

**Maharashtra Education Society's
Institute of Management & Career Courses MBA,
Pune, Maharashtra**

Name of the student: _____

MBA-2, Roll No : _____

Name of the Company: _____

Name & contact no of the Company Guide: _____

Project Title: _____

Sign. of Student: _____

Sign. of Internal Guide: _____

**SUMMER INTERNSHIP PROJECT
HANDBOOK**

(FOR PRIVATE CIRCULATION ONLY)

Summer Internship Project: At the end of Second Semester each student shall undertake a Summer Internship Project (SIP) for 8 weeks. It is mandatory for the student to seek advance written approval from the internal faculty guide and the Director of the Institute about the topic and organization before commencing the SIP. The student must take up a SIP in his/her intended area of specialization under management. The student shall submit a written structured report based on work done during this period.

SIP can be carried out in: a) Corporate Entity b) NGO c) SME d) Government Undertaking
e) Cooperative Sector

SIP may be a research project – based on primary data/secondary data or may be an operational assignment involving working by the student on a given task or assignment or project etc. in an organization or an industry. SIP will sensitize the students to the demands of the workplace. The report must reflect 8 weeks of work and justify the same.

The completion of the SIP will be certified by the respective Faculty Guide & approved by the Director of the Institute. **The external organization shall also certify the SIP work with genuine Letterhead.**

The student should submit **TWO hard copies & one soft copy (CD)** of the project report before **15th September 2020** in SEM III. One hard copy is to be returned to the student by the Institute after the External Viva-Voce. In the interest of environmental considerations, students are encouraged to print their project reports on both sides of the page.

SIP is of 4 credits and 100 marks. The Institute will conduct an internal viva-voce for evaluation of 50 marks. The Panel will include the Internal Faculty Guide & One additional faculty nominated by the Director.

There will be an external viva-voce for the SIP for 50 marks. The examiner's panel for external viva-voce will be appointed by university.

The Internal & the External viva-voce shall evaluate the project based on:

1. Actual work undertaken by the student
2. Benefits to the organization and learning outcome for students
3. Basic analytical capabilities.

Importance of preparation of project report:

1. The project report will help in drawing appropriate conclusions based on the information collected.
2. It is designed to develop students' skills of reasoning, analytical skills.
3. It helps enable the students to go through various practical aspects of the organization.

Project work flow

1. **Selection of a specialization and /or Topic:** After selection of a specialization of your interest, define the sub area in which you intend to pursue your project work. Refer following examples
 - a. Marketing – retail marketing, services marketing, advertising, new product development, etc.
 - b. Finance – Taxation, budgetary control, foreign exchange markets, Primary/secondary markets.
 - c. Human Resource – Training, recruitment, performance mgt, employee welfare etc
 - d. Operations – TQM, Production Planning Control, Inventory Control.
 - e. Supply Chain– Logistics, supply chain, PPC, inventory control, purchase
 - f. International Business – international business, exports imports, foreign exchange.

Please note that the above list is not an exhaustive list and is provided only for reference purpose

Discuss with your respective internal project guide and external project guide (company) and finalize the Topic as well as the Title of the Project.

2. **Identify the objectives & Scope:**

- a. Objectives of the study to be listed down
- b. Define the scope of the study
- c. Limitation

3. **Research Methodology:**

- a. Formulation of Hypotheses (If any).
- b. Define the ways, means and sources of collecting the data. Justify the sample size, type of sample. Secondary Data can be supported by Case Studies.
- c. The limitations of the project report should be also specified, if any.

4. **Data Analysis and interpretation:**

- a. **Data Collection**
- b. **Compilation of data** in tabular and graphical form. Frequency distribution tables to be prepared.
- c. **Data analysis and presentation.**
- d. **Hypothesis Testing** using statistical tools/ tests (If any).

5. **Findings of the study:**

- a. List down the major observations/ findings based on the above-mentioned analysis of the data.
- b. **Findings should be relevant with the objectives of the project.**

6. **Suggestions on the basis of analysis and observation**

7. **Conclusion**

8. **Appendix / Annexure**

9. **References in appropriate referencing styles.** (Must be given using the appropriate style such as APA)

Project report layout

Please follow the sequence of following details and chapter numbers: -

Title Page

Certificate from the Institute / College

Certificate from the Company – format enclosed

Declaration by the Student – format enclosed

Acknowledgements

Table of Contents

Chapter No	Title	Page Number

List of Tables and Chart and figures

Table no	Table Title	Page Number

1. Executive Summary (1 page)
2. Introduction (2pages)
3. Company profile (5pages)
4. Thermotical Background & Literature Review. (5 pages)
5. Research Methodology (5 pages):
 - a. Statement of problem
 - b. Hypotheses (if any)
 - c. Research Design/framework, type of research undertaken.
 - i. Primary Data & Secondary Data - Sources
 - ii. Sample design and method of sampling
 - d. Limitations of the Project
6. Data Analysis and interpretation
7. Findings
8. Suggestions
9. Conclusion.
10. Annexure: (Questionnaire, data sheets)
11. References in appropriate referencing styles (APA).

Project specifications

Sr. No	Description	Specification
1	Paper	A4 size executive bond white paper
2	Typing	Font: Times new roman; Font size: 12; Line spacing: 1.5; no borders on every page Page numbers in right side bottom corner.
3	Margin	Standard margin on all four sides of the paper. Must be equal for all pages
4	Cover	Hard bound black with golden embossing
5	Number of copies	2 hard bound copies & 1 Spiral bound copy to be submitted to Institute along with 1 CD.
6	Front cover format	Refer - Annexure-“A “
7	Draft Company certificate	Refer – Annexure-“B”
8	Draft of Student Declaration	Refer – Annexure- “C”

Students can collect ONE hard bound copy after the university external viva

Important Notes for the Students:

- a. To follow the work schedule as per the Progress card given on the last page of this information booklet
- b. To keep updating the progress card and obtain internal guides signatures.
- c. Students **should not copy or reproduce** earlier projects reports. If found so, the said project report **will not** be accepted.
- d. **Plagiarism check is mandatory.**

Annexure “A”

Front Page Format (No Logo should be used)

**A
Project Report**

On

Project Title

For

Name of the Organization

**Submitted By
Student Name**

**Under the Guidance of,
Internal Guide Name**

Submitted To

Savitribai Phule Pune University

**In the partial fulfillment of the requirements for the award of
Masters in Business Administration (MBA)**

**Through
Maharashtra Education Society’
Institute of Management & Career Courses, MBA**

Batch 2020-22

Annexure “B”

Draft of Company Certificate (On the letterhead of company)

To whom-so-ever it may concern

This is to certify that (Student Name)_____has completed his / her Project work on the topic_____during the period from_____ to_____.

She / He has been sincere, hardworking and punctual in his/ her work.

We wish her success in her future endeavors.

Authorized signatory.

Designation

Company Seal.

Annexure “C”

Declaration

I (Name of Student)_____, of MBA-2 : Seat No_____hereby declare that the Project work titled_____which has been submitted to University of Pune, is an original work of the undersigned and has not been reproduced from any other source. I further declare that the material obtained from other sources has been duly acknowledged in the report.

Date:

Signature

Place:

Name:

Project Guidance Progress Card

(Students should strictly follow the dates as mentioned below)

Sr No	Task discussed	Date	Student's Sign with date	Guide's Sign with date
1	Finalization of Company & Topic for SIP and intimation to the Institute			
2	Selection of the objectives			
3	Research methodology – design of questionnaire, sample size, research design			
4	Collection of data and Analysis data – interpretation etc.			
5	Finalization of the entire project report			
6	First Rough Draft Submission			
7	Spiral Bound Copy submission and internal Viva voce			
8	<u>Hard Bound Copies last Submission date</u>	_____		

Please note projects will not be accepted beyond



MES

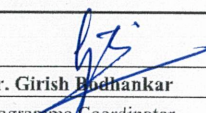
Institute of Management & Career Courses

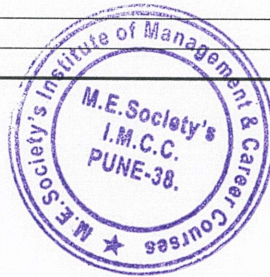
MBA Batch 2020-22

Summer Internship Project Topic List

Seat No.	Name of Student	Specialization	Project Name
BA202001	Shreepad Kulkarni	BA	DOING EQUITY RESEARCH ON DIFFERENT COMPANIES OF VARIOUS INDUSTRIES TO FIND WHICH IS BEST APPROACHABLE AND RECOMMENDABLE TO BUY, SELL OR HOLD STOCKS"
BA202002	Neha Gurav	BA	THE STUDY OF BUSINESS PROGRESS STATISTICS ON MOTHERSON SUMI SYSTEMS LIMITED TO INVEST AS A SHAREHOLDER
FIN202002	Ancesh Rajendra Anaskar	Finance	SURVEY ON THE PREFERENCE OF SALARIED CLASS PEOPLE ON VARIOUS INVESTMENT OPTIONS
FIN202003	Madhavi Awate	Finance	COVID-19 EFFECTS ON BANKING SECTOR IN INDIA.
FIN202004	Kunal Bagal	Finance	IMPACT OF COVID 19 ON INDIAN ECONOMY
FIN202005	Kshitij Bandisode	Finance	FINANTIAL PLANNING OF A SALARIED EMPLOYEE AND STRATEGIES OF TAX SAVING
FIN202006	Atharva Bapat	Finance	IMPACT OF ORGANIZATIONAL CULTURE ON PERFORMANCE
FIN202007	Rutvik Bhosale	Finance	IMPACT OF COVID 19 ON INDIAN ECONOMY
FIN202008	Pramod Chougule	Finance	INVESTMENT BEHAVIOR ACROSS VARIOUS INVESTMENT PLATFORMS
FIN202009	TANMAY GHANASHYAM DESHPANDE	Finance	RISK AND RETURN ANALYSIS OF EQUITY SHARES IN BANKING
FIN202010	Pranav Dhoke	Finance	A STUDY OF IMPACT OF MERGERS AND ACQUISITIONS ON PERFORMANCE OF
FIN202011	Diksha Rajan Gawas	Finance	"A SURVEY ON THE PREFERENCE OF SALARIED CLASS ON VARIOUS INVESTMENT OPTIONS AVAILABLE"
FIN202012	Prachi Pramod Kadu	Finance	"A STUDY OF RISK AND RETURN ANALYSIS OF MUTUAL FUND"
FIN202013	Rasika tukaram kharat	Finance	A STUDY OF MERGERS AND ACQUISITIONS IN INDIAN BANKING SECTOR
FIN202014	Gandhar Kharpudikar	Finance	"TO ANALYSES THE STOCK MARKET PERFORMANCE FROM LAST 3 YEARS"
FIN202015	Prajakta Kulkarni	Finance	STUDY OF UPI SERVICES IN PUNE CITY
FIN202016	Deepshree Sandeep Kumbhar	Finance	FUNDAMENTAL ANALYSIS OF EQUITY SHARE LISTED ON NSC
FIN202017	Ananthu nair	Finance	"ROBO ADVISORY SERVICE IN FINANCE"
FIN202018	Shruti Deepak Ovhal	Finance	A STUDY OF WORKING CAPITAL MANAGEMENT
FIN202019	Rupeshsing Pardeshi	Finance	ELECTRONIC PAYMENT -: CURRENT SCENARIO & SCOPE FOR IMPROVEMENT
FIN202020	Vaishnavi Patil	Finance	FACTOR'S AFFECTING CRYPTO CURRENCY
FIN202021	Pawar Vaishnavi Laxmanrao	Finance	IMPACT OF GST ON SMALL SCALE INDSUTRY
FIN202022	Aishwarya Sakhare	Finance	STUDY OF MICROFINANCE IN INDIA
FIN202023	Falguni Shaha	Finance	A STUDY OF COVID 19 IMPACT ON AUTOMOBILE SECTOR
FIN202024	sourabh shilimkar	Finance	STUDY ON IMPACT OF COVID ON SHARE MARKET PERFORMANCE OF FMCG SECTOR
FIN202025	Sonali Dattaram Surve	Finance	A STUDY ON ASSET LIABILITY MANAGEMENT AT INDIAN BANK
FIN202026	Tagare Mohisha Mohan	Finance	THE IMPACT OF COVID-19 ON THE LOAN SECTION OF A BANKING SECTOR IN INDIA.
FIN202027	Prasanna vibhute	Finance	EFFECTS ON STOCK MARKET AFTER COVID-19 PANDEMIC
FIN202028	Piyush Zavar	Finance	PERFORMANCE OF NON-PERFORMING ASSET IN THE INDIAN BANKING SECTOR
FIN202029	Rajesh Nimbalkar	Finance	PORTFOLIO MANAGEMENT AND SHARE MARKET
HRM202001	Samarth Ambekar	HRM	A STUDY OF BEHAVIROUL EMPOWERMENT AND MENTAL WELLBEING OF EMPLOYEES
HRM202002	Joshua Asade	HRM	ORGANIZATIONAL CITIZENSHIP BEHAVIOUR
HRM202005	Gauri Kirtikishor Dixit	HRM	A STUDY ON EFFECT OF PANDEMIC STRESS ON EMPLOYEE COMMITMENT
HRM202006	Pranoti Garud	HRM	A STUDY ON EMPLOYEE JOB SATISFACTION IN A MANUFACTURING UNIT
HRM202007	Sejal Gugale	HRM	BURNOUT & STRESS MANAGEMENT
HRM202008	Vaishnavi Kulkarni	HRM	WORK LIFE BALANCE OF WORKING INDIVIDUAL
HRM202009	Ankita Kunte	HRM	IMPACT OF ORGANIZATIONAL CULTURE ON PERFORMANCE



HRM202010	Sanskriti More	HRM	STUDY OF PSYCHOLOGICAL EMPOWERMENT AND WORKPLACE BULLYING
HRM202011	Mansi Nagpure	Finance	DIGITAL TRANSFORMATION IN HUMAN RESOURCE MANAGEMENT.
HRM202013	Harshada sahasrabudhe	HRM	STUDY OF ORGANIZATIONAL CULTURE AND ITS IMPACT ON EMPLOYEE BEHAVIOUR
HRM202015	Harshali Singh	HRM	RECRUITMENT AND IT'S METHODS
HRM202016	Aishwarya Tupe	HRM	STUDY THE WORK BALANCE OF EMPLOYEES
HRM202017	Mayuri Varpe	HRM	EMPLOYEE SATISFACTION IN SOFTWARE COMPANY
MKT202001	Prasad Bhamare	Marketing	STUDY ON HOME LOANS OF HDFC BANK
MKT202002	Chauhan Viraj Vijay	Marketing	TO STUDY THE ROLE OF PRODUCT PACKAGING ON CONSUMER BUYING BEHAVIOR
MKT202003	Shruti Chincholikar	Marketing	ANALYSIS OF CUSTOMER SATISFACTION
MKT202004	Aishwarya Deshpande	Marketing	IMPACT OF SOCIAL MEDIA AS A MARKETING TOOL
MKT202005	Kanchan G. Gaikwad	Marketing	ANALYSIS OF DIGITAL PRODUCT OF HDFC BANK
MKT202006	Atharva K. Inamdar	Marketing	A STUDY ON TALENT ACQUISITION AND MANAGEMENT
MKT202007	Yuvraj Anil Jadhav	Marketing	COMPARATIVE STUDY AND ANALYSIS OF SOCIAL MEDIA PLATFORMS
MKT202008	Niranjan Rahul Lotake	Marketing	ROLES OF DIGITAL MARKETING OVER CONVENTIONAL MARKETING, PIIDM, PASHIUM WEB SOLUTION
MKT202009	Savani Mendjogi	Marketing	DIGITAL MEDIA PLATFORM EFFICIENCY
MKT202010	Atharva Panse	Marketing	EFFECTS OF COVID-19 ON RETAIL BUSINESS
MKT202011	Sachchit Ranade	Marketing	ANALYZING TRADE PROMOTION STRATEGIES AND UNDERSTANDING ITS EFFECTIVENESS
MKT202013	Ambadas Balasaheb Sasane	Marketing	A STUDY ON CUSTOMER SATISFACTION LEVEL
MKT202014	Harsh Upadhye	Marketing	SOCIAL MEDIA MARKETING
OSCM202001	Sameer Prafulla Khedkar	OSCM	STUDY OF COVID-19 VACCINATION SUPPLY CHAIN
OSCM202002	Apurv Dhuru	OSCM	INDIAN LOGISTICS INDUSTRY AND SUPPLY CHAIN MANAGEMENT
			
	Dr. Girish Bhatnagar Programme Coordinator		



A
Project Report
On
The impact of Covid-19 on the loan section
of a banking sector in India.

Submitted By
Tagare Mohisha Mohan

Under the Guidance of,
Prof. Dr. Girish Bodhankar

Submitted To
Savitribai Phule Pune University

In the partial fulfillment of the requirements for the award of
Masters in Business Administration (MBA)

Through
Maharashtra Education Society'
Institute of Management & Career Courses, MBA
Batch 2020-22



Maharashtra Education Society
INSTITUTE OF MANAGEMENT & CAREER COURSES (IMCC)

CERTIFICATE

This is to certify that the Summer Internship project titled "*Impact of Covid-19 on the loan section of a banking sector in India*" in Financial Specialization which is being submitted herewith for the award of the degree of **Master of Business Administration (MBA)** course of **Savitribai Phule Pune University**, is the result of the Summer Internship Project work completed by **Ms. Monisha Tagare** under our supervision and guidance.

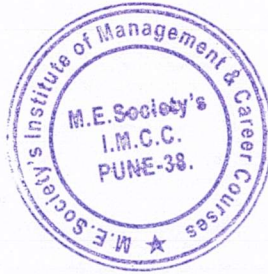
To the best of our knowledge and belief the work embodied in this dissertation report has not formed earlier the basis for the award of any degree or similar title of this or any other University or examination body.

Dr. Girish Bodankar

Summer Internship Guide

Place: **PUNE**

Date: **21 JAN 2022**



Dr. Santosh Deshpande

Director



OFFER LETTER

FINANCE

Dear Mohisha Tagare

Learnovate is pleased to offer you an internship opportunity as a **Finance Intern**. At Learnovate, we believe that our teams are our biggest strength and we take pride in hiring ONLY the best and the brightest. We are confident that you would play a significant role in the overall success of the venture and wish you the most enjoyable, learning packed and truly meaningful experience with Learnovate.

Date of Joining: 11/10/2021

Your day-to-day responsibility Includes:

- > To identify the other website or company in the Business of education.
- > To collect their account information to know the turnover of the company.
- > To search the total market share to know how much approximate business (in terms of value) are done in a country like India.
- > To collect information about the global market.
- > To collect the information about how much a customer can pay for a specific company product.
- > To compare the rate from other companies that give help to compete in the market.
- > To find the quotation of advertisements on different social media platforms.
- > Try to study and analyze various companies' balance sheets, is it going to help the company?
- > Stay updated with the current market conditions for the overall market.
- > Collect information about government policies about such kinds of online tools of business.

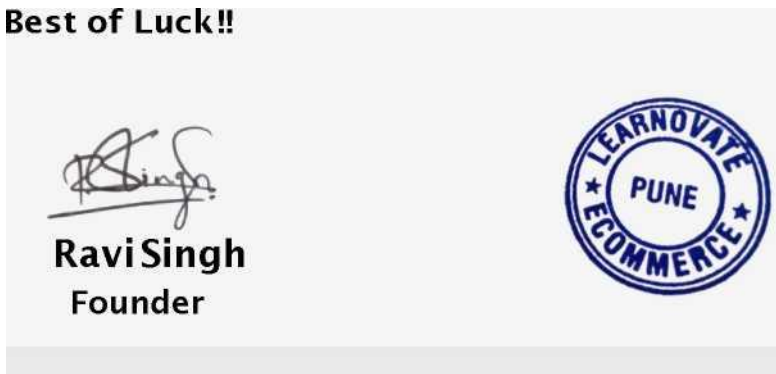
You will be entitled to the following benefits:

- > Certificate of Internship
- > Letter of Recommendation (Performance Based)
- > LinkedIn Recommendation (Performance Based)
- > Employee of the week Certificate
- > Flexible working hour (1 to 2 hours/ day)
- > Weekly Webinars with Certificate

Email : learnovate04@gmail.com / Website : www.learnovateecommerce.com

- > Daily quiz competition

Best of Luck!!



Ravi Singh
Founder

10 Oct 2021

Address : Learnovate Ecommerce Office , Near Chinchwad railway station ,
Chinchwad , Pune , Maharashtra , India
Contact no. +91 7972 5926 55

ACKNOWLEDGEMENT

I take this opportunity here to thank all those who had helped me in making this project. First of I express my deep gratitude to my project guide Prof. Dr.Girish Bodhankar for his valuable support, help & guidance during the project work. I also would like to thank entire teaching staff who assisted me directly throughout the duration of this time period.

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Introduction:

The first news of the outbreak of corona virus came from Wuhan city of China on 31 December 2019. To prevent this from spreading across the country, the Indian government announced a lockdown on 24 March 2020. The Indian government needed to lockout so that the lives of the people of the country can be saved. And at that time vaccine was also not available to cure this disease.

The COVID-19 pandemic could be one of the most serious challenges faced by the financial services industry in nearly a century. Total world went into recession from COVID-19. In India it's impacted the entire sector. Continuous rise in unemployment, High stress incurred on supply chain management. Completely decreased the Government revenue. Suddenly downfall in Hospital and tourism industry. Reduced in consumer buying activity. Drastically reduced in fuel consumption activity. Big companies in India like TATA Motors, BHEL, Aditya Birla, Larsen and Turbo reduced their Industrial operation.

A Bank is an institution that has the primary function of depositing and lending money to needy individuals, businesses and governments. Banking sector is providing the financial support to all these sectors by disbursing loans, advances, short term credits, issuing letter of credit, bank guarantees etc. as its traditional work. The bank provides many types of loans to customers introducing partial credit guarantee scheme, organizing loan mela etc. The COVID-19 impact on banking will be severe fall in demand, lower incomes, and production shutdowns and will adversely affect the business of banks. It creates great depression. The situation is

exacerbated by staff shortages, inadequate digital maturity, and pressure on the existing infrastructure as firms scramble to deal with the impact of COVID-19 on financial services. For managing the direct economic impact of the corona virus, banks need to have a plan in place to protect employees and customers from its spread. Indian Banking system continuously framing reforms to minimize the effect of COVID-19. Many banks are already starting to encourage remote working of some employees. Banking customer wanted some financial relief and Reserve Bank of India encouraging national banks to provide the relief by framing good banking policies towards customer. World health Organization (WHO) has advised people to use contactless payment and avoid handling banking note as much as possible. As it was found that Corona virus live in Banking Notes for days and accelerating spread of the disease. Now, in India people rely on Online Banking, Telephone Banking and call center. HSBC Banks in India started working by dividing the people. At Bank level problem of Non-Performing Asset has increased. Spike Increased on NPA in India.

Objectives:

1. To determine impact of Covid-19 on the loan section of banking sector.
2. To compare the impact between private and government bank.

Scope:

The purpose of this project is to cover the overall impact of Covid-19 situation on the banking sector. In this project we have compared the balance sheets of 2 banks, 1 being a government bank i.e. State Bank of India and the second being a private bank i.e. Axis Bank. We have taken a comparison of the balance sheets of financial year 2019-20 and 2020-21 i.e. pre Covid-19 and post Covid-19 situation for both banks. The comparison is in the form of 2019-20 and 2020-21 for each bank individually and also the banks were compared to each other. In this project only Axis Bank and State Bank of India are being considered and do not include any other bank. Only bank loans are being considered for this project. The outcomes considered in this project are solely based on the data obtained online.

Research Methodology:

As stated earlier, the purpose of this project is to assess the impact of covid-19 on the loan section of India's banking sector. At present, there is no factual data on the impact of Covid -19 on various sectors of the economy including banks and only a rough estimate is available only about the number of positive cases. The use of statistical tools was not possible. Due to the unavailability of quantitative data. Therefore a descriptive article has been prepared. With the help of online views of experts regarding the impact of ongoing epidemic

Research is based upon effect of COVID -19 on the loan section of Indian Banking Sector. As total world is suffering from the worst situation. Indian Banking is also affected. People repaying capacity of loan get reduced. GDP of India got down. Economy progress of India got lower. Indian Government along with Reserve Bank of India is continuously in the process of developing new policy which helps to reduce impact of COVID-19.

To find out impact of covid-19 on the loan section of Indian banking sector, I compared pre- covid and post covid balance sheets of two banks. One bank is a private bank (Axis bank) and other one is a government bank (state bank of India). I came to know about exact position and amounts of loan sector of these banks and it becomes easy to know the impact on both banks. We can decide the comparative impact on private banks and government banks.

Limitations of the Project:

1. The project is dependent on data obtained online.
2. Post Covid data cannot be considered since the Covid-19 situation still continues.
3. The project is completely based on secondary data.

Data analysis and interpretation:

State Bank of India:

State Bank of India (SBI) is an Indian multinational public sector bank and financial services statutory body headquartered in Mumbai, Maharashtra. SBI is the 43rd largest bank in the world and ranked 221st in the Fortune Global 500 list of the world's biggest corporations of 2020, being the only Indian bank on the list. It is a public sector bank and the largest bank in India with a 23% market share by assets and a 25% share of the total loan and deposits market. It is also the fifth largest employer in India with nearly 250,000 employees.

The bank descends from the Bank of Calcutta, founded in 1806 via the Imperial Bank of India, making it the oldest commercial bank in the Indian Subcontinent. The Bank of Madras merged into the other two presidency banks in British India, the Bank of Calcutta and the Bank of Bombay, to form the Imperial Bank of India, which in turn became the State Bank of India in 1955. Overall the bank has been formed from the merger and acquisition of nearly twenty banks over the course of its 200 year history. The Government of India took control of the Imperial Bank of India in 1955, with Reserve Bank of India (India's central bank) taking a 60% stake, renaming it State Bank of India. As on 31 March 2017, Government of India held around 61.23% equity shares in SBI. The Life Insurance Corporation of India, itself state-owned, is the largest non-promoter shareholder in the company with 8.82% shareholding. SBI is one of the largest employers in the world with 245,652 employees as on 31 March 2021. Out of the total workforce, the representation of women employees is nearly 26%. The percentage of Officers, Associates and Subordinate staffs was 44.28%, 41.03% and 14.69% respectively on the same date. Each employee contributed a net profit of ₹828,350 (US\$11,000) during FY 2020–21.

Balance sheet of SBI is as follows:

State Bank of India

Balance Sheet as at 31st March, 2021

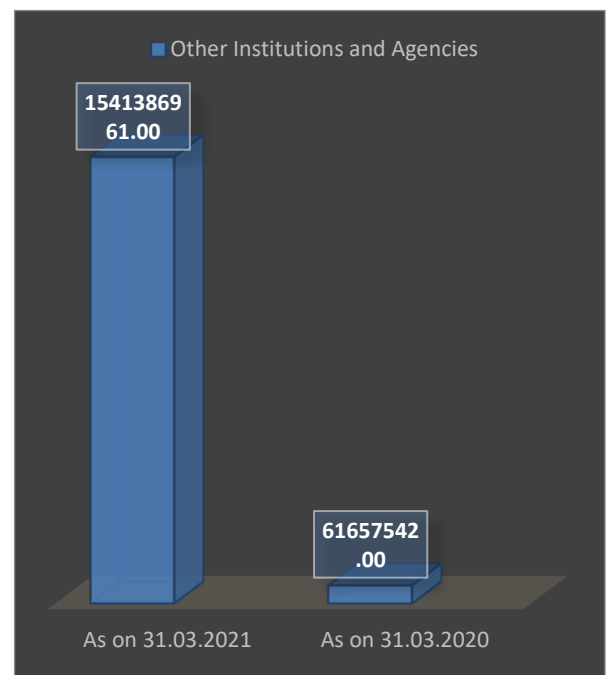
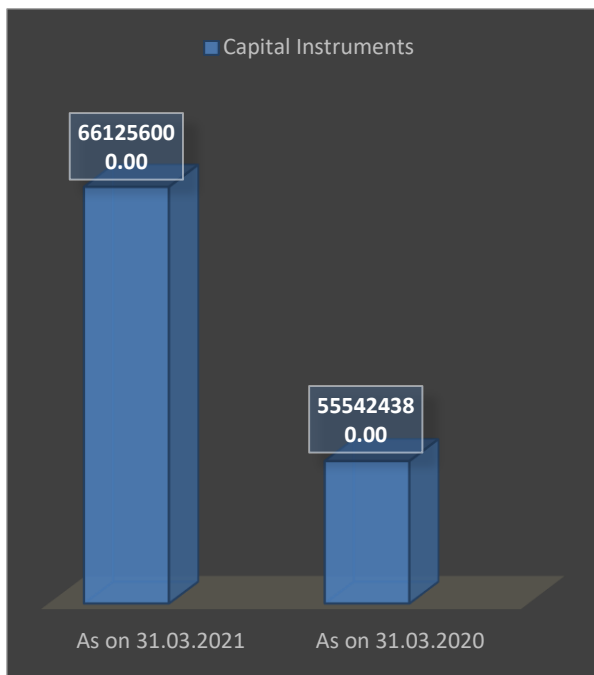
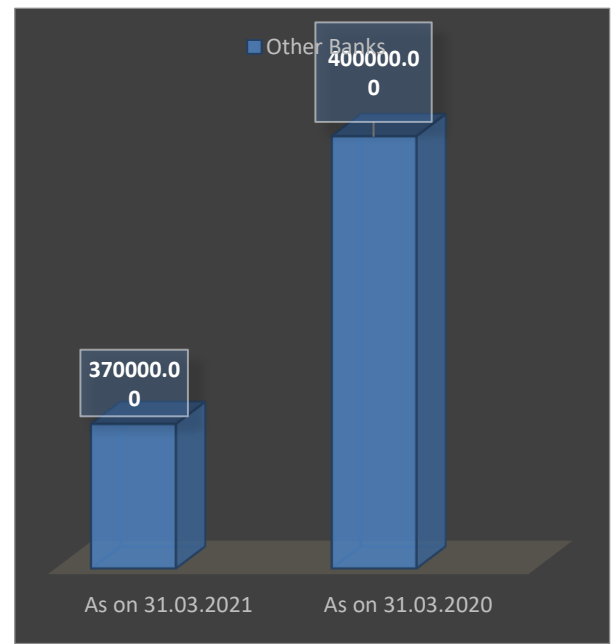
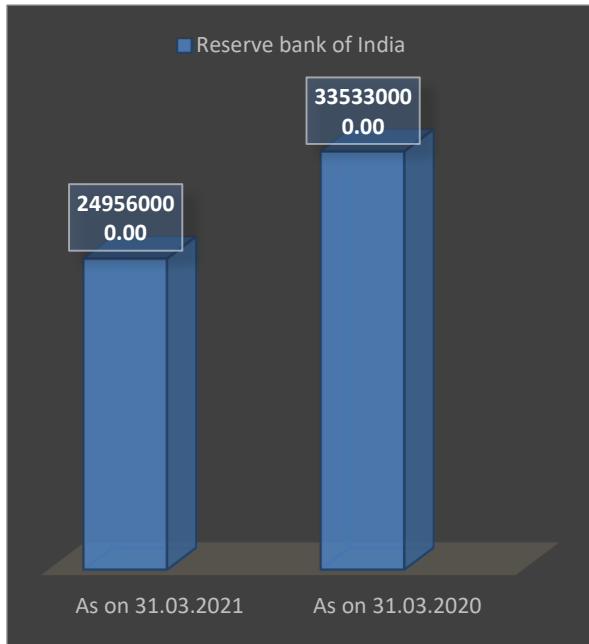
(000s omitted)

	Schedule No.	As at 31.03.2021 (Current Year) ₹	As at 31.03.2020 (Previous Year) ₹
CAPITAL AND LIABILITIES			
Capital	1	892,46,12	892,46,12
Reserves & Surplus	2	252982,72,85	231114,96,63
Deposits	3	3681277,07,96	3241620,73,43
Borrowings	4	417297,69,88	314655,65,21
Other Liabilities and Provisions	5	181979,66,31	163110,10,41
TOTAL		4534429,63,12	3951393,91,80
ASSETS			
Cash and Balances with Reserve Bank of India	6	213201,53,63	166735,77,90
Balances with Banks and money at call and short notice	7	129837,17,31	84361,22,64
Investments	8	1351705,20,51	1046954,51,75
Advances	9	2449497,79,11	2325289,56,07
Fixed Assets	10	38419,24,19	38439,28,18
Other Assets	11	351768,68,37	289613,55,26
TOTAL		4534429,63,12	3951393,91,80
Contingent Liabilities	12	1706949,91,17	1214994,60,69
Bills for Collection	-	56516,11,88	55758,16,19
Significant Accounting Policies	17		
Notes to Accounts	18		

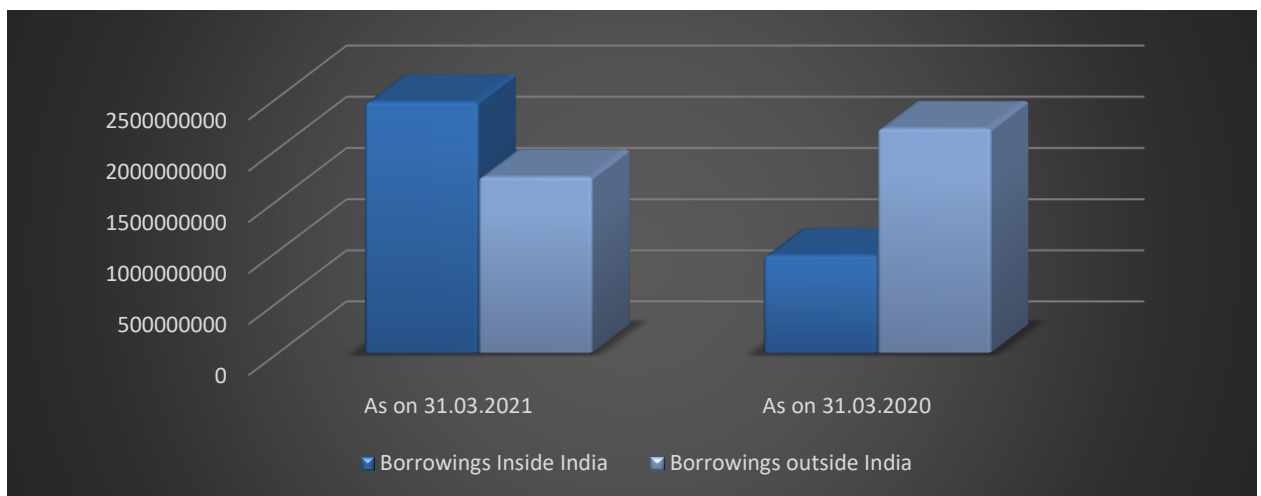
Total borrowings of SBI (in Rs.)	
2020 (pre-covid)	3146556521
2021 (covid)	4172976988
Difference	1026420467
Borrowings of 2021(covid) are significant than 2020(pre-covid).	

Particulars	As on 31.03.2021	As on 31.03.2020
Reserve bank of India	24956,00,00	33533,00,00
Other Banks	37,00,00	40,00,00
Other Institutions and Agencies	154138,69,61	6165,75,42
Capital Instruments	66125,60,00	55542,43,80
Total	245257,29,61	95281,19,22
Borrowings outside India	172040,40,27	219374,45,99

Graphical representation of borrowings to SBI:



- As per the above graphical representation the borrowings to **Reserve Bank of India** in 2019-20 were 335330000 and after Covid-19 i.e. in 2020-21 the borrowings were 249560000 which resulted in the borrowings being **higher** before Covid-19 situation.
- In case of **Capital Instruments** the borrowings for 2019-20 were 55542438 and in 2020-21 the borrowings were 66125600 meaning the borrowings were **higher** post Covid-19 situation.
- For **other banks** the borrowings to the banks in 2019-20 were 400000 and in 2020-21 the borrowings were 370000 which denote that the borrowings to other banks were **higher** before Covid-19 situation.
- Regarding the **Institutions and Agencies** the borrowings in 2019-20 were 61657542 and in 2020-21 the borrowings were 1541386961 resulting in the borrowings being **higher** post Covid-19 situation.
- To conclude, the borrowings to Reserve Bank of India and to other Institutions and Agencies were higher post Covid situation whereas the borrowings to Capital Instruments and other banks were higher before Covid-19.



As per above graphical representation the borrowings inside India were higher after Covid-19 and in case of borrowings outside India, higher before Covid-19 situation.

Axis bank:

Axis Bank Limited, formerly known as UTI Bank (1993–2007), is an Indian banking and financial services company headquartered in Mumbai, Maharashtra. It sells financial services to large and mid-size companies, SMEs and retail businesses.

As of 30 June 2016, 30.81% shares are owned by the promoters and the promoter group (United India Insurance Company Limited, Oriental Insurance Company Limited, National Insurance Company Limited, New India Assurance Company Ltd, GIC, LIC and UTI).The remaining 69.19% shares is owned by mutual funds, FIIs, banks, insurance companies, corporate bodies and individual investors.

Services:

Retail banking:

The bank offers lending services to individuals and small businesses, along with liability products, card services, Internet banking, automated teller machines (ATM) services, depository, financial advisory services, and Non-resident Indian (NRI) services. Axis bank is a participant in RBI's NEFT enabled participating banks list.

Corporate banking:-

Transaction banking:

Axis Bank provides products and services related to transaction banking to customers in areas of current accounts, cash management services, capital market services, trade, foreign exchange and derivatives, cross-border trade and correspondent banking services and tax collections on behalf of the Government and various State Governments in India.

Investment banking and trustee services:

The bank provides investment banking and trusteeship services through its owned subsidiaries. Axis Capital Limited provides investment banking services relating to equity capital markets, institutional stock brokering besides M&A advisory. Axis Trustee Services Limited is engaged in trusteeship activities, acting as a debenture trustee and as a trustee to various securitization trusts.

International banking:

The bank offers corporate banking, trade finance, treasury and risk management through the branches at Singapore, Hong Kong, DIFC, Shanghai and Colombo, and also retail liability products from its branches at Hong Kong and Colombo. The representative office at Dhaka was inaugurated during the current financial year.

Balance sheet of Axis bank is as follows:

Balance Sheet

As at 31 March, 2021

		₹ in Thousands)	
	Schedule No.	As at 31-03-2021	As at 31-03-2020
Capital and Liabilities			
Capital	1	6,127,497	5,643,356
Reserves & Surplus	2	1,009,902,605	843,835,072
Deposits	3	7,073,060,801	6,401,049,373
Borrowings	4	1,428,731,597	1,479,541,330
Other Liabilities and Provisions	5	443,361,706	421,579,030
Total		9,961,184,206	9,151,648,161
Assets			
Cash and Balances with Reserve Bank of India	6	518,085,592	849,592,391
Balances with Banks and Money at Call and Short Notice	7	99,212,618	123,090,412
Investments	8	2,261,196,213	1,567,343,203
Advances	9	6,237,201,879	5,714,241,564
Fixed Assets	10	42,450,264	43,128,970
Other Assets	11	803,037,640	854,251,621
Total		9,961,184,206	9,151,648,161
Contingent Liabilities	12	10,526,588,107	9,229,687,554
Bills for Collection		503,752,658	478,427,586
Significant Accounting Policies and Notes to Accounts	17 & 18		

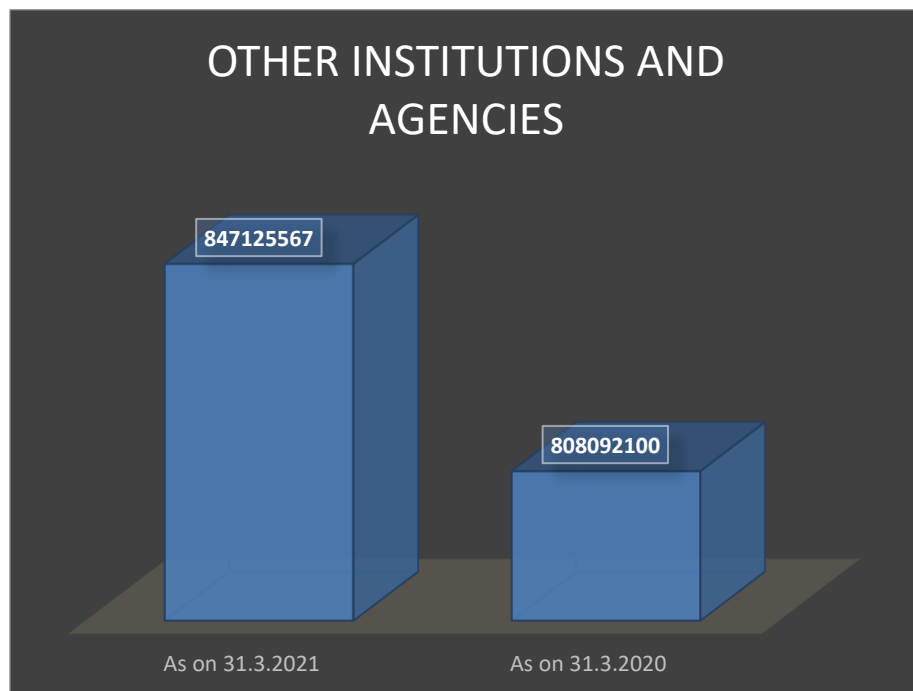
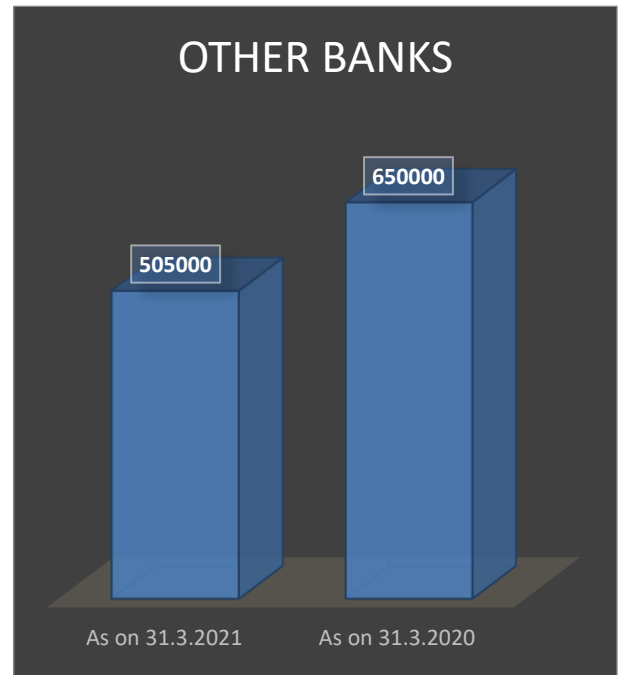
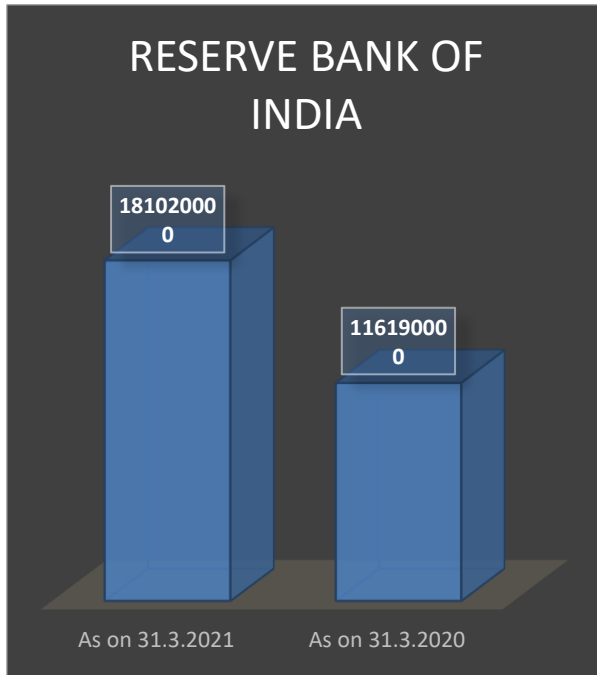
Schedules referred to above form an integral part of the Balance Sheet

Activate
Go to Settir

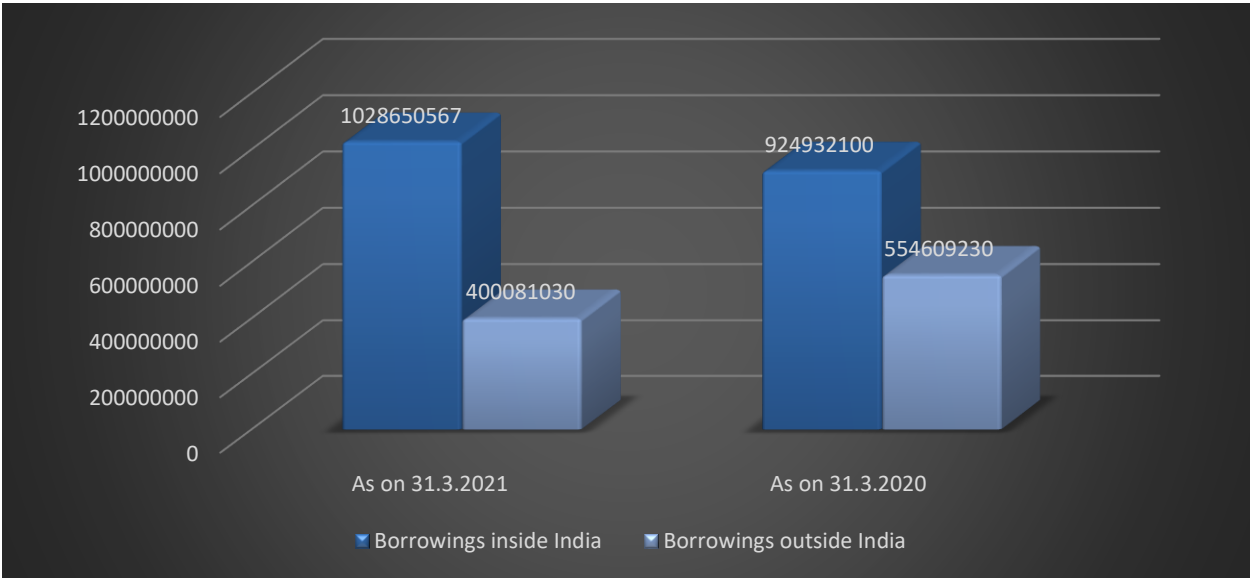
Total borrowings of Axis (in Rs.)	
2020 (pre-covid)	1,479,541,330
2021 (covid)	1,428,731,597
Difference	5,08,09,733
Borrowings of 2020(pre-covid) are significant than 2021(covid).	

Particulars	As on 31.03.2021	As on 31.03.2020
Reserve bank of India	181,020,000	116,190,000
Other Banks	505,000	650,000
Other Institutions and Agencies	847,125,567	808,092,100
Total	1028650567	924932100
Borrowings outside India	400,081,030	554,609,230

Graphical representation of borrowings of Axis Bank:



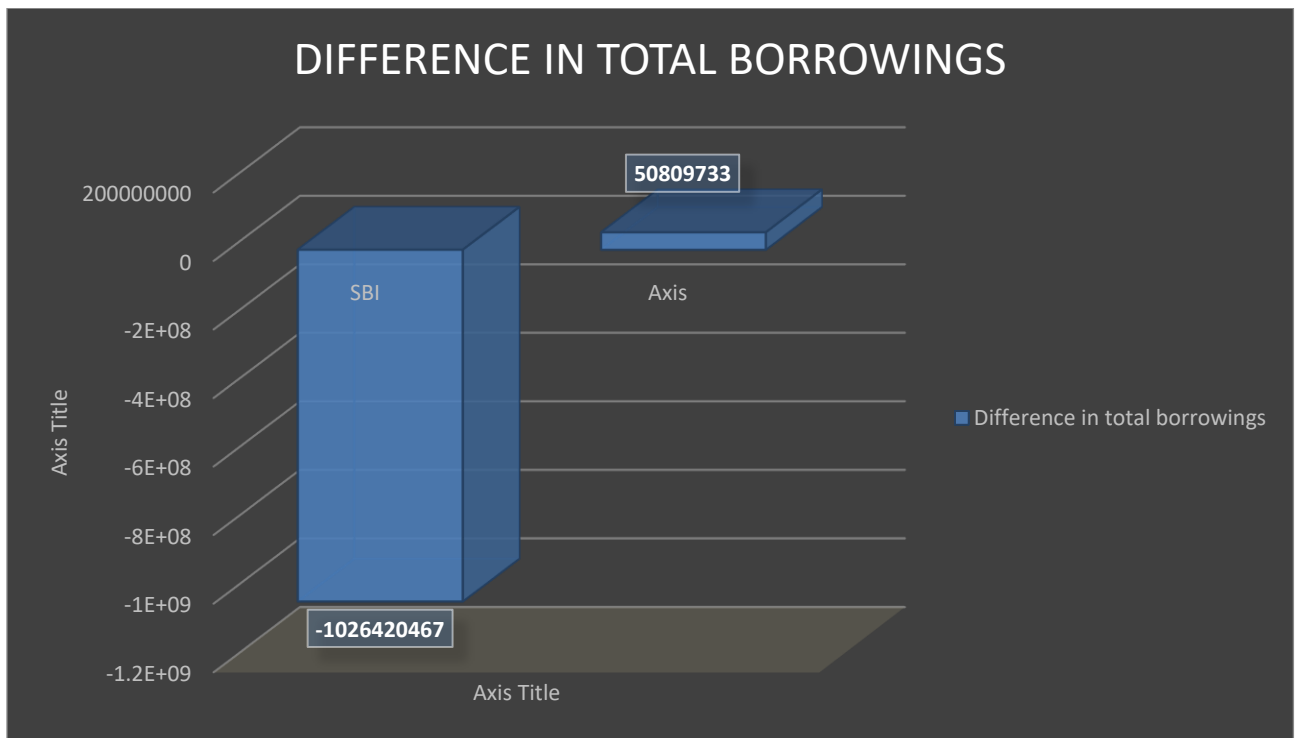
- As per the above graphical representation the borrowings to **Reserve Bank of India** in 2019-20 were 116,190,000 and after Covid-19 i.e. in 2020-21 the borrowings were 181,020,000 which resulted in the borrowings being **higher** post Covid-19 situation.
- For **other banks** the borrowings to the banks in 2019-20 were 650,000 and in 2020-21 the borrowings were 505,000 which denote that the borrowings to other banks were **higher** before Covid-19 situation.
- Regarding the **Institutions and Agencies** the borrowings in 2019-20 were 808,092,100 and in 2020-21 the borrowings were 847,125,567 resulting in the borrowings being **higher** post Covid-19 situation.
- To conclude, the borrowings to Reserve Bank of India and to other Institutions and Agencies were higher post Covid situation whereas the borrowings to other banks were higher before Covid-19.



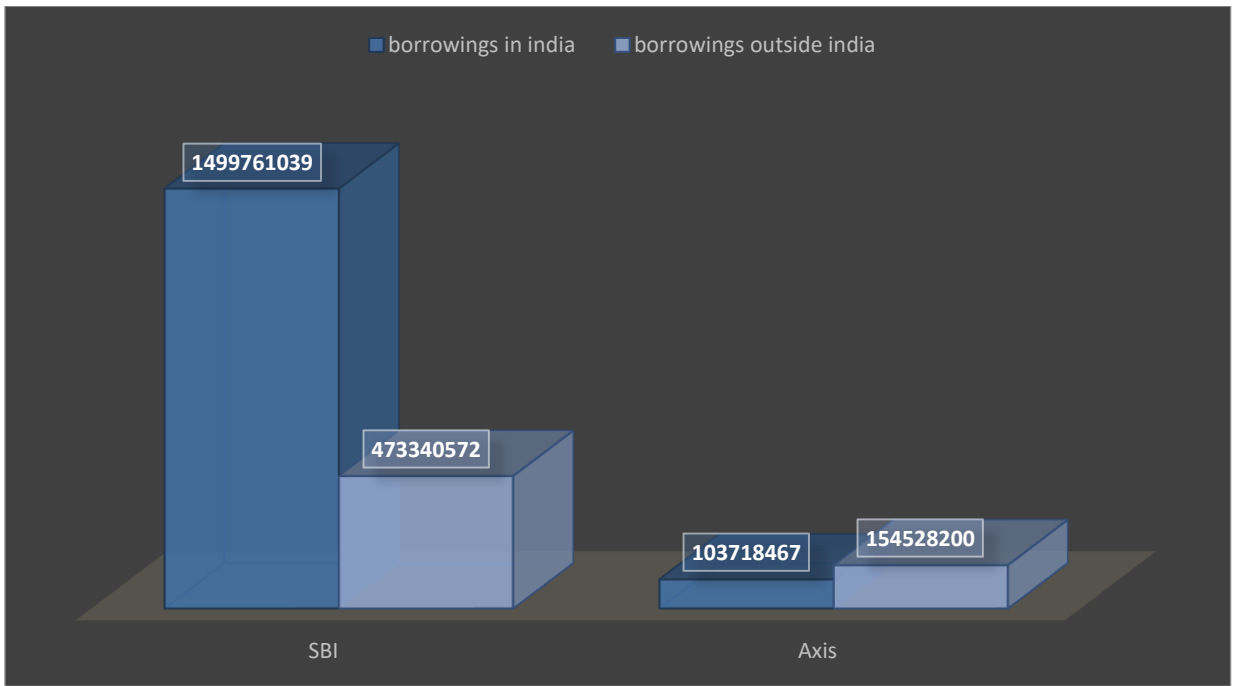
As per above graphical representation the borrowings inside India were higher after Covid-19 and in case of borrowings outside India, higher before Covid-19 situation.

Comparison between differences in borrowings of State Bank Of India and Axis bank:

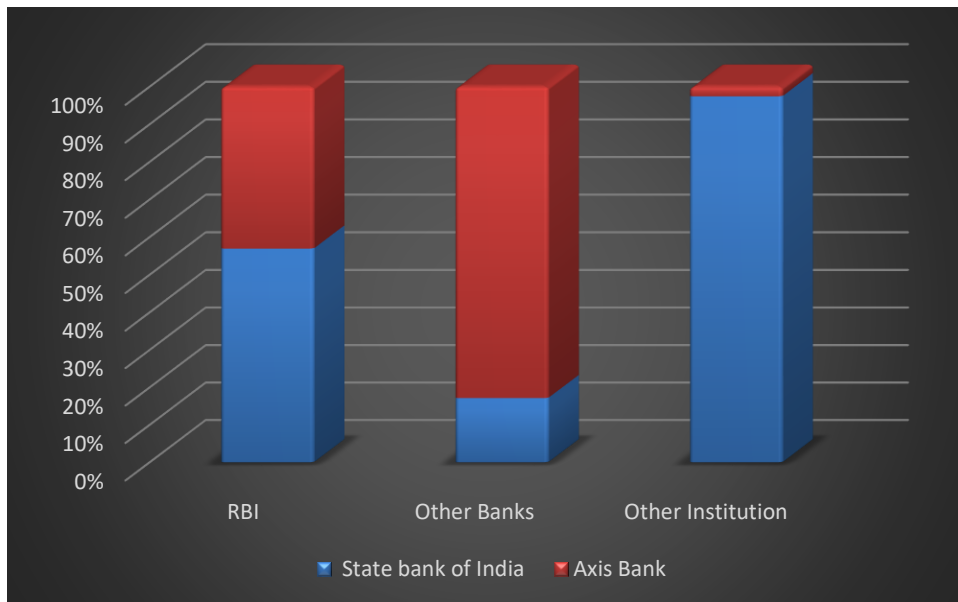
Particulars	SBI	Axis
Difference in total borrowings (2020-2021)	-1026420467	50809733



Particulars	SBI	Axis
borrowings in India	1499761039	103718467
borrowings outside India	473340572	154528200



Borrowings in India	State bank of India	Axis Bank
RBI	85770000	64830000
Other Banks	30000	145000
Other Institution	1479729419	39033467



Findings:

- In 2019-20 the borrowings to Reserve Bank of India and Other Banks were higher before Covid-19 situation in case of State Bank of India.
- Whereas the borrowings to Capital Instruments as well as Institutions and Agencies were higher post Covid-19 situation.
- Regarding Axis bank, the borrowings to Reserve Bank of India and Institutions and Agencies were higher post Covid-19 situation.
- Considering other banks the borrowings were higher before Covid-19 situation.
- The repo rate in India has seen a downward trend over the last five years. As a result, you can enjoy the lowest possible interest rates.
- When we compare the difference in borrowings between State Bank of India and Axis Bank the borrowings to Axis Bank were higher as compared to State Bank of India.
- Considering borrowings inside India State Bank of India had higher borrowings than Axis Bank, whereas when we consider borrowings outside India Axis Bank had higher borrowings compared to State Bank of India.

Impact on loan:

Decrease in Retail Lending:

- With expected lower income of middle class, spending and investing habit will undergo huge change. The near future will see drop in purchase of residential property which will hamper the secured retail loan growth.
- The automobile industry is already in stress and has undergone dip in units sold YoY. With the CORONA situations prevailing, chances of any increase in sales of personal vehicles in the upcoming festive

season are pretty less. This will further impact retail lending of banking sector.

Mounting of Provisions on Bad Loans:

➤ With asset qualities decreasing, banks will have to add provisions for bad and doubtful loans. This will impact the Net Profit. Further, standard retail loans and secured loans attract less provision. Since, banks are advised to provide more finance to MSME sectors and Unsecured Loans, provisions will be on the higher side directly decreasing the Net Profits

Interest Rate:

- Rate of interest of personal loan decreased by 1%.
- Rate of home loans decreased by 0.05%.
- Other rates of Interest are decreased.

Suggestions:

1. The RBI should now focus on the financial system and its context to maintain liquidity in the event of Covid-19.
2. After the withdrawal of the lockdown, there should be a facility to provide loans to keep all small and medium enterprises on track.
3. Government of India should reduce the uncertainty in the economy and financial stress.
4. Both the money market and the capital market must be operated properly.
5. The government should make the economy strong enough to avoid the coming crises.

Conclusion:

The condition of private banks may force customers to lend less, which may lead to poor liquidity. The RBI has given a 3-month grace period to all banks due to corona which has brought some relief from the rules governing bad credit recognition, but banks NPA have increased. It is well known to the bankers that since the implementation of the lockdown by the government of India on 25 March, 2020 RBI have taken a lot of steps in doing business in the banking sector. RBI has also relaxed the deadline for bad credit rules due to corona and barred borrowers from paying dividends for the year ended 31 march 2019 the situation of Banks has deteriorated due to the lockdown. But now after withdrawing the lockdown it will take longer to return to normally.

References:-

1. www.sbi.co.in
2. <https://www.axisbank.com/>
3. <https://www.axisbank.com/shareholders-corner/financial-results-and-other-information>
4. https://en.wikipedia.org/wiki/State_Bank_of_India
5. https://en.wikipedia.org/wiki/Axis_Bank

A project Report

on

Impact Of Social Media As A Marketing Tool

Vishwakarma Constructions

Submitted By

Aishwarya Deshpande

Under the Guidance of

Prof. Rahul Shinde

Submitted To

Savitribai Phule Pune University

In the partial fulfillment of the requirements for the award of

Masters in Business Administration (MBA)

Through

Maharashtra Education Society'

Institute of Management & Career Courses, MBA

Batch 2020-22



CERTIFICATE

This is to certify that the Summer Internship project titled "*Impact of Social Media as a marketing tool*" in Marketing Specialization which is being submitted herewith for the award of the degree of **Master of Business Administration (MBA)** course of **Savitribai Phule Pune University**, is the result of the dissertation work completed by **Ms. Aishwarya Deshpande** under our supervision and guidance.

To the best of our knowledge and belief the work embodied in this Summer Internship Project report has not formed earlier the basis for the award of any degree or similar title of this or any other University or examination body.

Prof. Rahul Shinde.

Summer Internship Guide

Place: *Pune*

Date: *30 Jan 2022*



Dr. Santosh Deshpande

Director

offer letter for AISHWARYA
DESHPANDE

☎ : 5813427

Resi.: 4225243

Regd. No. 68942 dt 10-6-82

M/s. PATIL & SONS
PROMOTERS & BUILDERS

Off : S. No. 31, Aundh Road,
Botanical Post Office Building, Pune - 411 003.
18th Aundh Road, Kirkee, Pune - 411 003.

Resi :
284, Sahakar Nagar,
Pune 411 009.

Ref .

Date :

LETTER OF APPOINTMENT

M/S Patil and Sons Constructions

Date – 30/10/2021

Subject – Marketing Internship

Dear Aishwarya Deshpande ,

This is in reference to the completion of your application. We're thrilled to offer you as a position of social media marketing co-coordinator, with us at M/s Patil and Sons, Pune

Designation – Digital Marketer.

Date of joining- 01/11/2021

Remuneration – This position will be unpaid since we had a call regarding this and through interview process.

Working Hours –

Flexible working hours.

Confidentiality –

You shall not at any time during or after your employment term with the Company reveal affairs of the company to any other person(s) nor use or attempt to use any information which you may require in the course of your employment in any manner which may injure or cause loss to the company.

Regards,

SR. Alhat Patil

(sign and stamp)

M/s Patil and Sons

PREFACE –

In every field of education imparted to the student, working on project plays an immense role in bringing out and exhibiting the qualities which is helpful in implementing student's knowledge in the practical life. In spite of the theoretical knowledge gained through classroom study, a person is incomplete if not exposed to the ground realities of the business world. He/She may have to face many professional hurdles after his graduation; these will be difficult to overcome without any firsthand experience of business. In this context, 2 months of summer training has been designed to make the person aware of the happenings of the real business world.

A project training is a temporary endeavor, having a defined beginning and end (usually constrained by date, but can be by funding or deliverables), undertaken to meet unique goals and objectives, usually to bring about beneficial change or added value.

The temporary nature of projects stands in contrast to business as usual (or operations), which are repetitive, permanent or semi-permanent functional work to produce products or services. When it comes to the practical knowledge in Marketing field, there are immense areas to be specialized in.

One can go for market survey and the study of the marketing strategy or to study about the process of Marketing Department in the Firm. Getting the deep and practical knowledge of this field can be of great help to the students who are interested in Marketing.

This kind of training and projects can help the students to use their theoretical knowledge on the practical aspects of the field.

Acknowledgement-

A summer project is a golden opportunity for learning and self-development. I consider myself very lucky and honored to have so many wonderful people lead me through in completion of this project.

I have great pleasure in expressing my gratitude to Mr. Alhat Patil who helped me get this opportunity to do my internship at Vishwakarma Constructions.

My grateful thanks to Prof. Rahul Shinde at IMCC, Pune who took time out to hear, guide and keep me on correct path.

A humble thank you to everyone who guided and helped me in each situation.

Last but not the least there were so many who shared valuable information that helped in the successful completion of this project.

-Aishwarya Deshpande

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I. Executive Summary-

A marketing strategy acted as a roadmap to guide our marketing efforts. To taking company's business from idea to reality, growing it to the next level, or developing it for other markets, so I am appealing to a broader range of target consumers. The ultimate aim of a marketing strategy is to finesse firm's aims and objectives, providing a clear understanding of services and its future direction, and shared these with my team.

As the requirements for the management program, MBA students have to undergo summer training at an industry level for 2 months. I have got that opportunity to this project from a known Agency of **Vishwa karma Constructions.**

Project Report is divided into 2 parts - organization's marketing research study and social media marketing and project work done for the clients

The initial part of this report is done from the basic information of the company which includes General information about the company which consists of its history and development and the information about its all functional areas.

The later part is of the specialization area. This part starts with back ground of the study of the project report. The part contents the literature review about the Marketing study.

In the last part, it is the detailed description of how to advertise the product, where I have prepared a list of knowledge, skills and attitude required by employees working at different functional areas and doing a project.

The topic which I have chosen for my SIP is new for me. I had to go through a lot of work to understand the basics of Advertising. Also I had to go through the concept of internet marketing and how it's useful for the brands. It was a great learning indeed.

Projects are the back bones of the company and when projects are undertaken employees from different departments come together and work as teams for the completion of the project.

My goals and Objectives :

A social media strategy is a summary of everything you plan to do and hope to achieve on social media. It guides your actions and lets you know whether you're succeeding or failing. The more specific your plan is, the more effective it will be. The SMART acronym outlines a strategy for reaching any objective. SMART goals are Specific, Measurable, Achievable, Realistic and anchored within a Time Frame.

Revealings –

Social media marketing has positive effects on your business. The biggest effect of social media marketing is that you can reach to your targeted audience, stay engaged with them and respond to their queries quickly. Social media is a great way to evaluate your competition by monitoring their social media pages.

Marketing Trends and Activities-

As social platforms introduce new features and change their algorithms, social media trends likewise undergo an evolution. Take Instagram Stories, for example. A few years ago, Snapchat was known for its disappearing, FOMO-inducing content, but there didn't appear to be a wide appetite for similar features on other networks. These rapid changes present a whole new challenge for brands and social media marketers as they have to constantly review their existing strategies and pivot to add new types of content to their repertoire. Marketers continually have to keep an eye out for the latest trends influencing the future of social media and evolve accordingly. After a year of transformation, businesses are going all-in on social as a valuable source of business intelligence. Brands will need to take a more organized approach and plan for Stories as a content format for their publishing calendars, if they aren't already doing so. More importantly, the use of video as Stories will increase since they appear to outperform photos.

Competitors Research with Positive Angle –

A competitive analysis is an analysis of your competition to find out what their strengths and weaknesses are, and how those strengths and weaknesses compare to your own. Identify who your competitors are on social media. Know which social platforms they're on. Know how they're using those platforms. purpose of a competitor analysis is to understand your competitors' strengths and weaknesses in comparison to your own and to find a gap in the market. A competitor analysis is important because: It will help you recognize how you can enhance your own business strategy.

Amid the stay-at-home orders and the need for social distancing, people are seeking more meaningful interactions virtually. Virtual reality (VR) is one of the current technological trends that can provide them with those interactions. Interacting with people through meetings gives you a sense of actually being together even if they're halfway across the world. This is the exact kind of experience that people need at a time when they have to socially distance.

Brands are increasingly under pressure to make meaningful strides for inclusion in their business operations and marketing. Audiences are more aware than ever that they have plenty of options, leading them to put their money behind companies that show investment in the communities and issues they are passionate about. Audiences expect brands to show leadership and meaningful action on social issues, rather than exploit them for marketing opportunities. Running a social media competition is a brilliant way to attract and engage audiences, grow awareness of a product and increase purchase intent from potential customers. They can also be used to build an email list, drive traffic to your website or simply to reward your customers

USP and Target Market-

A USP (unique selling proposition) is the basis of effective marketing for any construction business, converting features of your company into key benefits that consumers will recognize. All aspects of your marketing system should pinpoint to your unique selling proposition; for customers to detect why you are different and better than the rest. Every business can benefit from having a USP, particularly new business owners. USPs help clientele identify your company as a reliable and professional source, contributing to profit.

A clear and creative USP will establish your business as the go-to business as the go-to resource for your clients needs and should be advertised in your website or printed banners with an eye-catching, easy to follow design; including testimonials and relevant images of your work. This reinforces who you are and what you do, generating reviews and referrals that will potentially lead to loyal clients. Your USP is what drives your company and ultimately the success of the business. All based around differentiation, USP's require a reflection overview and discussion.

Questions that you should ask yourself are:

1. What characteristics and values does my business offer to construct a USP?
2. What makes my business more valuable and visible than your competitors in this highly ambitious market?

With a USP you can expect to see changes from both the external and internal structure of the company. Generating more leads, trust and loyalty from your customers as they believe you are the best person to provide them with what

they need. Internal changes include, more confident and focused staff members, which leads to a better planning system.

Use your unique selling proposition effectively, consistently and you are sure to see the results.



Source – (Fig 1) - <https://digitalschoolofmarketing.co.za/>

We can clearly see in the image how usual company and firms are making their strong social media marketing for better utilization and maximum support from social media users.

Also we can conclude that for what exact purpose people are tend towards using social media as a reference for their guidance and knowledge.

II. Selection of topic –

“IMPACT OF SOCIAL MEDIA AS A MARKETING TOOL”-

My institutional lecturer Prof. Rahul Shinde sir has helped me in selecting topic for my Summer Internship Project 2021 in MBA Marketing also,

I worked under my supervisor Mr. Alhad Patil Sir on the selected topic.

I believe that this report will be worthwhile and contribute to the study for my future prospects.

Thank you
Regards.

III. INTRODUCTION -

I started my internship program at my workplace-

Pune under content and Digital Marketing department.

My organizational line manager was Mr. Tejas Patil

Given a choice one was allowed to choose the field in which

I was interested. As my interest and curiosity was in online or digital marketing, I choose to work with a startup company where I work.

I chose digital marketing because it is a blooming method, the growth of digital marketing is tremendous and expected to grow more.

Every industry is affected by the advances of digital marketing, especially e-commerce sector. Digital marketing is one of the most popular and effective marketing method in this techno savvy world in terms of cost and customer engagement.

During the period of my internship, not only have I got to learn a lot of new things that will help me perform efficiently in the corporate world in the future, I also got to know many people and made a lot of new contacts that might greatly help me in the future. Communicating with people in social media and managing them is another great quality that I have earned during my internship in construction company. My responsibility taught me how to take call on all social media plans and manage and make real time decisions in case of urgent situations of posting and making content and client requirements and handling social media account of my firm. Working in the Digital Marketing department, there is not much opportunity to construct a research based and quantitative report. Therefore my report is basically theory based and qualitative. Nevertheless I have put my best effort in creating a constructive report that might serve both my academic purposes and help the Organization as well.

Internet, social media, mobile apps, and other digital communications technologies have become part of everyday life for billions of people around the world. People spend an increasing amount of time online searching for information, on products and services communicating with other consumers about their experiences and engaging with companies.

Organizations have responded to this change in consumer behavior by making digital and social media an essential and integral component of their business marketing plans. Organizations can significantly benefit from making social media marketing an integral element of their overall business strategy. Social media enables companies to connect with their customers, improve awareness of their brands, influence consumer's attitudes, receive feedback, help to improve current products and services and increase sales. Significant challenges exist for organizations developing their social media strategy and plans within a new reality of increased power in the hands of consumers and greater awareness of cultural and societal norms.

This study brings together the collective insights from several leading experts to discuss the significant opportunities, challenges and future research agenda relating to key aspects of digital and social media marketing. The insights listed in this paper cover a wide spectrum of digital and social media marketing topics, reflecting the views from each of the invited experts. The research offers significant and timely contribution to the literature offering key insight to researchers in the advancement of knowledge within this marketing domain.

I was assigned to create content, communicate with potential clients, lead generation and to come up with innovating promotional activities revolving around the products and services all of which required me to know the se products and services inside out.

The whole Digital Marketing team of whole crew who helped me a lot through this and I am very glad and thankful for all the guidance and support from my entire firm.

Globally, there are more than 3.8 billion social media users. Social media is an ever-changing and ever-evolving field, with new apps such as TikTok and Clubhouse coming out seemingly every year, joining the ranks of established social networks like Facebook, YouTube, Twitter, and Instagram. By 2023, the number of social media users in the United States is forecast to increase to approximately 257 million. Social media may take the form of a variety of tech-enabled activities. These activities include photo sharing, blogging, social gaming, social networks, video sharing, business networks, virtual worlds, reviews, and much more. Even governments and politicians utilize social media to engage with constituents and voters.

For individuals, social media is used to keep in touch with friends and extended family. Some people will use various social media applications to get network career opportunities, find people across the globe with like-minded interests, and share their thoughts, feelings, insights, and emotions. Those who engage in these activities are part of virtual social networks.

For businesses, social media is an indispensable tool. Companies use the platform to find and engage with customers, drive sales through advertising and promotion, gauge consumer trends, and offering customer service or support. Social media's role in helping businesses is significant. It facilitates communication with customers, enabling the melding of social interactions on online sites. Its ability to collect information helps focus on marketing efforts and market research. It helps in promoting products and services, as it enables the distribution of targeted, timely, and exclusive sales and coupons to would-be customers. Further, social media can help in building customer relationships through programs linked to social media.

Let's have a look at how many users have these social Media Platforms-

1. Facebook (2.74 billion users)
2. YouTube (2.29 billion users)
3. WhatsApp (2 billion users)
4. Facebook Messenger (1.3 billion users)
5. Instagram (1.22 billion users)
6. Whatsapp (1.21 billion users)
7. TikTok (689 million users)



IV. OBJECTIVES AND SCOPE :

My organizational supervisor has helped me come up with the topic of the study . My department has been Content & Digital Marketing and I am working under my supervisor on the selected topic. I believe that this report will be worthwhile and contribute to the study of business.

1. Revenue generation –

One of my objective but in many cases social media will provide leads, but not necessarily direct sales. One way to view social media is as an extensive public relations initiative, which usually doesn't lead to direct sales.

2. Customer engagement

requires that you participate by actively listening to what people are saying about your brand on social sites and then responding in ways that prove you value conversation with prospects and customers. It is not merely pushing out standard marketing information.

3. Improving customer experience

means providing support. By monitoring social media comments, you can quickly respond to support issues or problems with your products and services. This demonstrates that you care about the customer experience and maintaining a high quality of service and support.

4. Following Leaders

can position your business not only as a provider of goods and services, but as a recognized authority in your industry – demonstrating that your company and key executives can offer unique insights customers and prospects won't find anywhere else. Also,

5. Increasing brand awareness –

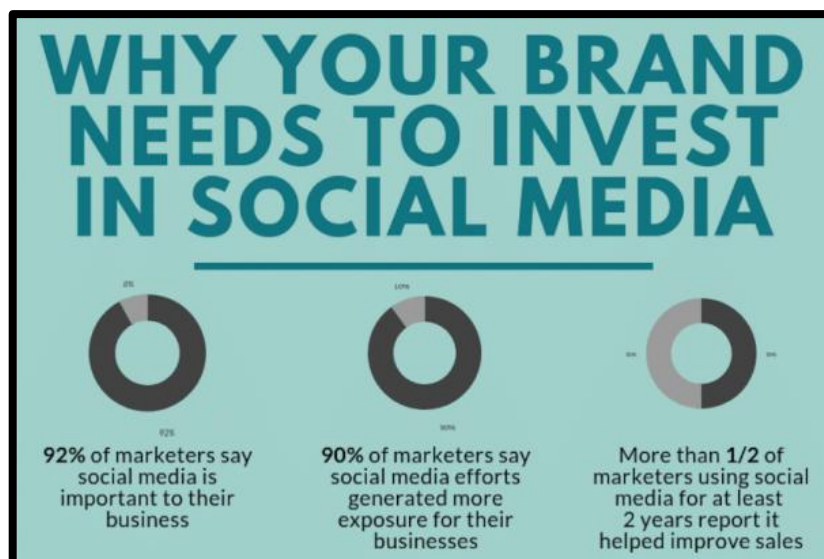
Promoting brand through entities and social media.

6. SMART and SWOT analysis

Whatever objectives you adopt, be sure they conform to the SMART framework. SMART stands for Specific, Measurable, Achievable, Realistic and Timed – and represents a valuable approach to setting objectives.

One more thing to remember about objectives: Try to avoid focusing on the number of followers, “likes” and “re-tweets” you receive.

Engagement with your customers and prospects is far more meaningful – strive for strong engagement metrics, like “time on site,” “page views” and “click- through.” If you’re patient and you create an effective strategic plan, you’ll gradually grow a significant social media community presence over time.



(Fig 02) Needs to invest in social media

Work with my entire organization to determine the most important objectives for my social media plan.

Make sure my objectives conform to the “SMART” framework.

Company using social advertising campaigns to build brand awareness, generate leads, and capture sales revenue.

Social advertising is particularly effective at driving engagement and conversions. Social media platforms offer a treasure trove of highly specific and actionable user data.

Widening the perspective by providing an exposure by firm to real life organizational environment and its various functional activities.

- Accurately target audiences.

- Strengthen engagement strategies for increased brand loyalty.
- Increase customer satisfaction and positive brand perception.
- Convert social followers into qualified leads and new business.

To get a better understanding of Digital Marketing and its impact on e-commerce industry

Relating my academic knowledge to the real world corporate scenario

Acquire knowledge and learning by participating actively in a corporate environment

To find out how digital marketing is helping conventional marketing process.

To evaluate the purpose, methods, elements, and effectiveness of

Digital Marketing Contribute to the organization's growth. Social media has provided measurable results with strategies such as lead generation and social selling, in addition to useful points of contact between brands and consumers. Heighten brand awareness. Increase social community size. Accurately target audiences. Without clear objectives, you can't expect to be successful at establishing an effective social media presence. Marketing goals for social media usually center on customer engagement, generating more revenue, improving the customer experience and positioning the company as a thought leader. Companies use social advertising campaigns to build brand awareness, generate leads, and/or capture sales revenue. Social advertising is particularly effective at driving engagement and conversions. Because social media platforms offer a treasure trove of highly specific and actionable user data.

1. Increase revenue
2. Build a brand
3. Increase qualified traffic
4. Manage online reputation
5. Become an influence in your field.
6. Increase lead quality.
7. Shorten the sales cycle.
8. Reduce percentage of lost deals/sales.
9. Increase customer lifetime value.
10. Improve awareness and demand around new products.
11. Increase positive product reviews.
12. Launch product or service in a new market.
13. Increase profitability.

Also I have learnt what are the TWO key objectives of marketing?

That is Discover needs and wants of customers and satisfies them.



Source – <https://blog.hootsuite.com/what-is-social-selling/>

(Fig3) Social marketing concept

We can see in whatever social media point of view we need every little thing to be measured and valued.

V. SCOPE OF THE STUDY –

The scope of social media in India is immense and increasing rapidly. It is the 10th biggest economy and also has the 2nd largest population in the world. A survey in 2019, which includes the top businesses, admitted that **15-20% of** their marketing budget is allocated for social media advertising.

The experts' perspectives offer a detailed narrative on key aspects of this important topic as well as perspectives on more specific issues including artificial intelligence, digital content management, mobile marketing and advertising, B2B marketing, electronic word of mouth and ethical issues therein.

This research offers a significant and timely contribution to both researchers and practitioners in the form of challenges and opportunities where we highlight the limitations within the current research, outline the research gaps and develop the questions and propositions that can help advance knowledge within the domain of digital and social marketing.

The specific scope of the report is to understand the different concepts of digital marketing, but while implementing it might differ from situation to situation.

This study helps me to get the,

“Reality check of a market where actual comparison between the classroom knowledge and the real situation can be done”

By just learning theory and facing actual situations its concepts and practices might vary. This study helps to understand and know how to deal with different kinds of customers and how to make an impressive online campaigns. This report will also try to illustrate how digital marketing is the most important and effective marketing method for e-commerce industry from the context of social media platform.

According to Techopedia–

“Social media marketing (SMM) refers to techniques that target social networks and applications to spread brand awareness or promote particular products.” If we break this down technically, Social Media Marketing means:

- Establishing a presence on major social media platforms

- Crafting shareable content and advertorials
- Encouraging customer feedback throughout the campaign through surveys and contests

When we talk of Social Media, what comes to our mind is Facebook, Twitter and Instagram. Though extremely popular, all these Social Media platforms are different from each other in nature and cater to marketing through unique models. Before we understand the finer nuances of Social Media Marketing, we must understand what the various social media channels are and how they differ from each other:

The scope of social media has spread to almost every corner of the world. It has become the 10th largest economy and also has the 2nd largest population in the world.

According to a survey, top businesses admitted that 15-20% of their marketing budget is being allocated to social media advertising. Now, from these stats alone, you can realize the importance and influence of social media. A career in this domain will be a goldmine, especially for someone who has pursued credible digital marketing online courses.

Internet, Internet Everywhere!

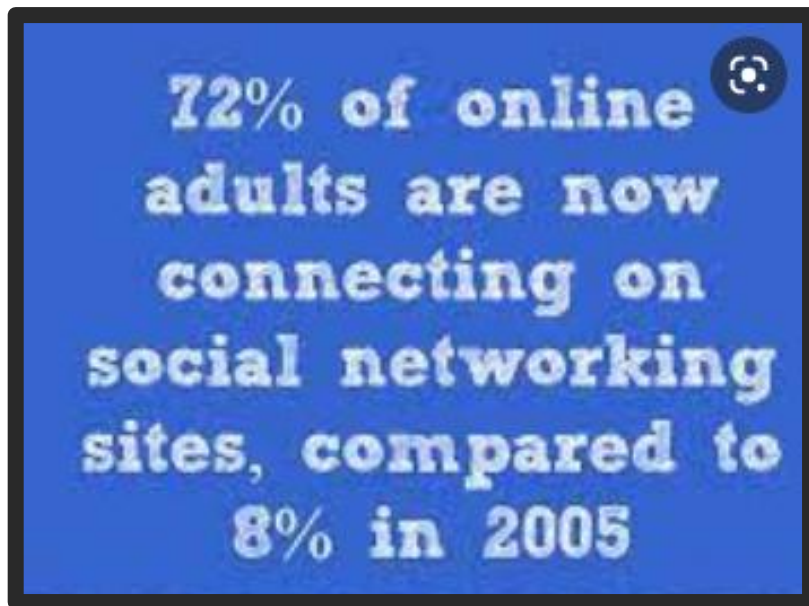
As per the latest statistics, internet usage by the world population has increased tremendously, and now 40% of the world's population is using the internet. That means approximately 3.42 billion users.

These stats make a compelling statement that the scope of social media marketing in digital marketing campaigns has a bright future in the coming years.

The Smartphone Era is Here is to Stay

5.07 billion – that's the number of smartphone users expected by the end of 2020.

Smartphones are allowing businesses to connect with their audience anywhere anytime. And social media is being fueled by the power of smartphones. Who uses Facebook or Instagram on their laptop anymore? Since more and more people are adopting smartphones, the website, advertisements, and banners are all being designed as per the screen size of a smartphone. Needless to say, smartphones are here to stay, which is why it has become more prevalent than ever for businesses to make their ad campaigns mobile-friendly.



Social Media for High ROI and Less Cost-

Social media platforms provide high ROI with very less investment. This is one of the elemental reasons many small and medium scale businesses rely on social media to reach their audience. This has also spiked the demand for courses as more and more people are inclining towards building a career in this lucrative field.

Social Media is the New Marketplace-

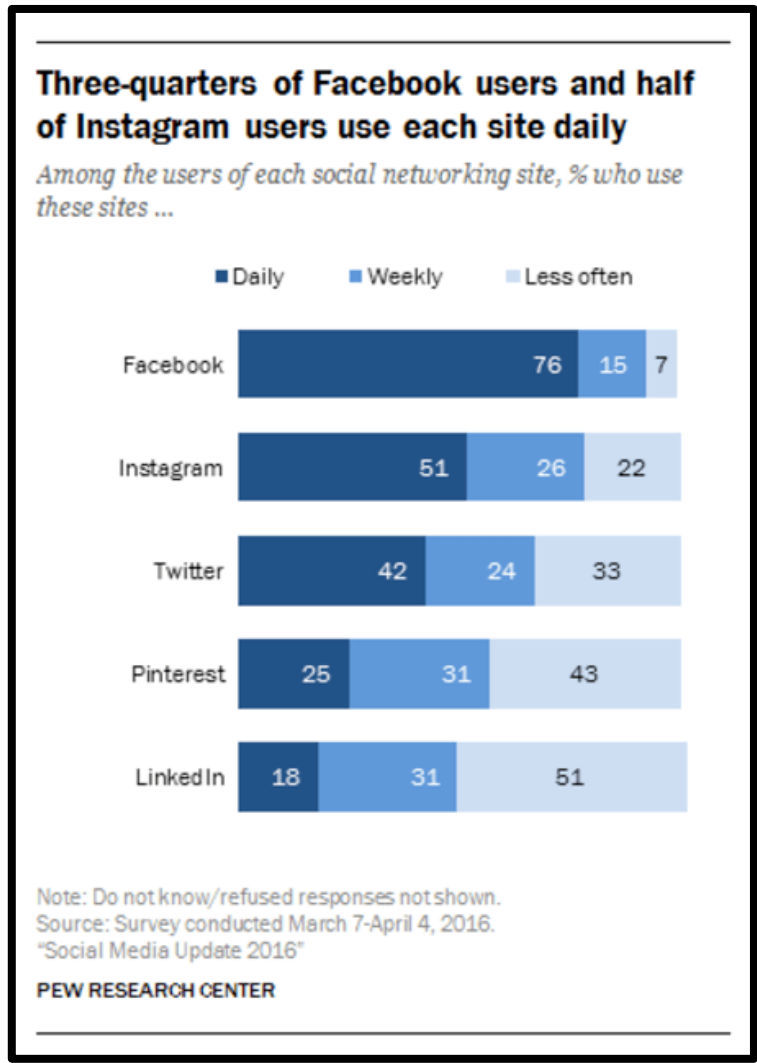
Businesses market where the people are, right? Well, in this digital era, people are on the internet all the time. So, Facebook, Instagram, WhatsApp, and Twitter are taking the lead when it comes to user traffic. It's like social media has now become the new marketplace where businesses advertise, connect, and communicate with their audience.

Benefits of Social Media in Digital Marketing-

It helps in increasing brand awareness, which means more inbound traffic, improved search engine rankings, higher conversion rates, and better customer satisfaction. And these are really all the things a business is expecting from their marketing efforts

The Future is Digital-

The digital marketing industry is an ever-growing one, which means more career opportunities and growth. To build a successful career, you need to take the first step and pursue credible digital marketing online courses. One such course gaining immense popularity among working professionals as beginners.



Marketing techniques have evolved as the ways in which consumers get information change. Radio advertising led to TV advertising, which then shifted to digital marketing with the rise of the internet. Besides these natural market progressions, the COVID-19 pandemic is driving the scope of digital marketing even further online.

Also, Marketing techniques have evolved as the ways in which consumers get information change. Radio advertising led to TV advertising, which then shifted to digital marketing with the rise of the internet. Besides these natural market progressions, the COVID-19 pandemic is driving the scope of digital marketing even further online.

While TV remains a prime advertising medium for many businesses, marketing allows companies to reach a global audience online. As digital marketing initiatives continue to grow at a brisk pace, the number of jobs in the field is naturally increasing.

This article will cover the various topics and digital marketing niches' that will help you explore the various career opportunities in the field, including:

- Digital marketing analytics
- Social media influencers
- Video remains king
- Artificial intelligence
- Augmented and virtual reality
- Omni-channel marketing
- Content to become more interactive

Why Do Companies Use Digital Marketing?

As the scope of digital marketing technologies evolves, companies are staying current by adding online components to their brick-and-mortar stores or combining various strategies to create an internet presence.

Because most consumers use smartphones and research products online before buying, digital marketing strategies are crucial to businesses. But companies across the globe also employ digital marketing to more easily target their audiences online and via mobile devices — and many are seeing a significant return on investment (ROI) because of these efforts.

Companies leverage social media platforms for both business-to-business (B2B) and business-to-consumer (B2C) digital marketing campaigns.

- B2B: To generate leads, B2B marketers are active on social media platforms like LinkedIn and Twitter. They also often rely on PPC campaigns to reach their target audiences without spending too much money.
- B2C: B2C marketers focus on improving brand awareness and attracting customers to their websites and products using social media platforms like Facebook, Twitter, Instagram, and Pinterest.

While posting ads and content on Facebook and other popular platforms

continue to be an effective way to reach your target market, the scope of digital marketing encompasses much more than just social media. In addition to social media, savvy businesses also employ the following methods to reach new audiences while building (and maintaining) their brand awareness.

- **Paid search:**

Marketers pay Google and other search engine companies a fee whenever someone types in your keyword and their ad is shown at the top of the search results (“PPC” model).

- **Organic (or natural) search:**

This method takes more finesse than PPC since marketers are using keyword analysis and other search engine optimization (SEO) methods to naturally push their content to the top of the list of natural search results on Google and other search engines.

- **Email marketing campaigns:**

Believe it or not, email marketing campaigns (if done properly) are still very effective at reaching your target market, and they’re also very accessible for small businesses.

- **Content marketing:**

Publishing helpful articles, guides, tutorials, and other online content (in addition to webinars and podcasts) that engages your target audience is the essence of content marketing.

- **Webinars:**

This is a great way to provide something of value to target consumers while also promoting your brand and products.

- **Podcasts:**

Compelling audio content is another way to reach your audience and can be used in conjunction with other media for broader marketing campaigns.

- **Digital marketing trends –**

Evolve each year as more companies enter the space and new technologies emerge. Looking ahead to 2021, here are some trends that will help continue to shape this space.

- **Analytics-**

Digital marketing analysis is typically done after the fact. Marketers will publish a piece of content, for instance, and then check to see how effective it was after a few weeks. This is certainly helpful, but real-time analytics is beginning to shake up the world of digital marketing. Conducting real-time analysis allows marketers to both individualize content for smaller subsets of consumers and respond much more quickly to their performance.

- **Influencers-**

Advertisers in all sectors are connecting with social media to help enhance their brands. This is proving to be an effective digital marketing strategy, largely because consumers tend to trust other consumers more than companies advertising products. Expect more companies in 2021 and beyond to use these influencers to drive sales.

Also, expect to see fewer celebrities promoting products, as consumers have grown relatively weary of their endorsements. Instead, the trend is moving more toward influencers who have more direct relevance to the product

AI- Artificial intelligence (AI) enables digital marketers to better analyze user data so they can further customize the customer journey. AI helps companies understand a great deal about customers and how to best target audiences.

AI also provides users with a more personalized experience, giving them customized assistance at each stage of the buying process. Businesses can achieve this customer experience by automating ads to targeted audiences using programmatic advertising. Programmatic advertising is expected to account for more than 72% of online marketing in 2022.

- **Content to become more interactive-**

Interactive content is nothing new, but it's beginning to be embraced as an effective marketing tool more than ever. Not only do they increase the amount of time a prospective customer engages with your brand, but they allow you to capture more data and, in turn, fine-tune your digital marketing strategy.

From the perspective of expanding the scope of digital marketing, interactive content might include contests (e.g., “comment on this post and share it to your timeline to enter”), polls, surveys, or even games. Giving users more opportunities to interact with your brand also plays into the ultimate goal of greater personalization.

- **Careers in Digital Marketing-**

Digital marketers should follow the latest developments and incorporate them into their strategies. As more companies turn to online advertising to reach a wider audience, digital marketing jobs continue to grow.

Digital marketing managers in the United States earn up to 75 in dollars Other high-paying digital marketing roles include social media marketing specialists, PPC experts, digital marketing consultants, digital analytics experts, and search engine optimization (SEO) managers. Bloggers and YouTubers also have opportunities to write and video blogs professionally for digital marketing purposes.

There are many digital marketing careers available, but you’ll need a solid understanding of all techniques in the scope of digital marketing to succeed in 2021, especially considering the new challenges the pandemic has created. Simplilearn’s free fundamental programs help digital marketers master the basics of this fast-growing discipline. Through dedicated online training, you can learn all you need to know about social media, PPC, SEO, web analytics, email, and content and mobile marketing so you can launch and maintain effective campaigns.

If you have a certain amount of digital marketing experience and want to enhance your digital marketing career, we would recommend you to check our PG in digital marketing today to take your career to the next level.

VI. COMPANY PROFILE :



-Visiting card of M/S Patil and sons.

1. M/S PATIL AND SONS-

S.NO. - 31 Botanical Post office building, Aungh Road, Kirkee, Pune 411003

Mr. Alhad R. Patil – Partner of M/S Patil and Sons

Their family run this business since 196. Mr.Alhad’s father R.G. Patil ran the M/S Unity Enterprises partnership firm under which following projects were developed and undertaken

Here are some projects that they completed without any assistance and loan facility from any financial institute.

<u>SR.NO.</u>	<u>Location</u>	<u>Work till now</u>	<u>Period</u>
---------------	-----------------	----------------------	---------------

01.	Shanti nagar	400 bungalow scheme	14 th society in sahkarnagar (1968 -1974) Pune 411009
02.	Kranti Nagar	50 bungalow scheme approximately	3 societies in sahkarnagar (1068 – 1974) pune 411009
03.	R.G. Patil-Krantiveer tatyatope	Plotted layout land development	Society basic development (1972-1982)
04	Under the name of m/s patil and sons	Ganga nivas co-op society	15 flat, aundh road,pune (1978-1982)

05	Botanical post office building	10 flats and 4 shops	(1982 to 1984)
06	Patil complex “B” building S.no. 37A/A/1	15 Flats and 10 shops	(1984 to 1986) Aundh road pune
07	Patil complex S.no. 37A/A/1	Total 168 flats & 32 shops completed	Period (1987 to 1992)
08	S number 31 STRIP building	12 flats and 2 shops	(1987-1990) completed

09.	Z type building in S.no 31	21 flats and 6 shops	(1987-1990)
10.	S.no 29A/1A/6B	50 flats	(1999-2005)
11.	Sadashiv peth	4 flats and 1 office at B52	SADASHIV PETH PUNE COMPLETED IN 2009 TO 2012
12.	Lonavla Bungalow No. 160		REVISED SANCTIONED IN 2005

All the above projects are completed without any assistance and loan facility

from any financial institute.

M/s Patil Construction shares over half a century of industry-leading excellence with every client we meet.. They offer general contracting, construction management, design-build, and preconstruction planning services for projects of all sizes— from a single office fit-up to water supply programs valued. Their commitment to outstanding job completion, exceptional customer service and superior safety performance has made us a partner of choice in the construction industry.

Our team of employee-owners hails from every craft and expertise in the field, allowing us to combine innovative construction methods and accountable project management to get the job done and get it done right.

4. At m/s patil Construction they are known for excellence in a diverse range of markets. Their extensive experience in each and every realm is driven by the breadth and depth of our qualified teams, all who take pride in doing the best possible job for their clients.

3. The company quickly expanded into residential and remodeling projects, necessitating a name change to m/s patil Construction Company in 1968 and focus shifted to commercial, industrial and institutional building projects. M/s Patil Construction's success over the years is due to its employees' dedication to excellent work, customer service that exceeds expectations, and a safety program that has led to millions of zero-accident hours.

Our clients and partners represent some of the largest and most established companies and government agencies in Australia. Using our combined experience, technical expertise and local knowledge, we're able to deliver projects and services that contribute to the community, our economy and future generations.

M/S Patil has been the main maintenance contractor to housing and we have been providing our quality services for over 30 years. We are providing our maintenance services to many of pune clients.

M/S patil and sons building was registered with unity enterprises partnership commission and incorporated on 1968. M/S Patil and sons building is a construction company that delivers high quality, reliable construction services for governmental establishments. In addition, we have broad expertise with commercial clients. We are fully licensed specialist in all facets of building maintenance and refurbishment, programmed maintenance works and other specialized works.

Our principals have over years of collective experience offering the highest standards for safety, quality, and integrity. Dedicated to Excellence, we utilize innovative building contraction, maintenance And renovation skills to change and improve the way Projects are designed, managed and build.

Honesty and open communication have empowered PC Construction's workforce since day one, and it shows in their work.

We are a company that prides itself on its 'family' culture and we seek out high-caliber people.

We are a company that has, at its core, a team philosophy that is clearly apparent each and every day – there is a real sense of being there for one another. We believe in nurturing the skills of our team members and providing growing levels of responsibility.

Of all the things that we do and all the exciting projects that m/s Patil Building undertakes on a daily basis it's our people who are the foundation of our success. Our people bring unique skills, energy, expertise, experience and perspectives to our workforce. Find out more about working in one of Australia's leading contracting project development group and meet some of the people in the Dennis Building team.

M/S Patil building understands the importance of providing quality, safe and clean services to our client is the vital part of being a successful building services provider.

M/S Patil and sons Building specializes in the management, coordination and delivery of all types of building maintenance work.

We undertake a wide variety of building and maintenance work - from small, one of residential jobs, to home builds to large commercial or industrial projects. At M/S Patil Building, we specialize in many different types of building maintenance work, including:



They have upgraded their specialization in supply of civil work and stone metal and crush sand.

Upgrade of Bathrooms Kitchens & other Facilities

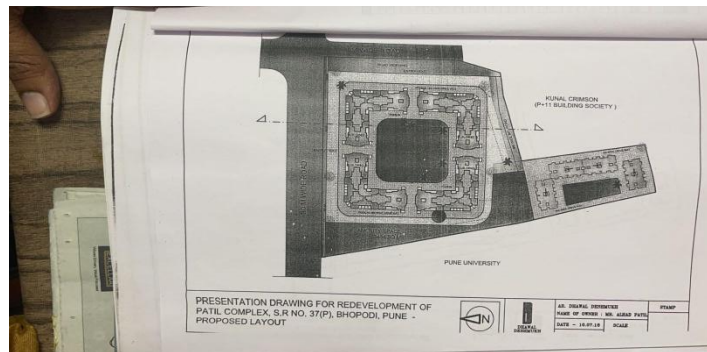
- Re-Painting of Buildings
 - Extensive Range of Plumbing Activities
 - Extensive Range of Electrical Installation Activities •

- All Types of Handyman Service •
- Replacement of Floor Coverings •
- Glazing of Broken Windows •
- Patching of Holes in Walls •
- Brickwork Repair •
- Graffiti Removal & Application of Protective Coatings •
- Repair of Fire Damage & Fire Safety Upgrades •
- Repair of Roof Leak.

Specializes in the-

1. Management ,
2. Coordination and
3. Delivery of all types of building maintenance work.
4. Crush sand
5. Stone metal
6. Civil material supply

Their construction work –



Construction companies execute the building and infrastructure work. Whatever is there on drawing sheets, they make it real by constructing it for an amount agreed upon before their clients—construction companies concerned with building buildings, bridges, dams, etc.

Construction is usually associated with large structures like houses, railways, and power plants. In terms of engineering, construction is the activity of putting together different elements, using a detailed design and plan, to create a structure for a certain location. You're going to pay a lot of money to someone to lead your construction project, so make sure the company you choose has good communications skills. If you don't live with their communication style, there may be misinterpretations of your needs or overall frustrations.

Many different organizations work together to build a construction project. Recruiters expect aspiring apprentices, trainees and graduates to understand how a project comes to be built. The client might be a property development company, a local authority, a central government department, a private business or an individual.

The client decides what it wants to build, the timeframe in which it should be built and how much it should cost.

Who will advise it on matters relating to the design, cost and any regulations.

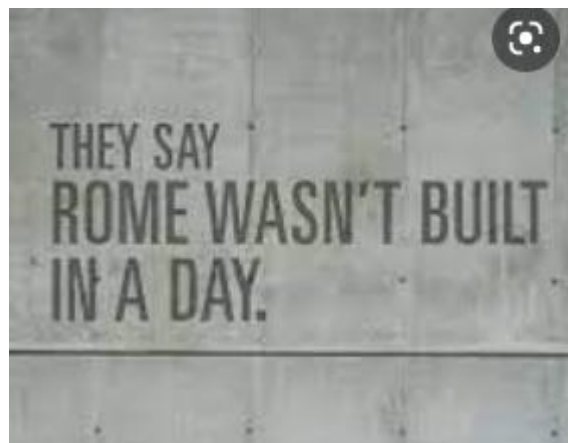
The client could employ several consultancies or one consultancy to advise on everything. Either way, one consultant organization will often oversee the project on behalf of the client.

Common consultant organizations include:

- Architecture practices
- Cost consultancy (quantity surveying) employers
- Civil, structural, mechanical and electrical engineering employers.

Consultants, then, look after the design phase of the project – they design the structure and work out how much that design will cost to build. Once this has been established, they decide which construction contractor should do the construction work. Contractors have to ‘bid’ for the work – put a case for why they are the best.

- You work on sites (or from a temporary office on site) in all weathers.
- Depending on the project, you might need to work shifts or overnight.
- Working hours are longer out on site (typically 7.30 am – 6.00 pm) and you may need to work longer hours if things get behind schedule.
- You typically work on one project at a time.
- You get to see things being built before your very eyes, but don’t get to influence the original design.



Things I have learnt from information and experience of company by working their-

Tips to Get Clients in Construction-

1. Build - and Maintain - Your Reputation.
2. Keep Jobsites Professional.
3. Keep In Touch.
4. Learn About Marketing.
5. Visit Potential Clients.
6. Have An Updated Website.
7. Celebrate Successes or Milestones And Invite the Media.
8. Have Everyone In The Company Involved.

Construction Marketing Ideas- Strategy

1. Follow a Niche Marketing Strategy.
2. Join a Construction Association.
3. Run a PPC Advertising Campaign.
4. Ask Building Material Companies for Back links.
5. Get into Face book Marketing.
6. Build or Update Your Website.
7. Publish Authoritative Content about Your Niche.
8. Solicit Genuine Customer Reviews.

VII. RESEARCH METHODOLOGY :

Social media research is a form of research using social media, as opposed to an alternative research methodology to qualitative or quantitative research. This gives a huge scale of data available, in people's own words, for researchers to analyze. Social media research is constantly evolving, with researchers developing new methodologies and techniques to understand the way audiences use social media channels, their behaviors and conversations on those channels. Social media research can take the form of social listening and audience intelligence, by observing the content and information produced online and uncovering trends and insights that emerge from this data.

A. Formulation of hypothesis –

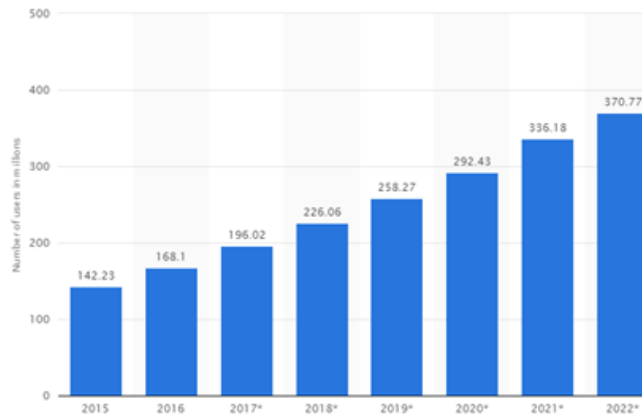
In my social media work,

The good news is that even just a few hours a week can have significant results. In fact, HubSpot reports that 84% of marketers were able to generate increased traffic with as little as six hours of effort spent on social media per week. Social media can be a useful tool for businesses, bringing advantages such as engaging with your audience and boosting website traffic. However there can also be disadvantages, including the resources required and negative feedback.

Social media platforms could be best predicted by audience mind. How they think about the service, how they want it in one particular way.

In this project, I could feel that people are more concerned towards social media nowadays rather than traditional way of marketing, People spend more time on scrolling and using Instagram, Facebook, Youtube and surfing whatsapp and internet so I found out it is the best way to market any product or service by using these.

Any service can reach up to their limits by marketing themselves on social media.



In 2019, there will be around 258.27 million social network users in India, up from nearly 168 million in 2016.

Source – Internet

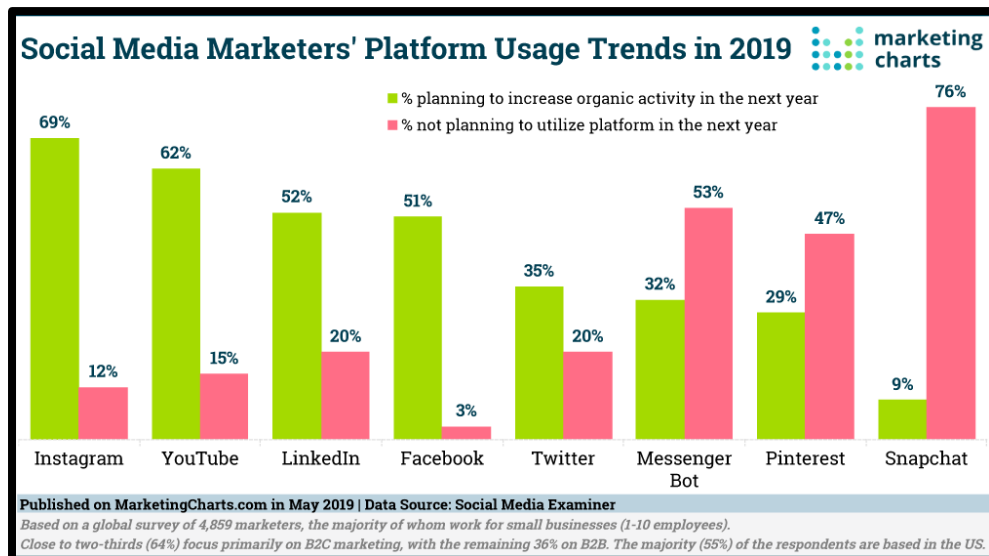
Fig 4 – Graph of social media users worldwide up to 2016 to 2019

B. Sources of collecting the data-

Internet yes of course the Google has helped me a lot through this. This is social media project- creative part so I had to go through many apps like pinterest and many sites that give information about creativity and new trends. I collected data through past management services, ongoing new trends and clients requirements.

Also some previous case studies were proved much supportive for me. I went through them and read and applied some of the to work with my leaders and worked on it.





Source – Google (Title)

Figure (5) Social media marketers platform usage trends in 2019!

C. Limitations of project –

When I was holding on this project for 2 months I faced certain challenges while working like –

- Low ROI, yes when we holding business on social media especially in service sector low ROI is what generally we can expect.
- 24.7 – Need to stay engaged and active 24.7.
- Difficult to measure the exact responses and commitments online.
- Social media platforms for business/service/marketing are time consuming.
- Major issues like privacy policy and safeguarding of confidential information need to be kept privately before going to upload on websites. E.g Web content, Content of viral trends and whatsapp forwards.
- Negative feedbacks from rivals or rumors about work could get spread sometimes because of negative competition.

VIII. Data interpretation & Analysis -

Basically data collecting was Social media data tracks how individuals engage with my content or channels like LinkedIn, Facebook, and Twitter. It gathered numbers, percentages, and statistics from which I inferred the performance of my social media strategy. Followers, impressions, engagement, clicks/traffic, and mentions are important metrics to analyze while conducting a social media audit.

Our latest data show that there are 4.48 billion social media users around the world in July 2021, equating to almost 57 percent of the total global population.

Over all worldwide usage of social media platforms –

Face book – 59.37%

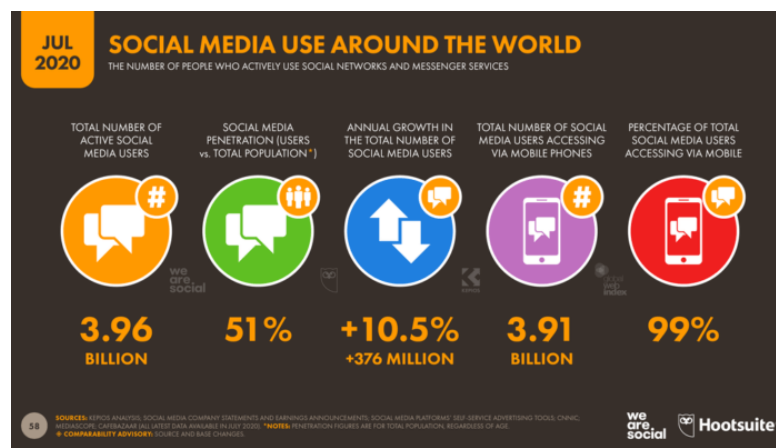
Youtube- 18.39%

Instagram- 10.93%

Pinterest- 5.43%

Twitter- 3.96%

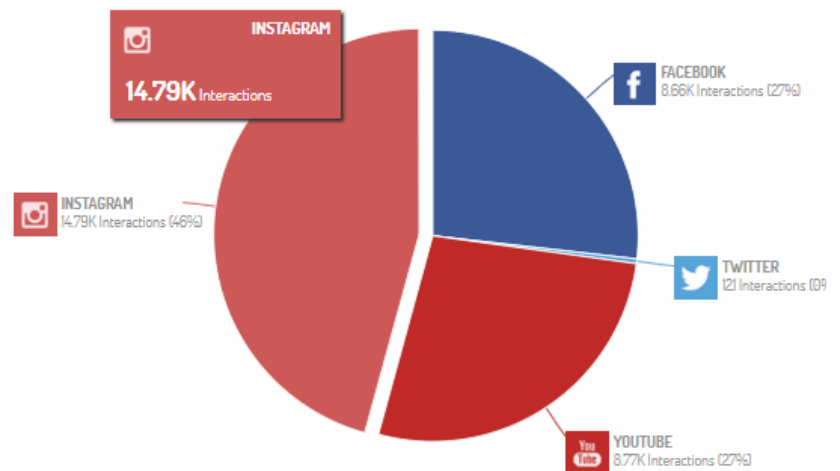
Tumblr- 1.13%



Source- <https://www.hootsuite.com/>

INTERACTIONS BY MEDIA

about Celio between Mar 01, 2018 and Jul 08, 2018



Source- <https://www.jcsocialmedia.com/social-media-interaction/#:~:text=Interaction%20utilises%20the%20two%2Dway,%2C%20Instagram%2C%20and%20LinkedIn%20too.>

Fig 6 – Media Interaction & usage

Interactions by media –

Social media interaction involves **businesses talking to individuals**, primarily on Twitter, but also on Facebook, Instagram, and LinkedIn too. This interaction can be both reactive (to people who have messaged your brand) and proactive (to people you reach out to based on one or more factors) .

Social media interaction is an umbrella term that **encompasses all the two-way conversations and touch points that occur between companies and consumers**. Whether you're liking a tagged post or addressing a lukewarm review, the way you interact with your followers has a huge impact on customer satisfaction and retention.

You can implement these following for good social media marketing strategy-

- Be a Storyteller
- Be Personable
- Use Video
- Ask For User-Generated Content (UGC)

- Schedule Time
- Spread Your Efforts Evenly

Interactive media **is meant to engage the user and interact with them in a way** non-interactive media does not. Examples of interactive media include social media, virtual reality, and apps. Interactive media was brought upon by the Internet revolution of the 90s and improved technology, such as smart phones.

Key Essential Features of a Social Media App

- Simple and Friendly User Interface (UI)
- Visually Appealing and Accessible Design
- Secure Login
- Networking Element
- Content Sharing Method
- Messaging System
- Open Forum
- Real-Time Notifications

Applicable to any brand or industry, these are the characteristics of effective social media content.

1. Entertaining. First things first, content needs to catch a user's attention.
2. Inspirational- It's important to differentiate between Inspirational and Inspirational.
3. Actionable.
4. Joinable.

There are three main aspects to strategic social media marketing packages should have: **Profile development. Engagement Tracking and reporting.**

IX. Findings Of The Study-

Social media marketing **has positive effects on your business.**

The biggest effect of social media marketing is that you can reach to your targeted audience; stay engaged with them and responds to their queries quickly. Social media is a great way to evaluate your competition by monitoring their social media pages.

1. Step 1: Audit Your Current Social Presence
2. Step 2: Document Who Your Ideal Customer Is
3. Step 3: Create A Social Media Mission Statement
4. Step 4: Identify Key Success Metrics
5. Step 5: Create and Curate Engaging Content
6. Step 6: Invest In a Social Media Management Tool.

10 Social-Media Marketing Strategies for Companies-

- Start using chat bots
- Create a personalized experience for your customers
- Create an efficient content marketing strategy
- Create a community for your audience
- Jazz up your profiles with a diverse content strategy
- Use brand advocates
 - Follower Numbers
 - Clicks and Visits.
 - Engagement
 - Volume
 - Best Performing
 - Clarify your goals
 - Define your audience
 - Consider your resources
 - Analyze your competition
 - Determine tone and frequency
 - Identify core topics

- Engage your audience
- Use analytics

8 Effective Ways to Promote Your Business on Social Media-

- Choose the Right Platforms. There is no shortage of social media sites on which to share your content
- Create a Calendar
- Encourage Engagement
- Don't Over-Promote
- Share Video
- Address Problems Quickly
- Build a Community
- Provide Value

11 Ways to Grow Your Social Media Audience-

1. Hold contests
2. Include a visual with every post
3. Share more video
4. Be proactive in listening to and responding to your online community.
5. Change your Page profile photos and cover photos.
6. Give people a reason to follow you.
7. Encourage tagging.
8. Use hash tags to get found.

Here are the findings and interpreted data I got from my google form survey which I had taken through whatsapp and LinkedIn

Timestamp	<u>1. You look upto social media as ?</u>	<u>Which app you liked the most?</u>	<u>If you could delete one app from the above what would it be?</u>	<u>You follow social handles for?</u>	<u>Select your professional choice!</u>	<u>Are you having good time on social media?</u>	<u>Would you like to do more social media jobs?</u>	<u>Are you a social media addict?</u>
1/7/2022 11:02:29	FUN	Instagram	Twitter	Hobby	Linkedin	Yes	Yes	Yes
1/7/2022 12:05:26	WORK	Linkedin	Facebook	Updates	Linkedin	Yes	Yes	No
1/7/2022 12:29:44	WORK	Facebook	Twitter	Updates	Linkedin	Yes	Yes	No
1/7/2022 14:17:49	WORK	Instagram	Twitter	Updates	Linkedin	Yes	Yes	No
1/7/2022 18:25:13	WORK	Instagram	Facebook	Timepass	Facebook	No	Yes	No
1/8/2022 23:48:11	FUN	Whatsapp	Twitter	Timepass	Linkedin	Yes	Maybe	No
1/9/2022 16:25:33	NECESSITY	Instagram	Twitter	Hobby	Linkedin	Yes	Yes	No
1/11/2022 14:09:37	WORK	Instagram	Facebook	Updates	Linkedin	Maybe	Maybe	No
1/11/2022 14:10:05	FUN	Instagram	Facebook	Timepass	Linkedin	Yes	Maybe	No
1/11/2022 14:11:19	FUN	Instagram	Facebook	Updates	Linkedin	Maybe	Yes	Yes
1/11/2022 14:16:25	FUN	Instagram	Facebook	Updates	Linkedin	Maybe	Yes	No
1/11/2022 14:24:17	FUN	Instagram	Facebook	Updates	Linkedin	Yes	Yes	No
1/11/2022 15:01:42	FUN	Instagram	Facebook	Timepass	Facebook	Maybe	No	No
1/11/2022 15:11:21	FUN	Whatsapp	Facebook	Updates	Linkedin	Yes	Maybe	No
1/11/2022 15:28:19	NECESSITY	LinkedIn	Whatsapp	Updates	Linkedin	Maybe	Yes	No
1/11/2022 15:29:46	FUN	Whatsapp	Facebook	Updates	Linkedin	Maybe	No	No
1/11/2022 15:38:53	WORK	Facebook	Whatsapp	Updates	Facebook	No	No	No
1/11/2022 17:09:29	FUN	Instagram	Facebook	Updates	Linkedin	Yes	No	No
1/11/2022 17:25:01	FUN	Instagram	Facebook	Updates	Linkedin	Yes	No	No
1/11/2022 18:03:27	FUN	Instagram	Facebook	Timepass	Linkedin	Yes	Yes	No

1/11/2022 19:17:43	FUN	Instagram	Facebook	Timepass	Linkedin	Yes	Maybe	Yes
1/11/2022 20:03:05	FUN	Whatsapp	Twitter	Timepass	Linkedin	Yes	No	No
1/11/2022 23:57:07		Instagram	Facebook	Updates	Linkedin	No	Yes	No
1/12/2022 8:22:04	FUN	Instagram	Twitter	Updates	Facebook	Yes	No	No
1/20/2022 17:44:21	FUN	Instagram	Twitter	Updates	Linkedin	Maybe	Maybe	No

Instagram is the best social media for businesses who want to create photos and videos for their audiences. That being said, the platform is a valuable tool for building your brand's identity

Global social media usage is steadily increasing, with over 3.5 billion social media users worldwide. Social media marketing for construction companies can help reach new and existing audiences. Construction companies can capitalise on free brand exposure by producing quality content and engaging with their followers.

In this digital climate, social media has become core to our daily routine. Millennial (born between 1981-1996) hold the highest daily social media usage, at 90.4%, followed by Generation X (born between 1965-1980) at 77.5% and Baby Boomers (born between 1946-1964) 48.2%. These statistics highlight that social media has become intrinsic in daily life across age groups, especially those generations furthest from retirement age.

Construction companies can use social media as a channel to control the conversation about their brand, share important news about their organization and importantly, to engage a demographic suitable for recruitment. Social media platforms host a huge audience for construction companies that they might not otherwise be able to reach. An audience of digital natives that could help the construction industry moves forward in a digital era.

It's important to remember that the same people that use social media at their leisure to look at the latest popular meme or cat video are likely the same people that work as investors, buyers, finance professionals etc. Social media marketing for construction companies is crucial to maintain a positive brand perception to each audience segment, this includes investors. Creating

conversations online that build free exposure will ensure investors have made the correct choice in injecting money into construction projects. A social feed those shares:

- Press releases
- Website content
- Consistent tone of voice
- Builds brand image

It creates an engaging social feed and gives reassurance to investors that the organization is thriving and moving in a positive direction. The social posts also have the benefits of attracting new audiences for recruitment purposes, which indicates growth and a future of the firm.

The construction industry admits that it has been slow to adopt modern technologies and digital marketing transformation. Social media marketing for construction companies is a great way to combat the challenges the industry faces. By helping create brand awareness to recruit the next generation of construction workers. Construction organizations like Balfour Beatty have already started to bridge the digital skills gap, by introducing innovative graduate schemes and apprenticeships in business and technical fields.

These opportunities help construction companies mould their perfect employee, giving graduates the skills needed to excel in the construction industry, and in turn the sector benefits. Construction companies can determine which social media channels best suit their needs depending on demographic and audience usage.

A paid social media strategy has the benefit of driving traffic to a website much faster than organic methods.

There's no escaping the shift towards the use of mobile over desktop for social media. Smartphone's have had a huge impact on social media usage. The rise of visual content is correlated with the increase in smart phones, using richer forms of media to engage on the smaller screen. Nearly 80% of all social media time is spent on mobile devices. Instagram has more than one billion monthly active users and the growth of the platform has meant organizations must re-assess their digital marketing strategy, to ensure their content is mobile and image optimized.

Instagram is a platform that solely works for smart phones or tablets. The social channel can be used on desktop, but the user experience is seamless on Smartphone's and tablets. Instagram's inbuilt advertising and influencer marketing opportunities means referral traffic to websites can be high.

Organizations must deliver websites that are mobile first to ensure potential customers have a seamless customer experience.

Video Marketing –

The amount of visual content shared daily has grown to over 3 billion images and 10 billion videos between Snapchat, Instagram, Face book, Facebook Messenger and WhatsApp. The growth of live videos has given users an effective way to engage with audiences. This gives audiences the opportunity to get to know organizations and provides a real-time channel for communication.

54% of users would love to see more video content from the brands they follow. Any construction organization can start creating video content as part of their social media strategy. A good place to begin is to identify what your overall objective is, and then how you're going to achieve those results. Video content can be a simple brand message, project story, customer review, product reveals or company employment benefit that will help your organization influence its targeted audience. For construction companies this might be for recruitment purposes or to nurture investor relationships.

- Tracking down all my social media accounts I used for my Internship
- Make sure each account is complete and on brand
- Identify your best posts
- Evaluate channel performance
- Track results over time
- Calculate your return on investment
- Understand the audience for each network
- Decide which channels are right for you

X. Suggestion/Recommendation –

The only social media strategies you'll need in 2022 are -

1. Establish your goals.
2. Define your target audience.
3. Choose your social media platform.
4. Research your competitors.
5. Determine you're posting game plan. ...
6. Invest in social media management software.
7. Assess and adjust your strategy.

The most powerful social media marketing strategy for me is retargeting, also known as remarketing.

A successful Social Media Marketing Strategy means having a well thought out plan that guides you in everything from attracting users to engaging fans and followers to organizing and researching, with the ultimate goal of converting your followers into paying customers. On top of that, it's necessary to stay on top of the constant changes that accompany the nature of social media and adapt your strategy accordingly.

Whether you're putting together your strategy for the first time or you're looking for ways to spice up your existing strategy, today's post will present you with new ideas for getting the attention of users, interacting with them, organizing your social media efforts, and taking advantage of recent trends online.

Save time with photo editing tools-

Images are extremely important for social media marketing. Consider this, articles with images get 94% more total views. However, as you probably know from experience, creating and editing images can end up taking more time than you expected. Well, you're in luck! Check out sites like [PicMonkey](#), [BeFunky](#), or [Timeline Slicer](#) (especially for creating cover photos for Facebook).

Are you carrying out your social media marketing strategy as efficiently as possible? Working with **Content Calendars for Social Media** are extremely helpful when it comes to organizing all of the content you want to generate and publish.

They allow you to get ahead on work and start accessing posts ahead of time. Another advantage of organizing your content in this way is that you can include evaluations of your previous posts' performance to help you plan your promotional campaigns with greater efficiency.

Keep up with Millennials,

They were born with Social Media Marketing!

Marketers can learn a whole lot from millennial, and moreover, businesses that can't keep up with this generation could be missing out on a huge market. They have grown up with technology at their fingertips (in their hands actually), are constantly connected via social media, want information *now*, they are good at multitasking, and above all, have different values than previous generations.

Brands need to recognize how these differences can affect Marketing strategies. For example, Millennials are much more likely to choose (or switch to) a brand based on a cause they care about. Also, Millennials don't mindlessly absorb advertisements, they want to be involved in the discussion – they tell brands *what they want* and expect a *response*. They want mobile friendly, visually clear, and easy to understand products and services.

Make an impact with your images-

A picture says a thousand words. While articles and links are obviously important for driving traffic to your site, they are best not left alone. The impact that visual content has on audiences is the drive to get users to click.

Sites like Tumblr, Exposure, and Instagram are all image based. Micro blogging is a great way to share your story quickly and simply.

Incorporate Audio into your content-

Marketing and communication are extremely visual based these days, that's why incorporating audio into your marketing strategy is a great way to stand out and connect with your audience on a personal level. Sound affects our bodies, thoughts, and actions and has a different way of reaching people compared to media that appeals to other senses.

- I would suggest keeping and creating one game plan and sticking to it.
- Treating each channel individually and correctly

- Going beyond and above client servicing that is creating new buzz or trend I can say and getting more to get engaged in it.
- The best way to indulge your audience is to, I would suggest to Track and Talk while you're game planning about social platforms.
- Beef Blogging - Your regular blog is a good place to write longer-form posts when needed. To get the most out of your efforts, make sure your mobile friendly. Instagram is the perfect platform to showcase shorter posts for a "less is more" approach. No matter how or where you blog, choose the option that's right for you and your schedule, then update consistently.
- Drawing on your community-
- Encourage customer feedback-
- Finding new photo editing tools-
- Generating buzz with info graphic tools-
- Installing pin it button-
- Join in customer experience –
- Keep learning until and unless you're satisfied with your growth.

Additional research is warranted regarding which social media marketing tactics are effective for small retailers. Further studies could look into both the positive and negative long term effects of social media marketing on a small firm. Small retailers have a smaller budget and tighter constraints yet provide more personal retailing, therefore a study examining how these 23 aspects factor into a small store's social media tactics would be beneficial. Studies should also suggest how small retail businesses could initiate and maintain social media marketing to improve relationships with their customer base.

To stay relevant retailers need to keep up with the changes to ensure that they will be noticed by consumers, reinforcing the fact that more research would be valuable to all parties involved: retailers, marketers, and scholars. Social media opens up a whole new world for small retailers by providing an endless array of potential interactions with consumers, which is the main reason why there is a need for an increase in studies examining the impact of this new phenomenon on small retailers.

Another recommendation I have got for improving social media marketing experience-

- Social Media Marketing Tips to Skyrocket your Traffic.
- Define your goals.
- Learn about your target audience.
- Select your social media platforms wisely.
- Build a winning game plan for social media marketing.
- Set up a social media content calendar.
- Let the tools empower your strategy.
- Using the art of storytelling
- Develop customer relationships.
- Make sales directly within social platforms.
 - Decide which social media networks work best for your social media marketing strategy
 - Launch and optimize your profiles
 - Create valuable content for your social media management strategy
 - Automate posting to your social media channels
 - Boost your following with contests and sweepstakes
 - Connect with influencers in your niche

Connect with them on Social Media-

LinkedIn: LinkedIn is an essential platform you should be connecting with your influencers on to develop a solid marketing team. Send the influencers you've selected a connection request, with a personalized message about how you know them, and what you like about their work. Follow their LinkedIn page, and share their posts, as well. Effective partnerships with people require you to give as good as you get.

Facebook: Engage with influencers on Facebook. Using Facebook is a brilliant way to get in front of a target audience, and reach both the B2B and the B2C community. Search for the influencer's Facebook page, follow it, and comment on/like their posts and photos. It's also a good idea to share their Facebook images, and tag them, as it's a great opportunity to be noticed.

Twitter: Twitter is probably the best social media platform to interact directly with influencers. Follow their Twitter handle, retweet the content they post

(including images), and make sure you mention them when you share their content, so they get a notification and you get noticed.

My work-

How I handled social media platforms in a firm-
Things I have learnt during internship-

When it comes to social media marketing, companies that function in commercial industries tend to shy away.

There's a misconception out there that no one cares about seeing something like a construction project on Facebook. But for many construction companies, social media marketing can be another useful tool in your arsenal of inbound marketing tactics.

When used properly, you can harness social media marketing to grow your brand and even deliver qualified leads.

It seems that social media isn't always a natural fit. If you're looking for ways to market your construction company, get the word out, and build up a bit of brand awareness and industry authority, social media marketing is a useful tool. I'm here to tell you why, and how. When we've got that all figured out, we'll move on to some quick steps that will help you successfully implement social media marketing for your construction company.

Social media marketing is any kind of unpaid activity you do on your social media channels. If you post your blogs to LinkedIn or Facebook, or if you share regular business updates on Twitter, that's all considered social media marketing.

Social media marketing is often confused with social media advertising. They're actually two very different things, though they're both useful marketing tactics.

Social media advertising is any paid social media activity. So while posting your blog post to Facebook would be social media marketing, boosting that post and putting a bit of money behind it would be considered social media for facebook and instagram marketing. Most construction companies we talk to tend to be a little reluctant about jumping into social media marketing. If you primarily do construction work on commercial buildings and for other companies, it's hard to see how social media could add anything to your bottom line.

Even if your construction company does interact directly with consumers or homeowners, social media might not feel like a natural fit. It's important to

remember that even if you're strictly a B2B construction company, every company you work with is made up of *people*.

Most people these days have at least one social media account, if not multiple.

Social media marketing works in a few ways. It can be:

- An amplification platform for your brand. A way to get your great news and exceptional content into the hands of the people who want it.
- A tool to increase your brand awareness. The more recognizable your brand, the more people are likely to remember you, and choose you for their next construction project.
- A way to connect with your audience. By engaging with your followers on social media, you can invest in some social listening. When you're able to determine common pain points and questions your audience has, you can develop solutions that address them.
- A lead generation machine. If done well, you can use social media to drive leads to your website and construction company. It's important to understand what that looks like, however, so you're measuring your results properly.

All of these methods work. All of these methods are useful. All of these methods will help your construction company grow.

From gaining a better understanding of what your ideal buyer wants and needs to amplifying your brand awareness, all these benefits of social media marketing can drive results for your construction company.

Getting your social media marketing strategy off the ground can take a bit of work. For construction companies especially, the toughest part seems to be just getting started. Follow these 6 steps to give our construction company's social media marketing a bit of structure, so you're sure to stick with it.

Goal Setting –

The key to successful social media marketing for construction companies is goal setting.

Social media marketing is a powerful tool, but it's only going to work for you if you understand the platform, your goals for that platform, and how to measure your progress towards those goals.

For example, let's say you're planning to get started on Facebook. You want to get the word out about your construction company and how well the projects you're building turn out. If your goal is getting the word out, you shouldn't be measuring clicks. Instead, you'd want to measure impressions and views. How many people are seeing your posts? Are they getting shared? The more visibility you get, the closer you're coming to reaching that awareness goal.

And now that I've mentioned it, you should have a tangible awareness goal. Maybe it's to average a certain number of views or impressions per post.

Maybe it's to increase the number of followers you have.

Choose a number and a time frame that's realistic, and then measure that goal as time goes on. Goal setting and progress tracking are keys to ensuring that your social media marketing strategy is producing the right results for your construction company.

Pick a platform-

This brings us to our next point — choosing a social media platform.

- Not all social media marketing for construction companies will produce the same results. Each social media platform has different advantages and features. You'll want to choose the platform that's best suited to your construction company's social media marketing goals. Facebook. Great for general awareness. If you want to get the word out about your company, and get more eyeballs on your projects and your brand, Facebook is a good place to start.
- LinkedIn. A smart choice for commercial construction companies. You'll find content here is geared to professionals, and you can do a lot to raise brand awareness in a professional setting here, as well as drive some very targeted conversions.
- Instagram. Another great place to highlight your work and drive brand awareness. Best for sharing before and afters, highlighting new products

and beautiful work. Instagram is visually-focused, so this isn't the place to drive conversions, but Instagram is a very effective tool.

Posting-

The key to successful social media marketing is consistent, quality posting.

Post at least twice a week to start. And be intentional about what you're posting. I won't go into all of it, but different types of posts get more attention from different platforms.

For example, Facebook is likely to limit the reach of a post that it thinks is marketing in preference of what it calls, "meaningful content" or content that brings people together. A post about how great your company is probably won't get the same reach that highlights a photo of your team or a project you've recently complete.

Do some research into the platform you've chosen and come up with a plan that includes:

- Posting best practices for your platform
- How often to post
- What to post

Varying your content -

When your construction company is getting started with social media, it's easy to think of one type of post: say an employee spotlight, or before and after project photos, and stick to those while you get a feel for the platform.

It's great that you're posting consistently, but it's likely the followers you have will start to grow weary of seeing the same types of posts in their feed all the time.

Do your best to vary your content so your followers always feel like they're seeing something new or interesting from you.

For example:

- You might post one employee spotlight post.
- Then, a few days later you could post a before and after project post.
- A few days after that you could share an article you found helpful from someone in your industry.

- Next, you could share one of your own blog posts.

Varying the types of content your construction company put out works for you in a variety of ways.

1. It helps ensure you're putting out content that speaks to more than one of your buyer personas. You're likely to pull in more followers with varied content.
2. It keeps your followers entertained, with new content they can get excited about.
3. It's likely to help you maintain a solid reach with each of your posts.
4. Any social media platform is likely to start limiting your post's reach as they see that fewer and fewer people care about the content you're putting out.
5. When you put out new, different, and exciting or interesting content each time you post, you're more likely to increase the engagement that the post gets.
6. When more people like, comment, and share your posts, you get a larger reach, which eventually turns into a greater following.
7. If you ever get stuck, consider incorporating video.
8. There is nothing that social media users love more than video. Whether it's a timelapse of your job site or a quick video how-to, video constantly drives the most engagement regardless of social media platform.
9. Not sure how to make sure you're always posting something new and different?
10. Consider a content calendar specifically for your social media platform.
11. This can help you outline what you're going to post, and when. This way, you can decide what types of content you'll put out, and you'll be able to see at a glance that what you have coming up is new and different from what you've already posted.

Get involved :

Once your construction company gets your social media marketing strategy up and running, it's time to get involved.

No matter what platform you choose, your active engagement is essential to the success of your social media strategy.

If someone comments on your post, respond. Even if you're just thanking them for their comment.

If you're on a platform like LinkedIn, Houzz, or Facebook, get involved in groups that are relevant to your construction company. LinkedIn but Facebook and Houzz also have a ton of industry-specific groups you can get involved in.

Find a few groups that are interesting to you or relevant to your construction company, and start a conversation. Respond back to other group questions, ask questions yourself, and when it's right, share some helpful information.

The more involved you get on these social media marketing platforms, the faster your presence is going to grow, and the more authority you'll build in your industry.

Even on Instagram, your company can get involved by commenting on the posts of others in your industry, sharing posts you find interesting on your Stories, and just by responding to your followers when they comment on your post.

Everything else, when it comes to social media marketing for construction companies, you're going to get out what you put in.

If you're actively involved with followers and other industry pros on your platform, you're going to see much better results than if you're just passively posting once a week or so.

Make social media part of your company-

It's going to provide you the very best results when you use it in conjunction with other marketing tactics. You produce content, on your website, for construction magazines, for other industry professionals, etc.

You share that content, probably via email marketing at the moment. The more eyes you get on your content, the greater your lead generation potential.

Social media marketing is another amplification tool. In addition to sharing that great content to your email subscribers, you can get it out on Facebook, LinkedIn, Houzz, or whatever social media platform you choose.

That style of content marketing opens you up to a significantly larger pool of potential leads. And if you stick with social media marketing and put in just a little bit of effort, that pool is just going to keep growing with more and more qualified leads.

As your following grows, you're sharing your brand and your message with more of those qualified leads.

That will keep building on itself according to your social media marketing goals.

Implementing my work-

Social media marketing might feel like a big plunge, but when implemented properly, and with a bit of effort, it can be exceptionally successful for your construction company.

Start small, and stick with it.

The more quality content you post and the more you engage, the larger your following will grow.

This generates more brand awareness, and will eventually contribute to more qualified leads coming right to your construction company, ready to make a purchasing decision

XI. References-

<https://www.marketingevolution.com/marketing-essentials/what-is-a-digital-marketing-platform-marketing-evolution>

<https://www.optimizely.com/optimization-glossary/online-marketing/>

<https://rapidboostmarketing.com/how-to-create-a-digital-marketing-strategy-for-construction-companies/>

Have a look onto My Work-

1. Link for LinkedIn –

<https://www.linkedin.com/in/aishwarya-deshpande-792a77184/>

2. Link for Google Form –

<https://lnkd.in/d3a8UhBD>

3. Link for my blog –

<https://www.blogger.com/blog/post/edit/preview/8123813597716209652/6395510458121440446>

<https://www.blogger.com/blog/post/edit/preview/8123813597716209652/6605755716279102295>

XII. Conclusion-

Social media has changed the way that we all interact with each other online. It's given us the ability to discover what's happening in the world in real-time, to connect with each other and stay in touch with long-distance friends, and in order to have access to endless amounts of information at your fingertips. In many senses, social media has helped many individuals find common ground with others online, making the world seem more approachable.

Businesses are also using social media to target their consumers right on their phones and computers, building a following in order to build a loyal fan base, and create a culture behind their own brand. Some companies have created entire personas on Twitter in order to market to younger consumers using their own language and personas. Social media has taken the world by storm, capturing more than 3.8 billion users worldwide and counting. Whether or not each platform resonates with you personally, there are endless ways for businesses to market to their consumers and target them to ultimately make a purchase. Allowing us to stay connected with friends, find information easily, and add our own personalities to the online world, social networks are here to stay.

MARKETING is the most exciting of all business sports. It is the heartbeat of every successful business. It is continually changing in response to the explosion of information, the expansion of technology, and the aggressiveness of competition, at all levels and everywhere.

All business strategy is marketing strategy. Your ability to think clearly and well about the very best marketing strategies, and to continually change and upgrade your activities, is the key to the future of your business.

Fortunately, like all business skills, marketing can be learned by practice, experimentation, and continually making mistakes. The key is to test, test, test. And whatever marketing strategy is working for you today, no matter how and what. Social media has taken its position into the real world and has interfered with the lives of many. As users log on to their social media profiles, they are being removed away from the real world and placed into the virtual dimension. Social media is a really convenient and important communication network for all the people nowadays. As social media is too convenient for people, almost most of them don't even have to 'speak out' to communicate with people. No longer, people will lose their communication skills.

The more serious problem is many people utilized the power of social media and used it to bully someone. The power of social media is also same as the one

in real life. Social media changed our life so much. Our life became more convenient because social media is a very useful tool for us in 21st century, it could help us to improve our life. However, we have to aware of how we use them. If we could use the social media smartly, having social media will become a good change for us. Don't forget the importance of doing effective research to find out what your customers actually want and what will make a difference to them. Added value will help you gain customer confidence and separate you from the pack. The best way to evaluate the importance of applying social media in marketing is to realize the importance of social media in everyday life of people who are likely to become your customers. Social media marketing has become a necessity, one that is imposed to the business by the overall presence and impact social networks have on the users.

In spite of the fact that social media presence has become a necessity, there are numerous ways to leverage social media presence into improving your business, and here are some of the major benefits.

Ability to create a community of people who are loyal to your brand and to foster this relationship is what makes social networks such a perfect places for modern businesses. You are now able to gather those who are interested in your business or your area of expertise by building your online community. In addition, you are able to broadcast your message, to promote your company by introducing it to the community of loyal followers. Working on engagement and creating an authentic and valuable environment, you will be able to make the most out of that community, which will result in multiple benefits for your business.

In conclusion, research has determined that retailers can increase awareness of their brand by being creative when engaging customers on social media sites. "As more shoppers are using social media (e.g., Twitter, Facebook, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important" Since social media sites can be exploited for the information it provides on consumer behavior with regards to their purchasing intentions, research further suggests that businesses should incorporate social networking sites into their business model or promotional mix.

A business model is a system of codependent structures, activities, and processes that serve as a firm's organizing logic and create value for customers, itself.

Last but not least,

As you become more comfortable with social media marketing, you can work to expand your tactics to another social media platform, and even start investing in social media campaigns

Social media marketing for construction companies is a great way to increase brand awareness, grow your following, and help expand your pool of qualified leads. But, it's not always easy.