



**SANT HIRDARAM GIRLS
COLLEGE, BHOPAL**

**Department
of
Computer Science**



Techmania

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A legend human being, a noble soul and selfish charismatic person who dedicated whole of his life Serving the mankind, especially those who need support the most. A true visionary, he directed his magnanimous social work especially in the field of health & education. Excellent health care units and adorable education institutions established in the remote sub urban area of Bhopal erstwhile known as Bairagarh and now renamed as Sant Hirdaram Nagar are epitomes of his great deeds. His spiritual power & moral ethos continue inspiring us to uphold his ideas and philosophy.

We bow our heads in his lotus feet and our deep tributes to the great soul.

His Holiness Sant Hirdaram Sahibji's golden service philosophy states that

“The Old, the Infirm and the children are all forms of God.

Serve them with heart and soul and win laurels of the Lord.”



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20 Tips for Great Digital Marketing

- **Use your own domain**
- **Use VPS hosting**
- **Create a professional website**
- **Make your website load as fast as possible**
- **Spend time on SEO**
- **Spend money on PPC**
- **Don't forget about Bing Ads**
- **Start with a low advertising budget and grow profitable**
- **Build your presence social networks related to your business**
- **Don't over-promote your business and services**
- **Use paid advertising**
- **Publish good and original content**
- **Create a content calendar**
- **Promote your content**
- **Use email marketing**
- **Build an email list from the beginning**
- **Make sure your website is mobile-friendly**
- **Don't forget mobile apps**
- **Buy advertising space**
- **Keep improving your digital marketing campaigns**



Transhita Tuli
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Importance of Social Media Marketing in Business



Social media platforms help you connect with your audience to build your brand, increase sales, and drive website traffic, increase awareness about your brand, and boost your leads and sales. With more than three billion people around the world using social media every month, the users and engagement on major platforms just keep increasing.

The five most valuable social media platforms:

- Facebook
- LinkedIn
- YouTube
- Twitter
- Instagram

Why social media marketing is important for your business

Improved brand Awareness:-

Social media is one of the most stress-free and profitable digital marketing platforms that can be used to increase your business visibility. To get started, create social media profiles for your business and start networking with others. By applying a social media strategy, it will help you significantly increase your brand recognition. By spending only a few hours per week, over 91% marketers claimed that their social marketing efforts greatly increased their brand visibility and heightened user experience. Undoubtedly, having a social media page for your brand will benefit your business and with a regular use, it can also produce a wide audience for your business in no time.

Cost-effective:-

For an advertising strategy, social media marketing is possibly the most cost-effective way. Creating an account and signing up is free for almost all social networking platforms. But if you decide to use paid advertising on social media, always start small to see what you should expect. Being cost-effective is important as it helps you attain a greater return on investment and hold a bigger budget for other marketing and business payments. Just by investing a little money and time, you can significantly increase your conversion rates and ultimately get a return on investment on the money that you primarily invested.

Engage with your customers:-

Social media is a good way for engaging and interacting customers. The more you communicate with the audience, the more chances you have of conversion. Set up a two-way communication with your target audience so that their wishes are known and their interest is catered with ease. Moreover, communication and engagement with customers is one the ways to win their attention and convey them your brand message. Thus, your brand will reach more audience in real terms and gets itself established without any hassle.

Increased traffic:-

One of the other benefits of Social Media is that it also helps increase your website traffic. By sharing your content on social media, you are giving users a reason to click-through to your website. On your social account, the more quality content you share, the more inbound traffic you will generate while making conversion opportunities.

Conclusion

There is no denying that Social media marketing has many advantages for startups and established brands. By regular updating the right social media marketing strategy, it will lead to increased traffic, better SEO, improved brand loyalty, healthier customer satisfaction and much more. Your competition is already increasing on social media day by day, so don't let your competitors take your probable customers. The earlier you start, the faster you see the growth in your business.

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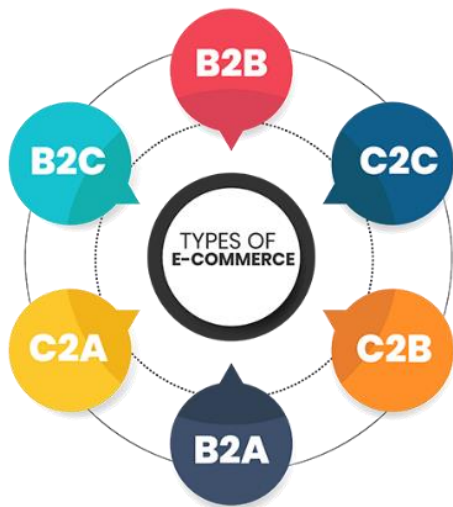
Internet and E-Commerce

Ecommerce, also known as electronic commerce or internet commerce, refers to the buying and selling of goods or services using the internet, and the transfer of money and data to execute these transactions. Ecommerce is often used to refer to the sale of physical products online, but it can also describe any kind of commercial transaction that is facilitated through the internet. The history of ecommerce begins with the first ever online sale: on the August 11, 1994 a man sold a CD by the band Sting to his friend through his website Net Market, an American retail platform. This is the first example of a consumer purchasing a product from a business through the World Wide Web.



Types of E-Commerce Models

Electronic commerce can be classified into four main categories. The basis for this simple classification is the parties that are involved in the transactions. So the four basic electronic commerce models are as follows



1. Business to Business

This is Business to Business transactions. Here the companies are doing business with each other. The final consumer is not involved. So the online transactions only involve the manufacturers, wholesalers, retailers etc.

2. Business to Consumer

Business to Consumer. Here the company will sell their goods and/or services directly to the consumer. The consumer can browse their websites and look at products, pictures, read reviews. Then they place their order and the company ships the goods directly to them. Popular examples are Amazon, Flipkart, Jabong etc.

3. Consumer to Consumer

Consumer to consumer, where the consumers are in direct contact with each other. No company is involved. It helps people sell their personal goods and assets directly to an interested party. Usually, goods traded are cars, bikes, electronics etc. OLX, Quikretc follow this model.

4. Consumer to Business

This is the reverse of B2C, it is a consumer to business. So the consumer provides a good or some service to the company. Say for example an IT freelancer who demos and sells his software to a company. This would be a C2B transaction.

E-Commerce impact on many areas of business

- Marketing:
- Computer Sciences:
- Finance and Accounting:
- Economics:
- Production and Operations Management:
- Production and Operations Management:
- Management Information Systems:
- Human Resource Management:
- Business Law and Ethics:

Needs for a successful E-Commerce

- Website Design
- Payment method
- Merchant Account

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DIGITAL MARKETING

Digital marketing is when any product is promoted through a minimum of one form of electronic media. This form of marketing is vastly different from traditional marketing. Digital marketing consists of various methods and channels that allow any organization or company to have and study this form of marketing to find out what works for them and what does not.

Well the irony is that we have that technology, finally, that for the first time in human history allows people to really maintain rich connections with much larger numbers of people.

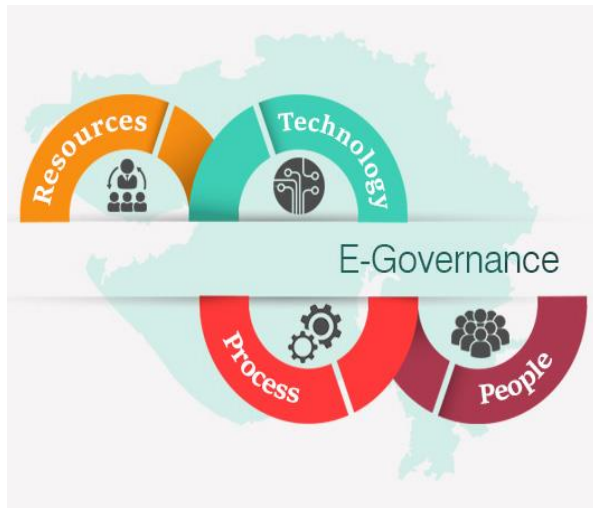
The core of this sort of marketing is the internet. The internet, as it is, is a potent tool to help us achieve a lot. It helps in marketing as well as it assists sellers in promoting their products across the across. Advertisements on various forms of social media and other sites, emails, and YouTube can be used by organizations to sell their products.

Well students also have good opportunities in making their career in this field as they will get to know about SEO, SMM and many more new terms, but what sellers think is that they want to know what consumers are looking for, what their values are, and how can we meet their needs. It's not just about Big Data; it's about translating that into the truth. So I hope that in this scenario of pandemic Digital Marketing proves beneficial for the students, consumers as well as marketers.

Bhoomi Jain
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E-Governance

E-governance, expands to electronic governance, is the integration of Information and Communication Technology (ICT) in all the processes, with the aim of enhancing government



ability to address the needs of the general public.

The basic purpose of e-governance is to simplify processes for all, i.e., government, citizens, businesses, etc. at National, State and local levels. In short, it is the use of electronic means, to promote good governance. It connotes the implementation of information technology in the government processes and functions so as to cause simple, moral, accountable and transparent governance. It entails the access and delivery of government services,

dissemination of information, communication in a quick and efficient manner.

Benefits of E-governance:

1. Speed– Technology makes communication speedier. Internet, Phones, Cell Phones have reduced the time taken in normal communication.

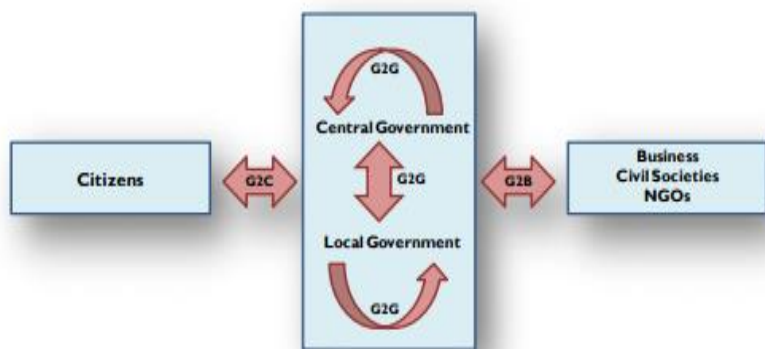
2. Cost Reduction – Most of the Government expenditure is appropriated towards the cost of stationary. Paper-based communication needs lots of stationary, printers, computers, etc. which calls for continuous heavy expenditure. Internet and Phones makes communication cheaper saving valuable money for the Government.

3. Transparency – Use of ICT makes governing profess transparent. All the information of the Government would be made available on the internet. The citizens can see the information whenever they want to see. But this is only possible when every piece of information of the Government is uploaded on the internet and is available for the public to peruse. Current governing process leaves many ways to conceal the information from all the people. ICT helps make the information available online eliminating all the possibilities of concealing of information.

4. Accountability – Once the governing process is made transparent the Government is automatically made accountable. Accountability is answerability of the Government to the people. It is the answerability for the deeds of the Government. An accountable Government is a responsible Government. Reduced corruption High transparency Increased convenience Growth in GDP Direct participation of constituents Reduction in overall cost.

Ultimately, the goal of e-government is to enhance the interaction between three main actors in society—government, citizens, and business thereby to promote political, social, and economic progress in the country.

A vision is required to implement the e-Governance successfully in India. To meet the vision, the



challenges in the implementation of e-Governance should be overcome. Then, the environment needs to be developed for the effective implementation of e-Governance in India. In spite of many challenges India has number of award-winning e-Governance projects like Andhra Pradesh's rural e-Seva project, e-

Panchayat etc. Therefore, we can say that, e-Governance is the key to the 'good governance' for the developing countries like India to minimize corruption, provides efficient and effective or quality services to their citizens.

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Future Scope of Digital Marketing

Have you heard the name of companies like Google, YouTube, Facebook, Twitter, Amazon, LinkedIn, Microsoft, Yahoo or Bing? Some of you might be using them regularly. These are world-famous companies whose websites/homepage we use to search, buy or entertain ourselves on the internet. These companies are known as “expert companies” in the field of digital world. They are working in the field of Technology, Cyberspace, IT, Digital Marketing etc.

Well in simple words, Digital Marketing means promoting goods, services or ideas by using digital online platforms to achieve business goals. To do Digital Marketing we have to use the internet. So, when you use platforms like Facebook Advertising, YouTube Ad, Google Ad etc then you're doing Digital Marketing. Digital marketing is a very huge topic. Its not possible to explain all the term of digital marketing like SEM, SEO, content marketing, social media marketing, etc in a single article. So in this article you're going to know the scope of digital marketing in future.

In recent times, the most sought-after career opportunity is digital marketing. Statistics show that digital marketing industry is booming worldwide. Supporting digitization, the Prime Minister of India has come up with the idea of digital India. And it acts as a promotional campaign for digital marketing resulting in many more job opportunities for youth to a great extent. Hence, there is nothing regional; it's a national alarm for graduates of India who all are looking for an inviting career.

Going by it, digital marketing is booming as one of the leading career options, not only in India but also around the world. This fact alone sheds some light on the bright future scope of digital marketing both at home and abroad. Digital marketing occupies the top spot among the career options that generate jobs. It is the reason why lakhs of people in India and abroad can work in companies. For certified digital marketing professionals, possibilities are endless, and the sky is the limit.

Scope of digital marketing will only get bigger and better in the coming years. Without Digital promoting, businesses could let down of making up to date marketing methods and therefore, they will flip rudderless. Digital Marketing is the present and the futures of marketing system. It may not solely let businesses survive however also thrive within the most result-oriented fashion. With the help of new techniques, following latest updates of Google and uniting future trends of digital marketing, your business will reap great benefits in the coming years.

Neha Shadija
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Email Marketing

Email marketing is the highly effective digital marketing strategy of sending emails to prospects and customers. Effective marketing emails convert prospects into customers, and turn one-time buyers into loyal, raving fans.



Email marketing is the process of targeting your audience and customers through email. It helps you boost conversions and revenue by providing subscribers and customers with valuable information to help achieve their goals.

When to Use Email Marketing

There are many ways to use email marketing:

- ☑ Build relationships: Build connections through personalized engagement.
- ☑ Boost brand awareness: Keep your company and your services top-of-mind for the moment when your prospects are ready to engage.
- ☑ Promote your content: Use email to share relevant blog content or useful assets with your prospects.
- ☑ Generate leads: Entice subscribers to provide their personal information in exchange for an asset that they'd find valuable.
- ☑ Market your products: Promote your products and services.
- ☑ Nurture leads: Delight your customers with content that can help them succeed in their goals.

The Benefits of Email Marketing

From order confirmations to newsletters, emails are an essential aspect of the growth and management of your business.

Email marketing will help fulfill 3 key objectives:

- ☑ Conversions (selling your products and services)
- ☑ Brand awareness
- ☑ Customer loyalty



How to Run a Successful Email Marketing Campaign

An email marketing campaign is an email sent from a business to one or more customers or prospects. A successful email marketing campaign will get the recipients to take action, engage with your business, and help you to get more leads and sales.



1. Build a Targeted Email List

2. Know Your Goals

- ☑ Welcoming new subscribers and telling them about your business and values so you start to build a relationship with them.
- ☑ Boosting engagement with your content and your business, whether that's promoting a webinar or trying to make an initial sale.
- ☑ Nurturing existing subscribers by providing something they'll value.
- ☑ Re-engaging subscribers who haven't been particularly active.
- ☑ Segmenting your subscribers so you can send more targeted email marketing campaigns.

3. Understand Email Types

- ☑ Promotional Emails
- ☑ Relational Emails
- ☑ Transactional Emails

4. Know Your Audience

5. Use Technology Wisely

- ☑ Easy campaign creation and automation, including templates and workflows.
- ☑ Integrations with software you already use, like WordPress and OptinMonster.
- ☑ Ways to segment your audience.
- ☑ In-depth analytics on email campaign performance.

6. Create Great Optins

7. Plan Emails and Follow-ups

8. Craft Your Subject Line

9. Write the Copy

10. Focus on Email Marketing Design

11. Test and Track

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Google Analytics

Google analytics is a real-time and an enterprise-class based online analytical tool that is based on tracking the website's traffic. It helps in analyzing complete information of the traffic that visits your website. Google Analytics has powerful and advance features that give rich insight into the websites and improve website ROI (Return on Investment). So, accordingly, you can manage your future scenario.

Google analytics gathers all information about visitors that browse your website like their age, likes and dislikes, the time they spent on your website, what did they do on your website, bounce rate, etc.

Google analytics is a cloud-based application. It is a web tool by Google that is used to get statistical information of the users who interact with your website.

- It has pie charts, graphs, and a scoreboard that displays all monitored data over a period of time.
- This tool has many options to show results like conversions, bounce rate, time intervals on each web page.
- The obtained information can also be shared using the e-mail option.
- It can also be interlinked with other Google tools such as Ad Words, website optimizer.
- It is based on JavaScript platform.



Google analytics is more useful for small and medium business based websites. It has a JavaScript page tag through which it collects data from every browser. This page tag has a function called web bug to store all user-based information.

There are different users who browse the internet to collect information and Google registers their different data like age, number of searches for a specific keyword, visiting time, and time spent on a website. All these can be extracted through Google analytics.

Google Analytics collects the behavioral pattern of the users before they come to your website. It collects their buying pattern, how much time they spend on a website, their likings on the internet, age, gender, browsing the location, etc. Google analytics also shows which platform is used by the user to reach your website. It can be any social networking websites, search engines, etc. All this information can be used to design your marketing campaigns and build strategies accordingly.

Every website has an installed Google Analytics tracking code that runs through the user's web browser when a user visits your website and Google analytics tracks all those java scripted codes and use them to extract all required information. These codes are all based on visitor's browser's cookies.

Features of Google Analytics

- Campaign Measurement: Traffic.
- Track your Goals: Website conversions & user activity.
- Audience reports: Know your users.
- Flow visualization: Follow every step.
- Custom reports: **Analytics** data, made to order.

ADVANTAGES OF GOOGLE ANALYTICS

Cost: It is absolutely free.

Usability: It is not just bound to the experts.

Availability of tutorials Google provides an online tutorial to learn about Google Analytics. It has made learning the system extremely easy.

Installation: It is easily installable. There is no programming skills required to install it unlike in other analytical tools.

Visitors views by Geography, Timeframe and Source. It allows getting and viewing the number of visitors to the site based on some time frame. It also allows one to find the geographical location of all the visitors and also the source which helped them find it.

Visitor's details: It also provides details of each visitor including the time of their stay on the website, the web pages the accessed, the number of links they clicked on etc. There is also a concept of Bounce Rate that shows the number of visitors in and out of a web page and also the visitors who stayed longer.

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Digital Marketing Trends

1

Content is King

Content will always remain the king rich quality content always win .

2

Infographics on the Rise

It gets high user engagement because of concise, rich content .

3

Audience Matters

Involve your audience by talking about and to them.

4

Social Media Pressure

These are inter-related, make sure you have a goal and strategy.

5

Live Videos

Videos have better user engagement, especially short and informative ones .

Nidhi Singh
BCA Ist Year
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