



**A STUDY HOW ADN DIGITAL INTRODUCE NEW PRODUCT AND  
IMPLEMENTS IT'S PLAN FOR THE DEVELOPMET OF THE NEW  
PRODUCT**

**BUS 400**

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## LETTER OF TRANMITTAL

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**Subject:** Submission of Internship Report on how Adn Digital Introduce new product and how its implement plan for the new product development.

Dear Madam,

I would like to express my gratitude towards you for allowing me to work on the above topic for the report. In the duration of working on this report it was great opportunity for me to gain knowledge and obtain experience about the Digital Marketing department and the working process. The report has been completed by the knowledge that I have gathered from my internship. I am very thankful to you and all those persons who provided me with valuable advices and important information regarding this paper. I would be happy If you read the report carefully and I will be trying to answer all the questions that you have about the report. I have tried my level best to complete this paper meaningfully and correctly, as much as possible. I have put my sincere effort to give this report a presentable shape and make it as informative and precise as possible. I thank you for giving me this opportunity. Please feel free to contact if you have any queries and I apologize for any shortcomings in the report.

Sincerely,

Jeba Maliha

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## **EXECUTIVE SUMMARY**

ADN Digital is one of the digital marketing service providers in Bangladesh, Who is very building up its image esteem and attempting to take it to another stature. Following this fretful exertion, they are propelled some new products and services like SMS Gateway, Email Marketing and ADN server on 2018, which were uncovered as advanced advertising arrangement under the tag of AND TELECOM. Regardless of not being a different brand, it needs its own character isolated from ADN telecom. The imperative objective of this report is to discover how ADN digital creates and present new products and its services and executes its arrangement into the market. It likewise incorporates like how they promote their new product and services and give the answer for the profitable clients. At first, inside the report, we can discover how ADN Digital introduces their new product and its implement the plan for the new product development. This will likewise comprehend their generation stream and organogram. We will we will be analyzing more about their digital marketing department and discuss their actions and department structure. This report will also aid us to understand about my attachment with the digital marketing department as an intern. After appropriate analysis of the marketing strategies, we will try to reach a conclusion followed by recommendations.

# 1. BACKGROUND OF THE COMPANY

## 1.1 Introduction

From ICT to energy ADN group serves the breath of technology industry, achieving efficiency and operational excellence in every sphere. ADN group is driven to introduce and utilize next generation technologies. Maximize disruptive innovation and established network advancement delivering value to the way enterprise operate.

ADN stand for advance data network. It has been established back to 2003. However ADN Telecom Ltd, the leading ISP, MPLS, IPLC, and IP Telephony service provider in Bangladesh, initiated its glorious journey back in 2003. It is one of the major sister concerns of “ADN Group” along with ADN Technologies Ltd, Tech Valley Networks Ltd (TVNL), InGen Technologies Ltd, ADN EduServices Ltd and ADN digital.

Today ADN telecom has well name as a leading IT and telecommunication service provider in Bangladesh offering a wide range of data, voice and internet services to its local and international clients. ADN telecom limited owns the most divers access network in the country consisting of wireless, fiber optic and satellite infrastructures. However, as a leading global telecom operators and telecom ltd is enabling to provide end to end solutions to their customers. ADN Telecom is poised to serve enterprise seeking to use cloud, data center and IOT platforms for the digital business initiatives.

However, ADN Digital proposed subsidiary of ADN group, has formed as the digital business unit under and telecom ltd, Now it is aiming to introduce itself as a digital service providing SBU of ADN group. However, ADN Digital has recently introduced some product and services. Moreover the ADN Digital marketing is also working for their new product development. One of the new products of ADN digital is the ADN Email. For introducing the new product and for the development for the new product ADN digital maintain a specific plan, which is actually leaded to success of their company.

## **1.2 Objectives**

According to the topic, I have included some core objective of this report, the core objectives of this report is given below:

- ✓ How they introduced their new product
- ✓ How they follow the digital marketing tools for developing their new product and services
- ✓ How they implement their plan to promote their product and services.

## **1.3 Scope of the research**

The exploration is done inside the timetable of the Internship. From the exploration I have picked up the reasonable learning of the digital marketing procedures. Chiefly I have picked up information about how they present new products and services by utilizing the digital marketing apparatuses in their organization and how they actualize their digital marketing plan for building up the new product. In addition I have likewise increased some information of how they function for their individual client as indicated by their need. By working here as per my obligations and duties I got the thoughts of how the genuine function is done at the ADN Digital. Other than I can coordinate the hypotheses of the book with the reasonable life. In book I have learnt the well-ordered procedure of new product development methodologies. Like traditional marketing there are likewise numerous special exercises in digital marketing. So I have included some special exercises of their organization that they are improving the situation presenting their new product and services. Also from here I became acquainted about the social media marketing, content marketing, competitor analyzing, search engine optimization, data entry and so on.

## **1.4 Limitation of the research**

Having lots of scope learning at and digital, there are also some limitations I have faced during my Internship. The limitations are given below:

### **✓ Information accumulation**

One of the real issues isn't getting enough data about the organization. As a few information is confined for sharing outside of the organization. So the representatives have shared little data about the organization. Also representatives are excessively caught up with, making it impossible to share data as they have parcel of other work weight.

### **✓ Confinement from higher expert**

Another issue is that, I didn't get the authorization to incorporate all the data in my report. Besides, email advertising is new item so I didn't get enough data from their site. So it was extreme for me to gather information.

### **✓ Fewer wellsprings of data**

On the other I didn't get data from any sort of article, daily paper, and magazine as they have propelled the item couple of weeks back.

Fundamentally the wellspring of getting information is restricted that is the reason I have information just from the workplace.

## 1.5 Methodology

My aim is to find out how and digital introduced their new product and how they implement their plan for developing their new product which is email marketing. To explore for my report I have picked Practical Research Method. In this strategy I have taken some interview and have gathered information from my obligations and duties. Some data is taken from the organization profile, magazine, and newsletter. I have included some important parts of ADN Digital. The parts are given below

- ✓ About the company
- ✓ About ADN digital ltd
- ✓ My duties and responsibilities at and digital ltd
- ✓ New product development
- ✓ SWOT analysis of ADN Digital
- ✓ Major finding
- ✓ Recommendation
- ✓ Conclusion

Based on those parts basically I have collected the information. For every one of the factor I have influenced 3 to 5 to questions and took met for some individual

The name of interviewed person and their designation is given below.

Head of the marketing department Kalpataru Biswas	Operation assistant Lusana Rahman	Content and social media executive Ariful Alam	Content and social media executive Mohiminul Esty
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The data taken from the meeting was subjective. Furthermore, these individuals are met for my exploration. What's more, other data is taken from my obligations.

## **2. DIGITAL MAREKTING**

Digital marketing is an umbrella term for the majority of the web based advertising endeavors. Business leverage digital channels such as Google search social media email and their website to connect with their current and prospective customer. However, keeping in mind that, the way individuals shop and purchase truly has changed, which means disconnected

Advertising isn't as powerful as it used to be. Marketing has dependably been tied in with associating with the group of onlookers in the correct place and at the perfect time. Today, that implies that companies have to meet them where they are actually investing energy in the web. With over 65 million internet users and around 120 million mobile phone subscribers, the market is considerably big and still growing. Moreover 65% of the population are millennial and post millennial who is largely digital native and live on digital platforms. However in Bangladesh the number of digital marketing agency is also growing very fast.

### **2.1 ADN Digital**

ADN digital helps business with digital change. It additionally help a wide range of association, enormous or little to construct mark mindfulness, make nearness where their clients are produce qualified leads and help drive in sales. ADN Digital likewise means to create a different scope of advanced way of life services.

ADN digital focuses on Fintech, IOT, Big Data, Business Automation, Digital Marketing, and E commerce and e governance.

#### **2.1.1 ADN Digital company mission**

AND Digital prime mission is to innovate, develop and provide profitable, versatile, user-friendly services and solutions for business automation, digital lifestyle and digital services

#### **2.1.2 ADN Digital vision**

ADN digital company's vision is to rule digital marketing industry for present and future clients. Their long-term objective is to reach out to all walks of people with digital lifestyle services and solutions to every corner of the world.

## **2.2 Promotional activities of and marketing department**

In their marketing department they also emphasized on media coverage. However, some popular media coverage includes

### **2.2.1 Newspaper**

People can also get the updates from newspaper like, The Daily Star, Prothom Alo. They also have their own newsletter. This is really beneficial to all.

### **2.2.2 Business magazine**

Another thing is that people can also get information about their company by reading various kind of newspaper.

### **2.2.3 Seminar**

They also organize various seminars on digital marketing. However, ADN Digital has recently arranged a seminar on digital marketing. On that seminar, the key note speaker was Ruhullah Raihan Alhusain, CEO of digital marketing of ADN group. He basically said about the impact of digital marketing on that seminar which is organized by the north south universities student.

## **3. ADN DIGITAL PRODUCTS AND SERVICES**

### **3.1 Products of ADN Digital**

Right now they are offering three products .the product names are given below

- AND SERVERS
- ADN EMAIL
- ADN SMS

### **3.1.1 ADN Servers**

ADN Server helps to experience Single-site Hosting, Multi-site Hosting, SSL Certificate, Domain Registration and a lot more. Furthermore, server has more elevated amount of controlling, solidness, execution and general customization adaptability. They additionally have architected bundles gathering for the clients. It additionally gives secure and consistent server benefit.

#### **Services that ADN server offers**

##### **Web hosting**

They provide the best hosting service .which includes:

- ✓ Custom Hosting Plans
- ✓ DDoS and other Attack Protection
- ✓ Unmetered Bandwidth
- ✓ 99.99% Guaranteed Uptime
- ✓ all day, every day Technical Support
- ✓ Easy to Use Control Panel

##### **Domain registration**

ADN server offers full ownership domain with best technical support. It includes:

- ✓ ICANN-accredited domain name provider
- ✓ great pricing with world-class customer service
- ✓ Complete Domain Control Panel with DNS Management
- ✓ Domain Forwarding
- ✓ Theft Protection

##### **Website security**

ADN server provides the custom website security tools. The major things include:

- ✓ Different types of SSL Certificate
- ✓ SiteLock to Prevent Malware Attacks

- ✓ Codeguard to Backup the Sourcecode
- ✓ 24/7 Monitor & update

### **3.1.2 ADN Email**

ADN Email is an email showcasing device, it will enable you to achieve more extensive along these lines to develop your business, as email promoting is more compelling than some other advertising apparatuses today. On in addition to side, ADN Email has 100% inbox conveyance, Analytics and numerous all the more fascinating highlights inside the market standard cost. Presently, reach past your client Inbox. ADN Email- powered by ADN Digital, a proposed SBU of ADN Group, is one of the core products newly launched in Bangladesh. ADN Email offers uninterrupted and flawless email marketing for your businesses.

And email provides the best customer solution. Some key benefits that ADN Email provides are given below

- ✓ Digital Lifestyle Service provider
- ✓ Working on offering the 360-degree solution
- ✓ Working across the whole country
- ✓ 100% Inbox delivery
- ✓ Flexible design
- ✓ Advanced analytics
- ✓ Invoz preview
- ✓ Scheduling
- ✓ Segmentation

### **3.1.3 ADN SMS**

ADN SMS offers Intelligent Enterprise Messaging Solution straight from the computer and cell phone. The smart SMS correspondence administrations empower ventures to make better client encounters. ADN SMS is a one stop arrangement. However its gives guarantees High Success Rate of SMS from the Gateway, as they are straight forwardly associated with all Telecom Operators. The most important things that ADN Bulk SMS includes are given below:

- ✓ Branded SMS
- ✓ Versatile system
- ✓ 99% delivery guaranteed
- ✓ Send SMS worldwide at any country
- ✓ Affordable pricing yet premium quality
- ✓ Schedule SMS
- ✓ 99.99% Uptime Service

### **3.2 Services of ADN Digital**

There are some services of ADN digital. However the services are given below.

- ✓ Development
- ✓ Graphics design
- ✓ Digital Marketing.

Under these three criteria there are some also some sub criteria. The sub criteria are also given below

#### **3.2.1 Development**

Basically in the development service they do various kind of development which is added value to their customer. If the customers want to development any kinds of services .They can choose from their website.

##### **Software development**

They offer proficient programming improvement forms with demonstrated and tried techniques. Accomplished improvement group creates keen, adaptable, hearty and light-footed programming answers for effectively meet the customers' business needs.

##### **Web development**

They offer easy to understand responsive site advancement benefit. However in recent time most of the businesses have their own website. So if any customer wants to their web site then they can take services from the ADN digital

### **Mobile application**

They also give application planning and advancement benefit for Android and iOS stages. Mainly their master group leads neighborly outline sent to meet your necessities.

### **Software quality assurance**

Our years-since quite a while ago experienced programming quality affirmation group tests programming for automation, administration, and imperfection following administrations. The best thing is that they can affirm zero error.

### **Infrastructure automation service**

They are putting forth solid and stable framework administration benefit. Their proficient foundation administration successfully deals with all the operational systems.

### **E commerce**

They create finish ecommerce answer for extensive variety of online organizations. Their ecommerce web advancement administrations comprise cordial UX outlining, installment mix, arrange putting and part more.

## **3.2.2 Graphics design**

Their engineering company gives the best design to their customer. Basically they give the unique and creative solution to their customer. They also give customized solution.

### **➤ Creative design**

They plan for each customer interesting Creative to meet their business needs in nearby and worldwide or focused on showcase area.

#### **- Logo and guideline**

According to the business of their customer they design eccentric Logos to depict the brand to their target customers.

- **Market compiling**

Our creative team aims to compel their clients target market via subject relative work and arts.

- **Idea generation**

They usually generate market engaging and brand effective creative to keep any kind of business ahead. So it is also a great service that they are offering to their client.

- **Print media creative**

ADN Digital also offers Print Ad Creative for long-term market engagement. Basically every organization wants to create long term relation with their customer so it is one of the most effective services that they are offering this print media creative they basically offer some kind of animated technology. This is also eye catching in digital marketing

- **Animation**

ADN Digital offers many kinds of animation .the animation version are given below.

- **2D Animation**

Many organizations want to get best qualitative design for their website. However, AND Digital mostly try to blend creativity and technology to bring the best 2D Animation Creative for their customer.

- **3D Animation**

Their service is 3D animation services, which is also available at latest version. However, they mix creativity and artistry to present to establish lasting impression on the market

- **Campaign Creative**

Creative can increase sales at huge rate. It can also bring success to a business .Another best things that develop audience engaging and brand effective motion creative for Campaigns, which also added value to any kinds of business.

- **Comic Animation**

Customer wants variation. According to the customer need they offer info based Animated video to in comic-like appearance to engage age targeted market.

- **Infographics Design**

Info graphics design another best service of and digital limited. They try to give best Infographics design as a standout amongst the best market connecting with imaginative angle. In Infographics design there are some variations. However the services are given below.

- **Promotional Infographics**

Basically they offer you high-quality infographic creative for promotional purposes.

- **Corporate Infographics**

Their creative team makes world-class infographics for the corporate requirements.

- **Infographics for publisher**

Their experienced creative team offers high-quality infographics for publishers and media companies.

- **Explanatory Infographics**

They also design market engaging explanatory infographics for broad spectrum. Which is helps to increase the sales.

- **Infographics Creative for Blog**

Their creative team offers the audience engaging infographics for commercial and personal blogs, which creates special value to the customer.

### 3.2.3 Digital Marketing

Their most popular service is digital marketing. In the digital marketing phase they offer search marketing, social media marketing, content marketing, UX design and growth hacking. However in each section they include many services for their customer. The services that they are now offering are given below:

- **Search Marketing**

Search marketing is big tool in digital marketing arena. In search marketing there are some specific services which is necessary for any kinds of business

#### **Tested strategies**

Their branding and marketing techniques are tested and proved to improve website rankings and improve visibility.

- **Focus Marketing**

They basically focused target marketing strategy will guarantee you to reach out for all the potential clients.

- **Transparency**

Customer will get a transparent report every week. Feedback and transparency is one of our signature traits that and digital is offering to their customer.

- **Experienced Team**

ADN digital Limited's Search Marketing experts highly experienced in digital marketing fields. They are serving country's top brands for ages.

- **Content Marketing**

ADN digital limited basically creates cohesive content marketing strategies. They try to develop and marketwise contents. Major activities they have done in the content marketing is given below:

- **Adding Exclusivity**

They basically, employ our exclusive strategies to get you published among the targeted audiences to showcase your expertise in the market to generate leads.

- **Content Strategy**

They always try to create, deliver and govern useful, usable content plans for the customer's businesses and their targeted audiences.

- **Market Extraction**

Their audience targeting strategies for the active market will help to hold onto the existing audiences as well as to reach out to the potential audiences.

- **Content developing**

Our content developing methods guarantee you to flip the tables of traditional and linear marketing ways. They basically target the right audiences by developing the content.

- **Content distribution**

They distribute contents to all crowd friendly media platforms. They basically try to cover every media platform by the rainfall effect. Which is also creates the hammering effects in customer mind.

- **Social Media Marketing**

Social media marketing is a very popular digital marketing tool for people who are doing business. However, social media marketing includes some special services at AND Digital. The services are given below:

- **Community Management**

It is one of the challenging service that they are offering however they are offering the best community management to their clients, They make the follower base thrive and linger long thus help the business grow.

- **Competitor analyzing**

By competitor analysis they every business people can get the actual scenario of market. Their social media experts analyze the competitors down to the bone. Their strategies have always enjoyed zero inaccurate successes.

- **Humanized Promotions**

In that service they offer the personalized promotion campaigns over online platforms to generate leads right from the bat.

- **UX design**

Their expert researchers start designing after thoroughly studying the audience behavior and brand identity, which is also added value at any kinds of business.

- **UX Strategy**

UX design and UX strategy go hand in hand when it comes to branding longevity. Their market tested UX strategies will help the brand to reach to all wall of audiences.

- **Conducting Usability**

Usability is the core of the designing process. They put extra care to architect design usability for the customer.

- **Design Consultancy**

Thorough and detailed designing consultancy can upgrade the customer experience. They basically discuss and arrange meeting with their clients about the design, which lead to satisfaction of a customer.

- **Growth hacking**

- **Market engagement**

They try to engage customers by communicating them at a personal level about your product features, offers, updates, feedback, reviews and many more.

- **Conversion rate**

And digital limited also confirm high Conversion Rate Optimization to guarantee you the best ROI. They deploy modern and effective approaches to ensure the best CRO.

- **Customer Retention**

Customer retention is another tough challenge for any kinds of business.adn digital limited regulates the approaches to retention customers by branding all the product and features, offers and discounts criteria.

- **Return on Investment (ROI)**

And digital confirm Return on Investment to guarantee the best market position. So it another great service that they are offering to their customer.

- **Generating Lead**

They basically, develop the high quantity of leads through Web Optimization and SEO, Social Media, Organic and Paid Marketing, Content Marketing, SMS, Email Marketing so forth.

## **4. HOW ADN DIGITAL INTRODUCED THEIR NEW PRODUCT AND HOW THEY IMPLEMENT ITS PLAN FOR THE NEW PRODUCT DEVELOPMENT**

Email marketing is the new product of ADN Digital. They are now working for introducing their new product which is email marketing. For introducing their new product they have done various things which can be divided in two parts .one is planning stage another one is implementing stage. In those two parts they did many things. They have made a plan for introducing their new product. However the main factors that they covers the two parts of the

**Product development stages are given below.**

### **5.1 Planning stage**

#### **5.1.1 Business Strategy Development or Review**

Basically they have followed the business strategy .like they have test the product with their strategy whether the product goes with their strategy or not. They have made the new service development strategy by following their organization goals, mission, vision and capabilities. They have also tested how much the product is effective for their customer. However, they able to know that email marketing is another helpful digital marketing tools for any types of business. According to the market research, there is a need of email marketing in the market as everyone is focusing on digital marketing rather than the traditional marketing. In this stage they also reviewed the product. While reviewing the product they develop many kinds of training, grooming session for their employee .which basically leads to product development.

#### **5.1.2 New Service Strategy Development**

For developing the new product every organization should create specific plan for the new product. However ADN Digital also maintain a specific planning program. First of all they have divided the team. Because without the team building they will not able to finish the work. So in their company they have specific team who are actually working for the email marketing. In their team they also divided their work. Like who should work on which part. As a result each and everyone know about the work progress .However it also helps their employees to specialist in particular work. Moreover, their employees are also able to maintain the daily work flow. Even

they can also maintain their chain of command. In that situation, every company should maintain the specific time period. If they are not able to maintain the time period they will not be able to launch the product at a specific time. By maintaining the time period they will be able to give the right solution at a right time to their employees. Along with all those things ADN Digital also plans for expenses. They are maintaining the expenses for the development of the product. They have their proper costing plan for their new product. Basically they have proper financial planning. They have properly estimated in which sector they should need money for which types of work. However, in this stage three things are mainly important. The three things are given below:

- ✓ Team
- ✓ Costing
- ✓ Time

### **5.1.3 Idea Generation**

In this stage, people basically do team building. ADN Digital also builds their team for email marketing. So in that third stage, they actually know about their team, members' work, and their responsibilities. So in that stage, they also did the idea-generating process. They have also generated their ideas among themselves. However, they have chosen the best idea for introducing their new product, which is email marketing. Lastly, in this stage, they have generated all the ideas from each employee, for example, what kinds of offers they will provide to their customer.

### **5.1.4 Concept Development and Evaluation**

After generating the idea, in the fourth stage, they basically determined that what types of media they will cover for introducing their product. However, they generate the 360-degree media planning. They also choose the rainfall technique. They also determined the SEO ranking tools. In addition, with that, by choosing the best idea, they are also able to know how they attract newer customers for the new product.

### **5.1.5 Business Analysis**

Business analysis is the last step of the planning program. However, they are actually determined their whole business plan, which helps them to keep forwarding their business. In this last stage,

they actually know about the whole process of introducing the new product. In that stage they basically plan for email marketing .for example they know where, when and how should they promote their product. For the better service they have launched email marketing website.

## **5.2 Implementation stage**

### **5.2.1 Creating Document**

According to the company law they should keep proper documentation for their introducing their new product .however and digital have the proper documentation for email marketing. They have the license to do their business.

### **5.2.2 Testing the Product**

Basically ADN Digital have already launched email marketing .they have their own website. They have given all the details for each criterion. It helps people for getting specific information from their website. They also mentioned about some offers. This will also help to their customer. Actually they have launched this website as a testing period. They want to know how customers are appreciating their products so that they can improve it more.

### **5.2.3 Full Scale Launching**

Actually they have launched the Email Marketing at a full scale. They already give all details at their website. They also have mentioned the pricing plan for specific types of business. As They have already launched email marketing so after getting feedback from the customer they will improve more for their product.

### **5.2.4 Consumer Research**

In that last stage they are basically focusing on the customer research .basically they are doing meeting .training and learning session for their customer. On those learning session they are taking feedback from their customer. They are also giving information to their customer. However, by the consumer research they are able to know about the demand of their customer. Moreover they are emphasizing on individual work. They are also submitting customized quotation for their clients. As a result they are getting specific feedback from individual

customers. In this stage they also evaluate the service .if they get negative results they will take another better solution to their customer. So by evaluating their whole business plan they can implement the best plan for introducing their new product. However they are now evaluating their latest product which is email marketing.

## **5. MY ACTIVITIES RESPONSIBILITIES AND ACCOUNTABILITIES**

During my internship period had to do various kinds of activities. The activities are given below.

### **6.1 SEO (Search Engine Optimization)**

One of the work that I have done during my internship is the off page optimization. Basically I have done the off page optimizations for email marketing, which give appropriate result at specific time. Before working on that I was not aware about the off page optimization, but now I can do the of page optimization for any kinds of products.

### **6.2 Content writing**

Another important work that I have done is content writing. I have written some content marketing for a specific issue. However by creation content I have learned a lot which is help me to gain knowledge.

### **6.3 Competitors Analysis**

Another work that I have done during my internship is competitor analysis have analysis how the competitor doing their business, however they are offering their product and services to their customer.

### **6.4 Content distribution**

Content Distribution is the act of promoting content to online audiences in multiple media formats through various channels. I have also done the content distribution work at various social media channels. For example, I have chosen some popular social media site for content distribution. Like what types of content is appropriate for email marketing. Moreover I have also done the content distribution for Ingen solar ltd. For example I have chosen some media channels

for attracting more customers. However I have work with their final content distribution program.

### **6.5 Content creation**

Content creation is another important work. Without the proper content creation no one is get the best result. By giving the best content to the customer organization can get the best result from this. However, I have created the content for posting in social media pages which is help me to get the actual scenario and customer reaction.

### **6.6 Follow the higher authorities order**

I have also work with the CTO and the marketing head. As a result I can learn various things related my topic. However, I have to give my work update to them. As a result I have got positive feedback from them.

### **6.7 Work with co workers**

Basically it is my good luck that I have get opportunities to work with most of the colleague. I have learned lot of things from them. However I have worked with for various purposes. Like I have work with content and social media team. as a result I got the opportunity to gather practical knowledge. By working with them I have also learn t that how a organization actually maintain their chain of command. Sometime I have to wait for their decision while posting any kind of content. After getting the feedback and permission from the higher authority I could give the finalized the content. As a result I have got many positive feedbacks which is actually helped to improve myself.

### **6.8 Business research**

Business research is one of the most important works that every organization has to do. However, I got the opportunities while working as an intern at ADN Digital. Furthermore, I have done research for their new product. I have done some research for digital marketing As a result I have got eh specific idea about email marketing. In addition with that I have also done research on consumer demand for the email marketing. After doing my research I have to give the updates

to my office supervisor Kalpataru Biswas. After giving him the daily updates, he used to give me the feedback. I used to get positive feedback from my supervisor which helps me to motivate myself.

## **6.9 Data collection**

One of the common works I used to do that is data collection for the specific product. I used to merge all the data and then I used to send it to my supervisor. However, while collecting data I have also learnt about digital marketing. Like social media marketing, 360 media planning, impact of color in a product, important of SEO in digital marketing etc.

## **6.10 Data entry**

Data entry was another work that I used to do. Sometimes while doing the data entry I used to get the product updates. Moreover, I used to collect data form Facebook and other social media sites as a result I can measure the actual response of customer.

## **6.11 Evaluating results**

By getting the result I used to make document. After making the document I used to give the updates to my supervisor's a result they can evaluate and monitor perfectly which is also helps to increase the sales.

## **6.12 Giving feedback**

Giving feedback is another work of mine. For example, they used to ask me about some current issues. As a result, I could share my opinion with them. It is also motivated me a lot.

## **6.13 Attending educative training in the company**

I got the opportunity to attend different kinds of meeting in the company with my senior colleague. Its help me to know about the meeting minutes. However, I have also attended a training session with them. For example, in one training I have learnt about the off page optimization. In training I got to know about the customer service. Moreover I also attended a seminar on brand value. From the seminar I able to know that, how company practically creates

the brand for their products. Basically in my whole internship period, I used to attend seminar, training meetings with colleagues.

## 6. ANALYSIS FOR DIGITAL MARKETING DEPARTMENT

### Major strength

- ✓ Easy to target more new customer at a very low expenses.
- ✓ Any campaign can be more customized for individual customer
- ✓ Able to specific target customer
- ✓ They can also provide customized solution for each clients
- ✓ Saves a lot of money compare to traditional marketing
- ✓ Able to get actual data on real time. Like monthly sales
- ✓ They can easily monitor the customer experience
- ✓ Every time they can able to keep in touch with their customer.

### Weakness

There are some people who is not still aware of digital marketing so it is very big challenge for them to educated them about digital marketing

- ✓ High odds of disappointment of advanced promoting efforts on account of perplexity because of the accessibility of a wide range of promotional activities at the online
- ✓ Keeping pace with new patterns and innovation.
- ✓ Need of profound comprehension of changing human conduct and prerequisites.
- ✓ defending the clients require, is another challenges for them ,because at that point the shot of getting awful surveys out in the open is high, which thusly may harm the notoriety.

### Opportunities

There are some strong opportunities at their organization .The opportunities are given below:

- ✓ They can trained newer employees as they have the talents professional young employees in their office
- ✓ Their overall working environment is good, so youth employees also can give opinion and share their thought to all, as result everyone get the opportunity for learning.
- ✓ They also have the training facilities. Each and every employees are getting training according to their choice,

### **Threats**

- ✓ Security is a big thing. So it is a threat for them to secure all the essential data
- ✓ Analyzing data in wrong way can make the wrong outcome also so its another threat for them
- ✓ Thousands of digital marketing companies are growing so by breaking the cluster and give the actual information to the customer is another threat for them.

### **Major findings**

- ✓ They give customized solution to their clients
- ✓ They maintain the weekly learning session
- ✓ Their all products and service are related to digital marketing
- ✓ They give the latest technological solutions to their clients

## 7. RECOMMENDATION

- ✓ Proper marketing research is necessary before introducing a new brand. Sure focus group discussion can give some important information, but appropriate research is very important. Although digital marketing team has a dedicated research department under marketing department, only few members are involved. So they should build up business research team.
- ✓ Though email marketing started its journey as a sophisticated brand, lack of innovation makes it hard to expand its popularity.
- ✓ Brand consciousness should be created regardless of target customers. This is because the more consumers will come to know about the value of the products, the more potential customers will feel interested to buy those products to uphold their social status.
- ✓ Segment based promotion should be done in an extensive way.
- ✓ There should be a separate service care for the email marketing
- ✓ Motivate employees so that they can bring better result. They can add more innovative idea for email marketing
- ✓ It will be beneficial if they introduce fresh ideas into the designing section. Though existing designers are quite capable new thoughts can make it more sophisticated.
- ✓ Hire paid marketing researcher so that can improve more by giving the best product and services.
- ✓ They can also blue printed the whole process for getting actual result.
- ✓ They can also emphasize on quality function deployment like customer expectation, important of expectation, association between expectation and service element.
- ✓ Also provide feedback to each employee personally so that they can improve themselves.
- ✓ A separate storyline could be attached with each products which will explain the story behind this design, who worked behind the scene and how long it took to get the task done

## 8. CONCLUSION

Digital marketing in Bangladesh has been encountering a change in perspective in the current time. There is a developing enthusiasm among nearby organizations to promote their items on digital and social media networking stage. Digital marketing is the following enormous thing

said by, Anwar Ehtesham of Dhaka bank in a meeting with future new businesses. As per investigators digital marketing in Bangladesh is in excess of BDT 1000 billion market and developing quickly. Be that as it may AND Digital marketing constrained is enhancing step by step, they are expanding their product offering expansion as indicated by the request of clients. Be that as it may they are as of now propelled their email advertising, which is obstructing achievement. In addition they are working day by day for enhancing their item and administrations. Notwithstanding ADN Digital has given me the place to complete my temporary position with the pragmatic involvement in various fields. However by their given duties I could learn and accumulate encounter which is produced my abilities. My chief and other colleagues of ADN Digital helped me a ton .they keep trust at my work which was spurred me to do my bearer on advanced digital marketing field. Alongside that I have likewise get open door for their new item improvement which is additionally helped me to see how the organization presented their item and how they execute their arrangement for the new product advancement.

## BIBLIOGRAPHY

Available from

<http://adngroupbd.com/>

<https://adndigitalbd.com/>

Company Profile- ADN DIGITAL BD 2018

Company Policy & Procedure

## APPENDIX

Some questionnaires prepared for head of the digital marketing department

1. How they develop new product?
2. How they introduce their new product?
3. How they execute their plan?
4. What is their new product
5. How they divide work among the team members

Some question to the executives of ADN Digital bd.

1. What procedures they have followed for email marketing?
2. Why email marketing is important at recent times?
3. What are the steps they have followed for new product development strategies?
4. How they solve their customer problem?
5. The demand of email marketing and others digital marketing tools?
6. Which digital marketing tools are the best for email marketing?

My internship contract paper is attached with the report.