



Cooperative Education Report

**A study of Digital Marketing
in
Sipradi Trading Private Limited**

Written by
Ms. Sophie Pradhan
5708040060

**This Report Submitted in Partial Fulfillment of the Requirements for
Cooperative Education, Faculty of Business Administration
Academic Semester 8/2018
Siam University**

Project Title : A study of Digital Marketing in Sipradi Trading Private Limited
Credits : 5
By : Ms. Sophie Pradhan
Advisor : Dr. Thanakorn Limsarun
Degree : Bachelor of Business Administration
Major : Finance and Banking
Faculty : Business Administration
Semester / Academic year : 2/2017

Abstract

This internship is conducted at Sipradi Trading Private Limited, which is widely known company considered as the largest and most leading brand in Nepal in Automobile sector. Sipradi Trading Private Ltd (STPL) has been a sole distributor of Tata Motors Ltd. India, for Nepal since 1982. Main objective of this internship is to learn about the virtual aspect and the digital market in corporate sector in Nepal. To, evaluate perspective of customers with the products of Sipradi through Social Medias and online portals. However, various data have been collected during my internship for collecting up to date total number of online portals all over Nepal. I only collected data and researched about the social media campaign of the mobile sectors in our country. During online research I found out that most of the companies are very active promoting their brand name through online portals, Social Medias and digital sector. Various activities and decision-making activities were carried out and analyzed various pros and cons of activities conducted through Social Medias and online portals.

Keywords: Digital marketing/ Advertisement/ Social media Engagement/ Campaigns

Acknowledgement

This Coop report has been prepared as a prerequisite for the requirement of completion of BBA program provided by Siam University. This report has helped me exercise and expand my knowledge on the Digital Marketing in corporate sector. I believe I should acknowledge the support of every individual for positive response, guiding and supporting me with my report.

I am immensely indebted to Siam University for such a brilliant initiation of Cooperate internship for BBA degree where report is a crucial part, I would like to express my sincere gratitude to the Management faculty for all their valuable support for the study program. I am privileged to prepare this report under the supervision of Dr. Tanakorn and would like to acknowledge his guidance and mentorship in the entire period of this report preparation and for my future career.

My special thanks go to Dr. Maruj and Mr. Chantip Suksai for their support and guidance from the very beginning of this report. I am always grateful to the entire batch mates of Kathmandu College of Management, for supporting me and critically observing my performance and report to make it better with every comment they have added.

Last but not the least, my thanks and gratitude is dedicated to my family member and well-wishers for supporting me in every step towards my career with their unconditional trust and patience.

Sophie Pradhan

Contents

Acknowledgement	ii
Abstract	iii
1.1 Company Profile	1
1.2 Organizational Structure	2
1.3 Statement of report	3
1.4 Objectives of the study	4
1.5 Expected outcomes	4
1.6 Limitation of the study	5
Chapter 2: Literature Review	6
Chapter 3: Methodology	10
3.1 Roles and responsibilities assigned	10
3.2 Project Details	10
Chapter 4: Results and Discussion	16
4.1 Contributions of student made during the internship	17
4.2 Details of related learning process and new knowledge students have received	18
Chapter 5: Conclusions	20
5.1 Self-assessment as future professional	20
5.2 Comparison of Practical learning VS theory	21
References	22
Bibliography	24

Chapter 1: Introduction

Digital marketing is basically the new approach to market the product and services. It helps to understand the customer behavior effectively. It is the type of marketing through digital media not only through internet such as social media, display advertising, search engine marketing, web page etc. but also through the means of communication such as phone calls and messages. It is one the challenging and importance approach for any business on the way to success. It builds the great platform to create an impact on people about certain business product and services. Digital Marketing can be useful for the work for any business in any industry (Financial Times). I was did my internship in the corporate office of trading company of Automobile sector.

My research topic is “A study of Digital Marketing in Sipradi Trading Private Limited”. I choose this topic as it is the department I am working on and have been involved in all the activities of Digital marketing of the company I am doing internship on.

1.1 Company Profile

Sipradi Trading Pvt. Ltd is a major player in AUTOMOTIVE & ALLIED business in Nepal. It is considered of the largest and most leading brand in Nepal in Automobile sector. Sipradi Trading Private Ltd (STPL) has been a sole distributor of Tata Motors Ltd. India, for Nepal since 1982. The company has been providing Sales, Services and Spare parts, facility for the full range of Tata Motor's. It is certified with ISO 9001:2015. They are successful to grow themselves in automotive, lubricant, financial services and equipment sectors (Sipradi Trading Pvt Ltd, 2017). Sipradi is escalating them in rapid pace with their diversified business portfolio in order to reach their targeted revenue. The company has immense networks throughout Nepal having 22 sales network

offices and 25 service centers dedicated to Commercial vehicles. Moreover, 16 showrooms and 25 service centers for Passenger Vehicles and allocated 300 spare parts outlet in different places of the country (Sipradi Trading Pvt Ltd, 2017).It has 5 sister companies under it, they are Sipradi Trading Pvt Ltd, Sipradi Assured, Sipradi Earthmovers, Sipradi Auto parts and Sipradi hire purchase.

Sipradi Trading: It looks after Passenger Vehicle, Commercial Vehicle, Exide Batteries, Mak lubricants and customer care of Sipradi Trading Pvt Ltd. It is the company which plays a vital role in the Sipradi Trading Pvt Ltd as a whole.

Sipradi Assured: It exchanges any car with brand new Tata car with expert valuation.

Sipradi Earthmovers: It is the distributor of TATA HITACHI. They distribute Excavators, Wheeled products, Cranes and road making equipment. It has good market in the construction sector.

Sipradi Auto parts: It is the distributor of TATA genuine parts, garage equipment of MANATEC, fuel handling of GROZ and MICHELIN tires in Nepal.

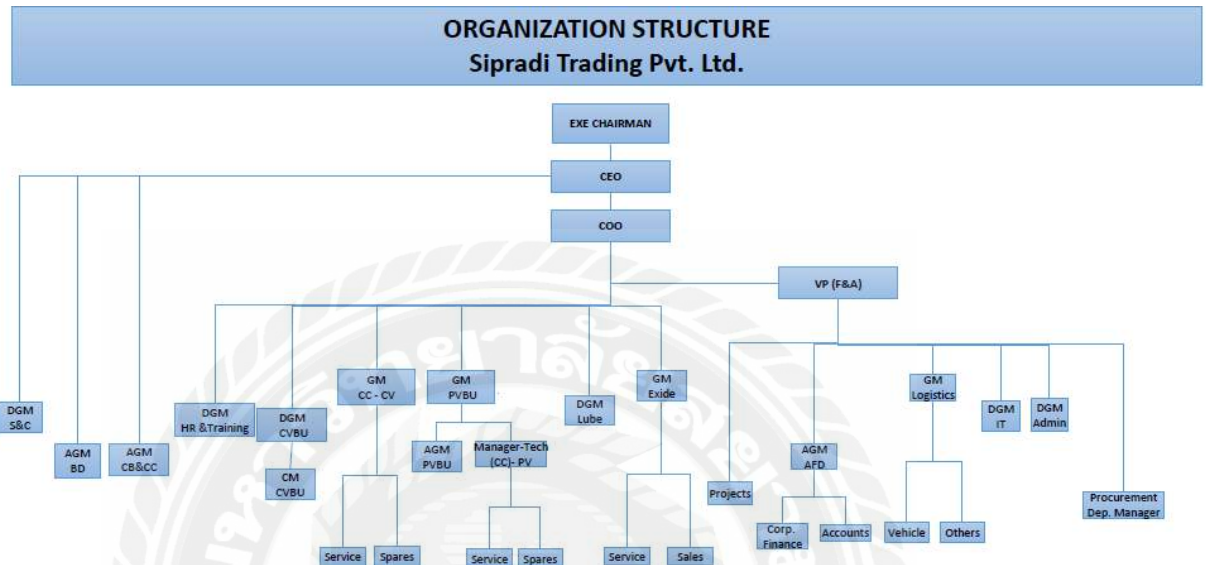
Sipradi hire purchase: It is a vehicular financing company of Sipradi.

Sipradi has undertaken lots of CSR activities. It has various CSR activities frequently coming once in a while related to traffic management, road building, drinking water supply, health awareness, education, tree plantation and safety awareness.

1.2 Organizational Structure

Organizational structure of Sipradi Trading Pvt Ltd includes various departments under it. As I was the intern in the department Corporate Brand and

Communication (CB&CC) under the supervision of Assistant General Manager Mr. Shawant Jung Sijapati (AGM).



SOURCE: <http://www.sipradi.com.np/>

1.3 Statement of report

There was some of the statement of the report that has been identified on which my Cooperative report is based on. They are listed below:

- Digital marketing is improving gradually but the implementation has not been properly done due to lack of awareness in top level management.
- Limited markets reach of through digital marketing in other different regions of the country due to lack of internet service.
- In order to attract the customers there is growing competition in social media sites and tracking down all the social media campaign of the competitors.

This information has been gathered from the company itself. This was explained by my Supervisor Mr. Shawant Jung Sijapati. While working with him he

explained me about the problems he has identified while working. And these are the statements that have been stated while in the internship period.

1.4 Objectives of the study

The major objectives of this report would be critically analyzing the recent approaches that the organization is taking into the field of digital marketing. I have studied about the perspective of people towards digital marketing and advertisement. To be specific there are some objectives of this report mentioned below:

- To understand the demand of digital marketing in Sipradi Trading Pvt Ltd.
- To study about the recent changes in digital sector of the company during the time period of 3 months.
- To know about the importance of virtual advertisement with virtual engagement and their effect in the company's sales.
- To find the company's competitors position of digital marketing through research and collecting data during internship.

1.5 Expected outcomes

Basically, this report is based on the company Sipradi Trading Pvt Ltd. It includes about the companies Digital Marketing strategies. There are various problems and the objectives that has been identified during the preparation.

As we all know that the technology has globalized the world, so as to cop up with these technologies the company has also started the platform where they can establish themselves through technology and that is digital marketing. Thus, Sipradi has also the different separate department that looks after Digital marketing called as Corporate Communication and brand. This department

handles all the brand works such as inauguration of new outlet, social media campaign while preparing the problems has been identifies which is mentioned in statement of problem and so as learned more about the objective has also been identified. There are various objectives to understand the value of digital marketing in the company, various changes that has been made by the company, the importance of virtual advertisement of the product and there effects and also finding out the competitors digital marketing position. And various data has been collected in order to achieve the required objective of the report.

1.6 Limitation of the study

There were various types of limitations faced during the time of internship and while studying about my particular topic of internship report. Some of the limitations are:

- Lack of the prior interns on the particular department, the responsibilities I was doing not clearly stated for some while and the past references was lacking.
- While I was assigned with some of research projects it was quite difficult to find the reliable data.
- The research was only limited to automobile sectors and their market.
- Only working in the backend of the organization.

Chapter 2: Literature Review

Digital marketing falls under the major department in Sipradi trading Pvt ltd. There are some the theories have been found through research and they have been reviewed. A full digital marketing competitor analysis should be a comprehensive document that encompasses all areas of digital marketing, including Website, Search Rankings, Paid Search, Online Presence, Online Reputation, Site Analytics Capability, Organic and Paid Search Strategy (Thomas, 2018). Globalization being the important issue in 21st century and the web give individuals access to a more extensive scope of items. Online networking and other ease platforms for advertising messages are both a great cause and deterrent to a brand endeavoring to set up itself today.

- Digital Marketing: The ways in which consumer's perspective and their engagement with digital media have changed dramatically in recent few years and marketing strategies must be updated with ideas accordingly. It helps to understand the trend of the people following in this 21st century (Marc Schuurin, 2017). Leading companies are capitalizing on three forces which has eventually changed the fundamentals through which marketing is done they are access to large quantities of data that has been collected from their campaigns, companies to be involved or engage in long-term and Omni-channel relationships with consumers and lastly, developing the flexible multiple concepts and gather real-time feedback from the potential customers and their own customers (Marc Schuurin, 2017). One of psychological theory of digital marketing has comes to Michael Masterson's hypothesis of 4 U's, which is utilized for making successful features that ought to be one of a kind in the way their crafter, as opposed to composed. They are Urgent, Unique, Useful and Ultra-particular, so when a feature is made utilizing the 4U's try out a variety of alternatives until the point when you achieve a blend

that uses every U at a rate of 25%. It's legitimized by an online neighborhood television, which utilize Face book posts features for more snaps towards their sites, which prompts a higher reach and gets higher income on advertisements (Haidar, 2017).

- Changes in Digital Sector: A direct promoting effort is not any sufficiently more. As Mark Randall, Director of Marketing and Sales at Bulletproof, notes, 'promoting is never again a restricted road'. Purchasers are progressively connecting with outer sites previously they approach a business, regardless of whether it is on the web or in a customer facing facade. Accordingly, the computerized world must be consolidated into everyday promoting activities for your business to keep speaking to its objective clients. the theory paradox of choice made by Barry Schwarz, recommends that furnishing clients with a constrained scope of decisions has psychological advantages since it diminishes their tension, so when connected through digital form of products and services, utilizing online networking, it returns to the content and how it is presented, for instance on the negative side that the company give them an extensive variety of themed posts or blog articles about the business, that will give the customers an excessive amount of flexibility of decision that can have a the impact of driving them towards confusion (Haidar, 2017). Andrew T. Stephen mention in his article that the most represented topic in digital and social media marketing research is WOM (Word of Mouth) which gives the reliance consumers socially sourced online information. There are basically 2 aspects of WOM and in his article he quotes that the online WOM is driven by the social and functional brand characteristics whereas offline WOM is driven by emotion brand characteristics (Stephen, october 12, 2015). This now incorporates having nearness on web journals and online networking locals, and guaranteeing your items and administrations accomplish positive surveys. Examination is a

significant piece of advanced utilization, and organizations must wind up associated with it (RMIT, 2017). In the article by Cliff Wymbs, he says that the change in the digital market that is rapidly emerging is challenging the existing market practices. Due to which the students likes requires the change in the marketing curriculum according the trends on going. In order to know about the changes in the technologies in the marketing sector, one should know about the marketing fundamentals, performing an initiatives for curriculum audit of existing digital marketing according to today's environment. And there are challenges that come up with new trends in Digital marketing (Wymbs, 2011).

- Virtual Advertisement: Advances in digital innovation have had a critical effect on promoting virtual practices. Innovation extends the chance to collect better quality client information, increment center around client relationship, ascent of client understanding what's more, Customer Relationship Management (CRM). Accessibility of huge information made conventional promoting instruments to work more capable and imaginative way. In current digital time of advertising a few expectations of impacts of the advanced changes have come to work yet at the same time there is no positive response to what works and what doesn't as far as actualizing the changes in an association setting (K. Grishikashvili, 2014). With the help of the framework, they organize the developments and research which includes the elements of the digital marketing and have examine the issues of the perspective of the firm. And relating to the topic "Recent changes in digital marketing also have the similar type of questions they have raised. They have mentioned that the consumer behavior has the direct link up with the marketing that we do through the digital perspective. The research paper by PK Kannan describes that the digital environment is taking the peak this year and the engagement is increasing. Consumer behavior depends upon the social media and the content

that has been generated by the company through social media (Kannan, March, 2017)

Many of the theories did applied while during the internship related to job I was give. I did many research works through social Medias and also did analyze the trend of the digital market. The entire job I was assigned and the project I was involved in is mentioned in chapter 3.



Chapter 3: Methodology

3.1 Roles and responsibilities assigned

Siprati Trading private limited is one of the top trading company in Nepal. Here in Siprati there are almost 700 employees. Everyone from interns or trainee to top level management is assigned with respective job with the specific deadlines to achieve certain goal of the Organization. Being the intern for 3months complete I was assigned with some projects, duties and responsibilities. Some the jobs and responsibilities I need to fulfill are pointed below:

- Executing all the schemes design
- Assist, plan and CSR activities
- Assist and participate in to promote corporate website and other electronic social media such as official website of Siprati companies, official Facebook page and Instagram of Siprati Companies.
- Monitor and Keeping record of various advertisements of competitors.

3.2 Project Details

This part of my report includes all the activities that I was involved in during my internship period.

- Team Work: In Siprati trading I was working in a team where twice a week we have good discussion for the upcoming week. Here I could find the good intra-relationship as well as the inter-relationship with all the departments of the company.
- Operational work: As an intern, and also being the part of digital marketing, I had to keep everything up to date about the follow up that has to take care and also interacting with the customers queries. My operational work includes follow up with agency about the page as well as the post boosting according with the contract, checking the campaign of

other automobile sectors, ongoing campaigns of our company, creating content for the upcoming campaigns, monitoring the social media sites by creating new way of engagement.

- Management of Queries: Management of queries that comes up to company social media sites was one of my jobs. I used to manage the face book page of Sipradi Trading Pvt Ltd, Sipradi Earthmovers and Sipradi Auto parts.
- Agency updates: We used to create different content for posting every day. We have to follow up with our agency regarding the design day by day and providing content for them. Not only about the posting but also the various design for our new workshop. They used to look after and face book boosting along with our web page designing and modules of our websites. This was one of the hard job as this part included designing, content writing for social media and website.
- Management and Execution of campaigns: during the tenure of my internship I was involved in 3 campaigns of Sipradi Trading.
 - Video testimonial: it was video testimonial project that was introduced by Human resource department and was further executed by Corporate Brand and Communication department. As in this project, department is looking after the video making with the design of the video and coordinating with the employees and past interns about the testimonial design we are basically trying to create.
 - Walkathon: It was the event for charity and a Corporate Social Responsibility activity of Sipradi. Its main purpose was for providing education to children. My job was to update the activities in Face book and adding the content in website. Rs. 1000 was donated from each side of the employee from the company to the children for studying.

Almost all the employee from Sipradi from all over Kathmandu, Lalitpur and Bhaktapur took part in it.



SOURCE: <https://web.facebook.com/Sipradicompanies/>

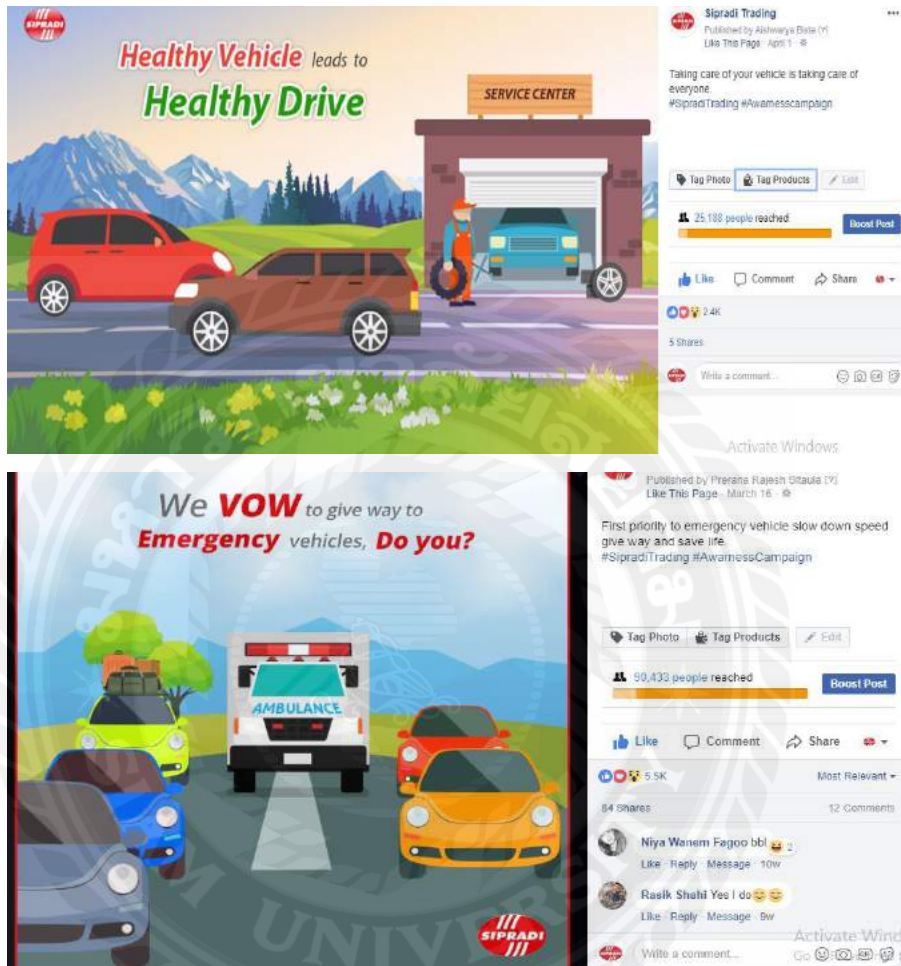
- Opening ceremony: It was event in which new workshop for passenger and commercial vehicle was launched in new loacation I was looking after the digital media in which I had to create content for the website right after it has been inaugurated. And also look after the social media post as well.



SOURCE: <https://web.facebook.com/Sipradicompanies/>

- Awareness Campaign: It was the campaign that was through social media. This was basically about the road safety and about automobile

safety. This used to happen every Friday and my job was to create design, building content and boosting the post for more engagement.



SOURCE: <https://web.facebook.com/Sipradicompanies/>

- Engagement: There were various contents I have created to increase the engagement. It was the part of my weekly work to create the new idea to increase the engagement. For interaction with the customers and probable customer with used to introduce various quizzes and questions were posted and the winner would receive the gift hamper.

They had to follow certain rules in order to qualify in the games.
Some of the works that our department has done are given below.

ARRANGE THE FOLLOWING IMAGE ACCORDING TO THEIR VIDEO SEQUENCE

A B C D

Answer: 1. DABC 2. ABCD 3. CBAD 4. BADC

TATA YODHA न झुकल न रोकल्ल

Sipradi Trading Pvt.Ltd. A Distributor of TATA Vehicles

GAME TIME

PUZZLE

A B C

SIPRADI

Only 1 day left to enter #SnapTheYodha contest
Hurry! Send your entries now!

GLICK, POST & WIN

Sipradi Trading Pvt.Ltd. A Distributor of TATA Vehicles

SOURCE: <https://web.facebook.com/Sipradicompanies/>

- New Product launching: during the time of my internship Sipradi also had a new product launched. The product was from passenger vehicle named TATA NEXON.



SOURCE: <https://web.facebook.com/Sipradicompanies/>



Chapter 4: Results and Discussion

As the end of the internship period I was able to achieve my understanding which I have mentioned in the objective. Siprodi has various product line related to automobile sector so all the company which looks after different product along with their CSR page had different page individually. Our department Corporate Brand communication was formed only for 1.5 years. Since then this department looks after all the advertisement all over Nepal. Advertisement in hoarding board, print media, online advertisement and sponsorship was looked after. Siprodi has 5 companies and each company has their individual social media page but they have the single website. The major job I was assigned with was looking after the digital marketing. The duties and responsibilities I was assigned with did help achieve my objective.

The first objective I had was to understand the demand of digital marketing in Siprodi trading Pvt Ltd. I found out that all activities, promotion and social media and website updates are always given the priority. All the companies of Siprodi are active in Social media and website and firstly they always updates digitally o create the hype. And even the HR Department started the social media and website announcement for the Vacancy of employees, trainees and interns.

The second objective is to study about the recent changes in digital sector of Siprodi during the period of 3 months. In 3 months all companies had more of the engagement post and various events. Engagement post like quizzes, puzzles and lucky draw were carried out. Various events like Walkathon, launching of Nexon Car, inauguration of new workshop in new location and awareness campaign in Social Media happened. And the activeness in Digital Media was gradually increasing.

The third objective was to know importance of virtual advertisement with virtual engagement and their effect on the company's sales. Due to the various promotional posts about their product and boosting these posts not only increased the engagement but also the queries and the question did come along a lot. Many products were ordered through virtual advertisement. So, I figured out that virtual advertisement plays a vital role which could increase the reach of people and did effect on the sales.

The fourth objective was to find competitors position of digital marketing through research and collecting information. I collected the information going through the social media pages and website of almost all the companies. I collected about their recent activities, campaigns, posts, new products and CSR activities they have been doing. Therefore, while recording them in Excel found out that the engagement and activeness in the Social media was high of Sipradi compared to other competitors. Therefore, digital marketing of Sipradi was quite strong. I found out this information by the number of likes and reach of the people. With help of reach and likes we could evaluate the engagement and activeness of the Sipradi Trading. The engagement posts used to boost 3 times a week and there were like almost 90k reach of people. But in case of competitors digital advertisement they doesn't have reach and likes as compared to Sipradi.

4.1 Contributions of student made during the internship

As a intern, I contributed 3 Months duration in Corporate Communication and Brand Department. It was the department that was recently formed which facilitates all the companies under Sipradi trading since 1 year and planning to go further. It plays the vital role in the company. It has been facilitating all the companies under Sipradi Trading on Digital promotion to reach out to customers. In our Department, all the team members works 6 days a week almost 24 hour a day as digitalization has globalized the world and has become the most active

platform. I was privileged that I was able to work with the companies under Sipradi and acknowledged all of their product details. In Nepal Facebook, Instagram and Google advertisement is very popular platform for promotion and build connection with the customers. As online marketing makes great impact on people's thinking about the product and services. I researched about various online portals all over Nepal and also the print media too. My contribution for Sipradi was the data that I collected and also the contents that I created and conducting campaigns on social media.

During this period, I knew about various ways and key points that are very important for the Brand Department which has a crucial role working with the agency or building up engagement with customers. While working in digital field and getting involved in communication field engagement is important in any media. So as to improve engagement the content that was created or the posts has to have some connection with customer which will be more effective. For any organization digital marketing and communication is very effective and essential to make people engage with better way of communication with professionalism in the conventional marketing.

I also collected the data and recorded everyday about the social media activities, print advertisement of the competitors. This helped me come up with new ideas for digital marketing engagement. This also helped my department to be aware about the recent campaign, product launching, new schemes and various activities the competitors are doing. These information overall helped the company.

4.2 Details of related learning process and new knowledge students have received

Beside all the duties I as given, I was also assigned with some research work of collecting data through internet. I did the research on almost all the famous online

news portal of all over Nepal that was basically based on the automobile related. I also researched on the print media and television media of all over Nepal. And the other research work I was given was to analyze the social media of all the competitors of all the product line of Siprodi trading. I did look into their website, social media and their CSR activities of the competitors. I was also involved in the CSR activities of Siprodi trading i.e. Walkathon which was for educational purpose which was providing scholarship to the students. I was also the part of launching event of new car and also the promotional campaign of the TATA. Recently, I am involved in the awareness campaign through social media in which I am developing the content and designs to post. Creating Unique Content for the social media promotion as it is one of the great platform to connect with the customers. The social media awareness campaign was related to various aspect awareness topics they need to look into using automobiles. I was also involved in the inauguration activities of new workshop of Siprodi Trading Pvt Ltd.

I learned about the various activities the company should do in order to build their market and continue to promote their brand name in the market. I knew about the organizational behavior, organizational ethic, rules and regulation, organizational discipline, interpersonal as well as the intrapersonal communication skills.

Chapter 5: Conclusions

5.1 Self-assessment as future professional

We know that organization functions through various processes. Each and every department must handle the given task properly for better functioning of the organization. Corporate brand and communication is plays a major role in systemic functioning. A corporate brand is the senses of the company that combines various products within one single name (Rubin & Carmichael, 2018). It looks after the promotion of the products through digital marketing media. I did my intern in Sipradi trading and worked under the same department. Here the department had various employees for various functioning and one employee was hired that looked after the whole digital marketing platforms. Also, the employees are provided with right training to work as asked by the senior employer. I assisted the person looking after digital marketing and functions in various programs.

Now, how is this helpful for my future professional? As I have done my Bachelor's in Business Administration, I aspire to become an Entrepreneur and do something better for my country. Working in Sipradi trading helped me with lots of activities. Now, I can function digital marketing on my own and know the right processes to do it. I did various digital marketing campaigns here in Sipradi which allowed me to broaden my mind set and thus, put the right content to knowledge the possible customers. Hence, I can confident enough that if I run an organization, I can now look after the digital marketing platform and pursue the vision of the organization.

5.2 Comparison of Practical learning VS theory

Working as an intern in Sipradi trading I learned various things and practically implemented my theoretical knowledge. As we learn theoretically, it seems that the organization works in a monotonous way and everything functions accordingly. But when it came to practicality I found out that organization doesn't work in such way. There are various steps that the organization or the department alters to make the product more functioning (Galloway, 2014). Sometimes the employee working in a specific job description has to do some other works and should be able to function that work in that very situation. Likewise, as for my practical knowledge, I learned about organizational behavior, work ethics and creative learning. As I looked after the digital marketing, I found out it is very important for us to link ourselves with our possible customer. We should think as a customer and make sure of what they want. Digital marketing can be very attractive and very deceiving based on the contents you've have shared. Finally, to conclude it is very important to have theoretical knowledge but the knowledge is only complete when you practically work for it and implement it in real life.

In practical learning the employee and interns are involved in various activities where they need to actively participate and as well talk so that it helps to improve the communication skills. The very major thing the practical learning helps is to build the professionalism and personality. Whereas theory does not teach all these things. But theory that we learn helps to have brief knowledge about implementing it in systematic way. It helps one to have the clear knowledge about it before enrolling oneself in organization.

References

- Financial Times*. (n.d.). Retrieved from Lexicon:
<http://lexicon.ft.com/Term?term=digital-marketing>
- Galloway, A. R. (2014). *Ethics*. Sl.: University of Minnesota Press.
- Haidar, A. (2017). *KAOKEB*. Retrieved from:
<https://blog.kaokeb.com/handy-5-psychological-theories-in-digital-marketing-a65f7ee72523>
- K. Grishikashvili, S. D. (2014). *Investigation into Big Data Impact on Digital Marketing*. Business School Department of Strategy and Marketing Open University, UK. UK: International Conference on Communication, Media, Technology and Design.
- Kannan, P. (March, 2017). Digital Marketing:a framework,review and research. *International journal of research in marketing* , 34 (1), 22-45.
- Marc Schuurin, D. V. (2017, May 10). *BCG*. Retrieved from :
<https://www.bcg.com/publications/2017/sales-consumer-insights-digital-marketing-revolution-has-only-just-begun.aspx>
- RMIT. (2017, february 16). *RMIT University*. Retrieved from :
<https://studyonline.rmit.edu.au/blog/why-marketing-needs-to-embrace-the-digital-revolution>
- Rubin, J., & Carmichael, B. (2018). *The New Corporate Branding*. Columbia: Columbia University Press.
- Sipradi Trading Pvt Ltd*. (2017). Retrieved April 8, 2018, from Sipradi Trading:
http://www.sipradi.com.np/company_overview
- Stephen, A. T. (2015). *The role of digital &social media marketing in consumer behavior*. Sl: Sn.

Thomas, R. (2018, Feb 2). *mycustomer*. Retrieved from <https://www.mycustomer.com/marketing/strategy/four-types-of-analysis-critical-to-your-digital-marketing-strategy>

Wymbs, C. (2011). Digital Marketing: The Time for a New “Academic Major” *Has Arrived*. 33 (1), 93-106.



Bibliography

Insert your photo

Name-Surname: Sophie Pradhan

Student ID: 5708040060

Email: Sophie2018@kcm.edu.np

Department: Finance and Banking

Faculty: BBA

Address: Dhapakhel, Nepal