



IJRASET

International Journal For Research in
Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 9 Issue: V Month of publication: May 2021

DOI: <https://doi.org/10.22214/ijraset.2021.34124>

www.ijraset.com

Call:  08813907089

E-mail ID: ijraset@gmail.com

AI based Marketing Platform

Jayesh Ghosh¹, Bhaktij Koli², Farooq Chaudhary³, Manjusha Shelke⁴

^{1, 2, 3}Student, ⁴Assistant Professor, Information Technology Department, K C College of Engineering & Management Studies & Research, Thane (east), Maharashtra, India - 400603

Abstract: Online Marketing refers to activity of a company which are trying to promote their business by buying or selling of a particular product or service through internet. Email marketing is consistently producing a high investment in the marketing field. Social Media Marketing is one of the main parts of Online Promotion and marketing. This project focuses on promoting, engaging customers, and introducing a platform for an effective marketing system for various companies. This platform segregates subscribers for sending promotional templates via electronic mail to desire customers by tracking consumers activity on social media platforms. The main motive of this project is to bring promotions rather than manually sending promotion templates to a particular customer and posting the same content on multiple media platforms in a single click using this platform. By collecting deep insight into the user's content and that would generate quality data resulting in a better customer base. The platform regularly provides what trends are going on the market to the companies so that they can also look for trending content to stand in the current market [1].

Keywords: Marketing, social media, customers, templates, platform, promotion

I. INTRODUCTION

In today's world everyone is coming online so the services which one has to offer also have to come onboard in the world of the internet. The basic services that one offers are shopping, ticket booking, healthcare etc. The flaw in the current market system is that it hits every sector of society not the one particular targeted sector. To encounter this flaw the marketers decided to use the biggest known platform in today's world and thus the digital media marketing came into existence. AI-Based Marketing Platform basically, it's a Web App application for online marketing of the 20th century to promote, engage customers for companies. It features many services like groups, social media marketing with analytics, tracking user email and providing Website analytics to user. It provides efficiency toward marking the business, collecting customers for promoting companies with the help of advanced machine learning mechanisms, stunning UI design Web Templates, and so on to provide better customers or users engagement [3].

II. FEATURES

This Web App will be able to promote businesses, engage customers for companies using different services like groups, social media marketing with analytics, tracking user email and providing website analytics to user, providing an online store for buying and selling of products, several authentication methods, ease of user notification and many more even users can modify this feature as per their needs.

III. THE PLANNING PROCESS

Our goal was to develop a web app that would be professional and user friendly. So that all the end users of different age group can access it easily. Our work started by subdividing our application into several modules and setting up milestones.

A. Requirement Analysis

Our main motive is to collect deep insight into the user's content and that would generate quality data that would results in better customer base. The platform provides what trends are going on the market to the companies so that they can also look for trending content to stand in the current market.

B. Feasibility Study

Feasibility study is taken whenever there is a possibility of improving the existing system or creating/designing a new system. Feasibility study helps to meet user requirements.

- 1) *Financial Feasibility:* The aim of this product is understandable, and it is quite possible to make this project with all the required resources in less budget as compare to the market value of any other product.
- 2) *Technical Feasibility:* The operations and content of the project is really efficient and easy to implement, a technical developer or a designer can build it on a good scale and with proper implementation knowledge.
- 3) *Operational Feasibility:* The basic operation of what artificial intelligence is and how it will help in increasing the growth of organization by using this marketing platform.

C. Software Requirements

- 1) Laravel
- 2) React
- 3) Web sockets
- 4) NLTK

IV. PROPOSED SYSTEM

Initially a user has to login through the website, after login he needs to be a part of at least one company/organization. If he does not belong to any existing company he may have to create or register his company using the website. The portal will check few information regarding organization such as the name or organization to which it belongs to and the particular portal available along with this, he/she also needs to select the company domain. After entering the basic details of the company, he needs to select a pricing plan and get started with the dashboard. on the dashboard he will be able to see the dashboard which contains following

A. Contacts

All the leads, contacts of the customers will be stored in the contacts section user will be able to add contact via the contact form and also provided a feature of tag system where we can filter particular user by making use of tags.

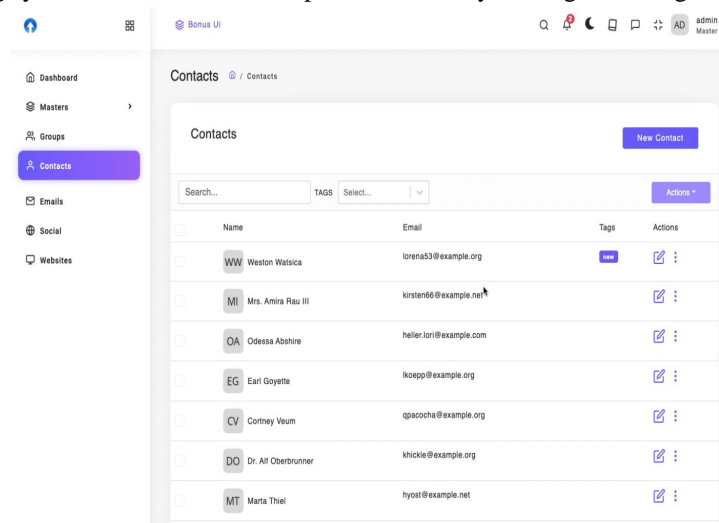


Fig. 1. Contact Dashboard

B. Groups

Users will be able to create different groups for different sets of contacts for example educational Institute will be able to create groups according to their batches.

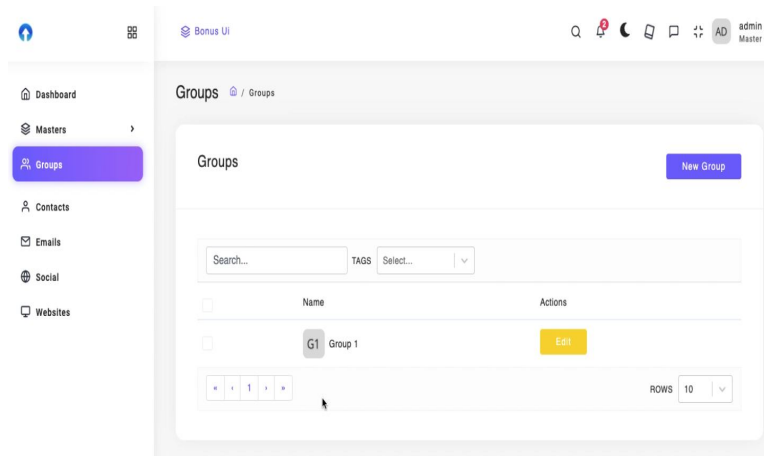


Fig. 2. Group Section

C. Email

Users will be able to send mail to a user or group of user and also a feature of email analytics where user can track his/her mail and also can be able to know whether the mail has been viewed by particular receiver.

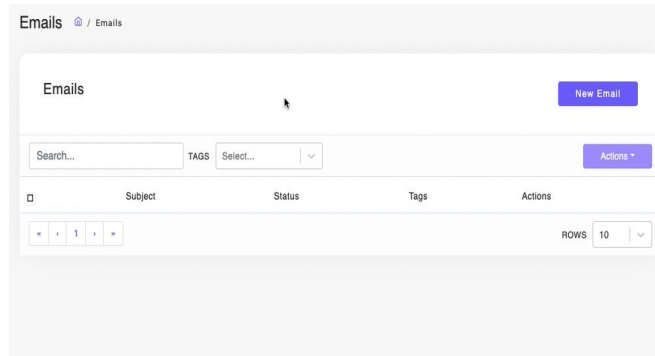


Fig. 3. Email

D. Website

In this Module user can be able to add particular website by creating tag and domain. Users are also provided an analytics page where user can view the number of page hits or count and user can also be able to view visitors of the page and their details.

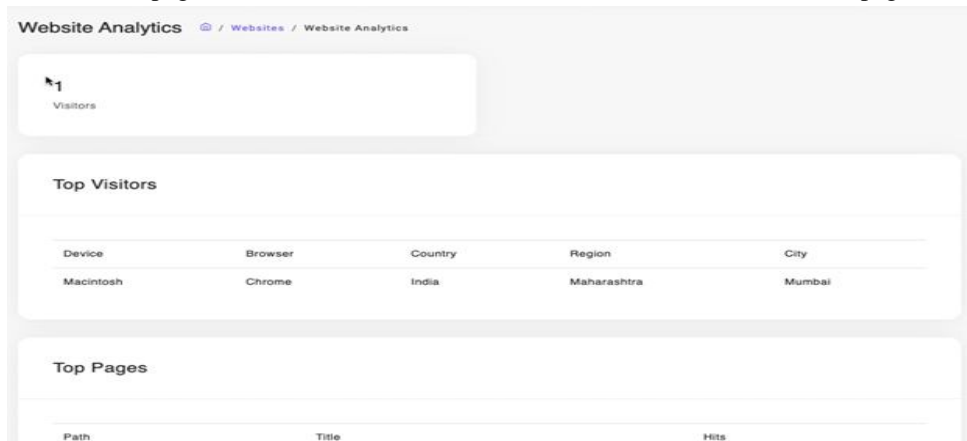


Fig. 4. Website Analytics

E. Social Media

Users First have to link their Social media accounts with Upscale. In this Module user can be able to post one or more than one content in his/her social media accounts. Social media Analytics provided to user so that they can be able to view the reactions and comments of their post and can accordingly handle their Social media page.

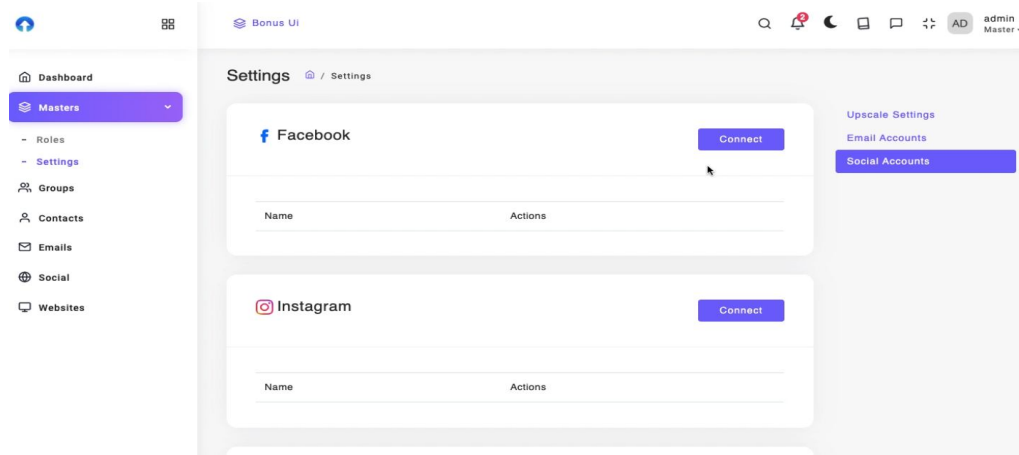


Fig. 5. Social Media

F. Online Store

In this Module user can be able to buy and sell their respective products. Several options like products, categories, inventory will be present under this module.

V. FLOWCHART

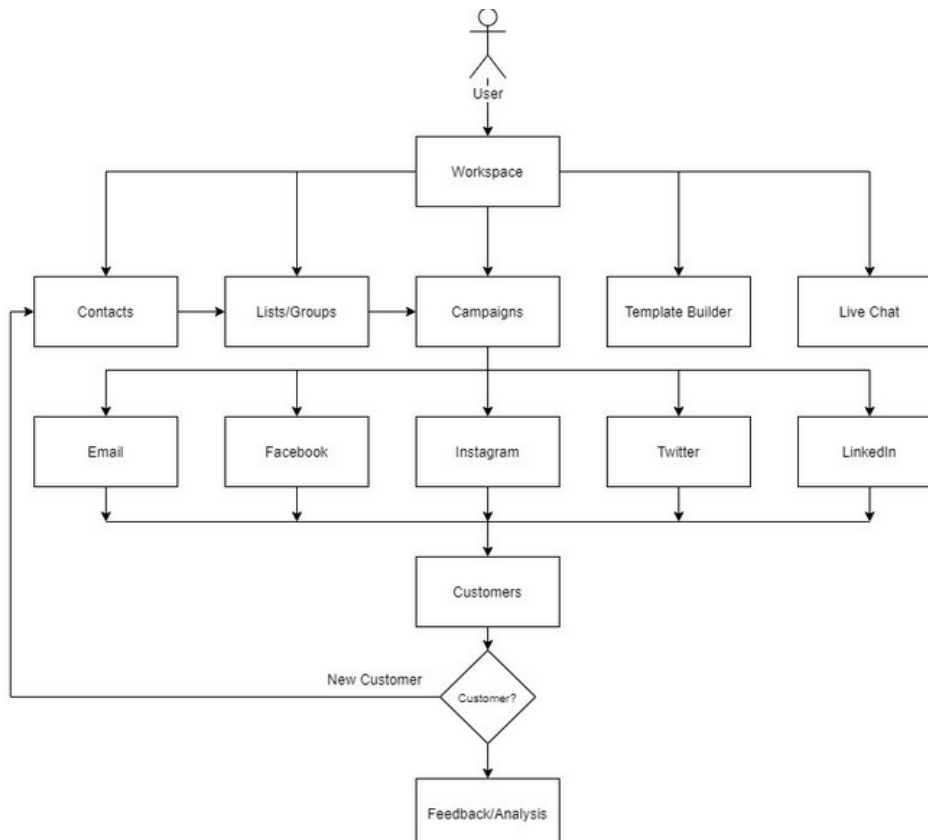


Fig. 6. Flowchart

After the company/organization registration the user can be able to access multiple modules and can use them as required.

VI. CONCLUSION

This AI-based Marketing platforms would help digital marketers, startups, freelancers to have their personalized growth with the huge base of customer and help them to generate a high insight in marketing campaign rather than just wasting money without any results. This proposed system would help the user to know whether the receiver client has read the mail sent by the user. We would use the content of the user for analysis such that they are further been classified into several classes, Stunning promotional mail templates for email marketing. After the result is generated, it would help clients to target a specific set of people which would increase their rate of marketing base customer over a paid digital marketing campaign. This project not only helps the individual or digital marketers to not only grow their business but also help them to create their own marketing platform as per their needs. This platform contains the restriction-based settings by using which the user can be able to assign role to each individual in order to access the contents. Chatbots for websites & Apps and live customer chat system. It would be helping in a better lead generation, increase the number of sales, and develop great business relationships within the marketing community.

VII. ACKNOWLEDGMENT

We would like to take this opportunity to express our sincere gratitude towards the all the individuals and most merciful for giving us the chance to complete the Project. We would also like to take this opportunity to express our deep gratitude and sincere thanks to the department of Information Technology and our HOD for providing an opportunity, time and environment to work. We would specially thank and express our gratitude to our project mentor/coordinator, for her tremendous support and encouragement from the beginning till the completion of our project.



REFERENCES

- [1] H. N. Bhor, T. Koul, R. Malviya and K. Mundra, "Digital media marketing using trend analysis on social media," 2018 2nd International Conference on Inventive Systems and Control (ICISC), 2018.
- [2] Z. L. Bawm and R. P. D. Nath, "A Conceptual Model for effective email marketing," 2014 17th International Conference on Computer and Information Technology (ICCIT), 2014.
- [3] "A Study on Digital Marketing and its Impact" - P. Sathya, International Journal of Science and Research (IJSR).
- [4] "Social Media Analytics using Data Mining" by Hibatullah Alzahrani, Global Journal of Computer Science and Technology: C Software & Data Engineering, Volume 16 Issue 4 Version 1.0 Year 2016.
- [5] "Trend Analysis in Machine Learning Research Using Text Mining"- Sharma, Deepak & Kumar, Bijendra & Chand, Satish. (2018).
- [6] "Intelligent Content Marketing with Artificial Intelligence" by Utku Kose, Selcuk Sert, 2016.
- [7] "TweeterAnalyzer: Twitter Trend Detection and Visualization"- Doshi, Zeel & Nadkarni, Subhash & Ajmera, Kushal & Shah, Neepa. (2017)
- [8] "Trend square: An Android Application for Extracting Twitter Trends" -Jayadharshini, R. Sivapriya, S. P. Abirami, (2018)
- [9] "Email Analytics for Activity Management and Insight Discovery"- L. Dey, H. S. Bharadwaja, G. Meera and G. Shroff very, (2013)



10.22214/IJRASET



45.98



IMPACT FACTOR:
7.129



IMPACT FACTOR:
7.429



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089  (24*7 Support on Whatsapp)