Abstract: People are a company's most valuable resource. They have the power to build or shatter a company's fortunes. In today's increasingly competitive business world, putting the right people in the proper positions is vital to any company's success. Digital marketing is a cutting-edge marketing idea that encompasses a broad range of concerns about any commodity product or service using online technology; it also includes cellphones, smartphones, and display advertising using electronic and digital media. In the 1990s and 2000s, the concept of digital marketing became popular. It is the first company to create a brand and communicate with potential customers. As digital marketing has become more interwoven into the marketing sector and our daily lives, consumers have begun to shop online rather than in physical stores. Digital Marketing concepts are becoming increasingly common in our daily lives. Search engine optimization, social media optimization, search engine marketing, and email marketing are all terms that are becoming more and more common as a result of our cutting-edge technologies. According to a survey conducted in India, shops began registering their own domain addresses in 2010. Internet marketing or online marketing are other terms for digital marketing. Digital marketing concepts have grown in popularity at a faster rate. The word "digital marketing" refers to all electronic communication devices, such as computers, laptops, iPads, cell phones, tablets, palmtops, and so on. Businesses use digital marketing strategies to reach out to a growing number of individuals while also building brand value. Customers in India are voracious consumers of information. Before purchasing a product, they gather additional information about it. The penetration of the internet in India is a major factor in this phenomena. The majority of Indians are stimulated by commercials, but they do not complete the customer purchasing journey, particularly in high-involvement purchases. In this digital era, brands are gaining additional touch points to reach their target audience. This report has more information on the findings. The fact that this internship was completed successfully suggests that the future of marketing is in the hands of digital. "Brands can't sustain without digital presence," I repeat at the end of my research.

Introduction

The terms "digital marketing" and "online marketing" are frequently interchanged. The process of promoting a brand, service, or product over the internet is known as digital marketing. Simply said, digital marketing differs from traditional marketing in that it uses internet channels and methods to allow businesses and organisations to track the effectiveness of their marketing initiatives in real time, allowing them to better understand what works and what doesn't. Most businesses have developed a web presence in the twenty-first century. E-mail was widely used, and technology enabled users to manage it quite effortlessly. For a long time, databases were managed using customer relationship management (CRM) systems. Some corporations used a similar strategy to press advertising by displaying banners on websites. Forward-thinking businesses were developing their search engine strategies and even collaborating with affiliates. All of this was internet marketing, and it was only a matter of time until online marketing teams and professionals appeared 2016 (Kingsnorth). The most popular type of digital marketing is the organization's website, which serves as the hub for all of the organization's online activity. Shrewd marketers combine email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, and social media into their plan to drive quality traffic to a website or encourage repeat visitors and transactions.

Objective of study

- To identify impact of digital marketing strategic on customer satisfaction.
- To investigate effects of digital marketing strategic on customersatisfaction.
- To suggest various strategic to genitrix pvt limited.

Need and scope of study

- Gradually, digital adoption in India is increasing
To outline the effect of digital marketing on business.
Impact of digital marketing on company's overall efficiency.
To bring out impact of digital marketing strategic on customer satisfaction.

Research Methodology
The procedures and methods used in the design of a research study will be influenced by the researcher's ideas about the nature of knowledge (see epistemology) and reality (see ontology), which are typically formed by the academic fields in which the researcher works. The study type (descriptive, correlational, semi-experimental, experimental, review, meta-analytic) and sub-type (e.g., descriptive-longitudinal case study) and sub-type (e.g., descriptive-longitudinal case study) as well as the research problem, hypotheses, independent and dependent variables, experimental design, and, if applicable, data collection methods and a statistical analysis plan are all defined by the study design. A research design is a method for determining the answers to research questions.

Data collection method
Data used for the research work was primary
Primary Data: The primary source of data collection is through questionnaire. A well framed questionnaire is used for collection of data. The questionnaires are distributed among 83 peoples.
Secondary Data: Secondary sources include online sites (www.google.co.in,), newspapers and customer surveys.

Sample size
Basically, data taken from Utter Pradesh, Delhi, Bihar and M.P. The sample size is 83. In this 80.7% response is given by male and 19.3% is given by Female.

Statistical tool used
During Work on “A STUDY on The Analysis of DIGITAL MARKETING - Strategy is of GINRIX PVT.LTD.” Project we have basically used Analytical tools, Pie chat, Bar Chat Percentage Chat, Formulas and Excel tools.

Data Analysis and Interpretation
Question: Respondents of the study
Male: 80.7%
Female: 19.3%

Gender
83 responses

[Pie chart showing 80.7% male and 19.3% female]

Data Analysis and Interpretation:
On the basis of above analysis 80.7% male respondent and 19.3% female.

Question: What is your income?
Data Analysis and Interpretation:
54.2% respondent’s income is less than 1lac, 19.3% respondent’s income is 1 to 3 lac, 9.6% respondent’s income is 3 to 5 lac and 9.6 respondent’s income is more than 10 lacs.

Question: What is your qualification?

Data Analysis and Interpretation:
On the basis of above analysis, 50.6% respondents are post graduate and 49.4% respondents are undergraduate.

Question: years of experience
Fig 4

Data Analysis and Interpretation:
62.7% respondents have 1-year experience, 28.9% respondents have 2-year experience, 7.2% respondents have more than 3-year experience and 1.2% respondents have three-year experience.

Question: can social media marketing really help our business?
can social media marketing really help our business?
83 responses

Fig 5

Data Analysis and Interpretation:
On the basis of above analysis, 67.5% respondents say social media marketing really help our business, 24.1% respondents say no and 6% respondent have no idea.

Question: Is social media marketing is beneficiary for the companies?
Is social media marketing is beneficiary for the companies?
83 responses

Data Analysis and Interpretation:
85.5% respondents agree that social media marketing is beneficiary for the companies and 12% respondents disagree.

Question: Is social media marketing being effective or non-affective?

Is social media marketing is effective or non-affective?
83 responses

Data Analysis and Interpretation:
On the basis of above analysis, 68.7% respondents agree that social media is effective, 12% respondents disagree and 16.9% respondents are neutral.

Question: We should use Facebook for every kind of marketing activity
We should use Facebook for every kind of marketing activity.
83 responses

Fig 8

Data Analysis and Interpretation:

63.9% respondents agree that we should use Facebook for every kind of marketing activity, 16.9% respondents disagree and 16.9% respondents are neutral.

Question: Social media marketing is one of the best advertising resources to grab consumer’s attention.

Social media marketing is one of the best advertising resources to grab consumer attention.
83 responses

Fig 9

Data Analysis and Interpretation:

92.8% respondents say that social media is one of the best advertising resources to grab consumer attention.

Findings

- There is a lack of knowledge in digital marketing
- There is a lack of funds to run the business properly.
- 85 percent of customers are happy with their purchases.
- Customers are satisfied with services in 75% of cases.
- 90% of employees want to work for this company
- 80% of consumers would refer this company to others
- They'll have to provide excellent service to customers.
- They will need to properly invest money in their business.
- The company will need to expand to a larger territory.
In order to run a business properly, they will need to raise funds. They will be required to market their products. They will have to expand their product line. They’ll have to target their customers and look for new markets to sell their items in.

**Conclusion**

GINIREX is a new firm on the market that specialises in digital marketing. It offers services such as mobile application development, software development, social media marketing, SEO, staff augmentation, developing the best business plan, website design and development, and so on. Because it is a young and little firm, it has a lower market share, but it is progressively growing and attempting to become a great corporation. That company, in fact, has less money and less market experience, yet they are still growing strong.

**References**

**Journals and books**

[3] Ramaswami, V.S and Namakumari, S., Marketing management

**Websites**

[1] https://blog.hubspot.com/marketing/social-media-marketing