

Smart Digital Entrepreneur

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ABSTRACT—

In the Information Age, online and offline business is all about entrepreneurs. Anyway, not enough, the market must always be visible on the internet when people are looking for a product, service or product from the market in order to survive and thrive in a profitable business. As a result, search engine optimization (SEM) and search engine optimization (SEO) in particular are important tools that can be used to improve and enhance business websites and product listings on the internet.

The aim of this thesis is to study search engine technology and how to use it effectively to guide Smart Digital Marketing sites to drive more sales and potential users of the website.

Keywords—Search Engine Optimization, Social Media Marketing, Affiliate Marketing, Content Marketing.

I. INTRODUCTION

Digital marketing refers to all businesses that use electronic devices or the internet. Businesses use digital technologies such as search engines, advertising, email and their websites to connect with current and future customers. It can also be called 'online business', 'online business' or 'web marketing'. Digital marketing is defined by using multiple channels and links to connect their employees who spend most of their time online. From websites to online shopping listings, commercial products digital advertising, email marketing, online newsletters, and many more - there is a sense that protests are overshadowed by "digital business." "Digital marketing is 2 trade or the services use digital technology, especially the Internet, but also mobile phones, social media and other digital media. Digital marketing services such as Search Engine Optimization (SEO), Search Engine Optimization (SEM), Content Marketing, Impact, Marketing, Advertising, Business Intelligence, Marketing, Marketing, Advertising, Email, marketing, ad release, e-progress made in technology by books, and video effects in sports.

II. A SHIFT OF MARKETING FROM TRADITIONAL TO DIGITAL

The development of digital marketing is different from the development of technology. In 1971, Ray Tomlinson sent his first email and developed a platform technology for people to send and receive messages from various machines. By the 1980s, computer storage capacity was large enough to hold user data. Companies are starting to opt for online systems, such as database marketing, over domain names. This information has enabled companies to better understand customer data, thereby changing the relationship between customers and vendors. However, manual procedures are not as useful. During the 1990s, the development of the term Digital Marketing, along with the development of the popular server / client server and the popularity of computers, the use of customer relationship management (CRM) technology has become an integral part of the technology industry. Fast competition allows vendors to add other services to their software, for example, sales and solicitation. Entrepreneurs can be the ones who have great products online through online CRM software. Companies can tailor data about customer needs and enhance their experience. This resulted in the release of the first announcement announcing the 1994 election, which was AT&T's "Will Ga" campaign and in the last four months, 44% of all viewers had seen a press release.

In 2000, with the growing number of internet users studying the iPhone, consumers began researching the product and settled on their online needs before turning to shopping sites, creating new problems for company advertising business information. In addition, a 2000 UK survey found that not many retailers were registering their addresses. These words lead entrepreneurs to look for a digital model for business development. The third tier of business since the 1990s and 2000s has changed the way consumers and businesses use technology for

marketing. As the digital platform has become a marketing campaign and in everyday life, as more people use digital applications than to visit the market, digital marketing is becoming more successful. In 2007, the concept of the industry was raised to solve the above problems. Technology companies have helped the company's customers, advertise their products and provide personal information to customers. However, the speed at which it drops and the user is not enough. The digital industry became ubiquitous in 2000 and 2010, where the growing number of devices with access to digital media grew rapidly. Statistics released in 2012 and 2013 show that the digital industry is still growing. With the growth of social media in the 2000s, such as LinkedIn, Face Book, YouTube and Twitter, consumers are now the best electronic devices in everyday life.

They feel that consumers are not good enough to cross the road in search of something. Changes in customer behavior markets change differently. The global digital marketing market is booming, mainly since 2013. Digital media advertising is estimated at 4.5 billion online advertisements served digitally each year. (OBA) to advertise to Internet users, but the OBA is increasingly concerned about users' privacy and databases.

III. LITERATURE REVIEW:

Ratchford et al. (2001) found that anyone and everything on the Internet, consumers can gather information about this product when they consider the product over the providers at a lower cost. They can also be efficient and effective on budget monitors and are easy to find and inexpensive for manufacturing. Dave Chaffey (2002) describes e-commerce as a technology that creates online content (Web, email, statistics and memory, as well as mobile / wireless / digital TV) to support business marketing, focusing on profitability and customer retention (within many purchases and customer life) in every way by enhancing our customer experience (for their profile, behavior, value and trust, trust and the right people driver), then 4 priority for social reasons. ([http://www.wnim.com/archive/issue2904 / eMarketing.htm](http://www.wnim.com/archive/issue2904/eMarketing.htm)) Chaffey's description on social media should not be the technology behind this product. Zeithaml (2002) describes the success of e-tails in web design as cost-effective, useful and fast. Other services available in the e-store include timely delivery, return and replacement process, time to fulfill online orders, fast response time for ecommerce customers.

IV. EXISTING METHOD

Digital entrepreneurs have a responsibility to promote brand awareness and bring the brand to all digital platforms - free and paid - available at the company. These communication systems include interviews, corporate websites, search rankings, email, social media, and corporate blogs. In a small company, one expert described above will have several digital businesses at the same time. In large companies, these attacks are professional, each targeting one or two digital icons.

1. Search Engine Optimization (SEO):

This is the process of making your website "high" on the search pages on the website, thereby increasing the traffic (or free traffic) to your website. Articles that benefit from SEO include Websites, Blogs and Texts.

2. Social Media Marketing:

This practice promotes your brand and social media content to increase awareness, drive traffic, and create a path for your business. Channels you can use on social media include Face book, Twitter, LinkedIn, Instagram, Snap chat, Pinterest

3. Content Marketing:

It means creating and promoting content tools for vehicle-focused marketing, vehicle development, design and understanding its customer. Fans can work on your business content including Blog content, eBooks and free publications, brochures, online brochures and brochures.

4. Affiliate Marketing:

This is a type of advertising to track your payload to promote products, services and other websites. Business affiliates include video ads from YouTube to contribute to Social Media through your social media account.

5. Native Advertising:

Advertising is always about advertising that affects advertising and is done on the platform and other, better things. Buzz Pub-sponsored ads are a good example, but many people advertise "ad" ads - facebook ads and Instagram ads.

6. Email Marketing:

Companies use marketing as a way to communicate with their audience. Email is often used to promote content, money and events, as well

as direct people to business websites. Types of emails that you can submit email marketing campaigns include Blog newsletters, mail visitors and websites extracting certain articles, Accounts, holidays that support affiliates, Messages or related emails and visitors.

V. PROPOSED SYSTEM

We create a proposed system which named as Smart Digital

Entrepreneur. So how it working let's see in details:

SMART DIGITAL ENTREPRENEUR

The Smart Digital Entrepreneur is a website consist of Blogs of Product. Here we provide a lot of information for any product which seller want to sell to the customer example mobile devices such as adapter, memory stick, case etc. Our major product are headphone, earphone and earbuds. Smart Digital Entrepreneur differs itself from other website we are targeting the primary and specific regional user so that the regional seller get the higher chances to sell out their quality product. As we know that there are so many offline store want to get online presence, but the problem is, they don't know how to use technology.

Visibility of website on search engine is a most important factor that determines the existence of very ecommerce business model and every offline store who wants presence online. However, when we conduct survey and went to the offline store, and ask them what is problem you are facing in the present situation? They answer us , the market is going down and the companies like Amazon, Flipkart and so many techie who knows how to used online technology are earning and due to that we are facing problem we don't get a sell properly. And the second thing is that they are not afford to higher the professionals to get their presence online. Taking all things in to the consideration we came up with the idea of Smart Digital Entrepreneur.

VI. CONCLUSION

SEO (search engine optimization) is one of the most important and powerful digital marketing techniques for any businessman who wants to promote the vision and confidence of their business in Israel. SEO is also a cheap solution for small businesses and they start promoting their website on the power because a big business 7 does not need SEO which is very important, they just need to work hard, be patience and adaptation to achieve good success at SEO. The leader of the Smart Digital Marketplace has been struggling with a market downturn in recent months. As they conducted their investigation they found that the reason for the sale was the lack of interaction with customers and the search for a relationship with low conversion rates.

VII. FUTURE SCOPE

Digital marketing allows entrepreneurs to see the real benefits in real time. If an ad was placed in a newspaper, it is difficult to estimate how many people actually turn to that page and pay attention to the ad. There is no way to make sure that the ad is responsible for every eye at all times. But digital marketing will help you to reach out to your product / service, to engage with future customers, to have a global business, to promote self-sufficiency. However, with digital marketing there are some downsides.

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