



# **International Journal of Advanced Research in Education and Technology (IJARETY)**

**Volume 12, Issue 6, November-December 2025**

**Impact Factor: 8.152**



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# A Study of Digital Marketing and Social Media at APPRELY Technologies, Pune

Krutika Tidke, Dr. Anuradha Dandnaik, Dr. Rajendra Jarad, Dr. Anand Dadas

Neville Wadia Institute of Management Studies & Research, Pune, India

**ABSTRACT:** The current paper offers a detailed insight into digital marketing and use of social media based on on-the-job training in Apprely Technologies, Pune. The study was aimed at researching on the digital strategy, LinkedIn content management, cold email campaign execution, and competitor and market research. Real-world experience was provided in the organization and implementation of marketing efforts with the help of LinkedIn Analytics, Mailchimp, Canva, SalesQL, Apollo.io, and Google Trends, which allowed creating effective content, generating leads, and assessing performance. The paper emphasizes the importance of regular posting, computer-assisted planning of content, and decision-making based on data in regard to online visibility and interaction. The competitor analysis has uncovered important positioning strategies and content gaps and has made recommendations on how to strengthen brand communication. The results of email marketing revealed a lot of understanding in relation to the segmentation of leads, personalization, and optimization of the campaign. The literature that was studied as part of the research supported the impact that digital marketing has on enhancing brand reach, customer engagement, and strategic business growth in the IT services industry. All in all, the results show that proper combination of social media management, competitive research, and marketing automation can enhance brand awareness, the quality of the leads and competitiveness of the organization. The internship experience has revealed that creativity (impactful digital marketing strategies), analytics (impactful digital marketing strategies), and technology (impactful digital marketing strategies) are the three components that can be used to create impactful digital marketing strategies.

## I. INTRODUCTION

The internet usage and social media platforms, as well as the advancement of data-driven technologies, have made digital marketing one of the most essential aspects in the modern business communication. In the modern world, companies have adopted online mediums like online search engines, social media, email and online ads to interact with their audiences to create brand awareness and get leads. In contrast to conventional marketing, digital marketing offers quantifiable outcomes, insights in real time and tailored communication depending on audience behavior. Social media marketing particularly in websites such as LinkedIn is important in assisting businesses to develop professional visibility, interact with prospective clients and demonstrate expertise. This is especially necessary in the case of IT and SaaS-based businesses, in which online presence determines the level of customer trust and buying decisions. The current study relies on the field experience of the internship in Application Technologies, Pune, during which the field experience was achieved in managing social media, analyzing competitors, email marketing, and market research. The internship involved practical training in the application of tools like Canva, LinkedIn Analytics, Apollo.io, SalesQL, and Mailchimp to create content, track the performance, and conduct an outreach campaign. With these activities, a greater insight was established on the role of digital strategies as an aid to brand building and developing the business in the technology industry. All in all, this introduction shows the topicality of digital marketing in the contemporary corporate world and preconditions the setting of goals, methodology, and the results of the discussion in the report

### A. Objectives

- To learn and explore various digital marketing tools and platforms to understand their role in planning and executing marketing strategies.
- To understand LinkedIn's algorithm and post engagement techniques through research-based content planning and analysis.
- To study the process of designing email marketing campaigns with a focus on segmentation, automation, and lead nurturing.
- To learn competitive analysis methods using social media insights and website data, and interpret their impact on digital strategies.

### *B. Scope*

The research is dedicated to the perception of the utilization of digital marketing and social media strategies in the Apprely Technologies, Pune. It encompasses essential online tasks such as LinkedIn management, email marketing, competition research, market analysis and content development. The scope will involve the analysis of the engagement metrics, lead generation performance, as well as efficiency of marketing tools which will be Canva, Mailchimp, LinkedIn Analytics, SalesQL and Apollo.io. The study is confined to the three months internship experience and echoes the digital practice, challenges and outcomes that were encountered within this period. The analysis is limited to some of the platforms used by the company, primarily LinkedIn and email campaigns, but does not cover all marketing channels. The results are expected to offer ideas about the performance of digital marketing, learning ability in practice, and future advancement within the organization.

## **II. LITERATURE REVIEW**

### **1. Quelch & Klein (1996) – Early Internet Marketing Foundations**

Quelch & Klein explain how the internet transformed marketing by expanding reach, lowering intermediary costs, and removing geographical limits. Their work highlights trust-building and first-mover advantages, forming the base for today's digital marketing evolution. In India, early platforms like IndiaMART later reflected these principles, making this study a key historical reference.

### **2. Strauss & Frost (2001) – Evolution of e-Marketing Strategy**

Strauss & Frost describe the shift from traditional marketing to structured e-marketing using planning, implementation, and performance measurement. Their emphasis on digital tools and strategic alignment became highly relevant in India after 2010, helping businesses integrate customer data and digital channels effectively.

### **3. Hoffman & Novak (1996) – Interactive Consumer Experience**

Hoffman & Novak introduce interactive marketing and explain how online environments increase consumer engagement and influence decision-making. Their theory supports modern analysis of engagement on platforms like Instagram and YouTube, helping understand today's behavior-driven digital strategies.

### **4. Kotler & Keller (2006) – Transition to Digital Marketing**

Kotler & Keller discuss how marketing shifted from traditional methods to digital-aligned, customer-centric strategies. Their 5A model (Aware, Appeal, Ask, Act, Advocate) is widely used to understand digital consumer journeys. This literature is especially useful for explaining India's transition to multi-channel digital marketing.

### **5. Ryan (2014) – Digital Marketing Tactics & Tools**

Ryan provides a practical framework covering SEO, content marketing, SEM, email campaigns, and analytics. He stresses user-focused content and data-driven decisions. His work is commonly used in Indian research to justify digital strategy execution and campaign evaluation.

## **III. METHODOLOGY**

### **Research Methodology**

Research is a systematic process of collecting, analyzing, and interpreting information to gain a deeper understanding of a topic or solve specific problems. This study focuses on evaluating digital marketing and social media practices at Apprely Technologies.

### **Types of Research**

- **Exploratory:** To study the company's digital marketing practices and social media strategies.
- **Causal:** To examine the relationship between marketing efforts and lead generation outcomes.
- **Experimental:** To evaluate the effectiveness of different marketing campaigns and tools.
- **Survey:** To gather insights from employees and users about marketing effectiveness.
- **Qualitative:** Collecting non-numerical insights such as employee opinions and marketing strategies.
- **Quantitative:** Analyzing measurable data like engagement rates, post reach, and lead conversions.
- **Longitudinal:** Observing changes and trends over a three-month period.

#### Research Design

The study uses both qualitative and quantitative data to assess marketing performance comprehensively.

- Qualitative Data: Collected via discussions with marketing professionals and observations of social media content and strategies to understand campaign planning, execution, and audience engagement.
- Quantitative Data: Measured through performance indicators like social media engagement, email responses, and lead generation to evaluate campaign effectiveness.

#### Sources of Data

- Primary Data: Obtained directly from the digital marketing team through interviews, discussions, and internal reports on campaigns and engagement.
- Secondary Data: Gathered from credible sources such as the company website, journals, articles, and previous research studies to support and validate findings.

#### Data Analysis Tools and Techniques

The collected data was analyzed using descriptive statistics and comparative analysis methods. The data was organized and interpreted using tools such as Microsoft Excel and Google Sheets.

### IV. TASK UNDERTAKEN

- LinkedIn Content Management: During the internship, LinkedIn management involved a systematic approach to planning, designing, and publishing posts tailored to the platform's algorithmic trends. The work included creating a content calendar, designing visually appealing posts, writing engaging captions, and scheduling posts for maximum visibility. Additionally, strategies were implemented to maintain consistency, boost brand presence, and interact with followers through comments and direct messages to strengthen professional networking and community engagement.
- Email Marketing Execution: The email marketing campaigns were conceptualized, drafted, and executed using tools such as Mailchimp and Apollo.io. The work involved segmenting target audiences, designing visually appealing email templates, personalizing email content, and scheduling automated campaigns. Follow-up actions included monitoring responses, managing lead engagement, and optimizing email content based on recipient feedback to enhance overall campaign effectiveness.
- Lead Generation and Analysis: Potential clients were sourced and identified using tools like Apollo.io and SalesQL. The process involved verifying and qualifying leads to ensure alignment with the company's ideal customer profile. Detailed lead analysis included categorizing leads based on their relevance, engagement potential, and readiness for outreach. This enabled more targeted and efficient follow-up strategies, which supported future marketing and sales initiatives.
- Competitor and Social Media Analysis: A comprehensive competitor analysis was conducted to understand posting habits, engagement strategies, and content performance of rival companies. The study involved evaluating the types of content competitors produced, their frequency of posting, and interaction levels with their audience. Insights gained were used to identify gaps in the company's content strategy and improve engagement, as well as to adapt trending topics and industry-relevant discussions to strengthen the company's social media presence.

#### Key findings summary

- Consistent LinkedIn posting enhanced visibility and follower growth, indicating that regular content scheduling positively influences platform reach.
- Email marketing campaigns were effective, reflecting strong subject line quality, relevant targeting, and overall audience engagement.
- Competitor benchmarking highlighted gaps in posting frequency, content diversity, and engagement strategies, emphasizing the need for more consistent and interactive content at Apprely Technologies.
- Lead generation tools, such as Apollo.io and SalesQL, proved reliable for identifying and qualifying potential clients, supporting targeted B2B marketing efforts.
- Use of trending hashtags and optimized content improved engagement, showing the importance of research-driven content planning.
- High-quality content design enhanced brand perception, with visually appealing creatives supporting professional representation across social media posts.

- Basic SEO practices offered opportunities for improvement, demonstrating that keyword optimization can increase organic visibility.
- Regular performance reporting helped identify patterns, enabling better tracking of progress and refinement of digital strategies.

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## International Journal of Advanced Research in Education and Technology

ISSN: 2394-2975

Impact Factor: 8.152