



Report
On
THE WORKING PROCESS OF TRUMPTREE DIGITAL.

Submitted To

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LETTER OF TRANSMITTAL

Tanjina Shahjahan
Senior Lecturer,
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Subject: Submission of Internship Report

Dear Madam,

I hereby submit my internship report titled “**The Working Process of TrumpTree Digital.**”, which is a part of the BBA program curriculum. It is a great achievement to work under your active supervision.

I have got the opportunity to work in TrumpTree Digital in the Digital Marketing Department for twelve weeks, under the supervision of Mr. Nazmul Islam, Business Development Manager, TrumpTree Digital.

This project gave me both academic and practical exposures. I learned about the organizational culture of a digital marketing agency. Also, the project helped me by giving the opportunity of developing an interpersonal network with the corporate environment.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my achievement if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours

Nafis Imtiaz Siddique
ID: 12304026
BRAC Business School

ACKNOWLEDGEMENT

Firstly, I would like to thank Allah; for granting me an internship opportunity. Secondly, this study and analysis would not have been possible without the support and guidance of the following individuals. So I would like to take this opportunity to sincerely thank each of them wholeheartedly. I would like to express my profound gratitude to my Internship Advisor Ms. Tanjina Shahjahan, Lecturer, BRAC Business School, BRAC University whose direction, guidance and support helped me a lot in writing this report. It was a joyful experience for me to work in TrumpTree Digital as an intern. I would like to thank all the employees for being friendly and cooperative during my internship program. They taught me a lot of things which helped me to grow and stimulated my career plan. I would like to convey my earnest thanks to Mr. Nazmul Islam, the Business Development Manager of TrumpTree Digital for extending his support in compiling this report. I would specially like to thank him for providing me with the necessary information for this report. In addition, I must mention the cheerful working environment and group commitment of this agency that has enabled me to observe a great deal of activities during my internship period. I would also like to convey my sincere thanks to my friends who inspire in different ways to complete the report and the course as well. Last but not the least my parents and fellow interns, who were very generous with their enormous support and motivation that gave a huge nudge in the completion of the report.

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EXECUTIVE SUMMARY

Internship is a necessary project which is to be done under a given supervisor. In order to complete this course, the student has to take up a temporary position as an intern at any distinguished organization and gain training and experience that will eventually help the individual to shape his future career. This report contains my internship experience of four months at TrumpTree Digital. I have talked about the overview of TrumpTree Digital as an organization, my work experience and assigned tasks, the valuable lessons that I have learnt from my supervisor and seniors, the experience of working in real life groups, dealing with actual customers, brief details about the working environment and about my interactions with the co-workers and many more. In addition to that, I have mentioned the difficulties that I faced during these four months of working and also the differences I realized between my expectation and the real picture of working for an organization.

1. ORGANIZATION

1.1 COMPANY OVERVIEW

As the company has started their journey one and a half years back, they do not have any mission, vision and goal set yet. For this reason, I will not be able to mention about their mission, vision and goals.

1.2 COMPANY PROFILE

Trump Tree Digital, a digital marketing agency, solely aimed at winning big market for brands. We are specialized in creating digital marketing strategies and campaign for boosting sales, branding and creating public awareness. Before coming up with any strategy, we always study our consumers and their needs to make sure the brand connects to its consumers in every possible way. Our ultimate focus is to make the brand as the number one option to the consumer group as now they have more options to choose from. We also provide creative design and print production solutions that help brands to achieve unique identity. We find more visitors and buyers for every business. We seize leads for your business and deliver your business through every grid.

1.3 PHILOSOPHY

We deliver the right crowd to our clients with our ideas, strategies and creativity. We elevate brand preference through innovative campaigns which enhance consumer inquisition and eventually translate brand mindshare into market share.

1.4 WHAT WE DO

We try to transform our clients' business in design and print horizon by designing strategy and molding creativity. We deliver consummate strategic counsel, inspired originality and a steadfast commitment to excellence.

1.5 HOW WE DO

We work as partners with our clients on delivering on astounding experience to the audience that makes you feel the difference and effectiveness. We see it as our responsibility to persuade your target audience and deliver the message you have.

1.6 SERVICES

- **Viral Campaigns and SEO**

Spread an event and advertising message through amaze and surprise Internet users – we can take on challenging but enjoyable task. We deliver the result through our unique campaigns which tell your brand’s story and provide the optimization that drives targeted visitors to your content. We understand the need to create a real and active brand presence beyond just a website or a Facebook page.

- **Social Media Marketing:**

We offer unique social media services to brands and among them Social Media Marketing is undeniably the most offered consumer engaging platform in marketing sector. It opens up the opportunity of instant product launching, reaching out a large number of audience and letting them know about any product/service beforehand. This is the marketing sector with the least risk, as you can study the psychology of the consumers.

- **Digital Advertising (Media Buying):**

The ultimate aspiration of any company is engaging consumers in buying their product or service and getting more of those people through their doors or logging on to their website to make their purchases. And at this age of technology, people got in the habit of using internet for their every necessity and therefore, digital advertising is the best option for promoting your business.

- **Design and Print:**

Though the conventional marketing strategy is dead by now, design and printing services still play the underlining key role in marketing sector and creates more exposure with more sale and awareness. Our Design and Print service includes logo design, business cards, brochures, catalogs, post cards, direct mails, flyers, newsletters, presentation folders, posters and signage.

- **Development :**

People are becoming more aware and conscious now- a- days. An official website helps to meet the enormous curiosity and enquiry of the consumer. And not to mention, great design drives your sale. Our web services are website, e- commerce, mobile app, news portal, content portal which can adapt your organization's message to the web platforms and put these in your audience's hands.

- **Photography and Videography:**

Visual media is one of the most consumer engaging media in marketing. Our photography and videography services let people have a better look on specific product and service, engage them with the growing trend of visual culture and the rising popularity of image and video sharing which can trigger people's purchasing decisions.

1.7 DEPARTMENTS

Our company being a start-up it does not have formally recognized departments yet. However, works are divided among employees in terms of the skills possessed. Such as employee who deals with graphic designing are in designing team. Content writers have their own segment. Employees deal with web development is in IT segment. The co-workers are very friendly and supportive.

HR Department

This department helps to find out the best people, who can suits with this organization. This department also motivates the employees in various ways.

- a. Main task is to find the right person for the right place in the right time.
- b. Training and Development of the interns and new recruits are under HR department.
- c. Compensation, employee benefit, leaves and service rules program and up gradation all these are maintained by HR.
- d. Preparing related reports for the organization.
- e. Pay-roll

Digital Client Service Department

The Main function of this department is to maintain a relationship with the clients as they are the middle man of this relationship and they are keys to make client happy.

Effectiveness of the digital communication campaign

- a) Collection of customer reaction and feedback of a campaign.
- b) Finding out reasons behind failure of any campaign.
- c) Digital Client service department is helping the whole organization
 - a. Whether Trump Tree's plan work or not?
 - b. What are the digital communications needed to make the campaign more effective?
 - c. What was the success of the campaign?

Creative Department:

- Responsible for art direction and graphic design, seeing all projects through from concept, design, production, completion and delivery.

- Work closely and collaboratively with the Marketing team on all creative projects.
- Personally work on graphics development.
- Follow the company's brand identity standards and guidelines.
- Stay updated on industry trends

IT Department:

- Basically the web development department.
- Look after clients technical Side.
- Developing websites through various languages.
- Clients' SEO
- Content development for websites

2. JOB RESPONSIBILITY

2.1 CLIENT SERVICING

I did my internship under Client service department. Analyzing the industry and digital media for clients, formulating strategies and executing them based on the objectives of client is main responsibility of this department.

These whole processes consist of few steps:

- **Brief:** Client give brief according to their marketing strategy.
- **Pitch Presentation:** Based on client's brief we make pitch presentation for them by analyzing industry and digital media.
- **Proposal:** Proposal put forward by Trump tree including campaign objective, target market, strategy, approaches, estimated cost and outputs.
- **Revised negotiation:** based on clients feedback of the proposal if needed we do rewrite the proposal and negotiate.
- **Approved:** If the client approves the proposal then we will work together.
- **Estimate Signed:** It's a contract between client and Trump tree.
- **Creative:** The idea or plans for the client of campaigns in to final formats like post, banner etc.
- **Run Campaign:** Starting the campaign by delivering ads banners, videos, Facebook contest, Facebook page managing etc.
- **Collecting Reports:** We collect report from operation department.
- **Delivering the reports:** After collecting the report we deliver it to the respective clients.
- **Bills:** Bill submitted to client including service tax and commission and bill is made by me as well.

2.2 CORE RESPONSIBILITIES

The main responsibility of an intern is to manage the customers of given client through digitally, like on Facebook, Twitter, Instagram, and YouTube. We usually do not do all of the tasks to client service department. Mainly my task is to work for Dos Locos Mexican Grill, Fit Elegance, Rozzuri, Ford Bangladesh, New Auto Galaxy. At the very beginning Dos Locos Mexican Grill was my only responsibility but after a certain time they gave me rest of three client

2.3 SPECIFIC RESPONSIBILITIES

Business Development, Pre-Sales and Advisory

- Exploration and idea generation for diversification and expansion of business opportunities.
- Performing research to identify new potential clients.
- Relationship building with customers, vendors, and regulatory stakeholders.

Client Service, Post-Sales and Advisory

- Maintenance and development of client-business relationships.
- Designing plans for business to meet sales and revenue goals.
- Plan, create, and tracking overall client deliverable for smooth operation Analysis, Research and Proposal Writing.
- Preparation of business proposal writing, professional presentations, and analysis of commercial offers.
- Preparation of business analytics, models, and commercial rate fixation.
- Performing industry research and appraisal for different businesses / projects.

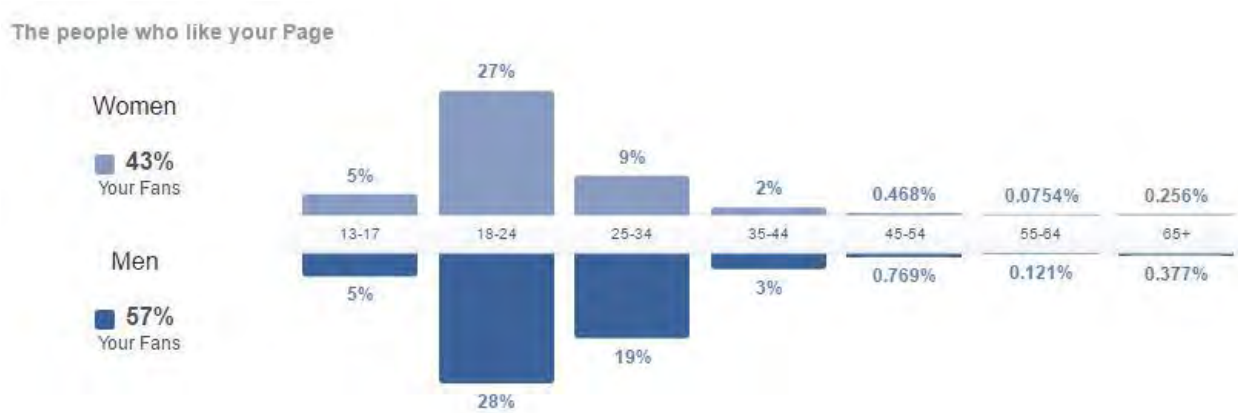
Digital Marketing & Media Buy

- Delivered, managed and optimized different promotional campaign on different platforms.
- Analyzing campaign performance and optimization of live campaign to ensure desired output.
- Preparation of digital media buying plan for digital product promotion.
- Evaluation and tracking of digital media buying performance.
- Listen social media feedback to design proper feedback management.

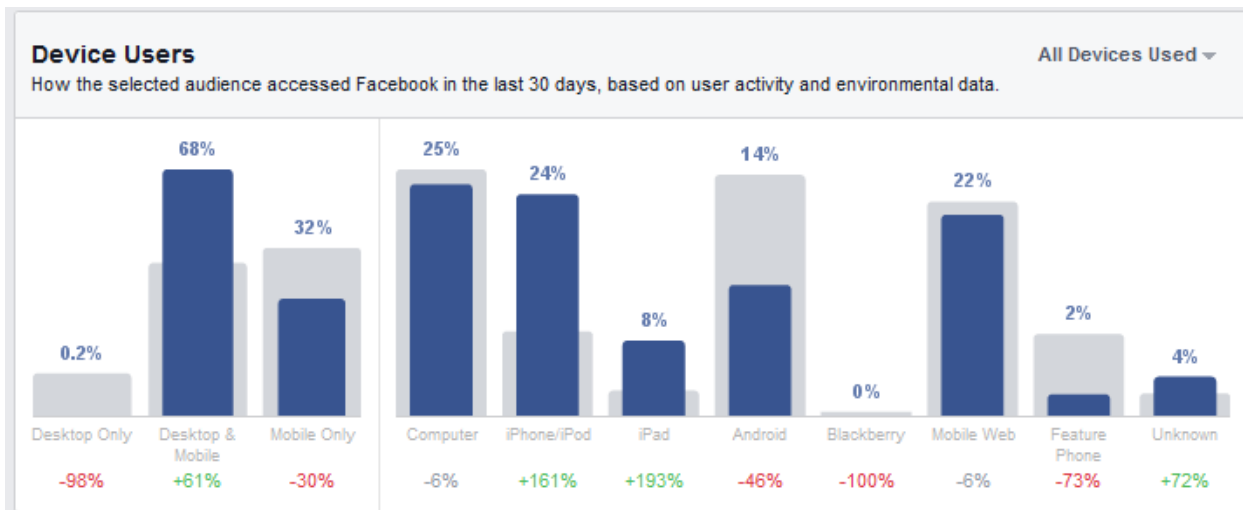
2.4 CRITICAL OBSERVATION AND RECOMMENDATIONS

Easy to identify target audience:

Identifying the target group is the most important and the very first job of a brand and the Digital media is making it easy as much as possible. We can easily find the behavioral pattern of our targeted audience, demographic, location, likings, lifestyle, activity, purchasing pattern from this given link,. We can see the percentage of Facebook user among men and women.

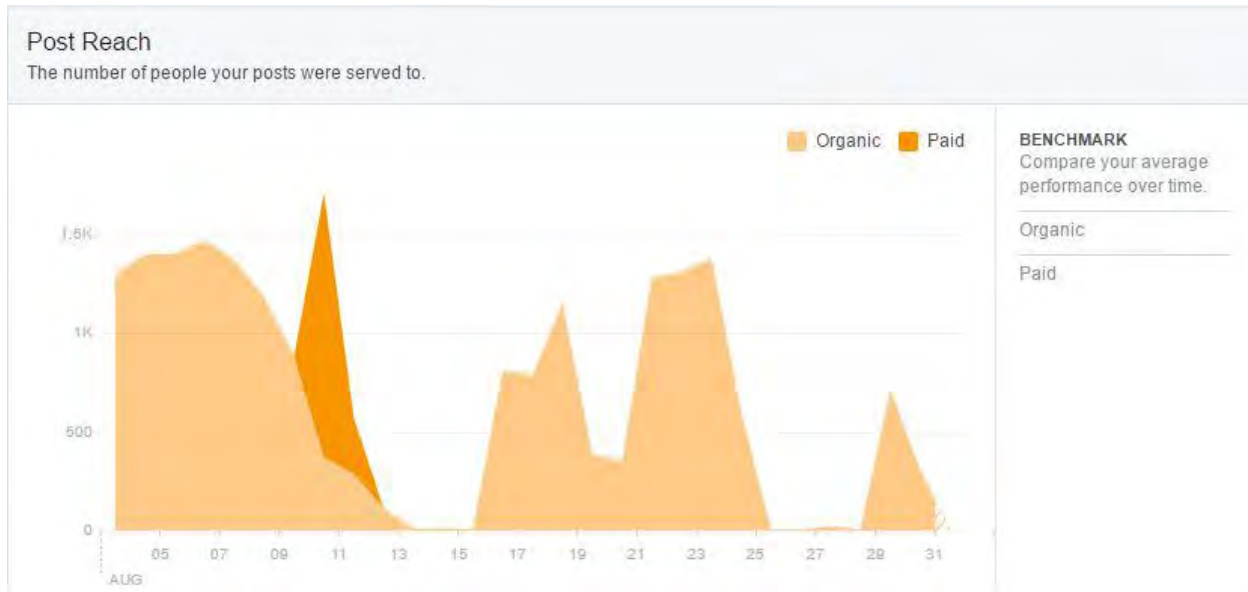


Then, we can also find out through which device, they use Facebook



Getting a continuous effective insight:

Social networks are now very upgraded. As they have many types of features of insights. We can easily measure how is our respective brand is performing. Here I give a picture of August (last month).



Here we can see that number of paid post is less but the organic reach is almost same as paid post.

Knowing the brand personally:

Working in an agency is a big opportunity to know the different brands. Like when we have to find out their customer, we have to know every detail of that brand. We have to know their product and services. By these processes I got chance to get some knowledge about different brands.

Getting an opportunity of establishing a brand through digitally:

At present we know the importance of the digital marketing. Some of our clients are new and some of them are old but both of them want to create a digital existence for their customer demand. So as I working behind their digital platform, I go the chance to establish a brand through digitally.

Getting up to date information of competitors' activities:

By maintaining their digital platform we need to analyze their competitor, how they are maintaining their brand. For this I am getting up to date information of competitors' activities.



+		Kebab Khazana Indian, Thai & Chinese Restaurant.	4.4K		Watch Page
+		Nawaab's Mughlai and Awadhi Cuisine	27.2K	▒	Watch Page
+		Tarka A Journey of Flavours	75.1K	▒	Watch Page
+		Angaar Tastes of India in the heart of Ba...	10.1K	▒	Watch Page
+		Handi Indian Bistro Restaurant/Café	24.1K	▒	Watch Page

[See More Suggested Pages](#)

3. PROJECT

3.1 INTRODUCTION

I have worked in client service department and my work was to take brief from client and pitch them with creative ideas and doing campaign plan. For this project part our client will be Dhaba's Ramadan Offers. Here I will describe the total process how Trump tree work after getting a brief from Client.

3.2 PROBLEM STATEMENT

Here I will mostly discuss the total process how Trump Tree work after getting a brief from client and it is start from understanding the brief.

UNDERSTANDING THE BRIEF



During the launch of the new restaurant Dos Locos- A Mexican Grill, few social media contents were created to attract the customers. For example: providing a brief idea about what kind and

categories of food will be available to the customers, the restaurant will provide a 15% discount on the whole menu due to the launching program of the restaurant. Next, taking into consideration any kind of occasions nearby to the launching date of the restaurant and providing any kind of special items and offers. For example: after the opening, there was Halloween and the restaurant decided to introduce a special offer of getting one pizza for free on the purchase of two pizzas. They also introduced a new way to order your food: customizing your own food to perfection. All these steps were taken to attract the customers by taking into consideration their needs, wants and demands.

3.3 PURPOSE OF THE PROJECT

- To know the working and planning process for the clients.
- To identify the importance of the digital marketing.
- How helpful is digital marketing at this competitive marketing.

3.4 LIMITATIONS

While working in the project and to make it successful one I have faced so many challenges. Even i had some limitations-

- I have faced the time constraint.
- The data of the telecom industry was available to me but I did not have any data from any media. Therefore I could not show the project in 360 degree angle.
- As I am not a specialist in this field, so I faced problem with interpret some results of investment.

3.5 METHODOLOGY

- Directly worked with TrumpTree Digital to finish this project.
- Personally handled these clients with my supervisor.
- Result is extracted on the basis of information provided by Facebook.

3.6 PROJECT ANALYSIS

3.6.1 STRATEGIC PLAN OF THE PROJECT

Google describe strategic plan as “Strategic planning is an organizational management activity that is used to set priorities, focus energy and resources and strengthen operations” by the help of strategic plan we can easily reach our targeted group. Every organization has their own way of strategic plan as Trump Tree also has their unique way of services.

Digital Marketing Medium

1. **Social Media:** Posts and information that will go online are used to market products. Different strategies are used in different mediums to promote. Social media platforms are:

- a. Facebook
- b. Instagram
- c. LinkedIn
- d. Twitter

2. **Website:** Different websites serves different purposes. Some works best for a particular time of product. Different types of websites that can be used to promote products, they are:

- a. Blog content: Articles, Basic ideas related to product, general ideas on product use etc.
- b. Google Ad (PPC): search ads on Google, YouTube ads
- c. Website banner: This form of online advertising involves implanting an
- d. Advertisement into a web page. Example includes: Daily star, Dhaka Tribune,
- e. Bikroy.com etc.

3. **Games:** Ads that pop up while playing free games. It can be used for desktop as well as for mobile games.

4. **E-commerce Websites:** There are different types of strategy used to promote products via e-commerce websites.

At the very begin, the first two month was my training period. At that time I was trained to be an Intern Executive. As I said earlier the age of Trump Tree is only one year, it is a small agency started with a small number of people. Their communication process is so friendly. We use all features of Google's like Google Drive, Google calendar, Google Sheet, Google Doc and etc. At the very begin, first two month was my training period. At that time I was trained to be an Intern Executive. At the last week of the month every single person become so busy for the next month planning for their dedicated clients and everyone has to upload their own dedicated client's plan doc., files into Google drive.

The planning process contains of competitor analysis, concept generation, content type generation, concept content generation with the content writer and most importantly calculation of "Boost" money. This calculation and the boost part are mainly handling by the Business Developer Manager named Mr. Nazmul Islam.

Daily Operation:

Daily operations in a digital organization are slightly different from that of other organization. Many of our tasks are not routine based, rather it is based on convenience and skill. However, throughout my time as an intern, the following tasks were carried out frequently by me.

- Concept selection
- Approving the content
- Client service
- Looking for prospective client
- Going over website contents for
- Analysis the competitor
- Reviewing email form client and
- Making proposals when needed

3.6.2 DOS LOCOS-MEXICAN GRILL'S OPENING CAMPAIGN

For this campaign the work process Trump Tree was changed. The Whole Trump Tree was divided into three major parts like Client service, Creative and Account Department.

Client service:

Our main task is to set with the client “DOS LOCOS-MEXICAN GRILL” respective person Mr. Jogrul Ahmed to know their requirements for the campaign “Opening Offer”. After taking the brief and their other information, the main plan was brought into action. Than the planning part come where we have to choose concepts for the campaign, content type, content context and most importantly the photography.

- **Target group selection:** This is the most important part of the project where we I have to find out the target group for the campaign. Here we found out target segments like demography, geography, interest and many other facts related with our target group.
- **Planning:** To run this campaign two more people were on planning with me. We sit twice a day to plan for the whole opening campaign.
- **Communicate:** Another important part of the campaign. Here I had to maintain both side of the campaign like the client hand and the creative department.

Creative:

The planning department was decided to deliver three types of content like Pre-announcement, Product/Service and GIF and we sited with our creative department consist of two designer. They came up with some brilliants ideas of presentation comparing to our competitors. Every single post made by them with my concept given in the Appendix part. Here is the Pre-announcement post



Accounts:

The budgeting part was mainly done by the company higher authority.


3.6.3 LEVEL OF AUDIENCE REACHED

Throughout my three months of internship, I was also assigned to work with brands like Fit Elegance and Ci Gusta – An Italian Restaurant, so there were many others engagements post also but our accounts decided to boost only the campaign posts only.

Post Details

FIT ELEGANCE added 3 new photos.
Published by kazi shamun hassan (?) - 15 January at 12:19 - ✨

While neither the Mughals nor the nawabs rule over the Sub-continent, their fashion still reigns supreme. Our Prince Coats come made to measure for a fit that feels just right.



Get more likes, comments and shares
Boost this post for \$1 to reach up to 4,200 people.

10,988 people reached

Boost Post

FIT ELEGANCE, Md Kobir, Sajid Hossain Khan and 234 others 4 Comments

Like Comment Share

Performance for your post

10,988 People Reached

251 Reactions, comments & shares

236 Like	236 On post	0 On shares
4 Haha	4 On post	0 On shares
2 Wow	2 On post	0 On shares
9 Comments	9 On Post	0 On Shares
0 Shares	0 On Post	0 On Shares

2,793 Post Clicks


2,317 Photo views	0 Link clicks	476 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

CiGusta Bangladesh
Published by Monirul Islam (?) - February 4 at 3:03pm - 📍

Chilling offer for Students!!!
Show your current student ID card and enjoy 30% Discount on your meal.
Conditions:
- Offer valid till 28th February' 18... See More



Performance for Your Post

0 People Reached

586 Reactions, Comments & Shares

552 Like	552 On Post	0 On Shares
3 Love	3 On Post	0 On Shares
1 Wow	1 On Post	0 On Shares
29 Comments	29 On Post	0 On Shares
1 Shares	1 On Post	0 On Shares

0 Post Clicks

0 Photo Views	0 Link Clicks	0 Other Clicks
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NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on posts

3.6.4 FINDING AND RECOMMENDATION

Participation:

To get the best outcome companies/organizations need to participate in several activities i.e. Social Media, Printing and Design, Advertisement etc. As this company is new to the markets as a result an improvement in participation is needed to earn large amount of customers/clients.

Networking:

Basically networking is to interact with other people to exchange information and develop contacts, especially to further one's career. Not only that, networking stood as one of the most important tools for any companies to reach their targeted customers. According to my experience I would like to state that in terms of networking Trump Tree needs to work more hard for developing network.

Manpower Forecasting

It foresees the demand and supply of different types of manpower resources in the firm/agency. Trump Tree has to have well amount of manpower to avoid cancellation, high turnover, less communication etc. The basic idea is to look into in which department; unit or level there is a shortage or surplus of human requirements so that the agency might not face any discrepancies.

Advertisement:

Advertisement plays an important role not for Ad firm but also for all other types of organization. It acts as most promising promotional tools for any organization to be introduced themselves to the targeted customers. However, according to my experience I found that Trump Tree need to focus more on their advertisements, it might be printed or online or places etc. As it is new to the market in our country in that case they need to emphasize more on advertising by giving proper information in Job Ad to get rid of the confusions and inequality.

Budget:

Marketing strategy of any company always depends on several factors: your product, your market and your business model. But eventually, it always comes down to money. I don't think that anybody will argue the fact that budget dictates the strategy. Undoubtedly, a marketing

strategy must be highly specific in every separate case. Nevertheless, there are few universal things important for each particular venture. They are:

- **Who are you catering to?** (Your targeted market segment).
- **Why should people buy your product?** (How they can benefit from purchasing it).
- **What differentiates you from your competitors?** (You're USP – unique sales proposition).

So, in findings it can be said that budget is seen as a main constraint of the agency.

3.7 RECOMMENDATION

Focus:

According to give any recommendation I would like to say that Trump Tree should choose their targeted audience specifically. They should not try to please everyone as this is the road leading nowhere. Start with something smaller, focus, and then broaden later. As a result, it will create less communication problem, their vision can be achieved in right manner; will be easy to reach the targeted goals.

Make use of all marketing foundations:

By this point we mean: try everything. Cover off SEO, e-mail and social marketing. Involve paid advertising (Display/PPC/etc.) when you need a reliable lever for driving revenue/conversions quickly. This point might be a great recommendation for Trump Tree to attract more customers.

Strong brand identity:

A startup should first of all figure out who and what they are before writing any content for a website because namely your brand impacts your design, your language, your approach, etc. People relate to brands the same way as they relate to people. If someone's not sure of whom they are, it's noticeable, and you'll hardly pal up with the person. Just the same thing happens to the inconsistent brand. So, I should recommend the Trump Tree in building strong identity to gain trust and loyalty of the customers/clients.

Strict budget plan:

They (Trump Tree) may use MS Excel to record your cash flow data, but don't forget to edit it regularly. This way you'll see your potential budget deviations and threats in time. It's great to design a simple chart (e.g, gantt chart) to have an overview of your marketing plan progress and try to keep balance with the amount that runs away from you bank account. Improve your marketing plan as soon as you see that something is going wrong.

3.8 CONCLUSION

The internship experience was definitely a very important stepping stone for me. I had to be patient and adjust with the work environment of Trump Tree Digital. At first I was not so sure about working there, but ultimately, I took the challenge and started getting accustomed with the work. Though the work was pretty much diversified and different at the first place, as the days progressed it was starting to get exciting. This internship allowed me to be the person I wanted. It helped me to bring my skills into action. In the end, it has been a splendid experience to work in Trump tree Digital.