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Dynamic Marketing Portal

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Abstract-No such management portal is available especially for marketing staff. The dynamic marketing portal is designed for those organizations which have marketing staff. With help of this system user can track production, selling, expenses, demands, etc. This system follows management hierarchy and system is highly confidential. Company-admin have rights to supervise whole work whereas employees only can do their task and submit it and get touch with his manager. Manager can assign work to employee and make watch on employees report and do some other tasks where customer only gives feedbacks and tells demand to this portal.

Keywords- Dynamic Marketing Portal, Online Marketing System; IDS

I. INTRODUCTION

The dynamic advertising gateway is intended for those associations which have promoting staff. With help of this framework client can track creation, offering, costs, requests, and so on. This framework takes after administration progressive system and framework is exceedingly secret. Organization administrator have rights to administer entire work though representatives just can do their errand and submit it and get touch with his supervisor. Chief can dole out work to representative and make watch on representatives report and do some different undertakings where client just gives inputs and advises interest to this entryway. The dynamic marketing portal is designed for provide comfort zone to marketing staff and to overcome disadvantages of traditional techniques.

Purpose of Dynamic marketing Portal

- No Paper Work
- No Physical presence
- Less Time Consuming
- Confident environment
- Interactive System
- Live chat
- Supervise whole work easily
- Get alerts
- Media planning

II. TECHNOLOGY AND FEATURE OF SYSTEM

- This android application provides facility to manage marketing staff. Advantages of using this system are:
 - Company-admin can select strategy in terms of achieving goal of organization.
 - Manager can manage sales and purchase of product.
 - Manager can track and control expenses too.
 - Manager can assign task to employee for achieving goal effectively and efficiently.
- Employee can generate and update report of his work done and submit to this portal.
- Employee can take advises in his queries from manager with help of live chat.
- Manager can send performance chart to Company-admin.
- Customer can give feedbacks of products.
- Customer also can send their demands according to their expectations.

<u>Element name</u>	<u>Description</u>
Platform	Android
Front-end	HTML, CSS
Back-end	Java
Database	My-SQL server

Android consists of kernel based on the Linux kernel, with middleware, libraries and APIs written in C and application software running on an application framework which includes Java-compatible libraries based on Apache Harmony. Android uses the Dalvik virtual machine with just-in-time compilation to run Dalvik dex-code (Dalvik Executable), which is usually translated from Java bytecode.

Features

ANDROID

- **Handset layout:**

The platform is adaptable to larger, VGA, 2D graphics library, 3D graphics library based on OpenGL ES 2.0 specifications, and traditional smartphone layouts.

- **Storage:**

SQLite, a lightweight relational database, is used for data storage purpose.

- **Connectivity:**

Android supports connectivity technologies including GSM/EDGE, IDEN, CDMA, EV-DO, UMTS, Bluetooth, Wi-Fi, LTE, NGC and WiMAX.

- **Messaging:**

SMS and MMS are available forms of messaging, including threaded text messaging and now Android Cloud To Device Messaging (C2DM) is also a part of Android Push Messaging service.

- **Multiple language support:**

Android supports multiple languages.

- **Web browser:**

The web browser available in Android is based on the open-source Web Kit layout engine, coupled with Chrome's V8 JavaScript engine. The browser scores 100/100 on the Acid3 test on Android 4.0.

- **Media support:**

Android supports the following audio/video/still media formats: WebMD, H.263, H.264 (in 3GP container), AAC, HE-AAC(in MP4 or 3GP container), MP3,MIDI, Oggvorbis, FLAC, WAV, JPEG, PNG, GIF, BMP.

MySQL

MySQL is Open Source Software. Open source implies that it is workable for anybody to utilize and change. Anyone can download MySQL from the Internet and use it without paying anything. Anyone so slanted can consider the source code and change it to fit their needs. MySQL utilizes the GPL(GNU – General Public License), definr what you might and may not do with the product in various circumstance.

MySQL is very fast, reliable, and easy to use. If that is what you are looking for, you should give it a try. MySQL also has a very practical set of features developed in very close co-operation with users. You can find a performance comparison of MySQL to some other database managers on benchmark page. MySQL was originally developed to handlw very large database much faster than existing solutions and has been successfully used in highly demanding production environments for several years. Though under constant development, MySQL today offers a rich and very useful set of functions. The connectivity, speed, and security make MySQL highly suited for accessing databases on the Internet.

Features

- **Open source software:**

The MySQL packages come with the complete source code. This means that you may study the source code and modify it to suit your particular needs. Being open source has another important ramification: you can find a high degree of support from third parties.

- **SQL support:**

As the “SQL” in MySQL supports SQL(Structured Query Language), a standard high-level; language used to make queries for data required from a database. MySQL uses its own set of SQL commands but the basic conceots still survives.

- **Ease of use:**

MySQL is a relatively simple database management system in spite of its powerful features. In fact, MySQL databases are nothing but a bunch or a dataset table is, in reality, simple deleting a directory or a file. MySQL is also easy to setup and manage.

- **Superb performance and Reliability:**

MySQL is remarkably fast and reliable even in a most demanding

HTML

HTML can embed scripts written in languages such as Java scripts which affect the behaviour of the HTML webpages. Web browsers can also refer to Cascading Style Sheets (CSS) to define the look and layout of text and other material. The World Wide Web Consortium (W3C), maintainer of both the HTML and the CSS standards, has encouraged the use of CSS over explicit presentational HTML.

CSS

- CSS stands to Cascading Style Sheet.
- It provides many more presentational choices than HTML.
- It is most useful for designing purpose.
- Makes sites load faster and conserves bandwidth.
- Makes HTML documents less complicated and more accessible — separates structure from presentation.

III. SYSTEM REQUIREMENTS AND STUDY

User characteristics

There are different types of users in every system. Each user is having different functionalities, designations. Users of this system are as follows:

Company-admin

This is the super user of the system. Characteristics of admin are as follows:

- He is the central person in the system. With its supremely powered administration panel.
- He has the right to access whole database.
- He decides marketing strategy.
- He provides the marketing budget.

Manager

This is the user who becomes intermedior between customer and admin of the system .Characteristics of manager are as follows:

- Assign task to employees.
- Analysis and utilize budget to achieve target of organization efficiently.
- Track & control expenses.
- Advertisement & Media planning.
- Manage sale & purchase.
- Send performance chart to Company-admin.
- Helps employees via live chat.
- Make report of demands and feedbacks of customers.

Employee

- Main characteristics of employees are as follows:
- Do work as per their assigned task.
- Create , update and view report.
- Make project or product calendar.
- Note points in diary.
- Can take help from Manager via Live chat.

Customer

Customers are the end users. Characteristics of customer in this system are:

- Send feedbacks.
- Tells demand.

IV. HARDWARE AND SOFTWARE REQUIREMENT

Software requirement

- Android OS.
- Database back-end(My SQL server)
- Java(back-end)
- HTML(front-end)

Hardware requirement

- 1.2 GHz
- Android smartphone
- Memory-1 GB RAM minimum or higher recommended.
- Additional hardware printer with manufactures latest print drivers

V. Logical description of data

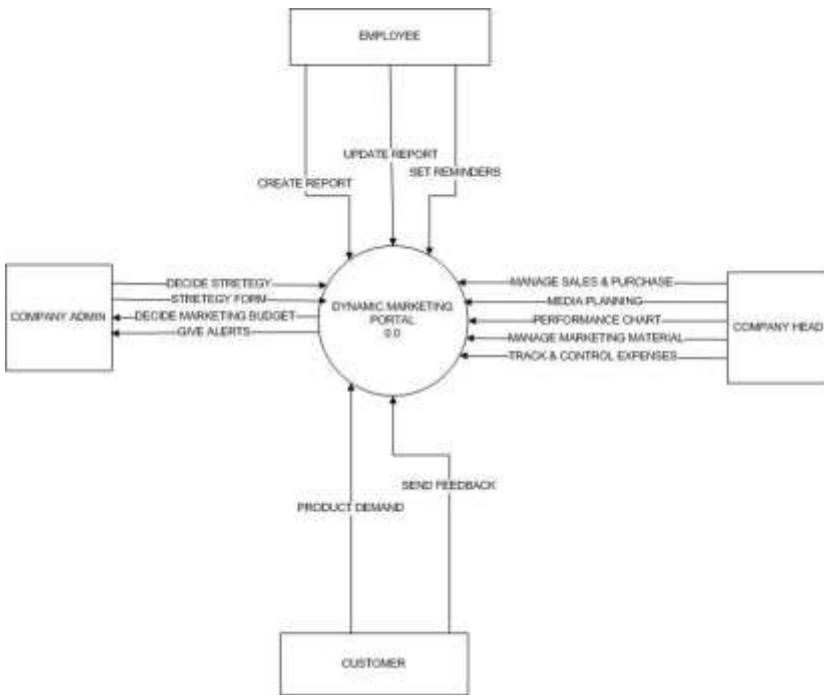
Registration database:

- This database will store all the details of users. Like id, name, password, email, etc. of the system.id of user type will differ.

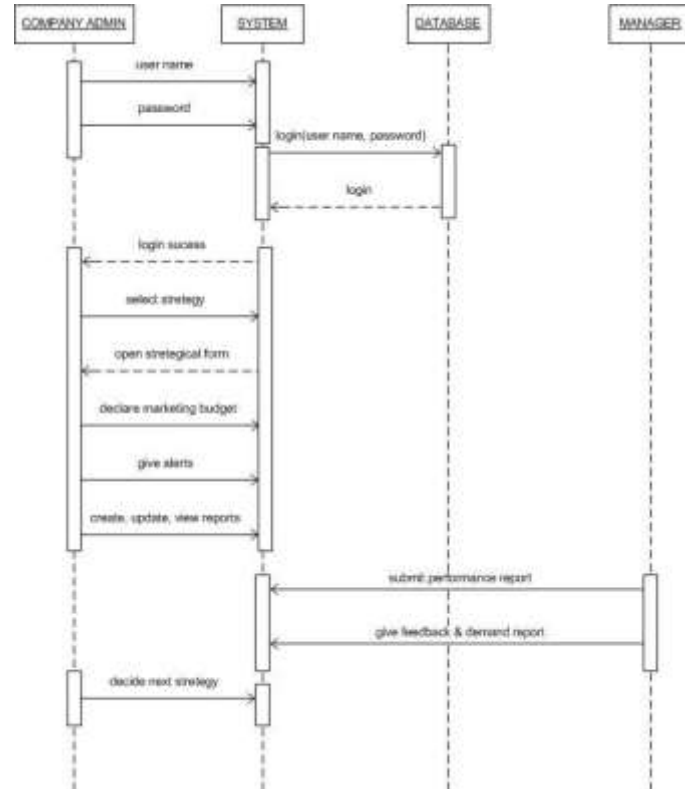
Product_database:

- This database will store all the details of product. Like id, name, quantity of production & selling of product, etc.
- **Project_database:**
- This database stores data about project. Like Project id, due date & starting date, budget amount, assigned employee id and supervised by manager id.
- **Expense_database:**
- This database stores details about expenses like reason, type, date & time, userid.

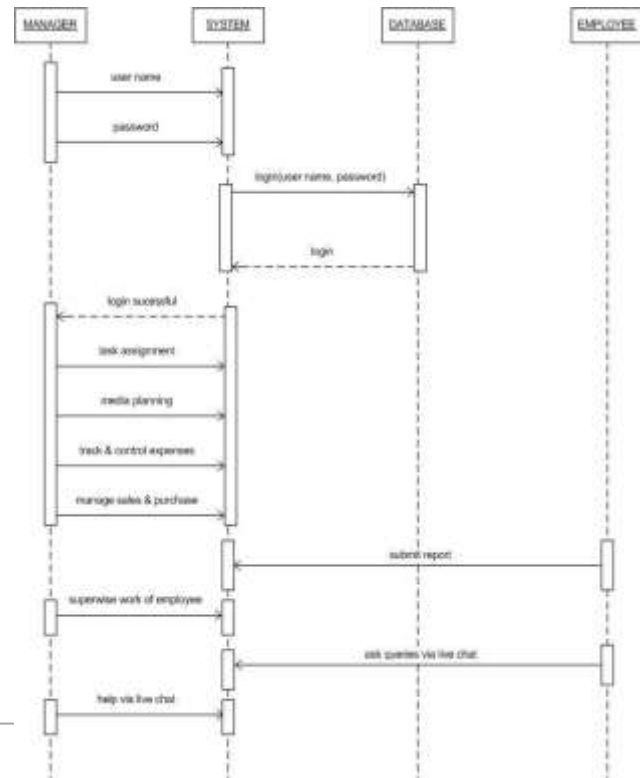
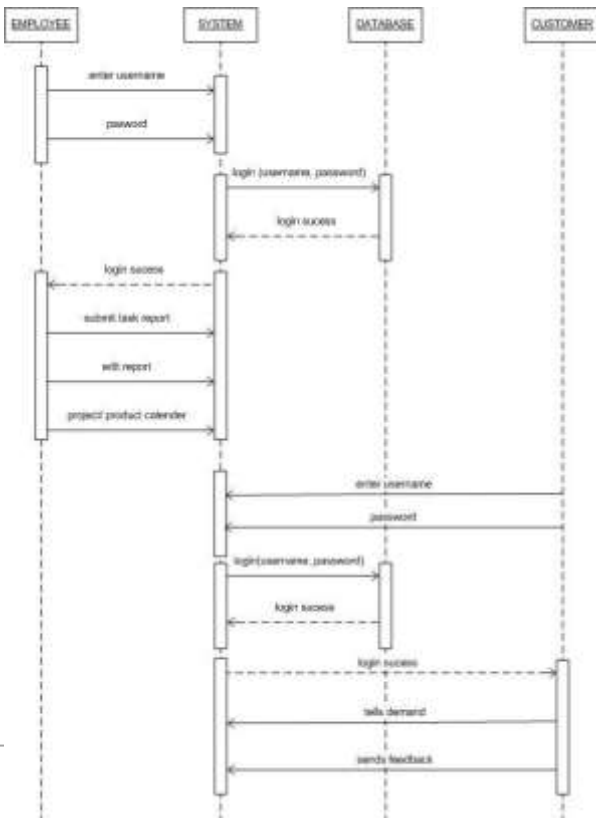
Dataflow diagram



Sequence diagram



Sequence diagram for employee and



VI. CONCLUSION

By completing analysis part of this project we can conclude that this project gives following advantages:

No more paper work.

- Confident environment
- Interactive System
- Live chat among employee & manager
- Supervise whole work by this system
- Employee can get alerts & notifications
- Media planning
- Track & Control expenses

VII. REFERENCES

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- SLTIET: Marketing employee of college
- Infinity company: Company head