

**Intensive Study & application of Digital Marketing For Small Skill industry with
special reference to Kat Soft, Pune.**

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ABSTRACT-

In the era of globalization competition of one company with other is tough numbers of sources applied for the development of sales. digital marketing in one of the way to enhance the sales, branding of the company in coming future, Digital marketing using avenues like Search Engine Optimization, Social Mass Media Marketing, Email Marketing, Content marketing, What's app marketing. Kat soft is a Pune based company which on small scale working very successfully on Digital marketing platform. This study is though done on small scale but effective utilization of resource for the betterment of Company also played important role in the understanding digital marketing for new comers

Key Words- Digital Market, Small skills, Search engine optimisation

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Introduction

THE DIGITAL MARKETING?

Definition:

Digital Marketing is advertising product and service by means of digital knowledge, through the internet. It helps to provide branding and promotion to various business and as well including mobiles, show promotion and any added digital method.

Digital Marketing networks are system founded on the internet that can generate, accelerate and communicate product value after producer to the terminal customer by digital network.

Types of Digital Marketing

- Search Engine Optimization[SEO]

- Social Mass Media Marketing[SMM]
Or Google AD Sense
- Email Marketing(message)
- Content(satisfied)Marketing
- Video (audio visual) Marketing
- Mobile Marketing
- What's app Marketing
- Affiliate Marketing

Need of the study:

Digital Marketing is advertising product and service by means of digital knowledge, through the internet. It helps to provide branding and promotion to various business and as well including mobiles, show promotion and any added digital method.

Digital marketing is help to maintain a customer relationship via digital way.

Easy to product marketing.

Improving product branding.

Easy to awareness about the whole product.

Digital marketing easily improves in business.

COMPANY HISTORY:

Company in Pune, India. With our experienced team we are dedicated to content and exceed our customer hopes by providing high quality products and solutions on time every time.

Karyotype is a Software development (IT) company taking all underneath one instruction to generate a master piece every separate requires a good plan and design in mind to make and give a name to it. We have a master plan and a design to work organized and get on to a brilliant stage in Software and Web development, Web Hosting, Animation, Training and Project Development and additional IT associated Facilities toward the software industry.

Objective:

- **Study of a Digital Marketing through social media.**
- **To study the impact of Digital Marketing on social media**
- **To study of significance of Digital Marketing on new (Small & Medium) business development**

Research Methodology

Meaning of Research:

Research in basic terms alludes to look for data. It is a coherent and orderly quest for data on a particular point or issue. It is also known as the art of logical investigation few social researchers have unmistakable research in various ways.

In the reference book of sociologies, x. Sesinger and y. Stephenson [1930] characterized inquire about as the control of things thoughts or images to sum up to spread right or confirm data whether that information helps in the structure of hypothesis or in the act of a workmanship.

As per Redman and wed [1923], inquire about is a systematized vitality to increase new information. It is a scholastic movement and subsequently the term ought to be utilized in a specialized rationale. as per Clifford woody [Kothari, 1988], look into contains characterizing and rethinking issues figuring theories or else recommended arrangements gathering sorting out for and assessing information making reasoning and arriving at resolutions lastly cautiously testing the ends to decide if they fit the defined speculations.

In this way, look into is a unique adding to the accessible information which adds to its greater progression it is an endeavour to finish truth the frameworks of study perception examination and testing. In amount investigate is the quest for data utilizing objective and precise strategies to discover answer for an issue.

Research procedure is an approach to deductively take care of an examination issue. It might be comprehended as a study of figuring out how research is done actually. In it we study the different stages that are by and large received by an exploration in examining his examination

issue alongside the rationale behind them. It is fundamental for the exploration to know the examination strategies or procedures as well as the philosophy.

Analysts additionally need to comprehend the suspicious basic different strategies and they have to know the standards by which they can choose that specific techniques and methods will be appropriate to specific issues then others won't. This implies it is required for the specialist to plan his technique for his concern as the equivalent may change from issue to issue.

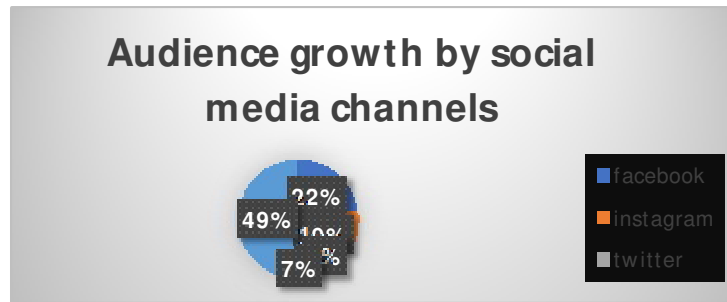
Particular	No. of user
Facebook	50%
Twitter	20%
Instagram	10%
You Tube	20%

Data Collection**Primary data:**

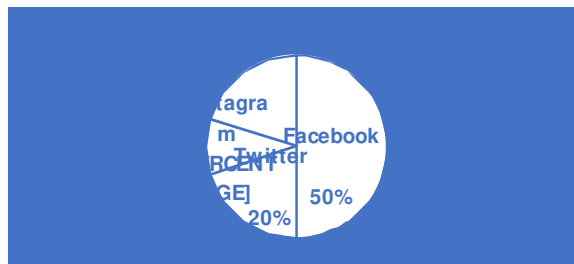
It is gathered by a specialist since direct sources, utilizing frameworks like overview, handy, meeting or tests.

Secondary Data:

Secondary data collection are the data that devours already stood collected for purposes additional than the research problem by hand.



1) Social media platform helps your business?

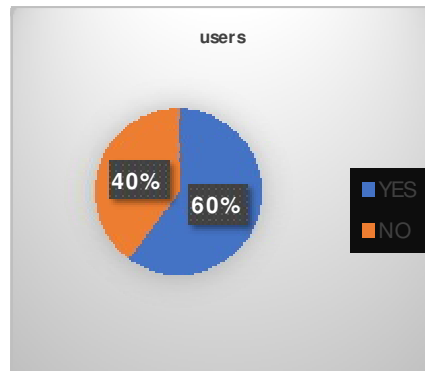


Interpretation:

From the above table it can be concluded that Customer are said that 50%, 20%, 10% & 20% user is increase in a business that platform is Face book, Twitter, Instagram, and you tube.

1) How you think that social media help in growing business?

Particular	No. of user
YES	60%
NO	40%

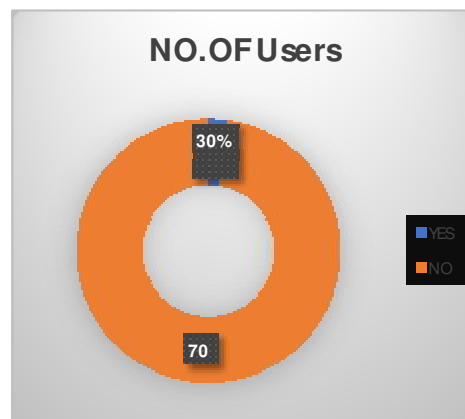


Interpretation:

From the above table it can be concluded that Social media helps in growing business 60% user are said that YES and 40% user are said that No.

2) Can social media marketing really help my business?

Parameter	No. of users
YES	70%
NO	30%

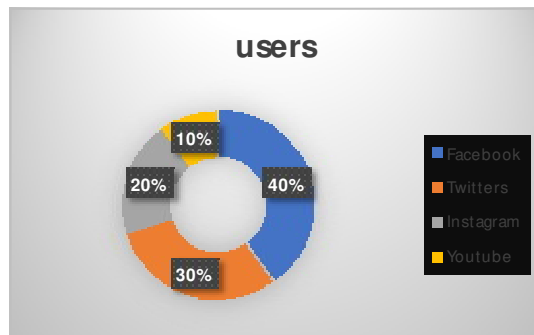


Interpretation:

From the above table it can be concluded that Social media helps in business 70% users are said that YES and 30% users are said that NO.

3) Which social media platform increases your business?

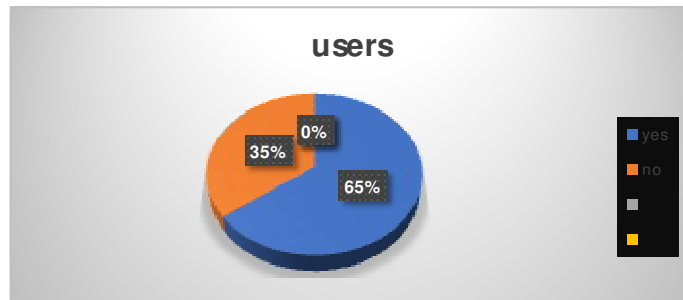
Parameter	Users
Facebook	40%
Twitter	30%
Instagram	20%
You Tube	10%

**Interpretation:**

From the above table it can be concluded that Which social media platform are Facebook is 40%, Twitter 30%, Instagram 20%, you tube 10% This platform is improved in businesses.

4) What are the profits of social media marketing for your company?

Parameter	Users
YES	65%
NO	35%

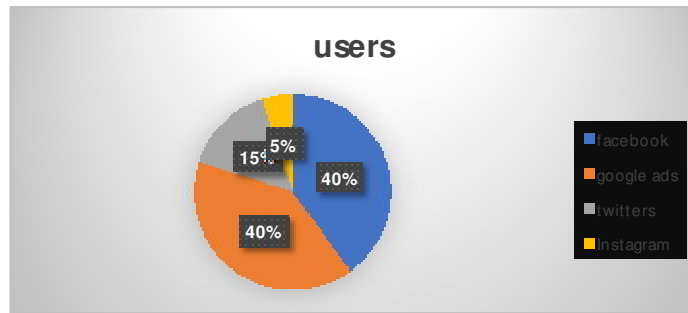


Interpretation:

From the above table it can be concluded that Social media marketing is benefit for the business is 65% user are said that YES and 35% users said that NO.

5) You should be using the social media for marketing for lead generation?

Parameter	Users
Facebook	40%
Google ads	40%
Twitter	15%
Instagram	5%

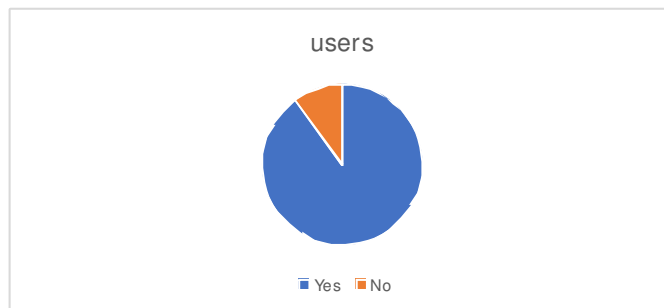


Interpretation:

From the above table it can be concluded that Social media are generating the lead for social media platform Facebook are 40%, Google ads 40%, Twitter 15%, and Instagram 5% this platform are generate the lead.

6) Do you think that social media helps in growing the business?

Parameter	Users
YES	90%
NO	10%

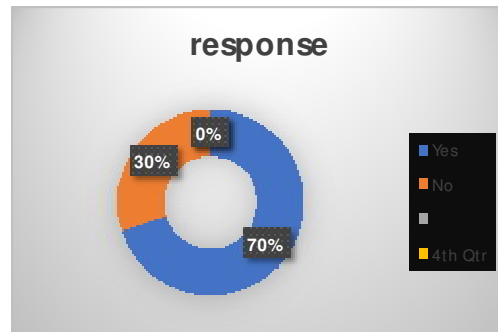


Interpretation:

From the above table it can be concluded that Social media platform is used to growing business 90% users is said that YES and 10% users are said that NO.

7) You are using the cold calling for marketing?

Parameter	Response
YES	70%
NO	30%

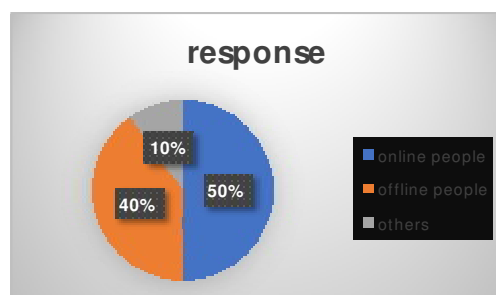


Interpretation:

From the above table it can be concluded that Cold calling is used and response in 70% are YES and 30% NO to help in a business.

8) How many people are interested in an online trading?

Parameter	Response
Online people	50%
Offline people	40%
Others	10%

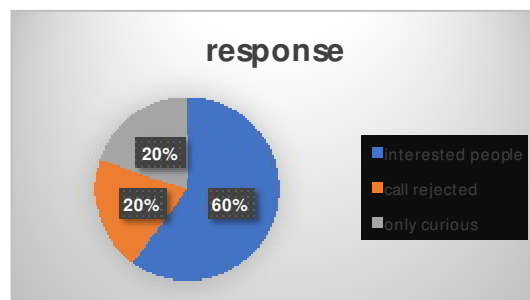


Interpretation:

From the above table it can be concluded that The people are interested in a online trading 50% online people are interested and 40% offline people is interested and other 10%.

9) How many people are call response in an online trading?

Parameter	Response
Interested people	60%
Call rejected	20%
Only curious	20%



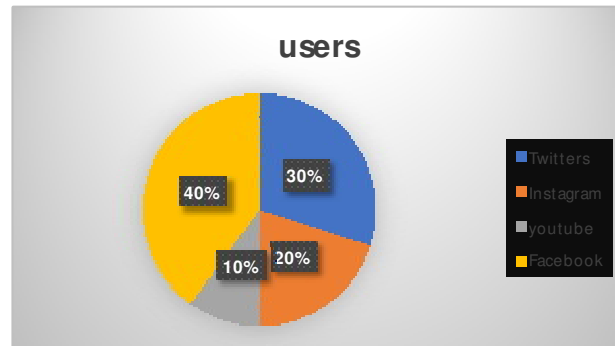
Interpretation:

From the above table it can be concluded that The people are responses in online trading 60% interested people and 20% call rejected then 20% only curious.

10) How many people are using the social media?

Parameter	Users
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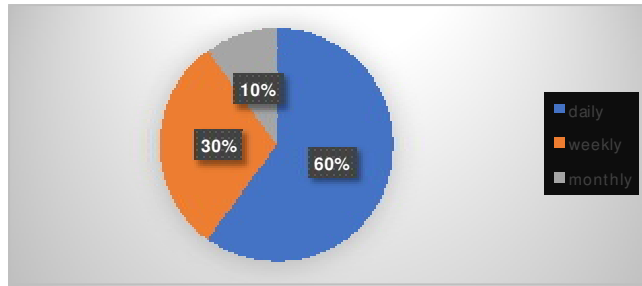
Twitters	30%
Instagram	20%
You Tube	10%
Face book	40%

**Interpretation:**

From the above table it can be concluded that The people are using in social media 30% Twitter, 20% Instagram, you tube 10%, and face book 40% this people are using the social media.

11) How much time should social media marketing take each week?

Parameter	Days
Daily	60%
Weekly	30%
Monthly	10%

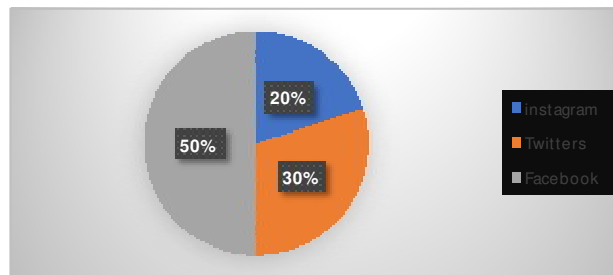


Interpretation:

From the above table it can be concluded that Which People spent time 60% daily uses, 30% weekly, and monthly 10% users are spent time in social media platform.

12) Which should be social media marketing for effective ?

Parameter	Users
Instagram	20%
Twitters	30%
Facebook	50%

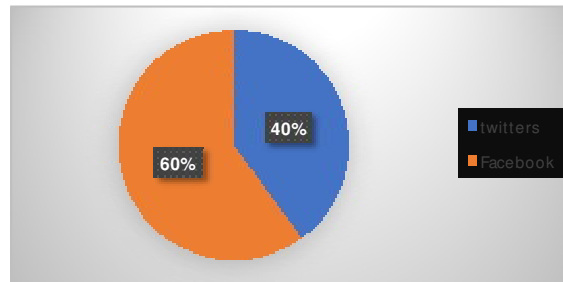


Interpretation:

From the above table it can be concluded that Effective social media platform 20% Instagram, 30% Twitter, and 50% facebook.

13) Which are the most popular social media platform?

Parameter	Users
Twitters	40%
Facebook	60%

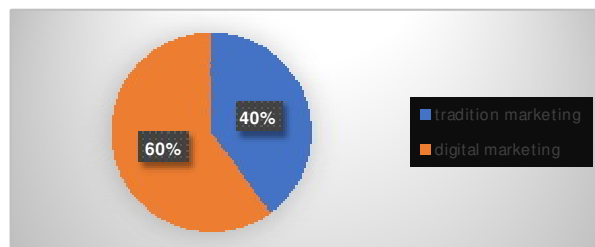


Interpretation:

From the above table it can be concluded that Most popular social media platform is 40% Twitter and 60% Facebook there is two platform popular.

14) Which platform better for marketing?

Parameter	Demand
Tradition marketing	40%
Digital marketing	60%



Interpretation:

From the above table it can be concluded that Digital marketing platform is 60% and traditional marketing are 40% is better for marketing.

FINDINGS

1. Search engine optimization is most helpful in increasing web page rank.
2. In digital marketing platform like Facebook, you tube, Instagram, Twitter etc. Are most useful.
3. 70% are customer say yes that social media really helps and 30% customer say NO
4. 40% fakebook are increase in business and 30% twitters are increase and 20%& 10% are increase in business through Instagram and you tube
5. Social media benefit 65% are say that Yes and 35% customers are NO
6. How many peoples are say that 40%, 40%, 15%, 5% users are Facebook, Google ads, Instagram, Twitters to generate the leads.
7. 90% people are saying that YES to helps the business growing and 10% people are said is NO
8. 70% users say that to using the cold calling and 30% are NO
9. 50%, are users is interested in an online trading and 40% are offline trading and other users are 10%
10. 60% users are rejecting the call and 20% users are interested and 20% users are only curious
11. 30% users are used in twitters and Instagram is 20%, You Tube use in 10%, Facebook 40 users are use
12. Users are spending in social media time 60% daily, 30% weekly and 10% monthly
13. Effective social media marketing 20% Instagram, 30% Twitters, 50% Facebook.
14. Most popular social media platform 40% Twitters, 60% Facebook.
15. Better platform for marketing 40% tradition, 60% Digital marketing.

SUGGETIONS

- To suggest Identify unique keyword and contented for search engines optimization.
- Identify unique keyword and contented for search engines optimization.
- Creating net working valued relevant consistent content attract and acquire a clearly definite spectators or viewers.

CONCLUSION

- It benefits the business to have global reach.
- As related to traditional marketing, it is economic in nature.
- It helps to track and quantify the reached for your product or services.
- It helps you to sponsor in a personalized manner.
- It helps your business to get involved with the potential customer.

References:

BOOKS

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- Business research methods (William Zikmund)
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