

Digital Audit Report of Outlook Website

Y Sai Sharan¹, Balanji Reddy Mora²

Student¹, Guide²

Siva Sivani Institute of Management Autonomous: (AICTE)

ABSTRACT

In this project first I have analyzed the print media industry at the initial stage. Then I have tried to study the market with respect to Outlook Group and the various strategies it undertakes. Studying a market leader's strategy is very important from the angle of understanding sales and marketing. In the next level we were allotted different task. The first was to handle the software or the database of the Knowledge jockey Software. Then we carried out the task of marketing and sales followed by B2B lead generation and at the end email marketing the main objective of this project is to understand how the CRM works in the print media sector. The analysis was performed through structured questionnaire and unstructured interviews. The Loyalty Program and its relationship with the repurchase rates were studied. Also, the factors which influences the repurchase rates were studied. The study also analyzed how the print media industry uses the IDIC framework. After the entire analysis and field study and studying about the website of the company was provided to the company.

Introduction

1.1 what is meant by digital audit of website?

A digital audit is an assessment of all active media channels and to evaluate how effective they are in the current campaign. Audits are useful to conduct in advance of the planning stage of organizations strategy to build a foundation on historical performance and to understand the available channels to include in your plan by going through this checklist, I created a clear outline of everything that's pre-existing and a key outcome of the audit should be a full awareness of website to their entire organization. It is important to know that this can be used to overcome internal politics. If website is being managed by another team, if I show the organization depth of understanding they are trying to establish for digital business it's not to say that they need to take it away from them, it might be able to increase their control.

Structuring of audit

The structure follows the following things

Site audit

First, I browsed the website and its current performance. This is done by the collection of the data through primary and the secondary sources primary sources is the survey, which was conducted, and secondary source was the google reviews about the company and the Brand

Social and channel audit

This is identifying all the existing social media channels, where the advertisement about the website takes place.

Access and log in details

When someone has set up their account, the email address that's linked to it is their personal email address. They've created the password, and suddenly, they've left the forgotten, their password and then you don't have access to those channels anymore. So, organization need to make sure they are user friendly and they make some user friendly setup to rest the password or they can login via OTPA which is being sent to their mobile and they are not losing customers due to this issue .

Administrators

For the accounts of the customers, they run off an administration system instead of login details. So, Facebook is like this, Google Analytics is like this, where you can identify people as administrators. Again, it's important to do this because oftentimes, what happens when you do this audit is, you realize that 10 people are still the administrators of the Facebook page and they no longer work at the company anymore. This is also a security concern as it would leave ex-employees with access to your accounts.

Existing resources

The organization should muster all their resources to provide best services to the customers and make updates to their current websites regularly to make up to date

History

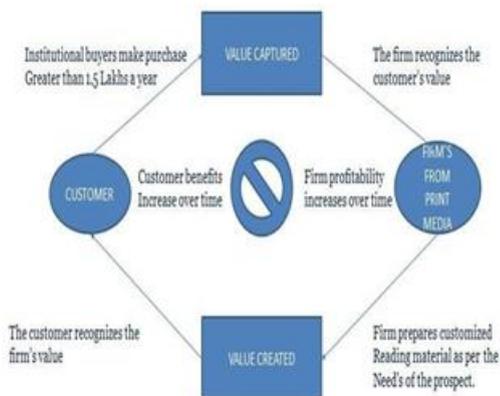
When the digital audit is complete, I will be getting a good understanding of your digital capabilities based on past campaigns, employee/agency skillsets and resources available. When the audit is done, I can draw on learning and understand the tools and strategies used by their websites.

strategies of customer life cycle

- **customer acquisition:** it refers to bringing or attracting new customers or basically convincing the people to buy your products. it is a process used to attract customers down the marketing funnel from n=brand awareness to purchase decision. The cost or offers provided to a customer is referred to as a customer acquisition cost. we can acquire customers through a variety of marketing tactics and by different strategies. it often involves a mix of marketing campaigns which include
 - display advertising
 - social media marketing
 - search marketing
 - content marketing
 - affiliate marketing
 - email marketing

in this company provides duffle trolley and travelling bags to their customers. it is based on the customer subscription value. if the subscription is 8549 then the customer will get trolley, if it is 5000 around then a travelling bag is offered to the customer.

- **customer retention:** it refers to a company's ability to turn customers into repeated buyers and prevent them from quitting the subscription or switching to a competitor. customer retention is different from customer acquisition. it mainly focuses on the customers who have already subscribed or signed up for a service. these strategies are the processes and initiatives businesses put in place to build customer loyalty and improve customer lifetime value. it is mainly focused on the customer relationships more than the transactions done by the customer. coming to outlook it states that it provides extended subscription to the customers.
- **customer development:** it is a 4-step framework. taking feedback from the customers after the utilization of the product for a while or long term and identifying the customer needs that customers have and to develop the product based on the customers' feedback.
- **customer discovery:** understanding customers and their needs that the company may be able to satisfy.
- **customer validation:** having a product that will satisfy the customer needs.
- **customer creation:** determine whether your product will satisfy all the customer needs.



- **company building** growing the organization in order to support the demand for the product. Outlook group company stated that the customer can subscribe outlook at discounted price after the subscription ends.

competitors of outlook group:

- **business today magazine:** Today, the business is the largest operating fortnightly business in India. This is the best report of trade topography of newly liberalized India. As a wave of change in business, the economy and society like never before, Business Today has made sure its readers have all the upgrades needed to challenge tomorrow. It takes its readers deep to give a complete understanding of the business world. Since its inception in 1992; It has set one benchmark after another in business reporting. It was the first to do serious reporting on management principles. And again, it's the first to bring in a whole new style of business journalism—more close- knit and sharper. today, business today commands the highest circulation and readership among all business magazines in India

a) **Customer acquisition:-** The latest issue of Business Today magazine carries a cover story IT for a New World How the Information Technology industry is looking to service a world with new rules, habits and behavior.

- b) **Customer retention:-** Business today magazines are providing 55% off on the subscription of magazines
- c) **Customer development:-** Business today magazines are providing 26 print and digital magazines in 50% discount for 1 year.
- **India today magazine:** India Today Group is India's most respected and diverse media conglomerate which has built a deep legacy of trust, credibility and appreciation since the inception of the group over four decades ago. The launch of India Today magazine in 1975 marked the beginning of the group's journey into a multi-brand, multi-platform and multi-vertical media conglomerate, with brands that command unquestionable leadership across categories and over 300 million viewers, readers and more. reach the audience. and customers. The group, through its years of relentless focus on journalism and editorial excellence, has become the epitome of the gold standard of journalism. It is a barometer for trust, integrity and excellence in media across TV, publishing, digital and other platforms.
 - a) **Customer acquisition:** - India Today magazine are providing rich multimedia content and they are giving access to paperless reading across multiple platform.
 - b) **Customer retention:-** India Today magazine are providing 55% off on print and digital magazine for 1 year
 - c) **Customer development:-** India Today magazine are providing 13 magazines for 3 months in 975 rupees.
- the known competitors are those who are operating in the same market and offering same product or services. it is basically the different print media houses with outlook competitors with on a daily basis. the future potential competitors are those who provide different services like TOI, NDTV however they can replace the print media. people may no longer value the print media rather they can go for watching the news video.
- known + potential competitors are those competitors who are operating in different region and are providing the same product. Vogue is now in India but it can come in India and adapt to the national culture and give tough competition to the Outlook Group. Unpredictable competitors are those who come out of the blue and poses a great amount of threat to the operating firm.

strategies has paid dividends

a) india today magazine

- As a leader in digital news, fast news updates and 'snacky' business coverage will appear all over the web, while the magazine will focus on its core strengths of insight, depth and perspective. As per the new integration, Stories will first play in a digital format, while a more detailed version will be available in the regular magazine format. Business Today. All insights, updates and other information will be shared across the Platform that is of importance to anyone in the service or business industry. Changes to the magazine are introduced in the current issue - Business Today Best CEO - which is available both online and on the stand. Speaking about the transition to the magazine, Chairperson and Editor-in-

Chief of India Today Group Aaron Puree said, "Our presence on the web – Business Today. in -- is the fulcrum of this change as it brings you the latest on business and economy via stories, podcasts, videos, info graphics and slideshows making full use of the multi-media potential of the digital platform. The magazine keeps its traditional role of knowing and providing you greater insight, depth and perspective on all aspects of business. I hope you enjoy the 'Digital First' Business Today in all its forms."

b) business today magazine

- **BUSINESS TODAY**, Fortnightly is the largest operating business in India. This is the best report of trade topography of newly liberalized India. As a wave of change in business, the economy and society like never before, Business Today has made sure its readers have all the upgrades needed to challenge tomorrow. It takes its readers deep to give a complete understanding of the business world. Since its inception in 1992, it has set one benchmark after another in business reporting. It was the first to do serious reporting on management principles. And again, it's the first to bring a whole new style of business journalism closer and more sharp. Today, Business Today commands the highest circulation and readership among all business magazines in India . To subscribe to Business Today Magazine please choose the subscription option from the offer(s) given above by clicking on "Add to cart" or "Buy now". After you click, you will be asked to confirm if this is a renewal order of Business Today Magazine. In case it is renewal; we recommend you give correct current subscription number of Business Today Magazine. If you do not remember the subscription number you may leave it blank, however this may delay the subscription activation of Business Today Magazine.

Loyalty programs

- 1) **Give users what they want:** The first step in this process will be determining the perks you want to offer to your users. The entire premise of a loyalty program is based on the concept of giving your best users more than they want, and figuring this out is the most important step in making your loyalty program work. The best way to find out is to ask your customers what they want. Industry research shows that for loyalty programs, most customers' basic expectations are based on two things: discounts and superior customer service. So instead of focusing on what you can provide (which could be a truckload of perks), focus on what they want.
- 2) **Keeping it consistent:** Just like your website experience, your loyalty program is a part of your customer experience, and it reflects who you are as a brand. Your communication can become fragmented when you are using multiple tools for different parts of the customer journey. For example, your email retention/nurturing emails may look one way, and your referral program emails may look quite different. To maintain consistency, you must ensure that all these different parts integrate seamlessly with your brand design and communication guidelines. The consistency goes one level deeper. With different businesses offering similar products, brand value becomes the next filter for users to choose who they give their money to. People are more attracted to brands that share similar values and beliefs. In fact, 64% say that this is the main reason they have a relationship with a brand. You can design your loyalty program as a platform to further reflect your values, while offering perks to your users. Here's

a good example of how Toms did it with his Animal Initiative and built his program around "improving lives."

- 3) loyalty programs, sponsored by retailers and other businesses, offer rewards, discounts, and other special incentives as a way to attract and retain customers. they are designed to encourage repeat business, offering people a reward for store/brand loyalty.
- 4) loyalty programs benefit companies not only by developing customer loyalty but by providing crucial information on how customers are spending and what are the offers are most appealing.

Task 2 Raheja group

the directors of the company, presenting the thirteen annual report on the business and operations of the company and the revenue account, the profit and loss account, the statements of receipts and payments account for the financial year ended 31st march 2020, the balance sheet as at 31st march 2020.

- **audit report of raheja group**

Particulars	2019-20
Gross Written Premium	17,99,743
Net Written Premium	14,32,446
Net Earned Premium	11,43,021
Net Incurred Claims	8,59,414
Net Commission	1,10,730
Expense of Management	5,11,496
Other Income/(Expenses)	199
Investment Income on Policy Holders Fund	2,29,588
Premium Deficiency Reserve	(903)
Insurance Profit/(Loss)	(1,07,929)
Investment Income on Shareholders Fund	88,945
Expenses of Management to Shareholders	(4,36,613)
Income/(Expenses) other than Insurance Business	(1,99,145)
Profit/(Loss) before Tax	(6,54,742)
Provision for Taxation	-
Provision for Deferred Tax	(33,597)
Profit/(Loss) after Tax	(6,21,145)

- OPBDITA: Operating Profit before Depreciation, Interest, Taxes and Amortisation; PAT: Profit after Tax; RoCE: Return on Capital Employed; TNW: Tangible
- Net worth; ROCE: PBIT/Avg (Total Debt + Tangible Net-Worth + Deferred Tax Liability - Capital Work - in Progress); Source: Financial statements of OIPL;
- ICRA research.
- Status of non-cooperation with previous CRA: None
- Any other information: None
- Rating history for last three years

1.2 SWOT analysis

- **strengths**
 - group has stability of performance over the years.
 - they are one of the pioneers in organized retail industry in India.

- group expanding its chains across the country.
- large spread retail format with anchor stores in anchor malls.
- it has popular retail brands like Shoppers stop, Hypercity etc, under its portfolio.
- **weakness**
 - the brand is dominant in urban India cities and Limited Global presence.
 - strong competition from India and foreign players would mean Limited market share
- **opportunities**
 - evolving customer preference could be opportunity to grow in retail.
 - economies of scale as group provides everything to everyone.
 - there is large premium target group market available globally which is ready to spend on quality.
- **threats**
 - Large competition from domestic players.
 - Evolving unorganized detail sector in India.
 - Consumers look out for brand quality in today's era.
 - Rising real estate prices is biggest threat to organized retail sector.

Methodology

2.1 outlook magazine

- change in customer perception towards the print media industry with the advent of the digital media
- Many researchers have identified or influenced the marketing process by describing effective and efficient ways to promote their products.
- Consumers prefer to buy those products and products approved by celebrities for emotional reasons.
- its demonstration that marketing by the organization was an effective and efficient way to build links between products and products, advertised in newspapers, billboards, the Internet and many other sources.
- In today's world, most local and international organizations can use social media and print advertising to sell their products, products or services.
- This print ad connects you all to one network, where most important information and data can be easily shared on a social network.
- is used to evaluate its features, information about products, products and services, and the ability to predict the outcome of the whole world
- In recent years, facebook has become one of the smartest social media marketing platforms where millions of people are linked around the world, the majority of companies or organizational groups are also connected to facebook (Giles, 2001). They play the role of their products, products and advertised services with the help of visual marketing marketing, in relation to the social media marketing website services A lot of research has already been done.

2.2 phases

- **Product Training and Knowledge** This means looking at all the Indian group magazines in detail. Knowing how one magazine differs from another, depending on features, customer identification, readings, and distribution. As such, viewing is a print media; we know something about how print media works, how its cost plays an effective role in marketing and advertising.
- **lead generation** They develop their product and introduce them to new marketing tools and strategies adopted by the sales and promotional team of the viewing team. List of customers interested in the promotion. Customers eventually close the agreement on a positive note.
- **Questionnaire survey** The study was conducted to identify current market trends in each category and to analyze competitive products in that particular category.

2.3 sources of data collection

The study is based on both main data and secondary data.

primary data: The research was conducted on a questionnaire, which was presented to a wide range of individuals and was completed in consultation with different age groups, gender and occupation.

secondary data: in view of all studies, secondary data was collected on various websites and research papers. Source of data collection to view key data collected in questionnaire. the main data comes from the researcher for a specific purpose to address the immediate problem.

Research Design: The method to be used can be Design Design. **sampling methods:** there are two ways to select samples from people: non probability sampling

probability sampling: in this study, I used the first method namely Non Probability Sampling, due to time constraints and to collect as much information as possible.

sampling technique: initially, it was a draft preparation keeping in mind the purpose of the research. a study was conducted to determine the accuracy of the questionnaire. The final questionnaire came only after some important changes were made. therefore my sampling was simply simple which is a kind of Non probability sampling

sampling unit: respondents who were asked to complete the questionnaire are part of the sample. these contain people from various backgrounds in India.

sample size: sample size was limited to only 105, consisting mainly of people from various regions of India.

questionnaire: a list of scheduled questions will be developed and customer preferences will be determined using the research method and viewing process.

2.4 research objectives

- To find if the magazine content and physical design of the magazine affects the purchase decision.

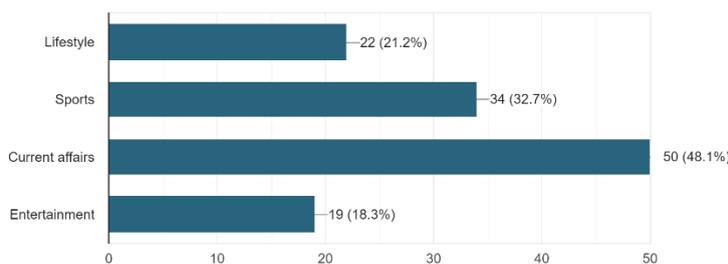
- To find if the loyalty programmes affects the repurchase rate.
- To find how the print media industry utilizes the IDIC framework for Customer Relationship Management.
- To find out all the factors which influences the repurchase rate.

Data analysis and interpretation

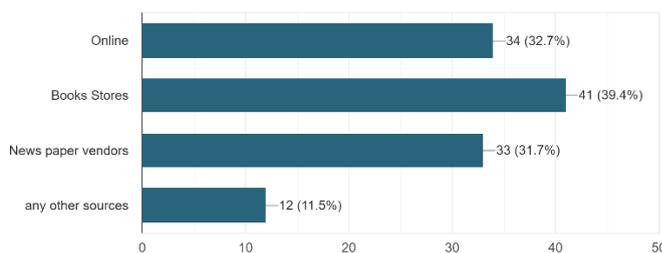
Research Methodology

- The data was collected from google survey form
- This is the primary data which I have collected
- For secondary data I have referred articles
- These are the conclusions from the primary data

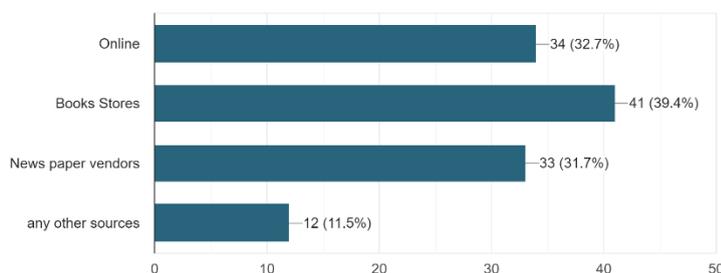
What type of magazines do you order
104 responses



From where do you purchase
104 responses

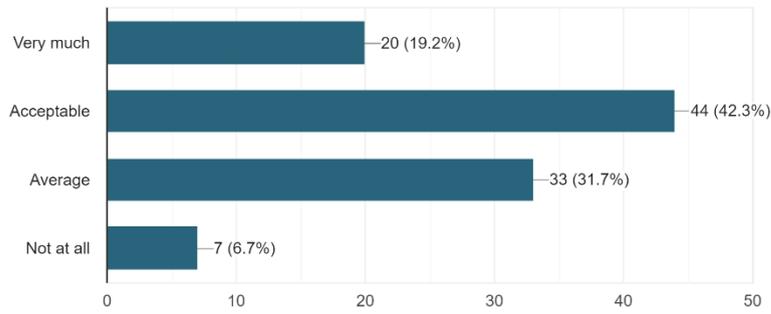


From where do you purchase
104 responses



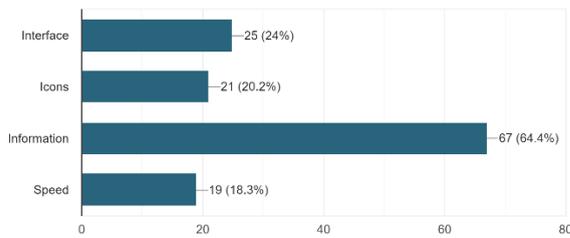
How much user friendly is the website

104 responses



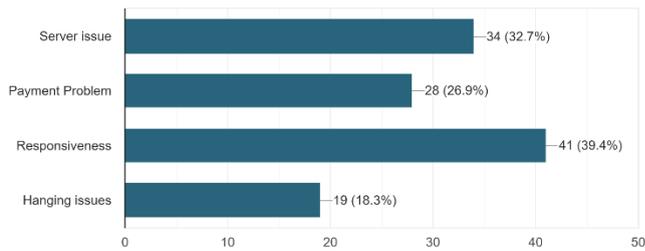
What do you like most about website

104 responses



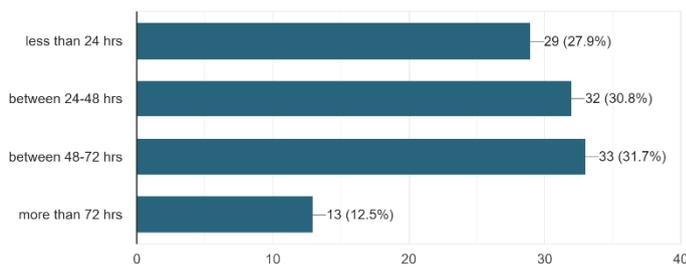
What is the Problem faced in the website

104 responses

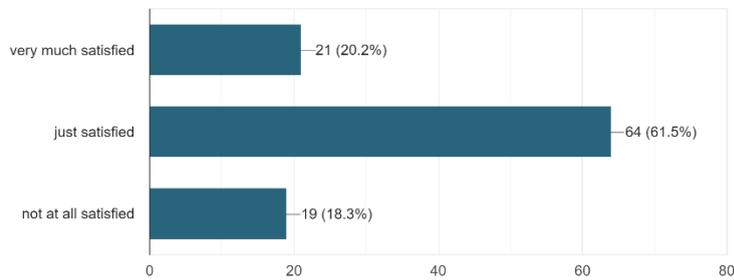


How much time they takes to resolve your issues

104 responses



How much satisfied you are with their customer care representatives
104 responses



Conclusion

6.1 implementing change in the organization

Any organization that desires to implement the change in an efficient manner should consider the transition of the system or state into the specified future state there by maximizing the resources and minimizing cost at an equivalent time, making sure its success.

- Outlook should try to improve its customer care services because many a times it so happens that customer complaints or requests goes unanswered.
- Have better presence on the social media platforms.
- Reconsider the loyalty program to increase customer development.
- Should reconsider its logistics partner and aim for better distribution partners.
- Launch new magazines in sectors untouched like dedicated magazines for fashion, lifestyle, sports and technology.
- Upgrade its promotion policy as it has remained same for quite some time.
- Provide services like blogging to increase customer interaction.
- Sponsor more college event to enhance its visibility by buzz marketing.

6.2 scope for future improvements

- There are lot of scope of improvement for the organization as mentioned in the implementing change in the organization.
- Undertaking those will help to enhance the customer satisfaction and will also help to reduce the major problem that is churning rate.
- Interaction with the customers should be increased to enhance the customer relationship management.

6.3 conclusion

Findings:

The website of the outlook is not functioning up to the mark as the software is of older version its reviews is very just satisfactory in southern part of the country there is hardly any customer base as the magazine is concern but in northern part of the country the base of the customers is very high but they need to improve their website and customer care services they might end up losing their customer base if this continues to happen

BIBLIOGRAPHY

1. Kotler & Armstrong, 2006, Principles of marketing (15th edition)
Prentice hall of India
2. David j. Luck & Ronald S. Rubin, 2002, marketing research
(9th edition) Prentice hall of India
3. S.L.Gupta, 2002, Cases & Problems in marketing research (1st edition) Himalaya
publishing house

WEBSITES:

www.google.com

www.moz.com

www.seolinkxpress.com

www.pensb.com

Journal of Engineering Sciences