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Internship Report Submission

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Internship Report on **Bytominer**



INTERNSHIP REPORT ON

**"Developing E-Marketing by using a
better email delivery platform.
-Elastic Email"**

Letter of Transmittal

3rd August 2018

Mr. Kamal Hossain

Senior Lecturer

BRAC Business School

BRAC University.

Subject: Submission of internship report on "Developing E-marketing by using a better email delivery platform. -Elastic Email".

Dear Sir,

It is a fabulous pleasure for me to present my internship report. I am submitting this report as a fundamental to complete BUS400 course of my internship program (BBA) in A research on the **"Developing E-marketing by using a better email delivery platform. -Elastic Email"**. While preparing this report I tried my level best to obey your guidance and the instructions provided to me by my organization director.

This entire report is based on my working knowledge at Bytominer. I have tried to provide what I have discovered throughout the internship program at Bytominer. I believe this report will provide you with an idea about the importance of digital marketing and its necessity to evolve a business.

I, consequently, would like to thank for your tremendous support, supervision, and guidance in terms of preparing this report. I shall be profoundly encouraged if you are generous enough to accept this report. If you have any further inquiry concerning any additional information, I would be very pleased to clarify that.

Sincerely Yours,

.....

Sunvy Mahmud

ID: 13104209

BRAC Business School.

Letter of Endorsements by the Supervisor faculty

This is to certify that this internship report entitled "**Developing E-marketing by using a better email delivery platform. -Elastic Email**" is done by **Sunvy Mahmud, Student ID: 13104209** under my supervision and is approved for its contribution to knowledge and literacy presentation.

.....
Date:

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Acknowledgment:

The effective achievement of this Internship Report is the result of the contribution and association of a number of people, especially those who took the time to share their considerate supervision and suggestions to improve the report. First, I would like to pay my gratitude to the Almighty for giving me the strength to work hard, diligently and under pressure and complete this report on "**Developing E-marketing by using a better email delivery platform. -Elastic Email**".

A fruitful finish of a report needs assistance from a number of people. I additionally have taken direction from not very many individuals in preparing this report. Now I might want to express my deep appreciation to those accommodating people.

It is a blessing to me to have experienced the most genuine supervisions, guidance, and cooperation from various persons to prepare this report. First of all, I want to express the warmest appreciation to my supervisor **Mr. Kamal Hossain**, Senior Lecturer, BRAC Business School, BRAC University for his enormous supervision, appreciation, instructions and assistance during the internship period.

Secondly, I would like to appreciate **Shaikh Al Mahmood** (Business Development Manager) and **Samiul Islam** (Co-Founder and COO) of Bytominer. My boundless and tremendous gratitude to my excellent supervisor **Walid Bin Alam**, Online Media Analyst. They all have helped by contributing their valuable time, experience, participation and effort on me throughout the whole internship period. I am grateful to have the entire members of Bytominer for their constant help to prepare me for this report by providing relevant information, which was required.

Lastly, my sincere appreciation goes to my parents, friends, classmates, and colleagues who supported me whenever I seek them.

Executive Summary:

It is no surprise how the definitive guide to mastering the art and science of email marketing is increasing vividly. With time, email is also evolving and contemporizing rapidly. Altering the old concept with more prominent and extraordinary ideas, which leads to the significance of elastic email. Elastic Emails make the marketing channels more effective for both the brand and consumer. It helps to communicate directly with the brand to consumer. Many with the brand to the consumers along with the information how many of them actually received the mail and what number of emails bounced back. Customers loyalty, repeat purchases and referrals can be achieved by few factors like reading email on the smart phone, get on the point quickly and encouraging readers to interact with the email information which include links that take recipients to informative pages on website. This digital strategy complements the font size of the text, headlines, the length of the content, so the reader do not need to scroll down the second page and videos with portrait dimensions that fit on the screen makes it more user friendly. A free shipping for limited fine or splendid deals can be offered the customers which will make them to leave reviews about items purchased recently and helps to promote items related to recent purchases. Emails can be automatically generated by the computer software, which makes it easier to send mails to the recipients. Offering podcasts technique is an outstanding idea, it provides helpful information and as a soft seller. Successful E-mail marketing has some essential steps to follow, like, the offer that is appealing subject line that will get the recipients to open the email, stay on message along with headline and email body send campaign when the prospects will most likely to read it, and easily forward able to others. Email marketing is one of the most budget friendly and fastest growing communication channel.

As we go inside the report, we will find when Bytominer started their journey and how they are growing fast by minimizing difficulties. Since our main goal was to generate and find out possible clients and analyze it how do it in better, quicker and faster way. During my internship period after analyzing I found out Elastic Email is a very possible and beneficial for Bytominer. After a proper analysis, we will try to reach out a conclusion followed by recommendation.

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1 Organization Overview:

1.1 Industry Background:

Bytominer is an outsourcing company. Outsourcing is a business practice where a company hires another company or individual (depends on work size) to process their data, perform task, provide services which are either already generated or some more data need to be included or excluded as per their demand. Basically outsourcing companies are outside company not linked or connected with any mother company and provide services as third-party provider with their own worker, computer and resources to perform the task given by hiring company. This has become a useful way of growing a business because it helps to minimize the cost of the company. Now a day it has become easier to develop a Programme or a software. In this fast moving world now, a company do not need to recruit a programmer to develop their website or apps. Outsourcing makes it easier because there are a large number of outsourcing people and company who are taking the command through internet and serving them at minimum amount of cost. They can outsource other types of works like including manufacturing process, human resources tasks and financial functions such as bookkeeping and payroll (**Rouse & Mary, 2018**).

Company outsource for some benefits like lower cost, improve efficiencies and gain speed. While a company decided to outsource rely on a third-party provider as outsourced task to gain some extra benefits that company rely on a company for some underlying principle because third-party provider only focuses on one individual task, which turns out as a better, faster and cheaper than a hiring company does. Bytominer do the exactly same thing for those companies who want to outsource their works or tasks.

Bangladesh is a fast growing, densely populated developed country. **Khurshid, S.(2017, October 20)** in her column “**Outsourcing in Bangladesh | Freelancing in Bangladesh**” She has stated that Bangladesh is selected as one of the best spots IT outsourcing. AT Kearney Global (world’s renowned and leading management consulting firm) has marked Bangladesh among best spots for IT jobs outsourcing. This farm has ranked 51 countries worldwide as the best destination for outsourcing of software and IT-enabled services and Bangladesh is one of them. Also Bangladesh become 3rd in the list of top ten on oDesk and the study of AT Kearney Global said that, “**In 2009, the country accounted for only 2% of the total hours worked**

on oDesk. At present, it accounts for 10%. Bangladesh has become the 3rd (third) country for contractor on oDesk. It is now behind two countries, the Philippines, and India.”

So, Outsourcing Industry is already evolving in Bangladesh and if proper guidelines and Government’s steps for enhancing outsourcing in Bangladesh by providing proper training at root level for also women would make a tremendous change in our economy.

1.2 About Bytominer:

Bytominer is a startup company. It started its operation on **1 August 2017** with a dedicated millennial's who never compromise with quality. Through their hard working and ensuring quality work, they are growing in a fast manner. This company registered in UK but now looking forward for USA and Canada.

As a great helping hand for startup to MNCs in Bytominer, they believe in growth. To keep our clients dealing with every crucial moment to reach the peak of the success, they forecast the changes and build a better environment of our client's work process. To cope up with unlimited human demand with limited resources, they make efficient use to facilitate client's growth beyond their expectation.

For that, Bytominer's expert team based in Bangladesh is here to help client with all outsourcing needs to bring rapid growth to client's firm. Along with Bytominer's data and content service, they rejuvenate client's farm with fresh leads. They deliver attractive contents and manage moderation on time as client's requirement. As every member of Bytominer care about client's growth, it's their aim to make client's farm to reach the peak of the marketplace with proper dedication.

As the marketplace changes, so do the need for a business. Bytominer work to control the resources in timely adept manner. Besides that, we take care of all manual sales tasks of their clients to keep them ahead to make an informed decision in their sales pitch. To interact with current and potential customers they ensure the enhancement dynamic working relationship on their client's demand.

At Bytominer, they see potential in every client; irrespective of their firm's size. Here they are eagerly waiting to work with potential clients, to be a part of client's drive towards growth.

1.2.1 Values:

To create sustainable growth for their clients, here are their core values to describe how they behave in the world

- **Build relationships:** Create trust through accountability and integrity.
- **Efficiency:** They give their best effort to maintain efficiency and act with urgency.
- **Passion:** They believe in business and do their work with full of affection.
- **Dedication:** To deliver their works in time, they give full effort to maintain quality.

1.2.2 Mission:

Bytominer is here to be the significant partner to outsource aspects of their client's business process along with the rapidly developing technology. Their mission is to work on their clients' potentiality in the step towards their growth and in their respective fields.

1.2.3 Vision:

They want to bring a fresh new perspective on the outsourcing industry and helping aid to make Bangladesh a top outsourcing destination.

1.2.4 Goal:

Their goal is to form a long-term partnership with overseas firms. By providing top-notch services to their clients by giving them no room to complain. When they take a project, they think of it as their own, ensure the quality of work all times, and assure the safety of their data providing with along with necessary support. So companies can see the improvement in their operations.

1.2.5 Specialty of Services:

- **Dedicated Team:**

Bytominer's team members are fully dedicated to clients, and they do not share analysts between clients.

- **Full Access Monitoring:**

Client's get to access and monitor every single day, on the progress of all of your offshore team members.

- **Quality Assured:**

Bytominer has a separate Quality assurance team, who helps and monitors their analyst's for quality control.

- **Gender Equality:**

Bytominer promote gender equality in the workplace, by providing equal opportunities for all gender types.

- **Cost Saving:**

Bytominer provides dedicated team at ½ the local UK price

- **Happy Employees:**

Bytominer ensures standard working environment for their team members, so that they are able to enjoy their tasks and produce their utmost effort daily.

1.2.6 Services:

Bytminer provides a wide range of outsourcing services for the firms looking to scale their business. The services are:

- **Sales Process:**

Bytominer's dedicated teams are here to help clients deal with all the manual sales tasks and present you with qualified leads. Our team goes through all the steps and presents the clients with the most qualified leads. This ensures the certainty to land sales for sales representatives. We also schedule meetings on behalf of the clients, to minimize the business process of the clients. In this way, the human resources can be efficient about actually landing the sales deals; which is the most important part of it all.

- **Backend process:**

In the world, where behind the scene office tasks can become cumbersome to keep up. Their help ensures that client outsources Bytominer's back-end process, which can result in gains in the long term. From tagging and categorization to receipting and monitoring. Bytominer covers the entire spectrum when it comes to providing service to the backend processes.

- **Online Chat Support:**

Consumers are more technologically savvy than ever before, which brings in the expectation of real-time support for goods or service. This is where Bytominer can help their clients; by providing them with dedicated online chat support team. This organization would provide real-time support for the users which can usually be done in the client's own platform or through a third-party platform. Our hope is to provide quality online chat support in a timely manner.

- **Manual Accounting process:**

Maintain bookkeeping in-house can be tedious and without a proper backup service, it creates major issues during crises. Bytominer provides outsourcing of the manual accounting processes of a business; they have professional experience with software such as Xero, Quickbooks and Microsoft Excel. The client will have full remote access to their accounts and will be encrypted under the AES 256 standard.

- **Digital Marketing and Graphics:**

Digital marketing is a must for business, social media presence is crucially important. Building a marketing team can be expensive, so provide adept digital marketing solution for growing business. Working on social media platforms such as Facebook, Instagram, LinkedIn, Snapchat, YouTube, and others. Bytominer also provides graphical content to accompany with the digital marketing.

- **Data transcription and Processing:**

Data has turned into the main thrust in marketing business decisions for established to startup firms. Management of data is, therefore, a very important aspect of standard business practices today. Businesses often need handwritten information to be transcribed digitally, which is easier to keep track.

- **Content Writing:**

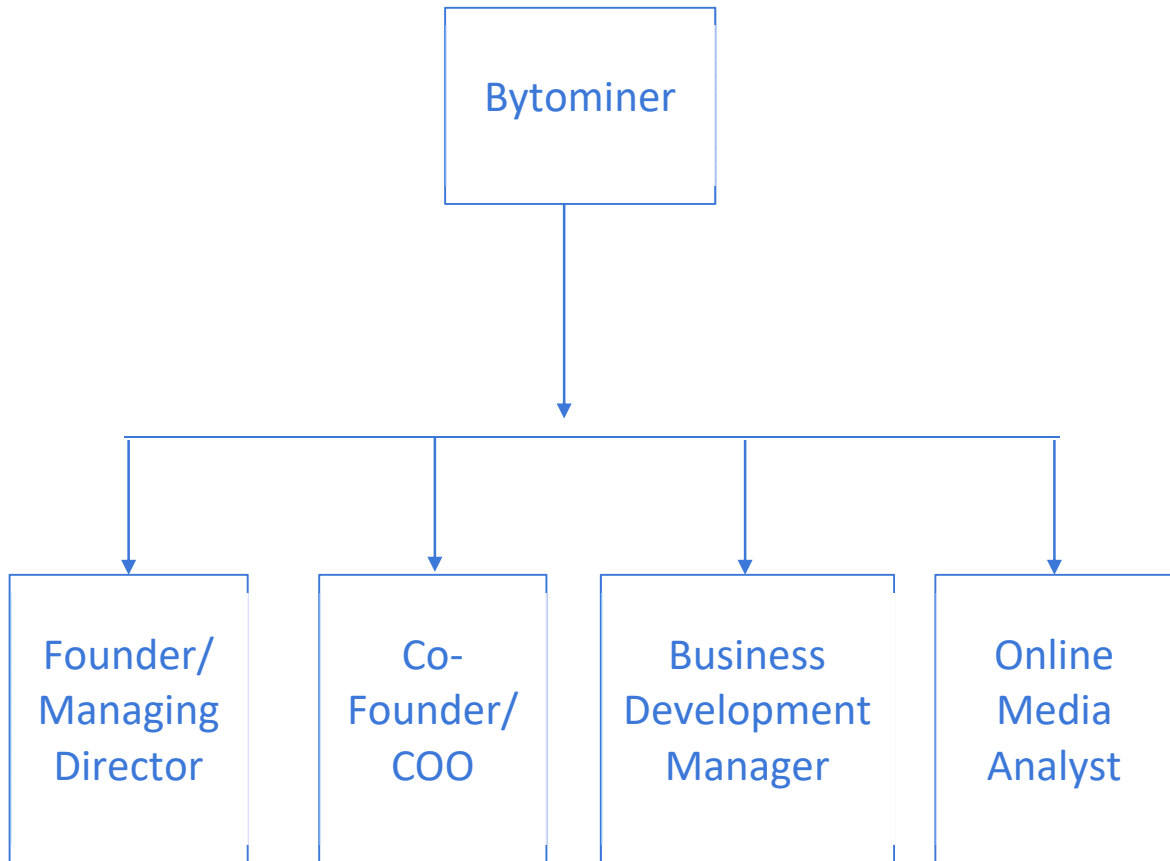
In the thriving online world, business requires their content to be developed to create a uniform language across their platforms. Bytominer's content writing team carefully curates the user-friendly content to be published, to achieve the goals as per client's needs.

- **Web and App Development:**

As an effort to diversify the services portfolio, they strive to provide all-around IT solutions to our clients. Bytominer provides state of the art web development for those looking for creating a unique and modern web presence.

App development team is equally serving varied mobile apps from both Android and iOS platforms. These apps will be developed in accordance with the client's requirement. Their development team is up-to-date with the latest industry practices, development only the best app for their clients. Web development team have proficiency in multiple programming languages to suit to the client needs such as CSS, PHP, JAVA, and Python among others. Both their teams have combined experience exceeding 15 years in working in the field of web and app development.

1.2.7 Organogram of Bytominer



2 Chapter 2: Project Analysis

"Developing E-marketing by using a better email delivery platform. -Elastic Email".

2.1 Introduction to the Report:

This report is about to find out a better email marketing strategy for Bytominer by using a better email delivery platform to reach out maximum number of possible clients at a minimum cost. So many email delivery platform are available to compete other but it depends on user's choice and company need to choose the best email delivery platform for their company or organization.

2.1.1 Rationale of the study:

This report is a reflection of my internship period or practical working experience at Bytominer. As an ideal employee, I believe it is a duty to generate a minimum percentage “%” of revenue is to the company. This can be done by minimizing the coast or by generating more output. It was a great experience and an honor for me to be part of the member of Bytominer. As this firm is in startup condition, it was a great opportunity for me to learn how a firm conduct their business. During my graduation as my major is in E-Business and Marketing I had a opportunity to learned some practical works about online businesses. E-business has created an opportunity for everyone to do business my own and become an entrepreneur. For example, Facebook, It is not just a social media but also a business platform for every user who has signed up. I have learned how to manage and create Facebook pages and run a business by using google AdWords, my business, google analytics and Elastic Email. Bytominer is an outsourcing company and they need send a large number of mail to their possible clients, which helps them to get more working order from United Kingdom. For tracing and getting responses of email, it is important to using an email delivery service to collect some information as bounce rate, sent messages, delivered, and opened messages, which helps to make better decisions. To ensure this advantages it is necessary to choose the better, secured and efficient and at the same time effective email delivery platform. Elastic Email is the most updated and almost free mailing service. Elastic email offers 150,000/month free email sending service. In every institution, it teaches us functionality of everything but when it comes in the real life, everyone faces some difficulties, which makes an employee experienced.

2.1.2 Statement of the problems:

Due to promise to the client as per Bytominer's contract, I was unable to collect their used email delivery platform data. It could help me to show the differences between using Elastic Email and MailChimp. As it is a startup company, it is difficult to find out numerical data. Three months is not enough to learn the whole process of a company's E-marketing strategies practically. As it is an entry-level company, it was a bit tough for me to find required data.

2.1.3 Scope and delimitation of the study:

This internship report is mainly a study on "**Developing E-marketing by using a better email delivery platform. -Elastic Email**" and Bytominer is an outsourcing company. All the informations of this report is collected through three months of internship period experience and some other primary and secondary data. However, I was able to collect information from Bytominer's website and direct conversation with the employees. There are two major parts in this report and those are Organizational part and project part. Working in this this company helped me to understand about the problems and find out the solutions to use a better email delivery platform. It was a great experience to learn new things like generating leads, how to find out possible clients, managing and working working with front-end developer of a website. The team was helpful during my internship period.

2.2 Objectives of the report:

- To give an idea about email delivery platform.
- To find out better email marketing procedure of Bytominer.
- To have an idea about Bytominer's position in outsourcing industry.
- To find out what difficulties they are facing and giving solution accordingly.

2.3 Review of Related Literature:

The learning environment is changing constant so the ways of communication. E-mail is one of the most effective and essential ways used for teaching technology and commercial alternative. Many faculty members use their email accounts to maintain connection to students. Students can maintain multiple email accounts to separate their social and educational life. Different firms and companies use e-mail to sustain their relationships with clients and customers.

Beyond the technical issues that could hamper email promotion delivery there are many tactics to produce creative copy that entices the reader to open and click through the products that they are looking for. Tim Langlitz, director of online business development at F+W Media shared some of his favorite tactics. Followed by mailing the subject line powerful. When designing the subject line, it is very important to consider how that shows to the reader. To do this, the value proposition or the most important element is put in the front of the statement. Second keeping the subject line concise. Shorter subject lines outperformed longer. Ones by a huge margin. This probably not a shocker, but the temptation to provide extra detail can be hard to ignore. The direct mail habits do not necessarily translate to email. People read more slowly online than in print. Avoiding the second scroll, and to give the reader a clear message. The longer the tent gets, especially with subscription messaging the response gets lower. Making the call to action prominent and be clear about what the reader is supposed to do, this also create a sense of urgency “In this type of marketing competition is everywhere Facebook friend requests, Twitter messages, Google alerts they’ve set up. Any single thing coming into the inbox Is competition,” said Langlitz.

Email marketing is still a staple to any digital marketer’s repertoire, but the technology so the consumers. In this cluttered environment, understanding how to best target and connect with audience as well as compel them action is critical. Email marketing is far from being a dying breed. Pam McAtee, SVP of digital solutions SVP of digital solutions with Epsilon a global marketing firm headquartered in Irving, Texas, says, “We see email continuing to increase in 2015 and beyond.” Email remains a very important element of marketers. It is a digital tent messaging efforts. McAtee says that email is the glue for all digital channels; it enables marketers to link ad data through email retargeting. Email can drive significant online revenue for marketers who utilize the channel effectively.

“Email remains one of the most effective marketing channels for both the brand and consumer,” says Harriott. He pointed to research from DMA that indicates email is the preferred method of marketing for consumers across all age categories. Marketer’s claim email marketing provides the highest ROI for any form of online marketing. Email is a marketing channel that provides opportunity for both B2B and B2C marketers. However, despite its benefits the field that is crowded with many marketers attempting to break through firewalls, escape junk mail folder, and gain attention in crowded email. Leading to three key factors that make email an incredibly viable channel for marketers. The cost – It is the least expensive brand to communicate directly with the end consumer. One to one marketing and personalization – email is inherently a personalized channel that has unrealized it is still the biggest promotional digital marketing channel, it leads to sustained levels of consumer engagement.

Putting email as an old technology would be a mistake. Correctly designed email campaign is a terrific sale booster that can magnify the effects of social media. John Arnold VP marketing at Denver – based full contact Inc. said, “Email can drive perceptions about your brand that translate into social sharing. Successful email marketing means more than just sending a few messages and hoping customers to respond. Arnold also said, “Effective email marketing is part of a larger communication strategy that has the goal of building long term relationships.” Doing it right takes careful planning. Figuring out what people want to remember about the store brand at every stage of the customer life cycle. It can also drive customer loyalty, repeat purchases and referrals. There are some distinct ways to stand head and shoulders above the crowd. Design for mobile to impress recipients, emails should acknowledge the rapid shift toward smartphones. Most email is now read or at least reviewed on mobile devices,” said Arnold. Email strategy needs to provide information so that people on mobile devices want to read and gets to the point quickly. It means encouraging readers to interact with the email text. Include links that take recipients to informative pages on website. It also provides lots of content that can be watched, swiped, pressed and tapped. Making all content, mobile friendly Arnold gave an example “Videos with portrait dimensions that fit on the screen when the phone is upright are more effective than widescreen videos that must be viewed by rotating the phone.” Target customer behavior is the term refers to the practice of creating copy that is informed by recipients’ recent activity in the website. Some visitors browsed without buying other started to buy items, then failed to complete their transactions. One of the most effective tactics that can be used to send follow – up emails with appropriate messages after a visitor puts something into shopping cart. If research shows that, the customers in general dislike

shipping changes or the customer to purchase the very item that had been abandoned a free shipping for a limited time can be offered to the customers if they spend a minimum amount. Email can also be sent to customers who complete their transactions, point out best. Inviting customers to leave reviews about items purchased recently might help to promote items related to recent purchases. All the emails described can be automatically generated by computer software. It makes purchases as easy as possible by inviting recipients to click on links that process transactions. In the in the email there is one or two lines of text underneath they subject line. That text is known as ‘pre-header’; it is an important sale driver for those who know how to use it. To get the biggest percentage of real estate in the inbox, the subject line and the pre-header work together to encourage the recipient to open the email. Including buttons that share content on visitors’ social media feeds will really, compound on the return on email marketing investment. Dodd said, “It would be much better if I were able to easily post the information on my own twitter feed, where I have many more followers” when people click on email share button, they will in effect your website page. Dodd counsels, “People in general are getting sick and tired of advertisements instead of a sale pitch, after helpful information that draws people deeper into long term engagements. One excellent technique is to offer complimentary podcast. Podcast provide helpful information and operate as soft seller. They do this by providing in – depth information about how listeners can benefit from merchandise or services.

There are 7 steps to E-mail marketing which leads to success. Having a unique, compelling offer, the kind of offer that will be most popular with e-mail contacts and aligned with firm’s values, list can be segmented and make different offers to different groups. The appeal of the subject line will get the recipients to open the email. Keeping the email body simple and relevant. Stay on message link to a landing page that has a heading with the same message as the subject line in the email. Send campaign at a time when prospects will be most willing to open and read it. Once someone has taken up the offer send them, a follow-up email that they can easily forwarded to others. Find ways to spread the message far and wide, start with clients. Giving a talk like some compelling offer and leverage Web presence.

Email is the fastest growing communication technology in the history. From only 2 million email accounts in 1985, this grew to 891. Email marketing has proven itself not only great way to reach customers old and new but also a cost – effective marketing tactics. The ability to preview and tweak how your marketing email will appear in popular email clients like Gmail, Hotmail, Outlook. The convenience of pre-designed email templates, which can use to quickly drop tent and images. FEA industries Bill Heffner marketing and IT director says, “Something

free or something discounted emailed on a regular basis – also works wonder. I try to put something in the email that they are only going to get there – oftentimes this means some kind of free item/service, a coupon code, or a consistent basis, you can train people to actually want to read your email advertisements since they get something out of it.” In addition, the marketing manager, Imtiaz Hasan said, “Targeted email blasts on new products and promotions have worked the best for us.” Today’s tech impacts on email such as mobile – there are variety of technological innovations and options that impact the ability of marketers to better leverage their email marketing efforts. Mobile technology has opened up a completely new world when it comes to email. It has become a necessity to make sure the email looks good on the smartphone. In fact, three – quart of consumers say they are highly likely to delete an email if they do not read it on their smartphone. Harriot said, “The best reading experience will come from emails that do use at least an 17 – point font for body text and a 22 – point font for headlines. Provide a clear call to action at the top of the campaign. Employ single – column designs and focus only on the essential.

2.4 Methodology of the Study

I have prepared this report from my personal experiences at Bytominer, which I have gathered during three months internship period. As I work with online media analyst of Bytominer I was able to talk and collect necessary data for my report from the employees.

Basically, as per my topic to find out the betterment way for email marketing to reach out and ensure the mail I have introduced them Elastic Email which I get to know from E-business course. Therefore, I have collected their experience and feedback by using google form, which is a primary data to understand their satisfaction level of using Elastic Email.

2.4.1 Data type

In this research all, the data used are primary. This is because Bytominer is a very new in the market. Therefore, until now there are no existing data about Bytominer in websites or in any books/journals.

2.4.2 Sources of Data

Primary source: Most of the information collected through “google form” from Bytominer officials and staffs.

Secondary source: I got permission to use their brochure and website as secondary data. These data has used as supporting details to primary sources.

2.4.3 Data collection techniques

- **Questionnaire:**

A structured questionnaire used to conduct the survey.

- **Online survey:**

Most of the cases, the respondents were given online survey link to participate in the survey. This method was convenient for both interviewer and respondent.

2.4.4 Research design

2.4.4.1 *Sample size*

There were only 8 respondents. This is because company is new fast growing company. Therefore, it was not possible to reach more than their actual number of employees as respondent need to be the employee of Bytominer.

2.4.4.2 *Sampling techniques*

Convenience sampling techniques has used because it is not possible to interview clients without any prior notice or appointment. However, all the respondents were Bytominer's service provider as they are the potential active employee of this company.

2.4.4.3 *Research methods*

Quantitative method has followed here rather than qualitative methods. This is because qualitative method requires a lot of time and analysis, which was not possible to conduct within this limited time.

2.4.4.4 *Beneficiaries from this study*

This study will help Bytominer to understand is the replacing Elastic Email with past email service platform. In addition, they will get knowledge about other platforms they could use to reach their customers.

2.5 Analysis and Interpretation of the Data:

Statistics:

	1. Do you think email relay service/email delivery platform is important for E-marketing to reach out large number of people?	2. Which elements play important role behind using email relay service/email delivery platform?	3. What is your first priority when you choose an email relay service/email delivery platform?	4. Which email delivery platforms have you used earlier?	5. Among them, which email delivery platforms, you found ideal for your work/office?
Valid	8	8	8	8	8
Missing	0	0	0	0	0
Minimum	0	4	1	1	1
Maximum	8	8	8	7	7

	6. How many emails you need to send every month?	7. Do you think "Elastic Email" is an advanced email delivery platform?	8. Satisfactory level of using Elastic Email.	9. Does this platform helps to increase your E-marketing directly or indirectly?	10. Which type of features make you dislike Elastic Email?
Valid	8	8	8	8	8
Missing	0	0	0	0	0
Minimum	1	0	0	0	1
Maximum	4	8	5	8	6

	11. Have you found any new features in Elastic Email?	12. Satisfactory level of using email designer in Elastic Email.	13. Does the quantity (150,000 free/month) of email sending option	14. I believe Elastic Email helps the world of digital marketing currently.	15. Please, select your designation in Bytominer.
Valid	8	8	8	8	8
Missing	0	0	0	0	0
Minimum	0	0	0	0	1
Maximum	8	5	8	4	4

2.5.1 Respondent Profile:

2.5.1.1 Importance of email delivery platform:

The purpose of this question was to understand if the respondent is aware of email delivery platform, which is a part of E-Marketing. If the answer is “No” then form will automatically skip rest of the questions.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	100.0	100.0	100.0
	No	0	0	0	0
Total		8	100.0	100.0	100.0

1. Do you think email relay service/email delivery platform is important for E-marketing to reach out large number of people?

8 responses



2.5.1.2 What are the reasons of using email delivery platform?

Data shows that respondent are mostly concern about saving time means sending more emails in a short period of time. Secondly, they want to ensure bounce rate of email means ensure or get notified about the number of email reached to their expected clients. This is a part of analyzing which is also a part of email delivery services. There are some data which is also important to know like number of opened, clicked messages and the unsubscribe option. Therefore, before choosing an email delivery platform they want this services and facilities.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	It saves time	8	100.0	100.0	-
	It helps to create an attractive email	5	62.5	62.5	-
	Spam free	5	62.5	62.5	-
	Help to maintain contacts information	4	50.0	50.0	-
	Analyzing bounce rate, open, clicked, complained and unsubscribe option	7	87.5	87.5	-
Total		29	100.0	100.0	-

2. Which elements play important role behind using email relay service/email delivery platform?

8 responses



2.5.1.3 First priority when chooses email delivery platform.

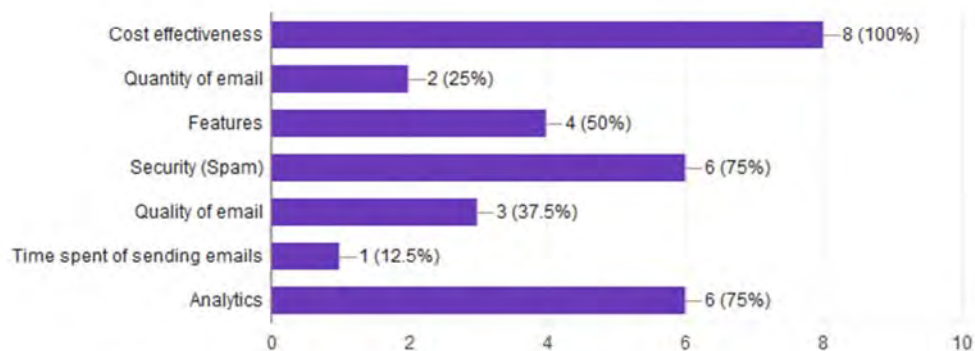
We want more facilities at a minimum rate of cost and this has become market strategy this days. Respondent want their required service and facilities at a low price rate. This point is important because low price rate made them to decide when who wants to purchase this type of services. There is a huge rate of chance to buy or change decision of the cost of these services.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cost effectiveness	8	100.0	100.0	-
	Quantity of email	2	25.0	25.0	-
	Features	4	50.0	50.0	-
	Security (Spam)	6	75.0	75.0	-
	Quality of email	3	37.5	37.5	-
	Time spent of sending emails	1	12.5	12.5	
	Analytics	6	75.0	75.0	
Total		30	100.0	100.0	-

3. What is your first priority when you choose an email relay service/email delivery platform?



8 responses

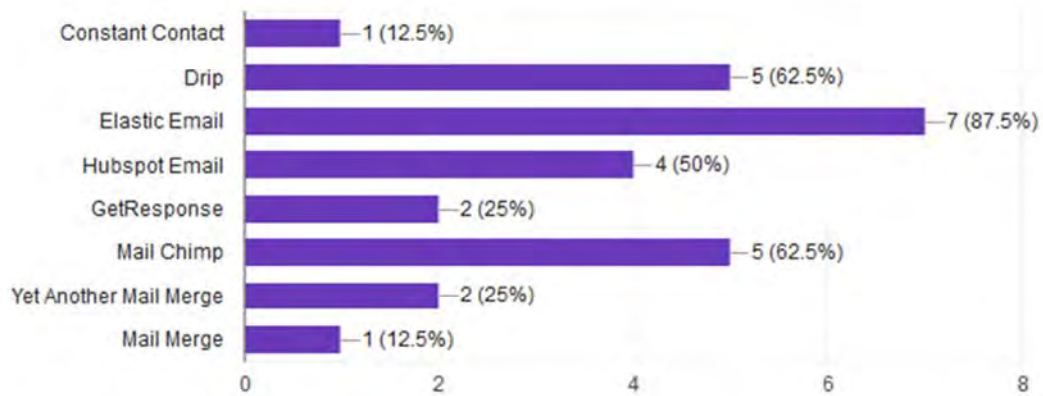


2.5.1.4 Which email delivery platforms has used earlier by the respondent.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Constant Contact	1	12.50	12.50	-
	Drip	5	62.50	62.50	-
	Elastic Email	7	87.50	87.50	-
	Hubspot Email	4	50.00	50.00	-
	GetResponse	2	25.00	25.00	-
	Mail Chimp	5	62.5	62.5	-
	Yet Another Mail Merge	3	37.50	37.50	-
Total			100.0	100.0	100.0

4. Which email delivery platforms have you used earlier?

8 responses



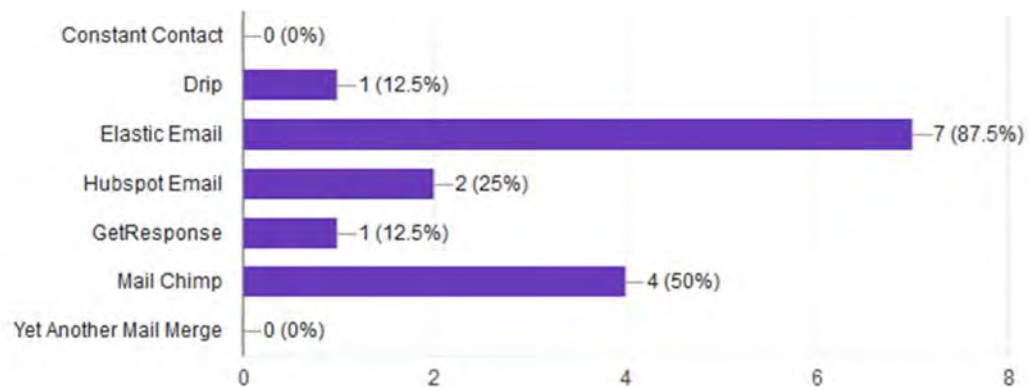
2.5.1.5 Which email delivery platforms ideal for workplace/office:

This data shows the name of email delivery platforms. This data is on the basis of their experience of using email delivery service.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Constant Contact	0	0.00	0.00	-
	Drip	1	12.50	12.50	-
	Elastic Email	7	87.50	87.50	-
	Hubspot Email	2	25.00	25.00	-
	GetResponse	1	12.50	12.50	-
	Mail Chimp	4	50.00	50.00	-
	Yet Another Mail Merge	0	0	0	-
Total		15	100.0	100.0	-

5. Among them which email delivery platforms you found ideal for your work/office?

8 responses



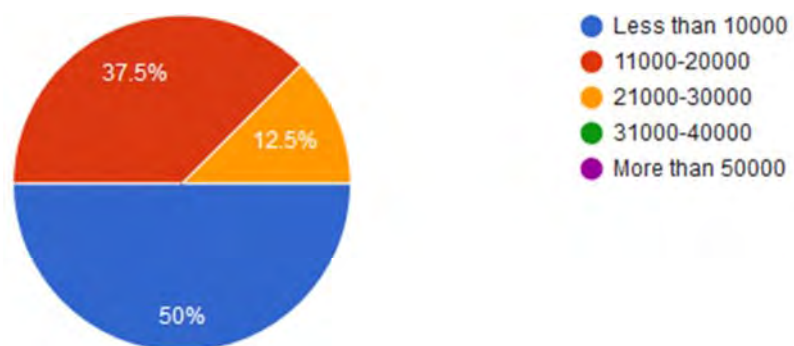
2.5.1.6 *Number of emails Bytominer need to send for their official purpose or E-marketing in a month.*

As an outsourcing company Bytominer need to send a large amount of mails to their existing clients and possible clients. Data shows that they need to send 50% respondent means four people responded that individually they send less than 10,000 emails per month.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 10000	4	50.00	50.00	50.0
	11000-20000	3	35.50	35.50	85.50
	21000-30000	1	12.50	12.50	100.00
	31000-40000	0	0.00	0.00	100.00
	More than 50000	0	0.00	0.00	100.00
Total		8	100.0	100.0	-

6. How many emails you need to send every month?

8 responses



2.5.1.7 Is "Elastic Email" an advanced email delivery platform or not.

Every company needs to be updated with time. "Elastic Email" is one of the most advanced email service platform. In addition, during internship I have seen their interests on "Elastic Email" because of extra features they are offering.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	100.0	100.0	100.0
	No	0	0	0	0
Total		8	100.0	100.0	100.0

7. Do you think "Elastic Email" is an advance email delivery platform?

8 responses



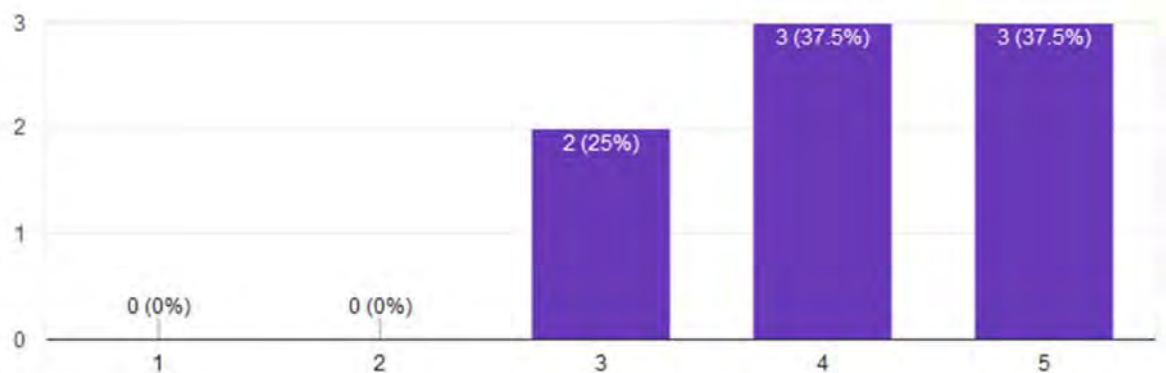
2.5.1.8 Level of satisfaction using “Elastic Email”

Data shows three person extremely liked and other three people liked Elastic Email, which means 75% respondent has liked Elastic Email.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 (Not at all likely)	0	0.00	0.00	0.00
	2	0	0.00	0.00	0.0
	3	2	25.00	25.00	25.00
	4	3	37.50	37.50	62.50
	5 (Extremely likely)	3	37.50	37.50	100.00
Total		8	100.0	100.0	

8. Satisfactory level of using Elastic Email

8 responses



2.5.1.9 *Is this platform is helpful or not?*

This direct type question ensure that they are satisfy by using Elastic Email and it helps to increase E-marketing rate. Data shows that members of Bytominer believe that “Elastic Email” helps to rise their company.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	100.0	100.0	100.0
	No	0	0	0	0
Total		8	100.0	100.0	100.0

9. Does this platform helps to increase your E-marketing directly or indirectly?

8 responses



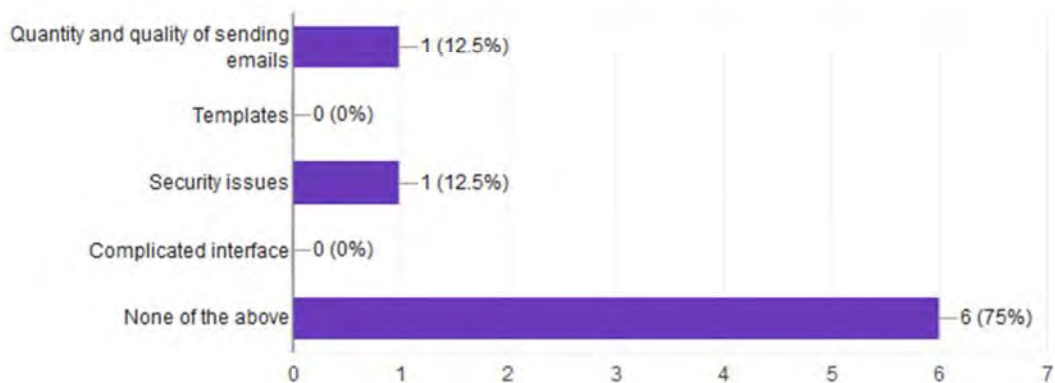
2.5.1.10 Lackings of “Elastic Email”.

Statistics shows most of employee has no issues with this email relay service. Two people has issues out of 8 respondent. It shows 75% success rate of “elastic Email” which is quit good in this competitve market.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quantity and quality of sending emails	1	12.5	12.5	12.5
	Templates	0	0.00	0.00	12.5
	Security issues	1	12.5	12.5	25.0
	Complicated interface	0	0.00	0.00	25.0
	None of the above	6	75.00	75.00	100.0
Total		8	100.0	100.0	

10. Which type of features make you dislike Elastic Email?

8 responses



2.5.1.11 Any new features in Elastic Email?

This question makes user to rethink and compare with their previously used services. Three months is a short time to understand of find out and compare by myself. Therefore, this question's answer clears is this platform have some new features or not. Statistic of survey shows everyone think that Elastic Email has some unique features, which helps their company.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	100.0	100.0	100.0
	No	0	0	0	0
Total		8	100.0	100.0	100.0

11. Have you found any new features in Elastic Email?

8 responses



2.5.1.12 Email designing experience in “Elastic Email”.

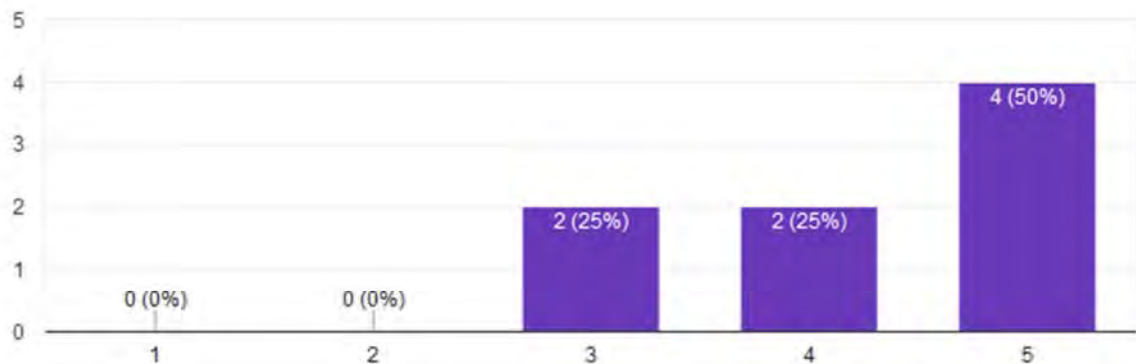
Statistics of this question shows 50% employee shared that designing a mail by using Elastic Email is extremely easier and 25% finds it interesting. Other rest 25% employee is in neutral position, which indicates and shows that designing an email using Elastic Email is far easier than others.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 (Not at all likely)	0	0.0	0.0	0.00
	2	0	0.0	0.0	0.00
	3	2	25.0	25.0	25.0
	4	2	25.0	25.0	50.0
	5 (Extremely likely)	4	50.0	50.0	100.0
Total		8	100.0	100.0	

12. Satisfactory level of using email designer in Elastic Email.



8 responses



2.5.1.13 Elastic Email offers 150,000 free email per month.

Statistic on survey shows number of 150,000 free has attracted Bytominer to take the chance of using free email relay service.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	8	100.0	100.0	100.0
	No	0	0	0	0
Total		8	100.0	100.0	100.0

13. Does the quantity (150,000 free/month) of email sending option attracts you to use free version of Elastic Email?


8 responses



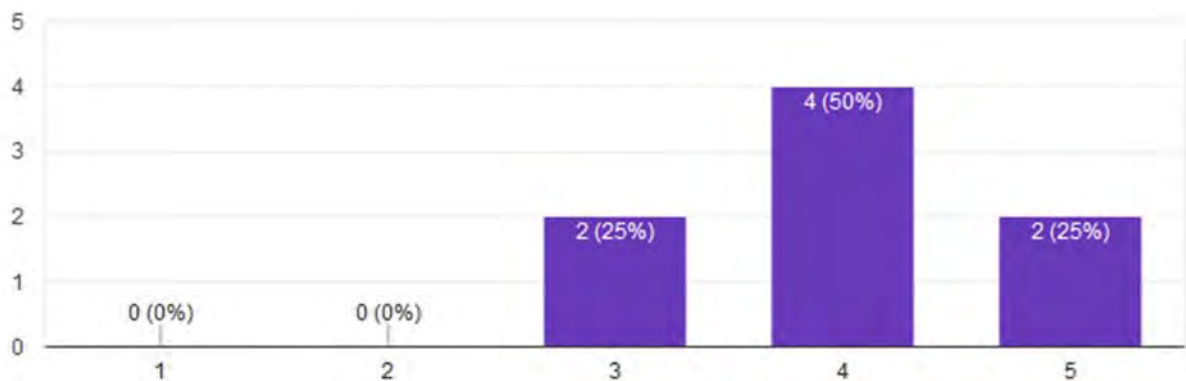
2.5.1.14 Possibility of Elastic Email success in globally.

Users of Elastic Email believes that this service is helping E-Marketing as well as E-Business to build a better world. 75% respondent showed positive attitude towards this service.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 (Strongly disagree)	0	0.0	0.0	0
	2	0	0.0	0.0	0
	3	2	25.0	25.0	25.0
	4	4	50.0	50.0	75.0
	5 (Strongly agree)	2	25.0	25.0	100.0
Total		8	100.0	100.0	

14. I believe Elastic Email helps the world of digital marketing currently. 

8 responses

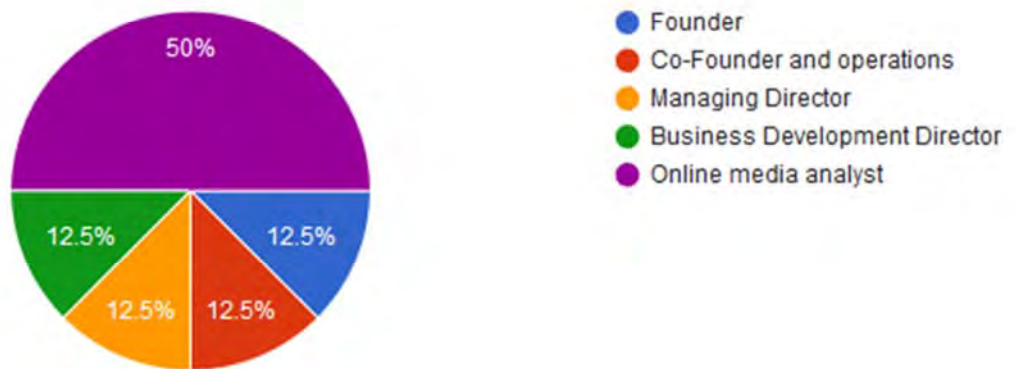


2.5.1.15 Designation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Founder	1	12.5	12.5	12.5
	Co-Founder and operations	1	12.5	12.5	25.5
	Managing Director	1	12.5	12.5	37.5
	Business Development Director	1	12.5	12.5	50.0
	Online media analyst	4	50.0	50.0	100
Total		8	100.0	100.0	

15. Please select your designation in Bytominer.

8 responses



2.6 Findings of Study

Survey shows statistical data, which proves “Elastic Email” email delivery platform, speeded up Bytominer’s E-Marketing. It helps to create attractive designed email to seek attention of possible clients. In addition, it also help to analyze the mail.

2.7 Recommendations

Elastic Email definitely a better Email delivery platform these days. Because of user-friendly interface and unique features. However, my recommendation is to seek for better email relay service because time changes so fast. There is no option than grabbing better services to enhance a business.

2.8 Conclusions

To increase an outsourcing business there is no alternative to get as most clients as possible. I believe I have succeeded to add at least a better mailing system, which helps Bytominer to send a large number of email at free of costs. For newly growing company cost minimization is important in order to reach break-even point. Being a part of Bytominer I had a chance to learn how is a business run and it was possible because this is a fast growing company. Most important part was during internship period I have learned the differences between academic and practical job life and this practical working life helped me a lot to develop my skills. My supervisor and the employee of Bytominer helped me a lot to learn new works. They appreciate my works further motivated me to give my best in work. Hence, my career plan are set to continue working in the field of E-Business.

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