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International Journal For Research in  
Applied Science and Engineering Technology



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# **INTERNATIONAL JOURNAL FOR RESEARCH**

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

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**Volume: 8**

**Issue: III**

**Month of publication: March 2020**

**DOI:**

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# Digital Marketing through Online Advertising

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**Abstract:** *In the era of digital world, proposed system have been going through some manually work, but nowadays the work should be done in a way that saves the time and satisfy the user. It is the web-based application that will help the customers to investigate about the proper and real time information of advertisement in particular area. The customer who wants to advertise for individual or the industrial purpose will direct choose the place and get information about the actual price at that respective place. This system will suggest popular area for particular advertisement using data mining and customer will also be able to compare that price. They should also get knowledge about trending advertises at particular place. Customer can expands advertisement's validity and also system will send reminder for remove or renewal of the advertisement. By regularly reporting of particular advertisement of owner, other users will get to know about the real time figure of how many people get inspired and utilize the source of the advertisement.*

**Keywords:** *Advertising Response, Digital Environments, Banner Advertising, E-commerce, and Internet Retailing.*

## I. INTRODUCTION

As we know about the advertisements are the basic need to spread the important news, any new upcoming events, industrial new items, brands or many more. Day by the day the production and growth of new items in market are rising exponentially. Publicity is the best way to introduce the public through different medium. Publishers are very keep to do this job regularly. There are many publisher agencies that are providing the facilities that are enhance the level of marketing and business. But, besides this outdoor hoarding process is likely to time consuming in daily busy life. Therefore, in this digital world something that would digitally helpful like some web-based application or GUI app that can compatible and time-efficient is the better option to be approach.

One of the major advantages of the digital economy is the facilitation of building and managing individual customer relationships. A fundamental aspect of this relationship is customer retention (i.e., repeat purchasing). In this study, we focus on the use of banner advertising for customer retention and shopping expenditure. Using a rich database consisting of repeat customer purchases at a website along with individual advertising exposure, we measure the impact of banner advertising on purchase behavior. In measuring the effectiveness of banner advertising, we explicitly account for the weight, timing, diversity of creative and the number of sites on which individual consumers are exposed to banner advertising.

[4] The data were processed and made available to us by the firm that was responsible for serving the advertisements for the firm in question. Due to the nature of the data sharing agreement between us and the firms, we are unable to reveal the name of either firm.

## II. LITERATURESURVEY

This section includes information related to different implementation method for fire online advertising.

### A. Chitra Publication

Chitra Publicity Co. (OOH) Gujarat or Chitra OOH in common parlance – is one of the largest out of home and Outdoor Media Advertising Service Companies headquartered in Gujarat, India. From the only Heritage City of the country Ahmadabad, to Diamond city Surat, Culture city Baroda & Heart of Kathiawar Rajkot, our diverse media portfolio includes more than 2000 billboard displays, which are primarily located in the most iconic and high-traffic locations throughout the state.

The scope and depth of our presence provides advertisers with the ability to engage with both mass and targeted audiences at many touch-points throughout the day. With a team of 130+ employees & 5 branch offices across Gujarat, Chitra OOH has robust infrastructure to implement campaigns swiftly. With our unique knowledge base and proven delivery in the outdoor marketplace, we are well positioned to serve clients and agencies effectively dissect all the Out-Of-Home (OOH) and new- age Digital Out-Of-Home (DOOH) opportunities available as well as plan and buy a wide choice of relevant outdoor media to add extra value to their marketing mix.

**B. Shah Publication**

The mission of Shah Publicity is to provide results-oriented advertising, public relations, and marketing designed to meet our client's objectives by providing strong marketing concepts and excelling at customer service. We seek to become a marketing partner with our clients. We desire to measure success for our clients through awareness, increased sales, or other criteria mutually agreed upon between the agency and the clients. We are committed to maintaining a rewarding environment in which we can accomplish our mission.

TABLE 1: Comparisons among Different publications

	SHAHPublicity.com	ChitraPublicity.com	Book my Billboard	rajdhaniAds	The Leaflet
Service	Surat, Valsad, Sachin, Kim, Navsari	In Ahmadabad, Baroda, Surat, Vapi, Valsad	Search location and give nearest available billboard	Hyderabad	Gujarat
Offerings	Hoardings, FOB, Gantries, kiosk, B &S, LED screen	Hoardings, Gantries, kiosks, Rural branding	Billboard, Bus & train advertising, Road medians, Digital Billboards	Hoarding	Hoarding, newspapers Ad, Digital Billboard, kiosks, Gantries
Online booking	NO	NO	YES	YES	YES
Media Coverage	Print, Event Management, Radio, Outdoor, Designing	Print, Advertising on bus stand	Billboard, Street furniture transit, Other	Outdoor, print, TV, Social media, radio	Outdoor, Social Media
Rent your property	YES	NO	NO	NO	YES
Price comparison	NO	NO	NO	NO	YES
Show Time Duration	NO	NO	NO	NO	YES
Suggest Area for Particular Advertisement	NO	NO	NO	NO	YES

**III. PROPOSED SYSTEM**

Our objectives are to bring approachable, affordable, tempting, and highly effective information about the publishers' outdoor hoardings and proper charges about the available all the publishers updated hoardings location. In this proposed system it will let the users filter their choice by highly filtering algorithms, mainly this system objective is to focus on the user's satisfaction and it will generate the growth rate that will be more helpful for users to analyze and compare the different deals and services of the publisher.

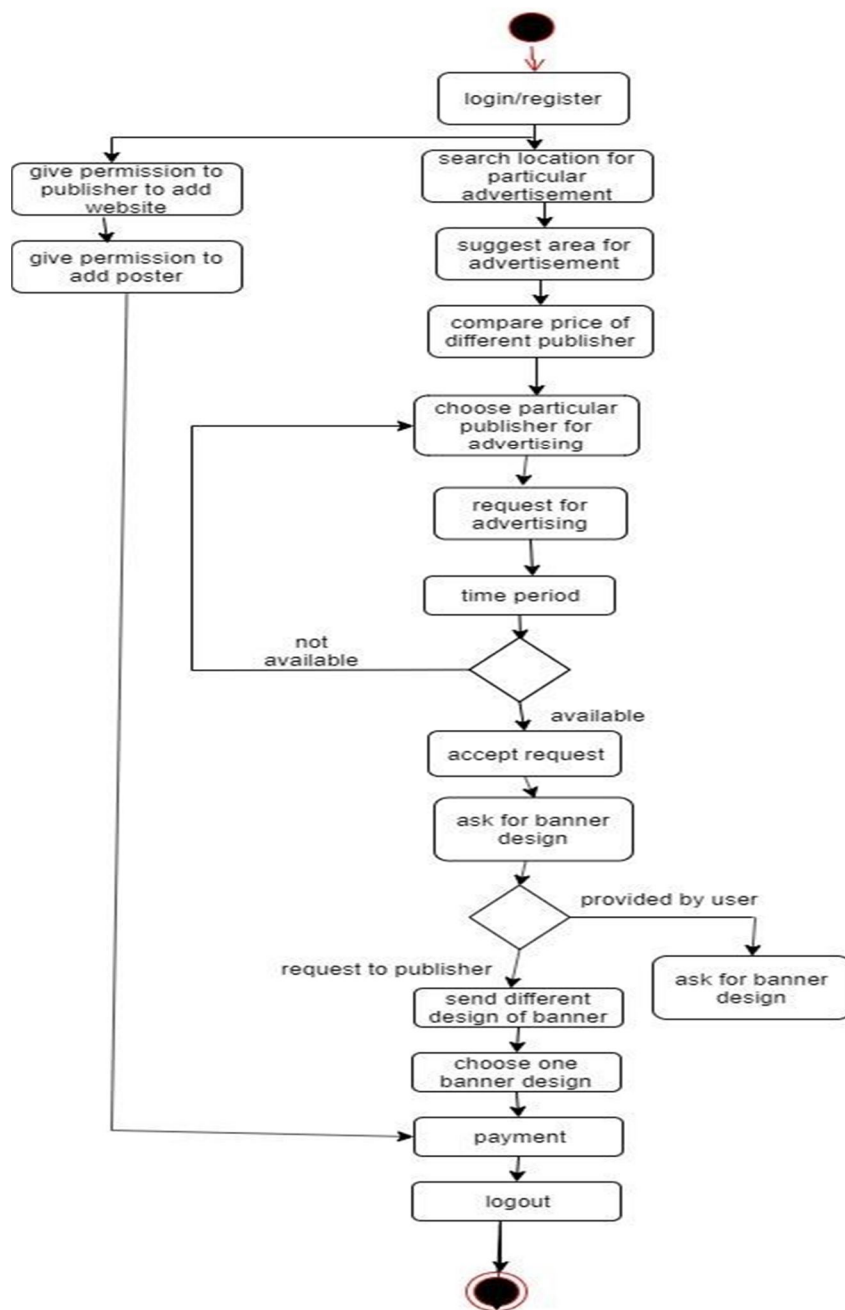


Fig: Overall System Flow Chart

Proposed system Digital marketing through online advertising is first enter in home page of this system then user choice their publisher. After selection of the publisher user can access the map of city and also see that at which place publisher's banner are available and for which time period it is occupied. If users wants to search for particular area then also possible for some limited area and using the search bar, user knows, how many of banners are occupy with some particular things like mobiles. Also system suggests particular location based on trending advertisement. After all analysis of banners user can select the particular banner in suitable location of their need. After Satisfied with their need they can sent request for banner registration and user have to upload their poster as a jpg file or pdf file. After complete the upload step he can directly communicate with the publisher's employee and after discussion of this they can communicate about payment.

#### IV. ADVANTAGES OF ONLINE ADVERTISE

- A. The system offering online various kind of advertisement media like hording , banner ,Kiosk, LED Screen Advertisement, Gantry.
- B. In this proposed system two lined of user can access, one is customer and 2nd one is publisher. customer can search the location according to his/her location for booking a particular place for advertisement.
- C. In this system provide hassle free searching experience and he/she can filtering there requirement.
- D. Using comparison module our customer can compare there requirement to the other publisher.
- E. This system have a map so customer can easily find there location where they want to actually book there advertisement location.
- F. In this system publisher and customer both have a map view for accessing the system is the main advantage.

#### V. FUTURE ENHANCEMENTS

- A. Several website available till date have been developed for advertisement in which most of the website available only for particular publisher and also it is just available for reference no online booking facility available for particular advertisement based on location ,type etc.
- B. Online advertising offers a unique way to publisher to publish their product advertisement at different location. It also provide accurate location, cost for marketer to advertise their product at any physical place by comparing many publisher. It also reduce third party (Deller) involvement between customer and publisher.
- C. Now a days When world is go towards the digital world, everything from just only at one place, to increase the digital marketing. Many more website is developed for online marketing. The website which is developed in future which has feature like reducing the cost, reducing the time and most important user can give contribution in more than one work. And also the digital advertising medium provide various platform for increasing the business domain.

#### VI. CONCLUSION

In this paper discuss many implementation methods of online advertising booking in digital marketing. This system was made to introduce reader with the problem, idea, concept, and solution in the form of online advertisement book in digital marketing. As observe that for particular city there is no particular website to check the banner information and register it online. There is always a dealer between client and publisher so user cost is increase, so think about the reduce cost of user or client and they can check from home and directly connect or communication with the publisher that's why introduce this paper. In proposed system user can easily communicate and register their banner by online.

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