

A PROJECT REPORT ON
A study on The Impact of Online Marketing Strategies on Customer
Acquisition and Retention with special reference to Stovekraft limited

Submitted by
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VISVESVARAYA TECHNOLOGICAL UNIVERSITY BELAGAVI

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

MASTER OF BUSINESS ADMINISTRATION

Under the guidance of

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September 2023



DATE: 04/09/2023

SUB: Project completion letter

This is to certify that MR. YOGESH GOWDA. P, bearing USN: 4AL21BA109 MBA, student of ALVAS INSTITUTE OF ENGINEERING AND TECHNOLOGY has successfully completed his project with reference to STOVEKRAFT on the topic of **“A study on The Impact of Online Marketing Strategies on Customer Acquisition and Retention with special reference to Stovekraft limited”** from 13/04/2023 to 27/05/2023. During this tenure, all necessary details were provided from our side for the project.

We wish him very best in all future endeavors.

THANK YOU.

For Stove Kraft Limited


Saraswathi D.K.
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Date: 01-09-2023

CERTIFICATE

This is to certify that **YOGESH GOWDA P** bearing USN **4AL21BA109** is a bonafide student of Master of Business Administration course of the Institute in 2021-23, affiliated to Visvesvaraya Technological University, Belgaum. Project report on "**A STUDY ON THE IMPACT OF ONLINE MARKETING STRATEGIES ON CUSTOMER ACQUISITION AND RETENTION WITH SPECIAL REFERENCE TO STOVECRAFT LIMITED, BANGALORE**" is prepared by him under the guidance of **Mr. Prajwal B K, 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.

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DECLARATION

I, Yogesh Gowda P, hereby declare that the Project report entitled "A study on the Impact of Online Marketing strategies on Customer Acquisition and Retention with special reference to Stovekraft limited, Bangalore prepared by me under the guidance of Mr. Prajwal B K, faculty of M.B.A Department, Alva's institute of engineering and technology, Mijar and external assistance by Cheluvaraju s Marketing manager at Stovekraft limited

I also declare that this Project work is towards the partial fulfilment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum. 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:01/09/2023


SIGNATURE OF STUDENT

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I would like to take this opportunity to express my sincere gratitude to all those who have helped me throughout this Project. Firstly, I would like to thank the Almighty God who helped me out throughout the study. And it also gives me immense pleasure to acknowledge all those who have rendered encouragement and support for the successful completion of this work. I would like to express my sincere thanks to Principal **Dr. Peter Fernandez**, AIET, Moodbidri. And I express my deep sense of gratitude to my internal guide **Mr. Prajwal B K**, Assistant professor Department of MBA, for her constant support and encouragement to carry out my internship project successfully without much difficulty.

I am privileged to thank our, HOD **Mrs. Priya sequiera** Of PG Department of Business Administration, Alva's Institute of Engineering and Technology, Mijar. It would be a failure in my part not to mention my parents, family and friends whose undying support and encouragement kept me going at times of need. Deepest thanks to you all. They are all indeed the reason for the successful completion of this internship.

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EXECUTIVE SUMMARY

This study aims to examine the impact of online marketing strategies on customer acquisition and retention, with a special reference to Stovecraft Limited. Understanding the influence of online marketing strategies on customer behavior is crucial for organizations to develop effective marketing campaigns and enhance customer acquisition and retention efforts. The objective of this study is to identify the key online marketing strategies employed by Stovecraft Limited and evaluate their impact on customer acquisition and retention.

To achieve this objective, a comprehensive literature review will be conducted to explore theories and models related to online marketing, customer acquisition, and customer retention. The study will also analyze the online marketing strategies employed by Stovecraft Limited, including online advertising, social media marketing, website design, and customer support.

Primary data will be collected through surveys and interviews with customers who have interacted with Stovecraft Limited's online marketing efforts. The data will be analyzed using statistical techniques, such as regression analysis and correlation analysis, to determine the relationship between online marketing strategies and customer acquisition and retention.

The study will examine factors such as the effectiveness of online advertisements, the impact of social media marketing, the user-friendliness of the website, the quality of customer support, and the influence of online promotions and offers on customer acquisition and retention. It will also explore the role of customer satisfaction and brand perception in the effectiveness of online marketing strategies.

The findings of this study will provide valuable insights into the impact of online marketing strategies on customer acquisition and retention for Stovecraft Limited. These insights can be utilized by the company to optimize their online marketing efforts, improve customer satisfaction, and enhance customer loyalty. The study will conclude with recommendations for Stovecraft Limited, highlighting specific strategies and areas where improvements can be made to maximize customer acquisition and retention through online marketing efforts.

Keywords: online marketing strategies, customer acquisition, customer retention, Stovecraft Limited, online advertising, social media marketing, website design, customer support, customer satisfaction, brand perception, recommendations.