



“A Study on analysis of Digital Media Advertising Efficiency in Residential Areas and IT Parks in Pune Region”

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ABSTRACT :

The success of a project, especially one that hinges on robust marketing, dedicated customer engagement, and razor-sharp sales tactics, lies in a well-crafted strategy. Here's a detailed approach that can drive this endeavor to fruition.

Begin with a deep dive into market research and analysis. The importance of understanding your target audience, the competition, and prevailing market trends cannot be overstated. By pinpointing the industries and businesses that stand to gain the most from your digital screen product, you're setting a clear course.

Equally vital is the art of customer segmentation. Classifying potential clients based on parameters such as their industry type, company size, geographic location, and unique requirements can lead to more tailored and effective pitches.

Then there's the realm of customer engagement, which has transformed in this digital age. Consider enhancing your digital screens with interactive features—think along the lines of polls, quizzes, or even platforms for user-generated content. Such initiatives not only make the screens more engaging but also foster a two-way dialogue, offering invaluable feedback.

The prowess of your sales team is your frontline weapon. A well-informed team, adept in the product's intricacies and trained in the nuances of effective selling, can make a world of difference. Their ability to sieve out high-potential leads from the rest can significantly enhance conversion rates.

Lastly, the lifeblood of any sales-centric endeavor: lead generation. A blend of both inbound and outbound strategies can cast a wider net. Innovative methods like dedicated landing pages, webinars, and workshops can act as magnets for capturing leads, propelling your project toward success.

1.Objective of the research:

- To study the best methods to find and draw in potential customers.
- To study how we can increase our customer numbers by making successful deals.
- To study our current methods of attracting customers and determine the most effective ones, then suggest improvements.
- To study what our competitors are doing to get sales and learn from them.
- to study ways to boost sales for adonmo pvt.ltd.

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2.Introduction to adonmo Pvt. Ltd.

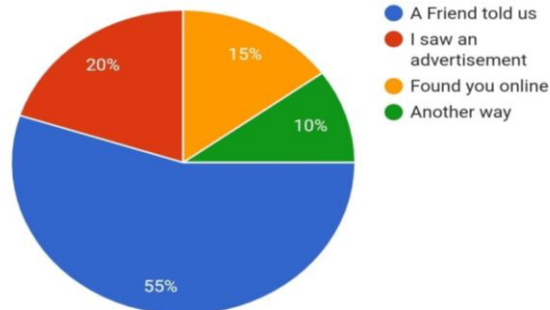
Established on 12 July 2016, adonmo private limited stands as a notable entity registered as a private limited company, with its base in k.v.rangareddy, telangana. The firm boasts an authorized share capital set at inr 10.00 lac, of which inr 6.47 lac has been fully paid up.

As of the fiscal year that concluded on 31 March 2022, Adonmo private limited reported operating revenues falling within the inr 1 cr - 100 cr bracket. However, the company witnessed a drop in its ebitda by a significant -117.06% compared to the previous financial year. On a brighter note, the company's net book value saw a substantial surge, recording an increase of 945.55%. Detailed insights into other vital performance and liquidity metrics are available for scrutiny.

Currently, adonmo private limited is actively operational. As per the most recent data, the company convened its latest annual general meeting (AGM) on 30 September 2022.

3. Analysis :

How did you first hear about us



Interpretation:-

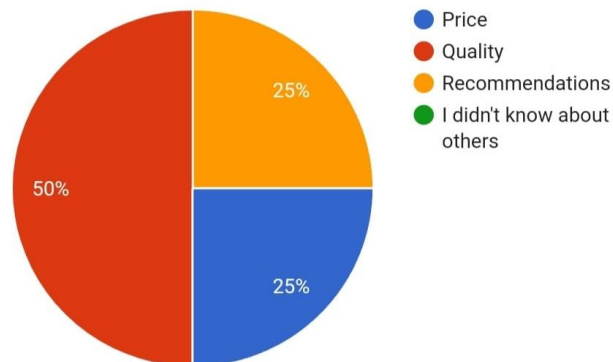
55% of people came to know about adonmo by their friends

20% of people saw the advertisement

15% of people found it online

10% of people found it another way

Why did you choose our service over others?



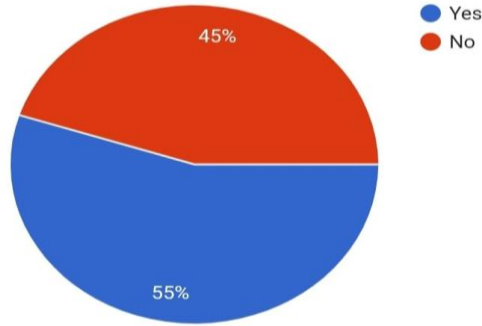
Interpretation:-

50% of people took our service because of quality

25% of people took our service by recommendations

25% of people took our service because of price

Have you seen any special deals or offers from us recently?

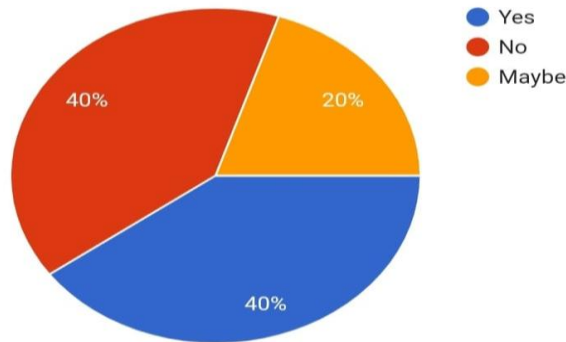


Interpretation:-

55% of people know about our offers.

45% of people don't know about our offers.

Do you know of other companies that offer similar products/services as ours



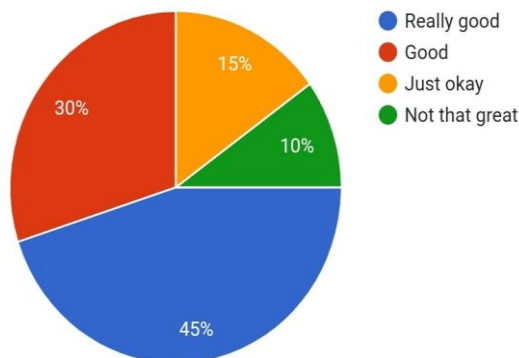
Interpretation:-

40% of people know similar product/services like us

40% of people haven't heard similar product like us

20% of people are not sure

How would you rate the deals or offers we provide?



Interpretation:-

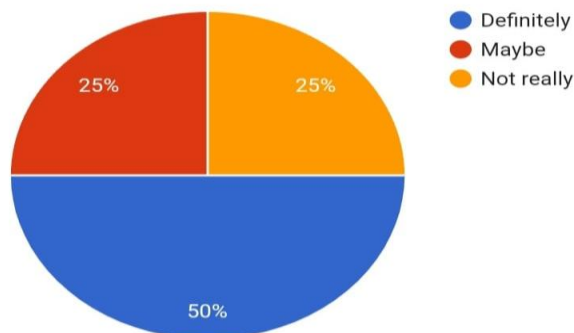
45% of people think our product is really good

30% of people think it's good

15% of people think it's just okay

10% of people haven't liked our product

If we had a special sale or offer, would you be more likely to buy from us?



Interpretation:-

50% of people will buy our service at the time of offers.

25% of people are not sure.

25% of people will not purchase.

4. Research Methodology: -

Scholarly Exploration: Initiate the process by diving into extant literature related to digital display solutions, promotional strategies, and sales methodologies. This will grant insights into modern tendencies, established best practices, and potential market voids.

Data collection:-

Primary Research:

- a) **Client Feedback Forms:** Create questionnaires to source insights from both current and potential users, focusing on their predilections, challenges, and anticipations concerning digital display offerings. Tools like SurveyMonkey or Google Forms can be instrumental here.
- b) **Expert Consultations:** Undertake comprehensive dialogues with a chosen cadre of clientele and market connoisseurs. This rich qualitative input can shed light on consumer inclinations and market evolutions.
- c) **Interactive Sessions:** Convene discussion sessions with a varied group, probing feedback on your offerings, cost structures, and outreach strategies. Such discussions can be pivotal in unearthing latent insights.

Secondary Research:

- a) **Market Intel:** Tap into secondary resources such as sectoral overviews, market scrutiny reports, and competitor breakdowns. Search for overarching patterns, market magnitude, potential for escalation, and other pertinent metrics.
- b) **Digital Footprint Analysis:** Engage tools like Google Analytics and digital platform metrics to pull in data about site visits, user trajectories, and interactivity. Such metrics are key to honing digital client outreach plans.
- c) **Historical Sales Review:** Dissect past sales records to discern evolving patterns and tendencies. Factors to consider include cyclical patterns, client demography, and locational inclinations.
- d) **Digital Sentiment Monitoring:** Track online hubs, discussion boards, and critique portals for feedback on your offerings and adversaries. This will offer a window into consumer feelings and challenges.

5. Findings:-

The digital out-of-home (dooh) advertising sector has witnessed remarkable expansion and innovation, but it's not without its set of hurdles and constraints. Here are the salient challenges that the dooh arena grapples with:

- **capital intensity:** launching digital displays, orchestrating networks, and establishing the required infrastructure for dooh demands considerable capital, potentially deterring small-scale enterprises and advertisers.
- **content dynamics:** crafting captivating content and overseeing its management on dooh displays is intricate and demands regular enhancements and fine-tuning.

- **technical roadblocks:** the industry often grapples with technical setbacks, such as display disruptions, network connectivity hiccups, and software anomalies, potentially hindering advertisement endeavors.
- **metric constraints:** ascertaining the efficacy of dooh strategies is more nebulous compared to online ads. Although metrics like viewer engagement duration and impression frequency offer some clarity, deducing tangible impacts remains challenging.
- **data privacy issues:** employing audience data for refined targeting can stir privacy apprehensions. Advertisers need to be astute in balancing regulatory mandates and audience expectations concerning data handling.
- **ad evasion:** even if digital screens are less susceptible to ad-blocking compared to web ads, audiences might overlook or sidestep digital displays, diminishing campaign resonance.
- **environmental implications:** the energy footprint of digital displays surpasses that of their traditional counterparts, necessitating endeavors to trim energy consumption and champion eco-friendliness.
- **regulation navigation:** dooh stakeholders must conform to diverse local statutes and zoning stipulations, which can differ notably across geographies.
- **premium spot rivalry:** prime dooh locales are scarce, sparking fierce rivalry among advertisers to clinch these prized spots.
- **content deluge:** metropolises brimming with multiple dooh displays can lead to an advertisement glut, posing challenges for distinct advertisements to captivate audience focus.
- **climatic & external elements:** outdoor displays are susceptible to the vagaries of weather, potentially influencing display clarity and functionality.
- **audience interaction:** engaging audiences and spurring desired responses via dooh content is a formidable challenge due to fleeting viewer attention spans.

6.Recommendations:-

Analytical decision-making: adonmo should persistently tap into data analytics and in-depth market research to glean insights into consumer patterns and inclinations. With a more profound grasp of their audience, their marketing and sales endeavors can be fine-tuned for maximum efficacy.

- **enhanced audience profiling:** by categorizing customers rooted in demographics, attitudinal factors, and purchasing habits, adonmo can orchestrate bespoke marketing campaigns. Such tailored campaigns can elevate conversion rates and fortify client loyalty.
- **digital evolution:** venturing deeper into digital avenues like social media, email outreach, and content propagation can expand adonmo's reach. Allocating resources towards search engine optimization (seo) and pay-per-click (ppc) initiatives can amplify their digital footprint.
- **strategic content creation:** adonmo should curate compelling and insightful content that underscores their prowess in the ad realm. This not only draws and enlightens potential clientele but also cements adonmo's stature as an industry authority.
- **collaborative ventures:** delving into alliances or collaborative ventures with entities that share synergies in the ad and marketing domain can unveil new growth avenues and prospects.
- **agility and pioneering spirit:** in an industry marked by swift metamorphoses, staying nimble is pivotal. Adonmo should maintain a vigilant eye on nascent ad technologies and trends, ensuring they remain at the forefront through continual innovation and strategic recalibration.

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