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An analytical study of Branding & Customer Base Development for Start-up& Existing Venture through Digital Marketing

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ABSTRACT

The research paper is based on Branding and its significance on business with digital marketing and its tools. This study is about using online digital advertising sources for Branding and Promotion, customer base development. The procedure of promoting a Brand is most sensitive thing for all type companies because it directly effects on business. So, the prime objective of this study is to understand digital marketing benefits for branding and for new start-up and existing company.

Key words: -Digital Marketing, significance of Branding, new venture, lead generation.

Introduction

Digital Marketing can be benefited for any organization or Business. It is Not About What your organization sells or Provide, Digital Marketing performs building out buyer Individuals to find out or identify Your Desirable Customers and Promoting valuable online content. However, it is not mandatory that every company or organization should have to implement these similar digital marketing strategies in the similar way. If small scale business as well as large scale run their business on business to business level, digital marketing services are likely to be used for cantered around online promotion, advertising, lead generation with the end goal being for their sales. Sales people through their website and supporting digital marketing channels.

Iselect the new venture because Ican understand the new things about practical market andimportance about digital marketing in today's Business market for the business with branding significance. digital marketing is booming era, so that is outstanding market for growing and developing the business.I understand almost all type aspect of digital marketing which related to Business development, business brand image, branding, and its content

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writing,promoting business through website and online platform likeInstagram, Facebook, twitter, linked-Inalso.

Purpose of Study

- To understand Branding and its significance on Business
- To Understand Customer Profile, Enhance Customer Base for Business Development.
- To Convince New as Well as Existing Venture Regarding Significance of Digital Marketing & Branding
- To Study the Various Feature Like Website, Social Media, etc.

RESEARCH METHODOLOGY

The methodology for the research is technique for raw data collection. The raw data can make it available through various instrument i.e. questionnaire, Scheduled Meeting based on structured interviews or unstructured interview, Researcher Observation method (where researcher observe/watches and pay attention on behavior as sample), Etc. Qualitative and quantitative method are the mainly used method for market Research. Information on Qualitative level are gathered through Depth Interviews as well as Focus Group Method. Official or un-official Face to Face meeting, Telephonic research or postal Research are for quantitative Method.

This topic research and data based on Academic Questionnaire and I am applying primary as well as secondary pattern as a source for research. The primary information sources interpret with Questionnaires (for Customers of Ebc company), Structured interview (for project manager & marketing manager of company) and observation method where the Source of secondary data make available through online publication, official Website of company, books and journals, blogs, Etc. This Report is only restricted to Ebc Solutions PVT. LTD, Dhayari, Pune. The Aim to research is to Study the Branding significance for business promotion with Digital Marketing.

Research Design

Research Design is the background used for analyzing data with collecting raw data. Action need to take as per plan and structural survey for getting the feedback (answers for Questionnaire). In simple way the gathering the flow of data which is needed to verify and

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identify (reach) to word outcome or objective. I have applied Qualitative Approach to interview Project Manager and Marketing Manager of company in Believe with they are knowledgeable professionals in this or their and comprehensive experience on the Objective.

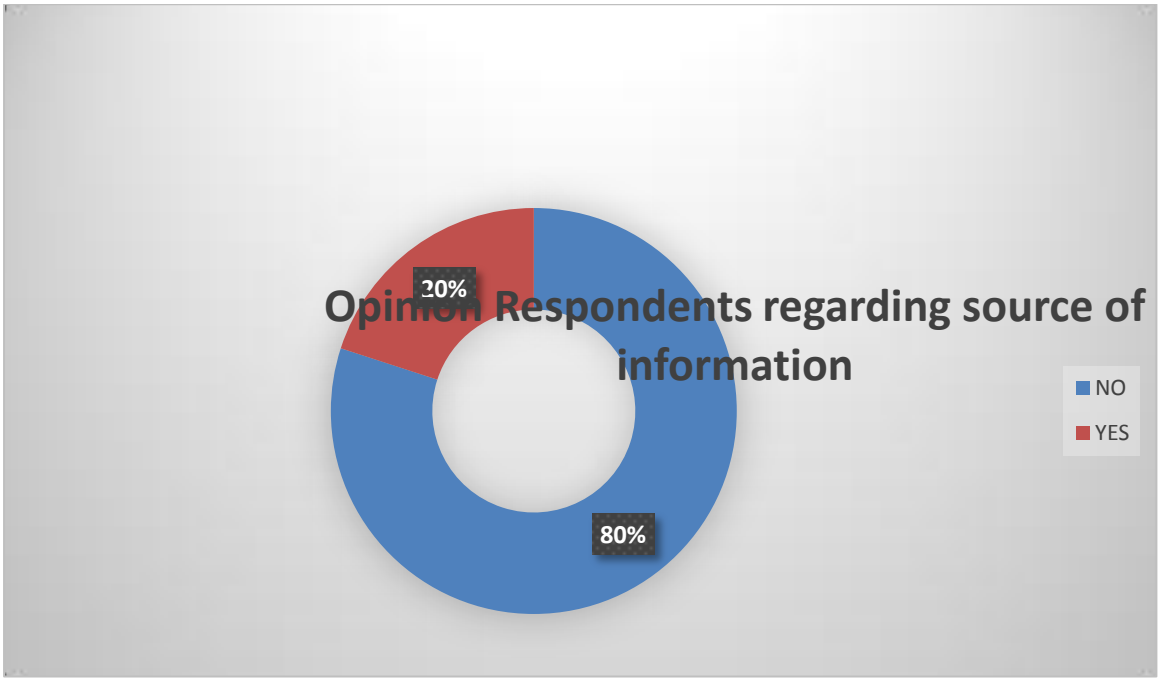
DATA ANALYSIS

As per data analysis the customer database collection is required so that the customer profile (new lead generation task) are assign for data analysis. Data analysis and its interpretation based on respondent's sample size which is 20. The respondent's the customers.

Sample size is 20(respondent).

Q.1 Do you know Branding?

Response	Respondent	Percentage
NO	16	80
YES	4	20



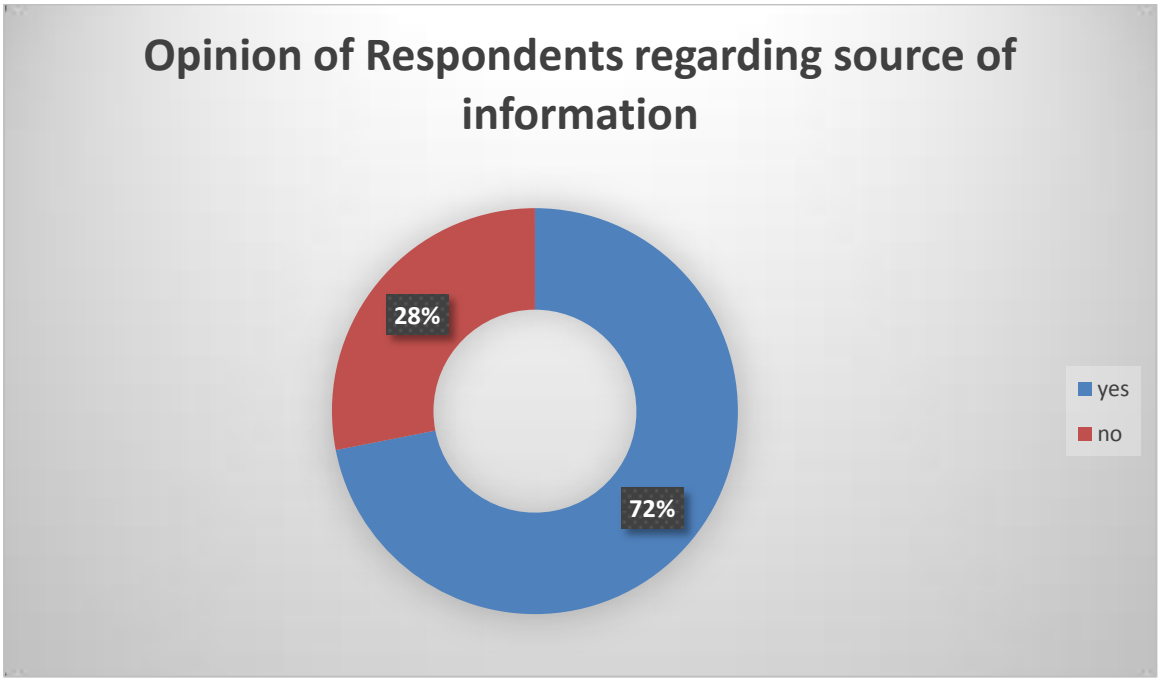
INTERPRETATION:

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With the data research study, the respondents 80% are not aware about the branding for the business. as compare 20% those who aware about Branding. But still they don't know how to use it in proper way.

Q2. Have you use Digital Marketing Services for Branding or Customer base Development?

Response	Respondent	Percentage
YES	**15**	**72**
NO	**5**	**28**



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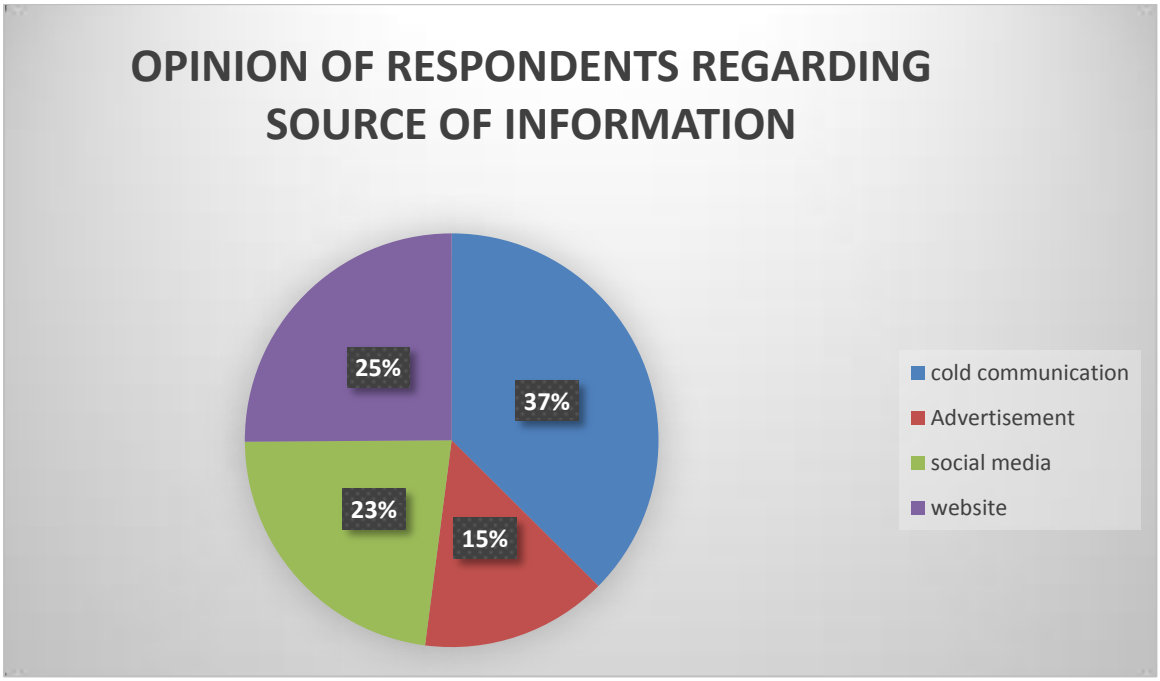
In today's competitive market, every company know that the speed of profit making, new customer development & Customer awareness is very important for Brand Image.

The opinion of respondents shows that 72% respondents are using digital marketing services for branding and for customer base development.

Q3. Which type of marketing Sources you use for branding and for lead generation?

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Response	Respondent	Percentage
Cold Communication	8	35
Advertisement	3	15
Social Media	4	23
Website	5	25



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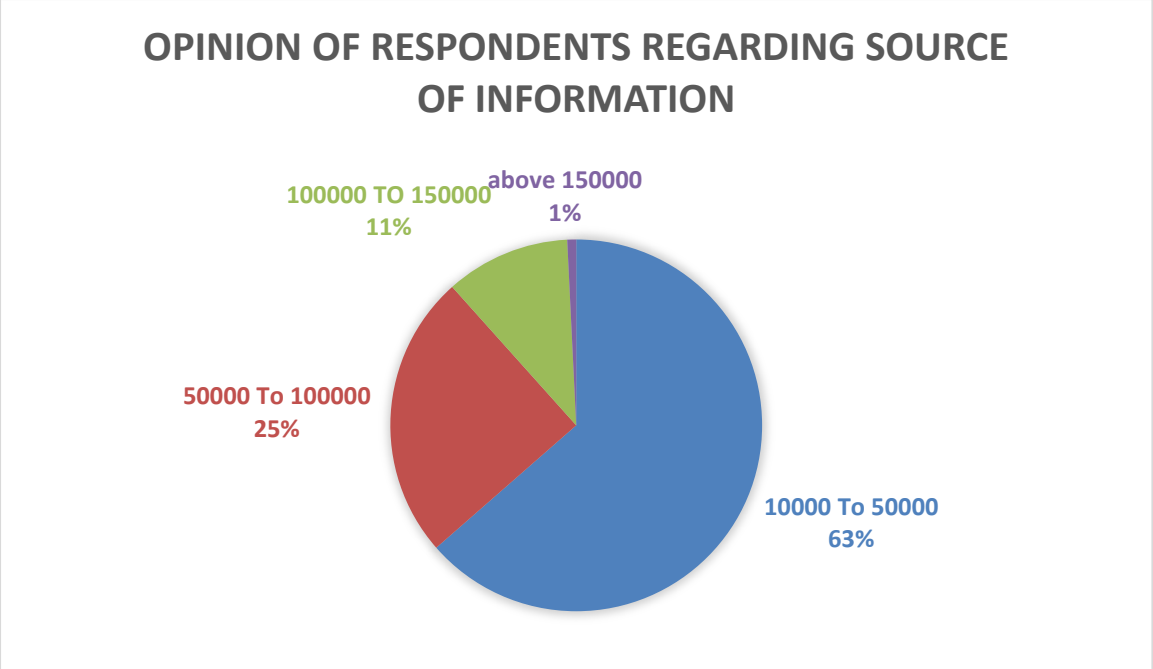
As per data analysis the respondents marketing strategy is shows traditional marketing

For lead generation only. They are not too much serious about Branding or maybe they facing some different problems.

Q4. What is your budget For Branding / For Digital Marketing Services?

Response	Respondent	Percentage
10000 To 50000	12	63
50000 To 100000	5	25
100000 TO 150000	2	11
above 150000	1	1

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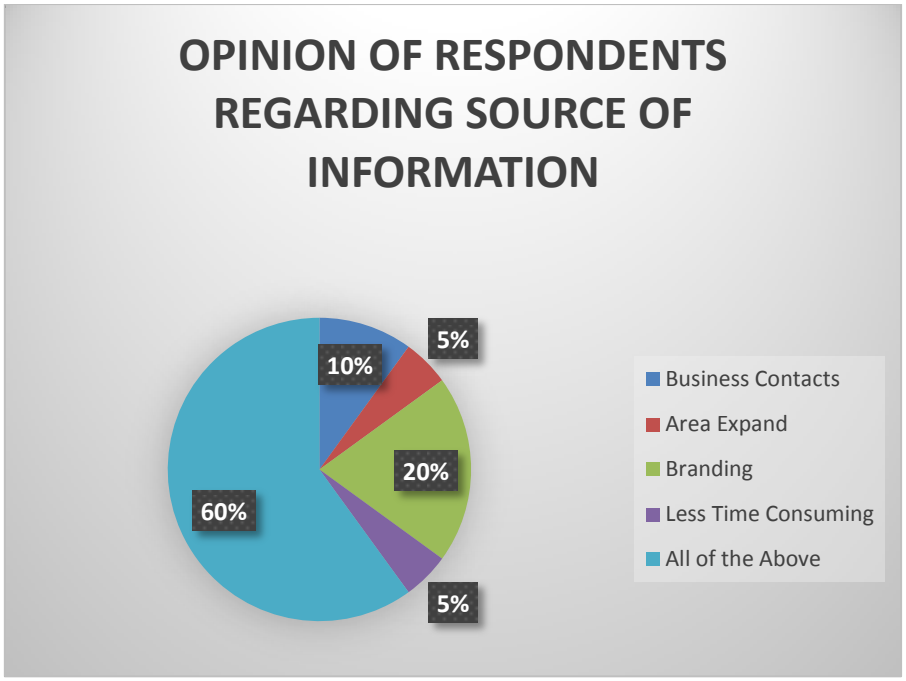
As per data analysis in these 20 respondents' major 63% respondents are expecting lower cost budget for branding and for DM services which is near by 10000 to 50000.

25% respondents are expecting 50000 To 100000. 11% respondents are expecting 100000 To 150000.

Q5. What type of Advantages do you Expect from Digital Marketing?

Response	Percentage
Business Contacts	10
Area Expand	5
Branding	20
Less Time Consuming	5
All of the Above	60

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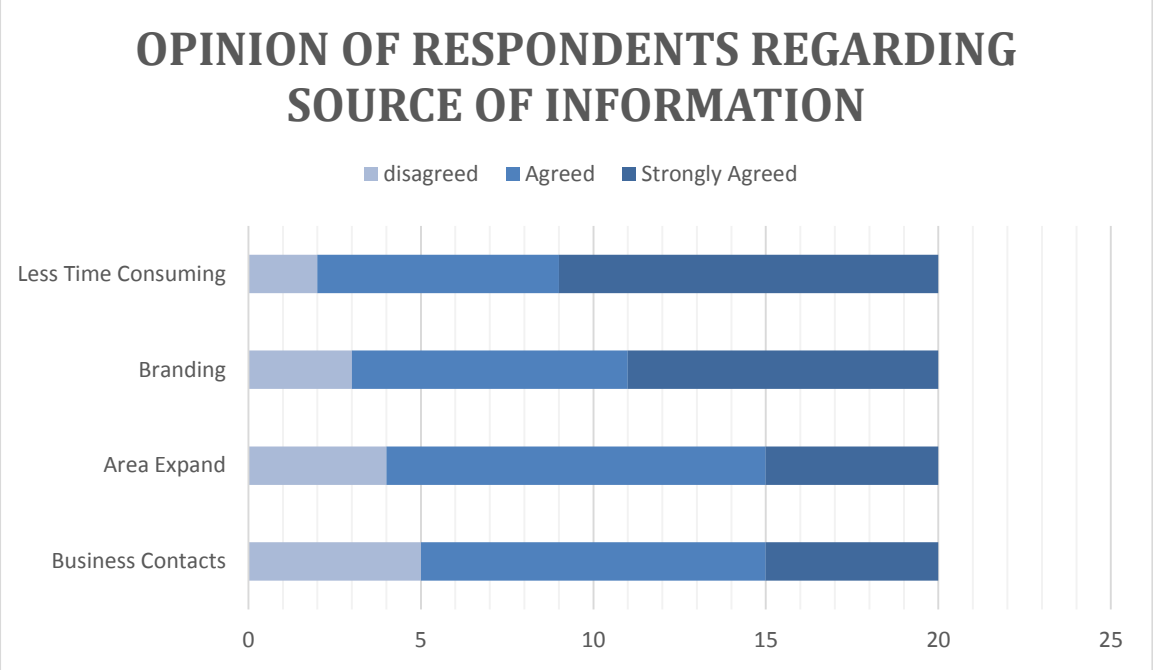


INTERPRETATION:

As per data analysis in these 20 respondents they expecting only business contact is10%.

For only area expand is 5%. For only branding level is 20%. For only less time consuming is 5% but mostly 60% expectation is base on all of the above.

Q6. What are the reasons you think digital marketing tools are benefited for your business?



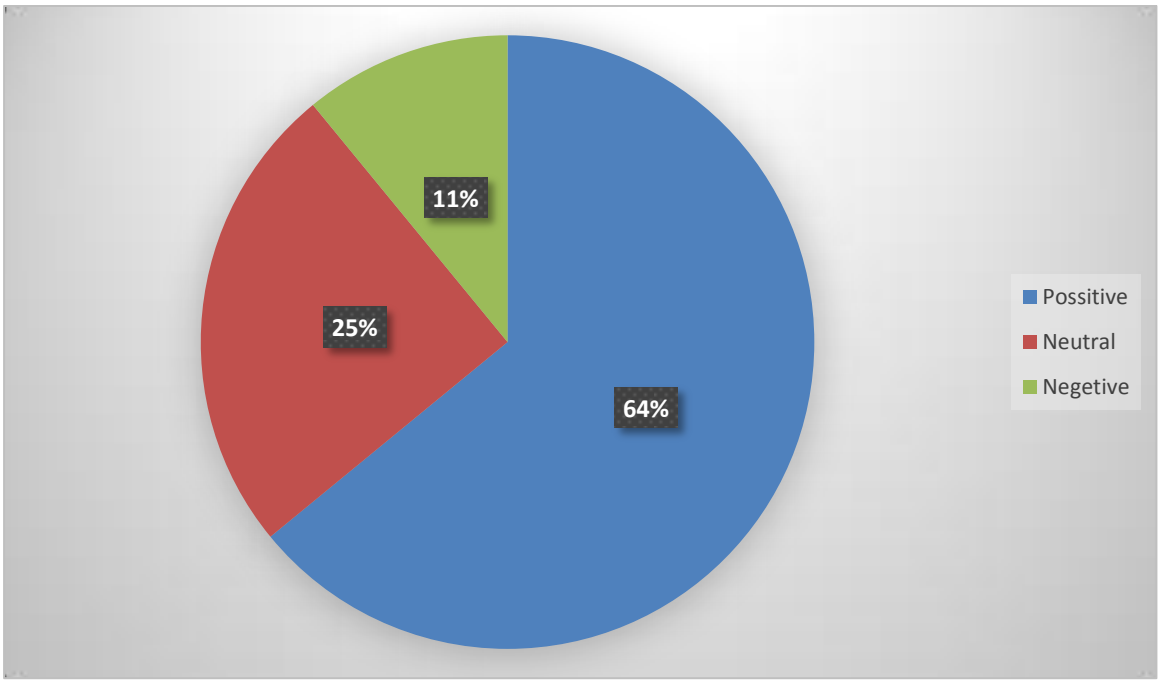
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INTERPRETATION:

As per data analysis in these 20 respondents' regarding source of information respondents are strongly agreed for digital marketing tools are less time consuming as compare to branding, area expand, business contacts.

Q7. The long-term digital marketing services effect on business branding could be?

- **POSSITIVE**
- **NEGETIVE**
- **NEUTRAL**



INTERPRITETION:

64% of respondents are positive to words long term digital marketing services for there business.

FINDINGS: -

- Most of the real sector undertaking truly generous the significance and opportunities of virtual advertising.
- experiencing new factor in digital advertising and marketingIgot here to its look and thrilling growth in these day's scenario.

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- What I observed in Business Profile checking is convincing customers is bit complicated as they too have finalized knowledge about the digital marketing and also clearing up how we are better than others.
- With the facts research examine, the respondents eighty present aren't aware of the branding for the commercial enterprise. As evaluate 20% people who aware about Branding. But nonetheless they don't realize the way to use it in proper way.
- In today's aggressive marketplace, every employer realizes that the velocity of profit making, new client development & Customer cognizance could be very crucial for Brand Image.
- The opinion of respondents indicates that seventy-two present respondents are using digital advertising offerings for branding and for client base development.
- As per data analysis the respondents marketing strategy is shows traditional marketing for lead generation only. They are not too much serious about Branding or maybe they facing some different problems.

SUGGESTION:-

Technical:

• Finding the online and offline existing and new ventures.

• find the challenging or problem-solving contents.

• Categorizing What trouble and treat solutions could be benefited for specific purchaser (i.e. Client, users, customer, etc).

• less time consuming in content need to be focused.

Managerial:

• to analyze and verify specific challenges, weakness, opportunity and mostly strength are to be managed for the business profile.

• TO describe their modifications and the conforming Solutions

• To outline the hole evaluation for the consumer.

Business guidelines:

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• To find better long-term opportunity for company.

• To Take feedback and follow up of a service user help to build customer era.

- **CONCLUSION:-**

  This summer internship undertaking allowed me in the direction of analyzes manner matters approximately the company commercial enterprise works. I got to understand approximately extraordinary enterprise modules with exclusive purposeful regions having direct relationship with are inter linked for correct business functioning. It was a primary technique to find out the target market, clients, sponsors, vendors etc. for which in depth studies is to be directed. The enterprise development procedure begins from examine situation and ends at plan closure. This venture has made me recognize the various key factors which are is considered for confirmation of a deal, the way to interacts with strangers. But for the existing venture the follow up is must within three months or six months is applicable. For companies' network development as well as service follow up procedure. People are expecting less time-consuming sources. The bonding between project manager and customer/user is benefited.

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