

# A study on Digital Marketing at (Qbit Web Lab, website Development Company) at Jalandhar.

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**ABSTRACT:** *Digital marketing is the latest effective tool to marketing of product and services using digital technologies on internet by Mobile phone apps, display advertising on websites and any other digital medium. Goon a day's consumers are mostly searching more on internet to find the best deal form the sellers. We acknowledged that today all businesses can really benefit from Digital Marketing such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising. The main purpose of this paper to study the marketing strategies and technologies use for marketing by QbitWebLab PVT LMT and to analyze the kind of product/service customers Purchase online and various sources used to gather the Information about new products.*

**Key Words:** *Digital marketing strategies and Technologies, SEO*

## INTRODUCTION

Digital marketing enclose all marketing efforts that use an electronic devices or the internet anywhere. Digital marketing has so many options and strategies related with it; you can get creative and experiment with a numerous of marketing tactics on a budget. Thorough digital marketing we can show our company presence and resist in presence through number of ways like mobile apps, company websites and social media company pages.

## COMPANY PROFILE

QbitWebLabs is a premier Web and Mobile App Development Company which offers most innovative, unique and compelling SEO services, social media marketing services, Pay per click campaigns and application SEO services to our global customers. We are famous for our dedicated professional's team to ensure that our clients from all around the world are getting the best possible SEO solutions at the most affordable prices. We are 24\*7 available at your service and provide you the best possible solutions. We focus to deliver most promising search engine optimization services to take your online business to the highest position and drive maximum audience to your services.

## LITERRATURE REVIEW

The literature review builds on existing knowledge and is conducted systematically; the focus of this literature review is to identify methods used in measuring the return of investment of (social media) marketing.

**Kaplan and Haenlein (2010)** Defines digital marketing helps to change the perception of people regarding products.

**Chi (2011)** Defines digital marketing as a "connections between brands and consumers".

**Hofmeister-toth and Nagy (2011)** the digital marketing helps reduced the cost of marketing of the business. )." With more than half of the newspaper readers visiting their online site, a report from the **company's 2011 4th quarter**, averaged 111 million website visitors.

**Peck (2012) noted** in an article that an investment in a website for newspaper companies is beneficial. The Newspaper Association of American (NAA) recommended that 63% of adult newspaper readers visited a newspaper website

**Piñero-Otero & Martínez-Rolán (2016)** commented in his work that social media is an amazing method used to establish communication between members through dynamic exchanges.

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Slade (2016) gave insight that companies benefit from setting aside a social media marketing budget, to finance using premium services offered on social media.

### DATA SOURCES

There are two types of data sources available to the research processes.

1. Primary data
2. Secondary data

### OBJECTIVE OF STUDY:

Secondary objectives

- To study the kind of product/service customers (Purchase online).
- To determine the sources of information, about new Products

### DATA COLLECTION

Sample means a opinion of the whole universe by a small population. Samples for this research are under young Indians, who come under 17 to 45 year age groups and who have online presences.

### SAMPLE SIZE

The number of sample units selected from the total population is called sample size. Sample size selected for this study is 100. Among them 46 are males and 54 are females.

### TOOLS

Tools used for this research is an online questionnaire .Convenient Sampling techniques is used for sample.

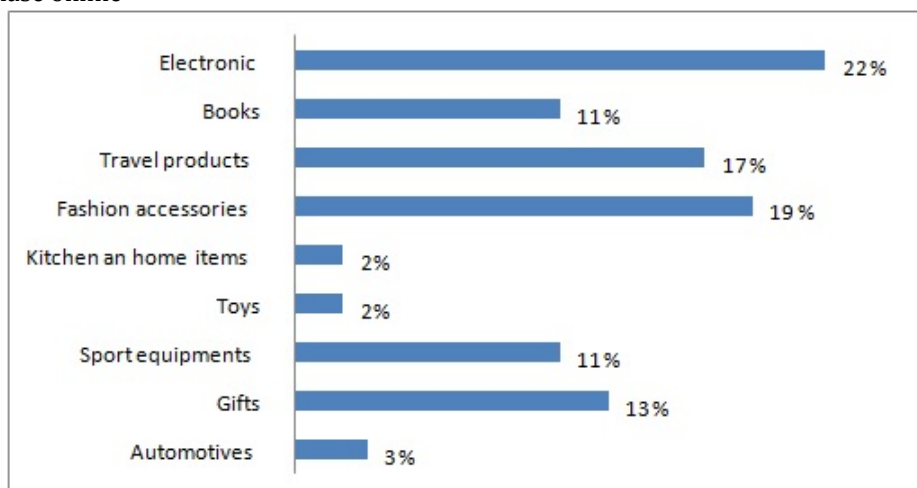
### DATA ANALYSIS AMD INTERPRETATION

Chart no : 1) What type of product / services did you purchase online?

S.No	Products	% percentage
1	Electronics	22%
2	Books	11%
3	Travel Products	17%
4	Fashion accessories	19%
5	Kitchen and Home Items	2%
6	Toys	2%
7	Sport Equipments	11%
8	Gifts	13%
9	Automotives	3%

Table no.1

Product purchase online



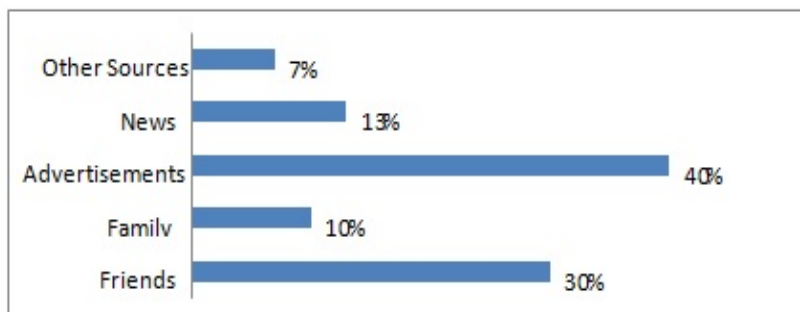
**INTERPRETATION:** As per online survey 22% Electronics products, 17% Travel products and 19 % Fashion Accessories mostly purchased online and least purchased items are Kitchen and home items as well as Toys with only 2%

Chart no.2) How do you get information about new Products?

SNo	Products	% Percentage
1	Other Sources	7%
2	News	13%
3	Advertisement	40%
4	Family	10%
5	Friends	30%

Table:2

Sources of Information



**INTERPRETATION:** It is clear from the above chart that 40 % sample get information through Advertisements, and 30% from their friends followed by 13 % from news and very less 7% information through other sources.

#### CONCLUSION:-

The research analyzed the effectiveness of advertising, attitude towards the brand and purchase intention. On the basis of the research results we could conclude that the variable 'location and time' influences the attitude towards the ad. Finally, both types of advertising (SMS advertising and advertising through newspapers) were compared. In the end we can say 22% people like to purchase online products and 17% prefers to buy fashion products. In addition 40% people get information from various sources of Advertisements and as well as from Friends circle.

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#### Internet

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#### Books:

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- Digital Marketing Jerry Wind,&VijayMahajan Digital media-Dave Chaffey
- Direct Digital Marketing-Drayton Bird

#### Research:

- Magazines ,Newspapers Etc.....