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Patent Search

Invention Title	A SYSTEM FOR ANALYSIS OF EFFICIENCY OF ENTREPRENEURS IN DIGITAL MARKETING TECHNIQUES AND METHOD THEREOF
Publication Number	52/2022
Publication Date	30/12/2022
Publication Type	INA
Application Number	202241069780
Application Filing Date	02/12/2022
Priority Number	
Priority Country	
Priority Date	
Field Of Invention	COMPUTER SCIENCE
Classification (IPC)	G06Q0030020000, A61P0011000000, C12N0009880000, A61P0013120000, H02J0003000000

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Abstract:

[026] The present invention discloses a system for analysis of efficiency of entrepreneurs in digital marketing techniques and method thereof. In the present invention for evaluating brand trust, which is highly affected by computerized communication channels and their research results revealed that brand trust had an effect on the decision, a positive association involving digital marketing and the purchaser's buying intention. It reiterated that as companies increase their investment on exhibiting web-based networking channels, the advantages of the companies have also increased and embracing digital marketing activity allows entrepreneurs to achieve significant benefits and boost the competitiveness of entities. Accompanied Drawing [FIGS. 1-2]

Complete Specification

Description:

[001] The present invention relates to the field of the evaluating system for measuring efficiency of entrepreneurs, with novel techniques, methods and apparatus. The invention more particularly relates to a system for analysis of efficiency of entrepreneurs in digital marketing techniques and method thereof.

BACKGROUND OF THE INVENTION

[002] The following description provides the information that may be useful in understanding the present invention. It is not an admission that any of the information provided herein is prior art or relevant to the presently claimed invention, or that any publication specifically or implicitly referenced is prior art.

[003] Further, the approaches described in this section are approaches that could be pursued, but not necessarily approaches that have been previously conceived or pursued. Therefore, unless otherwise indicated, it should not be assumed that any of the approaches described in this section qualify as prior art merely by virtue of their inclusion in this section.

[004] Based on the findings, this study suggests management implications that start-up businesses would find useful. This study gives start-ups an overview of the importance of digital marketing to businesses and, more importantly, how it may affect business expansion. Additionally, this research will teach startups how to apply the idea of integrating digital marketing into their business plans. The study's conclusions suggest that organisations should involve staff in the activity and give them a platform to showcase their digital talents. The strategy may also include determining the target markets and distribution channels. Given the limited resources available, it is important for start-ups to choose the appropriate venue, where the scope is large and interactions may be easily generated. The knowledge and skills of the organisation can be used to show and communicate marketing content, as this implicitly enhances the effectiveness of the business.

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Page last updated on: 26/06/2019



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Application Details

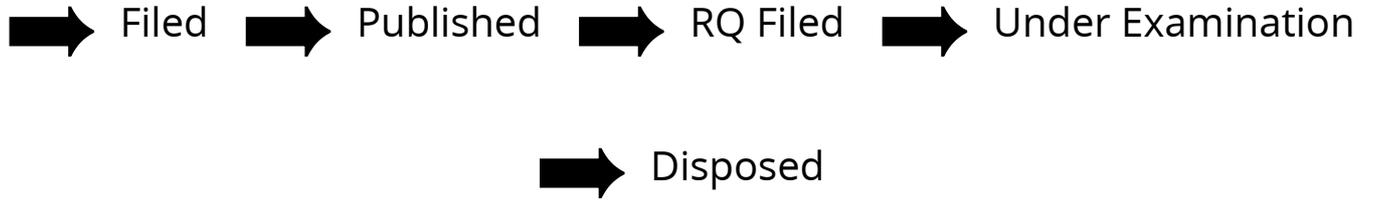
APPLICATION NUMBER	202241069780
APPLICATION TYPE	ORDINARY APPLICATION
DATE OF FILING	02/12/2022
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FIELD OF INVENTION	COMPUTER SCIENCE
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PRIORITY DATE	
REQUEST FOR EXAMINATION DATE	--
PUBLICATION DATE (U/S 11A)	30/12/2022

Application Status

APPLICATION STATUS

Awaiting Request for Examination

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