

# VISTA - AN OUTLOOK

Theme : Digital Marketing  
Issue : 9 Month : March 2013

Monthly Newsletter of Aishwarya Institute of Management & IT



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[www.csi-india.org](http://www.csi-india.org)

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## From the \_\_\_\_\_ Director's Desk

**M**arketing is all about reaching out to consumers. The key to marketing efficiency is to achieve that goal faster, cheaper and better than the competition. However, a lot of groundwork must be done before the message reaches the consumer. You need to first build a campaign. This entails interacting with multiple external agencies, getting approvals from legal, finance, IT, and other internal stakeholders, and working through a complete checklist of campaign requirements. This calls for a digital marketing solution in the present era.

Leading industry reports project that by 2015, digital marketing will influence as much as 80% of discretionary consumer spending. So a consumer-focused strategy that leverages opportunities in the digital space will directly increase engagement levels, leading to higher response and conversion rates

- Dr. Archana Golwalkar



# Debugging Contest

14 March 2013

CSI Student Branch Aishwarya Institute of Management and IT organized a debugging contest in Programming language 'C'. 55 CSI Students Members participated in the event enthusiastically.

The objective of the contest was to assess and increase the understanding of the students towards identifying errors by dry running the programs, understand nature and type of error and debugging skills.

Performance of the students was evaluated by Dr Archana Golwalkar (Director & CSI SBC). The feedback and performance of the student was appraised

Congratulations! Position holders

**1<sup>st</sup> Khushboo Padiyar**

**2<sup>nd</sup> Aamir Sanwari**

**3<sup>rd</sup> Harshita Chouhan**



Participants during the debugging contest

**16 March 2013:** Students of CSI Student Branch, AIM & IT, attended CSI DISCOVER THINKING 2nd National Student Project contest at Seminar Hall, Department of Computer Science and Engineering, College of Technology and Engineering, Udaipur on 16th March, 2013.

In the Inaugural session **Prof. S.V. Raghavan**, Chairman Elect 2013, CSI, Professor, CSE, Indian Institute of Technology, Madras, & Scientific Secretary, Office of Principal Scientific Adviser (PSA) to Government of India and Chief Architect and Chairman, Technical Advisory Committee of NKN, addressed the participants and guest via Video Conferencing.

First Prize was given to Saichand Uputuri and Alakhnanda Vempalla of K.L. University, Guntur (MP). They had made Advance Authentication System by using Behavioral Biometrics.

Their project uses behavioral biometrics, such as the time user takes to type the full password, the time he takes between pressing keys (Flight time), the time taken to press a key etc, to authenticate the user.

The second award was won by two students- Suryamani Sharma of Dronacharya College of Engineering, Gurgaon for Multifunctional Robotic System and Phagun Singh Baya of CTAE for Remote Wireless Sensors Analysis and Controlling. Kalyani Joshi and Madhuri Jadhav from PES Modern College of Engineering, Pune secured third position for making an innovative project on 'USB to USB data transfer without computer'.



## MANAGEMENT TECH FEST **LAKSHYA 2013** 21-22 March 2013

### March 21st, 2013

The day started with inaugural ceremony in which Dr. Karun Chandilya, Plant head, Udaipur Dairy was the chief guest who held the annual cultural event open. After the inaugural ceremony, cultural events started with Business Plan in which students presented different business plans in which team of Neha Kunwar Solanki and Nisha of MCA scored first position. After business Plan there was a competition of ADMAD Show in which participants made different advertisements and presented it in which team of Pooja Kothari, Amreen Banu Mansoori of MCA got the first Position. The

Participants were judged by Dr. Vineet Jain and Mr Pankaj Suran who were the judges and guests of the event. ADMAD show was followed by business quiz in which Tushar Khedwa and Surbhi Godawat of FMS, MLSU were the winners. Quiz was followed by case study in which Mr S R Praveen and Dr. Shilpa Verdia, the judges of the event announced Tushar Khedwa and Surbhi Godawat as winners. The day became more interesting when the event named Umeed started in which the students acted on situations given to them and team of Smriti talesara, Manoj Mali and Mexa Jain got the first position as Judged by Dr. Q A Bohra . The winner of Computer Programming was Sheena Bhavsar of MCA.

**March 22<sup>nd</sup>, 2013**

The day started with Madana competition in which the students had to make the logo of any company using only white and brown colour. The judges of the event were Dr. Shahid Parveez and Dr. Basant Kashyap and team of Sheena Bhavsar nad Neha Kumar Solanki of MCA got the first position. After Madana selling competition started in which the students had to sell different products to different persons given to them and Arbaaz Khan of MBA scored first position as declared by judges Mr. S.R Praveen and Mr Kuldeep Sharma. Selling competition was followed by Treasure Hunt in which Arbaaz Khan and team were the winners. The day

ended were culture events in which Dr. Prem lata Swarnkar and Mrs. Shalini Bhatnagar were the guests and judges of the events. In singing competition Arbaaz Khan of MBA scored first position, in solo dance the first position was shared by Salimuddin Sheikh and of MCA ad Mexa Jain of MBA, the winners of group dance was Meenakshi and group. At last the most awaited Fashion show held in which Sanjay kumar Gorana and Sakshi Jain were declared as Mr and Miss Lakshya 2013. The program was followed by dinner.

All the participants participated with great zeal and enjoyed the experience of competition.

EVENT NAME	Name of the winner
Ad Mad Show	1. Pooja Kothari, Amreen Banu, Bhawana dangi 2. Heena Paliwal, Nisha , Neha Kunwar Solanki.
Selling Techniques	1. Arbaaz Khan 2. Twinkle Kumawat
Case Study	1. Tushar Khedwa, Surbhi Godawat 2. Smriti Talesara, Manoj Mali
Umeed	1. Smriti Talesara, Manoj Mali, Mexa Jain. 2. Sanjay Kumar, Arbaaz Khan, Narayan Lal
Mandana	1. Sheena Bhavsar, Kavita Kumawat 2. Sabir Hussain, Sameer Singh
Business Plan	1. Nisha, Neha Kunwar Solanki 2. Neha Mehta, Manoj Mali, Smriti Talesara
Singing	1. Arbaaz Khan, 2. Amreen Banu Mansoori
Solo Dance	1. Salimuddin Sheikh, Mexa Jain (tie)
Group Dance	1. Meenakshi & Group 2. Salimuddin Sheikh & Sakshi Jain
Fashion Show Mr & Ms Lakshya 2013	Sanjay kumar Gorana and Sakshi Jain



Chief Guest Dr. Karun Chandilya being welcomed by Pawan Sharma (President, Student Council)



Sabir Hussain comparing and Mexa Jain expressing thanks during the inaugural ceremony of Lakshya 2013







Nisha and Neha Solanki presenting their Business Plan



Students performing during AD MAD SHOW



Teams participating during the Quiz



Case study presentation - participants answering to the queries



Students creating logos'



Judges Dr. Basant Kashyap & Dr. Shahid Parvez during judgement on Mandana



Participants during the event UMEED



Dr Karun Chandilya interacting with the participants during Business plan



Selling Skills!



Mr. Kuldeep Sharma appreciating the participants of Business Plan



Dr Vineet Jain Sharing his views on marketing skills



Mr Pankaj Surana congratulating participants of Ad Mad Show



Dr Shilpa Verdia Commenting on Case Study presentation



Mr S R Praveen giving practical tips for selling



Dr Q A Bohra during judgment of event - Umeed



Dr Premlata Swarnkar addressing the participants



Mrs Shalini Bhatnagar giving away the awards







## Digital marketing a cost effective solution

Digital marketing is one of the most cost-effective marketing solutions. If implemented correctly, it helps the businesses deliver the right message to the right audience at the right time.

**Digital marketing builds brand recall:** Brand awareness is the extent to which a brand is recognized by potential

customers. It plays a crucial role in the consumer's decision of buying a product. The high recognition of a brand through constant advertisements coaxes the person into buying the product. Digital marketing not only helps the businesses to generate leads in short term but also it creates a kind of awareness which will help the business to gain more leads in the long run. Brand recall plays an important role where the user doesn't require the product/services immediately but can need after 6-7 months. It is important that marketers keep the target community engaged so that they can recall the brand name while they are making a purchase decision. For example: social media especially Facebook engagement serves the purpose completely.

**Types of brand recall:** Researchers divide recall into 2 types- 'aided' and 'unaided'. Aided recall refers to remembering a brand name when prompted. For example- if someone asks- "have you driven Honda cars?" it instigates an aided recall. Market research supports 'unaided' recall to be pure brand recall. In unaided recall, the consumers recall the brand name without being prompted. For example- if a customer is asked "name any shoes brand", the answer is unaided recall. Companies look for high level of unaided recall for maximum sale. The first recalled brand name, termed "top of mind", has a distinct

competitive edge. Digital marketing plays a crucial role in increasing unaided brand recall. However it is to be noted that unaided brand recall happens over the passage of time when the company gains sufficient trust.

**How to boost Brand Recall factor:** Successful brand recall happens when the trust level among the visitors is high. Positive feedback from existing customers can play an important role in revving up the trust factor. Online reputation management is another factor. Any negative post on social media can be addressed at once with positive solutions (like refunding the money or replacing the product).

**How peer-to-peer publishing promotes sale:** When a friend or associate have used a product, liked it, and posted the same, it instigates others to like or buy the same. Peer-to-peer publishing, network effect, transparency and reciprocity - play important role in marketing products/services across the digital channels. When someone from your target audience uses and likes a brand and promotes the product on his/her own, an element of trust develops for the brand amidst his/her friends and acquaintances. Sometimes the consumer might also buy the product because of peer pressure, to be one among the group.

Sabir Hussain, MBA //





# The PULL and PUSH of Digital Marketing

**Digital marketing** is marketing that makes use of electronic devices such as computers, tablets, smart phones, cell phones, digital billboards, and game consoles to engage with consumers and other business partners. Internet Marketing is a major component of digital marketing. Two different forms of digital marketing exist:

In **pull** digital marketing, the consumer actively seeks the marketing content, often via web searches or opening an email, text message or web feed. Websites, blogs and streaming media (audio and video) are examples of pull digital marketing. In each of these, users have to navigate to the website to view the content. Only current web browser technology is required to maintain static content. Search engine optimization is one tactic used to increase activity. Martin et al. (2003) found that

consumers prefer special sales and new product information, whereas "interesting" content was not useful.

In **push** digital marketing the marketer sends a message without the consent of the recipients, such as display advertising on websites and news blogs. Email, text messaging and web feeds can also be classed as push digital marketing when the recipient has not given permission to receive the marketing message. Push marketing is also known as spam. Push technologies can deliver content as it becomes available and can be better targeted to consumer demographics, although audiences are often smaller, and creation and distribution costs are higher.

**Ritesh Chouhan, MCA IV**



# ONLINE ADVERTISEMENT

The internet has become an ongoing emerging source that tends to expand more and more. The growth of this particular medium attracts the attention of advertisers as a more productive source to bring in consumers.

A clear advantage consumers have with online advertisement is the control they have over the product, choosing whether to check it out or not. Online advertisements may also offer various forms of animation. In its most common use, the term "online advertising" comprises all sorts of banner, e-mail, in-game, and keyword advertising, including on platforms such as Facebook, Twitter, and MySpace. Web-related advertising has a variety of ways to publicize and reach a niche audience to focus its attention to a specific group. Research has proven that online advertising has given results and is a growing business revenue. For the year 2012,

Jupiter Research predicted \$34.5 billion in US online advertising spending.

Types of Internet marketing

Internet marketing is broadly divided in to the following types:

- ➔ Display advertising: the use of web banners or banner ads placed on a third-party website or blog to drive traffic to a company's own website and increase product awareness.
- ➔ Search engine marketing (SEM): a form of marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of either paid placement, contextual advertising, and paid inclusion, or through the use of free search engine optimization techniques also known as organic result.
- ➔ Search engine optimization (SEO): the process of improving the visibility of a website or a web

- page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.
- ⇒ Social media marketing: the process of gaining traffic or attention through social media websites such as Facebook, Twitter and LinkedIn.
- ⇒ Email marketing: directly marketing a commercial message to a group of people using electronic mail.
- ⇒ Referral marketing: a method of promoting products or services to new customers through referrals, usually word of mouth.
- ⇒ Affiliate marketing: a marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.
- ⇒ Content marketing: the process of creating

- specialized content such as infographics, blog articles and ebooks to attract more customers.
- ⇒ Inbound marketing: involves creating and freely sharing informative content as a means of converting prospects into customers and customers into repeat buyers.
- ⇒ Video marketing: This type of marketing specializes in creating videos that engage the viewer into a buying state by presenting information in video form and guiding them to a product or service[citation needed] Online video is increasingly becoming more popular among internet users and companies are seeing it as a viable method of attracting customers.

**Mukesh Tailor, MBA IV**



## E-marketing U/S Traditional Marketing

eMarketing encompasses all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity.

When implemented correctly, the return on investment (ROI) from eMarketing can far exceed that of traditional marketing strategies. Whether you're a "bricks and mortar" business or a concern operating purely online, the Internet is a force that cannot be ignored. It can be a means to reach literally millions of people every year. It's at the forefront of a redefinition of way businesses interact with their customers.

### Benefits of eMarketing over traditional marketing

The nature of the internet means businesses now have a truly global reach. While traditional media costs limit this kind of reach to huge multinationals, eMarketing opens up new avenues for smaller

businesses, on a much smaller budget, to access potential consumers from all over the world.

Internet marketing allows the marketer to reach consumers in a wide range of ways and enables them to offer a wide range of products and services. eMarketing includes, among other things, information management, public relations, customer service and sales. With the range of new technologies becoming available all the time, this scope can only grow.

Whereas traditional marketing is largely about getting a brand's message out there, eMarketing facilitates conversations between companies and consumers. With a two-way communication channel, companies can feed off of the responses of their consumers, making them more dynamic and adaptive.

Internet marketing is able to, in ways never before imagined, provide an immediate impact. Imagine you're reading your favourite magazine. You see a double-page advert for some new product or service, maybe BMW's latest luxury sedan or Apple's latest iPod offering. With this kind of traditional media, it's not that easy for you, the consumer, to take the step from hearing about a product to actual acquisition.

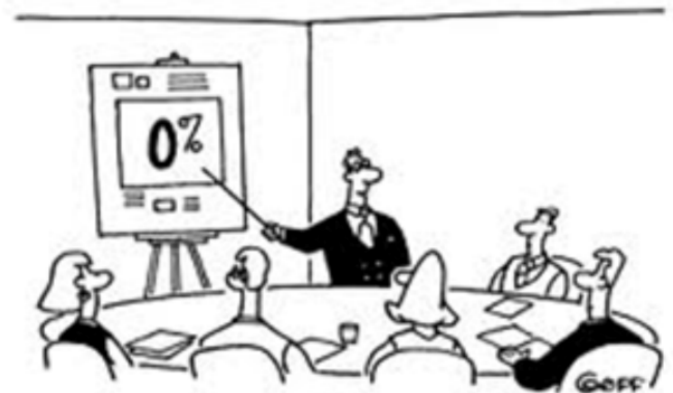


With eMarketing, it's easy to make that step as simple as possible, meaning that within a few short clicks you could have booked a test drive or ordered the iPod. And all of this can happen regardless of normal office hours. Effectively, Internet marketing makes business hours 24 hours per day, 7 days per week for every week of the year. By closing the gap between providing information and eliciting a consumer reaction, the consumer's buying cycle is speeded up and advertising spend can go much further in creating immediate leads.

Closed Loop Marketing requires the constant measurement and analysis of the results of marketing initiatives. By continuously tracking the response and effectiveness of a campaign, the marketer can be far more dynamic in adapting to consumers' wants and needs. With eMarketing, responses can be analysed in real-time and campaigns can be tweaked continuously. Combined with the immediacy of the Internet as a medium, this means that there's minimal advertising spend wasted on less than effective campaigns.

Maximum marketing efficiency from eMarketing creates new opportunities to seize strategic competitive advantages. The combination of all these factors results in an improved ROI and ultimately, more customers, happier customers and an improved bottom line.

**Manoj Mali, MBA IV**



**Upcoming Events**

- Internal Exams
- RBI Interface program

"Our study concludes that this is the percentage of our customers who will buy from us without any effort whatsoever on our part."