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Study of E-Brochure over Traditional Brochure

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Abstract: E-brochures can be beneficial to any business. They offer an online catalogue for customers to see at any time of the day. With E-brochures you can mail one over to the customer within moments of their phone call.

This paper contains information related to Electronic Brochure and their uses. The main objective of this project is to create business brochure that allows user to search the facilities and services provided by the particular company. Using this App user will be able to go through all the information about the company on their own mobile instead of going out to the company and wasting time. User will be able to watch video which will set transparency among customer and the company. With this project company will be able to make customer aware about them as much possible with the expected outcomes. Most of the customers do not use Paper Brochure which in turn gets the marginal outcome.

Keywords: E-Brochure, E-Commerce, Integrated marketing

I. INTRODUCTION

In general brochure is a booklet of printed informational matter, like a pamphlet, often for promotional purposes.

While brochures can be a successful way for businesses to market their products and services and build public awareness of their establishments, they do have their disadvantages.

The amount of people reached through the use of printed brochures is limited. It solely depends upon the number of brochures you can physically hand out or distribute through the mail.

E-brochures can be beneficial to any business. They offer an online catalogue for customers to see at any time of the day. With E-brochures you can mail one over to the customer within moments of their phone call.

It is realized that to add a new marketing piece to your company's repertoire.

Perhaps considered multiple options, a brochure being one of them. With this project company will be able to make customer aware about them as much possible with the expected outcomes. Most of the customers do not use Paper Brochure which in turn gets the marginal outcome. The paper brochure is also not environmental Friendly whereas Digital Brochure is environmental Friendly. At the same time Paper Brochure is bounded with certain limitations like circulation among limited people and limited place, eradicating this drawback of Paper Brochure, Digital Brochure is use which has no such limitation.

II. LITERATURE SURVEY

After surveying it is found that most of the company use paper brochures as a medium of advertisement for their products. But the outcome which they expect is not upto the mark.

Brochure can be a successful way for business to marks their products and services and build awareness of their establishments.

A. Literature on Integrated Marketing Communication

Integrated marketing communication can produce stronger message consistency and greater sales impact .It forces management to think about every way the customer comes in contact with the company.

- 1) *Sales Promotion:* Sales promotion and the value added communication, is a communication tools that encourages people to action by adding value.
- 2) *Internet (the contemporary tool of marketing):* The advances in technology has led to one of the most dynamic and revolutionary changes in the history of marketing, the dramatic changes in communication using interactive media such as internet.

B. Online Marketing

- 1) Online services will drive marketing to the opposite end of the spectrum from "mass "marketing to customize" one-to-one marketing.
- 2) Online markets communicator instantly and directly with the perspective customers and can provide instant fulfillment as well.

C. Acceptance o E-Commerce Services :The Case Of Electronic Brokerages:

This paper takes a first step towards building a knowledge base of E-Commerce acceptance at the individual level, by examining human motivations underlying adoption of business- to –consumer e-commerce services.

III. PROBLEM DEFINATION

There have been a large number of research studies and industrial applications in the area of E Marketing. Previous research focused on Acceptance of E Marketing services similar studies have been done for investigating the Human motivations underlying individual acceptance of business to customer electronic commerce services. This study represented an attend to extend understanding of acceptance to the case of E marketing.

Studies also found that many new forms of social interaction are taking place such as electronic consumer to consumer interaction which is interaction between consumers of the services.

IV. PROPOSED SYSTEM

The propose system for analyze of public sentiment variations, implement two latent Dirichlet allocation(LDA) model to extract and analyze tweets i.e. public sentiments from twitter social site as shown in Fig. 1. The latent Dirichlet allocation (LDA) technique categorized public sentiments from tweets into foreground and background tweets.

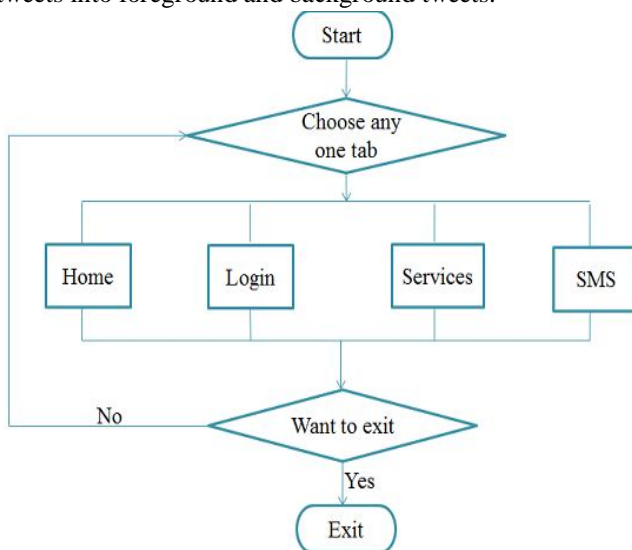


Figure: Flow of Business Brochure App

After classification tweets find out sentiment variation between foreground and background tweets and also sudden change in review between public sentiments using both foreground and background tweets. The twitter data set use to analyze the tweets and resulting into analyze public sentiment variations on twitter and mine possible reasons behind variations.

V. METHODOLOGY

The methodology followed for designing this system in eclipse android application development tool for designing the GUI end of the system.

The goal of this survey was to analyses how the digital evolution has affected its target audience, and how it has affected its business model.

It divides the development process into several stages or processes. After the completion of one stage it will logically move to another stage. Sometimes moving back to the previous stage is necessary due to failure that occurs in current stage.

In our project we have used API's. For linking the customers with YouTube videos, providing Internet Access permission by Android Manifest XML For SMS purpose we have provided permissions :

- A. Send message permission (User Permission).
- B. Received message Permission
- C. Write external storage permission (User permission)

VI. APPLICATION AND FUTURE SCOPE

A. Applications

- 1) It will be an Informative App
- 2) It will show all the facilities and services provided by the vortex marketin
- 3) Customer will be able to asked query through messages.

B. Limitation

- 1) Advertising overload there is too much information to digest.
- 2) The statistics you are able to gather on your online advertising campaign are so immense that they can often become paralyzing.
- 3) There are still a number of people out there who are relying on traditional forms of advertising as a means to gather information.

C. Future Scope

Keeping in mind with the perspective of future scope this project can be structurise in a comparative way, where different firms with the similar products will be shown to customer for their way of convenience for the best selection of their intended products. This mechanism can be achieved by mixturing of information extraction and fuzzy logic.

VII. CONCLUSION

In conclusion from various research it is determined that retailers or service providers can increase awareness of their product and brand by being creating by engaging customers with technology oriented advertisement marketing is a huge platform for retailers to create an experience for the customers by storing the information about their services and brands for the sake of customers feasibility. Such E marketing can be more beneficial for newly establish firms or the firms which are at small scale. Researches assure regarding E marketing the tactics of advertising services through technology proves to be effective to the respective firm holders.

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