

# A Review on Enquiry Automation and Classified Ad System

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## ABSTRACT

Recently with the development in innovation, there is a ceaseless move of the media business from print media towards online media. Amid the most recent years, online media has been making strides to the inconvenience of print media and keeps on doing as such. In created nations, most people get to the web a few times each day through PCs, workstations and cell phones, for example, advanced cells, ipads, tablets, blackberries and so forth. Probably a few of us are online day and night through at least one gadgets. In the meantime, an expanding number of individuals access the web additionally in creating nations. In this paper, we study the various platforms related to communication between customers and vendors.

**Keywords:** Classified Ad, Web Classified Ads, Enquiry System.

## I. INTRODUCTION

A publicizing office or advertisement office is an administration business committed to making, arranging and taking care of promoting (and here and there different types of advancement) for its customers. An advertisement office is autonomous from the customer and gives an outside perspective to the exertion of moving the customer's items or administrations. An office can likewise deal with largely showcasing and marking procedures and deals advancements for its customers.

Common advertisement office customers incorporate organizations and partnerships, non-benefit associations and government offices. Offices might be procured to create a publicizing effort. Enquiries and openings encompass the universe of Facilities Management and Service arrangement. Regardless of whether from a business point of view or interior intrigue, enquiry types are tremendous and changed.

CAFM contains a coordinated Enquiry Management framework to precisely follow and deal with every enquiry type, all the way. For specialist organizations, common enquiry types would frame the arrangement of items or administrations from point of view or existing customers. Enquiries for Facilities Managers may include overseeing inward or outer gathering keen on subletting spaces, occasions, providing food or convenience appointments. Regardless of the enquiry type or approach, the Enquiry Management System will give the stage proficiently deal with every enquiry.

## II. Related Work

### A. Offline vs. Online Advertising Agency

If you are a marketer, you may want to consider the differences between online vs offline advertising. The main reason for this is that we are so conditioned by offline advertising for example television, radio,

newspapers, magazines and flyers. Also with big companies launching their internet businesses, they usually use offline media on a very big scale. Therefore, it is hard to believe one can run a successful internet business using only online advertising. Well this is exactly what we do. We have been running my internet business using only free methods of online advertising and earning a full time income for many years. Let me go through the differences between online and offline advertising.

There are many different methods of online advertising to produce good quality leads. However, we have found that since there is nothing physical associated with your advert people are a lot more likely to forget about it soon after. We have found the three methods of online advertising that produces the highest quality lead to be the following. Ezine advertising in targeted ezines related to your product or service. Search engine traffic related to keywords, which represent your product or service. The last of these methods is article marketing where you write articles related to your niche and create the credibility of an expert.

Offline advertising works very well because there is something physical attached to your advert. People remember it very well and it usually produces a high quality lead. We have found the following offline advertising methods to work very well. You can advertise in a large amount of newspapers at the same time. Usually you receive a significant discount. If you look around on the internet, you will find a lot of these deals where you can advertise in 100 newspapers at the same time. The key being to advertise consistently. Advertising in a magazine related to your niche also works very well. You can also use sizzle cards with an enticing marketing message and leave them wherever you go. Flyers also work well and is very low cost, but the disadvantage is that you need to physically hand them out. Having a balanced mix of advertising is very good for your business. If for some reason Google goes through a

major algorithm change and you lose a lot of rankings you will still be attracting visitors from your offline methods. So when deciding between online vs offline advertising it is always good to spread your methods to even out your risk.

## **B. Advantages of Online Enquiry and Advertising System**

**Cheaper** - If you weigh up the difference between offline and online advertising, online advertising is usually much cheaper than offline advertising. A decent cost per click budget or website advert is generally much cheaper than a series or run of offline or newspaper advertising and is often much more targeted and rewarding. This is not always the case, especially if you get deals for long term advertising offline, but on the whole you normally find that online advertising works out to be more cost effective and controllable in the long run.

**Target Audience** - A major advantage of online advertising is that you can target your audience much more efficiently. For example, if you advertise in a newspaper, although you can choose the newspaper that you consider being nearer your perfect audience, you will still have many more people who do not fit your criteria. With online advertising, you can select who your advert is seen by, by niche, age, location and many other factors, especially when using cost per click or other social media types of advertising.

**More Options** - When you consider the types of offline advertising there is, you will normally be able to name the top three, which are newspaper advertising, flyers and television. However, when you look at online advertising the options seem to be much more, with cost per click, banner advertising, email marketing, site sponsorship, directory advertising and many more. Online advertising also has more flexibility using these options, as they can easily be turned on and off, changed or re-written

and republished to take advantage of any related news that might be relevant to the advert.

**Quicker** - One of the biggest advantages of advertising online is how quick it can be. From the second you publish your new advert, news story or pay per click advert, it will be live on the internet and have the potential to be viewed by thousands of people. With offline advertising, especially newspaper adverts, you could be waiting up to a week for your advert to go to press and then be delivered to all of the possible readers, meaning you have to plan to capture time critical or seasonal advertising opportunities.

### III. LITERATURE SURVEY

Everywhere throughout the world, classified locales gradually replaced papers, magazines, leaflets and the preferences to the extent the segment of commercial and advancement was worried in the market. Classified Submissions are a standout amongst the best wellsprings of publicizing that give stages to organizations working in various ventures to advance their item or administration.

Classified accommodation is a sort of SEO movement in which the sole reason for offering classified promotions is to publicize online on related sites. This is a magnificent medium to advance administrations, items, and occasions on the Internet. Online order changes from standard promoting to typical plan of action publicizing.

Classified destinations have gotten their much-merited acknowledgment since they have proceeded to give a cost-effective method for moving items and administrations by giving an effectively open gathering. In addition? They are advantageous to utilize and the vast majority of them are portable and hunt benevolent. These destinations additionally give a shocking introduction to the worldwide market while pulling in appropriate clients to a particular

business. The absolute best-classified locales in India have been depicted beneath.

- **OLX**

OLX is your neighborhood classified ad posting site that aims at making life simpler for its users. OLX.com provides some of the easiest way to search; buy or sell, to exchange, to interact for common or complementary interests within or across local communities in India. Founded in 2006 and the largest classified site in India, OLX operates in 45 countries globally.

- **Craigslist**

Craigslist Found in 1995 by Craig Newmark, in California – the United States, what started off as a simple page for e-mail distribution to friends that featured local news and events, Craigslist has gone on to become the largest classified ads site in the whole world- operating in a total of 70 countries. A wonderful platform for buyers and sellers to connect, it has diversified sections for housing, travel, jobs, auto parts, furniture and basically everything under the sun.

- **Quikr**

Initially launched as Kijiji India in 2005, Quikr is an Indian classified advertising forum that provides an online platform for users to buy or sell goods and services from each other. Founded by Pranay Chulet and Jiby Thomas, it is headquartered in Bangalore. Quikr has listings in over 900 cities in India in categories such as mobile phones, household goods, cars, real estate, jobs etc. Quikr went on to acquire commonfloor.com in a \$200 million dollar all-stock deal and merged it with its own wing QuikrHomes. It also has partnerships with Pepperfy and HDFC and is backed by Kinnevik and like companies. Quikr provides an online classified advertising platform for users to buy or sell goods and services from each other.

- **Vivastreet**

Founded in 2004, Vivastreet is the fourth largest free classified ads website in the world. The company's aim is to create a useful and user-friendly service connecting individuals, businesses, and communities to one another, whether in their local area or across the globe. The site is a great forum for the purchase and sale of goods as well as a convenient platform providing a versatile array of vehicles, property, jobs, services etc.

- **Click India**

Click India is owned by Click India Infomedia Private Limited, founded by Pankaj Agarwal and Sushan Rungta. On Click India, one can easily search or post offers, ads, events, announcements, messages for anything ranging from offers in real-estate, or for selling new and old cars/auto parts & services, household or business services, educational avenues, to personal profiles for matrimonial or friendship/dating, to jobs, home appliances, electronics, and so on.

- **Sulekha**

Launched in 2007 in India, Sulekha's board of directors includes Param Parameswaran (Chairman, Sulekha and Chairman, Indigo Monsoon Group), Promod Haque (Senior Managing Partner, Norwest Venture Partners), Harish Raghavan (Chairman, Gracie Point) and Satya Prabhakar (CEO and Founder of Sulekha). Sulekha connects millions of buyers and thousands of service partners, leveraging intelligent technology/process IP and deep domain knowledge. Every few seconds, a buyer connects with verified, matched service partners and every few minutes an SME becomes a paid service partner. In 2018, itself Sulekha crossed 65,000 paid service partners.

- **Indialist**

The Company offers search services that enables users to locate and view classifieds online while helping businesses to reach prospects, convert prospects to customers and then retain those customers. In short, it is the "perfect solution" for advertisers and consumers. Catering to diverse fields ranging from Beauty and Domestic Services to Pets & Pet Care and Tours, Travel & Transport, the site also includes a provision for regional specific ad placements and a look at events happening in those cities.

- **Click**

Click is a community site with the purpose to establish contacts especially for the buying and selling of goods through classifieds on the World Wide Web but offers also a range of other services as email forwarding, discussion forums or event calendars. The right to publish any material, or edit it, lies solely with the user. Furthermore, this platform helps you find information, trading or communication partners.

- **Faltu Market**

Headquartered in Haryana and founded in 2016, Faltu Market is undeniably a very promising marketplace for both buyers and sellers in India. They are aimed to help everyone in India to connect with sellers and buyers individually. Faltu Market is among the premier online classified platforms in the country and there are several reasons behind that- here, users can buy and sell anything from a cell phone to a car.

- **Ads Wale**

Ads Wale allows you to post free ads, classified advertisement, anywhere in the world. Its forum, Meramaal is a Q&A Portal. You may ask any question and get answers from expert users, one may also post answers for questions. Meramaal Wiki is a blog to provide updates on Government schemes & Government Departments in India also including

travel, entertainment, people etc. It also proves to be the best Cashback site India, allowing you to compare prices online, offering daily deals, gift vouchers, and free online games. You may also check your PNR status online and IRCTC train berth availability; it also provides free SEO tools online.

- **Indiamart**

Indiamart is India's largest online marketplace for Small & Medium Size Businesses, connecting global buyers with suppliers. The company offers a platform and tools to over 15 lac+ suppliers to generate business leads from over 1.5 crore+ buyers, who use the platform to find reliable and competitive suppliers. The company has over 3000 employees located across 55 offices in the country. Its existing investors include Intel Capital and Bennett, Coleman & Co. Ltd.

#### IV. CONCLUSION

The literature researched so far provide us a separate definition for classified online advertising. We discussed about the need of the automated enquiry and classified advertising system. We also present with the existing system for automated online advertisement.

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