

Name of Project-**Impact of Digital Marketing in Today's Era.**

Name of organisation- **Thinkitive Digiworld**

Project Guide-Shruti Gokhale & Kavita Sonar

Male count-2

Student Details-

Roll no Name.

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Project Details

Today's era of Internet has opened a gate of vast variety of opportunities for businesses.

Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them.

Digital marketing is often used for just about any business of any size and industry. In spite of what your organization sells or what services are provided by your company. With digital marketing, you'll be able to train your sales team to identify the requirements of your audience and build valuable online content. However, digital marketing works otherwise for various organizations.

B2B Organisation

For B2B organizations, digital marketing efforts are centered on generating an online prospect. For this reason, your marketing strategy should be designed to draw in the very best quality potential customers through their website and thru their digital channels compatible with their partners.

B2C Organisation

Digital marketing has geared toward attracting a lot of people to your website for B2C organizations. and to draw in additional potential customers while not using a vendor. For this reason, your marketing strategy needs to concentrate on a way to build an accelerated buying journey from the moment a customer arrives on your website to buy. This means that your product and given content have to be compelled to outline a stronger need for action.

DATE: 15/02/2020

To,
Whomsoever it may concern,

This is to certify that Kunal Garg and Rohan ekkaldevi have undertaken the following work:

Website development:

Create a fully functional SEO optimized wordpress website with a premium theme.

Social Media Optimization: To create Company's handle for all the Social Media platforms. If the handles are already there, we'll optimize the same for better performance.

Photos:

