



Internship Report
On
Implications of Digital Marketing on E-commerce in the
Context of NRB Bazaar

Prepared for:

Professor Rahim B. Talukdar
Adviser
BRAC Business School

Prepared by:

Tamanna Reza Asha
ID: 15164043
Master of Business Administration
BRAC Business School
BRAC University

Submitted on:

21st January, 2018

Declaration of Student

This is to notify that this report “**Implications of Digital Marketing on E-commerce in the Context of NRB Bazaar**” has been prepared as a part of my internship formalities. It is an obligatory part of our MBA program to submit an internship report. Moreover, I was inspired and instructed by my supervisor Professor Rahim B. Talukdar, Advisor, BRAC University. In this regard, I would like to mention that this report has not been prepared for any other purpose like presentation or investigation for any other authorities.

Tamanna Reza Asha

ID: 15164043
MBA
Major in Marketing
BRAC Business School
BRAC University

Certificate of the Supervisor

This is to certify that Tamanna Reza Asha, ID 15164043, student of BRAC University of MBA program has completed the internship report titled **“Implications of Digital Marketing on E-commerce in the Context of NRB Bazaar”** successfully under my supervision.

I wish her every success in life.

Professor Rahim B. Talukdar

Internship Supervisor
BRAC Business School
BRAC University

Letter of Transmittal

21st January, 2018

Professor Rahim B. Talukdar

Adviser

BRAC Business School

BRAC University

Subject: For the acceptance of the internship project report

Dear Sir,

It gives me immense pleasure that I, Tamanna Reza Asha, ID#15164043 am a current intern at NRB Bazaar. As a requirement of internship program of post-graduate degree in BRAC Business School, BRAC University, I need to compose an internship report that is relevant to my work experience as an intern in the content and digital marketing department of NRB Bazaar.

Throughout the internship my line manager is Mr. Shahnewaz Reza Mansur, Head of Content & Digital Marketing who has given me the opportunity to work under him. My area of working is in the Digital Marketing part. Via this application I would like to submit my internship project report with its associated details.

I hope with great excitement that you would like and accept my report. Looking forward to your co-operation.

Sincerely,

Tamanna Reza Asha

ID: 15164043

MBA

Intern, Content & Digital Marketing

NRB Bazaar

Acknowledgement

The internship opportunity I had with NRB Bazaar was a great chance for learning and professional development. I take this opportunity to acknowledge the efforts of the many individuals who helped me completing this project. At first, thanks to The Almighty who granted me to complete this project. I want to express my heartfelt gratitude to my academic instructor Professor Rahim B. Talukdar sir for giving me the opportunity to do my internship project. The supervision and support that he gave truly helped the progression and smoothness of this program. I would like to thank Mr. Shahnewaz Reza Mansur for his guidance throughout the project study. The co-operation is much indeed appreciated.

Finally, I would like to thank my family, and friends for their constant encouragement without which this assignment would not be possible.

Table of Contents

Executive Summary	1
Chapter: 01	1
1.1 Introduction	2
1.2 Selection of the Topic	3
1.3 Objectives of the Internship	3
1.4 Scope of the Report	4
1.5 Rationale of the Study	4
1.6 Methodology	5
1.7 Limitations	5
Chapter: 02	7
2.1 Company Overview:	8
2.2 The Journey of NRBBazaar.com	9
2.3 Products of NRB Bazaar	11
2.4 Organizational Structure of NRB Bazaar	12
2.5 Functions at NRB Bazaar	13
Chapter: 03	16
Literature Overview	16
3.1 E-Commerce:	17
3.2 Digital Marketing:	17
3.3 Social Media Marketing:	17
3.4 Web Analytics:	20
3.5 Google Analytics:	21
3.6 E-mail Marketing:	22
3.7 Google AdWords:	22
3.8 Search Engine Optimization (SEO):	22
CHAPTER: 04	23
Responsibilities Assigned During Internship	23
4.1 Roles & Responsibilities	24
4.3 Facebook Posting	26
4.4 Social Media Management	30
4.5 AdWords	31
4.6 E-mail Marketing:	34

4.7 Implementation of Google Analytics	35
Chapter: 05	36
Implications of Digital Marketing on	36
E-Commerce	36
5.1 The effectiveness of Digital Marketing	37
5.2 The Digital marketing scenario in Bangladesh	37
5.3 Effects on E-Commerce	37
5.4 Marketing on Social Media	38
5.5 Reaching the Target Audience	39
5.6 Cost Effectiveness	39
Chapter: 06	41
Recommendation	41
Chapter: 07	43
Conclusion	43

Executive Summary

The purpose of the internship program at the end of Master of Business Administration program is to familiarize the students with the corporate world and give them a real world corporate experience. With that aim in mind I started my internship in NRB Bazaar where I work but with a new department on the 1st of November, 2017. I was assigned to the content and digital marketing team because my major was marketing in my MBA program.

The internship report helps the student to document their first corporate experience and turn they get to contribute to the field of business through it. Thus I have written my report on a topic that will be helpful to the corporate field of Bangladesh in understanding the implications and benefits of digital marketing in e-commerce industry.

In this report I have worked with NRB Bazaar, explained the purpose, process and illustrated the benefits, and roles of digital marketing in an e-commerce company.

In the 1st chapter I have provided all the necessary introduction before moving on to the main topic of the report. The objective scopes and the limitations are described here. I have tried to set a realistic and effective objectives for the report and tried my best to overcome all the limitations and tried to construct a fruitful report.

In the 2nd chapter I have provided an overview of NRB Bazaar. Here I have introduced the organization and talked about its history and how it came into being. I have talked about the organizational structure and the corporate organogram of NRB Bazaar.

In the 3rd chapter I have written a literature review of the overall e-commerce and digital marketing industry.

In the 4th chapter I have discussed about the roles and responsibilities that I have upheld during my internship period. I have carried out a wide variety of different responsibilities relating to digital marketing departments. I have also explained the uses of digital marketing tools and how they are used for NRB Bazaar.

In chapter 5 I have written about the involvement and importance of digital marketing in e-commerce industry.

In the 6th chapter, I have provided some recommendation regarding improvement of the website and marketing strategy.

At the end of the report I have expressed my feeling about the whole internship program and the report in the 7th chapter. I have talked about how my internship has helped me gain knowledge that will help me further into my career as a business professional. There may be some mistakes in the report for which I apologize in advance. I have tried my level best to create a fruitful report that may be used as a future reference to similar projects.

Chapter: 01

Introduction

1.1 Introduction

This internship report has been prepared as a requirement for the completion of the Master of Business Administration (MBA) program of BRAC University. After the completion of 60 credits of MBA program, I started my internship program at my workplace, NRB Bazaar under content and Digital Marketing department. My organizational line manager was **Mr. Shahnewaz Reza Mansur, Assistant Manager, Content & Digital Marketing, NRB Bazaar**. Given a choice one was allowed to choose the field in which I was interested. As my interest and curiosity was in online or digital marketing, I choose to work with a startup company where I work. NRB Bazaar is a 2 years old global based e-commerce company, the industry which has effected radical changes in the market. I chose digital marketing because it is a blooming method, the growth of digital marketing is tremendous and expected to grow more. Every industry is affected by the advances of digital marketing, especially e-commerce sector. Digital marketing is one of the most popular and effective marketing method in this techno savvy world in terms of cost and customer engagement. Due to this fall internship, I have learned many aspects of digital marketing including business development process, content writing, and social media management.

Working in NRB Bazaar is proving to be a challenging and exciting experience for me as I am getting to work in an organization that has just recently started its journey. I feel like I have a larger scope of contributing and learning here, compared to other already established organizations.

During the period of my internship, not only have I got to learn a lot of new things that will help me perform efficiently in the corporate world in the future, I also got to know many people and made a lot of new contacts that might greatly help me in the future. Communicating with people in social media and managing them is another great quality that I have earned during my internship in NRB Bazaar. My responsibility taught me how to take leadership, manage and make real time decisions in case of urgent situations.

Working in the Digital Marketing department, there is not much opportunity to construct a research based and quantitative report. Therefore my report is basically theory based and

qualitative. Nevertheless I have put my best effort in creating a constructive report that might serve both my academic purposes and help the organization as well.

I was assigned to create content, communicate with potential clients, lead generation and to come up with innovating promotional activities revolving around the products and services all of which required me to know these products and services inside out. The whole Digital Marketing team of NRB Bazaar has been tremendously helpful in providing me information and insights in this regard from their experience which has proven to be instrumental in constructing this report.

1.2 Selection of the Topic

My organizational supervisor has helped me come up with the topic of the study. My department has been Content & Digital Marketing and I am working under my supervisor on the selected topic. I believe that this report will be worthwhile and contribute to the study of business.

1.3 Objectives of the Internship

Broad Objective:

The Primary objective of this report is to understand the roles, implication and impacts of digital marketing on e-commerce.

Specific Objectives:

Some of the more specific objectives of the internship and the report are listed as follows. I have tried best to fulfill these objectives during my internship period at NRB Bazaar.

- ✓ To get a better understanding of Digital Marketing and its impact on e-commerce industry
- ✓ Relating my academic knowledge to the real world corporate scenario
- ✓ Acquire knowledge and learning by participating actively in a corporate environment
- ✓ To find out how digital marketing is helping conventional marketing process.
- ✓ To evaluate the purpose, methods, elements, and effectiveness of Digital Marketing
- ✓ Contribute to the organization's growth

1.4 Scope of the Report

The specific scope of the report is to understand the different concepts of digital marketing, but while implementing it might differ from situation to situation. This study helps me to get the reality check of a market where actual comparison between the classroom knowledge and the real situation can be done. By just learning theory and facing actual situations its concepts and practices might vary. This study helps to understand and know how to deal with different kinds of customers and how to make an impressive online campaigns. This report will also try to illustrate how digital marketing is the most important and effective marketing method for e-commerce industry from the context of NRB Bazaar.

1.5 Rationale of the Study

NRB Bazaar, although a new standalone entity, has been in the IT solution provider industry for a long time serving as MARS IT and recently has been a part of prestigious Pandughar Group. Working in such an organization operating in such a blooming industry enables me to get a hands-on experience in observing an organization's growth. It also allows me contribute a fresh perspective as well as assist in growth activities right at the conceptualization stage. The learning experience I have got is the true essence of what the internship program was designed to do. Therefore preparing a report on this matter helps me to document my progress as well as keep a record of these valuable learnings. This study will explain how and why digital marketing is important in e-commerce.

My report "***Implications of Digital Marketing on E-commerce in the Context of NRB Bazaar***" is mainly focused towards understanding the application of Digital Marketing but in the broader sense it will be representing how different products require different kinds of media in Digital Marketing. Therefore I believe that this report will be a worthwhile endeavor and will be able to contribute to the study of business administration.

1.6 Methodology

This report has been prepared on the basis of the experience and knowledge acquired during the period of my internship. To prepare this report I have used both primary and secondary data.

Primary Data:

In preparation of the report, no structured questionnaire was used. Data pertaining to digital marketing process and most of the information is collected from my project guide of the company and other team members by taking interviews and fist hand observation.

Secondary Data:

In the report I have used secondary data on a large scale. Information regarding organizational structure and corporate culture were collected from NRB Bazaar's company profile by accessing the website of nrbazaar.com. For this study data is collected from secondary resources such as websites, books and previous studies.

1.7 Limitations

Lack of in-depth knowledge regarding the real world corporate activities was one of the biggest limitations. Yet my organizational supervisors have been kind enough to walk me through all the process and familiarize me with the organization and its culture. Some of the major limitations are as listed:

- **Time:** Time has been a major limitation for this report. I had to be busy with my assigned work and official activities and due to a comparatively shorter submission deadline I believe that I did not have enough time to conduct more in-depth interviews and gather more knowledge before writing this report.

- **Confidentiality of Sensitive Information:** Due to many of the information regarding the organizational structure and the product itself were confidential and sensitive, there might be some information gap left in the report at some places.
- **The Human Factor:** Since many of the information presented in this report are based on interviews with the official personnel of NRB Bazaar, we have to consider the human factor. Some of the opinions and information presented in this report may not be completely *accurate and impartial*.

At times my supervisor finds it hard to give me enough time to guide me to write this report due to meetings with clients and other official commitments, understandably. The time frame is also short to completely understand the inner workings of an organization and develop a research based quantitative report.

Chapter: 02

Company Overview & Organizational Structure

2.1 Company Overview:

NRB Bazaar is one of the leading e-commerce brand in Bangladesh. This is a marketplace of both B2B and B2C customers. It is a product of MARS Solutions Limited, a leading IT Service Provider in Bangladesh. MARS Solutions recently has become a part of the prestigious Pandughar Limited family, the owners of big brands such a Polar Ice Cream, Dan Cake and Urban Design & Development Limited etc. A unique aspect of NRB Bazaar is that it is the first global e-commerce portal of Bangladesh, aiming to work not only within Bangladesh but also serve a global customer base. With the dream to serve Bangladeshis living all over the world (NRBs), NRB Bazaar wishes to become a globally recognized e-commerce platform comparable to the big shots of the industry such as Alibaba, Amazon, and eBay. NRB Bazaar hopes seeks to spearhead the e-commerce industry of Bangladesh into a new era.

Vision of NRBBazaar.com:

To promote Bangladeshi products globally

Mission NRBBazaar.com:

To bring buyers, wholesalers and retailers together on a single global platform

Objectives NRBBazaar.com:

- To represent Bangladesh on a global platform.
- To market the best products at the best prices.
- To ensure satisfaction of both our customers and partners.
- To become a trusted e-commerce brand both locally and globally.
- To cater for the shopping needs of Non-Resident Bangladeshis.
- To create an online platform for global wholesale buying and selling.

2.2 The Journey of NRBBazaar.com

The idea of NRBBazaar first came to the thought of its Founder, Mahbube Elahi Chowdhury and his wife Dilara Afroza Khan when they were in a respectable profession in the USA. At first, they thought of creating a common portal where all the Bangladeshi Scholars can gather and share their thoughts. According to this idea, they developed a great portal named Scholars Bangladesh (www.Scholars Bangladesh.com). They got their expected success in it. Scholars Bangladesh is now a huge roof, under what Bangladeshi scholarly people living in both home and abroad can meet each other, can share thoughts in the purpose of the development of the country as well as their personal issues. Scholars Bangladesh felicitates the scholars both at home and international ground. In accordance, they arrange 'Scholar of the Year' program. It is the best place to nurture the great ideas which are the most important element for the government of Bangladesh, for development and solving ongoing issues. In this portal, the facility of publishing scholars' book is also kept and the option to buy books from here is also developed. Gradually, from the thought of selling scholar's books globally, Mr. Mahbube Elahi Chowdhury formed an online buy and sell portal, named **nrbbuysell.com** as a product of MARS Solutions, which was renamed as NRB Bazaar later.

2014 was the birth year of the idea to make the first global portal of Bangladesh. Mr. Mahbube Elahi Chowdhury Made a UI team to design the application who letter started developing the application. He then made a business development team to contact the potential merchants. And finally decided to make the domain name as NRBBuySell.com.

In **2015**, the honorable MD Mr. Mahbube Elahi chose the right platform & technology for NRBBuySell.com, made government legal documents for NRBBuySell.com as a product of Mars Solutions Ltd. After that he also implemented –

- Finished development of the application
- Made some stores on NRBBuySell.com
- Integrated payment method as a local international payment gateway
- Set up security essentials

- Checked out the checkout process on NRBBuySell.com
- Added some products on NRBBuySell.com
- Tested throughout the application

In **2016**, NRBBuySell.com was first launched. The other improvements are as follows -

- Made a checklist to implement Search Engine Optimization
- Got numerous local & international merchants as Brand
- Listed the items on NRBBuySell.com
- Made an agreement with FedEx as an International delivery partner
- Set up a 24/7 call center support for NRBBuySell.com
- Launched NRBBuySell.com officially on 21 June.
- FedEx received the first token order from chief guest to deliver NRBBuySell.com's product to USA, Canada, Australia, and England.
- Committed to delivering products to 220 countries.
- Created social pages for NRBBuySell.com.
- Started promoting NRBBuySell.com on online and print media.

2017 has been a turning year for NRBBuySell.com. Followings are the major and important changes that have been done that year -

- Facebook fan crossed 200K
- Raised a Series investment fund
- Reached a milestone by shipping numerous quantity of products
- Re-branding NRBBuySell.com by changing the name to NRBBazaar.com with a grand launching program.
- Made a plan to build own delivery system to ship the items countrywide

2.3 Products of NRB Bazaar

NRB Bazaar is an online market place. But there is no inventory or product stocked here. Different merchants showcase their products in this website by giving a particular percentage to this company. In exchange, NRB Bazaar showcases their products and promotes them. The range showcased products is wide. Followings are the category lines available in NRB Bazaar taken from the website-

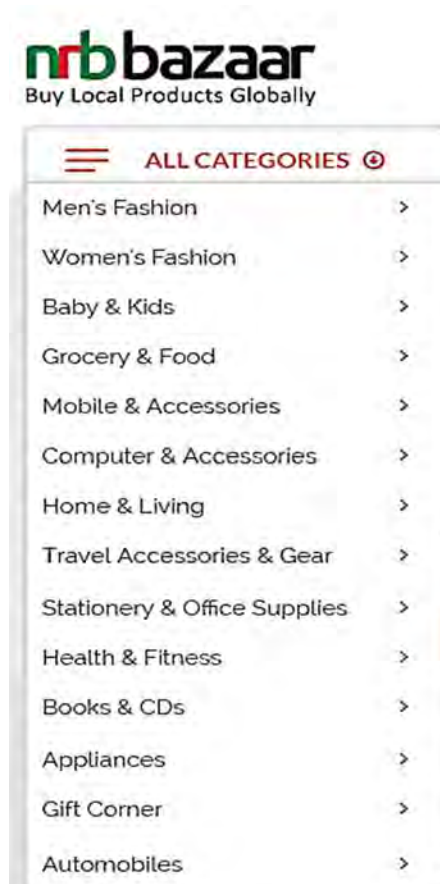


Image: Categories in NRBBazaar.com

2.4 Organizational Structure of NRB Bazaar

Although NRB Bazaar is one of the concerns of MARS Solutions under Pandughar group, it has its individual office and dedicated management. It consists of around more than 40 employees. The other products of MARS Solution are MARS POS, MARS ERP, NRB Express, and NRB Jobs.

The organizational structure of NRB Bazaar is similar to the traditional hierarchy of organizations. The organization is led by the Head of Business. He reports to the Managing Director of MARS Solutions. And below him are the managers and assistant managers of different departments. And the executives report to their respective team leaders.

The IT service provider of NRB Bazaar is MARS Solution; the HR department is directly operated from the group itself, which is Pandghar by an HR partner, who is dedicated for the whole MARS Solutions. Same stands for the finance and accounting department. And all the departmental head reports to the Managing Director of MARS Solutions. The top management organizational structure of NRB Bazaar is shown below.

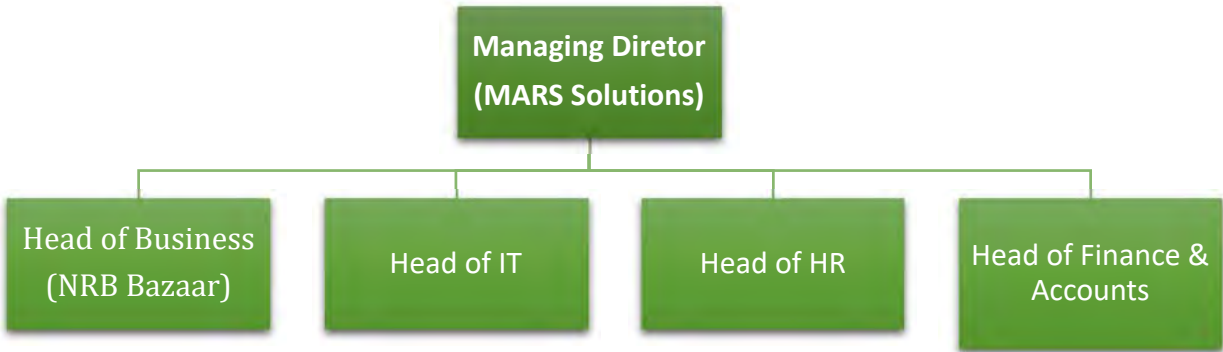


Figure: Top Management Structure of NRB Bazaar

This top management is responsible for operating, managing and maintaining the whole structure of NRB Bazaar with their highly qualified people. This can be extended to reveal a more detailed structure and operations of NRB Bazaar only with all the manager and officer level

employees. Decisions regarding specific departments are decentralized giving all the department heads some decision making power thus promoting empowerment and leadership. Organizational decisions are made with the consent of the Head of Business, naturally. The extended organizational structure is illustrated below:

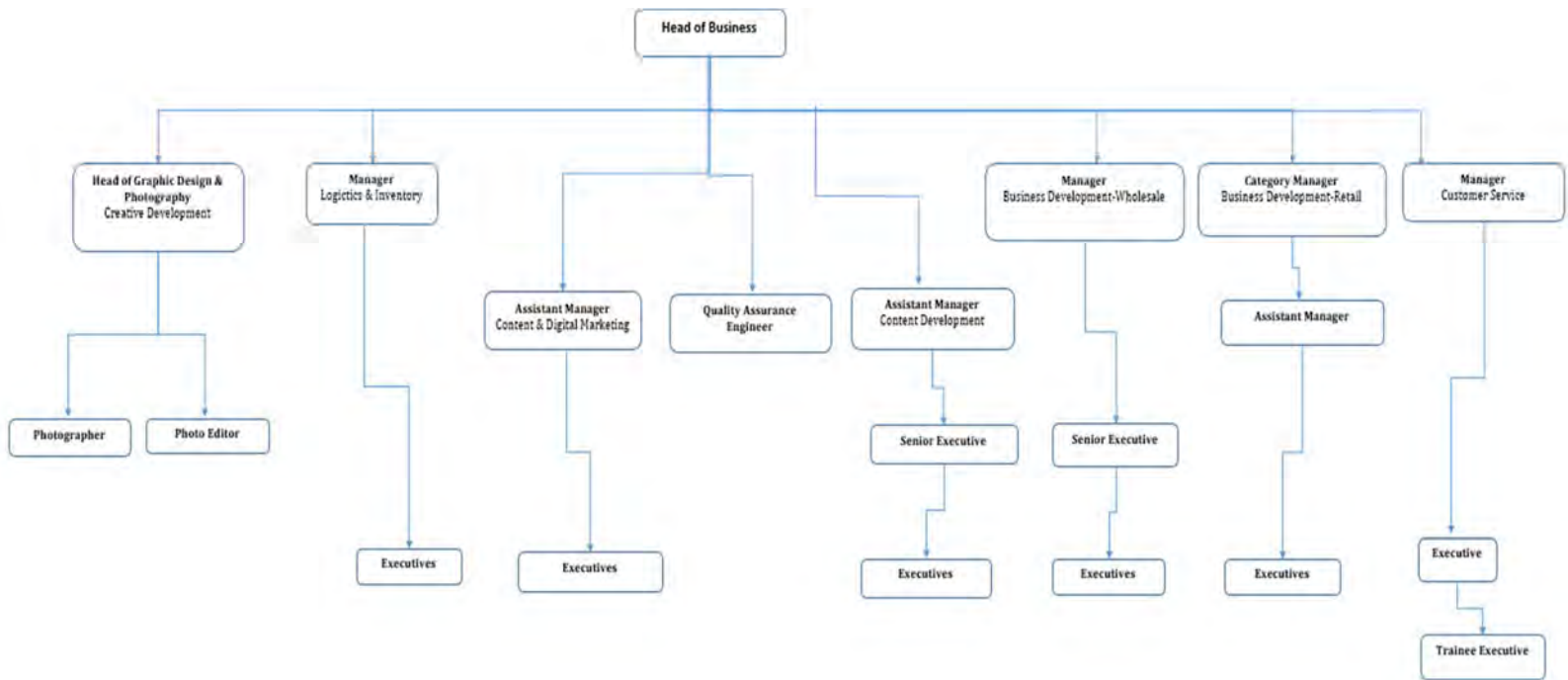


Figure: Organogram of NRB Bazaar

2.5 Functions at NRB Bazaar

Each department has its own set of functions that it performs to help the organizational gears turn. Each department does its job to facilitate the fulfillment of organizational objectives. With the implementation of enterprise resource planning program each department is aware of what other departments are doing and information is regulated throughout the organization. This in turn results in a uniformity throughout the organization and maintains organizational harmony.

The different functions performed by each division is described below:

Graphic Designing & Photography:

There are dedicated photographers for product photography for the website. The responsibility of graphic designing is assigned to two different designers, one for processing the product images and another for designing the website banners and other images for promotion purpose.

Business Development:

Business development team works to enrich the number of merchants who to work with NRB Bazaar. They contact the potential vendors, deal with them to be parts of NRB Bazaar, and then collects product information from them. There are two different business development teams work in NRB Bazaar, one in for retail and another is wholesale.

Content Development:

After getting all the details of the products from business development team that are provided by the merchants, content development team creates SEO (Search Engine Optimization) friendly creative contents for the products accordingly and upload them along with the respective images. All contents are quality check before getting live on the website.

All the website contents are the responsibility of this team.

Quality Assurance Engineer:

This is a part of both content and IT department. Sometimes content development and marketing team give some requisition regarding the betterment of the company website and its smooth operation. Then Quality Assurance Engineer fulfils those requirements according to the purposes. The main responsibility of him is to maintain and assure overall quality of the website NRBBazaar.com.

Content & Digital Marketing:

This team is basically does all the marketing based duties of NRB Bazaar, especially digital marketing. Social media management, e-marketing, brand page maintaining, visual

merchandising of the website, campaigning, all these are the major responsibilities of this team. The team is rich with expert digital marketer and his subordinates.

Logistics and Inventory:

Logistics and inventory department ensures product quality, manages inventory, and is also responsible for delivering the products to the customers. They collect the products from respective merchants and deliver them to the customers.

Customer Service:

NRB Bazaar has a 24/7 dedicated customer care center. The team works hard to give highest possible customer support.

Chapter: 03

Literature Overview

3.1 E-Commerce:

Commonly known as Electronic Marketing. It consist of buying and selling goods and services over an electronic systems Such as the internet and other computer networks. In other words, E-commerce is the purchasing, selling and exchanging goods and services over computer networks (internet) through which transaction or terms of sale are performed electronically.

3.2 Digital Marketing:

Digital marketing is the promotion of products or brands via one or more forms of electronic media such as search engines, websites, social media, email, and mobile apps, differs from traditional marketing in that it uses channels and methods that enable an organization to analyze marketing campaigns and understand what is working and what isn't – typically in real time. According to Wikipedia, Digital Marketing is an umbrella term for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach and convert leads into customers and retain them. The key objective is to promote brands, build preference and increase sales through various digital marketing techniques. It is embodied by an extensive selection of service, product and brand marketing tactics, which mainly use the Internet as a core promotional medium, in addition to mobile and traditional TV and radio.

3.3 Social Media Marketing:

Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks. And Social Media Marketing is the process of gaining website traffic or customer attention through social media sites like Facebook, Pinterest, Google+, Instagram etc. in order to achieve marketing or branding goal.

Facebook Marketing:

Facebook marketing is the process of engaging, involving and retaining customers through advertisements and attractive contents. Facebook is a powerful marketing tool and this is the most used social networking site where you can find customers of all ages and tastes. It's a great space to keep customers informed, develop brand identity, and broaden your reach.

There are some terms that are highly used when doing task of Facebook marketing or social media management.

Advertising Objectives:

Facebook offers many advertising objectives to help you reach your business goals. Your advertising objective is what you want people to do when they see your ads. For example, if you want to show your website to people interested in your business, you can create ads that encourage people to visit your website. When you create an ad, you first choose your objective. The objective you choose aligns with your overall business goals:

Awareness: Objectives that generate interest in your product or service.

Consideration: Objectives that get people to start thinking about your business and look for more information about it.

Conversions: Objectives that encourage people interested in your business to purchase or use your product or service.

Page views:

Page views are the number of times a Page's profile has been viewed by people, including people who are logged into Facebook and those who aren't.

Reach:

This is the number of people who saw any of your Page posts. Reach can be broken down into people who saw your posts with or without advertising (paid or organic posts).

Impressions:

It measure how often your ads were on screen for your target audience. An impression is counted as the number of times an instance of an ad is on screen for the first time. (Example: If an ad is on screen and someone scrolls down, and then scrolls back up to the same ad, that counts as 1 impression. If an ad is on screen for someone 2 different times in a day that counts as 2 impressions.) Since impressions are counted the same way for ads that contain either images or video, a video is not required to start playing for the impression to be counted.

CPC (Cost per Link Click):

The average cost for each link click.

How It's Used

CPC shows how much, on average, each link click costs you. CPC is a metric used in the online advertising industry for benchmarking ad efficiency and performance.

How It's Calculated

The metric is calculated as the total amount spent divided by link clicks.

CPM (Cost per 1,000 Impressions):

The average cost for 1,000 impressions.

How It's Used

CPM is a common metric used by the online advertising industry to gauge the cost-effectiveness of an ad campaign. It's often used to compare performance among different ad publishers and campaigns.

How It's Calculated

CPM measures the total amount spent on an ad campaign, divided by impressions, multiplied by 1,000. (Example: If you spent \$50 and got 10,000 impressions, your CPM was \$5.)

Insights:

With insights it can be overviewed how many people liked, shared or commented on your ad.

Post engagement:

The total number of actions that people take involving your adverts.

How It's Used

Post engagement indicates that your ads are relevant to your target audience, which helps your ads perform better. When people see ads that are relevant to them, they're more likely to interact with those ads. This metric lets you measure these interactions and compare them to engagement from other ads or campaigns.

How It's Calculated

Post engagement includes all actions that people take involving your ads while they're running. Post engagements can include actions such as reacting to, commenting on or sharing the ad, claiming an offer, viewing a photo or video, or clicking on a link.

3.4 Web Analytics:

The other major task was to implement Google Analytics so that the consumer behavior on the website may be studied in detail. Using this data, proposals were to be made to improve conversion rates as well as bring down bounce rate. In this discussion, **Conversion rate** is the percentage of web visitors to the site who initiate and complete a purchase. **Bounce rate** is the percentage of web visitors who leave the website at the landing page without browsing through any other pages. These two terms are KPIs (Key Performance Indicators) for any e-commerce business and represent the efficiency of the marketing campaigns employed. A digital marketing campaign may result in a large number of visitors to the page; however without steady conversions and limited bounces, these may not provide any economic value to the company.

3.5 Google Analytics:

Google Analytics provide free digital analytics for any firm with a web presence and is free of cost. This combination makes it the most popular solutions for web analytics currently under use. The following represents a summary for quick reference about Google Analytics.

Actionable Insights:

An actionable insight is a piece of information that enables an individual to make well-informed decisions. Google Analytics provides a plethora of actionable insights

Support quality:

Though Google does not provide direct support; extensive trouble-shooting guides and support are available online through several forums, including their official product forums site.

UI and Accessibility:

The tool is easy to use, and the dashboard quality is also quite high.

Implementation:

The basic implementation is quite easy, as it just involves adding a line of code in to the page. For advanced implementation such as sub domain, cross domain tracking, e-commerce tracking, event tracking, custom variables, virtual page views and filters, requires specialized professionals.

Pricing:

Google Analytics is free up to 10 million hits per month.

Acquisition:

Acquisition data is information on how people land up on our site and how they engage with our pages. We directly get the information on the breakup of different sources of traffic. Further, we can see the engagement data for each segment of users.

Behavior:

With this segment in Google Analytics we came to know about the number of users who are returning to our sites and who are new visitors to our sites.

Mobiles/Desktop/Tablets Overview:

By this, we can recognize that how many users are visiting NRBBazaar.com via mobile or desktop or tablet.

Audience:

On the basis of age and gender, we can examine that which age group and gender are interested in visiting NRBBazaar.com

3.6 E-mail Marketing:

According to Wikipedia, Email marketing is the act of sending a commercial message, typically to a group of people, using email. Email marketing isn't something marketers do just because they can and it's easy. The tactic is very effective at helping business owners and consumers stay connected. In fact, consumers often seek out email marketing campaigns from their favorite brands and local stores.

3.7 Google AdWords:

It is an online advertising service developed by Google, where advertisers pay to display brief advertising copy, product listings, and video content within the Google ad network to web users.

3.8 Search Engine Optimization (SEO):

Search engine optimization (SEO) is the practice of increasing the quantity and quality of traffic to your website through organic search engine results. It mainly depends on meta keywords tagging. **Meta keywords** are the words with which audience search for something. A website requires meta description, meta keywords, meta titles for effective search engine optimization.

CHAPTER: 04

Responsibilities Assigned During Internship

4.1 Roles & Responsibilities

I am working as a content development executive in NRB Bazaar. During my two months internship program, I have been fortunate enough to work in two departments and assist in a wide variety of activities of these two departments. I did my regular departmental duties and also worked in the digital marketing department of NRB Bazaar. During these two months I have learned and participated in a wide variety of diverse activities and learned from two very talented and experienced persons in their respective fields.

Tasks & Activities Assigned to me in the Marketing Department

In digital marketing department, I have been working under **Mr. Shahnewaz Reza Mansur**, an experienced veteran in the marketing sector who worked in an array of different companies in different industries including BRAC IT. He works as the assistant manager of content and digital marketing NRB Bazaar and was my direct supervisor. During my time working under him I was assigned various tasks relating to marketing. Some of the tasks assigned to me are listed below:

- ✓ Maintain contact with customers in social media
- ✓ Managing social media campaigns
- ✓ Communicating with logistics and customer care department to keep track of the customers, and their queries
- ✓ Create contents for e-mail marketing
- ✓ Assist in designing and write copies for the website banners of NRB Bazaar
- ✓ Attend creative meetings and participate in brainstorming
- ✓ Create content for NRB Bazaar Facebook page
- ✓ Conduct digital marketing
- ✓ Meet with vendors and brief them about company requirements
- ✓ Help create marketing budget
- ✓ Create logs and database of merchants.

Digital marketing is a combination of many online marketing tools. These are SEO, social media marketing and management, PPC, content marketing, e-mail marketing, AdWords, etc.

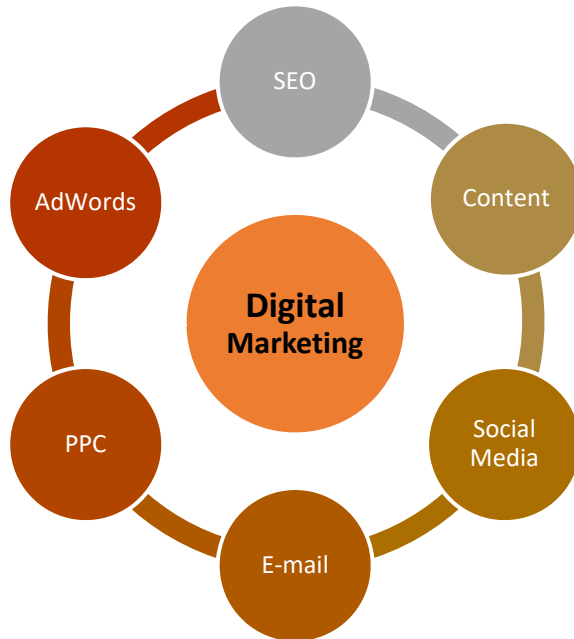


Figure: Major tools of Digital Marketing

The works I have done among these are described in the following:

4.2 SEO

The ultimate goal of SEO is to attract visitors to our website when they search for products, services, or information related in a search engine. SEO can almost be viewed as a set of best practices for good digital marketing. We are working to enforce the need for a well-constructed and easy-to-use website including valuable and engaging content.

4.3 Facebook Posting

For Facebook posting for an e-commerce site, firstly I need to understand and study the products well accordingly so that I can plan a SMM plan which gives an idea what can be posted on a page to get a maximum engagement. Before making a plan I did a proper research of the related sectors Facebook pages of other companies in order to know what others are doing, which posts create the more curiosity, engagement, accordingly I framed my weekly plan. While keeping in mind the theme of the page and creativity. It is because during my research I came to know people respond more to either for interactive post or for creativity or innovative idea.

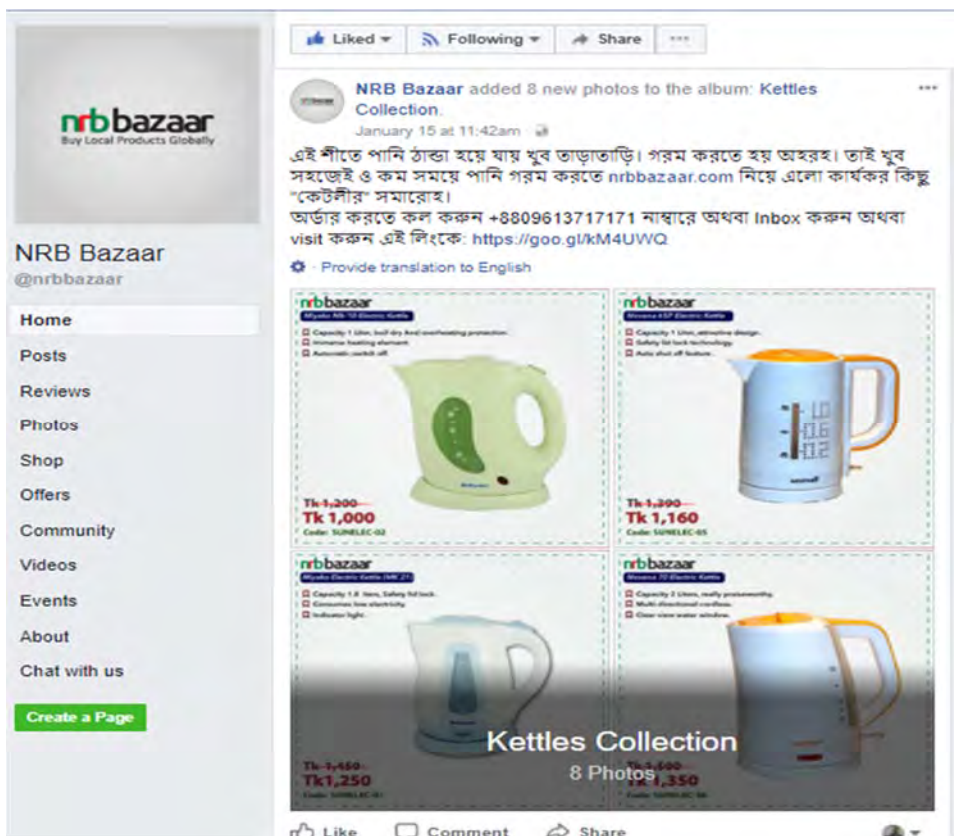


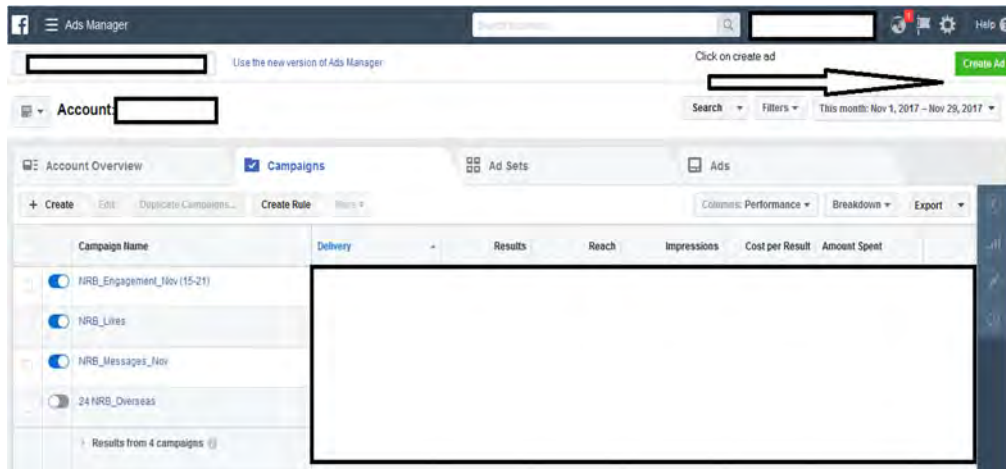
Image: A Facebook Campaign

Steps of Posting an Ad:

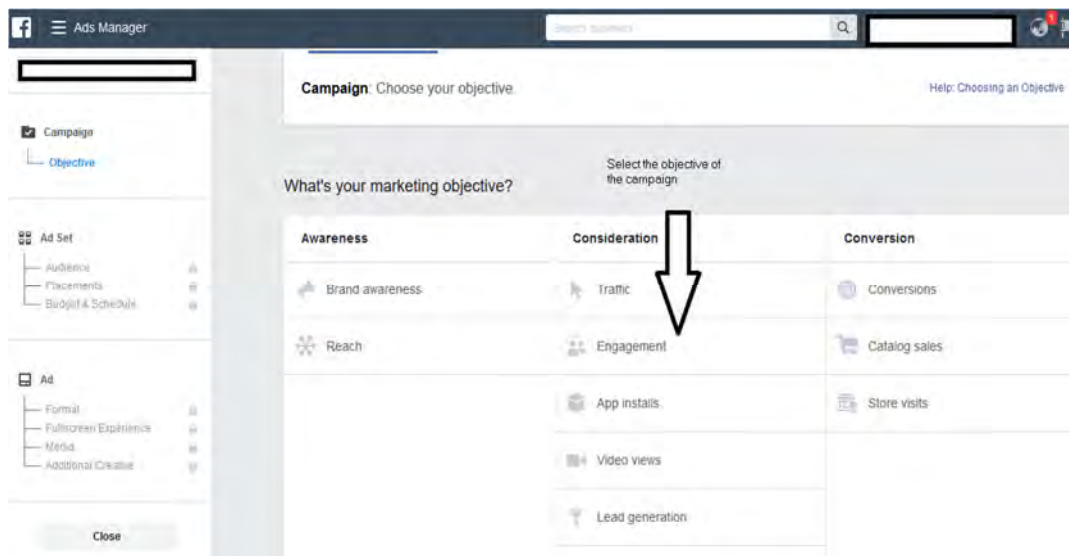
We can target specific audiences through Facebook. At first we need to create a campaign for specific purpose. I have targeted different audiences based on different characteristics.

Step 1 to 3 will be used in every purpose.

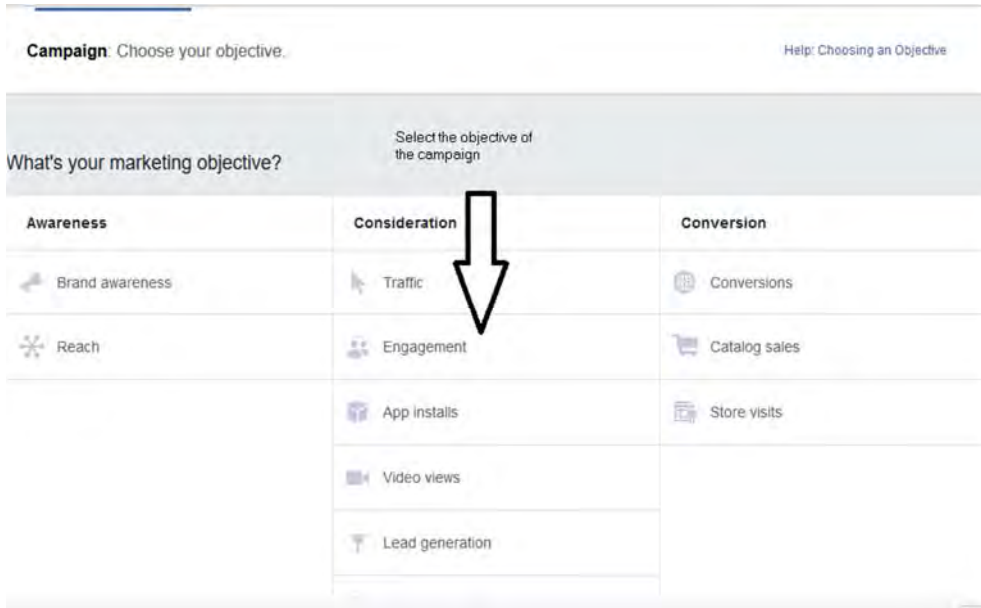
Step 1: Create ad by Ads Manager



Step 2: Select campaign objective. Here I selected “Engagement” to make audiences like, comment and share the posts of my page.

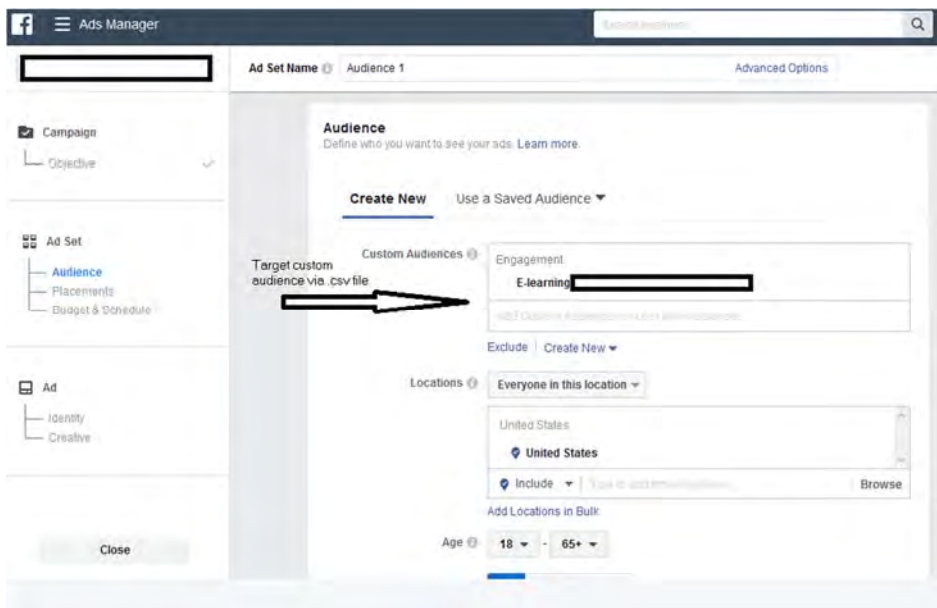


Step 3: Give the campaign a name and continue

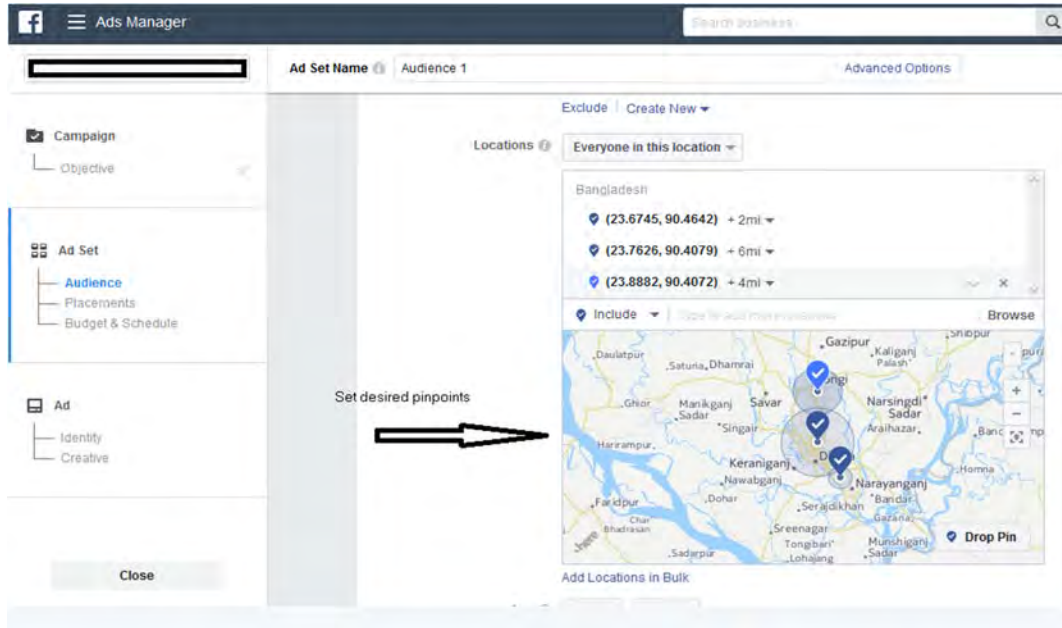


Targeting Custom Audiences:

We can target people of our choice if we have their emails or phone numbers. In this case we need to create a .csv file through excel and then upload it in the "Custom Audience" option.

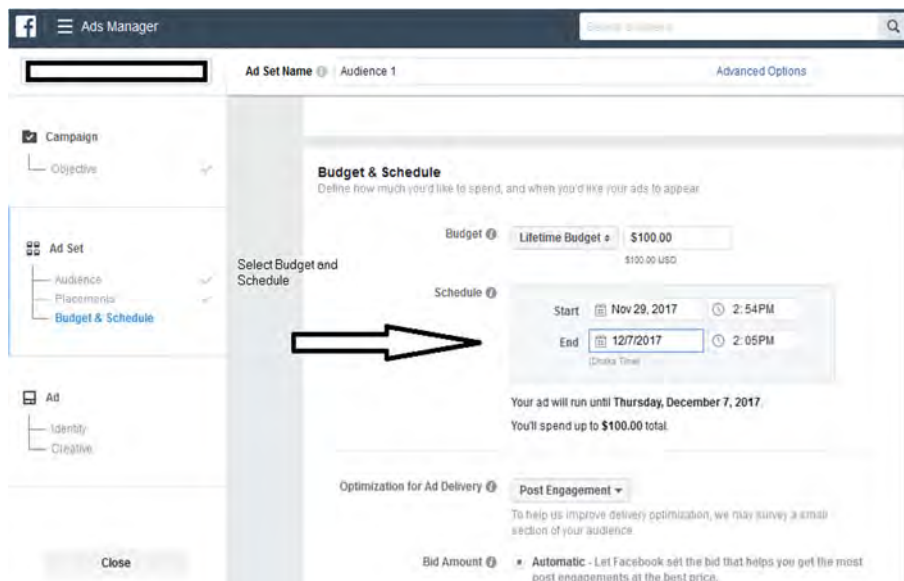


Targeting By Location: We can target people living in a specific location. We can target countries, states, postal codes, longitude and other geographic segments. Here I targeted 3 pin pointed locations inside Dhaka City to target people of Dhaka.



In the same way, we can target people according to their age, their gender, occupation, university and what languages they have given in their Facebook profile. We can also target people who use specific mobile OS like Android, IOS or feature phones.

At last we can fix the budget and also fix a schedule through which we can run our ads. Here I selected a lifetime budget for a specific date.

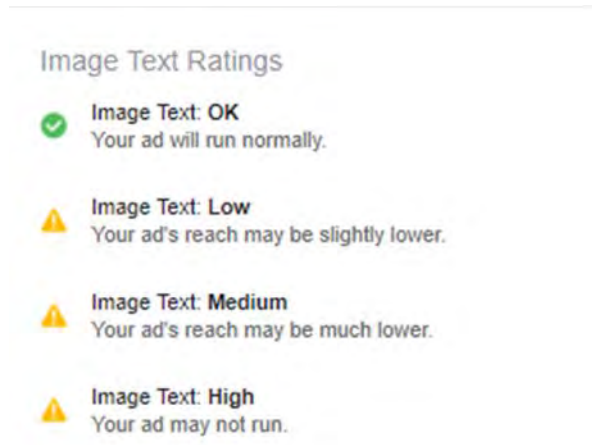


If you select link click, you'll be charged on a **cost per link click (CPC)** basis. You won't be charged for your ad if you chose cost per link click pricing and it doesn't receive any link clicks.

If you choose **impression**, you'll be charged on a cost per 1,000 impressions (CPM) basis. You won't be charged if you choose CPM pricing and it doesn't receive any impressions.

Image Text Issue:

While designing the images for Facebook posts, I had to keep in mind that Facebook does not allow more than 20% text on the image. The percentage can be easily checked with a Facebook tool named Text Overlay Tool. When I upload an image, it shows if it's OK to proceed the ad or not. The ad image is more effective when it has less text in it.



The most used platforms of promoting the company website and its products are Facebook marketing, Google AdWords and E-mail marketing. I will be explaining how I have targeted audience with these two tools.

4.4 Social Media Management

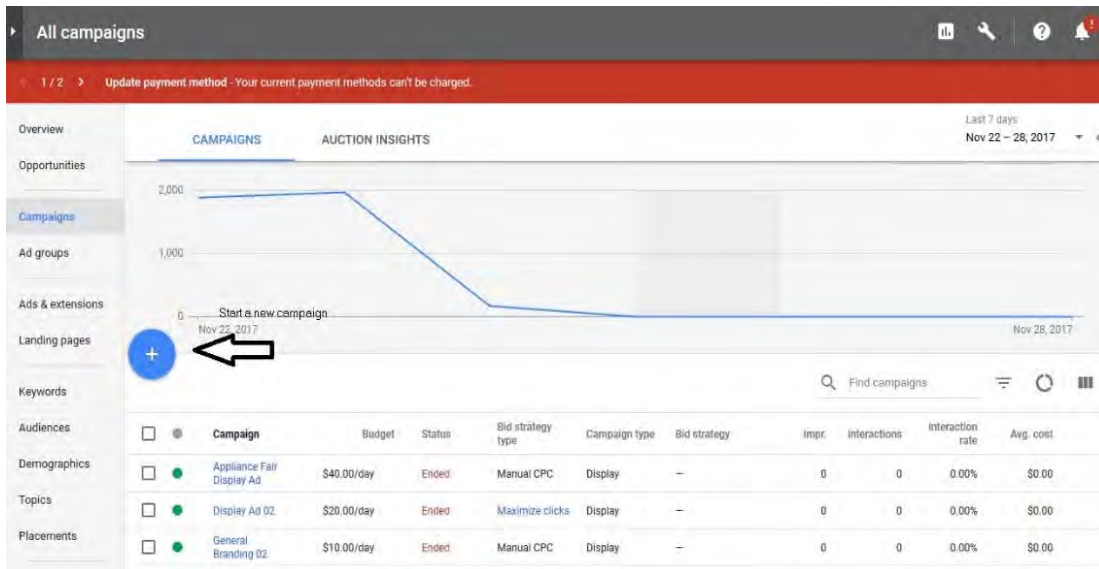
Another responsibility of mine was to manage the customers in social media. Basically Facebook based customer queries handling was my duty. Fulfilling this duty, I learned vastly about

customer management. The interaction to the customers is very important for marketing and retaining customers. And when it is online, it has been a little bit difficult. When customers complaints regarding shipping or products, I have to communicate with the logistics and the business development team to fulfil customers need. For e-commerce business, customer service is the most important thing for business growth and to build assured customer group. Social media plays a vital role in that regard. Besides, customers lead generation has been another responsibility if mine.

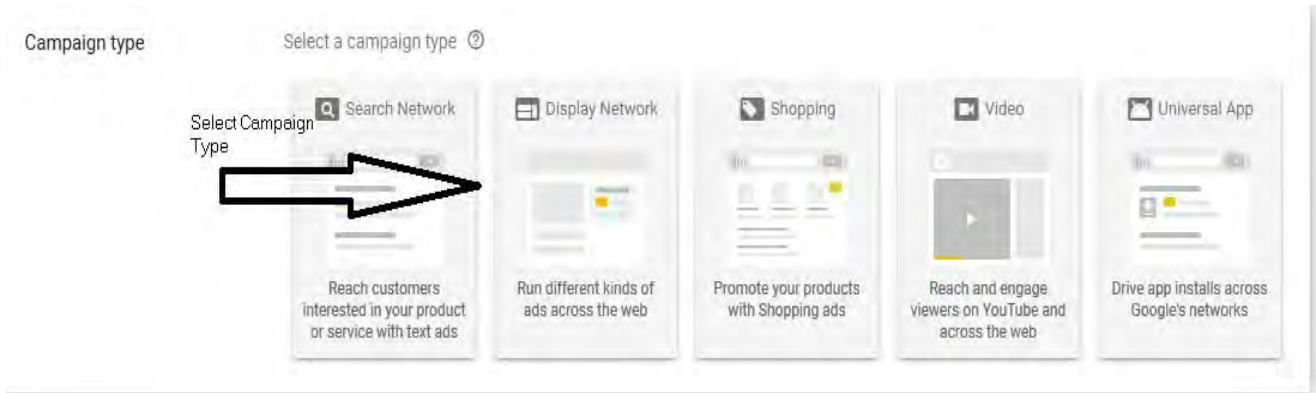
4.5 AdWords

Here is the process of posting ads on AdWords. At first we need to create a campaign. Step 1 to 4 will be applicable every time.

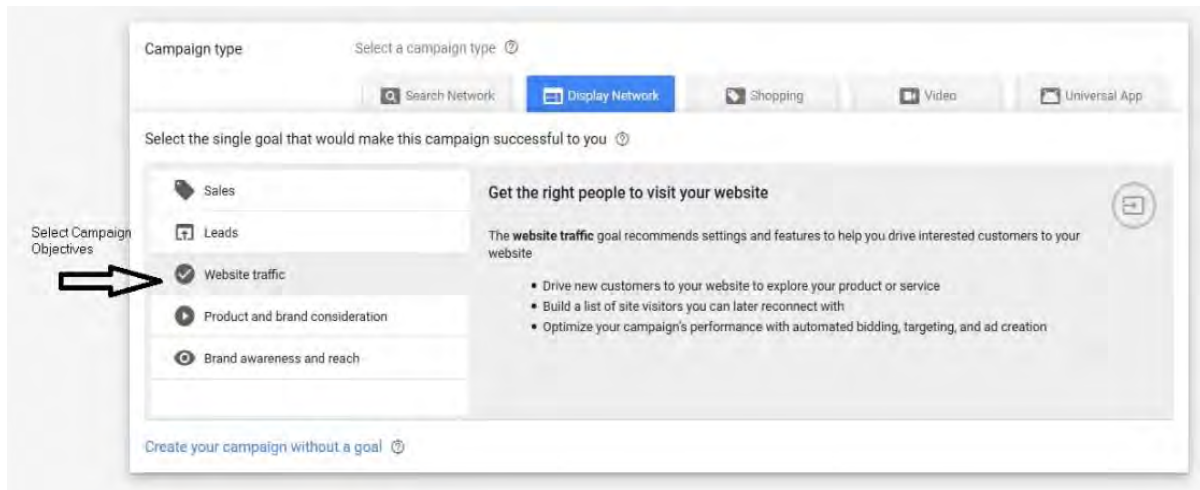
Step 1: Create campaign: Log into AdWords and go to Campaigns and create a new campaign.



Step 2: Select which type of ad to start. For this purpose, I used Google Display Network



Step 3: Select what is the objective of my campaign. Here I used “Website traffic” to drive audience to my website



Step 4: Give the URL of the website where we want to drive our traffic. Then click Continue

Create your campaign without a goal ⓘ

Campaign subtype Select how you'd like to continue. Keep in mind that this selection can't be changed later.

- Standard display campaign
Pick your settings and targeting, and have some automation options. [Learn more](#)
- Gmail campaign
Show interactive ads to people as they browse their emails. [Learn more](#)

Give website URL Setup details Select the ways you'd like to reach your goal. ⓘ

- Your business's website

Enter a URL to see keyword ideas when you set up your ad groups.

CONTINUE CANCEL

Targeting People:

We can target people in specific countries. These countries are the ones where our ads will be shown. Here I targeted Bangladesh to show my ads only to those people who are living in this country.

1 Create your campaign — 2 Confirmation

Campaign name

Locations Select which location to deliver Select locations to target. ⓘ

- All countries and territories
- Bangladesh
- Enter another location

[Advanced search](#)

Languages Select the languages your customers speak. ⓘ

- English

[Paint](#)

Based on your targeted locations, you may want to add these languages:

- Bengali

I also used “Maximize Clicks” to get the optimum level of clicks in the most relevant price. And then I fixed a daily budget so that the cost will not go beyond my budget.

The screenshot shows a two-step process: '1 Create your campaign' and '2 Confirmation'. The 'Bidding' section includes a dropdown for 'Select your bid strategy' with 'Maximize clicks' selected, and a text input for 'Maximum CPC bid limit (optional)' with a dollar sign. Below this is a link for 'Use a portfolio strategy'. The 'Daily budget' section has a text input for 'Enter a daily budget' with a dollar sign, and a dropdown for 'Delivery method'. Two large black arrows point to the 'Select desired cpc' label and the 'Give daily expenditure' label.

The other ways of targeting audience are affinity targeting, In-Market, targeting specific people by their gender, age, parental status and household income; and also through content, keywords, placement, topics etc. The audience of specific websites can also be targeted.

Affinity targeting is basically targeting people based on their “interests”. Those who usually show interest in different things through their internet surfing pattern fall in this category.

In-Market audiences are those people who actively search or research on a specific issue.

4.6 E-mail Marketing:

Mass mailing is done on a daily basis from NRB Bazaar. Followings are the steps of an effective e-mail for marketing:

1. Create an e-mail list
2. Select the purpose i. e. newsletter, offers, discounts, or announcement. From NRB Bazaar, I prepared e-mails for marketing offers.
3. I have to select a service provider for e-mail marketing. There are both paid and free service providers. Paid are risk free and usually send the mail to the inbox instead of in the spam. However we should check e-mails before sending it to the target customers.

4. Every time I need to write an attractive subject line for e-mails that persuade the customers to open the mail and the content and image should be catchy, relevant and rich.
5. Before giving the website products links, I had to create an effective landing page for those relevant products.

4.7 Implementation of Google Analytics

Implementation of Google Analytics in the company's website page was performed. It involved adding a tracking code to every page in the website. To make this integration smoother, some open source plug-ins were employed.

Frame-work for analysis

E-commerce analytics comprises of three kinds of data.

1. **Acquisition data**- Information related to obtaining web traffic.
2. **Engagement data**- Information related to how customers engage or interact with the website
3. **Conversion data**- Information pertaining to how the business is performing financially.

The data for these three were obtained from Google Analytics. However, due to privacy concerns, the conversion data is not included in this report.

Digital marketing work is all about a team work and it always try to give best out of all. Time management is the big management lesson I have learnt as and also learnt how to do a formal communication, the way how to communicate with each level of management to get work done.

Chapter: 05

Implications of Digital Marketing on E-Commerce

5.1 The effectiveness of Digital Marketing

This is a world of technology. And internet is the most used innovation of it. It has changes the customers' usual purchasing behavior. So, Inter is not only about e-commerce, websites or technology. It is about changed behavior of modern tech savvy consumers. First, we make the world digital, then digitalization changed us. In business, especially e—commerce business it is noticed the most. With the upcoming technology the digital media also brings up its own advancement in the field of advertisement. Digital marketing is becoming a new form to promote your brand in the digital world.

The effectiveness of Digital Marketing is dependent on a lot of factors. From brand communication to sales growth, all of the other factors through which we tend to scale traditional forms of marketing can be used to trace back to digital marketing as well. In order to properly evaluate the full impact of digital marketing on e-commerce business, we need to explain how digital marketing works, what are the scopes and who are industry references when it comes to Digital Marketing.

5.2 The Digital marketing scenario in Bangladesh

The Digital marketing scenario in Bangladesh is rapidly becoming one of the prioritized forms of marketing among the e-commerce industry. Even though, the traditional form of marketing still dominates the advertising scene as millions are spent on TV and Print Ads, digital platforms are also given almost equal amount of attention with lower cost. A huge chunk of their consumers spent most of their time online, and they have least time to spend for shopping from a physical shop. With the help of digital marketing, companies can easily reach their target customers at a minimum cost. But the effort should be maximum.

5.3 Effects on E-Commerce

Digital marketing is the key to success of an e-commerce company in terms of brand awareness, consumer behavior and building strategies. In the e-commerce business, visual impression is the

first impression. The text contents offer the minimum appeal and consumers generally want to avoid the hassle of reading just text. Whether it comes to showcasing a product or to campaigning, it is always about visual merchandizing. NRB Bazaar tries to maintain that standard to attract their customers. Although the image quality of the website can be better.

With the help of analytics, marketers can measure the effectiveness of their digital campaigns.

E – Commerce growth is more of a recent issue, especially in Bangladesh. If we think about two to three years back, e – commerce were not that popular. The reason behind is the technical support and increasing credibility of e-commerce. Perfect delivery system is one of the reasons why people are relying more on e-commerce. Especially the demographic change people are busier now even females are also working at offices which results not getting time for shopping. Digital marketing tools help the e-commerce brands to show their products and services along with value proposition in front of the potential customers.

5.4 Marketing on Social Media

In the platform of digital marketing, social media, especially Facebook is mostly affected and used for. Moreover, internet data packages are becoming cheaper every day. Consumers' curiosity on Facebook to post and see what their friends post and share. Digital marketers take this advantage of Facebooking and promote their products.

12 million users on Facebook from Bangladesh search for the business, restaurant or brand to have a quick overview to know more. Because social media is a conversational platform, consumers can also read comments and see what others are saying. Website is a one-way street. So e-commerce companies tend to invest in the Facebook page and engagement as also try out other social media assets like Twitter, Instagram too. NRB Bazaar also concentrates more on social media marketing. Conversations in real-time can take place on Facebook real quick which is an opportunity for e-commerce brands to quickly address consumers' needs cheaper and faster than before.

Moreover, the latest updates of the competitors' market and business insights are also real-time in digital marketing.

5.5 Reaching the Target Audience

When an advertisement is broadcasted on a mainstream marketing platform it does not guarantee reach towards specific target groups. For example, a merchant's products' Ad aired on Television is viewed by audience belonging to all ages. Moreover, traditional form of marketing being one way communication does not allow the consumers to see what they want to see. This is where Digital marketing comes with a difference. We can now be choosier and can put in denominating factors such as age, sex, location in order to cater to the right target group. With the flexibility and technological innovations attached to digital marketing, NRB Bazaar and other e-commerce portals are able to modify content in accordance with the target group and thus attain better conversion rates. Additionally, digital marketing is a consumer friendly platform, allowing the consumers to see only what they desire, thus creating a rather loyal fan following from the brands perspective. As social media now occupies a noteworthy period of consumer's time, therefore catchy content are instantly liked and shared reflecting the brand reach of these posts and pages. Digital Marketing facilitates such interaction which in return creates a significant number of ROI.

5.6 Cost Effectiveness

The cost of putting out a digital marketing campaign is comparatively way less than a traditional marketing campaign. For example, a Facebook business page can be boosted for as little as 5 US Dollars. This means Digital Marketing allows business to reach 1000 people at a cost that would have taken traditional marketing as high as 17 times the original price held for digital campaigns. The small and medium enterprises usually do not have a heavy marketing budget at their disposal, but the beauty of digital marketing is that it plays on a level field and gives everyone an equal chance of competing. If the contents of small businesses are creative enough, it can easily

take on the likes of big companies in terms of making the message across. The menu cost, search cost and transaction cost are very low in e-commerce business in terms of both selling and buying products.

As accommodating an internet connection is now cheaper than ever, both provider and customer can now easily get access to fast internet. Such easy access has allowed the mass population to avail other forms of media that are as fascinating as social media. For example, the growth of YouTube users and also a huge number of YouTubers have taken digital advertising to new lengths as now Pre-roll ads, ads in between etc are seen whenever a video is being played on this platform.

Chapter: 06

Recommendation

After working in the digital marketing field in NRB Bazaar and observing this, I have come up with the following recommendations.

More Investment on Digital Marketing – In order for the industry to have more growth, NRB Bazaar needs to put in more money in this sector so that agency ideas are not hampered due to budget restrictions. It is often seen in NRB Bazaar that creative idea on digital platforms are put on hold due to lack of budget.

Mobile User Friendly Website Interface – NRB Bazaar needs to improve their website for the mobile users, so that who those are mostly use their smartphones than desktop or laptop, can order their necessary products whenever they want. Customer satisfaction is the ultimate key for any business growth.

Digital presence on all platforms – In today's world, it is true that an effective Facebook page is very important to create a digital presence. But Facebook is not the only digital platform out there. Website content, YouTube channels, Twitter and Instagram etc are all needed to make an overall impression on the consumer's mind. Basically it's a consumer driven industry, the industry moves where the consumers moves.

Showcasing More Products - Since a wider product portfolio shall attract a bigger percentages of customers, NRB Bazaar should work on increasing and showcasing wider range of products.

Chapter: 07

Conclusion

By completing this report I have learned a lot that will help enrich my knowledge and experience. Before starting my internship I was very anxious and nervous about the new department to work with and how I was going to fit into it. But I was glad to be able to join a team that has ingrained positivity and friendliness. Each and every one that I have worked with in NRB Bazaar has helped me fit into the corporate environment so well that I have started feeling a certain loyalty to this organization.

Overall experience that I have got from this internship program would be an unforgettable experience and this would be working as a direction to my future career. I have done major in Marketing and I had to work in the content and digital marketing department of NRB Bazaar and this has increased my knowledge level in the digital marketing sector.

In this report I mainly discussed the rising trends of e-commerce business as well as the impact of Digital marketing in this essential industries that influence the current economy of Bangladesh. Moreover, some of the recent trend in digital marketing is included as well.

In today's modern age of technology and innovation, people are almost always occupied with something or the other to do. No longer do people only sit in front of the television after a day's of hard work. As people are always on the move, smartphones have now become the media to witness all the day's happening activities as content include podcasts, news and YouTube views etc. Such new drastic changes in the way people view content is a testament to the impact Digital Marketing Industry has had on people of Bangladesh.

To conclude, my internship helped me to develop essential skills and build the confidence I needed by performing tasks in the company. I believe that I still have a lot to learn from them and a lot more to contribute. I am looking forward to continue working here in the future.

References:

1. Shahnewaz Reza Mansur, Assistant Manager, Content and Digital Marketing, NRB Bazaar
2. Tanzibul Islam, Executive, Content and Digital Marketing, NRB Bazaar
3. Jahed Hasan, Assistant Manager, Content Development, NRB Bazaar
4. Rifat Rahmatullah, HR Partner, MARS Solutions
5. Digital Marketing | https://www.sas.com/en_us/insights/marketing/digital-marketing.html
6. Consumer Behavior: The Psychology of Marketing - Lars Perner, Ph.D. Assistant Professor of Clinical Marketing, Department of Marketing, Marshall School of Business, University of Southern California
7. Facebook Business - <https://www.facebook.com/business/learn/>
8. Facebook for Developers - Overview of Facebook Analytics
9. What is SEO? | Moz | moz.com
10. About NRB Bazaar | www.nrbazaar.com