A STUDY ON SOCIAL MEDIA MARKETING FOR MOBILE APPLICATION AT BizConnect

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ABSTRACT

In India or outside the India, business grow day by day, people interact with others and exchange their cards with each other, with the help of these cards, they get their clients and customer. I work with one organization ATMAS software, which makes an application BizConnect. BizConnect helps entrepreneurs to manage their contacts, clients and business activity of the organization. In this report I tried to find out how ATMAS software product "BizConnect" develop its business using social media marketing as a tool and manage their customers in this one of the most competitive market in the world. How ATMAS software product is served between all over their competitors. In this tenure I have learned what policythey adopt to develop the business and manage their customer relation. How they target their potential customer, what are the follow-up request company follow to manage customer relation. In this report I learned practical experiences regarding how to interact with the top- level people of the company here I learned how to deal with clients. In the tenure I have learnt some practical insights and work related to marketing and sales and how we implementour knowledge into practice. Here in this report, I wrote about a business card application, how it is effective and important for business professionals and others.

Social Media Marketing:

CHAPTER-I INTRODUCTION

Social media marketing is that the use of social media platforms to join together with your audience to create your trademark, increase sales, and drives web site traffic. This involves business enterprise great content on your social media profiles, being attentive to and engaging your followers, analyzing your results, and running social media advertisements.

Digital Marketing:

Digital promoting is that the part of promoting that utilizes the web and online based mostly digital technologies like computers, cell phones and different digital media platforms to market a product and services. Digital marketing is developed in late 90s the brands and businesses use the technology for promoting their products and services. Using

digital platforms public became progressively incorporated into promoting plans and lifestyle, and public progressively are using digital devices rather than visiting physical outlets.

Definitions of marketing by:

1. **American marketing association (AMA):** Marketing is that the activity, set ofcommands, and processes for making, communication, delivering, and exchanging offerings that have worth for purchasers, clients, partners, and society at whole.

2. **Dr. Philip Kotlar:** The science and art of exploring, creating, and delivering worthto   satisfy   the   wants   of   a   target   market   at   a profit. Promoting identifies unrealized wants and wishes. It defines measures and quantifies the dimensions of the known market and therefore the profit potential. It pinpoints that segments the corporate is capable of serving best and it styles and promotes the acceptable merchandise and services.

Types of Digital Marketing:

- Search Engine Optimization (SEO)
- Pay- per-Click (PPC)
- Social Media Marketing
- Content Marketing
- Email Marketing
- Mobile Marketing

Search Engine Optimization (SEO):

SEO stands for "search engine optimization." In easy terms, it suggests that the method of rising your website to gain its visibility for relevant searches. The higher visibility your pageshave in search results, the greater possible you're to garner attention and attract prospective and existing customers at your business.

How SEO work?

Search engines like Google and Bing have bots to crawl pages on the net, going from a website to the website, assembling information regarding those pages & swing them in an index. Next, algorithms analyze pages within the index, taking under consideration many ranking factors to see the order pages ought to seem within the search results for given question.

Pay-Per-Click (PPC):

PPC stands for pay-per-click, a model of web promoting in which advertisers pay a fee when one among their ads is clicked. Basically, it's the simplest way of purchasing visits to your website, other than attempting to "earn" those visits organically. Search engine advertisingis one in all the most common type of PPC. It permits advertisers to bid for ad placement during a search engine sponsored links when someone searches on a keyword that's associated with their business providing. For instance, if we tend to bid on the keyword, "PPC computer code," our ad may show up

within the terribly spot on the Google results page.

Social Media Marketing:

Social media promotion, or SMM, is a sort of web promotion that involves designing and sharing content on social media networks to gain your promotion and branding goals. Social media promotion includes activities like posting text, image updates, videos, and additional content that drives audience engagement, and also as paid social media advertising.

Content Marketing:

Content promotion is a strategic selling approach targeted on generating and distributing valuable, relevant, and consistent content to draw in and retain a clearly targeted audience and, ultimately, to drive profitable client action.

Email Marketing:

Email promotion is once you send an advertisement email message to your 'email subscribers' contacts who have signed up to your email list and given specific permission to receive email communications from you. Email promotion is used to notify, drive sales, and build a community around your trade mark.

Mobile Marketing:

When it comes to mobile promotion, this suggests keeping devices in mind and utilizing SMS/MMS promotion and mobile apps. Mobile promoting is a crucial piece of the puzzle once it involves building out any short-run or long-run promoting plan of action. From email,to pay-per-click (PPC), search engine optimization (SEO), content selling, and social media promoting, there's a mobile promoting channel to achieve each part of your audience where they're most snug. For mobile promoting to be effective, you wish to curate a cohesive experience that customers expect and that can be a true challenge as you're employed to accumulate, engage, and retain users across a range of platforms.

Social Media Marketing Platforms:

- LinkedIn Marketing
- Blogs Marketing
- Facebook Marketing
- Instagram Marketing
- YouTube Marketing

LinkedIn Marketing:

With over thirty million firms are presently using LinkedIn for his or her business, it is sensibleto own your business profile on LinkedIn. LinkedIn is one amongst the largest and most outstanding social networks utilized for their success, recruiting and hiring the prime talent across the country As a result, it's become crucial to know the way to

use LinkedIn for business. According to statistics shared by LinkedIn, posts with pictures (rich media) receive ninety eight percent additional comments than without those. LinkedIn has found posts that include three to four pictures over one picture performs the most effective for pages. Thus, it might facilitate if you have started together with rich media along with your social media posts. You'll instantly start seeing a comparison in your overall engagement.

Merits & De-Merits of LinkedIn Marketing: Merits:

- A high-value audience with about five hundred million users, LinkedIn is the world's
  largest skilled network. Among people who use it are of millions of vital influencers, and nearly as several key call creators from completely different corporations and businesses. Besides higher levels of responsibility than the typical social network user, LinkedIn users also boast higher education and better average salaries, creating them significantly attractive targets for advertisers.

- A professional audience, and a secure area for businesses unlike different social networks, LinkedIn isn't the place for posting cat videos, cheeky GIFs, or political jokes and comments. With its concentrate on skilled expertise and development, it attracts users who have an interest in advancing their career by presenting the most effective attainable image of themselves to the globe. Individuals tend to approach it with a business-first angle instead of as a fun diversion. As a result, businesses that promote on LinkedIn are mostly immune from being related to negative or unsavory posts and users. So, more networks like Facebook, Twitter, and Instagram, LinkedIn is seen as something of a secure area for advertisers.

- Target the precise audience you would like to achieve more than the other social network, LinkedIn offers advertisers an expensive array of choices for targeting the precise audience they're seeking to link with. Prefer to target users on a large range of criteria, like the corporate they work for, their business, skills, titles, education level, age, gender, or geographic location. You'll additionally target users who have shown an interest in your business by visiting your company website.

De-Merits:

- It's costlier than other social networks LinkedIn might provide access to a high-value audience, however it comes at a steep worth. Compared to different social networks, the cost, the value, the worth, per click price to advertise with LinkedIn is considerably higher, as is the minimum daily budget for your campaign. If paying $8 or a lot of per click sounds too rich for your small business, advertising on LinkedIn is maybe not the correct selection for you.

- Some users are simply job searching unnecessary to mention, not everybody you target on LinkedIn is in a position to take advantage of the products and services your business is providing. Some individuals are simply mistreatment the positioning to seek out employment opportunities, and aren't interested in what you're attempting to sell. Remember to keep this fact in mind once planning your campaign, and once selecting who to focus on.

- LinkedIn is behind when it comes to video ads if you're a firm believer within the price of video advertising, LinkedIn

isn't the network for you. In October 2017, LinkedIn lately announced plans to introduce video for sponsored content in the mid- 2018. After they become wide out there, the videos can seem on the network's mobileapp initially before being added to the desktop website. Given the facility and prevalence of video recently, LinkedIn is behind different social networks in this new trend. If you're all regarding video, you would possibly need to wait and see specifically what LinkedIn is providing before selecting it because the network for your next huge campaign.

Blog Marketing:

A Blog promoting is a content promoting strategy. The promoting strategy uses blogs to handle potential customers directly and separately, therefore achieving client loyalty for hisor her trademark. This kind of promoting, selling, marketing uses viral marketing strategies with a social group is constructed on a web log. Readers can link with the producers of content that's usually informative and fun, so increasing trademark loyalty and identification potential. For instance, work on behalf of specific firms to boost their outcome and demonstrate their uses.

Merits and De-Merits of Blog Marketing:

Merits:

- Quick results though Google has declared a war to paid blogging, backlinks from quality blogs can still create a variation. With the new Google caffeine, I'm anxiousto analyze the importance of backlinks compared to the pre-caffeine era. Another fast result of a web log promoting is a temporary flow of an explorer.
- Long term links once it involves websites there are plenty of versatility. Blogs create no exception. Someday or the other they aren't. However, once an established blog decides to enter the blog advertising trade and writes regarding you, that backlinkwill be there for a lifetime as a result of a minimum in theory once a blog is lad enough and it's still in internet, there's no reason to disappear.
- It is reasonable compared to different similar result achieving services who charge minimum $10/month/link blog selling is cheap. You'll pay once $10 and your link will be there forever.

De-Merits:

- Reflects badly on your brand a good, well written and thought-out blog, filled with helpful posts and data are an important trademark asset. A poorly written blog,hurried together, with low-quality posts filled with typos and errors might be doing a lot of damage than good to your company.

Facebook Marketing:

Facebook promoting is a platform that provides a range of extremely targeted paid advertisements and organic posts, permitting brands to place their merchandise and servicesin front of the huge audience. Over the last decade, Facebook has shifted from the most prominent social medium on the web into one among the largest marketplaces.

Merits and De-Merits in Facebook Marketing:

Merits:

- Precise targeting you already recognize that Facebook permits users to deeply segregate their audience however let's take a better look into the choices offered. In demographic targeting, you'll be able to choose an audience with a specific revenue, education level, life events, relationship standard, or job. You'll be able to explore for customers, taking under consideration their interests, like their preferred recreation, sports, hobbies, and exploring habits. Also, you'll be able to reach patron based on purchase behaviors, intent, device usage, etc.

- Variety of ad formats Facebook provides businesses with wonderful opportunities that permit them to showcase their product from the most effective angles. Ads on this platform embrace each text and visual formats. You'll boost your post by turning it into an advertisement, create stories to indicate your behind-the-scenes, create a slideshow of your new assortment, use carousel ads to demonstrate up to ten product linking to the corresponding pages, etc.

De-Merits:

- Loss of supremacy Facebook was designed as an interactive online forum that encourages members to share info via photos, video clips, links and written posts. Whereas account holder ultimately has supremacy of what remains on their public profile, there's little supremacy over who posts info or what those posts contain. It's relatively simple for an opponent, angry client or dissatisfied employee to post accusatory comments that are inflammatory, derogation or otherwise calumniator to your business on your Facebook wall. Even well-meaning posters might use languageor photos that aren't in line with the image you wish to take care of for your business. Maintaining vigilant supremacy over the content that seems on your Facebook pageit takes time and effort of approved content monitors, which may be expensive and time-consuming for tiny business owners.

- Competition selling platforms performed via Facebook are unrestricted to duplication by competitors. Rival business owners will simply connect as "friends" or "fans" obtain access to your content. Photos, artwork and various pictures posted to your website are simply accessed and reused by visitors and may show up in alternative places you'll not approve of.

Instagram Marketing:

Instagram promoting is a variety of social media promoting in which marketers use the Instagram platform to pull their business. With Paid tactics like advertising and influencer promoting & Unpaid tactics like generating organic content, like posts, Instagram Stories, and comments, as well as participating with different users' content. Typical business goals would possibly include commercializing with your product or services, generating a lot of followers and engagement, building relationships with potential customers and alternative brands, and generally boosting a brand's glory.

Merits and De-Merits for Instagram marketing:

Merits:

- Instagram will provide you with high engagement rates due to its ever-growing range of active users. As a matter of fact, Instagram has most engaged users compared to alternate social media platform. This engagement rate is around 72% over Facebook, apart from this the follower rate of growth is 9.5% over the follower growth on Twitter at around 0.18%. Public are liberated to like, and comment similar to anybody would on Facebook. It's monitored and acknowledged by the team at Facebook since Instagram has been maintained by Facebook. If you're eager to increase engagement levels on your account, there are many tools that can help you.

- Instagram is one among the most effective platforms for visual promotion for your brand or your business. That being said, you'll be able to post conspicuous photos of your product which will eventually increase your sales. Public have been known to interact a lot in content items that have visual photos than plain texts. However, you must not simply concentrate on providing sensible photos. Your Instagram post must also make use of the description field properly. And posts are known to drive additional engagement once it involves providing motivating caption moreover as a relevant hash tag. Having the ability to supply stunning visuals representations for ads allows your audience to quickly connect with you and your product.

De-Merits:

- Instagram is just available on iPhone and android. And this further limits the usersthat you will leverage because if you wish to focus on blackberry or Linux users, you can't do that. This implies you won't be ready to reach your target market. That's why it's suggested to use alternative platforms to extend whole awareness. Facebook is currently owned by Instagram, and its integrated promoting platform makes it simple to succeed in a bigger audience.

- Limitations to your content on Instagram, you can't explain more about the productin your post. You're allowed to only upload the videos that are almost one minute long. Also, the best length of captions for Instagram is 135 to 150 characters. For any type of ad, it's 120 characters. If you plan on multiple hash tags, it's better to use almost 5-8 hash tags. Using several hash tags will simply be the reason for your account to be blocked. Instagram ads are sometimes an ideal square in size. there'snot a lot of things that you simply boost your ads or photos.

YouTube Marketing:

YouTube promoting is the practice of promoting businesses and merchandise on YouTube's platform, by uploading valuable videos on a company's YouTube channel or making use of YouTube ads. YouTube has huge traffic and viewers, with over 1,345,000,000 public make use of YouTube. There are presently 500 hours of video uploaded to YouTube each minuteof each day 8 hours of video content every second! That only validates the very fact that video promoting could be a growing trend! The numbers say it all.

Merits & De-Merits of YouTube Marketing:

Merits:

- Video is taken into account the foremost partaking of all content. YouTube provides you the choice to take things a step beyond unexceptional commercials to full-blown content promoting. Creating a YouTube channel normally may be a

cinch, and it's simple to use to a particular brand or product as well. YouTube opens a full world of potentialities for you to require your storytelling to further level.

- YouTube is second most used on-line search engine—as in "second-only-to -Google"second. With well over a billion users, it's also the third largest social media network within the world. Video ad revenues were projected to be $3 billion in 2019 within

  U.S alone. YouTube has shot to the highest of advertising mediums, used by established corporations and startups alike. Once it involves advertising, there's a certain profit to joining the bandwagon—it's wherever the audience is.

De-Merits:

- YouTube advertisers face a unique challenge—how do you hook your audience in 5 seconds or less? Music, tone, and the way shortly you introduce the brand all impact whether your video gets skipped. Content aside, your delivery may wish work too. You want to modify your targeting and budget as necessary to create positive things are effective. Otherwise, you might simply return up with a whole ad that's less than 15-20 seconds long, buy it to be unstoppable and hope public don't notice your complete suddenly annoying. Not difficult at all.

- Not alike Facebook recently, YouTube was publicly referred to last year—and, in some cases, boycotted. In mid-2017, many corporations halted their YouTube investing once they discovered their ads were showing alongside content like hate speech and terrorism. Corporate has since revamped a number of its vetting processes, although it notably hasn't been good enough for firms like AT&T. This is often price deliberation once considering a way to defend your brand, however it's additionally reasonable to expect that it'll be an ongoing endeavor to carry all the world's information giants accountable.

Drawbacks of SMS marketing vs social media marketing:

Sharing your mobile phone number to receive text messages may be a massive hurdle for several shoppers. A mobile phone number is more personal than an email address or social media account, and plenty of users concern spam. Secondly, you'll have interaction with the user one-on-one, however there's no community participation. Individuals don't sometimes forward text messages to friends and family, and nobody will discuss somebody else'stext.Finally, text messages are terribly short. Making effective promoting in 138-character snippets will be difficult for even the foremost inventive merchandiser. You can't use any pictures or videos to share your message.

Drawbacks of Email marketing over social media marketing:

Spam — industrial email or 'spam' irritates shoppers. If your messages are not targeted to the correct public, the recipient could delete your email or unsubscribe. You must take care that that your email promoting complies with privacy and information protection rules, and it's properly targeted at those who need to receive it. The 'click through rate' for un-targeted emails is probably going to be terribly low. See email promoting and privacy law.

Undelivered emails — poorly designed emails might not get delivered. Emails that use certain spam keywords or characters within the subject heading or content of the e-mail, e.g.

$#@, FREE, click here, are probably to be filtered out by email software package and web service suppliers. If you do

not keep your promoting lists up till date, you'll realize incorrect email addresses mean your messages will not reach the proper person.

Design issues — your email should be designed so it seems because it should across multiple devices and email suppliers. You'll encounter a trade-off between style and practicality.Some individuals prefer to receive text-only emails, think about however your message can look if this is often the case.

Size problems — files got to be sufficiently small to transfer quickly. Emails containing several pictures could take too long to load, frustrating your audience and losing theirinterest.

Resources and skills — for a prospering email campaign you need to   make sure that you have got the proper copy, style and promoting list. If you do not have the time or skills in- house, think about outsourcing a number of these components.

1.2 Need of the Study

- Understand the way to navigate the awkward landscape of social media.

- To analyze the market for better sales to BizConnect.

- Learning the way to forage for useful information on social networks.

- Figuring out the way to distinguish knowledgeable opinion from everyday musings.

- Observing the distinction between news and data.

- Providing info regarding social media best practices and web user conduct.

1.3 SCOPE OF STUDY

- Study helps in setting goals for the BizConnect

- Study helps to generate leads using different platforms in less time

- Study helps in targeting the right audience

1.4 OBJECTIVES OF STUDY

- To understand marketing strategies used by BizConnect

- To know customer satisfaction towards BizConnect

- To know advertising strategies adopted by BizConnect

- To know which platform helps the most for attracting customers

1.5 RESEARCH METHODOLOGY

Research is done to find out the results how effective the marketing strategy followed by BizConnect to grow their business.

Data Collection method: Data is collected using a virtual survey with the help of Google forms. From various platforms through which interactions can be done & platforms which BizConnect team is handling the for generating leads.

- Primary Data
- Secondary Data

Primary Data:

Data is directly collected from people using Google forms from various social mediaplatforms. To ensure which platform has scope for generating leads.

Secondary Data:

Data is collected from various websites and blogs

1.6 LIMITATIONS OF STUDY

- As the organization a startup established in 2016 there is no much reach and publicare not aware of the product.

- There is no huge advertising to promote their product or service

- Employees felt very low as there are very less resources provided to generate leads

- As part of privacy BizConnect has not provided some data which would add somevalue to the report.

CHAPTER-II REVIEW OF LITRATURE

Simona Vinerean (2013): Social media permits customers and prospects to speak on to your whole representative or concerning your whole with their friends. However, the apparent question is: who are the individuals interacting online and the way engaged are they in online activities? This paper aims to answer this question based on a study concerning the net activities of 236 social media users, by identifying different kinds of users, a segmentationof those users and

a linear model to look at however completely different predictors associated with social networking sites have a positive impact on the respondents' perception of on-line advertisements. The solution will facilitate discover the way to have interaction with different types of audiences to maximize the impact of the net promoting strategy.

Afrina Yasmin (2015): Marketers are faced with new challenges and opportunities in this digital age. Digital promoting is that the utilization of electronic media by the marketers to market the merchandise or services into the market. The most objective of digital promotionis attracting customers and permitting them to act with the brand through digital media. This text focuses on the importance of digital promotion for marketers and customers. We tend to examine the impact of digital promotion on the firms' sales. In addition, the variations between ancient promoting and digital promoting during this paper are presented. This study has represented numerous styles of digital promotion, the effectiveness of it and therefore the impact it's on a firm's sales. The examined sample consists of one hundred fifty corporations and fifty executives that are at random hand-picked to prove the effectivenessof the digital promotion. Collected knowledge has been analyzed with the assistance of varied applied math tools and techniques.

Raluca Dania TODOR(2016): it's a matter of undeniable fact that we are within the digitalera and web promoting and social media have a major impact on the method customers behave, corporations do business, and it's a requirement for corporations to adapt to the new reality. Because of the quick evolution of the technology, the continual increase in demand and provide, the provision chain elongation, and therefore the massive quantity of data, the sole resolution to face the most important changes is that the automation of all the processes.

however, although the new era of communication is here, specialists recommend that corporations shouldn't ignore ancient strategies, and to do to mix digital promoting with ancient campaigns to realize their goals.

Loredana PATRUTIU-BALTES (2016): Digital promoting contains major importance within the promoting strategy of any company notwithstanding sector, size, or country of origin. Thus, quite ever, to stay competitive, corporations are forced to use this way of promoting, which basically will bring large advantages at low prices. The most variety of digital promoting is that the incoming promoting, that represents associate degree organic promoting type, supported the shut relationship between the corporate and its prospects or customers, who have expressed their interest within the company's merchandise voluntarily (based on subscription to newsletters, blog, social networks, etc.) and who are attracted and concerned by top quality of the content promoting

Tom De-Nardin & Kenneth E. Clow (2017): Advertising is embraced by corporations as a way of building awareness, sales, and client loyalty. However, in recent years advertisinghas modified. Digital promoting and social media promoting have gained a bigger prominence. Whereas mega brands pay many bucks on advertising, tiny businesses

usually read advertising as associate degree expense instead of a way of generating revenue. Tiny service business house owners are usually skeptical of the worth of digital promoting and social media. This study examines numerous digital and social media channels that may be used to grow their business.

José Ramón Saura (2017): In the observation of Digital promoting (DM), Web Analytics (WA) and Key Performance Indicators (KPIs) can and may play a crucial role in promoting strategy formulation. It's the aim of this article to survey the assorted DM metrics to see and address the subsequent question: What are the foremost relevant metrics and KPIs that corporations have to be compelled to perceive and manage to extend the effectiveness oftheir DM strategies? Thus, to realize these objectives, a scientific Literature Review has been disbursed supported 2 main themes (i) Digital promoting and (ii) net Analytics. The search terms consulted within the databases are (i) DM and (ii) WA obtaining a result total of n = 378 investigations. The databases that are consulted for the extraction of knowledge were Scopus, PubMed, PsycINFO, ScienceDirect, and net of Science. During this study, we tendto outline and establish the most KPIs in mensuration why however and for what purpose users act with websites and ads. The most contribution of the study is to get out and clarify quantitative and qualitative KPIs and indicators for DM performance to realize an agreement on the employment and activity of those indicators.

Pinaki Mandal1, Prof. Nitin Joshi (2017): Digital promoting Strategy highlight on however digital technologies build promoting more practical as a result of the permit for individual attention, higher campaign management, and higher product, promoting style, and execution. This text doesn't ignore the fundamental theories of promoting however emphasizes their utility in developing a response to the threats and opportunities created by the net. It's straightforward {to perceive to know to grasp} the flow chart for developing the promoting strategies: understand client desires, formulate a strategy, implement the strategy, and build trust with customers.

Simona VINEREAN (2017): Technological innovation has grown up at an associate degree unprecedented rate over the past number of decades, making multiple opportunities forpromoting in online settings. The proliferation of social media helps customers become a lot of authorized and engaged in their whole interactions, whereas conjointly providing them with new tools in their search, evaluation, selection, and purchases of promoting offerings. Consequently, these developments are influencing promoting practices, each strategically, and tactically. Nowadays, social media has developed in an important part of promoting strategy for its ability to get co-created worth, to interactively connect brands to customers,to observe brand-related discussions and Sentiments, to guide customers among the decision-making technique, to instigate customer-to-customer interactions, and transform shoppersinto brand advocates. The aim of this paper is to look at the strategic opportunities of social media promotion for organizations. By providing a comprehensive conceptualization and definition of social media promotion, this analysis outlines its role in advertising,

client Relationship Management, and word-of-mouth.

CHAPTER-III INDUSTRY PROFILE

Business Card Scanning:

Business cards are an easy way to get anyone's contact and on the other hand it's easy tolose, so here comes the solution card scanning software. Which helps not only to save contacts but also saves environment as we know almost 25 million business cards are printeda day across the world which is equal to almost chopping 28000 trees only to produce business cards. So by using card scanning software we can at least save some trees **"Go Green Go digital"**. The scanning software's are very simple and it's in your finger tips to use, just open the application and software will navigate to grab the business card into a contact which takes less than a minute to convert into a contact. Software will store the contact forever unless you manually delete or edit in the application. Then you can transferthe contacts to system and store where ever you want to.

How Software work:

Most of the applications are using Artificial Intelligence to detect the contact details in the business card. Which automatically convert into a contact with details like name, phone number, email id, organization details, designation, postal address & many more Depending on the application there are many more features like CRM, sending bulk email, sending bulk SMS's and any more features based on the application design.

Business card Scanning Applications:

- BizConnect
- Sansan
- Cam card
- Scan BizCards
- L-Card pro
- ABBYY
- Contact+

Almost all the applications support both IOS & Android Operating systems so everyone can use the application within their fingertips. Some applications charge for using their premium features it's totally upon the user to decide based on their requirements and usage of application. Some of the applications provide users an option to customize the premium features which they need the most or they use them more than any other feature & pay accordingly.

There are some drawbacks in the applications that every application doesn't support desktop version so users need to choose wisely while selecting an application, If they need the desktop version or not. If not users need to choose the application based on their requirements, features they use the most.

Some applications doesn't support multiple languages so, it may be difficult to users while scanning a business card out of your home country or any different languages cards so users need to think a while before choosing the application or making payment for premium features.

COMPANY PROFILE

ATMASSOFTWARE:

I worked with a company **ATMAS Software** this is a parent Organization of BizConnect. "ATMAS software" is a software company. It is established in 2016. ATMAS software is a company which made product named BizConnect. ATMAS software headquarters is in Dubai, UAE but they have company in India as well in, New Delhi. ATMAS Software provides one of the best services. ATMAS software's all projects are mobile applications, i.e., android /IOS application, E-commerce business. They have Clients from all over the world like USA, Middle East, Canada and India.

ATMAS Software projects:

- BizConnect Application

- BizConnect Website

- My Kanpur website

- Aurus Fabrics & laces

- Apna Kanpur Application

- Industec Australia

- Alnwafel Website

- Motqin website

BizConnect:

BizConnect is an application made by ATMAS software in 2016. BizConnect card reader is a digitalized business card company catalyzed by our major focus on "go green go digital". Through refashioning and digitizing traditional paper business card, we enable our customer to have an easier and improvised access to ourjourney.

Under this product BizConnect provides various services:
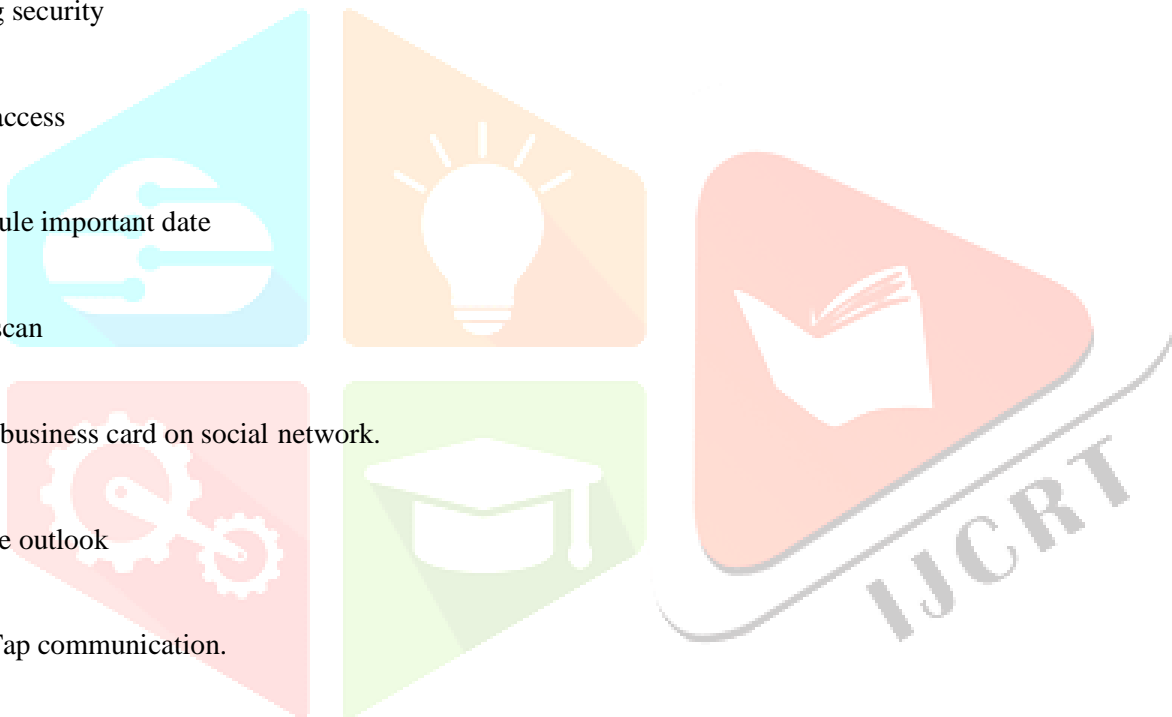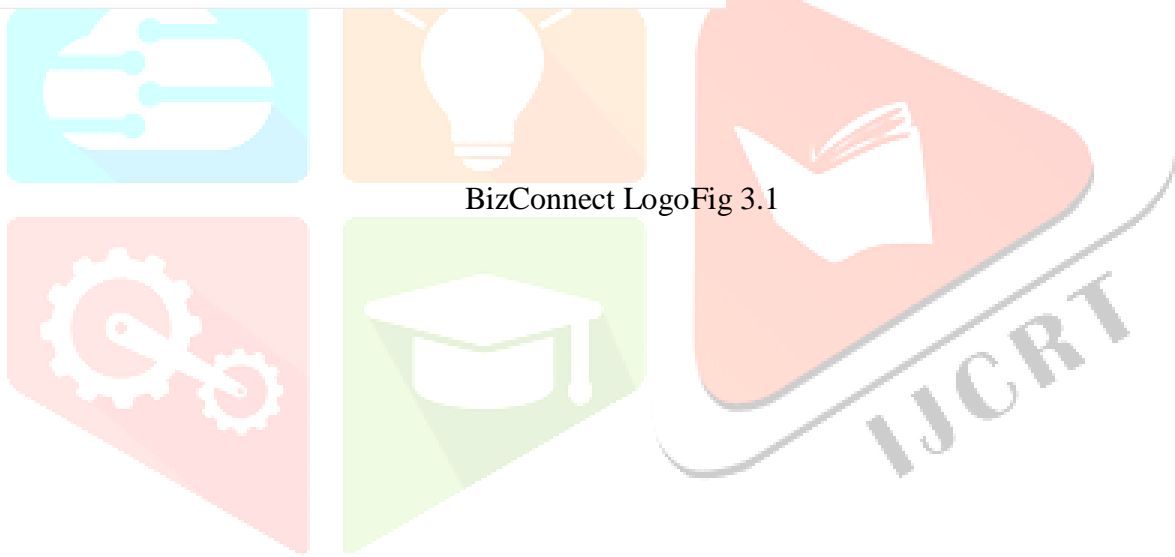
- Synchronize data

- Strong security

- Easy access

- Schedule important date

- Easy scan

- Share business card on social network.

- Update outlook

- One-Tap communication.

- Fermium model.

BizConnect LogoFig 3.1
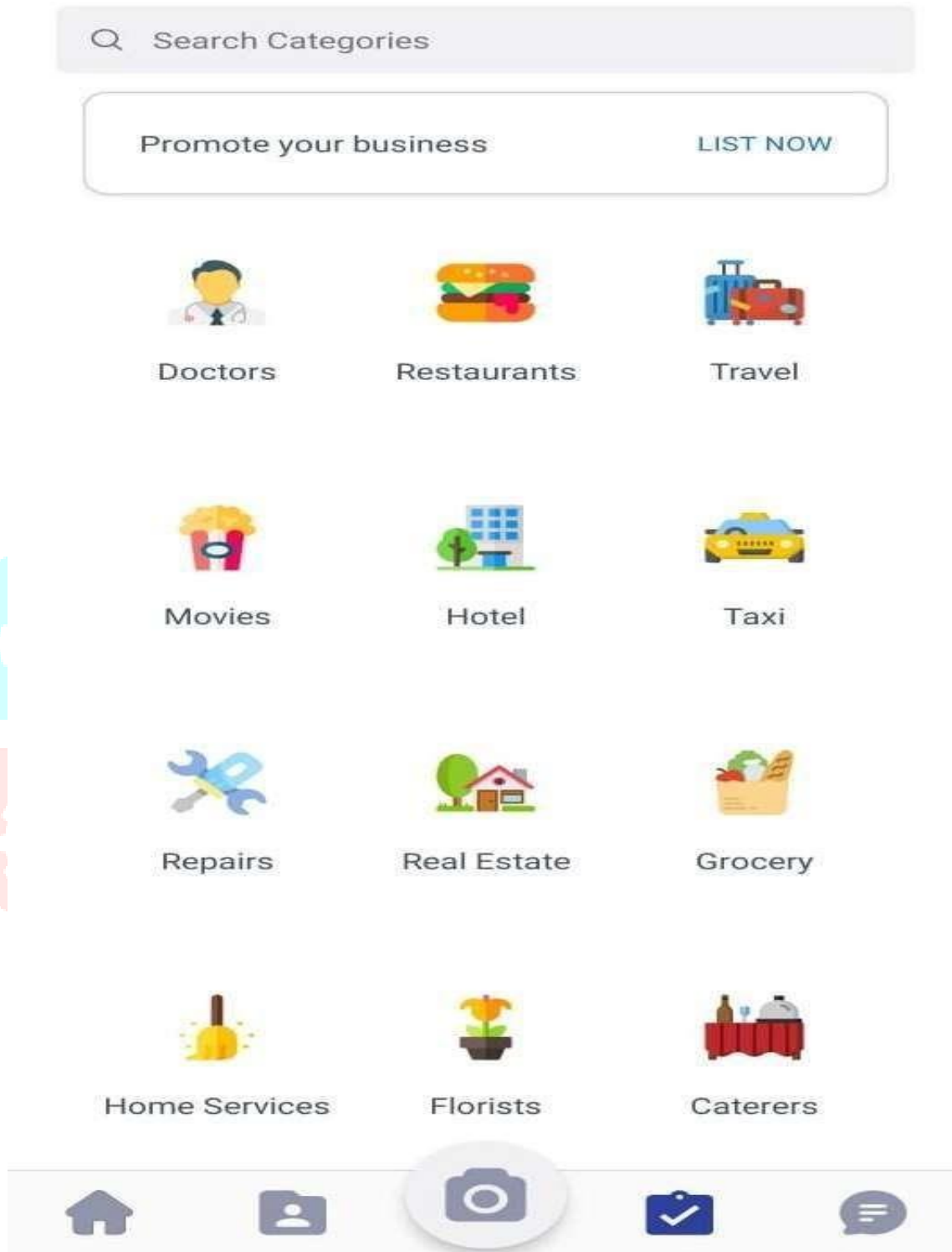
BizConnect App Screen

Fig-3.2

Why BizConnect? Business card is key to business opportunity and yet one of the most mismanaged assets of the company, lack behavioral data, authenticity and interest, crucial for a long-term association and sales conversation. As we know that 27 million business cards areprinted daily and out of that 88% of business cards are crossed or exchange in a week and outof that 2.5% sales are generated out of 2000 cards received. So, it shows that how much business card is important and beneficial for the business professionals they generated leads and clients from them. So, solution is BizConnect. An AI driven application that scans business cards with 100% accuracy and enriches data to create a context than just a contact. Itconverts business card to business card data then behavioral data and then social data.

Features of BizConnect:

Contact management and Export Management:

Scan business card, QR codes with 100% accuracy and add as contact if you want anything manually. Search contact by name, email, company, notes, location and designation. Import your contact from Google, outlook and phone.Export contact to excel, Google, phone, outlook. If you have lots of cards related to different group, then here you also segregate them in different groupmeans organize your data by creating group. Here you export your leads and contact to your preferred CRM.

BizConnect Features (Card Scanning)Fig-3.3

BizConnect Features (Export Data)

Fig-3.4

Intelligent CRM & Lead Management:

In the BizConnect we have 4 CRM integration tools HUBSPOT, SALESFORCE, ZOHO and PIPEDRIVE. In this application here you manage your leads like create and track your leads by scanning your business card and by adding data manually. Here they provide services for report and revenue management, how many leads you& your team generate, how much revenue you generated for your organization. In this application, we add or log business activities such as calls, meeting, and email sent or visit at any site or conference along with quality of responses. Here lead scoremeans probability of lead or client's means here we are able to see that clients are good or bad for us, the conversion chance of the client with the help of algorithm powered by artificial intelligence.

nnect Features (CRM Integration)Fig-3.5

Team Management:

Here you could create your team and add your teammates to see their performance and work.The main feature is that all the contacts and cards are store in the admin account if your teammember left the organization then all the data is safe. In this you create or assign task to yourteammates and track updates how many task they perform and at what time.

Competitors of BizConnect/ATMAS Software:

There are lots of competitors of BizConnect but BizConnect is different from them,their features and client satisfaction.

- Cam card
- Full contact (Contact+)
- Cam Scanner
- Sansan
- Scan bizcard
- Eight card

BizConnect Pricing Strategy:

BizConnect providing two types of models

- Premium model
- Corporate model

Pricing strategy for both of them and features and services also different. In the pricingstrategy of BizConnect they charge according to the features and services they provided.They provide monthly and annual services to their clients.

CHAPTER-IV

DATA ANALYSIS & INTERPRATION

From the feedback taken by questionnaire following the responses:

1. **Age Group**

Table-4.1

Participants	No. of Responses	Percentage
18-40	85	85%
41-50	11	11%
51 & Above	4	4%
Total	100	100%

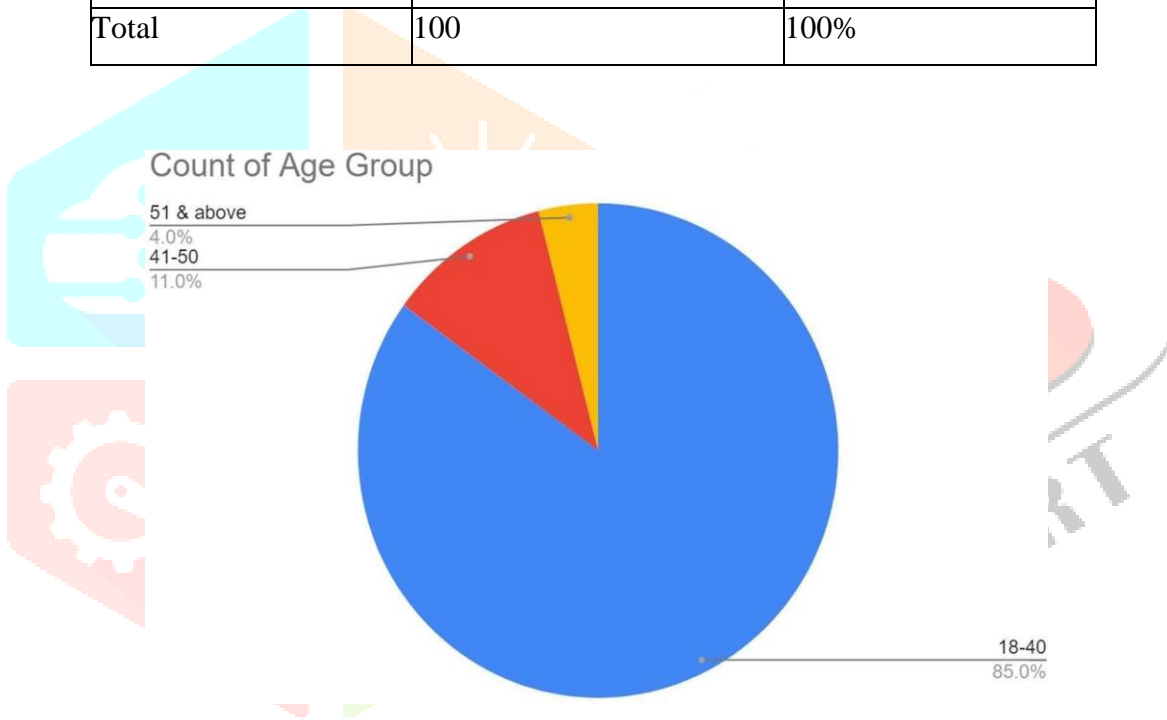Count of Age Group

51 & above
4.0%
41-50
11.0%

18-40
85.0%

Fig-4.1

Interpretation:

• Most of the age group falls under 18-40 with 85%.

• The age group with 41-50 are about 11%.

• The least and less number of people are from age group 51& above with 4%.

2. **Profession**

Table-4.2

Participants	No. of Responses	Percentage
Entrepreneur	99	99%
Employee	1	1%
Total	100	100%

Count of Profession

Employee
1.0%

Entrepreneur
99.0%

Fig-4.2

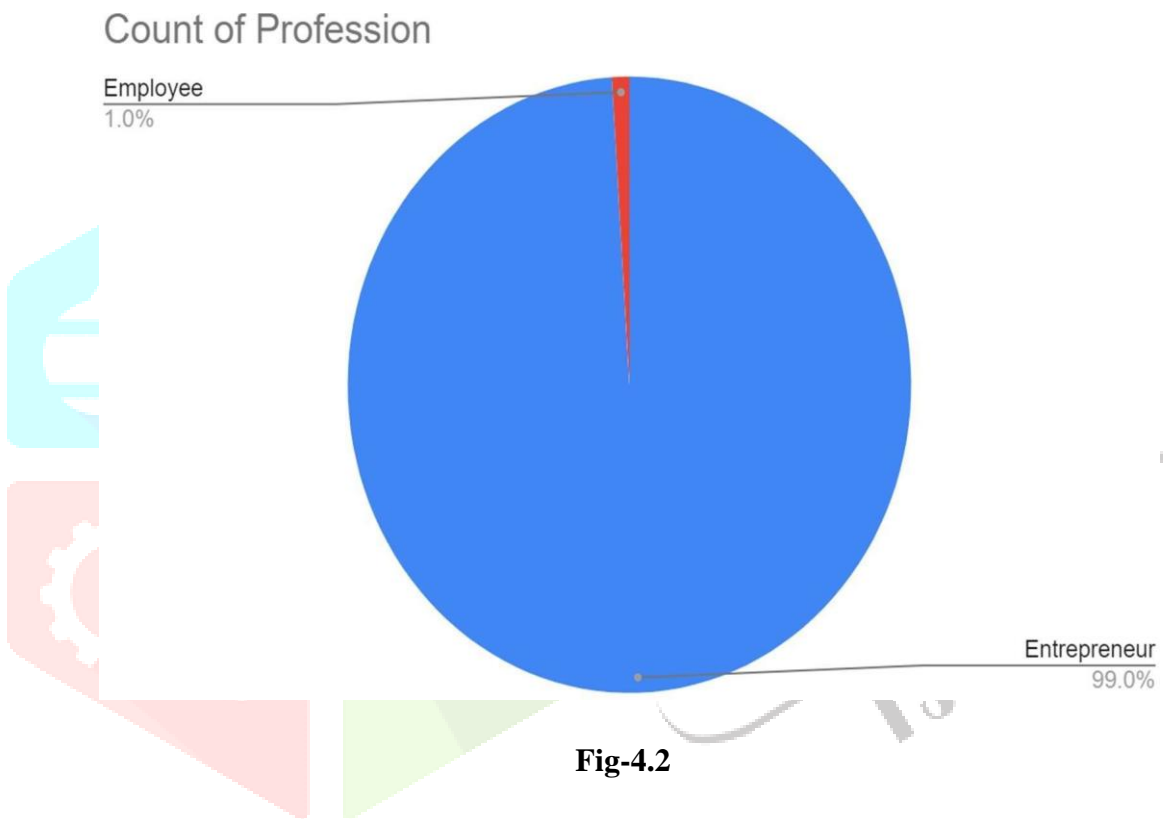**Interpretation:**

- Most of the respondents are Entrepreneurs & with 99%.

- Least number of respondents are employees & with only 1%.

3. Country

Table 4.3

Participants	No. of Responses	Percentage

India	8	8%
Others	92	92%
Total	100	100%
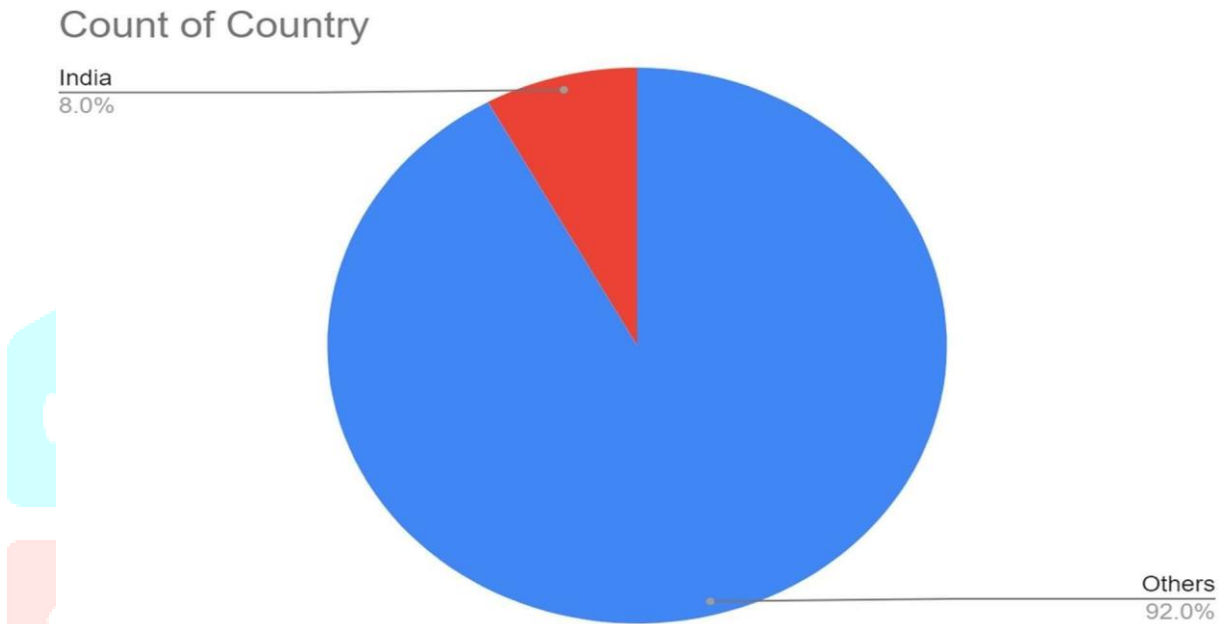
Fig 4.3

Interpretation:

- Respondents are mainly from other parts of the world with about 92%.

- Respondents are least from India with just 8%

4. Do you know about BizConnect?

Table -4.4

Participants	No. of Responses	Percentage
Yes	91	91%
No	9	9%

Total	100	100%

Count of Do you know about BizConnect

No
9.0%

Yes
91.0%
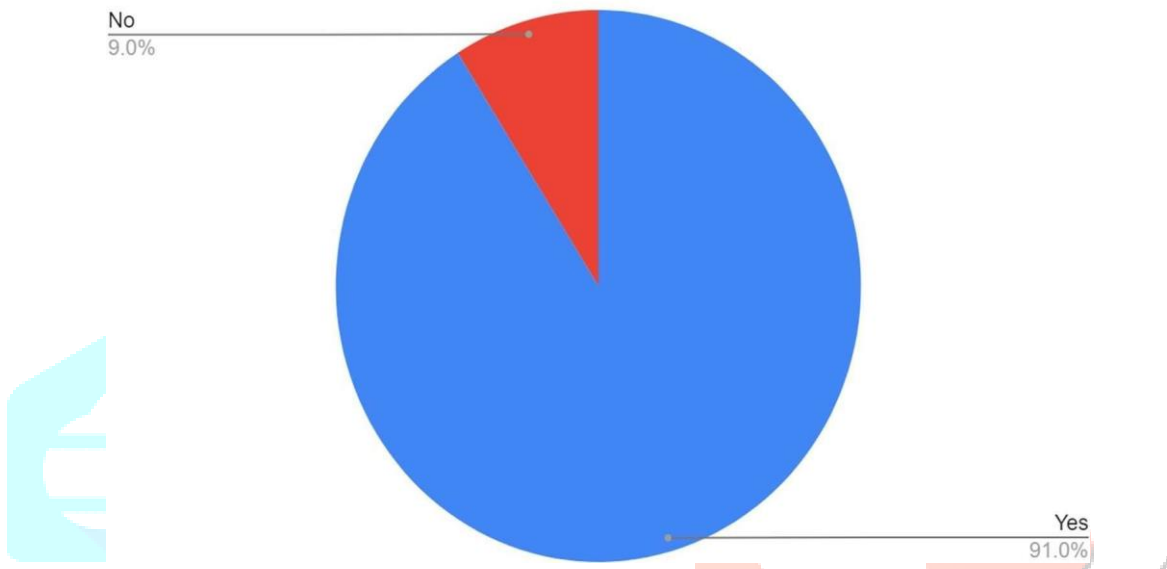
Fig-4.4

Interpretation:

- Most of the respondents are aware of BizConnect with about 91%.

- Very few are not aware of the application with about 9%.

5. How do you know about BizConnect?

Table 5.5

Participants	No. of Responses	Percentage
Social Media Platforms	57	57%
Colleague	2	2%
Never	9	9%
LinkedIn Influencers	26	26%
Organic	6	6%

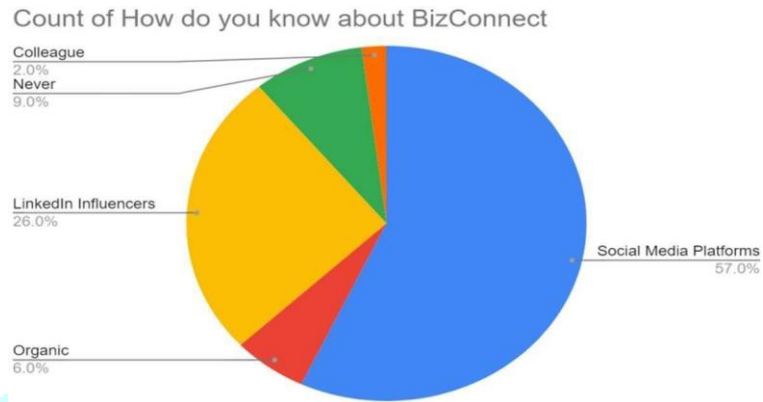| Total	100	100%

Count of How do you know about BizConnect

Fig-5.5

Interpretation:

- Most of the people know about BizConnect from social media platforms with about 57%.

- Next highest respondents come from LinkedIn influencers with about 26%.

- Respondents never heard about bizconnect are about 9%.

- Some of the respondents have come organically they are about 6%.

- Respondents got suggestions from their colleagues about BizConnect are 2%.

6. **Did you receive any mails or SMS from BizConnect?**

Table-4.6

Participants	No. of Responses	Percentage
Yes	1	1%
No	99	99%
Total	100	100%

Count of Did you receive any mails or SMS from BizConnect?
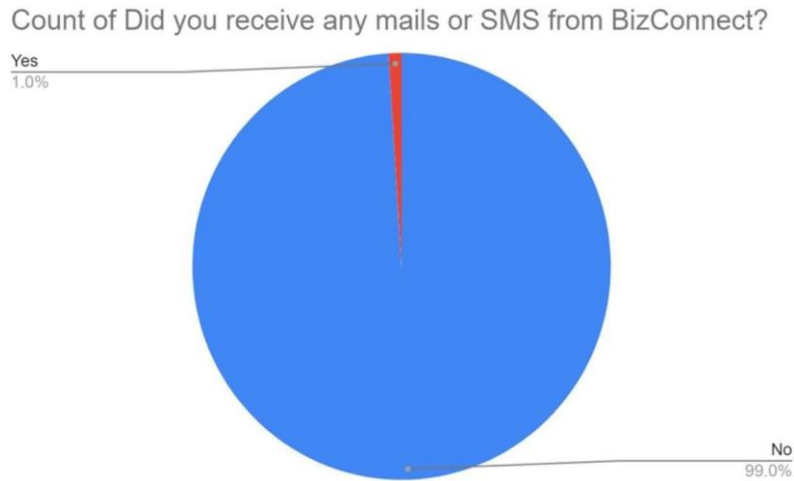
Yes
1.0%

No
99.0%

Fig-4.6

Interpretation:

- Respondents who say we don't receive any SMS or email aboutBizConnect are 99%

- Respondents who say we receive SMS or email about BizConnect are 1%

7. Through which social media did you know hear from?

Table-4.7

Participants	No. of Responses	Percentage
LinkedIn	87	87%
Others	3	3%
Never	9	9%
Total	100	100%

Count of Through which social media did you here from
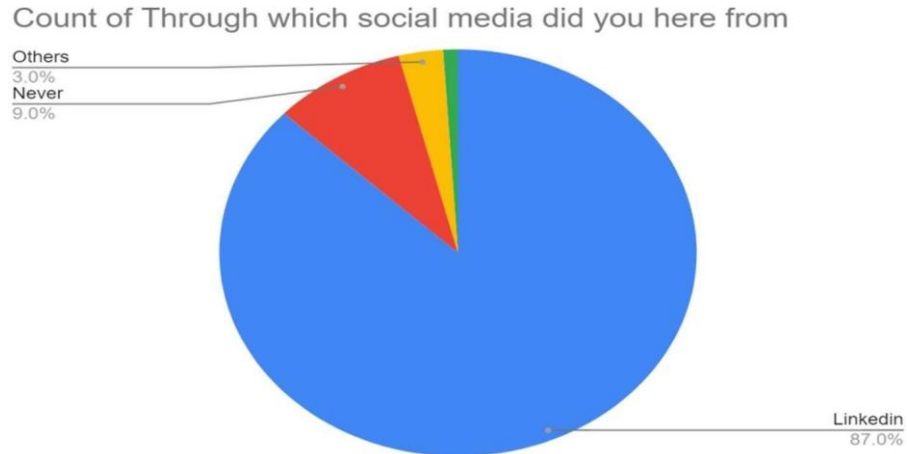
Others
3.0%
Never
9.0%

Linkedin
87.0%

Fig-4.7

Interpretation:

- Respondents heard about BizConnect from LinkedIn are 87%.

- Respondents never heard about BizConnect are about 9%.

- Respondents heard about BizConnect from other social media platforms areabout 3%.

8. Have you used the application?

Table-4.8

Participants	No. of Responses	Percentage
Yes	90	90%
No	1	1%
Never	9	9%
Total	100	100%

Count of Have you used the application
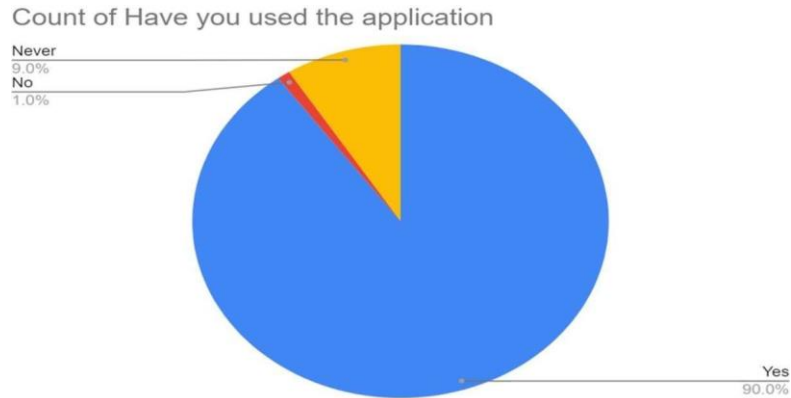

Never
9.0%
No
1.0%

Yes
90.0%

Fig-4.8

Interpretation:

- Most of the respondents have used the application with about 90% respondents.

- Respondents never used the application are about 9%.

- Respondents didn't use the application are 1%.

9. Have you used the paid version of BizConnect?

Table-4.9

Participants	No. of Responses	Percentage
Yes	80	80%
No	11	11%
Never	9	9%
Total	100	100%

Count of Have you used the paid version of BizConnect?
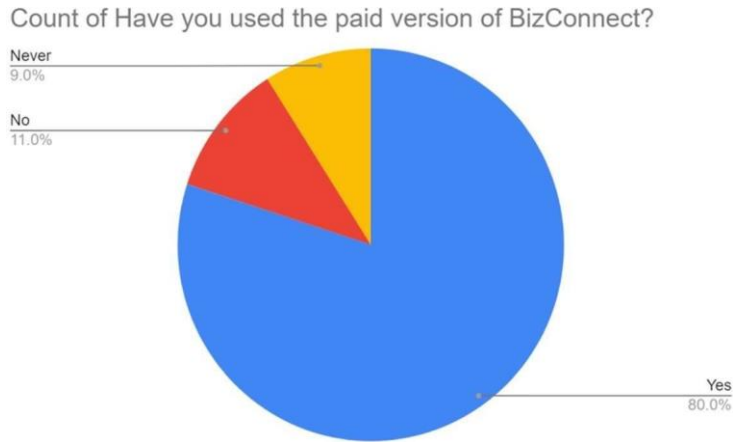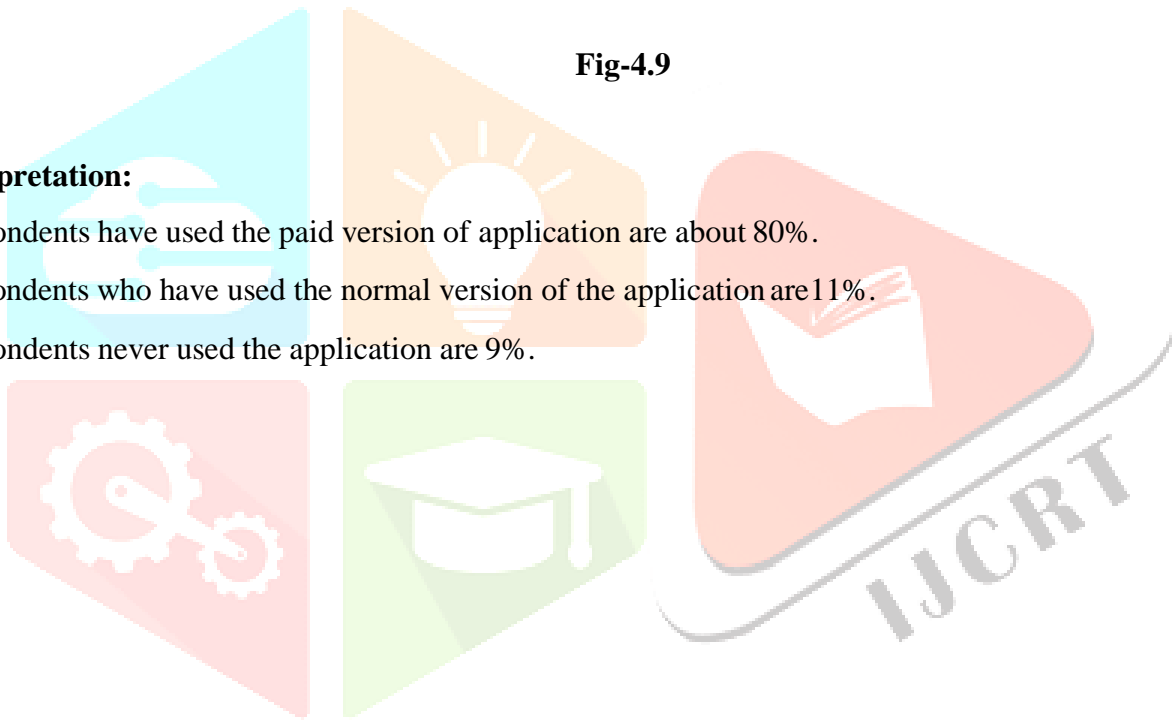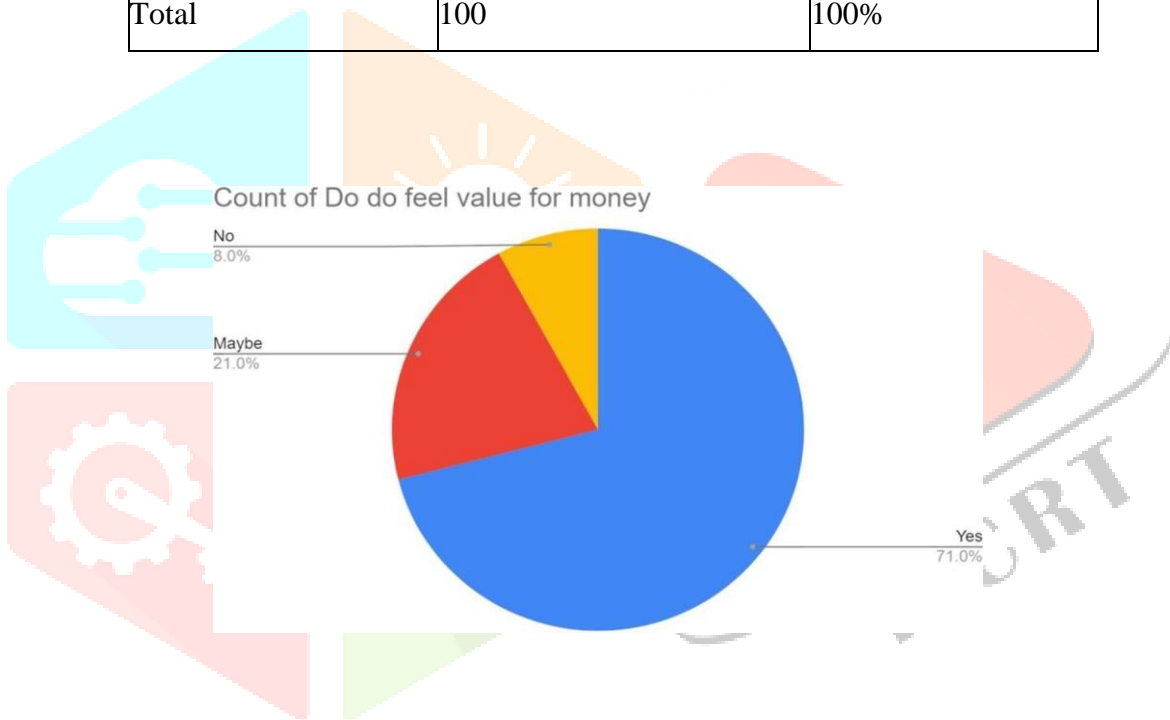

Never
9.0%

No
11.0%

Yes
80.0%

Fig-4.9

Interpretation:

- Respondents have used the paid version of application are about 80%.
- Respondents who have used the normal version of the application are 11%.
- Respondents never used the application are 9%.

10. Do you feel value for money?

Table-4.10

| Participants	No. of Responses	Percentage
Yes	71	71%
No	8	8%
Maybe	21	21%
Total	100	100%

Fig-4.10

Interpretation:

• Respondents feel value for money is about 71%.

• Respondents are not sure about the value of application are about 21%.

• Respondents are not satisfied eith the paid version are about 8%.

11. Satisfied with Application?

Table-4.11

Participants	No. of Responses	Percentage
Yes	84	84%
No	4	4%
Maybe	12	12%
Total	100	100%

Fig-4.11
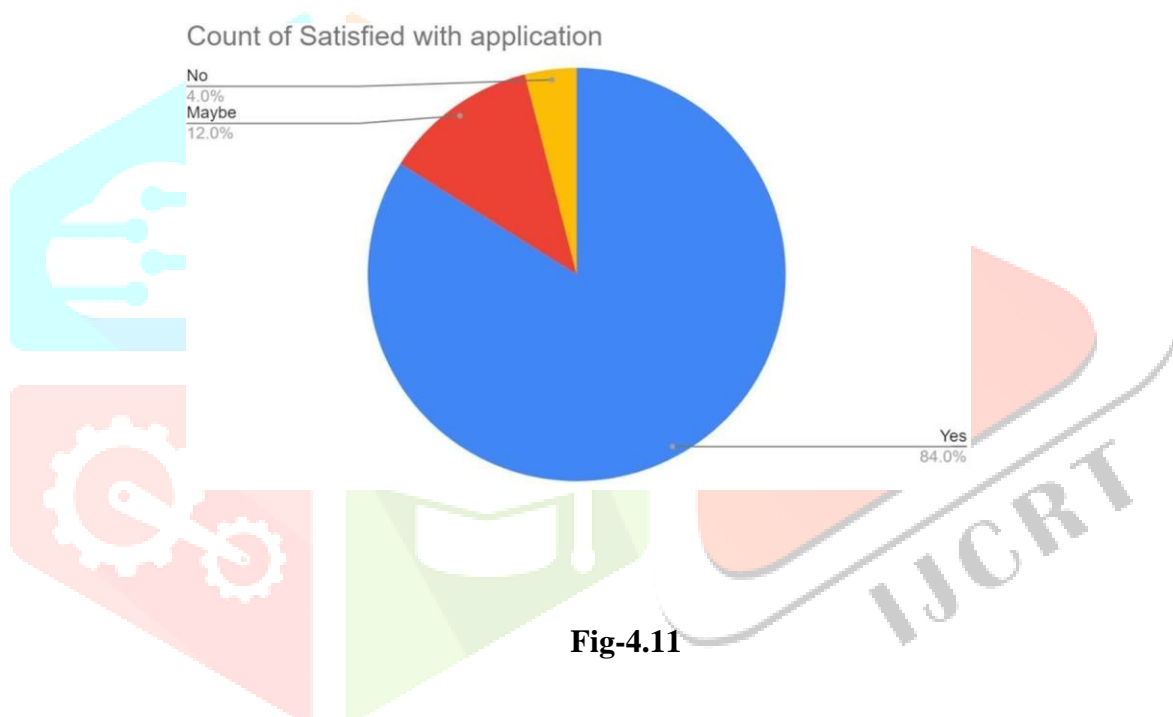
Interpretation:

- Respondents say they are satisfied with BizConnect are about 84%.

- Respondents say they are not satisfied with the application are about 4%.

- Respondents are not sure about the application performance are about 12%.

CHAPTER-V

FINDINGS

- It is found that BizConnect application most targeted age group is 18-40 with85% i.e., 85 out of 100 are in the age group of 18-40.

- The most targeted country is out of India only 8 out of 100 know aboutBizConnct in India.

- Most of the Participants heard about BizConnect through LinkedIn.

- In the tenure of the project, it is found that there is no other source of leadgeneration than LinkedIn.

- BizConnect never sends SMS or Mails to their users about app promotion orlike reminders.

- BizConnect don't interact with people much.

SUGGESTIONS

- BizConnect should also focus on people whose age group is 40+ most of the people who know about BizConnect are under the age of 40. This means people above 40 years age group have less idea about the application.

- There is less coverage of application in India. BizConnect should also focusand advertise in India to gain more leads and customize the application as per requirements in India.

- BizConnect is totally and only focusing on LinkedIn for sales, So BizConnect should make use of the premium features of LinkedIn to have agood reach.

- Company needs to expand its network using various platforms like Blogs, SEO, Google ads, in business portals and websites to get huge reach.

- BizConnect need to use the data which is available, as a reminder for userswho haven't used the app for very long time just as a reminder. To retain your customer, it's very important to get new customers and on other hand you shouldn't lose your existing customers.

- BizConnect should take regular feedback from the customers conduct surveys to improve their features, update the application.

CONCLUSION

I here by conclude that ATMAS Software has created a wonderful application BizConnect which is very useful in the present situation to avoid sharing cards due to covid-19 and has an aganda of go green go digital. not only the application but also the advertising and promotion is done digitally this shows the commitment towards their agenda of go green go digital. All the sales and lead generated are mostly from linkedIn sales, next is organic leads BizConnect company proudly says that their 40% of the revenue come from the organic leads & the greatest achivement in short term is that zapier website has listed #1 Business card scanning application for the year 2021. This is really a great achivement in very short span in this comptative world.

QUESTIONNAIRE

1) Age Group a) 18-40

   b) 41-50

   c) 51 & above

2) Profession

a) Employee

b) Entrepreneur

   3)   Country

   a)   India

b) Others

4) Do you know about BizConnect?

a) Yes

b) No
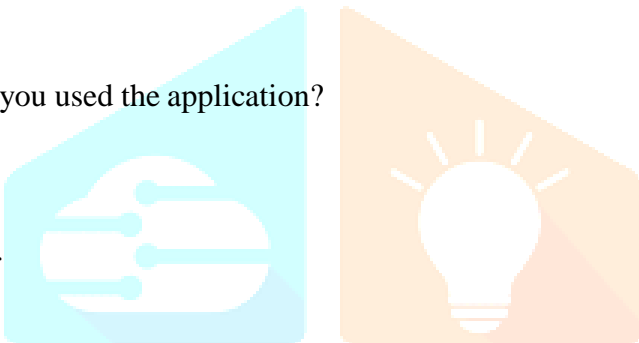
5) How do you know about BizConnect?

a) Social Media platforms

b) Friends

c) Family

d) Colleague

e) Organic

f) Never

g) LinkedIn Influencers

h) Others

6) Did you receive any mail or SMS from BizConnect?

a) Yes

b) No

7) From which social media did you hear from?

a) LinkedIn

b) Instagram

c) Twitter

d) Others

e) Never

8) Have you used the application?

a) Yes

b) No

c) Never

9) Have you used the paid version of BizConnect?

a) Yes

b) No

c) Never

10) Do you feel value for money?

a) Yes

b) No

c) Maybe

11) Are you satisfied with the application?

a) Yes

b) No

c) Maybe.

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