JANSSS: Automated Marketing Campaign Predictions based on User Data Analysis

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Suresh Michael Peiris ; Nujitha Wickramasurendra ; Sajitha De Silva ; Shyami Abeysekera ; Anjalika De Si... All Authors

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Abstract

Document Sections

I. Introduction

II. Literature Review

III. Proposed Approach

IV. Evaluation

V. Conclusion

Show Full Outline

Authors

Figures

References

Citations

Keywords

Metrics

Abstract:

A service that comprises of an online web application that generates a marketing campaign and sets up a connection between the customer and the marketing assets. The purpose of developing such a service is to provide individuals with a cheaper, convenient and successful way to start off the marketing plan for their product/service. Many individuals such as entrepreneurs, teachers, inventors etc. struggle to market their product or service right after traversing into the industry. In order to better manage their budget and get the maximum benefit off of their investment, it is imperative for them to properly market their product. Some of them end up seeking the help of marketing consultants which can end up in a lot of expenses and sometimes ends up in total failure. The project carried out by the team will result in a service that will provide users with successful marketing necessities at a low cost and higher convenience. It will take in some key attributes from the user such as budget, geolocation, targeted industry etc. and will auto generate a marketing campaign with high success rate. This is done by analyzing oceans of data and patterns and utilizing that to provide a successful marketing plan. Through surveys that were carried out it was revealed that such a service will be beneficial for many potential users. The predicted goal of this service is to provide with more convenient and efficient marketing campaigns to users, and to set up a bridge between them and marketing assets in an efficient manner.

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I. Introduction

When an Entrepreneur enters the market, he/she might not have a clue on how the marketing industry works. “How to run a successful campaign?”, “Who should I contact?”, “How do I reach my target audience?”, “What can I do to make the most out of my budget?” these are a few of the many questions faced by a St[Sign in to Continue Reading]en a new brand of luxury soap enters the market, the Entre[illegible]now which strategy works best to reach his target audience of high-end customers and will therefore resort to meeting a marketing consultant. Marketing consultants often charge a high consultancy fee in addition to

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