Inspiring Excellence

Internship Report

On

Brand Awareness and Business Development Through Digital Marketing

Submitted to

K.M. NafiulHaque

Lecturer

BRAC Business School

Submitted by

Md Amir Hossain

14204094

Submission Date: 02/11/2018

Brand Awareness and Business Development Through Digital Marketing

Letter of Transmittal

28th November, 2018

K.M. NafiulHaque

 Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka- 1212

Subject: Submission of the internship report on**"Brand Awareness and Business Development through Digital Marketing"**

Dear Sir,

It is a great pleasure for me to present my internship report titled "Brand Awareness and Business Development Through Digital Marketing" authorized under your observation, as a requirement to complete BUS400 course. The report has been completed by the knowledge that I gathered from my job. I tried my level best to complete this report as accurate as possible. I hope this report will provide you an idea about the importance of digital marketing and its necessity to develop a business.

I am thankful to you for your great supervision while preparing this report. If any question arises in your mind, it will be a great pleasure for me to clarify you regarding this report.

Sincerely Yours,

Md Amir Hossain

ID: 14204094

BRAC Business School

BRAC University

Acknowledgement

Letter of Endorsement

17/12/2018

K.M.NAFIUL HAQUE

Lecturer

BRAC Business School

BRAC University

RE: Endorsement of Internship Program Participation for BRAC Business School

Dear Sir:

MD Amir Hossain has been employed as an intern to work in the company Cookie Jar. Thus, he will be able to complete his internship program under this organization with proper assessments.

Cookie Jar understands the time required away from work to successfully complete Mr. Hossain's internship program and has reached an agreement to support and assist him. Cookie Jar further understands that MR. Hossain attending this program will benefit him by absorbing the valuable lessons that will provide immediate value to the organization. Consequently, we are pleased to provide all the support and logistics required for him to complete this program.

Sincerely,

MD Amir Hossain	K.M. Nafiul Haque
ID: 14204094	Lecturer
BRAC Business School	BRAC Business School
	BRAC University

Executive Summery

I am Md Amir Hossain (14204094) of BRAC University. I have done my internship from Cookie Jar a leading digital marketing agency of Bangladesh. I did my internship under client service department. I have worked with different brands and clients that gave a clear idea about digital marketing and how it is effective for brand awareness and business development. Moreover the report will be helpful for the reader to understand about digital marketing, how they work, their working method and challenges they face in the development process.

Title of the internship report is "Brand Awareness and Business Development through Digital Marketing". Objective of the report is to find an advantageous method to achieve their clients and make mark mindfulness among them. Presently Customers are exceptionally data searchers. They gather more data about an item before getting it. Web entrance in Bangladesh is key player for this wonder. The greater part of individuals are getting improvement through notices, however they are not coming to end period of clients buy venture, predominantly in high association buys.

Brands are getting more touch point to achieve their objective gathering in this computerized period. More insights about discoveries are given this report. The effective consummation of this temporary position demonstrates that the eventual fate of promoting is in the hands of advanced. To close, it is required to embrace computerized stage to assemble a maintainable brand position and remain in the market.

Contents

Introduction

In 15 March 1966 Asiatic began its adventure named as East Asiatic. On that time they gave their support of the essential professional the business action of jute factories. Barely any years after the fact they changed their name as Asiatic 3sixty and wound up a standout amongst the best and greatest incorporated promoting office in Bangladesh. At present they are giving 360 showcasing answers for their distinctive neighborhood and worldwide customers.

Asiatic began an organization with a global office named J. Walter Thompson. The organization was re-propelled again by dropping the J. Walter Thompson to JWT in 2005. It got numerous advancements publicizing industry just like a piece of Asiatic family and most established organization of the nation. It has about 10,000 worker and 200 officers in 90 nations which give JWT an acknowledgment as the fourth most prominent showcasing organization everywhere throughout the world. It is serving more than 1200 customers. This affiliation gets an amazing achievement the association as a wing of Asiatic 3sixty and renamed it to Asiatic JWT.

The Various Organization of Asiatic 3sixty

Asiatic JWT

As a subsidiary of JWT worldwide in Bangladesh it works for the creative and marketing support for the organizations. There are two sub-division of Asiatic JWT. They cooperate to build more efficient campaign and digital advertisement.

Asiatic Marketing Communication Ltd. (AMCL)

This is the wing that makes most of the propelling correspondence quality for the clients; the materials may be anything taking off to a pennant print splendid to a whole ATL business. This wing fundamentally works with the ATL correspondence of the clients and offers most of the imaginative help to the distinctive wings and the association of which gives the supporter a 360-acknowledgment business focus plan. One of the certified help essentials began from AEML itself since it required all the creative substances of the clients for the BTL correspondence and Activation packages that it required.

Asiatic Social Limited

Social Marketing Communication wing of the Asiatic JWT that fundamentally address social advancing and social issues and everything thought about works with emerge NGO"s (Non-Governmental connection), the organization and unmistakable social showing relationship to offer propelling responses for social issues.

Asiatic Events Marketing Limited

This is under the street advancing and exhibiting game plans wing of Asiatic 3sixty and offers the tremendous request and BTL offering answers for its customers.

Group M

This sub-work includes three exceptional workplaces to be correct: Asiatic Mindshare, Maxus and Media edge, all of which has only a lone key limit which to an extraordinary endorsement more conspicuous itself in nature and is colossally embraced media purchasing. Media purchasing is the acquisition of the best circumstance and cost of a touch of media achieve inside of some random media. The fundamental mission of media obtaining exists in the trades of expense and ability to ensure the best outcome may be anchored.

Forethought PR

This is the sub-unit that organizes open affiliation and media the executives. This division ensures that the perfect message is delivered by the media. Additionally, it empowers in interchanges not by methods for the standard techniques yet rather as a choice through the notoriety and organization. This office continues with contact with people and nonentities who depend on an imperative segment in a huge bit of the overall public, whichever social branches they have an area with and guarantees that they pass on the right message by methods for appearances, introductions etc.

MRC- Mode

This is the examination wing of Asiatic 3sixty and it follows explore plots business, make a few inquiries frameworks to recognize the customer with most of the key, fitting and required information totally and in an immediate shape which allows the clients fundamental printed material and introduction of correspondence procedure.

Nayantara Communication

This is distinctive media period unit and office for the Asiatic 3sixty and makes all the diverse media parts that the AMCL or AEML or some other division requires. They're the all inclusive community who shoot, alter and make distinctive media introduction, which might be as a show, promotion. This workplace is likewise related of Sesame Street Inc. in Bangladesh and correspondences edifying narratives and stimulations in Bangladesh.

Cookie Jar

Asiatic 360 Marketing Ltd is computerized promoting office which concentrated on serving its customers to meet their business objectives and help them to gather powerful market correspondence systems. It is one of the greatest associations of Bangladesh. In this time of digitalization, Basic correspondence is changing into computerized correspondence where Cookie Jar assumes an essential job. It begun its task on 2012 yet in 2013 they began their activity for Facebook with the unmistakable customer Airtel Buzz. Presently it has turned into a greatest advanced office with a turnover of 1corer taka.

Mission

"Help client-partner to achieve their business and development objectives by providing specific solutions to their communication needs."

Vision

"Is to become the agency of choice of as an innovative, client-focused and socially committed service provider"

Departments

Cookie Jar has four unique divisions to work their tasks. Advanced Client Service division is the most dynamic and vital of them. They are dependable to keep up the alliance with the customers and furthermore arrange with the administrators. The inventive office achieves the necessities of the customer's prerequisites and different offices make certain even usefulness of the association. Other brief points of interest of the divisions are given underneath:

HR Department

This department is fully operated from Asiatic 3sixty. The head of HR department SmitaAparna coordinates with Cookie Jar for all staffing, hiring, educating employees and development process.

Client Service Department

Client Service Department is the most imperative division. They are mindful to keep up the association with the customers and relate pretty much the entirety of their prerequisites. Their primary concern is to comprehend the customer briefs appropriately and convey the work as per that. They cooperate with every single other division to appropriately give the guaranteed administrations to their customers.

Planning Department

This department is the center developer of each example of overcoming adversity. They structure each battle, challenge and executing plan. They build up every one of the procedures with the alliance with different divisions and pursue the course of activities.

Creative and Operation Department

These individuals are the inventive asset of the association. When they get a brief from the customer, they do the ideation and plan to execute those imaginative thoughts. They do ideation, perception and give all the inventive works as indicated by customers require. They make a point to make the inventive more alluring and drawing in which will bring an extraordinary outcome for customers.

Finance Department of Cookie Jar is working like different business associations. They compute every one of the costs, make month to month reports and analyze customer's bill. They additionally do the planning for online advancement battles and computerized correspondence crusades.

Service Provided by CookieJar

Content Management

They deal with the contents for social media. It incorporates pictures, recordings, gif, connect creation and different substance. They are likewise in charge of giving articles, post and inventive duplicates of a substance.

Development

Our group of developers works adequately and conveys legitimate arrangements. From a straightforward presentation page to a broad three dimensional program diversion, we are equipped for conveying them all.

Online Advertising

We are consistently guaranteeing that our substance is adequate to improve the essentialness of the timetable of the general individuals the moment they keep running over it. In Addition, on the other hand we have the 'distinction creator' which we call Media Campaign Management. With this otherworldly power we can fate who we might want to see our substance, when, how much of the time, in which contact centers, and everything.

Campaign Management

We run a couple of sorts of campaign with a particular focus to get more responses, commitment, impression and reach. We keep up the campaign with our own systems. These campaigns can be contentions sorted out to interface with online customers and give better brand understanding.

Relationship Management

We seize the opportunity to see ourselves as the voice of the brands we work for. We ensure that we fathom what our clients are about, absolutely; and do the ordinary talking with the customers

in a way that would not simply secure and keep up liberality for our clients, yet also drive business changes from the satisfied customers.

Description About Job

I did my internship under this division. Principle obligation of this division is examining the business and advanced media for customers, figuring techniques and executing them dependent on the targets of customer. This entire procedure comprise of 18 stages,

Brief: Customer gives the brief as indicated by their market goal and objectives.

Pitch Presentation: We made the pitch presentation for the clients.It incorporates investigating the business and advanced commercial center. Pitch is improved the situation new customers.

Proposal: Proposal is proposed by the cookie jar team which includes campaign objective, target market, strategy, approaches, estimated cost and outputs.

Review: Clients review the proposal that is proposed by Cookie Jar team.

Revised negotiation: Clientscould have a few recommendations about the proposition. It surveys in this stage and after that done the last transaction.

Final proposal: This is the final document which send to the clients.

Approved: We need an approval of that final proposal. When the proposal is approved by them, it lead us to work with them.

Estimate Signed: It's a contract between client and Cookie Jar.

Release Order: Order which submitted to vendors for buying space and placing ads

Creative: Executing the idea or plans of campaigns in to final formats like banner, websites etc.

Run Campaign: Starting the campaign by placing ads banners, videos, face book contest, Facebook page managing etc.

Reports: Report is collected from operation department.

Compile: After getting all reports from them, we compile those reports for submit to clients.

Optimization: Making changes in the campaign for improving the effectiveness and toachieve objectives.

End: End of the Campaign after achieving the objective.

Review of Campaign: Assessing effort in view of standard and real execution of campaigns. It will figure out what we arranged and what really happened.

Bills: Bill submitted to client including service tax and commission and bill is made byoperation and finance department based on our given information.

Payment: After deducting the commission and tax, client send the payment of bill.

Core Responsibilities

At first, Intern's fundamental risk is to deal with the purchasers of relegated Brands through carefully, as on face book. We normally do not play out the majority of the obligations to customer benefit division. Mainly I have handled three different brands, "ThyrocareBngladesh", "Kazi&Kazi Tea", and "Jarwa House".

Responsibilities of the Job

Writing copies

As an intern of digital agency, first thing I had to learn about a content which is representing by appropriate copies. Copies are two types. They are: i) Post Copy and ii) Creative Copy.

Post copy

Those related engraving which will offer it to make grasp the customer what we have to tell them through the post. Post copy ought to be short yet greatly to the point. Not more than two/three lines.

Creative copy

Those related copies which will offer it to make comprehend the audience what we need to let them know through the post. The divergence among post and inventive duplicates is post duplicate is given like photo caption and imaginative duplicate is given on the photo. Inventive Copies ought to be short yet uncommonly to the point. Not more than one/two lines.

Doing ideation

I needed to prescribe doable response for the new up and coming structures and propose differing exceptional contemplations that may encourage their arrangements. Those thoughts convert into inventive post which guarantees the anticipated client commitment

Brief to creative

We expect make to make inventive for our each approaching post. The photos we have seen in different pages for different purposes those are called inventive. We have ingenious gatherings for impacting innovative anyway we have to make them what is figured what will picture what should be establishment and should be the fitting content style etc.

PowerPoint presentation

I had to make power point presentationfor every ideation where we need to speak to the thoughts. What is the thought is about, what should the thought, what will be somewhat the post and class, and with a precedent picture to envision the imaginative.

Meeting Minutes

At the point when a meeting occurs, I need to record every one of the occasions arranging, dialogs, imperative focuses, inventive thoughts and executing designs. After the meeting, my obligation was to email those key focuses to people who went to the meeting.

Making report

We need to do the month to month report for each customer. It was one of my duties to break down every one of the information, gather all the data and makes the report legitimately. My boss confirms the report and gave information appropriately before sending it to the customers.

Taking feedback

Taking feedback from the customer and senior partners are likewise an obligation of mine. When we set up an inventive, we take some criticism from them to comprehend the adequacy of that content. Now and then they recommend changes which help to set up the substance all the more captivating.

Client Servicing

I needed to do the client servicing as well. I needed to answer the messages from the clients and offered answer to the each remark of clients did on the post. I discovered some vital knowledge from each one of those inquiries which I can relate in future research exercises and comprehend comparative sort of target crowds. Now and again we get some superfluous inquiries and impolite conduct through remarks and message however it is our duty to deal with our annoyance and get the most wanted yield.

Uploading post

I had to upload and schedule a post to my assigned post. Checking post copy, pictures and scheduled time properly are part of uploading post.

Brand guideline

There are some brand guideline which is recommended from the customers. For various months they may have diverse rules. It shifts dependent on celebrations, normal months and extraordinary occasions.

Title of the Study

Brand awareness and business development through Digital Marketing.

Rationale of the study

As it is an age of technology everyone is being digital or both household and business activity. Doing business and promote a brand digitally is also important to grab the market or to stay in the competitive market. The main purpose of the study is to describe and differentiate the different factors of digital marketing and how it is effective for brand promotion and development.

As I am a student of Marketing and E-Commerce this study will help me to find out the key factors and different sphere of digital marketing. At the same time it will be a guideline for an entrepreneur to know the basic factors and process of digital marketing that can help to run the business in a digital way.

As BRAC University is specialized for BRAC Business School, this paper can help the students to have a clear idea and basic knowledge about digital marketing and its key factors. It can be a motivation for the business students to start a business or run a business through digital marketing. At the same time BRAC University can establish their presence in digital platform which can help the students to be digital marketer in the future. Student from foreign university can also be benefited from the paper.

Objective of the Study
This internship report has two objectives.

1. Broad Objective
2. Specific Objective

Broad Objective: The broad objective of the internship is to gain organizational experience, know about the challenges and to apply the last four years of learning in the professional sector.

Specific Objective: Main objective of the study is to discover a convenient and effective way to reach the customers and create brand awareness among them. Apart from this the study can give a clear picture about the consumer behavior and target customer to clarify the ultimate goal of brand promotion and business development. Furthermore it will be helpful for the dealers and retailers as well to boost up their sales and reach to the customers.

Methodology of the Study
The data of this report is collected from two different sources. The sources are given below,

Primary Sources : The data I have presented in the report are mainly primary data that. I have collected those by directly working on it in this 3 months of internship. Besides I have done one to one communication to the employee of Cookie Jar to know about the scope and effectiveness of digital marketing for any brand and their business.

Secondary Sources : All of the secondary data I have collected from the official website of cookie jar, Asiatic 3sixty, Facebook fan pages and different publications. I also have taken some help from the alumni who already did their internship from Cookie jar. Their guideline and collected information is also reflected in the report.

Digital Marketing

According to American Marketing Association, Marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.(American Marketing Association , 2017)

Advertising agency mainly work for particular brand or client to promote their brand or run and boost the business. The service an agency provide is to create campaigns, planning, creating innovative promotional activity based on the demand of the client. Based on the clients sometimes an agency get the control over a whole brand strategies or sales and promotion. Several types of marketing agency are following,

1. Advertising Agency
2. Digital Agency
3. Full Service Marketing Agency
4. PR Marketing Agency
5. Media Planning and Buying Agency

This study will broadly discuss about the activities and services provided by a digital agency to create brand awareness and business development. As technological sector is growing fast the press ads and TV commercials are not enough to create brand awareness for a mass target population. So here going on full digital is the effective way to make a place in the mind of the customers and expand the business. Nowadays digital media has taken over and as a fast effective way of marketing it is being considered the most used media for brand awareness. At the same time digital marketing is more convenient rather than the usual tradition marketing, most of the business holder are showing interest in going digital and make the appearance of their brand or product in online. Digital marketing could be a great solution for them to develop their USP, creating brand value, better customer relation and marketing strategies.

Digital Marketers screen things like what is being seen, how regularly and for to what extent, deals changes, what content works and doesn't work, and so on.While the Internet is, perhaps, the channel most closely associated with digital marketing, others include wireless text

messaging, mobile instant messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.(SAS Institute Inc., 2017)

People groups regularly think that digital marketing and internet marketing are synonymous to each other. Be that as it may, this idea is off-base. Internet Marketing is depicted as a class of computerized advertising which incorporates different administrations like email showcasing, seeks motor improvement etc.

Brand Awareness and Business Development Process through DigitalMarketing

There should have a particular purpose or objective why a business needs to introduce them in a digital platform rather than traditional marketing. The objective can be the need of brand expansion or better brand promoting, boosting the business and reach to the maximum customers through efficient and digital way. It will be necessary for the growth of their brand image, introduce new product line, and develop new brand image or position targeting the proper target customers.

When they are specified about their major purpose or objective they need to look for a digital agency or can do a research on the activity of several agencies. This will help them to find the perfect media to promote or develop their business. Though this process of creating a digital media can be done by the business holder internally but there will be some difficulties and limitations. First of all it will take a huge cost to make a digital facility for own. If the facility is being done somehow the maintenance cost will be high and that can hamper the development process. On the contrary a digital agency has the facility of their own and their main work is to provide digital media service based on the needs of the clients. Before picking a agency a business ought to dissect their execution, thoughts and abilities to advance their image appropriately. When they require a pitch, they should legitimately concise the office about the primary target of the association. They will think of a legitimate thought which will keep running for a particular timeframe.

As an agency their obligation is to give their customers a legitimate administration as indicated by the understanding. They offer diverse center offices and different offers which will assist their customers with developing a solid brand picture in the market and satisfy the majority of alternate goals.

This report will describe all the facilities provided by a digital agency to develop a business. This includes maintain a fan page or website, query management, regular posts, campaigns, targeted advertising, and analytics.

Maintaining a Page or Website
A fan page, Facebook page or a website is the easiest way to know a particular brand or website.
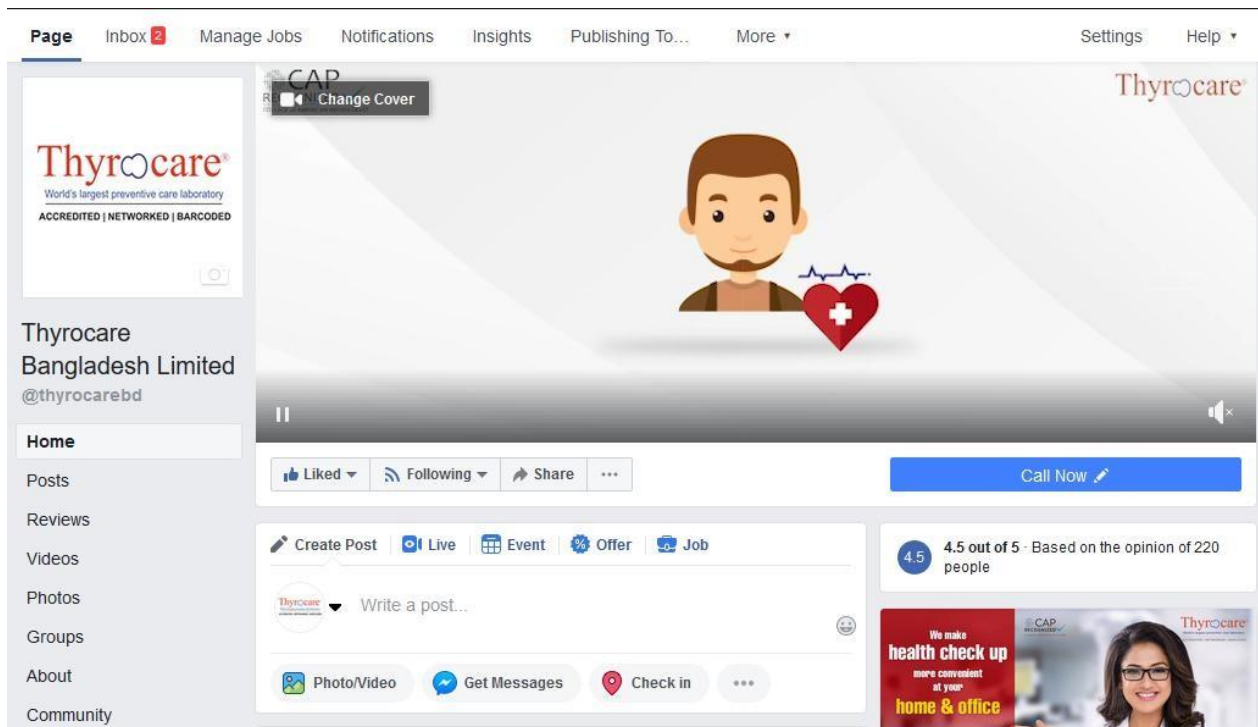

Here Facebook page can be the most effective way to create brand awareness to the mass people as most of the people have the access in Facebook and almost everyone roaming on Facebook continuously. So it is the first to do exist in the web with the goal that a client can discover the

business effectively. Aagency offers their customers to make a fan page or a site as indicated by their prerequisites. They additionally keep up the entire exercises worked in on the web. They gather require data from their customer which assist them with continuing the support procedure. They offer diverse standpoints for a site which is easy to understand and assist them with exploring the site legitimately and told them more about the offices given by the business.

Query Management

At the point when a client visits a site or a page, they may have a few queries in their brain. It could be in regards to the items, business or different offices.
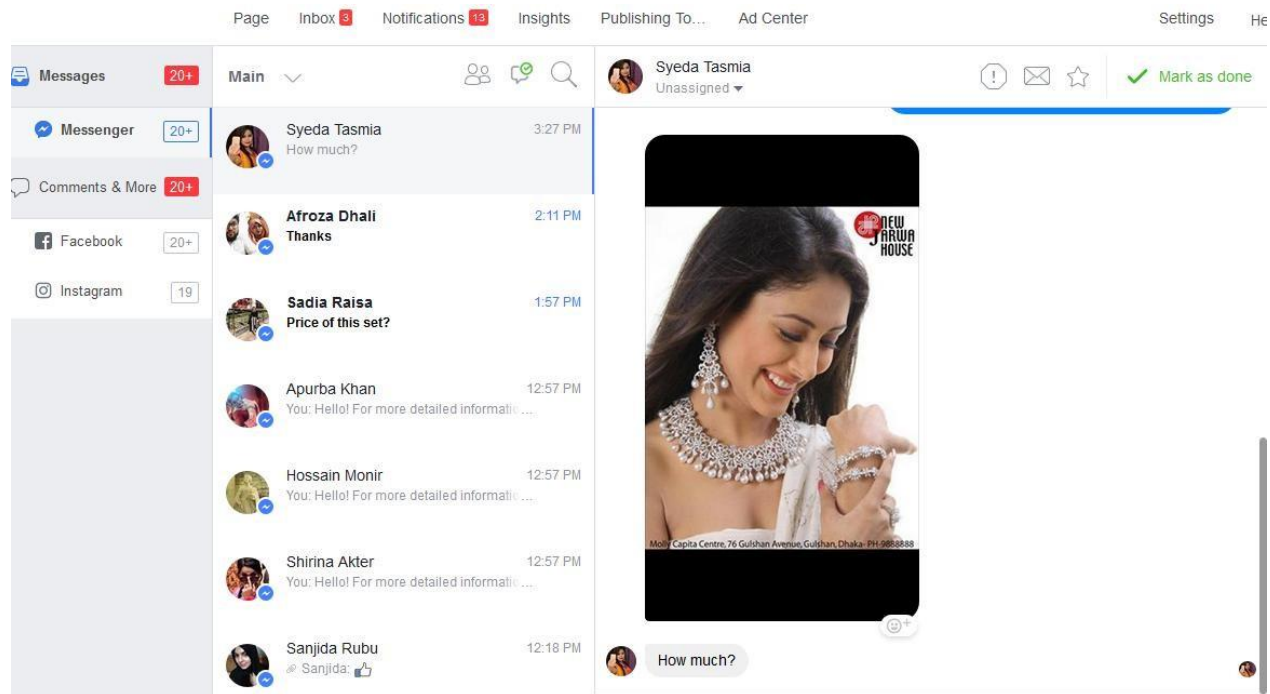
The agency take care every one of them by giving continuous arrangements. They continue refreshing the customer about their client's recognition, issue and necessities of enhancement to the business. Through this a business effectively takes in their concern, inadequacy and gets an

opportunity to tackle those issues which make their clients satisfied.(What Is Digital Marketing, n.d.)

Regular Post

This is the most incessant action that is done by an agency. They get the correct brief from a customer and do the ideation to make an appropriate substance timetable.


When they set up the substance timetable, they send it to their customers for endorsement. In light of the endorsed post, they post each innovative in the fan page or the site. That post may speak to item contributions, deals advancements, outlets areas, fresh introduction items, mark commitment, extraordinary occasions etc.

There are different types of posts. They are: i) image ii) gif iii) video iv) link

Campaigns

It drives concentrated on an extraordinary event or an occasion. Primary thought process of the campaign is to connect more gathering of people to the page or site.
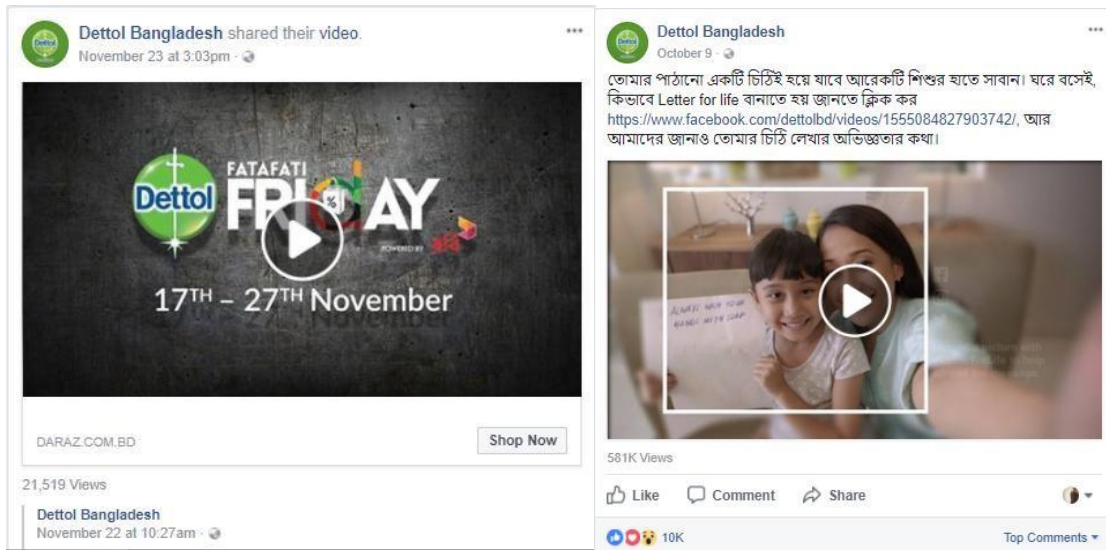
Each campaign has distinctive methodology to get generally commitment. After the crusade advanced advertiser examines the information which portrays the accomplishment of the campaign. A crusade could be a productive method to drive deals. It knocks over and over in shoppers psyche and drives them to take official choice.

Analysis of Data

In each month's end or a campaign they get some particular information about connected customers.
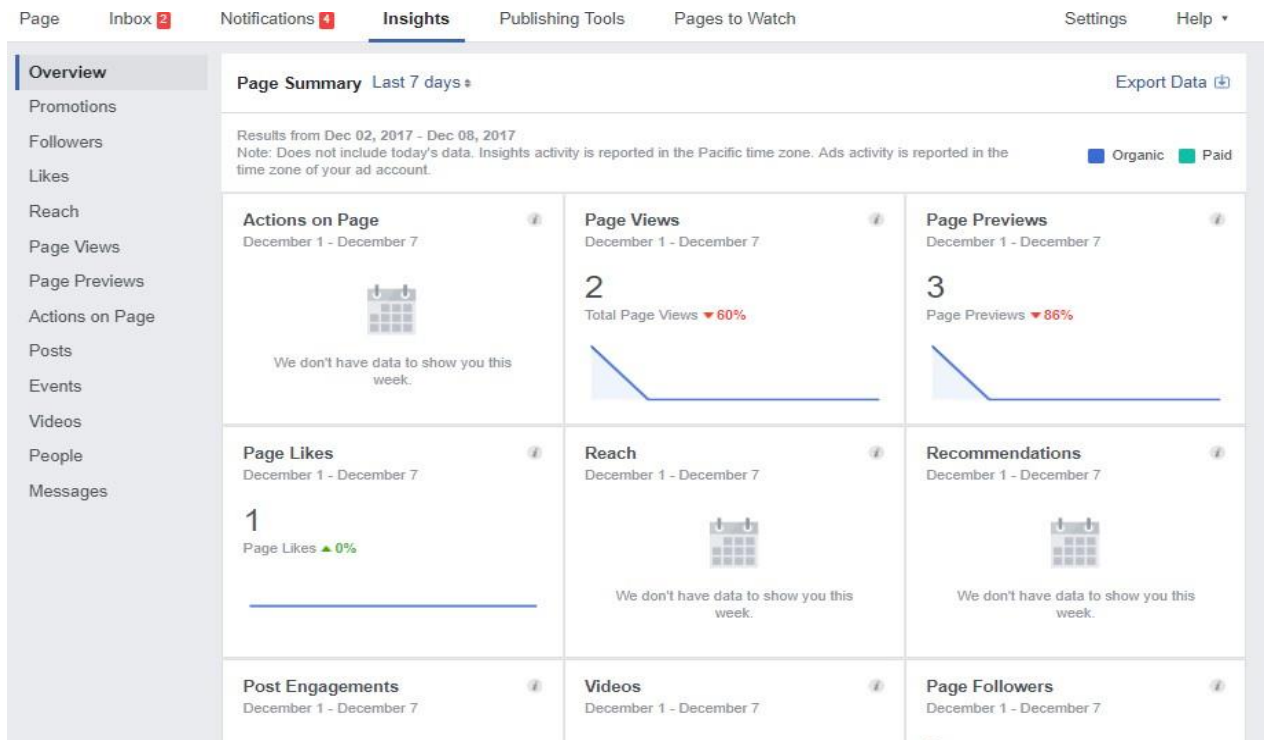
It is anything but difficult to investigate that information by various instruments and appropriately comprehend the client experiences. Those experiences give a legitimate condition about a market and the computerized advertiser discovers more compelling methodologies as indicated by those bits of knowledge. This procedure encourages the business to enhance their administrations and offices which give them leverage to wind up focused in the market.

Targeted Advertising

Digital platform is the best way to target proper customer to boost up the sales and create brand value.
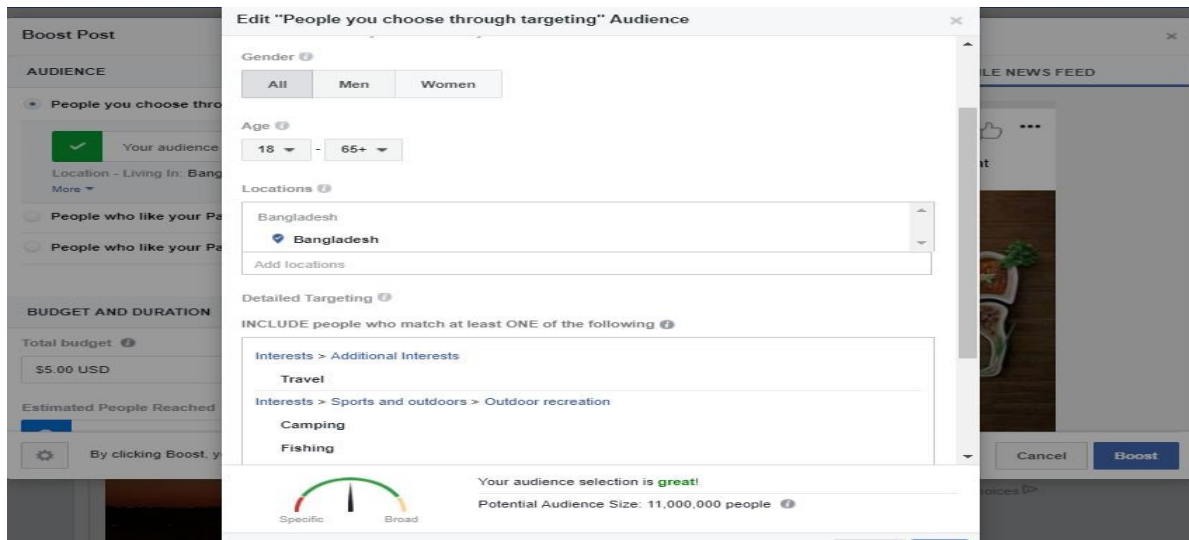
There are different ad objectives which help an advertiser to get the right audience. It can be optimized by demographic options, interest, geographical locations and so on.

Limitations

Time Limitation : Time limitation was a big factor to make the report more efficient and informational. I have tried to make the report as much informational as I can but there could have been added more information and resources.

Confidentiality : This is one of the major limitation that will reflect in the paper. I cannot provide some of details information because of confidential issues. Still I have gathered the details through secondary data and one to one communication with the employees.

Conclusion

As this is an age of technology, being digital is the perfect way to create brand awareness and business development. At present digital platform is best to start a business or to run a business to reach on the inclining stage. Digital media is the best way to convert a product into brand. The brands can able to engage their target group in a effective way through digital platform. As one of the leading digital agency in Bangladesh the methods of Cookie Jar mentioned in the report will be very much helpful for the reader to understand the various sphere of digital marketing.

All through this internship period I discovered that purchasers are exceptionally data searcher and they will do look into about an item before heading off to a retail shop. In this manner, brands need to offer stages to shoppers to comprehend their item or to get a truly feel of that mark. I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.

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