ONLINE SERVICE WITH DIGITAL MARKETING

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***Abstract*: Marketing Schemes are always made on the basis of research conducted using direct interaction with customer, but old school methods of market research are time consuming and takes lots of efforts to ensure correct result. For today's businesses when world trade market is become wider and more competitive we have to find new resources to reach customer. This paper presents a new approach for conducting online marketing research based on several concepts of research your Audience, understanding your competitors, advertising via social media, Running polls and surveys. And after getting all information of market, provider can make profile of his/her trade to make new identity in hawk.**

Index Terms: Digital marketing, Goods and Services, Offline maps, Profile making, Subscription, Big-data analysis, Sale and Marketing, Status of Provider, Secure Transaction.

I. INTRODUCTION

For today's market, being connected is not enough. To survive—and to keep customers and internal stakeholders happy and efficient now and in the future—organizations need to promote, manage, curate and hold true interconnectivity. To dive into this, consider what connectivity has looked like for most of human history, Whether two people were connecting in a town square or by telephone, communications were tied to a physical place and a finite number of people. In contrast, interconnection involves lots of people collaborating with one another over a thoroughly meshed network via seemingly being everywhere at the the same time connectivity. With interconnectivity, everything and everyone is connected with everyone else, and communication (and collaboration) seamlessly happen in real time. Connectivity used to be physical and centralized. But, for businesses to succeed—let alone keep up—in today's fast-changing economy, they need to move beyond that and thoroughly embrace and facilitate interconnectivity.

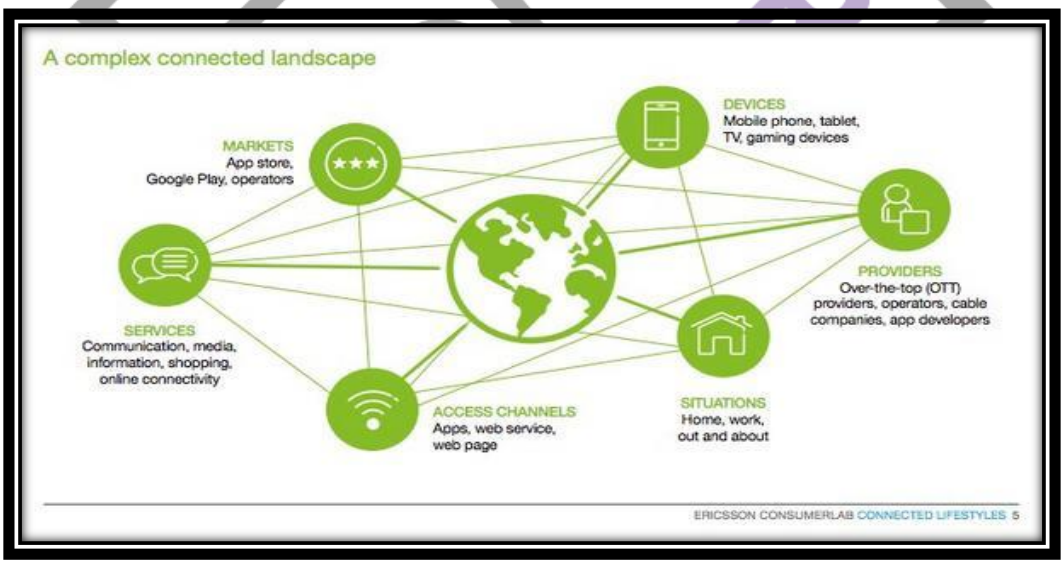

Figure 1.Customer-provider communication.[Source: Ericsson]

This paper is takes a look at consumer complacency with reference to online service with marketing. Online shopping is nowadays used in every corner of the world, and it s happening only because of Internet, customers directly make an order of something they need through online. The meaning of online shopping is the process of buying goods and services from merchants over the Internet. Online shopping give customer different variety of product which they want, that the reason online Shopping is popularly used nowadays. Online stores manually enable shoppers to use "search" features to find specific models,services, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, and debit card, or a service such as PayPay, Googlepay. For physical products (e.g. paperback books or clothes), the e-retailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the retailer typically sends the file to the customer over the Internet. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

But this all market is about wide area, in this marketing research we will consider small area, city or village. In daily routine of this areas people need many services and goods in real time. So we need to find marketing scheme which will work in real time.

II. LITERATURE SURVEY

1. Real-time WSN Based Early Flood Detection and Control Monitoring System Author:Tibin Mathew Thekkil ; Dr.N.Prabakaran

The downstream flooding from dams due to environmental disasters leads to failure of evacuation of nearby staying peoples cause high mortality rates and casualties. It is essential to record the height reached by the water and leak of water through the walls of dams in real time to avoid flooding and thereby casualties.The traditional manual monitoring are discommodious and scattered nowadays .It has also certain shortcomings that includes high cost and poor network connectivity. This paper presents a real time Wireless sensor network based early flood detection and control monitoring system designed with a function of real time monitoring ,guaranteeing connectivity in low cost. This system collects data as images from CMOS image sensors through wireless sensor nodes which transmit these images to remote monitoring centre via Zigbee network and GSM network. The remote centre will process the data by analyzing it and give necessary alert to clients. Simulation results show this system is cost effective and reliable for early detection of flood.[1]

***2*. Flavors of digital marketing (SEO, SMM, PPC,)**

We can take Search engine optimization (SEO), Social media marketing (SMM), Pay-per-click (PPC) as the flavors of digital marketing. All these marketing strategies work towards the same goal – to optimize online visibility for dense audience base that results in higher ROI.

3. Flood Detection using Sensor Network and Notification via SMS and Public Network Author: Mohamed Ibrahim Khalaf alfahadiwy ;Azizah suliman

This paper presents a description of an alert generating system for flood detection. This paper focused on the development of the system which will determine the current water level by means of sensors and by using wireless sensor network will then provide notification via GSM modem. The system however do not just stops there but proceed to also send notification through popular social network like the Facebook and Twitters. It is felt that notification system such as flood warning system should be carried a step further in notifying the public. Since social networking is at the moment one of the popular medium of communication, sending an alert through it would hence reach a larger audience. A prototype of the proposed system isdiscussed in this paper and the result of the testing phase is also elaborated. The architecture of the system can be expanded further to a fully functioning system in alerting the public of an impending disaster caused by flood.[3]

4. Flood Detection System Using Wireless Sensor Network Author:Abhijeet A Pasi;Uday Bhave

Environmental monitoring using Wireless sensor network (WSN) is one of the most challenging bustles handled by the research community. Hence it is decisive to employ the contemporary sensing and communication equipment to observe and identify flood incidences. Terrestrial wireless sensor networks are subject to extensive research and development. Numerous applications take advantage of low-cost, small-sized, easily configurable and scalable TWSN nodes to monitor, detect, and track various environmental phenomena and events. The recent advancement in electronics and sensor miniaturization and lowpower technologies enabled TWSNs to extend their reach to underwater applications. The role of the designed Flood Monitoring and Evasion System based on WSN is to continuously monitor, detect and report the environment's status to a control unit using relative water level, thrust and intensity of water as flood indicators, whose values are gathered by sensors in the sensor field. The flood monitoring and evasion system monitors and compute the status of floods and sends flood notification message to the base station of such zones for necessary action. The system is composed of three major modules which are the sensor module, observation module and the transponder module. The developed system is stout and gives well-timed alert of flood occurrences and controls the flood gate to avoid flood in coastal area.[4]

5. A New WSN Paradigm for Environmental Monitoring and Data Collection Author:Eric Dines, Hassanain Al-Majeed, Asanka Fernando, Mutaz Abdalla, Jaydeepsinh Gohil

Data collection of environmental phenomena has traditionally been a very manual process. Even the advent of electronic data logging instruments has not significantly reduced the workload for managing instruments in the field. Recently however, low-cost micro-controller systems with wireless connectivity, called wireless sensor networks (WSNs) have been developed. With the proliferation of low-cost sensing elements, WSNs should be transforming environmental monitoring, but certain shortcomings in the current WSN paradigm have conspired against widespread field deployment. Theseare: battery capacity limitations; specialized wireless protocols that exclude WSNs from direct integration into existing data networks; and closed rather than open and extensible designs. In this work we investigate the effectiveness of a new paradigm for remote data collection systems; employing alternative power sources to significantly extend the service interval, WiFi wireless communications to simplify remote management, and open- sourced design

to enable customization and extensibility. We conduct a direct in situ comparison of WiFi and similar ZigBee radios, evaluating signal range and battery utilization under various sensor and radio configurations.[5]

III. PROPOSED SYSTEM

We are proposing a system in which we are making use of Wireless Sensor Network (WSN) to gather the data from multiple sensors that will be deployed on site. The sensors will sense the data and the data will sent to the coordinating node. At this node the data will be collected and then sent to the cloud. The admin will take the current values of the flow and water level from the cloud and then compare it with the threshold values that will be already stored on the server. According to the comparison we will be sending 3 different alerts.These alerts will be sent from the GSM module that is attached to the system .The first one will be to know that the water level is increasing at more than more rate. The second will be for the government agencies and public to prepare to evacuate. And the last one will be for the public as well as the government agencies to immediately evacuate.

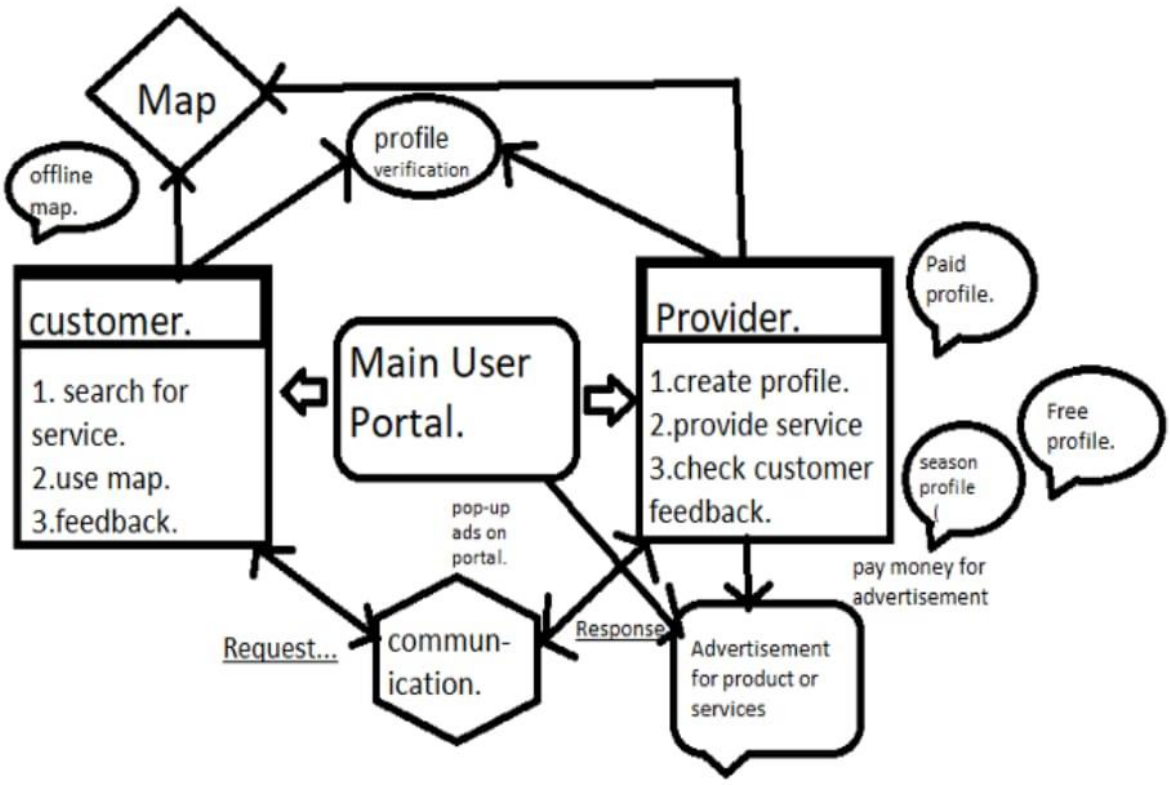

fig.. System Architecture for customer services with digital marketing.

FIGURE 2. SYSTEM ARCHITECTURE

IV. FUTURE SCOPE

1. With digital marketing we have so many customized & personalized methods to target the audience exclusively.
2. With giving features like flexibility, convenience, cost-effectiveness, instant response, effectiveness, Digital Marketing is making a strong impact in the world of Marketing and Advertising.
3. Getting more profit though less investment with the help of online marketing.
4. An inbound marketing manager would be helping with attracting the customers without even testing the product. It is kind of first impression which motivate the customer to try and buy the product.

V. CONCLUSION

As is known, retail strategies and customer characteristics have a great impact on response of promotions. From that perspective, marketing research has potential and allowing a business to know about customers better. These application work like an offline subscription and offline maps. Here the users can choose from subscriptions available on the web-Site and subscribe according to their needs. And offline maps will give map access without internet. The payment for subscription can be made online and also the recurring payments can be made in the same manner and the consumer can get the services. Hence, online payment for the service is the pressure point here. This makes the services more accessible and easier payment options make it more attractive to the users. Consumers and service provider are provided with a platform to interact with each other to increase their buying power.

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