

**"EVALUATING THE IMPACT OF DIGITAL MARKETING STRATEGIES ON  
CUSTOMER ACQUISITION AND RETENTION AT ADITYA BIRLA SUN LIFE  
INSURANCE"**

**SUBMITTED BY  
SHREYAS  
4AL21BA079**



**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELAGAVI**

In partial fulfillment of the requirements for the award of the degree of

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE**

**MR. NEERAJ S RAI**

Assistant professor

PG Department of

Business Administration

AIET, Mijar

**EXTERNAL GUIDE**

Mr. Hillary Dsouza

Regional training manager

Aditya Birla Capital

Mangalore 575003



**PG DEPARTMENT OF BUSINESS ADMINISTRATION**

**ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**SHOBHAVANA CAMPUS MIJAR, MOOBBIDRI**

**2022 – 2023**

Aditya Birla Sun Life Insurance Company Ltd.



**ADITYA BIRLA  
CAPITAL**

adityabirlacapital.com

## TO WHOMEVER IT MAY CONCERN

### CERTIFICATE

Date: 14th Aug 2023

This is to certify that Mr. Shreyas, Second Year MBA- bearing USN: 4AL21BA079 a student of Alvas Institute of Engineering and Technology, Mijar, Moodbidri had done an Internship/ Project Report entitled a study on "Evaluating the Impact of Digital Marketing Strategies on Customer Acquisition and Retention at Aditya Birla Sun Life Insurance Co. Ltd for the period of Six Weeks from in our Mangalore Branch under the Guidance of Mr. Hilary Dsouza, Regional Training Manager Aditya Birla Capital.

He has completed the project work and submitted the report on the same

We wish him all the best in his future endeavors.

For Aditya Birla Capital Ltd

Hilary Donald Dsouza

Regional Training Manager

ADITYA BIRLA SUNLIFE INSURANCE CO. LTD.  
KAYARMANJ, 3<sup>rd</sup> Floor, M.G. Road  
Above P.C. Jewellers, Ballalbagh  
MANGALURU 575003  
Phone: (0824) 4286801  
Branch Code -736-

Aditya Birla Sun Life Insurance Company Ltd.  
(Formerly Known as Birla Sun Life Insurance Company Ltd.)

Registered Office:  
One Indiabulls Centre, Tower 1, 16th Floor,  
Jupiter Mill Compound, 84 1, Senapati Bapat Marg,  
Elphinstone Road, Mumbai 400013



# ALVA'S INSTITUTE OF ENGINEERING & TECHNOLOGY

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Date: 01-09-2023

## CERTIFICATE

This is to certify that **SHREYAS** bearing USN 4AL21BA079 is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report titled "EVALUATING THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER ACQUISITION AND RETENTION AT ADITYA BIRLA SUN LIFE INSURANCE, MANGALORE" is prepared by him under the guidance of Mr. Neeraj S Rai, Senior Assistant Professor, PG Department of Business Administration in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belgaum Karnataka.

  
Signature of Internal Guide

  
Mrs. Priya Sequeira  
DEAN  
Dept. of Business Administration  
Alva's Institute of Engg. & Technology  
MIJAR - 574 225

  
PRINCIPAL  
Signature of Principal  
Alva's Institute of Engg. & Technology,  
Mijar, MOODBIDRI - 574 225, D.K

Shobhavana Campus, Mijar, Moodbidri - 574225, Mangalore, Karnataka, India

08258-26272+ (O), 262725 (P)

principalaiet08@gmail.com

www.aiet.org.in



#### DECLARATION

I, **SHREYAS**, hereby declare that the Project report entitled "**EVALUATING THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER ACQUISITION AND RETENTION AT ADITYA BIRLA SUN LIFE INSURANCE**" prepared by me under the guidance of **Mr. Neeraj S Rai**, Senior Assistant Professor of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by **Mr. Hillary Dsouza**, Regional training manager at Aditya Birla Capital.

I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi.

I have undergone a summer project for a period of Six weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

PLACE: - MIJAR

DATE: - 04 - 09 - 2023



SIGNATURE

## ACKNOWLEDGEMENT

I am truly grateful to my external guide **Mr. Hillary Dsouza**, Regional training manager at Aditya Birla Capital., and my internal project Guide, **Mr. Neeraj S Rai**, for their project guidance, encouragement, and opportunities provided.

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My sincere and heartfelt thanks to all my faculties at the Department of MBA, Alva's Institute of Engineering and Technology for their valuable support and guidance. Last, but not least, I want to express my deep appreciation to my parents for their unstinted support.

PLACE: - MOODBIDRI

DATE: - 04- 09- 2023

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## **EXECUTIVE SUMMARY**

This study is conducted on “EVALUATING THE IMPACT OF DIGITAL MARKETING STRATEGIES ON CUSTOMER ACQUISITION AND RETENTION AT ADITYA BIRLA SUN LIFE INSURANCE”. This project report provides general information about how digital marketing strategy will impact the customer retention and acquisition of Aditya Birla Sun Life Insurance company, Mangalore.

The study was conducted for the period of 6 weeks. The main objective of this study is to understand the impact of digital marketing strategy on customer retention and acquisition of Aditya Birla Sun Life insurance.

This analysis incorporated a comprehensive examination of pertinent academic articles, case studies, and primary research methods such as surveys, questionnaires, and interviews with customers. These approaches aim to provide valuable insights into the impact of digital marketing strategies on customer acquisition and retention.

From the study it can be concluded that ABSLI's digital marketing initiatives have significantly boosted online visibility and brand recognition among their target audience, leading to higher customer acquisition and retention rates. Leveraging techniques like personalized content, social media engagement, and data-driven optimization, they've successfully cultivated brand loyalty and attracted younger demographics, while recognizing the value of a balanced approach that combines digital and traditional marketing for comprehensive results."