

GUBBLEBUMS – THE MARKETING AGENCY
INTERNSHIP REPORT – 2022



Submitted By:

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Under The Guidance Of
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Goa Business School
Goa University
2021-2022

Declaration

I do hereby solemnly declare that the work presented in this report entitled “Gubblebums- The Marketing Agency” has been carried out by me and not been previously submitted to any other university or college /organization for academic qualifications /certificate or degree.

The work I have presented does not breach any existing copywrite act and no portion of this report is copied from any other work done earlier for a degree or otherwise.

Niharika Vishwakarma

MBA PART II

2058

Acknowledgement

I sincerely like to thank Mr. Anuj Pai Raiturkar and Mr. Anish Juwarkar (Founder- Directors) for providing me with the valuable inputs and guiding me throughout my placement. It was due to their kind and valuable co-operation through which I could finish my project, which was by providing me with the vital information necessary for my project.

I am also grateful to all the employees of Gubblebums who assisted me in the successful completion of this project.

My special thanks to all our faculty members for giving me an opportunity to undergo such placements and making me aware of the real day to day business world.

I perceive this opportunity as a big milestone in my career development will strive to use this gained knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

Sincerely,

Niharika Vishwakarma

Place: Panaji

Date: 9^h May 2022

Table Of Contents

Sr. No	Title	Page No
1	Executive Summary	5
2	Industry Profile	6
3	Company Profile	7
4	Organisation Structure	10
5	Porters 5 Forces	12
6	PESTEL Analysis	14
7	SWOT Analysis	17
8	VRIN Analysis	19
9	Research Topic, Questions, Objectives, Methodology	21
10	Sample Design, Data Collection	22
11	Data Analysis	23
12	Research Findings	36
13	Recommendations	37
14	Learnings	38
15	Limitations	39
16	Conclusion	40
17	Annexure- Questionnaire	41

Executive Summary

The report is based on the summer internship project which is a study conducted in Gubblebums - The Marketing Agency in the period from 10th January 2022- 10th May 2022.

The summer internship places a very important role in the course of the second year MBA. It gives a first-hand experience of working and functioning of the marketing department in the organization to the students and helps us relate the subjects we learn to how it is applied in the various aspects in a real industry

The main objective of my training at Gubblebums was to study the organisation and conduct my research to get maximum exposure to the cooperate world. To understand the scope, functions, responsibilities of various departments in this organization and practically apply the theoretical knowledge learned through the MBA course.

Industry Profile

With how accessible the internet is today, the number of people who go online every day is increasing at a fast pace.

Marketing has always been about connecting with your audience in the right place and at the right time. Today that means they have to meet their customers where they are already spending time on the internet.

This interaction is nothing but “Digital Marketing” which is also called online marketing. It refers to all the marketing efforts that occur on internet. Businesses leverage digital channels to connect with current and prospective customers.

Digital Marketing industry in India is spread to almost all the business sectors. The power of digital marketing allows geophysical barriers to disappear making all consumers and businesses on earth potential customers.

Digital marketing industry in India is a booming career today. In a country with a rapid growth economy, it is expected to have a high significant growth in digital marketing.

As the scope of digital marketing technologies evolves, companies are staying current by adding online components to their brick-and-mortar stores. Companies are looking out for digital marketing agencies to professionally structure their online presence because having a mere social media presence isn't enough. A digital marketing agency knows where to and how to connect online and reach the desired target customers.

The industry of digital marketing is reported to keep growing with the increase in digitalization and the need for ease.

Company Profile



Gubblebums is a full- service marketing agency providing diverse services from social media to packaging designs.

Company Profile

Name: Gubblebums- The Marketing Agency

Address: G1, Alankar building, opposite Stella Maris chapel, Miramar, Panaji. Goa 403001

Email: hello@gubblebums.com

Homepage: www.gubblebums.com

Industries Serviced

Healthcare

Hospitality and F&B

FMCG

Retail

**Real estate &
Construction**

Technology & Automation

Manufacturing

Fashion

Services

Branding

Market Research

Packaging

Website

Audio visual

MICE EVENTS

Go to market

Design

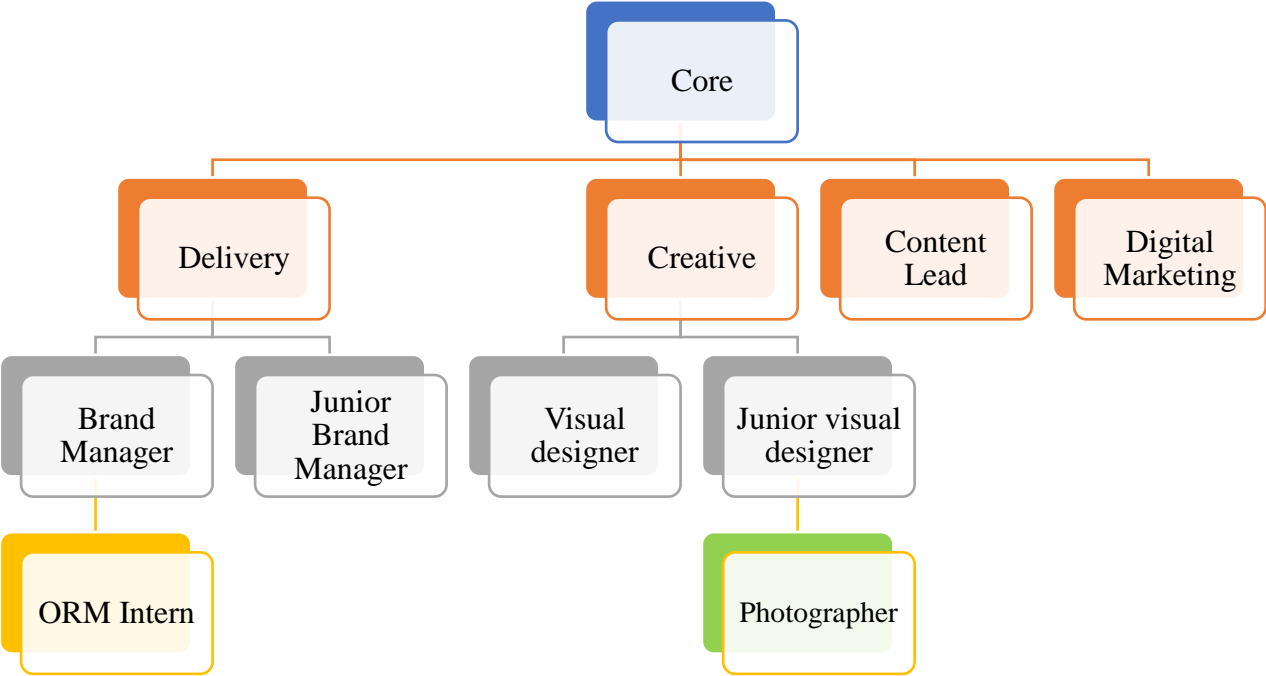
Digital

E-commerce

Media buying

Brand activations

Organisation structure



Competitors

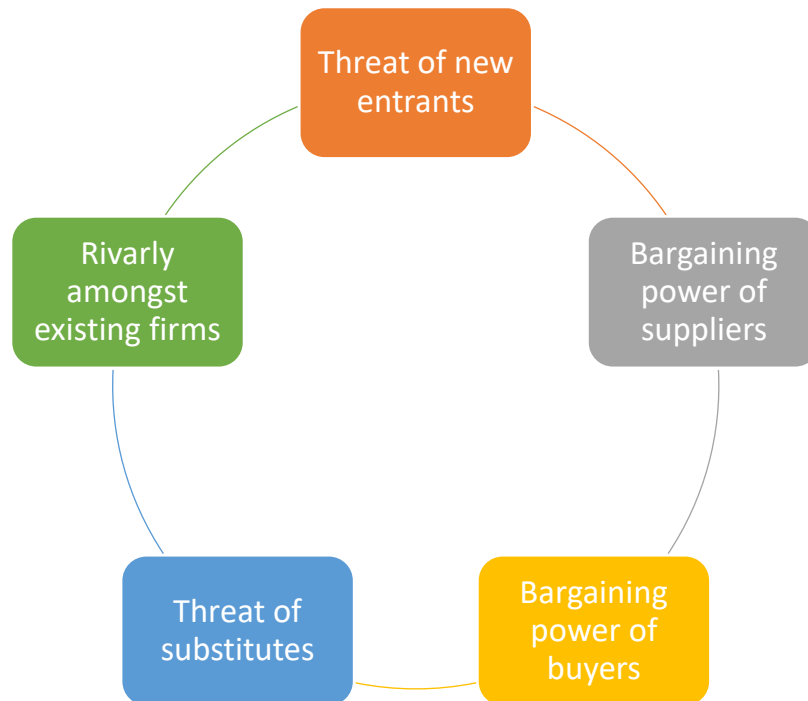


Growth Gravy

Dreamsketchers 

The logo for Dreamsketchers includes the word "Dreamsketchers" in a dark teal, hand-drawn script font. To the right of the text is a circular orange geometric pattern resembling a dreamcatcher web, with a single feather hanging from the bottom.

Porters 5 Forces



1. Threat of new entrants- High

With the rapid expansion of the internet and digitalization, there are tremendous demand and opportunities for digital marketing agencies to operate. To cater to the growing demand of business wanting to utilize professional marketing services, the degree of new entrants locally and globally in this industry is very high. Also, the initial investment needed for a start-up is relatively very low.

2. Bargaining power of suppliers- Low to Moderate

The degree of supplier bargaining power is very limited and is low to moderate given the high number of players in the industry. The agency relies on providing quality services and forming a superior buyer- customer relationship giving their customers the required service satisfaction. This ensures retention of their customers even at a higher service cost.

3. Bargaining power of buyers-Moderate to High

The digital reform has paved a new market place which is rapidly growing with many increasing players in this industry. As a result of this any business needing digital marketing services has a wide pool of agencies to choose from and this gives higher negotiation and bargaining power to the buyers because they can easily switch to another digital marketing agency offering them their preferred prices and services at that cost.

4. Threat of substitutes- Low

Digital marketing itself is considered a substitute even though integrated marketing is one of the used concepts. Due to digitalization and increased use of internet, digital marketing is serving as a cost effective and effective way to promote services as compared to traditional marketing. Although there may be few companies preferring to utilize traditional marketing more than digital, it still remains at a higher degree in terms of current trends.

5. Rivalry amongst existing firms- High

This industry is one of the most fast growing and increasing in terms of players. Locally and globally, there are many dominating players in the market given the rapidly growing demand for professional digital marketing services.

PESTEL ANALYSIS

Political Factors

Political factors play a significant role in determining the factors that can impact digital marketing industries operations in any country they operate.

One of the recent megatrends in these factors is political activism where internet has made it easier for not just goods and services but also people to market themselves.

If any company is operating in more than one location the risk of political stability will also matter. Governments tend to support local business and might pass certain laws in their favours.

Economic Factors

The increase in new markets has led to companies growing at faster pace and entering global markets. This provides opportunities for digital marketing companies to position themselves to acquire more customers. A stable and growing economy would lead to growing markets and in turn boost the need for digital marketing.

One of the major economics negatively affecting this industry is recession as companies tend to cut down on digital marketing activities or they switch to handling their own advertisements.

Another major factor which positively affected this industry was the pandemic era where companies switched to work from home and this led to increase in technical and digital marketing activities.

The companies could save cost by reducing the need for office or meeting space and other physical aspects and instead they could invest more in digital marketing activities.

Social Factors

Society's culture and way of doing things impact the culture of an organization in an environment. The rise in internet users led to companies wanting to advertise their content more on digital platform as compared to traditional channels.

Companies through the use of digital medias can better understand their customers and prospective customers tastes, preferences and buying habits which better help them to promote their offerings.

Language barrier is significantly minimised while digitally advertising given the various features available on digital platforms where the same ad can be promoted in different languages through the provided option.

Technological Factors

Technology has become a part of our everyday lives and the demand for digital marketing continues to rise, driven by several factors including growing use of electronics devices and increase in faster internet solutions.

Technology increases the chances of targeting wider range of audience. Digital marketers are ethically able to track and analyse internet users and personalize their advertisements.

Although there are costs involved in various online licences, software upgradation and maintenance, the increasing need and investment by businesses in digital marketing agencies makes up for this.

Many of the Indian government's initiative of digital India has boosted the presence of digital marketing activities. The latest advancement of 5G has further positively impacted this industry.

Environmental Factors

Digital marketing is considered more environment friendly as compared to traditional marketing medias such as print medias. Switching to fiber internet can help in reducing carbon footprint. It's not only a faster but also a greener internet solution. It has minimal ecological impact and consumes very little energy and helps in greenhouse gas emissions. For this reason, many countries are pushing for more usage of fiber optics.

Before entering new markets or starting a new business in existing market the firm should carefully evaluate the environmental standards that are required to operate in those markets.

Legal Factors

Organizational law: Companies need to make sure they follow all required laws if they are in partnership with another company.

Securities law: If any company obtains financing through different investors, it may be subject to legal issues such as security law.

Employees protection law: Different countries government have passed laws to protect the interest of their employees. These laws protect them against unfair discrimination at work.

Laws regarding health and safety: The company needs to make sure it provides a safe working environment for all its employees by making sure all their machineries are up to date and are not faulty.

Internet users: Digital marketers need to be aware of all related laws such as General Data Protection Regulation (GDPR) and other user privacy laws so their information isn't misused.

Intellectual protection: The company needs to ensure that they follow all legalities in terms of copywrites and trademarks.

SWOT ANALYSIS

Strengths

- Even though Gubblebums was established in 2019, it has already associated itself with famous local brands such as Zantyes (Top selling cashew brand), Pastry cottage, and Upugo.
- Their major asset is their team of experienced employees who strive towards customer satisfaction and commitment with excellent efficiency and productivity. Strong and innovative company culture where every employee is encouraged to voice their opinions and suggestions for most fragments of the business.
- The company supports continuous learning where as a part of it the employees undertake certain online courses to boost their skills and keep them aware of major trends.

Weakness

- Limited employees which occasionally leads to overburdening of tasks.
- Although the company has a good client base, they don't heavily advertise their services as compared to their major competitors.
- A small percentage of people are still internet deprived and this poses as a challenge for Gubblebums to reach out to them digitally.

Opportunities

- More customers mainly from established areas.
- Internet penetration is very high and India alone is the 2nd largest user of Internet in the world and by 2024 it is expected to grow to almost 666 million which indicated the trend of people shifting online boosting online marketing.
- Even since the pandemic there has been increasing number of companies shifting their business to online mode. The demand for digital marketing industry has strongly risen with companies utilizing the services of digital marketers and willing to spend a good budget on their advertisement expenditure.

Threats

- New entrants
- Cyber issues such as hacking, virus and other issues such as copywrites
- Various laws related to user privacy which might affect the business negatively.

VRIN ANALYSIS

Valuable

The brand image of Gubblebums has been developed through continuous effort and quality products offerings. They offer additional services such as packaging design and MICE events which sets them apart from others.

Gubblebums workforce is highly trained, and this leads to more productive output for the organization. The employees are also loyal, and retention levels for the organization. They give strong emphasis on teamwork to boost transparency in communication.

They have been boosting continuous learning through various online courses which keep them at par with major competitors.

They have a high brand loyalty which shows in their strong customer relationship and satisfaction.

The company is highly innovative in its service offerings. They invest a lot in their research and development in terms of their marketing activities.

Rare

Gubblebums has built an expanded consumer base and earns revenue through multiple services offerings. This has given the company a higher financial strength and strong brand recognition. This is a rare factor and very difficult specially for new entrants to achieve this level.

The products are found to be not rare as identified by since these are easily provided in the market by other competitors. This means that competitors can use these resources in the same way as Gubblebums and inhibit competitive advantage.

Their constant client relationship which they have retained till now is rare since many clients tend to switch to other digital marketers offering services at lower prices

Imitable

The financial resources of Gubblebums are costly to imitate as these resources have been acquired by the company through prolonged profits over the years.

Gubblebums offers high quality services to their customers that have been a source of brand appeal. The high and consistent quality leads to a retained customer relationship. But the services are not that costly to imitate and can be acquired by competitors as well if they invest a significant amount in research and development.

Their content and designs cannot be imitated by other brands because of legalities.

Non-substitutable

The financial strength supports the company in exploring opportunities for new services. The financial strength has also been a source of value for the company in helping it focus on innovation in service offerings, and maintaining consistent quality.

The financial strength is also valuable because of the support it offers to the company's efficient and well managed software and other tangible assets. The financial strength is particularly important for Gubblebums in enabling it to realize possibilities and opportunities internally as well as externally.

The technological advancements and other online integration at Gubblebums are also an important resource for developing competitive advantage. The technological advancement allows the company to maintain efficiency in its various business processes and operations.

Gubblebums invests substantially in its human resources. The human resource function of the brand is important in building the competitive advantage for the company by providing it with improved talent.

The human resource function is also important for maintaining the supportive organizational culture and to grow and develop further, and exploit other resources with smoothness.

Research Topic

To conduct a market-research for Gubblebums- The marketing agency

Research Question

What is the perception of potential customers of Gubblebums regarding usage of social media marketing for their business?

Research Objectives

1. To find the positive factors affecting the usage of social media marketing in Goa.
2. To find the negative factors affecting the usage of social media marketing in Goa.

Research Methodology

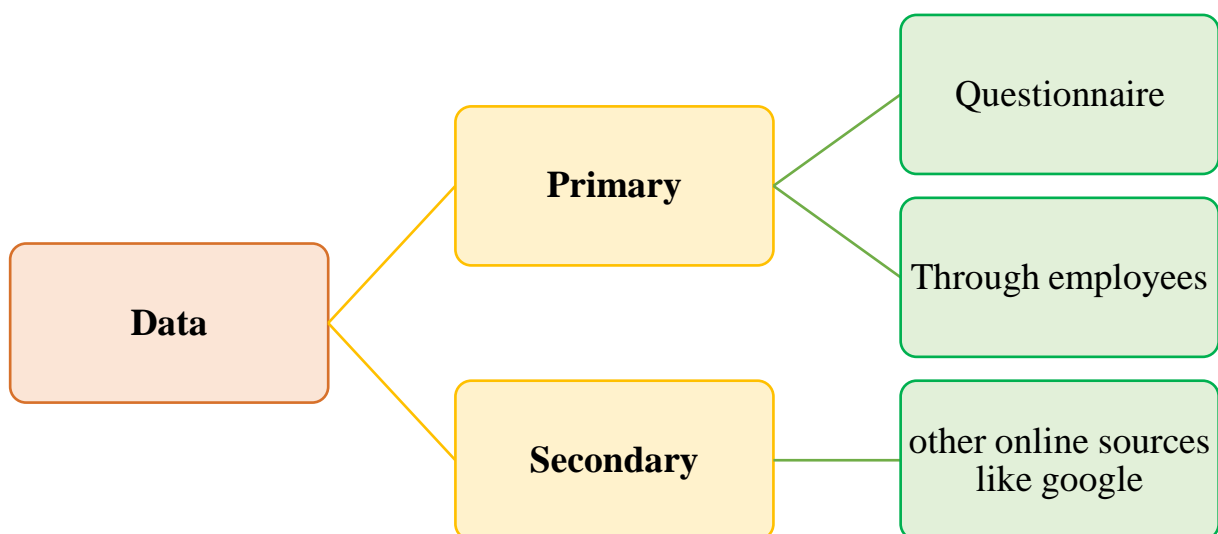
Scope of the study

This research will help in analysing the positive and negative factors which affect the usage of social media marketing in Goa. The research intends to analyse potential customers (of Gubblebums) perception regarding using social media marketing for their business promotion.

Sample Design

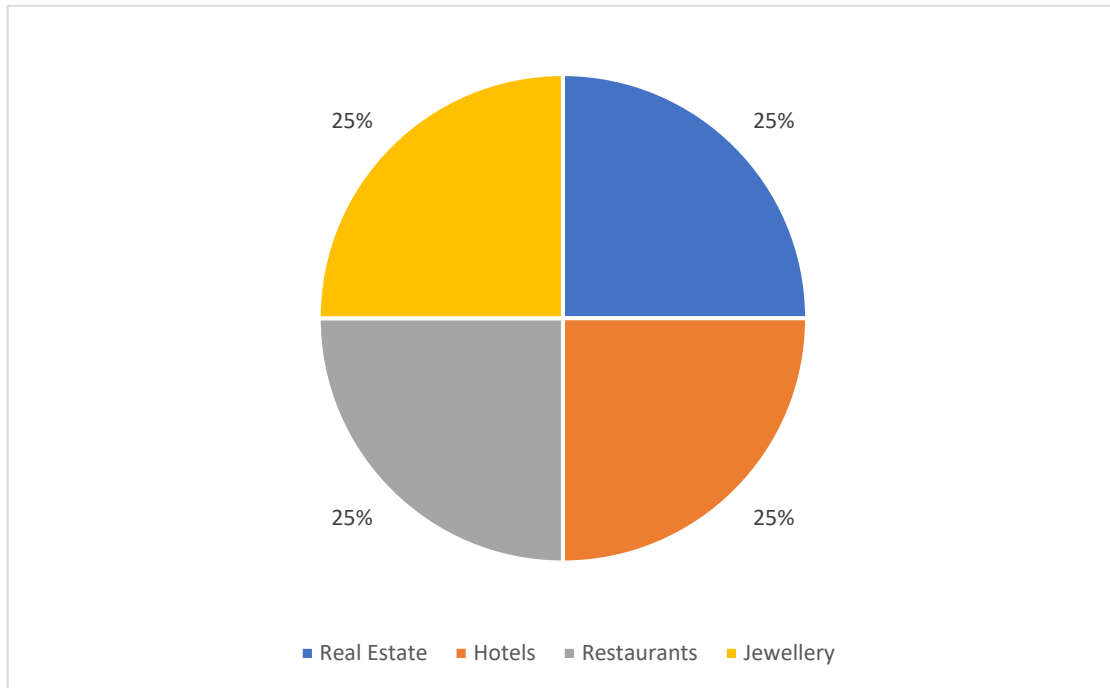
Sample size	100 respondents
Sample frame	Real estate, Hotels, Restaurants, Jewellery
Sampling technique	Cluster sampling and snowball sampling
Scale used	Dichotomous scale, Likert scale
Research approach	Survey method
Research instrument	Questionnaire
Type of questions	Close ended

Data collection



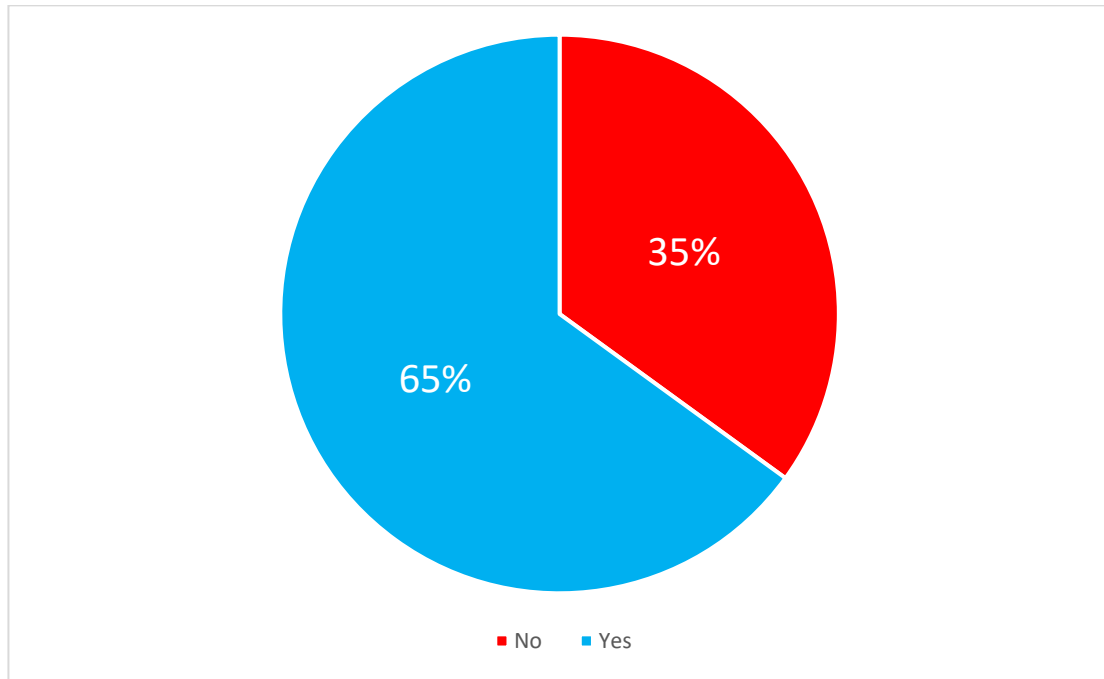
Data Analysis

1. Which industry does your company belong to?



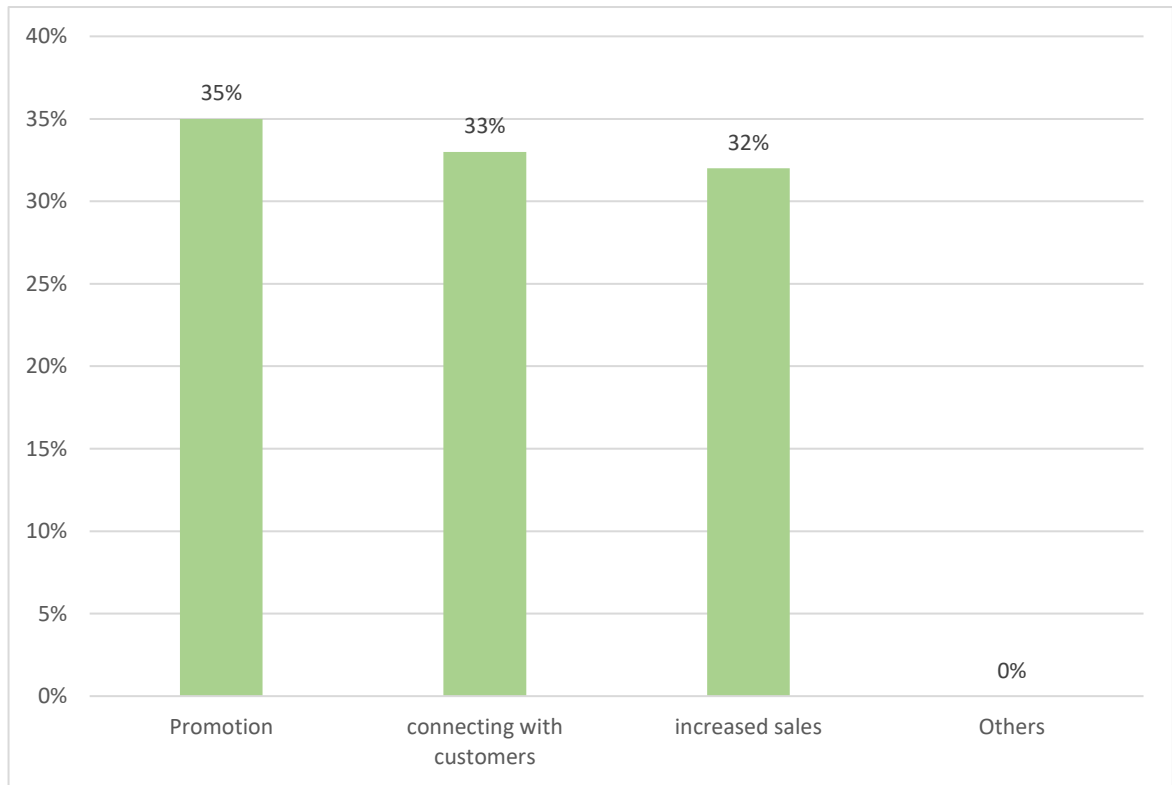
Since Gubblebums aimed to acquire clients from these 4 segments, I used cluster sampling and divided my sample size of 100 into 4 quarters each. Equal responses were collected from these 4 segments from all over Goa to keep my research fair. I used snowball sampling technique to send my research survey questionnaire to my contacts so I could reach my target sample size.

2. Does your business have an online/social media presence?



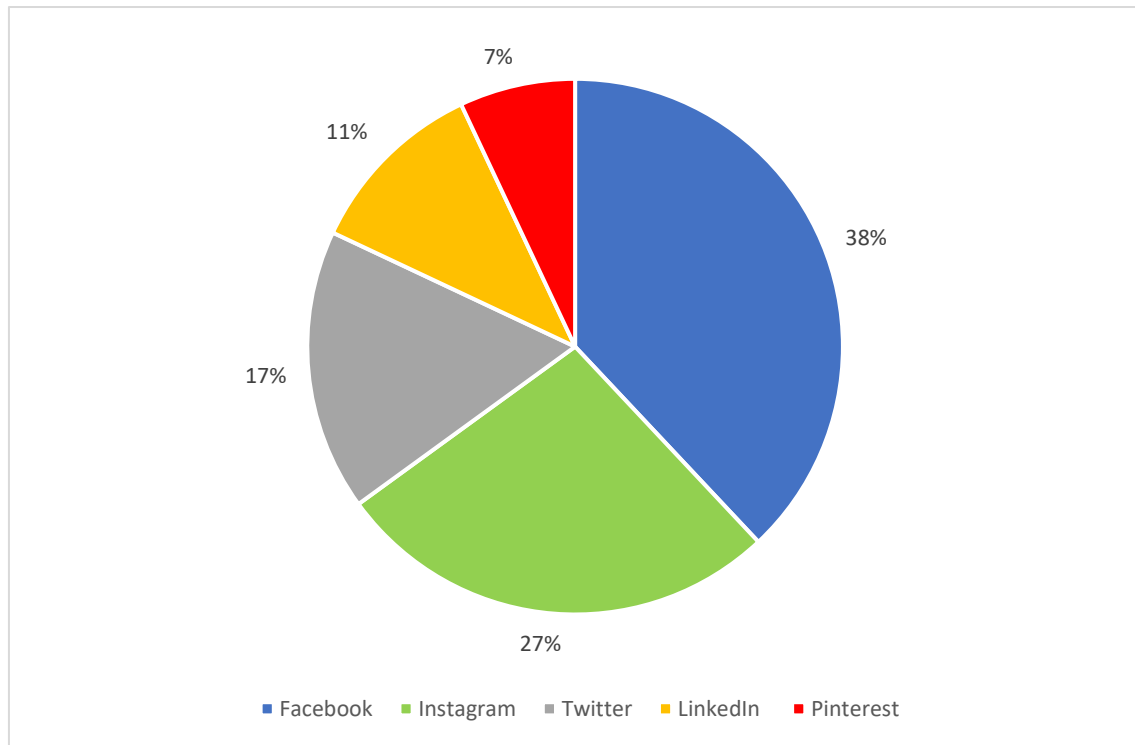
The main aim of this question was to know the comparison of social media users and non-social media users when it comes to promoting business online. The above data indicates that 65% of the respondents have a social media presence while the remaining 35% still don't have any social media presence and continue promoting their business through traditional means.

3. What do you feel is the basic purpose of having social media presence?



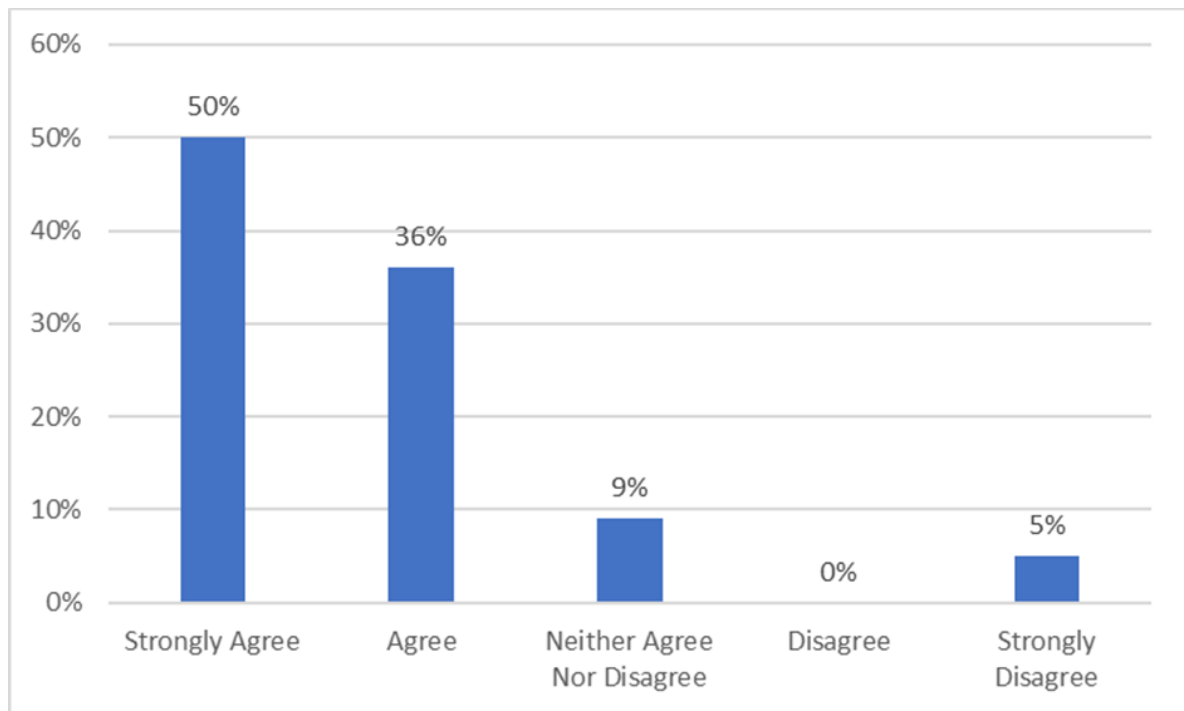
As shown in the above bar graph, majority of the respondents were of the opinion that the purpose a social media presence serves is of promotion. This data is followed closely by 33% of respondents who were of the opinion that social media for a business helps connect them to the customers. The remaining respondents (32%) were of opinion that social media presence boosts sales. In the above data, we can see that the statistics of all 3 chosen responses are almost at par with 1-2 % difference.

4. Which Social Media Platform do you prefer?



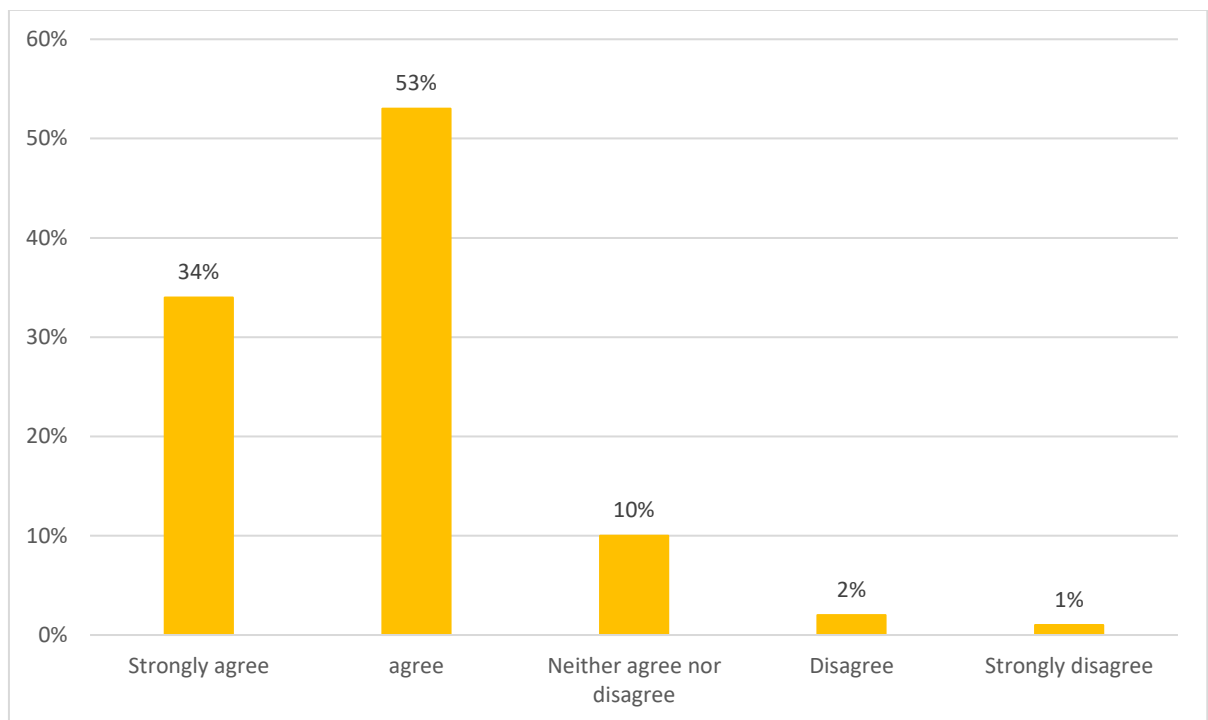
The above pie chart shows that majority of the respondents (38%) would prefer Facebook to promote their business followed by 27% who supported Instagram as their preferred social media. About 11% of the respondents prefer Twitter followed by 11% respondents for LinkedIn which is a professional social site. A very few percent (7%) prefer Pinterest as shown in the data.

5. It is necessary to use social media platforms such as Facebook, Instagram, Twitter etc to create brand awareness.



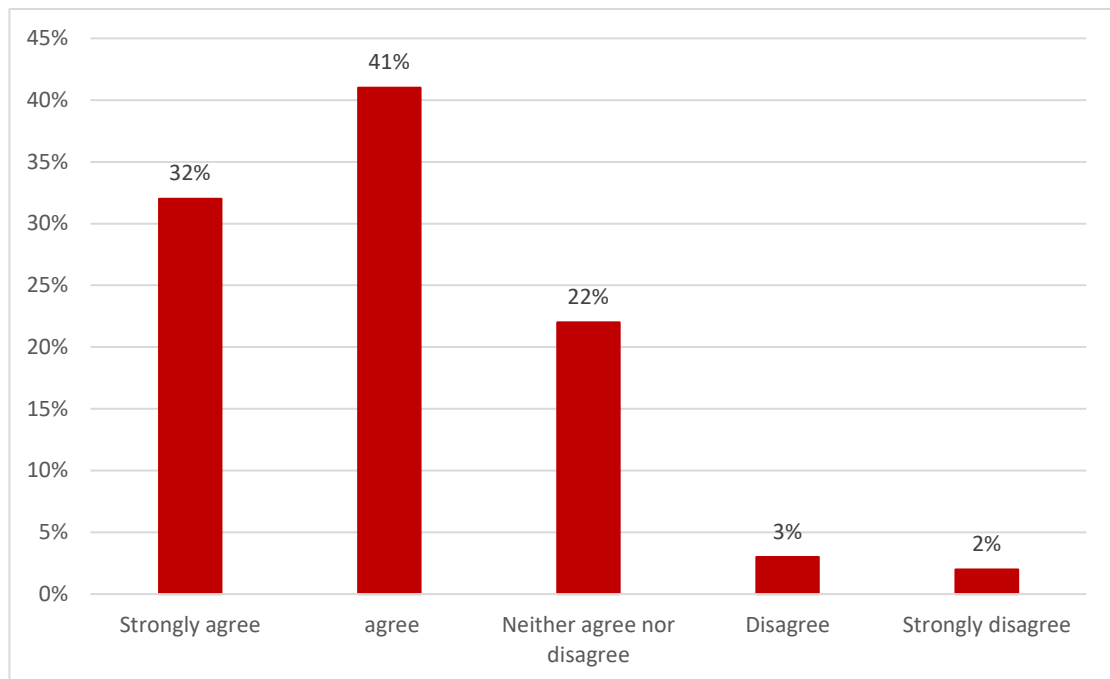
The above data indicates that almost half of the respondents (50%) strongly agree about the necessity of using social media sites for creating brand awareness. About 30% of the respondents have agreed while 9% having given their response in neutral which indicates that over time their preference might change. The remaining few respondents (5%) strongly disagree.

6. Social Media Marketing is better as it is cheaper than Traditional Marketing (i.e., Print media, TV advertisements).



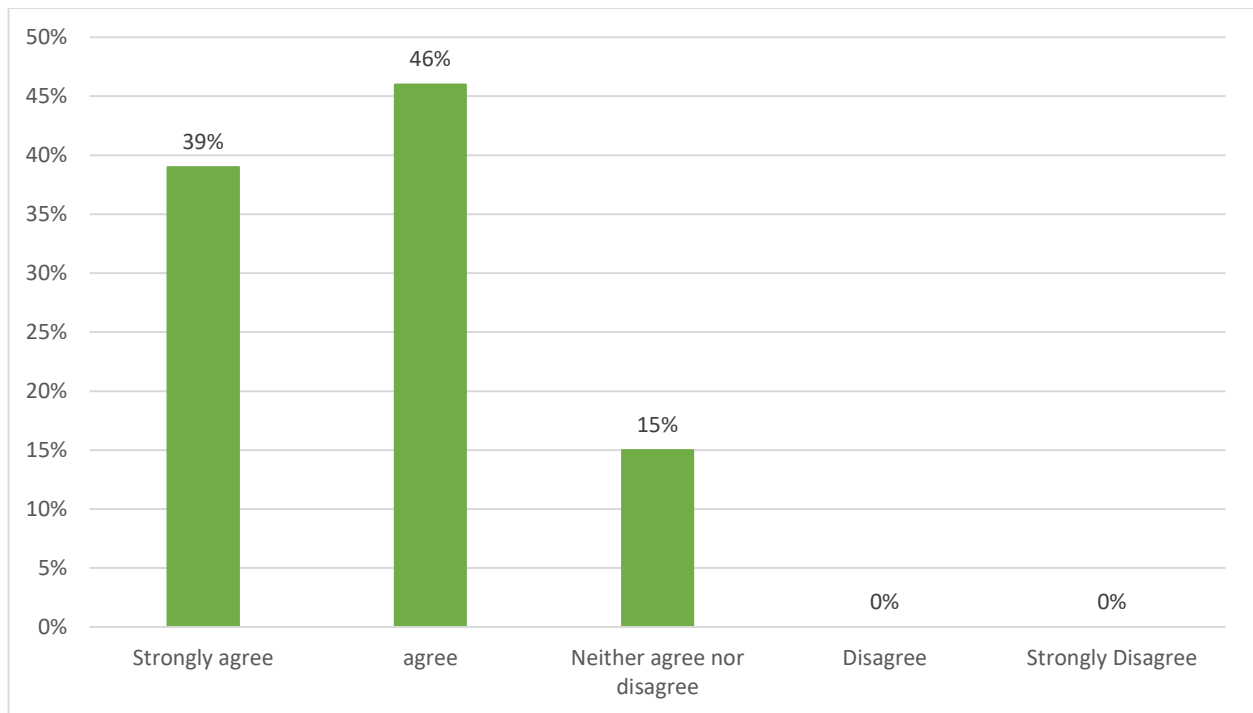
The above data indicates that about 34% of the respondents strongly agree that social media marketing is cheaper compared to traditional marketing. Over half of the respondents 53% agree while 10% have given their answer in neutral. A small percent (2%) disagrees while 1% strongly disagree.

7. Presence on social media platforms helps improve customer service.



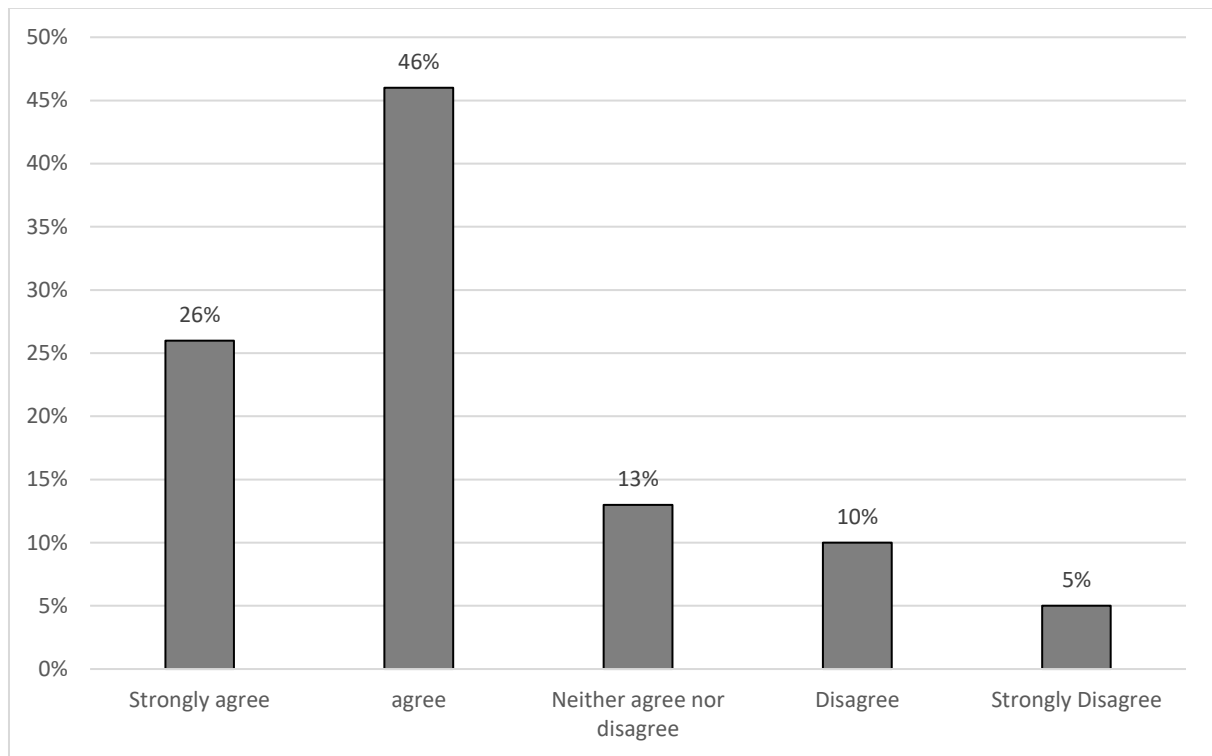
The above data indicates that about 32% of the respondents strongly agree that social media marketing helps improve customer service while 41% of them agree. This shows positive response as this percent of the respondents are highly satisfied with using or the idea of using social media marketing for their business. About 22% of the responses show neutral stance while 3 % disagree and 2% strongly disagree.

8. Presence on social media platforms gives customers more information about products/services.



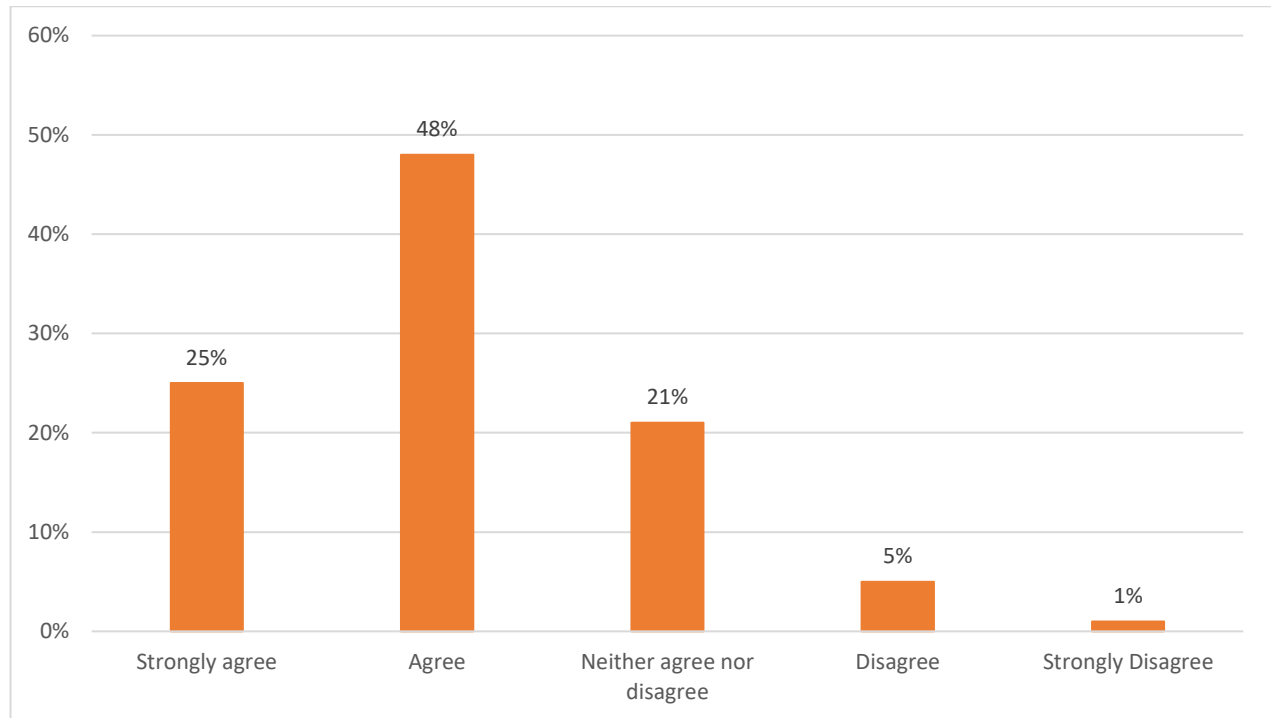
The above data indicates that about 39% of the respondents strongly agree that social media marketing gives customers more information related to their business. Almost half of the respondents (46%) agree while 15% neither agree nor disagree. There were no negative answers which show respondents opinion about the efficiency of using social media and its benefit of information sharing to their customers.

9. Social Media Marketing helps you promote your business to the right target audience.



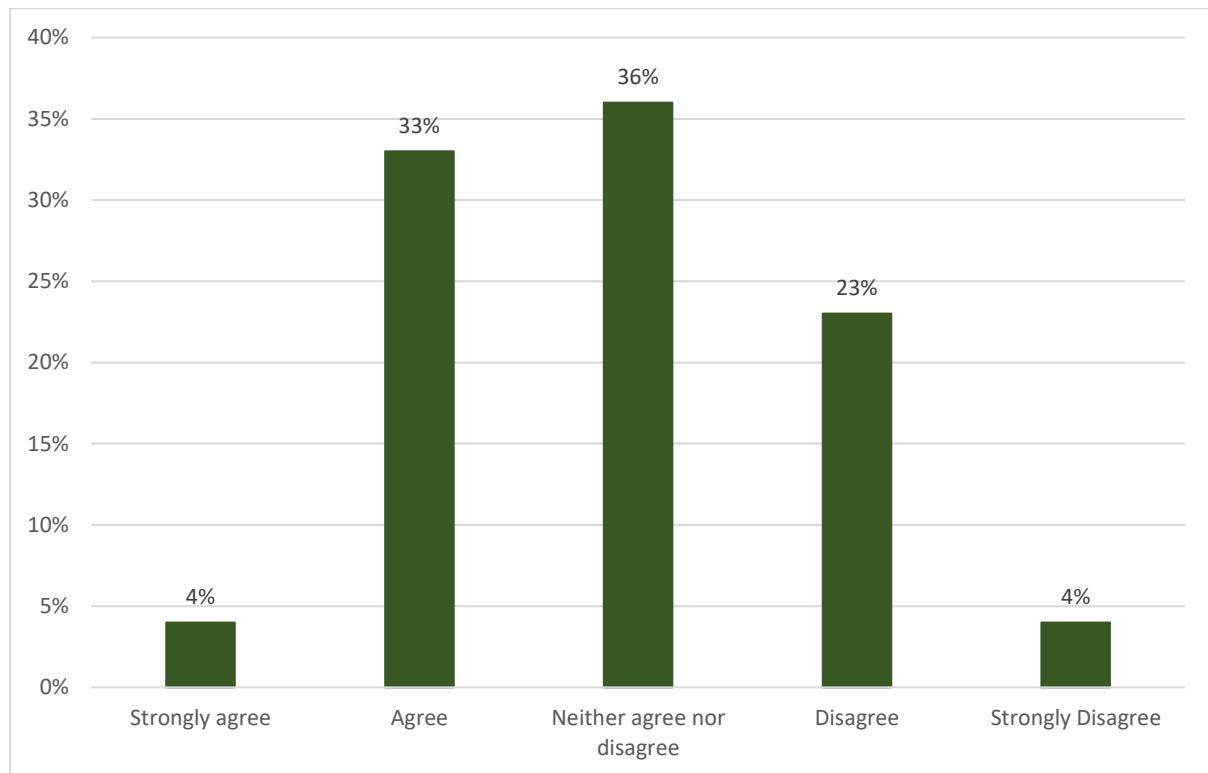
The above data indicates that about 26% of the respondents strongly agree that social media marketing helps in business promotion to the right target audience. Almost half of the respondents (46%) agree while 13% neither agree nor disagree. Around 10% of the respondents disagree while 5% of them strongly disagree.

10. Social media marketing is a medium to increase sales.



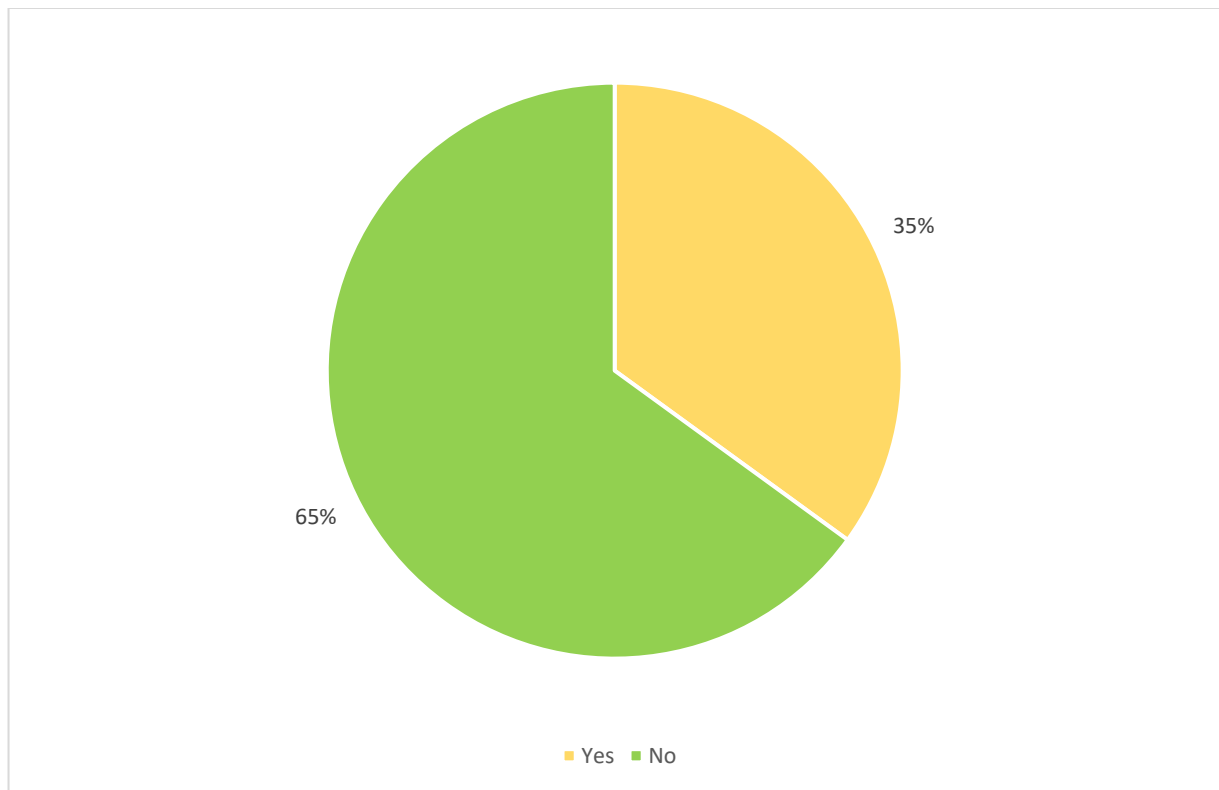
The above data indicates that about 25% of the respondents strongly agree that social media marketing is a medium to increase sales. Almost half of the respondents (48%) agree while 21% neither agree nor disagree. About 6 % (disagree + strongly disagree) of the respondents have given their answer in negative opinion.

11. Social media websites are secure.



The above graph shows that equal percent of respondents (4% each) strongly agree and strongly disagree that social media websites are secure. About 35% show they agree while the majority of the respondents have given their answers in neutral. A small percent of respondents (23%) disagree that websites are secure.

12. Would you like professional help in handling your social presence on social media platforms?

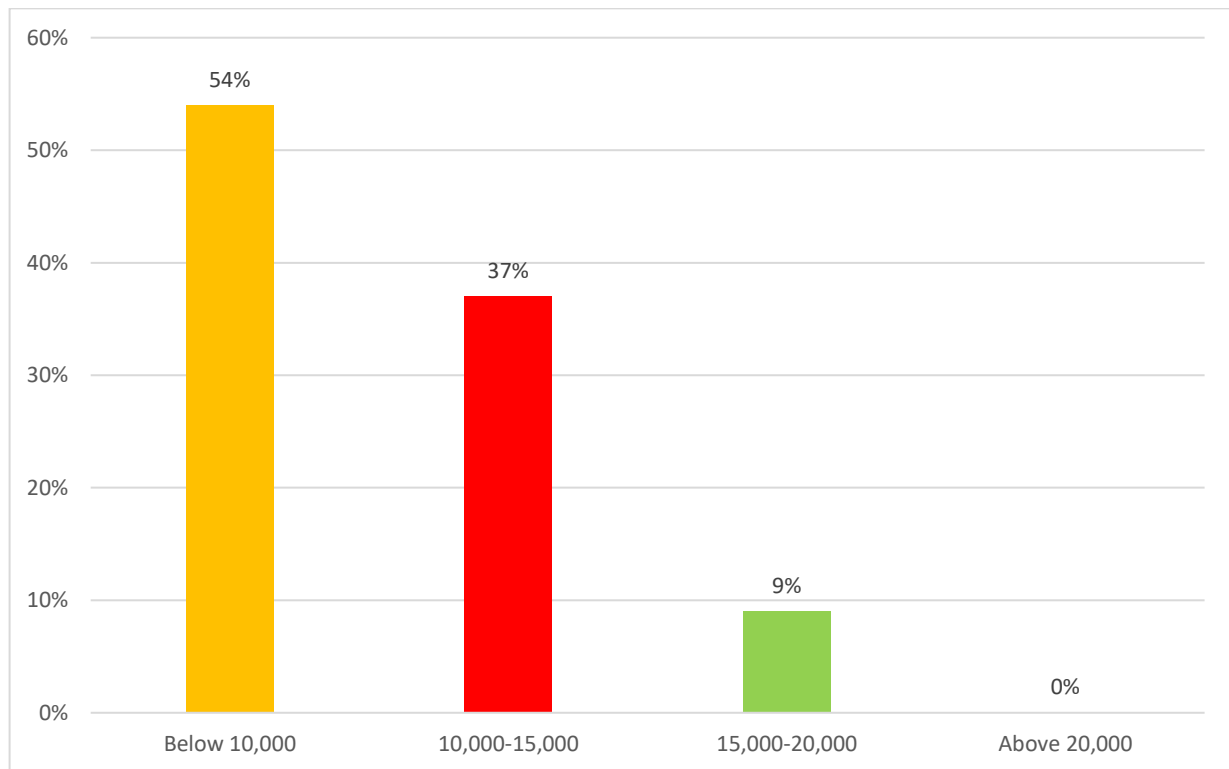


The main aim of this question was to know if the respondents are willing to take help from a professional digital marketing agency or not. Few of the respondents already have a marketing agency in-charge of their social media handles while few of them handle their own social media strategies. Remaining respondents don't have any social media presence.

As shown above majority of them don't want to take up services of a professional digital marketing agency while a few of them (35%) of them would like to hire a marketing agency.

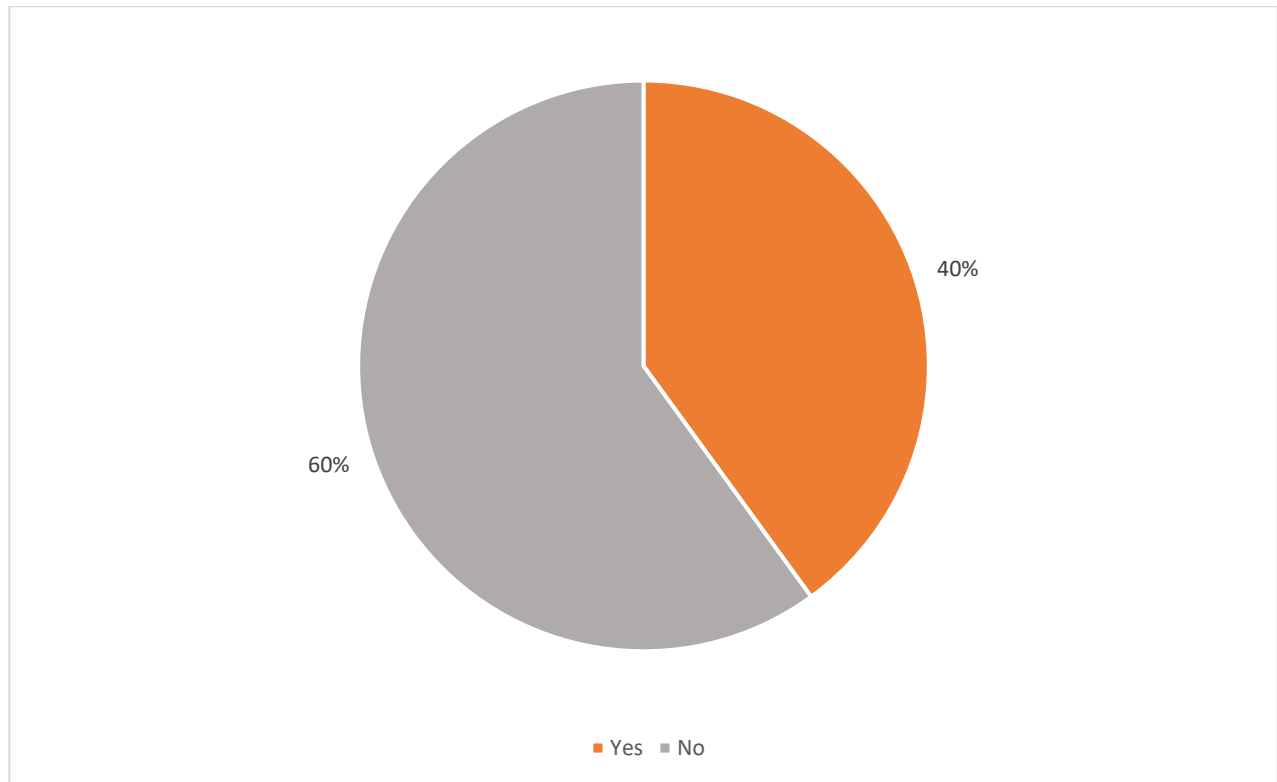
Since I represented Gubblebums while doing my research, I had to promote the services of Gubblebums and pitch in their USP so as to get clients who would like to take of services of Gubblebums.

13. If yes, how much would you be willing to pay?



Price is an important factor when it comes to budgeting your cash flow. The above data indicates that more than half of the respondents (54%) would be willing to pay below 10,000 while around 37% would pay between 10,000-15,000. A very few of the respondents would prefer investing between 15,000-20,000. None of the respondents were willing to spend over 20,000.

14. Would you be interested in working with a relatively new company in this field to help you with your social media marketing needs?



Gubblebums is a relatively newer entrant in the digital marketing sector. Because I was representing the brand, I was tasked with promoting it as well. The above data shows about 40% the respondents were ready to work with a new company which shows positive results while 60% of them would not prefer to work with a new company.

Research Findings

My major objectives of this research was to find out the perception regarding social media marketing and what factors business owners perceive as positive and negative about social media marketing.

Although a large majority of business owners already had their presence on social media, there was a small faction of them who still don't have a social media presence for their business.

Even though social media handles like Instagram, twitter and professional sites like LinkedIn have gained popularity over the years, Facebook still dominates when it comes to marketing your business. The major reason for this is that through research it is proven that most of the internet users are still using Facebook more as compared to other social media sites. Although sites like Instagram is dominated by users in the age gap of 15- 35, Facebook has users from most categories.

A large majority agree that as compared to traditional means, digital marketing is cheaper. This opinion also forms from the fact that digital marketing is environment friendly as compared to newspapers, posters etc.

Through my research I was able to find that the major positive factors motivating business owners to use social media marketing were its ability to connect with their prospective customers and that it is cheaper than traditional marketing.

The negative factor affecting the social media marketing is the fear of web security as shown in my data.

Recommendations

- The company needs to promote their brand more intensively. During my course of internship, I have noticed through their social media handles that they don't promote themselves as much as their competitors. Most of their clients are referred through word of mouth.
- Although they have a good client base, they need to promote themselves more to create more brand awareness specially when there are already many players in this industry.
- Optimization of ad tests for Google and Facebook to boost reach because they have more potential to reach a wider target market.
- Make use of informative sites such as Quora and Reddit which has turned out be widely used amongst many Internet users.
- Drive more attention to visual aspects since 94% of first impressions are formed through design related. Good visuals and designs dominate digital marketing as compared to content.
- Use more influencer-based marketing to be at par with the dominant trends surrounding influencers.

Areas Of Improvement

- The team could use more of brainstorming to come up with more creative ideas
- Lack of communication amongst team members
- Expanding their team to reduce overburdening of tasks.

Limitations

- The sample size (100) is less and the research could have been better if I was given more time by the company.
- Many businesses were not ready to fill the questionnaire due to security reasons.
- I had to keep my survey questionnaire short as I was approaching various business owners and had time constraints.

Learnings

I have always been fascinated with digital marketing and when I got an opportunity to intern at Gubblebums I made sure I utilised my time there to gain whatever knowledge I could about all aspects of digital marketing.

I was appointed as an online reputation manager inter where I was responsible with maintaining the various social media handles of the clients and monitor how the brand is engaging with their customers. My major task was to create and maintain a favourable brand image of the client. My other tasks included answering reviews, emailing marketing, content writing, build engagement for clients.

I have always been an amateur writer which at Gubblebums gave me an opportunity to put my content writing skills to use. I also learnt to develop social media plans and the importance of team work, but most importantly the importance of managing time constraints. Working in a creative industry as digital marketing, one needs to have conceptualisation skills and also because it is a dynamic industry, one also has to be ready to adapt to changes.

Conclusion

Today digital marketing has taken the world by storm, in a positive way. Almost everything is available at the comfort of our screen. The segment of digital marketing has dominated the traditional marketing channels by rapidly growing.

Whether it is a new or an already established business, company and industry analysis helps them understand the current market environment. Business environment is dynamic and constantly evolving and changing and a thorough industry and company analysis help stay at par with these changes.

The industry analysis helped me understand the current scenario of digital marketing environment. It shows an intense and increasing competition in the digital marketing industry and the dominant bargaining power of buyer as compared to the suppliers. My company analysis of Gubblebums helped me understand its strengths and what weakness it can work on. The VRIN analysis is important to know what differentiated the company from its competitors and how they can continue to leverage their services.

Gubblebums started its operations in 2019 and since been aiming to grow their client base. As a marketing intern I looked out for all the aspects which boost promotions and how a start-up works. My understanding of the current working scenario has led me to want to study what factors attracts the prospective customers towards a digital marketing agency. What pros and cons do they analyse before deciding on an agency. Overall, I wanted to study the perception of customers about utilizing the services of a digital marketing agency.

For my research, I contacted various business owners from various segments like real estate, hotels, restaurants, jewellery by personally visiting them. Through snowball sampling I also sent my survey through online means of google forms to my contacts and asked them to further share to their contacts (business owners).

Gubblebums was aiming to promote itself through the research and get in more local clients so I kept my research restricted to local brands and companies who could be potential customers to Gubblebums. I was able to get in respondents from most parts of Goa to keep my survey fair.

The research allowed me to pitch in Gubblebums to respective prospective clients irrespective if they already have a social media presence or no.

Annexure

Questionnaire

1. Which industry does your company belong to?

Real Estate	Hotels	Restaurants	Jewellery
-------------	--------	-------------	-----------

2. Does your business have an online-social media presence?

Yes	No
-----	----

3. What do you feel is the basic purpose for a social media presence?

Promotion	Connecting with customers	Increased sales	other
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4. Which Social Media Platform you prefer?

Facebook	Instagram	Twitter	LinkedIn	Pinterest
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5. It is necessary to use social media platforms such as Facebook, Instagram, Twitter etc to create brand awareness

Strongly agree	agree	Neither agree nor disagree	Disagree	Strongly disagree
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6. Social Media Marketing is better as it is cheaper than Traditional Marketing
(i.e. Print media, TV advertisements)

Strongly agree	agree	Neither agree nor disagree	Disagree	Strongly disagree
-------------------	-------	-------------------------------	----------	-------------------

7. Presence on social media platforms helps improve customer service

Strongly agree	agree	Neither agree nor disagree	Disagree	Strongly disagree
-------------------	-------	-------------------------------	----------	-------------------

8. Presence on social media platforms gives customers more information about
products/services

Strongly agree	agree	Neither agree nor disagree	Disagree	Strongly disagree
-------------------	-------	-------------------------------	----------	-------------------

9. Social Media Marketing helps you promote your business to the right target
audience

Strongly agree	agree	Neither agree nor disagree	Disagree	Strongly disagree
-------------------	-------	-------------------------------	----------	-------------------

10. Social media marketing is a medium to increase sales

Strongly agree	agree	Neither agree nor disagree	Disagree	Strongly disagree
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11. Social media websites are secure

Strongly agree	agree	Neither agree nor disagree	Disagree	Strongly disagree
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12. Would you like professional help in handling your social presence on social media platforms?

Yes	No
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13. If yes, how much would you be willing to pay?

Below 10,000	10,000-15,000	15,000-20,000	Above 20,000
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14. Would you be interested in working with a relatively new company in this field to help you with your social media marketing needs?

Yes	No
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-----Thank You -----