

Chapter -1

Introduction to marketing – SPECIALIZATION

Introduction to Marketing

Marketing is an essential aspect of any business, regardless of its size or industry. It plays a vital role in creating and maintaining customer relationships, driving sales, and ultimately contributing to a company's success. In today's competitive marketplace, effective marketing strategies are crucial for businesses to differentiate themselves from their competitors and capture the attention of their target audience.

Marketing encompasses a wide range of activities aimed at promoting products, services, or ideas to customers. It involves understanding consumer needs and preferences, developing compelling messages, identifying target markets, and choosing the most suitable channels to reach and engage with potential customers. Additionally, marketing involves analyzing market trends, competitors, and consumer behavior to make informed decisions that maximize a company's chances of success.

The advent of technology and the digital age has significantly transformed the marketing landscape. Traditional marketing methods have evolved to incorporate digital platforms, social media, and data-driven strategies. This shift has provided businesses with new opportunities to reach their audience, target specific customer segments, and measure the effectiveness of their marketing efforts more accurately.

One of the fundamental concepts in marketing is the "marketing mix," also known as the 4 Ps - product, price, place, and promotion. These elements form the foundation of a company's marketing strategy, guiding decisions on product development, pricing strategies, distribution channels, and promotional activities.

Effective marketing requires a deep understanding of consumer behavior, market trends, and the competitive landscape. Market research plays a crucial role in gathering and analyzing data about

customers, their preferences, and their purchasing patterns. This information helps businesses tailor their marketing efforts to meet the needs and desires of their target audience effectively.

In this era of information overload, capturing consumers' attention is becoming increasingly challenging. Creative and impactful messaging, coupled with strategic branding, is essential to break through the noise and create a lasting impression in the minds of consumers.

In this introduction to marketing, we will explore various marketing concepts, strategies, and tactics that businesses employ to connect with customers, build brand awareness, and drive sales. We will delve into topics such as market segmentation, targeting, positioning, digital marketing, content marketing, social media marketing, and the importance of customer relationship management.

Whether you are an aspiring marketer, a business owner, or someone interested in understanding the principles behind successful marketing campaigns, this guide will provide you with a comprehensive overview of the exciting world of marketing and its impact on businesses in today's dynamic marketplace.

The history of marketing

Can be traced back thousands of years, evolving alongside the development of trade and commerce. While the specific techniques and tools of marketing have changed over time, the fundamental goal has always been to promote and sell products or services to consumers.

Let's delve into the major milestones in the history of marketing.

1. Ancient Marketing:

Even in ancient civilizations, marketing played a crucial role. Early forms of marketing emerged in ancient Egypt, where merchants used papyrus to create sales messages and wall posters to advertise their goods. The ancient Greeks and Romans utilized public announcements and town criers to promote their products and services.

2. Medieval and Renaissance Periods:

During the medieval period, markets and bazaars became prominent, and merchants began employing various marketing techniques to attract customers. This era witnessed the emergence

of shop signs, trade fairs, and word-of-mouth marketing. With the advent of the printing press in the 15th century, marketing messages could be disseminated more widely through printed materials like flyers, handbills, and posters.

3. Industrial Revolution:

The 18th and 19th centuries marked a significant shift in marketing practices with the onset of the Industrial Revolution. Mass production allowed companies to produce goods on a large scale, leading to increased competition. To differentiate their products, businesses started focusing on branding and advertising. Companies like Coca-Cola and Procter & Gamble adopted innovative advertising techniques to create brand recognition and loyalty among consumers.

4. Rise of Modern Marketing:

The 20th century witnessed the formalization of marketing as a discipline. As consumerism grew, marketing strategies became more sophisticated. In the early 1900s, the focus was on persuasive advertising through print media and radio. The emergence of market research and consumer behavior studies helped companies understand their target audience better.

5. Post-WWII Marketing Boom:

After World War II, there was a surge in economic growth and consumer spending. Television became a powerful medium for advertising, reaching millions of households. Brands like Marlboro and Coca-Cola used television commercials to establish iconic images and build brand equity. In the 1950s and 1960s, companies began segmenting their target markets and tailoring marketing messages to specific consumer groups.

6. Digital Age and Internet Revolution:

The advent of the internet in the late 20th century revolutionized marketing practices once again. Email marketing, search engine optimization (SEO), and online advertising became essential tools for businesses to reach their target audience. Social media platforms like Facebook, Twitter, and Instagram provided new avenues for marketing and engaging with consumers directly. Digital marketing has continued to evolve, with the emergence of influencer marketing, content marketing, and data-driven strategies.

7. Personalization and Relationship Marketing:

In recent years, there has been a shift towards personalized marketing and relationship building. Companies leverage customer data and analytics to create tailored experiences and personalized recommendations. Building long-term relationships with customers has become a priority, as customer loyalty and word-of-mouth referrals have a significant impact on brand success.

As technology continues to advance and consumer preferences evolve, marketing strategies will undoubtedly continue to evolve. The history of marketing demonstrates the constant adaptation and innovation required to meet the ever-changing needs and expectations of consumers in an increasingly connected world.

Types of Marketing

Marketing is a crucial aspect of any business or organization's growth and success. It encompasses a wide range of strategies, techniques, and activities aimed at promoting products, services, or ideas to target audiences. Over time, various types of marketing have emerged, each with its unique approaches and goals. Here are some of the most prominent types of marketing:

1. Traditional Marketing:

Traditional marketing refers to conventional marketing methods that have been practiced for many years. This includes print advertisements in newspapers, magazines, billboards, flyers, brochures, direct mail, radio, and television commercials. Traditional marketing can still be effective in reaching a broad audience, especially in specific localities or for targeting older demographics.

2. Digital Marketing:

Digital marketing leverages digital channels and technologies to promote products or services. It encompasses various strategies, such as search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, email marketing, influencer marketing, affiliate marketing, and online advertising. Digital marketing allows businesses to reach a wider audience, target specific demographics, and track the effectiveness of their campaigns through analytics.

3. Content Marketing:

Content marketing focuses on creating and distributing valuable, relevant, and consistent content to attract and engage a target audience. This includes blog posts, articles, videos, podcasts, infographics, and social media posts. The goal of content marketing is to build brand awareness, establish thought leadership, educate customers, and ultimately drive profitable customer actions.

4. Social Media Marketing:

Social media marketing involves using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and YouTube to promote products or services. It includes creating compelling content, engaging with followers, running targeted ads, and leveraging social media influencers to increase brand visibility, engage with the audience, and drive traffic to the business's website or physical store.

5. Influencer Marketing:

Influencer marketing is a type of marketing that focuses on collaborating with influential individuals or personalities with a large following on social media. Businesses partner with influencers who align with their brand and target audience to promote their products or services. Influencers can create sponsored content, product reviews, or endorsements to raise awareness and influence purchasing decisions.

6. Guerrilla Marketing:

Guerrilla marketing involves unconventional and low-cost marketing strategies that aim to create a buzz and capture the audience's attention. It often relies on creative, unexpected, and interactive techniques that generate word-of-mouth and social media buzz. Examples of guerrilla marketing include flash mobs, street art, viral videos, and publicity stunts.

7. Event Marketing:

Event marketing involves promoting products or services through in-person or virtual events. These events can range from trade shows, conferences, workshops, webinars, product launches, to sponsorship of community events. Event marketing provides an opportunity to interact

directly with the target audience, showcase products, demonstrate their benefits, and build brand loyalty.

8. Relationship Marketing:

Relationship marketing focuses on building and maintaining long-term relationships with customers. It emphasizes personalized communication, customer satisfaction, and loyalty programs to nurture existing customers and encourage repeat business. Relationship marketing aims to create a loyal customer base that becomes brand advocates and brings in referrals.

These are just a few examples of the diverse types of marketing available to businesses today. Depending on their goals, target audience, and available resources, organizations can choose and combine different marketing approaches to create effective and impactful campaigns.

Nature and scope of marketing

The nature and scope of marketing encompasses a wide range of activities and strategies employed by businesses and organizations to promote their products or services, communicate with customers, and achieve their objectives. Marketing is a dynamic field that continually evolves as consumer preferences, technological advancements, and market conditions change. It plays a crucial role in driving sales, building brand reputation, and fostering long-term customer relationships.

The nature of marketing revolves around identifying and understanding consumer needs and wants, and then developing and delivering products or services that satisfy those needs. It involves analyzing market trends, conducting market research, and segmenting the target audience to better tailor marketing efforts. By understanding consumer behavior, motivations, and preferences, marketers can create compelling value propositions and effectively position their offerings in the market.

Marketing is not limited to product promotion; it encompasses the entire customer journey. It starts with market analysis and research, where marketers gather data on consumer behavior, market trends, and competitors. This information is used to develop marketing strategies, including product design, pricing, distribution, and promotional activities. Marketers also focus

on building strong brand identities and engaging with customers through various channels such as advertising, public relations, social media, and customer service.

The scope of marketing extends beyond traditional boundaries and includes both tangible and intangible products, as well as services. It applies to different sectors and industries, including consumer goods, technology, healthcare, finance, hospitality, and more. Moreover, marketing is essential for both profit-driven organizations and non-profit entities. In profit-oriented businesses, marketing is crucial for revenue generation, market share expansion, and competitive advantage. Non-profit organizations also use marketing techniques to raise awareness, attract donors, and mobilize support for their cause.

The advent of digital technologies has significantly expanded the scope of marketing. Digital marketing encompasses strategies and tactics that leverage online channels, such as websites, search engines, social media platforms, email marketing, and mobile applications. These tools enable marketers to reach wider audiences, personalize communications, measure campaign effectiveness, and engage with customers in real-time.

Objective of Marketing

The objective of marketing is to create value for customers and build strong relationships with them in order to achieve the organization's goals. Marketing is a vital business function that encompasses various activities aimed at promoting and selling products or services. The primary objective of marketing is to understand customer needs and wants, develop and deliver offerings that satisfy those needs, and ultimately generate profits for the organization.

Marketing objectives can vary based on the specific goals of a company, but they generally include:

1. Creating Awareness:

Marketing aims to raise awareness about a company's products or services among its target audience. By effectively promoting the offerings, marketing efforts strive to ensure that potential customers are aware of the company and its offerings.

2. Building Brand Equity:

Marketing plays a crucial role in building and enhancing a brand's reputation and equity. It focuses on creating a positive perception of the brand in the minds of consumers, which can lead to increased customer loyalty and higher market share.

3. Generating Sales and Revenue:

One of the primary objectives of marketing is to drive sales and generate revenue for the organization. Marketing strategies and tactics are designed to attract and persuade customers to make a purchase, thereby contributing to the financial success of the business.

4. Expanding Market Share:

Marketing aims to increase the market share of a company by acquiring new customers and retaining existing ones. By implementing effective marketing strategies, organizations can gain a competitive edge and grow their customer base.

5. Building Customer Relationships:

Marketing endeavors to develop and nurture strong relationships with customers. By understanding their needs and preferences, marketing teams can tailor their offerings and communication to establish a connection with customers, fostering loyalty and long-term relationships.

6. Creating Customer Value:

Marketing strives to create value for customers by offering products or services that meet their needs and provide satisfaction. It involves understanding customer insights, conducting market research, and developing offerings that provide unique benefits and advantages over competitors.

In summary, the objective of marketing is to create value for customers while achieving organizational goals such as generating sales, building brand equity, expanding market share, and cultivating long-term customer relationships. By understanding and meeting customer needs, marketing plays a pivotal role in driving business success.

Significance of Marketing

Marketing plays a crucial role in the success and growth of businesses across industries. Its significance stems from its ability to create awareness, generate demand, and build strong relationships with customers. Here are some key reasons why marketing is important:

1.Business Growth:

Marketing is essential for business growth. By effectively promoting products or services, businesses can attract new customers, increase sales, and expand their market share. Marketing strategies such as advertising, public relations, and digital marketing campaigns help reach target audiences and drive business growth.

2. Customer Understanding

Marketing activities enable businesses to gain insights into customer needs, preferences, and behavior. Through market research, data analysis, and customer feedback, companies can understand their target audience better. This knowledge helps in developing products or services that align with customer expectations, leading to increased customer satisfaction and loyalty.

3. Competitive Advantage:

Marketing provides a competitive edge by highlighting the unique features and benefits of a company's offerings. Through effective branding, positioning, and differentiation, businesses can stand out from competitors and attract customers. Marketing also helps identify and capitalize on market opportunities, staying ahead in a dynamic and competitive business landscape.

4. Building Brand Awareness and Equity:

Marketing plays a crucial role in building brand awareness and equity. By creating a strong brand identity and consistently communicating brand messages, businesses can increase their visibility and reputation among consumers. A well-established brand enhances customer trust, loyalty, and perceived value, leading to increased sales and market share.

5. Customer Acquisition and Retention:

Marketing activities are instrumental in acquiring new customers and retaining existing ones. Through targeted advertising, lead generation campaigns, and customer relationship

management, businesses can attract and convert prospects into paying customers. Effective marketing also focuses on nurturing customer relationships, providing post-sales support, and implementing loyalty programs to encourage repeat business.

6. Market Adaptation:

Marketing helps businesses adapt to changing market dynamics. By monitoring market trends, consumer behavior, and competitor activities, companies can adjust their marketing strategies and offerings accordingly. This agility enables businesses to stay relevant, address emerging customer needs, and seize new opportunities in the market.

In conclusion, marketing is significant for businesses as it drives growth, helps understand customers, provides a competitive advantage, builds brand awareness and equity, facilitates customer acquisition and retention, and enables market adaptation. It is a strategic function that organizations rely on to connect with customers, achieve their goals, and thrive in a competitive marketplace.

Functions of Marketing

The functions of marketing refer to the activities and processes involved in creating, communicating, and delivering value to customers. These functions are essential for the success of marketing efforts and contribute to the achievement of organizational goals. The primary functions of marketing include:

1. Market Research:

Market research is a critical function that involves gathering and analyzing data about customers, competitors, and market trends. It helps businesses understand customer needs and preferences, identify market opportunities, and make informed decisions about product development, pricing, promotion, and distribution strategies.

2. Product Development and Management:

Marketing plays a key role in product development and management. This function involves identifying customer needs, conceptualizing and designing products or services, and overseeing

their development, production, and launch. Marketers work closely with cross-functional teams to ensure that products meet customer expectations and are positioned effectively in the market.

3. Pricing:

Determining the right pricing strategy is an important marketing function. Marketers consider factors such as production costs, competition, customer perceptions, and value proposition to set prices that are attractive to customers while ensuring profitability for the company. Pricing decisions also involve strategies like discounts, promotions, and pricing models that align with the company's objectives and target market.

4. Promotion and Advertising:

Promotion is a core marketing function that involves creating awareness and generating demand for products or services. It includes activities such as advertising, public relations, sales promotions, and personal selling. Marketers develop promotional strategies and campaigns to communicate the value and benefits of their offerings to target audiences, with the goal of influencing customer behavior and driving sales.

5. Distribution and Channel Management:

The function of distribution entails ensuring that products or services reach customers efficiently and effectively. This involves decisions related to channel selection, inventory management, logistics, and order fulfillment. Marketers work with distribution partners, such as wholesalers, retailers, and e-commerce platforms, to optimize the availability and accessibility of products for customers.

6. Marketing Communications:

Marketing communications encompass all the channels and messages used to communicate with customers and stakeholders. This includes branding, advertising, public relations, digital marketing, social media, content marketing, and other forms of communication. The objective is to create a consistent and compelling brand image, engage with customers, and build positive relationships.

7. Customer Relationship Management (CRM):

Building and managing customer relationships is a vital marketing function. Marketers use CRM systems and strategies to capture customer data, track interactions, and personalize communication. This function aims to enhance customer satisfaction, loyalty, and retention by delivering personalized experiences, addressing customer concerns, and providing excellent customer service.

Objectives of Marketing Management

The objectives of marketing management encompass the strategic goals and outcomes that organizations aim to achieve through effective marketing practices. Marketing management involves planning, implementing, and controlling marketing activities to meet the needs of customers and achieve the overall business objectives. The specific objectives of marketing management may vary depending on the industry, market conditions, and organizational goals. However, some common objectives include:

1. Market Expansion:

One of the key objectives of marketing management is to expand the organization's market presence. This involves identifying new market segments, geographic areas, or target audiences to penetrate. By reaching new customers and expanding the customer base, organizations can increase sales, market share, and profitability.

2. Customer Acquisition and Retention:

Marketing management focuses on acquiring new customers while retaining and nurturing existing ones. The objective is to attract potential customers, convert them into loyal customers, and build long-term relationships. By implementing effective marketing strategies, organizations can enhance customer satisfaction, loyalty, and advocacy.

3. Brand Building and Reputation Management:

Marketing management aims to build a strong brand image and manage the organization's reputation in the market. This involves creating brand awareness, developing a unique brand identity, and maintaining consistent brand messaging across all marketing channels. A

well-established brand enhances customer trust, loyalty, and perceived value, leading to increased sales and market differentiation.

4. Sales and Revenue Growth:

Marketing management objectives include driving sales and revenue growth for the organization. By implementing effective marketing strategies, such as advertising, sales promotions, and pricing tactics, organizations can increase customer demand, boost sales volumes, and generate higher revenues.

5. Customer Satisfaction and Loyalty:

Marketing management focuses on ensuring customer satisfaction and fostering loyalty. The objective is to meet and exceed customer expectations by delivering high-quality products or services, providing excellent customer service, and building strong customer relationships. Satisfied customers are more likely to become loyal, repeat buyers and advocates for the organization.

6. Competitive Advantage:

Marketing management aims to create a competitive advantage for the organization. By analyzing the market, understanding customer needs, and monitoring competitor activities, organizations can develop differentiated offerings, unique value propositions, and effective marketing strategies. This helps in gaining a competitive edge, attracting customers away from competitors, and sustaining long-term success.

7. Return on Investment (ROI):

Marketing management objectives include achieving a positive return on investment for marketing activities. This involves tracking and analyzing marketing metrics, such as customer acquisition cost, customer lifetime value, marketing ROI, and sales conversion rates. The objective is to optimize marketing investments, allocate resources efficiently, and ensure that marketing efforts contribute to the organization's financial success.

Functions of Marketing Management

Marketing management comprises various functions and activities that are performed to effectively plan, execute, and control marketing efforts. These functions collectively contribute to achieving marketing objectives and meeting customer needs. The key functions of marketing management include:

Strategic Planning:

Marketing management begins with strategic planning, where marketing objectives, strategies, and tactics are developed. This involves conducting market research, analyzing customer insights, and assessing the competitive landscape. Strategic planning sets the direction for marketing activities, defining target markets, positioning, and marketing mix decisions.

Market Segmentation and Targeting:

Marketing management involves segmenting the market based on relevant characteristics such as demographics, psychographics, and behavior. By identifying distinct customer segments, marketing managers can tailor their strategies and offerings to meet the specific needs and preferences of each segment. Targeting involves selecting the most attractive segments for focused marketing efforts.

Product and Service Management:

Marketing management encompasses the development, positioning, and management of products or services. This includes conducting market research to identify customer needs, conceptualizing and designing offerings, determining pricing strategies, managing product portfolios, and ensuring product quality. Marketing managers collaborate with cross-functional teams to bring products or services to market successfully.

Branding and Communication:

Marketing management focuses on creating and managing strong brands. This involves developing a brand identity, crafting brand positioning, and establishing brand equity. Marketing managers oversee the development of brand messaging, visual identity, and communication strategies. They ensure consistent brand representation across all marketing channels, including advertising, public relations, digital media, and social platforms.

Promotion and Advertising:

Marketing management includes planning and executing promotional activities to create awareness and generate demand for products or services. This involves designing advertising campaigns, sales promotions, public relations initiatives, and other communication strategies. Marketing managers allocate budgets, select appropriate media channels, and measure the effectiveness of promotional efforts.

Pricing and Revenue Management:

Marketing management encompasses pricing decisions to maximize profitability while remaining competitive. Marketing managers analyze cost structures, competitive pricing, customer value perceptions, and market dynamics to determine optimal pricing strategies. They consider factors such as pricing models, discounts, and promotions to attract customers and maximize revenue.

Distribution and Channel Management:

Marketing management involves selecting and managing distribution channels to ensure products or services reach customers efficiently. Marketing managers collaborate with channel partners, such as wholesalers, retailers, and e-commerce platforms, to develop effective distribution strategies. They monitor channel performance, manage inventory, and optimize logistics to meet customer demands.

Customer Relationship Management (CRM):

Marketing management includes building and nurturing strong customer relationships. Marketing managers utilize CRM systems and strategies to capture customer data, analyze customer behavior, and personalize communication. They develop loyalty programs, customer retention initiatives, and post-sales support mechanisms to enhance customer satisfaction and loyalty.

Performance Measurement and Analysis:

Marketing management involves monitoring and analyzing marketing performance to evaluate the effectiveness of marketing activities. Marketing managers measure key performance

indicators (KPIs) such as sales, market share, customer acquisition, customer retention, and marketing ROI. They use data analytics to gain insights, identify trends, and make data-driven decisions to improve marketing effectiveness.

Market Research and Competitor Analysis:

Marketing management includes conducting market research and competitor analysis to gain insights into customer needs, market trends, and competitive landscape. Marketing managers utilize various research methods to collect data, analyze market opportunities, evaluate competitor strategies, and identify potential threats or gaps in the market

Definition and Importance

Running ads for a website is a digital marketing strategy that involves promoting products, services, or content through various advertising platforms to reach a targeted audience. In today's competitive online landscape, running ads has become an essential aspect of any successful marketing campaign. It allows businesses and website owners to increase their brand visibility, drive relevant traffic to their websites, and generate conversions.

The importance of running ads for a website cannot be overstated. Here are some key reasons why it is crucial for businesses and website owners to incorporate ad campaigns into their marketing strategies:

1.Increased Brand Visibility:

Running ads provides an opportunity to showcase your brand to a wide audience. By strategically placing ads on popular platforms and websites, you can significantly increase your brand's visibility and create awareness among potential customers. Increased visibility leads to higher brand recognition and recall, making it more likely for users to remember and consider your website when they need products or services within your niche.

2. Targeted Reach:

One of the biggest advantages of running ads is the ability to target specific audiences. With advanced targeting options offered by platforms like Google Ads and social media advertising, you can narrow down your audience based on demographics, interests, location, and even

behaviors. This precise targeting ensures that your ads are shown to people who are most likely to be interested in what you offer, increasing the chances of generating high-quality leads and conversions.

3. Increased Website Traffic:

Running ads drives traffic to your website by capturing the attention of users who may not have been aware of your brand or offerings. Ads act as a virtual gateway that directs users to your website, allowing them to explore your content, products, or services in more detail. By optimizing your ad campaigns to encourage clicks and visits, you can attract a steady flow of targeted traffic, boosting your website's overall visibility and engagement.

4. Lead Generation and Conversions:

The ultimate goal of running ads is to convert website visitors into leads or customers. By creating compelling ad creatives and persuasive calls to action, you can entice users to take the desired actions, such as subscribing to a newsletter, making a purchase, or filling out a contact form. Effective ad campaigns combined with well-designed landing pages can significantly increase your conversion rates, leading to tangible business growth and increased revenue.

5. Flexibility and Cost-Effectiveness:

Running ads offers a high degree of flexibility in terms of budgeting and ad spend. Unlike traditional advertising methods, digital advertising allows you to set your budget and control your spending based on the performance of your ads. Additionally, with options like pay-per-click (PPC) or pay-per-impression (CPM) pricing models, you only pay for the actual clicks or impressions your ads receive, making it a cost-effective way to reach your target audience.

6. Measurable Results and Insights:

One of the significant advantages of running ads is the ability to measure and track the performance of your campaigns. With analytics tools and reporting features provided by advertising platforms, you can gather valuable data on metrics such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS). This data enables you to make informed

decisions about optimizing your campaigns, targeting specific audiences, and allocating your advertising budget more effectively.

Target Audience Identification

Identifying and understanding the target audience is a crucial step in running ads for a website. By defining your target audience, you can create more effective ad campaigns, maximize your return on investment (ROI), and drive meaningful results. In this section, we will explore the key aspects of target audience identification and how it contributes to the success of your ad campaigns.

1. Market Research:

To identify your target audience, conducting thorough market research is essential. This involves gathering information about your industry, competitors, and potential customers. By analyzing market trends, consumer behavior, and market segments, you can gain valuable insights to refine your ad targeting strategies.

2. Demographics:

Demographic information includes characteristics such as age, gender, income, education, occupation, and location. Understanding the demographics of your target audience helps tailor your ad messaging, visuals, and offers to resonate with their specific needs and preferences.

3. Psychographics:

Psychographic factors focus on the psychological and lifestyle aspects of your target audience. This includes their interests, hobbies, values, beliefs, opinions, attitudes, and aspirations. Psychographic segmentation helps you understand your audience's motivations, decision-making processes, and the emotional triggers that can influence their response to your ads.

4. Behavior Patterns:

Analyzing your target audience's behavior patterns provides insights into their online activities, purchase history, device preferences, and social media usage. This information helps you identify the channels and platforms where your audience is most likely to engage with your ads, allowing you to allocate your ad budget more effectively.

5. Customer Personas:

Creating customer personas is an effective way to visualize and understand your target audience better. A customer persona is a fictional representation of your ideal customer, based on the data and insights you have gathered. It helps humanize your target audience, enabling you to tailor your ad messaging, tone, and creative elements to resonate with their specific needs and aspirations.

6. Competitive Analysis:

Analyzing your competitors' target audience can provide additional insights and inspiration for your own targeting strategies. Look at the type of customers your competitors are attracting and examine their ad campaigns to identify any gaps or opportunities that you can leverage.

7. Surveys and Feedback:

Engaging with your existing customers or running surveys to gather direct feedback can provide valuable information about your target audience. This feedback can help you understand their pain points, preferences, and satisfaction levels, allowing you to refine your ad campaigns accordingly.

Advertising Platforms

In the digital age, advertising platforms play a crucial role in running effective ad campaigns for websites. These platforms provide businesses with the means to reach a vast audience, target specific demographics, and generate valuable conversions. Understanding the various advertising platforms available and their unique features is essential for maximizing the impact of your ad campaigns. Let's explore some of the most popular advertising platforms used for running ads and their key characteristics.

1. Google Ads:

Google Ads is one of the most widely used advertising platforms, offering a vast reach and targeting options. With Google Ads, businesses can display their ads on the Google Search Engine Results Page (SERP), YouTube, partner websites, and mobile apps. This platform utilizes keyword targeting, allowing advertisers to display ads to users actively searching for relevant

products or services. Additionally, Google Ads provides features like ad extensions, remarketing, and conversion tracking to optimize campaign performance and measure results accurately.

2. Facebook Ads:

Facebook Ads is a powerful platform that enables businesses to reach over 2.8 billion monthly active users. With Facebook Ads, you can create highly targeted ads based on user demographics, interests, behaviors, and even connections. The platform offers a range of ad formats, including image ads, video ads, carousel ads, and lead ads, providing flexibility to cater to different marketing goals. Moreover, Facebook Ads offers advanced targeting options such as lookalike audiences and custom audiences, allowing you to reach people similar to your existing customers or specific groups you define.

3. Instagram Ads:

Instagram Ads is an advertising platform integrated with Facebook Ads, providing access to Instagram's user base of more than 1 billion monthly active users. This platform offers visually appealing ad formats, including photo ads, video ads, carousel ads, and stories ads. Instagram Ads allows businesses to tap into the highly engaged Instagram community and leverage its visual-centric nature to showcase products and brand stories effectively. With Instagram's advanced targeting options, businesses can reach specific audiences based on demographics, interests, behaviors, and engagement with Instagram content.

4. Twitter Ads:

Twitter Ads offers businesses an opportunity to engage with a large user base of around 330 million active users. With Twitter Ads, you can create tweet engagements, followers, website clicks or conversions, app installs or engagements, and video views campaigns. Twitter Ads provides targeting options based on user demographics, interests, keywords, and even specific events or TV shows. The platform also offers features like tailored audiences, which allow you to target your ads to specific groups based on your own customer data.

5. LinkedIn Ads:

LinkedIn Ads is a platform designed for professionals and B2B marketing. With over 700 million members, LinkedIn Ads enables businesses to target specific industries, job titles, company sizes, and other professional attributes. The platform offers various ad formats, including sponsored content, sponsored In Mail, and text ads, allowing businesses to create brand awareness, generate leads, and drive website traffic. LinkedIn Ads provides powerful targeting options, allowing you to reach decision-makers and professionals in specific industries effectively.

6. Snapchat Ads:

Snapchat Ads provides an opportunity to engage with a young and highly active audience. With over 500 million monthly active users, Snapchat offers ad formats like Snap ads, story ads, collection ads, and augmented reality (AR) lenses. The platform provides targeting options based on demographics, interests, behaviors, and lookalike audiences. Snapchat Ads can be particularly effective for businesses targeting younger demographics or those looking to leverage the platform's unique AR features.

7. Pinterest Ads:

Pinterest Ads offers a visually-driven advertising platform with a user base of more than 450 million monthly active users. With Pinterest Ads, businesses can promote their products and services through image or video ads, carousel ads, and shopping ads. The platform's audience targeting options include interests, keywords, demographics

Setting Advertising Objectives

Setting clear and measurable advertising objectives is a crucial step in running successful ads for a website. These objectives serve as guiding principles that help define the purpose and direction of your advertising campaigns. By establishing specific goals, you can effectively measure the success of your ads and make informed decisions to optimize your efforts. In this section, we will delve into the importance of setting advertising objectives and explore some common objectives to consider when running ads for a website.

1. Defining Advertising Objectives:

a. Increasing Website Traffic:

One of the primary objectives of running ads is to drive traffic to your website. By increasing the number of visitors, you expand your potential customer base and enhance brand visibility. Clear objectives could be to achieve a specific number of website visits, increase the overall traffic by a certain percentage, or boost the traffic from specific target audiences.

b. Generating Leads:

If lead generation is your primary goal, your advertising objectives should focus on capturing contact information from potential customers. You can set goals such as acquiring a specific number of leads within a given timeframe or achieving a target conversion rate on lead generation forms.

c. Boosting Sales and Conversions:

For e-commerce websites or businesses that rely on online sales, the primary objective might be to drive conversions and increase revenue. You can set objectives to attain a certain number of sales, reach a specific revenue target, or achieve a desired return on ad spend (ROAS).

d. Enhancing Brand Awareness:

Building brand awareness is crucial for long-term success. Objectives related to brand awareness may include increasing brand mentions, improving brand recognition, or expanding your social media following. These objectives are often measured through metrics like impressions, reach, and social media engagement.

e. Promoting Specific Products or Services:

If you want to highlight particular products or services, your objectives should be tailored accordingly. Setting goals to increase sales or leads for a specific product, generate awareness about a new offering, or drive traffic to specific landing pages can help focus your ad campaigns.

2. Characteristics of Effective Advertising Objectives:

a. Specificity:

Objectives should be specific, clearly defining what you aim to achieve. Avoid vague statements like "increase website traffic" and instead be precise, such as "increase website traffic by 20% within the next three months."

b. Measurability:

Ensure that your objectives are measurable, allowing you to track progress and evaluate success. Use quantifiable metrics such as the number of website visits, conversion rate, or revenue generated.

c. Realistic:

Set objectives that are realistic and attainable within the given resources and timeframe. Unrealistic goals can lead to disappointment and discourage further efforts.

d. Time-bound:

Establish a timeframe for achieving your objectives. Setting a deadline creates a sense of urgency and helps in planning and evaluating the effectiveness of your ad campaigns.

3. Aligning Advertising Objectives with Business Goals:

It is vital to align your advertising objectives with your overall business goals. By doing so, you ensure that your advertising efforts are directly contributing to the growth and success of your organization. Your objectives should align with key performance indicators (KPIs) relevant to your business, such as revenue, customer acquisition, or customer lifetime value.

4. Adapting Objectives for Different Advertising Channels:

Different advertising channels may require unique objectives based on their specific characteristics. For example, if you are running ads on search engines like Google, your objectives might be more focused on click-through rates (CTR) and conversions. On the other hand, if you are running social media ads, objectives related to engagement, reach, and social media following might be more relevant.

Chapter-2

RESEARCH DESIGN

The research design for this study focuses on running ads for Varna Enterprises, an e-commerce website. It aims to analyze and evaluate the effectiveness of various advertising strategies in promoting the products and services offered by the company. The research design involves conducting a comprehensive analysis of different ad platforms, targeting methods, and metrics to determine the most suitable approach for maximizing the reach and impact of the ads.

TITLE OF THE STUDY:

“ A Study on Running Effective Ads for an E-commerce Website”

STATEMENT OF THE PROBLEM:

The primary problem addressed in this study is the need to develop effective advertising strategies for Varna Enterprises, an e-commerce website. The company aims to increase brand awareness, attract more potential customers, and drive conversions through its ads. However, there is a lack of clarity regarding the most suitable ad platforms, targeting methods, and content strategies to achieve these goals effectively.

OBJECTIVE OF THE STUDY:

1. To identify the most effective ad platforms for promoting Varna Enterprises' products and services.
2. To determine the optimal targeting methods to reach the target audience and maximize ad engagement.
3. To assess the impact of different ad content strategies on brand awareness and customer conversions.
4. To analyze the key metrics and performance indicators for evaluating the success of the ad campaigns.
5. To provide recommendations for improving the effectiveness of future ad campaigns for Varna Enterprises.

SCOPE OF THE STUDY:

This study focuses specifically on running ads for Varna Enterprises, an e-commerce website. It encompasses the analysis of various ad platforms such as social media advertising (e.g., Facebook, Instagram), search engine advertising (e.g., Google Ads), display advertising, and other relevant channels. The scope also includes exploring different targeting methods, ad content strategies, and performance metrics applicable to the e-commerce industry.

NEED & PURPOSE OF THE STUDY:

The need for this study arises from the increasing competition in the e-commerce industry, where effective advertising plays a crucial role in gaining a competitive edge. By conducting a comprehensive analysis of ad strategies, this study aims to provide Varna Enterprises with valuable insights and recommendations for optimizing their ad campaigns. The purpose is to enhance brand visibility, attract more potential customers, and improve conversion rates, thereby contributing to the company's overall growth and success.

METHODOLOGY OF THE STUDY:

The study will utilize a mixed-methods approach that combines quantitative and qualitative research techniques. The methodology involves the following steps:

1. Conducting a literature review to gather existing knowledge and insights on effective advertising strategies in the e-commerce industry.
2. Collecting primary data through surveys, interviews, and focus groups to understand customer preferences, perceptions, and behaviors related to ads.
3. Analyzing secondary data, such as ad performance metrics and industry reports, to evaluate the effectiveness of different advertising platforms and strategies.
4. Applying statistical analysis and data visualization techniques to interpret and present the findings.
5. Developing practical recommendations based on the research findings to optimize ad campaigns for Varna Enterprises.

RESEARCH INSTRUMENT:

The research instrument for this study includes surveys, interview protocols, and focus group guides. Surveys will be distributed to a sample of customers to gather quantitative data on their ad preferences and behavior. Interviews will be conducted with marketing professionals and industry experts to gain qualitative insights into effective advertising strategies. Focus groups will be organized to facilitate in-depth discussions and gather collective opinions on ad content, platforms, and targeting methods.

LIMITATIONS OF STUDY:

While every effort will be made to ensure the accuracy and reliability of the study, certain limitations should be acknowledged:

1. The study focuses solely on running ads for Varna Enterprises and may not be applicable to all e-commerce businesses.
2. The research findings are subject to the accuracy and honesty of the survey respondents and interviewees.
3. The study's scope may not encompass all possible ad platforms, targeting methods, or content strategies available in the rapidly evolving digital advertising landscape.

4. External factors such as market dynamics, competitor strategies, and economic conditions may influence the effectiveness of the recommendations provided.

5. The study's timeframe and available resources may impose constraints on the depth and breadth of data collection and analysis.

Despite these limitations, the study endeavors to provide valuable insights and recommendations to enhance the effectiveness of ad campaigns for Varna Enterprises and contribute to the broader understanding of advertising in the e-commerce industry.

Sample size of the research

Sampling Method:

4. Questionnaire Design:

CHAPTER 3

INDUSTRY PROFILE

Varna Enterprises - A Comprehensive Company Profile

Company Profile:

Varna Enterprises is a prominent e-commerce website that has gained recognition for its exceptional services and high-quality products. Established in [insert year of inception], Varna Enterprises has emerged as a leading player in the online marketplace, offering a wide range of products to customers worldwide. With a strong focus on customer satisfaction and a commitment to delivering excellence, Varna Enterprises has garnered a loyal customer base and achieved significant success in a relatively short span of time.

Inception:

Varna Enterprises was founded in [insert year of inception] by a visionary entrepreneur, [Founder's Name]. Recognizing the immense potential of e-commerce and the growing demand for convenient online shopping experiences, [Founder's Name] established Varna Enterprises with the aim of providing customers with a seamless platform to explore and purchase a diverse array of products.

Type:

Varna Enterprises operates as an e-commerce company, leveraging the power of the internet to connect buyers and sellers. By utilizing cutting-edge technology and robust logistics infrastructure, Varna Enterprises facilitates secure and hassle-free transactions for customers across different product categories.

Nature:

The nature of Varna Enterprises is predominantly online, with a virtual storefront that enables customers to browse, select, and purchase products from the comfort of their homes. The company operates on a direct-to-consumer model, eliminating intermediaries and ensuring competitive pricing for customers.

Board of Directors:

The Board of Directors at Varna Enterprises comprises seasoned professionals and industry experts who bring a wealth of experience and knowledge to the table. The board plays a vital role in guiding the strategic direction of the company, overseeing its operations, and ensuring sustainable growth. Led by the Chairman of the Board, the members collectively contribute to the decision-making process and uphold the values and vision of Varna Enterprises.

Organization Chart:

Varna Enterprises follows a well-defined organizational structure to streamline its operations efficiently. At the top of the hierarchy is the CEO, who oversees the overall functioning of the company and sets the strategic goals. The organizational chart consists of various departments, including Marketing, Operations, Finance, Customer Service, and Human Resources, each led by a dedicated manager or director. This hierarchical structure promotes effective communication, enhances collaboration, and ensures smooth coordination among different functions within the company.

Business Operations:

Varna Enterprises operates with a customer-centric approach, striving to provide a seamless online shopping experience. The company focuses on sourcing high-quality products from reliable suppliers and manufacturers worldwide. It employs robust logistics and supply chain management systems to ensure efficient order processing, timely delivery, and superior customer service. Varna Enterprises also emphasizes continuous improvement and invests in technology upgrades to enhance its operational capabilities.

Product Service Profile:

Varna Enterprises offers an extensive range of products across diverse categories, catering to the needs and preferences of a wide customer base. The product portfolio includes but is not limited to electronics, fashion apparel, home decor, beauty and personal care, kitchen appliances, and more. By curating a vast collection of products, Varna Enterprises aims to provide customers with a one-stop shopping destination, enabling them to find everything they need conveniently.

Market Share:

Since its inception, Varna Enterprises has made significant strides in the e-commerce industry, steadily expanding its market share. Through a combination of competitive pricing, excellent customer service, and a wide product selection, the company has been able to attract a loyal customer base and gain a strong foothold in the market. Varna Enterprises continues to focus on expanding its market share by exploring new markets, enhancing customer engagement, and adapting to evolving consumer preferences.

Competitors:

In the highly competitive e-commerce landscape, Varna Enterprises faces competition from various established players and emerging startups. Competitors may include other e-commerce platforms, both global and regional, as well as niche players specializing in specific product categories. Varna Enterprises differentiates itself by providing a user-friendly interface, reliable delivery services, and a diverse product range, which sets it apart from its competitors.

Functional Chart:

Varna Enterprises follows a functional organizational structure, wherein different departments are responsible for specific functions within the company. The functional chart highlights the key departments, such as Marketing, Operations, Finance, Customer Service, and Human Resources, each playing a vital role in supporting the overall business objectives. This structure allows for specialization, efficiency, and effective decision-making within each department.

Future Prospects and Growth:

Varna Enterprises has promising future prospects and aims to further consolidate its position in the e-commerce industry. The company intends to expand its product offerings, leveraging market research and customer feedback to identify emerging trends and consumer demands. Varna Enterprises also plans to enhance its technological infrastructure, implementing advanced analytics and AI-driven solutions to personalize customer experiences and optimize operations. By focusing on innovation, customer satisfaction, and strategic partnerships, Varna Enterprises is well-positioned for sustained growth and continued success in the dynamic e-commerce landscape.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation play a crucial role in the success of any e-commerce company, including Varna Enterprises. By analyzing relevant data and extracting meaningful insights, the company can make informed decisions, identify trends, and optimize its operations to better serve its customers. Here, we delve into the data analysis and interpretation practices employed by Varna Enterprises.

TABLE 4.1

Table showing Age of respondents

| SL NO | PARTICLUAR | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------------------------|-------------------|
| 1 | 18 Years | 3 | 2.5% |
| 2 | 19-25 Years | 29 | 24% |
| 3 | 26-32 Years | 48 | 39.7% |

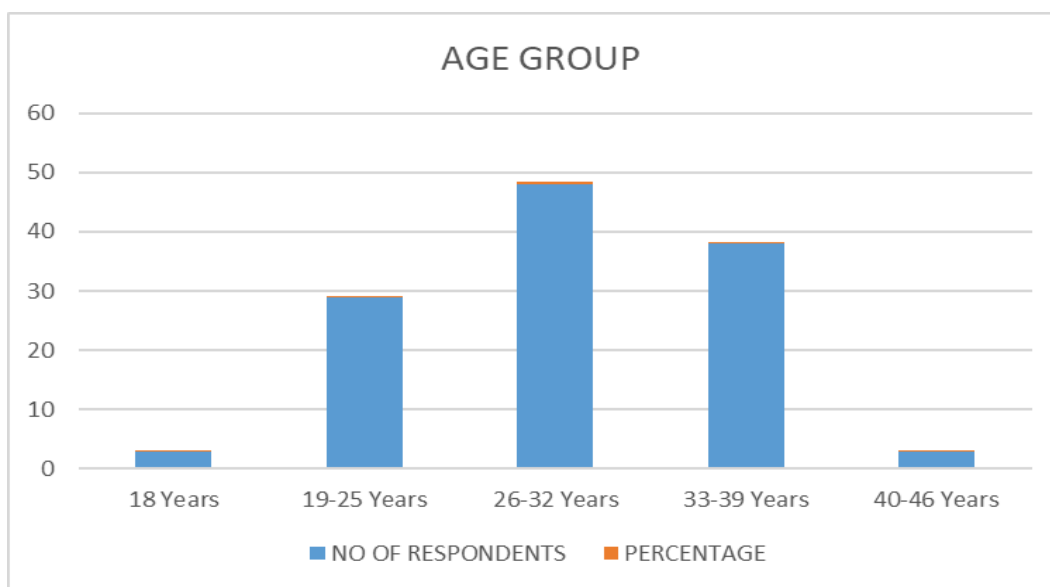
| | | | |
|--------------|--------------------|------------|--------------|
| 4 | 33-39 Years | 38 | 31.4% |
| 5 | 40-46 Years | 3 | 2.5% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 3 respondents are belong to the 18 years age group, 29 respondents are belong to the 19-25 years age group, 48 respondents are belong to the 26-32 years age group, 38 respondents are belong to the 33-39 years age group, 3 respondents are belong to the 40-46 years age group.

GRAPH 4.1

Graph showing Age of respondents



INTERPRETATION:

The above graph showing out of 100% respondents 2.5% respondents are belong to the 18 years age group, 24% respondents are belong to the 19-25 years age group, 39.7% respondents are belong to the 26-32 years age group, 31.4% respondents are belong to the 33-39 years age group, 2.5% respondents are belong to the 40-46 years age group.

TABLE 4.2

Table showing the gender of the respondents

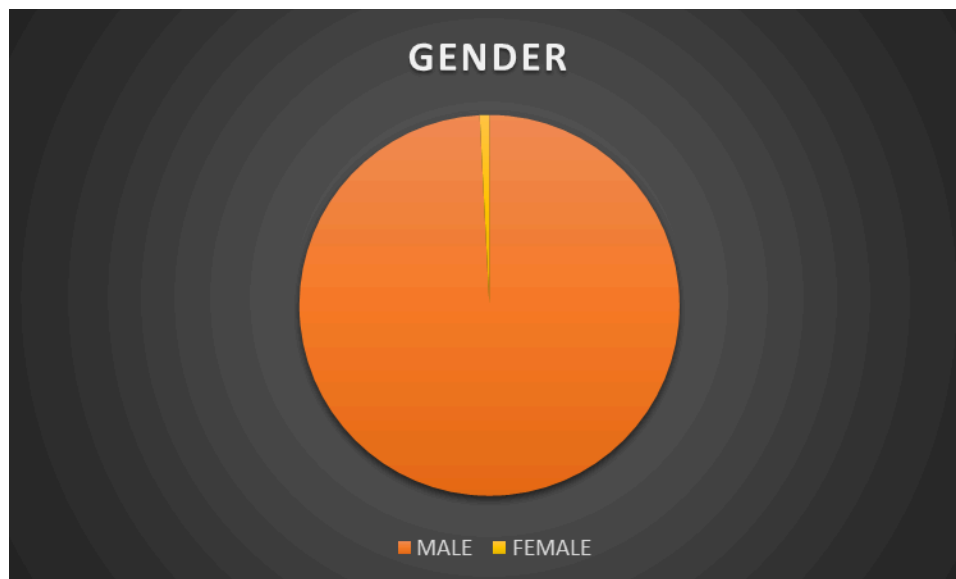
| SL NO | GENDER | NO OF RESPONDENTS | PERCENTAGE |
|-------|--------|-------------------|------------|
| 1 | MALE | 117 | 96.7% |
| 2 | FEMALE | 4 | 3.3% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 117 respondents are male , 4 respondents are female.

GRAPH 4.2

Graph showing the gender of the respondents



INTERPRETATION:

TABLE 4.3

Table showing occupation of respondents

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|---------------|-------------------|------------|
| 1 | Student | 11 | 9.1% |
| 2 | Self-employed | 35 | 28.9% |

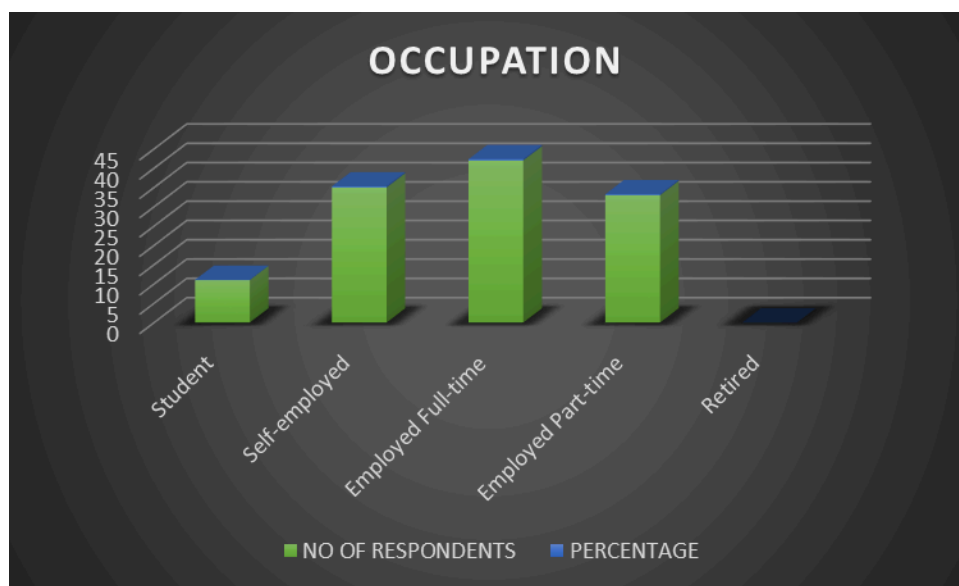
| | | | |
|--------------|-----------------------|------------|-------------|
| 3 | Employed Full-time | 42 | 34.7% |
| 4 | Employed Part-time | 33 | 27.3% |
| 5 | Retired | 0 | 0% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 11 respondents occupation is student, 35 respondents occupation is self employed, 42 respondents occupation is employed full time ,33 respondents occupation is employed part time, 0 respondents occupation is retired.

GRAPH 4.3

Graph showing occupation of respondents



INTERPRETATION:

The above graph shows that out of 100% 9.1% respondents occupation is student, 28.9% respondents occupation is self employed, 34.7% respondents occupation is employed full time ,27.3% respondents occupation is employed part time, 0% respondents occupation is retired.

TABLE 4.4

Table showing monthly salary of respondents

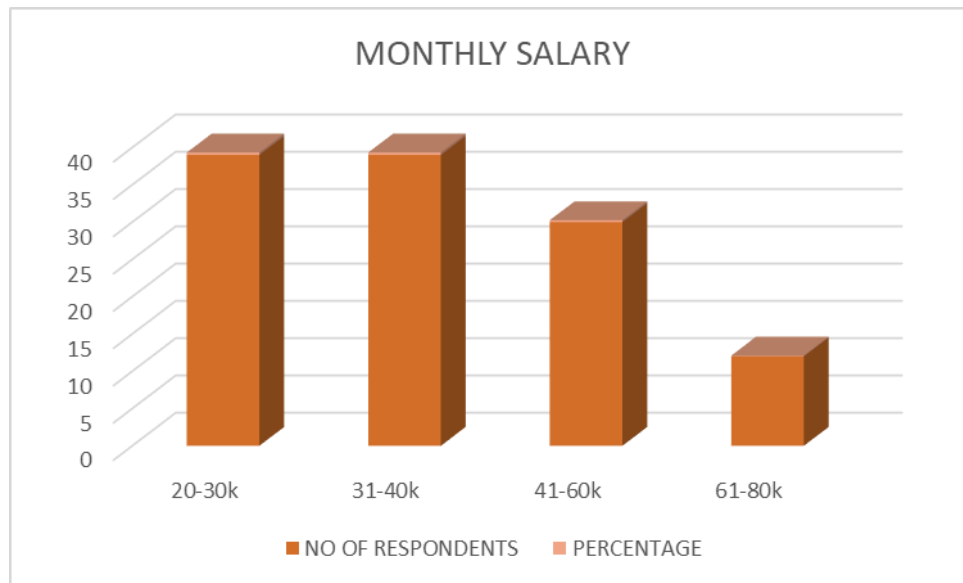
| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|------------|----------------------|------------|
| 1 | 20-30k | 39 | 32.5% |
| 2 | 31-40k | 39 | 32.5% |
| 3 | 41-60k | 30 | 25% |
| 4 | 61-80k | 12 | 10% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 39 respondents monthly salary is b/w 20k-30k, 39 respondents monthly salary is b/w 31k-40k, 30 respondents monthly salary is b/w 41k-60k, 12 respondents monthly salary is b/w 61k-80k.

GRAPH 4.4

Graph showing monthly salary of respondents



INTERPRETATION:

The above graph showing out of 100% 32.5% respondents monthly salary is b/w 20k-30k, 32.5% respondents monthly salary is b/w 31k-40k, 25% respondents monthly salary is b/w 41k-60k, 10% respondents monthly salary is b/w 61k-80k.

TABLE 4.5

Table showing how often do you engage with online ads?

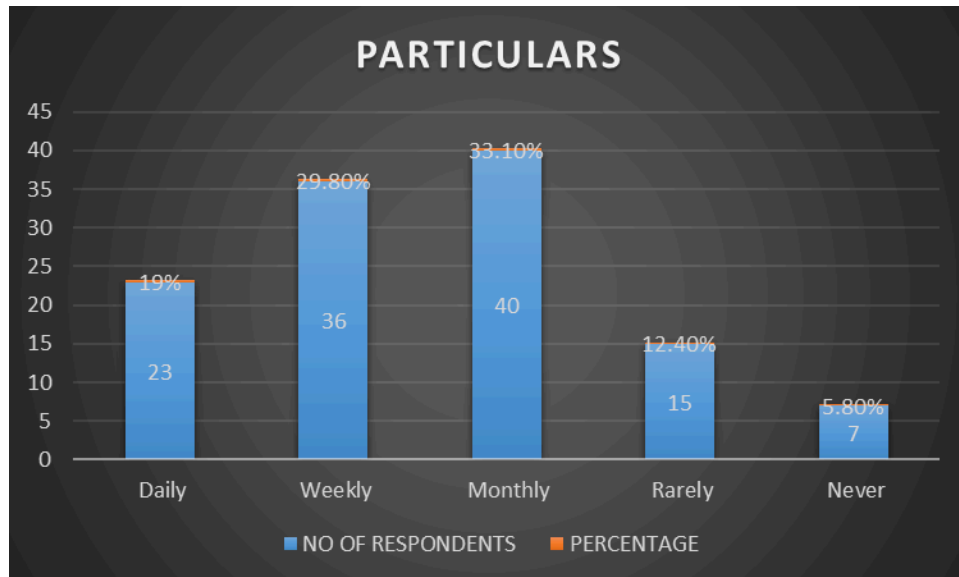
| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------------------------|-------------------|
| 1 | Daily | 23 | 19% |
| 2 | Weekly | 36 | 29.8% |
| 3 | Monthly | 40 | 33.1% |
| 4 | Rarely | 15 | 12.4% |
| 5 | Never | 7 | 5.8% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 23 respondents daily engage with online ads, 36 respondents weekly engage with online ads, 40 respondents monthly engage with online ads, 15 respondents rarely engage with online ads, 7 respondents never engage with online ads.

GRAPH 4.5

Graph showing how often do you engage with online ads



INTERPRETATION:

The above graph showing out of 100% respondents 19% respondents daily engage with online ads, 29.8% respondents weekly engage with online ads, 33,1% respondents monthly engage with online ads, 12.4% respondents rarely engage with online ads, 5.8% respondents never engage with online ads.

TABLE 4.6

Table showing how often do you engage with online ads

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|------------|----------------------|------------|
| | | | |

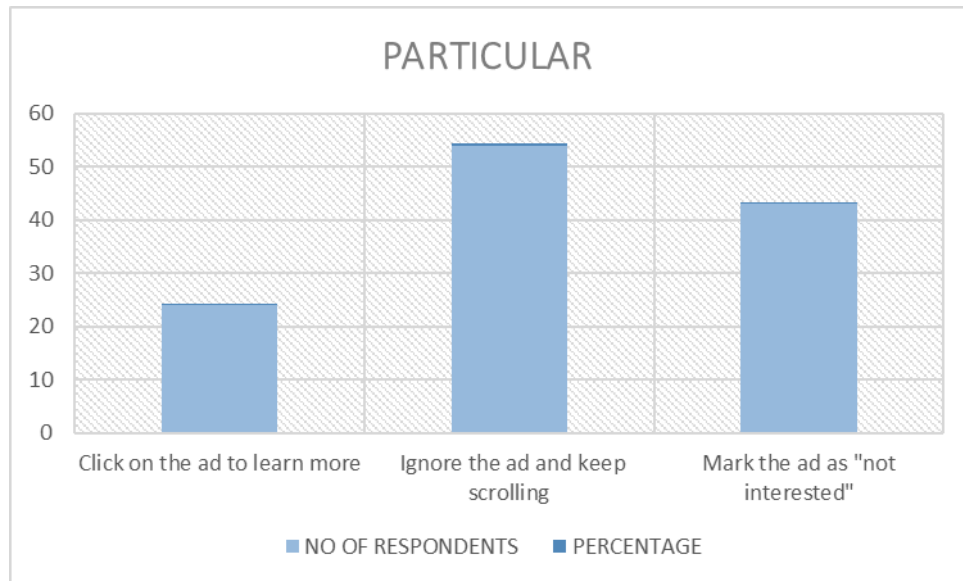
| | | | |
|--------------|----------------------------------|------------|-------------|
| 1 | Click on the ad to learn more | 24 | 19.8% |
| 2 | Ignore the ad and keep scrolling | 54 | 44.6% |
| 3 | Mark the ad as "not interested" | 43 | 35.6% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 24 respondents are click on the ad to learn more, 54 respondents will ignore the ad and keep scrolling , 43 respondents mark the ad as not intersted.

GRAPH 4.6

Graph showing



INTERPRETATION:

The above graph showing out of 100% respondents 19.8% respondents are click on the ad to learn more, 44.6% respondents will ignore the ad and keep scrolling , 35.6% respondents mark the ad as not intersted.

TABLE 4.7

Table showing what type of products or services are you most likely to purchase after seeing an online ad

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|--------------------------|-------------------|------------|
| 1 | Clothing and accessories | 22 | 18.2% |
| 2 | Electronics | 35 | 28.9% |

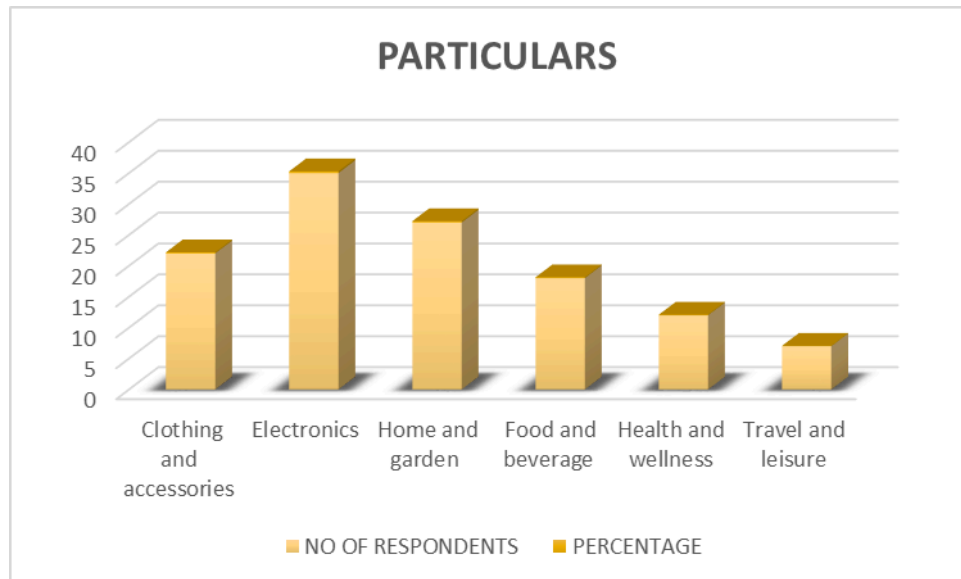
| | | | |
|--------------|---------------------|------------|-------------|
| 3 | Home and garden | 27 | 22.3% |
| 4 | Food and beverage | 18 | 14.9% |
| 5 | Health and wellness | 12 | 9.9% |
| 6 | Travel and leisure | 7 | 5.8% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 22 respondents prefer clothes and accessories products or services are you most likely to purchase after seeing an online ad, 35 respondents prefer electronics products or services are you most likely to purchase after seeing an online ad, 27 respondents prefer home and garden products or services are you most likely to purchase after seeing an online ad, 18 respondents prefer food and beverage products or services are you most likely to purchase after seeing an online ad, 12 respondents prefer health and wellness products or services are you most likely to purchase after seeing an online ad, 7 respondents prefer travel and leisure products or services are you most likely to purchase after seeing an online ad.

GRAPH 4.7

Graph showing what type of products or services are you most likely to purchase after seeing an online ad



INTERPRETATION:

The above graph showing out of 100% respondents 18.2% respondents prefer clothes and accessories products or services are you most likely to purchase after seeing an online ad, 28.9% respondents prefer electronics products or services are you most likely to purchase after seeing an online ad, 22.3% respondents prefer home and garden products or services are you most likely to purchase after seeing an online ad, 14.9% respondents prefer food and beverage products or services are you most likely to purchase after seeing an online ad, 9.9% respondents prefer health and wellness products or services are you most likely to purchase after seeing an online ad, 5.8% respondents prefer travel and leisure products or services are you most likely to purchase after seeing an online ad.

TABLE 4.8

Table showing have you ever heard of our brand before?

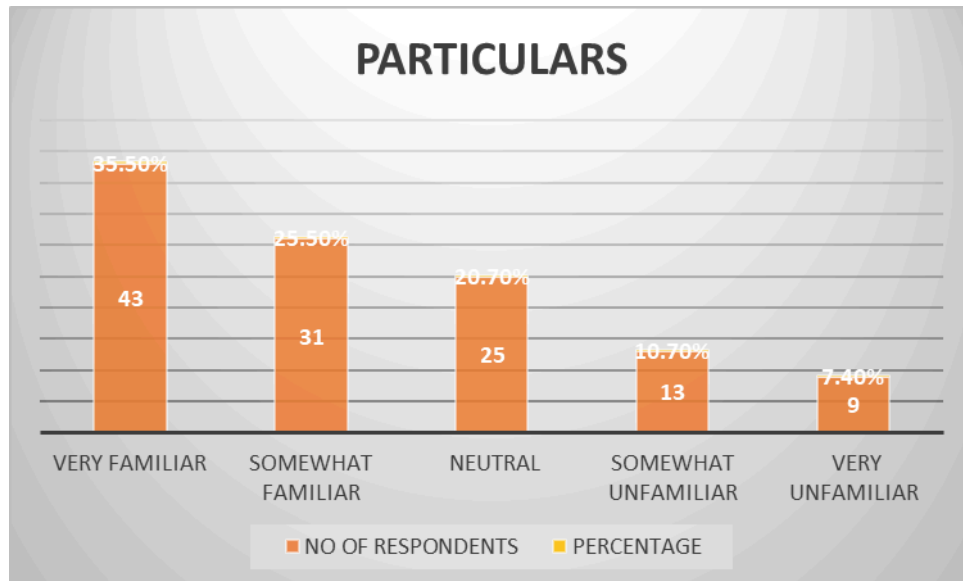
| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|--------------|---------------------|------------------------------|-------------------|
| 1 | Very familiar | 43 | 35.5% |
| 2 | Somewhat familiar | 31 | 25.5% |
| 3 | Neutral | 25 | 20.7% |
| 4 | Somewhat unfamiliar | 13 | 10.7% |
| 5 | Very unfamiliar | 9 | 7.4% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 43 respondents are very familiar heard of our brand before, 31 respondents are somewhat familiar heard of our brand before, 25 respondents are neutral heard of our brand before, 13 respondents are somewhat unfamiliar heard of our brand before, 9 respondents are very unfamiliar heard of our brand before.

GRAPH 4.8

Graph showing have you ever heard of our brand before?



INTERPRETATION:

The above graph showing out of 100% respondents 35.5% respondents are very familiar heard of our brand before, 25.5% respondents are somewhat familiar heard of our brand before, 20.7% respondents are neutral heard of our brand before, 10.7% respondents are somewhat unfamiliar heard of our brand before, 7.4% respondents are very unfamiliar heard of our brand before.

TABLE 4.9

Table showing Do you think our Google ads accurately reflect our brand and its values?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|----------------------|-------------------|------------|
| 1 | Yes, very accurately | 23 | 19% |
| 2 | Somewhat accurately | 41 | 33.9% |

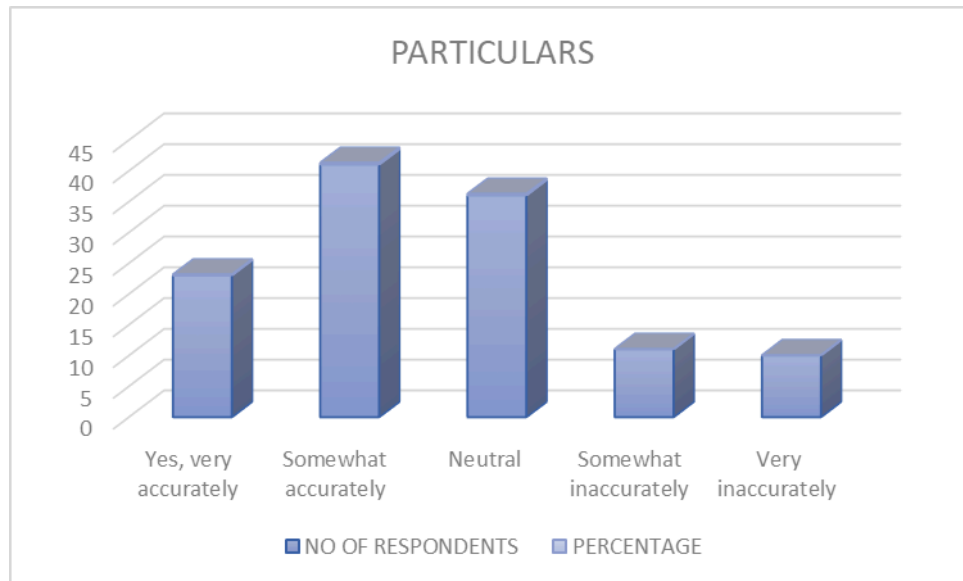
| | | | |
|--------------|-----------------------|------------|-------------|
| 3 | Neutral | 36 | 29.8% |
| 4 | Somewhat inaccurately | 11 | 9.1% |
| 5 | Very inaccurately | 10 | 8.3% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 23 respondents thinks that google ads are yes, very accurately, 41 respondents thinks that google ads are somewhat accurately, 36 respondents thinks that google ads are neutral , 11 respondents thinks that google ads are somewhat inaccurately, 10 respondents thinks that google ads are very inaccurately.

GRAPH 4.9

Graph showing Do you think our Google ads accurately reflect our brand and its values?



INTERPRETATION:

The above graph showing out of 100% respondents 19% respondents thinks that google ads are yes, very accurately, 33.9% respondents thinks that google ads are somewhat accurately, 29.8% respondents thinks that google ads are neutral , 9.1% respondents thinks that google ads are somewhat inaccurately, 8.3% respondents thinks that google ads are very inaccurately.

TABLE 4.10

Table showing Have you ever shared or recommended our brand to others as a result of seeing our Google ads?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|-----------------|-------------------|------------|
| 1 | Yes, frequently | 28 | 23.3% |

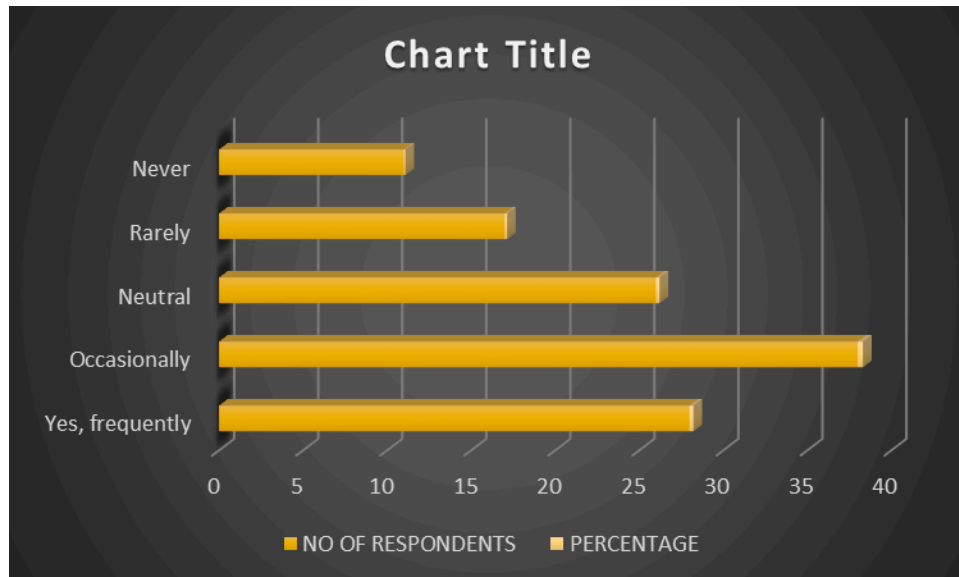
| | | | |
|--------------|--------------|------------|-------------|
| 2 | Occasionally | 38 | 31.7% |
| 3 | Neutral | 26 | 21.7% |
| 4 | Rarely | 17 | 14.2% |
| 5 | Never | 11 | 9.2% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 28 respondents have shared or recommended our brand to others as a result of seeing our Google ads responded yes frequently, 38 respondents have shared or recommended our brand to others as a result of seeing our Google ads responded occasionally, 26 respondents have shared or recommended our brand to others as a result of seeing our Google ads responded neutral, 17 respondents have shared or recommended our brand to others as a result of seeing our Google ads responded rarely, 11 respondents have shared or recommended our brand to others as a result of seeing our Google ads responded never.

GRAPH 4.10

Graph showing Have you ever shared or recommended our brand to others as a result of seeing our Google ads?



INTERPRETATION:

The above graph showing out of 100% respondents 23.3% respondents have shared or recommended our brand to others as a result of seeing our Google ads responded yes frequently, 31.7% respondents have shared or recommended our brand to others as a result of seeing our Google ads responded occasionally, 21.7% respondents have shared or recommended our brand to others as a result of seeing our Google ads responded neutral, 14.2% respondents have shared or recommended our brand to others as a result of seeing our Google ads responded rarely, 9.2% respondents have shared or recommended our brand to others as a result of seeing our Google ads responded never.

TABLE 4.11

Table showing overall, how would you rate our Google ads in terms of their effectiveness at increasing brand awareness?

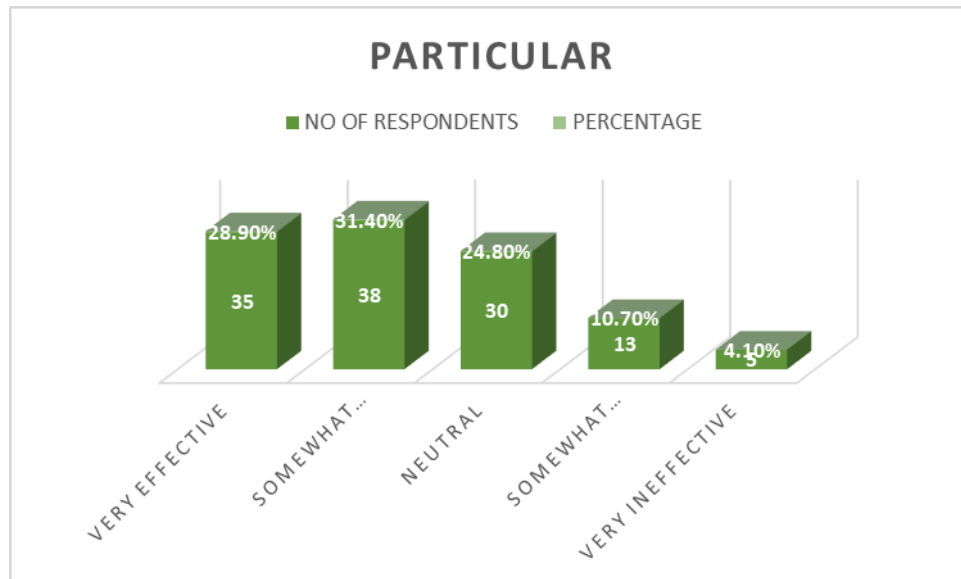
| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|--------------|----------------------|--------------------------|-------------------|
| 1 | Very effective | 35 | 28.9% |
| 2 | Somewhat effective | 38 | 31.4% |
| 3 | Neutral | 30 | 24.8% |
| 4 | Somewhat ineffective | 13 | 10.7% |
| 5 | Very ineffective | 5 | 4.1% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 35 respondents are think google ads are very effective at increasing brand awareness, 38 respondents are think google ads are somewhat effective at increasing brand awareness, 30 respondents are think google ads are neutral at increasing brand awareness, 13 respondents are think google ads are somewhat ineffective at increasing brand awareness, 5 respondents are think google ads are very ineffective at increasing brand awareness.

GRAPH 4.11

Graph showing overall, how would you rate our Google ads in terms of their effectiveness at increasing brand awareness



INTERPRETATION:

The above graph showing out of 100% respondents 28.9% respondents are think google ads are very effective at increasing brand awareness, 31.4% respondents are think google ads are somewhat effective at increasing brand awareness, 24.8% respondents are think google ads are neutral at increasing brand awareness, 10.7% respondents are think google ads are somewhat ineffective at increasing brand awareness, 4.1% respondents are think google ads are very ineffective at increasing brand awareness.

TABLE 4.12

Table showing have you ever purchased a product or service from our brand before?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|------------|----------------------|------------|
| | | | |

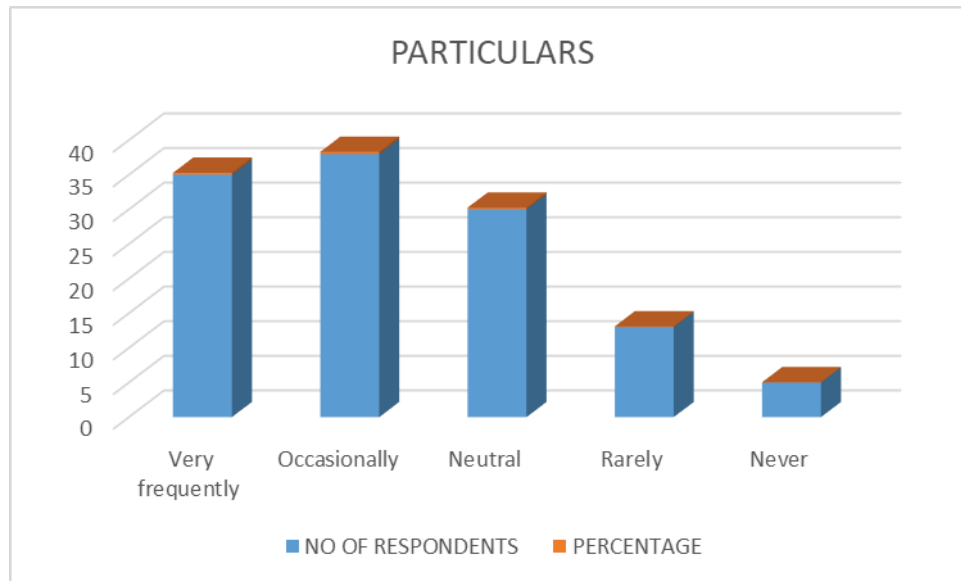
| | | | |
|--------------|-----------------|------------|-------------|
| 1 | Very frequently | 35 | 28.9% |
| 2 | Occasionally | 38 | 31.4% |
| 3 | Neutral | 30 | 24.8% |
| 4 | Rarely | 13 | 10.7% |
| 5 | Never | 5 | 4.1% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 35 respondents have purchased a product or service from our brand very frequently, 38 respondents have purchased a product or service from our brand occasionally, 30 respondents have purchased a product or service from our brand neutral, 13 respondents have purchased a product or service from our brand rarely, 5 respondents have purchased a product or service from our brand never.

GRAPH 4.12

Graph showing have you ever purchased a product or service from our brand before?



INTERPRETATION:

The above graph showing out of 100% respondents 28.9% respondents have purchased a product or service from our brand very frequently, 31.4% respondents have purchased a product or service from our brand occasionally, 24.8% respondents have purchased a product or service from our brand neutral, 10.7% respondents have purchased a product or service from our brand rarely, 4.1% respondents have purchased a product or service from our brand never.

TABLE 4.13

Table showing have you ever seen a Google ad for our brand's products or services?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|-----------------|-------------------|------------|
| 1 | Very frequently | 26 | 21.5% |
| 2 | Occasionally | 40 | 33.1% |

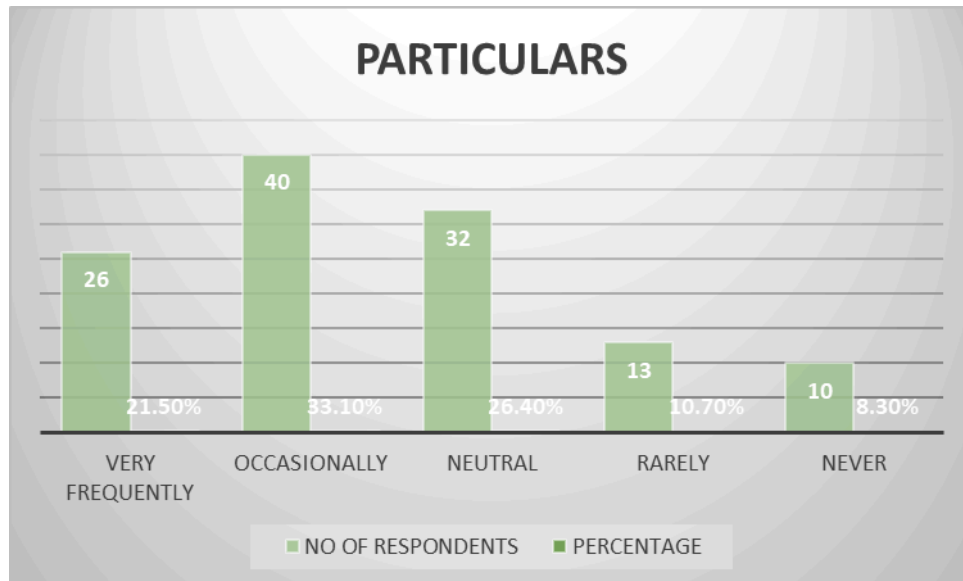
| | | | |
|--------------|---------|------------|-------------|
| 3 | Neutral | 32 | 26.4% |
| 4 | Rarely | 13 | 10.7% |
| 5 | Never | 10 | 8.3% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 26 respondents have seen google ad for our brand's products or services very frequently, 40 respondents have seen google ad for our brand's products or services occasionally, 32 respondents have seen google ad for our brand's products or services neutral, 13 respondents have seen google ad for our brand's products or services rarely, 10 respondents have seen google ad for our brand's products or services never.

GRAPH 4.13

Graph showing have you ever seen a Google ad for our brand's products or services?



INTERPRETATION:

The above graph showing out of 100% respondents 21.5% respondents have seen google ad for our brand's products or services very frequently, 33.1% respondents have seen google ad for our brand's products or services occasionally, 26.4% respondents have seen google ad for our brand's products or services neutral, 10.7% respondents have seen google ad for our brand's products or services rarely, 8.3% respondents have seen google ad for our brand's products or services never.

TABLE 4.14

Table showing What types of special offers or discounts are most appealing to you?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|----------------------|-------------------|------------|
| 1 | Percentage discounts | 30 | 24.8% |

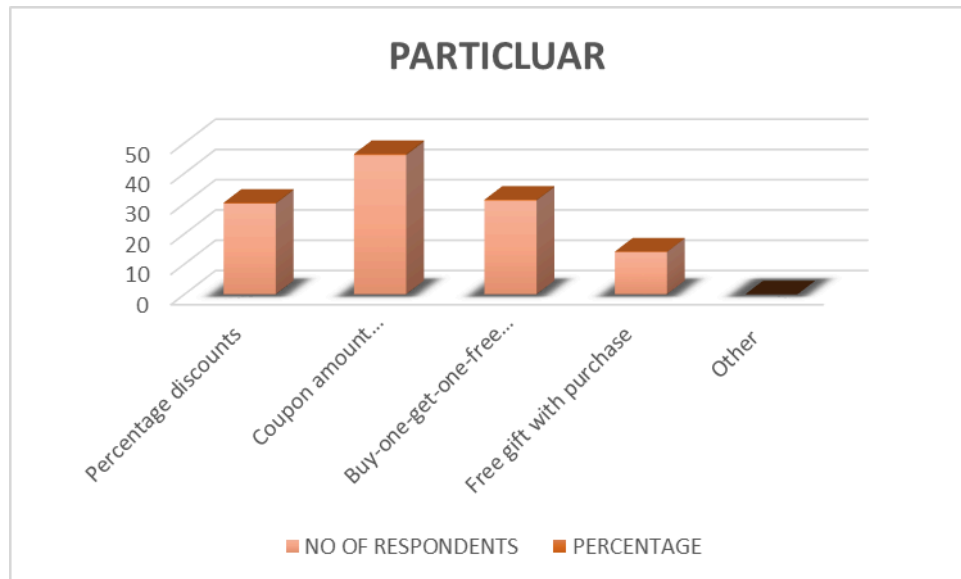
| | | | |
|--------------|-----------------------------|------------|-------------|
| 2 | Coupon amount discounts | 46 | 38% |
| 3 | Buy-one-get-one-free offers | 31 | 25.6% |
| 4 | Free gift with purchase | 14 | 11.6% |
| 5 | Other | 0 | 0% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 30 respondents are interested in the percentage discounts, 46 respondents are interested in the coupon amount discount, 31 respondents are interested in the buy one get one free offer, 14 respondents are interested in the free gifts with purchase, 0 respondents are interested in the other.

GRAPH 4.14

Graph showing What types of special offers or discounts are most appealing to you?



INTERPRETATION:

The above graph showing out of 100% respondents 24.8% respondents are interested in the percentage discounts, 31.6% respondents are interested in the coupon amount discount, 21.6% respondents are interested in the buy one get one free offer, 10.0% respondents are interested in the free gifts with purchase, 0% respondents are interested in the other.

TABLE 4.15

Table showing how likely are you to recommend our brand to others as a result of receiving a special offer or discount?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|-------------|-------------------|------------|
| 1 | Very likely | 29 | 24.2% |

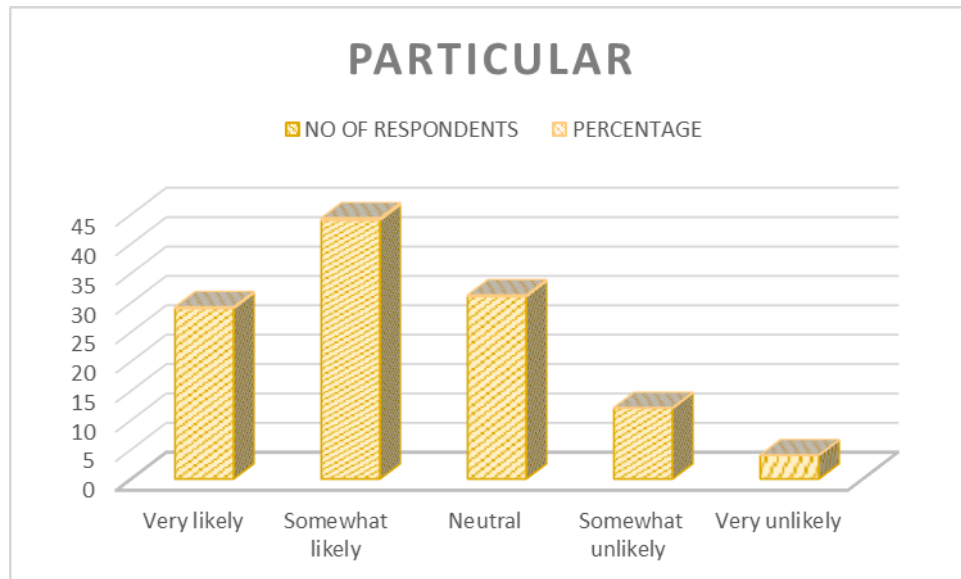
| | | | |
|--------------|-------------------|------------|-------------|
| 2 | Somewhat likely | 44 | 36.7% |
| 3 | Neutral | 31 | 25.6% |
| 4 | Somewhat unlikely | 12 | 10% |
| 5 | Very unlikely | 4 | 3.3% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 29 respondents very likely are you to recommend our brand to others as a result of receiving a special offer or discount, 44 respondents somewhat likely are you to recommend our brand to others as a result of receiving a special offer or discount, 31 respondents neutral are you to recommend our brand to others as a result of receiving a special offer or discount, 12 respondents somewhat unlikely are you to recommend our brand to others as a result of receiving a special offer or discount, 4 respondents very unlikely are you to recommend our brand to others as a result of receiving a special offer or discount.

GRAPH 4.15

Graph showing how likely are you to recommend our brand to others as a result of receiving a special offer or discount?



INTERPRETATION:

The above graph showing out of 100% respondents 24.2% respondents very likely are you to recommend our brand to others as a result of receiving a special offer or discount, 36.7% respondents somewhat likely are you to recommend our brand to others as a result of receiving a special offer or discount, 25.6% respondents neutral are you to recommend our brand to others as a result of receiving a special offer or discount, 10% respondents somewhat unlikely are you to recommend our brand to others as a result of receiving a special offer or discount, 3.3% respondents very unlikely are you to recommend our brand to others as a result of receiving a special offer or discount.

TABLE 4.16

Table showing how important are special offers or discounts when it comes to your purchasing decisions?

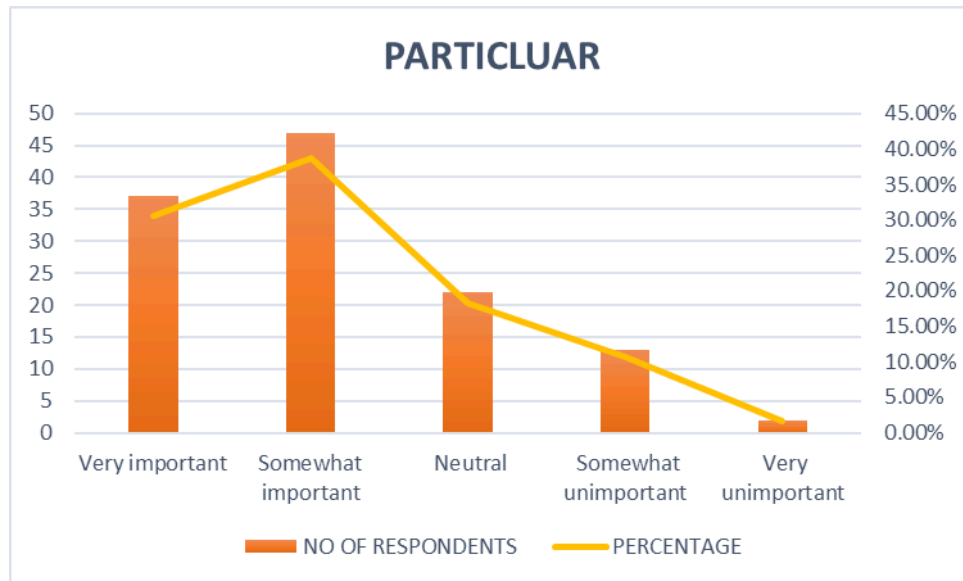
| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|--------------|----------------------|-------------------|-------------|
| 1 | Very important | 37 | 30.6% |
| 2 | Somewhat important | 47 | 38.8% |
| 3 | Neutral | 22 | 18.2% |
| 4 | Somewhat unimportant | 13 | 10.7% |
| 5 | Very unimportant | 2 | 1.7% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 37 respondents very important are special offers or discounts when it comes to your purchasing decisions, 47 respondents somewhat important are special offers or discounts when it comes to your purchasing decisions, 22 respondents neutral are special offers or discounts when it comes to your purchasing decisions, 13 respondents somewhat unimportant are special offers or discounts when it comes to your purchasing decisions, 2 respondents very unimportant are special offers or discounts when it comes to your purchasing decisions.

GRAPH 4.16

Graph showing how important are special offers or discounts when it comes to your purchasing decisions



INTERPRETATION:

The above graph showing out of 100% respondents 30.6% respondents very important are special offers or discounts when it comes to your purchasing decisions, 38.8% respondents somewhat important are special offers or discounts when it comes to your purchasing decisions, 18.2% respondents neutral are special offers or discounts when it comes to your purchasing decisions, 10.7% respondents somewhat unimportant are special offers or discounts when it comes to your purchasing decisions, 1.7% respondents very unimportant are special offers or discounts when it comes to your purchasing decisions.

TABLE 4.17

Table showing overall, how satisfied are you with our brand's special offers or discounts?

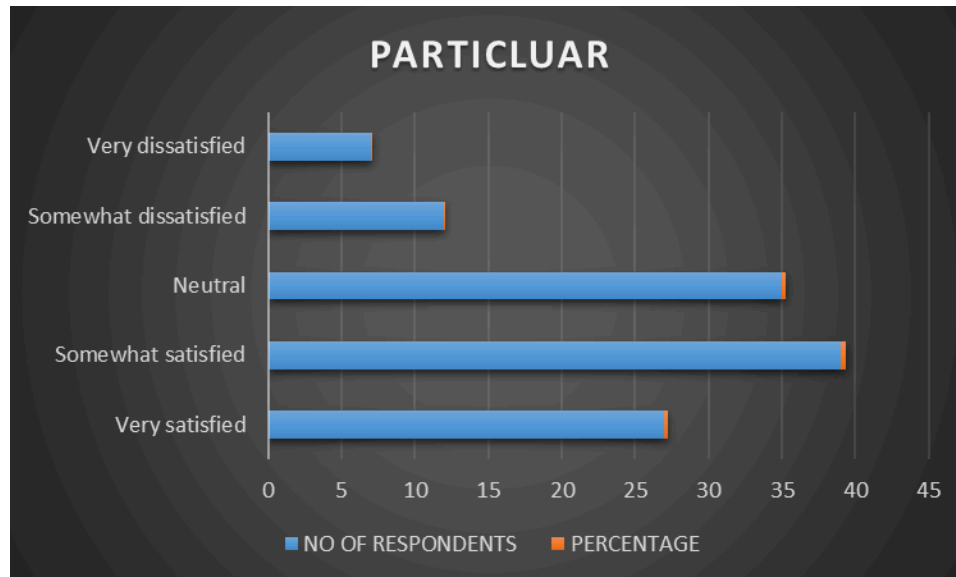
| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-----------------------|--------------------------|-------------------|
| 1 | Very satisfied | 27 | 22.5% |
| 2 | Somewhat satisfied | 39 | 32.5% |
| 3 | Neutral | 35 | 29.2% |
| 4 | Somewhat dissatisfied | 12 | 10% |
| 5 | Very dissatisfied | 7 | 5.8% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 27 respondents very satisfied are you with our brand's special offers or discounts, 39 respondents somewhat satisfied are you with our brand's special offers or discounts, 35 respondents neutral are you with our brand's special offers or discounts, 12 respondents somewhat dissatisfied are you with our brand's special offers or discounts, 7 respondents very dissatisfied are you with our brand's special offers or discounts.

GRAPH 4.17

Graph showing overall, how satisfied are you with our brand's special offers or discounts?



INTERPRETATION:

The above graph showing out of 100% respondents 22.5% respondents very satisfied are you with our brand's special offers or discounts, 32.5% respondents somewhat satisfied are you with our brand's special offers or discounts, 29.2% respondents neutral are you with our brand's special offers or discounts, 10% respondents somewhat dissatisfied are you with our brand's special offers or discounts, 5.8% respondents very dissatisfied are you with our brand's special offers or discounts.

TABLE 4.18

Table showing have you visited our website in the past 30 days?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|---------------------|-------------------|------------|
| 1 | Yes, multiple times | 30 | 24.8% |

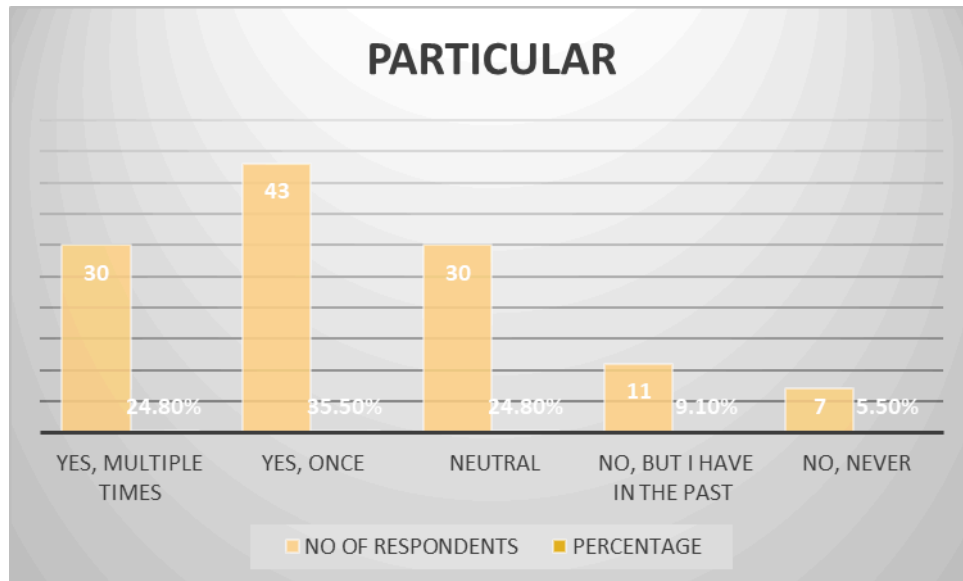
| | | | |
|--------------|----------------------------|------------|-------------|
| 2 | Yes, once | 43 | 35.5% |
| 3 | Neutral | 30 | 24.8% |
| 4 | No, but I have in the past | 11 | 9.1% |
| 5 | No, never | 7 | 5.5% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 30 respondents yes multiple time visted our website in the past 30 days,43 respondents yes once visted our website in the past 30 days, 30 respondents netural visted our website in the past 30 days, 11 respondents no but i have visted in past visted our website in the past 30 days, 7 respondents no never visted our website in the past 30 days.

GRAPH 4.18

Graph showing have you visited our website in the past 30 days



INTERPRETATION:

The above graph showing out of 100% respondents 24.8% respondents yes multiple time visted our website in the past 30 days,35.5% respondents yes once visted our website in the past 30 days, 24.8% respondents netural visted our website in the past 30 days, 9.1% respondents no but i have visted in past visted our website in the past 30 days, 5.5% respondents no never visted our website in the past 30 days.

TABLE 4.19

Table showing how likely are you to make a purchase from our brand as a result of seeing a retargeted ad?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|-------------|-------------------|------------|
| 1 | Very likely | 38 | 31.4% |

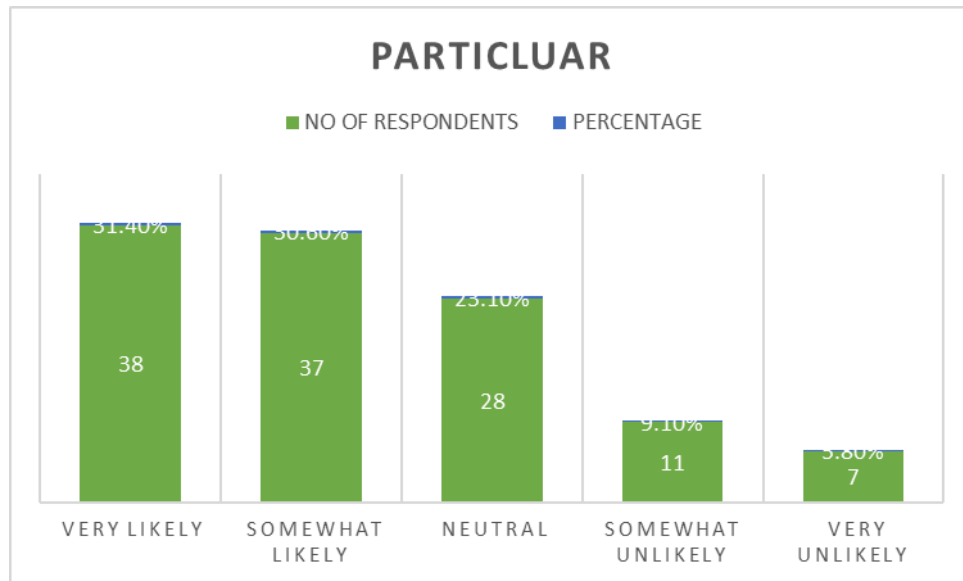
| | | | |
|--------------|-------------------|------------|-------------|
| 2 | Somewhat likely | 37 | 30.6% |
| 3 | Neutral | 28 | 23.1% |
| 4 | Somewhat unlikely | 11 | 9.1% |
| 5 | Very unlikely | 7 | 5.8% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 38 respondents very likely are you to make a purchase from our brand as a result of seeing a retargeted ad, 37 respondents somewhat likely are you to make a purchase from our brand as a result of seeing a retargeted ad, 28 respondents neutral are you to make a purchase from our brand as a result of seeing a retargeted ad, 11 respondents somewhat unlikely are you to make a purchase from our brand as a result of seeing a retargeted ad, 7 respondents very unlikely are you to make a purchase from our brand as a result of seeing a retargeted ad.

GRAPH 4.19

Graph showing how likely are you to make a purchase from our brand as a result of seeing a retargeted ad



INTERPRETATION:

The above graph showing out of 100% respondents 31.4% respondents very likely are you to make a purchase from our brand as a result of seeing a retargeted ad, 30.6% respondents somewhat likely are you to make a purchase from our brand as a result of seeing a retargeted ad, 23.1% respondents neutral are you to make a purchase from our brand as a result of seeing a retargeted ad, 9.1% respondents somewhat unlikely are you to make a purchase from our brand as a result of seeing a retargeted ad, 5.8% respondents very unlikely are you to make a purchase from our brand as a result of seeing a retargeted ad.

TABLE 4.20

Table showing what types of products or services are you most interested in from our brand?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|------------|-------------------|------------|
| | | | |

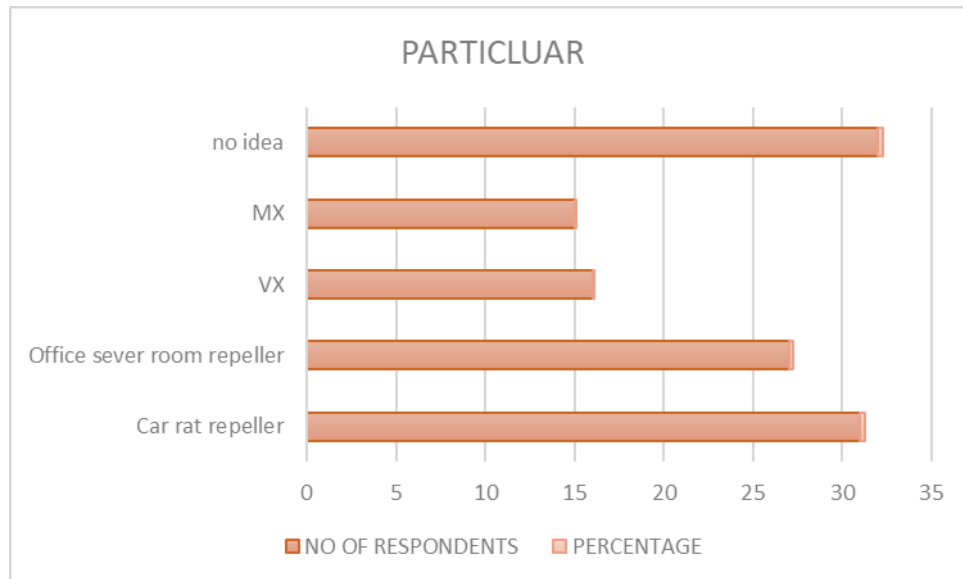
| | | | |
|--------------|----------------------------|------------|-------------|
| 1 | Car rat repeller | 31 | 25.6% |
| 2 | Office sever room repeller | 27 | 22.3% |
| 3 | VX | 16 | 13.2% |
| 4 | MX | 15 | 12.4% |
| 5 | no idea | 32 | 26.4% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 31 respondents uses cat rat repeller types of products or services are you most interested in from our brand, 27 respondents uses office sever room repeller types of products or services are you most interested in from our brand, 16 respondents uses VX types of products or services are you most interested in from our brand, 15 respondents uses MX types of products or services are you most interested in from our brand, 32 respondents uses no idea types of products or services are you most interested in from our brand.

GRAPH 4.20

Graph showing what types of products or services are you most interested in from our brand



INTERPRETATION:

The above graph showing out of 100% respondents 25.6% respondents uses cat rat repeller types of products or services are you most interested in from our brand, 22.3% respondents uses office sever room repeller types of products or services are you most interested in from our brand, 13.2% respondents uses VX types of products or services are you most interested in from our brand, 12.4% respondents uses MX types of products or services are you most interested in from our brand, 26.4% respondents uses no idea types of products or services are you most interested in from our brand.

TABLE 4.21

Table showing overall, how satisfied are you with your experience on our website?

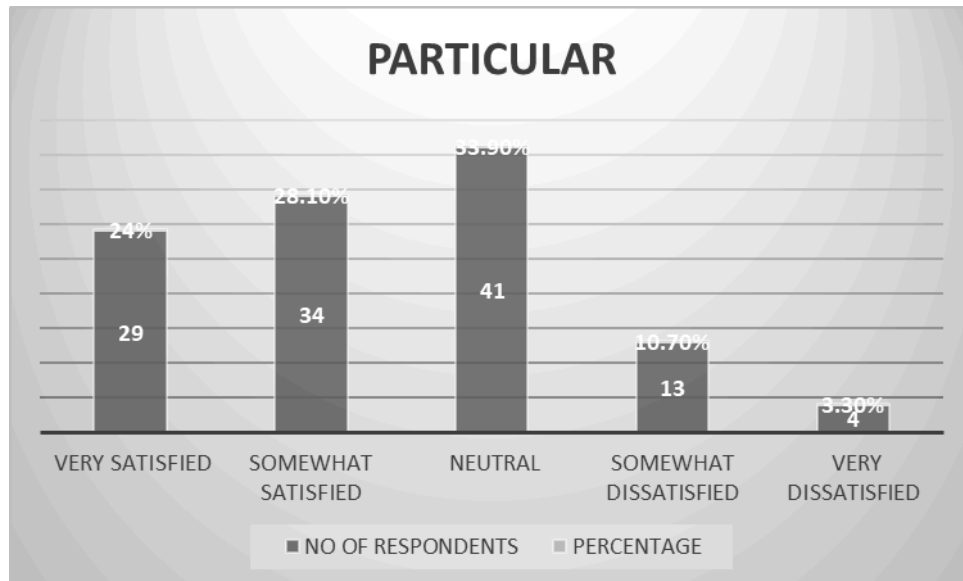
| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-----------------------|------------------------------|-------------------|
| 1 | Very satisfied | 29 | 24% |
| 2 | Somewhat satisfied | 34 | 28.1% |
| 3 | Neutral | 41 | 33.9% |
| 4 | Somewhat dissatisfied | 13 | 10.7% |
| 5 | Very dissatisfied | 4 | 3.3% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 29 respondents very satisfied are you with your experience on our website, 34 respondents somewhat satisfied are you with your experience on our website, 41 respondents neutral are you with your experience on our website, 13 respondents somewhat dissatisfied are you with your experience on our website, 4 respondents very dissatisfied are you with your experience on our website.

GRAPH 4.21

Graph showing overall, how satisfied are you with your experience on our website



INTERPRETATION:

The above graph showing out of 100% respondents 24% respondents very satisfied are you with your experience on our website, 28.1% respondents somewhat satisfied are you with your experience on our website, 33.9% respondents neutral are you with your experience on our website, 10.7% respondents somewhat dissatisfied are you with your experience on our website, 3.3% respondents very dissatisfied are you with your experience on our website.

TABLE 4.22

Table showing how frequently do you monitor the performance of your Google ads campaigns?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|------------|----------------------|------------|
| | | | |

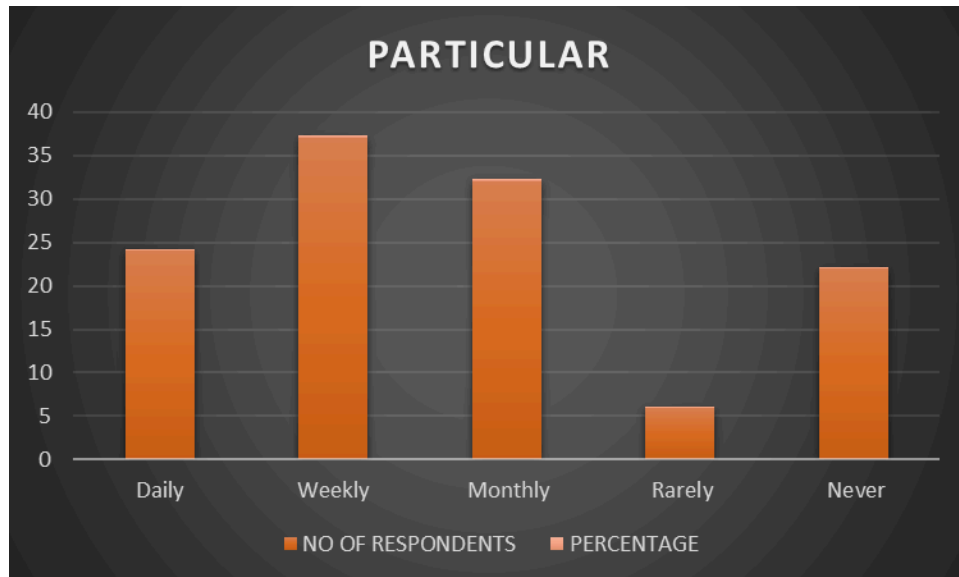
| | | | |
|--------------|---------|------------|-------------|
| 1 | Daily | 24 | 19.8% |
| 2 | Weekly | 37 | 30.6% |
| 3 | Monthly | 32 | 26.4% |
| 4 | Rarely | 6 | 5% |
| 5 | Never | 22 | 18.2% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 24 respondents daily monitoring the performance of your Google ads campaigns, 37 respondents weekly monitoring the performance of your Google ads campaigns, 32 respondents monthly monitoring the performance of your Google ads campaigns, 6 respondents rarely monitoring the performance of your Google ads campaigns, 22 respondents never monitoring the performance of your Google ads campaigns.

GRAPH 4.22

Graph showing how frequently do you monitor the performance of your Google ads campaigns



INTERPRETATION:

The above graph showing out of 100% respondents 19.8% respondents daily monitoring the performance of your Google ads campaigns, 30.6% respondents weekly monitoring the performance of your Google ads campaigns, 26.4% respondents monthly monitoring the performance of your Google ads campaigns, 5% respondents rarely monitoring the performance of your Google ads campaigns, 18.2% respondents never monitoring the performance of your Google ads campaigns.

TABLE 4.23

Table showing what metrics do you currently use to measure the success of your Google ads campaigns?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|------------|-------------------|------------|
| | | | |

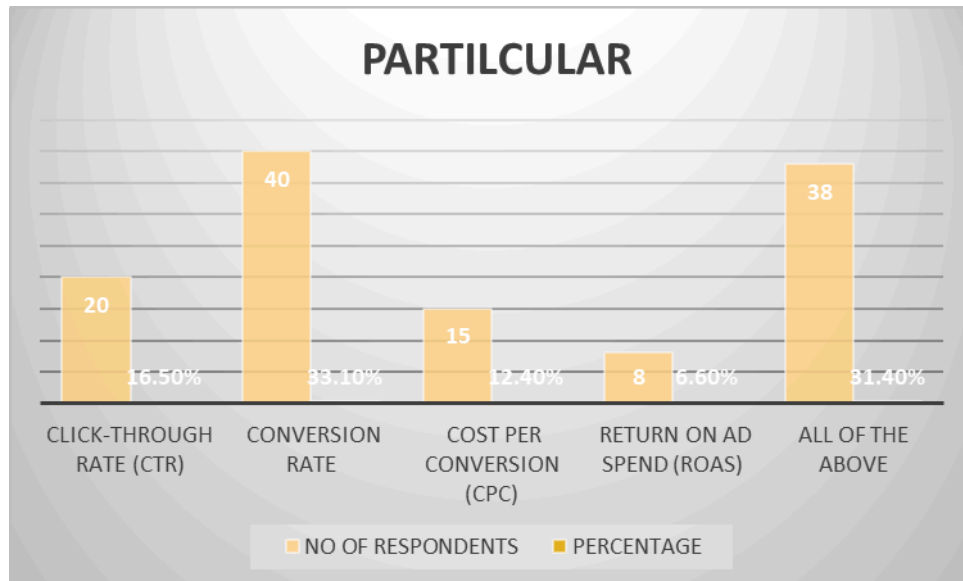
| | | | |
|--------------|---------------------------|------------|-------------|
| 1 | Click-through rate (CTR) | 20 | 16.5% |
| 2 | Conversion rate | 40 | 33.1% |
| 3 | Cost per conversion (CPC) | 15 | 12.4% |
| 4 | Return on ad spend (ROAS) | 8 | 6.6% |
| 5 | All of the above | 38 | 31.4% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 20 respondents uses CTR metrics are used to measure the success of your Google ads campaigns, 40 respondents uses conversion rate metrics are used to measure the success of your Google ads campaigns, 15 respondents uses CPC metrics are used to measure the success of your Google ads campaigns, 8 respondents uses ROAS metrics are used to measure the success of your Google ads campaigns, 38 respondents uses all of the above metrics are used to measure the success of your Google ads campaigns.

GRAPH 4.23

Graph showing what metrics do you currently use to measure the success of your Google ads campaigns



INTERPRETATION:

The above graph showing out of 100% respondents 16.5% respondents uses CTR metrics are used to measure the success of your Google ads campaigns, 33.1% respondents uses conversion rate metrics are used to measure the success of your Google ads campaigns, 12.4% respondents uses CPC metrics are used to measure the success of your Google ads campaigns, 6.6% respondents uses ROAS metrics are used to measure the success of your Google ads campaigns, 31.4% respondents uses all of the above metrics are used to measure the success of your Google ads campaigns.

TABLE 4.24

Table showing how often do you adjust your ad spend based on campaign performance?

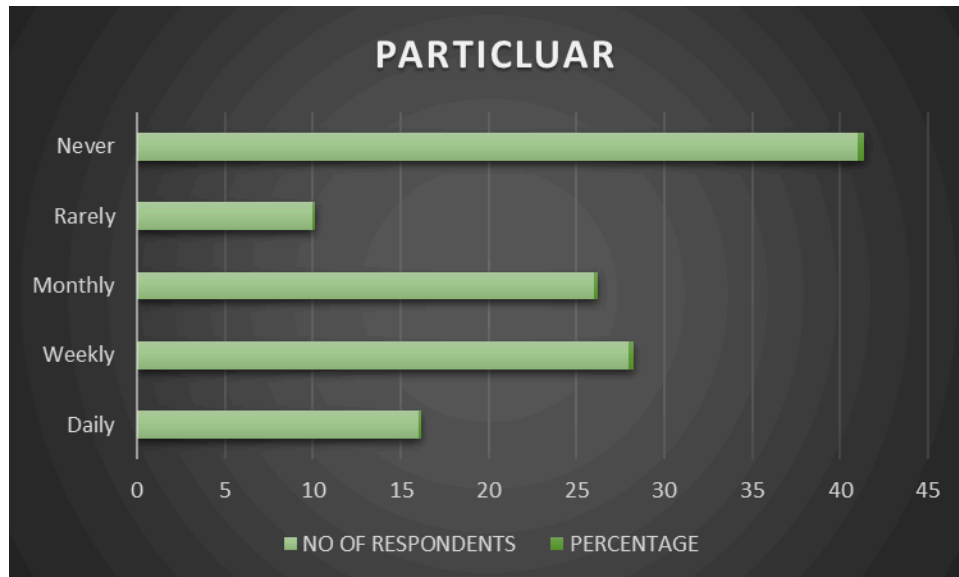
| SL NO | PARTICLUAR | NO OF RESPONDENTS | PERCENTAGE |
|--------------|------------|-------------------|-------------|
| 1 | Daily | 16 | 13.2% |
| 2 | Weekly | 28 | 23.1% |
| 3 | Monthly | 26 | 21.5% |
| 4 | Rarely | 10 | 8.3% |
| 5 | Never | 41 | 33.5% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 16 respondents daily adjust thier ad spend based on campaign performance,28 respondents weekly adjust thier ad spend based on campaign performance, 26 respondents monthly adjust thier ad spend based on campaign performance,10 respondents rarely adjust thier ad spend based on campaign performance, 41 respondents never adjust thier ad spend based on campaign performance.

GRAPH 4.24

Graph showing how often do you adjust your ad spend based on campaign performance



INTERPRETATION:

The above graph showing out of 100% respondents 13.2% respondents daily adjust thier ad spend based on campaign performance,23.1% respondents weekly adjust thier ad spend based on campaign performance, 21.5% respondents monthly adjust thier ad spend based on campaign performance,8.3% respondents rarely adjust thier ad spend based on campaign performance, 33.5% respondents never adjust thier ad spend based on campaign performance.

TABLE 4.25

Table showing how do you currently track the ROI of your Google ads campaigns?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|------------------|-------------------|------------|
| 1 | Google Analytics | 30 | 24.8% |

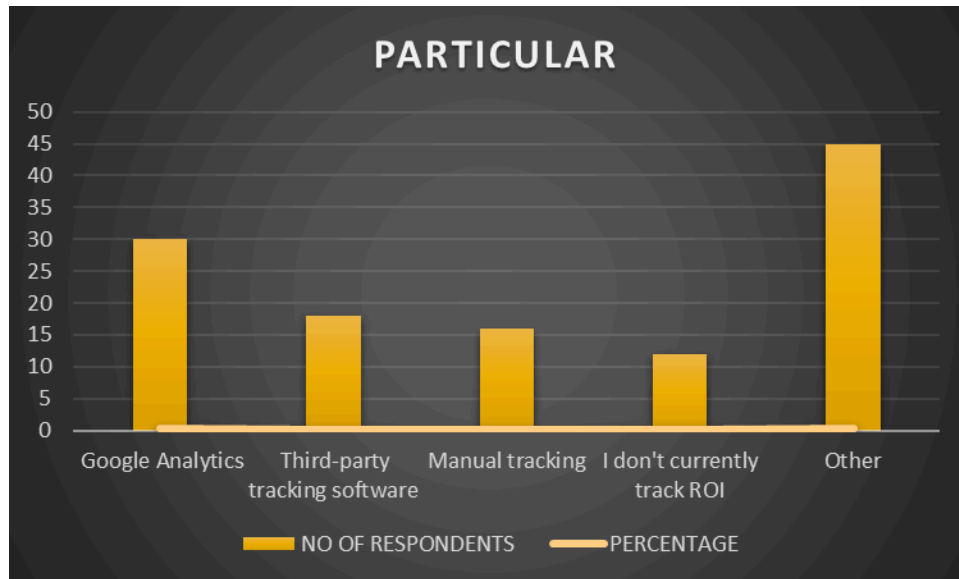
| | | | |
|--------------|-------------------------------|------------|-------------|
| 2 | Third-party tracking software | 18 | 14.9% |
| 3 | Manual tracking | 16 | 13.2% |
| 4 | I don't currently track ROI | 12 | 9.9% |
| 5 | Other | 45 | 37.2% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 30 respondents uses google analytics track the ROI of your Google ads campaigns, 18 respondents uses thrid party tracking software the ROI of your Google ads campaigns, 16 respondents uses manual tracking the ROI of your Google ads campaigns, 12 respondents uses i don't track the ROI of your Google ads campaigns, 45 respondents uses others track the ROI of your Google ads campaigns.

GRAPH 4.25

Graph showing how do you currently track the ROI of your Google ads campaigns?



INTERPRETATION:

The above graph showing out of 100% respondents 24.8% respondents uses google analytics track the ROI of your Google ads campaigns, 14.9% respondents uses thrid party tracking software the ROI of your Google ads campaigns, 13.2% respondents uses manual tracking the ROI of your Google ads campaigns, 9.9% respondents uses i don't track the ROI of your Google ads campaigns, 37.2% respondents uses others track the ROI of your Google ads campaigns.

TABLE 4.26

Table showing how often do you review and adjust your Google ads campaign strategy?

| SL NO | PARTICULAR | NO OF RESPONDENTS | PERCENTAGE |
|-------|------------|-------------------|------------|
| 1 | Weekly | 19 | 15.7% |

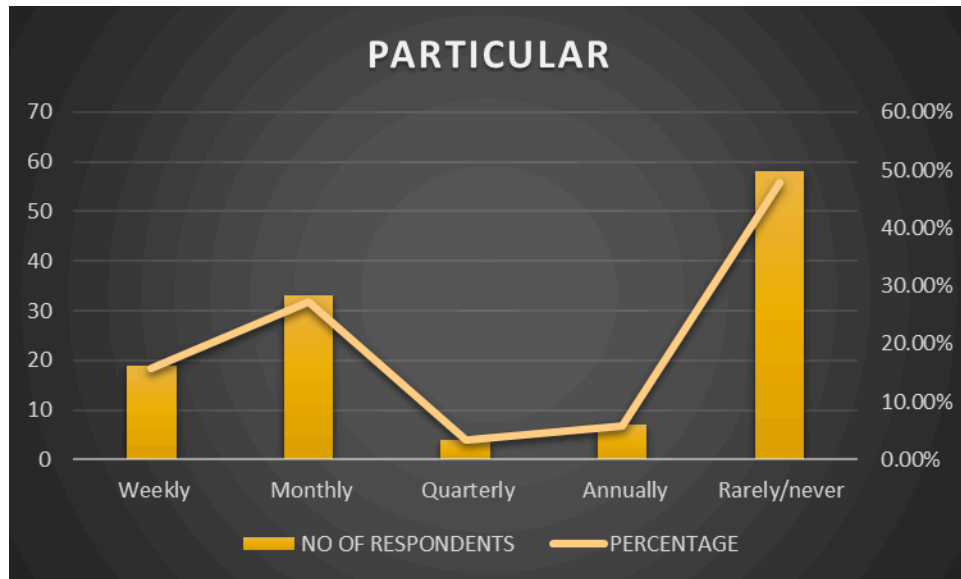
| | | | |
|--------------|--------------|------------|-------------|
| 2 | Monthly | 33 | 27.3% |
| 3 | Quarterly | 4 | 3.3% |
| 4 | Annually | 7 | 5.8% |
| 5 | Rarely/never | 58 | 47.9% |
| TOTAL | | 121 | 100% |

ANALYSIS

The above table shows that out of 121 respondents 19 respondents weekly review and adjust your Google ads campaign strategy, 33 monthly review and adjust your Google ads campaign strategy, 4 quarterly review and adjust your Google ads campaign strategy, 7 annually review and adjust your Google ads campaign strategy, 58 never review and adjust your Google ads campaign strategy.

GRAPH 4.26

Graph showing how often do you review and adjust your Google ads campaign strategy



INTERPRETATION:

The above graph showing out of 100% respondents 15.7% respondents weekly review and adjust your Google ads campaign strategy, 27.3% monthly review and adjust your Google ads campaign strategy, 3.3% quarterly review and adjust your Google ads campaign strategy, 5.8% annually review and adjust your Google ads campaign strategy, 47.9% never review and adjust your Google ads campaign strategy.

Chapter –5

FINDING AND SUGGESTIONS

Finding

1. The data shows that the majority of respondents fall within the age groups of 19-25 years (29 respondents) and 26-32 years (48 respondents). This indicates that Varna Enterprises' customer base is primarily comprised of young adults. Understanding the age demographics of your customer base is valuable for tailoring marketing strategies, product offerings, and user experience to cater to the preferences and needs of these age groups
2. The finding based on the provided data is that there is a significant gender imbalance among the respondents, with a larger representation of male respondents (117) compared to female respondents (4).
3. Target student demographic: With 11 respondents being students, Varna Enterprises can create specific marketing initiatives to cater to this segment. Consider offering student discounts, promotions, or partnerships with educational institutions to attract more students to engage with your products or services. Additionally, explore opportunities to collaborate with student organizations or participate in campus events to increase brand visibility among the student community.
4. Target marketing efforts based on salary ranges: Since respondents' salaries vary across different ranges, it would be beneficial for Varna Enterprises to segment their marketing efforts accordingly. Create targeted campaigns that align with the purchasing power and lifestyle of customers within each salary range. This can involve offering different product bundles, pricing options, or financing plans to cater to the specific needs and preferences of each segment.
5. Tailor ad targeting and frequency: Since respondents' engagement with online ads varies, it's important for Varna Enterprises to adjust their ad targeting and frequency accordingly. For those who engage daily or weekly, consider personalized and dynamic ad campaigns that provide fresh and relevant content. For those who engage less frequently or rarely, focus on ad retargeting,

remarketing, or utilizing different channels to increase their exposure to your brand and offerings.

6. Continuously analyze and optimize: Regularly monitor the performance of your ads, including click-through rates, conversion rates, and engagement metrics. Analyze the data to identify patterns and insights that can guide further optimization. Make data-driven decisions by conducting A/B testing, experimenting with different ad elements, and refining your strategies based on user behavior and feedback.

7. Product offerings and promotions: Align your product offerings and promotions with the preferred categories. Highlight relevant products or services in your online ads to capture the attention of potential customers. Consider creating exclusive discounts, bundles, or promotions specific to each category to incentivize purchases and create a sense of urgency.

8. Strengthen brand awareness: With a significant number of respondents indicating familiarity with the brand, Varna Enterprises should focus on building and reinforcing brand awareness. Utilize various marketing channels such as social media, digital advertising, influencer collaborations, and content marketing to increase brand visibility and reach a wider audience.

9. Enhance ad targeting and relevancy: To address the perception of accuracy, ensure that Google ads are highly targeted and relevant to the intended audience. Utilize accurate demographic and interest-based targeting to reach the right users who are more likely to find the ads relevant. Continuously monitor and optimize campaigns to ensure the accuracy and effectiveness of ad placements.

10. Leverage word-of-mouth marketing: Capitalize on the positive impact of Google ads by encouraging and facilitating word-of-mouth marketing. Develop referral programs, incentives, or loyalty rewards that encourage satisfied customers to share their experiences and recommend the brand to others. Provide customers with easy-to-use sharing options and personalized referral links to track and reward successful referrals.

11. Foster positive customer experiences: Continuously strive to provide exceptional customer experiences at every touchpoint. Deliver on the promises made in your ads and ensure a seamless customer journey from ad impression to post-purchase. Positive experiences are more likely to generate word-of-mouth recommendations and increase brand advocacy.

12. Capitalize on effectiveness: With a significant number of respondents perceiving Google ads as effective in increasing brand awareness, Varna Enterprises should continue to leverage this channel to reach a wider audience. Allocate sufficient resources and budget to Google advertising campaigns to maintain and enhance the positive impact on brand awareness.

13. Enhance ad creatives and messaging: Invest in high-quality ad creatives and compelling messaging that effectively communicate your brand's value proposition and unique selling points. Develop visually appealing and attention-grabbing ads that resonate with the target audience. Focus on crafting clear and concise messaging that conveys the brand's identity and key messages effectively.

14. Nurture brand loyalty: Focus on building and nurturing brand loyalty among customers who have purchased very frequently and occasionally. Implement customer retention strategies such as loyalty programs, personalized offers, and exceptional customer service to encourage repeat purchases and build long-term relationships with these customers.

15. Build trust and credibility: Strengthen the brand's trust and credibility through transparent communication, social proof, and customer testimonials. Highlight positive customer experiences and showcase the value and quality of your products or services. Leverage user-generated content and encourage customers to share their positive experiences to build trust and attract new customers.

16. Optimize ad targeting: Review and refine the targeting strategies for Google ads to ensure they reach the intended audience. Analyze the characteristics and behavior of respondents who have seen the ads frequently and occasionally to identify key segments that have responded positively. Use this information to optimize ad targeting parameters, such as demographics, interests, and keywords, to increase the visibility and relevance of the ads.

17. Leverage special offers and discounts: Since a significant number of respondents are likely to recommend the brand due to special offers or discounts, continue utilizing these promotions. Offer attractive and compelling special offers, such as exclusive discounts, limited-time promotions, or bundled packages, to incentivize customers to make purchases and potentially recommend the brand to others.

18. Remarketing and customer segmentation: Implement remarketing campaigns to reach respondents who have seen the ads occasionally, rarely, or never. Tailor specific ad campaigns for each segment, addressing their unique concerns, preferences, or objections. Utilize customer segmentation to customize ad messaging and promotions based on past interactions or purchase behavior, increasing the chances of conversion.

19. Target marketing efforts: Utilize targeted marketing efforts to reach the different segments of respondents. Tailor your messaging, advertising channels, and promotions based on the purchasing behavior and preferences of each group. Focus on engaging and educating the neutral, rare, and non-purchasing segments to encourage trial and subsequent purchases.

20. Nurture brand loyalty: Focus on building and nurturing brand loyalty among customers who have purchased very frequently and occasionally. Implement customer retention strategies such as loyalty programs, personalized offers, and exceptional customer service to encourage repeat purchases and build long-term relationships with these customers.

Suggestions

1. While the 19-25 and 26-32 years age groups are well-represented, there are fewer respondents in the other age groups. This suggests that there might be growth opportunities for Varna Enterprises to attract customers from the 18 years and 33-39 years age groups. Consider conducting targeted marketing campaigns or offering promotions that specifically appeal to these age segments to expand your customer base.

2. To address the gender imbalance and create a more inclusive environment, Varna Enterprises could focus on implementing strategies to attract and engage more female customers. One suggestion is to launch targeted marketing campaigns specifically designed to resonate with female customers. This can involve creating content, advertisements, and product offerings that address their unique needs, preferences, and interests. By actively promoting inclusivity and diversity in marketing efforts, Varna Enterprises can foster a more balanced customer base and build stronger relationships with female customers.

3. Explore opportunities for retired individuals: Although there are no respondents who identified themselves as retired, it's still worth considering the potential market for retired individuals. Conduct research to understand their needs, interests, and purchasing power. If there is potential demand in this segment, develop offerings or services that cater to the requirements of retirees, such as leisure activities, health and wellness products, or retirement planning resources.

4. Upselling and cross-selling opportunities: Analyze the salary ranges to identify potential upselling or cross-selling opportunities. Customers with higher salary ranges may have a higher propensity to spend on premium or upgraded products. Consider offering complementary products or services that align with their purchasing power and preferences. Implement targeted upselling strategies to increase the average order value and drive customer satisfaction.

5. Improve ad targeting and personalization: Leverage data and analytics to better understand your target audience's interests, preferences, and online behavior. By utilizing techniques such as demographic targeting, interest-based targeting, or retargeting based on past interactions, you can ensure that your ads are reaching the right people at the right time. Personalization can significantly enhance engagement and improve the overall ad experience for your customers.

6. Improve ad relevance and targeting: To increase the likelihood of users clicking on ads, it's important to ensure that the ads are relevant to their interests and needs. Refine your ad targeting strategies by utilizing data on customer demographics, preferences, and behavior. By delivering ads that align with users' interests, you can improve engagement and click-through rates.

7. Customer feedback and market research: Continuously gather customer feedback and conduct market research to stay updated on evolving preferences and trends within each category. Regularly assess customer satisfaction and adapt your offerings or marketing strategies based on the insights gained. This customer-centric approach can help Varna Enterprises stay ahead of competitors and meet the changing demands of its target audience.

8. Customer feedback and brand perception: Regularly gather customer feedback to understand the perception of the brand among familiar and unfamiliar respondents. Analyze their sentiments, suggestions, and preferences to identify areas for improvement and to shape the brand's image.

Address any concerns, improve customer experiences, and adapt brand strategies based on the insights gained.

9. Monitor and address inaccuracies: Regularly monitor and address any perceived inaccuracies in ad targeting or content. Take feedback from customers and use it to refine targeting parameters and optimize ad campaigns. Actively address any concerns or negative experiences reported by users to ensure the accuracy and relevancy of Google ads.

10. Continuous improvement: Continuously evaluate and improve your Google ad campaigns based on user feedback, performance metrics, and industry best practices. Stay up-to-date with the latest developments in ad targeting technologies, algorithms, and user preferences to enhance the accuracy and effectiveness of your advertising efforts.

11. Enhance ad content and engagement: Optimize your Google ad content to make it more shareable and engaging. Create ads that evoke emotions, highlight unique selling points, or provide exclusive offers that are worth sharing. Incorporate strong calls-to-action that prompt users to share or recommend the brand to others.

12. Track and measure effectiveness: Implement robust tracking and measurement mechanisms to evaluate the effectiveness of Google ads in increasing brand awareness. Utilize key metrics such as impressions, reach, click-through rates, and brand lift studies to assess the impact of ads on brand awareness. Regularly review and analyze the data to identify areas for improvement and optimization.

13. Seek customer feedback: Regularly gather feedback from customers to understand their perceptions and experiences with your brand awareness efforts. Conduct surveys, collect reviews, and monitor social media conversations to gain insights into customer sentiments and preferences. Incorporate their feedback to refine and improve your brand awareness strategies.

14. Identify barriers to purchase: Analyze the responses from respondents who have a neutral, rare, or never purchased from the brand. Identify any barriers that might be hindering their decision to purchase. These barriers could include pricing, perceived value, lack of awareness, or competing alternatives. Address these barriers through targeted marketing campaigns, promotions, or improving product offerings.

15. Enhance customer experience: Continuously strive to enhance the overall customer experience to drive customer satisfaction and repeat purchases. Pay attention to the entire customer journey, from the initial touchpoints to post-purchase support. Gather customer feedback, monitor reviews, and make necessary improvements to deliver exceptional experiences that encourage loyalty and positive word-of-mouth.

16. Offer attractive and competitive discounts: Since a significant number of respondents consider special offers or discounts important, it is crucial for Varna Enterprises to provide compelling and competitive discounts. This can include percentage discounts, coupon codes, limited-time promotions, or bundled offers. Ensure that the discounts are substantial enough to capture the attention and interest of potential customers.

17. Create a sense of exclusivity: Implement exclusive offers or discounts that are available for a limited time or to a select group of customers. This can be achieved through loyalty programs, targeted email campaigns, or personalized promotions. By creating a sense of exclusivity, customers may feel more compelled to take advantage of the offer and make a purchase.

18. Encourage word-of-mouth referrals: Actively encourage and facilitate word-of-mouth referrals from customers who have benefited from special offers or discounts. Implement referral programs that reward customers for recommending the brand to others. Provide them with referral links, incentives, or exclusive offers to share with their network, thus increasing the likelihood of recommendations.

19. Optimize ad targeting: Review and refine the targeting strategies for Google ads to ensure they reach the intended audience. Analyze the characteristics and behavior of respondents who have seen the ads frequently and occasionally to identify key segments that have responded positively. Use this information to optimize ad targeting parameters, such as demographics, interests, and keywords, to increase the visibility and relevance of the ads.

20. Enhance customer experience: Continuously strive to enhance the overall customer experience to drive customer satisfaction and repeat purchases. Pay attention to the entire customer journey, from the initial touchpoints to post-purchase support. Gather customer feedback, monitor reviews, and make necessary improvements to deliver exceptional experiences that encourage loyalty and positive word-of-mouth.

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"Google Ads" - Google's official advertising platform.

Website: <https://ads.google.com/>

"Facebook Ads" - Facebook's advertising platform.

Website: <https://www.facebook.com/business/ads>

"Twitter Ads" - Twitter's advertising platform.

Website: <https://ads.twitter.com/>

ANNEXURE:

1. What is your age?

a.18 Years

b.19-25 Years

c.26-32 Years

d.33-39 Years

40-46 Years

2. What is your gender?

a.Male

b.Female

c.Other:

3. What is your occupation?

a.Student

b.Self-employed

c.Employed Full-time

d.Employed Part-time

e.Retired

f.Other:

4. What is your monthly salary?

a.20-30k

b.31-40k

c.41-60k

d.61-80k

5. How often do you engage with online ads?

a. Daily

- b. Weekly
- c. Monthly
- d. Rarely
- e. Never

6. How do you usually interact with online ads?

- a. Click on the ad to learn more
- b. Ignore the ad and keep scrolling
- c. Mark the ad as "not interested"

Other:

7. What type of products or services are you most likely to purchase after seeing an online ad?

- a. Clothing and accessories
- b. Electronics
- c. Home and garden
- d. Food and beverage
- e. Health and wellness
- f. Travel and leisure

Other:

8. Have you ever heard of our brand before?

- a. Very familiar
- b. Somewhat familiar
- c. Neutral
- d. Somewhat unfamiliar
- e. Very unfamiliar

9. Do you think our Google ads accurately reflect our brand and its values?

- a. Yes, very accurately
- b. Somewhat accurately
- c. Neutral
- d. Somewhat inaccurately
- e. Very inaccurately

10. Have you ever shared or recommended our brand to others as a result of seeing our Google ads?

- a. Yes, frequently
- b. Occasionally
- c. Neutral
- d. Rarely
- e. Never

11. Overall, how would you rate our Google ads in terms of their effectiveness at increasing brand awareness?

- a. Very effective
- b. Somewhat effective
- c. Neutral
- d. Somewhat ineffective
- e. Very ineffective

12. Have you ever purchased a product or service from our brand before?

- a. Very frequently
- b. Occasionally

c. Neutral

d. Rarely

e. Never

13. Have you ever seen a Google ad for our brand's products or services?

a. Very frequently

b. Occasionally

c. Neutral

d. Rarely

e. Never

14. What types of special offers or discounts are most appealing to you?

a. Percentage discounts

b. Coupon amount discounts

c. Buy-one-get-one-free offers

d. Free gift with purchase

e. Other (please specify)

15. How likely are you to recommend our brand to others as a result of receiving a special offer or discount?

a. Very likely

b. Somewhat likely

c. Neutral

d. Somewhat unlikely

e. Very unlikely

16. How important are special offers or discounts when it comes to your purchasing decisions?

- a. Very important
- b. Somewhat important
- c. Neutral
- d. Somewhat unimportant
- e. Very unimportant

17. Overall, how satisfied are you with our brand's special offers or discounts?

- a. Very satisfied
- b. Somewhat satisfied
- c. Neutral
- d. Somewhat dissatisfied
- e. Very dissatisfied

18. Have you visited our website in the past 30 days?

- a. Yes, multiple times
- b. Yes, once
- c. Neutral
- d. No, but I have in the past
- e. No, never

19. How likely are you to make a purchase from our brand as a result of seeing a retargeted ad?

- a. Very likely
- b. Somewhat likely
- c. Neutral
- d. Somewhat unlikely
- e. Very unlikely

20. What types of products or services are you most interested in from our brand?

- a. Car rat repeller
- b. Office sever room repeller
- c. VX
- d. MX
- e. no idea

21. Overall, how satisfied are you with your experience on our website?

- a. Very satisfied
- b. Somewhat satisfied
- c. Neutral
- d. Somewhat dissatisfied
- e. Very dissatisfied

22. How frequently do you monitor the performance of your Google ads campaigns?

- a. Daily
- b. Weekly
- c. Monthly
- d. Rarely

23. What metrics do you currently use to measure the success of your Google ads campaigns?

- a. Click-through rate (CTR)
- b. Conversion rate
- c. Cost per conversion (CPC)
- d. Return on ad spend (ROAS)
- e. All of the above

24. How often do you adjust your ad spend based on campaign performance?

- a. Daily
- b. Weekly
- c. Monthly
- d. Rarely
- e. Never

25. How do you currently track the ROI of your Google ads campaigns?

- a. Google Analytics
- b. Third-party tracking software
- c. Manual tracking
- d. I don't currently track ROI
- e. Other

26. How often do you review and adjust your Google ads campaign strategy?

- a. Weekly
- b. Monthly
- c. Quarterly
- d. Annually
- e. Rarely/never