companies adopt digital marketing for diversified objectives. Some of them want to show their presence and communicate the brand message (branding) while others have sales as their main objective. Most of the companies these days have a blend of sales as well as branding as their objective.

Following table shows how functions involved in digital marketing are classified on the basis of objectives of a company or say a brand.



Classification based on the functions

The functions mentioned in the above figures, more or less, covers most of the functions involved in digital marketing. Again it depends on the objective or the strategy of the firm as to which functions have to be performed. Although some functions like SEO (Search Engine Optimization) are very basic and must be performed in order to increase website traffic.

_So in the following units we will go through each functions based on the objective one by one and see live examples of the companies who are following it as a marketing practice. As we all know the theory part in Marketing as a subject is only to know the jargons and understand the meaning of the terminologies. How to apply these concepts, totally depends on the company's digital marketing strategy.

3-Branding as the Objective

Many companies and brand houses actively choose internet as a medium to brand their product and create awareness. Their final objective might be or might not be sales. For example – TATA Motors might not sell its cars online, they might not even have that as an option in their website but they will make awareness videos. They would want to connect to the users online. Like I said it might not result in direct increase in the sales but it sure will assure brand recall.



In the above ad or an awareness campaign video you can observe that the woman is suffering from cancer and doesn't have any hair. Dabur vatika being a hair oil brand created a video saying that, 'you don't need hair to look beautiful'. To show their empathy towards cancer patients. So, as we see this

ad might not have a direct relation with sales but will definitely create a brand image for Vatika.

So I won't waste much of your time explaining what is branding. Let's go in the depth of the functions performed from the branding perspective.

Social Media Management

Online Social space is very valuable space as far as branding is concerned.

Overview	Values	Statistic
Number of social network users worldwide	2.22bn	Details →
Global social network penetration	31%	Details →
Percentage of U.S. population with a social network profile	78%	Details →

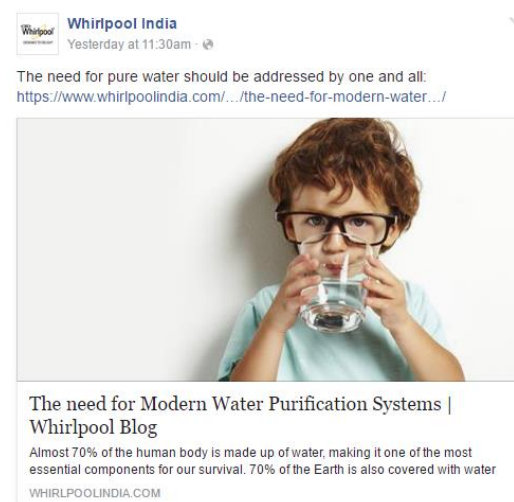
Facebook	Values	Statistic
Facebook's number of active users worldwide	1.59bn	Details →
Percentage of global online population using Facebook	38.6%	Details →
Share of time spent on Facebook via mobile device	68%	Details →
Facebook's market share of U.S. social media visits	43.2%	Details →

The above data about the social media users is obtained from statistica; taking only Face book as the Social platform. It shows you the deep penetration of social media in our lives. Up to 39% percent of the world's internet users are on Facebook. And that's not less. People on social media have their profiles, others can see what you do? How you spend holidays? What are your opinions about things happening around you? How you see things differently. Same goes with the company profile. Also with the brand profiles. These days' single brands also have separate profiles.

So companies use social media to showcase who they are and what they think about various events happening around the world. They communicate

their own brand messages through their Facebook page. They communicate with their fans and customers. They share tips, contents for their followers. All it does is it creates a perception about the brand or the company in the users mind. Need not say, this is the main objective of branding. The main advantage of Social Media Management is that; social space is very cheap or say economical as compared to television space. People use social media as they are content hungry and like stories of their friends. Well then the idea is to go ahead and give them stories. Companies can do endless things to add value to their offerings through social media page. And that's what makes the brand visible. Adding value to the existing offerings is very important. For example –

- A financial company or say a bank can engage its customers with contents about savings, Tips for investments.
- A home appliances company can add value to it's offerings by writing about tips to save energy.



In the above screenshots you can see Kotak Mahindra Bank tries to educate its fans about the pension plan, where Wirlpool writes about the need for Modern Water purification system.

Companies use social platforms to showcase their new products and advertisements also.

Whirlpool India with Aneesh Raj
19 hrs · 🌐

Experience a world of freshness with the Whirlpool Puratron Water Purifiers. Their 7 stage purification process helps remove the physical, microbial and chemical impurities from the water, making it ultra-clean. Know more: <http://bit.ly/2a30vrG>



Whirlpool showcasing their newly launched water purifiers

Kotak Mahindra Bank Ltd. ✓
May 13 · 🌐 Like Page

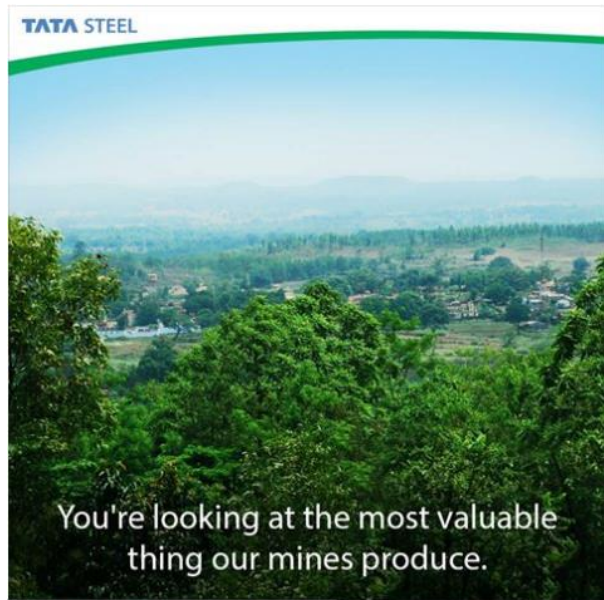
Uday Kotak, Executive Vice Chairman & Managing Director - Kotak Mahindra Bank, is the sole Indian in Forbes' list of the most powerful 40 in the world of finance. <http://bit.ly/UdayKotakInForbesList>



Uday Kotak sole Indian in Forbes' list of most powerful 40 in world of finance - The Economic Times

Forbes said the Indian billionaire has made his fortune lending to the sprawling masses between Mumbai and Delhi and has also taken a stand on behalf of...

Kotak Mahindra Showcasing their upper management.



TATA steel showcasing their concern for environmental safety

The above examples help us understand how companies manage their social media pages and how crucial is Social Media Management as a part of digital marketing. Let's move ahead and learn about Awareness campaigns.

Awareness campaigns

Companies do campaigns for many reasons. Some of the typical reasons can be new product launch, General awareness campaigns or seasonal launch campaigns. Campaigns are launched in the form of videos, Facebook posts and contests etc. Again the main purpose about the campaigns are to create awareness among the customers. There is a creative side to it. Customers are not interested to know what your new product is about with just a pop up ads. They are looking for entertaining videos, heart touching stories (example- Vatika hair oil cancer awareness campaign).

In the above examples we can see how companies create awareness through campaigns and how they communicate their brand messages. Companies can use social media or online broadcasting media for the campaign activities depending on where the users are active.

Content Marketing

Content marketing is the new age marketing. The idea is quiet simple. Users come online for information. To be honest most of us don't care about what is being shown as an advertisement. Online space is where users are looking for tips on daily life activities, how to's, did you knows, and 10 ways or 50 ways to do stuff. So you do apt content creation for your fans and your fans will definitely look out for you. The brand recall will be strong. Content strategy should be such that it should grab user's attention and they come to your page looking for contents. Content marketing revolves around these main functions-

- **Understand the type of industry and select the content bucket**

For example- A fashion related business can write about fashion, dress sense, dos and don'ts related to fashion and even about health practices and types of fabrics or history of fabrics. Content types can be totally out of scope topic it doesn't really matter as far as it making

sense. Theme should be decided like hard hitting contents, or motivational contents, engaging contents or educating contents. Themes can change on a daily basis.

- **Decide on the subjects you would prefer to talk about and communicate about; to your fans or customers**

After some research on what the similar companies are doing as a part of their content strategy and learning about content buckets, we decide what we want to write about. As a brand most of the companies try to be out of controversies while some companies want to be controversial or humorous about their contents. For example – Check out Amul's Facebook page; you will find out how they touch various controversies in subtle and humorous way.

- **Create a content calendar on a monthly basis**

Your contents should get enough amplification across various social media sites. So you create a share calendar with the list of dates and post the content according to the calendar. Post the content on peak hours, posting it on different social media sites on different dates are some steps that can be followed. It increases the reach of the content. For example – Avoid posting contents on LinkedIn on weekends.

- **Posting and execution**

This step mainly involves; deciding on the look and feel of the content, selecting a catchy headline, and adding a call to action on the post or adding a question. For example – Questions like – Comment what you feel about our new collection or a buy now tab.

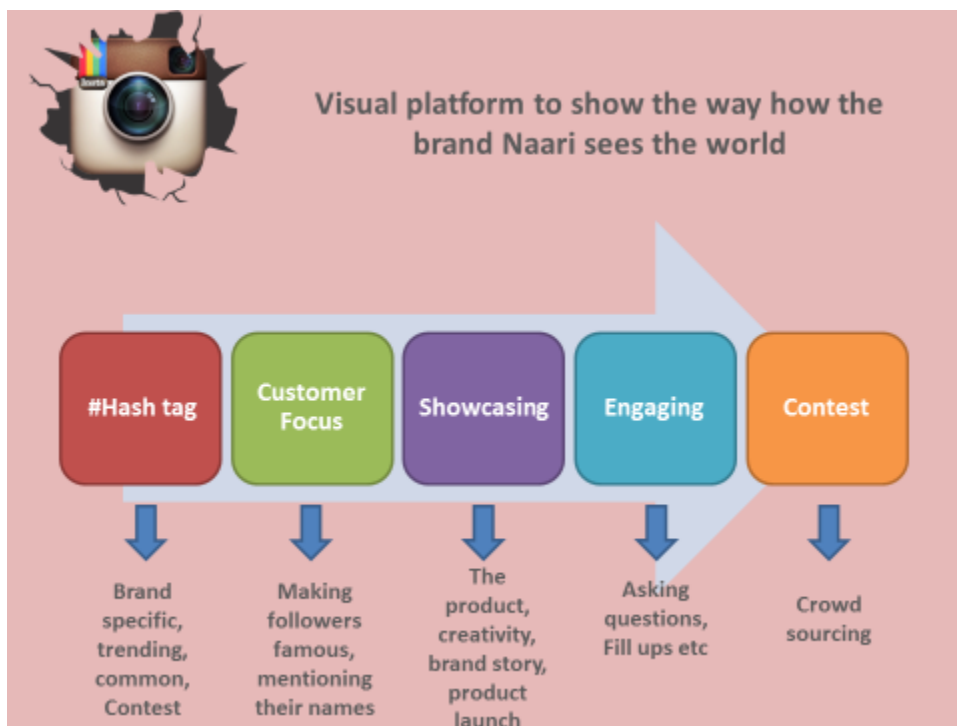
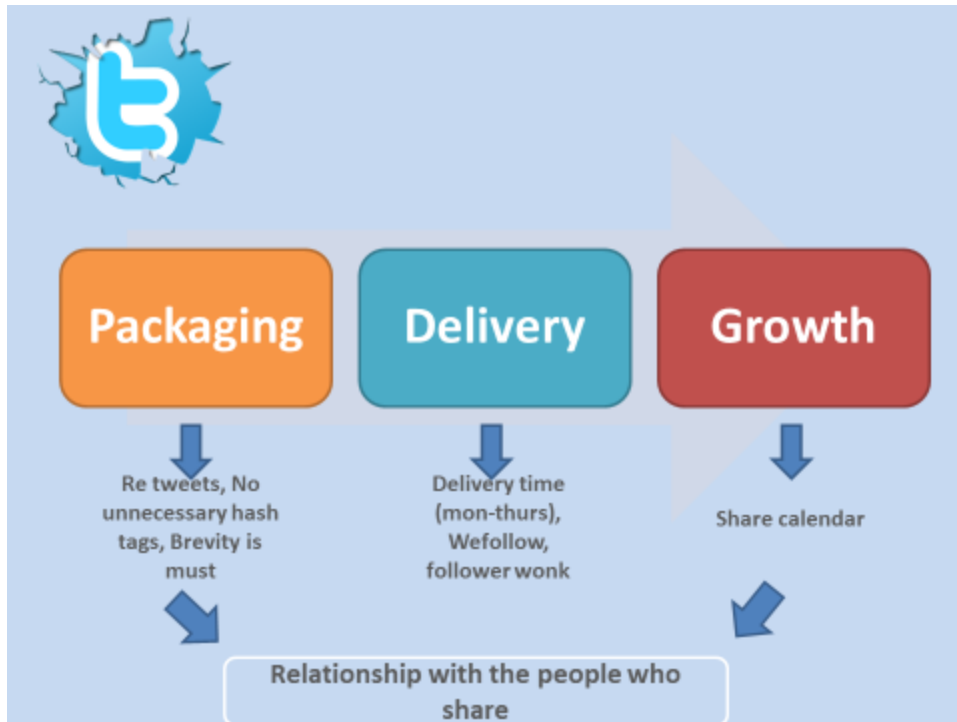
- **Content performance monitoring**

Once the content is live on your Facebook page, monitoring the post is very important. As a company we need to know if the users like our posts and their reaction. Answering to the question of your fans is an

excellent practice. It shouldn't take more than 5 hours on the weekdays, for a good brand, to address to their customer's or their fans' queries. Prompt reply makes the customer feel like you are human but not just a lifeless product. It makes your customers feel like you care about them.

You can see how there are different strategies for content marketing across different Social Media Sites.





Now let's study functions considering Sales as an objective.

3- Sales as an objective

Keeping the branding part aside, sales is the ultimate goal for most of the companies especially the e-commerce companies. So online advertisement is one way to increase sales. One good part about online ads is that you can monitor your ad's performance as to how many impressions it got, or how many clicks. And it is quite economical. Why? We will study that in further sessions.

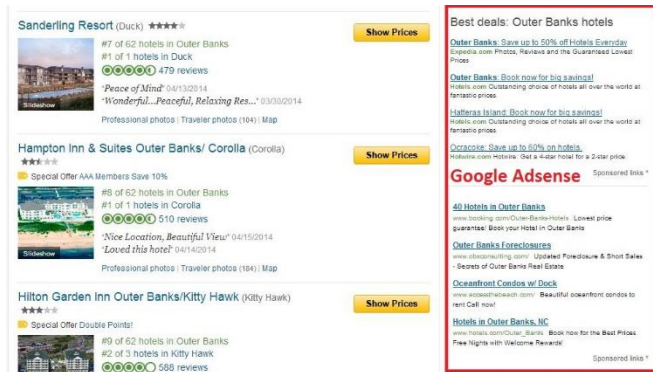
Google Ads

Google ads are the best advertisement network available for online advertisements. Google's advertisement algorithms are complex and keeps changing every month or week. Earlier, ads were posted randomly, but nowadays Google applies complex algorithms for advertisement. Example – You will get Wild craft ads on the page you are looking for travel related information. Example-Trip advisor. Like I said; unrelated ads can be annoying that's why google keeps working on its ad algorithms to make the user experience worthwhile and avoid unnecessary ads. It is economical as we can monitor the performance and there is one good thing to it; that you get charged only if someone clicks on the ads. Impressions are not charged. You can decide on your daily revenue for example \$50 and set the cost per click suppose 50 cents per click. In that case you get charged per click till you reach \$50 limit for a day. This makes it easy to monitor ad performance and aids the decision to reduce or to increase the ad revenue. The ads if clicked on, generally takes the user to the seller's website where the user can shop and order the product online.

Advertisement methods are changing with time and google ads are generating good amount of revenue for the companies. Ad placement to the relevant sites is very important for good results with google ads. If your website has good traffic you can post other's ads on your website and earn money from Google. Let's look at some live example of google ads-



AOL website advertising on the E-commerce website who are selling mobile phones



Relevant ads through google AdSense algorithm



Google banner Ads

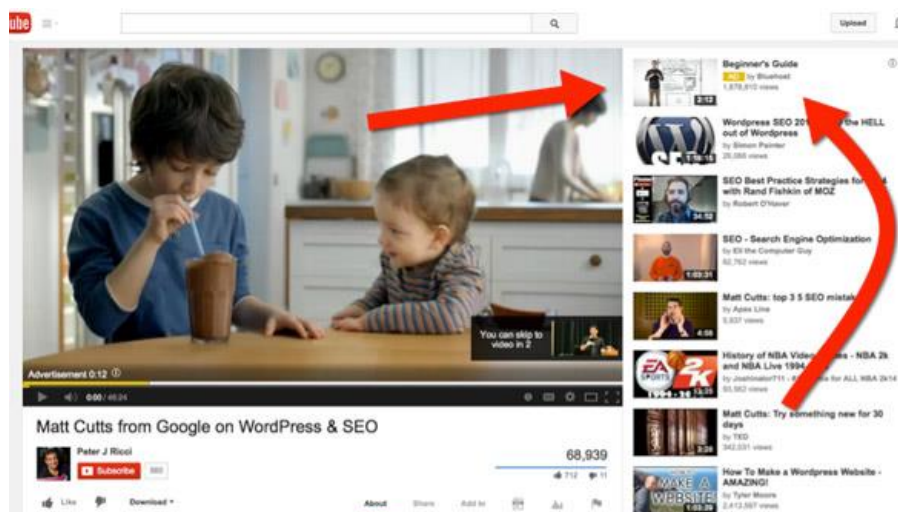
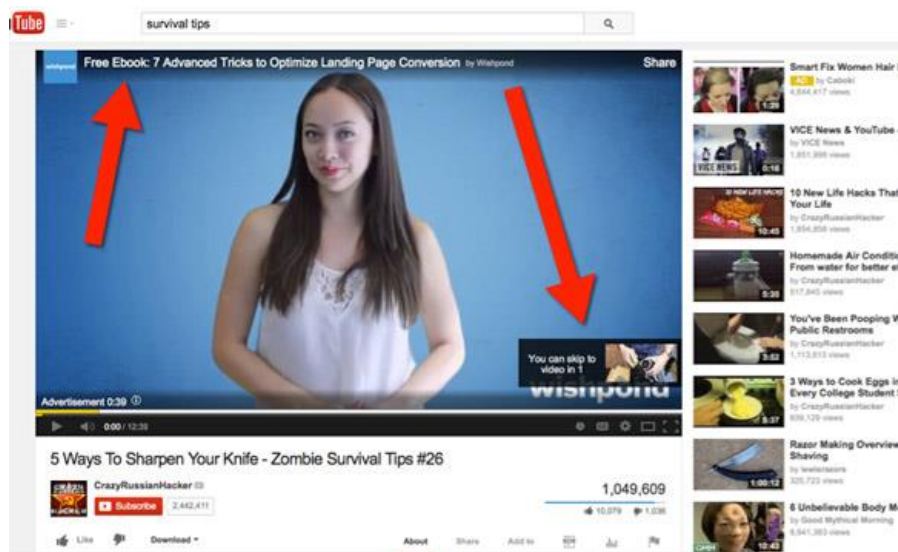
Social Media Ads

These ads basically include Facebook, LinkedIn and Twitter ads. With the increasing users on social media, social media ads are rising in numbers. They too have algorithm like google which senses what kind of audience are the users and ads are posted accordingly. Facebook ads are the most economical ads however, LinkedIn and Twitter ads can be expensive. It works as same as google ads and the advertiser has to set a daily advertisement budget. Following are some examples of Social Media advertisement.



YouTube Ads

These are the ads you see on YouTube before the videos. These ads are comparatively cheaper than television ads. These ads are also backed by a complex algorithm in order to be relevant to the users. Example – If the product has young people as an audience it will be played before the videos that are watched by young users. Most of the times you get an option to skip the ads while sometimes you don't. Obviously those ads which cannot be skipped are expensive. YouTube as well is paid on the basis of views and clicks on the ads. Following are some examples –



Search Engine Marketing

This is a new kind of marketing. Google is used by many users for information, product reviews etc. For example you type 'energy efficient washing machine' in the search engine. As we all know that it's not a specific search. There are washing machine companies who have paid for 'energy efficient' as a key word. So let's see what we get as a result

The screenshot shows a Google search for "energy efficient washing machines". The search bar contains the text "energy efficient washing machines" and the Google logo. Below the search bar, there are navigation tabs for "All", "Images", "News", "Videos", "More", and "Search tools". The search results show "About 10,40,000 results (0.54 seconds)".

The main content area displays a "Shop for energy efficient washing... on Google" section. This section contains six product listings, each with an image, brand name, model number, and price. The listings are:

Brand	Model	Price	Retailer
LG	F8091NDL2 ...	₹ 25,900.00	Amazon India
IFB Elena	Aqua SX 6kg	₹ 25,800.00	Amazon India
Bosch	WAK24268IN	₹ 35,700.00	Amazon India
LG	F10E3NDL25	₹ 30,500.00	Amazon India
Whirlpool	8.5 Kg Semi ...	₹ 12,990.00	Flipkart
Whirlpool	7.5 Kg Semi ...	₹ 12,160.00	Flipkart

Below the product listings, there is a sponsored advertisement for Amazon India. The ad text is "Buy Washing Machines at Amazon - Upto 25% Off On Top Brands." and includes a link to "www.amazon.in/Deals/Online". The ad also mentions "100% Purchase Protection. Easy Returns and Refunds. A-Z Guarantee. Buy Now! Cash on Delivery · Low Prices · Free Shipping* · Huge Selection" and "You visited amazon.in 4 days ago." The ad is marked with a "Sponsored" label and an "Ad" icon.

You see ads popping up from Amazon, flip kart and others. Now this is because they have optimized their websites with these keywords and also might have paid. Now since Bajaj appliances are searched often, some other appliance company will pay for the keyword ' Bajaj appliances' so that when customer searches for Bajaj appliance she/he will also get other options as an advertisement. That is the reason sometimes we feel that we had searched for something different and google directed us somewhere else. You need to check for the 'Ad' or 'Sponsored' tab. If it has those tabs means the ad is sponsored or paid and may or may not match your requirements. It generates a lot of revenue for google.

E-mailer Marketing

As the name suggests, it is the kind of marketing done by sending emails about the new offers and products. The companies obtain email addresses of the customer when they subscribe or provide the information to the companies while purchasing. Sending emailers to those who have not subscribed is a bad idea. Because it is recognized as a spam email by the email service provider and is not good for brand image of the company. Emailers are of different types, some of them are chargeable as they are sent while others are chargeable only when the customer opens it and reads it. Here are some examples of emailers-

The image shows a screenshot of an email newsletter from Pottery Barn Kids. At the top left is the PB teen logo. To its right is a link: "Save up to 75% at the Columbus Day Weekend SALE! Shop Mobile Site | click here to see images". Below this is a Facebook "LIKE US ON FACEBOOK" button. A navigation bar lists categories: Girls Bedding, Guys Bedding, Furniture, Rugs + Windows, Bath, Lighting, Accessories, Backpacks, Gifts, PBdorm, Sale. The main content area has a red background with the text "COLUMBUS DAY WEEKEND SALE" and three line-art illustrations of sailing ships. Below the ships, it says "Save up to 75% on clearance + shop our limited time offers." and a "shop the sale >>" button. At the bottom, there are four promotional boxes: "back-to-school GEAR up to 60% OFF", "rug + window SALE* up to 25% OFF", "bundle up bedding SALE* up to 25% OFF", and "halloween SALE all costumes 35% OFF". The footer includes links for "unsubscribe", "your shopping cart", "privacy policy", "send an eGift card", and "follow us online" (with icons for Facebook, Twitter, and YouTube). It also features the Pottery Barn Kids logo and the text "NOW SHIPPING TO OVER 75 COUNTRIES". Small text at the bottom provides details about the sale and copyright information.

Save up to 75% at the Columbus Day Weekend SALE!
Shop Mobile Site | click here to see images

LIKE US ON FACEBOOK

Girls Bedding / Guys Bedding / Furniture / Rugs + Windows / Bath / Lighting / Accessories / Backpacks / Gifts / PBdorm / Sale

COLUMBUS DAY WEEKEND SALE

Save up to 75% on clearance + shop our limited time offers.

shop the sale >>

back-to-school GEAR up to 60% OFF

rug + window SALE* up to 25% OFF

bundle up bedding SALE* up to 25% OFF

halloween SALE all costumes 35% OFF

unsubscribe | your shopping cart | privacy policy | send an eGift card | follow us online

POTTERY BARN | pottery barn kids

*Rug + Window Sale and Bundle Up Bedding Sale end at 11:59pm PST on Monday, October 31st.
To ensure delivery to your inbox, add PBTeen@news.pbteen.com to your address book.
© Copyright 2011 PBTee, Direct Marketing Dept, 3250 Van Ness Avenue, San Francisco, CA 94109. All rights reserved.
This message was sent to example@example.com



So email marketing is a form of direct digital marketing. It is expensive as compared to google ads. You need to have an intensive emailer list or leads database in order to perform email marketing effectively. With this we conclude digital marketing for branding and sales as an objective. Another main objective of digital marketing is to generate website traffic.

4- Increasing Website traffic as an objective

When there is good website traffic, there are high chances of you selling effectively. Website traffic is the key and it determines the ranking for your website. Business analysis can be done with the help of the website report that is generated. The more the traffic, the more is the opportunity for your website to generate revenues through google ads and clicks. You can determine your target audience with the help of website analysis report and take necessary marketing decisions. Actually increasing the website traffic is the first aim of the marketers in order to gain visibility and increase sales. Other digital marketing functions can be performed if the website has decent traffic flowing in. So let's study about increasing website traffic.

Search Engine Optimization (SEO)

The process of increasing traffic on the website by getting the website to rank higher in the search engine is called Search Engine optimisation. As a product or a company you would always want to be on the top of the search engine.

So this is how it works: Every time there are some topic that are trending online. So you need to be talking about those topics on your website so that your website is ranked on the top of the search engine. So we need to blog about those topics, make contents and get stellar website traffic. That is the reason why companies these days make contents about most trending topics. They want to talk about things whether they are related or not related to the business. There are many online tools which give you the trending topics so you can choose what to write about? SEO also includes adding keywords to your website. Those keywords which are product specific and related to the business. For example – If I have a website about motorbikes I will add keyword such as 'most fuel efficient bikes' or 'most economical bike'

irrespective of whether the bikes produced have those qualities. These measures will get your website on the top of the search engines which will definitely effect your revenue.

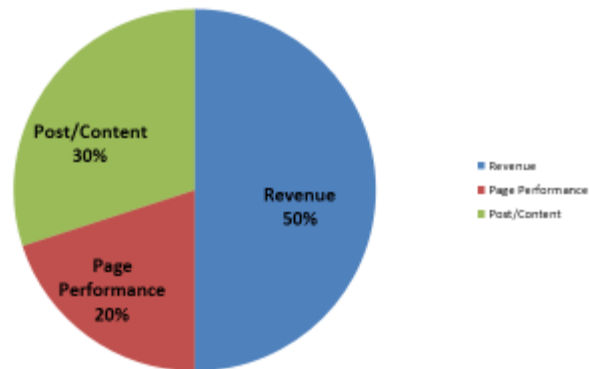
Contents are made in the website and shared as a link on Facebook and other social media websites to get amplification. So the blogs posted on Facebook are mostly not from Facebook. Facebook is just used to share the blogs however if the users click on that, they are directed to the websites blog. For example – Scoopwoop will post blogs on FB but if we click on that it will take us to Scoopwoop website. So that's another way of increasing traffic on your website. Now since we have used internet as a medium for advertising and branding it is very important that we monitor our advertisements and Posts. We should know if the measures are working so that we can take necessary decisions. So let's learn about the KPI's for digital marketing and Branding.

KPI's to evaluate digital performance

KPI i.e. Key Performance Indicators for digital marketing performance are used to evaluate the performance of advertisements and social media posts and content. Weightage is given to each parameter. Parameters can be in the form of branding and sales. Each parameter has sub parameter. They are given weightage as per company's objective. If sales is the objective then revenue will be weighted more comparatively. Following KPI list is the list for the company who has sales as an objective but also does branding.

KPI Parameters and Weight age

Weight age



Complete KPI Calculation

REVENUE KPIs (50%)						
PARAMETER	Total no of visitors	Conversion Rate	Bounce Rate	Average Order Value	Website Stickiness	Ad placement
MEANING	No of unique visitors visiting the site	No of visitors converted as customers	Visitors who just visit the 1st page	Average value per purchase	No of return visits to the website	If Ads placement done in relevant websites
CURRENT	6100 (May)	6 % to 6.5% (6100 visitors, 37% bounce rate)	37%	Rs. 3,500		
OUR TARGET	> 15000	8.33% (15000 visitors, 20% bounce rate)	< 25%	As per new product prices		

KPIs FOR SOCIAL MEDIA PLATFORM						
PAGE PERFORMANCE (20%)						
PARAMETER	Likes (Organic)	Likes Growth	PIAT	Engagement	Reach	Total Visits from Social platform to the website
MEANING	How many people like the page?	Percentage growth as compared to previous week?	How many people are talking about Atomberg?	Percentage of people who saw the post and reacted to it (like, comment or share)	How many people view our profile?	No of visitors directed to Atomberg website from FB
CURRENT		4,475	11.38%	42	0.94%	
OUR TARGET		20% (3rd month onwards)		5% (Monthly)	8% (Monthly)	

POSTS AND CONTENT (30%)							
PARAMETER	Posts/Day	Like,comments/post	Timing	Leagth	Questions	Hashtags	Relevance
MEASURES	How many posts do we post on daily basis	How many like, share, or comments the post gets?	Do we post during the busy hours?	Length of our post	Do we ask enough questions in our post?	Do we use hashtags?	Are the posts relevant to power saving, power management
CURRENT	1-22 /week		22 Slightly off	100-500 words	NO	Yes	
OUR TARGET	at least 5 in a week		23-24 GMT	100-500 words			

Hence, the KPI's and parameters can be changed as per the company's objectives. But it is very important to have these KPI's predefined as performance evaluation is the key as far as digital marketing is concerned.

Peep In to the future

According to the current situation with the internet, the future is quiet predictable. People use internet as some basic commodity, well it won't be long until using internet will be a compulsion. For example – Online registration is compulsory for applying for an Indian passport. Also there are some products which are only available online so people will have to join hands with internet for most of the basic needs (even if they don't want to). So internet is a highly potential space as far as marketing is concerned. It is necessary for a business to have a website and to be present in social media not only for marketing but also for monitoring their performance as a business unit. Digital is the future of marketing as there are more and more e-commerce websites coming in to existence and more and more people are buying online.

Sun strategic as a digital marketing agency has a good scope in the future as most of the companies hire an outside agency for digital marketing. However slowly the companies will understand the importance of digital presence and will start giving it more importance. So the future of digital marketing is bright and will be ever growing. Believe it or not, most of the companies have started believing it.