



Inspiring Excellence

Internship Report
On
Wonders of Digital Marketing
“Tale of Thyrocare”

Supervised by
Shamim Ehsanul Hoque
Assistant Professor
BRAC Business School

Prepared By
Asma Yesrif Reebhu
ID: 14204030
BRAC Business School
BRAC University

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ASI@TIC

COOKIEJAR

Letter of Transmittal

17st December, 2018

Shamim Ehsanul Hoque

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

I am presenting you this report on Wonders of Digital marketing- Tale of Thyrocare. This report has been prepared with the intention of completing the requirement of Internship of the BBA program.

I would like to express my gratitude towards my supervisor Miss Syeda Tazrin, Senior Executive (Client Service) Cookie Jar- Asiatic 3Sixty, for her immense support, and all the other co-worker from the organization that helped me gather all the necessary information which was vital for this report. I hope this report upholds the standard of a well organized and informed report and conveys the scene that I am trying to show of Digital Marketing based on the my research and experience at Cookie Jar-Asiatic 3Sixty.

I would like to request you to accept my report for further evaluation.

Sincerely

Asma Yesrif Reebhu (14204030)

Acknowledgement

All praises are due to Allah; for Him being Generous and Merciful this internship period and the report writing has been a smooth journey for me.

This report has reached its completion due to the joint effort of many individuals. As such, I have to express my gratitude towards everyone.

First of all, I would like to thank my advisor Mr Shamim E Hoque for the moral support from the onset and throughout, providing me with the necessary guidance and information related to marketing field which was needed to design this report exactly the way I wanted.

I would like to express my gratitude towards my supervisor Miss Syeda Tazrin, Senior Executive (Client Service) Cookie Jar- Asiatic 3Sixty, for her immense support, and all the other co-workers from the organization that helped me gather all the necessary information which was vital for this report.

I am very much delighted to be part of the pioneer organization that is Asiatic3Sixty- Cookie Jar, for letting me do my internship. The learning and hands on experience I gained during these 3 month period has allowed me to have a newer and more refined perspectives about the knowledge I had received in my courses at BRAC University.

Finally, I would have to thank my family and friends who also supported me during the preparation of this report.

Executive Summary

The following write up is a reflection of my work at Asiatic3Sixty-Cookie Jar and my understanding of the Digital Marketing Industry and how it functions.

The journey of my internship started on 1st August 2018 and ended in 30th October 2018. During these 3 months I was rather treated as a full time employee at my workplace which apparently helped to understand the digital culture more prominently and helped me to gather knowledge on how the agencies functions in Bangladesh.

The report initially contains a brief introduction of Asiatic3Sixty-Cookie Jar and the services that it provides. Afterwards, the significance of the study is mentioned. The wonders of digital marketing and how the social media tools functions is then thoroughly been discussed. For a better understanding I have related the topic with the brand that I was working with, Thyrocare Diagnostic and discussed how this company has flourished with the help of digital tools. Since I particularly focused on Facebook, thus some of the recent tools of facebook and how this algorithm works has been discussed. The report has also been integrated with the brand Thyrocare, as in how it has used the social media analytical reports which helped it to take further calculated decision.

The report has been made in a very short time and therefore some of the data provided here might not be accurate by the time it is being evaluated since digital analytics literally changes every day. In spite of all, I still believe this report will reflect my hard work and will be appreciated by the authority.

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CHAPTER 1

THE ORGANIZATION

Asiatic3Sixty is one of the leading advertising agencies in Bangladesh. The firm's been operating now for over 4 decades flourishing with different 15 successful wings. With the company head such as Aly Zaker and Sara Zaker, Asiatic kept on evolving in size and dimension. The 360 evaluation started when the chairman felt that advertisement cannot itself be complete without other relevant field in communication. Thus it started giving birth to separate fully fledged entities which showed their expertise in its own way.

And Cookie Jar is one such wing of Asiatic3Sixty which is a professional digital marketing agency, providing complete digital marketing services.

Mission: The mission of Asiatic3Sixty family is to boom in size and dimension and provide an overall solution to the communication one needs in this diverse market.

Vision: The vision is to keep the hunger of innovation alive and be motivated and create such culture so that extraordinary ideas are born and nurtured.

Asiatic Family



What COOKIEJAR does?



Content Management

Social media profiles are easy to setup but much harder to get business returns from. Our content management skills will help you to strike a balance among an engaged audience, a growing community, and business benefits.



Development

We don't take the word "innovation" lightly. Our pool of developers work fast and deliver top end solutions. From a simple landing page to an extensive three dimensional browser game, we are capable of delivering them all.



Relationship management

We don't just engage people, we talk to them, speak to them, laugh with them, smile at them and get to know them better. And technology helps us to stay at the top of the conversation.



Campaign Management

Our campaigns are designed to deliver results. They integrate into your existing platforms and communication and generate trackable business results.



Online Advertising

Good content and design are only effective to the right people. Our advertising team specializing to find out the right consumers for each communication to get the highest return for your money.

Amazing Clients of COOKIEJAR



CHAPTER 2

THE PROJECT

Digital Marketing? Just another one of those new fancy, buzzwords people use to sound smart in meetings or is it a real deal? But before answering that, maybe a better question to ask is what a Digital Marketing actually is. To be short and crisp, Digital Marketing is any form of marketing products or services that involves electronic devices. First popularized as a term in the early 2000s, digital marketing has actually been around much longer.

Objective of the report

The primary objective of this report is to understand the roles and functions of Digital Marketing and how exploiting it would bring fruitful result. To make it more comprehensible I have used all the real datas of the brand Thyrocare Diagnostic Center, the brand that I was working with.

Statement of the problem

Dramatic Changes in the digital media algorithm.

Scope and Limitation of the Study:

Maximum of the information for the analysis of this report was collected from the internal insights of the Facebook, CookieJar's database and direct discussion with the senior executive and my supervisor who was in charge of the brand Thyrocare.

The biggest limitation of this report is that the brand on which I worked, Thyrocare, it is the first mover diagnostic center in Bangladesh which is using social media so thoroughly that more than 50% of the sales volume has been generated through it. Therefore no previous research paper was found which made this report complete fresh and worked with raw data.

I initially started my work as a community management of a diagnostic center named Thyrocare Bangladesh Limited, an international diagnostic laboratory and a chain of Thyrocare Global. It is the first automated laboratory operating out of a single centralized setup and what differentiates Thyrocare from other diagnostic center is their unique home collection service. They provide home collection service of all kinds of blood and urine tests along with home delivery of the report in the fastest and affordable rate.

Thyrocare is one of the most expensive client of Cookie Jar and also the most sensitive. The reason why I call it the most sensitive is because 80% of their appointment booking has been done through Social Networking site which is Facebook. We have seen much successful online business, doing well with the Facebook business management but haven't heard that medical service has been so much benefitted through facebook.

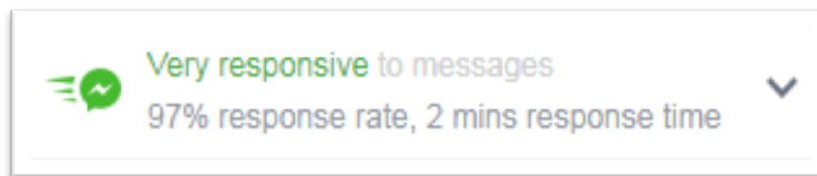
Well, it is not only about how facebook functions but rather how digital marketing has shown its wonder by properly utilizing the mechanism that enabled millions of customers to put their trust by simply booking medical appointment via facebook. I have seen how my seniors from Cookie Jar who were in charge of Thyrocare's content, each and every single data were thoroughly scrutinized by them which finally made it one of their most successful clients.

How it worked...

Since my work was to look after the queries of Thyrocare's facebook page, so beginning the project with explaining how this query management functions helped the brand to achieve such sales volume.

Through query management I was responsible for advocating the brand on social media. I actively went out with the online community to connect with the potential customer and served

accordingly. The followers of the page asked questions regarding tests, their prices, quality, and services provided, the doctors and even some of them just knocked without any reason, or in short it was a spam. Although the role seemed pretty simple on the surface, but there is obviously plenty for any given social media manager to juggle. Especially if one is regularly handling customer concerns or work on behalf of a brand with thousands of followers or more. The main reason why looking after Thyrocare's community was a hectic one is because the queries had to be met with the 5 minutes. Which means when a customer knocks in the inbox for the first time in the page the community manager have to answer it within the first 5 minutes so that the response rate gets higher and response time gets lesser. Currently in the month of November, the page achieved 97% of response rate and 2 minutes response time.

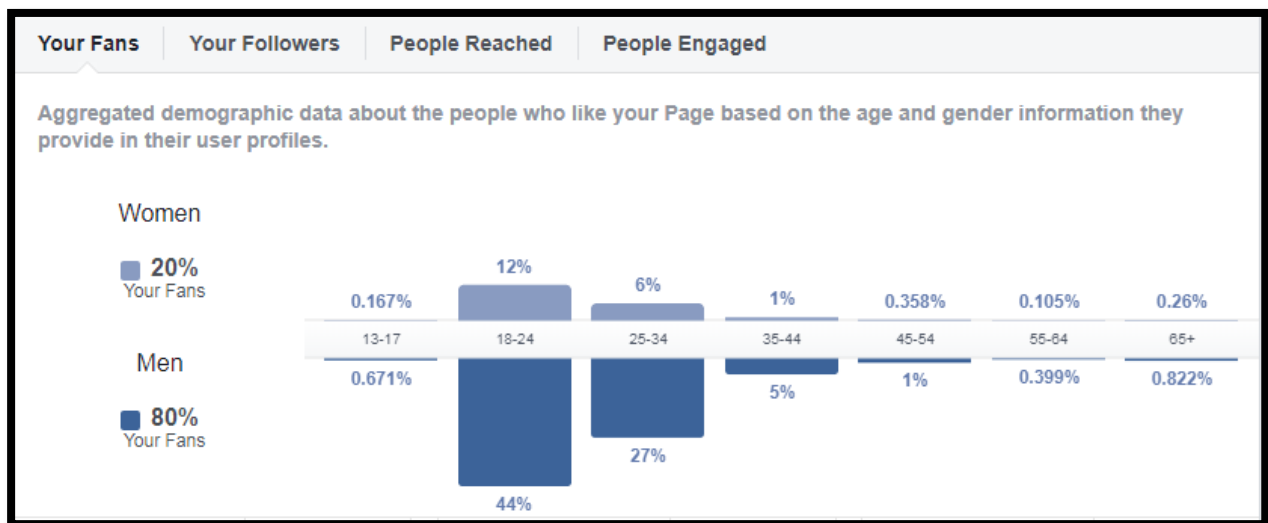


A better and clear definition of response rate and time is given below.

The green badge in the image shows that the page is very responsive to messages. This badge shows people that the pages respond quickly and consistently to private messages. In order to get the badge, a page must have two things. Firstly, it must have a response rate more than 90%, and secondly a response time of less than 15 minutes.

In order to maintain the green badge continuously I along with 2 other interns worked constant and maintained a tight time. This enabled faster booking of appointment and greater satisfaction of customer.

Although I started managing the page initially but later I was been involved with other aspect of this brand, such as creating the content, copywriting, planning a creative post etc. These were been done by having a thorough check up at the insight of the brands' page. Therefore the next section will be about how a creative post is being made by analyzing the past data from the insight.



In this above image, the bar graphs shows the aggregated demographic data about the people who likes Thyrocare's page and gender information they provides in their user profiles.

This helped us to understand the main followers of Thyrocare, where it shows the brand's main followers are men with an 80% of a calculation according to Facebook algorithm. This enabled us to act accordingly such as in order to create female followers so that they are well aware of the brands' service towards the female, our team could now create content which would directly hit the women attention. Even selection of the color, the language and designs played an important role in order to attract each gender.

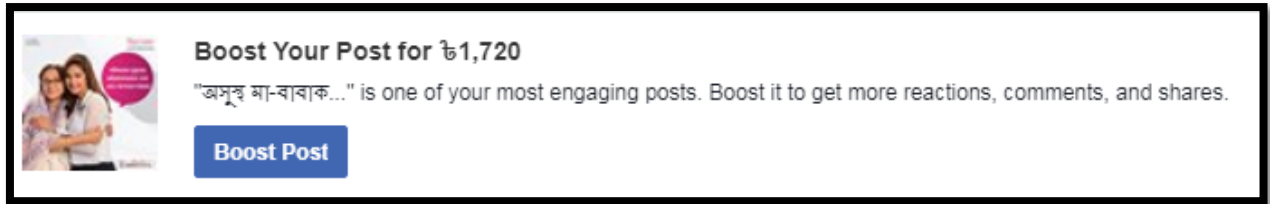
For example, on international breast cancer day a content was created with a caption in such a way so that it reaches the women. The picture has been shared below.

The Image or Creative Copy as said in the Digital marketing



Boosting post to get more valued sales volume.

Out of many wonders, one that helped a lot is automatic suggestion for boosting certain content, which according to the algorithm, worked well in the past. For example:



The above image was automatically popped out in the Thyrocare's page which triggered the thought of boosting it again. But what does this Boosting really means? A boosted post is simply a post to the page's timeline that can be applied money to it in order to boost it to an audience of your own preference. Therefore when a particular post has been boosted it will appear on the the type of selected audience's news feed as an advertisement.

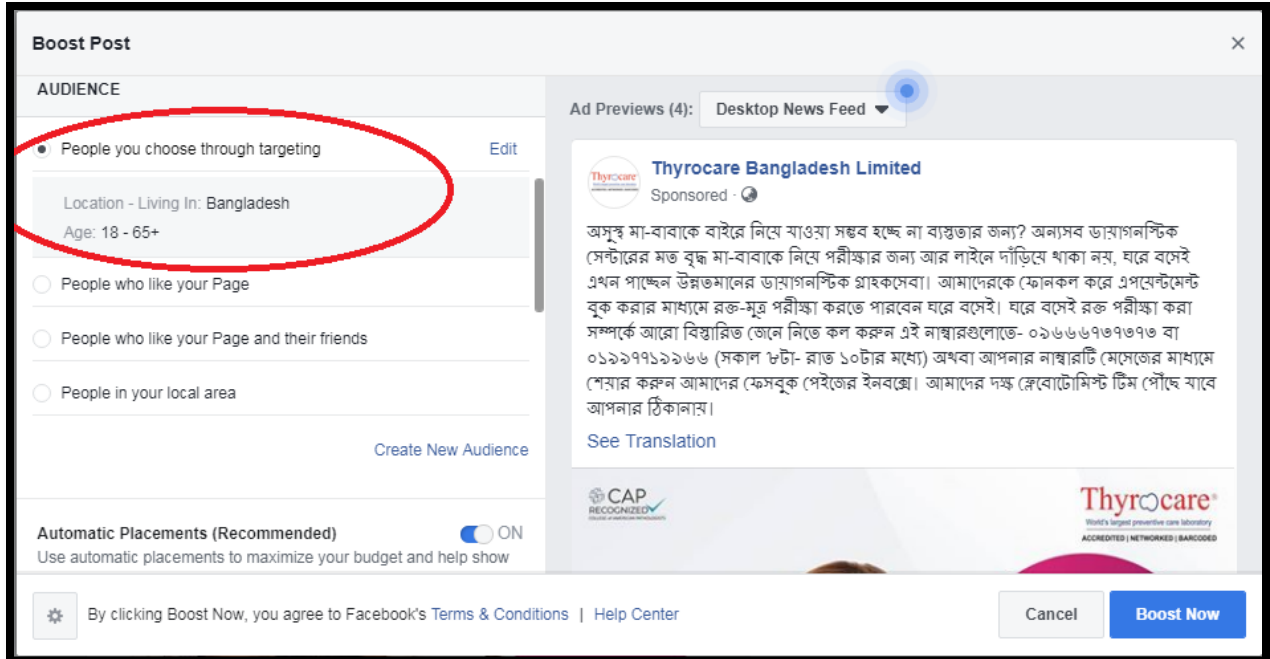
The original content has been shared below:



This particular post worked well when it was been posted earlier. Many clicks on this post was generated thus boosting it got the brand even more customers attention.

So later when we decided to boost this post, we were been option of setting target audience. The original image has been shared

below:



When clicked at the Boost the post, this bar pops out. As marked with red in the image above, this shows how we had the luxury to choose the audience age limits. For this particular post we chose from the age range of 18 to 65. Since this post was about the tests for elderly parents, so our concern was to target the youth who are taking care of the parents and along with the elders who are on facebook. So if both of the group ponders upon this advertisement then they will click on it for further detail. Once we get them in our inbox section, it becomes easier to create conversation and that leads to pursuing them to take appointments.

The two very important metric when working through Facebook are “Reach” and “Impression”. These two are easy to get confused with but plays different roles when analyzing. Therefore throughout my internship period, I along with other interns were constantly asked about what we understood by these two key metric.

So here’s what Reach and Impression are and how it helped Thyrocare to track down things.

Reach:

It is the number of people or as Digital marketer says number of Unique users who saw your content; unique user in a sense that one individual profile who viewed your content. Reach is important since it gives one the exact number of people that actually viewed the content. This affects every other metric that you can track, such as likes, comments, shares etc. everything on Facebook ultimately boils down to reach.

Tracking reach for Thyrocare helped to know how well the contents were working which gives lead for the next content and how should it be designed and carried on.

Impressions:

On the other hand, Impression is the number of times a post from the page is displayed, whether the post is clicked or not. The reason why tracking impressions are important because it gives a clear idea of how many times the content has been exposed toward the audiences and measuring this will enable the marketer what content has the ability to be viewed by the most people the most amount of time.

The changes of digital marketing platforms and their algorithm travel faster than light. To keep up to date with the changes is very much crucial for the digital marketers.

It is so abrupt that the metric for Facebook Video View on August, the time when I joined as an intern at Cookie jar, was 3 sec video count. Which means, for social media such as Facebook or Intstagram, viewing only of 3 seconds of a video on it was considered to be a View. But by the end of October the algorithm has changed its metric to 2 seconds, which implies that now any video, regardless of its length, viewing it for only 2 seconds will be considered as a view.

Now most of the people would think that decreasing the number from 3 to 2 seconds has been an advantage but the reality is that now the marketer actually has to show the main thing within 2 seconds of the video. No matter how thrilling the video is, if it doesn't attract the potential consumer then it will be of no use.

OPERATOR	SUBSCRIBER (Million)
Mobile Internet	86.652
WiMAX	0.080
ISP + PSTN	5.734
Total	92.466

The above figure shows the active internet users of January 2018 by the BTRC. With so many users it is very challenging to attract them within the 2 seconds of their mind to a brand.

CHAPTER 3

Methodology of the study

Methodology refers to the comprehensive actions of research in my internship report. To achieve the objective of the report, two of the methods were been emphasized.

Qualitative: A number of unstructured interviews were taken, in-depth interview of some of the employees of Cookie Jar, meeting notes from client meetings were conducted to get the proper insight.

Online Journals: Some journals, articles and blogs were read thoroughly to know more detailed information of the Digital Marketing.

Findings of the study

Digital marketing communication has helped both the business and customers from different aspect. What I have found out while making this report is that, from digital marketing communication, people can actually meet their data hunger more accurately whereas conventional marketing works only as a teaser. Some of the key findings of the study are given below

1. Males are the main users of digital media. From my experience of managing Facebook pages of Thyrocare, Kazi & Kazi Tea, Jarwa House, I had the opportunity to analyze the fan base and from there I have found out that the male users are higher than the female users.
2. Online advertisement is really important in promoting business nowadays.\
3. Privacy issues are really matter to ponder while doing business through digital media.

Recommendation

1. In order for the Digital Marketing industry to have more growth, brands need to put in more money in this sector so that the creativity does not get hampered for the lack of investment. It is often seen that the ideas of the agency are being put on hold due to the budget deficiency.
2. Digital marketing can only grow as the people involved in it allow it to be. Agencies and brands should encourage the career prospect that is associated with the industry and encourage fresh graduates and traditional marketers to indulge them with more knowledge.
3. It is high time that Universities should ponder on the opportunity that Digital marketing can give and allow this to be taken as a Major course.

Conclusion

In order to complete my BBA program, an internship of minimum 3 months at any organization is required by the curriculum, and as such, under the supervision of Asiatic3Sixty-Cookie Jar and direction from my supervisor Mr Shamim Ehsanul Hoque, I have prepared my internship report. The introduction of the report is mainly a brief history of Asiatic3Sixty-Cookie Jar came into being and the services that it provides. Furthermore the mission, vision of the company is also included. In this report I have mainly discussed the wonders of digital marketing which means how fascinating these digital marketing platforms can be and to be more comprehensible I have used life example of a brand named Thyrocare, a diagnostic center, with which I have related how this company has used the digital marketing, precisely Facebook tools to reach its peak. And thus I have named the piece of write up of mine as Wonder of Digital Marketing: Tale of Thyrocare. The number of the country's total internet users till September was 90.05 million according to statistics published on the Bangladesh Telecommunication Regulatory Commission (BTRC)'s websites. With such prominent number of population active internet user it can be presumed what potential lies ahead for Digital Marketing. With more focus, budget and creative mind invested on this sector, the agencies of our country can take a direct boom and successfully attract more and more foreign brands.

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In Person Reference:

Syeda Tazrin Jahan, Senior Executive, Asiatic3Sixty-Cookie Jar.