Accelerated Soft Sell on Data Bank

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Abstract: *ACCELERATED SOFT-SELL ON DATA BANK is the largest single source of online intelligence for marketing, advertising, media and research communities worldwide. The central concept of the ACCELERATED SOFT-SELL ON DATA BANK is to allow the customer to place the ads about their business on the website by contacting the ad agency people who are related to that classifieds site. The information pertaining to member registrations and categories are stored in a Database server at the server side (store). The Server will process different requests from their Ad Agencies, manage the ads by placing them in different categories and finally place them in the web site. This is the largest single source of online intelligence for marketing, advertising, media and research communities worldwide. The central concept of this web based application is to allow the customer to place ads about their business on the website by contacting the ad agency people who are related to that classifieds sites. This offers a FREE World Advertising and Marketing News email service, ensuring the top global stories are delivered daily to your inbox. It can maintain different categories in which it stores the ads related to that category which helps the customers to find out required information easily. It helps getting posting the important links and yellow pages information also from this site which helps a lot for the customer. It helps the administrator in tracking tasks related to our ad business also. Finally it helps in automating the business activities of an Ad company and provides the access about some important info to the customer from online.*

Keywords: *Accelerated, Databank, Indexing, Marketing news email service.*

1. INTRODUCTION

This project (ad web site) is organized using an easy-to-follow **index** so that you can locate the classified ads you're interested in quickly and easily. The information pertaining to member registrations and categories are stored in a Database server at the server side (store). The Server will process different requests from their Ad Agencies, manage the ads by placing them in different categories and finally place them in the web site. After getting various problems in exiting system I analyzed deeply to overcome all the difficulties of the existing system the management has proposed automated the whole system and the development of the new automated system contains the following activities, which try to automate the entire process keeping in view of the database integration approach.

- Here the proposed system is to replace an existing system, with a solution called Ad Express, using which we can post the ads in a classifieds portal.

- So that the customer can get this information from web. Apart from this, we can also post and publish links and yellow pages information.

We can track the tasks, which are related to advertise our business easily. I used Spiral model in making the project which states that the phases are organized in a linear order. First of all the feasibility study is done of the project. Once that part is over the requirement analysis and project planning begins. If system exists one and modification and addition of new module is needed, analysis of present system can be used as basic model.

2. LITERATURE SURVEY

The Present software has a limited feature as advertising in terms of link. And does not give the detail to the client as how he can advertise this product in best way. And the present system will not notify the admin that the client advertising time period is over or not. In the survey various difficulty found like managing different ads in different categories, updating, the new information each and every time and also difficulty in updating the yellow pages information in the newspaper, managing daily business

activities maintaining the schedule tasks. After getting various problems in exiting system I analyzed deeply to overcome all the difficulties of the existing system the management has proposed automated the whole system and the development of the new automated system contains the following activities, which try to automate the entire process keeping in view of the database integration approach.

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3. IMPLEMENTATION

This project is implemented from the source codes written in Java and java script. Various modules are created In the flexibility of uses the interface has been developed a graphics concepts in mind, associated through a browser interface. The GUI's at the top level has been categorized as follows

1. Administrative User Interface Design
2. The Operational and Generic User Interface Design

Various Modules are available: Each Module performing separate task to achieve efficiency

- Administration Module

- Ad Management Module

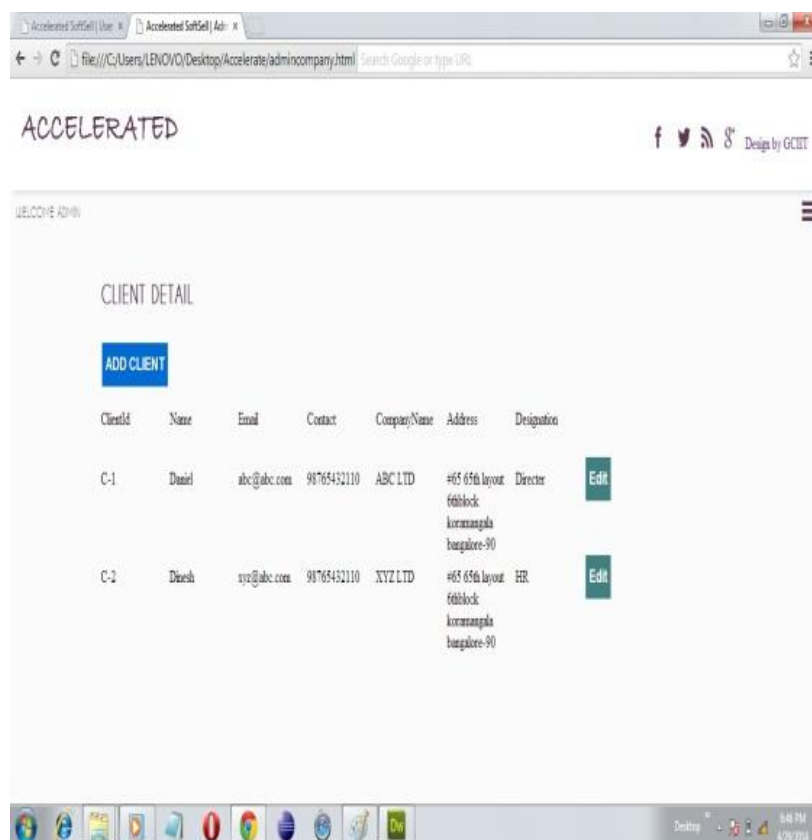- Links and Yellow Pages Module

- Task management Module

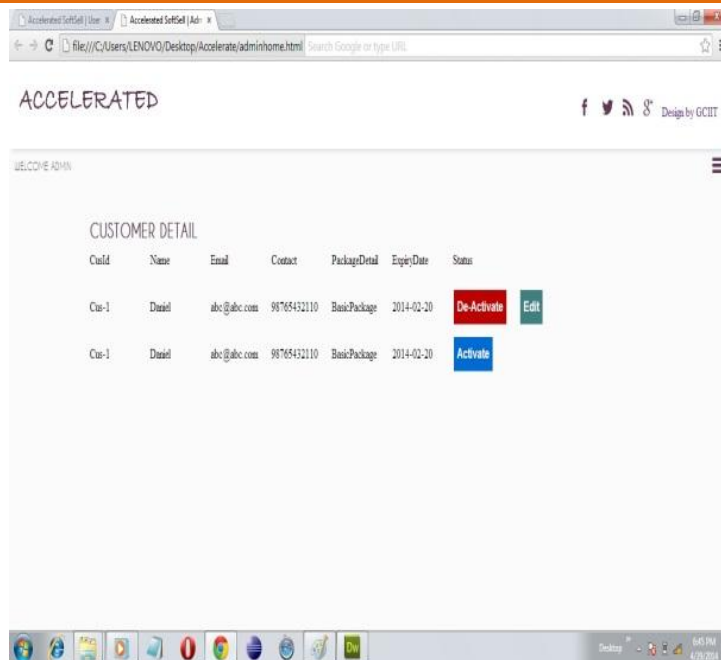**Fig 1.** *Client Management (Admin)*
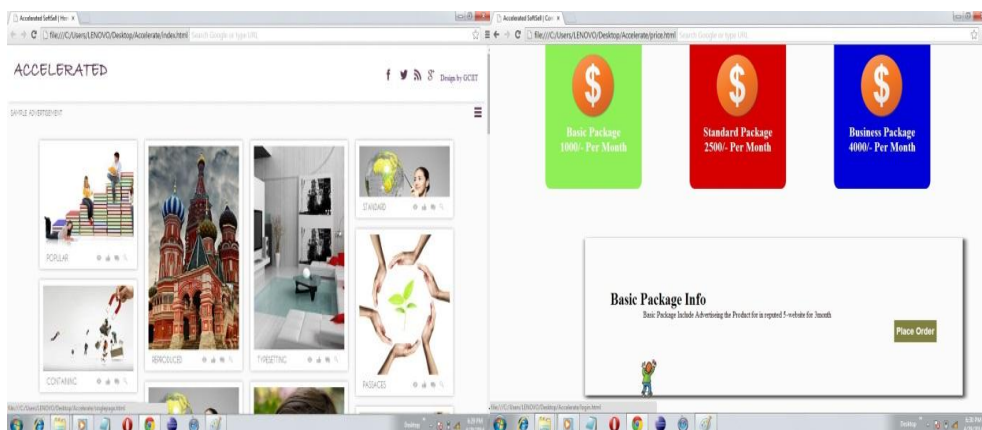
Fig 2. *Customer Management (Admin)*

Fig 3. *Advertisement Index*   **Fig 4**. *Advertisement Packages*
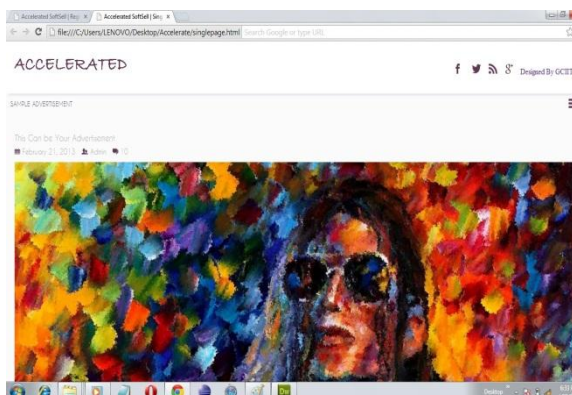

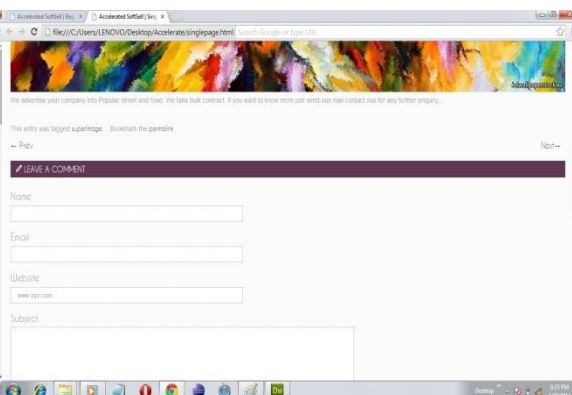**Fig 5.1.** *Sample Advt. & Comment*   **Fig 5.2**. *Sample Advt. & Comment*

Fig 1 & 2 manages the Client and Customer details including contact details of customers and clients, activation/deactivation of account etc. Fig 3 shows the Advertisement Index that includes the various sizes available so that customers can easily post according to their requirement. Various Advertisement Packages like Basic, Standard and Business available for the Customers in Fig 4.

Fig 5.1 & Fig 5.2 Shows the Sample Advertisement preview so that the Customer can post(leave) their comment in our website. In Fig 6, Information of user shows like his Last login, Package details, Validity etc present. User can update their package and they can increase their validity also.
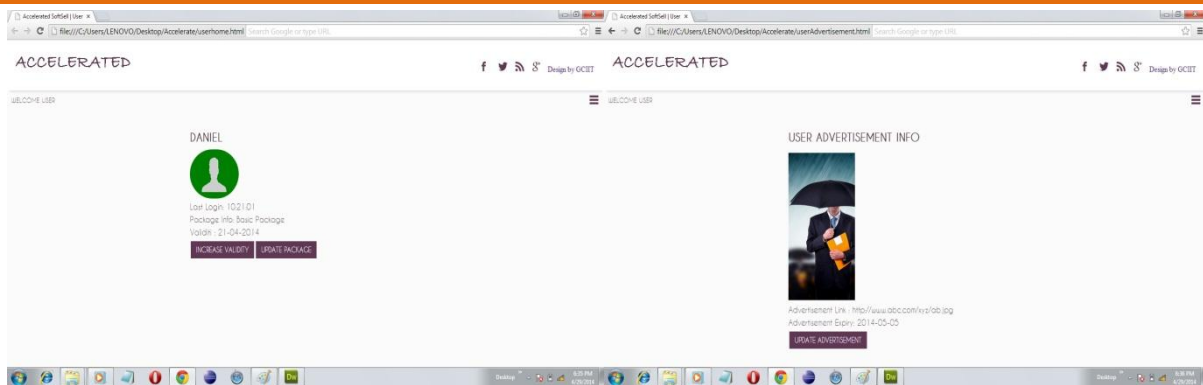
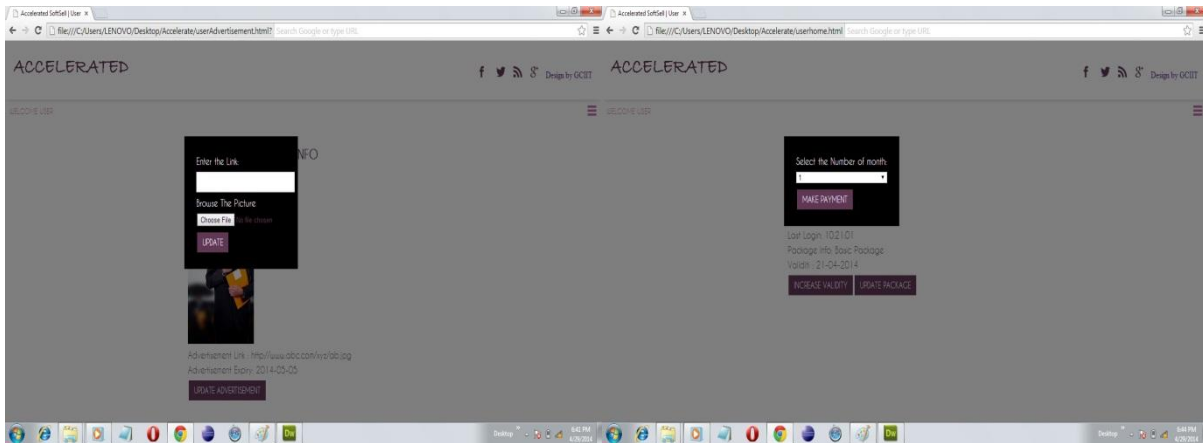Fig 6. *User Home*   Fig 7. *User Advertisement Info*.

Fig 8. *User Advertisement*   Fig 9. *User Payment*

Fig 7 shows the advertisement information like advertisement link, Expiry or can be able to update their advertisement also. Information that needed to update the advertisement that presents in Fig 8. Fig 9 shows the making payment of the users i.e number of months that the user wants to continue to increase the validity or update the package.

4. CONCLUSION

This project has designed and developed for placing ads related to different things inside different categories. A client can place the Ad through an agent. An agent can login into this and post the ads related his customer inside this site. It acts like an interface for the customers (who want to get info through ads) and clients (who want to place an ad). It can maintain different categories in which it stores the ads related to that category which helps the customers to find out required information easily. It helps getting posting the important links and yellow pages information also from this site which helps a lot for the customer. It helps the administrator in tracking tasks related to our ad business also. Finally it helps in automating the business activities of an Ad company and provides the access about some important info to the customer from online. This project offers user to enter the data through simple and interactive forms. This is very helpful for the client to enter the desired information through so much simplicity. The user is mainly more concerned about the validity of the data, whatever he is entering. There are checks on every stages of any new creation, data entry or updating so that the user cannot enter the invalid data, which can create problems at later date. Sometimes the user finds in the later stages of using project that he needs to update some of the information that he entered earlier. There are options for him by which he can update the records. Moreover there is restriction for his that he cannot change the primary data field. This keeps the validity of the data to longer extent. User is provided the option of monitoring the records he entered earlier. He can see the desired records with the variety of options provided by him. From every part of the project the user is provided with the links through framing so that he can go from one option of the project to other as per the requirement. This is bound to be simple and very friendly as per the user is concerned. That is, we can say that the project is user friendly which is one of the primary concerns of any good project. Data storage and retrieval will become faster and easier to maintain because data is stored in a systematic manner and in a single database. Decision making process would be greatly enhanced because of faster processing of information since data collection from information

available on computer takes much less time then manual system. Allocating of sample results becomes much faster because at a time the user can see the records of last years. Easier and faster data transfer through latest technology associated with the computer and communication. Through these features it will increase the efficiency, accuracy and transparency.

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